

Business Opportunities and Challenges in **Vietnam**

6 December 2007 (Thurs)
Hotel Equatorial, Kuala Lumpur



SEMINAR HIGHLIGHTS

- Opportunities and Pitfalls in Vietnam: A Business Perspective
- Identifying Legal Risks of Foreign Investment in Vietnam and Negotiating Cross-border Contracts
- Mitigating Risks in International Trade
- Tax Planning for Export and Investment Overseas
- Tax Planning in Vietnam
- Intellectual Property is Asset to Your Business
- The Vietnam Engine: "Coping with the Speed of Change"

Vietnam's GDP growth at 7.5 percent in 2005 continues to be among the highest in the world. This figure is projected to be maintained at 15 percent over the years from 2001 to 2010. The US alone spends almost US\$4 billion in local trade here, building up vast opportunities and employment for its people.

It is definitely fast emerging as Asean's rising star as a result of its economic fundamentals. With its large population of over 82 million, this country has become the appealing alternative for future business ventures in Southeast Asia. Its entrance into the WTO has created waves as all eyes are now on the country to see if Vietnam will be able to lead in its market-oriented economy.

Organiser:

RHB ♦ **BizNetwork**

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Programme Itinerary



8.00am **Registration**

8.55am **Opening speech by Emcee**

9.00am **Opportunities and Pitfalls in Vietnam:
A Business Perspective**

Speakers: Key note by *Mr. Mark Chim*, Managing Partner, Practical Support LLP

Case study by *Ms. Tran Thi Tuyet Anh*, Senior Manager, Practical Support LLP

- Overview of Vietnam - Economic, social and cultural elements
- WTO Entry - Driver of change, why join WTO and Post WTO
- Key industries in Vietnam
- Success indicators - incentives, political and social stability, PRO business, global connectivity and large domestic market
- Pitfalls of business - legal, workforce, licensing, taxes and property
- Case Study of Human Capital Development - Vietnam's ability to progress from lower income to higher income level
- Case study of Malaysian companies in Vietnam

10.00am **Tea Break**

10.20am **Identifying Legal Risks of Foreign Investment in Vietnam and Negotiating Cross-border Contracts**

Speaker: *Mr. Vincent Chan Siew Onn*, Partner, Lee Hishammuddin Allen & Gledhill

- Corporate and business laws comparison - Vietnam vs Malaysia
- Foreign investment in Vietnam - Legal risk
- Vietnam JVs, investments and acquisitions - Negotiating and drafting cross-border contracts
- Cross-border legal due diligence

11.10am **Mitigating Risks in International Trade**

Speaker: *Mr. Eric Tan Soong Hoe*, Head of Trade Product Development, RHB Bank Bhd

- Importers and exporters' risks and mitigants in international trade
- How a trade bank can assist to mitigate risks, facilitate trade and support business growth

11.40am **Tax Planning for Export and Investment Overseas**

Speaker: *Mr. Poon Yew Hoe*, Tax Partner, Horwath

- Tax incentives for exports
- Tax incentives for investment overseas
- Tax planning for repatriation of income and capital gains

12.30pm **Lunch**

2.00pm **Tax Planning in Vietnam**

Speaker: *Mr. Le Khanh Lam*, Tax & Consulting Partner, DTL Auditing, Vietnam

- Transfer pricing regulations in Vietnam
- Recent tax reforms and trends
- Tax issues and tax planning ideas
- Foreign exchange control and fund repatriation

2.50pm **Intellectual Property is Asset to Your Business**

Speaker: *Ms. Christina Chia*, Senior Partner of Christina Chia Ng and Partners

- The importance and need to protect intellectual property
- Types of intellectual property
- To determine priority, protection and registration of trade mark
- Statutory protection by registration and prior user rights
- Trade mark protection in Vietnam
- IP protection cost in Vietnam

