

# Vietnam Digital Economy Forum 2018

## Challenges & Strategic Solutions for SMEs in the Fourth Industrial Revolution

[www.vdef.a-vse.org](http://www.vdef.a-vse.org)

Hosted by:



Organized by:



**01 November 2018**

Rex Hotel, 141 Nguyen Hue Blvd, District 1, Ho Chi Minh City, Vietnam

# ABOUT VDEF 2018

The Fourth Industrial Revolution has been creating structural impacts on global economy and society. Every day, millions of people benefit from innovative products and services, digital technology tools in improving corporate productivity and boosting state economic efficiency.

Vietnam Digital Economy Forum 2018 (VDEF-2018) takes Vietnam, a fast growing economy of a 93 million population in South-East Asia, as a business case study to propose specific recommendations for firms, organizations, and professionals from Vietnam and other countries interested in Vietnam. It will be a unique occasion for meeting decision/policy-makers, navigating and implementing strategic initiatives and solutions.

# MISSION

Provide an international idea exchange platform for various key players from public to private sector to present, share and discuss about Vietnamese digital economy in well-paced alignment with the Fourth Industrial Revolution

Attract more foreign investment and human resources to Vietnam



1

Apply digital technology to build new economic models and evaluate the factors that affect to Vietnam economic and social development

2

Provide an international idea exchange platform for various key players from public to private sector to present, share and discuss about Vietnamese digital economy in well-paced alignment with the Fourth Industrial Revolution

Attract more foreign investment and human resources to Vietnam

3

Assist Vietnamese policymakers to plan a comprehensive development strategy for economy, science, technology and human resource training

