

Post-Mission Report



Oregon Legislative Trade Caucus

Trade Mission To Vietnam

Ho Chi Minh City, Da Nang & Hanoi

September 4-11, 2025



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Executive Summary

The Oregon Legislative Trade Caucus organized this Trade Mission to Vietnam in consultation with New Rose City Consult to increase trade opportunities and commemorate three decades of normalized relations between the United States and Vietnam. Vietnam is now the United States' 8th largest trading partner and one of the fastest-growing economies in Southeast Asia. Oregon is uniquely positioned as a trusted trade partner of Vietnam, building on over a decade of building connections and expanding business relationships.

Delegates had the opportunity to explore emerging opportunities in key growth sectors for both Oregon and Vietnam including Artificial Intelligence (AI), advanced manufacturing, semiconductors, agriculture, and timber.

The trade mission began in Ho Chi Minh City, Vietnam's economic capital. Delegates got a primer from the U.S. Consulate's office, followed by a roundtable discussion with the People's Committee of Ho Chi Minh City (municipal/provincial government). The 2025 Vietnam International Sourcing Expo welcomed the Oregon's Delegation before showcasing over 300 buyers and over 500 exhibitors ranging from 60+ countries. The Port of Portland signed an MOU with the International Port of Long An, and delegates learned about Long An's trade and growth potential. A reception with over 75 business leaders connected to Oregon or the American Chamber of Commerce Ho Chi Minh City concluded the first leg.

Next, the trade mission traveled to Da Nang, a key tourism hub and gateway to central Vietnam. Delegates had the option of exploring Hoi An's Ancient Town, a UNESCO World Heritage Site. The formal agenda included discussions at the Da Nang Hi-Tech Park, a briefing on the Da Nang Free Trade Zone (FTZ), Investment Promotion Agency and the People's Committee of Da Nang.

Finally, the trade mission concluded in Hanoi, Vietnam's political capital. Delegates met with the Ministries of Agriculture & Environment, Finance, Science & Technology, Foreign Affairs, National Assembly Central Commission for Policy and Strategy. Some delegates got to tour the National Innovation Center (NIC). The American Chamber of Commerce in Hanoi hosted a reception with the delegation and their members.

Throughout the trade mission, Delegates promoted Oregon businesses and fostered relationships with Vietnamese businesses and government officials. Opportunities for further partnership are particularly ripe in Oregon's Targeted Industries of High Technology, Food & Beverage, and Metals & Machinery.



Background and Objectives

The Oregon Legislative Trade Caucus chose Vietnam for its inaugural trade mission due to the country's rapid economic ascent, strategic location in Southeast Asia, and growing bilateral ties with the United States and Oregon specifically. With a population of nearly 101 million and GDP growth averaging 6–7% annually, Vietnam represents a high-potential market for Oregon exporters and investors.

Oregon's trade relationship with Vietnam reflects the state's broader global economic strategy, rooted in high-value exports and robust supply chain integration. Vietnam accounted for roughly 4% of Oregon's total exports over the past three years, with a sharp increase in 2024 driven by demand for electronics, machinery, fertilizers, and cereals—sectors closely tied to Oregon's semiconductor and agricultural strengths. Oregon's export economy is the sixth most trade-reliant in the U.S. by GDP share, and its geographic position on the Pacific Rim, combined with advanced infrastructure and a thriving tech sector, makes it a natural partner for fast-growing Asian markets like Vietnam.

On the import side, Vietnam ranks as Oregon's 13th largest source, averaging \$550.3 million annually over the past decade, with an 18.67% increase in 2024 alone. Imports from Vietnam mirror Oregon's export profile, including semiconductors, vehicles, medical instruments, and fertilizers—highlighting the global nature of production cycles where intermediary goods flow into Oregon for refinement and re-export. With over 5,400 Oregon companies engaged in export activity—87% of which are small and medium-sized enterprises—Vietnam offers a strategic and scalable market for Oregon businesses seeking growth in Southeast Asia.

Vietnam's membership in major trade agreements such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the Regional Comprehensive Economic Partnership (RCEP) provides Oregon businesses with preferential access to a wide swath of Asia-Pacific markets, enhancing competitiveness and reducing trade barriers. Its geographic position along vital shipping lanes and close proximity to other ASEAN economies makes Vietnam a key logistics and manufacturing hub, ideal for companies looking to scale regionally. Moreover, Vietnam's national focus on digital transformation, renewable energy, and infrastructure modernization aligns seamlessly with Oregon's strengths in clean technology, software development, and advanced engineering—creating fertile ground for bilateral collaboration and investment.

The Oregon National Guard's partnership with Vietnam, established through the U.S. Department of Defense State Partnership Program, has grown into a robust bilateral relationship focused on security cooperation, disaster response, and civil-military engagement. Recent developments include joint training exercises on humanitarian assistance and disaster relief, as well as collaborative efforts to strengthen Vietnam's emergency management



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capabilities. The partnership also supports Vietnam's modernization of its military medical systems and promotes interoperability with U.S. and regional forces. These engagements not only enhance Vietnam's resilience but also deepen trust and strategic alignment between Oregon and Vietnamese defense institutions.

In higher education, Oregon institutions have cultivated meaningful collaborations with Vietnamese counterparts that support public sector development and academic exchange. Portland State University's Hatfield School of Government has led initiatives in public administration and policy training for Vietnamese officials, contributing to governance reform and leadership development. Oregon State University has partnered with Vietnamese universities on research in agriculture, environmental science, and engineering, reflecting shared priorities in sustainability and innovation.

