

Vietnam Digital Economy Forum 2018

Challenges & Strategic Solutions for SMEs in the Fourth Industrial Revolution

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

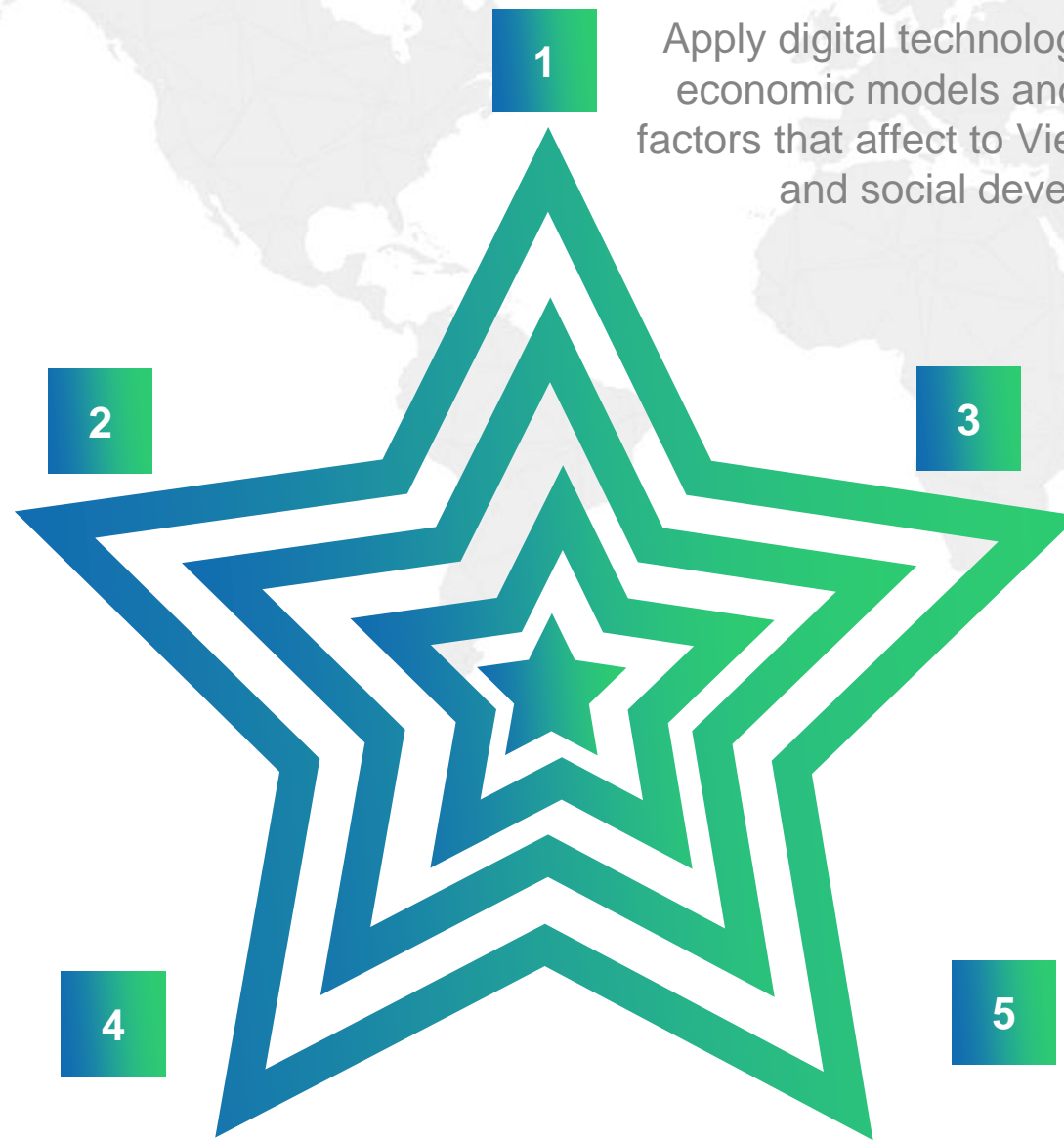
The Fourth Industrial Revolution has been creating structural impacts on global economy and society. Every day, millions of people benefit from innovative products and services, digital technology tools in improving corporate productivity and boosting state economic efficiency.

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



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

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

Support on planning specific development objectives and indicators.

WHY SHOULD BE HERE?

Meet, connect
and exchange
ideas with policy
makers, senior
executives,
influence leaders

Get involved in
discussions on
the latest tech
trends and
innovation ideas

Generate
awareness,
spawn media
exposure, and
boost your
brand's
image.

