



 CEO

vietnam

the hidden charm

29 MARCH - 6 APRIL 2017



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schedule*



Wednesday, 29 March 2017

Daytime Attire: Casual*

Ladies: Lightweight casual pants or capris, casual seasonal top with sturdy, comfortable shoes

Gentlemen: Lightweight trousers, casual seasonal shirt and comfortable walking shoes

* Please do not wear shorts, tank tops or hats as they are not permitted in the mausoleum or pagoda.

Evening Attire: Smart Casual

Ladies: Dress, slacks or skirt and dressy top with a wrap

Gentlemen: Slacks, khakis or trousers with a sport coat and collared shirt

9:30am

Depart Hotel for Optional Off-sites (User-pay)

- Hanoi City Tour
- Hanoi City Tour and Prison

Meet in Opera Wing Lobby, Sofitel Legend Metropole Hanoi

9:30am-12noon

Optional Off-site: Hanoi City Tour (User-pay)

9:30am-1:00pm

Optional Off-site: Hanoi City Tour and Prison (User-pay)

2:00-4:00pm

Registration

Foyer of Thang Long Hall 1, Sofitel Legend Metropole Hanoi

5:00-5:15pm

Welcome Remarks

Carl Bistany, CEO 2016-2017 International President

Thanh Dinh, CEO Vietnam: The Hidden Charm Co-Chair

Thang Long 1 & 2, Sofitel Legend Metropole Hanoi

5:15-6:00pm

“Vietnam: The Hidden Charm Overview”

Bill Jones

Thang Long 1 & 2, Sofitel Legend Metropole Hanoi

6:00-6:45pm

Cocktails

L’Orangerie, Sofitel Legend Metropole Hanoi

6:45-8:45pm

Welcome Dinner

Please bring your headset with you to dinner if going on cyclo ride after dinner.

La Veranda, Sofitel Legend Metropole Hanoi

9:00-10:00pm

Evening Cyclo Ride through The Old Quarter (Optional)

Meet in Opera Wing Lobby for Departure



Thursday, 30 March 2017

Morning Education Attire: Business Casual

Ladies: Lightweight dress pants, skirt or dress with fashionable top

Gentlemen: Sport coat, lightweight slacks, collared shirt and dress shoes

Off-site Attire: Casual

Ladies: Lightweight casual pants, capris or shorts, casual seasonal top with sturdy, comfortable shoes

Gentlemen: Lightweight trousers, casual seasonal shirt with comfortable walking shoes

Evening Attire: Cocktail Attire*

Ladies: Cocktail dress or suit

Gentlemen: Coat and tie (suit)

* Please wear comfortable shoes.

7:00-8:30am

Breakfast

*Spices Garden or Le Beaulieu Restaurants,
Sofitel Legend Metropole Hanoi*

8:45am

Opening Remarks

Don Lam, CEO Vietnam: The Hidden Charm Co-Chair
Thang Long Hall 1 & 2, Sofitel Legend Metropole Hanoi

9:00-9:45am

Opening Education Session

Thang Long Hall 1 & 2, Sofitel Legend Metropole Hanoi

9:45-10:00am

Coffee Break

Foyer of Thang Long Hall 1 & 2, Sofitel Legend Metropole Hanoi

10:00-11:00am

PANEL: "An Emerging Market Standout – Understanding Vietnam's Economy"

Hans-Paul Bürkner

Eric Sidgwick

Don Lam

Thang Long Hall 1 & 2, Sofitel Legend Metropole Hanoi

11:00-11:15am

Coffee Break

Foyer of Thang Long Hall 1 & 2, Sofitel Legend Metropole Hanoi

11:15am-12noon

"Creating New Business in Vietnam: Stories of Trial and Triumph"

Dai Tu Doan Viet

Thang Long Hall 1 & 2, Sofitel Legend Metropole Hanoi

schedule

- 12:15pm **Depart Hotel for Lunch**
Please bring your headset with you for the Arts Museum off-site.
Meet in Opera Wing Lobby for Departure
- 12:30-2:00pm **Lunch**
Wild Rice
- 2:00-5:00pm **Off-sites**
- Fine Arts Museum and Suzanne Lecht's Gallery
 - Bac Ninh Countryside Excursion
- 5:00-6:15pm **Free Time**
- 6:15pm **Depart for Gala Evening at Temple of Literature**
Meet in Opera Wing Lobby for Departure
- 6:30-10:00pm **Gala Evening with Entertainment**
Temple of Literature

Friday, 31 March 2017

Daytime Attire: Casual*

Ladies: Lightweight casual pants, capris or shorts, casual seasonal top with sturdy, comfortable shoes

Gentlemen: Lightweight trousers, casual seasonal shirt with comfortable walking shoes