The timing of Oregon's 2025 Trade Mission to Vietnam is both strategic and symbolic, coinciding with the 30-year anniversary of normalized diplomatic relations between the United States and Vietnam. This milestone underscores a deepening bilateral partnership that has evolved from reconciliation to robust economic and institutional collaboration. For Oregon, the mission builds on more than a decade of relationship-building efforts, including previous trade delegations led by Governor Kate Brown and sustained engagement across sectors such as education and defense. Strong partnerships between Oregon institutions—like Portland State University, Oregon State University, and the Oregon National Guard—and their Vietnamese counterparts have laid a foundation of trust and mutual benefit, making this moment an ideal opportunity to elevate commercial ties and expand strategic cooperation.

This trade mission to Vietnam was attainable thanks to long-term relationships Oregon has developed with Vietnam's Ambassador and Consul General in San Francisco, among others, which created a foundation of goodwill and open communication. As the first legislator-led mission with minimal agency support—and the only U.S. state-led trade mission to Vietnam in 2025—these connections gave us the confidence to move forward, knowing we had room to learn and adapt along the way.

The core objectives of Oregon's 2025 Trade Mission to Vietnam center on showcasing the breadth and strength of Oregon's economy—from cutting-edge high-tech sectors to foundational agricultural exports like hay and wheat. At its heart, the mission sends a clear and confident message to international markets: Oregon is open for business, ready to engage, and committed to expanding its global footprint through collaboration, innovation, and shared opportunity.



Delegation Biographies

Heads of Delegation



State Representative Daniel Nguyễn

House District 38, Oregon House of Representatives

Daniel Nguyễn is serving his second term as the Oregon State Representative for House District 38 (Lake Oswego and portions of Southwest Portland). He currently serves as the Chair of the House Committee on Economic Development, Small

Business, and Trade, and is a member of the Committee on Legislative Information Management and Technology, and the Joint Ways and Means Sub-Committee on Transportation and Economic Development. During the 2023 session, he served on the Joint Committee on Semiconductors, actively working to bring competitive, high-tech jobs to the state. Nguyễn established the Oregon Legislative Trade Caucus with Representative Shelly Boshart Davis in July 2025 and serves as Co-Chair.

Nguyễn is the son of Vietnam War refugees who came to the United States in 1975. He was born in Vancouver, Washington. He earned a BA in Business & Public Administration from the University of Puget Sound and an MBA from Marylhurst University. Nguyễn founded and owns a business operating for more than for 20 years alongside his wife Katherine Lam. Before being elected to the Oregon House of Representatives, Nguyễn served as a Lake Oswego City councilor, making history as the first person of color elected to the City's Council and as the first public elected official in Oregon of Vietnamese heritage.



State Representative Shelly Boshart Davis

House District 15, Oregon House of Representatives

Shelly Boshart Davis is serving her fourth term as the Oregon State Representative for House District 15 (Albany, Millersburg, and Tangent). She currently serves as Vice Chair of the Joint Committee on Transportation and sits on the House Committees on

Labor & Workplace Standards and Rules. She is also a member of the bi-state Committee on the Interstate 5 Bridge. Boshart Davis has been a leading voice on transportation policy, agricultural exports, freight mobility, and economic opportunity. In July 2025, she co-founded the Oregon Legislative Trade Caucus with Representative Daniel Nguyễn, working to expand opportunities for Oregon products in global markets.

Boshart Davis was born and raised in the Mid-Willamette Valley, where her family has farmed for generations. She earned a degree in Business Administration from Oregon State University and was an active leader in statewide agricultural and transportation organizations prior to her election to the legislature. She runs the family's truck shop and farm while raising three children in Albany with her husband, Geoff.



Delegation Members

(Sorted Alphabetically by First Name)



Ms. Alexis Jacobson

International Accounts manager, Bossco Trading LLC

Alexis Jacobson is the International Accounts Manager at BOSSCO Trading located in the heart of Oregon's Willamette Valley: Tangent, Oregon. BOSSCO Trading is an international agriculture export company that primarily exports grass straw and hay

as supplemental feed for cattle. While BOSSCO Trading is an agricultural exporter, their success is possible because of their work with many farmers throughout the Willamette Valley.

Jacobson graduated from Oregon State University with a BS in Agricultural Sciences and has worked at BOSSCO Trading for over nine years, where she coordinates export shipments and documentation, coordinates the drayage and forage processing schedule, manages customer relations, and manages ocean carrier contracts and relationships. During the summer harvest of grass straw, she aids in managing the logistics of several tractor and truck crews baling and transporting grass straw from fields between Eugene and Woodburn, Oregon. In addition, Jacobson is involved in the following professional organizations: Agriculture Transportation Coalition, United States Forage Export Council, Oregon Women for Agriculture, and the Federal Maritime Commission's National Shipper Advisory Committee.



Mr. Andy Do

President & CEO, Embedded Works Corporation

Embedded Works is a technology solutions provider specializing in the rapidly evolving sectors of wireless communications and the Internet of Things (IoT). They offer a comprehensive range of wireless products and services designed to empower engineering professionals, marketing teams, sales forces, and executive management to

navigate and conquer the difficulties associated with IoT integration effectively. Their portfolio includes cutting-edge wireless modules, sensors, and antennas, all carefully selected to ensure seamless connectivity and performance. In addition to hardware, they provide robust software solutions that span from device management to data analytics, enabling a holistic approach to IoT Deployment. They also offer strategic consulting services. Our team assists in market analysis, product positioning, and go-to-market strategies, ensuring that their clients excel technically and thrive in competitive market landscapes.

