

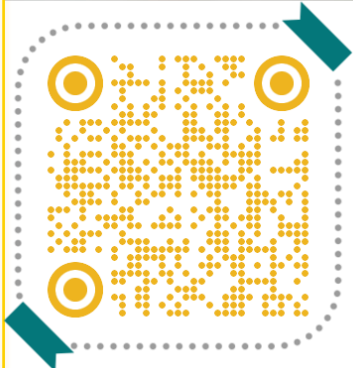
Vietnam's Largest Food & Drinks B2B Conference

food & drinks innovate | VIETNAM 2020 VIRTUAL

December 16 – 17, 2020

Digitally Presented via Hopin

A one and half day online event covers



Food and Drinks Industry
Tomorrow **Innovation Driven**

Scan to Register

Presented by escm

“

As the 3rd most profitable industry in the country, Vietnam's F&B industry, takes up some 15% of total GDP now and it grows 11.6% annually. It is currently the fastest growing F&B market in the world and potentially it will grow as one of Asia's top food and beverage producers and exporters.

”



Why Vietnam: The Facts

Vietnam's annual F&B currently takes some 15% of total GDP. Food and non-alcoholic spending is forecasted to grow some 11.6% annually for the coming 5 years. F&B ranks the 3rd among the most profitable sectors in Vietnam, after Banking and Real Estate. And Vietnam ranks 11th on Global Retail Development Index by A.T. Kearney. Nielsen calculates that by 2022, Vietnam will have about 33 million people classified as urban middle class and will increase to 95 million people by 2030. Overall economic growth, combined with a sizeable young population, rapid urbanization, and consumer concerns about hygiene and food safety are driving changes in consumption patterns.



