



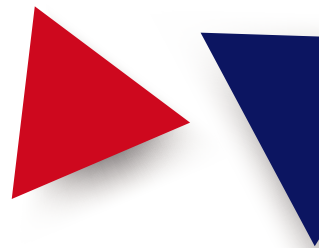
AAPBS 2019 Annual Conference

Asian leadership in global
business education: A new Era?
November 5th - 7th, 2019

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Welcome

Dear AAPBS Members,

This is really a great pleasure and honor to welcome you to our CFVG Business School located in Ho Chi Minh city, Vietnam for the AAPBS 2019 Annual Conference. This event becomes more special and honorable as this year AAPBS celebrates its 15th year anniversary.

Established in 1992, CFVG is the first international business school offering the unique EPAS MBA accredited program in Vietnam with internationally joint programs and double degrees. CFVG is hosted by the top Vietnamese universities of economics (National Economics University and University of Economics Hochiminh City) and holds strong partnership with accredited business schools /universities in Europe and Asia.

The 2019 Annual Conference is expected to be really innovative and totally dedicated to the Asian leadership in global business education.

We are looking forward to meeting you at our Campus in Ho Chi Minh City this November.

Sincerely,



Prof. Jean Louis Paré
Director, CFVG
Head of EMU Project



Prof. Ho Viet Tien
Co-Director, CFVG
Dean, Graduate School
University of Economics Hochiminh city



Prof. Tran Tho Dat
Co-Director, CFVG
Chairman, Scientific Committee
National Economics University

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CORPORATE VISIT AND PANEL DISCUSSION

Schneider Electric

At Schneider, we believe access to energy and digital is a basic human right. We empower all to make the most of their energy and resources, ensuring Life Is On everywhere, for everyone, at every moment. We provide energy and automation digital solutions for efficiency and sustainability. We combine world-leading energy technologies, real-time automation, software and services into integrated solutions for Homes, Buildings, Data Centers, Infrastructure and Industries. We are committed to unleash the infinite possibilities of an open, global, innovative community that is passionate about our Meaningful Purpose, Inclusive and Empowered values.

Schneider Electric is leading the Digital Transformation of Energy Management and Automation in Homes, Buildings, Data Centers, Infrastructure and Industries. Schneider Electric develops connected technologies and solutions to manage energy and process in ways that are safe, reliable, efficient and sustainable. The Group invests in R&D in order to sustain innovation and differentiation, with a strong commitment to sustainable development.

Yoon Young Kim Country President

Schneider Electric Vietnam, Myanmar, and Cambodia

Yoon Young Kim is a graduate of FGV in Brazil and has a Master of Business Administration from WHU - Wissenschaftliche Hochschule für Unternehmensführung (Otto Beisheim Business School) in Germany. Yoon Young KIM has more than 20 years' international experience in Automotive & Lighting, covered several industry segments and in different zone such as South America, Europe, North America, Asia, Africa, Russia, and the Middle-East. Mr. Kim has developed his career through various successful country management assignments, as a marketing strategist to grow business, a people builder, and an excellent implementer of commercial initiatives.



Yoon Young Kim has joined Schneider Electric in August, 2016 as Country President for Vietnam, Myanmar and Cambodia. His mission is to drive Schneider Electric Vietnam, Myanmar, and Cambodia towards further successes in the expansion of both business and manufacturing capability in these countries. Yoon Young Kim is based in Ho Chi Minh city, Vietnam.

CORPORATE VISIT AND PANEL DISCUSSION

Thuy Nguyen

Country Chief Finance Officer, in charge of Vietnam, Cambodia and Myanmar
Schneider Electric Vietnam Cluster

Thuy began her career in 2001 as Business Analyst at Unilever Vietnam and held various positions there in Supply Chain Development and Planning Department. In 2009, she joined Akzo Nobel Vietnam as a Finance Analyst and became Commercial Finance Manager. In 2011, she moved to Royal Dutch Shell as Finance Manager for Lubricants and Marine business units. Later in July 2013, she joined Coca Cola Beverage Vietnam where she held the position of Head of Business Planning.

In Jan 2017, Thuy joined Schneider Electric Vietnam as Chief Finance Officer, leading Finance and Accounting function of Vietnam, Cambodia and Myanmar.



Thuy graduated from Ho Chi Minh city University of Polytechnique in Information Technology and University of Economics in Finance Management. She also holds MBA from CFVG Business School and she is an Associate member of the Charter Institute of Management Accountants. Thuy is interested in community and social activities relating to environment, children and education. She likes reading, loves nature and culture exploration

David Beresford

Plant Director
Schneider Electric Manufacturing Vietnam

David has 20 years' international experience in Supply Chain, Logistics and Operation, covered different zone such as Australia, New Zealand and South-East Asia. He is experienced in successfully managing all aspects of large and multiple distribution centres, manufacturing facilities and transportation teams.

David has joined Schneider Electric for 7 years now. Before moving to Vietnam, he was the General Manager for Clipsal Manufacturing Malaysia. His mission is to establish and develop strategies to continually improve operational efficiencies; and leading cross-functional teams on key projects.



CORPORATE SPEAKER

Nguyen Thanh Huong

Country Human Resources Manager

Huong Nguyen Thanh has been with ManpowerGroup Vietnam since January 2018 as Country Human Resources Manager. As an expert in human management, what sets her apart from other executive managements are her intensive knowledge in this field and the art of human management. Besides, her in-depth understanding of local workforce market helps her create effective Human Resources strategies.



