



 ceocollege

17-25 March 2006
North to South

Vietnam College

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SCHEDULE

Schedule as of 22 February 2006. Please refer to on-site newsletters for most current agenda information.

THURSDAY, 16 MARCH

All Day	Arrivals Hospitality Committee
10:00am-12noon	Registration
12noon-2:30pm	Hospitality Committee Briefing and Luncheon
3:00-5:00pm	Hospitality Committee Old Quarter Walking Tour
7:00-9:30pm	Hospitality Committee Dinner Wild Rice

FRIDAY, 17 MARCH

All Day	Arrivals Airport Pick-ups (Hanoi Airport) Metropole Hotel check-in
Morning	Breakfast Spices or Le Beaulieu Restaurant Metropole Hotel
10:00am-3:00pm	CEO Registration/Information/Off-Sites Desk
12noon	Hospitality Committee Lunch Cha Ca La Vong
6:00-7:00pm	Education Plenary Vice Minister Le Van Bang <i>Q&A Session</i>
7:00-9:30pm	Dinner Spice Garden Terrace Metropole Hotel

SATURDAY, 18 MARCH

6:30-8:00am	Breakfast Spices or Le Beaulieu Restaurant Metropole Hotel
6:30-7:30am	Sunrise Walk Hoan Kiem Lake
7:30-11:00am	CEO Information Desk
8:30-8:45am	Opening Remarks Shad and Ann Khan
8:45-9:45am	Education Plenary David Lamb <i>Vietnam Now</i>
10:00-11:00am	Education Plenary Bill Hobdell <i>Visual Overview of Vietnam</i>
11:15am-12:15pm	Education Plenary Lady Borton <i>Ha Noi: Capital of Capitals</i>
12:15-1:30pm	Buffet Lunch Spices Garden Terrace Metropole Hotel
1:00-5:30pm	Off-Sites Old Quarter Walking/Lunch Hanoi Hilton Insider's Look at Vietnamese Art Temple of Literature Vietnam's Museum of Ethnology Highlights of Hanoi
2:00-4:45pm	
2:00-4:30pm	
2:00-5:00pm	
2:00-5:00pm	
2:00-5:00pm	
2:00-5:30pm	
7:00-10:00pm	Dinner Hanoi Opera House

SUNDAY, 19 MARCH

6:30-8:00am	Breakfast Spices or Le Beaulieu Restaurant Metropole Hotel
6:00-7:30am	Off-Site Photography with Bill Hobdell
7:30-11:00am	CEO Information Desk
8:30-9:30am	Education Plenary Panel Sandy Northrup (moderator), Alan Duong, Henry Nguyen, Chien Bach Ngoc, Hung Pham Ba <i>Vietnam's Next Generation</i>
9:45-10:45am	Education Breakouts Suzanne Lecht <i>Contemporary Art in Vietnam</i> Henry Nguyen <i>The Economic Engine of Vietnam</i>
11:00am-12noon	Education Breakouts Lady Borton <i>Ho Chi Minh: How Did He Lead?</i> Dana Sachs & Mai Bui Hoai <i>Understanding Vietnam Through its Language</i>
12noon-1:30pm	Buffet Lunch Spices Garden Terrace Metropole Hotel

1:00-5:30pm
1:00-4:45pm
1:45-3:30pm
2:00-4:00pm
2:00-4:30pm
2:00-5:00pm
2:00-5:00pm
2:00-5:00pm
2:00-5:30pm

Off-Sites
Old Quarter Walking/Lunch
Discovery Photography with Bill Hobdell
Silk Design with Alan
Hanoi Hilton
Temple of Literature with Lady Borton
Insider's Look at Vietnamese Art with Suzanne Lecht
Vietnam's Museum of Ethnology
Highlights of Hanoi

4:00-6:00pm

Shipping Desk

6:30-10:00pm

Dinner
Vietnam History Museum

MONDAY, 20 MARCH

*You have two options today. You may either visit
Halong Bay or Spend a Free day in Hanoi.*

Halong Bay Option:

6:30am

Breakfast
Spices or Le Club Bar
Metropole Hotel

7:00am

Depart for Halong Bay
via van

10:30am

Arrive Halong Bay

10:30-3:30pm

Cruise on Junks
Lunch onboard

3:45pm

**Depart for Hai Phong
Airport**
via van

5:50pm

Arrive Hai Phong Airport
For charter flight to Danang

8:30pm

Arrive Furama Resort
Social Surprise

Free Day in Hanoi Option:

6:30am **Breakfast**
Spices or Le Club Bar
Metropole Hotel

Afternoon **Lunch on own**

3:30pm **Depart for Hai Phong Airport**
via van

5:50pm **Arrive Hai Phong Airport**
For charter flight to Danang

8:30pm **Arrive Furama Resort**
Social Surprise

Andrew Hardy & Tien Dong Nguyen
The Political Economy of Eaglewood & Culture of Ancient Champa

11:15am-12:15pm **Education Breakouts**
Mike Eiland
Aspects of the History of Da Nang

Peter Zinoman
Eastern Religions 101

12:15-1:30pm **Buffet Luncheon**
Indochine Restaurant
Furama Resort

TUESDAY, 21 MARCH

6:00-7:30am **Marble Mountain Exercise**

6:30am **Breakfast on own**
Indochine Restaurant

7:00-8:00am **Yoga on Beach**

7:00-9:30am **Discovery Photography in Hoi An**

7:30-8:30am **First Timer Focus Group**

8:00-9:45am **CEO Information Desk**

1:30-5:00pm **Leisure Activities/Free Time**

2:00-5:00pm **Hoi An Walking/Shopping Tour Departures**

5:30pm **Depart for boat ride to Dinner**
Meet at Hoi An Waterfront

6:30-9:00pm **Dinner**
Full Moon Towns Restaurant

8:30-8:45am **Welcoming Remarks**

8:45-9:45am **Education Plenary**
Peter Zinoman
History of Indochina

10:00-11:00am **Education Breakouts**
Samantha Coomber
Hoi An: International Influences Past and Present

WEDNESDAY, 22 MARCH

6:00am-2:00pm **Off-Sites**
6:00-7:30am Marble Mountain Exercise Walk
7:30am-5:30pm Hue with Peter Zinoman
8:00-11:00am Marble Mountain
8:00-11:30am Walk and Shop Hoi An Walking Tour
8:00am-12:30pm Cham Ruins at My Son
8:30am-2:00pm Miss Vy's Cooking Class
10:00am-12noon Cham Museum

6:30-8:00am **Breakfast on own**
Indochine Restaurant

7:30-9:00am **CEO Information Desk**

12noon-1:30pm	Buffet Luncheon Indochine Restaurant
1:30-4:00pm	CEO Information Desk
2:00-3:00pm	Education Breakouts Spencer Koerner, MD <i>Telemedicine</i>
3:15-4:15pm	Education Breakouts Mike Eiland <i>Environment, Science and Technology Issues in Vietnam</i>
4:30-5:30pm	Education Plenary David Lamb <i>Is Iraq America's New Vietnam?</i>
7:00-10:00pm	Social China Beach Party Furama Resort Beach

THURSDAY, 23 MARCH

6:30-8:00am	Breakfast on own Indochine Restaurant
8:00-9:00am	CEO Information Desk
9:30-10:30am	Education Plenary Samatha Coomber <i>Ho Chi Minh City: The Fall and Rise of Saigon</i>

11:00am	Depart for Danang Airport
1:30pm	Flight to Ho Chi Minh City
2:30pm	Arrive Ho Chi Minh City
3:30-5:00pm	Tour Reunification Palace
4:30-5:00pm	Check-in at Sheraton
5:00-7:00pm	CEO Information Desk
5:00pm	Free Night

FRIDAY, 24 MARCH

6:00am	Breakfast on own Saigon Café, Sheraton Saigon
7:00am-4:15pm 7:00am-4:15pm 9:00am-3:00pm	Off-Sites Mekong Delta Cu Chi Tunnels
Afternoon	Free Time
4:00-6:00pm	Shipping Ship packages home
6:30-9:30pm	Closing Social Miss Saigon Dinner Sheraton Rooftop

SATURDAY, 25 MARCH

6:00-8:00am	Breakfast on own Saigon Café
8:00-9:00am	CEO Information Desk
9:45am	Cambodia Post Academy Departs
All Day	Departures to HCMC Airport

FACULTY

NOTE: In Vietnam, the polite form of address is to append “Mr.” or “Ms.” to a person’s first name, not his or her family name. Surnames precede first names as in the following example:

Mai Bui Hoai. Bui Hoai is a surname. Mai is a first name. So you would address him as Mr. Mai

For the purposes of this booklet, we have written the names with first name first and surname last.



Chien Bach Ngoc
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Chien Bach Ngoc has devoted his career to sharing an “in touch,” progressive and internationally-conscious Vietnam with the world. Educated in Melbourne, Australia at Monash University, Bach Ngoc began his career as an English instructor at Hanoi Open University and later served as a tour operator for the Vietnam Veteran Tourism Service. In 1996, he joined Vietnam’s Ministry of Foreign Affairs and has represented Vietnam since then as Press Attaché and Press Officer both at home and at the Vietnamese Embassy in the United States.