3.40pm **Tea Break**

4.00pm **The Vietnam Engine:
"Coping with the Speed of Change"**

Speaker: *Mr. Francis Lee*, Head of Emerging Markets, SAP South East Asia

- Doing business in Vietnam at the Speed of Change - Changing landscapes vs. Changing IT needs
- The Vietnamese entrepreneurs view on the need for change - highlights on industry examples
- Raising the game - business systems as a competitive tool in Vietnam?
- Making the market tick - bringing best business practices to Vietnam
- "Great Companies Run SAP" - success stories of growing small and medium companies in Asia Pacific

4.30pm **Q & A Forum**

5.00pm **End of seminar**



Panel Speakers

■ **Mark Chim, Managing Partner, Practical Support LLP**

Mark Chim Suan Kit has spent 15 years working in the ASEAN region distributing and marketing consumer products. He has experience in setting up local operations in Singapore, Malaysia, Thailand and Vietnam, and established partnership ventures in Hong Kong, Philippines and Indonesia. His experience also extends to negotiations with western partners for brand licensing rights to manufacture and distribute products in Asia. He currently sits on the boards of medium size companies in Singapore, Malaysia, Thailand and Indonesia as a non Executive Director.

Mark Chim heads the firm's Vietnam office, and is often personally involved in planning the most suitable approach for individual clients. Mark Chim has been able to successfully achieve the clients' objectives in many projects in Vietnam and this is measured in fulfilling the deliverables set out by the firm and the client from the initialisation of the assignment. With his many years of experience in dealing in business strategies and market entry strategies regionally, Mark Chim spearheads and manages the firm's efforts in Vietnam. Mark Chim was educated in the University of Newcastle, Australia and graduated with a Bachelor of Commerce majoring in Economics. He has a Graduate Diploma in Marketing Communications from the Marketing Institute of Singapore graduating top of his class (Gold Medal), and has attained a Master of Business majoring in International Marketing from the Curtin University of Technology, Australia. Mark Chim is a member of the Marketing Institute of Singapore, and a full member of the Singapore Institute of Directors.

■ **Tran Thi Tuyet Anh, Support Senior Manager, Practical Support LLP**

Tran Thi Tuyet Anh is a Vietnamese national and has been working in the accounting field in Vietnam for several years prior to joining Practical Support LLP Singapore. She worked with a French / Vietnamese (JV) Technology company as an accountant, and subsequently worked as a Senior Accountant with the Taiwanese national airlines, EVA Airways, based in Ho Chi Minh. Her job entailed the full accounting process and reporting to the Taiwanese HQ based on the Taiwan accounting standards, as well as submission to the local authorities based on the Vietnam accounting standards. Anh is the Country Manager for Practical Support Vietnam, as well as Senior Manager for Practical Support LLP Singapore. She brings with her a wealth of knowledge on business operations in Vietnam as a local enterprise as well as a foreign enterprise. She understands the local business environment and industrial practices, and extensively acts as a liaison for Practical Support's clients with the Vietnamese authorities and local entities. She is well versed in English and effectively manages translation work undertaken by the firm.

Anh graduated with a Bachelor of Accounting from the University of Fisheries, Ho Chi Minh, Vietnam and has a Certificate of Tax Accounting from the University of Economics, Vietnam. Currently she is pursuing a Master of Accounting on a part-time basis with the Marketing Institute of Singapore/Curtin University of Technology, Australia.

■ **Vincent Chan Siew Onn, Partner, Lee Hishammuddin Allen & Gledhill**

Vincent is a Senior Corporate Partner of Lee Hishammuddin Allen & Gledhill and heads the Financial Markets Group, the Oil & Gas Industry Group and the Vietnam, Indonesia and Middle East desks. Vincent has extensive practical experience in corporate finance, capital markets, mergers and acquisitions and takeovers transactions as well as cross-border joint ventures, acquisitions and investment matters. He has advised a wide range of clients including investment banks, major multinational companies and government linked companies in connection with his areas of expertise. Vincent is the co-author of the 'Malaysian Securities Law & Practice' (published by CCH Asia Pte Ltd) and was a former member of the Multilaw Academy. He is listed in the Legal 500 as 'highly recommended by clients and competitors alike'. The IFLR1000 has also commented that he 'receives positive feedback for his negotiating and drafting skills'.