They also provide technical support and development tools for engineering teams that streamline the design process from prototyping to production. They offer training and resources for sales and marketing professionals that translate complex technologies into compelling narratives. They deliver insights and systems for executive management that support informed decision-making and drive business growth.



Mr. Bobby Bui

Founder & Principal, CH Ventures

With over 30 years of experience in sales, merchandising, marketing, and distribution, Bobby Bui has built a distinguished career in both the retail and wholesale sectors. Throughout this time, he has held key roles in leading organizations, contributing to the growth and success of internationally recognized brands and operations.

Bui brings a comprehensive understanding of the consumer goods industry, from product development and in-store execution to strategic marketing and supply chain logistics. He has consistently driven results through data-driven strategies, cross-functional collaboration, and a deep understanding of market trends and customer behavior.

Building on this extensive industry experience, Bui is the Founder and Principal of CH Ventures, a business focused on supporting emerging and established brands in optimizing their sales, merchandising, marketing, and distribution strategies. Through CH Ventures, he partners with clients to unlock growth opportunities, streamline operations, and bring innovative products to market.



Mr. Dave Robertson

Chief Public Affairs Officer, Port of Portland

Before joining the Port in July 2023, Dave Robertson served for 18 years as the vice president of public affairs and the director of government affairs at Portland General Electric. He was responsible for PGE's Communications, Government Relations,

Environmental Policy and Corporate Social Responsibility teams. Before joining PGE, he served as director of government relations—west for Pacific Gas & Electric's National Energy Group. He was also a member of U.S. Sen. Mark Hatfield's legislative policy staff in Oregon and Washington, D.C., and a consultant working for energy companies, tribal governments, business associations and environmental groups.

Robertson is a native of Portland and grew up in the Parkrose neighborhood and in Washington, DC. He served as chair of the Portland Business Alliance and board secretary for the Oregon Business and Industry Association. In the past, he served as an Oregon appointee to the Columbia River Gorge Commission, was chair of the board of the environmental nonprofit SOLVE and served as a board member of Portland Center Stage. Robertson is currently a board member for the Pacific Ocean Energy Trust. He earned a bachelor's degree in political science from Willamette University and a utility management certificate from the University of Idaho. Robertson is married with three children and enjoys mountain biking and fly fishing.



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Mr. Doug Smith

International Consultant, Oregon Consular Corps

The Oregon Consular Corps (OCC) is an organization of career and honorary consular officials who serve or have served as representatives of foreign nations and jurisdictions in Oregon and in the Pacific Northwest. OCC members represent approximately 40 nations as well as the Taipei Economic and Cultural Office in Seattle.

Smith has worked as Commercial Trade Officer and Coordinator For International Relations for Japan, International Business Development for the Oregon Department of Economic Development, served as Chair of the Japan-America Society of Oregon and Treasurer of the NW China Council, been a part of The Oregon Export Council with the U.S. Department of Commerce, the Port of Portland, and currently works with the Oregon Consular Corps.



State Representative Dwayne Yunker

House District 3, Oregon House of Representatives

Dwayne Yunker is the Oregon State Representative for House District 3, Josephine County, which includes Grants Pass and surrounding towns in the southwest section of the state.

Yunker is a veteran, a volunteer member of the Grants Pass City Council, and a successful real estate entrepreneur. Yunker's leadership, strategic planning, and management experience in the military along with his degree in business administration became the foundation for his thriving real estate business in Grants Pass.



Mr. Iftikhar Ahmed

Principal/Owner, Treeline Designz

Treeline Designz offers custom residential and commercial landscape and garden design, consulting, coaching and more. Based in Portland, Oregon since 2012, Treeline Designz has designed gardens for clients and won awards from garden shows around the world.

Their objective for the trade mission is to forge strategic partnerships in the landscape architecture, horticulture, and sustainable urban development sectors. Vietnam is undergoing dynamic growth in infrastructure and real estate development, presenting a unique opportunity to contribute world-class landscape and garden design to landmark projects.

Specifically, they would like to:

- Engage with key government stakeholders, including the Ministry of Agriculture and Rural



Development, Ministry of Natural Resources and Environment, and Ministry of Construction, to explore collaboration on sustainable parks, green infrastructure, and reforestation projects.

- Establish connections with major city planners, public parks and forestry departments, and private real estate and construction developers involved in high-profile urban expansion.
- Partner with leading Vietnamese architecture and design firms to introduce innovative, culturally resonant, and environmentally responsible landscape solutions.



Mr. Jeff Chan

Regional Sales Director (Asia), Stevens Water Monitoring Systems, Inc

Jeff Chan, Director of Engineering and R&D at Stevens, brings over 20 years of experience in environmental monitoring technologies, transforming innovation into tangible business impact..

He has led multidisciplinary engineering teams, secured multiple patents, and driven the development of advanced products and cloud platforms, including the POGO system which optimizes water use in sports turf with applications that extend to agriculture and other industries.

