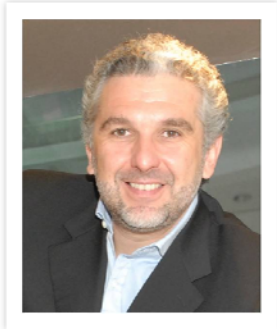


# VnTPO-2009 TIME OF BIG OPPORTUNITIES

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## SPEAKER PROFILE



### **Mr. Jean-Marc Merlin**

#### **Chairman of Apple Tree Group**

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Jean-Marc Merlin is the Chairman of The AppleTree Group, a diversified company in the fields of import and distribution, tourism and hospitality, and architecture and project management.

### **Professional Experience**

Before forming AppleTree with brother Eric, Jean-Marc started his career in the finance department of Euro Disney. He later became a partner in the boutique investment bank, Bryan Garnier & Co., and then in the LBO fund REL, both based in Paris. He holds a MBA from Duke University.

### **Significant Projects/Assignments**

Formed in Vietnam in 1993, AppleTree has grown its operations over the years to Laos, Cambodia, Thailand, Myanmar, Indonesia and India. It now has 2,500 employees of which 200 are expatriates.

In the tourism industry the AppleTree Group handles some 100,000 tourists per year with Exotissimo Travel a leading destination management company created in 1993.

The Group has also developed, owns and manages six hospitality venues in Vietnam and Laos (boutique hotels, cruise boats, eco lodge).

AppleTree's architecture firm Archetype has been involved in the design and/or project management of numerous hotels for groups such as Victoria, Pansea, Taj, Banyan Tree, Aman Resorts, JW Marriott, Holiday Inn, Novotel, Sofitel, as well as the renovation and extension of the Rex and Grand Hotels in Ho Chi Minh City.

Archetype is currently the project manager for more than 4,000 hotel rooms under construction in India, including the landmark Taj Palace Bombay.

### **VnTPO-2009 Participant:**

Mr. Jean-Marc Merlin will participant in discussion "Removing obstacles for tourism growth in Vietnam".