TOPIC:
Vietnam’s Next Generation (Panel Discussion)



Lady Borton
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Lady Borton has been involved with Vietnam for nearly 40 years and is the only American to have lived and worked amidst all sides. She is co-editor of the bi-lingual series, *Frequently Asked Questions About Vietnamese Culture*, translator of General Giap’s memoirs, and author of the recently published biography, *Ho Chi Minh: A Journey*.

TOPICS

Ha Noi: Capital of Capitals
Ho Chi Minh: How Did He Lead?
Temple of Literature & Ho Chi Minh Home Tour



Mai Bui Hoai
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Mai Bui Hoai, a graduate of the Hanoi Fine Arts College, has exhibited his paintings and photographs in Vietnam, Europe, and the United States. For the book *Two Cakes Fit for a King: Folktales from Vietnam*, which he collaborated on with Nguyet Cam Nguyen and Dana Sachs, Bui Hoai created a series of original paintings on rice paper, which were inspired by Buddhist pagoda paintings and the traditional folk art of Dong Ho Village in the Red River Delta. As a recipient of a Rockefeller Foundation grant, Bui Hoai recently completed the documentary film, “The Rain on the River,” which explores the ways in which residents of two central Vietnamese villages have learned to survive despite the grief and trauma caused by war.

TOPIC:
Contemporary Art in Vietnam with Dana Sachs
 (Illustrator)



Samantha Coomber
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Samantha Coomber is an English travel and lifestyle writer originally from London, now based in Hanoi. Her background includes 14 years in the UK travel industry, with positions ranging from a holiday representative in European ski and summer resorts, to sales and marketing for various travel companies in London.

A one-month backpacking trip in 1998 in Vietnam en route to Australia led Samantha to a sudden career change as a writer and a life long passion for Vietnam. She has now spent more than five years living, working and traveling in Vietnam, exploring places few tourists go and updating and researching three Rough Guides travel guidebooks (Vietnam edition and two Southeast Asia Vietnam sections). In 2002, the Vietnam National Administration of Tourism, head-hunted Samantha to help set-up and launch a new monthly tourism / ex-pat magazine in Hanoi and serve as editor and writer. She would be the first and only foreigner in this government department. After nearly four successful years on the magazine, Samantha left in 2005 to concentrate on working full-time as a freelance writer in Vietnam.

Publication credits include author of the first edition *Insight Pocket City Guidebook* to Hanoi and Northern Vietnam, updating and editing Fodor's *Australia* travel guidebook and fourth edition *Luxe Guide Hanoi*, plus articles published in *National Geographic Traveler*, *Asia Spa*, *DestinAsian* magazines and *The Australian* newspaper.

TOPICS:

Hoi An: International Influences Past and Present
Ho Chi Minh City: The Fall and Rise of Saigon



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Alan Duong is something of a phoenix. All seemed lost in 1988, when she and her family fled Vietnam only to spend five futile years behind barbed-wire fences in a Hong Kong detention camp. But since being repatriated to her native Hanoi, Duong has metamorphosed into the consummately successful Vietnamese entrepreneur.

In 1996, after working for the Hong Kong Construction Company for just a few months, she realized she could not work for anyone other than herself and she launched her own business, Dal Orchid properties. She now presides over a thriving furniture and home-accessories business. Mosaïque, her boutique on Hanoi's trendy Nha Tho Street, is an elegant showcase for a variety of locally made quilts, tea sets, lamps and furniture. She exports her custom-designed Vietnamese handicraft and fashions to buyers the world over.

TOPICS:

Vietnam's Next Generation (Panel Discussion)
Design with Alan Off-Site



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Mike Eiland has had two careers: a 24-year career as an officer in the United States Army, and a 19-year career in the United States Foreign Service. The majority of both careers was spent in Southeast Asia in Special Forces assignments. Previously, Eiland had served in Vietnam for 5-1/2 years during the Vietnam War and was also in Thailand during that era. Following the war he served in the Office of the Secretary of Defense and was seconded to the State Department as political-military advisor in the East Asia Bureau. In the latter capacity he was posted to the US Embassy in Thailand as Counselor for Refugee Affairs during the Indochina refugee crisis of the late '70s and early '80s.

Following retirement from the Army in 1984, Eiland served in US Embassies in Bangkok, Jakarta, and Hanoi, with long temporary stints in Paris and Manila. He retired from the Foreign Service at the end of 2003 and resides in Bangkok where his wife is now posted with the US Embassy.

He is a graduate of the US Military Academy at West Point. He holds a MA from Georgetown University and a PhD from George Washington University.

TOPICS:

*Aspects of the History of Da Nang
 Environment, Science & Technology Issues in Vietnam*



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Dr. Andrew Hardy specializes in the history of Vietnamese migration and the relations between the Vietnamese and neighboring peoples in Southeast Asia. Since 2002, he has headed the Hanoi center of the École française d'Extrême-Orient (EFEO) and worked on collaborative projects with Vietnamese specialists in academic research and education, as well as in museum development at the Museum of Cham Sculpture in Da Nang and the Thanh Long Citadel Archaeological site at Ba Dinh, in central Hanoi.

Dr. Hardy has authored numerous articles and three books on Vietnam about migration from the Red River Delta, national integration in the Central Highlands, and Cham cultural heritage in central Vietnam including: *Red Hills: Migrants and the State in the Highlands of Vietnam*; *From Montagnards to Minorities: What National Integration for the Highlanders of Vietnam and Cambodia?*; and *Peregrinations into Cham Culture*. In 2005, his book *Red Hills* was awarded the Harry J. Benda Prize for Non-Fiction on Southeast Asia by the American Asian Studies Association.

His current writing projects offer "big picture" perspectives on the lives of Vietnamese people in ancient and contemporary history including:

- The Vietnamese in Thailand: the Cold War in Southeast Asia at the Grassroots
- A Social History of the Vietnam Wars, 1930-1990
- The Vietnamese "March to the South" a Socio-Economic Perspective

Hardy was educated in England (Cambridge University), France (University of Paris VII) and in Australia (Australian National University), where he defended his doctoral thesis in 1999 on the settlement of the Vietnamese highlands.

TOPIC:

The Political Economy of Eaglewood and the Culture of Ancient Champa



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Bill Hobdell has been a travel photographer for 30 years. His early career was based in Greece creating travel brochures for tour operators. In 1992 he was asked to travel throughout Vietnam with a writer from the *Sunday Times* to cover the opening up of tourism. The article came out under the title of "Give Peace a Chance." In 1995 he returned to cover the Northwest tribal areas for the same newspaper and the result was the feature article, "Tribes and Tribulations."

As a travel photographer Hobdell has worked in Ghana, Eritrea, Senegal, Gambia, Oman, the United Arab Emirates, Lebanon, China, Japan, India, Burma, Thailand, Laos, Cambodia, Malaysia, the Philippines and Indonesia, as well throughout most of Europe. His work has appeared in many British newspapers including the *Telegraph*, *Evening Standard*, *Sunday Times* and in the *Melbourne Age* in Australia.

Hobdell has worked for many travel companies specializing in Vietnam and Southeast Asia over the last 10 years, including Asia World, Asian Journeys, Audley Travel, Vidotours, Exotissimo and Trails of Indochina.

TOPICS:

Visual Overview of Vietnam

Discovery Photography in Hanoi Off-Site

Discovery Photography in Hoi An Off-Site



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Hans Kemp's first visit to Asia was in 1986, traveling on a one-way ticket to Malaysia. In the 18 months that followed, he traveled the East extensively, working as a bartender in Tokyo and spending three months in Tibet before taking the Trans Siberian Train back to Holland.

His return home was brief. He became a tour guide in China and moved to Hong Kong. There, he became interested in photography and entirely self-taught, he traversed Asia with camera in hand. For the next four years, Kemp created images and stories that vividly portrayed the vibrant variety of cultures and peoples of the continent. His photos have appeared regularly in international publications including *Asiaweek*, *Newsweek*, and *Geographical Magazine*.

In 1995, Kemp moved to Vietnam, captivated by the country and its people. Many of his well-known images of Vietnam and its people have circled the world as postcards. Today he works on commercial shoots for international companies and advertising agencies such as Prudential, Western Union, Caltex, Leo Burnett and McCann-Erickson.

TOPIC: *My Tho Trip in the Mekong Off-Site*



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Spencer K. Koerner, MD is currently Medical Director of International Health and Telemedicine at Cedars-Sinai Medical Center after having served as Medical Director of Pulmonary and Critical Care Medicine from 1977 to 1996. He is board certified in internal medicine and pulmonary diseases. He is also a Professor of Medicine at the University of California, Los Angeles, School of Medicine. While serving as Director of Pulmonary Medicine, Dr. Koerner's research focused on lung transplantation, acute respiratory distress syndrome and primary pulmonary hypertension.

