Ambasáid na hÉireann
Embassy of Ireland

OUR VALUES

OUR PROSPERITY

OUR PEOPLE

OUR EFFECTIVENESS

OUR PLACE IN EUROPE

Ireland in
Vietnam, Cambodia and Laos

Mission Strategy of the Embassy of Ireland
Hanoi, 2023 – 2027

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2023-2027

The Mission Strategy sets out our vision and objectives over the next five years, including how we will maximise our impact and take an increasingly regional approach to our engagement

Mission Strategy

This Mission Strategy 2023-2027 commits us to building stronger bilateral relations and increasing our visibility in Vietnam, Cambodia and Laos, to driving inclusive and equitable development in the region, and to supporting our people.

There are three broad, interconnected outcomes under this Strategy:

More inclusive and equitable development in Vietnam, Cambodia and Laos, with a focus on building institutional capacity and reaching the furthest behind

Strengthened bilateral relations, increased trade, and more visibility for Ireland in the region, working in coordination with Team Ireland and Team Europe

Stronger engagement with Irish and affinity diaspora, and high quality consular and visa services delivered in Vietnam, Cambodia and Laos

Vietnam

In Vietnam, we will continue to build on years of successful development cooperation and growing bilateral and trade links to take our relationship to the next level. We will build capacity and support closer institutional links, particularly in the higher education and agri-foods sectors, increase people-to-people connections and drive bilateral trade. At the same time, we will continue to support those furthest behind, particularly in rural, ethnic minority areas.

Vietnam

Cambodia and Laos

In Cambodia and Laos, we will substantially deepen our engagement. We will increase our development cooperation investments and seek to work in new areas, building on successful work in Vietnam in governance and human rights, higher education and livelihoods.

Lao PDR

Cambodia

Across all three countries

Across all three countries, we will continue to work in mine and unexploded ordnance clearance and risk activities, as well as maternal and early childhood nutrition. We will continue to prioritise and expand activities that promote gender equality and protect the most vulnerable from the effects of climate change.

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€47 million budget
Over the five-year period 2023-2027

The Mission Strategy has an indicative budget of €47 million over the five-year period 2023-2027. The Embassy will continue to pursue a results-based approach, ensuring that monitoring, evaluation and learning is embedded in our strategic approach and our day-to-day work. To maximise our impact, we will continue to work with a range of partners and engage closely with the EU as part of Team Europe in the region.

We will continue to take an integrated approach to our work, identifying synergies and strengthening collaboration. We will leverage our development cooperation work to promote Ireland's visibility, values and interests, and leverage trade, cultural and community activities to raise our profile in the region.

We will undertake a Mid Term Review of this Strategy in 2025.

What We Will Do

Deepen Ireland's engagement and profile in Vietnam, Cambodia and Laos, facilitating inclusive development, improved trade and political relations, and support for our people

OUR VALUES
Support inclusive and equitable development in Vietnam, Cambodia and Laos

OUR PROSPERITY
Deepen bilateral relations, increase trade and promote Ireland's visibility

OUR PEOPLE
Strengthen engagement with and support for our diaspora and affinity diaspora

OUR PLACE IN EUROPE
Work with the EU to promote shared interests and values

OUR EFFECTIVENESS
Leverage our work effectively, coordinate and build our capacity and skills

Our Values

Support inclusive and equitable development in Vietnam, Cambodia and Laos

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Our Values
Under the Strategy we will:

Scale up support to Cambodia and Laos, with a particular focus on the former.

Deliver strong 'furthest behind first' programmes in both Vietnam and Cambodia, with a particular focus on supporting ethnic minority communities, and responding to climate challenges.

Continue to support work on mine clearance and risk education, scaling up the level of funding in Cambodia and Laos.

Build on the success of the Alive and Thrive programme in Vietnam, increasing support for this activity in Laos and Cambodia.

Work toward increased support across the programme for good governance, citizen participation and human rights in the region.

Deepen partnerships with selected universities in Vietnam, sharing Ireland's successes and lessons learned in higher education and facilitating people-to-people links. Explore a potential university partnership in Cambodia.

Build capacity in Vietnam's agriculture and food sectors and share Irish knowledge and expertise through a new agri-food development programme, implemented through Sustainable Food Systems Ireland (SFSI).

Our Prosperity

Deepen bilateral relations, increase trade and promote Ireland's visibility

Our Prosperity
Under the Strategy we will:

Secure and support Ministerial and other high-level visits to and from the region to increase Ireland's visibility and capitalise on economic opportunities.

Support Irish businesses in the region, working closely with Enterprise Ireland, participating in promotional events and engaging with Government stakeholders.

Raise awareness of Ireland's food and drink offering, working closely with Bord Bia.

Work to raise awareness of Ireland as a location in which to invest, work, study or visit. Work to increase the number of students opting to study in Ireland.

Pursue market access, enabling greater trade opportunities for Irish producers.

Work with other Irish Embassies in the ASEAN region on economic and cultural initiatives to raise Ireland's visibility.

Our People

Strengthen engagement with and support for our diaspora and affinity diaspora

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Our People
Under the Strategy we will:

Work with Irish community groups, alumni and other affinity diaspora to promote people-to-people connections and encourage the development of links between these groups.

Promote Irish culture through events and social media engagement, and through support for GAA clubs and other community organisations in the region.

Provide high-quality and responsive consular assistance and services to citizens in the region, in line with the Customer Service and Consular Assistance Charters, and provide accurate and up to date travel advice.

Process visa applications for travellers from the region to Ireland in a timely manner, helping to maximise opportunities for business, study, travel and employment.

Our Place in Europe

Work with the EU to promote shared interests and values

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Our Place in Europe
Under the Strategy we will:

Work with the EU and member states to ensure that Ireland's policy priorities are reflected in EU strategies and policies.

Collaborate with Team Europe to promote EU values, particularly in sustainable development, good governance and human rights.

Continue to engage as part of Team Europe with the newly agreed JETP climate programme.

Capitalise on the deepening EU-Vietnam relationship to promote increased trade and investment, including through the EVFTA, and drive sustainable development.

Work in tandem with Team Europe to scale-up Irish development activity in Cambodia and Laos, while increasing the impact of collective EU funding and advocacy.

Participate in EU promotional activities, maintaining Ireland's distinct identity within the context of shared European values.

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