

VIETNAM/ **REAL ESTATE** SYMPOSIUM 2019/ WHAT'S NEXT



CUSHMAN &
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This year, Cushman & Wakefield is pleased to exclusively partner and co-host Auscham Vietnam's well known real estate symposium, this year with a twist...we are banning backward looking 'market reports' and are pushing the event to a bold, intrepid, forward looking outlook. Our purpose is to seek out **#WhatsNext** in Vietnamese real estate.

We are highlighting prominent and well-known thought leaders and would be honoured if you would consider participating either as a presenter or panelist.

We will discuss genuine trends from across the market offering a unique opportunity for the real estate community's senior stakeholders a chance to interact, network and hopefully offer some new ideas and discussion points for the coming years.

What to expect?



We will, of course, be providing insights on the Residential and Commercial real estate markets. However, we aim to broaden our reach to other fields related to the industry. We want to provide something for everyone, from e-commerce to industrials.

Why are we doing this?

We know 2019 is going to be our time. We want to be at the forefront of **#WhatsNext**, staying ahead of changing markets and expectations. We want all of us in the industry to learn from each other and move forward together into this new and exciting era.

Who is it for?

This year in line with widening our scope, we wish to expand our target audience. With our attitude of looking for **#WhatsNext**, we want to provide something for everyone.

- 300' attendees to include;
- Local and regional developers
- Local and regional large scale investors
- Potential foreign investors
- Multinational companies
- Government representatives

We feel that with such a diverse audience, we will create an engaging networking environment and an excellent opportunity to generate leads and increase your visibility amongst leaders in the market.



Auscham, over the past years, have worked hard establishing an annual event that we feel has potential to become the premier 'must attend' real estate event of the year. To keep the sessions sharp and interesting, we have canvassed clients already to establish the topics that the market wants to talk about, and after a poll for topics and speakers, are proposing the following detailed agenda:

SYMPOSIUM AGENDA

SESSION	SPEAKER(S)	OVERVIEW
Welcome & introduction 5-10 mins	Chau Ta, Auscham	Chau is the driving force for Auscham's interest in RE and is one of the most experienced M&A legal advisors in Vietnam working her day job at SC Capital Partners.
The Economic Punch 20 mins	Michael Kokalari, CFA, VinaCapital	A short and sharp view of where Vietnam is, and what challenges and opportunities exist for RE.
The secrets of the local residential market... 20 mins	Mr Hoang, Director Research & Development, DKRA	Residential insight from the most prominent residential sales brokerage with arguably the deepest penetration into the local market. A local firm talking about the most important local market...
Market truths 15 mins	Alex Crane, Managing Director, Cushman & Wakefield Vietnam	A speaker that is not too shy to tell it as it is. We will not talk market data here but spot trends and use this session to set up a few forward looking ideas and discussion points for each section. The data will be given to attendees in hard copy to take away or to download at the end of the event.
Have we heard it all before? 30 mins	Host: Ben Gray, Director Capital Markets, C&W Confirmed speakers: Elaine Chen - PAG, Quyen Duong Do - Dragon Capital, to be updated.	Proposed panel discussion from some longstanding industry heavyweights on why it is different now. A view from both inside Vietnam, and from outside Vietnam on how we are comparing to the regional markets.
The convergence of retail - mins	Mr Dzung, Executive Director, Nielsen Vietnam	A discussion including consumer analytics, what the offline retailer feels and how the eCommerce segment is fitting in...
Tea break 15 mins		
Logistics changes and affect in industrial - thank you eCommerce... 30 mins	Host: Paul Tonkes, Director Industrial & Logistics, C&W Confirmed speakers: Peter Garrison - Logos Property, Tomasz Jurzak - Kuehne & Nagel, Bruno Jaspaert - Deep C.	to be updated.
The panellist pressure cooker! Max 30 mins	Host: Crane/Squire Patton Boggs AND We would very much appreciate your involvement in this part which may become a signature part of the event for years to come.	To keep sharp, we will take Q&A over the course of the day using Slido. We will log and review Q's before release (private to speakers). This is a forum for all speakers that want to take part to freestyle and might just provide the most interesting takeaways of the event.



SPONSOR PACKAGES

TITLE

VALUE (Excluding VAT)

DIAMOND

150 mil

PLATINUM

80 mil

GOLD

40 mil

OTHERS

- Transportation sponsor
- Hotel sponsor
- Design - Printing sponsor

As Negotiated





DIAMOND SPONSOR: ★★ ★

1. Main benefits of Diamond sponsor

- A representative of the sponsor (Director level) can join one of the panel discussions at the symposium
- A representative of the sponsor will get an exclusive interview to be posted on the event's official social media as well as C&W and Auscham's channels
- The sponsor will be given 5 VIP tickets for the symposium
- Acknowledgement in the Welcoming and Closing speeches
- Maximum 3 mins TVC to showcase itself, its services, its projects to be played at the opening of the symposium and during teabreak.
- Given one promotion desk to showcase itself, products, services, projects at the welcoming area
- Can place 1 standee at the guest welcoming area

2. Media benefits of Diamond sponsor

- The sponsor's logo and the title "Diamond Sponsor" will be highlighted on the main backdrop of the press conference and in the press release sent to media outlets.
- The sponsor's representative will be allowed to give a speech and answer interview questions (within agreed content) at the press conference.
- The sponsor's logo and the title "Diamond Sponsor" to appear in all advertisements of the event's official social media as well as C&W and Auscham's channels
- To be provided 1 half page color insertion on Vietnam Investment Review (English-language business newspaper)
- To be provided with 1 article in Dau Tu Bat Dong San (Vietnamese language property magazine)
- To be provided 1 online article on vir.com
- The sponsor's representative will be prioritised at interviews with the media at the forum



PLATINUM SPONSOR: ★★

1. Main benefits of Diamond sponsor

- A representative of the sponsor will get an exclusive interview to be posted on the event's official social media as well as C&W and Auscham's channels
- The sponsor will be given 3 VIP tickets for the symposium
- Acknowledgement in the Welcoming and Closing speeches
- Maximum 1 mins TVC to showcase itself, its services, its projects to be played at the opening of the symposium and during teabreak.
- Can place 1 standee at the guest welcoming area

2. Media benefits of Diamond sponsor"

- The sponsor's logo and the title "Platinum Sponsor" will be highlighted on the main backdrop of the press conference and in the press release sent to media outlets.
- The sponsor's logo and the title "Platinum Sponsor" to appear in all advertisements of the event's official social media as well as C&W and Auscham's channels
- To be provided 1 half page color insertion on Vietnam Investment Review (English-language business newspaper)
- To be provided with 1 article in Dau Tu Bat Dong San (Vietnamese language property magazine)
- The sponsor's representative will be prioritised at interviews with the media at the forum



GOLD SPONSOR: ★

1. Main benefits of Gold sponsor

- A representative of the sponsor will get an exclusive interview to be posted on the event's official social media as well as C&W and Auscham's channels
- The sponsor will be given 1 VIP tickets for the symposium
- Acknowledgement in the Welcoming and Closing speeches
- Can place 1 standee at the guest welcoming area

2. Media benefits of Gold sponsor

- The sponsor's logo will be placed on the main backdrop of the press conference and in the press release sent to media outlets.
- The sponsor's logo to appear in all advertisements of the event's official social media as well as C&W and Auscham's channels
- To be provided 1 half page color insertion on Dau Tu (Vietnamese-language business newspaper)
- To be provided with 1 article in Dau Tu Bat Dong San (Vietnamese language property magazine)