



VIETNAM²⁰¹⁹
HR AWARDS
FORUM

ENTERING TOMORROW TODAY
CHẠM BƯỚC TƯƠNG LAI

THE LARGEST GATHERING OF
15+ CEOS HARNESSING HUMAN CAPITAL INSIGHTS

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INTRODUCTION

Artificial intelligence, automation, blockchain, robotics, digitisation are definitely not just a hype. However, not all businesses can prevent themselves from staying away from such an illusion about these 4.0 attributes and redirect their focus on people-matter approach.

Under the theme Entering Tomorrow Today, the ultimate mission of Vietnam HR Awards Forum 2019 is not only to provide you with better insights and technical tools to stay fit for the future, but also a close-up view of current concerns from more than 15 CEOs and business leaders across the region, all geared towards serving you at your most preferable business demands:

- **The new playground** of business which is rapidly changing and reshaping the workforce landscape and management.
- **The new rulebook** of executives which reflects not just their vision but also their priorities to reach business growth and development.
- **The new players'** insights and skillsets needed to be future-ready or even stay ahead of new business models.



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With the unique and visionary insights unveiled by a range of industry-leading CEOs, HR strategists and practitioners will definitely leave invigorated, inspired, and ready to tackle any HR challenges, as well as create progressive and innovative HR strategies that can amplify success in this digital age.

What takeaways you could expect at Vietnam HR Awards Forum 2019:

- ✓ The C-vision board with emerging checklists and priorities
- ✓ The agile roadmap for disruption
- ✓ The human-centric future: from CEO mindset to HR action
- ✓ The digital-fit HR solutions tailored for different business sizes and scopes

All will be decoded by 15+ guest speakers who are industry-leading CEOs and business leaders from renowned corporations in Vietnam and beyond:



DETAILED AGENDA

21 . 11 . 2019

AM

**NEW PLAYGROUND & NEW RULEBOOK:
IMPLICATIONS FOR HR**

01 DEMYSTIFYING THE FUTURE OF WORK IN ASIA

09:00 - 09:30

Ms. Rosaline Chow Koo
- Founder & CEO, CXA Group

02 FUTURE-PROOF THE FUTURE: THE DECODED NEW PLAYGROUND

09:30 - 10:30

Mr. Andy Han Suk Jung - CEO, SonKim Land
Mr. Ganesan Ampalavanar - Managing Director, Nestlé Vietnam
Mr. Huynh Huu Khang - General Director, FWD Vietnam
Mr. Jeffrey Alan Fielkow - Managing Director, Tetra Pak Vietnam
Ms. Nguyen Tam Thanh - Regional Business HR Director, Cargill Feed
and Nutrition Vietnam & Cargill Aquaculture Nutrition South Asia

03 C-VISION BOARD: THE NEW RULEBOOK FOR PEOPLE DEVELOPMENT

10:45 - 11:15

Ms. Dam Bich Thuy - Founding President,
Fulbright University Vietnam
Ms. Tieu Yen Trinh - CEO, Talentnet

04 THE BIGGEST CHALLENGE OF GOING DIGITALISATION: OUR WORKFORCE

11:15 - 11:45

Mr. Raymund Chua
- Former Managing Director, Heraeus Asia Pacific

05 CASE STUDIES FROM THE 2018 RECOGNISED VIETNAM HR AWARDS WINNERS

11:45 - 12:30

Mr. Dang Minh Luom - BOD Member & HR Director,
Mobile World Investment Corporation
Ms. Huong Pham - General Director, Fushan Technology Vietnam
Ms. Trinh Mai Phuong - Vice President, HR, Unilever Vietnam

PM

HR NEW TRENDS: TACTICS & TOOLS

06 THE ROLE OF THE HRBP IN THE AGE OF INDUSTRY 4.0

14:20 - 14:50

Mr. James Ian Day
- Vice President, Asia LED Operations, Lumileds

07 HIGH-TECH AND HIGH-TOUCH IN LEADERSHIP

15:20 - 16:00

Mr. Melissa Nguyen - Country Head of Customer
Solutions, Google Thailand & Vietnam
Ms. Rosaline Chow Koo - Founder & CEO, CXA Group

08 DIVERSITY vs CUSTOMISATION: THE FORWARD-THINKING APPROACH

16:00 - 17:00

Mr. James Dong - CEO, Lazada Vietnam & Thailand
Mr. Neo Gim Siong Bennett - General Director, Sabeco

**Please note that sessions and speakers are
subject to change*

DEMYSTIFYING THE FUTURE OF WORK IN ASIA



MS. ROSALINE CHOW KOO
Founder & CEO
CXA Group

Asia's Top CEO Award of
Influential Brand® at CEO Asia
Summit 2018

Zoom in the mosaics of business landscape in the region, focusing on detecting highs and lows of workforce management faced by varied organisations at different scopes and sizes

Asia is the case in point, where hundreds of new companies are quickly reaching significant scale. With the transformation of entire systems of production, management and governance, the Industry 4.0 offers a wide spectrum of opportunities and challenges in the world of work, with direct and indirect impacts on different sectors and industries.

Hear from Ms. Rosaline Chow Koo, Asia's Top CEO Award at the 6th Asia Summit 2018 as she will explore what's in store for the current corporate landscape and dynamics, which forces are shaping the emerging Asian markets, and which corporate leaders need to take into account to ride above these waves of change towards people management.

FUTURE-PROOF THE FUTURE: THE DECODED NEW PLAYGROUND

Definition of new playground of businesses under different visions and perspectives from CEOs, covering business and human capital strategies.