Dr. Koerner has written many articles for such peer-reviewed publications as the *Journal of Heart and Lung Transplantation*, *Clinical Research*, *New England Journal of Medicine* and *American Review of Respiratory Disease*. Dr. Koerner is a member of many professional organizations, including the American Thoracic Society, American College of Physicians and American College of Chest Physicians. He currently serves on the Board of Directors of the American Lung Association and the American Lung Association of California. He is a former chairman of the board of the American Lung Association of California and the Los Angeles Affiliate. He is also a former president of the California Thoracic Society and the Association of Pulmonary/Critical Care Program Directors. In addition, he chaired the American Lung Association Research Program for five years.

Dr. Koerner received his bachelor's degree from the University of Connecticut and his medical degree from the Chicago Medical School. He did an internship, residency and a fellowship in pulmonary medicine at Montefiore Medical Center in New York.

Thanks to IOS, Dr. Koerner is serving as the resident doctor for the Vietnam North-South College.

TOPIC: *Telemedicine*



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David Lamb's travels as a foreign correspondent for *The Los Angeles Times* have taken him to more than 140 countries and to all seven continents. He has covered the Vietnam War, the Iranian revolution, the overthrow of Idi Amin in Uganda, the Israeli invasion of Lebanon,

the African famine, the Rwanda massacres, the Persian Gulf War, the popular uprising in Indonesia in 1998, the anarchy in East Timor in 1999, the War on Terror in Afghanistan and Iraq, and many other major stories of the past three decades. His reporting has been nominated eight times for a Pulitzer Prize.

Lamb began his career with *The Okinawa Morning Star*, then moved on to newspapers in Las Vegas and Oakland. He worked for the United Press International before joining *The Los Angeles Times* in 1970 where he was based in Los Angeles, New York, Washington, Sydney, Nairobi, Cairo, and Hanoi.

His reporting and research has taken him to 50 of Africa's 51 countries, to all 21 Arab countries and to the 10 countries in Southeast Asia. He is the only newspaperman to cover the Vietnam War in the South and later open a bureau in peacetime Hanoi.

Lamb is author of *The Africans*, *The Arabs: Journeys Beyond the Mirage*, and *Vietnam, Now: A Reporter Returns*, among others. He ended a 34-year career with *The Los Angeles Times* in 2004 and now writes, lectures and travels from his base in Alexandria, Virginia.

TOPICS:
Vietnam Now
Is Iraq America's New Vietnam?



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Phuong Le Thi Hoai grew up in a farming community, leaving school early in life to assist her parents in the fields. Tragically, Phuong was injured by a landmine while working on her parents' farm in 1993. She was in her teens and faced a tough life without her limb. Yet, Phuong's story is one of courage and determination, as she

overcame her disability and went on to become a national champion in the Para Olympics. Today, she continues her sporting successes and shares a message of hope for landmine survivors and anyone who faces seemingly insurmountable obstacles.

TOPIC:

Portraits of Progress: The Stories of Phuong and Chi



Suzanne Lecht

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Suzanne Lecht was destined to be involved in the arts. She inherited her wanderlust and sense of adventure in the arts from her great aunt, who was a prolific artist and a great supporter of the arts.

In 1972, Lecht opened an art studio, Le Plus Unique in Denver, Colorado and imported Italian furniture, designed interiors, and showcased regional artists. She moved to New York in 1975 and lived there for 10 years, working as an interior designer and art consultant. In 1983, Suzanne and her husband moved to Japan and 10 years later moved to Hanoi. Over the years they have become well acquainted with the wonders and mysteries of the Far East.

As a Vietnamese art consultant she gives presentations on the contemporary art movement in Vietnam to personal and corporate collectors visiting Vietnam, such as the Asia Society NYC, the Chicago Institute of Art and the American Museum of Natural History NYC. She also works for the Vietnam Fine Arts Association as an international art consultant helping artists prepare their work for exhibitions abroad.

In November 2002, Lecht opened an art gallery, Art Vietnam, in a restored historical traditional tube house in the center of Hanoi.

Lecht received her bachelor of fine arts in art history and interior design.

TOPICS:

Contemporary Art in Vietnam
Insider's Look at Contemporary Art Off-Site



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Dr. Jane Lindsay is currently an assistant clinical professor at the University of California, San Francisco Division of General Internal Medicine where she is the Associate Medical Director of the General Medicine Clinic.

Prior to her current position, she worked at Welch Road Internal Medicine Group as one of five partners in an outpatient private practice group and staff physician at Stanford Medical Group. Dr. Lindsay also served as an instructor for the Stanford School of Medicine for several years and has received many awards for her dedication to health care.

Dr. Lindsay received her bachelor's degree in microbiology at the University of California at Los Angeles and her doctorate at the University of Pennsylvania School of Medicine.

TOPIC:

Hot Tubs and Hypertension: Medical Myths and Muddles



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Dr. Dong was educated at the University of Hanoi. A specialist in the historical archaeology of Vietnam and Champa, in 2001 he defended his doctoral thesis on a Cham archaeological site (Cat Tien district, Lam Don province) at the Vietnamese Academy of Social Sciences.

From 2003 to 2004, he participated in the excavation of the ruins of the ancient Thang Long citadel at Ba Dinh, discovered on the site of the proposed new National Assembly building in central Hanoi. He contributed to the report which led to the National Assembly project's subsequent relocation and the site's preservation as an archaeological park.

Dr. Dong has been involved in numerous Vietnamese excavations, and worked with a variety of foreign institutions, including EFEO, Guangxi Institute of Social Science, Belgium National Museum of the Arts and London University School of Oriental and African Studies.

He is currently vice-director of the Department of Ancient Technologies at the Institute of Archaeology.

TOPIC:

The Political Economy of Eaglewood and the Culture of Ancient Champa (with Dr. Andrew Hardy)



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Henry Nguyen currently serves as the managing general partner of IDG Ventures Vietnam, a US\$100 million venture capital fund focusing on start-up and early stage companies in the technology sectors in Vietnam. Prior to joining IDG Ventures, Henry was the managing director in Asia for VITC Telecommunications, a US telecommunications company specializing in IP services and technology. During his time at VITC, the company grew from a start-up to over US\$30 million in revenue annually. Prior to joining VITC, Henry was an associate at Goldman Sachs in equity research in the technology and enterprise software group based out of New York.

Nguyen received his undergraduate degree from Harvard University where he attended as a Harvard National Scholar. He graduated magna cum laude in 1995 with a bachelor's degree in the classics.

After Harvard, Henry earned his MD and MBA from Northwestern University Medical School and the Kellogg School of Management. During his time at Northwestern, Nguyen collaborated with colleagues to form S2S Medical Publishing, which produces books and learning materials directed towards medical students and physicians-in-training. With colleagues from S2S, he helped found Medschool.com, which focuses on developing a distance learning platform for medical students. Nguyen also conducted research on the early signaling proteins of brain development in the neurodevelopment laboratory of Dr. Jeffrey S. Nye.

TOPIC:

Vietnam's Next Generation (Panel Discussion)



Sandy Northrup

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Sandy Northrup began producing documentary films as a location manager and editor for the National Geographic Society's acclaimed television specials. From 1976 to 1985, she covered topics from endangered elephants and gorillas in Africa to the impact of the computer on our lives.

In 1987 she went solo producing "How Do You Get To Carnegie Hall?" following pianist Jimmy McKissic from the piano bar in Cannes, France, after he made his debut at Carnegie Hall. This program about the pianist's quest still airs on PBS. She later turned her attention to American history and produced the historical segments that have become the signature for PBS's "National Memorial Day" and "A Capitol Fourth" concert spectaculars.

In 1999, "Pete Peterson: Assignment Hanoi", a one-hour program on Douglas "Pete" Peterson, a former POW and the first American Ambassador to Vietnam since the war, premiered nationally on PBS. Northrup produced, directed, and edited the program, and took on the role of cinematographer. "Vietnam Passage: Journeys from War to Peace," the second program in her Vietnam trilogy, documented the Vietnamese perspective on the war and its aftermath. The final program, "Vietnam: The Next Generation," finishes the saga by following six Vietnamese under 30 and understanding their dreams for themselves and their country.

Northrup received her bachelor's degree in photography in 1969 from the University of Michigan and in 1972 received a master's in communication.

TOPICS:

Vietnam's Next Generation (Panel Discussion)
Portraits of Progress: The Stories of Phuong and Chi



Hung Pham Ba

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Hung Pham Ba wears many hats. He is a much sought after photographer, filmmaker and also heads a graphic design company. Since graduating university in 1997, he has used his multiple talents to focus on depicting the country, the people, and the spirit of Vietnam. His assignments have taken him from China's border in the north, to the southernmost tip of the Mekong Delta, from the Central Highlands to the back alleyways of Hanoi.