70%
Population under 35 years old



26%
Middle Class by 2026



15%
F&B Share in Total GDP



6%+
YoY GDP



\$408 m
F&B market revenue by 2023



10.9%
Annual Growth Rate for next 5 years



9.68%
YoY consumption processed food Growth



6.69%
YoY consumption processed drinks Growth



80,000
Chain Restaurant



22,000
Coffee shops and Bars



950
Supermarkets



200+
Shopping Centers



9,000
Traditional Food Markets

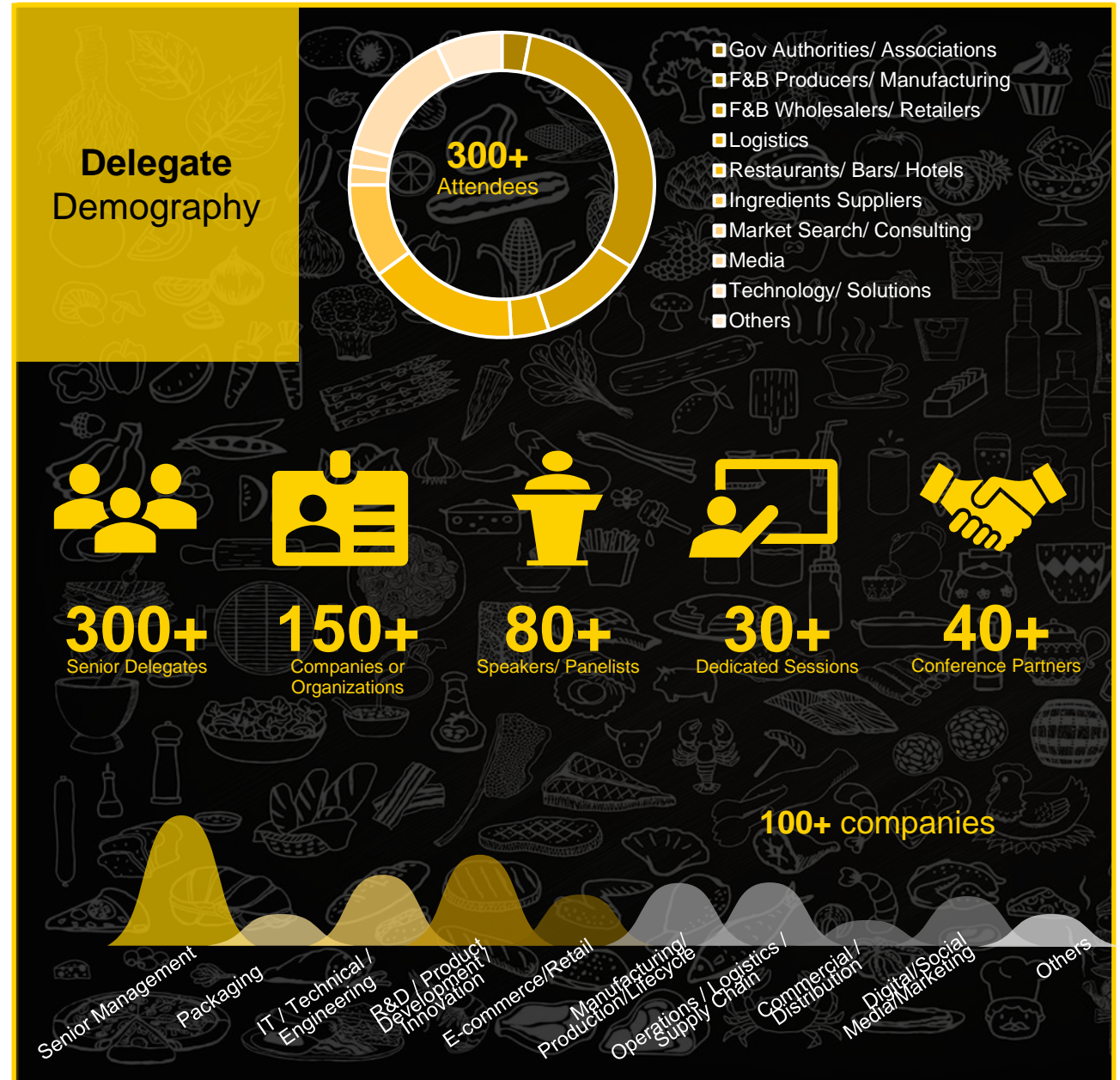


2.2m
Mom-pop stores

Vietnam's biggest, most inclusive & forward thinking gathering of leaders, CEOs, entrepreneurs, policy makers, disruptors of its kind - addressing "Food and Drinks Industry Tomorrow - Innovation Driven"

food & drinks innovate Event Structure

  <p>December 16th 1:00 PM – 6:00PM</p>	 <p>December 17th 9:00 AM – 12:00 PM</p>	 <p>December 17th 2:00 PM – 5:00PM</p>
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SPEAKERS



Toan Nguyen

Head of Marketing
McDonald's Vietnam



Hien Doan Van

*F&B Segment Lead – South East
Asia Region, Electrification Business
Area*
ABB



Mark Bain

Creative Director
Pizza 4P's



Rahul Shinde

CIO
Coca Cola Vietnam



Indranil Sen

Director - Global Operation
Accenture



Mark Bain

Creative Director
Pizza 4P's

SPEAKERS



Kelvin Ng

Business Development Director,
ASEAN
Green Monday



Peter Christou

Expert Solutions Director
Kantar



Trinh Viet Anh

Head of Consumer Packed Goods
Facebook Vietnam



Stephen Michael Co

Founder and CEO
Worth The Health Foods (WTH
Foods)



Andrew D Ive

Founder and Managing General
Partner
Big Idea Ventures



Vinayaka Srinivas

Co-Founder & CEO
Gaia Foods

SPEAKERS



Atul Patel

Co-founder
dttledgers



John G. Keogh

Founder & Managing Principal
Shantalla Inc.



