

ORGANIZERS



VMARK[®]
VIETNAM DESIGN WEEK
VIETNAM DESIGN AWARDS



SPONSOR

ConceptD™

**DESIGN
SUMMIT**

the power of **CREATIVE ENTREPRENEURSHIP**

Sức mạnh sáng tạo lãnh đạo doanh nghiệp

LE MERIDIEN Saigon

08.01.2021

8:00 - 12:00

200+
Selected Guests

12+
Keynote Speakers

900+
Audience

10+
Media Campaign

PACKED PROGRAM

- Meet the Experts in
Design | Creative Industries | Design Education
- Launching
**VMARK Vietnam Design Awards |
Products & Branding 2021**
- Exclusive Networking

EVENT PARTNERS





INTRODUCTION

The **POWER** of **CREATIVE ENTREPRENEURSHIP**

The creative economy industry is becoming ever more important as a key industry and the main growth of the global economy. It is also a national branding strategy to generate jobs, wealth, and cultural engagement, especially as a sector that is withstanding the global recession.

We are currently living in an era of non-stop creativity and innovations, paired together with the crisis as well as the largest economic shift today, Vietnam is facing unprecedented challenges as well as opportunities.

More than ever, Vietnam needs a new and sustainable orientation to improve international competitiveness, not only to lower production costs and outsource orders from global companies. Enterprises' leaders must quickly innovate and invest in **BRANDING** and **PRODUCT DESIGN** with technological applications to increase the added-value and the competitiveness for domestic and export markets.

With the theme "**The POWER of CREATIVE ENTREPRENEURSHIP**", the event will include the participation of leading speakers and experts in the fields of Branding & Design as well as leading enterprises of the creative industry that will inspire and share their visions, leadership skills, and breakthroughs of new initiatives. We strongly believe that the Design Summit will elevate the Vietnam national branding - "**VIETNAMESE PRODUCTS WITH GOOD DESIGN & BRAND**", which is globally recognized to turn creative visions into power for sustainable business development.

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GUESTS OF HONOR



DANTE BRANDI
Consul General
Consulate General
of Italy HCMC



NGUYEN HUU TIN
Director of ITPC
Center for Trade
Promotion & Investment



HUYNH KIM TUOC
Director of SIHUB |
Saigon Innovation Hub



MAURO GASPAROTTI
Director of Savills Hotels
Asia Pacific



RICHARD MOORE
Chairman & Ideation Director
Richard Moore Associates



MATT MILLARD
Founder & Managing
Director
Purple Asia Vietnam



ANDREW TRAN
Experienced strategy
professional based in
Vietnam

PANEL DISCUSSION 1

EVENT HOST



DANH TRAN
Vice President
of VDAS
Founder & CEO VMARK
Vietnam Design Week &
Awards

PANEL DISCUSSION 2



PROF. JULIA GAIMSTER
Dean of Communication
and Design at RMIT
University



ANNA VO
Creative Director, PNJ;
Lecturer in RMIT & Hoa Sen
University, Global Brand
Ambassador of the
prestigious Istituto
Marangoni



JUSTIN WHEATECROFT
Co-founder of Square
Roots Furniture Company



FELICE IACOBELLIS
Master Architect /
Interior Designer
Director of SIRHALO



GEORGE NGUYEN
Country Manager
359 Media
Founder of Google
Developer Groups
Vietnam

MODERATOR

MODERATOR



the power of
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PANEL DISCUSSION 1

MODERATOR



HUYNH KIM TUOC
Director of SIHUB |
Saigon Innovation Hub



MAURO GASPAROTTI
Director of Savills Hotels
Asia Pacific



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PANEL DISCUSSION 2

MODERATOR



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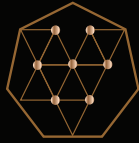
the power of
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PROGRAM

- 8:00 WELCOME GUESTS & NETWORKING**
- 9:00 PRESENT 1 | Representative of VDAS**
“The POWER of CREATIVE ENTREPRENEURSHIP” to connect DESIGN INDUSTRY with ENTERPRISES.
Launching the program “VMARK VIETNAM DESIGN AWARDS | BRANDING & PRODUCTS 2021”
- 9:10 PRESENT 2 | Representative of ITPC - Trade Promotion & Investment Center, HCMC People's Committee**
The importance of a national program in the direction of brand development and design to develop the creative economy.
- 9:20 PRESENT 3 | Italian Consulate General | HCMC, Vietnam**
The Creative industry boosts the development of the economy.
- 9:30 PANEL DISCUSSION 1 | Brand building - Keys to success**
Design Thinking | Applying the Creative Design Thinking to build brand, to turn the creative vision into a successful and sustainable enterprise development.
- 10:30 NETWORKING & SHARING - Teabreak**
- 11:00 PANEL DISCUSSION 2 | Product Design Innovation - Increasing Competitiveness and Distinction**
Enterprises invest in Design Talents and apply innovative product design technology to create the added value of products and expand the domestic and international market to bring great development to businesses.
- 12:00 The end**

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FOR LIFE**

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DESIGN AWARDS 2021**