Productivity, agility, mega trends, and new business models are sweeping across Vietnam and affecting businesses of every size. However, how many leaders really understand the impact of these factors on the future of work and business? How do leaders manage these transformation changes and impact on their employees?

CEOs from big corporations such as FWD, Nestles, SonKim Land, and Tetra Pak will join forces to discuss what vision they have in mind for NEW PLAYGROUND and how the multifaceted landscape can be encapsulated in their business challenges.



The following topics will be discovered:

- Visualisation of the new playground of CEOs
- The confession of 4.0 illusion and hype
- Key success factors of New Playground: to be trendsetters or followers
- Implications for a strategic human resources management

C-VISION BOARD: THE NEW RULEBOOK FOR PEOPLE DEVELOPMENT

**CEOs' agendas and the emerging priorities,
checklists which constitute the rulebook needed to
activate the business.**

Amid volatility and uncertainty, CEOs and business leaders are expected to always keep up their game, stay ahead of the disruptive change, and adjust their rulebooks in order to be best-positioned in this hi-tech age. Join this dialogue and glean some of the insights on the visionary yet actionable rulebook from two female motivational CEOs, and learn what the best leaders and organisations are doing to accelerate the development of new capabilities.



MS. DAM BICH THUY
Founding President
Fulbright University Vietnam



MS. TIEU YEN TRINH
CEO
Talentnet

The following points will be addressed:

- The key metrics of CEO's new rulebook
- Similarity and difference of daily and long-term business dashboards
- Rules for better collaboration between HR & their CEOs
- What CEOs expect the most from their HR partners, and what HR professionals need to demonstrate in order to have strategic relevance in the organisations.

THE BIGGEST CHALLENGE OF GOING DIGITALISATION: OUR WORKFORCE

CEO's highlights on how to manage the workforce with proper approaches in the digital age to ensure the highly effective organisation.

Technology is surely advancing at a rapid rate, yet it will never replace human beings. In the wake of these changes, humans are uniquely in the center, and the need for an agile workforce has become more important than ever before. In this context, how to ensure the highest performance of human resources is set to be one of the biggest challenges of the leaders. Join Mr. Raymund Chua as he will take us on a deep dive into the future for employees and employers, examine the innovative approaches to help organisations manage their human resources in the long run.



MR. RAYMUND CHUA
Former Managing Director
Heraeus Asia Pacific

Key learnings will be garnered in this session:

- How to create the right environment for people to change
- The holistic sustainable approach
- Highlights of what should be done at the organisational level

CASE STUDIES FROM THE 2018 RECOGNISED VIETNAM HR AWARDS WINNERS

The showcase of best practices for business transformation by the 2018 Vietnam HR Awards winners.

Digital transformation has been on the agenda of organisations for years, not only in terms of technology but also the business infrastructures and operating models. In this session, three companies from different industries, with diverse workplace demographics and people management approaches, will be bringing real-life lessons on how they are capitalising on digital experiences, tackling digital-HR challenges to achieve higher level of employee engagement and win the digital race.



The following points will be unveiled:

- Practical cases on how HR have adapted and adjusted in the face of challenges
- Innovative HR strategies that helped companies get rid of hiccups and lean forward
- Hands-on experiences in the workforce transformation, and how they can keep the momentum rolling on the next transformation

THE ROLE OF THE HRBP IN THE AGE OF INDUSTRY 4.0

How HRBP has evolved and played an integral role in employee experience and creating an agile workforce

When solving the problem of human resources 4.0, VP Lumileds has recognised the significant role of a HR Business Partner (HRBP) to the long-term success of any organisation. HRBPs are aligned to and work closely with business leaders to enhance workforce performance, foster and nurture talent, as well as develop people solutions to help drive organisational success. Understanding the crucial role of HRBP will surely help HR leaders strategise and develop more effective and relevant HR solutions with an aim to be closer to the business goals.



Key issues will be tackled:

- Significant emphasis placed on the role of HRBP
- Strategies to improve the effectiveness of HRBP

HIGH-TECH AND HIGH-TOUCH IN LEADERSHIP

The art of leadership lies within the combination between technology and human-touch, no matter how digital the business is becoming.

The evolution of technology has come a long way and challenges us to assert our human values. This high-tech world introduces a risk of leaders losing touch with those under their command and the ability to build and maintain effective working relationships.

Any high-tech organisation deserves high-touch leadership to maximise the effectiveness of its people. With that in mind, what defines the perfect blend of high-tech and high-touch? Join this dialogue to explore the art of leadership in the age of digitalisation, and how leaders at all levels can move beyond in becoming future-proof people leaders.



MS. MELISSA NGUYEN
Country Head of Customer Solutions
Google Thailand & Vietnam



MS. ROSALINE CHOW KOO
Founder & CEO
CXA Group

The following topics will be discussed:

- Essentials of the "high-tech and high-touch" harmony
- Solutions for touch-savvy communications in a tech-savvy world
- Key "high-tech and high-touch" tools to strengthen people leadership

DIVERSITY vs CUSTOMISATION: THE FORWARD-THINKING APPROACH

Diversity is happening and how to manage it effectively with impactful results for different industries, business backgrounds and ambition.

In this session, we will explore the ways that businesses in different industries can adopt and adapt the principles in order to deliver more strategic values to their organisations and employees. Everyone wants a Me-approach, but not all business strategies are tailored the same way.



The following topics will be discussed:

- The diversity of their current and future workforce (Geographic location, Generational affiliation, Education levels)
- The way to decode which employee experience has been tailored and communicated
- The tactics to transfer the same value with personalised approach and engagement.

**More speakers will continuously be updated.*

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21.11.2019 | GEM CENTER

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