



ORDINE DEGLI  
AVVOCATI DI MILANO



COMMISSIONE RAPPORTI INTERNAZIONALI  
ORDINE DEGLI AVVOCATI DI MILANO  
COSTITUITA NEL 1983

# MISSIONE CRINT 2024

VIETNAM - COREA DEL SUD  
Hanoi - Seoul

11 - 18 MAGGIO 2024

# MISSIONE CRINT 2024

VIETNAM - COREA DEL SUD

Hanoi - Seoul

Nell'ambito del progetto di promozione delle relazioni con i Colleghi degli Ordini degli Avvocati di altri Stati nonché con le Rappresentanze italiane all'estero (pubbliche e private), la Commissione Rapporti Internazionali (CRINT) del Consiglio dell'Ordine degli Avvocati di Milano ha organizzato una Missione ad Hanoi (Vietnam) ed a Seoul (Corea del Sud) riservata a tutti i Colleghi del Foro.

## Di seguito il programma della Missione:

**Sabato 11 Maggio** - Partenza con volo di linea da Milano.

**Domenica 12 Maggio** - Arrivo ad Hanoi e sistemazione nell'hotel prescelto; tempo a disposizione dei partecipanti. In serata cena conviviale di benvenuto.

**Lunedì 13 Maggio** - Incontro con l'Ambasciatore, i funzionari dell'Ambasciata, SACE, la Camera di Commercio Italiana ad Hanoi (ICHAM) e con gli studi legali italiani presenti ad Hanoi.

**Lunedì 13 in serata** - Cena c/o Ambasciata italiana ad Hanoi.

**Martedì 14 Maggio** - Incontro con i rappresentanti dell'Ordine degli Avvocati di Hanoi, sigla del MOU e momento di networking.

**Martedì 14 Maggio nel pomeriggio** - Proposta culturale (visita alla città o spettacolo di marionette sull'acqua).

**Martedì 14 Maggio in serata** - Trasferimento all'aeroporto di Hanoi alla volta di Seoul con volo di linea notturno diretto.

**Mercoledì 15 Maggio** - Arrivo a Seoul e sistemazione nell'hotel prescelto; tempo libero a disposizione dei partecipanti. In serata cena conviviale di benvenuto.

**Giovedì 16 Maggio** - incontro con l'Ambasciatore, con i funzionari dell'Ambasciata e della Camera di Commercio Italiana e di ICE a Seoul.

**Giovedì 16 Maggio in serata** - Cena c/o Ambasciata italiana a Seoul.

**Venerdì 17 Maggio** - Incontro con i rappresentanti dell'Ordine degli Avvocati di Seoul e momento di networking.

**Venerdì 17 Maggio in serata** - Trasferimento all'aeroporto di Seoul e rientro a Milano con volo di linea.

**Sabato 18 Maggio** - Arrivo a Milano secondo l'operativo dei voli.

L'avvocato che intenda partecipare alla Missione dovrà far pervenire la propria adesione a mezzo email [missioni.crint@ordineavvocatimilano.it](mailto:missioni.crint@ordineavvocatimilano.it) entro il 2 Aprile 2024 unitamente alla copia del passaporto (**è necessario essere in possesso di regolare passaporto con almeno 6 mesi di validità residua**) e alla contabile di versamento della QUOTA DI ADESIONE di euro 100,00 per l'organizzazione della Missione NON RIMBORSABILE da eseguire sul seguente conto corrente:

Ordine degli Avvocati di Milano

Banca Popolare di Sondrio - iban IT9510569601613000014825X74

Causale: Missione Crint 2024 nome, cognome

Si allega il PROGRAMMA dettagliato con indicazione dei voli e degli hotel consigliati.

Il costo di voli, hotel, spostamenti e pasti non conviviali è a carico dei singoli partecipanti e da prenotare in piena autonomia.

Entro il 15 Aprile 2024 (una volta definito il numero dei partecipanti e ottenuti i preventivi) tutti gli iscritti dovranno provvedere al pagamento della **QUOTA DI PARTECIPAZIONE** stimata in un importo non superiore a euro 600,00 per la copertura dei costi dei pasti conviviali indicati in programma.