■ **Eric Tan Soong Hoe, Head of Trade Product Development, RHB Bank Berhad**

Eric Tan has more than 12 years banking experience including 2 foreign banks. His experience includes corporate banking, trade operations, trade product development and structuring. He represents RHB Bank in various initiatives by Bank Negara Malaysia and EXIM Bank to promote trade and trade products development.

■ **Poon Yew Hoe, Tax Partner, Horwath**

Poon Yew Hoe, the Tax Partner of Horwath, has been in practice for more than 20 years and has recently been made Chairman of the International Tax Committee of Horwath International. He manages a significant portfolio of tax clients including more than 30 public listed companies. He has extensive experience in the field of taxation and presently serves on the Malaysian Institute of Certified Public Accountants (MICPA) as a council member and a member of the MICPA Tax Working Group. He co-chairs the Budget Commentary Committee that publishes the annual Budget Commentary and Tax Information booklet jointly for the MICPA, MIA and MIT. He authors the CCH Hands on Guide to Tax Compliance Malaysia and several CCH International Tax Planning Manuals used by lawyers and accountants worldwide.

■ **Le Khanh Lam, Tax and Consulting Partner, DTL Auditing Company, Vietnam**

Le Khanh Lam is the Tax and Consulting Partner of DTL Auditing Company, Ho Chi Minh City, Vietnam. A member of Horwath International (HI), DTL Auditing Company is recognized by HI as the fastest growing firm for 2004 and 2005, and the firm has experience serving many foreign-invested companies.

Lam has over 16 years of experience working with multinational corporations and Vietnam clientele in all business sectors. He specialises in providing local tax advice and other compliance issues relating to inbound investment. He has actively participated in a number of tax negotiations with tax authorities, and in tax seminars for his clients.

Prior to DTL Auditing Company, Lam was with Ernst & Young Vietnam for 11 years, advising many multinational companies on their investment structuring, entry strategies, foreign investment regulations, international and local tax planning and compliance. He has also represented various companies and industries in their representations to local authorities in matters relating to foreign investment and taxation policies and interpretations.

Lam is a member of Young Businesspeople Association of HCM City, Vietnamese Association of Accountants (VAA) and Vietnamese Association of Certified Public Auditors (VACPA).

Lam holds a MBA (US) and a Bachelor's Degree in Economics from Ho Chi Minh City Economics University. He is also a Certified Public Accountant of Vietnam and holds a Chief Accountant Certificate authorized by the Ministry of Finance, Vietnam.

■ **Christina Chia Li Eng, Senior Partner of Christina Chia Ng and Partners**

Christina Chia, LLB (Hons); LLM University of London, MBA from Cranfield, United Kingdom was admitted as a barrister of the Honorable Society of Gray's Inn in 1979. She is a Senior Partner of Christina Chia Ng and Partners. She set up her present legal firm in September 1987. Her legal firm has and is well experienced in prosecuting trademark registrations both locally and abroad and she is also well experienced in litigating intellectual property rights matters at all levels of the court system.

■ **Francis Lee, Head of Emerging Markets, SAP South East Asia**

Francis Lee, the Head of Emerging Markets, SAP South East Asia has been with SAP for over 5 years holding various positions in sales and management. In his last 5 years with SAP Malaysia as Sales Director, Francis has served a portfolio of over 50 global, regional and local companies across varied industries, most notably in the consumer products, process & discrete manufacturing sectors. He currently manages SAP's new business operations in key new markets around Asia, and serves as Country Manager for SAP Vietnam and SAP Pakistan. Prior to joining SAP and the IT fraternity, Francis was a practising advocate and solicitor with The High Courts of Malaya and was called to the Bar of England and Wales, before moving on to financial advisory consulting in the late 1990's.



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