



**ASEAN•EU**  
BUSINESS SUMMIT  
8-9 March, 2013  
HA NOI, VIET NAM  
*Joining forces*



# ASEAN•EU

**BUSINESS SUMMIT**  
8-9 March  
*Ha Noi, Viet Nam* **2013**





## B2B Meeting: ASEAN - EU Investment and Trade Opportunities

### Melia Hotel, Hanoi, 8 March 2013

13.00 – 14.00	<b>Registration</b>
14.00 – 14.10	<b>Welcome remarks</b> <b>Dr. Vu Tien Loc</b> , <i>Chairman of VCCI</i> <b>Mr. Preben Hjortlund</b> , <i>Chairman of EuroCham Viet Nam</i>
14.10 – 14.50	<b>Investing in ASEAN – opportunities and challenges</b> <b>Moderator:</b> <ul style="list-style-type: none"> <li><b>Mr. Alain Cany</b>, <i>CEO Jardine Matheson Ltd &amp; Co-Chairman of Vietnam Business Forum</i></li> </ul> <b>Speakers:</b> <ul style="list-style-type: none"> <li>Emerging investment destinations in ASEAN - <b>Mr. Win Aung</b>, <i>President of Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI)</i></li> <li>GMS – the economic corridor - <b>Mr. Oudet Souvannavong</b>, <i>Secretary General of the Greater Mekong Sub-region Business Forum (GMS-BF)</i></li> <li>IPR – an opportunity or a challenge? - <b>Stephane Passeri</b>, <i>Heritage Consult</i></li> <li>Q&amp;A</li> </ul>
14.50 – 15.10	<b>Coffee break</b>
15.10 – 15.50	<b>Trade Opportunities in ASEAN</b> <b>Moderator:</b> <ul style="list-style-type: none"> <li><b>Mr. Alain Cany</b>, <i>CEO Jardine Matheson Ltd &amp; Co-Chairman of Vietnam Business Forum</i></li> </ul> <b>Speakers:</b> <ul style="list-style-type: none"> <li>Footwear sector - <b>Vietnamese Leather and Footwear Association</b></li> <li>Garment sector - <b>Cambodian Speaker</b></li> <li>Agro and aqua products - <b>Dr. Jingjai Hanchanlash</b>, <i>Executive Member of Thai Chamber of Commerce</i></li> <li>Positive elements of Trade - <b>Mr. Cyril Sayag</b>, <i>Vice President Legal and Public Affairs, Pernod Ricard Asia</i></li> <li>Q&amp;A</li> </ul>
15.50 – 16.30	<b>Corporate Social Responsibility (CSR)</b> <b>Moderator:</b> <ul style="list-style-type: none"> <li><b>Mr. Nguyen Quang Vinh</b>, <i>General Secretary of Vietnam Business Council for Sustainable Development (VBCSD)</i></li> </ul> <b>Speakers:</b> <ul style="list-style-type: none"> <li>Supporting SME implementation in CSR - <b>Florian Beranek</b>, <i>Chief Technical Advisor CSR, UNIDO - CSR Project Vietnam</i></li> <li>Representing from Unilever - <b>Ms. Lara Vu</b>, <i>Head of Private Sector Partnerships and HCMC Office, UNICEF Vietnam</i></li> <li>FPT for the Community - <b>FPT Corporation</b></li> <li>Q&amp;A</li> </ul>
16.30 – 16.45	<b>Wrap up and conclusion</b> <b>Mr. Alain Cany</b> , <i>CEO Jardine Matheson Ltd &amp; Co-Chairman of Vietnam Business Forum</i>
16.45 – 17.45	<b>B2B Networking</b> Participants will be split into 6 groups based on their sector. Participants will have the opportunity to meet and discuss with other participants from their own and other sectors.