Combining deep technical expertise with strategic vision, Jeff plays a key role in expanding Stevens' presence across Asia. Guided by the trademark "Measurements to Mind," he ensures Stevens' solutions not only push the boundaries of environmental monitoring technology, but also deliver actionable insights that empower customers to make smarter decisions.



Mayor Joe Buck

Mayor, City of Lake Oswego

Joe Buck is now in his second term as Mayor of the City of Lake Oswego, Oregon.. Mayor Buck is actively engaged in policy making and in organizations that make Lake Oswego a healthy, sustainable community of belonging for everyone.

Amongst other actions, he helped bring about the City's first family affordable housing, created the Youth Leadership Council, has been a champion of the City's Climate Action Plan, led dedicated funding for safe pathways for pedestrians and stands in strong support of the basic rights all residents to live a life free from hatred and discrimination.

Buck is also engaged regionally as a leader amongst the region's mayors. He represents the cities of Clackamas County on Metro's Joint Policy Advisory Committee on Transportation (JPACT) and serves on the Metro Policy Advisory Committee (MPAC).

Buck is a veteran of the U.S. Coast Guard and operates several local restaurants. He's an avid runner and fitness enthusiast and enjoys listening to U.S. Supreme Court oral arguments - past and present - while walking his dogs.



Ms. Katherine Lam

President & CEO, Bambuza Hospitality Group

Katherine Lam is the President & CEO of Bambuza Hospitality Group, a respected restaurant and retail management group with locations in Oregon, Washington, California, and Utah. She also serves as a Port of Portland Commissioner and as a board member for the Oregon Business Council and the Civics Learning Project.

A committed community leader and supporter of local non-profits, Lam champions food security, youth mentorship, and education. She has been recognized as a Portland Business Journal (PBJ) Woman of Influence (2024), Restaurateur of the Year by the Oregon Restaurant & Lodging Association (2024), Executives of the Year-CEO by PBJ (2025), and was inducted into the Asian Hall of Fame for Civic Leadership (2024).



Mr. Khang Tran

Founder & Principal, Humanus Labs

Founder and Principal-in-Charge of H-Labs. He brings over 10 years of diverse experience and expertise in architectural design, construction management, technology innovation, and working with diverse complex stakeholders to support his clients. He leverages his experience with Skanska USA Building in his role as an Innovation Manager.

As a subject-matter expert, he worked closely with internal and external stakeholders to share knowledge, develop and implement a new technological mindset, and train technical skill sets. In addition, he is certified in Change Management with Prosci and Human-Centered Design Thinking with LUMA Institute, leveraging these experiences to integrate empathy as an approach to engage, train, develop, and implement innovative solutions to continuously improve. Tran is a Board member of the Architecture, Construction, Engineering (ACE) Mentor of Oregon, working closely with the Programming Committee to develop a program to enable high school students to explore the different career paths in the AEC industry. In addition, as a member of the small emerging business community, Tran is dedicated to advocating for his peers. He is currently serving on the ODOT DBE Advisory Committee.

Humanus Labs (H-Labs) is a COBID-certified creative problem-solving consultancy. We aspire to serve, support, solve, and simplify complex problems with a human-centered design thinking approach, through collaboration, co-creation, and crowd-sourcing. We constantly create opportunities to provide value-added solutions for our clients. H-Labs is deeply invested in our community. We focus on advocating for low-income, first-generation college students and the BIPOC small businesses to have access to more opportunities in education, career development, and to be competitive in business. H-Labs aspires to challenge others to think, work, and build differently, so we can all be better together. We want to represent project owners throughout the design and construction process to create value-added solutions for the present and future, to move towards 3D deliverables. We recognized that currently there is no one advocating for project owners to think towards asset management and facility management. We see this as an opportunity, and with our passion, we want to assist your team in driving this change, leveraging our diverse skill sets.



Ms. Lyllian Nguyen

Co-Founder and COO, Project 10B

Nguyen has 20 years of experience in Real Estate and Finance. Project 10B Consulting started in 2022, aiding small and medium-sized businesses and non-profit organizations throughout the United States in their financial recovery from the pandemic. Since then, they've expanded their range of services to help address the most pressing needs of small businesses and underrepresented entrepreneurs.

They believe that thriving local businesses are integral to creating vibrant and equitable communities. Their mission is to bolster small & medium size business revenues and foster economic prosperity in underserved areas by equipping entrepreneurs with the tools and resources they need to thrive.



Mr. Man Ninh

Legal Assistant, Law Office of Thomas Nguyen

Man Ninh is a Legal Assistant and Office Manager at the Law Office Thomas DT Nguyen. Previously, Mr. Ninh worked for the Law Office of John G. Humphrey. Ninh is passionate about upholding justice and contributing to successful Personal Injuries and Immigration legal outcomes. He also interprets for and assists clients in the Ethnic Minority and Vietnamese community



Commissioner Meg Niemi

Commissioner, Port of Portland

Meg Niemi has been elected president of Service Employees International Union (SEIU) 49 since 2009, and has served as a board or committee member of SEIU International Union Executive Board, Asian Pacific American Network of Oregon, Roots to Rise,

Jade District Affordable Housing Development, the Prosper Portland 2015-2020 Strategic Plan Steering Committee, and Kaiser Permanente Community Fund Advisor (former member).

With the Port of Portland's three airports, three operating marine terminals, and six business parks, the Port of Portland is an economic engine for transforming the PNW Region into a place where everyone is welcome, empowered, and connected to the opportunity to find a good job or grow their business.