TOPIC:

Vietnam's Next Generation (Panel Discussion)



Dana Sachs

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Dana Sachs made her first visit to Vietnam in 1990 and began to write about it soon after. Her book *The House on Dream Street: Memoir of an American Woman in Vietnam*, describes her experiences living and working in Hanoi in the 1990s, a period during which the country began to open to the West. In 2003, with Nguyet Cam Nguyen and Mai Bui Hoai, she published *Two Cakes Fit for a King: Folktales from Vietnam*. Sachs' translations of contemporary Vietnamese literature have been published widely, and her articles and essays about

Vietnam have appeared in many publications, including *National Geographic*, *The Asian Wall Street Journal*, and *The Far Eastern Economic Review*. Her first novel, *If You Lived Here*, will be published next year.

TOPIC:
Understanding Vietnam Through its Language



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Chi Tran Hong has devoted his career to reinventing the parts of Vietnam that most people hope never to venture into. Since 2000, Chi has worked for Clear Path International in clearing sites marred by hidden land mines, so that they can be developed and enjoyed by Vietnamese communities. His personal expertise is in project coordination and translation, such as his work with the Peace Trees Vietnam/UXB International UXO Clearance Project which cleared a 13-hectare site for redevelopment, and a similar project in Dong Ha that cleared a 44-hectare site. Prior to joining Clear Path, Chi worked as a tour guide at Dong Ha DMZ Tour Office, where he provided interpretation of historic battlefields in Quang Tri province and the vicinity. From 1992 to 1994, Chi served in the Vietnamese military.

TOPIC:
Portraits of Progress: The Stories of Phuong and Chi



Vice Minister Le Van Bang
Ministry of Foreign Affairs
Socialist Republic of
Vietnam
Hanoi, Vietnam
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Giang
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Le Van Bang has served as Vietnam's Vice Minister of Foreign Affairs since 2002. Throughout his diplomatic career, he has been credited with greatly improving the fractious relations between Vietnam and the United States following the war between both countries.

In 1995, he became the first Ambassador to the US from Vietnam after both countries re-established diplomatic relations, working closely with his counterpart from the US, Ambassador Douglas "Pete" Peterson. Prior to that position, he held numerous diplomatic appointments including Assistant Minister of Foreign Affairs, Acting Chief of the Vietnamese Permanent Mission to the UN, and Director General of the Department of the Americas for the Ministry of Foreign Affairs.

Vice Minister Le Van Bang has witnessed a great deal of change in his country since his career officially began as an "Expert" in the Ministry of Foreign Affairs implementing the Paris Agreement. We are delighted to have the opportunity to discuss with the Vice Minister the contemporary foreign policy issues facing Vietnam today.

TOPIC:
Q&A Session



Peter Zinoman, PhD
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Dr. Peter Zinoman has been an associate professor of history and Southeast Asian studies at the University of California Berkeley since 1996. In addition, he has been the director of the Center for Southeast Asian Studies at UC Berkeley since 2002.

Dr. Zinoman has contributed numerous articles on modern Vietnamese history and literature to scholarly journals and has also published a number of books. His recent books include *The Colonial Bastille: A History of Imprisonment in Vietnam 1862-1940*, which won the 2002 John Fairbank Prize for best book in East Asian History and the 2003 Harry Benda Prize for best book in Southeast Asian Studies; as well as *Dumb Luck: A Novel by Vu Trong Phung* which was selected by the *Los Angeles Times Sunday Book Review* as one of the best books of 2003.

Dr. Zinoman received his BA magna cum laude from the department of history of Tufts University, his MA from the department of history of Cornell University, and his PhD in Southeast Asian history from Cornell University.

TOPICS:

History of Indochina
Eastern Religions 101
Hue Off-Site

SOCIALS

Welcome Dinner

Friday, 17 March
7:00 - 10:00pm

The historic Metropole Hotel has welcomed the likes of Graham Greene when he wrote the *Quiet American*, Jane Fonda when she made her controversial broadcasts to the US troops, French President Jacques Chirac for a recent official visit – and it now welcomes CEO. On our opening night, this French colonial gem eases you into the hustle and bustle of Vietnam.

What to Wear: Casual

Ladies: Casual/capri pants or Bermuda shorts (no short shorts), short-sleeve or sleeveless tops, long-sleeve over shirt

Gentlemen: Long pants or Bermuda shorts, khakis, short-sleeves polo shirts, or lightweight short or long-sleeve shirts

Venue: Hanoi Sofitel Metropole Hotel
5 Ngo Quyen Street, Hanoi

Seating: Open
(*First Timers and their hosts are encouraged to sit together.*)

Evening at the Hanoi Opera House

Saturday, 18 March
7:00 - 10:00pm

Hanoi is Vietnam's cultural capital. The Vietnamese highly value the performing arts and the Hanoi Opera House, a jewel of French colonial architecture which has been restored to its original splendor. The evening will begin with cocktails and follow with a performance of orchestra, dance, song, and then dinner. This concert is especially orchestrated for CEO.

What to Wear: Dressy Casual

Ladies: Dress, skirt, pants

Gentlemen: Long pants, khakis, short-sleeved polo shirt or lightweight long- or short-sleeved shirt.

Venue: Hanoi Opera House, Hanoi

Seating: Assigned

Vietnam History Museum

Sunday, 19 March
6:30 - 9:30pm

From prehistoric tools to dynastic thrones to a bust of Uncle Ho, the Vietnam History Museum showcases artifacts that mark the country's historical developments.

What to Wear: Dressy Casual

Ladies: Dress, skirt, pants

Gentlemen: Long pants, khakis, short-sleeved polo shirt or lightweight long- or short-sleeve shirt

Venue: Vietnam History Museum,
No 1, Trang Tien Street, Hanoi

Seating: Lottery

Social Surprise

Monday, 20 March
8:30 - 10:00pm

After a long day exploring Halong Bay, enjoy the beautiful serenity of China Beach and prepare for a perfectly timed social surprise.

What to Wear: Casual

Ladies: Casual/capri pants or Bermuda shorts (no short shorts), short-sleeve or sleeveless tops, long-sleeve over shirt

Gentlemen: Long pants or Bermuda shorts, khakis, short sleeves polo shirts, or lightweight short- or long-sleeve shirts

Venue: Furama Hotel
68 Ho Xuan Huong Street
China Beach, Danang

Seating: Open

By the Light of the Moon

Tuesday, 21 March

6:30 - 9:30pm

For several centuries, Hoi An was one of the most important trading ports in Southeast Asia and an important center of cultural exchange between east and west. After exploring this charming UNESCO World Heritage Site on foot, you may cruise the Thu Bon River to dine along the waterfront at the Full Moon Towns Restaurant.

What to Wear: Very Casual

Ladies: Casual/capri pants or Bermuda shorts (no short shorts), short-sleeve or sleeveless tops, long sleeve over shirt

Gentlemen: Long pants or Bermuda shorts, khakis, short sleeves polo shirts, or lightweight short- or long-sleeve shirts

Venue: Full Moon Towns Restaurant,
Hoi An

Seating: Open

“Reflections Of” China Beach Party

Wednesday, 22 March

7:00 - 10:00pm

China Beach was famous as a rest and recreation spot for the GIs during the American-Vietnam War. Remember daily news updates on the Vietnam War? Tonight you can rev it up, dance in the sand and reflect on the '60s.

What to Wear: Very Casual, Creative Attire

Ladies: Tie dye T-shirts, shorts, hippie accessories

Gentlemen: Tie dye T-shirts, shorts, hippie accessories

Venue: Furama Hotel
68 Ho Xuan Huong Street
China Beach

Seating: Lottery

Free Night

Thursday, 23 March

Enjoy a night on your own in Ho Chi Minh City. Vietnam's business epicenter offers cuisine from all over the world. Restaurant recommendations are listed starting on page 41 as well as in your Luxe Guide.

Miss Saigon Social

Friday, 24 March

6:30 - 9:30pm

Tonight will be the icing on your Vietnamese cake, as you experience some sophisticated surprises of Saigon.

What to Wear: Dressy Casual

Ladies: Dress, skirt, pants suit

Gentlemen: Long pants, khakis, short-sleeved polo shirt or lightweight long- or short-sleeved shirt

Venue: Sheraton Saigon Rooftop
88 Dong Khoi Street, District 1
Ho Chi Minh City

Seating: Assigned

OFF-SITES

HANOI

Old Quarter Walking Tour with Lunch

Saturday, 18 March

Sunday, 19 March

1:00pm - 4:45pm

The adventurous will begin this off-site with lunch at the popular restaurant Cha Ca La Vong, a 104-year-old rickety Hanoi institution. You need to be hearty for this lunch – but don't let first impressions prevent you from a wonderfully authentic Hanoi tradition!

The house specialty (and only dish on the menu) is truly a culinary experience – a turmeric-dusted white fish sautéed tableside with fresh dill, basil, peanuts, cilantro, scallions and chili sauce. Noodles are the perfect accompaniment.

