



ITALIAVIETNAM

Italian Business Mission to Vietnam

4 -7 November 2008

PROGRAM OF ACTIVITIES

FINAL VERSION – 28-NOV-2008



Ministero dello Sviluppo Economico

Organized by



In co-operation with



Monday 3rd of November, HANOI

- 09.45 Arrival of the Journalists' delegation
- 18.00 *20 min. Briefing to the journalists
Confindustria, ICE, ABI
(Diplomat Lounge)*

Tuesday 4th of November, HANOI

- 08.45 Departure from Hotel to PIAGGIO plant
- 09.15 Minister Claudio Scajola will depart from private meeting to PIAGGIO PLANT, Vin Phuc
- 10.00-11.00 Visit to PIAGGIO PLANT
President of PIAGGIO Roberto Colaninno will welcome the Italian official delegation:
-Minister of Economic Development Claudio Scajola,
-President of ICE Umberto Vattani,
-Vice President for International Affairs of Confindustria Paolo Zegna,
-Director Central of ABI Domenico Santececca.
- Meeting with the press.
- 11.00-12.00 Transfer from plant to Hotel
- During the day Arrival of the business delegation in Hanoi
Transfer to Intercontinental Hotel
Registration for Italian delegates
- 17.30-18.00 Confindustria, ICE and ABI meet the delegation.
Paolo Zegna, Vice President of Confindustria makes the technical briefing.
(Hotel Intercontinental, Ballroom 2,3)
- 18.15 Meeting in the hall
- 18.30 Transfer from hotel to Opera House
- 19.00-20.00 Anno Pucciniano Opera Concert
Welcome address by **Andrea Perugini**,
Italian Ambassador to Vietnam
Will be present Minister Claudio Scajola and Vietnamese Government Authorities
(Opera House Hanoi)
- 20.00 "Accademia del profumo" Welcome Event
Scents, essences and emotions in an olfactory atelier discovering the success of Italian perfume
(Opera House Hanoi)

- 20.25-21.45 The Italian Ambassador to Vietnam **Andrea Perugini** gives a short welcome speech to the delegation
Buffet dinner
(Opera House)
- 22.00 Transfer from Opera House to Intercontinental Hotel

Wednesday 5th of November, HANOI

- 08.00-08.30 Registration of Vietnamese participants
(Intercontinental Hotel)
- 09.00-11.00 Business Forum Italia-Vietnam
(Intercontinental Hotel-Grand Ballroom)

BUSINESS FORUM ITALIA-VIETNAM

- 09.00-10.05 Opening Remarks
Moderator **Umberto Vattani**, President of ICE
Welcome address
- **H.E. Claudio Scajola**, Minister for Economic Development of Italy
- **H.E. Pham Gia Khiem**, Vice Prime Minister and Minister of Foreign Affairs
Address by
- **Paolo Zegna**, Vice President for International Affairs of Confindustria
- **Doan Duy Khuong**, Vice President for International Affairs of VCCI
- Domenico Santececca, Central Director, Corporate Area, ABI
- Representative of Vietnamese Banks
- 10.05-10.10 MOUs signature at the presence of Ministers Claudio Scajola and Pham Gia Khiem
- 10.10-10.15 Video on "Made in Italy"
- 10.15-10.40 Best Practices
Roberto Colaninno, President PIAGGIO
Giuseppe Castelli, Executive Vice President HR& Comm. PERFETTI VAN MELLE

- 11.30-13.00 Parallel Sectoral Seminars
(Intercontinental Hotel - Westlake 1&2, Ballroom 1, 2, 3)

Ballroom 1

HOW TO INVEST IN VIETNAM

- Moderator:** **Marinella Loddo**, Industrial Cooperation department ICE
- 11.30-11.45 **Investment promotion policy**
Phan Thi Thuy Tram, Deputy Director, LLM of Investment Promotion Center – North Vietnam
- 11.45-12.00 **Project of development and equitization**
Tran Van Ta, Chief Executive Officer of the State Capital Investment Corporation
- 12.00-12.15 **How to assist Italian companies in investing in Vietnam**
Massimo D’Aiuto, Chief Executive Officer of SIMEST
- 12.15-12.30 **Starting a New Italian Business in Vietnam,**

	Patrizia Conte , Head CBBM International market UNICREDIT
12.30-12.45	Producing in Vietnam: an investor's perspective Domenico Ambrosino , Chief Financial Officer of Metecno
12.45-13.00	Sace Group: A Partner for Investing in Vietnam Alessandro Castellano , Chief Economist of SACE, Sace Group
13.00	Q&A