Do Van Long

Chief Executive Officer
Vietnam Blockchain Corporation



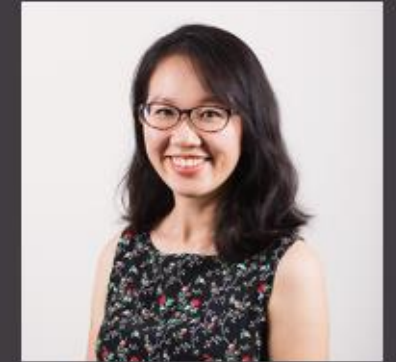
Raul Samaniego

Director Supply Chain
AJE Group



Utsav Garg

Managing Partner, Southeast Asia
A.T. Kearney



Chi Nguyen

Customer Success Manager, APAC
Region
AppsFlyer

SPEAKERS



Cyndy Au

Regional Director, Regulatory &
Product Stewardship (Asia Pacific)
DuPont Nutrition & Biosciences



Michelle Lee

Regional Marketing Leader AP
DuPont Nutrition & Biosciences



Ngoc Anh Sprünker

Chairwoman
Detech Coffee



Pierre Pienaar

President
World Packaging Organisation



Dr. Matthew Zhao

Food Scientist
Big Idea Ventures



Victor Leow

ASEAN Beverage Industry Leader
DuPont Nutrition & Biosciences

SPEAKERS



Jeremiah Reyes

Director, BASES
Nielsen



Julie Smith

Director, Innovation Research
Nielsen



Trịnh Vân Hoa

CEO
Nam Quốc Minh Global Co.



DuPont Nutrition & Biosciences is a world leader of innovative and sustainable solutions across food, health, pharma and biotech industries. Comprising of three strong market oriented, customer centric platforms, underpinned by outstanding technology and innovation.

[Learn More](#)

Gold Sponsor

ABB Vietnam

ABB in Vietnam is part of ABB Group - a leading global technology company that energizes the transformation of society and industry to achieve a more productive, sustainable future. By connecting software to its electrification, robotics, automation and motion portfolio, ABB pushes the boundaries of technology to drive performance to new levels.



ABB started operations in Vietnam in 1993. In the 27 years since, it has grown to be a reliable partner in the field of technology, providing turnkey solutions and services in the market. With solid record across the food and beverage sector in Vietnam, we understand challenge from the dual perspective of your business and the wider industry. This puts ABB in position to provide you with incisive guidance on how best to prepare for the future of food and beverage manufacturing.

[Learn More](#)

Knowledge Partner












Kantar



Kantar is the world's leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar's 30,000 people help the world's leading organizations succeed and grow.

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Packaging Innovate + Supply Chain Innovate Track December 16 Afternoon (Hanoi Time)