***Vi aspettiamo numerosi!***

**Avv. Antonino La Lumia**

*Presidente dell' Ordine degli Avvocati Milano*

**Avv. Francesca Maria Zanasi**

*Presidente delegato CRINT*

## Sabato 11 Maggio - Partenza con volo di linea da Milano

Partenza	Arrivo	Durata
11 Maggio ore 12:35	12 Maggio ore 9:25	14h, 1 scalo (Hong Kong)
11 Maggio ore 19:40	13 Maggio ore 15:25	14h 45m, 1 scalo (Istanbul)

## Domenica 12 Maggio - In giornata

Arrivo ad Hanoi e sistemazione nell'hotel prescelto

Struttura	Indirizzo	Sito web
Sofitel Legend Metropole Hanoi	15 Ngo Quyen Street, Hoan Kiem, Hanoi	<a href="https://www.sofitel-legend-metropole-hanoi.com/">https://www.sofitel-legend-metropole-hanoi.com/</a>
Apricot Hotel	136 Hang Trong, Hoan Kiem, Hanoi	<a href="https://apricothotels.com/">https://apricothotels.com/</a>
Hotel de l'Opera Hanoi	29 Trang Tien Street, Hoan Kiem, Hanoi	<a href="https://hoteldelopera.com/restaurants-and-bars/">https://hoteldelopera.com/restaurants-and-bars/</a>

**Domenica 12 Maggio** - In serata, Dinner presso ristorante vietnamita

## Lunedì 13 Maggio

- Ore 10:30    Saluto dell'Ambasciatore e incontro con i funzionari dell'Ambasciata c/o Casa Italia
- Ore 11:00    **Inizio lavori**  
Intervengono su temi giudici con focus su contrattualistica e arbitrato:  
**Avv. Federico Vasoli**  
Vicepresidente di ICHAM e Managing Partner di dMTV  
**Avv. Giovanni Pisacane**  
Managing Partner GWA
- Ore 13:00    Light lunch c/o Casa Italia  
14:00

- Ore 14:30 **Ripresa lavori**  
Intervengono su temi giuridici ed economici con focus sugli investimenti in Vietnam e ruolo di SACE per le imprese:  
**Avv. Veronica Gianola**  
Managing Partner Studio D'Andrea  
**SACE - avv. Flavio Castri**  
Relationship Manager, South East Asia and the Pacific
- Ore 17:30 **Fine lavori**
- Ore 19:00 **Dinner all'Ambasciata Italiana di Hanoi**

## Martedì 14 Maggio

- Ore 10:30 Incontro con i rappresentanti dell'Ordine degli Avvocati di Hanoi
- Ore 11:00 Sigla MOU
- Ore 12:00 Relazioni dei colleghi stranieri sui seguenti temi:  
**Managing and applying digital technology.**  
**Legal support for citizens.**
- Ore 13:00 Light lunch  
14:00
- Ore 14:30 **Fine lavori e saluti**
- Ore 15:00 Visita alla città o spettacolo di marionette sull'acqua o altro da determinare in base al numero dei partecipanti
- Ore 19:00 Partenza per l'aeroporto Internazionale Noi Bai per trasferimento a Seoul con volo di linea diretto

Partenza	Arrivo	Durata
14 Maggio ore 23:15	15 Maggio ore 5:30	4h 15 min, diretto

## Mercoledì 15 Maggio - In mattinata

Arrivo a Seoul e sistemazione nell'hotel prescelto

Struttura	Indirizzo	Sito web
Novotel Ambassador Seoul Gangnam	130, Bongeunsa-ro, Gangnam-gu, Gangnam-Gu, 06124 Seul	<a href="https://m.ambatel.com/novotel/gangnam/en/index.do">https://m.ambatel.com/novotel/gangnam/en/index.do</a>
InterContinental Seoul COEX	524, Bongeunsa-ro, Gangnam-gu, Gangnam-Gu, 06164 Seul	<a href="https://seoul.intercontinenta.com/iccoex/m/eng/Index.ic">https://seoul.intercontinenta.com/iccoex/m/eng/Index.ic</a>

Ore 14:00 Visita alla città

Ore 11:00 Dinner presso ristorante coreano

## Giovedì 16 Maggio

Ore 10:00 Saluto dell'Ambasciatrice e incontro con i funzionari dell'Ambasciata c/o High Street Italia

