



The faculty of FORE School of Management visited Vietnam (Ho Chi Minh City) in September 26-29, 2015 as part of its annual Faculty Development Programme (FDP). During the FDP, the FORE faculty members interacted with the faculty of the University of Economics and University of Economics and Law, Ho Chi Minh City and discussed various issues ranging from the Vietnamese economy to trade, travel and education. Prof. Nguyen Hoang Bao and Prof. Ho Ngoc Phuong from University of Economics, took sessions on Economic Environment of Vietnam and Business Opportunities in Vietnam respectively. They shared information and an objective view of state of affairs of economy and business in Vietnam. Prof. Nguyen Ngoc Dien and Prof. Nguyen ThiCanh from University of Economics and Law, deliberated through interactive sessions on State Organization in Vietnam and Vietnam economy under reform. The sessions were high on content and perspective. Deliberations in FDP generated lot of interest in Vietnamese business environment among the participants. CEOs of Indian origin from top MNCs in Vietnam, viz., Standard Chartered Bank, Prudential Finance, Kimberly Clarke and Mondelez International held a highly informative and inspiring session with the participants on potential and prospects of business in Vietnam.

The learning from fruitful interactive sessions in Vietnam of the FORE faculty has been expressed in the form of various articles on aspects ranging from Vietnamese finance, business, trade, marketing, innovation, online retail, culture, and corporate social responsibility in Vietnam. The book '*Vietnam: The Emerging Asian Star from a War-Stricken Nation*' contains eleven articles by the FORE faculty. These articles are a fine integration of different perspectives on Vietnam.



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