After lunch, explore Hanoi's magical and historic Old Quarter where 36 streets represent the 36 guilds established in the 13th century. Each street was dedicated to a particular craft or product (e.g., Hang Gai, which translates as Silk Street sold silks). Today, the street name may not correspond to what is sold on it, but as those in the know understand, you can find anything in the Old Quarter, from a gravestone to silk pajamas. The area is known for the very narrow "tunnel" houses that line the streets. Bring a camera with you for this delightful afternoon!

Note: Please do not wear light colored clothing as oils from the food may splatter.

Min/Max: 6/24
Walking Level: Moderate

HANOI

Hanoi Hilton and Military Museum

Saturday, 18 March

Sunday, 19 March

2:00pm - 4:30pm

Hoa Lo Prison Museum is all that remains of the former Hoa Lo Prison or Hanoi Hilton (a nickname created by US POWs) which imprisoned downed US airmen. Among many others, US Senator John McCain was imprisoned here.

The Army Museum traces recent Vietnamese military history with an emphasis on the conflicts against the French and US. In addition to an interesting diorama on the battle of Dien Bien Phu, the museum features fascinating military equipment display — a true military aficionado's museum.

Min/Max: 6/18
Walking Level: Minimal

HANOI

An Insider's Look at Vietnamese Art

Saturday, 18 March

Sunday, 19 March

2:00pm - 5:00pm

The arts in Vietnam have a long and illustrious history, and no one can better introduce this genre than College faculty member Suzanne Lecht. Living and working in Asia since 1982 and committed to the arts worldwide, Ms. Lecht is recognized as a leading authority on contemporary art in Vietnam. In her education session, she will give an overview of the contemporary art scene in Vietnam. Take advantage of this off-site so you can see, through her expert eyes, just how artistically robust is the cultural capital of Vietnam. We'll start at Ms. Lecht's own gallery, ArtVietnam, where you will meet three exhibited artists and discover what is "au courant" in Vietnam.

For information on Suzanne Lecht, visit www.vietnamesefineart.com

Min/Max: 2/20
Walking Level: Minimal

HANOI**Temple of Literature and Ho Chi Minh House****Saturday, 18 March****Sunday, 19 March****2:00 - 5:00pm**

For those who wish for an in-depth historical perspective on Vietnam and its historic structures, author and Vietnam scholar Lady Borton will make both come to life and impress the strong values of Ho Chi Minh and the Vietnamese.

Founded in 1070, the Temple of Literature honored scholars and is Vietnam's first university. Sons of the mandarins were educated here and it is a beautiful example of traditional Vietnamese architecture. Inside the third enclosure are 82 stelae, considered the most precious artifacts of the temple, which record the dates of examination and those awarded doctorates.

Ho Chi Minh's stilt house is a few minutes by van from the Temple of Literature. "Uncle Ho" lived in this simple house between 1958 and 1969. It is an example of a traditional stilt house built by some of the many ethnic minorities of Vietnam. There are other buildings of interest around Ba Dinh Square (where Ho's house is located) and Lady Borton will comment on some of these as well.

Min/Max: 2/12

Walking Level: Moderate

HANOI**Vietnam's Museum of Ethnology****Saturday, 18 March****Sunday, 19 March****2:00 - 5:00pm**

Vietnam's 2,000 year history is a story of rich ethnicities such as the Viets, Chinese, Khmers, Cham, as well as many others. This beautifully designed museum is worth your time if you want a greater understanding of Vietnam's diverse culture. Resource Mark Rapoport

and his informed guides will explore with you the collections of art, clothing, costume, and everyday objects gathered from all over Vietnam. Various Vietnamese houses have been re-constructed on the grounds, giving a fascinating insight into how the Vietnamese lived. Displays are labeled in Vietnamese, French and English.

Note: Directly following this off-site, Mark Rapoport, the CEO resource accompanying you on your tour of the museum, will invite you to visit his gallery, 54 Traditions. Pieces from Mark's gallery have been featured at the Museum of Natural History and the University Museums of Harvard, Yale, Brown and Boston. If you would like to know more about 54 Traditions, visit www.54traditions.com

Min/Max: 6/24

Walking Level: Minimal

HANOI**Highlights of Hanoi****Saturday, 18 March****Sunday, 19 March****2:00 - 5:30pm**

If you want a comprehensive overview of Hanoi, join us for this "in brief" city tour. We will see reminders of Vietnam's continuous wars with a visit to Hoa Lo Prison, aka. the Hanoi Hilton, before moving to the Temple of Literature. The Temple of Literature, created as a testament to man's ingenuity and the redemption of knowledge, is Vietnam's first university and was founded in 1070. The university is a beautiful example – not only of traditional Vietnamese architecture – but also of the Vietnamese emphasis on the harmonic confluence of education and art.

We will also see Ho Chi Minh's stilt house in Ba Dinh Square. Ho Chi Minh kept his residence here from 1958 to 1969, and the Ho Chi Minh Mausoleum is located on the same square. We conclude with a visit to the historic and amazing Old Quarter and wander in its maze of 36 streets, each representing a guild that sold specific

merchandise – a must for any highlights tour. No matter your photographic experience, bring your camera and capture these highlights of Hanoi.

Min/Max: 6/60
Walking Level: Minimal

HANOI

Discovery Photography

Sunday, 19 March

6:00 - 7:30am

1:45-3:30pm

Lead by professional photographer Bill Hobdell who will be on hand to assist, critique and comment, this off-site is open to shutterbugs who shoot with film or digital images. In addition to a lecture, you will be provided hands-on instruction on how to best capture a scene.

Morning Option: A short walk takes you to the nearby shore of Hoan Kiem Lake where you will have the opportunity to photograph women dressed to perform their daily Tai Chi. The lake is a mystical area and it will set a beautiful scene, and you may recognize The Turtle Tower (Thap Rua) set in the middle of the lake and often seen in photographs of Hanoi.

Afternoon Option: This shoot features a scenic location within Hanoi.

Min/Max: 2/12
Walking Level: Minimal

HANOI

Silk Design with Alan!

Sunday, 19 March

2:00 - 4:00pm

Meet one of the brightest rising stars in Vietnam, featured in faculty member Sandy Northrop's documentary. Alan Duong is a new face in the Vietnamese fashion and home décor market. Alan and her family left Vietnam in the 1980s for Hong Kong. Upon her return to

Vietnam, Alan wowed audiences as a pop star and ran a successful real estate business. These experiences prepared her for launching her own design company in 1996, which she branded, Mosaïque. Mosaïque is turning heads around the world with its bold interpretations of home accessories that inspire contemporary living.

Alan will speak to you during an education session this morning, and invites you to her boutique to further discuss Vietnam's emerging style. Fashion and home design are two of Vietnam's major exports and the United States is the largest importer of Vietnamese products. No matter where you live, you will be surprised how many products have a "Made in Vietnam" label attached.

Min/Max: 6/18
Walking Level: Minimal

HANOI

Halong Bay

Monday, 20 March

7:00am - 5:50pm

Note: Hand luggage (which cannot exceed 15 pounds) MUST be carried during the cruise as it cannot be left in your van. Your checked luggage for our charter flight to Danang will be collected Sunday night and you will not have access to it until you arrive in Danang.

Designated a World Heritage site by UNESCO in 1994, Halong Bay is called the Bay of the Descending Dragon. Fishermen in ancient times reported sightings of dragons in these waters, which created thousands of limestone outcrops by the lashings of their tails. Today, with 3,000 limestone islands rising out of the emerald waters of the Gulf of Tonkin, Halong Bay remains a mystical place and the most photographed in Vietnam. Most travelers to Vietnam agree Halong Bay is a must, so we have included a spectacular trip there. However, it will be a bit arduous:

7:00am - Depart for Halong Bay by minivan. During the 2 1/2 hour drive (with a rest stop), you will witness beautiful rural landscapes, one of your few opportunities to do so.

10:30am-3:30pm - Small groups will each cruise aboard a beautiful, timeless Chinese-style junk, relaxing and enjoying the scenery as you lunch. Photograph floating fishing villages and innumerable sights as we cruise. You will have an opportunity to kayak on these tranquil waters as well as go on cave tours.

3:45-5:50pm - Journey to Hai Phong via van to meet the rest of the group and board our charter plane to Danang.

Min/Max: 20/80
Walking Level: Minimal

HANOI

Free Morning **Monday, 20 March** **8:00am - 3:30pm**

Note: Hand luggage (which cannot exceed 15 pounds) MUST be carried all day today. Your checked luggage for our charter flight to Danang will be collected Sunday night and you will not have access to it until you arrive in Danang.

If you have not had enough time to explore Hanoi, take this morning to visit art galleries, silk shops, try a trendy restaurant or wander the Old Quarter on your own. If you choose to spend free time in Hanoi, you will depart the city promptly at 3:30pm and meet the group in Hai Phong at 5:30pm for the charter flight to Danang.

Lunch will not be provided today.

