

## VIETNAM CONSUMERISM: A LEAKY BOAT OR A LUXURY LINER?

Date: Thursday, 5th November

Time: 11:30am - 2:00pm

Venue: New World Hotel Saigon, 76 Le Lai St., Dist. 1

After 8 years of unprecedented growth, 2009 has been a year of immense change and uncertainty in Vietnam. Many businesses in Vietnam are experiencing hardship, while others are flourishing. In this time of economic uncertainty, join Ralf Matthaes, Managing Director of TNS Vietnam, and learn whether Vietnam's consumerism resembles a leaky boat or a luxury liner, as he sheds light onto ...

- A macro/ consumer overview 2008 versus 2009
- Which sectors are growing and which are in decline?
- How have Vietnamese brands fared compared to foreign brands?
- Has the recession dampened consumer aspirations and confidence?
- Who is spending more and who is spending less?
- Technology and the internet - Boom or Bubble?
- Media shifts - How the economic down - turn has changed media spending habits?

Join us and take advantage of how you can apply these insights to your business

### GUEST SPEAKER

*Ralf Matthaes - Managing Director, TNS Vietnam*

Ralf holds a double honours degree from Wilfred Laurier University, in Waterloo, Canada. Prior to coming Vietnam in 1994, Ralf served as Aide de Camp to the Provincial Minister of Finance for Ontario, Canada for four years.

In 1996, Ralf established TNS Vietnam, as a part of the TNS Global Group. His responsibilities not only cover the 10 offices of TNS nation-wide, but also includes Cambodia, Laos and Myanmar.

TNS services such multinational clients as Unilever, Ford, IBM, Nokia, UNICEF and covers key sectors which include; FMCG, Healthcare, IT, Telecoms, Automotive, Retail, Media, and Social & Public research. TNS has offices in 70 plus countries and conducts research in over 140 markets world-wide.



**Members & Co-host Members: \$35 USD Non-members: \$45 USD**

**Please register in advance through the CanCham Office as seating is limited**

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