Ore 10:30 **Inizio lavori**

Intervengono su temi economico/giudici con focus sulla Corea del Sud:

**Dr. Andrea Celentano**

Consigliere Economico dell'Ambasciata

**Dr. Jacopo Giunan**

Segretario Generale Italian Chamber of Commerce in Korea

**Dr. Ferdinando Gueli,**

Responsabile Ufficio ICE in Corea

**Avv. Emiliano Nasti**

Foreign Legal Counsel, HMP Law (da confermare)

Ore 13:00 Light lunch c/o High Street Italia  
14:00

Ore 14:00 Testimonianza imprenditori italiani in Corea e interventi  
16:00 avvocati italiani

- Ore 16:00      Promozione Investimenti in Italia con la presenza di imprenditori coreani e interventi di avvocati italiani sui seguenti temi: European Green Deal, CBAM, Single Use Plastic Directive, Anti-Coercion Instrument e momento di networking
- 17:00
- Ore 17:30      **Fine lavori**
- Ore 18:30      Dinner all'Ambasciata Italiana di Seoul

### Venerdì 17 Maggio

- Ore 10:30      Incontro con i rappresentanti dell'Ordine degli Avvocati di Seoul
- Ore 11:00      Tavola rotonda su temi giuridici
- Ore 12:00      Momento di networking
- Ore 13:00      Light lunch
- 14:00
- Ore 15:00      **Fine lavori e saluti**
- Ore 16:00      Partenza per l'Aeroporto Internazionale e rientro in Italia e/o prosecuzione del viaggio (a discrezione dei partecipanti)

Partenza	Arrivo	Durata
17 Maggio ore 20:15	18 Maggio ore 7:35	16 h 25 min, 1 scalo (Hong Kong)

## INFORMAZIONI VOLI

### 1) VOLO MILANO - HANOI

Partenza	Arrivo	Durata
11 Maggio ore 12:35	12 Maggio ore 9:25	14h, 1 scalo (Hong Kong)*
11 Maggio ore 19:40	13 Maggio ore 15:25	14h 45m, 1 scalo (Istanbul)

### 1) VOLO HANOI - SEOUL

Partenza	Arrivo	Durata
14 Maggio ore 23:15	15 Maggio ore 5:30	4h 15 min, diretto

### 1) VOLO SEOUL - MILANO

Partenza	Arrivo	Durata
17 Maggio ore 20:15	18 Maggio ore 7:35	16 h 25 min, 1 scalo (Hong Kong)*

\*Offerta voli con Cathay Pacific

## OPERATIVO:

SERVICE	FROM	TO	DEPART	ARRIVAL
CATHAY PACIFIC- CX 234	MILAN IT	HONG KONG HK	1235	0625
SAT 11MAY	MALPENSA	INTERNATIONAL		12MAY
NON STOP	TERMINAL 1	TERMINAL 1	DURATION	11:50
	EQUIPMENT: AIRBUS A350900			
CATHAY PACIFIC- CX 741	HONG KONG HK	HANOI VN	0815	0925
SUN 12MAY	INTERNATIONAL	NOI BAI INTL		
NON STOP	TERMINAL 1	TERMINAL 2	DURATION	02:10
	EQUIPMENT: AIRBUS A321NEO			
CATHAY PACIFIC- CX 419	SEOUL KR	HONG KONG HK	2015	2300
FRI 17MAY	INCHEON INTERNATION	INTERNATIONAL		
NON STOP	TERMINAL 1	TERMINAL 1	DURATION	03:45
	EQUIPMENT: AIRBUS A330300			
CATHAY PACIFIC- CX 233	HONG KONG HK	MILAN IT	0055	0735
SAT 18MAY	INTERNATIONAL	MALPENSA		
NON STOP	TERMINAL 1	TERMINAL 1	DURATION	12:40
	EQUIPMENT: AIRBUS A350900			

