

CURRICULUM VITAE (CV)

Name of Firm: Swiss Consulting Co. Ltd.
Consultant: Daniel P. Keller
Background: Master of Law, University of Zurich, Switzerland
MBA, Rollins College, Orlando (FL), USA
Date of Birth: May 18, 1966
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Key Qualifications:

- Extensive experience in preparing, managing, and evaluating projects, and in conducting institutional assessments, both in the public and private sector
 - Excellent interpersonal skills and ability to communicate effectively with people of various backgrounds and cultures
 - Thorough knowledge and understanding of the Vietnamese socio-economic environment, ability to work in Vietnamese language.
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Education:

1995 - 1997 ROLLINS COLLEGE, ORLANDO (FL), USA
- Graduated MBA with excellent qualifications (A-)
- Concentration in International Management.

1985 - 1991 UNIVERSITY OF ZURICH, (SWITZERLAND)
- Graduated Master of Law (lic. iur.) cum laude
- Concentration in International Comparative Private Law and Constitutional Law.

Distinctions: **Certificate of Merit** granted by National Office of Intellectual Property of Vietnam (NOIP) for outstanding performance during the implementation of the technical cooperation between Vietnam and Switzerland in the field of intellectual property.

Languages:

- English: Fluent
- German: Mother Tongue
- French: Fluent
- Vietnamese: Fluent
- Italian: Good understanding.

Employment Record

- 2001 -** SWISS CONSULTING CO. LTD, HANOI, VIETNAM
Chairman and Director (ongoing)
Established Vietnam's first 100% foreign-invested company in the field of project management and management consulting, including:
- Executive counseling; venture opportunity screenings for SME
 - Project design, appraisals, monitoring, and evaluations in development cooperation
 - Advice in the area of project management
- 2009 -** MEKONG CAPITAL, HO CHI MINH CITY, VIETNAM
External Member of the Investment Review Committee
- 2007 -** AZALEA FUND LTD, HO CHI MINH CITY, VIETNAM
Non-executive Director and independent member of the Board (ongoing)
With a total investment capital of US\$100 million, mainly from institutional investors, the Azalea Fund invests into newly privatized state-owned enterprises.
- 2006 -** MEKONG ENTERPRISE FUND II LTD., HO CHI MINH CITY, VIETNAM
Chairman of the Investment Committee (approval of investments)
The Mekong Enterprise Fund II is a US\$50 million private equity fund focusing mainly on investments in private Vietnamese companies, with a typical investment size of US\$3 - 5 million.
- 2003 -** MEKONG ENTERPRISE FUND LTD., HO CHI MINH CITY, VIETNAM
Chairman of the Board and non-executive Director (ongoing), Chairman of the Investment Committee and the Valuation/Audit Committee
The fund has a total investment capital of US\$ 18.5 million. Major shareholders include: The Asian Development Bank (ADB), the Nordic Development Fund (NDF), the Finnish Fund for Industrial Cooperation (FINFUND), the Belgian Investment Company for Developing Countries (BIO) and the Swiss State Secretariat for Economic Affairs (SECO).
- 1998 - 2001** RINGIER AG, ZURICH, SWITZERLAND
General Manager for Ringier – Thong Nhat Joint-Venture Co. Ltd., Hanoi
Vice-President of the Board of Directors (1998 – 2003)
- Increased monthly turnover in each year of operation by 50%
 - Reached operational break-even after two years, despite challenging business environment during the Asian crisis.
- 1996 (summer)** RINGIER PACIFIC LTD, HONG KONG, SAR CHINA
- 1997 - 1998** *Project Manager for establishment of Printing Joint-Venture in Vietnam*
Established the first foreign company in the printing field (Category A Project approved by the Prime Minister), including:
- Working out a comprehensive feasibility study to be submitted to the Board of Directors
 - Selecting the Vietnamese partner

- Conducting negotiations according to instructions of the Chief Legal Officer of the RINGIER Group in Switzerland
- Preparing application documents together with local and international lawyers
- Sourcing equipment in collaboration with technical experts
- Recruiting and training of Vietnamese staff (marketing, accounting, administration, supervising training of production employees)
- Setting up financial- and managerial accounting system.

1991 - 1995 DISTRICT COURT, USTER, SWITZERLAND

Court Secretary

- Responsible for preparing hearings and drafting court decisions
- Conducted reconciliation proceedings in cases related to Commercial Law, Private Law, and Bankruptcy Proceedings
- Legal advise to general public
- Responsible for training legal trainees
- Project Manager/System Operator Computer System.

