

# FOOD & DRINKS iNNOVATE | VIETNAM 2020

December 16th – 17th, 2020

Digitally Presented via Hopin

A ONE AND HALF DAY ONLINE EVENT COVERS



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**Food and Drinks Industry Tomorrow  
Innovation Driven, Digitally Presented**

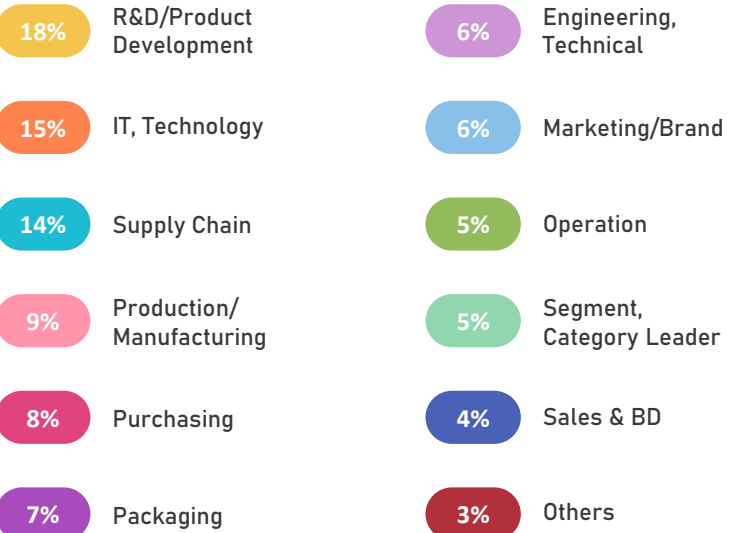
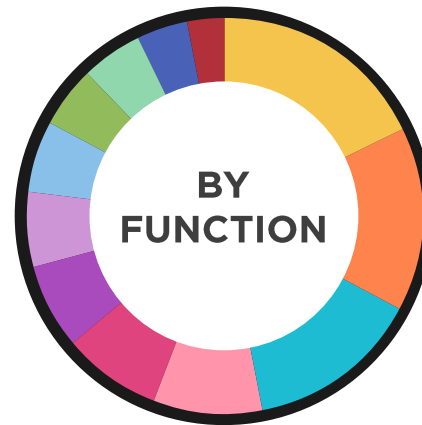
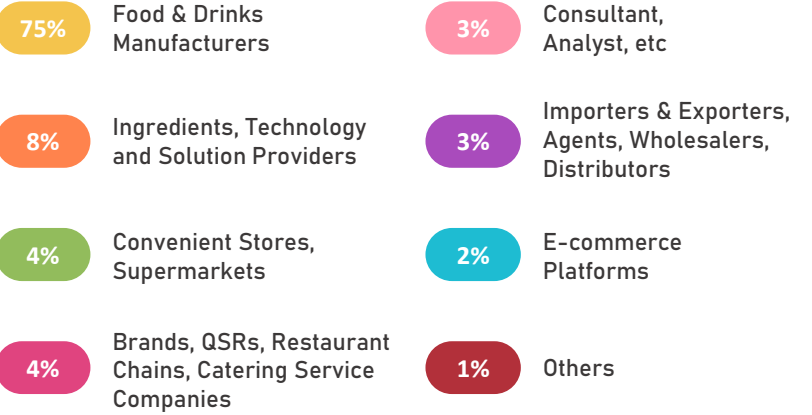
**Vietnam's ONLY Food &  
Drinks B2B Conference**