DANANG

Leisure Activities at The Furama Resort

Tuesday, 21 March

Wednesday, 22 March

You may choose to enjoy your free time at the Furama Resort and when you do you will quickly see why this area was used for recreation during the American War. The Furama Resort offers water sports, tennis, spa services, etc., and reservations cannot be taken in advance.

Note: The resort has tennis rackets.

DANANG

Marble Mountain Exercise Walk

Tuesday, 21 March

Wednesday, 22 March

6:00 - 7:30am

See the most breathtaking views and get exercise with an early morning visit to the Marble Mountain (representing the five elements – water, wood, fire, metal, and earth) near Danang. Thuy Son (water) is the largest and most famous and contains a number of caves where Buddhist retreats have been built. During the American War, one cave was used by the Viet Cong as a field hospital. There is also a Buddhist monastery and several pagodas, and the view at the top is spectacular.

The mountain is traversed by climbing several flights of uneven marble stairs separated by landings, which provide respite during the ascent.

Note: Though there is much to see and learn, this off-site does not allow in-depth discovery. If you are interested in learning more consider the Wednesday afternoon Marble Mountain off-site.

Min/Max: 6/80
Walking Level: Heavy

DANANG

Discovery Photography in Hoi An

Tuesday, 21 March

7:00am - 9:30am

Join travel photographer Bill Hobdell to capture the colorful sites and narrow alleyways of Hoi An. Hoi An, another of Vietnam's UNESCO World Heritage Sites, is a charming 15th century riverside town; one of Southeast Asia's oldest ports. After dodging motorbikes in Hanoi, you'll find Hoi An a pleasant respite.

You will take a boat ride along the riverfront to really capture the essence of the town from the water. The local fishing boats will arrive and you will see the frantic fish market come to life. This off-site is open to shutterbugs who shoot with film or digital cameras.

Min/Max: 2/6
Walking Level: Moderate

DANANG

Walk and Shop: Shopping and Silk Tailoring

Tuesday, 21 March

2:00 - 5:00pm

Wednesday, 22 March

8:00 - 11:30am

Vans will depart every 30 minutes on the half hour. The drive is approximately 30 minutes.

Hoi An, another of Vietnam's UNESCO World Heritage Sites, is a charming 15th century riverside town and one of Southeast Asia's oldest ports. After dodging motorbikes in Hanoi, you'll find Hoi An a respite - many streets in the town center are open only to pedestrians!

After visiting its historical sites - Japanese bridge, temple and local home - wander through the lovely and piquant art galleries, and shops offering items ranging from antiques to silk lanterns, to crafts and of course, silk tailoring. The staff of one of these tailoring shops, Thu

Thuy, will be ready to measure and help you select fabrics for copies or new designs. Items are often ready the next day or can be sent to you in Ho Chi Minh City or to your home. Allow at least an hour in the shop for measuring and fabric selection. Bring items to copy, photos of fashions or select from pattern books! The shop has mannequins with new designs that can be copied, so let your imagination soar on this very special experience.

Note: Dinner on Tuesday, 21 March will be at the Full Moon Towns Restaurant in Hoi An, Once you depart for Hoi An, you will remain there until the conclusion of dinner.

Min/Max: 6/80
Walking Level: Minimal

DANANG

Hue - UNESCO World Heritage Site

Wednesday, 22 March

7:30am - 5:30pm

Capital of the Nguyen kings, Vietnam's last ruling dynasty, Hue is situated at the "waist" of this long, thin country and is a fascinating melting pot of influences from north and south and has traces of its glorious history everywhere.

Though a two-hour journey, the route from Danang to Hue is one of the loveliest in Vietnam. The Imperial Citadel, which served as Vietnam's capital until 1945, is our first stop. At its entrance is the "Belvedere of the Five Phoenixes" where the emperor appeared on important occasions and where the last emperor abdicated to Ho Chi Minh's Revolutionary Government in 1945.

Inside the Citadel is the Thai Hoa Palace used by Mandarins to prepare for court ceremonies. The halls form a courtyard, known as the "Forbidden Purple City." The name conjures up images of grand palaces seen in Beijing. It takes a bit of imagination to picture the buildings that once occupied what is now a grassy expanse. What wasn't destroyed by a fire in 1947 was bombed in the 1968 Tet Offensive.

Next we journey by boat to Thien Mu Pagoda, constructed by Emperor Thieu Tri in 1844. While the structure was completed during the 19th century, Thien Mu began as a religious center during the 1600s. Comprised of seven levels, the pagoda is over 20 meters tall. Legend has it that each of the seven levels had a solid gold Buddha that were stolen under mysterious circumstances. Behind the pagoda are living quarters for the monks and novices.

After lunch, we conclude our visit in Hue at the Tu Duc Mausoleum along the Perfume River. The tomb was constructed for the Emperor in 1864.

Relax and reflect as you journey back to the Furama Resort.

Min/Max: 6/80
Walking Level: Minimal

DANANG

Marble Mountain: In-Depth

Wednesday, 22 March
8:00 - 11:00am

For anyone interested in military history, this off-site will be of intense interest. You will be accompanied by experts and engage in discussions about the mountain's role in the American War. Caverns, housing a series of shrines dedicated to Buddha and Confucius, served as a Viet Cong hospital during the 1968 Tet Offensive, as well as a Viet Cong guerilla base. Today the area has reverted to its more spiritual roots, revealing enormous, beautiful pagodas and a scenic grotto on top.

The mountain is traversed by climbing several flights of uneven marble stairs separated by landings, which provide respite during the ascent. The surrounding village features marble carvings and you will see this art being created.

Note: Shorter off-sites to Marble Mountain are offered Tuesday and Wednesday mornings.

Min/Max: 6/24
Walking Level: Heavy

DANANG

Cham Ruins at My Son

Wednesday, 22 March
8:00am - 12:30pm

My Son is Vietnam's most important Cham site and was named a World Heritage Site by UNESCO in 2000. The Kingdom of Champa flourished from the 2nd to the 15th centuries and My Son is Champa's counterpart to other important cities in Southeast Asia's Indian-influenced civilizations, such as Angkor in Cambodia. Because the region was heavily mined during the American War, it is highly advised that visitors stay on the marked paths.

Note: Though the drive is lengthy, 1½-2 hours, it is virtually all on good roads and in picturesque countryside. You will be at My Son for about an hour-and-a-half, which is sufficient time to explore. A shorter alternative to consider is the Museum of Cham Culture: In Depth Off-site

Min/Max: 6/36
Walking Level: Heavy

DANANG

Miss Vy's Cooking Class

Wednesday, 22 March
8:30am - 2:00pm

Vietnamese cuisine is becoming increasingly popular on palates worldwide, as it's an amalgam of many influences – Chinese, French, Indian and Thai. This morning you can learn about the artistry and intense flavors of Central Vietnamese food in an experiential cooking class with Hoi An native Miss Vy. Start by gathering your ingredients at the local market where you can find everything from herbs to traditional Vietnamese noodles known as Coa Lau. Next gather in Miss Vy's kitchen and follow along while you prepare some typical Central Vietnamese dishes. Finally, sample what you made over lunch and enjoy the yin and yang of Vietnamese cookery. Bon appetit!

Min/Max: 10/15
Walking Level: Minimal

DANANG

Museum of Cham Culture: In-Depth

Wednesday, 22 March

10:00am - 12:00pm

The combined philosophies and religious ideologies of Buddhism and Hinduism, as well as Islam, influenced the Cham culture, which was prevalent in the second century along the coast of central Vietnam. The kings of Champa adopted Indian-type names and were worshipped as god-kings. The Chams carved three dimensional sandstone figures that were displayed on pedestals so as to be visible from every vantage point.

Built in 1926, the Museum of Cham Culture was established by the French. Today it houses the finest Cham sculpture in the world. This off-site will dovetail with the Cham education topics and is designed for museum buffs.

Min/Max: 6/30

Walking Level: Minimal

HO CHI MINH CITY

Mekong Delta

Friday, 24 March

7:00am - 4:15pm

The Mekong Delta is the southernmost region of Vietnam and has been formed over centuries by silt deposits from the Mekong River (even today, deposits add as much as 79 meters to the shoreline). This river is so large it has two daily tides. Known as Vietnam's rice basket, the Delta produces enough rice to feed the entire Vietnamese population with a large surplus.

Journey first by minivan to My Tho, where on a boat cruise you will experience the delta "up close and personal," passing rice barges, villages, houseboats and floating markets – visually, an incredible experience!

We disembark and take a tour of Quoi An fruit orchard, see kilns used to dry fruit and tour a coconut craft home. You may take a horse-drawn carriage ride along the village road and visit the primary school. We will sample Mekong Delta fruit from Phong Phu Garden while listening to local traditional music.

Finally we will explore the water palm canal by row boat, then board the cruise boat for lunch and our journey home.

Note: The transfer time to and from the Mekong Delta is about 2 hours each way.

