



Chula Fashion (Vietnam/Spain) Spanish-Vietnamese fashion fusion combines style with sustainability



Chula Fashion is a small, family-owned clothing company established just over a decade ago. It focusses on sustainable fashion.

Key facts

Founded in: 2007

Headquarters: Hanoi, Vietnam

Employees: 68

Company profile

Spaniards Laura Fontan and Diego Cortizas set up Chula Fashion after visiting Hanoi in 2005. The company's products reflect Vietnam's cultural traditions, while incorporating Laura and Diego's European heritage. Diego designs the clothes, which are then hand-made in their factory in Hanoi. The brand is clearly identifiable on the Vietnamese market. It

promotes socially responsible labour policies and sustainable fashion production.

Chula is firmly rooted in Vietnam, with stores in Hanoi, Hoi An, and Saigon. It has recently



also opened a store in Bangkok and in Madrid.

How the trade agreement could help



Making it easier to export to the EU

The new rules of origin in the EU-Vietnam free trade agreement will make it easier for Chula to export to the EU.



Making it cheaper to buy EU textiles

The free trade agreement will remove Vietnamese tariffs of 7.5% on EU textiles as soon as it enters into force. This will enable Chula to use high-end European cotton and linen in addition to the textiles it sources from Asia.



"We're passionate about corporate social responsibility. Three quarters of our workforce have a physical disability. The free trade agreement would make it easier for us to expand into European markets. With the agreement in place, we'll be able to start thinking about using more European fabric in the clothes we make, as well as opening more stores in Europe."

Laura Fontan and Diego Cortizas

Owners, Chula Fashion



Hestra (Sweden)

EU trade agreement gives glove-maker a helping hand



Hestra is a family-owned glove-making business. It exports its gloves to over 30 countries around the world.

Key facts

Founded in: 1936

Headquarters: Hestra, Sweden

Employees: 270

Annual turnover: €38 million

Company profile

Hestra has achieved international recognition for its expertise in making a wide variety of gloves.

The company specialises in producing gloves for outdoors, but also makes dress and work gloves.



Headquartered in Sweden, the company sources its materials from a wide range of countries. Its gloves are made in Hestra's factories in different countries.

The company's presence in Vietnam is set to expand in the coming years.



How the trade agreement could help:



Opening up the EU's market

Hestra will benefit from the removal of EU tariffs on gloves of up to 9%. This will make it easier for Hestra to export its products to the EU.



Simplifying export procedures

The agreement's new 'rules of origin' will make it easier to trade products tariff-free when they include inputs from other countries the EU has trade agreements with.

This will benefit textile producers, as well as Hestra. The firm exports textiles and wool from the EU to its factory in Vietnam, where it makes its gloves. With the trade agreement, these gloves can then be shipped to the EU tariff free.



"With a free trade agreement in place, we would look to invest in a new factory in Vietnam with 200-400 employees, alongside our current factory. This would not only be a good opportunity for our company, but also create more job opportunities for the local community."

Claes and Svante Magnusson

Owners, Hestra



SiccaDania (Denmark)

Danish technology brings a boost to Vietnamese coffee



Key facts

Founded in: 2014
Headquarters: Pilehøj, Denmark
Employees: 350

Introduction

SiccaDania is a new company producing evaporators and dryers for the dairy, food, and starch industries. They sell their products and provide after sales service for them to customers around the world.

Company profile

Set up in 2014 by a group of engineers with experience from the dryer and evaporator industries, SiccaDania has already made a name for itself within its area of expertise.

Headquartered in Pilehøj, Denmark, it has offices in France, the Netherlands, China, New Zealand, and Singapore. It opened its Singapore office last year,



highlighting the importance of the Southeast Asia market to SiccaDania.

The company engineers, delivers, and installs spray dryers and evaporators used to

prepare coffee, tea, and herbal extracts.

They can also be used for transforming milk into milk powder and as extracting starch proteins and fibres from potatoes and tapioca.

In Vietnam, SiccaDania has cooperated with DEVEX, a German company, to provide process equipment that turn extracts from local coffee beans into instant coffee powder.

How the trade agreement would help

Vietnam is a strong, growing economy in Southeast Asia, with more than 90 million consumers. For SiccaDania, this represents an important market to cement the company's presence in the region, following the establishment of its Singapore office.



Simplifying export procedures

The EU-Vietnam free trade agreement will cut red tape and make it easier to export to Vietnam, for example by making customs requirements more transparent.



Easing export barriers

The EU-Vietnam free trade agreement also includes a chapter on trade in services. This will make it easier for SiccaDania to provide after sales service to its customers in Vietnam.



sector in Vietnam."

Christine Holt,
Director of Global Sales & Marketing, SiccaDania

"Our technology is giving a boost to Vietnam's coffee industry. The EU-Vietnam trade agreement will enable us to further develop our strong and competitive position in our