

GOVERNING COMMITTEE



ORGANIZING COMMITTEE



SỞ CÔNG THƯƠNG
THÀNH PHỐ HỒ CHÍ MINH
DEPARTMENT OF INDUSTRY AND TRADE HO CHI MINH CITY

HAWEE
HO CHI MINH CITY ASSOCIATION FOR WOMEN EXECUTIVES & ENTREPRENEURS

BUSINESS FORUM



ASEAN⁺⁺
BRIDGE

“Green - Growth - Great”

HCMC 9th Sept, 2022

01

OVERVIEW

02

EXCUTION

03

SPONSORSHIP



01

OVERVIEW



CONTEXT

At present, the economy of Vietnam has been steady on the road to recovery after the recent COVID-19 pandemic. With our goals to encourage foreign investment among ASEAN countries, as well as to create opportunities for establishing trade between domestic and foreign businesses and introducing the diverse, vivid cultures of different nations, under the direction of the HCMC People's Committee, the Department of Industry & Trade in cooperation with Ho Chi Minh City Association for Women Executives & Entrepreneurs (HAWEE) will be hosting an event on September 9th 2022, called the ASEAN ++ Bridge.



GOVERNING COMMITTEE



ORGANIZING COMMITTEE



"Green - Growth - Great"



SỞ CÔNG THƯƠNG
THÀNH PHỐ HỒ CHÍ MINH
DEPARTMENT OF INDUSTRY AND TRADE HO CHI MINH CITY

HAWEE
HO CHI MINH CITY ASSOCIATION FOR WOMEN EXECUTIVES & ENTREPRENEURS

BUSINESS FORUM

CONNECTING FOR SUSTAINABILITY

Ho Chi Minh City 9th Sept, 2022



Governing
Committee

People's Committee of
Ho Chi Minh City

Organizing
Committee

HCMC Department of Industry & Trade
& HAWEE (HCMC Association for
Women Executives & Entrepreneurs)

ASEAN++ BRIDGE VISION IS TO BE EXECUTED IN 5 YEARS (2022-2026)

2022 THEME: CONNECTING FOR SUSTAINABLE DEVELOPMENT MISSION

1

Promote trade among the Association of ASEAN nations, expansion of opportunities with multidirectional connection and balancing of all aspects

2

Provide opportunities for import and export for companies, and regional economic development with Business Matching

3

Through trade, call for a Green Economy based on sustainable development

WHO WILL BE THERE?

- Municipal leaders and representatives from sectors
- Leaders from diplomatic and consular offices in Vietnam, General Consulates, Embassadors, Commerce Consulors
- 30 Chambers of Commerce in Vietnam
- Business Associations from Asean ++ countries
- Associations, Trade Assocations, Women in Business Associations from other provinces
- Companies with products and services that follow sustainable developement model.
- Media and Broadcasting representatives.

EVENT SCALE

- 600 guests
- 15 display booths in ASEAN ++ section for:
 - 10 ASEAN countries: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam
 - 5 other countries: Australia, New Zealand, India, Japan and Korea
- 60 tables for Business Matching:
 - Shortlisted companies with products and services matching with sustainable criteria
 - Expected 500 quality interactions

ORGANIZING COMMITTEE MEMEBRS

- **Head of the Organization Committee**

Ms Cao Thi Ngoc Dung - Chairwoman PNJ, Chairwoman HAWEE

Bui Ta Hoang Vu – Director of the Department of Industry and Trade of Ho Chi Minh City

- **Deputy head of the Organization Committee**

Ms Nguyen Thi Hanh - Vice President cum General Secretary of HAWEE

Ms Phan Thi Tuyet Mai – Chairwoman TMTM, Vice President HAWEE

And HAWEE BOARD MEMBERS - CEOs in charge of 9 functions:

1. Municipal Leaders and Departments
2. Diplomatic Delegations and Consultates
3. Associations and Business Matching
4. Program and Speakers
5. Media and Communications
6. IT, digitalization
7. Logistics
8. Moderation
9. Security, Fire Prevention & Fighting, Medical Emergency



02

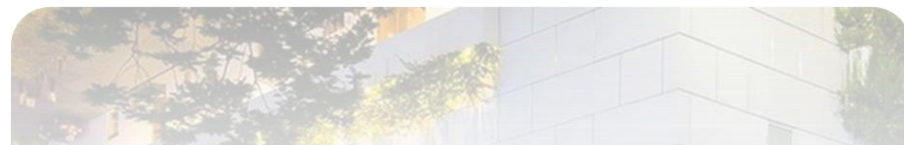
EXECUTION

TIME

9/9/2022

VENUE

Gem Center,
8 Nguyen Binh Khiem, Dist. 1,
HCMC



AGENDA – MORNING

EVENT HALL

8:00 – 8:30: RECEPTION

- Teabreak
- Taking photo at photobooth
- Visit display booths from participating countries

