



ASSOCIATION OF VIETNAM RETAILERS



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EuroCham Special Dialogue Update on Vietnam Retail & Consumer Trends 2011

Sofitel Saigon Plaza, Wednesday 24th November 2010

With Vietnam now qualified as “middle-income” country, and the Vietnamese economy prospering again in 2010, Vietnamese consumers are increasingly spending more money on consumer goods. At the same time, modern retail forms and advertising methods have large effects on consumer decisions. How are Vietnamese citizens spending their rising disposable income? What are their spending habits, how do they make their buying decisions and what drives brand affiliation?

How are the Vietnamese youth changing the future of consumption? Join our seminar to learn about Vietnamese spending priorities and patterns. Discover the new opportunities emerging today had how they may impact the future



Mr. Richard Leech MRICS
Executive Director
CB Richard Ellis (Vietnam) Co., Ltd.



Mr. Ralf Matthaes
Managing Director
TNS Vietnam



Mr. Rik Mekkelholt
Operations Director
Shopping Malls (Vietnam)



Dr. Dinh Thi My Loan
Vice Chairman
Secretary-General
Association of Vietnam Retailers

AGENDA (Simultaneous translation in English will be arranged)

- 8.15 – 8.30: Registration
- 8.30 – 8.35: Opening Remarks by EuroCham
- 8.35 – 9.00: **The Vietnam Retail Market in 2011: Potential and Trends**
Dr. Dinh Thi My Loan, Vice Chairman, Secretary-General, Association of Vietnam Retailers
- 9.00 – 9.40: **Vietnam Consumer Sentiment 2011 – The FMCG Perspective**
Mr. Ralf Matthaes, Managing Director, TNS Vietnam

- 9.40 – 10.00: Coffee Break
- 10.00 – 10.30: **Prospects of the Vietnamese Property Retail Sector**
Mr. Richard Leech, Executive Director, CB Richard Ellis (VN)
- 10.30 – 11.00: **Supermarkets in Vietnam – 2011 Trends**
Mr. Rik Mekkelholt, Big C Vietnam
- 11.00 – 11.45: Q&A
- 11.45: Closing remarks
- 11.45 – 13.00: Lunch

Venue:

Sofitel Saigon Plaza, Diamond Hall
17 Le Duan Boulevard, Dist. 1

Fee: (Seminar + Buffet Lunch)

Member & Co-host: VND 800,000

Non-member: VND 1,200,000

For registration or further information:

Please contact Ms. Thuy via events-hcmc@eurochamvn.org

Or Phone 08 38272715 or Fax 08 38272743

Name: _____

Company: _____

Tel: _____ Fax: _____

Email: _____

Member of: _____ Non-member:

Co-hosts:



All cancellations must be made 24 hours prior to the event otherwise no show' will be charged due to obligations