SHORT-TERM CONSULTANCIES IN DEVELOPMENT COOPERATION (SELECTION)

- June 2010** SWISS FEDERAL INSTITUTE OF INTELLECTUAL PROPERTY
(ongoing) *Project Manager of Lao Intellectual Property Project (LIPP) with overall coordination responsibility in the field (based in Hanoi, Vietnam)*
 Main areas: project management, strengthening intellectual property rights to spur trade and economic development.
- May 2010** SWISS FEDERAL INSTITUTE OF INTELLECTUAL PROPERTY
June 2010 *Formulation mission for intellectual property project in Egypt.*
 Main areas: project formulation, intellectual property rights.
- November 2009** UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO)
Member of panel for revisiting UNIDO's approach to Trade Capacity Building; participation in high-level expert meeting in Vienna.
 Presentation of paper on "Best Practices in Trade Capacity Building"
- October 2009** UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO)
January 2010 *Team leader: Independent final evaluation of trade capacity building project in Lebanon funded by the government of Switzerland.*
 Main areas: Evaluation. Trade capacity building (key focus: packaging centre, traceability scheme, HACCP/GMP and ISO 22000 in companies).
- October 2009** SWISS STATE SECRETARIAT FOR ECONOMIC AFFAIRS (SECO)
Formulate project document for intervention in the field of intellectual property for Egypt including exploration mission to Cairo.
 Main area: Trade capacity building; compliance with international agreements in the field of intellectual property.

- August 2009** BLUE WATER GROWTH FUND, HO CHI MINH CITY, VIETNAM
Evaluation of credit facility for SMEs in Vietnam conducted on behalf of the main shareholders of the fund (FMO, NORFUND, SIFEM and FINFUND).
 Main areas: access to finance for export-oriented SMEs, pre- and post-investment capacity building.
- August 2009** SWISS FEDERAL INSTITUTE OF INTELLECTUAL PROPERTY
Design project in the field of IP for supporting Lao PDR in accessing WTO.
 Main area: Intellectual property, WTO accession, project design.
- June 2009** SWISS STATE SECRETARIAT FOR ECONOMIC AFFAIRS (SECO)
Sept 2009 *Team leader, mid-term evaluation of project in the area of standards, metrology, conformity, and quality (SMTQ) executed by UNIDO in Ghana.*
 Main areas: Evaluation, Trade Capacity Building.
- May 2009** VREDESEILANDEN VZW, LEUVEN, BELGIUM
Team leader. Assessment in the area of Human Resource development and financial management of rural development programme in Vietnam.
 Main areas: Organizational assessment, development of product chains.
- January 2009** UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO)
June 2010 *Team member. Thematic evaluation of the entire programme in the area of standards, metrology, conformity, and quality (SMTQ) worldwide, based of an analysis of evaluations of UNIDO projects, including an assessment of UNIDO's thematic leadership. Update evaluations for regional programs in UEMOA (Togo, Cote d'Ivoire, and Senegal) and Mekong Region.*
 Main areas: Thematic Evaluation, Trade Capacity Building, SMTQ.
- December 2008** TERRE DES HOMMES FOUNDATION, LAUSANNE, SWITZERLAND
Conducted training for 6 local partner organizations in Project Cycle Management (PCM) techniques, with a particular focus on using logframes for project planning/monitoring and evaluation criteria in project monitoring.
- August 2008** UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO)
October 2008 *Team member independent final evaluation mission of two projects in the field of standards, metrology and quality in Mozambique and Tanzania.*
 Main area: Trade Capacity Building, SMTQ
- July 2008** EUROPEAN COMMISSION (DELEGATION IN BANGKOK, THAILAND)
August 2008 *Team member (IPR specialist) for independent final evaluation of the ECAP II project aiming at promoting trade through strengthening IPRs in the ASEAN region (regional project, South East Asia).*
 Main area: intellectual property
- June 2008** UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO)
July 2008 *Team leader for comprehensive, independent final evaluation mission of "Promotion of Cleaner Industrial Production" in Lao PDR and Cambodia*
 Main areas: productivity improvement, trade facilitation, SME development.

