

Vietnam's Largest Coffee Brand Eyes India Expansion, WTC Mumbai Hosts High-Level Meet

■ **By Sitaram Mewati**

World Trade Centre (WTC) Mumbai hosted a high-level business interaction with Trung Nguyen Group Corporation, Vietnam's largest coffee maker, in the presence of Vietnam's Consul General H.E. Mr. Le Quang Bien, marking a significant step towards strengthening India-Vietnam commercial ties.

The meeting focused on exploring opportunities for expanding Vietnamese coffee beverages in the rapidly growing Indian market. Discussions highlighted India's strong consumer demand, evolving retail ecosystem and the scope for long-term partnerships with Indian enterprises, especially MSMEs.

Addressing the gathering, the Consul General said India and Vietnam share a dynamic and steadily growing partnership, with both countries emerging as engines of Asian economic growth. "With India poised to become



the world's third-largest economy and backed by a young population, Vietnam is keen to expand business and commercial ties with Indian enterprises," he said.

He thanked Dr. Vijay Kalantri, President, All India Association of Industries (AIAI) and Chairman, WTC Mumbai, for playing a catalytic role in guiding the Vietnamese delegation towards meaningful partnerships and invited WTC Mumbai to participate in Vietnam's

Coffee Festival in 2027.

Welcoming the delegation, Dr. Kalantri said India, being the fastest-growing major economy, offers vast opportunities for global brands. "With nearly 65% of our population below 35 years, Indian consumers are open to experimenting with new tastes, making the country an attractive market. Mumbai, as the commercial and financial capital, is the ideal gateway for global companies entering India," he said. Capt.

Somesh Batra, Vice Chairman, WTC Mumbai, outlined India's market dynamics, regulatory environment and sector-specific opportunities, while underlining WTC Mumbai's role as a trade facilitation platform. The Trung Nguyen Group delegation shared insights into their global expansion strategy and expressed keen interest in establishing a stronger presence in India through strategic collaborations, distribution partnerships and market localization initiatives.

Coffee Diplomacy: Vietnam, India Move Towards Deeper Business Collaboration



Indian business leaders and industry stakeholders at the Vietnam-India coffee sector roundtable.

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As India and Vietnam mark a decade of their Comprehensive Strategic Partnership, the Consulate General of Vietnam in Mumbai on Thursday convened a high-level business roundtable at the Trident Hotel, BKC, aimed at deepening bilateral cooperation in the coffee sector and facilitating the entry of Vietnam's leading coffee brand, Trung Nguyen Legend, into the Indian market.

The event, titled "Vietnam-

India Strategic Cooperation in the Coffee Sector," was organised in collaboration with the Indo-Vietnamese Chamber of Commerce and Industries (IVCCI), World Trade Center (WTC) Mumbai and Trung Nguyen Legend Group. It was held against the backdrop of record bilateral trade of nearly USD 16.46 billion in calendar year 2025, underscoring the growing economic engagement between the two countries.

Addressing Indian business leaders and industry stakeholders,

Vietnam's Consul General in Mumbai, Le Quang Bien, said the two nations should move beyond a conventional trading relationship and work towards building a long-term partnership across the coffee value chain. "India and Vietnam are both global coffee giants. However, we should not view each other as competitors, but as complementary partners. By combining Vietnam's position as the world's second-largest coffee exporter with India's manufacturing scale and logistics strength, we can capture the global

value chain together," he said.

The roundtable marked the formal engagement of Trung Nguyen Legend, Vietnam's most prominent coffee group, with Indian industry. The Vietnamese delegation was led by Cam Tu, Vice President of Global Business, who outlined a strategy focused on localisation rather than a purely export-driven approach. According to officials, the company's India plan includes setting up local processing and production facilities, developing products suited to Indian consumer preferences, and integrating Indian supply chains and logistics networks for wider regional and global distribution.

Cam Tu, Vice President of Global Business at Vietnam's Trung Nguyen Legend, said, "Our vision is not just to sell coffee in India, but to grow with India and create value within the Indian economy." Cam Tu added that India's large market and strong manufacturing ecosystem made it a key destination for the company's international expansion. The statement came as the Consulate General of Vietnam in Mumbai on Thursday convened a high-level business roundtable at the Trident



His Excellency Le Quang Bien, Vietnam's Consul General in Mumbai, addressing the coffee sector roundtable

Hotel, BKC, to mark ten years of the India-Vietnam Comprehensive Strategic Partnership and explore deeper cooperation in the coffee sector.

Following the roundtable, the Consulate General of Vietnam and the Trung Nguyen Legend delegation held a working session with the World Trade Center Mumbai to explore establishing a physical presence for the brand within the WTC complex, which officials said would serve as the company's initial business and showcase hub in India and could act as a gateway for expansion into other major cities, marking a concrete step in translating the broader Vietnam-India strategic partnership into on-ground business collaboration.

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