**Pack a swimsuit (optional)*

Evening Attire: Smart Casual

Ladies: Dress, slacks or skirt and dressy top with a wrap

Gentlemen: Slacks, khakis or trousers with a sport coat and collared shirt

- 6:00-6:30am **Breakfast**
*Spices Garden or Le Beaulieu Restaurants,
Sofitel Legend Metropole Hanoi*
- 6:30am **Blue Group and Red Group Depart Hotel**
Group assignments on back of nametag.
Meet in Opera Wing Lobby for Departure
- 6:30-10:30am **Red Group Departs by Bus to Ha Long Bay**
(Facility Stop Along The Way)
- 7:30am **Blue Group Departs by Seaplanes/Helicopters**

 schedule

- 9:00am-1:30pm **Blue Group Enjoys Ha Long Bay, Off-site and Lunch**
- Kayaking
 - Rowing Bamboo Boat
 - Relaxing on Boat
- 10:30am-3:00pm **Red Group Enjoys Ha Long Bay, Off-site and Lunch**
- Kayaking
 - Rowing Bamboo Boat
 - Relaxing on Boat
- 1:30-5:30pm **Blue Group Departs by Bus back to Hanoi**
(Facility Stop Along The Way)
- 3:30pm **Red Group Departs Ha Long Bay by Seaplanes/Helicopters**
- 4:30pm **Red Group Arrives in Hanoi and Transferred Back to Hotel**
- 5:30-7:15pm **Free Time**
- 7:15pm **Depart for Cocktails and Dinner (Walking)**
Meet in Opera Wing Lobby for Departure
- 7:30-10:00pm **Cocktails and Dinner**
Press Club

Saturday, 1 April 2017**Daytime Attire: Casual***

Ladies: Lightweight casual pants or capris, casual seasonal top with sturdy, comfortable shoes

Gentlemen: Lightweight trousers, casual seasonal shirt with comfortable walking shoes

**Please do not wear shorts, tank tops or hats for the pagoda visit.*

Evening Attire: White Party Beach Chic

Ladies: All white, lightweight dress, slacks or skirt with dressy top with a wrap

Gentlemen: All white, slacks, khakis or trousers and collared shirt

6:00-8:15am **Breakfast**

*Spices Garden or Le Beaulieu Restaurants,
Sofitel Legend Metropole Hanoi*

 schedule

8:00am	Luggage Pull and Depart Hotel Leave luggage inside your room. Please bring your headset with you. <i>Meet in Opera Wing Lobby for Departure</i>
8:30-9:30am	Drive to Phat Tich Pagoda
9:30-10:10am	Welcome to Phat Tich Pagoda Welcome Remarks by Master Thien, followed by Offering Tour of Phat Tich Pagoda
10:10-10:50am	Off-sites: <ul style="list-style-type: none">• Hike to Big Buddha• Buddhism Meditation Coaching Session with Master Thien
10:50-11:00am	Groups Meet Up for Lunch and Remarks <i>Meeting Room, Phat Tich Pagoda</i>
11:00-11:30am	“Building Big Buddha” Tam Thanh Dang , CEO Member <i>Meeting Room, Phat Tich Pagoda</i>
11:30am-12:30pm	Vegetarian Lunch <i>Meeting Room, Phat Tich Pagoda</i>
12:30pm	Group Departs Phat Tich Pagoda for Hanoi Airport
12:30-1:30pm	Transfer to Hanoi Airport
2:30-3:50pm	Flight to Huế
4:00-5:30pm	Drive to Banyan Tree Lang Co
5:30pm	Group Check In <i>Banyan Tree Lang Co</i>
5:30-7:30pm	Free Time
7:30-10:00pm	Cocktails and Beach Dinner <i>Beach Pavillion, Banyan Tree Lang Co</i>

 schedule

Sunday, 2 April 2017

Daytime Attire: Yoga Wear

Ladies: Lightweight casual athletic wear

Gentlemen: Lightweight casual athletic wear

Evening Attire: Traditional*

Ladies: A lightweight undershirt with capris or a skirt are recommended along with a change of shoes. Dressy, flat-soled shoes are recommended.

Gentlemen: Casual slacks with a lightweight undershirt are recommended with dress shoes.

