

FESTIVE TIME

German brews to enter local beer market

By Uyen Vien in HCMC

More than ten kinds of German beer will enter Vietnam's market in 2010, Alex Bischoff, chairman of the German Business Association in Vietnam, told the opening ceremony of Oktoberfest 2009 at the Windsor Plaza Hotel in HCMC's District 5 on Tuesday.

On the occasion of the 1,000th anniversary of Thang Long-Hanoi, the German Business Association in Vietnam will organize 60 culture and art exchange programs with the participation of more than 100 German singers, artists and craftsmen.

"The German Business Association in Vietnam will organize many more events to promote cultural exchange between Vietnamese and German people. We have invested and put into operation the German language institute in Danang and consider it a channel to exchange German language with people in the Central provinces. At the institute, there are music exchange programs, fashion shows, film screenings and more to satisfy the demand of everybody," said Bischoff.

The German Business Association in Vietnam is a non-government and non-profit organization with 150 members doing business in Vietnam. The Association aims to promote German companies, strengthen economic cooperation between Vietnam and Germany and celebrate many cultural events such



Guests in traditional German costumes get a shine on at opening night of Oktoberfest 2009

Photo: Kieu Giang

as Oktoberfest.

This year's Oktoberfest in HCMC, a day longer than last year's, ends Sunday. The organizing committee estimates that more than 10,000

people will take part in this event. Last year, the Oktoberfest in HCMC drew about 9,000 people.

Oktoberfest will be celebrated in Hanoi October 27-28.