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Mr. Maury Cole

Founder and CEO, La Jolla Alcohol Research, Inc.

Maury Cole is the key founder and the current CEO of La Jolla Alcohol Research, Inc. With over a decade of experience in animal handling and many years working with rodent models of alcoholism, Cole was the perfect person to develop what would become the LJARI alcohol vapor system and the patented eVape system.

With over 13 publications to his name from these systems alone, and more on the way, Cole has significantly advanced the field of alcohol and drug research. He holds several patents and has established exclusive use of the "e-Vape" trademark.

Cole is a family man that loves his children and extended family. He's a passionate leader that continues to invest in the community by mentoring rising stars in the Science and Business community. Outside of Science, 'Coach Cole' as he is called, has Coached the football powerhouse known as the Helix Highlanders. Through his service to the young student-athletes, he has helped the program win several championships and many of his players have received scholarships to Universities and are continuing to thrive in the classroom.



Mr. Mike Nguyen

Senior Principal Consultant, World Bank

Mike Nguyen brings over 25 years of global experience across the semiconductor and advanced manufacturing industries, with a distinguished career spanning Intel, Micron, GlobalFoundries, and currently serving as Senior Principal Technical Consultant to the World Bank. He's also serving on the Vanguard Advisory Board.

A seasoned executive, Nguyen led strategy and operations for Intel Vietnam Assembly & Test Manufacturing for six years, working closely with both the Vietnamese government and Intel Corporation to help shape the national semiconductor strategy and strengthen Vietnam's position in the global supply chain. Today, at the World Bank, he advises on advanced packaging, IC design, and strategic industrial policy for Vietnam's next-generation growth sectors. Nguyen splits time between Oregon and Vietnam.



State Representative Shannon Jones Isadore

House District 33, Oregon House of Representatives

Shannon Jones Isadore is a U.S. Marine Corps veteran, born and raised in Northeast Portland. She is a first-term representative of House District 33, which includes Downtown, Northwest, Linnton, and Cathedral Park. Growing up in the vibrant Albina neighborhood with her multi-generational family, surrounded by a large and tight-knit community, Isadore learned the importance of community and resilience early in life.



Isadore brings her commitment to effective, compassionate solutions to the Oregon State Legislature, where she is dedicated to addressing some of the most pressing issues facing Oregonians: access to mental health services, addressing the addiction crisis, and building a safe and thriving city. As a resident of Northwest Portland and a business owner (Isadore runs the Oregon Change Clinic), downtown revitalization is a top priority for Shannon, and she is excited to lead Portland's city center.

Isadore joins this trade mission to gain knowledge that supports the Oregon Vietnam trade relationship and broaden her perspective, learn about new progressive advancements such as AI technology, address what is important to her constituents, and experience the culture of Vietnam.



Dr. Timothy Delbridge

Assistant Professor of Applied Economics, Oregon State University

Dr. Timothy Delbridge provides outreach and Extension in support of Oregon farmers and ranchers and works closely with several of Oregon's commodity commissions. Export of agricultural products is important for the state's agricultural economy, and he is interested in learning more about the priorities of importing partners and the ways that the Oregon agriculture industry can work better with them.



Itinerary

Time	Itinerary	Location
Thursday, September 4, 2025		
Varied	Arrival at Tan Son Nhat International Airport (SGN) <i>Look for "New Rose City Consult" or "Oregon Trade Mission Program" sign at arrivals for shuttle transfer to Hotel</i>	Phường Tân Sơn Hoà, Ho Chi Minh City, Vietnam
Varied	Check-In at Sheraton Saigon Grand Opera Hotel	88 Dong Khoi, District 1 Ho Chi Minh City 00000
Friday, September 5, 2025		
8:00 AM	Delegation Breakfast at Hotel (Business Casual)	1st Floor Dining Room 88 Dong Khoi, District 1 Ho Chi Minh City 00000
8:30 AM	U.S. Consulate Welcome Briefing (Business Casual)	23rd Floor Conference Room 88 Dong Khoi, District 1 Ho Chi Minh City 00000
9:45 AM	Drive to Ho Chi Minh City People's Committee (Professional Attire)	86 Lê Thánh Tôn, Bến Nghé, Quận 1, Hồ Chí Minh 700000
10:00 AM	Ho Chi Minh City Roundtable (Professional Attire)	86 Lê Thánh Tôn, Bến Nghé, Quận 1, Hồ Chí Minh 700000
12:00 PM	Drive to Saigon Exhibition and Convention Center (Business Casual)	799 Đường Nguyễn Văn Linh, Tân Phú, Quận 7, Hồ Chí Minh
12:30 PM	Lunch at Convention Center, Explore Supplier Expo (Business Casual)	799 Đường Nguyễn Văn Linh, Tân Phú, Quận 7, Hồ Chí Minh
1:30 PM	Exhibition Welcome & Trade Seminar (Business Casual)	799 Đường Nguyễn Văn Linh, Tân Phú, Quận 7, Hồ Chí Minh
4:30 PM	Drive to Sheraton Saigon Grand Opera Hotel (Business Casual)	88 Dong Khoi, District 1 Ho Chi Minh City 00000
5:00 PM	Personal Business	
6:30 PM	Friends of Oregon Reception with AmCham Ho Chi Minh City *Invitation Only* <i>Sponsored by the Port of Portland</i>	Wine Bar Level 23 88 Dong Khoi, District 1 Ho Chi Minh City 00000