With more than 20 years of experience in Human Resources (HR) sector in multinational organizations, such as BP Petco Ltd, TNT Vietnam, Bayer Vietnam, Mercedes Benz Vietnam and Metro Cash & Carry Vietnam, she has proved her expertise in leading Internal HR Department at ManpowerGroup Vietnam with key responsibilities comprising of talent management, corporation culture development, employee engagement and change management. Huong plays an essential role in shaping a professional environment for highest business productivity. Huong Nguyen Thanh holds Human Capital Management Distance MBA Program from Henley Business College (UK) and professional Certificates in Human Resources.

About Manpower

Manpower is part of ManpowerGroup – the world’s leading workforce expert. Every day, all around the world, hundreds of thousands of people go to work because of Manpower; and hundreds of thousands of companies thrive because of people we find for them. With offices in 80 countries and more than 70 years of history, Manpower is the global leader in contingent and permanent staffing, providing organizations of all sizes with a continuum of staffing solutions to enhance business agility and competitiveness. With our thorough understanding of staffing trends and our deep pool of highly qualified candidates, Manpower can deliver the talent, matching the right individual to the right job – faster and with better business results.

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CORPORATE SPEAKER

Quach Thanh Chau

Partner/Deputy General Director
PwC (Vietnam) Limited

Chau is an audit partner and the Deputy General Director of PwC Vietnam Ltd. He is also the Human Capital Leader of the Vietnam firm.

Chau has over 24 years of professional experiences in industries such as manufacturing, fast consumer goods, distribution, education and oil & gas.



Chau is one of Vietnam's accounting technical experts, specialising in both International Financial Reporting Standards (IFRS) and Vietnamese Accounting Standards. He has been leading audit and advisory projects for both MNCs and fast-growing Vietnamese clients. Education and qualifications:

- Bachelor of Economics – HCMC Finance and Accounting University
- Fellow of ACCA, UK
- Member of CPA Australia
- Vietnam Certified Public Accountant

About PwC Vietnam

We established offices in Hanoi and HCMC in 1994. Our team of more than 1000 local and expatriate staff has a thorough understanding of the business environment in Vietnam and a wide knowledge of policies and procedures covering investment, tax, legal, accounting and consulting matters throughout Vietnam. We also have a law company, licensed by the Ministry of Justice with a head office in Ho Chi Minh City and a branch office in Hanoi.

We go the extra mile to help our clients achieve their objectives. We possess skill sets and industry knowledge that our clients require at a local level across our network. We offer an integrated service, bringing a breadth of skills and depth of resources to our clients wherever they do business, throughout Asia and in the rest of the world

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ROUNDTABLES WITH INTERACTIVE DISCUSSIONS AMONG CORPORATE MANAGERS AND BUSINESS SCHOOL DELEGATES

Corporate Managers:

- Mr. Csaba Bunbdik - Vice Chairman, Central & Eastern European Chamber of Commerce in Vietnam (CEEC)
- Mr. Judith Messard - COO, BNP Paribas
- Mr. Torben Minko - Managing Director, B. Braun Vietnam, Vice Chairman, German Business Association (GBA)
- Mr. Michele D'Ercole - Chairman of Italian Chamber of Commerce in Vietnam (ICham)
- Mr. Henri Charles Claude - General Manager, Aden Vietnam, Chairman, French Chamber of Commerce & Industry in Vietnam (CCIFV)
- Mr. Do Hoang Anh Vu - Treasurer, JP Morgans
- Mr. Hoang Thanh Bach - Finance Manager, HSBC Vietnam
- Mrs. Tran Thi Hoang Dung - Business Continuity Manager, Sanofi Aventis Vietnam
- Ms. Doan Thanh Hai - Area Head of Business Implementation, Geodis Vietnam
- Mr. Alain Cany - Country Executive Chairman, Jardine Matheson
- Mr. Thomas N. Debelic - Country Representative Commerzbank
- Mr. Francois Magnier - Founding President, Archetype
- Mr. Tran Ngoc Dung - CFVG HCMC Alumni Chairman, CEO – Lang Chai Xua
- Ms. Co Thi Hoa - Advisory on Human Resources Management for Vice-Chairman and CEO, Sun Group

Business School Deans / Delegates:

- Prof. Shing Yang Hu, Dean, College of Management - National Taiwan University, TW
- Prof. Richard R. Smith - Deputy Dean, SMU, SG
- Prof. Nick Pisalyaput - Deputy Director, Sasin, TH
- Dr. Thomas Guidat - Director of Industrial Relations & Technology, VGU, VN
- Prof. Tran Mai Dong - Director, RMIC UEH, VN
- Prof. Jean-Louis Paré - Dean, CFVG
- Prof. Bruno Van Pottelsberghe - Secretary General, QTEM Network, BE

SPEAKER PROFILES



Mr. Csaba Bunbdik, MBA

Vice Chairman

Central & Eastern European Chamber of Commerce in Vietnam (CEEC)

- Member of the EIC Accelerator's investment board. EIC Accelerator allocates 3 billion EUR to the state of the art technologies and start-ups in Europe, gives 2,5 M EUR grant and up to 15M EUR investment to eligible companies.
- Vice Chairman of the Central and Eastern European Chamber of Commerce in Vietnam. Formerly served as Executive Director of EuroCham Vietnam. Founder of CETA Consulting, Co-initiator of ASEAN Angel Alliance, Advisory Board Member of AIESEC Vietnam.

