



# & HERITAGE PRESERVATION ECONOMIC DEVELOPMENT

## BUSINESS SEMINAR INVITATION

**FREE OF CHARGE FOR INVITED GUESTS**

Please RSVP via email to: [officer.hcmc@icham.org](mailto:officer.hcmc@icham.org)



# 11<sup>th</sup> Sept. 2019 - 14:00 PM

**THE REVERIE SAIGON - TIMES SQUARE | AMBER & JADE, 4<sup>th</sup> FLOOR**  
22-36 Nguyen Hue & 57-59F Dong Khoi, District 1, HCMC

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# BUSINESS SEMINAR KEY NOTE SPEAKERS

THE REVERIE SAIGON - TIMES SQUARE - AMBER & JADE 4<sup>th</sup> FLOOR

11<sup>th</sup> SEPTEMBER 2019



**H.E. Dante Brandi**

## ***Consul General of Italy Ho Chi Minh City***

Appointed Consul General of Italy to Vietnam in March 2018, prior to it he was the head of Economic Office and Alternate Executive Director for Italy at the EBRD in London (2013 - 2018), Head of OSCE Desk - MFA Rome (2012 - 2013) and Advisor for International Activities at the Italian Export Credit Agency (2010 - 2012). He served also as Chief of Staff at the Embassy of Italy in Washington D.C. (2007 - 2010).



**Dr. Vu Ngoc Hoang**

## ***Former Party Secretary Quang Nam Province***

He is former Secretary of Quang Nam Provincial Party Committee, former Deputy Head of Central Propaganda and Training Commission and former Member of the Party Central Committee Executive Committee X, XI. He is also the estimated author of the book "The road ahead" a well known political and social essays in Vietnam.



**Dr. Michael Croft**

## ***UNESCO Vietnam Director***

Michael began his work with UNESCO in 1998 within the Culture of Peace Programme. Appointed since July 2017 as Head of UNESCO in the Hanoi office and the organization's representative in Vietnam, he is promoting innovative cultural initiatives in cooperation with local and international institutions. Michael strongly supports the growing movement of Heritage Preservation in Vietnam.



**Dr. Daniele Gambero**

## ***REI Group of Companies CEO & Co-founder***

Daniele have over 25 years of experience in Asia providing strategic marketing consultancies, investment studies, researches and property market reports. He is the CEO and co-founder of REI Group of Companies based in Kuala Lumpur.



**Arch. Ngo Viet Nam Son**

## ***NgoViet Architects & Planners CEO***

Architect and planner with more than 30 years of professional and teaching experiences between USA, Canada, China and Vietnam. He is active in the preservation of the historical and environmental values enhancing the identity of Vietnamese cities.



**Arch. Luigi Campanale**

## ***SCE Project Asia CEO & Design Director***

After 15 years of experience leading design in Europe and Asia he established in 2017 the Asian branches of SCE Project with the mission of spreading the Italian know-how in architectural design for hospitality projects, creator and main organizer of the "Heritage Preservation and Economic Development" events in APAC Region.



**Arch. Nicolas Viste**

## ***Minerva Vietnam Conservation Architect***

Licensed Conservation Architect, with 15 years experience in project delivery management, with strong technical and historical knowledge. Directly responsible for team supervision, coordination, and construction monitoring. Specialized in Heritage and Historic building inventories, project feasibility studies, pathology expertise and research, technical problem solving, synthetic analysis.



**Arch. Pham Truc**

## ***JLL Vietnam Project Manager***

Licensed Architect with significant experience in filed research. Truc participated in several prominent projects such as Emerald Tower, Residential Area Masterplan in Dong Nai province, Amata Commercial Complex in Bien Hoa City. At JLL is managing projects from conceptual design, tender procedure, construction supervisor and QA/QC.



**FCPA Kenneth M. Atkinson**

## ***Tourism Advisory Board Vice Chairman***

With over 45 years market experience Ken has undertaken corporate finance transactions in many emerging markets worldwide (Eastern Europe, China and South East Asia). His work has included financial advisory, transaction support, with a strong emphasis on projects funded by multi-lateral and bi-lateral donors. He has broad experience and has focussed on advisory and restructuring assignments.



**Prof. Arch. Luigi Croce**

## ***IUAV University of Venice Professor***

Conservation architect, principal at Studio Architetti Croce and founder of Venice Architectural Association. Professor of Architectural Composition at the University of Udine and Coordinator of the Master in Conservation and Cultural Sustainability at IUAV University of Venice.