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Saturday, September 6, 2025		
6:30 AM	Drive to Long An <i>Delegates should eat breakfast prior to boarding, or request a To-Go Meal at least one-day prior.</i>	61 Truong Dinh, Ward 1, Tan An, Long An
9:00 AM	Welcome Reception at Long An International Port (Professional Attire)	61 Truong Dinh, Ward 1, Tan An, Long An
9:30 AM	Welcome Program Panel Discussions MOU Signing	61 Truong Dinh, Ward 1, Tan An, Long An
12:30 PM	Delegation Lunch <i>Hosted by the Port of Long An</i>	61 Truong Dinh, Ward 1, Tan An, Long An
2:30PM	Drive to Sheraton Saigon Grand Opera Hotel	68 Provincial Road 830, Vinh Hoa Hamlet, Tan Tap Ward, Tân Tập Long An
4:00 PM	Personal Business	
6:00 PM	Walk to Friendship Festival (Business Casual)	Le Loi Street, Saigon Ward, Ho Chi Minh City
6:15 PM	U.S.-Vietnam Friendship Festival (Business Casual)	Le Loi Street, Saigon Ward, Ho Chi Minh City
Sunday, September 7, 2025		
8:00 AM	Personal Business	
11:00 AM	Check-Out; Drive to Tan Son Nhat International Airport (SGN) (Business Casual)	Phường Tân Sơn Hoà, Ho Chi Minh City, Vietnam
1:25 PM	Vietnam Airlines Flight 132 to Da Nang	
2:50 PM	Arrival at Da Nang International Airport (DAD) Drive to Furama Resort Da Nang	Đ. Nguyễn Văn Linh, Hải Châu, Đà Nẵng 550000
4:00 PM	Check-In at Furama Resort Da Nang Free for Personal Business	105 Võ Nguyên Giáp, Khuê Mỹ, Ngũ Hành Sơn, Đà Nẵng 550000
6:30 PM	<i>Optional Excursion to Hoi An UNESCO World Heritage Site</i>	



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Monday, September 8, 2025		
7:30 AM	Drive to Software Park 2 (Professional Attire) <i>Delegates should eat breakfast prior to boarding.</i>	Software Park 2, Nhu Nguyệt, Thuận Phước, Hải Châu, Đà Nẵng 550000
8:00 AM	Da Nang Semiconductor and AI Center Site Visit (Professional Attire)	Software Park 2
9:00 AM	Drive to Da Nang Administrative Center (Professional Attire) Bring Passport	24 Tran Phu Street, Hai Chau Ward, Da Nang City
9:30 AM	Meeting on Da Nang Hi-Tech Park and Industrial Zones (Professional Attire)	Hall 1, 2nd Floor 24 Tran Phu Street, Hai Chau Ward, Da Nang City
11:00 AM	Meeting with Da Nang People's Committee (Professional Attire)	Room No. 1, 2nd Floor 24 Tran Phu Street, Hai Chau Ward, Da Nang City
11:30 AM	Drive to Furama Resort Danang	105 Võ Nguyên Giáp, Khuê Mỹ, Ngũ Hành Sơn, Đà Nẵng 550000
12:00 PM	Delegation Lunch at Hotel Check-Out (Business Casual)	105 Võ Nguyên Giáp, Khuê Mỹ, Ngũ Hành Sơn, Đà Nẵng 550000
2:00 PM	Personal Business	
4:00 PM	Drive to Da Nang International Airport (DAD) (Business Casual)	Đ. Nguyễn Văn Linh, Hải Châu, Đà Nẵng 550000
6:05 PM	Vietnam Airlines Flight 180 to Hanoi	
7:30 PM	Arrival at Noi Bai International Airport (HAN) Drive to Hotel de l'Opera Hanoi - MGallery Collection	Xã Nội Bài, Phú Cường, Hanoi City, Hà Nội
9:00 PM	Check-In at Hotel de l'Opera Hanoi - MGallery Collection (Business Casual)	29 Tràng Tiền, Hoàn Kiếm, Hà Nội 010000



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Tuesday, September 9, 2025		
7:00 AM	Delegation Breakfast at Hotel	Lautrec Restaurant 1st Floor 29 Tràng Tiền, Hoàn Kiếm, Hà Nội 010000
8:00 AM	Drive to Ministry of Agriculture and Environment (Professional Attire)	10 Tôn Thất Thuyết, Mỹ Đình, Nam Từ Liêm, Hà Nội
9:00 AM	Ministry of Agriculture and Environment Meeting (Professional Attire)	10 Tôn Thất Thuyết, Mỹ Đình, Nam Từ Liêm, Hà Nội
10:00 AM	Drive to Ministry of Finance (Professional Attire)	28 Tran Hung Dao street
10:30 AM	Ministry of Finance Meeting (Professional Attire)	28 Tran Hung Dao Street
12:00 PM	Lunch	37 Hùng Vương, Điện Biên, Ba Đình, Hà Nội
1:30 PM	Drive to Hotel / Commission Meeting	
2:00 PM	Central Commission for Policy and Strategy (Professional Attire) ** ELECTED OFFICIALS ONLY**	105B Quan Thanh Street
2:00 PM	Site Tour of National Innovation Center (NIC)	Ngõ 7 Tôn Thất Thuyết, Dịch Vọng Hậu, Cầu Giấy, Hà Nội
3:30 PM	National Assembly Meeting (Professional Attire)	1 Đ. Độc Lập, Điện Biên, Ba Đình, Hà Nội, Vietnam
4:30 PM	Drive to Ministry of Foreign Affairs	29 Tràng Tiền, Hoàn Kiếm, Hà Nội 010000
5:00 PM	Ministry of Foreign Affairs	1 Ton That Dam street
6:00 PM	Drive to Hotel de l'Opera M Gallery	Lautrec Restaurant 1st Floor 29 Tràng Tiền, Hoàn Kiếm, Hà Nội 010000
6:30 PM	Farewell Reception with Ministries and AmCham Hanoi *Invitation Only* <i>Sponsored by the Port of Portland</i>	Lautrec Restaurant 1st Floor 29 Tràng Tiền, Hoàn Kiếm, Hà Nội 010000



