

October 24, 2023

Scheduled to be held in Vietnam (Hanoi)

NIKKEI DIGITAL FORUM in ASIA

World's Most Advanced Digital Evolution
Asia Makes the World More Convenient and Affluent

Nikkei Inc.

NIKKEI

Nikkei BP

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Objective of the Project

Asia-Originated Data × Digital Evolution Can Make the World More Convenient and Affluent

The rapid evolution of digital technologies including AI is about to change industries, governments and people's lives dramatically in all parts of the world. Leading-edge digital technologies can solve various social issues in Asian countries and realize development of digital solutions that will dominate the world through sharing of achievements and insights.

Making manufacturing more efficient, reducing CO2 emissions, expanding the lineup of public services offered by government agencies, advancing the level financial services, relieving traffic congestions, enhancing medical services, and nurturing human resources in the digital arena – all of these can be addressed through organic collaborations among companies, public organizations, and educational institutions in Asian countries. Now is the time to create new services and digital foundations for the development of local economies and for the wellbeing of local residents.

Asia is now anticipated to take the initiative to discuss solutions in making the world a better place, by combining the achievements and experiences of companies in Japan, China, and Korea with the skills and youth of digital human resources in Vietnam and other ASEAN countries, and also by establishing a foundation for acquiring, distributing, and utilizing beneficial data.

In view of such circumstances, Nikkei Inc. and Nikkei Business Publications will jointly launch “NIKKEI DIGITAL FORUM in ASIA” with the goal of increasing discussions in this regard led by Asia and promoting interactions and collaborations among industry-government-academia in the region. The first “NIKKEI DIGITAL FORUM in ASIA” event will be held in 2023 in Hanoi, Vietnam.

Program Outline

Title

NIKKEI DIGITAL FORUM in ASIA 2023

Organizers

Nikkei Inc., Nikkei Business Publications, Inc.

Supporters
(tbc)

Government agencies promoting digitalization and smartification in Asian countries including Vietnam National Innovation Center (NIC), Thailand Digital Economy Promotion Agency, and Malaysia Digital Economy Corporation (MDEC)
Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS), and some others currently arranging

Date & Venue

October 24, 2023 (Tue) at a hotel in Hanoi

Format

Offline session (free invitation) and online streaming (archive)

Estimated size

Offline: approx.200 people, archive: approx. 1,000 people

Expected audiences

Executives of government/local governments, corporate executives, digital officers from Vietnam and ASEAN countries, and
Executives, Corp. Planning/DX/Sales/officers from Japanese companies (RHQ, Japan HQ), etc.

Planned Program

General Remarks in AM (1 venue) + Theme Sessions in PM (2 venues for total 4 themes) + Exhibition Corner + Networking Party

* Specific six themes for Break-out Session in PM are introduced in page 8 to 14.

* It is possible to arrange other themes.

AM

Keynote Session			
8:30		Doors open	
9:00-9:10	10min.	Opening Remarks	Vietnamese government senior official
9:10-9:30	20min.	Keynote Speech	Expert
9:30-9:50	20min.	Special Session	Sponsor (PLATINUM)
9:50-10:10	20min.	Special Session	Sponsor (PLATINUM)
10:10-10:30	20min.	Break	
10:30-11:30	60min.	Keynote Panel	DX promotion organizations in ASEAN/East Asian countries
11:35-11:55	20min.	Special Session	Sponsor (PLATINUM)
11:55-13:00	65min.	Lunch break	

Exhibition Corner

Planned Program

General Remarks in AM (1 venue) + Theme Sessions in PM (2 venues for total 4 themes) + Exhibition Corner + Networking Party

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PM

Break-out Session ①

13:00-13:20	20min.	Session	Sponsor (GOLD/SILVER/BRONZE)
13:20-13:40	20min.	Session	Sponsor (GOLD/SILVER/BRONZE)
13:40-13:55	15min.	Session	Sponsor (PLATINUM)
14:00-15:00	60min.	Panel Discussion	Expert+Sponsor (PLATINUM)
15:00-15:25	25min.	Break	

