



Schweizerische Eidgenossenschaft
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SWISS BET ALUMNI ASSOCIATION

FALL EVENT'S AGENDA

Wealth Management in Emerging Markets: How to set up a Wealth Management Practice?

Time: 15h00-20h00, **Thursday, August 21, 2025**

Venue: Pullman Saigon Centre Hotel, 148 Tran Hung Dao Boulevard, Ho Chi Minh City, Viet Nam

Language: Vietnamese and English (with simultaneous translation)

No	Time (Hanoi time)	Content	Speaker/Note
1	14:45-15:00	Registration, welcome	
2	15:00 – 15:05 (5 minutes)	Welcome speech	Mr. Phuong Tran , Senior Executive Vice President, BIDV & Chairman of the Swiss BET Alumni Association
3	15:05 - 15:10 (5 minutes)	Welcome speech	Prof. Alfred Mettler , Director Swiss BET Program Vietnam
4	15:10 – 16:40 (90 minutes)	Presentation by SFI-Speaker	Mr. Alain Held , Partner, Trigon Family Office SA, Switzerland
5	16:40 – 16:50	Tea break	
6	16:50 – 17:15 (25 minutes)	Wealth Management – Challenges and Opportunities for HDBank	Ms. Tran Thu Huong , Retail Banking Director, Head of Sales & Distribution and Priority Banking, HDBank
7	17:15 – 17:40 (25 minutes)	Practical Insights - MB Private's 5-Year Journey to create a Legacy that builds Legacies	Mr. Hung Anh , Head Sale, Southern Private Banking, MB
8	17:40 – 18:15 (35 minutes)	Discussion	Mr. Phuong Tran , presenters, participants
9	18:15 – 18:30 (15 minutes)	Closing and photos	Mr. Phuong Tran , Senior Executive Vice President, BIDV & Chairman of the Swiss BET Alumni Association
10	18:30 – 20:00	Networking dinner, including introduction of new board members	All participants