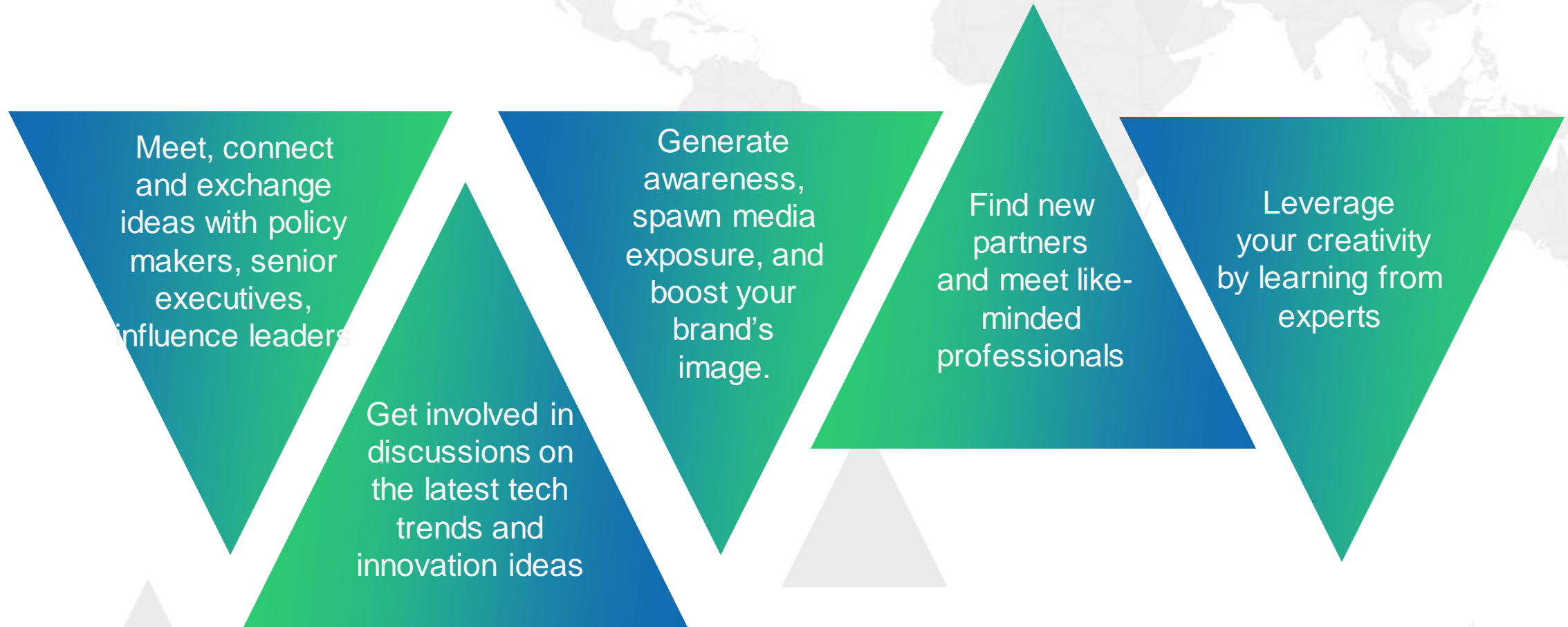
4

Attract more foreign investment and human resources to Vietnam

5

Support on planning specific development objectives and indicators.

# WHY SHOULD BE HERE?



# WHO SHOULD BE HERE?

Government agencies,  
ministries & departments,  
policy makers, professionals  
from public sector



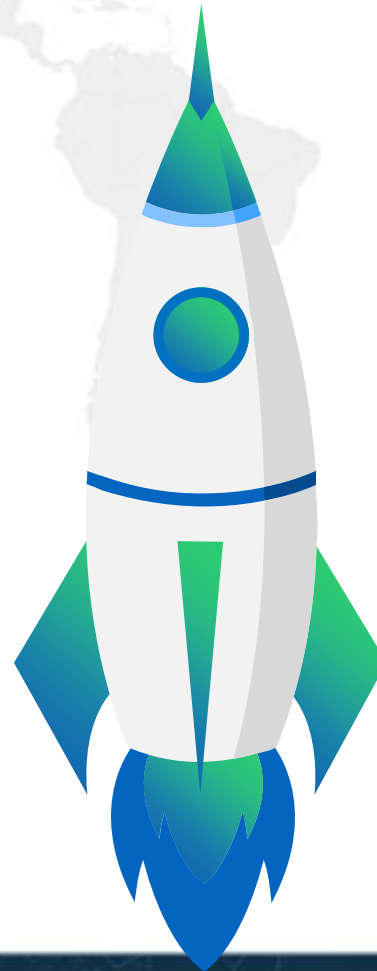
Researchers, economists,  
academics, instructors from  
universities, colleges, training  
centers, research institutes



Leaders and executives from  
companies or non-profit  
organizations, ranging from  
MNCs, top corporations to  
SMEs, start-ups,



Representatives from business  
associations, incubators,  
consulting organizations,  
consulates and chambers,  
Press and Media





# OCT 31

## SITE VISITS & ROUNDTABLE

- Site visits to Software parks, Hi-tech parks in HCMC in the morning
- Roundtable meeting international experts & Vietnam partners in the afternoon

# NOV 01

## OFFICIAL DAY: 4 SESSIONS

- Session 1: Pathway to the Industrial Revolution 4.0 for Vietnam
- Session 2: The impact of digital technology to business strategies of SMEs
- Session 3: Applying digital technology to improve the competitiveness of SMEs
- Session 4: Digitalized services in supporting SMEs

# NOV 02

## MEKONG TOUR

An optional Mekong Tour that will bring you to visit the agricultural heartland of Vietnam, experience local lifestyles and explore rural communities

## OPENING SESSION

- 08:00 - 08:30 **Welcome to VDEF 2018**
- 08:30 – 08:35 **Opening Speech – The World Shifts towards Digital Economy** *By Mr. Nguyen Duc Khuong, President of AVSE Global*
- 08:35 – 08:45 **Welcome Speech** *By Representative Leader from Ho Chi Minh City's People Committee*

## SESSION 01: Discussion - Vietnam 4.0 Industrial Revolution Path

- 08:45 – 08:55 **Report on Vietnam Digital Transformation**
- 08:55 – 09:00 **Introduction** *By Mr. Vu Ngoc Anh, General Director of AVSE Global*
- 09:00 – 09:15 **Presentation 1: Opportunities & Challenges for Developing Countries in the 4<sup>th</sup> Industrial Revolution**  
*By Mr. Andrew W. Wyckoff, Director of Science, Technology and Innovation at OECD*
- 09:15 – 09:30 **Presentation 2: Singapore – Smart National Model based on APIs**  
*By Mr. NG Chee Khern, Permanent Secretary at National Intelligence Council of the Singapore Prime Minister's Office*
- 09:30 – 09:45 **Presentation 3: France – Artificial Intelligence: National Sovereignty & Opportunities for Improving the Efficiency of Industries**  
*By Mr. Cédric Villani, Principal Coordinator for Report on French Government's Artificial Intelligence Development Strategy*
- 09:45 – 10:00 **Presentation 4: Vietnam – Challenges and Opportunities for Private Sector in Recognizing Global Economic Value**  
*By Mr. Truong Gia Binh, Head of Private Sector Development Research, National Advisory Council for Administrative Reform*
- 10:00 – 10:20 **Discussion** *Facilitated by Mr. Vu Ngoc Anh, General Director of AVSE*
- 10:20 – 10:30 **Break time**