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**H.E. Nguyen Tan Dung**

*Prime Minister of  
The Socialist Republic  
of Viet Nam*



**H.E. Karel De Gucht**

*EU Commissioner for  
Trade*



**H.E. Vu Huy Hoang**

*Minister of Industry  
and Trade  
The Socialist Republic  
of Viet Nam*



**H.E. Le Luong Minh**

*Secretary General of  
ASEAN*

## ASEAN – EU Business Summit, 9 March – Melia Ha Noi Hotel

07.00 – 08.30

**Registration**

08.30 – 08.45

**Opening address**

*H.E. Nguyen Tan Dung, Prime Minister of the Socialist Republic of Viet Nam*

08.45 – 09.15

**Welcoming remarks**

*H.E. Karel de Gucht, EU Commissioner for Trade*

*H.E. Le Luong Minh, Secretary General of ASEAN*

09.15 – 09.30

**Introduction by Business Community**

*Mr. Preben Hjortlund, Chairman of EuroCham Viet Nam*

*Dr. Vu Tien Loc, Chairman of VCCI*

*Mr. Stefano Poli, Chairman of EU – ASEAN Business Council (EABC)*

09.30 – 10.00

**Coffee/tea break**

10.00 – 11.30

**Plenary session of the 3rd ASEAN – EU Business Summit**

**JOINING FORCES: BUILDING A STRONGER ASEAN – EU PARTNERSHIP FOR GROWTH AND PROSPERITY**

**Objective:** This session will set the stage for a discussion on the existing opportunities and challenges in different markets as perceived by leading companies from the two regions. The discussion will take particular account of the cross-sectoral issues that can help businesses as well as policy-makers to learn from experiences in other markets to ensure the future growth of both the ASEAN and the EU.

**Discussants:**

*H.E. Ambassador Franz Jessen, Head of the European Delegation to Viet Nam*

*Dr. Lim Hong Hin, Deputy Secretary-General of ASEAN for ASEAN Economic Community*

**Speakers:**

- **Mr. Alessandro Barberis**, President of Eurochambres
- **Mr. Donald Kanak**, Chairman, Prudential Corporation Asia
- **Mr. Richard Burn**, Corporate Relations Director, Diageo Asia Pacific
- **Mr. Neeraj Swaroop**, Regional CEO, South East Asia, Standard Chartered Bank
- **Ms. Fauziah Dato Seri Paduka Hj Talib**, Chairwoman of ASEAN-BAC
- **Mr. Francois Guibert**, Executive Vice President & President, Greater China and South Asia Region, STMicroelectronics



11.30 – 13.00

**Lunch break**

13.00 – 15.15

**Sector – specific dialogues (six sessions run in parallel)**

Presentation followed by a discussion and a wrap up of conclusions

**Objectives:** This session brings the policy dimension of trade and investment issues into business perspective, with a view to identify points of convergence and divergence for an enhanced relationship between ASEAN and the EU.

Session Chairs will summarise the discussions of the various sector groups with the view to prepare the session with the Economic Ministers. The focus will be on identifying opportunities, challenges and specific recommendations for the ASEAN Economic Ministers and the EU Commissioner for Trade.

**THE SECTORIAL GROUPS & SESSIONS ARE:****I. Agri-food – Planting the seeds of our economic future****Session Chair:**

**Mr. Jean Rodesch**, Vice President Public and Legal Affairs, Pernod Ricard

**Speakers:**

**Ms. Bev Postma**, Executive Director, Food Industry Asia

**Mr. John Keogh**, Global Advisor & Director, Product and Consumer Safety, GSI Global Office

**Mr. Matthew Kovac**, Director, Advocacy, CropLife Asia

**II. Automotive – The future automotive outlook in ASEAN****Session Chair:**

**Mr. Martin Hayes**, President & Managing Director, Robert Bosch (South East Asia) Pte Ltd

**Speakers:**

**Mr. Soebronto Laras**, Chairman, INDOMOBIL SUKSES INTERNATIONAL, Tbk

**Mr. Jongkie Sugiarto**, Chairman, GAIKINDO

**Mr. Peter Wolf**, Managing Director, BMW Group Thailand

**Mr. Jacques Michel**, President Asia Oceania Sales, Region Thailand Volvo Group Trucks Sales & Marketing APAC and JV's, Volvo Group (Thailand) Co., Ltd.

**III. Financial services – Banking on an ASEAN Economic Community****Session Chair:**

**Mr. Louis Taylor**, CEO Vietnam, Cambodia & Laos, Standard Chartered Bank

**Speakers:**

**Mdm. Nguyen Thi Nga**, Chairwoman, Member of Board of Management, SeABank

**Mr. Jerome Buzenet**, Partner and Managing Director Vietnam, DFDL

**IV. ICT – the next growth engine****Session Chair:**

**Mr. Bob Fox**, Chairman ICT Committee, EuroCham Singapore

**Speakers:**

**Mr. Enrico Schulaks**, Managing Director, SGH Asia Ltd

**Ms. Valerie Tan**, Director, Government & Regulatory Affairs, Asia Pacific, Skype



## V. Infrastructure/Connectivity – Connectivity towards economic integration

### Session Chair:

**Mr. Frank Debets**, Managing Partner, Worldtrade Management Services Asia, PWC

### Speakers:

**Mr. Raman Narayanan**, Regional Head, ASEAN Affairs and Government Relations, Air Asia

**Mr. Carsten Hess**, Head of Corporate Public Policy, DHL

**Dr. Robert Yap**, Chairman & CEO, YCH Group

## VI. Pharmaceuticals – Fostering innovation and collaboration to meet health needs

### Session Chair:

**Mr. Christopher Knight**, CEO, Everett Knight

### Speakers:

**Mr. Graham Almond**, Vice President, South East Asia, Sanofi Aventis

**Mr. Louis-Georges Lassonnery**, Chairman of Pharma Group, Vietnam

**Mr. Shane Pang**, Regional Head, GAAP, South East Asia, GlaxoSmithKline

15.15 – 15.45

**Coffee/tea break**

15.45 – 17.45

### Session with ASEAN Economic Ministers and the EU Commissioner for Trade

**Objective:** To bring together the policy dimension of trade and investment issues with business perspectives in order to identify opportunities and hurdles for enhanced trade and investment flows between ASEAN and the EU

