



Doing business successfully in Vietnam! Wednesday, 27th November 2019, Zunfthaus zur Meisen, Zürich



Dear Members and Friends of the Swiss-Asian Chamber of Commerce,

We are pleased to invite you to a roundtable on Vietnam's transition to reaching high for the Fortune Global 500, including a discussion on the key issues in this secondary emerging market. Our chamber is honored to welcome **Ambassador Dr. LE LINH LAN** of Vietnam to the Swiss Confederation & Liechtenstein to open the Vietnam roundtable.

In 2018, Vietnam's GDP growth rate hit a 10-year record high of 7.08%, making it one of the top growth performers regionally and globally. To put that in perspective, Vietnam's GDP is growing at almost twice the rate of the USA. This high growth was a result of an improved business climate, positive economic structure transformation and impressive exports. The average nominal GDP per capita is nearly US\$2,600, equivalent to GDP per capita in PPP terms of US\$7,600. Vietnam's development builds upon socio-political and macro-economic stability, as well as effective inflation control and improvements in the quality of growth. Moreover, the purchasing power of the 95-million strong population has made Vietnam an attractive market to foreign investors. In terms of the inflation rate, price management and inflation control were successful in 2018 with CPI growth of 3.5%, much lower than the target of about 4%.

In addition to experiencing record growth in agricultural exports, Vietnam has also become one of the world's factories, supplying electronic consumer goods, mobile phones, textiles and footwear. In 2018, Vietnam was home to around 26,000 foreign direct investment (FDI) projects with total registered capital of nearly US\$350 billion. Many of those projects came from large corporations such as Siemens, Novartis, Carlsberg, Mitsubishi, Toyota, Samsung, LG, Exxon Mobil, Ford, and GE. Vietnam's imports largely comprised raw materials and mechanical spare parts for manufacturing and production purposes as well as for projects in power and energy.

The World Bank's Doing Business report ranked Vietnam 69th out of 190 countries. In the World Economic Forum's Global Competitiveness Report, Vietnam placed 77th out of 140 countries. Meanwhile, Vietnam's Competitive Industrial Performance (CIP) was 41st out of 150 countries in the UNIDO's 2016 report.

The Fourth Industrial Revolution, or Industry 4.0, is on the doorstep of every single enterprise, bringing about drastic changes that no nation can ignore. Vietnam is embracing the challenges of Industry 4.0 and turning them into a great opportunity to compete through innovation with other countries, rather than through traditional elements like trade liberalisation, scale, experience, labour or capital.

Vietnam is well-positioned to be Asia's new manufacturing centre, particularly in the electrical and electronics sector, it has been shifting gear into high technology, represented by around US\$43 billion of high-tech export value in 2016 which is higher than its peers including Thailand (US\$34 billion), Philippines (US\$32 billion) and Indonesia (US\$3.9 billion).

The recent trade agreements of CPTPP (Comprehensive and Progressive Trans Pacific Partnership) and EVFTA/IPA (European-Union Vietnam Free Trade Agreement / Investment Protection Agreement) are two new vehicles that will help Vietnam achieve a sustainable infrastructure.

We welcome you to this most interesting presentation. Early registration is highly recommended.

Program

10:45 – 11:00	Registration
11:00 – 11:05	Welcome remarks Ambassador Dr. LE LINH LAN of Vietnam to the Swiss Confederation & Liechtenstein to open the Vietnam
11:10 – 11:30	Vietnam's business prospects and its real potential Dr. Oliver Massmann, General Director, Partner Duane Morris, Vietnam
11:30 – 12:00	Panel discussion Dr. Oliver Massmann , General Director, Partner Duane Morris, Vietnam Ambassador Dr. LE LINH LAN of Vietnam to the Swiss Confederation & Liechtenstein And representatives from Nestlé SA , Vevey, Novartis , Basel, i.e. Patrick Kriesemer , Vice-President, Executive Board Member, Swiss-Asian Chamber of Commerce (Moderation)
12:15 – 12:30	Q & A
12:40 – 14:00	Luncheon
14:10 approx.	End of the event

Registration Form

Registration: Please register by returning the form below to the Swiss-Asian Chamber of Commerce, P.O. Box 1073, 8032 Zurich, emailing to sacc@sacc.ch, by **Friday 22 November 2019 at the latest**. The cost of the event, which includes apéro and lunch is CHF 140.00 for SACC Members and CHF 160.00 for Non-members. You will receive a confirmation including the invoice after your registration. Payments must be submitted until 25 November 2019 at the latest. Cancellations will be accepted until **Friday evening, 22 November 2019**, 06.00 p.m.: - otherwise a full no-show charge applies.