CEEC Vietnam:

The Central and Eastern European Chamber of Commerce in Vietnam (CEEC Vietnam) supports companies and business professionals in Vietnam from CEE countries. Main goals are:

- Strengthen the CEE backed business community in Vietnam
- Actively support members in Vietnam with network, consulting, and services
- Support CEE companies to start business operation in Vietnam
- Represent CEE business community front of the Vietnamese government.

Ms. Judith Messad

Chief Operating Officer
BNP Paribas in Vietnam

Judith has been working in the bank industry since 19 years, in Paris, Singapore and Ho Chi Minh City. She draws her motivation from driving forces to make a difference on our business, personal and biological environment. She was borne in France, married since 15 years and a mother of 3 children.

- BNP Paribas Vietnam: the bank for a Changing world, BNP Paribas is both a leading European bank and a prominent global institution present in 72 countries around the globe.
- Awarded the World's Best Bank for Sustainable Finance in 2018, BNP Paribas is a strong counterparty supporting its clients with resilience and innovation in today's markets.
- BNP Paribas is celebrating its 30th anniversary in Vietnam this year, successfully growing its footprint and franchise on Corporate and Institutional Banking products.



SPEAKER PROFILES



Torben Minko
Managing Director
B. Braun Vietnam Co., Ltd

Torben has been on assignments in Asia Pacific for the past 10 years, since 2015 based in Vietnam. In his current position as Managing Director B.Braun Vietnam Co., Ltd. he is overseeing one of the largest German FDI with two production facilities in Hanoi. Over the last years, he has obtained a deep understanding about the business, political and bureaucratic environments in Vietnam whereas his current position provides an exclusive insight about the healthcare system advantages and challenges. Torben is Vice-Chairman of the GBA (German Business association) representing more than 270 members and in addition Chairman of the Medical Device and Diagnostic sector Committee under EuroCham representing the voice of 27 Medtech companies

in Vietnam. Torben is based in Hanoi where he is living with his wife and two kids. B.Braun is one of the world's leading manufacturers of medical devices, pharmaceutical products and services. In 1992, B. Braun started its operation in Vietnam by opening a representative office in Ho Chi Minh City. After over 27 years of continuous growth, B. Braun Vietnam operates today one of the largest medical complex in Vietnam and has become a prestigious trademark in Vietnam healthcare market with more than 1,400 skilled and committed employees nationwide.

B. Braun Vietnam Company Ltd. is a 100% FDI of B. Braun Medical Industries, Malaysia originating from B. Braun Melsungen AG, Germany. Present in Vietnam since as early as 1992, today B. Braun Vietnam is running two manufacturing plants in Hanoi producing intravenous infusion solutions, dialysis concentrates and medical devices, investment capital is over USD 100 million. With 1,500 skillful and qualified staff, B. Braun Vietnam operates one of the largest medical complex in Vietnam and has become a prestigious trademark in Vietnam's healthcare market. Marking its 175 years anniversary in 2014, B. Braun Melsungen AG is a leading hospital supplier worldwide for medical devices, standard and special infusion solutions, dialysis machines and consumables, operating theatre instruments (Aesculap), surgical sutures, and disinfectants.

Michele D'Ercole
Chairman
Italian Chamber of Commerce in Vietnam

Michele D'Ercole became Chairman of The Italian Chamber of Commerce in Vietnam on February 2012. Since then he has continued to occupy the same position for 8 years now, contributing to the growth of the association, especially to the improving of the cooperation with the other Italian Chambers of Commerce in ASEAN Region, in many common projects such as the One Belt One Road (OBOR). He got his education in Italy, with an economics degree at LUISS Business School in Rome. After playing important role on management and international trade, Mr. D'Ercole has been holding senior positions in Italian and international business for over 30 years now. He covered different positions as Purchasing Manager and General Manager in leather and furniture sector and freelance consultant in service sector. After spending 18 years between Italy and South America, on 2007 moved to Vietnam in Ho Chi Minh City to manage an Italian Company in Dong Nai Province. Since 2014 he is trade facilitator. He spent the last 11 years in Vietnam, and he is a witness and strong believer in Vietnam success and refers to the country as: "Beautiful and kind people where the dreams come true". The Italian Chamber of Commerce in Vietnam (ICHAM) was established in 2008. From a small group of Italian businessmen working in Vietnam, ICHAM has developed into an organization of more than 80 members (as of December 2018) with two offices in Hanoi and Ho Chi Minh City and was officially recognized by the Italian government as a member of the Assocamerestero (Association of Italian Chambers of Commerce Abroad).

Since the beginning, ICHAM has set out its mission in promoting economic cooperation between Italy and Vietnam through a variety of trade missions, business services and events.



PROGRAMME

Henri-Charles Claude

General Manager
ADEN Vietnam

ADEN is Asia-born and Asia-centric, with a 20-year history of getting things done in China, ASEAN and beyond. ADEN has built a powerful network and is headquartered in Shanghai, China - ground zero of innovation in Industry 4.0. Already boasting an award-winning energy optimization and automation platform, ADEN continues to push forward with a vision of uniting the full spectrum of IFM solutions through our IoT platform.

ADEN operates in over 25 countries, with 80 cities in China alone. ADEN now has 26,000 employees around the world, ensuring that our partners receive comprehensive, top-level facility services at every level. We partner with clients in commercial, industrial and private sectors; among these, many companies listed on the Fortune 500 count on ADEN for strategic outsourcing.