278

TOTAL  
ATTENDEES

27

SPEAKERS



Packaging Innovate Track (Hanoi Time)		Sustainable Supply Chain (Hanoi Time)	
13:00	<p><b>Welcome Remarks from Organizer + Hopin Attendee Tour</b></p> <p><i>Presenter</i>  <b>Gloria Wong</b>, Food, Drinks and Hospitality Cluster Event Director, Escom</p>	14:50-15:40	<p><b>Afternoon Tea Break and 1-1 Video Meetings</b></p>
13:10	<p><b>KEYNOTE</b>  <b>Sustainability from Vietnamese Perspective</b></p> <ul style="list-style-type: none"> <li>Market context</li> <li>What actions are consumers taking today?</li> <li>What are consumers concerned about?</li> <li>What's next? Increased opportunity around Sustainability</li> </ul> <p><i>Presenter:</i>  <b>Peter Christou</b>                      Expert Solutions Director                      Kantar</p>	15:00-15:30	<p><b>OPEN DISCUSSION SESSION: (Diễn giả Việt Nam / Vietnamese Speaker)</b>  <b>Power through with DuPont on Health &amp; Immunity</b></p> <ul style="list-style-type: none"> <li><i>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 (3pm) as we discuss trends and innovation on health &amp; immunity.</i></li> </ul> <p><i>Host:</i>  <b>Dr. Thanh Le</b>                      Business Development Manager                      DuPont Nutrition &amp; Biosciences</p> <p><i>Anyone who is interested in discussing on trends and innovation on health &amp; immunity can open up their cameras to join in the LIVE discussion. The session is open to everyone.</i></p>
13:35	<p><b>KEYNOTE</b>  <b>Bridging Nutrition Science and Innovation: Addressing Health &amp; Immunity in Vietnam</b></p> <p><i>Presenter:</i>  <b>Cyndy Au</b>                      Regional Director, Regulatory &amp; Product Stewardship (Asia Pacific)                      DuPont Nutrition &amp; Biosciences</p>	15:40	<p><b>PANEL</b>  <b>Increasing Demand for Food Shipping Traceability</b></p> <ul style="list-style-type: none"> <li><i>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-born 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.</i></li> </ul> <p><i>Moderator:</i>  <b>Indranil Sen</b>, Director - Global Operations, Accenture</p> <p><i>Panelists:</i>  <b>Do Van Long</b>, CEO, Vietnam Blockchain Corporation  <b>Atul Patel</b>, Co-founder, dltledgers  <b>Raul Samaniego</b>, Director Supply Chain, AJE Group</p>
14:00	<p><b>KEYNOTE (Tiếng Việt)</b>  <b>A Safe, Smart, Reliable and Sustainable Future of Food &amp; Beverage</b></p> <ul style="list-style-type: none"> <li><i>The food &amp; 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 &amp; Beverage. Together.</i></li> </ul> <p><i>Presenter:</i>  <b>Hien Doan Van</b>                      F&amp;B Segment Lead - APAC Region, Electrification Business Area                      ABB</p>	16:25	<p><b>KEYNOTE</b>  <b>Supply Chain Innovation And Digital Transformation</b></p> <p><i>Presenter:</i>  <b>John G. Keogh</b>                      Founder &amp; Managing Principal                      Shantalla Inc.</p>
14:25	<p><b>KEYNOTE</b>  <b>Global Packaging Perspective for 2021</b></p> <ul style="list-style-type: none"> <li><i>He will focus on the design and implementation of affordable and effective schemes that are attainable and meaningful to countries or regions.</i></li> <li><i>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.</i></li> <li><i>He will complete his presentation with innovative opportunities that will bridge current sustainability shortfalls.</i></li> </ul> <p><i>Presenter:</i>  <b>Pierre Pienaar</b>                      President                      World Packaging Organisation</p>	16:50	<p><b>Closing of Day One</b></p>