## INFORMAZIONI HOTEL

### 1) HOTEL HANOI

Struttura	Indirizzo	Sito web
Sofitel Legend Metropole Hanoi	15 Ngo Quyen Street, Hoan Kiem, Hanoi	<a href="https://www.sofitel-legend-metropole-hanoi.com/">https://www.sofitel-legend-metropole-hanoi.com/</a>
Apricot Hotel	136 Hang Trong, Hoan Kiem, Hanoi	<a href="https://apricothotels.com/">https://apricothotels.com/</a>
Hotel de l'Opera Hanoi	29 Trang Tien Street, Hoan Kiem, Hanoi	<a href="https://hoteldelopera.com/restaurants-and-bars/">https://hoteldelopera.com/restaurants-and-bars/</a>

### 2) HOTEL SEOUL

Struttura	Indirizzo	Sito web
Novotel Ambassador Seoul Gangnam	130, Bongeunsa-ro, Gangnam-gu, Gangnam-Gu, 06124 Seul	<a href="https://m.ambatel.com/novotel/gangnam/en/index.do">https://m.ambatel.com/novotel/gangnam/en/index.do</a>
InterContinental Seoul COEX	524, Bongeunsa-ro, Gangnam-gu, Gangnam-Gu, 06164 Seul	<a href="https://seoul.intercontinenta.com/iccoex/m/eng/Index.ic">https://seoul.intercontinenta.com/iccoex/m/eng/Index.ic</a>



Milan, Italy

From October 5<sup>th</sup> to  
December 21<sup>st</sup>, 2024

# VBM

## Vietnam Business Management



The International Center of Research on International Management (ICRIM) is a UCSC research center with a holistic approach to International Economics and Management, which seamlessly integrates economic, managerial, and legal perspectives. ICRIM aspires to be a valuable resource for companies exploring emerging economies, catering to diverse interests in commercial, entrepreneurial, and managerial domains.

#### ICRIM's Objectives:

- Conduct, coordinate, and promote cutting-edge research on international management topics.
- Foster collaborations with esteemed researchers and partners worldwide.
- Drive scientific research through meticulously crafted projects, seminars, conferences, and international meetings.
- Propel teaching activities, offering invaluable insights into the nuances of international management.
- Actively encourage and facilitate the publication of groundbreaking research findings.

**Countries Focus Initiative:** ICRIM's Countries Focus explores emerging markets, generating dynamic data to enrich teaching activities. This initiative addresses the trend of Western companies to expand into these markets, equipping professionals with the essential skills to succeed in the task. Seminars feature faculty members, seasoned managers, and experts, and offer a holistic view of market entry strategies and offshoring intricacies.

**ICRIM Labs and Training Programs:** ICRIM proudly houses four research labs focused on international areas:

1. "New Entry Modes of European SMEs in Fast Growing Markets": Investigates entry strategies of European SMEs in rapidly growing markets, particularly the BRIC nations.
2. "University Spin-off Creation: Determinants and Consequences": Explores dynamics leading to university spin-off creation, drawing comparisons between experiences in Italy and other countries.
3. "Luxury Goods in Fast Growing Countries": Monitors consumption patterns of luxury goods in fast-growing markets, analyzing trends and uncovering business opportunities.
4. "Sports & Stadia Management": Includes sub-monitors on Brand Value in International Sport Management, Stadia Design and Management, and Football Business Management, investigating best practices and innovations in each area.

Beyond its research endeavors, ICRIM is committed to education, offering meticulously crafted Master programs, Executive Education, and dynamic Summer/Winter Schools. These programs impart cutting-edge knowledge and skills, equipping participants for success in the evolving landscape of international management.



**Alessandro Baroncelli,**  
Head of ICRIM and  
Master in International  
Business at Università  
Cattolica del Sacro  
Cuore.

The Italian Chamber of Commerce in Vietnam (ICHAM) is a non-profit, trade-promoting organization established by a group of Italian businessmen in Vietnam. Today, ICHAM has two offices in Ho Chi Minh city, Hanoi and four ICHAM Desks across Italy.

ICHAM Vietnam is officially recognized by the Italian Government as a member of Assocamerestero - a system of 85 Chambers operating in 61 countries around the world.

ICHAM constantly supports both Italian and Vietnamese organization and businesses in finding potential partners by conducting market research, organizing B2B meetings, networking events, workshops and technical seminars which focus on specific fields in Vietnam and Italy.