Alain Cany

Country Chairman
Jardine Matheson Vietnam



Mr. Alain Cany began his career at Credit Commercial de France, holding various executive position in France before moving to Hong Kong in 1985. He became General Manager of CCF in Hong Kong in 1994. He then moved to HSBC as the Head of European Business Development at the regional headquarters in Hong Kong and the President and Chief Executive Officer for HSBC Vietnam for 4 years from 2003.

He has been Group Country Chairman of Jardine Matheson Vietnam since August 2007 and Chief Representative and Senior Advisor of N.M Rothschild & Sons until August 2013. He has been a member of the Board of Siam City Cement Vietnam (Ex Holcim) since March 2017.

He has been a member of the Board of Directors of Vinamilk since March 2018. He has been Co-Chairman of the Vietnam Business Forum (VBF) 2012-2014, representing foreign businesses. He was Chairman of Eurocham Vietnam for 7 years from 2005 - 2012. He was awarded a Certificate of Merit by the Prime Minister on 6 January 2011 and a Friendship Medal by the President of The Socialist Republic of Vietnam on 30 March 2011. He holds a BA in economic sciences from the University of Paris and was awarded Chevalier de la Legion d' Honneur (Knight of the Legion of Honour) by the President of the Republic of France in 2002 and Officer of the French National Merit Order. Mr. Alain Cany is a French and Vietnamese dual national.

Jardine Matheson is a diversified Asian-based group with unsurpassed experience in the region, having been founded in China in 1832. We comprise a broad portfolio of market-leading businesses, which represent a combination of cash generating activities and long-term property assets and are closely aligned to the increasingly prosperous consumers of the region.

PROGRAMME

Thomas N. Debelic

Senior Representative, Director for Cambodia, Laos and Vietnam
Commerzbank

Thomas Nikola Debelic is heading Commerzbank Representative Office for Vietnam, Cambodia and Laos since June 2015. He joined the bank in 2001 and was since then the bank's representative in Croatia, Bosnia, Romania and Taiwan and represented the bank as a shareholder in the supervisory board of an affiliated Financial Institution. Thomas is passionate to support German investors' needs in Vietnam, especially those called Mittelstand in Germany. Thomas holds a master's degree in history from Freiburg University, Germany and an MBA from Wirtschafts universitaet Vienna, Austria.

Commerzbank is a leading international commercial bank with branches and offices in almost 50 countries. With the two business segments Private and Small-Business Customers and Corporate

Clients the Bank offers a comprehensive portfolio of financial services. With approximately 1,000 branches Commerzbank has one of the densest branch networks among German private banks. In total, Commerzbank serves more than 18 million private and small business customers, as well as more than 60,000 corporate clients, multinationals, financial service providers and institutional clients. In 2018, it generated an operating profit of 1.2 billion Euros with a net result of 865 million Euros with approximately 49,000 employees. The representative office in Ho Chi Minh City is focused on interbank business in Vietnam, Cambodia and Laos strengthening the relationship with financial institutions engaged in international banking. At the same time, the office provides support for Vietnamese operations of Commerzbank's German and international clientele in close cooperation with local partnering banks.

Francois Magnier

Group Director of Real Estate & Infrastructure
Founding President

Ecole Spéciale d'Architecture (ESA) —Paris, France

Ecole Spéciale des Travaux Publics (ESTP) —Paris, France

Co-founder, associate partner and former General Director of Archetype Group until 2005, François now serves as Archetype Group's Director of Real Estate & Infrastructure. In 1992, he travelled to Vietnam to supervise the construction of the French Embassy in Hanoi. After this introduction, he served in a series of senior executive roles in both design and construction companies, acquiring extensive experience in the design and construction industry in South-East Asia. François' areas of expertise also cover property development and investment business consulting services and today he focuses on developing new markets in Central Asia and Middle East, as well as airport and hospitals worldwide.

With more than 1,100 employees, Archetype Group is one of the largest private construction consultancies in Asia Pacific with core services in Architecture & Master Planning, Building & Infrastructure Engineering, Industrial & Process Engineering and Project, Construction & Cost Management. Our expertise covers key construction sectors such as buildings & real estate, industry & manufacturing and energy & infrastructure. Archetype's Industrial division has now increased to more than 500 employees in the region following the recent acquisition of Tebodin Asia-Pacific, already well-known for its work in this sector. This acquisition positions us as one of the market leaders for industrial projects in the region. Our extensive portfolio of industrial references includes factories and complexes for such companies as Crown, Heineken, Khmer Brewery, Knauf, ABB, Dow Chemicals, Procter & Gamble, Schneider, Heinz, Unilever, Danone, Coca Cola, Campbells, Mondelez, and ExxonMobil.

Archetype Group has also subsidiaries in Bangladesh, Cambodia, China, France, India, Indonesia, Kazakhstan, Laos, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Thailand and Vietnam.

