CPTPP – ASEAN – EU BUSINESS FORUM 2026
From Dialogue to Business Action

Time: 15:30–17:30, 26 November 2026
Venue: Fairmont Hotel, No. 10 Tran Nguyen Han Street, Hoan Kiem Ward, Ha Noi, Viet Nam.

1. Background

As part of Viet Nam's CPTPP Chairmanship in 2026, Viet Nam successfully organized a CPTPP Business Forum and Business Matching Programme on the margins of SOM3 in Ho Chi Minh City in July 2026. The event brought together CPTPP Senior Officials and regional business leaders, establishing a strong foundation for direct policy–business dialogue and practical commercial connections.

Building on this momentum, Viet Nam proposes convening the CPTPP – ASEAN – EU Business Forum on the margins of the CPTPP Commission meeting in Ha Noi in November 2026. Rather than replicating the business-matching format of SOM3, the Ha Noi Forum will serve as a high-level platform to translate government-to-government engagement into concrete business action and stronger cross-regional supply-chain connectivity.

The Forum will be anchored in the CPTPP framework under Viet Nam's 2026 Chairmanship, while engaging ASEAN and the EU as key regional economic partners. Its central theme will be how governments and businesses can work together to build more connected, resilient, sustainable and digitally enabled supply chains across the three regions.

2. Organizer

- Lead Host: Ministry of Industry and Trade (MOIT) of Viet Nam (CPTPP Chair 2026).

3. Rationale

Economic links among CPTPP, ASEAN and EU economies continue to deepen, but businesses still face practical constraints that limit cross-regional connectivity, including:

- Persistent non-tariff barriers, complex customs procedures and compliance costs;
- Supply-chain vulnerabilities and the need for greater resilience and diversification;
- Regulatory divergence in digital trade, paperless trade, green-transition requirements and sustainability frameworks; and
- Limited access, particularly for MSMEs, to cross-regional market information, partners and supply-chain opportunities.

At ministerial level, the Forum should therefore focus not on technical discussion of individual barriers, but on a small number of strategic actions that governments and businesses can take together to enable cross-regional supply chains. This could include cooperation on customs, rules of origin, digital trade, green standards and MSME participation.

4. Objectives

- ***Facilitate a Minister–CEO Strategic Dialogue*:** Provide an interactive exchange among CPTPP and ASEAN Ministers, the EU Commissioner and selected business leaders on the most important constraints and opportunities for cross-regional business connectivity.
- ***Present Five Business Actions*:** Consolidate private-sector priorities into a concise one-page set of actionable recommendations for CPTPP, ASEAN and EU policymakers.
- ***Showcase Flagship Partnerships*:** Highlight 3–5 selected commercial, investment, technology or supply-chain partnerships that demonstrate tangible business value from deeper CPTPP–ASEAN–EU connectivity.

5. Target Participants

Approximately 250 participants, including: Ministers, senior officials and high-level delegates from CPTPP, EU, ASEAN; and CEOs or high-level representative from business organizations, diplomatic missions or international organizations.

- ***Government***: Economic/Trade Ministers from CPTPP and ASEAN Member States, the EU Commissioner, and CPTPP Senior Officials (SOM Leads).
- ***Business Leaders***: CEOs and Board Chairs of leading companies across CPTPP, ASEAN and the EU, with priority given to firms involved in cross-regional supply chains and potential flagship partnerships.
- ***Business Organizations***: ASEAN-BAC, EuroCham, BusinessEurope, VCCI, national business organizations and relevant sectoral associations.
- ***Diplomatic Missions***: CPTPP and ASEAN embassies and the EU Delegation in Viet Nam.
- ***International Organizations & Knowledge Partners***: selected representatives from relevant international organizations and policy institutes.
- Each of the CPTPP Members, ASEAN, and EU groups is requested to circulate this agenda to its business representatives and encourage their participation in all sessions of the Forum, with particular emphasis on CEOs and business representatives in Session 1, 2 and 4.

6. Forum Design and Key Components

The Forum will follow a simple progression: Dialogue → Recommendations → Commitments → Business Action. It will comprise four interconnected components:

- ***Component 1 – Business Voice*****:** A short CEO-led presentation framing three priority business challenges/opportunities for CPTPP–ASEAN–EU connectivity.
- ***Component 2 – Minister–CEO Strategic Dialogue*****:** A moderated, interactive discussion focused on three strategic questions: (i) What barriers should be removed should remove to make cross-regional business easier? (ii) Where the three regions can build the next generation of resilient supply chains together? and (iii) What concrete government–business actions should be taken forward in 2027?
- ***Component 3 – Ha Noi Business Recommendations 2026*****:** Presentation of a concise one-page "Five Actions for CPTPP–ASEAN–EU Business Connectivity", potentially covering digital and paperless trade, supply-chain connectivity, regulatory transparency, green trade facilitation, and MSME access to cross-regional markets.
- ***Component 4 – CPTPP–ASEAN–EU Partnership Showcase*****:**
  Announcement of 3–5 carefully selected flagship commercial, investment, technology or supply-chain partnerships. Priority should be given to partnerships that connect at least two, and preferably all three, regions.

The Forum will be conducted primarily in English and Vietnamese, with simultaneous interpretation provided in interpretation booths. Delegations requiring interpretation into other languages are requested to arrange their own interpreters in advance and inform the Organizing Committee of any additional interpretation booth requirements to facilitate the necessary arrangements.