Trade Mission to Vietnam | Sept. 2025

Oregon Legislative Trade Caucus

Time	Itinerary	Location
Wednesday, September 10, 2025		
8:00 AM	Final Delegation Breakfast at Hotel (Business Casual)	29 Tràng Tiền, Hoàn Kiếm, Hà Nội 010000
9:00 AM	Personal Business	
Thursday, September 11, 2025		
Varried	Delegation Travel Day <i>Suggested Route: Depart HAN at 12:00 PM on Korean Air Flight 442 to ICN -> Delta Flight 172 to SLC -> Delta Flight 3233 to PDX arriving 6:03 PM.</i>	Noi Bai International Airport (HAN) Xã Nội Bài, Phú Cường, Hanoi City, Hà Nội



Analysis & Outcomes

Oregon and Vietnam stand at a promising crossroads for expanded collaboration, with several sectors ripe for meaningful partnerships and business development. From high-tech manufacturing and clean energy innovation to agriculture, education, and public administration, both regions bring complementary strengths and shared priorities to the table. Vietnam's rapid economic growth, strategic location, and commitment to modernization align seamlessly with Oregon's globally competitive industries and values-driven approach to trade. This convergence creates fertile ground for joint ventures, investment, and long-term relationship-building that can benefit both economies and deepen bilateral ties.

Agriculture

Vietnam presents a promising and expanding market for Oregon's agricultural sector, driven by a growing middle class, rising demand for high-quality food products, and a national focus on food security and sustainability. Oregon's diverse agricultural portfolio—including wheat, hay, dairy, processed vegetables, and specialty crops like grass seed and tree nuts—aligns well with Vietnam's import needs, particularly as the country modernizes its food supply chains and seeks reliable sources of premium agricultural goods. Recent increases in Oregon's exports to Vietnam, especially in cereals and fertilizers, signal strong potential for deeper trade ties. With Vietnam's population nearing 100 million and its urbanization accelerating, Oregon producers are well-positioned to meet evolving consumer preferences and contribute to Vietnam's agricultural development goals.

In efforts to reduce trade deficits between the two countries, Vietnam signed a series of Memorandums of Understanding earlier in 2025 with U.S. agricultural companies, primarily in the midwest. These MOUs committed Vietnam to purchasing \$2 billion worth of American farm products over the next several years. During the delegations' meeting with the Ministry of Agriculture and Environment, Acting Minister Mr. Tran Duc Thang echoed this commitment, and welcomed purchasing Oregon agricultural products as part of this \$2 billion commitment.

Education & Workforce

Education presents a vital avenue for deepening Oregon–Vietnam ties, particularly as both regions confront complementary workforce challenges and opportunities. Oregon faces an aging labor force and increasing demand for skilled talent across sectors like engineering, healthcare, and advanced manufacturing. Meanwhile, Vietnam boasts a young, dynamic population with high levels of underemployment and a strong appetite for international education and workforce development. This demographic contrast creates fertile ground for institutional alignment, with Oregon's universities and vocational programs offering expertise in curriculum design, teacher training, and industry-integrated learning. Continued



collaboration—through student exchange, joint research, and capacity-building initiatives—can help equip Vietnam’s workforce for the future while expanding Oregon’s global educational footprint and talent pipeline.

High Technology

Vietnam’s rapidly expanding digital economy and commitment to industrial modernization present strong opportunities for Oregon’s high-technology and semiconductor sectors. As Vietnam invests heavily in smart infrastructure, electronics manufacturing, and digital transformation, demand for advanced components and technologies—especially semiconductors—is surging. Oregon, home to industry leaders like Intel and a robust ecosystem of high-tech manufacturers, is well-positioned to supply the precision electronics, machinery, and engineering expertise Vietnam needs to scale its tech ambitions.

This alignment was clearly reflected during the delegation’s visit to the Da Nang Hi-Tech Park and the National Innovation Center in Hanoi—two flagship initiatives driving Vietnam’s push toward becoming a regional innovation hub. These engagements offered Oregon companies direct insight into Vietnam’s strategic priorities and opened doors for collaboration in areas like chip design, clean-tech manufacturing, and workforce development. With Vietnam’s participation in global supply chains and trade agreements like CPTPP and RCEP, Oregon firms can benefit from streamlined market access and long-term commercial partnerships in one of Asia’s most dynamic innovation ecosystems.

