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## THE 12<sup>th</sup> VIETNAM M&A FORUM 2020

# UPSURGING IN THE NEW NORMAL

GEM Centre, Ho Chi Minh City  
November 24, 2020

# UPSURGING IN THE NEW NORMAL

Vietnam has emerged as a safe and attractive investment destination in the wake of its successful battle against the COVID-19 pandemic. A string of investment and business opportunities are emerging from the shift in foreign direct investment flows from large but unsafe markets to Vietnam amid the COVID-19 pandemic; from the new free trade and investment agreements Vietnam has signed such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), the EU-Vietnam Free Trade Agreement and the accompanying Investment Promotion Agreement (EVFTA and EVIPA); from the amendments to the laws on enterprises and investment, including more supportive and transparent rules for M&A activities; and from the strategies of large-scale corporations to restructure their operations and strengthen their ecosystems and value chains.

With the theme of **“Upsurging in the new normal,”** the Vietnam M&A Forum 2020 – the biggest annual event on M&A and investment networking in Vietnam that is jointly organised by Vietnam Investment Review (VIR) and AVM Vietnam under the auspices of the Ministry of Planning and Investment – will delve into M&A opportunities in the “new normal” as Vietnam is well-positioned to welcome a new wave of foreign investment.

[www.mavietnamforum.com](http://www.mavietnamforum.com)

## Main activities:

### November 23, 2020

The official publication of the  
**Vietnam M&A Outlook 2020**

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### November 24, 2020

The conference on M&A  
in Vietnam under the theme  
**“Upsurging in the new normal”**

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The awards ceremony to honour  
the best M&A deals and most outstanding  
advisory firms of 2019-2020

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Investment networking

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### November 25-26, 2020

Master Class on M&A Strategy

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## Contact us:

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## Benefits of participation:

- **Meeting** senior executives of the Vietnamese business circle and those from Japan, the Republic of Korea, the US, Europe, and Southeast Asia.
- **Connecting** with potential partners and share opportunities in M&A and strategic co-operation.
- **Exchanging** M&A experience in Vietnam and meet the insiders of the most outstanding deals and advisory firms of 2019-2020.

## Participants:



The Vietnam M&A Forum 2020, the biggest annual event on M&A and investment networking in Vietnam, will bring together **500 participants**, including policymakers, reputable experts, and senior corporate executives from:

- The Ministry of Planning and Investment, the Ministry of Finance, and the State Bank of Vietnam;
- Leading state-owned enterprises;
- Domestic and international private groups;
- Domestic and international investment funds;
- Listed firms, businesses with IPO and state capital divestment plans, and those seeking strategic investors, as well as commercial banks, and international financial institutions with investment expertise in new emerging markets;
- Domestic and international M&A advisory firms (law, auditing, tax, and securities firms);
- Domestic and foreign trade associations.

### Registration fee

**Standard fee:** VND3,000,000 or \$130 per ticket (excluding VAT).

**Special fee:** Participants **registering before October 24, 2020 or registering in group of three** are entitled for a 20 per cent discount (**VND2,400,000 or \$105 per ticket**), and those **registering to attend the Master Class on M&A** are eligible for a 50 per cent discount (**VND1,500,000 or \$65 per ticket**).

# Agenda

## 13:00 – 13:30 › Registration

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## 13:30 – 14:30 › Opening session and deal awards ceremony

- Opening speech by the Organising Board of Vietnam M&A Forum 2020;
  - Welcoming speeches by representatives from the Government and the Ministry of Planning and Investment;
  - Awards ceremony for the best M&A deals and most outstanding advisory firms of 2019-2020.
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## 14:30 – 16:00 › Session 1: upsurging in the new normal

### Presentation:

- *Overview of the M&A market 2019-2020: The “new normal” in the post-COVID-19 period and its impacts on investment and M&A activities*

### Discussion:

- *How mainstream M&A activities will be shaped by the adoption of the new normal in the Vietnamese economy?*
  - *How might Vietnam surge up in the new world order, amidst escalating geopolitical conflicts due to border disputes, the US-China trade war, trade protectionism, and the COVID-19 pandemic, among others?*
  - *Insightful assessment of M&A activities in 2019-2020 in Vietnam with focus on the difficulties in implementing M&A activities and the most outstanding deals and failures.*
  - *Key M&A trends in a variety of sectors in the time to come, including retail, real estate, finance-banking, and energy*
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## 16:00 – 16:30 › Networking break

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## 16:30 – 18:00 › Session 2: Sharing experiences in corporate restructuring through m&a

### Presentation:

- *A case study to share a renowned group's experiences in taking on an M&A deal and handling post-merger management.*

### Discussion:

- *How to build an optimal M&A strategy? Should firms opt for vertical or horizontal acquisition? How is the value chain of businesses established?*
  - *What is a reasonable corporate governance strategy post-M&A? Which business executives should a firm retain or sack at its member companies following a deal?*
  - *What strategy should a firm pursue when deciding to sell off subsidiaries and focus on its core business?*
  - *What are the benefits of a merger?*
  - *How to build a common culture among businesses within an ecosystem, with practical experiences from Vietnam.*
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## 18:00 – 18:30 › Investment networking

## Deal Awards

### Honouring the best M&A deals and advisory firms

#### Introduction

Within the framework of the Vietnam M&A Forum 2020, the Organising Board will nominate and honour the best M&A deals and advisory firms of 2019- 2020. The purpose of the nomination is to assess and honour businesses conducting the best M&A deals, as well as recognising the best M&A advisory firms of the past year.