## SESSION 02: The Impact of Digital Technology to Business Strategies of the SMEs

10:30 – 10:35 **Introduction** *By Mr. Nguyen Ngoc Tu, Chief Innovation Officer, Smartlog/Entropy JVN*

10:35 – 10:50 **Presentation 5: Estonia – How to Attract Global Innovation Enterprises**  
*By Ms. Urve Palo, Minister of Entrepreneurship and Information Technology of Estonia*

10:50 – 11:05 **Presentation 6: EzPOS – Fund Raising through Blockchain**  
*By Mr. Nguyen Anh Hoa, Founder & General Director EzPOS*

11:05 – 11:20 **Presentation 7: Tiki – A Model of Digital Platform Enterprise**  
*By Mr. Tran Ngoc Thai Son, Founder & General Director of Tiki*

11:20 – 11:35 **Presentation 8: Applying Artificial Intelligence in B2B Services**  
*By Mr. Le Phi Hung, Chief Data Officer at La Javaness (FRANCE)*

11:35 – 12:00 **Discussion** *Facilitated by Mr. Nguyen Ngoc Tu*

12:00 – 14:00 **Lunch**

## SESSION 03: Applying Digital Technology to Improve the Competitiveness of SMEs

- 14:00 – 14:15** **Introduction & Overview of Competitive Capacity of Vietnam SME in Comparison with South East Asia Region**  
*By Mr. Vu Thanh Tu Anh, Director of Research at Fulbright Economics Teaching Program in Ho Chi Minh City, a member of National Economic Advisory Board for Vietnam's Prime Minister*
- 14:15 – 14:30** **Presentation 9: The Gioi Di Dong – Building Strategic Competitive Advantages based on Digital Technologies**  
*By Mr. Nguyen Duc Tai, General Director of The Gioi Di Dong*
- 14:30 – 14:45** **Presentation 10: Grab – New Services Development by Digital Technologies**  
*By Mr. Nguyen Tuan Anh, President of Grab Vietnam*
- 14:45 – 15:00** **Presentation 11: Cầu Đất Farm – Applying Digital Technology in Agriculture Manufacturing**  
*By Cầu Đất Farm's Representative*
- 15:00 – 15:15** **Presentation 12: GreenFeed – Applying Technology in Producing Clean Foods**  
*By Mr. Nguyen Van Hien – Vice President on Finance & IT – GreenFeed*
- 15:15 – 15:45** **Discussion** *Facilitated by Mr. Vu Thanh Tu Anh*
- 15:45 – 16:00** **Break time**

## SESSION 04: Digitalized services supporting SMEs

- 16:00 – 16:05 **Introduction** *By Mr. Lam Nguyen Hai Long, CEO of Quang Trung Software City*
- 16:05 – 16:20 **Presentation 13: Open Data Movement**  
*By Mr. André Laperrière, CEO of Global Open Data for Agriculture and Nutrition (GODAN)*
- 16:20 – 16:35 **Presentation 14: Open Food Facts – Open Solution Evaluating Quality of Consumer Products**  
*By Mr. Pierre Slamich, Vice President of Open Food Facts*
- 16:35 – 16:50 **Presentation 15: Digitalization Trends of SMEs**  
*By Mr. Vincenzo Torcivia, Management Consultant at The European House - Ambrosetti*
- 16:50 – 17:30 **Discussion** *Facilitated by Mr. Lam Nguyen Hai Long*
- 17:30 – 17:40 **Closing Speech**  
*By Representative Leader from Ho Chi Minh City People's Committee*
- 17:40 – 18:00 **Media Interview (Newspapers & Televisions)**
- 18:00 – 21:00 **NETWORKING & DINNER**