8:30 – 10:00: CEREMONY

- Opening performance
- Introduce guests, welcome delegations
- Opening speech from organizing committee's representative
- Congratulating speech from municipal government's representative
- Appreciation to sponsors
- Appreciation to organizing committee

10:00 – 12:00: KEYNOTE. CASE STUDIES & PANEL

- Keynote, Case Studies and Panel: Green economy for sustainable development
- Phototaking with all countries' representative on stage

12:00 – 13:15: NETWORKING LUNCH

AGENDA - AFTERNOON

EVENT HALL

13h15 - 16h30

- Introduction sessions from participating Associations
- Case study on sustainable business model
- Talkshow: Educating sustainable development
- Closing

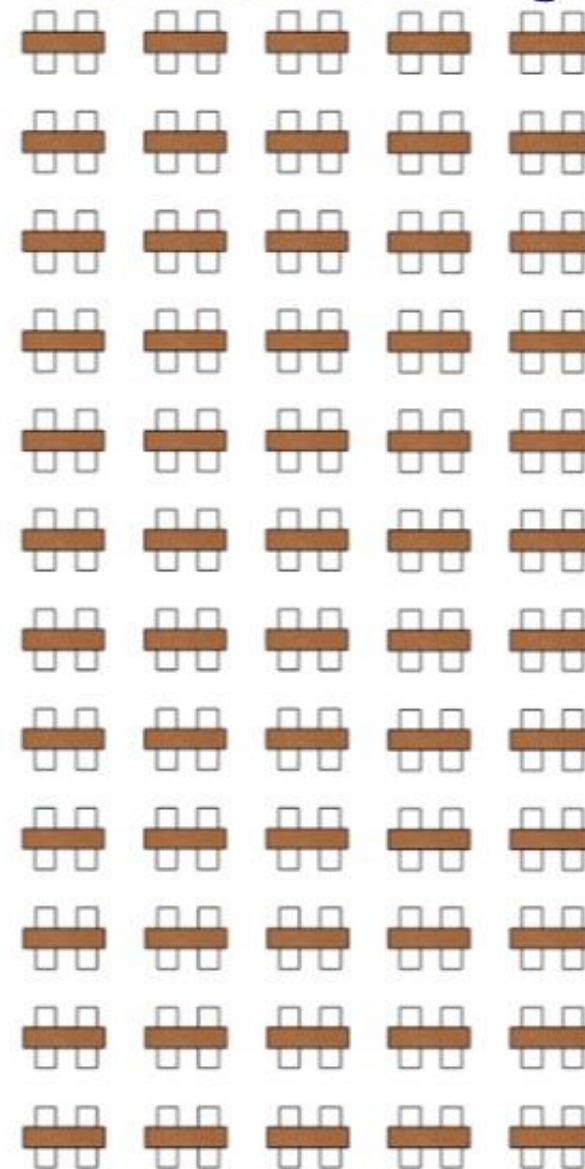
BUSINESS MATCHING

10h00 - 16h30

- Schedule follows pre-event registration via the app,
- Duration 10 minute each per session (60 companies in total)



Business Matching



FORUM AGENDA

- Keynote Speaker 1:

Representative from Deloitte to share about trade among ASEAN countries, current situation and future development towards sustainability in Vietnam and ASEAN++ region.

- Keynote Speaker 2:

Mr. Dominic Scriven - Chairman and Co-founder of Dragon Capital, to share about his vision and passion about sustainability and philosophy on impact investment at Dragon Capital.

- Keynote Speaker 3:

Dr. Nirmal Kishnani – Sustainable Building Expert Educator & Researcher and Managing Editor of FuturArc

- Keynote Speaker 4:

Sophia Nguyen, Phu Cuong Group to share about their 3.4 bil USD project on renewable power by generating wind energy in Soc Trang province.

