

# VIETNAM/ **REAL ESTATE** SYMPOSIUM 2019/ WHAT'S NEXT

September 12<sup>th</sup>, 2019

Venue: Sofitel Saigon Plaza Hotel



CUSHMAN &  
WAKEFIELD



AUSCHAM  
VIETNAM



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This year, Cushman & Wakefield is pleased to exclusively partner and co-host Auscham Vietnam's well known real estate symposium, with a twist...we are banning backward looking 'market reports' and are pushing the event to a bold, intrepid, forward looking outlook. Our purpose is to seek out **#WhatsNext** in Vietnamese real estate.

We are highlighting prominent and well-known thought leaders and would be honoured if you would consider participating either as a presenter or panelist.

We will discuss genuine trends from across the market offering a unique opportunity for the real estate community's senior stakeholders a chance to interact, network and hopefully offer some new ideas and discussion points for the coming years.

# What to expect?



We will, of course, be providing insights on the Residential and Commercial real estate markets. However, we aim to broaden our reach to other fields related to the industry. We want to provide something for everyone, from e-commerce to industrials.

## Why are we doing this?

We know 2019 is going to be our time. We want to be at the forefront of **#WhatsNext**, staying ahead of changing markets and expectations. We want all of us in the industry to learn from each other and move forward together into this new and exciting era.

## Who is it for?

This year in line with widening our scope, we wish to expand our target audience. With our attitude of looking for **#WhatsNext**, we want to provide something for everyone.

- 300' attendees to include;
- Local and regional developers
- Local and regional large scale investors
- Potential foreign investors
- Multinational companies
- Government representatives

We feel that with such a diverse audience, we will create an engaging networking environment and an excellent opportunity to generate leads and increase your visibility amongst leaders in the market.



Auscham, over the past years, have worked hard establishing an annual event that we feel has potential to become the premier 'must attend' real estate event of the year. To keep the sessions sharp and interesting, we have canvassed clients already to establish the topics that the market wants to talk about, and after a poll for topics and speakers, are proposing the following detailed agenda:

# SYMPOSIUM AGENDA

SESSION	SPEAKER(S)	OVERVIEW
Welcome & introduction 5-10 mins	Chau Ta, Auscham	Chau is the driving force for Auscham's interest in RE and is one of the most experienced M&A legal advisors in Vietnam working her day job at SC Capital Partners.
The Economic Punch 20 mins	Michael Kokalari, CFA, VinaCapital	A short and sharp view of where Vietnam is, and what challenges and opportunities exist for RE.
The secrets of the local residential market... 20 mins	Mr Hoang, Director Research & Development, DKRA	Residential insight from the most prominent residential sales brokerage with arguably the deepest penetration into the local market. A local firm talking about the most important local market...
Market truths 15 mins	Alex Crane, Managing Director, Cushman & Wakefield Vietnam	A speaker that is not too shy to tell it as it is. We will not talk market data here but spot trends and use this session to set up a few forward looking ideas and discussion points for each section. The data will be given to attendees in hard copy to take away or to download at the end of the event.
Have we heard it all before? 30 mins	<b>Host:</b> Ben Gray, Director Capital Markets, C&W  <b>Confirmed speakers:</b> Elaine Chen - PAG, Quyen Duong Do - Dragon Capital, to be updated.	Proposed panel discussion from some longstanding industry heavyweights on why it is different now. A view from both inside Vietnam, and from outside Vietnam on how we are comparing to the regional markets.
The convergence of retail 15 mins	Mr Dzung, Executive Director, Nielsen Vietnam	A discussion including consumer analytics, what the offline retailer feels and how the eCommerce segment is fitting in...
Proptech 15 mins	Oliver Skagerlind Chief Information Officer - Cushman & Wakefield Asia Pacific	Vietnamese Proptech from regional/ global standpoint
Tea break 15 mins		
Global Mega Trends to transform Industrial & Logistics Real Estate 30 mins	<b>Host:</b> Paul Tonkes, Director Industrial & Logistics, C&W  <b>Confirmed speakers:</b> Peter Garrison - Logos Property, Tomasz Jurzak - Kuehne & Nagel, Hans Kerstens - Deep C.	Experts in the sector will discuss and answer questions, from their perspective either of industrial park developer, logistics spec builder or one Vietnam's largest freight forwarders, how, when and why they think the Global mega trends transform their sector and real estate.
The panellist pressure cooker! Max 30 mins	<b>Host:</b> Crane/Squire Patton Boggs AND We would very much appreciate your involvement in this part which may become a signature part of the event for years to come.	To keep sharp, we will take Q&A over the course of the day using Slido. We will log and review Q's before release (private to speakers). This is a forum for all speakers that want to take part to freestyle and might just provide the most interesting takeaways of the event.

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