7. Key Deliverable: Ha Noi Business Action Package 2026

The Forum will culminate in the launch of a "Ha Noi Business Action Package 2026", comprising:

- Ha Noi Business Recommendations 2026 – a one-page set of five actionable business priorities;
- CPTPP-ASEAN-EU Partnership Showcase – 3–5 flagship partnerships demonstrating concrete commercial value; and
- Business Connectivity Initiative – an invitation for future CPTPP Chairs to consider continued Minister–CEO engagement and dialogue with key regional partners.

This package will provide a visible and practical legacy of Viet Nam's CPTPP Chairmanship by linking policy dialogue directly with business commitments and commercial action.

TENTATIVE AGENDA

Time	Activity
15:00 – 15:30	Registration
15:30 – 15:35 (5 mins)	Introduction of Distinguished Guests and Overview of the Forum Programme
15:30 – 15:40 (10 mins)	**Opening & welcome remarks** Keynote address on how CPTPP, ASEAN and the EU can work with business to build more connected, resilient and sustainable supply chains. **Tentative Speaker:** Minister of Industry and Trade of Viet Nam
15:40 – 16:00 (20 mins)	**Session 1: Business voice: Three priorities for cross-regional connectivity** A concise CEO-led intervention identifying the three most important business priorities. **Tentative Speakers:** - 1 CEO or Business Representative from Viet Nam; - 1 CEO or Business Representative from CPTPP Members by voluntary and early registration; - 1 CEO or Business Representative from EU/ASEAN by voluntary and early registration.
16:00 – 16:50 (50 mins)	**Session 2: Minister - CEO Strategic Dialogue** Under the guidance of a moderator, the discussion would initially focus on the following 3 questions: 1. What is the one barrier governments should remove to make cross-regional business easier? 2. Where can CPTPP, ASEAN and EU businesses build the next generation of resilient supply chains together? 3. What concrete action can governments and businesses take together in 2027? Following this discussion, approximately 15 minutes would be allocated for Ministers to respond to questions submitted in advance by other business participants during the event registration process. **Tentative Speakers:** - Minister of Industry and Trade of Viet Nam; - 3 – 5 CPTPP Ministers by voluntary; - EU Commissioner by voluntary; - ASEAN Ministers by voluntary; - 1 CEO or Business Representative from Viet Nam; - 3-5 CEOs by voluntary and/or recommendation from CPTPP Members, EU and ASEAN.
16:50 – 17:00 (10 mins)	**Session 3: From Dialogue to Action: Ha Noi Business Recommendations 2026** A Vietnamese private-sector representative will present to Ministers a one-page document entitled **"Five Actions for CPTPP–ASEAN–EU Business**

Time	Activity
	Connectivity"[1], outlining five practical recommendations from the business community to strengthen cross-regional business connectivity and cooperation. **Tentative Speakers:** A CEO or Business Representative from Viet Nam
17:00 – 17:20 (20 mins)	**Session 4: Feature Session: CPTPP-ASEAN-EU Partnership Showcase** This session will showcase 3–5 flagship partnerships in trade, investment, technology and supply chains involving businesses from CPTPP members, ASEAN and the EU. The partnerships will be announced and presented by the Moderator, with key information displayed on the LED screen. Partnerships will be identified based on recommendations from CPTPP members and selected according to the following criteria: • **Criterion 1:** Involvement of businesses from at least two of the three groupings (CPTPP, ASEAN and the EU), with preference given to partnerships involving all three; • **Criterion 2:** Clear commercial objectives and identifiable benefits; • **Criterion 3:** Relevance to the Forum's themes and objectives; and • **Criterion 4:** Sufficient readiness for public announcement at the Forum. Proposed partnerships will be reviewed in consultation with the businesses concerned and, where appropriate, the relevant CPTPP member contact points. Participating businesses will be requested to confirm the nature of their partnerships, the parties involved, their current status and the information that may be publicly disclosed. The Showcase may feature both newly established partnerships and existing partnerships with significant new developments or achievements to announce. All selected partnerships will be presented by the Moderator, with no signing ceremonies taking place during the session. Inclusion in the Partnership Showcase will not constitute endorsement by any participating government of the commercial arrangements concerned.
17:20 – 17:30 (15 mins)	**Closing: Launch of the Ha Noi Business Action Package 2026 & Official Group Photo** Host Minister summarizes key messages and launches the package comprising Recommendations, Partnership Showcase and the Business Connectivity Initiative. **Tentative Speaker:** Minister of Industry and Trade, Viet Nam

[1] Viet Nam will invite business organizations and participating companies from CPTPP members, ASEAN and the EU to submit written recommendations through the below Registration QR Code. Based on the inputs received, Viet Nam will consolidate and prepare a draft one-page document identifying five priority actions to enhance CPTPP–ASEAN–EU business connectivity. The draft will be shared with CPTPP members ahead of the Forum for information. The final recommendations will be presented to Ministers at the Forum as proposals from the private sector for consideration by governments and other relevant stakeholders. They will not constitute a negotiated intergovernmental outcome, create new obligations under the CPTPP or imply any commitments by participating Ministers.

9. Registation QR Code



https://forms.gle/wpYNhLJk1xnbVrjH8