

Invitation

11 March 2009

Breukelen, Nyenrode University

The Key to Successful Business in Vietnam



Registration

The deadline to register for the seminar is 27 February 2009. After registration, you will receive a written confirmation and a route description. The seminar will be offered free of charge. Should you be unavoidably unable to attend, please inform us on a timely basis.

Date and time

Wednesday 11 March 2009

14.30 - 17.30

Followed by drinks

Location

Nyenrode University

Straatweg 25

3621 BG Breukelen

The seminar will take place in the Aula in "the Castle". The Castle can be found by turning right after the entrance to Nyenrode. Please announce yourself. Parking is available on the Nyenrode grounds at P2 and P2b.

More information

For more information, please contact Marjolein Reijling on +31 (0)20 568 72 69, e-mail: marjolein.reijling@nl.pwc.com

Programme

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| 14.30 - 14.45 | Reception |
| 14.45 - 14.55 | Introduction by Margriet Vroomans, facilitator |
| 14.55 - 15.00 | Welcome by Prof. Dr. E.A. de Groot, Dean Nyenrode University |
| 15.00 - 15.20 | Keynote speaker - Mr. Ha Huy Thong, Vietnamese Ambassador in the Netherlands |
| 15.20 - 15.40 | Why Vietnam? - Professor Eduard Sprokholt, Nyenrode University |
| 15.40 - 15.50 | Break |
| 15.50 - 16.30 | The Key to Successful Business in Vietnam - Lynn Bui/ Marc de Pauw, PwC |
| 16.30 - 17.00 | Experiences in Asia - ING Bank, Erik Versavel, Head of Asia Desk |
| 17.00 - 17.20 | Panel discussion |
| 17.20 - 17.30 | Wrap up and thank you |
| 17.30 - 18.30 | Drink |

The Key to Successful Business in Vietnam

Rising as a new star in Asia, Vietnam is becoming more and more attractive to foreign investors. With a population of 86 million people, Vietnam offers not only a strong and sustainable labour source, but also a potential market for any company. Are you curious about the opportunities Vietnam could offer your company? This is the seminar for you!

Nyenrode University and PricewaterhouseCoopers are proud to invite you to our upcoming seminar “The Key to Successful Business in Vietnam”, held in cooperation with the Vietnamese Embassy. This seminar will focus on the business environment in Vietnam from the Dutch investors’ perspective.

Throughout the seminar various topics will be presented relating to doing business in Vietnam. Our keynote speaker, Mr. Ha Huy Thong, Vietnamese Ambassador in the Netherlands, will discuss the government policy to attract foreign investors to Vietnam. Afterwards Professor Sprokholt, from the Nyenrode University, will explain why Vietnam is an attractive destination for Dutch investors. PwC will present the key findings from its report “The Key to Successful Business in Vietnam”, as a result of its survey and interviews with more than 50 Dutch companies. Our guest speaker from the ING Bank will share his view and experiences on doing business in South East Asia.

At the end of the seminar, Margriet Vroomans leads the discussion with our panel of experts. They will try to answer all the questions you may have on how to make your business a success in Vietnam. Finally you are welcome to continue your discussion with business counterparts over a glass of wine and Vietnamese snacks.

Come to our seminar and find out how to be successful in Vietnam!

We look forward to seeing you on 11 March 2009.

Kind regards,

Drs N.M.L Bui
Chairman Vietnam Desk
PricewaterhouseCoopers

Prof. Dr. E.A. de Groot
Dean
Nyenrode University

