

WAN-IFRA hosts media conference in Vietnam

HANOI: The World Association of Newspapers and News Publishers (WAN-IFRA), has organised its first conference in Vietnam, with more than 140 Vietnamese media stakeholders gathered in Hanoi this week for a look at business strategies from a wide variety of markets worldwide.



The two-day conference was the closing event of an 18-month-long training partnership between WAN-IFRA and the Vietnamese Journalists Association to expose media leaders to the latest trends from the international media industry to support the development of media in the country.

Conference speakers included Geoff Tan, senior vice president and head of strategic marketing for Singapore Press Holdings; Thomas Jacob, deputy CEO and MD of WAN-IFRA's Asian subsidiary, based in Singapore; Soren Ostergaard Sorensen, CEO and MD of sorsoso Media Consultation; Jackie Ventom, training director of the Byrne Partnership; and Theo Blanco, vice president for sales and marketing for Uppsala Nya Tidning in Sweden.

"The idea behind the conference, and the training programme that preceded it, is to help the Vietnamese press succeed as businesses, by bringing in ideas, innovations and strategies that have been successful in other markets and countries," said Larry Kilman, deputy CEO and executive director of communications and public affairs for WAN-IFRA.

Newspapers must succeed as businesses

"For the press to do its job, newspapers have to first succeed as businesses. If they fail to do so, they will not be able to fulfil their societal role of serving the people, being a watchdog against corruption and wrongdoing, of protecting the weak," he said in remarks opening the conference.

Dinh Thi Thuy Hang, director of the Vietnamese Journalists Association Training Centre, said: "The knowledge and skills provided by WAN-IFRA experts are useful and can be applied in media houses undergoing significant change."

WAN-IFRA, the global association of the world's press, organises a number of events in Asia, including Publish Asia, the premier publishing event for the region's news companies. The Vietnamese conference was an outgrowth of Publish Asia; Vietnamese newspaper executives who attended the event requested that a mini "Publish Asia" be organised for their colleagues back home.

WAN-IFRA's next major Asian event is Digital Media Asia, to be held 23-25 November next in Hong Kong. View the [full details for Digital Media Asia](#).

The Vietnam Media Partnership is part of a strategic partnership between the Swedish International Development Cooperation Agency (Sida) and WAN-IFRA to advance media development worldwide.

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