



**USAID**  
FROM THE AMERICAN PEOPLE



**AED**  
Agency for Enterprise Development



## Improving SME Regional and Global Supply Chain Competitiveness through the Digital Economy

April 14, 2016

Lotus Ballroom, 1<sup>st</sup> Floor, Rex Hotel Saigon  
141 Nguyen Hue Blvd, District 1, Ho Chi Minh City

### PROGRAM \*

Time	Activity	Speakers
08:30 – 09:00	Registration	
<b>Welcoming Ceremony</b>		
09:00 – 09:25	Welcome Remarks	<ul style="list-style-type: none"> <li>- <b>Mr. Nguyen Van Tuat</b> Director of the Assistance Center for Small and Medium Sized Enterprises in the South, Agency for Enterprise Development, Ministry of Planning and Investment, Vietnam</li> <li>- <b>Mr. Stephen Berlinguette</b> USAID Section Chief, HCMC</li> </ul>
	Introduction of the US-ASEAN Business Alliance for Competitive SMEs	<b>Ms. Thitapha Wattanapruttipaisan</b> SME Lead, US-ASEAN Connectivity through Trade and Investment (US-ACTI)
09:25 – 09:40	<b>GROUP PHOTO &amp; TEA/COFFEE BREAK</b>	
<b>Policy update: How to make the best out of Vietnam's new FTAs</b>		
09:40 – 10:30	<ul style="list-style-type: none"> <li>• Rules of origin in Vietnam's FTAs: Opportunities and challenges for Vietnamese businesses</li> <li>• Q&amp;A</li> </ul>	<b>Ms. Bui Kim Thuy</b> Export- Import Authority, Ministry of Industry and Trade

<b>Topic 1: Empowering SMEs to transform their business with Cloud services</b>		
10:30 – 11:30	<ul style="list-style-type: none"> <li>• How cloud services can help transform SMEs and make them more competitive</li> <li>• Technology solutions tailored to Vietnamese SMEs to succeed in Digital Economy</li> <li>• Q&amp;A</li> </ul>	<b>Mr. Giap Nguyen</b> Country Lead, Small & Medium Business, SMS&P Group, Microsoft Vietnam
<b>Topic 2: Leveraging Digital Payment for Growth</b>		
11:30 – 12:30	<ul style="list-style-type: none"> <li>• Improving efficiency of payment process</li> <li>• Payment tools for cross-border e-commerce</li> </ul>	<b>MasterCard</b> <b>Mr. Matt Baker</b> Vice President, Commercial Payment Solutions, South East Asia
12:30 – 13:30	<b>NETWORKING LUNCH</b>	
<b>Topic 3: The Supply Chain of E-Retail Business</b>		
13:30 – 14:30	<ul style="list-style-type: none"> <li>• “UPS Pulse of the Online Shopper”</li> <li>• Leveraging the Logistics to Drive Back-End Efficiency and Online Sale</li> </ul>	<b>UPS</b> <b>Mr. Jack Dinh</b> Business Development Manager, UPS Vietnam
14:30 – 14:45	<b>TEA/COFFEE BREAK</b>	
<b>Topic 4: Marketing Survival Tips for a Digital Economy</b>		
14:45 – 15:45	<ul style="list-style-type: none"> <li>• Leveraging Digital to make Sales Team Effective and Customers Happy</li> </ul>	<b>Coca-Cola</b> <b>Mr. Sunil Singh</b> CIO of BIG ASEAN
<b>Topic 5: Legal Aspects of Cross-Border e-Commerce</b>		
15:45 – 16:45	<ul style="list-style-type: none"> <li>• Q&amp;A Cross-border Contracts: Managing Risks in Digital Economy</li> <li>• Q&amp;A</li> </ul>	<b>Baker &amp; McKenzie</b> <b>Mr. Seck Yee Chung</b> Partner, Baker & McKenzie (Vietnam) Ltd  <b>Mr. Andrew Theophilus Fitanides</b> Associate, Baker & McKenzie (Vietnam) Ltd

**Recap and closing**

16:45 – 16:55

- Closing

**Mr. Vu Tu Thanh**

Deputy Regional Managing  
Director, Vietnam Senior Country  
Representative, US-ABC

---

\* Subject to minor changes without prior notice