

## Report on Asia Forum 2007

4-5 May, 2007

Ho Chi Minh City, Vietnam

### Background

- Asia Forum is a proliferation of the Southeast Asia Forum first initiated by the Hong Kong Business Association Vietnam and held in Ho Chi Minh City, Vietnam in 2004. This was repeated in Bangkok, Thailand in 2005 and in Singapore in 2006.
- On 4-5 May 2007, Hong Kong Business Association Vietnam (HKBAV) played host again to the annual forum together with the Federation of Hong Kong Business Associations Worldwide (FHKBAW) and Hong Kong Trade Development Council (TDC).
- Same as last year, Hong Kong Economic and Trade Office at Singapore supported the forum incl. speaking in the forum, hosting a Hong Kong Reception for forum participants to network with local businesses and, taking the opportunity, to share the achievements of HKSAR since its establishment 10 years ago.

### Programme

- It comprises 8 sessions of different nature : -
  - 4 May
  - Welcome Luncheon (1)
  - Opening and Experience Sharing Session (2)
  - Information Session on Vietnam (3)
  - Information Session on Hong Kong (4)
  - Business Matching cum Networking Session (5)
  - HK Reception to celebrate 10<sup>th</sup> Anniversary of HKSAR (6)

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#### 5 May

- Golfing Fun (7)
- Farewell Luncheon (8)
- Full programme is attached at Appendix I.

### Participants

- A total of 251 headcounts attended the events: -
  - Welcome Luncheon (29)
  - Forum (62)
  - HK Reception (122)
  - Golf Fun (14)

- Farewell Luncheon (24)

Participant lists are attached at *Appendix II*.

- Besides members of HKBAV and local companies, the forum was also attended by good no. of members from Singapore, Thailand, and Japan: -
  - Hong Kong Singapore Business Association (10)
  - Thai Hong Kong Trade Association (6)
  - Japan Hong Kong Society (2)

The overseas delegates list is attached at *Appendix III*

- It is a gratitude to see the following overseas participants who are visiting Ho Chi Minh City, also attended the events : -
  - Mr. Lloyd Hara, Commissioner, Port of Seattle\*
  - Mr. Brad Gupta, President & CEO, Ameriquest Holdings LLC, Chicago\*
  - Ms. Kennis Lau, Reporter (Business), Next Magazine#

\* as invited by HOP/INP

# as invited by DVN

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### Results & Recommendations

- After several years of nurturing, the forum has grown from strength to strength. No. of overseas members this year is more than doubled than last year.
- Attending members re-affirmed the forum a good platform to network, exchange experience and build contacts as well as business interest.
- A Singapore participant raised business matching request and more than 7 appointments were successfully arranged within only a few days, thanks to the good connection and efficiency of HCM City Office
- Members in general recommended the next forum be held in Beijing, China, and best to coincide with Beijing Olympic 2008.

LW/BKKO/100507

**ASIA FORUM 2007 VIETNAM**  
**(04 - 05 MAY 2007)**  
**Sheraton Saigon Hotel & Towers**

<b><u>04 May (Friday)</u></b>	<b><u>4<sup>th</sup> Asia Forum</u></b>
12.30 pm - 14.00 pm	<p><b><u>Welcome/Networking Lunch (hosted by HKTDC) (1)</u></b>  <b><u>(Venue: Li Bai Restaurant, Floor 2, Sheraton Saigon Hotel &amp; Towers, 88 Dong Khoi Street, Dist.1, HCM City)</u></b></p> <ul style="list-style-type: none"> <li>- <u>Short experience sharing by representatives of Asia HK Business Associations</u></li> </ul>
14.00 pm - 14.30 pm	<p><b><u>Registration</u></b>  <u>(Venue: VIP 3 &amp; 4 Room, Floor 3, Sheraton Saigon Hotel &amp; Towers, 88 Dong Khoi Str., Dist.1, HCM City)</u></p>
14.30 pm – 15.05 pm	<p><b><u>Opening Session (2)</u></b></p> <ul style="list-style-type: none"> <li>- <u>Welcome Remarks by representatives of Federation of HK Business Association Worldwide/HK TDC – <b>Ms.Loretta Wan</b>; and of HK Business Association Vietnam – <b>Mr.Fred Burke</b></u></li> <li>- <u>Short experience sharing by representative of Japan HK Society</u></li> <li>- <u>Short experience sharing by representative of Hong Kong Singapore Business Association</u></li> <li>- <u>Short experience sharing by representative of Thai Hong Kong Trade Association</u></li> <li>- <u>Short experience sharing by representative of Hong Kong Business Association Vietnam (HKBAV) – <b>Mr.Pollex Ting</b></u></li> </ul>
15.05 pm – 15.55 pm	<p><b><u>Information Session on Vietnam (3)</u></b></p> <ul style="list-style-type: none"> <li>- <u><b>Mr. Fred Burke</b>, Baker &amp; Mckenzie to give a general review of Vietnam's economic development and opportunities after WTO entry</u></li> <li>- <u><b>Mr. Chris Morley</b>, ACNielsen to share the retail &amp; consumer profiles of business in Vietnam</u></li> <li>- <u>Questions &amp; Answers</u></li> </ul>
15.55 pm – 16.35 pm	<p><b><u>Business Networking Session / Coffee Break (4)</u></b></p> <ul style="list-style-type: none"> <li>- <u>Attended by all participants</u></li> </ul>
16.35 pm – 17.15 pm	<p><b><u>Information Session on Hong Kong (5)</u></b></p> <ul style="list-style-type: none"> <li>- <u><b>Mr.KK Lam</b>, Director of HKETO Singapore to share the findings and recommendations of 4 focus groups with regard to China's 11<sup>th</sup> 5-Year Plan and partnership opportunities</u></li> <li>- <u><b>Ms.Loretta Wan</b>, Regional Director (South East Asia and India) of HKTDC to share HKTDC's latest initiatives to help Hong Kong and international companies to grasp business opportunities</u></li> </ul>
17.15 pm – 17.30 pm	Break
17.30 pm – 18.00 pm	<p><b><u>Registration</u></b>  <u>(Venue: Ballroom 3, Floor 3, Sheraton Saigon Hotel &amp; Towers, 88 Dong Khoi Str., Dist.1, HCM City)</u></p>
18.00 pm – 20.45 pm	<p><b><u>Hong Kong Reception (hosted by HKETO) (6)</u></b></p> <ul style="list-style-type: none"> <li>- <u>In celebration of HKSAR's 10th anniversary</u></li> <li>- <u>Networking among forum participants and local companies and government officials</u></li> </ul>
<b><u>05 May (Saturday)</u></b>	<b><u>Golf Event/Farewell Lunch</u></b>
<b><u>7.50 am (Tee-off)</u></b>	<p><b><u>Vietnam Golf &amp; Country Club (Golf Course) (7)</u></b>  <u>(Venue: Long Thanh My Ward, District 9, HCMC)</u>  <u>Pickup arrangement : Van will <b>pick up</b> participants <b>from Sheraton Hotel</b>. All participants gather at Sheraton Hotel lobby <b>at 6.45 am</b></u></p> <p>Payment method : USD85+tax (green fee including caddie) paid at the Golf Club counter (with invoice provided)</p>
*Van will be arranged to transfer participants to the golf venue, restaurant venue, then back to their hotel	
12.30 noon – 14.00 pm	<p><b><u>Farewell Luncheon (co-hosted by HKETO/HKTDC) (8)</u></b>  <u>(Venue: Tib Restaurant, 187 Hai Ba Trung Str., Dist.3, HCMC)</u></p>