- Jan 2008** SWISS STATE SECRETARIAT FOR ECONOMIC AFFAIRS (SECO)
- Dec 2009** *Fact Sheets Economic Development Cooperation Programme in Vietnam. Management support to different SECO projects in Vietnam.*
- Jan 2008 - 2009** SEAF BLUE WATERS GROWTH FUND (WASHINGTON, USA)
Assistance to prospective investee companies to establish business plans in preparation to support them to approach investors (framework contract)
Seminar on Venture Opportunity Screenings (April 2008)
- SWISS ORGANIZATION FOR DEVELOPMENT AND COOPERATION (SDC)
- August 2007** *Draft three papers on the application of One-Stop-Shop Mechanism in Public Administration, City Development Strategies and Community Management in Vietnam.*
- Nov 2007**
- Main area: public administration reform, decentralization, good governance participatory planning and decision making.
- July 2007** SWISS-VIETNAM INTELLECTUAL PROPERTY PROJECT (SVIP) FUNDED BY THE
- July 2010** STATE SECRETARIAT FOR ECONOMIC AFFAIRS (SECO)
Local focal point of the executing agency and TA to the project.
- Main area: Promoting the use of intellectual property rights in order to improve the business environment, increase trade, encourage innovation and spur economic development.
- Awarded certificate of merit by the National Office of Intellectual Property of Vietnam for outstanding performance.**
- June 2007** TERRE DES HOMMES FOUNDATION, LAUSANNE, SWITZERLAND
Evaluation specialist for peer evaluation of Programme for Socio-professional Integration of Street Children/Adolescents in Vietnam (SPI)
- Main area: Children and adolescents in difficult circumstances; evaluation.
- April 2007** SWISS FEDERAL INSTITUTE OF INTELLECTUAL PROPERTY
- May 2007** *Exploration and planning mission to Nairobi (Kenya); design of project in the area of Geographical Indications*
- Main area: Intellectual property, project design.
- March 2007** UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO)
- April 2007** *Team leader for comprehensive, independent final evaluation mission of "Market Access and Trade Facilitation Support for Vietnam". The project aimed at improving services to exporting enterprises in the area of standards, testing, metrology and quality*
- Main area: Trade facilitation/public administration reform.
- January 2007** SWISS ORGANIZATION FOR DEVELOPMENT AND COOPERATION (SDC)
- March 2007** *Team leader evaluation of block grant mechanism in Nam Dinh and Cao Bang (Vietnam).*
- Main area: Public finance/public administration reform.

- June 2006** UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO)
- October 2006** *Comprehensive organizational assessment of the General Directorate of Standards, Metrology and Quality of Vietnam (STAMEQ).*
- May 2006** SDC/SIDA/RECOFTC (BANGKOK, THAILAND)
Mid-term review of regional project in the area of Community Forestry including organizational assessment of the Regional Community Forestry Training Center (international organization based in Thailand).
 Main area: Institutional assessment; community forestry.
- October 2005** SWISS STATE SECRETARIAT FOR ECONOMIC AFFAIRS (SECO)
April 2006 *Formulate two project documents and conduct inception missions*
 Main area: Spurring trade and investment by promoting the use of intellectual property rights.
 Project in *Vietnam* (Swiss-Vietnam Intellectual Property Project, SVIP)
 Project in *Azerbaijan* (phase I – focus on enforcement of IPR)
- October 2005** SWISS STATE SECRETARIAT FOR ECONOMIC AFFAIRS (SECO)
January 2006 *Strategic Analysis of the entire SECO portfolio in the Mekong Region in the view of establishing recommendations for the Mekong Regional Programme of SECO/SDC*
- June 2005** UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO)
August 2005 *Team member in-depth evaluation of the Programme “Market Access and Trade Facilitation Support for Mekong Delta Countries” in Vietnam, Laos and Cambodia” funded by NORAD.*
- May 2005** SWISS ORGANIZATION FOR DEVELOPMENT AND COOPERATION (SDC)
July 2007 *Financial Controller*
 Dong Hoi Urban Development Project, including capacity building in the area of project administration.
- March 2005 –** UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO)
April 2006 *Team member in-depth evaluation of the Integrated Program (IP) in Vietnam, consisting of 10 projects in a wide array of areas including input for the development of new country program 2007 – 2010.*
- January 2005** SWISS ORGANIZATION FOR DEVELOPMENT AND COOPERATION (SDC),
 COOPERATION OFFICE IN PYONGYANG, DEMOCRATIC REPUBLIC OF KOREA
Established training material and facilitated two day seminar in the area of SME Management, with a particular focus on Quality Management.
- July 2004 –** INTERNATIONAL LABOR ORGANIZATION (GENEVA, SWITZERLAND)
June 2005 *Senior Technical Advisor to Factory Improvement Programme, Vietnam.*
 The project focuses on building local capacities in business development services in the area of quality, productivity, cleaner production and labor management, with the overall aim to enhance competitiveness of export-oriented SME in Vietnam.