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PROGRAMME



Tran Ngoc Dung

CEO

Lang Chai Xua

- MBA Intake 13 and PhD Intake 1. The first PhD graduate of CFVG Business School
- Currently the President of CFVG HCMC Board of Alumni
- Dr. Dung has 16 years in Market research at Nielsen, FTA and Intage Vietnam
- Active member of ESOMAR (World's Research Association) and MRA (Marketing Research Association, USA)
- He is the founder and CEO of Intage Vietnam (formerly FTA Research and Consultancy LLC)
- Currently he is the founder and project CEO of Lang Chai Xua – traditional fish sauce museum in Phan Thiet province

Co Thi Hoa

Advisory on Human Resources Management for Vice-Chairman and CEO
Sun Group

Ms. Hoa has nearly 25 years working at multinational corporations such as Schmidt, Canon, Heineken, Hutchison, Nokia ...As the Human Resources Director, she involved in building and operating human resource management functions since the companies started their business / expansion in Vietnam, since 2014, Ms. Hoa holds working experience with large Vietnamese corporations such as Vingroup, Sun Group ... she performs as the Head of Human Resources / Advisory / Consulting Department for Corporations to build a modern human resource management system, consistent with the governance requirements of the Group model. With a Master's degree in Human Resource Management and a lot of practical experience working at the world-famous corporations in systematic management, Ms. Hoa has a lot of dedication to building the Human Resource Management System. methodical, professional for Vietnamese businesses. She is very interested in training the next generation, experts in human resources management.



After 10 years of development in Vietnam, Sun Group today is proud to be a group of young Vietnamese businessmen that have established international calibre projects, some of which have set Guinness World Records. With a defining criteria of "Quality – Luxury – Difference", Sun Group's aim is to create timeless, influential developments as well as offer high end quality products and services in travel and entertainment, not only to upgrade the tourism industry and put Vietnam on the world map, but also to improve the quality of life for Vietnamese people and make our nation richer and more beautiful. Building a sustainable, prestigious and internationally recognized brand name to contribute to making Vietnam one of the most attractive tourism destinations in the world.

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PROGRAMME

Shing-Yang Hu

Dean, School of Management
National Taiwan University

Shing-yang Hu is the Dean of the College of Management and Professor of the Department of Finance at the National Taiwan University.

Dr. Hu received his Ph.D. in Business Administration from the University of Rochester, master in Economics and bachelor in Business Administration from the National Taiwan University. His research interest includes corporate governance, behavioral finance, and market microstructure. Dr. Hu also serves as a Supervisor of the Securities Investment Trust & Consulting Association of the R.O.C. He had served as the Secretary General of the Taiwan Finance Association and an independent director of the GeoVision, Inc.

The College of Management is the first and the most prestigious provider of higher business education in Taiwan. Our mission is to create meaningful knowledge and to nurture professionals to contribute to the society.

The College offers undergraduate, master, and Ph.D. programs. Currently, there are 3,795 students (55% is undergraduate) and 107 full-time faculty. The College maintains a global network with internationally renowned universities and offers student exchange and dual-degree programs.



Richard Raymond Smith

Deputy Dean
Lee Kong Chian School of Business / Singapore Management University (SMU)
Professor of Strategic Management (Practice)

As the Deputy Dean for one of the top-ranked business schools in the world, Rick leads the business programmes with more than 3,000 students in the undergraduate, masters, MBA, and doctorate programmes. As a former Accenture Partner and Managing Director, Rick brings a unique perspective as a business school professor and deputy dean. He is passionate about Human Capital for competitive advantage and is constantly innovating in learning methods. He frequently serves as a business advisor, guest speaker, and featured author. His interests in the people-side of business have spanned over 30 years with publications and presentations around

the world. He spends his time in Singapore, Hong Kong, and the USA where he involved in teaching, board advisory services, and speaking.

Singapore Management University (SMU), Lee Kong Chian School of Business (LKCSB), is a dynamic Asian business school with about 3,000 students and over a hundred full-time faculty members with postgraduate degrees from renowned universities such as Cornell, Harvard, INSEAD, Oxford, Stanford and Yale. The school offers undergraduate, master's (including MBA and EMBA) and doctoral programmes and is affiliated with a number of research centers such as the Institute of Service Excellence and the Centre for Marketing Excellence. In 2011, LKCSB received both the AACSB (Association to Advance Collegiate Schools of Business) accreditation and a five-year EQUIS (European Quality Improvement System) accreditation. For both accreditations, the School has the distinction of being one of the youngest schools in the world to be accredited. In June 2012, LKCSB also gained admission into the EMBA Council to join the ranks of other internationally renowned business schools.



PROGRAMME

Nick Pisalyaput

Deputy Director
Sasin School of Management

Nick received a B.Sc. from University of Bristol (UK) and MBA from the internationally-accredited Sasin Graduate Institute of Business Administration (Thailand), where he is currently a faculty member, having been an advisor and mentor to MBA students in new venture formulation since 2006 and, more recently, a lecturer in Corporate Social Responsibility (CSR), Sustainability, Business Ethics, and Entrepreneurship. In 2011, Nick founded and is the Director of the Sasin Center for Sustainability Management. And, in 2014, he co-founded the Sasin Entrepreneurship Center.

Nick's involvement with non-profit organizations includes roles as a Director of the Inventors Association of Thailand (an association to aid independent inventors), Co-Chair of the Bangkok Professional Chapter of Net Impact (a global network of CSR professionals, business students, and concerned citizens), and Thailand's representative of the Caux Round Table (an international network of experienced business leaders, who work with business and political leaders to design the intellectual strategies, management tools and practices to strengthen private enterprise and public governance to improve our global community). In 2010, he co-founded and became the President of the Corporate Responsibility & Ethics Association for Thai Enterprise (CREATE). Primarily through these roles, Nick was honored by the World Economic Forum (WEF) as a Young Global Leader in 2011. In 2012, he established the Bangkok Hub of the WEF's Global Shapers community that is made up of highly exceptional individuals under the age of 30.

