



SMART CITY SUMMIT
VIETNAM 2023

VIETNAM - ASIA 2023

SMART CITY SUMMIT

HỘI NGHỊ THÀNH PHỐ THÔNG MINH VIỆT NAM - CHÂU Á 2023

Time: 29-30/11/2023

Venue: Hà Nội, Việt Nam



WORLD CONTEXT

World population

- 2022: 8 billion people
- 56% live in urban areas

Forecast:

- End of 2050: 10 billion people
- 70% live in urban areas
- 40 years later: will establish many new smart city

Urban cities in the world

- The future of humanity is definitely urban, digitalization is an essential revolution
- Many cities have moved ahead, focusing on people and the environment, such as: Taipei, Seoul, London, Oxford...

Promote development

- Green growth, sustainable development
- Exploiting, promoting potential advantages,
- Maximizing resources
- Effectively exploiting resources and people

Challenges

- The return of El Nino 2023 makes climate change more severe with increased extreme heat and dryness.
- Developing the system of developing information transmission and connection network infrastructure



VIETNAM CONTEXT

2018 – Prime Minister signed Decision 950/QĐ-TTg: Approving the Project on Sustainable Smart city development in Vietnam for the period 2018 - 2025 and orientation to 2030

2019 – The Ministry of Information and Communications announced the ICT Reference Framework for Smart city development and the Vietnam Smart cities Index for the period to 2025

There are 48/63 provinces and cities over the country that have or are implementing the development of smart city development projects, including schemes and plans promulgated for the whole province or schemes and plans promulgated for a city. provincial town.

2020 - Prime Minister promulgated Decision No. 749/QĐ-TTg approving the National Digital Transformation Program to 2025, orientation to 2030

Smart city is a global trend, the solution for urban problems
Many investment funds, businesses and organizations around the world want to invest in Smart City development in Vietnam

PURPOSES

Accompanying the Government in promoting digital transformation and building Smart cities in Vietnam and in the region

Sharing information and experience in the construction and development of Smart cities, Smart cities and smart industrial parks ICT enterprises, provinces, cities, apply companies

Promoting the application of information technology and digital transformation to enhance socio-economic development

Promote and attract investment for cities, urban areas, industrial parks and projects

Educating society about the standards of Smart City

Attracting and stimulating demand for smart urban projects

Connecting supply and demand for Smart city construction and development solutions



TARGET AUDIENCE

Join a global community of cross – sectorial leader





SMART CITY HANDBOOK: VIETNAM IS A COMPREHENSIVE REPORT ON THE PROGRESS AND OPPORTUNITIES OF SMART CITIES IN THE COUNTRY

It answers important questions:

- Which smart city projects, current and future, exist in Vietnam?
- Which areas of the city do these projects focus on?
- How can Vietnam accelerate the development of Smart Cities and how can the example of the UK help?
- Which collaboration / partnership opportunities does Smart City represent for UK and other global companies?



Và cuối cùng, loại hình và cơ hội hợp tác để có thể tồn tại giữa Vương Quốc Anh và các công ty Smart City tại Việt Nam.

SMART CITY SUMMIT - VIETNAM

HỘI NGHỊ THÀNH PHỐ THÔNG MINH VIỆT NAM
VIETNAM SMART CITY

A large screen in a conference room displays a video of a man with short grey hair, wearing a blue patterned shirt, speaking. The video is overlaid on a background image of a laboratory with several microscopes on a white counter. The man is speaking in Vietnamese.

để các quốc gia đang phát triển như Việt Nam thoát khỏi bẫy thu nhập trung bình.



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Venue: Hà Nội, Viet Nam



AGENDA FRAMEWORK

Day 1
Nov. 29

OPENING SESSION

"Database mining, build smart cities, sustainability"

TOPIC 1:
AUTHORITIES AND CITIZENS

TOPIC2:
TECHNOLOGY, CONNECTION
& DATABASE

TOPIC 3:
CO-OPERATION AND
DEVELOPMENT

SMART CITY AWARD 2023 CEREMONY

- EXHIBITION
- BUSINESS MATCHING
- SITE VISIT

Day 2
Nov. 30

TOPIC 1:
AUTHORITIES AND CITIZENS

TOPIC2:
TECHNOLOGY, CONNECTION
& DATABASE

TOPIC 3:
CO-OPERATION AND
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AUTHORITIES AND CITIZENS

TOPIC2:
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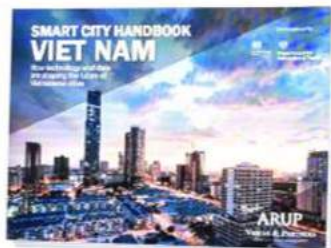
TOPIC 3:
CO-OPERATION AND
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VIETNAM SMART CITY

