



# Inflation in Vietnam: The Facts & Forecast

## BUSINESS ESSENTIALS SEMINAR

With inflation in Vietnam hitting 30% in August 2008 and boasting one of the highest rates in Asia, it's certain to impact the lives of the Vietnamese population. But exactly how is it impacting their lives – how are consumers' attitudes and behaviors changing as a result of inflation?

What are the factors affecting the inflation forecast, and how can you protect your business during periods of high inflation?

DATE: Monday, August, 25 2008  
TIME: 4pm - registration  
4:15- 6pm seminar  
6pm onwards - networking drinks @  
Majestic Breeze Sky Bar  
WHERE: Majestic Hotel; 1 Dong Khoi st.; D1, HCMC  
COST: Member: \$18 Non-Member: \$25

Please register by Thursday 21 August  
email: [events@auschamvn.org](mailto:events@auschamvn.org) or fax: 08 911 0275  
You will be invoiced for your payment, or you can pay on the day in cash only.

\*Cancellations need to be made 24 hrs prior, or you will be charged  
\*Discounts only apply to AusCham members and members of co-hosting chambers

### LIMITED SEATING: BOOKINGS ESSENTIAL!

Name/s: \_\_\_\_\_ Title: \_\_\_\_\_

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For further questions please contact AusCham: T: (84-8) 911 0272 F: (84-8) 911 0275  
E: [events@auschamvn.org](mailto:events@auschamvn.org) W: [www.auschamvn.org](http://www.auschamvn.org)

## AGENDA

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**Aaron Cross**  
**Managing Director**  
**Nielsen Vietnam**  
 Inflation in Vietnam: How are consumers' attitudes and behaviors impacted
- 
**David Morton**  
**Deputy CEO, Vietnam**  
**HSBC**  
 Inflation: Where to From Here?
- Discussion Session: what does the future hold?**

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