Bilateral Meeting with Dr. Oliver Massmann and Field of interest:

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Last Name: First Name:

Position: Company:

Full Address:

Phone: Fax: E-mail:

Date: Signature:

Meal Preference:

Normal

Vegetarian



Dr. Oliver Massmann is an International Attorney at Law and a Financial Accountant and Auditor. He received his PhD with Major in International Business Law from the European Global School in Paris. Dr. Massmann has over 20 years experience working as a commercial lawyer in Vietnam and practices in the area of corporate international taxation and on power/water projects, matters related to oil and gas companies and telecoms, privatization and equitization, mergers and acquisitions, and general commercial matters for multinational clients in relation to investment and doing business in Vietnam. He has been awarded "Leading Lawyer" in Mergers and Acquisitions in Vietnam by LEGAL 500 for the last four years in a row. He is the only foreign lawyer to be a member of the Supervisory Board of PetroVietnam Insurance Corporation, Vietnam's largest industrial insurer. He is currently working on several investment projects as well as taxation matters and advising the Ministry of Electrical Power on building the power generation infrastructure in Myanmar. Dr. Massmann is a registered arbitrator of the Vietnam International Arbitration Centre (The VIAC). He is the only foreign lawyer in Vietnam who presents to the National Assembly of Vietnam in the Vietnamese language and teaches International Law in the Vietnamese language at the Ministry of Justice in Hanoi. He has worked as an arbitrator in International Arbitration and Mediation centers in Asia and Europe during the last 20 years. Dr. Massmann has represented many clients in arbitration proceedings and disputes in these arbitration centers. Dr. Massmann is a 1994 graduate of Bochum Law University, first state exam and Ministry of Justice, Duesseldorf Germany, second state exam 1997. He holds an LL.M degree in international taxation from St. Thomas University Florida- United State of America. He is certified as an International Financial Accountant and Auditor by College of Birmingham. He is a member of the Bar Association in Berlin and a licensed foreign lawyer in Vietnam.



Dr. Le Linh Lan, Ambassador of Viet Nam to the Swiss Confederation, concurrently accredited to the Principality of Liechtenstein, holds a PhD in International Relations and is married with two children.

Education and work

1991-1993 Desk Officer, Institute of International Relations, Ministry of Foreign Affairs

1994-1995 Master of Diplomacy and Commerce, Australian National University

1995-1997 Lecturer, Institute of International Relations, Ministry of Foreign Affairs

1997-1998 Chief of Office, Institute of International Relations, Ministry of Foreign Affairs

1999-2005 Acting Dean and later Dean of the Europe-Americas Division, Institute of International Relations, Ministry of Foreign Affairs

2005-2009 First Secretary, then Counsellor, Embassy of Viet Nam in the United States of America

2009-2010 Desk Officer, then Head of Division, Department of Europe, Ministry of Foreign Affairs

2010-2014 Deputy Director General, Department of Europe, Ministry of Foreign Affairs

2014-2017 Ambassador Extraordinary and Plenipotentiary of Viet Nam to the United Mexican States, concurrently accredited to the Republic of Honduras, the Republic of Guatemala, the Republic of El Salvador and Belize

December 2017 to February 2019 Deputy Director General of the Department for Foreign Affairs of Provinces, Ministry of Foreign Affairs

From March 2019 to present Ambassador Extraordinary and Plenipotentiary of Viet Nam to the Swiss Confederation, concurrently accredited to the Principality of Liechtenstein