Since the beginning, ICHAM has set out its mission in promoting economic cooperation between Italy and Vietnam through a variety of trade missions, business services and events.

- Trade missions: ICHAM organizes incoming visit to Vietnam of Italian institutional/business delegations, and at the same time, visit to trade fairs in Italy of Vietnamese buyers.
- Business services: ICHAM offers support to both Italian and Vietnamese companies in finding potential partners including: market study, match-making research, arrangement of B2B meetings.
- Events: besides networking events to connect members and Italian companies in particular, and European community in general, ICHAM builds its name through successful workshops and technical seminars (eg. 2018's Workshop "Introducing a new paradigm in Non Invasive Ventilation: The Helmet" , 2017's Seminar "Vietnam – Italy Trade Promotion" – just to name a few).

Thanks to a special agreement, all ICHAM members automatically become member of Eurocham and can consequently enjoy numerous benefits:

- Network with nearly 900 EUROCHAM corporate members
- Access to EUROCHAM's events, seminars, business luncheon.
- Discounts at leading hotels, resorts, restaurants, shops throughout Vietnam.
- Company profile published in EUROCHAM directory (print and online).



**Federico Vasoli,**  
Vice Chairman of  
ICHAM and Managing  
Partner at dMTV.



# Rationale & Background

Vietnam is one of the most dynamic Asian countries. Since 2000, Vietnam's GDP has grown faster than that of any other Asian country except China, averaging 6.2 percent per year.

A country rich in history, culture, and economic potential, has emerged as an exciting destination that captures the imagination of individuals and businesses alike. Located in Southeast Asia, Vietnam offers a unique blend of tradition and modernity, making it an exciting and dynamic place to explore and engage in various sectors. With a population of over 97 million people, Vietnam boasts a young and vibrant workforce, creating a favorable environment for entrepreneurship and innovation. The country has made remarkable strides in economic development, consistently achieving impressive growth rates and attracting foreign direct investment. Its strategic location, robust infrastructure, and growing middle class contribute to its position as a key player in the global market.

In today's globalized and interconnected world, understanding international markets and expanding business horizons is essential for success. With its rapidly growing economy, dynamic business environment, and emerging opportunities, Vietnam has emerged as an attractive destination for international investors and entrepreneurs. To meet the demand for comprehensive knowledge and skills in navigating the Vietnamese market, the Vietnam Business Management (VBM) program has been developed.

Alessandro Baroncelli

ICRIM Director

Università Cattolica del Sacro Cuore

# Content

Approximately 25 hours of content consisting of Online/in-person lectures and in-depth discussions on various topics related to the possibilities of development and management of business relationships in Vietnam. The program includes testimonies from various experts in the Vietnamese market who, with their experience, will be able to provide participants with the necessary skills related to the proposed topics. The program will be delivered in various formats (In-person/Streaming, On Demand) to provide the opportunity for different individuals, even with different personal situations (e.g., work conditions, study paths, countries of origin, available time slots), to benefit from the program's content.

The course provides a detailed overview of Vietnam, covering its business environment, legal regulations, and key economic sectors. Participants will explore business opportunities, investment prospects, and gain insights into starting and operating a business in Vietnam. The program also addresses accounting, tax, and customs aspects, ensuring a comprehensive understanding of relevant procedures for conducting business in the country.