**Everyone will be provided with a traditional robe for the evening. Please wear sneakers or comfortable shoes to visit Minh Mang's Tomb.*

7:00-8:15am	Breakfast <i>The Water Court Restaurant, Banyan Tree Lang Co</i>
8:15am	Transfer to Saffron Restaurant (On property) <i>Meet at Banyan Tree Front Entrance</i>
8:30-9:10am	"Dharma Talk: Happiness from Within" Master Niem <i>Saffron Restaurant Terrace</i>
9:10-9:30am	"Sitting Meditation Practice" Master Niem <i>Saffron Restaurant</i>
9:30-9:45am	Coffee Break <i>Saffron Restaurant</i>
9:45-10:45am	"An Introduction to Huế History: Huế Citadel and The Tomb of Minh Mang" Bill Jones <i>Saffron Restaurant</i>
10:45am-2:00pm	Free Time to Enjoy Banyan Tree Lang Co Lunch on own – please choose any restaurant on property and charge to "CEO Master Account"
2:00pm	Depart for Huế <i>Meet at Banyan Tree Front Entrance</i>
2:00-3:30pm	Transfer from Banyan Tree Lang Co to Huế
3:30-4:30pm	Visit Minh Mang Tomb

schedule

4:30-5:00pm	Transfer to La Residence Huế
5:00-6:00pm	Refresh and Change before Evening Social Costumes will be provided. <i>La Residence Huế</i>
6:00-6:15pm	Transfer from La Residence Huế to the Imperial Citadel of Huế
6:15-10:00pm	Cocktails, Entertainment and Royal Dinner <i>Imperial Citadel of Huế</i>
10:00pm	Depart Huế for Banyan Tree Lang Co

Monday, 3 April 2017

Daytime Attire: Casual

Ladies: Lightweight casual pants, capris or shorts, casual seasonal top with sturdy, comfortable shoes

Gentlemen: Lightweight trousers, casual seasonal shirt with comfortable walking shoes

Afternoon Education in Danang: Business Casual

Ladies: Lightweight dress pants, skirt or dress with fashionable top

Gentlemen: Sport coat, lightweight slacks, collared shirt and dress shoes

Evening Attire: Casual

Ladies: Lightweight casual pants, capris or shorts, casual seasonal top with sturdy, comfortable shoes

Gentlemen: Lightweight trousers, casual seasonal shirt with comfortable walking shoes

7:00-10:00am **Breakfast**
The Water Court Restaurant, Banyan Tree Lang Co

9:00am **Depart for Off-sites**
Please bring your headset with you for the Village Visit Walking Tour.
Meet at Banyan Tree Front Entrance

9:00-11:30am **Off-sites:**

- Village Visit Walking Tour
- Village Visit Biking Tour, for Experienced Bikers



schedule

- 9:00am **Luggage Pull**
Keep small carry-on in your room if you would prefer to freshen-up after off-site. Please keep it on bed so porters do not take it.
- 11:30am-12noon **Refresh**
- 12noon-1:00pm **Lunch**
The Water Court Restaurant, Banyan Tree Lang Co
- 1:00pm **Depart Hotel**
Meet at Banyan Tree Front Entrance
- 1:00-2:30pm **Drive to Danang**
- 2:30-3:30pm **PANEL: “Vietnam Insight: Opportunities and Challenges”**
Xuan Anh Nguyen
Don Lam
Thanh Dinh
Danang
- 3:30-4:00pm **Drive to Hoi An**
- 4:00pm **Group Check In at The Four Seasons**
- 5:00pm **Depart for Yaly Tailor, First Fitting (Optional; User-pay for garments)**
Meet at The Four Seasons Front Entrance
- 6:30pm **Depart for Dinner**
Meet at The Four Seasons Front Entrance
- 7:00-9:00pm **Dinner**
Vj’s Market
- 9:30pm **Arrive at The Four Seasons**



Tuesday, 4 April 2017

Daytime Attire: Casual

Ladies: Lightweight casual pants, capris or shorts, casual seasonal top with sturdy, comfortable shoes

Gentlemen: Lightweight trousers, casual seasonal shirt with comfortable walking shoes

Evening Attire: Smart Casual

Ladies: Dress, slacks or skirt with dressy top with a wrap

Gentlemen: Slacks, khakis or trousers with a sport coat* and collared shirt

*Jacket may be removed after learning and libations.

7:00-8:45am

Breakfast

Café Nam Hai, The Four Seasons

8:00am

Depart for Off-site: My Son Sanctuary

Please bring your headset with you.

Meet at The Four Seasons Front Entrance

8:00am-12:30pm

Off-site: My Son Sanctuary

9:00am

Depart for Off-sites

Please bring your headset with you for the Village Visit Walking Tour.

