



Business Luncheon

Innovating Vietnam – How Government and Companies can face the Challenges?

With Prof. Pascal Morand, Dean of ESCP Europe, one of the top business schools in Europe

Wednesday, 3 March 2010 - Press Club, Hanoi



Innovation leading to increased productivity is the fundamental source of increasing wealth in an economy. Prof. Pascal Morand will share with EuroCham his views on how businesses and governments can gain competitiveness through innovation. He will underline the leading role of governments to create good conditions for companies to succeed in implementing innovative strategies. He will emphasize the interdependence between public services and private sector and their common need to share the same innovation approach. Prof. Morand will illustrate his ideas with specific examples of leaders that have successfully implemented great innovation strategies in numerous international companies such as Hermès, Sony, Orange or L'Oréal.

Prof. Pascal Morand is Dean of ESCP Europe, one of the top business schools in Europe and the main European academic partner of CFVG. He is a graduate of HEC and holds a doctorate in economics. Former General Director of the “Institut de la Mode” (French Fashion Institute), he chaired a high level workgroup on globalization for the French Ministry of Foreign Trade and another in 2009 on innovation for the Ministry of Economy, Industry and Employment. These researches on innovation and recommendations to the French government were summed up in the report “Pour une nouvelle vision de l'innovation” (For a new vision on innovation).

***Join EuroCham at this unique luncheon to get an inside view of
Innovating Vietnam – How Government and Companies can face the Challenges?***

11.30-12.00: Registration

12.00-12.05: Welcome

12.05-13.45: Presentation, lunch and Q&A

at: The Press Club, 59A Ly Thai To street, Hanoi

Please register with EuroCham Hanoi

Tel: (04) 3715 2228; Fax: (04) 3715 2218 or emailing: linh@eurochamvn.org

Fee: US\$ 30 for members; US\$ 40 for non-members

Name: _____ **Member of** _____

Email: _____ **Telephone** _____

Company: _____ **Email:** _____

*Cancellations accepted up to 24 hours before the event, after which
“no shows” have to be charged due to obligations with the venue.*