

# 12 March 2013

8.30am - 11.00 am

PULLMAN BANGKOK HOTEL G

188 Silom Road, Suriyawongse, Bangrak, Bangkok 10500 - Thailand



A seminar brought to you by



**CBRE**



## 2013 Retail Market Investment Opportunities

Mekong Overview – Vietnam Focus

*“Where and how to find opportunities in Frontier Markets”*

# INTRODUCTION

South East Asia is still growing at a steady pace and is an attractive spot for retailers seeking new consumer markets. This is an exciting opportunity for the retail industry to learn, discuss and debate on investments opportunities in the Mekong region as well as the upcoming trends in the retail market on practical business development, legal and tax aspects.

Brought to you by professionals experts from well established companies in the Mekong region, the 2013 Retail Market Investment Opportunities Seminar addresses the needs of professionals actively involved with or interested in developing their operations in the Mekong region, with a specific focus on Vietnam.

- CEO, COO
- Business development directors, legal & tax directors
- Retailers
- Investors. developers
- Hotel groups
- Real Estate Service providers
- ...

# PROGRAM

8:00 – 8:30	<b>REGISTRATION</b>
8:30 – 8:40	<b>INTRODUCTION</b> David Doran, Partner and Chairman, DFDL
8:40 - 9:00	<b>SOUTHEAST ASIA PROPERTY MARKETS OVERVIEW</b> <b>Speaker:</b> Richard Leech, Executive Director CBRE (Vietnam) <ul style="list-style-type: none"><li>- What are the hottest markets in SEA?</li><li>- How is Vietnam compared to other SEA's markets?</li></ul>
9:00 – 9:20	<b>RETAIL BUSINESS OPPORTUNITIES</b> <b>Speaker:</b> Rik Mekkelholt, National Shopping Mall Director – Big C Vietnam <ul style="list-style-type: none"><li>- Overview of Big C Thailand vs. Big C Vietnam</li><li>- What Big C Vietnam could offer in terms of direct retail opportunities?</li></ul>
9:20 – 9:40	<b>Coffee break</b>
9:40 – 10:10	<b>LEGAL &amp; TAX OVERVIEW</b> <b>Speakers:</b> Jérôme Buzenet, Managing Director, DFDL Vietnam Bernard Cobarrubias, Tax Director, DFDL Vietnam <ul style="list-style-type: none"><li>- Which legal and tax success factors to consider when developing in the region?</li><li>- What legal and tax hurdles and structures should be considered for Vietnam?</li></ul>
10:10 – 10:55	<b>WHERE AND HOW TO FIND OPPORTUNITIES IN FRONTIER MARKETS?</b> <b>Panel discussion:</b> all speakers <ul style="list-style-type: none"><li>- Hot markets</li><li>- Vietnam retail market</li><li>- Legal and tax considerations</li><li>- Q&amp;A</li></ul>
10:55 – 11:00	<b>CONCLUSION</b>

# SPEAKERS



## **RICHARD LEECH**

*Executive Director, CBRE (Vietnam)*

Mr. Leech is the Executive Director of CB Richard Ellis (Vietnam) Co., Ltd. He is responsible for managing the company's Hanoi Branch Office, which is staffed by over 75 real estate professionals. He coordinates all activities for the Hanoi and Hai Phong office including new business development, client relations, property management, and brokerage. In addition to managing the Hanoi office, Mr Leech is also responsible for all retail activities in the Indochina region with a specialized staff of over 20 retail consultants.



## **RIK MEKKELHOLT**

*National Shopping Mall Director (BigC Vietnam)*

Rik is in charge of the operations/commercialization of Big C Shopping Malls nationwide. The current retail portfolio (end 2012) in Vietnam comprises 21 stores, with some 200,000sqm under management. Rik is based out of Ho Chi Minh City and manages over 80 staff, including marketing, mall operations, and regional leasing teams. Rik is from The Netherlands and holds a Master's degree in industrial engineering and a Bachelor in Building Management. Rik has over 10 years' experience in retail/real estate in Vietnam. Groupe Casino (France), being the mother company of Big C, considers Vietnam as one of their key markets for growth.



## **DAVID DORAN**

*Partner and Chairman, DFDL*

In 1994 David founded DFDL with three other attorneys, beginning with the office in Laos. In 1995, he set up DFDL's office in Phnom Penh where he focused on project finance, energy, infrastructure, mergers and acquisitions and property transactions. In 2003, David relocated to Thailand to establish the firm's Bangkok office, and to supervise major hydropower projects in Laos. David was born in Bangkok and is a Thai national. He is a member of the California and Washington State Bar Associations and has a Juris Doctor degree from the University of Washington School of Law, where he served on Law Review.