	Opening Remarks 13:00 (Hanoi Time GMT+7)	Opening Remarks Presented by Gloria Wong , Food, Drinks and Hospitality Cluster Event Director, Escom Events
	Keynote 13:10	Sustainability from Vietnamese Perspective -Market context -What are consumers concerned about? -What actions are consumers taking today? -What's next? The increased opportunity around Sustainability Presenter: Peter Christou Expert Solutions Director Kantar
	Keynote 13:35	Bridging Nutrition Science and Innovation: Addressing Health & Immunity in Vietnam Presenter: Cyndy Au Regional Director, Regulatory & Product Stewardship (Asia Pacific) DuPont Nutrition & Biosciences
	Keynote 14:00	A Safe, Smart, Reliable and Sustainable Future of Food & Beverage -The food & beverage industry is under constant pressure to adapt and evolve to meet consumer demand. This means increased production, lower prices, and improved quality and variety, all while maintaining a commitment to sustainability. Let's write the future of Food & Beverage. Together. Presenter: Hien Doan Van F&B Segment Lead - APAC Region, Electrification Business Area ABB
	Keynote 14:25	Global Packaging Perspective for 2021 Is plastics really the bad omen of our industry? We need to keep this valuable material and we need to keep it where it belongs. Pierre will explain in this presentation where it belongs. We need global synergy to develop solutions that reduce packaging volume and impact, without compromising on protection. How does the World Packaging Organisation view the state of plastics? Pierre explores this future along with alternatives, targets, achievements, alliances, and the global challenges to reduce packaging waste. He will focus on the design and implementation of affordable and effective schemes that are attainable and meaningful to countries or regions. What about consumer and public awareness of packaging waste? what about Governments' responses, and some of the steps being taken to introduce regulations to drive sustainability. He will complete his presentation with innovative opportunities that will bridge current sustainability shortfalls. He will complete his presentation with innovative opportunities that will bridge current sustainability shortfalls. Presenter: Pierre Pienaar President World Packaging Organisation
	Tea Break + 1 Meeting 14:50-15:40	Afternoon Tea Break and 1-1 Video Meetings
	Thảo luận mở bằng tiếng Việt 14:55 - 15:30	(Tiếng Việt) Cutting Cost to be More Competitive Join ABB to cut through the noise and identify real, actionable ways to cut cost to be more competitive. Host: Hai Phu Solutions Specialist ABB
	Thảo luận mở bằng tiếng Việt (Open Discussion in Vietnamese) 15:00-15:30	-Description: We believe that good nutrition is essential to a strong immune system. For decades, DuPont has delivered essential food and beverage innovation, so that you can deliver products that consumers love. Join us on 16 Dec (gmt) as we discuss trends and innovation on health & immunity. Host: Thanh Le Sales Manager DuPont Nutrition & Biosciences <i>Anyone who is interested in discussing on trends and innovation on health & immunity can open up their cameras to join in the LIVE discussion. The session can be watched by everyone.</i>
	Panel Discussion 15:40	Increasing Demand for Food Shipping/Traceability -COVID-19 has thrown the world into a chaotic environment. Many cases was associated with imported seafood which then allow people to reiterate the importance of traceability. According to OSHA, most food-borne illnesses either start or expand within the food supply chain. The need for retailers and suppliers to document the who's, what's, where's, and when's of every aspect of the food supply chain, not only for consumer safety and protecting their brands – but legal reasons as well, has stimulated a growing need for more accurate traceability standards. <ol style="list-style-type: none">1. The need for Food Supply Chain Traceability – What's the motivation?2. What role is technology playing in this and more specifically Blockchain?3. Why has this still not taken off in a big way, beyond a few successful POCs and even fewer commercial implementations?4. Is the business model / economics viable today?5. What's the future? Moderator: Indrani Sen , Director - Global Operations, Accenture Panelists: Do Van Long , CEO, Vietnam Blockchain Corporation Atul Patel , Co-founder, diledgers Raul Samaniego , Director Supply Chain, AJE Group
	Keynote 16:25	Supply Chain Innovation And Digital Transformation Presenter: John G. Keogh Founder & Managing Principal Shantalla Inc.
	Close of Day One 16:50	Closing Remarks



Keynote

14:00 (Hanoi Time/GMT+7)

Digital Transformation for F&B Players: The HOW

•Dramatic differences in approach to digital can lead to dramatically different results – A snapshot of what leaders in the industry are doing differently:

1. Principles of Success
2. Case Studies and Examples

Presenter:

Utsav Garg

Managing Partner, Southeast Asia

AT Kearney



Keynote

14:25

Winning Moments of Thirst & Hunger

•The changes in consumer media consumption lead to the birth of new Generation:
Discovery Generation

•Identify Key Demand Moments of F&B to own

•Winning Consumer Mental availability in the key moments of F&B consumption

•Winning Product Physical Availability both Online and Offline

Presenter:

Viet-Anh Trinh

Head of Consumer Packaged Goods

FACEBOOK



Tea Break

15:35 - 16:15

Afternoon Tea Break and 1-1 Video Meetings



Keynote

16:15

The Conception, Launch and Ongoing Development of the Pizza 4P's Delivery Service

- An overview of the inception of this brand new service following the COVID-19 outbreak in Vietnam
- The evolution of Pizza 4P's delivery through operational and technological innovation
- Looking ahead to 2021

Presenter:

Mark Bain

Creative Director

Pizza 4P's



Keynote

16:40

2020 Mobile Insights and Recommendations for App Marketers and Developers Based on Data Trends

- Mobile Acquisition: Weekly Installs by platform (jan 2020 - latest)
- Install Quality: Uninstall/ Revenue/open sessions/ by platform (jan 2020 - latest)
- Mobile Ad Fraud: Monthly Fraud trends, types & financial exposure (Sept - Oct 2020)
- Install Retention: Daily by platform (October 2020)

Presenter:

Chi Nguyen

Customer Success Manager, APAC

AppsFlyer