



ROUND-TABLE

CUSTOMER RELATIONSHIP MANAGEMENT

Thursday, 10 June 2010 – L'ESPACE, 24 Trang Tien

In October 2010, CFVG Management School is launching in Hanoi its **MMSS (Master in Marketing, Sales & Services)** programme, awarded by ESCP Europe & IAE Paris Panthéon-Sorbonne University.

On that occasion CFVG organized in April a successful roundtable about '**HOW TO BUILD A STRONG BRAND?**' that gathered more than 100 marketing executives and managers from Vietnamese and foreign companies.

The 2nd roundtable conference will be held on **June, 10** from 5 pm to 7 pm, at L'Espacé:

Customer Relationship Management as a Major Competitive Weapon in Business

CRM is a big issue for today's competitive companies so as to find, attract and win new clients but also to nurture and retain those the company already has.

Three speakers will share their insights about this topical issue:

- **Pr. Dr. Frédéric Jallat**, Full Professor and Head of the Marketing Department at ESCP Europe (Paris)
- **Dr. Tran Trong Kien**, Chief Executive Officer, Buffalo Tours (Hanoi)
- **Mrs. Hoa Duong Thi Mai**, Deputy CEO in charge of Retail Banking, VIB (Hanoi)

The conference, in English, will stress on the importance of developing a relevant CRM, enlightened by the points of view of professionals. The moderator will be **Mr. Tran Nhu Anh Dung**, Director of Organizational Develop., HR, Administration and Quality Management at Nguyen Kim Trading JSC and former Associate Director of The Nielsen Vietnam.

The audience will be invited to offer comments and participate in an open Q&A session with the guests. To conclude, coffee & tea will be served so as professionals can keep on discussing and networking.

We hope that many marketing executives from Vietnamese and foreign companies will take the opportunity to share with us their opinion.

Feel free to contact our team if there is any further information you require.

Time 4.45 pm – 5 pm: Registration
5 pm – 6.45 pm: Presentation, Q&A session followed by a coffee/tea service
Location: L'ESPACE, 24 Trang Tien, HANOI
Free entrance

Please register with CFVG Tel: (04) 3869 10 66 Fax: (04) 3869 17 93
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