## **JÉRÔME BUZENET**

*Managing Director, DFDL Vietnam*

Jérôme qualified as a French Lawyer (Avocat) and studied at Oxford University (St Peter's College LL.M program in English law). Prior to that, he obtained a postgraduate Master's Degree in Business and Tax Law at La Sorbonne-Paris I. Before joining the firm Jérôme was with Freshfields Bruckhaus Deringer LLP in Hanoi for over six years. He started his career at internationally renowned CMS Bureau Francis Lefebvre and then worked as a business lawyer for Linklaters LLP in Paris, where he advised on a variety of corporate issues, offshore funds and other collective investment schemes. Jérôme is amongst the very few lawyers with an active Vietnam securities practice and he is recognized as one of the SEA region's leading corporate practitioners. His clients include a number of international retailers.



## **BERNARD COBARRUBIAS**

*Tax Director, DFDL Vietnam*

Bernard has over 10 years of tax and legal experience, four of which were obtained in a Big 4 Firm in Vietnam. He has also assisted in handling some Cambodian tax engagements. He specializes in international tax services with focus in cross-border transactions, corporate restructuring, mergers and acquisitions advisory and implementation. He also handles local business tax advisory services, corporate structures and licensing, as well as regulatory and tax compliance. Bernard holds a Bachelor of Laws degree and a Bachelor of Arts in Communications (Journalism) degree from the University of the Philippines.



The Casino Group is one of the world's leading food retailers. Leveraging its close ties with customers, the Group has based its development on the ability to anticipate and support new consumer trends. Its multi-format strategy, private-label product ranges, and long-term commitment to corporate responsibility have made the Group a unique, highly differentiated player in the retail sector, both in France and in international markets.

EUR 42 billion in consolidated net sales (2012)

12,000 stores worldwide

307,000 employees worldwide

In South-East Asia, Casino Group is active in Thailand and Vietnam, operating multi-retail formats. In Thailand, Casino operates 350 stores (all formats), including Big C (115x), Mini Big C, Pure, Big C Market, and Big C Extra. In Vietnam, focus is on Big C Supercenter, operating hypermarkets and shopping malls. 19 shopping malls are operational (out of 21 stores) nationwide. A minimum of 5 shopping malls will be added to the portfolio during 2013 further expanding the retail foot print.

## CBRE

CB Richard Ellis Group, Inc. (NYSE:CBG), a Fortune 500 and S&P 500 company headquartered in Los Angeles, is the world's largest commercial real estate services firm (in terms of 2010 revenue). With approximately 31,000 employees (excluding affiliates), CB Richard Ellis serves real estate owners, investors and occupiers through more than 300 offices (excluding affiliates) worldwide.

As the global leader in real estate with more than 200 years of experience, CB Richard Ellis is the one company that offers thousands of possibilities through a single strategic advisor. We make it our priority to know your business and research the dynamics of your market- place. That is how we build long-lasting relationships that can quickly adapt in this new world of rapid change. Count on us to offer the broadest scope of services scaled to meet any demand, with the reach to penetrate local and global markets.



DFDL is the first leading international law firm specialized in emerging markets with pan-regional legal and tax expertise developed throughout the Mekong region (Cambodia, Lao PDR, Thailand, Myanmar, Vietnam), Bangladesh, Indonesia and Singapore, and with a dedicated focus on other Southeast Asia jurisdictions, South Asia and the Middle East.

With a team of over 250 foreign and local lawyers, advisers and support staff working closely together within a fast growing network of 11 offices in Asia, we provide personalized and cost-effective legal, tax and consulting services and solutions with particular expertise in:

- Energy, Mining & Infrastructure
- Real Estate & Construction
- Taxation & Customs
- Corporate & Commercial
- Mergers & Acquisitions
- English law governed transactions

DFDL has assisted clients in Vietnam since 1995, advising on both local and international legal and tax matters from its offices in Ho Chi Minh City and Hanoi. Drawing on more than 15 years of in-depth experience in the country and the Mekong region, DFDL has built a reputation as the preferred choice of legal and tax services provider in Vietnam, advising on all aspects of investments from general regulatory matters to commercially robust, complex and bespoke sophisticated transactions.

# HOW TO REGISTER

The seminar is offered at no cost and a professional event dedicated to our prospective clients. There is limited seating, so we recommend that you confirm your attendance as soon as possible. Please [click here](#) to register online.

For more information, please contact Ms. Thuy Nguyen at [thuy.nguyen@dfdl.com](mailto:thuy.nguyen@dfdl.com)

## TO REGISTER

Please register online [Here](#)

## DFDL at:

Phone: +84 8 3910 0072

Fax: +84 8 3910 0073

Mobile: +84 972 983 980

# LOCATION

## Hotel Pullman Bangkok Hotel G

188 Silom Road , Bangrak , 10500 BANGKOK, THAILAND

[www.pullmanbangkokhotelG.com](http://www.pullmanbangkokhotelG.com)

Tel: (+66) 2238 1991 | Fax: (+66) 2238 1999