#### Award categories:

##### *The best M&A deals*

- The Merger of the Year
- The Acquisition of the Year
- The Project Transfer of the Year
- The Private Placement of the Year
- The Company with the Most Successful Post-M&A Management
- The Company with the Best M&A Strategy
- The Equitised Company of the Year
- The Company with the Best Information Disclosure

##### *The best M&A advisory firms*

- The Best M&A Advisory Firm
- The Best Securities Firm
- The Best Law Firm

#### Timeline:

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|--------------------------|--|
| <b>July 15, 2020</b>     | ▸ Announcement of the nominations                          |
| <b>October 1, 2020</b>   | ▸ Shortlisting nominees, finishing the evaluation          |
| <b>October 15, 2020</b>  | ▸ Announcement of the evaluation results                   |
| <b>November 24, 2020</b> | ▸ Ceremony to honour the best M&A deals and advisory firms |

## Master Class on M&A Strategy



**As part of the Vietnam M&A Forum 2020, the Master Class on M&A Strategy will be held on November 25-26, 2020.**

### **Instructor:**

International M&A experts

### **Content:**

In-depth training on M&A strategy, takeover and anti-takeover, evaluation and decision-making to buy or sell a company; enterprise restructuring via M&A.

### **Target Audience**

Mid-to-high-level leaders of companies (members of the board of management or board of directors, strategy directors, chief finance officers, and investment officers, among others)

### **FEE**

**VND15,000,000 or \$650 per person**

*(including VAT, cost of learning materials, lunch and tea break, etc.)*

## Vietnam M&A Forums through figures:



## ORGANISATIONS THAT ATTENDED THE FORUMS PREVIOUSLY INCLUDE:

AAA | ABBank | ACB | ACBS | Allen Overy | Alpha King | Arthur Robinson | Bank Invest | Baker & McKenzie | BaoViet Group | Bao Viet Securities | Ben Thanh Group | BIDV | BNP Paribas Vietnam | Big C | Biz Consult | BIM Group | BTC VALUE | Bourbon An Hoa | BW Industrial | CBRE | Citibank | CMC Group | COMECO | CotecCons | COA Vietnam | Cross Bolder Strategies | CUSHMAN & WAKEFIELD | Dai Phuc Group | Daiwa Securities | Dai Viet Securities | Dai Quang Minh Corporation | Deloitte Vietnam | Deutsche Telecom | DIV | Dien Quang | Domesco | Dragon Capital | DXG | DRH Holdings | DKRH | E&Y | FLC Group | FPT | Fortis Bank | Fosset Vietnam | Grant Thornton | Germatrans | GRAB | Hapro | JLL | HD Bank | HFIC | Horizon Capital Group | IFB Holdings | Indochina Capital | Khang Dien | Kido | Kenaga | KPMG | Kusto Vietnam | Lafarge Cement | Leadco | Lovells LLD | EP Law | E&Y | Maybank Kim Eng Securities | Mayer Brown | Masan | Minh Phu Seafood Corp | Mirae Asset | Mekong Capital | Mondelez Kinh Do | Mizuho | Nam Duong Group | Nam Long Group | NovaLand | Hiep Phuoc Corporation | HCMC Securities Corp | Hung Thinh Corporation | Gamuda Land | Jaccar Holding | Open Asia | PAN Group | Phuc Khang Corporation | Phu Thai Group | Pricewaterhouse Coopers | Prime | PSI | Prudential | PVN | PV Oil | Recof | Rong Viet Securities | RSM Vietnam | Reed Tradex | Saigon Coop | Saigonbank Berjaya Securities | Samsung Vina | Savills | Saigon Asset Management | SCB | SCG | SK Group | Sumitomo Vietnam | SSI | SCIC | SeA Bank | Satra | SGI | Saigontourist | SHS | Seamaster Paint | Sonkim Land | Taisho | Thaibev | TTC Group | Thiep Viet | Techcombank | Tokyo-Mitsubishi UFG | Traphaco | Trung Nguyen | THACO Group | TVSI | VNG Corporation | VinaCapital | VietCapital Asset Management | VietCapital Securities | Vicem Group | Vietinbank | Vilaf Hong Duc | Vinaland | Vinamilk | Vietnam Oman Investment | Vietcombank | VIB | Vinh Hoan Group | VPBank Securities | United Oversea Bank|....

## Key partners of the forum

