



PRESS RELEASE

Paris, 26 July 2022

## HAVAS GROUP RE-ESTABLISHES IN VIETNAM WITH NEW LEADERSHIP AT THE HELM

In a move to further strengthen its Together strategy to accelerate integration and provide a seamless, agile service for clients, Havas Group has re-established its fully owned village operations in Vietnam, with **Alexandre Sompheng taking the helm as Group CEO**.

Earlier this year, Havas ended its partnership with its local affiliate and decided to re-establish its full-service Village offering, as **Havas Group Vietnam**. Havas Group Vietnam will therefore house the following businesses for the group: Havas Creative, Havas Media, Havas Health, RED Havas (PR) and Ekino.

Having been part of Havas for 10 years and previously overseeing the operations for Ekino in Vietnam, the Village's digital arm, Sompheng's extended remit as Group CEO will see him responsible for all aspects of the business operations and championing the group's vision.

Speaking about his new role, **Alexandre Sompheng said**, *"This is indeed an exciting opportunity to extend our future-forward vision. Our Havas Village model of collaboration and integration is exactly what clients are looking for. Our local and regional teams provide quality service at international standards for our clients, making Havas a force to reckon with in the Vietnamese market as well as in SEA."*

Leading the operations alongside him will be **Thanh Bui**, who has been appointed as the **Managing Director** for the agency. With over 15 years of experience working across large client portfolios, Bui will be responsible for leading integrated solutions, strategic client management and new business for the agency.

*"Havas' Village offering is truly unique and allows us to be innovative, agile to adapting business challenges and create the most meaningful experiences as well as drive*

*growth for our clients. I am extremely excited to be part of the team and looking forward to taking Havas Vietnam to its next phase of growth and expansion”, shared **Thanh Bui.***

**Alberto Canteli, CEO/Chairman Havas Group, Nordics CEE & Middle East, SEA & NA** said, *“Our success as a network is determined by the strength of our people and leadership. Vietnam is a significantly important and growing market. Alexandre and Thanh have the proven expertise coupled with extremely strong leadership skills to build on what we have within the network and will help to set us up for renewed success.”*

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**About Havas Group**

Havas is one of the world’s largest global communications groups. Founded in 1835 in Paris, the Group employs 20,000 people in more than 100 countries and operates through its three business units covering all communication activities. Havas Group’s mission is to make a meaningful difference to brands, businesses and people. To better anticipate client needs, Havas has adopted a fully integrated model through its 60+ Havas Villages around the world. In these Villages, creative, media and healthcare & wellness teams work together, ensuring agility and a seamless experience for clients. We are committed to building a diverse culture where everybody feels they belong, can be themselves, thrive and grow. Havas Group integrated into Vivendi in December 2017. Further information about Havas Group is available on the company’s website: [havasgroup.com](http://havasgroup.com)  
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