



Schweizerische Eidgenossenschaft
Confédération suisse
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Consulate General of Switzerland in Ho Chi Minh City



Swiss Business Hub
Southeast Asia + Pacific

Job Opening

The Swiss Business Hub Southeast Asia + Pacific (SBH SEAP) is part of the Embassy of Switzerland in Hanoi and the Consulate General of Switzerland in Ho Chi Minh City, responsible for implementing Swiss export strategies in the Southeast Asia and Pacific region and attracting foreign direct investment into Switzerland. The SBH SEAP represents [Switzerland Global Enterprise](#) (S-GE), Switzerland's official agency for Export and Investment Promotion, headquartered in Zurich.

The SBH SEAP is looking for a motivated and commercially driven professional to join its Export Promotion Team for the following position:

Trade Officer (Ho Chi Minh City) – 80% position

Reporting to the Head of SBH SEAP and Consulate General leadership,

Your tasks will include

Active Market Development:

- Identify business opportunities for Swiss and Liechtenstein companies through proactive outreach (meeting Vietnamese companies, attending relevant trade fairs, careful screening of the press and online resources)
- Analysis of market and economic developments in Vietnam and identification of opportunities for Swiss exporters
- Promote Switzerland as a business location

Company Consulting:

- Provide professional advice and support to Swiss and Liechtenstein companies for market entry and expansion in Vietnam, with a broader perspective for Southeast Asia and Pacific
- Conduct and deliver high-quality market research reports, as well as competition and customer analyses. Identify best practices for trade promotion and explore business opportunities for Swiss and Liechtenstein companies
- Prepare and negotiate mandates with clients, expert network and HQ

Project and Stakeholders Management:

- Build, maintain and grow a network of stakeholders, industry experts, commercial partners and multipliers useful to implement client projects
- Plan and deliver specific client projects and meetings, campaigns, and activities
- Identify, plan and execute Swiss pavilions at major trade shows in Vietnam, as well as other events, in cooperation with internal and external partners
- Represent SBH SEAP at meetings and events in Vietnam

Promotion of Swiss Economic Interests:

- Support implementation and promotion of FTA together with the Consulate's General diplomatic team
- Support implementation and promotion of Swiss and Liechtenstein businesses on relevant professional social media platforms
- Joint interventions for Swiss companies and specific industries together with the Consulate's General diplomatic team
- Managing expansion of a high-quality network (authorities, Swiss business and business community, experts, institutions, chambers of commerce, universities etc.)

- Support in mobilizing the Swiss business community
- Supporting the organisation of visits of official and business delegations

Administration & Reporting:

- Office management and administrative tasks related to export promotion projects - maintaining the data set accurate in the relevant systems
- Support in reporting of relevant developments in connection with economy, industry, trade, education and science
- Other tasks related to the Swiss Business Hub or the Consulate General which contribute to the wider economic diplomacy agenda of the Swiss Representations in Vietnam

Essential Qualifications and Experiences

- Bachelor's or Master's degree in Management, Economics, Business Administration or similar with a focus on trade or international business
- Minimum of 5 years' experience in international commercial roles, including business development, consulting, or international trade
- Strong communications, consulting, business facilitation, project management and events management skills
- Intercultural flexibility, pro-activeness and customer service-oriented attitude
- Multitask abilities to handle priorities, budgets and deadlines
- Self-motivated, resourceful and good team player
- Excellent IT-skills; Excel, Word, PowerPoint, CRM-software and web marketing tools
- Flexibility for occasional overtime and occasional travel within Vietnam
- English and Vietnamese language: Excellent both oral and written
- Knowledge of German and/or French and a familiarity of the Swiss and Liechtenstein economic environment would be a strong asset
- Only candidates who are legally entitled to work in Vietnam (through citizenship, permanent residency, or a valid employment/residence pass) will be considered for this position

Our Offer

- Opportunity to work for one of the most innovative, competitive and well-recognised country
- Competitive local staff salary and social benefits
- Part of a diverse team with colleagues at the Swiss representations in the Southeast Asia countries as well as in Switzerland
- Business travel once a year to Switzerland as well as occasional local and regional trips
- Learning & Development Programs
- Equal opportunity work environment

Start of employment: 1st of May 2026

Place of employment: Consulate General of Switzerland, Ho Chi Minh City, Vietnam

To apply, please send your CV, motivation letter and expected salary in PDF format by e mail with the subject line **Application for Trade Officer (Ho Chi Minh City)** by 15.03.2026 to:

Consulate General of Switzerland, Ho Chi Minh City

Email: hochiminhcity@eda.admin.ch

Kindly ensure that all requested information is provided, as incomplete applications will not be considered. Please note that only shortlisted candidates will be contacted.