



Munich | 29 Sep – 01 Oct 2025

## VIETNAM TEAM

Organizers



Delegation der Deutschen  
Wirtschaft in Vietnam  
Delegation of German Industry  
and Commerce in Vietnam



Partners in  
Transformation  
Agency for Business and  
Economic Development

Industry Partner

**CCX PARTNERS**

YOUR SUCCESS PARTNER IN ASIA

# Vietnam pavilion for sustainable Tech start-ups

FROM

BÁNH MÌ  
TO PRETZELS

MUNICH, GERMANY  
29 SEPT – 1 OCT, 2025

**APPLY  
NOW**

# Vietnam Pavilion Start-up Benefit Package

**15 Tickets  
for  
Bits &  
Pretzels**

FREE

**Booth  
for  
the  
best 5**

FREE

**Logo  
featured on  
Pavilion  
backdrop**

FREE

**On-stage  
Pitch  
slots**

Early-birds only  
FREE

## WE ARE LOOKING FOR THE BEST START-UPS



Vietnamese founder  
or Vietnam-rooted



Tech or innovation-  
driven startup



Sustainability in the DNA



less than \$20M in  
cumulative equity funding



have an MVP or an  
existing product



scalable business  
model

## SELECTION PROCESS

06th July

**Early Bird  
Deadline**

20th July

**Registration  
Deadline**

28th July

**Shortlisting**

Top 15 to participate

Aug.

**Training Program**

15 + 5 hours in-person &  
online training

28th Sep

**On-site**

Your story deserves a global stage. Register to pitch, connect, and scale with the world's top investors.

**APPLY NOW**

## CONTACT US



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**JOIN US**

to bring your bánh mì-spirit start-ups to the world's leading founder festival



## VIETNAM PAVILION FROM BANH MI TO PRETZELS 2025

### Vietnam team

#### Organizers



Industry Partner  
**CCX PARTNERS**  
YOUR SUCCESS PARTNER IN ASIA

**your once-in-a-lifetime shot at global scale begins here**

**2,000+**

Investors

**21,000+**

Investor-founder meetings

**3.6BN €**

raised after bits23

**390BN €**

AUM

Day 1 + 2

**Conference**

Day 3

**Oktoberfest**

Prestigious

**Start-up Pitch**

Stage

**Seize your moment to meet leading investors**



**You're one pitch away!**

**october**

Exhibited in 2022  
Capital raised  
\$649.8m

**Applied Intuition**

Exhibited in 2022  
Capital raised  
\$351.5m

**Showpad**

Exhibited in 2018  
Capital raised  
\$159.5m

**CONTACT US**

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Carrying the sprit of **Bánh Mì**...

**#2** (TasteAtlas Ranking, 2025) world's best sandwich

...Vietnam's rising start-up ecosystem is aspired to capture global attention

**#12**

in Asia-Pacific in the startup ecosystem index (StartupBlink, 2024)

**4000**

start-ups

**#2**

in Southeast Asia in AI startups

**#3**

record holders by being innovation overperformers for a 12<sup>th</sup> consecutive year

**4**

unicorns

**11**

\$100-million valuation companies

creativity · innovation · agility · flexibility

Europe is betting big on Vietnam's impacts in sustainability mission...

**11**

European VC investors in Vietnam in 2024 (Do Venture, NIC, 2024)

**64.6**

Business Confidence Index (EuroCharm Whitebook 2025)

**#6**

The EU as top 6 FDI investors in Vietnam in 2024 (General Statistics Office of Vietnam, 2024)

**\$1.5 B**

of EU funding into Vietnam in 2024

through various initiatives & platforms

**EVFTA**

EU-Vietnam Free Trade Agreement

**JETP**

Just Energy Transition Partnerships

**EGD**

EU Green Deal

**GLOBAL GATEWAY**

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