Break-out Session ②

15:25-15:45	20min.	Session	Sponsor (GOLD/SILVER/BRONZE)
15:45-16:05	20min.	Session	Sponsor (GOLD/SILVER/BRONZE)
16:05-16:20	15min.	Session	Sponsor (PLATINUM)
16:25-17:25	60min.	Panel Discussion	Expert+Sponsor (PLATINUM)

Break-out Session ③

13:00-13:20	20min.	Session	Sponsor (GOLD/SILVER/BRONZE)
13:20-13:40	20min.	Session	Sponsor (GOLD/SILVER/BRONZE)
13:40-13:55	15min.	Session	Sponsor (PLATINUM)
14:00-15:00	60min.	Panel Discussion	Expert+Sponsor (PLATINUM)
15:00-15:25	25min.	Break	

Break-out Session ④

15:25-15:45	20min.	Session	Sponsor (GOLD/SILVER/BRONZE)
15:45-16:05	20min.	Session	Sponsor (GOLD/SILVER/BRONZE)
16:05-16:20	15min.	Session	Sponsor (PLATINUM)
16:25-17:25	60min.	Panel Discussion	Expert+Sponsor (PLATINUM)

17:30-19:00 Networking Party

Exhibition Corner

Speaker Candidates for Opening Remarks



Nguyen Huy Dung, Deputy Minister of Information and Communications, and Chairman of National Committee on Digital Transformation

He is responsible for policies, strategies, plan, program, and project on digital transformation, digital economy, digital society, e-commerce, information technology application, information technology industry, network security, and postal service.



Nguyen Phu Tien, Deputy Director-General of MIC Authority of Information Technology Application

Assumed the current position after taking up various leader-positions in MIC including Deputy Director of Information Technology Bureau.

He is responsible for construction and utilization of national digital data, and DX implementation in Vietnamese government agencies.



Pham Duc Long, Deputy Minister of Information and Communications

He is responsible for global alliances, global economy, HR development planning, and science & technology, etc. in the information technology area.

Proposed Keynote Panel

Proposed Theme: Greater Asia Digital Collaboration Initiative

Discuss measures to approach the world from Asia, based on data-originated social change and new intellectual property strategy

<Panelist candidates>

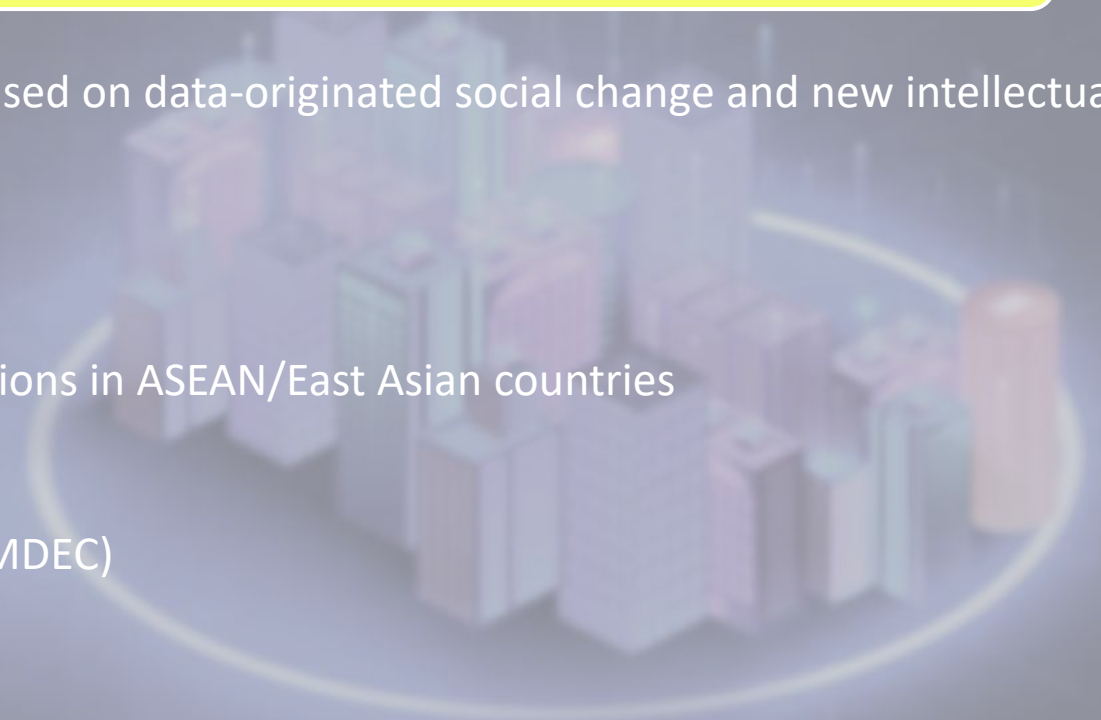
Senior officials and experts of DX promotion organizations in ASEAN/East Asian countries