## Program Structure

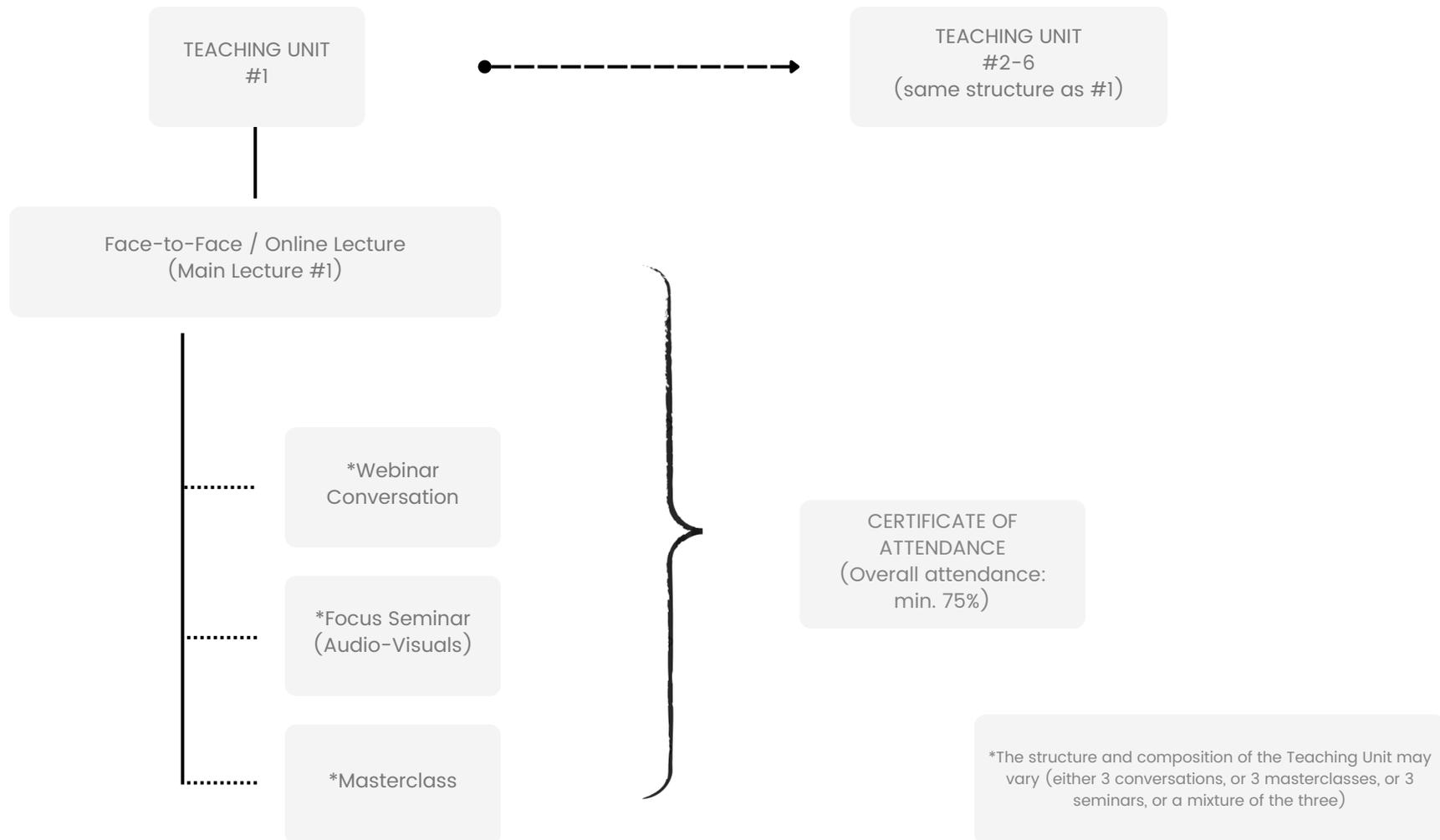
The VBM program comprises 6 Teaching Units:

- TU1- Vietnam Society, Management Style, and Economic Outlook
- TU2- Legal Framework
- TU3- Doing Business In Vietnam – Infrastructures
- TU4 – Doing Business in Vietnam – Industry Evolution
- TU5 – Fiscal Framework, and the Accounting & Administrative System
- TU6- Business Practice Innovation



# Teaching Unit Breakdown

Vietnam Business Management  
(VBM)  
Program



# Schedule



Start: Saturday, October 5th, 2024 / End: Saturday, December 21st, 2024  
Award Ceremony: December 21st, 2024

\*all times follow CET  
timezone

## October

## November

## December

TEACHING UNIT #0  
Introduction

Saturday, Oct. 5th - 9:00 - 12:00

TEACHING UNIT #1  
Vietnam Society,  
Management Style, and  
economic outlook

Saturday, Oct. 12th - 9:00 - 12:30 / Saturday, Oct. 19th - 9:00 - 10:00

TEACHING UNIT #2  
Legal Framework

Saturday, Oct. 19th - 10:30 - 12:30 / Saturday, Oct. 26th - 9:00 - 11:30

TEACHING UNIT #3  
Doing Business in Vietnam -  
Infrastructures

Saturday, Nov. 9th - 9:00 - 12:30 / Saturday, Nov. 16th - 9:00 - 10:00

TEACHING UNIT #4  
Doing Business in Vietnam -  
Industry Evolution

Saturday, Nov. 16th - 10:30 - 12:30 / Saturday, Nov. 23rd - 9:00 - 12:30

TEACHING UNIT #5  
Fiscal Framework, and the  
Accounting & Administrative  
System