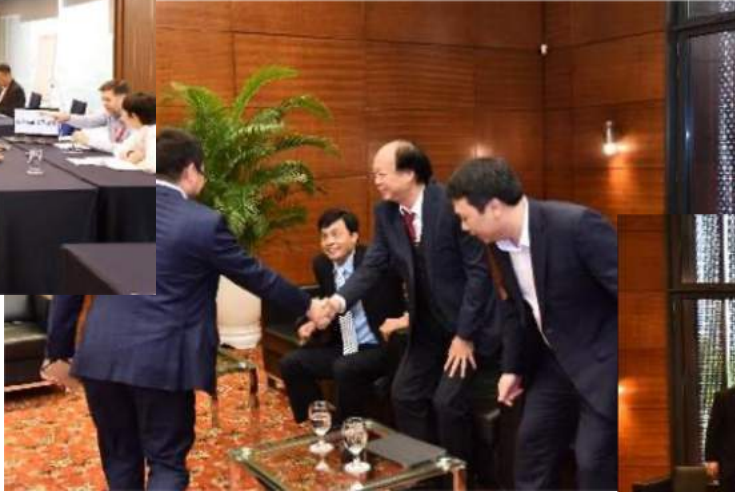
A large screen in a conference room displays a laboratory filled with various scientific instruments, including microscopes and computer monitors. On the right side of the screen, there is a video feed of a man with short grey hair wearing a blue patterned shirt. Below the video feed, there is a text box with Vietnamese text.

để các quốc gia đang phát triển như Việt Nam thoát khỏi bẫy thu nhập trung bình.

EXHIBITION



BUSINESS MATCHING

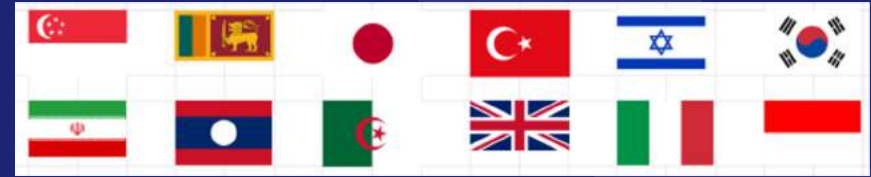


OVERVIEW

SMART CITY SUMMIT 2022

Participant from 12 Economics

Sing, Srilanka, Japan, Iran, Turkey, Isarel, Korea, Italy, Laos, Algeria, UK, Indonesia



Participant 27 of the country's 63 cities and provinces

1	An Giang	10	Bình Phước	19	Thanh Hóa
2	Bà Rịa – Vũng Tàu	11	Điện Biên	20	Đồng Tháp
3	Lâm Đồng	12	Quảng Bình	21	Thừa Thiên Huế
4	Lào Cai	13	Cần Thơ	22	Tuyên Quang
5	Phú Thọ	14	Cao Bằng	23	Hà Nam
6	Bắc Ninh	15	Đà Nẵng	24	Hà Nội
7	Long An	16	Quảng Nam	25	Hà Tĩnh
8	Nam Định	17	Quảng Ngãi	26	Vĩnh Phúc
9	Phú Yên	18	Thái Nguyên	27	Hải Phòng

Total Participant 561	Domestic Participant 513	INTERNATIONAL 48
Doanh nghiệp CNTT IT Companies 170	Đơn vị ứng dụng Non - IT Companies 312	Báo chí Media 45
Triển lãm online Online Booth 38	Triển lãm Offline Offline Booth 6	Quốc tế International 48

Coordination Unit*



Media sponsorship





WAYS TO PARTICIPATE

Let's us know your goals and we will work on a tailored solution that fits your needs and expectations

**BECOME A
PARTNER**

1

**BECOME AN
EXHIBITOR**

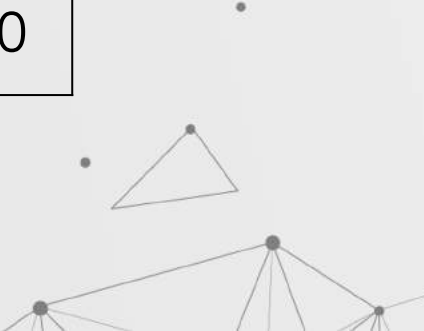
2

**BECOME AN
SPONSOR**

3

MAIN SPONSOR PACKAGES

Diamond Sponsor	USD 30,000
Gold Sponsor	USD 20,000
Silver Sponsor	USD 15,000
Bronze Sponsor	USD 10,000
Co- Sponsor	USD 5,000