### Chairman:

- Session Chairs will present the findings from their discussions to the ASEAN Economic Ministers and the EU Commissioner for Trade
- Responses by the ASEAN Ministers & the EU Commissioner for Trade
- Q&A session

### Moderator:

**Ms. Sharanjit Leyl**, BBC Singapore

17.45 – 17.55

### Closing remarks

**H.E. Vu Huy Hoang**, Minister of Industry and Trade of Viet Nam

18.00 – 20.00

### Closing reception

### Attendance:

ASEAN Economic Ministers, EU Trade Commissioner, ASEAN General Secretary, Business Leaders and Association Representatives

# Welcome to the 2013 ASEAN – EU Business Summit



## PHARMA GROUP

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 <b>B. BRAUN</b> SHARING EXPERTISE	 <b>DKSH</b>	 <b>GEDEON RICHTER PLC.</b>	 <b>gsk</b> GlaxoSmithKline	 <b>IPSEN</b> Innovation for patient care	 <b>janssen</b> Pharmaceutical Company of Johnson & Johnson
 <b>BERLIN-CHEMIE MENARINI</b>	 <b>MERCK</b>	 <b>MSD</b>	 <b>NOVARTIS</b>	 <b>novo nordisk®</b>	 <b>Pierre Fabre</b>
 <b>Pfizer</b>	 <b>Roche</b>	 <b>SANOFI</b>	 <b>SERVIER</b>	 <b>ZUELLIG PHARMA VIETNAM</b>	

Pharma Group represents the voice of research-based biopharmaceutical industry,  
and has a shared vision of creating sustainable access to high quality, safe, and innovative medicine in Vietnam

# DIAGEO

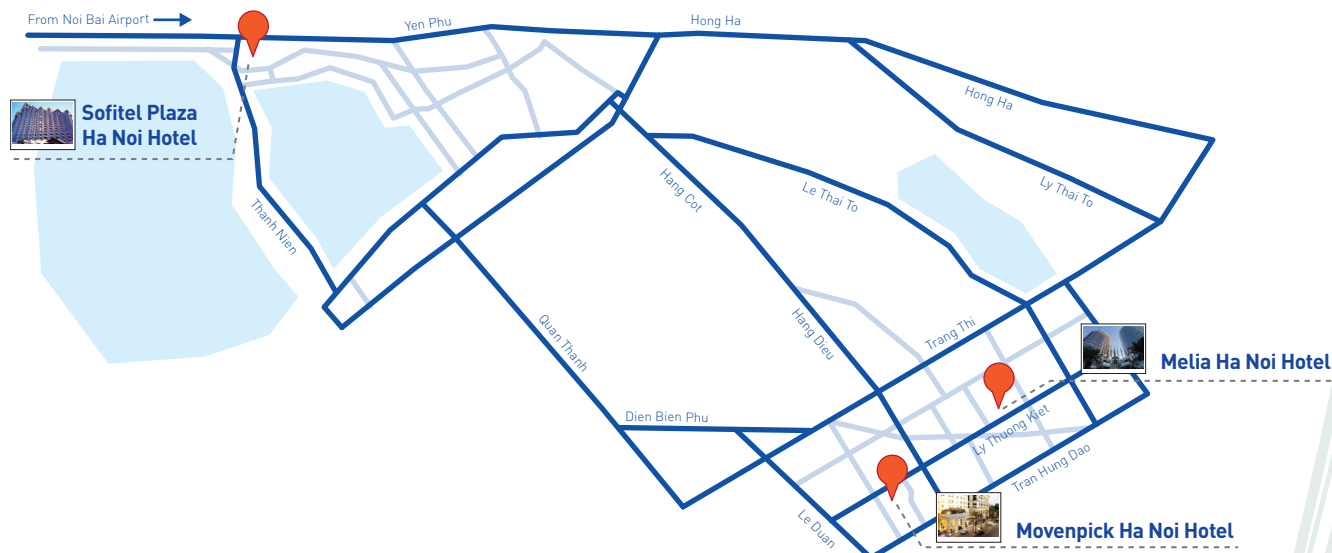
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## VENUE



## CONTACT DETAILS

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