

Australian Trade Mission Builds High-Value Partnerships Through Business Matchmaking in Vietnam



CASE STUDY

Australian Trade Mission Builds High-Value Partnerships Through Business Matchmaking in Vietnam

Twenty Australian companies, supported by the Victorian Government Trade and Investment (VGTI), participated in a virtual trade mission to Vietnam aimed at exploring opportunities in ICT and sustainability. VGTI partnered with Dezan Shira & Associates to design and deliver a customized business matchmaking program.

Working closely with the Victorian companies, our teams identified, interviewed, and scheduled over 50 targeted meetings with potential Vietnamese partners. The success of this initiative led VGTI to engage Dezan Shira's business matchmaking services for an in-person trade mission.



Challenge

VGTI needed to deliver a high-impact trade mission for 20 Victorian companies across ICT and Sustainability. Each business had distinct goals, market entry strategies, and partner requirements, creating significant complexity. The mission also had to be executed under a compressed timeline and in a fully virtual format, requiring careful alignment across sectors, effective partner identification, and coordination of over 50 targeted meetings despite these constraints.

Solution

Dezan Shira & Associates applied a structured, multi-step approach tailored to the needs of each Victorian company. The team worked closely with participants to clarify priorities and establish partner criteria, which guided targeted research, screening, and proactive outreach to potential partners. Meetings were scheduled with qualified Vietnamese partners, supported by virtual coordination, translation, and comprehensive post-mission reporting.

Impact

Despite a compressed timeline, our teams delivered a successful matchmaking program aligned with VGTI's objectives – strengthening Victoria's trade presence in Vietnam, supporting bilateral relations, and creating opportunities for new vendor, distributor, and customer partnerships. The program successfully delivered 1–5 targeted meetings for each company and facilitated more than 50 virtual meetings during the mission.

CHALLENGE

To celebrate the launch of its Vietnam office and strengthen bilateral economic ties, the Victorian Government Trade and Investment (VGTI) organized a virtual trade mission featuring 20 companies across ICT and sustainability. The mission was designed to showcase Victoria state's competitive strengths while creating meaningful business opportunities in Vietnam.

After a rigorous RFP process, the VGTI engaged Dezan Shira & Associates to provide matchmaking services for the participating companies. Most companies sought to enter the Vietnamese market through distribution channels, retail customers, or strategic partners to support product localization.

To deliver meaningful connections between Victorian businesses and Vietnamese counterparts, our Business Intelligence (BI) arm was tasked with:

1. Understanding 20 unique business needs, including their market entry strategies, business goals, and ideal partner profiles
2. Identifying and vetting potential Vietnamese partners across two sectors: ICT and sustainability

With a short timeline and 20 companies depending on the outcome, the BI team needed to respond rapidly to identify opportunities and ensure tangible results.

SOLUTION

Understanding business priorities

The project began with close collaboration between Dezan Shira, VGTI, and each Victorian company to explore strategic goals, market entry plans, and ideal partner profiles - whether vendors, distributors, or customers. With their requirements outlined, the next step was to turn strategy into actionable insights.

Defining partner criteria

Each company's business objectives were translated into a clear set of evaluation criteria to identify relevant Vietnamese partners. With criteria in place, the team advanced into research to systematically map the Vietnamese market.

Market research and longlisting

Using proprietary databases, business directories, and Dezan Shira's expert network, the team compiled tailored longlists of potential partners. Recognizing that not all prospects would

meet the required standards—refinement was essential to ensure quality matches.

Partner screening and shortlisting

Using the clear evaluation criteria, our team vetted each prospect for alignment. Victorian companies then reviewed the refined shortlists to finalize the most suitable meeting candidates. Once qualified candidates were identified, we shifted from research to outreach.

Business development and outreach

The team initiated direct contact with the Vietnamese companies—identifying decision-makers, confirming interest, and scheduling meetings.

Virtual coordination and support

Our business intelligence experts facilitated the virtual meetings, managing the itinerary, product sample exchanges, and platform training in pre-meeting preparation. During each meeting, the BI team was on hand to provide introductions, technical support, and critically, translation between English and Vietnamese when required.

Post-meeting feedback and reporting

Following the mission, Dezan Shira also gathered feedback from Vietnamese participants and compiled customized reports for each Victorian company. These reports included a meeting summary, a mini evaluation regarding business interests, and possible next steps – tools that enabled each company to continue building business relationships.

IMPACT

Despite the tight schedule, the team successfully delivered high-quality business matching services that generated measurable outcomes:

- **50+ virtual meetings facilitated:** Enabled meaningful discussions between Victorian and Vietnamese stakeholders.
- **1 to 5 qualified meetings per company:** Each of the 20 Victorian participants was matched with vetted and interested Vietnamese partners, opening the door to future collaboration.

More than just a series of meetings, this virtual trade mission played a pivotal role in supporting the launch of VGTI's Vietnam office, advancing Victoria's trade and investment engagement in one of Southeast Asia's fastest-growing markets in high-growth sectors.



DEZAN SHIRA & ASSOCIATES

Your Partner for Growth in Asia



Your Partner for Growth in Asia



Kyle Freeman

Partner



Pritesh Samuel

Head of Business Intelligence



Do Thanh Huyen

Manager, Business Intelligence

CONTACT US

Our offices

China
Indonesia
South Korea

Hong Kong SAR
Italy
Sri Lanka

Australia
Japan
Thailand

Bangladesh
Malaysia
Philippines

Dubai UAE
Mongolia
United States

Germany
Nepal
Vietnam

India
Singapore



Scan this QR code

Visit our mobile page and
get the latest updates investors
news and resources with us

www.dezshira.com