Saturday, Nov 30th. - 9:00 - 12:30

TEACHING UNIT #6  
Business Practice Innovation

Saturday, Dec. 14th - 9:00 - 12:30 / Saturday, Dec. 21st - 9:00 - 11:30

# Course Objectives

The purpose of the program is to provide participants with a comprehensive understanding of the Vietnamese business landscape and equip them with the necessary knowledge and skills to succeed in this dynamic market. The module aims to achieve the following objectives:

- **Develop in-depth knowledge:** The module aims to deepen participants' knowledge of Vietnam's economy, culture, legal framework, investment climate, financial markets, banking sector, and innovation ecosystem.
- **Enhance practical skills:** The module focuses on developing practical skills that are essential for conducting business in Vietnam.
- **Foster cross-cultural understanding:** Vietnam has a unique cultural and social context that greatly influences business practices. The module aims to foster cross-cultural understanding by exploring Vietnamese society, language, food, religion, values, customs, and celebrations.
- **Explore business opportunities:** Vietnam offers a wide range of business opportunities across various sectors. The module aims to highlight these opportunities by analyzing key industries such as Hospitality and Infrastructure.
- **Provide networking opportunities:** The module facilitates networking opportunities among participants, industry professionals, and experts.
- **Promote a global mindset:** The module encourages participants to develop a global mindset and expand their cross-cultural perspectives.

By accomplishing these goals and objectives, the Vietnam Business Management program aims to empower participants with the knowledge, skills, and mindset required to navigate the Vietnamese business landscape successfully.



# Target

## WHO'S A TYPICAL VBM PROGRAM PARTICIPANT?

- Business professionals: Managers, executives, and entrepreneurs who wish to expand their businesses in the Vietnamese market.
- Students and researchers: Those who are interested in studying and understanding Vietnam's economy and business culture. The course will guarantee a comprehensive overview of the country, enabling you to deepen your knowledge of the Vietnamese context for future study or academic research.
- Financial Professionals: Those working in the financial sector, including investors, financial analysts, and consultants, who wish to gain specific expertise on investment opportunities and financial market dynamics in Vietnam.
- Business Consultants: Professionals who provide consulting services to companies operating or wishing to operate in Vietnam.

In general, the Vietnam Business Management program is suitable for anyone interested in developing an in-depth knowledge of the economy, corporate culture, and business opportunities in Vietnam. Whether you are a professional looking to expand your businesses, a student seeking specialized training, or a consultant providing business consulting services, the course will provide you with a solid foundation for operating successfully in the Vietnamese market.

# Who you'll learn from\*

Experience world-class teaching and thought leadership from leading academics, policymakers, and renowned business practitioners. Working with the latest business insights, and imparting best practices, our faculty will prepare you to be part of the executives and entrepreneurs that confidently succeed in addressing future business challenges in Vietnam.

The program content experts from UCSC and ICHAM guide the course design and appear in presence (and/or online) and in a number of course videos, along with a variety of industry professionals.

- Claudio Dordi - USAID Vietnam Digital Trade Director
- Erick Contreras - BASF Vietnam
- Floris Panico - Montecarlo Wines
- Kenneth Loh - University of California
- Luk Loretta - The Hong Kong University of Science and Technology
- Nguyen Ann Duong - CIEM-MPI
- Rémy Nguyen - SCC France
- Tomaso Andreatta - Green Growth SC
- Michele Bianchetti - Copan
- Michele Wee - Standard Chartered
- Kenneth Atkinson - Grant Thornton
- Boon Tiam Tan - UPS
- Luke Treloar - KPMG
- Gaetana Rota - AIEC
- Stefano Pellegrino - Aspire JSC
- Alberto Vettoretti - Dezan Shira
- Matthew McGarvey - PRIM
- Florian Beranek - UNIDO
- Giandomenico Zappia - Enel Green Power
- Matteo Ballini - Head of Product Marketing Asia Pacific Piaggio Vietnam
- Alberto Forchielli - Mindful Capital Partners

\*Faculty composition may be subject to change.

