

## INTRODUCING “INGENIUM”

**Report on the potential of Italian machinery with a focus on Vietnam as the top market in the ASEAN Region.**

### **SAVE THE DATE**

January 25, 2024 – 2:30pm  
Park Hotel Hyatt, Ho Chi Minh City

On January 25, **Confindustria**, the Confederation of Italian Industries, together with **SACE**, the Italian Export Credit Agency, and **FEDERMACCHINE**, the National Federation of Association of Manufacturers of Italian capital goods, in cooperation with the **Italian Trade Agency** in Ho Chi Minh City, will present **INGENIUM**, the 1<sup>st</sup> Report on the untapped potential of Italian capital goods in the international landscape which sees Vietnam as top destination market in the ASEAN Region.

Italy is world leader in the production of many categories of machineries with a strong competitive lever made of three distinguished and characteristic features: Automation, Creativity and Technology (ACT). The last decade has seen Vietnam replace Indonesia and Thailand as the top market for Italian ACT goods. What are the real distinctive features of Italian capital goods that make Vietnam a top partner of Italy? How can cooperation between Italian and Vietnamese companies be made even stronger?

The event will represent an important opportunity to present the potential of Made in Italy capital goods to economic operators in the ASEAN Region, in particular Vietnam, and an occasion to get in contact with some key Vietnamese buyers who benefit from the dedicated financial tools from SACE and who will be available for B2B meetings.

The event will take place at Park Hyatt Saigon Hotel.

To register your participation, click here: [Confindustria: Iscrizione](#)