SPONSOR BENEFITS (1)

NO	BENEFITS	DIAMOND	GOLD	SILVER	BRONZE	CO-SPONSOR
I. APPEARANCE BENEFITS						
1	Have a keynote speech at the Opening session of the Summit (arranged by the Organizer)	-	-	-	-	-
2	15 minute presentation at the seminar(s) of interested topic	02 slots	02 slots	01 slot	01 slot	-
3	To be arranged business matching 1:1 (both online and physical) to consult digital transformation solutions for potential customers	yes	yes	yes	yes	yes
4	Complementary Invitations to the Summit	30	25	20	15	10

SPONSOR BENEFITS (2)

NO	BENEFITS	DIAMOND	GOLD	SILVER	BRONZE	CO-SPONSOR
II. PROMOTIONAL BENEFITS						
5	3m x 2m booth at the Exhibition 2023 at the Conference hall	02 booths	01 booth	01 booth	70% discount	50% discount
6	Trailer/TVC displayed before the Opening Session (trailer provided by Sponsor)	01 minute	01 minute	-	-	-
7	Standee displayed at high traffic area of the Summit (standee provided by Sponsor)	02 pieces	01 piece	01 piece	01 piece	01 piece
8	Enclosed with the documents of the Sponsor in the general document bag of the Summit	Yes	Yes	Yes	Yes	-

SPONSOR BENEFITS (3)

NO	BENEFITS	DIAMOND	GOLD	SILVER	BRONZE	CO-SPONSOR
II. PROMOTIONAL BENEFITS (cont)						
9	Enclosed with press release along with organizers press release at the event	Yes	Yes	Yes	-	-
10	Allocated VIP seats at the opening session of the Summit and Topic Sessions	Yes	Yes	-	-	-
11	Arranged to be in VIPs tour to visit exhibition booths and take photo	Yes	-	-	-	-
12	Arranged visit by VIPs to sponsors' booth	Yes	Yes	-	-	-

SPONSOR BENEFITS (4)

NO	BENEFITS	DIAMOND	GOLD	SILVER	BRONZE	CO-SPONSOR
III. LOGO BENEFITS						
13	Sponsors' logo is placed on press release of the Summit	Biggest size, best position	Big size, good position	Yes	Yes	Yes
14	Sponsors' logo is placed on printed material at the event: banners, standees, banderols...	Biggest size, best position	Big size, good position	Yes	Yes	Yes
15	Sponsors' logo is placed on main screen on stage of the event	Biggest size, best position	Big size, good position	Yes	Yes	Yes
16	Logo + company description with link to sponsor's homepage on website http://www.vinasa.org.vn	Biggest size, best position	Big size, good position	Yes	Yes	Yes
17	Logo + company description with link to sponsor's homepage on website of the Event	Biggest size, best position	Big size, good position	Yes	Yes	Yes

SPONSOR BENEFITS (5)

NO	BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	CO-SPONSOR
IV. COMMUNICATION BENEFITS							
18	PR article(s) on Digital Life magazine at: http://nss.vn (provided by the sponsor)	02 articles	01 article	01 article	01 article	01 article	01 article
19	PR article(s) on VINASA's website at http://vinasa.org.vn (provided by the sponsor)	02 articles	01 article	01 article	01 article	01 article	01 article
20	Banner with link on the event official website at http://smartcity.vinasa.org.vn	01 banner in 05 weeks	01 banner in 05 weeks	01 banner in 02 weeks	01 banner in 02 weeks	01 banner in 02 weeks	01 banner in 01 week
21	Banner with link on VINASA's official website at http://vinasa.org.vn	01 banner in 05 weeks	01 banner in 05 weeks	01 banner in 02 weeks	01 banner in 02 weeks	01 banner in 02 weeks	01 banner in 01 week
22	Banner with link to the sponsor's website on Digital Life Magazine website at http://nss.vn	01 banner in 02 weeks	01 banner in 01 week	01 banner in 01 week	-	-	-

SPONSOR BENEFITS (6)

