

ASIAN ADVERTISING CONGRESS

Hanoi - Vietnam
National Convention Center
November 11-14, 2013

Re-engineer advertising

SCHEDULE ADASIA VIETNAM 2013

DAY 1 – NOVEMBER 11TH, 2013

9:00 DELEGATE REGISTRATION
AFAA INTERNATIONAL COUNCIL MEETING
19:00 WELCOME PARTY, NATIONAL CONVENTION CENTER

DAY 2 – NOVEMBER 12TH, 2013

9:00	OPENING CEREMONY	
10:15	COFFEE BREAK	
10:45	OPENING REMARK: ANALYSIS OF ADVERTISING IN VIETNAM'S ECONOMY, OPPORTUNITIES AND CHALLENGES	
	HOANG TUAN ANH, VIETNAM MINISTER OF CULTURE, SPORTS AND TOURISM	
11:15	THE NEW AGENCY BUSINESS MODEL	
	HOWARD DRAFT, DRAFTFCB - EXECUTIVE CHAIRMAN	
12:00	SUN FLOWER LUNCH (@STATE ROOM, NATIONAL CONVENTION CENTER)	
14:00	A WORLD OF PERMANENT UNRELENTING CHANGE	
	JOHN MERRIFIELD, GOOGLE ASIA - PACIFIC, CHIEF CREATIVE OFFICER	
14:45	HOW TO BE A DAVID IN AN ERA OF MULTINATIONAL GOLIATHS	
	RAHUL SHARMA, MICROMAX, CO-FOUNDER AND MANAGING DIRECTOR	
15:30	COFFEE BREAK	
16:00	THE ONE-TO-ONE FUTURE OF BUSINESS RELATIONSHIPS	
	DON PEPPER, AUTHOR, KEYNOTE SPEAKER, FOUNDED PARTNER OF PEPPERS & ROGERS GROUP	
16:45	REINVENTING ADVERTISING – THE DENTSU WAY	
	DICK VAN MOTMAN, DENTSU ASIA – CHAIRMAN & CEO	
17:30	CLOSE OF DAY 2	
19:00	DENTSU NIGHT (@ NATIONAL CONVENTION CENTER)	

DAY 3 – NOVEMBER 13TH, 2013

9:00	BRAND PREFERENCE V/S RELEVANCE IN TODAY'S WORLD	
	DAVID ALLEN AAKER, FAMOUS AUTHOR OF BEST-SELLING BOOK "BRAND RELEVANCE: MAKING COMPETITORS IRRELEVANT"	
10:00	BRANDING SECRETS IN THE DIGITAL/ NEW ERA	
	TOM DOCTOROFF, JWT - APAC CEO	
10:45	COFFEE BREAK	
11:15	CAN CREATIVITY AND SCALE CO-EXIST?	
	MICHAEL BARDEN, MICROSOFT, DIRECTOR OF AD INCUBATION AND R&D	
12:00	HAKUHODO LUNC (@ STATE ROOM, NATIONAL CONVENTION CENTER)	
14:00	NEW WAY OF UNDERSTANDING CONSUMERS	
	NIGEL HOLLIS, MILLWARD BROWN - EXECUTIVE VICE PRESIDENT, CHIEF GLOBAL ANALYST	
14:30	NEW WAY OF UNDERSTANDING CONSUMERS	
	MUNDLAY SHEKHAR, SUNTORY PEPSICO VIETNAM - CEO	
15:00	PANEL DISCUSSION	
	MODERATOR: RAYMOND SO, AFAA VICE CHAIRMAN	
15:30	COFFEE BREAK	
15:50	AFAA ASIA ADVERTISING TREND REPORT	
	EDWARD PANK, WARC ASIA - MANAGING DIRECTOR	
16:25	DIGITAL ADVERTISING AND URBAN DESIGN	
	KIM, DO-NYUN, SUNG KYUN KWAN UNIVERSITY SEOUL DIGITAL MEDIA CITY (DMC) - CHIEF PLANNER	
17:00	2015 ADASIA TAIPEI PRESENTATION	
17:15	2017 ADASIA BIDDING	
17:45	CLOSE OF DAY 3	
19:00	TAIPEI NIGHT (@ GRAND PLAZA HANOI HOTEL)	