**Mr. Andrew Wyckoff**

DIRECTOR OF  
SCIENCE,  
TECHNOLOGY AND  
INNOVATION AT  
OECD (STI)



**Ms. Urve Palo**

MINISTER OF  
ENTREPRENEURSHIP  
AND INFORMATION  
TECHNOLOGY OF  
ESTONIA



**Mr. NG Chee Khern**

PERMANENT  
SECRETARY AT  
NATIONAL  
INTELLIGENCE  
COUNCIL OF THE  
SINGAPORE PRIME  
MINISTER'S OFFICE



**Mr. Cédric Villani**

PRINCIPAL  
COORDINATOR FOR  
REPORT ON FRENCH  
GOVERNMENT'S AI  
DEVELOPMENT  
STRATEGY



**Mr. André Laperrière**

CEO OF GLOBAL  
OPEN DATA FOR  
AGRICULTURE AND  
NUTRITION (GODAN)



**Mr. Vu Minh Khuong**

ASSOCIATE  
PROFESSOR AT THE  
LEE KUAN YEW  
SCHOOL OF PUBLIC  
POLICY (NATIONAL  
UNIVERSITY OF  
SINGAPORE)



**Mr. Truong Gia Binh**

CHAIRMAN OF  
FPT BOARD OF  
DIRECTORS



**Mr. Lam Nguyen Hai Long**

CEO OF QUANG  
TRUNG SOFTWARE  
CITY (QTSC)



**Mr. Nguyen Duc Khuong**

PRESIDENT OF  
AVSE GLOBAL



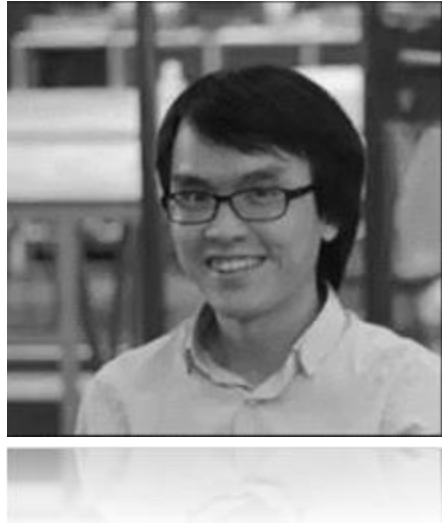
**Mr. Vu Thanh Tu An**

DIRECTOR OF  
RESEARCH AT THE  
FULBRIGHT  
ECONOMICS  
TEACHING PROGRAM  
IN HO CHI MINH CITY,  
RESEARCH FELLOW  
AT THE HARVARD  
KENNEDY SCHOOL



**Mr. Nguyen Tuan Anh**

CHAIRMAN OF  
GRAB VIETNAM



**Mr. Le Phi Hung**

CHIEF DATA  
OFFICER AT LA  
JAVANESS (FRANCE)



**Mr. Pierre Slamich**

VICE PRESIDENT  
OF OPEN FOOD  
FACTS



**Mr. Vu Ngoc Anh**

GENERAL  
DIRECTOR OF  
AVSE GLOBAL



**Mr. Nguyen Duc Tai**

GENERAL MANAGER OF  
THEGIOIDONG



**Mr. Nguyen Ngoc Tu**  
DIRECTOR OF  
ENTROPY JVN



**Mr. Nguyen Anh Hoa**  
FOUNDER &  
GENERAL  
DIRECTOR EZPOS



**Mr. Dam Viet Dung**  
DIGITAL ECONOMIC  
DIRECTOR OF  
AVSE GLOBAL



**Mr. Tran N. Thai Son**  
FOUNDER &  
GENERAL  
DIRECTOR OF TIKI



**Mr. Vincenzo Torcivia**  
MANAGEMENT  
CONSULTANT AT  
THE EUROPEAN  
HOUSE -  
AMBROSETTI

1

## Awareness Campaigns

Website: hub of information  
Register free on [Eventbrite](#),  
[TicketBox](#)  
Email Awareness: 20.000+  
emails, twice a week

3

## Social Media

Facebook  
Twitter  
YouTube  
Interview Livestream

4

## Public Relations

Press Conference  
(on September 20)  
100+ reporters  
200+ coverages  
30+ TV news

2

## Marketing Kit

POSM before and during the event: Banners,  
Standees, Photo Corner.  
E-banner on partners' website  
1.000+ Official Invitations







**200.000.000 VND**

The Platinum Sponsor is ONE and ONLY exclusive opportunity to gain the maximum benefits from sponsorship of the forum.