NO	BENEFITS	DIAMOND	GOLD	SILVER	BRONZE	CO-SPONSOR
V. OTHERS						
23	Sponsor leaders are invited to the VIP room to meet high-ranking leaders of the Government and ministries	Yes, 01 Highest leader	-	-	-	-
24	Leaders of Sponsors are allocated VIP seats at the opening session of the Summit and Topic sessions	Yes	Yes	Yes	-	-
25	Sponsor named thanked by the Organizing Committee at the opening speech of the event	Yes	Yes	Yes	Yes	Yes
26	The Sponsor is presented a commemorative token by the Organizer	Yes, with Diamond title	Yes, with Gold title	Yes, Silver title	Yes, with Bronze title	Yes, Co-Sponsor title
27	Arranged VIP tour group to visit the exhibition booth and take photos	Yes	Yes	-	-	-
And other benefits upon discussion						

OTHER WAYS OF PROMOTION



Other forms of advertisement (1)

No.	Content	Description	General fee (USD)	Member fee (USD)
1.	Presentation and taking part in the Q&A/panel discussion of interested seminar	Duration: 15 min/speech	4,000	3,500
2.	Organize a private seminar within the framework of the event	<ul style="list-style-type: none"> - Duration: 1,5 hour/seminar - Arrange a private room at the venue - VINASA invites guests and is in charge of logistics 	9,000	7,500
3.	Booth at the Smart City Exhibition (Online + Offline)	<ul style="list-style-type: none"> - 01 booth in 02 days - Free 01 virtual booth at the online exhibition on the event's website 	3,000	2,500
4.	Combo of 2 booths/space at a good position location at the exhibition (Online + Offline)	<ul style="list-style-type: none"> - Combo 02 standard booths or equivalent space (6x2m) in 02 days - Free 01 virtual booth at the online exhibition on the event's website 	5,000	4,000

Other forms of advertisement (2)

No.	Content	Description	General fee (USD)	Member fee (USD)
5.	Arranged to meet potential partners via online platform/ offline	<ul style="list-style-type: none"> - Your information is sent in advance to the attendees registering to the seminar - Arranged in a schedule to meet up with potential customers at the Summit - Be provided a table at Business matching room 	2,500	2,000
6.	TVC displayed at Opening Session	60 seconds, 01 TVC, displayed at the Opening session: before and between (2 times)	2,500	2,000
7.	Trailer advertisement before / between Topic sessions	60 seconds, 01 TVC before and between of a seminar (2 times, choose topic)	1,500	1,200
8.	Place a standee to promote products and services at the high traffic area of the Summit	Standee prepared by the company	500/ 1 standee	300/ 1 standee

Other forms of advertisement (3)

No.	Content	Description	General fee (USD)	Member fee (USD)
9.	Handout sponsors brochure in the document bag of the Organizer distributed at the Event	2500 handout bags for attendees	1,500	1,200
10.	Event gifts (cash/gift)	2500 gift sets distributed to delegates at the Event	4,500	4,000
11.	Logo on document bags	Logos on over 2,500 bags to be handed out to attendees	1,500	1,300
12.	Logo with the title of Co-Sponsor on all media, print and promotional materials of the event at the event venue and on online platforms	Logo on Photo Booth backdrop, the main backdrop of the Opening session, topic sessions, banners, standees, banderols, Press release, and online platforms	4,500	4,000

Other forms of advertisement (4)

No.	Content	Description	General fee (USD)	Member fee (USD)
13.	Pop up logo at 01 seminar (choose topic)	03 times	500	400
14.	Combo: Banner placed on the official website of the event and a standee placed at the event venue (banner and standee provided by Sponsor)	<ul style="list-style-type: none"> - At the homepage, within 04 weeks - 02 standees at the event venue 	2,000	1,700
15.	Place your logo at the top of the event registration page on the event's official website	Promote to all guests who register to attend the event	1,000	900

Other forms of advertisement (5)

No.	Content	Description	General fee (USD)	Member fee (USD)
16.	Place your logo at the bottom of the registration page on the event's official website	Promote to all guests who register to attend the event	1,000	900
17.	Place a banner at the bottom of the registration page on the event's official website	Promote to all guests who register to attend the event	1,500	1,200
18.	PR article on Digital Life magazine's homepage at http://nss.vn	800 - 1,200 words	500	400
19.	PR article on the event homepage	800 - 1,200 words	300	250
20.	Place a banner on the homepage of Digital Life magazine at http://nss.vn	In 01 week	600	500

THANK YOU VERY MUCH!

CONTACT:

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