Min/Max: 6/80

Walking Level: Minimal

HO CHI MINH CITY

Cu Chi Tunnels

Friday, 24 March

9:00am - 3:00pm

There is little evidence today of the intense fighting that occurred in this region during the American War. The tunnels are the remains of an approximately 200km system started in the French War by the Viet Minh, who honeycombed the area around Cu Chi. At the height of the American War, the Cu Chi tunnels were home to more than 10,000 Viet Cong troops and reached from Saigon to the Cambodian border. Unknowingly, Americans established a base right above part of the tunnel system.

Experience this amazing museum and see what life was like for those who built and fought from this complex often using guerilla warfare tactics.

The first level of the tunnels is not difficult to get to, but the second level is very small and dark (a woman who is 5'3", 125 pounds would barely fit on her hands and knees). It is not for the faint of heart or claustrophobic. Your guide will have a small flashlight, but as he rounds corners, it can become completely dark!

Whether you go to the second level or remain on the first, this is an incredible experience and an engineering wonder.

We will stop for lunch at the Ben Nay Restaurant prior to returning to Ho Chi Minh City.

Note: The transfer time to and from the Cu Chi Tunnels is approximately 1 hour and 45 minutes.

Min/Max: 6/36

Walking Level: Minimal

SHOPPING & DINING

Vietnam is full of surprises. The shopping and dining experiences do not disappoint. These tried recommendations and the *LUXE City Guide* book given to you highlights shops and restaurants you might like to explore.

Vietnam is growing fast and offering great shopping and dining opportunities, so we encourage you to be adventurous and find your own gems.

HANOI

Dining

Bobby Chinn's

Modern ambience, fusion type food
1 Ba Trieu Street (by Hoan Kiem Lake)

Green Tangerine

Excellent European cuisine with Vietnamese spices
48 Hang Be

Indochine

Vietnamese cuisine
16 Nam Ngu Street, Hoan Kiem Dist

Le Tonkin

Vietnamese cuisine prepared and served in an old French villa
14 Ngo Van So, Hoan Kiem Dist

Seasons of Hanoi

Excellent Vietnamese food and ambience. Same owner as Wild Rice and Moon River.
95B Quan Thanh

Wild Lotus

Elegant, contemporary Asian food and ambience. Highly recommended.
55A Nguyen Du Str., Ha Noi

Wild Rice

Beautiful, cosmopolitan atmosphere with terrific Asian fusion cuisine.
6 Ngo Thi Nham Street, Hanoi

Vine

A must if you are interested in the wine scene in Vietnam. CEO resource, Henry Nguyen, has opened this wine bar, café and boutique. Western food is available as well as a great wine selection, which he imports.
1A, Xuan Dieu, Tay Ho District

Shopping

54 Traditions

Cultural objects representing Vietnam's 54 cultures
30 Hang Bun

Bui Mai Hien

Distinctive contemporary lacquer paintings. Mai Hien is one of Vietnam's finest lacquer artists.
99 Nguyen Thai Hoc Street

Chi Vang

Custom-made sheets and pillowcases
17 Trang Tien Street

Ipa-Nima

Wonderful selection of handmade handbags
59G Hai Ba Trung Street

Jade Bags

Selection of designer copies
9A Phan Chu Trinh Street, Hoan Kiem District

Khai Silk

Excellent quality and design
96 Hang Gai Street

Minh Tam Lacquer

Excellent quality and selection of lacquer
2 Hang Bong Street

Mosaïque

Owned by Alan Duong and featuring home decor
12 Hoa Ma

Nguyen Freres

Antiques, lacquer ware
9 Dinh Street

Small Village

Small, but good selection of crafts

46 Hang Be (next to Green Tangerine restaurant)

Tan My

Silk and embroidery

66 Hang Gai Street

Viet Hien

Interior accessories and furniture located in an old theater. It's worth the trip just to see the interior.

8B Tahien, Hoan Kiem District

DANANG AND HOI AN

Dining

Brothers Café

One of several restaurants owned by Khai, owner of Khai silk. Great riverside setting.

27 Phan Boi Chau Street in Hoi An

Hoi An Patisserie

The pastries are excellent if you need a little "pick me up".

107-109 Nguyen Thai Hoc Street in Hoi An

Shopping

A Dong Silk

An excellent tailoring shop, small but very good.

40 Le Loi Street in Hoi An

Thu Thuy

An excellent selection of silk fabrics and designs; the tailoring is excellent.

60 Le Loi Street in Hoi An

HO CHI MINH CITY

Dining

AnVien

Excellent Vietnamese food and wine; beautiful art
178A Hai Ba Trung Street, District 1

Le Bordeaux

The place to gorge yourself on scallop ravioli and Norwegian salmon, and spend upwards of US\$50 per person, without wine.

F7-F8, Duong D2, Binh Thanh District

Lemongrass

Small venue, but authentic Vietnamese dining experience

4 Nguyen Thiep, District 1

Mandarin

Vietnamese dining in traditional style

11A Ngo Van Nam, District 1

Thuan Tuan

Serving specialities mechouis – try the roast leg of lamb or French onion soup

67-71 Duong Hoang Sa, Dakao Ward, District 1

Shopping

AA Deco

Carries a wide variety of furniture and decorative accessories

16-18 Hai Ba Trung, District 1

33 Phung Khac Khoan, District 1

Appeal

Lacquer and crackle ware

41 Ton That Thiep Street

Authentique Interiors

Celadon ware

6 Dong Khoi Street

Celadon Green

Great gifts (most are green)

51 Ton That Thiep, District 1

[Chle]

Small chic clothing shop
4B2 Ngo Van Nam, District 1

Gaya

Description: hand painted lacquerware and stunning stilettos
39 Thon That Thiep Street

Khai Silk

Excellent quality and design
Location in the Sheraton
107 Dong Khoi Street, District 1

Kim Phuong

Great gifts for babies and young children
110 Nguyen Hue, District 1

Minh Khoa

This designer will present his designs during the College.
48 Nguyen Hue Street, District 1

Mosaique

Contemporary housewares and fashion, owned by Alan Duong, a young designer and a College resource.
98 Mac Thi Buoï, District 1

Ninh Khuong Shop

Linens and baby clothes
40 Le Loi, District 1

Orchids

Children's and women's clothing as well as home linens
84-86 Le Loi St, District 1

Saigon Square

Collection of shops under one roof – great items, bargaining is a must
94 Hai Ba Trung Street in District 1

Song

Linen caftans and embroidered silk pillows
76D Le Thanh Ton Street

SXS

Vietnamese designer gowns and footwear
87 Pasteur Sreet

Sy Hoang

Skilled tailor who makes traditional pieces from finely woven silks
36-38 Ly Tu Trong Street

Thaca

Pop-influenced fashion items
23 Dong Khoi St.
106 Nam Ky Khoi Nghia

Thiep

Jand-embroidered linens, home accessories and children's smocked clothing
4-6 Le Loi Street, Ward 1

Zen Plaza

Trend setting department store
54-56 Nguyen Trai

DESTINATION GUIDE

Sources: *CIA World Fact Book and Insight Guides Vietnam.*

Landscape

Vietnam's founding myth tells of a sea dragon, Lac Long Quan, who fell in love with the mountain fairy Au Co. Together the pair had 100 sons, half of whom followed their father to the coast and half of whom joined their mother in the highlands. These magical children are held as the forefathers of the Vietnamese people.

This myth holds a clue to Vietnam's landscape and cultural identity. A long, skinny country curled around the South China Sea, Vietnam has 3,450km of coastline and a central spine of mountains, including the highest peak in mainland Southeast Asia, Mount Fansipan.

Vietnam's shape is often compared to two rice baskets on a shoulder pole. The narrow band of lowland deserts and steep mountains in the centre give way to broad expanses of river deltas in the north and south. Having begun its journey in Tibet, the Mekong River divides into nine tributaries in Vietnam's Mekong Delta, giving this fertile region its Vietnamese name of Cuu Long, or 'Nine Dragons'. The northern Red River Delta, meanwhile, is the cradle of Vietnamese culture, and villages in this area retain their traditional architecture and traditions.

Visitors are astonished by Vietnam's geographic diversity. You'll find remote mountain markets frequented by ethnic minority peoples, vibrant cafés and art galleries in the cities, serene views of emerald paddy fields in the lowlands, and endless stretches of unspoiled beaches.

Population

83,535,576 (July 2005). Vietnam's population is very young, with a quarter below the age of 14:

0-14 years: 27.9%

15-64 years: 66.4%

65 years and over: 5.8%

Cultural Diversity

Vietnam's cultural makeup is as diverse as its topography. The population is divided into 54 ethnic groups, most of them concentrated in the central and northern highlands. The Kinh ethnic majority, who comprise 84 percent of the population, is largely found in the lowlands.

Kinh or Viet culture arose in Vietnam's northern Red River delta, where people's way of life revolved around the cultivation of wet rice. Visitors to this area will find gated, farming villages where people still celebrate their local pagoda festivals and pay tribute to their village founders' and tutelary gods.