**Mr. Tran Huu Phuoc Tien**

## ***Center Point Vietnam CEO & Founder***

BA in History from Ho Chi Minh city University, journalist at Tuoi Tre, Saigon Times and The Gioi Moi, author of the book "Saigon then and now" bestseller pictorial book which portraits the changes in Saigon's iconic landscape and architectures between early 20th century and 21st century. Prominent speaker and lecturer Phuc Tien leading the Vietnamese movement of Heritage preservation.



**Dr. Martino Melli**

## ***AICS Vietnam Director***

Martino was appointed Director of AICS Office in Hanoi in July 2016. He previously worked in AICS Rome as Senior Evaluation & Program Planning Officer, specialized in Environment, Sustainable Energy and management of Natural Resources. Development Expert in several geographic areas such as the Near and Far East, Sub-Saharan Africa and Latin America.



**Dr. Michele D'Ercole**

## ***ICHAM Vietnam Chairman***

After playing important role on management and international trade, Mr. D'Ercole has been holding senior positions in Italian and international business for over 30 years now. He covered different positions as Purchasing Manager and General Manager in leather and furniture sector and freelance consultant in service sector. Michele is ICHAM chairman in Vietnam since 2012.



**Mr. Pham Tran Hai**

## ***HIDS Deputy Head***

Hai is the Deputy Head of the Department of Urban Management Studies of Ho Chi Minh City Institute for Development Studies (HIDS). He has conducted several studies and projects on regional and urban planning, urban management and governance, urban economics, and urban landscape & architecture preservation.



**Dr. Paul D. Volodarsky**

## ***DFDL Vietnam Senior Legal Advisor***

Paul has significant experience handling the legal complexities in setting up the corporate structure for real estate developments and negotiating hotel management agreements. He holds a Juris Doctor degree from New York Law School and a Bachelor of Science, Major in Biological Anthropology from The George Washington University, Washington DC (2004). Paul is based in HCMC with frequent travel to Bangkok.



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## BUSINESS SEMINAR AGENDA

THE REVERIE SAIGON - TIMES SQUARE - AMBER & JADE 4<sup>th</sup> FLOOR

**13:00 – 14:00**

**Registration & Networking**

**14:00 – 14:15**

**H.E. Dante Brandi**, CONSULATE GENERAL OF ITALY IN HO CHI MINH CITY  
*Opening Remarks*

**14:15 – 14:30**

HCMC AUTHORITY  
*Opening Remarks*

**14:30 – 14:45**

**Dr. Vu Ngoc Hoang**, FORMER PARTY SECRETARY QUANG NAM PROVINCE  
*Hoi An City Experience in Heritage Preservation*

**14:45 – 15:00**

**Dr. Michael Croft**, UNESCO VIETNAM  
*HCMC Smart & Creative City*

**15:00 – 15:15**

**Mr. Tran Huu Phuc Tien**, CENTERPOINT VIETNAM  
*10 Centennial Heritage Icons of Saigon*

**15:15 – 15:30**

**Mr. Pham Tran Hai**, HIDS - HCMC INSTITUTION FOR DEVELOPMENT STUDIES  
*The Economic Impacts of the Conservation of Heritage Villas in HCMC*

**15:30 – 15:45**

**Dr. Martino Melli**, AICS VIETNAM - ITALIAN AGENCY FOR DEVELOPMENT COOPERATION  
*The Italian Cooperation in Vietnam*

**15:45 – 16:00**

**All speakers**  
*Round table discussion, Q&A*

**16:00 – 16:30**

**Coffee Break & Networking**

**16:30 – 16:45**

**Dr. Daniele Gambero**, REI GROUP  
*Invest in Heritage Buildings*

**16:45 – 17:00**

**Arch. Pham Truc**, JKL VIETNAM  
*Re-development Opportunities in Hospitality & Mixed Use projects*

**17:00 – 17:15**

**Arch. Ngo Viet Nam Son**, NGO VIET ARCHITECTS & PLANNERS  
*The Creation of an Historical Center in HCMC*

**17:15 – 17:30**

**Arch. Luigi Campanale**, SCE PROJECT  
*HSCD - Ho Chi Minh City Smart & Creative District*

**17:30 – 17:45**

**Arch. Nicolas Viste**, MINERVA  
*Vo Van Tan Villa Case Study*

**17:45 – 18:00**

HCMC FINANCE DEPARTMENT  
*PPP in Vietnam*

**18:00 – 18:15**

**Dr. Paul D. Volodarsky**, DFDL  
*The Legal Framework for Adaptive Reuse in Vietnam*

**18:15 – 18:45**

**All speakers**  
*Round table discussion, Q&A*

**18:45 – 20:30**

**Cocktail party & Networking**