# 6 reasons why you should enroll

## 1. Gain in-depth knowledge

The program offers a comprehensive understanding of the Vietnamese business landscape, including its economy, legal framework, cultural nuances, and emerging opportunities. You will acquire valuable insights and expertise to navigate the complexities of doing business in Vietnam.

## 2. Networking Opportunities

Enrolling in the program provides you with an excellent platform to expand your professional network. You will have the chance to connect with fellow students from around the world who share a passion for the same industry, as well as with industry experts.

## 3. Enhance career prospects

Acquiring specialized knowledge and skills related to the Vietnamese market can significantly enhance career prospects. You will gain a competitive edge in pursuing job opportunities, entrepreneurship ventures, or business expansions in Vietnam.

## 4. Stay updated with market trends

The program provides an overview of the current market trends and emerging sectors in Vietnam. You will be equipped with up-to-date information, enabling you to identify potential business opportunities and stay ahead in a rapidly evolving market.

## 5. Cultural immersion

Understanding the cultural nuances and business etiquette is crucial for building successful relationships in Vietnam. The program offers insights into Vietnamese culture, customs, and values, helping you navigate social interactions and foster meaningful connections with local partners.

## 6. Certificate of Attendance

Upon completion (with an attendance of at least 75% of classes), you will receive a certificate of attendance.



# Delivery Mode

## In Presence / Streaming

### In Presence / Streaming

€1,350.00 (VAT is included)

**Classroom attendance**  
Introductory lecture + 6 lectures  
(15 hours total)



**Live Streaming**  
Introductory lecture + 6 lectures  
(15 hours total)



**Classroom attendance**  
Masterclass  
(6 hours total)



**Live Streaming**  
Masterclass  
(6 hours total)



**Online Conversation**  
(6 hours total)



**Tutoring**  
(2 hours - 1h at the beginning,  
1h before final exam )



**Certificate of Attendance**  
(with at least 75% of attendance)



**On Demand Materials\*\***



With VBM's **In Presence / Streaming** modality, you will have the opportunity to make the most out of the program by having full access to face-to-face lectures, conversations, online materials, and on-campus access and resources.

In addition to the interaction and networking with Faculty and peers, you will have access to all the tools and resources offered by the Università Cattolica del Sacro Cuore campus: classes, libraries, and well-designed common spaces, where you can study, read, and relax. These areas are specifically designed to enhance your overall student feel and experience in Milan!

Even the live-streamed sessions are designed to facilitate interaction with both your peers and our faculty. This is a place for you to collaborate, discuss, and connect with a growing network of professionals - fostering a sense of community and shared learning.

We understand that attending classes in person may not always be possible for everyone. That's why we offer the flexibility of streaming classes if you are unable to be physically present. Furthermore, all classes are recorded and made available asynchronously, allowing you to access them at your own convenience, even after the course has ended.

- Audio-visual content will be released on the online platform in conjunction with reference classes.
- A tutoring service is also included with this option to help you get the best out of this program.
- By attending at least 75% of classes, you will receive a certificate of attendance.



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

ICRIM  
international CENTER OF RESEARCH IN INTERNATIONAL MANAGEMENT

Individuals who completed the course will receive a statement of completion certificate from Università Cattolica del Sacro Cuore.

**FOR MORE INQUIRIES AND THE ENROLLMENT PROCEDURE**

<https://formazionecontinua.unicatt.it/formazione-vietnam-business-management---vbm-e124mi01001-01>

**FOR INQUIRIES YOU CAN CONTACT**

**Inquiries regarding the program:**

ICRIM – International Center of Research in International Management  
Università Cattolica del Sacro Cuore

Room C.05 Via Necchi 5 – 2013 Milano

Tel. +39 02.7234.3046/3089

Fax + 39 02.7234.2300

[icrim@unicatt.it](mailto:icrim@unicatt.it)

[www.icrim.eu](http://www.icrim.eu)

**Inquiries regarding the enrollment procedures:**

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