



SWISS-VIET ECONOMIC FORUM 2025 DA NANG



3–5 NOVEMBER 2025



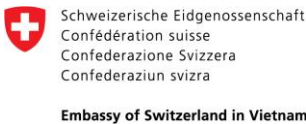
DA NANG, VIET NAM

*Innovation Partnerships for Sustainable Growth: Connecting Viet Nam
with Regional and Global Ecosystems*



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Swiss-Viet Economic Forum 2025 – Vietnam Edition (Da Nang)

Date: 3–5 November 2025

Venue: International Convention Palace, Furama Resort

Co-hosted by: Da Nang City, Embassy of Switzerland in Viet Nam, Swiss-Viet Economic Forum (SVEF)

Theme: *Innovative Partnerships for Sustainable Growth: Connecting Vietnam to Regional and Global Ecosystems*

AGENDA

Day 1: Monday, 3 November 2025 – Welcome Reception (Invitation only)

18:00 – 20:00 | Welcome Reception Dinner at Furama Resort

Hosted by: Embassy of Switzerland in Viet Nam

Remarks:

- Swiss Embassy in Vietnam
- Swiss Viet Economic Forum (SVEF)
- Leader of Da Nang
- Representatives of Partners/Sponsors

Expected Participants: 100–150 delegates (Government, business leaders, academia, partners from Switzerland, Vietnam, EU, ASEAN)

Day 2: Tuesday, 4 November 2025 – Main Forum Day

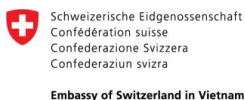
08:00 – 09:00 | Guest Arrival and Registration

09:00 – 10:00 | Opening Ceremony & High-Level Remarks

Theme: *Strategic Vision for Vietnam's Regional and Global Integration*

Suggested Speakers:

- Representative of the Government of Viet Nam (Minister/Deputy Minister of MOIT, MOFA)
- Mrs. Helene Budliger, State Secretary, Federal Department of Economic Affairs, Education and Research State Secretary)(as Video)
- Leader of Da Nang People's Committee (Chairperson)
- H.E. Thomas Gass, Ambassador, Embassy of Switzerland in Viet Nam
- Dr. Philipp Rösler, President, Swiss Viet Economic Forum (SVEF)



10:00 – 11:00 | Session I: Regional and Global Trade Integration

Theme: *Turning Bilateral Agreements into Multilateral Value Chains*

Objectives:

- Explore the evolving trade and investment landscape
- Discuss implementation of FTAs (EVFTA, CPTPP, EFTA)
- Share strategies for attracting sustainable investment

Moderator: Dr. Philipp Rösler, President, Swiss Viet Economic Forum (SVEF)

Keynote Speaker: Mr. Bruno Jaspert, Chairmain, Eurocham

Panelists:

- Representative, Ministry of Industry and Trade (Vietnam)
- Mr. Andri Meier, Deputy Head of Cooperation, Embassy of Switzerland in Viet Nam
- Mr. Marco Föster, Director SEA, Dezan Shira
- Mr. Ba Hung Nguyen, Economist, Asian Development Bank
- Representative of Da Nang Department of Trade and Industries
- Ms. Phu Nguyen Thi Vinh, General Director, ABB

11:00 – 11:30 | Morning Tea Break

11:30 – 12:15 | Parallel Session: Legal and Institutional Frameworks for Trade & Foreign Investments

Theme: *Enabling Cross-Border Trade & FDI Through Legal Certainty and Reform*

Objectives:

- Regulatory reform trends and investment policies
- Legal certainty and dispute resolution in cross-border deals
- FDI facilitation and government-private legal collaboration



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Moderator: Mr. Leif D. Schneider, Lurthier Viet Nam Law LLC

Keynote Speaker: Mr. Nguyen Anh Tuan, Deputy General Director, Foreign Investment Agency, MOF

Panelists:

- Mr. Stefan Ewers, LL.M, Partner, Graf von Westphalen
- Prof. Dr. Le Hong Hanh, Chairman of the Vietnam International Arbitration Center (VIAC).
- Mr. Phung Anh Tuan, Managing Partner, VCI Legal
- Representative of Da Nang Investment Promotion Agency

11:30 – 12:15 | Parallel Session: Fintech & Digital Finance Innovation

Theme: *Unlocking Viet Nam's Fintech Potential: Building Trust, Scale & Global Connectivity*

Objectives:

- Regulatory frameworks for fintech & digital banking
- Real-time payments, blockchain, digital assets
- Cybersecurity, consumer protection, Reg Tech/Sup Tech