- April/May 2004** TERRE DES HOMMES FOUNDATION, LAUSANNE, SWITZERLAND
- October 2004** *Lead Consultant Project Evaluation of Programme for Socio-professional Integration of Street Children/Adolescents in Vietnam (SPI); consisting of 4 subprojects, co-financed by the government of Switzerland (SDC).*
Facilitated organizational self-assessment of the delegation in HCMC.
 Responsible for overall evaluation of effectiveness, efficiency, relevance and sustainability of programme in the context of the latest government policy, including recommendations for the period from 2005 – 2007.
- June/July 2003** SWISS ORGANIZATION FOR DEVELOPMENT AND COOPERATION (SDC)
Consultant Public Administrative Reform
 Main author of a brochure on the One-Stop-Shop concept in Vietnam
- 2002 - 2005** NATIONAL UNIVERSITY OF FOREIGN TRADE (HANOI, VIETNAM) AND UNIVERSITE FRANÇOIS RABELAIS DE TOURS (FRANCE)
Tutor DESS (Master) of International Commercial Law for five Students
- Trademarks in the process of Viet Nam's integration into the multi-lateral trade system (in French and Vietnamese)
 - Technology transfer in foreign-invested enterprises in Vietnam – restrictions and legal problems (in French and Vietnamese); student received best grade of the year and scholarship for PhD.
 - Legal framework for foreign-invested projects under the form of a Business Cooperation Contract (in French and Vietnamese).
 - The protection of Industrial Design (in French and Vietnamese)
 - Legal aspects for the protection of Geographical Indications
- August 2003** SWISS STATE SECRETARIAT FOR ECONOMIC AFFAIRS (SECO) AND SDC
Conducted workshop on investment in Viet Nam on the annual development conference in Lausanne, with over 200 participants.
- 2001 - 2007** SPECIAL PROGRAM OF COOPERATION IN THE FIELD OF INTELLECTUAL PROPERTY BETWEEN SWITZERLAND IN VIET NAM (SPC)
Local focal point for the executing agency
 The project, focusing on capacity building in the area of intellectual property, was one of the flag-ship projects of the Swiss economic development cooperation.
 Overall responsibility for the local implementation of the project including:
- Local accounting and administration for project activities
 - Monitoring of the effectiveness of the activities
 - Coordination between the foreign and the local partner
 - Facilitating the work of short-term experts from abroad
 - Monthly activity report, semi-annual project evaluation
 - Co-organizing and accompanying missions of 8 high-level delegations including one parliamentarian delegation to Switzerland (including interpretation German/French/English into Vietnamese).

- 2001 -** EMBASSY OF SWITZERLAND IN VIET NAM
Resource Person (regular assignments) in the area of:
- Human resource management
 - Trade, investment and economic questions
 - Public relations.

OTHER EXPERIENCE

- 2005 -** ASSOCIATION FOR SWISS LIVING ABROAD (ASO), BERNE, SWITZERLAND
Delegate to the Council of Swiss Living Abroad, representing the Swiss community in Vietnam (re-elected 2009 - 2013)
- 2000 -** SWISS BUSINESS ASSOCIATION, HO CHI MINH CITY, VIETNAM
Committee Member and Representative for Hanoi (ongoing)
- 1990 – 1995** SWISS ARMED FORCES, LAUSANNE, SWITZERLAND
- First Lieutenant in Tank Brigade
 - Central Officer Schools 1 (TS/ZS 1 for rank of Captain) passed.
- 1990 – 1994** LIBERAL PARTY (FDP), MAUR, SWITZERLAND
President of local party, 300 members
- Ensured the proper implementation of the political program of Swiss Liberal Party on the communal level.
 - Chaired committee- and assembly meetings
 - Developed local political program (communal level)
 - Prepared official statements of the Party to current issues to be decided by the local Communal Assembly and Communal Council
 - Planned and organized election campaigns, including fundraising.
- 1988 - 1994** SCOUT MOVEMENT, CANTON OF ZURICH, SWITZERLAND
Leadership Training
- Defined the training needs, and based on those, the requirements of a praxis-oriented curriculum (including teaching aids)
 - Wrote and published a leadership training manual, of which over 20,000 copies were sold;
 - Introduced the two manuals in numerous courses
 - Participated in the production of a technical manual (sport activities) together with a team of qualified sports teachers.

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experience, and me.

Hanoi, 31.05.2010
Daniel Paul Keller