



US-ASEAN Business Alliance for Competitive SMEs

Workshop on Improving SME Access to Regional and Global Markets

Hanoi, Viet Nam
September 17, 2015

PROGRAM*

Time	Activity	Speakers
08:30 – 09:00	Registration	
Welcoming Ceremony		
09:00 – 09:20	Welcome Remarks	<ul style="list-style-type: none"> - Mr. Dang Huy Dong Vice Minister, Ministry of Planning and Investment of Vietnam - Ms. Susan Sutton U.S. Deputy Chief of Mission to Vietnam (tbc) - Mr. Hoang Quang Phong Vice Executive Chairman, Vietnam Chamber of Commerce and Industry (VCCI)
09:20 – 09:25	Introduction to the US-ASEAN Business Alliance for Competitive SMEs	Mr. Vu Tu Thanh Deputy Regional Managing Director, US-ASEAN Business Council (US-ABC)
09:25 – 09:40	GROUP PHOTO & TEA/COFFEE BREAK	
Policy update: How to make the best out of Vietnam's new FTAs		
09:40 – 10:10	Rules of origin in Vietnam's new FTAs (TPP, EVFTA): Opportunities and challenges for Vietnamese businesses	Ms. Bui Kim Thuy Export- Import Authority, Ministry of Industry and Trade

10:10 – 10:25	Q&A	
Panel Discussion: Integrating SMEs into Global Supply Chains – Issues to consider		
10:25 – 11:25	<ul style="list-style-type: none"> • How global supply chains work in Vietnam • Viable strategies for Vietnamese businesses <ul style="list-style-type: none"> - Move up the value chain - Increase volume of production and efficiency by optimize existing processes 	<ul style="list-style-type: none"> - Moderator: Mr. Vu Tu Thanh, Deputy Regional Managing Director, Vietnam Senior Country Representative, US-ABC - Panelists: - Mr. Binh Nguyen Senior Manager, Indochina and Myanmar, Chief Representative, FedEx Express Vietnam - Ms. Dang Phuong Dung VITAS Vice President - Mr. Le Duy Binh Director, Economica Vietnam - Mr. Nguyen Duc Thanh Director, Vietnam Institute for Economic and Policy Research (VEPR) - Mr. Francis Tuan Anh Nguyen Developer Experience & Evangelism Director, Microsoft Vietnam - Mr. Vu Pham Partner Technology Strategist, Microsoft Vietnam
Topic 1: Logistics & Supply Chain Management		
11:25 – 12:15	<ul style="list-style-type: none"> • Connecting Local SMEs to the Global Market • Q & A 	FedEx Mr. Thang Pham Senior Sales Manager, Thailand and Indochina; Mr. Thang Dao Operations Manager, Vietnam
12:15 – 13:30	NETWORKING LUNCH	
Topic 2: Leveraging Digital Payment for Growth		
13:30 – 14:30	<ul style="list-style-type: none"> • Improving efficiency of payment 	

	process <ul style="list-style-type: none"> • Payment tools for cross-border e-commerce • Q&A 	MasterCard Mr. Arn Vogels Country Manager, Vietnam
Topic 3: Empowering SMEs to transform their business with Cloud services		
14:30 – 15:30	<ul style="list-style-type: none"> • How cloud services can help transform SMEs and make them more competitive • Technology solutions tailored to Vietnamese SMEs • Q&A 	Microsoft Mr. Vu Pham Technical Sales Strategist, Small Midmarket Solutions and Partners Group
15:30 – 15:45	TEA/COFFEE BREAK	
Topic 4: Legal Aspects of Cross-Border e-Commerce		
15:45 – 16:45	<ul style="list-style-type: none"> • Cross-border Contracts: Managing Risks • Q&A 	Baker & McKenzie Mr. Seck Yee Chung Partner Ms. Maria Chung Associate
Recap and closing		
16:45 – 17:00	<ul style="list-style-type: none"> • Closing 	Mme. Nguyen Thi Tuyet Minh Chairwoman, Vietnam Women Entrepreneurs Council (VWEC)

* Subject to changes without prior notice