Ballroom 2

INFRASTRUCTURE DEVELOPMENT: BUSINESS AND INVESTMENT OPPORTUNITIES	
Moderator:	Marco Saladini , Director of ICE Ho Chi Minh city
11.30-11.45	Vietnam urban infrastructure development: opportunities and challenges Bui Xuan Doan , Deputy Director of the Technical Infrastructure Department, Ministry of Construction
11.45-12.00	Cooperation and co-financing possibilities Cesare Trevisani , Vice President for Confindustria
12.15-12.30	Hai Phong's expansion: Trade and Investment opportunities in Infrastructure and construction Nguyen Anh Duyen , Manager of Vietnam Chamber of Commerce and Industry, Hai Phong
12.30-12.45	Vietnam – Positioning for long term growth & opportunity Simon Dodd , Chief Executive Hong Kong Branch e Regional Head Project & Industry Specialized Lending IntesaSanPaolo Ly Huu Tuan , Director of Institute for Transport Development and Strategy, Ministry of Transportation
12.45	Q&A

Westlake 1/2

CONSUMER GOODS	
Moderator:	Ambrogio Brenna , Councilor for Productive activities of Tuscany Region
11.30-11.45	Opportunities and cooperation on three different productive fields Antonella Mansi , President Confindustria Toscana
11.45-12.00	Accession of Vietnam to the WTO and development of Internal market New scenario in retailing Dinh Thi My Loan , Vice president of Retailer Association Vietnam
12.00-12.15	Italian Cosmetic Industry Fabio Franchina , President Unipro
12.15-12.30	Recent developments and new business opportunities in the textile and clothing sector in Vietnam Nguyen Son , Vice General Secretary of Vietnamese Textile and Clothing Producers' Association
12.30-12.45	Recent development and new business opportunities in the footwear and leather sector in Vietnam, Nguyen Thi Tong , Vice President, Vietnamese Leather and Footwear Association

12.45 -13.00	Recent development and new opportunities in wood processing sector Nguyen Ton Quyen , Vice President, Vietnam Timber and Forest Products Association
13.00-13.15	Vietnam light industry sector Vu Van Cuong , Vice director of Ministry of Industry & Commerce, Light Industry Department
13.30	Q&A

Ballroom 3

MACHINERY	
Moderator:	Marco Cimini , Director of the Promotion Internationalization Department, ICE
11.30-11.45	Recent development and new business opportunities in the mechanical industry in Vietnam Nguyen Van Thu , Vietnam Association of mechanical Industry
11.45-12.00	Bonfiglioli: The Challenge of Vietnam Sonia Bonfiglioli , CEO Bonfiglioli Group
12.00-12.15	Building materials industry overview and the role of Vabm Tran Van Huynh , President Vietnam Association for Building Materials
12.15-12.30	The support of BNL and BNP Paribas Group for the Italian companies investing in the sector of mechanics Maurizio Accinni , International Development Manager BNL-BNP
12.30-12.45	Vietnam Mechanical sector Ngo Van Tru , Vice director of Ministry of Industry & Commerce, Heavy Industry Department
13.00	Q&A

12.30-14.00	Buffet Lunch <i>(Intercontinental hotel – Milan restaurant e Café du Lac)</i>
14.30-18.00	Business Meetings between Italian and Vietnamese companies <i>(Intercontinental hotel - Grand Ballroom + Prefunction 1)</i>
19.30	Welcome Cocktail <i>(Sheraton Hotel -Song Hang Foyer)</i>
20.00	Address to the delegation by Alberto Ribolla Coordinator of Club 15 Confindustria Dinner <i>(Sheraton Hotel- Song Hong Ballroom)</i> <i>Check out of the Italian delegation</i>

Thursday 6th of November, HO CHI MINH CITY

06.00	Transfer from Hotel Intercontinental to the airport
08.00-10.10	Charter flight from Hanoi to Ho Chi Minh City

(to Noi Bai Airport- from Tan Son Nhat)

At the arrival the delegation will be divided into five different groups.