Moderator: Ms. Nicole Nguyen, Founder APAC DAO, Founder, Viet Nam Fintech Summit

Keynote Speaker: Mr. Philip Weights, Co-president Swiss Fintech Association (SFTA)

Panelists:

- Mr. Phan Duc Trung, President, Vietnam Blockchain Association
- Representative of State Bank of Viet Nam (SBV)
- Manfred Borer, CEO Koltiva
- Mr. Colin Blackwell, Chairman, Hyperion Fintech
- Representative of Viki Bank

12:15 – 13:15 | Business Lunch & Networking (Hosted by Sovico Group)



13:15 – 13:30 | Afternoon Opening Remarks

Speakers:

- Ministry of Finance of Viet Nam
- Ministry of Science and Technology of Viet Nam
- H.E. Thomas Gass, Ambassador, Embassy of Switzerland in Viet Nam
- Mr. Ivo Sieber, Vice President, Swiss – Viet Economic Forum (SVEF)

13:30 – 14:30 | Session II: International Financial Center Development

Theme: *Positioning Vietnam in the Global Financial Architecture*

Objectives:

- Explore policy frameworks and PPP models
- Analyze fintech, capital market, sustainable finance potential

Moderator: Mr. Tran Phuong, Senior Executive Vice President & Chief Risk Officer – BIDV

Keynote Speaker : Assoc. Prof Dr. Nguyen Duc Trung, Rector of Ho Chi Minh University of Banking &

Panelists:

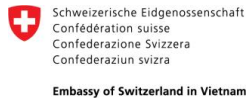
- Representative of State Bank of Vietnam
- Mr. Johan Nyvene, Chairman, Board Member, Ho Chi Minh City Securities Corporation (HSC), Dragon Capital
- Mr. Rich McClellan, Vice Chairman, Advisory Council, Vietnam International Financial Center (Da Nang)
- Mr. Nguyen Anh Tuan, Deputy General Director, Foreign Investment Agency, MOF
- Mr. Ottavio Gori, Chief Representative & Daniel Schäder, Deputy Head of FI, Zürcher Kantonalbank, Singapore
- Da Nang Finance & Investment Department

14:30 – 15:15 Parallel Session: Pharmaceuticals & Healthcare Innovation

Theme: *Advancing Health Systems & Innovation through Global Collaboration*

Objectives:

- AI in diagnostics and telehealth
- Clinical research collaboration
- Regulatory efficiency and international alignment



Moderator: Dr Patrick Fuchs, Co-Founder, Z-waka

Panelists:

- Dr. Chris McBrearty, Health Governance Specialist, Governance & Participation Unit, UNDP Vietnam and WHO Viet Nam
- Mr. Lennor Carrillo, General Director, Roche Pharma Vietnam
- Ms. Quyen Do, Nguyen, Executive Vice President, FPT Retail JSC
- Mr. Charaf Eddine Kadri, Sandoz Vietnam, Country Head
- Representative Da Nang Department of Health
- Mr. Tung Le, CEO of Tilpharco

14:30 – 15:15 Parallel Session: Education, Human Capacity & Mobility

Theme: *Building a Ready Workforce: Academic Partnerships, Skills Mobility & Industry Linkage*

Focus Areas:

- Bilateral academic cooperation
- Talent pipeline for high-skilled sectors
- Exchange and scholarship opportunities
- Labor market challenges in the age of AI and automation

Moderator: Mr. Ivo Sieber, Vice President, SVEF

Keynote Speaker: Mr. Ngo Xuan Lieu, Director of the National Employment Service Center, Ministry of Home Affairs

Panelists:

- Dr. Hoang Viet Ha – President of FPT International Institute
- Mr. Anand Nayyar, Professor, Duy Tan University
- Mr. Stefan Winzenried, CEO Janzz Technology
- Representative of Da Nang Department of Education
- Mr. Andreas Födényi, Co-CEO & Member of the Board of Directors, Academia Group
- Mr. Thuan Thanh Nguyen, APAC HR Director, NashTech Limited

15:15 – 15:30 | Afternoon Tea Break



15:30 – 16:30 | Session III: Innovation, AI & Digital Governance

Theme: *Building Smart Ecosystems for Sustainable Cities*

Objectives:

- Discuss smart cities, digital infrastructure, and AI adoption
- Address ethical governance and standards for emerging technologies

Moderator: Mr. Bui Trung Hieu, Co-Head of Center for Future Technology Industries, C4IR

Keynote: Mr. Pham Phu Truong, Deputy Director General HCMC C4IR

Panelists:

- Mr. Simon Bernhard, Head of Customer, Management Department, SPS Vietnam
- Mr. Hai Dang Ngoc, Branch Director, Axon Active Vietnam
- Mr. Talal Dib, Director, OWT Vietnam
- Department of Science and Technology Da Nang
- Mr. Mai Van Toan, Chief Information Officer (CIO), G-Group
- Ms. Nguyen Thi Hai Thanh (Nicole Nguyen) - Growth Director, Galaxy Innovation - Sovico Group

16:00 – 17:30 | Round Table Discussion: Sustainable & Lifestyle Tourism – Transitioning Hotels, Resorts & Travel Experiences toward net zero

Theme: *Pathways to Net Zero & Sustainable Lifestyle Tourism*

Objectives:

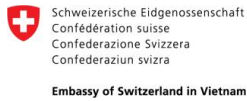
- Policy incentives & standards for net-zero operations
- Green technologies (renewables, smart buildings, electrification)
- Lifestyle integration (wellness, culinary/heritage, community-based)
- Circular practices & sustainable mobility

Moderator: Dr. Bui Thanh Minh, Deputy Director cum Head of Public Policy Research and Dialogue, Advisory Council on Administrative Procedures Reform (ACAPR) to the Prime Minister

Presenters: Dr. Bui Thanh Minh, Prof. Roland Shegg, Mrs. Le Hoang Yen, Founder & CEO of Tantina Group

Panelists:

- Mr. Oliver Messerm Team Lead, Sustainable Tourism for Sustainable Developments (ST4SD)
- Prof. Roland Shegg, Institute of Tourism University of Applied Science and Arts Western Switzerland



- Deputy Director General, Da Nang Department of Culture, Sports and Tourism (tbc)Nang Department of Tourism
- Mr. Phan Xuan Thanh, Deputy Chairman, Da Nang Tourism Association
- Mr. Andre Pierre Gentzsch, Complex General Manager, Furama & Ariyana Danang International Tourism Complex
- Mrs. Le Hoang Yen, Founder & CEO of Tantina Group

16:30 – 17:30 | Session IV: Startup Ecosystems and Innovation-Driven Growth

Theme: *Empowering Entrepreneurs through Policy, Capital & Collaboration*

Objectives:

- Explore startup financing, incubation and acceleration support
- Highlight role of PPPs and multilateral startup ecosystem

Moderator: Mr. Van Chuong Nguyen (Swiss EP)

Keynote Speaker : Dr. Phạm Hồng Quất – General Director, NATEC / Ministry of Science & Technology (Vietnam)

Panelists:

- Mr. Jonas Thuerig, CP APAC, Managing Partner, Tenuity
- Mr. Hub Langstaff, Swiss EP Country Head
- Mr. Võ Đức Anh – Vice Director, Da Nang Innovation Startup Support Center (DISSC)
- Mr. Roland Kümin (VC/Angel investor networks)
- Mr. Leo Vũ – CEO & Founder, Fizen.io (Scale-up founder from Vietnam and Switzerland)
- Ms. Nguyễn An Nhân – Co-Founder, Co-Plus

17:30 – 18:00 | Summary & Key Takeaways from Breakout Sessions

Reported by moderators of breakout groups, MoUs Signings & Closing Remarks

18:00 – 18:30 | Press Conference

18:30 – 20:30 | Gala Networking Dinner (Hosted by Da Nang City) at Pullman Beach Resort

Expected Participants: 300–400 delegates (Government, business leaders, academia, partners from Switzerland, Vietnam, EU, ASEAN)



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Day 3: Wednesday, 5 November 2025 – Local Engagement and Innovation Connectivity

09:00 – 10:00 | Roundtable Meetings with Da Nang Leaders – Introduction of Investment Opportunities in Da Nang City

Location: Da Nang People Committee Government Building

- Introduction of Investment Opportunities in Da Nang
- International Financial Center, Free Trade Zone, Software Park

10:00 – 12:30 | Field Visits

Location: Software Park No. 2 – Lien Chieu Port / High-Tech Park

- Visit to Da Nang's Economic and Social Facilities

13:00 – 14:00 | Lunch

14:30 – 16:30 | Cultural & Local Experience

Location: Hoi An

- Experience **Tra Que Vegetable Village / Thanh Ha Pottery Village** – explore the **Ancient Town** – and enjoy a **Traditional Performing Arts Show**.

Expected Participants: 80 - 100 delegates (Government, business leaders, academia, partners from Switzerland, Vietnam, EU, ASEAN)

CONTACTS

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