**Product Innovate Track (Hanoi Time / GMT+7)**

09:00	<p><b>Welcome Remarks from Organizer + Hopin Attendee Tour</b>                  Presenter                  Gloria Wong, Food, Drinks and Hospitality Cluster Event Director, Escom Events</p>		
09:10	<p><b>KEYNOTE</b>  <b>Breakthrough Innovations across the CPG Space</b>                  • A view of some top/breakthrough products in the CPG space, and the role they play or have for the brand.                  Presenter:  <b>Jeremiah Reyes</b>                  Director, BASES Nielsen</p>	11:00	<p><b>KEYNOTE</b>  <b>Food Technology Trends in the Alternative Protein Sector</b>                  • Why are Consumers Transitioning Towards Alternative Proteins? - Consumer Trends                  • Alternative Protein Landscape - Tapping into Opportunities                  • What is Alternative Protein? - Plant- vs Cell-Based Technology                  • Innovation in the Plant-Based and Cell-Based Sectors - Case Studies                  Presenter:  <b>Dr. Matthew Zhao</b>                  Food Scientist                  Big Idea Ventures</p>
09:35	<p><b>PANEL</b>  <b>Is Alternative Protein the Future of Food?</b>                  • Innovation in alternative protein - Portfolio companies as case studies                  • Challenges faced by companies                      1. Product development                      2. Regulatory hurdles (i.e. food safety)                      3. Manufacturing and commercialization of alternative protein products                  • Investment opportunities in alternative protein companies                      1. Why invest in this space?                      2. How do you determine which companies to invest in?                      3. How do you approach investors?                  Moderator:  <b>Andrew D Ive</b>, Founder and Managing General Partner, Big Ideas Ventures                  Panelists:  <b>Vinayaka Srinivas</b>, CEO and Co-Founder, Gaia Foods  <b>Stephen Michael Co</b>, Founder and CEO, Worth The Health Foods (WTH Foods)  <b>Kelvin Ng</b>, Business Development Director ASEAN, Green Monday  <b>Michelle Lee</b>, Regional Marketing Leader AP, DuPont Nutrition &amp; Biosciences</p>	11:25	<p><b>KEYNOTE</b>  <b>Digital Transformation in the Beverage Industry</b>                  Mr. Rahul Shinde is a CIO for Cola Beverages Vietnam, where he manage and maintain all digital initiatives with a focus on innovation and value realization. Mr. Rahul brings more than 17 years of diverse international leadership experiences performing country, regional, global leadership roles in FMCG and Business consulting domain in USA, India and Vietnam. He also strategized and led multiple digital transformation initiatives around growth and margin improvement in the areas of analytics, cloud, mobile, analytics and IOT. He specialises in large-scale digital program management and delivery, Business Intelligence solutions, IT Governance, Building Strategic Road-maps                  Presenter:  <b>Rahul Shinde</b>                  CIO                  Coca Cola Vietnam</p>
10:20	<p><b>Morning Tea Break and 1-1 Video Meetings</b></p>	11:50	<p><b>KEYNOTE</b>  <b>Innovative Packaging and Supply Chain Cross Border Solution for Food</b>                  • Covid-19 has changed our customer behavior and habit. They are now looking for freshness, original taste, foods that can boost the immune system, safety, home delivery, and ready to quick cook.                  • Shortfall of agricultural worker, non-migrant workers would affect to agricultural workforce supply                  • Food and agriculture's demands are high, Crisis over / shortage food and imbalance food supply (at both plantation and post-harvest) occurred by region. We need to push up the cross-border levels, how we still can keep our supply chain workable to keep the freshness and original taste of our products after it cross the countries? Those solutions are in high needs                  Presenter:  <b>Trịnh Vân Hoa (Mrs.)</b>                  Co-Founder &amp; CEO                  Nam Quốc Minh Global Co.</p>
10:50	<p><b>OPEN DISCUSSION SESSION: (English Speaker)</b>  <b>Power through with DuPont on Health &amp; Immunity</b>                  • 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.                  Host:                  Victor Leow, ASEAN Beverage Industry Leader, DuPont Nutrition &amp; Biosciences                  Anyone who is interested in discussing on trends and innovation on health &amp; immunity can open up their cameras to join in the LIVE discussion. The session is open to everyone.</p>	12:15	<p><b>Lunch Break + 1-1 Partnering</b></p>