**100.000.000 VND**

The Gold Sponsorship Package will have high-brand exposure in the lead up and throughout the forum.



**60.000.000 VND**

The Silver sponsorship provides high visibility to increase brand exposure before and during the forum



**30.000.000 VND**

The Bronze sponsorship provides good visibility to increase brand exposure before and during the forum

*Not including VAT (10%)*

*All benefits may be customized to suit the sponsor's needs*

*Sponsorship packages are available on a first come first served basis*



Company name and logo prominent as the Platinum Sponsor on all forum promotional materials, publications (electronic and hard copy)



Thank you acknowledgement by the Organizers during the opening and closing sessions of the conference



A company leader having the opportunity to speak in one of 04 sessions (following the topic of the Forum)



Arranged to be visited by expert team or invited to join the Roundtable in the first day of the Forum



Sponsor's materials inserted in the Organizing Committee's event materials distributed in the Conference



Display sponsor's video (2 minutes) before the opening ceremony and in tea break (provided by sponsor)



A company spokesperson deliver a short statement in the Press Release of the Forum and Press Conference



Company logo (with hyperlink to website) and a 250 word paragraph appearing on the conference website



Place 02 standees in the organizing venue



02 Color ads pages in the electronic Conference Booklet (self-designed by the sponsor)



02 Exhibit counter displaying sponsor's products or solutions at the Conference (Self-setup by organizations/enterprises in the provided area)



Receive PR report, and list of delegates who attend the event

# GOLD SPONSOR BENEFITS



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A company leader having the opportunity to speak in one of 04 sessions (following the topic of the Forum)



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Sponsor's materials inserted in the event materials distributed in the Conference



Display sponsor's video (2 minutes) before the opening ceremony and in tea break (provided by sponsor)



A company spokesperson deliver a short statement in the Press Release of the Forum and Press Conference



Company logo (with hyperlink to website) and a 250 word paragraph appearing on the conference website



Place **02** standees in the organizing venue



**01** Color ads pages in the electronic Conference Booklet (self-designed by the sponsor)



**01** Exhibit counter displaying sponsor's technology solutions at the Conference (Self-setup by organizations/enterprises in the provided area)



Receive PR report

# SILVER SPONSOR BENEFITS



Company name and logo prominent as the Silver Sponsor on all conference promotional materials, publications (electronic and hard copy)



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A company leader having the opportunity to speak in one of 04 sessions (following the topic of the Forum)



Arranged to be visited by expert team or invited to join the Roundtable in the first day of the Forum



Sponsor's materials inserted in the Organizing Committee's event materials distributed in the Conference



Display sponsor's video (2 minutes) before the opening ceremony and in tea break (provided by sponsor)



A company spokesperson deliver a short statement in the Press Release of the Forum and Press Conference



Company logo (with hyperlink to website) and a 250 word paragraph appearing on the conference website



Place 01 standees in the organizing venue



1/2 Color ads pages in the electronic Conference Booklet (self-designed by the sponsor)



Exhibit counter displaying sponsor's technology solutions at the Conference (Self-setup by organizations/enterprises in the provided area)



Receive PR report



Company name and logo prominent as the Bronze Sponsor on all conference promotional materials, publications (electronic and hard copy)



Thank you acknowledgement by the Organizers during the opening and closing sessions of the conference



A company leader having the opportunity to speak in one of 04 sessions (following the topic of the Forum)



Arranged to be visited by expert team or invited to join the Roundtable in the first day of the Forum



Sponsor's materials inserted in the Organizing Committee's event materials distributed in the Conference



Display sponsor's video (2 minutes) before the opening ceremony and in tea break (provided by sponsor)



A company spokesperson deliver a short statement in the Press Release of the Forum and Press Conference



Company logo (with hyperlink to website) and a 250 word paragraph appearing on the conference website



Place **01** standees in the organizing venue



**1/4** Color ads pages in the electronic Conference Booklet (self-designed by the sponsor)



Exhibit counter displaying sponsor's technology solutions at the Conference (Self-setup by organizations/enterprises in the provided area)



Receive PR report

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