FORUM AGENDA

- Panel discussion:

1. Ms Claire Chiang – Co-founder Banyan Tree Hotels & Resorts
2. Mr Binu Jacob - Co-Chair of VBCSD and CEO Of Nestle Vietnam
3. Ms Cao Thị Ngọc Dung – Chairwoman of PNJ, Vice president of VAWE, President of HAWEE

Moderator: Ms Huynh Thi Xuan Lien, Vice President of HAWEE, Board member of PNJ

FORUM AGENDA

- CASESTUDY
 1. Consulate General of New Zealand in HCMC
 2. Faslink
 3. Ms. Thanh Van Dang - Asia Society-Victoria Distinguished Fellow

EVENT IT HIGHLIGHTS

ASEAN++ Bridge Website

- Database system to manage all event data
- Website to register event and business matching in advance

ASEAN++ Bridge Passport

- Replace Event ticket when checking in
- Integrate event agenda, company information and personal contact, all personalized by QR code

*Executed by
Mat Bao JSC*



EVENT CULTURAL HIGHLIGHTS

Green Fashion – Sustainable Fashion:

15 national costumes will be designed and tailor-made by Faslink, using sustainable materials. This performance will be first of the morning session.



EVENT CULTURAL HIGHLIGHTS

Inspired by **Shapes of Sound** – Composer Duc Thinh has exclusively designed an opening performance that bridges traditional and modern musical elements, with 50 musicians playing many different music instruments from Vietnam and the world.



EVENT GIFT

Handmade Gift: Bespoke pen by BluSaigon, using natural pearl with name of every participant carved in advance.



RISK MANAGEMENT

- On Security, Fire Prevention & Fighting, Food Safety: Ms Vu Mai Que – Chief Officer HAWEE, together with Gem Center and relating parties.
- On Medical emergency: Ms Huynh Thi Thu Ha – Chairwoman Saigon ENT Hospital
 - + 1 stand-by ambulance
 - + 2 stand-by polyclinic doctors
- Event Logistics: Apex Media



03

SPONSORSHIP

SPONSORSHIP PACKAGES

- Diamond: 500 mil VND
- Gold: 300 mil VND
- Silver: 100 mil VND
- Bronze: 50 mil VND

ACCOMPANYING SPONSORS

- Diamond: Phu Cuong Group, Phuc Khang Corp, Faslink, PNJ
- IT Sponsor: Mat Bao
- Gift sponsor: BluSaigon
- Accompanying: Mori, LA, Hinoki Japan Center, Minh Phuong Printing