**Marketing Innovate Track (Hanoi Time / GMT+7)**

14:00	<p><b>KEYNOTE</b>  <b>Digital Transformation for F&amp;B Players: The HOW</b></p> <ul style="list-style-type: none"> <li>Dramatic differences in approach to digital can lead to dramatically different results – A snapshot of what leaders in the industry are doing differently:             <ol style="list-style-type: none"> <li>Principles of Success</li> <li>Case Studies and Examples</li> </ol> </li> </ul> <p>Presenter:  <b>Utsav Garg</b>              Managing Partner, Southeast Asia              AT Kearney</p>		15:35 <b>Afternoon Tea Break and 1-1 Video Meetings</b>
14:25	<p><b>KEYNOTE</b>  <b>Winning Moments of Thirst &amp; Hunger</b></p> <ul style="list-style-type: none"> <li>The changes in consumer media consumption lead to the birth of new Generation: Discovery Generation</li> <li>Identify Key Demand Moments of F&amp;B to own</li> <li>Winning Consumer Mental availability in the key moments of F&amp;B consumption</li> <li>Winning Product Physical Availability both Online and Offline</li> </ul> <p>Presenter:  <b>Viet-Anh Trinh</b>              Head of Consumer Packaged Goods              FACEBOOK</p>		16:15 <b>KEYNOTE</b> <b>The Conception, Launch and Ongoing Development of the Pizza 4P's Delivery Service</b> <ul style="list-style-type: none"> <li>An overview of the inception of this brand new service following the COVID-19 outbreak in Vietnam</li> <li>The evolution of Pizza 4P's delivery through operational and technological innovation</li> <li>Looking ahead to 2021</li> </ul> <p>Presenter:  <b>Mark Bain</b>              Creative Director              Pizza 4P's</p>
14:50	<p><b>PANEL</b>  <b>Design Better Customer Journeys across the Entire Customer Lifecycle</b></p> <ul style="list-style-type: none"> <li>How did COVID-19 impact your business initially, and how have you adjusted to this new normal? what were some things that had to be done differently because of covid19 versus pre-covid19?</li> <li>What challenges did your business face and had to adjust in these times? e.g. opening/closing hours, facemask policies, social distancing, food delivery handling, etc.</li> <li>What specific challenges did you face with food delivery? we have heard of labour shortages as online retail and food sales have surged beyond expectations in recent times. what challenges did you face with quality assurance, customer lifecycle process, customer service and any other key areas for your business?</li> <li>Can you give examples of how businesses can automate some or all of it customer lifecycle process as it relates to customer awareness, engagement and consideration, evaluation, purchase, product and support experience, bonding/loyalty/ to advocacy?</li> <li>What are you most proud of about your company's response to the pandemic?</li> <li>What adjustments were made by your business that you will keep moving forward, even when the pandemic has subsided?</li> <li>Will your business come out of this stronger and better positioned than before? how and why? will your business be pandemic ready for the future?</li> </ul> <p>Moderator:  <b>Sean T. Ngo</b>, CEO &amp; Co-Founder, VF Franchise Consulting</p> <p>Panelists:  <b>Trung Nguyen</b>, Co-founder &amp; CEO, Loship  <b>Toan Nguyen</b>, Head of Marketing, McDonald's Vietnam  <b>Ngoc Anh Sprunker</b>, Chairwoman, Detech Coffee</p>		16:40 <b>KEYNOTE</b> <b>2020 Mobile Insights and Recommendations for App Marketers and Developers Based on Data Trends</b> <ul style="list-style-type: none"> <li>Mobile Acquisition: Weekly Installs by platform (jan 2020 - latest)</li> <li>Install Quality: Uninstall/ Revenue/open sessions/ by platform (jan 2020 - latest)</li> <li>Mobile Ad Fraud: Monthly Fraud trends, types &amp; financial exposure (Sept - Oct 2020)</li> <li>Install Retention: Daily by platform (October 2020)</li> </ul> <p>Presenter:  <b>Chi Nguyen</b>              Customer Success Manager, APAC              AppsFlyer</p>
		17:05	<b>Closing of the Event</b>