Find new
partners
and meet like-
minded
professionals

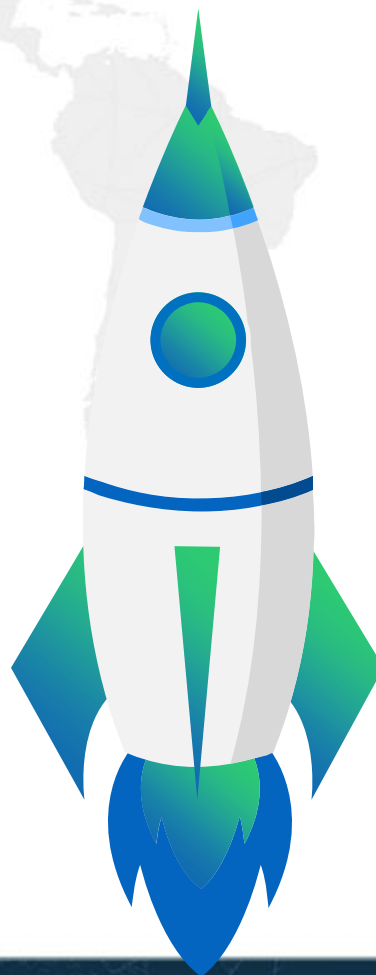
Leverage
your creativity
by learning from
experts

WHO SHOULD BE HERE?

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



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



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



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 4th 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: Amazon Web Services (AWS) – How to apply Cloud Computing for SMEs**
By AWS Representative
- 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)



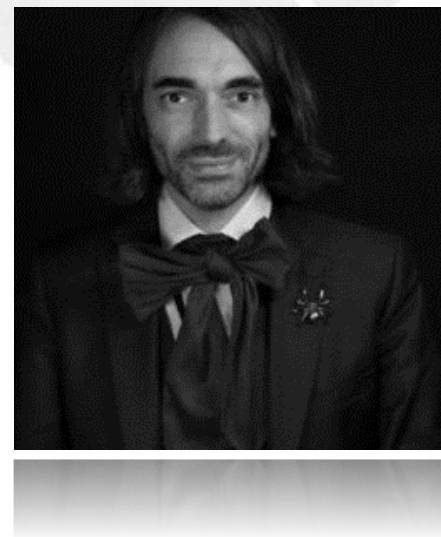
Ms. Urve Palo

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)



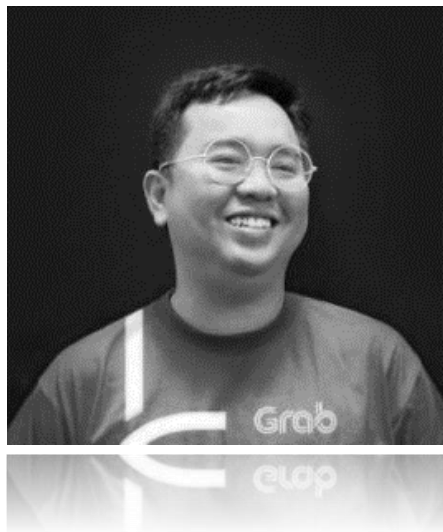
**Mr. Nguyen Duc
Khuong**

PRESIDENT OF
AVSE GLOBAL



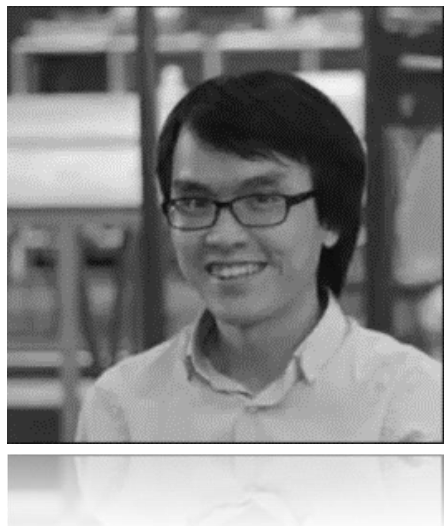
**Mr. Vu Thanh Tu
An**

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



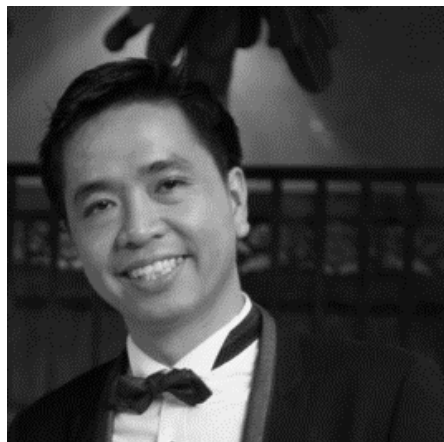
Mr. Vu Ngoc Anh

GENERAL
DIRECTOR OF
AVSE GLOBAL



Mr. Nguyen Duc Tai

GENERAL MANAGER OF
THEGIOIDIDONG



**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*





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 event material package 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 event venue, Sponsor's materials placed in the reception desk



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



Company name and logo prominent as the Gold 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)



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



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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 event venue, Sponsor's materials placed in the reception desk



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



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 event venue, Sponsor's materials placed in the reception desk



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)



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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 material package distributed in the Conference



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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 event venue, Sponsor's materials placed in the reception desk



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

20.000.000



Company name and logo prominent as the Co - 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



Sponsor's materials placed in the reception desk



Place 01 standees in the event venue

10.000.000



Company name and logo prominent as the Co - 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



Place 01 standees in the event venue

CONTACT US



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