

# DOING BUSINESS WITH VIETNAM FORUM 2006



November 16<sup>th</sup>, 2006  
Hanoi, Vietnam

Organizer:



PHÒNG THƯƠNG MẠI VÀ CÔNG NGHIỆP VIỆT NAM

Co-Organizer:



# DOING BUSINESS WITH VIETNAM FORUM 2006

Theme: **VIETNAM AS THE NEWEST MEMBER OF WTO**

Hanoi, November 16<sup>th</sup>, 2006

**November 15<sup>th</sup>, 2006**

**18.30 - 21.00 WELCOME DINNER**

*HOSTED BY THE MINISTRY OF PLANNING AND INVESTMENT*

VENUE: DAEWOO HOTEL

**November 16<sup>th</sup>, 2006**

**DOING BUSINESS WITH VIETNAM FORUM 2006**

## Morning Session

9.00-09.30

**Delegate Registration**

**OPENING CEREMONY**

09.30-09.40

**Welcome Remarks and Recognition of Sponsors**

Chairman of the Forum

09.40-10.00

**Welcome Address: The road map to integration into the world economy**

- Reforming governance/administrative system: institutional reform at central/ local level
- Restructuring key economic sectors: enhancing the driving role of private sector, Foreign Direct Investment (FDI), accelerating privatization process of state-owned enterprises
- Redirecting the economy to a market one: developing commodity, real estate, capital, labour, and technology markets

10.00 - 11.00  
SESSION 1

**Vietnam on the Road: Creating the right business environment**

**Keynote Address: Commitments to improving business environment**

- New legal framework for investors: introducing the new Enterprise Law and changes in the Common Investment Law
- Mechanism for law enforcement: Public - Private partnership

**Keynote Address: Developing Human Resource and Social Capital for future growth**

**Panel 1: Vietnam Business Environment Assessment**

1. Legal Update
2. Human Resource
3. Investment Climate Assessment
4. Vietnam as a production and marketing location in East Asia
5. Vietnam - a dynamic partner in ASEAN-China Free Trade Area (ACFTA)

**Q&A**

11.00-11.15

**Coffee Break**

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## Morning Session (cont.)

11.15-12.30 **Strategies for Industrial Development and Increased Competitiveness**  
SESSION 2

*Keynote Address: Strategies for Industrial Development*

*Keynote Address: Upgrading Vietnam in the world's value chain*

**Panel 2: Enhancing competitive capability of Vietnam's industries**

1. Information and Communications Technology (ICT)
2. Agro-based Business: Improving Vietnam's role as a key supplier of agriculture products
3. Engineering: Strengthening Vietnam's capability in engineering industry
4. Manufacturing: Vietnam in the globalized manufacturing chain

*Q and A*

12.00-13.30 **Luncheon**  
Keynote Address: "Vietnam's new position in the world"

## Afternoon Session - Investor Conference

14.00-16.00 **Business Opportunities, Experiences, and Recommendations**  
SESSION 3

*Keynote Address: Vietnam's Financial Market Development*

- Privatization Process: SOEs equitization and SMEs development
- Reforming taxation system in Vietnam
- Q & A

*Keynote Address: Doing Business with Vietnam: a foreign investor's experience*

**Panel 3: Capital Markets and Financial Services (14.20 - 15.00)**

Capital markets are maturing rapidly. This year has seen the birth of the corporate bond market and the listing of the first major bank. Next year will bring the first listing of a state-owned bank. What other developments can be expected?

The financial services sector is the largest and most important component of the capital markets in Vietnam. So far growth has been strong and share prices have performed extremely well. With state banks preparing to list in the next two years, what will happen to this industry as it meets the challenges of greater competition? What are legal and accounting updates?

**Panel 4: Real Estate & Infrastructure Sectors - Building the new Vietnam (15.15 - 15.55)**

The real estate sector is one of the most dynamic growth areas in the Vietnamese economy, with strong demographics and shortages in all key categories leading to many exciting investment opportunities. Developers are on a roll, and future growth depends largely on the ability of infrastructure improvements to keep pace with economic development. With the private sector increasingly becoming involved in infrastructure development and funding, where do the best opportunities lie?

**Panel 5: Retail and Consumer Goods – Brand wars and the emerging consumer class (15.55 - 16.15)**

The rise of the middle class has led to a revolution in the retail market as a discerning consumer class demands high quality goods at reasonable prices. Brands are emerging as the key weapon in the war to win customer loyalty. Who are the emerging leaders in this area and where will Vietnamese consumers shop in the future?

16.15 - 16.30 **Closing Remarks from VCCI**

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## Business Matching

14.00 - 16.30 **BUSINESS MATCHING**

- Information Booths and Registration Desks will be arranged on-site for those who demand to meet specific partners
- Business Matching Forms will be available online 1 month before the event or delivered on-site
- Function rooms will be reserved for business matching upon request

18.30-21.00 **GALA DINNER (APEC CEO Summit 2006 Welcome Dinner)**

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## RESERVATION FORM

Please type or print clearly the following information:

Mr./Ms./Mrs. (First Name) \_\_\_\_\_ (Last Name) \_\_\_\_\_

Job Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact email: \_\_\_\_\_

*Please reserve your place at the conference by August 1, 2006.*

To reserve a place at the Doing Business with Vietnam Forum 2006, please mark here

To reserve a place at the APEC CEO SUMMIT 2006, please mark here

Address at which you would like to receive your invitation (if different from above):

\_\_\_\_\_

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### Note:

1. Registration for the “Doing Business with Vietnam Forum 2006” is complimentary and by invitation only.
2. The registration fee for the APEC CEO Summit is US\$2,000.
3. Registration for both events can be completed online at the official websites with the ID and password provided in the invitation letter.

[www.vnbiz.com.vn](http://www.vnbiz.com.vn)

[www.apecceosummit.org](http://www.apecceosummit.org)

4. **ID and password for registration:**

For security reasons, VCCI requires that each attendee be registered in his or her own name. To transfer your registration after the receipt of the identification number and password, please contact Ms. Chi Nguyen at the number below.

5. Accommodations:

Hotel rooms have been reserved by VCCI for delegates of both events. Additional information regarding accommodations can be found on the official websites at the time of registration.

To reserve, please contact Ms. Chi Nguyen by email at [chi.nguyen@vinacapital.com](mailto:chi.nguyen@vinacapital.com) or by fax at (84 8) 821 9931

VinaCapital, 17<sup>th</sup> Fl., SunWah Tower, 115 Nguyen Hue Blvd., Dist 1, HCM City. P: (84 8) 821 9930. F: (84 8) 821 9931