Sasin Graduate Institute of Business Administration of Chulalongkorn University is an AACSB and EQUIS accredited business school founded in 1982 through a collaboration among Chulalongkorn University and the Kellogg School of Management and the Wharton Business School. Sasin became the first school in Thailand to receive AACSB accreditation in 2010 and the first to receive EQUIS EFMD accreditation in 2010.



Thomas Guidat

Director of Industrial Relations and Technology
Vietnamese - German University (VGU)

With a background in innovation management and international business, Thomas worked for 7 years as a business developer in France. In 2017, he acquired a PhD in sustainable manufacturing engineering at the Center for Production Technology of the Technical University of Berlin in Germany. He joined VGU in 2016 as academic coordinator for the Master Study Program Global Production Engineering and Management (GPEM). In 2019, Thomas returned to VGU as the Director of the Industry Relations and Technology Transfer Center with the support of the Center for International Migration and Development (CIM), a joint program of the German International Development Agency (GIZ) and the German Federal Employment Agency.

Founded in 2008, VGU is a key component in the educational cooperation between Vietnam and Germany, specifically between the Vietnamese Ministry of Education and Training (MoET), the German Federal Ministry of Education and Research (BMBF), and the Hessen State Ministry of Science, Higher Education, and the Arts (HMWK). VGU follows the principles of academic freedom, institutional autonomy, and unity of teaching and research. Our mission is to become a leading research-oriented university in Vietnam and South East Asia. VGU currently has 11 study programs, focusing on High-Tech Engineering, Information Technology, and Business. For any study program, either at the Bachelor's level or Master's level, we offer a research-enriched curriculum complemented by work-integrated experiences. Alongside with education and training activities, VGU conducts researches for the socio-economic development of Vietnam and the region using cutting-edge science and technology. Our research groups work on three key areas, including (1) Production Technology and Sustainable Manufacturing, (2) Sustainable Urban Development and Transportation, and (3) Computer Sciences and IT.



MODERATORS

Bruno van Pottelsberghe
QTEM Secretary General

Bruno van Pottelsberghe was Chief Economist of the European Patent Office (EPO) from 2005 to 2007, is Advisor to the President and Rector of the ULB for technology transfer issues since 2004, and is the former Dean of the SBS-EM (2011 - 2018).



Betty Chung
AAPBS Executive Director/ Professor
KAIST College of Business

Dr. Chung also serves as the Executive Director to the Association of Asia Pacific Business Schools. Dr. Chung received her doctorate degree from the University of San Francisco in Organization and Leadership.

Vo Xuan Vinh
University of Economics Hochiminh City / CFVG

Vinh is from the Institute of Business Research, University of Economics Ho Chi Minh City, Vietnam and CFVG Ho Chi Minh City. Associate Prof. Vinh has published many articles in international journals such as Research in International Business and Finance, Applied Economics, Applied Financial Economics, Emerging Markets Finance and Trade....



MODERATORS



Tran Van Nhu

Academic Director, CFVG

As the academic director of CFVG, Nhu is in charge of academic issues and quality assurance of CFVG. She is actively involve in different project of CFVG's development, such as launching new programmes, strengthening CFVG's partnership networks (both corporate and academic partners), CFVG transformation. She teaches HRM, Organizational Behaviors, Leadership and Negotiaons, Entrepreneurship in CFVG's MBA program

Thomas Cossé

Associate Dean for International Business Programs
Robins School of Business, University of Richmond

Tom Cossé is marketing professor and associate dean for international programs at the University of Richmond's Robins School of Business



Amir Mahmood

Dean, School of Business
Western Sydney University

Professor Amir Mahmood joined Western Sydney University as Dean, School of Business in October 2018. He holds a Master and a PhD in Economics from the University of Manitoba, Canada. Before joining Western Sydney University, he was the Pro Vice-Chancellor of the University of Newcastle (UON) in Singapore and the Chief Executive Officer of UON Singapore.

PROGRAMME

Tuesday 5th November

Start - End	Location	Activities
13:30 - 14:45	CFVG ¹	AAPBS Executive Meeting
15:00 - 17:00		AAPBS Council Meeting
13:30 - 17:00		One-one consultation service
18:00 - 20:00	Sofitel Saigon Hôtel ² (Boudoir Ballroom)	Registration & Cocktail

¹ CFVG Ho Chi Minh address: 91 Ba Thang Hai road, Ward 11, District 10, Ho Chi Minh City

² Sofitel Saigon Plaza Hotel address: 17 Le Duan street, Ben Nghe, District 1, Ho Chi Minh City

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PROGRAMME

Wednesday 6th November

Start - End	Location	Activities
07:15 - 07:30	Sofitel Saigon Hôtel	AAPBS Annual Conference Opening Ceremony & Official Welcome <ul style="list-style-type: none"> • Prof. Kenji Yokohama, President, AAPBS, Executive Dean, Ritsumeikan Asia Pacific University, • Prof. Nguyen Dong Phong, President, University of Economics Ho Chi Minh City • Prof. Betty Chung, AAPBS Executive Director • Prof. Jean-Louis Paré, Dean, CFVG • Prof. Tran Van Nhu, Academic Director, CFVG
08:30 - 12:30 <i>* Delegates are divided into 02 groups. Detailed activities are on next page</i>	Schneider Factory	Plenary Session I "Schneider Corporate Visit and Panel Discussion: Global & Asian Leadership: what international firms expect as soft skills?" Moderator: Prof. Bruno Van Pottelsberghe Abstract: Visiting Schneider Electric Factory, deans & delegates will discuss with BOM & key account managers of Schneider Electric about their reasons of developing the business in Vietnam, their advantages & challenges of business operation in Vietnam, comparing to other markets and their discussions on necessary soft skills for the global and Asian leaders in different business contexts Learning objectives: <ol style="list-style-type: none"> 1. Identify the soft skills that the international firms expects from their managers & leaders in Vietnam 2. Compare their expectations with other markets: Asian, Europe, Worldwide 3. Discuss on how to adapt business schools' program curricular to develop those soft skills among students and alumni
	On bus to CFVG	City Tour and AAPBS Networking