1. Vietnam: National Innovation Center (NIC)
2. Thailand: Digital Economy Promotion Agency
3. Malaysia: Malaysia Digital Economy Corporation (MDEC)
4. Japan: Digital Agency officials, etc.

<Key audiences>

Offline: Vietnamese government/local government executives, Vietnamese company executives/digital officers, overseas subsidiary executives, etc.

Online: ASEAN and Japanese government officials, company executives/digital officers



Proposed Themes for Break-out Session

Society
DX

Theme 1 Movements of digital revolution from Asia

Discuss the possibility of digital utilization that potentially change the world, based on the latest trends of DX solutions from Asia

e.g.: Smart agriculture/livestock, MaaS, IoT traffic jam relief, healthcare, smart tourism, disaster prevention & mitigation

<Panelist candidates>

1. ASEAN/East Asian local government's executives related to theme (cases) ①
2. ASEAN/East Asian local government's executives related to theme (cases) ②
3. ASEAN/East Asian corporate executives related to theme (cases)
4. Executives of IT/telecom IT company offering solutions related to theme (cases), etc.

<Key audiences>

Offline: Vietnamese government/local government executives, Vietnamese company executives/digital officers, overseas subsidiary executives, etc.

Online: ASEAN and Japanese government officials, company executives/digital officers

Proposed Themes for Break-out Session

Finance
DX

Theme 2 “Finance DX” to accelerate economic growth in Asia

Discuss benefits brought by sophistication of financial services such as settlement and credit through data coordination and AI utilization beyond national and regional frameworks

<Panelist candidates>

1. Financial executives/DX officers in Vietnam ①
2. Financial executives/DX officers in ASEAN ②
3. Financial executives/DX officers in East Asia
4. Executives of IT company offering financial solutions, etc.

<Key audiences>

Offline: Vietnamese government/local government executives, Vietnamese company executives/digital officers, overseas subsidiary executives, etc.

Online: ASEAN and Japanese government officials, company executives/digital officers



Proposed Themes for Break-out Session

Public
DX

Theme 3 Potentials of Digital Government by Japan-Vietnam Collaboration

Discuss data utilization, national IDs, public service reforms, and others with the theme of smart society pioneered by “Data x AI”

<Panelist candidates>

1. Ministry of Public Security of Vietnam
2. Lao government officials
3. Japanese Ministry of Internal Affairs and Communications officials or experts
4. Executives of IT/telecom IT company offering related solutions, etc.

<Key audiences>

Offline: Vietnamese government/local government executives, Vietnamese company executives/digital officers, overseas subsidiary executives, etc.

Online: ASEAN and Japanese government officials, company executives/digital officers

Proposed Themes for Break-out Session

Manufac
turing
DX

Theme 4 “New Smart Industrial Park” Initiative to change common sense of manufacturers

Explore the necessity and impact of comprehensive solutions for “high-tech parks” fully equipped with IoT, AI, and 5G at city-level

<Panelist candidates>

1. Vietnamese government/local government executives
e.g.) People's Committees Of Thai Binh Province in Vietnam, Binh Thuan Province in Vietnam (Son My 1 Industrial Park)
2. Vietnamese developer executives
e.g.) BECAMEX IDC, Viglacera Real Estate Company, IPICO of Vietnam (Son My Industrial Park Investment Construction and Trading Infrastructure Limited Company), etc.
3. Asian government/local government executives
g.) Local government executives of other country that can introduce implementation cases, etc.
4. Executives of IT companies offering solutions for smart industrial parks, etc.

<Key audiences>

Offline: Vietnamese government/local government executives, Vietnamese company executives/digital officers, overseas subsidiary executives, etc.