Meet at The Four Seasons Front Entrance

9:00am-12noon

Off-sites:

- Vintage Vespa Countryside Ride
- Village Visit including Organic Farming and Water Buffalo Ride (Optional)
- Visit Local Villages to Experience Lantern and Pottery Artists
- Yaly Tailor, 2nd Fitting & Final Consultation (User-pay for garments)
- Shopping at GAM Boutique and Metiseko Silk Boutique

12:30-2:00pm

Lunch

Café Nam Hai, The Four Seasons

12:45-1:45pm

Lunch Roundtable: "Call 911 or Deal with It: Approaches to Common Emergencies"

Dr. Tom Kirsch

Café Nam Hai, The Four Seasons

2:00-6:00pm

Free Time



schedule

- 6:00-7:00pm **Learning and Libations: “Developing Vietnam Together”**
Mark Conroy
Open Lounge, The Four Seasons
- 7:00-8:30pm **BBQ Dinner**
Poolside, The Four Seasons

Wednesday, 5 April 2017

Daytime Attire: Casual

Ladies: Lightweight casual pants, capris or shorts, casual seasonal top with sturdy, comfortable shoes

Gentlemen: Lightweight trousers, casual seasonal shirt with comfortable walking shoes

Evening Attire: Smart Casual

Ladies: Dress, slacks or skirt with dressy top with a wrap

Gentlemen: Slacks, khakis or trousers with a sport coat and collared shirt

- 6:45am **Luggage Pull**
 Please leave luggage inside room.
- 6:30-7:30am **Breakfast**
Café Nam Hai, The Four Seasons
- 8:30am **Depart Hotel for Danang Airport**
Meet at The Four Seasons Front Entrance
- 8:30-9:15am **Transfer to Danang Airport**
- 10:00-11:15am **Flight to Ho Chi Minh City**
- 11:30am-12noon **Transfer from Tan Son Nhat International Airport to Park Hyatt Saigon**
- 12noon-1:30pm **Lunch**
Square One Restaurant, Level 2, Park Hyatt Saigon
- 1:30-2:00pm **Group Check In**
Outside Square One Restaurant, Park Hyatt Saigon
- 2:00-3:15pm **Free Time**
- 3:15pm **Depart for Saigon Opera House (Walking)**
 *Wear evening attire for closing social.
Meet in Lobby, Park Hyatt Saigon

 schedule

- 3:30-4:05pm **“Independent Visions: Artist Dinh Q. Lê on Vietnamese Contemporary Art”**
Dinh Q. Lê
Saigon Opera House
- 4:05-4:40pm **“Languages in Vietnamese Contemporary Movies”**
Hung Anh Tran
Saigon Opera House
- 4:40-5:00pm **Coffee Break**
Lobby, Saigon Opera House
- 5:00-6:00pm **A O Show**
Saigon Opera House
- 6:00pm **Depart Saigon Opera House for Closing Social**
- 6:30-9:30pm **Cocktails and Dinner**
Home of Local CEO Members, Walter and Ly Blocker
- 9:30pm **Transfer to Park Hyatt Saigon**

Thursday, 6 April 2017

Daytime Attire: Casual

Ladies: Lightweight casual pants, capris or shorts, casual seasonal top with sturdy, comfortable shoes

Gentlemen: Lightweight trousers, casual seasonal shirt with comfortable walking shoes

- All Day **Departures**
- 6:00-10:00am **Breakfast**
Opera Restaurant, Park Hyatt Saigon
- 8:00am **Depart for Optional Off-site: Cu Chi Tunnels (User-pay)**
Meet in Lobby, Park Hyatt Saigon
- 8:00am-1:00pm **Optional Off-site: Cu Chi Tunnels (User-pay)**
- 9:00am **Depart for Optional Off-sites (User-pay)**
- Highlights of Ho Chi Minh City
Please bring your headset with you.
 - Shopping: Visit the Chairs’ Favorite Local Shops
Meet in Lobby, Park Hyatt Saigon

☺ schedule

9:00am-12noon

**Optional Off-site: Highlights of Ho Chi Minh City
(User-pay)**

9:00am-1:00pm

**Optional Off-site: Shopping: Visit the Chairs' Favorite
Local Shops (User-pay)**

☺ hotels



Sofitel Legend Metropole Hanoi **29 March – 1 April 2017**

15 Ngo Quyen Street
Hanoi, Hoan Kiem District, 10000
Vietnam

T: +84 4 3826 6919



Banyan Tree Lăng Cô **1-3 April 2017**

Cu Du Village, Loc Vinh Commune
Phu Loc District, Thua Thien Hue Province
Vietnam

T: +84 54 3695 888



Four Seasons Resort, Nam Hai **3-5 April 2017**

Block Ha My Dong B, Dien Duong Ward
Dien Ban Town, Quảng Nam Province
Vietnam

T: +84 510 394 0000



Park Hyatt Saigon **5-6 April 2017**

2 Lam Son Square
District 1, Ho Chi Minh City (Saigon)
Vietnam

T: +84 8 3824 1234

☺ on-site team



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