PROGRAMME

Wednesday 6th November

Start - End	Location	Activities
		GROUP I
07:30	From Sofitel Saigon Hôtel	Bus to Schneider Electric Factory
08:30 - 10:30	Schneider Electric	Security check & Walking to the meeting room
		Presentation by 3 Global and Asian leaders of Schneider and discussions with deans and delegates
		Factory Tour
		Coffee Break
10:30 - 11:30		City tour
11:30 - 12:30	CFVG	Bus to CFVG & AAPBS Networking
		GROUP II
07:30 - 08:30	From Sofitel Saigon Hôtel	City tour
08:30 - 09:15		Bus to Schneider Electric Factory
09:30 - 11:30	Schneider Electric	Security checks & walking to the meeting room
		Presentation by 3 Global and Asian leaders of Schneider and discussions with deans and delegates
		Factory tour
		Coffee break & Safety gear
11:30 - 12:30		Bus to CFVG

PROGRAMME

Wednesday 6th November

Start - End	Location	Activities
12:30 - 12:40	CFVG	Group Photo
12:40 - 13:30		Lunch
13:30 - 13:45		AAPBS Anniversary Ceremony Prof. Sung Joo Park, Founding President, AAPBS
13:45 - 15:30		<p>Plenary Session II</p> <p>“Vietnam and Emerging Asian Countries: Characteristics of Asian Management Styles”</p> <p>Moderator: Prof. Amir Mahmood</p> <p>Abstract: After the two presentations from a well-known head hunter in Vietnam and international consultancy firms, Deans and delegates will discuss with professionals on:</p> <ul style="list-style-type: none"> • How business schools integrate Asian management style characteristics in their programs? • How business school drive their research activities to those characteristics and demonstrate (or no) a difference regarding business management in Asia? • How historical and cultural factors could contribute to and/or have impact on the evolution of those characteristics in the future? • How those characteristics could be local or development stage dependant and how AAPBS deans could implement them in the curricula of educational programs? <p>Learning objectives:</p> <ol style="list-style-type: none"> 1. Identify the characteristics of Asian management style 2. Discuss on how to adapt curricula of BS programs to develop those characteristics among students and alumni 3. Disrupt management education in Asia to North American and European classical thinking. <p><i>Details below:</i></p>
13:50 - 14:05		<p>Ms. Nguyen Thanh Huong Country HR Manager ManpowerGroup Global -Workforce Solutions Topic: “Why Learnability in the Digital Age?”</p> <ul style="list-style-type: none"> • Brief presentation on ManpowerGroup Vietnam • In-demand skills and Talent Shortage Survey • Trends of applying new technology in HR recruitmen

PROGRAMME

Wednesday 6th November

Start - End	Location	Activities
13:50 - 14:05	CFVG	<ul style="list-style-type: none"> Why Learnability and MPG online platform powerYOU (around 10,000 online courses) that support upskilling Vietnamese workforce in Digital Age Learnability Quotient online test
14:05 - 14:20		<p>Mr. Quach Thanh Chau Deputy General Director PwC Vietnam</p> <ul style="list-style-type: none"> Brief presentation on PwC Vietnam: key milestones Business model development of PwC Vietnam: specificities & differences comparing to PwC worldwide? Differences in terms of leadership & management styles? Through different consulting projects in Vietnam, what do you notice about the difference in the ways of doing business between Vietnam cles & foreign cles in Vietnam, the difference of practicing the management & leadership approaches to develop the business?
14:20 - 15:00		<p>Discussions with Deans from 4 Asian countries</p> <ul style="list-style-type: none"> Prof. Richard R. Smith (SMU, Deputy Dean, Singapore) Prof. Shing Yang Hu (National Taiwan University, Dean, Taiwan) Prof. Nick Pisalyaput (Sasin, Deputy Director, Thailand) Prof. Tran Mai Dong (RMIC UEH, Director, Vietnam)
15:30 - 16:00		Coffee Break
16:00 - 16:30		Bus to Hotel
18:00 - 20:00	Softel Saigon Hôtel (Diamond Ballroom)	<p>Gala Dinner, with Food and Cocktail Competition</p> <p>Abstract: In team of 6 deans or delegates (from 3 countries at least), AAPBS deans and delegates will cook the starters and prepare the cocktail of the Gala Dinner. They will share their knowledge and experiences of preparing delicious Asian and European starters and cocktails. Then, in a friendship and constructive approach, they will discover and taste the food prepared by other teams.</p>

