



Bilateral Food Exchange between Singapore and Vietnam part 3



KEY PARTNERS:



FOOD & BEVERAGE



VIRTUE
PARTNERS MANAGEMENT



CO-HOSTS:



SUPPORTING PARTNERS



Date: 22 July 2022

Hybrid conference

15.00 pm (VN)

16.00 pm (SG)

Moderator - Mr. Alan Phua
CEO Virtue Partners
Management Vietnam Co. Ltd.



Mr. Alan Phua
CEO Virtue Partners
Management Vietnam Co. Ltd.

A proven leader with 2 decades of leadership experience, Mr. Alan brings with him a wealth of experience from his career in the Financial Services Sector.

He was previously a Director and the Head of Private Wealth for one of Singapore's most established Financial Services organizations and currently a NS Warrant Officer in the Singapore Armed Forces as well.

Alan is able to converse effectively in 3 languages, namely English, Mandarin and Vietnamese.

15.15 pm (VN)

16.15 pm (SG)

Guest Speaker - Mr. Patrick Verove
General Manager of
InterContinental Hanoi Landmark72



Mr. Patrick Verove
General Manager
InterContinental Hanoi Landmark72

Originally from France, Patrick Verove brings with him nearly 30 years of experience in the hospitality industry, and has a strong record in food and beverages, and revenue generation at different hotels across the globe. He joined InterContinental Hanoi Landmark72 in 2020 and during his tenure, he has successfully launched multiple F&B projects, loyalty program and possesses in-depth knowledge of hotel industry trends.

15.45 pm (VN)

16.45 pm (SG)

Guest Speaker - Mr. Joel Chan
Account Manager of Food
Innovation & Resource Centre FIRC
Singapore Polytechnic



Mr. Joel Chan
Account Manager of Food
Innovation & Resource Centre
FIRC Singapore Polytechnic

Joel Chan has been with the Food Innovation & Resource Centre (FIRC) since 2013 as an Account Manager in charge of liaising with food enterprises to help solve food application problems, increase productivity and/or to look innovation solutions. His job involves identifying and provisioning of food science and technological solutions that cover product and process innovation, packaging recommendation, shelf life extension and evaluation, consumer study and automation. Joel graduated from Coventry University, UK, with a BSc with Honours First Class in Engineering Business Management and has come with more than 15 years of project management and business consulting before joining FIRC. He is also a certified Registered Management Consultant (RMC).

16.15 pm (VN)

17.15 pm (SG)

Guest Speaker - Mr. Yao Lu
FMCG Cluster Head and Head
of Retail Shopee Singapore



Mr. Yao Lu
FMCG Cluster Head and Head
of Retail Shopee Singapore

Yao Lu is the FMCG Cluster Head and Head of Retail in Shopee Singapore. He oversees the planning, acquisition, and development of key business opportunities within the fast-moving consumer goods and retail sector.

Yao Lu is passionate about empowering businesses to digitalise and scale online within a rapidly-growing e-commerce world. He joined Shopee in 2019 to develop and lead its B2C business and Shopee Supermarket. He possesses a wide range of experience across important pillars including Shopee's Merchant and Brand Acquisitions, Seller Operations, and Shopee Xpress.

16.45 pm (VN)

17.45 pm (SG)

Guest Speaker - Ms. Lynette Zheng
Business Development
Deputy Director of Udders Ice Cream



Ms. Lynette Zheng
Business Development
Deputy Director of Udders Ice Cream

Lynette is a business development director for Udders, Singapore's largest homegrown ice creamery. She is driving Udders' global expansion into markets such as Vietnam, Malaysia, Indonesia, the Philippines and China. Lynette is also a qualified lawyer and has appeared before all levels of the Singapore courts.

From Farm To You



TOPIC:
**Hanoi Vietnam - F&B business between
Singapore and North Vietnam**



VIETNAM PROGRAMME
22 July 2022
(Vietnam Time)

- 2.15 pm** Arrival of guest
- 2.30 pm** Registration of guest
- 2.45 pm** Sharing of F&B in Hanoi market from hotel prospective
- 3.00 pm** **Moderator - Mr Alan Phua**
CEO, Virtue Partners Management Vietnam Co Ltd
- 3.15 pm** **Mr Patrick Verove**
General Manager InterContinental Hanoi Landmark72
- 3.45 pm** **Mr Joel Chan**
Account Manager Food Innovation & Resource Centre FIRC, Singapore Polytechnic
- 4.15 pm** **Mr Yao Lu**
FMCG Cluster Head and Head of Retail Shopee Singapore
- 4.45 pm** **Ms Lynette Zheng**
Business Development Deputy Director of Udders Ice Cream
- 5.15 pm** Q&A Networking Session



SINGAPORE PROGRAMME
22 July 2022
(Singapore Time)

- 3.15 pm** Virtual Zoom meeting
- 3.30 pm** Virtual networking of Overseas guest & Vietnam guest
- 3.45 pm** Sharing of F&B in Hanoi market from hotel prospective
- 4.00 pm** **Moderator - Mr Alan Phua**
CEO, Virtue Partners Management Vietnam Co Ltd
- 4.15 pm** **Mr Patrick Verove**
General Manager InterContinental Hanoi Landmark72
- 4.45 pm** **Mr Joel Chan**
Account Manager Food Innovation & Resource Centre FIRC, Singapore Polytechnic
- 5.15 pm** **Mr Yao Lu**
FMCG Cluster Head and Head of Retail Shopee Singapore
- 5.45 pm** **Ms Lynette Zheng**
Business Development Deputy Director of Udders Ice Cream
- 6.45 pm** Q&A Networking Session

JOIN US



DATE:
22 July 2022, Friday



DATE:
22 July 2022, Friday



TIME:
2 pm - 6 pm



TIME:
3 pm - 7 pm



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INQUIRIES

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If you need more information about the event



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