Metals & Machinery

Vietnam’s ambitious climate goals—including its pledge to reach net-zero emissions by 2050—are driving demand for advanced technologies and sustainable industrial solutions, creating a strong entry point for Oregon’s metals and machinery sector. As Vietnam modernizes its infrastructure and transitions to cleaner energy systems, there is a growing need for precision equipment, energy-efficient machinery, and low-emission manufacturing tools. Oregon’s clean-tech manufacturing ecosystem, which integrates advanced materials, automation, and environmentally conscious engineering, is well-suited to support Vietnam’s shift toward greener industry. Opportunities span sectors such as renewable energy deployment, smart grid components, and sustainable construction technologies. By aligning Oregon’s innovation capacity with Vietnam’s climate-driven industrial transformation, both regions can forge impactful partnerships that accelerate decarbonization while expanding trade and investment.

Public Administration

Vietnam is undergoing a significant phase of administrative and governmental consolidation aimed at streamlining decision-making and reducing bureaucratic barriers for both citizens and



businesses. During the delegation's meeting with the Central Commission for Planning and Strategy, officials emphasized efforts to unify planning frameworks and improve inter-agency coordination—key steps toward creating a more agile and investor-friendly environment. These reforms are part of a broader national strategy to attract foreign investment, enhance public service delivery, and support economic modernization by making it easier to launch and operate businesses across sectors.

Oregon could draw valuable insights from Vietnam's approach to administrative consolidation. By reducing bureaucratic complexity and aligning strategic planning across agencies, Vietnam is creating a more efficient and responsive government that better serves both citizens and businesses. For Oregon, which often contends with fragmented regulatory processes and overlapping jurisdictions, adopting elements of this model could improve inter-agency coordination, accelerate permitting timelines, and enhance public service delivery. The emphasis on simplification and strategic alignment in Vietnam offers a compelling example of how governance reform can directly support economic development and investor confidence.

Outcomes

- **Port of Portland Signed an MOU with Vietnam's Long An International Port** to strengthen maritime and logistics cooperation between Oregon and southern Vietnam. The agreement aims to promote cargo flow, share best practices in port management, and explore joint initiatives in clean energy and infrastructure development.
- **President Luong Cuong of Vietnam's meeting with the Oregon delegation** during his stopover in Seattle—en route to the United Nations General Assembly—was a clear signal of success for Oregon's trade mission and a powerful affirmation of the state's growing international relevance. This engagement, a direct outcome of high-level discussions held in Vietnam, underscores the strength of the relationships forged and Vietnam's continued interest in deepening ties with Oregon. It reflects the promise of future collaboration across sectors and highlights Oregon's emergence as a trusted partner in global economic and strategic dialogue.
- **Connected with over 125 Vietnamese and American government, business and civic leaders** during formal engagements and receptions. Relationships and people-to-people connections are the foundation of trust, which is essential for both business and government partnerships to thrive. They create the human infrastructure that allows deals to move beyond formal agreements—ensuring smoother communication, deeper understanding, and long-term collaboration that can weather political or market shifts.
- **Additional Outcomes To Be Determined.** Lasting partnerships from the State Partnerships for Peace, to the Vietnam Oregon Initiative Network (VOIN), Oregon business investments to and from Vietnam, and many more arose out of Oregon's first trade mission to Vietnam in 2015. In the weeks, months and years to come, additional outcomes will sprout from the seeds we planted during this trade mission.



Recommendations & Follow-Up

Legislators have several meaningful avenues to deepen Oregon's relationship with Vietnam and build on the momentum of the 2025 Trade Mission. Given that business delegates will manage lead follow-up individually, this section concentrates on legislative recommendations and subsequent engagement. Legislative actions include, but are not limited to:

- **Establish a comprehensive trade strategy for the state.** This should include collaboration across agencies. The strategy is essential to identify additional legislative actions needed, and provide a body for businesses and consumers to plug into international markets.
- **Establish a Vietnam-Oregon Trade Office or Trade Officer.** More specific to Vietnam, this would be an in-country expert that can work with government and business leaders to identify opportunities, make warm connections, and support Oregon businesses entering Vietnam's markets, or Vietnam companies entering Oregon.
- **Support Clean Tech Manufacturing in Oregon through targeted investments and incentives.** Much like we did with the Oregon CHIPS Act, and support for the Semiconductor industry. As countries like Vietnam make progress toward their clean energy goals, Oregon can supply the clean technology needed, while creating high-wage jobs, scaling climate solutions and strengthening Oregon's competitiveness in the global green economy.
- **Study Public Service and Government Consolidation.** Drawing inspiration from Vietnam's ambitious consolidation efforts, study the full scope of state, county and city governments, and identify opportunities to improve service delivery, reduce duplication, and make government more responsive to citizens and businesses.
- **Recognize Vietnamese-Issued Credentials.** Require Oregon agencies to either automatically or through a simple pathway recognize international credentials so that Vietnam-trained and licensed professionals can work in Oregon with minimal reschooling or retraining.

Non-Legislative actions include, but are not limited to:

- **Receiving a High-Level Delegation from Vietnam.** During both the trade mission and subsequent meeting with President Cuong, delegates welcomed and invited the prospect of Vietnam sending their own delegation to Oregon. There is potential for alignment leading up to or immediately following the SelectUSA Investment Summit.
- **Renewing Existing and Establishing New MOUs and Agreements** between Oregon and Vietnamese institutions of higher education, the State Partnership for Peace, and cultural institutions.
- **Establishing Sister-City Partnerships** between Oregon and Vietnamese cities.