Online: ASEAN and Japanese government officials, company executives/digital officers

Proposed Themes for Break-out Session

DX
Human
Resource

Theme 5 Seek to be a global base of DX human resource: Vietnam originated “One Million People” project

Discuss the necessity of DX human resource in the world and the big project in Vietnam
Japan-Vietnam or Asian academic network collaboration initiative

<Panelist candidates>

1. Vietnamese university professors (Quy Nhon University, etc.)
2. Vietnamese university professors (FPT University, etc.)
3. ASEAN/East Asian university professors (SFC, Ritsumeikan Asia Pacific University, etc.)
4. Executives of Vietnamese companies with solutions for DX human resources, etc.

<Key audiences>

Offline: Japanese company executives/digital officers, overseas subsidiary executives, Vietnamese company officials, etc.

Online: ASEAN and Japanese government officials, company executives/digital officers

Proposed Themes for Break-out Session

Back-
office
DX

Theme 6 Latest trends of Japan-originated DX Solution

Based on the latest trends of DX support solutions from Japan that are optimized for Japanese and local companies' needs, discuss how to implement DX on local basis and how to cooperate with Japan HQ on DX. Eg: information sharing, ERP, accounting, HR management, legal, etc.

<Panelist candidates>

1. Executives of local company or Japanese company's overseas subsidiary related to theme (cases) ①
2. Executives of local company or Japanese company's overseas subsidiary related to theme (cases) ②
3. Executives of IT company offering related solution ①
4. Executives of IT company offering related solution ②

<Key audiences>

Offline: Executives/system officers of local company or Japanese company's overseas subsidiary, etc.

Online: Executives/digital officers of Japanese company's overseas subsidiary in ASEAN and East Asian countries, officials from Japanese company HQ

Panelist Candidates for Break-out Session (Vietnam)

Finance
DX



Can Van LUC, PhD

Chief Economist of Joint Stock Commercial Bank for Investment and Development of Vietnam (BIDV), and Head of BIDV Training and Research Institute

Member of the national fiscal policy and monetary policy advisory board and Vietnam National Committee for Pacific Economic Cooperation (VNCPEC). BIDV, the largest state-owned bank in Vietnam has an overwhelming strength in investing in development projects and providing services to companies entering the country.

Mfg
DX



Pham Tuan Anh, PhD

Founder & Director of Smart Manufacturing Innovation Center (SMIC)

Director of Binh Duong Smart City Office and Vice Chairman and CEO of VNTT. Also assists Chairman of Becamex IDC Corporation, a leading industrial infrastructure development company in Vietnam.

DX
HR



Tieu Yen Trinh, CEO & Founder of Talentnet Corp.

Established Vietnam HR Award in 2014. In 2019, ranked in the top 10 of Red Star Award that celebrates young entrepreneurs for business success and contribution to social activities. Selected as an outstanding leader by Forbes Vietnam in 2020. Currently Vice President of Hawee (HCMC Association for Women Executives & Entrepreneurs) and VNHR (Vietnam Human Resources Association), member of AHDO (ASEAN Human Development Organization), and member of the Advisory Board of SMU Singapore.

Finance
DX



Nguyen Ba Diep
Vice Chairman of MoMo

After gaining an engineering degree from Ho Chi Minh City University of Technology, engaged in the technology and financial services for 20 years. Vice Chairman of the largest player in Vietnamese mobile payment market.

Public
DX



Nguyen Quoc Hung

Director of the Police Department for Administrative Management of Social Order, Ministry of Public Security

Responsible for the important projects including national ID and national data centers.