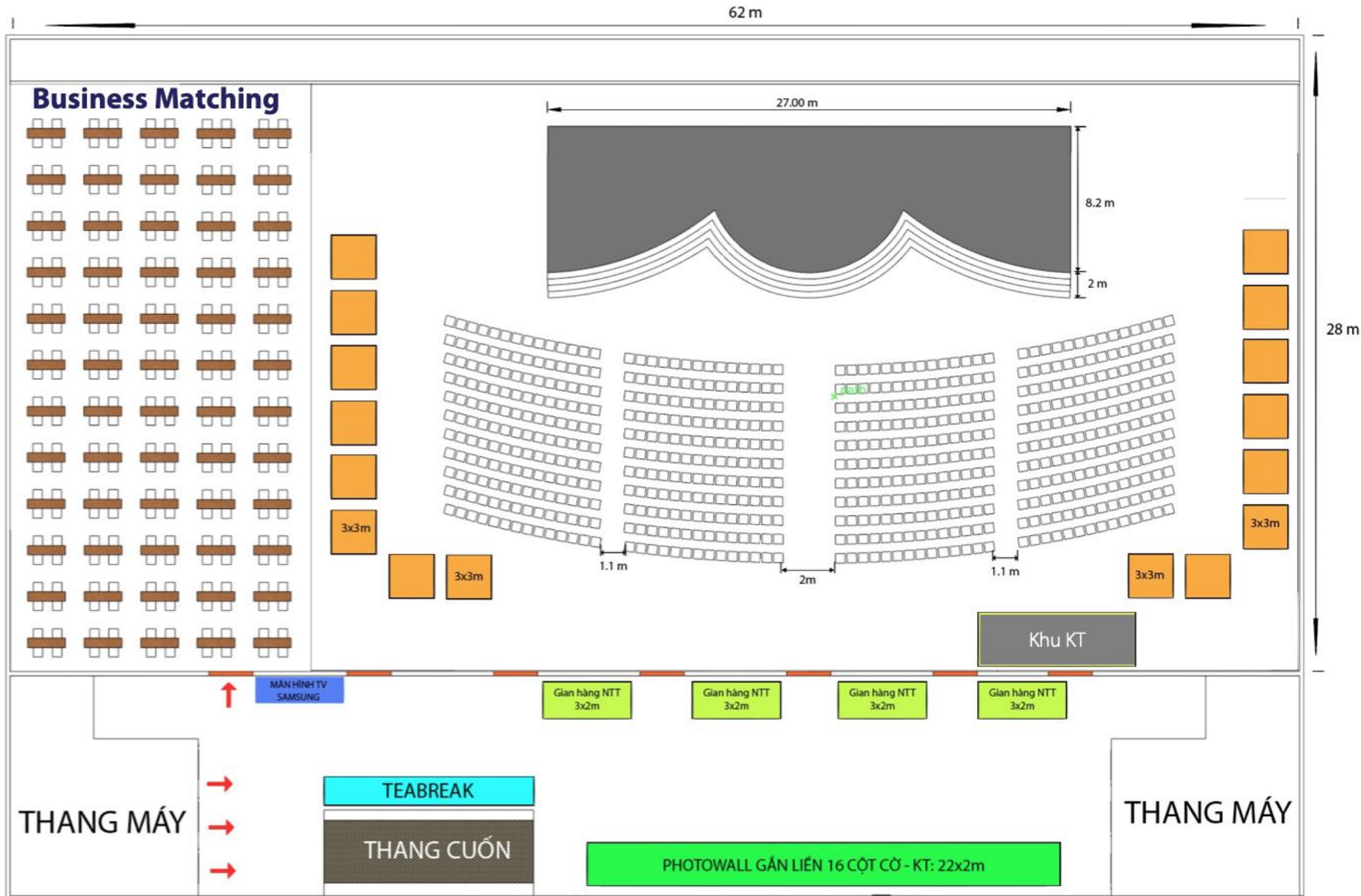
MEDIA COLLABORATORS

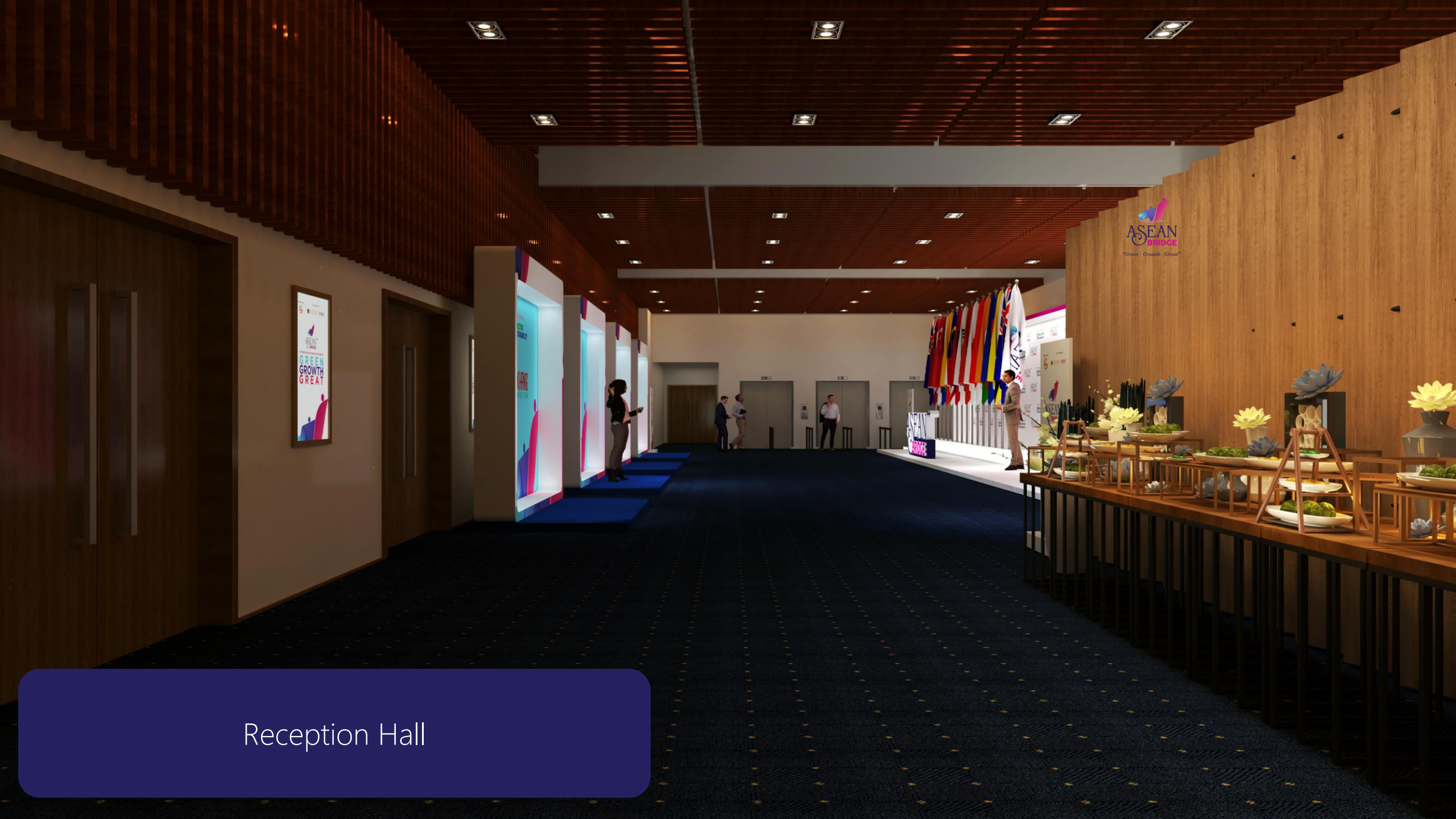
VTV, HTV, Doanh Nhan Sai Gon, Saigon Economic News, and more than 40 media agencies and TV Stations.