DAY 4 – NOVEMBER 14TH, 2013

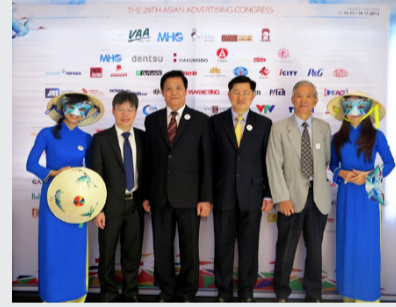
9:00	CONVERGENCE 4.0	
	JEAN LIN, ISOBAR - GLOBAL CHIEF STRATEGY OFFICER, APAC CEO	
9:30	MOBILE MARKETING EXPERIENCES IN JAPAN & NEW TRENDS	
	TAKAYUKI HOSHUYAMA, D2C INC. - CEO	
10:00	MOBILE MESSAGING – A NEW MARKETING FRONTIER	
	LE HONG MINH, VNG CORPORATION – CHAIRMAN, CEO	
10:30	PANEL DISCUSSION	
	MODERATOR: RAYMOND SO, AFAA VICE CHAIRMAN	
10:55	COFFEE BREAK	
12:00	PANEL DISCUSSION: "REDEFINING DIGITAL: MANKIND'S THIRD BIGGEST REVOLUTION"	
	MODERATOR: ANURAG BATRA, CHAIRMAN & EDITOR-IN-CHIEF, EXCHANGE4MEDIA GROUP	
	 SHUBHRANSHU SINGH, MARKETING DIRECTOR, (INDIA & SOUTH ASIA) VISA	 LITO GERMAN, BMW GROUP ASIA, MARKETING DIRECTOR
12:00	KANTAR MEDIA LUNCH (@ STATE ROOM, NATIONAL CONVENTION CENTER)	
2:00	THE YAHOO! RE-ENGINEERING STORY	
	ROSE TSOU, YAHOO! INC., SENIOR VICE PRESIDENT OF ASIA PACIFIC REGION	
2:45	SOCIAL NETWORKS AND SOCIAL RESPONSIBILITIES	
	DINH BA THANH, CHAIRMAN, DAT VIET GROUP	
3:15	RE-ENGINEER CREATIVITY	
	DO CAO NGUYEN A.K.A. HIEN, CLIPPER INDOCHINE - EXECUTIVE CREATIVE DIRECTOR	
3:45	COFFEE BREAK	
4:00	NEW WAVE MARKETING: REFRAMING THE COMMUNICATION	
	HERMAWAN KARTAJAYA, PRESIDENT OF WORLD MARKETING ASSOCIATION, CO-AUTHOR OF 5 BOOKS WITH PHILIP KOTLER	
5:00	2014 DIGIASIA PRESENTATION	
5:10	ANNOUNCEMENT OF ADASIA 2017	
	CLOSING CEREMONIES	
5:30	CLOSE OF DAY 4	
7:00	FAREWELL PARTY (@ BAOSON GARDEN)	



ADASIA VIETNAM 2013 PRESS CONFERENCE



An official press conference for the 28th Asian Advertising Congress took place on August 29th 2013 at the Majestic Saigon Hotel in Ho Chi Minh City, Vietnam; where the formal announcement of AdAsia 2013 was most confidently accomplished by leaders of the various business groups sponsoring the event.



To register online and for more information:

WWW.ADASIA2013.COM

REGULAR MEMBER:

Advertising Council of India
Advertising Association of Nepal
Advertising Board of the Philippines
Dewan Periklanan Indonesia
International Advertising Association - UAE Chapter
Japan Advertising Federation
Korea Federation of Advertising Associations
Malaysian Advertisers Association

Singapore Advertising & Media Alliance
Taipei Association of Advertising Agencies
The Advertising Association of Thailand
Vietnam Advertising Association

CORPORATE MEMBER:

Dentsu Inc