Four groups will be transferred to as many industrial visits

One group will be transferred to Hotel Park Hyatt Saigon and Caravelle Hotel

Groups 1-4

10.30 – 17.30 Site visits

MACHINERY - Bonfiglioli Plant

10.30	Transfer from the airport to the Bonfiglioli plants (Lot C – 9D – My Phuoc Ind. Park 3, Ben Cat District – Duong Province)
11.30-13.00	Visit to the plant
13.00-14.00	Lunch offered by Bonfiglioli
14.00-15.00	Meeting with Bonfiglioli management
15.00-16.00	Meeting with My Phuoc Industrial Park management
16.15-17.30	Transfer to the hotels Park Hyatt Saigon and Caravelle

FURNITURE - Segis Plant

10.30	Transfer from the airport to the Segis plants (Lot 34 – 6 th St. – Tam Phuoc Industrial Zone)
11.30-13.00	Visit to the plant
13.00-14.00	Lunch offered by Segis
14.00-15.00	Meeting with Segis management
15.00	Transfer to Tam Phuoc Industrial Zone
15.15-16.00	Meeting with Tam Phuoc Industrial Zone management
16.15-17.30	Transfer to the hotels Park Hyatt Saigon and Caravelle

TANNERY - Mastrotto Plant

10.30	Transfer from the airport to the Amata Industrial Park (Long Binh ward, Bien Hoa City – Dong Nai Province)
11.30-13.00	Visit of Amata Industrial Park
13.00-14.00	Lunch offered by Amata
14.00-15.00	Meeting with Amata Industrial Park management

15.00	Transfer to Mastrotto Plant
15.15-16.00	Meeting with Mastrotto management
16.15-17.30	Transfer to the hotels Park Hyatt Saigon and Caravelle

TEXTILE AND GARMENTS - Agtex Plant

10.30	Transfer from the airport to the Vietnam Singapore Industrial Park (VSIP) (Thanh An District – Binh Duong Province)
11.30-13.00	Visit of VSIP
13.00-14.00	Lunch offered by VSIP
14.00-15.00	Meeting with VSIP management
15.00	Transfer to Agtex Plant
15.30-16.00	Meeting with Agtex management
16.15-17.30	Transfer to the hotels Park Hyatt Saigon and Caravelle

Group 5

13.00-14.00	Lunch
15.00-17.00	Investment Seminar (Hotel Park Hyatt – Ballroom 3)

Moderator: Mr Nguyen The Hung, Deputy Director, Southern Foreign Investment Center

15.00	Opening remarks	Mr. Umberto Vattani, President of ICE
15.10	Ba Ria Vung Tau Province	Mr Vo Trinh Trieu, Dep. Director Investment and Trade Promotion Center
15.30	Can Tho City	Mr Le Thanh An, Head of International Relations, Investment Promotion Center
15.50	Da Nang City	Mr Lam Quang Minh, Director Investment Promotion Center
16.10	Dong Nai Province	Mrs Bo Ngoc Thu Dir, Director Department of Planning and Investment
16.30	Ho Chi Minh City	Mr Nguyen Anh Ngoc, Deputy Director Investment and Trade Promotion Center
16.50	Q&A session	

19.30-21.00 Confindustria, ICE, ABI Official dinner, supported by Intesa SanPaolo
Welcome address by **Giuseppe Cuccurese**, Intesa Sanpaolo
Remarks by Ambassador **Andrea Perugini**
(*Reunification Palace*)

Friday 7th of November, HO CHI MINH CITY

08.30-09.00 Registration of Vietnamese participants

09.00-09.30 Opening Ceremony of the Authorities to B2B session
(*Ballroom- Park Hyatt Saigon*)
Welcome address by

- **Andrea Perugini**, Ambassador of Italy in Vietnam
- **Umberto Vattani**, President of ICE
- **Nguyen Anh Ngoc**, Deputy Director Investment and Trade Promotion Center
- **Giuseppe Castelli**, Vice President of Assolombarda and Executive Vice President HR& Comm, Perfetti Van Melle
- **Domenico Santececca**, Central Director ABI
- **Vo Tan Thanh**, General Director, Vietnam Chamber of Commerce, Ho Chi Minh City Branch

09.40-13.30 Bilateral Business Meetings
between Italian and Vietnamese companies
(*Ballroom- Park Hyatt Saigon*)

12.00-15.00 Buffet lunch
(*Square One restaurant (from 12pm - 1pm)*
Salon III, IV and Boardroom II plus foyer (from 12pm - 2:30pm))

Afternoon Transfer from hotel Park Hyatt and Caravelle to airport
and departure from Ho Chi Minh City



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<http://www.italtrade.com/vietnam/madeinitaly2008>