



## Southeast Asian Entrepreneurship: Creating a Global Brand

### CEO Forum with Ly Qui Trung

*Pho* (the delectable beef noodle soup) is one of Vietnam's most treasured exports and has become a household name over the past few years. PHO24, already a ubiquitous presence in Vietnam, has helped to transform the business of *pho* into a global enterprise led by the efforts of its CEO and Founder, Dr. Ly Qui Trung. With additional locations throughout the Asia Pacific, including Australia, Cambodia, Indonesia, Korea, Philippines and Singapore, PHO24 is well on its way to establishing itself as a global company and an example of Vietnam's modern success. Dr. Trung has a distinguished career as a pioneer in developing and introducing the concept of franchising to Vietnam, and his franchising books are regarded by many as the "franchising bible" in Vietnam. Dr. Trung is also co-founder and Chairman of the Leading Brands Club (LBC) that consists of over 50 leading CEOs/brands in Vietnam.

Come listen to Dr. Trung speak about how he helped create one of Vietnam's greatest business stories and how PHO24 is becoming one of Southeast Asia's successful global brands.

**Friday, March 20, 2009**

**Registration: 12:00-12:30pm**

**Luncheon Discussion: 12:30-2:00pm**

**Asia Society and Museum: 725 Park Avenue at 70<sup>th</sup> Street, New York City**

#### Outreach Partners:



# ASIA Society



#### REGISTRATION

**(212)-517-ASIA**

**(M-F 10am-5pm)**

**Online tickets**

<https://tickets.asiasociety.org>

\$50 Members

\$75 Nonmembers

\$35 Students w/ID (meal not included)

No cancellations, exchanges or  
refunds

For more information, please visit  
our website at:  
[www.asiasociety.org](http://www.asiasociety.org)

For program and  
sponsorship information,  
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