

Disruptive Innovation for SMBs as a Way to Increase Competitiveness

June 9, 2016
Rex Hotel, Ho Chi Minh City

PROGRAM*

Time	Activity	Speakers
08:00 – 08:30	Registration	
Welcoming Ceremony		
08:30 – 08:40	Welcome Remarks	<ul style="list-style-type: none"> - Ministry of Science & Technology (TBC) - H.E. Rena Bitter U.S. Consul General - Dr. Vu Tien Loc , Ph.D. Chairman and President, Vietnam Chamber of Commerce and Industry (VCCI)
Setting the stage: Understand your customers and make them happy in the digital economy		
08:45– 10:15	<ul style="list-style-type: none"> • Revolutionizing the digital revolution • Viable strategies for Vietnamese businesses • Customers intelligence • Online Marketing & PR 	Facebook
10:15 – 10:25	TEA/COFFEE BREAK	
Topic 1: Being successful in the digital economy		
10:25 – 11:25	<ul style="list-style-type: none"> • Digital economy trends • Digital economy and customers: What does it mean to SMBs? • Using technology effectively in the digital economy • Managing business information: an important step to grow in the digital economy • Q & A 	Seagate
Topic 2: Marketing tips		
11:25 – 12:10	•	P&G
12:10 – 13:00	NETWORKING LUNCH	

Topic 3: The Supply Chain of E-Retail Business		
13:00 – 13:45	<ul style="list-style-type: none"> Strategies to Enhance Online Shopping Experience and Improve Back-end Efficiency Using Technology to More Effectively Serve e-Commerce Customers Leveraging Your Customs Broker to Address e-Commerce Customers Pain Points Optimizing Retail Fulfillment and Distribution Q & A 	UPS
Topic 3: Leveraging Digital Payment for Growth		
13:45 – 14:30	•	PayPal
14:30 – 14:45	TEA/COFFEE BREAK	
Topic 4: Empowering SMBs to transform their business with Cloud services		
14:45 – 15:30	<ul style="list-style-type: none"> How cloud services can help transform SMBs and make them more competitive Technology solutions tailored to Vietnamese SMBs to succeed in Digital Economy Q&A 	Microsoft
Panel discussion: Government's Role in Disruptive Innovation for SMBs and Start-ups		
15:30 – 16:45	<ul style="list-style-type: none"> How the United States is helping its SMBs (Presentation & Panel discussion) How Vietnam is planning to jump-start its start-up community (SMBs (Presentation & Panel discussion) SMBs' perspectives and success stories Interactive Q & A with audience 	<ul style="list-style-type: none"> - G. NAGESH RAO - Chief Technologist & Entrepreneur-in-Residence, U.S. Small Business Administration - TBC, Ministry of Science & Technology (Confirmed) - SMB (TBC)
Recap and closing		
16:45 – 16:50	<ul style="list-style-type: none"> Closing Drawing for 3 free Ultra Slim Backup Plus 1TB hard drive 	Mr. Vu Tu Thanh Deputy Regional Managing Director, Vietnam Senior Country Representative, US-ABC