Other major ethnic groups include the H'mong, Dao, Thai and Cham. Descended from the people who founded the Indianized Kingdom of Champa in what is now central Vietnam, the Cham have retained their own religion, customs and handicrafts, including the weaving of colourful brocade cloth. Today, Cham communities are scattered throughout central Vietnam and the Mekong Delta.

The best place to appreciate Vietnam's stunning cultural diversity is in its mountainous northeast. Highland markets draw people from dozens of ethnic groups, who continue to produce and wear traditional clothing decorated with embroidery, batik-prints, and beads. Having had minimal contact with the outside world, these people speak their own languages, observe their own religious festivals, and live much as they have for generations.

Most Vietnamese people observe a form of Buddhism that incorporates Confucianism and Taoism. About eight percent of the population is Catholic.

History

In 938 A.D. the Vietnamese put an end to China's occupation of the Red River Delta, bringing to an end colonial rule that had started in the first century B.C. That the Vietnamese managed to cling to their cultural identity during a thousand years of occupation says much about their tenacity—a lesson that has been re-taught in more recent times.

From their cradle in the northern Red River Delta, the Viet moved south, absorbing the Kingdom of Champa in what is now central Vietnam in the 15th century. The official founding of Saigon (now renamed Ho Chi Minh City) took place only some three centuries ago.

French forces imposed colonial rule on Vietnam in 1883, starting an era of anti-colonial resistance that would span the next eight decades. Having fought the Japanese occupation of Vietnam, when World War II ended, the Viet Minh, led by President Ho Chi Minh, declared the nation independent. The French rejected Vietnam's independence and tried to regain control, leading to open warfare that ended with the Viet Minh's astonishing victory at the Battle of Dien Bien Phu in May 1954.

The Geneva Accords of mid-1954 temporarily divided the country. When the southern regime refused to hold elections in 1956, Vietnam fell into a civil war. The United States, which supported the southern regime of Ngo Dinh Diem, sent its first combat troops to Vietnam in 1965. In 1973 the Americans withdrew; their former allies were forced to surrender on April 30, 1975, at which time the nation was reunified under Communist rule.

A period of economic and political isolation from much of the capitalist world followed. In the late 1980s the Vietnamese Government eased restrictions on foreigners wishing to travel and invest in Vietnam. Diplomatic relations with the United States were resumed in 1995.

Government

Vietnam is a socialist republic ruled by the Vietnamese Communist Party since the fall of Saigon in 1975, and the country's subsequent imposed reunification in 1976. Vietnam's domestic policy is shaped by the party and its Secretary General. The Prime Minister, Phan Van Khai, presides over drafting day to day governing. The President, Tran Duc Luong, oversees state policy, the military and internal police.

The government is nominated by the National Assembly, proposed by the party and theoretically elected by the people.

The republic is divided into 53 administrative areas: three cities – Hanoi, Ho Chi Minh City and Hai Phong – and 50 provinces.

At this time there does not appear to be a younger generation of leaders to ascend power. Thus, there is considerable speculation that the current leadership will most likely continue in their positions rather than retiring. Party leaders emphasize that there is no room for political pluralism at this time and that the Communist Party will maintain its hold.

Economic Overview

Vietnam is a densely-populated, developing country that in the last 30 years has had to recover from the ravages of war, the loss of financial support from the old Soviet Bloc, and the rigidities of a centrally planned economy. Substantial progress was achieved from 1986 to 1997 in moving forward from an extremely low level of development and significantly reducing poverty. Growth averaged around 9% per year from 1993 to 1997. The 1997 Asian financial crisis highlighted the problems in the Vietnamese economy and temporarily allowed opponents of reform to slow progress towards a market oriented economy. GDP growth of 8.5% in 1997 fell to 6% in 1998 and 5% in 1999. Growth then rose to 7% in 2000-04 even against the background of global recession. Since 2001, however, Vietnamese authorities have reaffirmed their commitment to economic liberalization

and international integration. They have moved to implement the structural reforms needed to modernize the economy and to produce more competitive, export-driven industries.

However, equitization of state-owned enterprises and reduction in the proportion of non-performing loans has fallen behind schedule. Vietnam's membership in the ASEAN Free Trade Area (AFTA) and entry into force of the US-Vietnam Bilateral Trade in December 2001 have led to even more rapid changes in Vietnam's trade and economic regime. Vietnam's exports to the US doubled in 2002 and again in 2003. Vietnam is working toward accession to the WTO in 2005. Among other benefits, accession will allow Vietnam to take advantage of the phase out of the Agreement on Textiles and Clothing, which eliminated quotas on textiles and clothing for WTO partners on 1 January 2005. Vietnam is working to promote job creation to keep up with the country's high population growth rate. However, in 2004, high levels of inflation prompted Vietnamese authorities to tighten monetary and fiscal policies.

Cuisine

Vietnamese cuisine offers a variety of dishes, delicately flavored with fresh herbs, spices, and nuoc mam (fish sauce), usually accompanied by nuoc cham, a condiment of lime juice, grated carrot, chilli, garlic and sugar. Steam rice (com) and soup are eaten at every meal.

A staple in the Vietnamese diet, pho, is available for breakfast, lunch and dinner. This delicious soup of rice noodles, beef stock and ginger, to which beef, bean sprouts, fresh coriander, basil and mint are added, is the universal favorite amongst Vietnamese.

A leftover from the French era, breads and pastries are readily available throughout the country.

Language

Vietnamese is spoken by almost the entire population. Variations in dialect, accent and pronunciation exist between north and south and among ethnic minorities who have their own dialects. The language is not easy to pronounce. The syllable is its base unit, with most syllables having their own particular meaning – some words have as many as six different tones to convey six meanings!

French is still spoken by many of the older, educated generation. English is spoken by more and more young people, as well as middle aged people in the South.

Shopping

Traditional Vietnamese handicrafts offer a wide variety of wares to choose from. These include lacquer ware, mother-of-pearl inlay, ceramics, pottery, precious wood, tortoise shell, embroidery, silk paintings, bamboo and wicker ware, baskets, marble carvings and jade. The famous Vietnamese conical hat, the non la, and ao dai, traditional costume worn by Vietnamese women, are also plentiful in shops.

Heavy taxation has discouraged the sale of antiquities in the north and export is strictly controlled in the south.

Tailored clothing is quickly made and inexpensive.

Your Travel Highlights

HANOI: In 1010 Emperor Ly Thai To founded his capital, which he christened 'Rising Dragon', on the banks of the Red River. Almost a millennium later, Hanoi remains Vietnam's political center, its crowded streets lined with reminders of its long and tumultuous history. You'll find the Temple of Literature, a bastion of Confucian scholarship founded in 1015; an Old Quarter of winding alleys, crowded markets and traditional shop-houses; tree-lined avenues flanked by imposing French colonial villas; and the Soviet-style mausoleum built in honor of the man who led the country to independence, Ho Chi Minh.

HA LONG BAY: More than 3,000 limestone islands rise from the turquoise waters of Ha Long Bay, an archipelago that lies 160km from Hanoi. Declared a World Heritage Site by UNESCO in 1994, Ha Long Bay is a naturalist's dream. Sculpted into strange shapes by the wind and weather, the islands hide deserted beaches, many magnificent caves, and hidden lagoons that may only be reached by chinks in the cliffs that are revealed at low tide.

HOI AN: Set near the coast in central Vietnam, from the 16th to 19th centuries the riverside town of Hoi An once drew merchants from as far afield as Japan, India, Indonesia and Europe who bought the area's silk, spices and porcelain. A Japanese district and a Chinese quarter were built, to be later joined by a French district. What makes Hoi An remarkable today is that its town center has been beautifully preserved, the streets still lined with old tile-roofed shop-houses, shady pagodas and colourful communal halls. Declared a World Heritage Site by UNESCO, this little town is like a living museum.

HUE: While imperial rule ended almost six decades ago, the central city of Hue still bears the marks of its royal past. From 1802 to 1945 Hue was home to 13 Nguyen emperors, whose palaces and tombs provide fascinating glimpses into the luxurious and secretive world of the court. Visitors may explore the red-lacquered pavilions of the Citadel, take a boat cruise on the Perfume River or feast on delicacies once served in the royal palaces.

HO CHI MINH CITY (SAIGON): Renamed Ho Chi Minh City in 1975, Saigon is Vietnam's business hub, a city that never stops. There's a buzz of energy; everyone is buying, selling, building, moving... Beautiful French colonial buildings stand beside newly-built skyscrapers. Women dressed in Vietnam's traditional *ao dai* tunic stroll past fashionable boutiques and crowded cafes. You'll find great nightlife and some of the best shopping in Southeast Asia in this vibrant, fast-changing city.

MEKONG DELTA: Life in Vietnam's agrarian heartland still unfolds as it has for centuries, as farmers cultivate paddy, tend their orchards of tropical fruit, and fish in the rivers and canals that criss-cross this fertile plain. You can explore the region's myriad waterways by boat, watch rare storks and sarus cranes, and visit traditional floating markets.

experience. uncommon. connections.



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