- ABB Vietnam
- Accenture
- ACFC
- AIB International Inc.
- AJE Group
- An Nam Professional
- Andros Asia
- AppsFlyer
- Ascentis
- Asia Chemical corporation
- Asia Food and Beverage CO., LTD
- AT Kearney Pte Ltd
- Ball Asia Pacific
- Beinco
- Beyond Meat
- Big Idea Ventures
- Binh Hanh Dan Company Limited
- Brenntag Vietnam
- Buzzmetrics
- CBR Store
- Central Retail Vietnam
- Circle K Vietnam
- CJ Food VN
- Co.op Food supermarket
- Coca Cola Beverages Vietnam Ltd.
- COLES
- CÔNG TY CỔ PHẦN ĐẦU TƯ THẾ GIỚI DI ĐỘ
- Cosucra Groupe Warcoing
- Cricket One
- Detech Coffee
- dltledgers
- DuPont Nutrition & Biosciences
- DuPont Vietnam
- Earable
- Ems Solution
- Ergodic Solutions
- Facebook
- FES Vietnam
- Flexlink Vietnam
- Foodsource Vietnam
- Friesland Campina
- Fuji vn
- Gaia Foods
- GIA HUY's Company
- Global Export & Import Foodstuff J.S.C
- Green Monday
- Greenlife
- GS25 Vietnam
- Heart of Darkness Brewery
- Heineken
- HMD Global Oy
- Hoi Tu Investment Consulting JSC
- Holly's House
- Hung Phat
- Huong Thuy Corporation
- HUY LONG AN - MY BINH LIABILITY COMPANY
- IDD Corporation
- IDP
- Indesso
- Jollibee Vietnam
- JUSTT BEAUTHY
- Kantar
- Kearney
- KFC Vietnam
- Kido Group
- Kilsa
- L Concepts Vietnam
- Leave a Nest , Singapore
- Loship
- Lotus Group
- Lozi Vietnam JSC
- MAI KA CO.,LTD
- Masan Consumer
- McDonald's Vietnam
- MM Mega Market
- MXB JSC
- NAFOODS JSC
- Nam Quoc Minh Global Co., (NQMG)

- NAPOLI COFFEE JSC
- NavidoCHEM
- Nespresso
- Nestle Vietnam
- Nguyen Minh Ngoc Trading Company
- Nielsen
- Nova Consumer
- NutiFood
- Ogilvy
- Olam Vietnam
- Ovado.digital
- People With Ideas
- Pizza 4P's
- Pizza Hut
- PT Angkasa Pura Retail
- PT Aptar Indonesia
- QLM Group
- QSR
- Quoc Viet Seafood
- Real Bean Coffee Company Limited
- Red River Foods Group, Inc.
- Red Wok Investment
- Restaurant Association of Vietnam
- Saigon Co-op
- Saky Foods Co.,LTD
- Save the children
- Shantalla
- Siam Canadian Vietnam Foods
- Singapore business Federation
- Son Ha Spice & Flavoring
- SonKim Retail Corporation
- S-Smartlife
- Suntory beverage and food viet nam
- Suntory Pepsico Vietnam Beverage
- Sweegen
- Tan Hiep Phat Group (THP)
- TBC-BALL
- TBK Green Food JSC
- TCCC
- Tesa
- TH Group
- TH True Milk
- THP
- Trung Nguyen Legend Group
- Truong Sinh International Scientific Development Company
- TVR Corporation
- Unilever Foods Solution
- VBA-ADK
- VF Franchise Consulting
- Viet Lotus
- Viet Thai International
- Vietnam Blockchain Corporation
- Vietnam Investment Review
- Vinamilk
- Vinasoy
- Vincom Retail
- VISSAN
- wadah olah inovasi
- Weben Partners
- World Packaging Organisation
- Worth The Health Foods (WTH Foods)
- Yamato Logistics Viet Nam Co.,Ltd
- Zespri International
- VBA-ADK
- VF Franchise Consulting

# FOOD AND DRINKS INNOVATE UPCOMING EVENTS:

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- **Food and Drinks Innovate Asia Virtual 2021**  
*(August 25-26 @ Hopin)*
- **Food and Drinks Innovate Indonesia**
- **Food and Drinks Innovate Vietnam**
- **FoodTech Philippines**
- **Food and Drinks Innovate Malaysia**
- **Food and Drinks Innovate Thailand**

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