“How to protect a global company’s assets and reputation?”

Speakers: Ms. Tu Dinh and Mr. Kenneth Ong

GE Global Growth & Operations, ASEAN

Time: 9:30, 21 Nov. 2014

Venue: seminar room C2 - Hanoi University of Science and Technology

Please fill in online registration form http://goo.gl/forms/KZtfpnadSv

Large corporations are now expanding their activities outside their home country thus there is a need to understand international law and regional / global compliance. Why Multinational Companies must build up their own Code of Conduct and Compliance policies. Lessons learnt from famous cases such as Vinalines, IBM, Glaxo Smith Kline China (GSK).

In this lecture, we would like to give an introduction on GE Code of Conduct and Compliance policies, why GE put Integrity as our priority and what are the risks of not following the code and the policies and some specific legal topics such as Intellectual Property, International Trade Compliance & Competition Law. These topics will provide the students with basic understanding of the law and at the same time appreciate the importance of these policies in a business operational context.

The lecture is composed of two parts:

**Part I – Intellectually Property Law and Competition Law - by Ms. Tu Dinh**

- Why IP rights are so important?
- What IP laws protect an iPhone? IP as company’s most valuable asset
- What does Competition Law deal with?
- Why comply? A few case studies

**Part II – Corporate Governance and Compliance – by Mr. Kenneth Ong**

- Why Corporate Governance;
- The Essentials of Corporate Governance;
- The responsibilities of the Board of Directors; and
- Case Studies of Companies where Corporate Governance has failed.
About GE

GE (NYSE: GE) works on things that matter. The best people and the best technologies taking on the toughest challenges. They are finding solutions in energy, health and home, transportation and finance, as well as building, powering, moving and revitalizing the world. Not just imagining - doing. GE works. GE operates in more than 100 countries and employs about 300,000 people worldwide. For more information, visit the company's website at www.ge.com.

About GE in Vietnam

In 1993, GE was one of the first American companies established in Vietnam after the US Embargo was lifted. As a rapidly developing country, Vietnam has broad needs in Aviation, Energy and Healthcare that are critical for its sustainable, environmentally-conscious growth and development. GE provides Vietnam a unique company-to-country approach, helping the country establish a stronger global presence.

About the speakers

Ms. Tu Dinh
Associate General Counsel
GE Global Growth and Operations, ASEAN

Ms Tu Dinh was born in Vietnam. She holds a LLB Degree in Law (Honours) and a postgraduate diploma from the University of Hong Kong and is qualified as a solicitor to practice in Hong Kong and England. She worked as a solicitor in private practice for 12 years in Hong Kong, specializing in corporate commercial law, intellectual property, regulatory, project works and dispute resolution. She also advised on Asia Pacific regional transactions, especially on projects in Vietnam.

Ms Tu Dinh joined GE in 2011 as the Associate General Counsel in ASEAN of GE Global Growth and Operations, an organization responsible for driving growth in GE’s global markets. Based in Hong Kong, she is responsible for GE corporate legal affairs in 4 countries in the ASEAN region including Vietnam, Cambodia, Thailand and the Philippines. She supports GE projects in Power & Water, Oil & Gas, Power Management, Healthcare and Aviation sectors. Ms Tu Dinh provides legal and compliance training to GE employees, customers and discussion on related topics with students in the region on a regular basis.

Mr. Kenneth Ong
Company Secretary & Chief Privacy Officer – ASEAN
General Electric International, Inc.
Global Growth & Operations

A legal counsel and company secretary with extensive experience in commercial, company, contractual and corporate laws in Asia Pacific. Kenneth has worked in various Fortune 500 organizations in Asia Pacific, including Singapore Airlines Limited and Deutsche Bank AG, Singapore Branch.

He joined General Electric at the end of 2012 in the newly created role of Company Secretary, ASEAN. In this role, he oversees all General Electric entities in the South East Asian region, in which he provides corporate secretarial and corporate governance support.

Kenneth was responsible for the implementation of personal data protection processes in South East Asia and was appointed Chief Privacy Officer, ASEAN in 2014 in addition to his role as Company Secretary. Kenneth attended the University of Buckingham in the United Kingdom and graduated with a Bachelor of Laws (Honours) degree. He was both a Barrister-at-Law in England & Wales and an Advocate & Solicitor in Singapore.

Kenneth is a proud member of the International Association of Privacy Professionals.