APPENDIX

1. REFERENCE LAYOUT PHOTOS
2. ORGANIZING COMMITTEE MEMBERS IN CHARGE

LAYOUT





Reception Hall



16-flagpole Photowall to welcome guests



16-flagpole Photowall to welcome guests



Sponsor Booths



Sponsor Booths



15 national Booth displays around the hall

ORGANIZING COMMITTEE MEMEBRS IN CHARGE

1

Municipal Leaders and Departments:

- Ms Cao Thi Ngoc Dung – Chairwoman PNJ, Chairwoman HAWEE
- Ms Nguyen Thi Hanh – Permanent Vice Chairwoman HAWEE

2

Diplomatic Delegations and Consultates:

- Ms Phan Thi Tuyet Mai - Chairwoman, TMTM Company, Vice President HAWEE
- Ms Luu Thi Thanh Mau - CEO Phuc Khang Corp
- Ms Nguyen Thi Bich Ha - Head of Living Values Education Vietnam, Vice President HAWEE
- Ms Pham Thi My Le - Chairwoman of Le & Associates, Co-Founder of SKALE.ASIA

ORGANIZING COMMITTEE MEMEBRS IN CHARGE

3

Associations and Business Matching:

- Ms Nhan Huc Quân - CEO New Toyo (Vietnam)
- Ms Vo Thi Ngoc Huong - Chairwoman, CEO Co.op Food
- Ms Lam Thuy Ai - Chairwoman MebiGroup
- Ms Ma Dao Ngoc Bich - Chairwoman Angel Beauty Co.,Ltd

4

Program and Speakers:

- Ms Huynh Thi Xuan Lien - Board Member of PNJ, Vice President of Hawee, Vice President of VMA
- Ms Tran Ngoc Tu Uyen - Senior Manager, Client & Market Business Development, Deloitte Vietnam
- Ms Trinh Thi Tuyet Anh - International Liasion Director, Grant Thornton Vietnam
- Ms Luong Ngoc Tien - Founder One Life Connection

ORGANIZING COMMITTEE MEMEBRS IN CHARGE

5

Media and Communications:

- Ms Hoang Thi Thanh Hang - Chairwoman, TRIHD ASIA Media & Variety Company
- Ms Vu Mai Que – Chief Officer HAWEE
- Ms Thu Hoa – Communication HAWEE
- Ms Lê Trinh – CEO MTV Company

6

IT, digitalization:

- Mat Bao and HAWEE Office

7

Logistics

- Ms Tran Hoang Phu Xuan - CEO Faslink
- Mr. Nguyen Duc Hieu - Co-Founder of DyOne D-Lad
- Composer Nguyen Duc Thinh - Music One Entertainment
- Apex Multimedia

ORGANIZING COMMITTEE MEMEBRS IN CHARGE

8

Moderation:

- MCs: Ms. Tran Ngoc Tu Quyen & MC Quoc Khanh
- Panel Moderator: Ms Huynh Thi Xuan Lien - Board Member of PNJ, Vice President of HAWEE, Vice President of VMA
- Assistant: Mr. Nguyen Duc Hieu - Co-Founder of DyOne D-Lad
- Ms Le Quynh Thu – CEO Apex Multimedia

9

Security, Fire Prevention & Fighting, Medical Emergency:

- Ms Vu Mai Que – Chief Office HAWEE
- Gem Center and relating parties (Saigon ENT Hospital)

THANK YOU!

FOR MORE INFORMATION

The Ho Chi Minh City Association for Women Executives and Entrepreneurs
(HAWEE)

170E Phan Dang Luu St, Ward 3, Phu Nhuan Dist
haweetrueythong@gmail.com – 090 884 2214
haweep@gmail.com – 0933 356 929