PROGRAMME

Wednesday 6th November

Start - End	Location	Activities
20:00 - 21:30	Sofitel Saigon Hôtel	<p>Plenary Session III</p> <p>“Differentiations in Business education in Asia: impact of cultural factors on regional knowledge”</p> <ul style="list-style-type: none"> • Mr. Csaba Bunbdik, Vice Chairman, Central & Eastern European Chamber of Commerce in Vietnam (CEEC) • Mr. Torben Minko, Managing Director, B. Braun Vietnam, Vice Chairman, German Business Association (GBA) • Mr. Michele D'Ercole, Chairman of Italian Chamber of Commerce in Vietnam (ICham) • Mr. Henri Charles Claude, General Manager, Aden Vietnam, Former Chairman, French Chamber of Commerce & Industry in Vietnam (CCIFV) • Mr. Judith Messard, COO, BNP Paribas • Mr. Tran Ngoc Dung, CFVG HCMC Alumni Chairman, CEO Lang Chai Xua • Mr. Do Hoang Anh Vu, Treasurer, JP Morgans • Mr. Hoang Thanh Bach, Finance Manager, HSBC Vietnam • Mrs. Tran Thi Hoang Dung, Business Continuity Manager, Sanofi Aventis Vietnam • Ms. Doan Thanh Hai, Area Head of Business Implementation, Geodis Vietnam <p>Moderator: Prof. Tran Van Nhu, Academic Director, CFVG</p> <p>Abstract: This highly participative session is designed in a disruptive way. After the Gala Dinner, this will be a standing session. Working by group of 6 deans and delegates, under the supervision of a European and/or a Vietnamese manager, will explore, discuss about the theme: Differentiations in Business education in Asia: impact of cultural factors on regional knowledge. Corporate managers will challenge the participants about their vision with regards to the theme, implications for program development, management of faculty/staffs, student recruitment and evaluation, and school positioning in civil society.</p> <p>Learning objectives:</p> <ol style="list-style-type: none"> 1. Learn to work together with different development level in business schools 2. Share their views and insights on cultural factors that would impact business education <p>Discussions among all AAPBS Deans and European and Vietnamese Managers</p>
21:30 - 23:30		<p>Networking Rooftop</p> <p>Extra fee (drink, food) will be paid by participant him/herself</p>

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PROGRAMME

Thursday 7th November

Start - End	Location	Activities
08:00 - 08:45		Bus to CFVG
08:45 - 09:00		Morning Coffee
09:00 - 10:00	CFVG	<p>Plenary Session IV</p> <p>“How to develop more regional integrations between AAPBS Business Schools and Schools of Management?”</p> <p>Moderator: Prof. Vo Xuan Vinh, CFVG</p> <p>Abstract: This is a small interactive group think tank that suggest BS deans how to emerge ways and ideas for developing stronger regional integration between AAPBS business schools and other regional Schools of Management? Those integrations possibly include research collaboration, partnership on double degree and joint programs, co-implementation of new technological pedagogy and others.</p> <p>Learning objectives:</p> <ol style="list-style-type: none"> 1. To learn through sharing best practices 2. To discuss about designing collaborations and anticipating outputs 3. To elaborate a rich dialogue among participants about the journey towards a stronger collaborative integration among AAPBS network.
09:00 - 09:45		Organize small groups, discussing about the topic
09:45 - 10:00		Proposing concrete action plans Summary of all actions planned
10:00 - 10:30		Coffee Break

PROGRAMME

Thursday 7th November

Start - End	Location	Activities
10:30 - 12:00	CFVG	<p>Plenary Session V</p> <p>“International relationship in Higher Management education and How firms could inspire Business Schools in new model of cooperation?”</p> <ul style="list-style-type: none"> • Mr. Alain Cany, Country Executive Chairman, Jardine Matheson • Mr. Thomas N. Debelic, Country Representative Commerzbank • Mr. Francois Magnier, Founding President, Archetype • Mr. Dinh Viet Phuong, General Manager, Vietjetair • Ms. Co Thi Hoa, Advisory on Human Resources Management for Vice-Chairman and CEO, Sun Group <p>Moderator: Prof. Thomas Cossé, Associate Dean for International Business Programs, Robins School of Business, University of Richmond</p> <p>Abstract: In a roundtable, European and Vietnamese managers will present different ways and models of cooperation between firms and business schools. This session will give inspiration to deans and delegates in seeking and developing collaboration and cooperation. Managers are encouraged to share their practical experiences with business insights that will be reflected with participants. At the end of the session, two different models of international cooperation in the Higher education in management world will be presented to AAPBS members.</p> <p>Learning objectives:</p> <ol style="list-style-type: none"> 1. Identify the various corporate models of international cooperation 2. Stimulate Business school deans and decision makers to evolve in their approach of international cooperation 3. This session will also help business schools' leaders to convince their stakeholders of the relevance and impact of international partnerships and strategies

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PROGRAMME

Thursday 7th November

Start - End	Location	Activities
10:30 - 11:20	CFVG	Round table with corporate managers from Vietnam, Asia and Europe
11:20 - 11:30		Q&A session
11:30 - 12:00		Examples of new models of cooperation in Higher education: Three concepts of international collaborations <ul style="list-style-type: none"> • EMU: Presentation by Prof. Jean-Louis Paré, Dean, CFVG • QTEM: Presentation by Prof. and President Bruno Van Pottelsberghe • VGU: Presentation by Dr. Thomas Guidat
12:00 - 12:30		Closing Session AAPBS & CFVG & New school for 2020 annual conference New Members Acknowledgements
12:30 - 13:30		Lunch
13:30 - 14:00		AAPBS General Assembly

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