Image of Advance Promotion

Image of announcement page

<Digital Nation Japan Forum 2022>
- The Nikkei morning edition



<CYBER INITIATIVE TOKYO 2022>
- Financial Times Asia



- Nikkei Asia print edition



Image of Post-hoc Promotion

Image of recorded article feature page

<Digital Nation Japan Forum 2022>
- The Nikkei morning edition



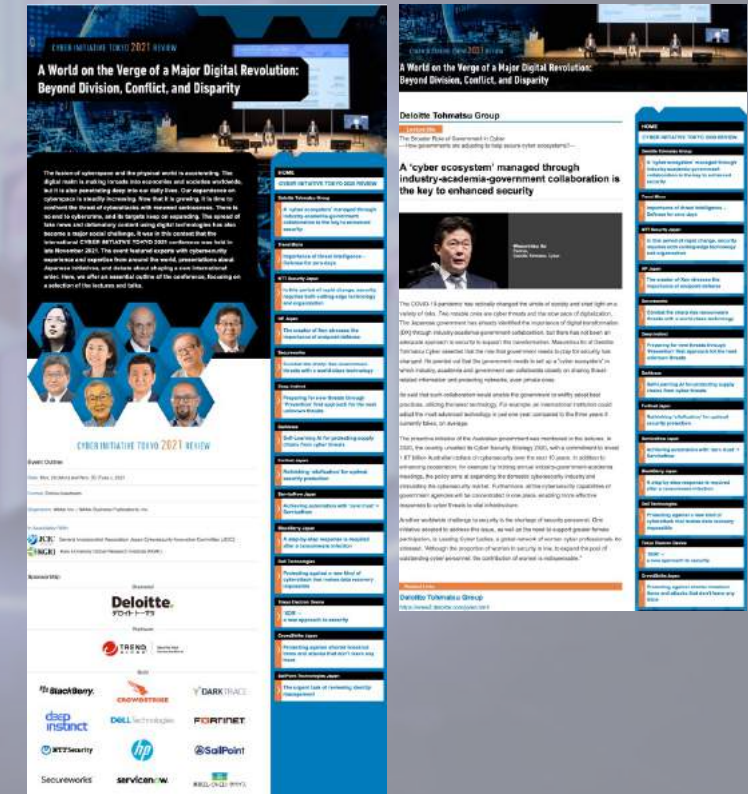
- Nikkei Business magazine



- Nikkei Business online edition



<CYBER INITIATIVE TOKYO 2021>
- Nikkei Asia online edition



Sponsorship Plan

Sponsorship Menu		PLATINUM	GOLD	SILVER	BRONZE
		JPY12,500,000	JPY7,500,000	JPY5,000,000	JPY3,500,000
Advance promotion	Place a company name and logo in the local media such as VnExpress , Nikkei Asia, Financial Times Asia, The Nikkei, Nikkei BP media, and announcement website, etc.	Large	Medium	Small	Small
Forum	Speech slot in Special Session * AM main venue	20 min.			
	Speech slot in Break-out Session * Sole speech in PM themed session	1 theme (15min/theme)	20 min.	20 min.	20 min.
	Speech slot in Panel Discussion * Panel in the same session as above	1 theme			
	Place a company name in announcements and title slides, etc.	Large	Medium	Small	Small
	Broadcast a company video (max 1 min.) before event opening and during breaks	●			
	Provision of applicants list (Hanoi venue)	●	●	●	●
	Exhibition Corner (Table-top exhibition booth)	2 booths	2 booths	1 booth	1 booth
Networking	Networking Party participation eligibility (maximum participants)	10 people	5 people	3 people	3 people
Post-hoc promotion	Post-hoc review in Nikkei Asia (online): advertorial, logo	●	●	●	●
	Post-hoc review in Vietnamese media (VnExpress planed): speech overview, logo	Speech overview, logo	Logo	Logo	Logo
	Feature of recorded article in The Nikkei: ads	Full 5-column B&W			
	Feature of recorded article in The Nikkei: speaker's photo, speech overview, logo (Black&White)	Photo, speech overview, logo	Photo, speech overview, logo	Logo	Logo
	Feature of recorded article in Nikkei Business magazine: advertorial, logo	1 page	1 page		
	Feature of recorded article in Nikkei Business online : advertorial, logo	●	●	●	Logo only
	Archive streaming	●	●	●	●

Including:	① Venue fee / operation on the day	④ Filming, recording, and archive streaming
	② Attracting audiences	⑤ Fees for announcement production and speakers
	③ Submission of result report (attributes of applicants, organizer questionnaire results)	⑥ Article production and translation

Schedule / Contact

- **Sponsorship application deadline:** **End of August**
- **Program finalization:** **Early-September**
- **Announcement website opens:** **Mid-September**
- **Forum to be held:** **Tuesday, October 24**
- **Archive streaming:** **From mid-November**
- **Recorded article to be posted:** **In random after late-November**

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