

## **ACDL Executive Chairman Michael Kelly Elected to the Board of Governors**

*Ho Tram, Vietnam, 1 December, 2016* – Recognizing dynamic potential of Vietnam’s economy and the importance of enhancing commercial and investment links with a change in U.S. administrations, members of the American Chamber of Commerce (AmCham) in Vietnam have elected Executive Chairman of The Grand Ho Tram Strip Michael Kelly to the organization’s Board of Governors for the year 2017. Mr. Kelly, who resides in Vietnam, will be the highest-ranking American executive serving on this Board and will play a prominent role representing U.S. business interests in the country to both U.S. and Vietnamese policymakers.

Since being appointed Executive Chairman of The Grand Ho Tram Strip – Vietnam’s leading integrated resort situated in Ba Ria-Vung Tau Province – in late 2015, Mr. Kelly has been a driving force behind the acceleration of investment and developments in the project. Bringing to The Grand Ho Tram Strip over 25 years of senior leadership experience in the hospitality and gaming industry, including time spent managing a joint partnership project with Trump Entertainment Resorts from 1996 to 2004, Mr. Kelly immediately initiated a number of new developments to expand the resort’s offerings to both domestic and international visitors. Among Mr. Kelly’s achievements was hosting the Ho Tram Open – Vietnam’s first Asian PGA Tour golf tournament – at The Grand’s award-winning golf course, The Bluffs, in December 2015. The event was the largest sporting event in Vietnam’s history, with coverage reaching viewers in 180 countries, and firmly established Ba Ria-Vung Tau as a go-to destination for golfers and international tourists alike.

As chief executive of one of the largest FDI projects in Vietnam, Mr. Kelly has placed substantial emphasis on aligning developments at The Grand Ho Tram Strip closely with the goals of the Government of Vietnam, serving as a role model for foreign businesses operating in the country. Given its substantial investments and wide network of industry partners, The Grand Ho Tram Strip is also one of the most prominent U.S. investments in Vietnam, and in the past year, Mr. Kelly has played a leading role in supporting the growth of U.S.-Vietnam commercial ties. Notably, in May of this year, Mr. Kelly was honored to be part of an investment promotion event attended by President Obama during his historic visit to Vietnam, during which The Grand Ho Tram Strip’s partnerships with domestic giants CotecCons and VietJet were featured.

Mr. Kelly also serves as the Chairman of the Tourism Committee for the AmCham in Vietnam. In the several short months since his appointment in September 2016, he has already made his mark in this role through his work with The Grand Ho Tram Strip in support of the Government of Vietnam’s tourism promotion and investment expansion initiatives.

Mr. Kelly’s election to the Board of Governors is indicative of his sincere efforts over the past year in support of U.S. business interests in Vietnam. His focus on the further expansion of U.S.-Vietnam business ties was also evident in recent appointments of prominent American industry and policy experts Loretta Pickus and Tony Podesta to the board of directors of ACDL – The Grand Ho Tram Strip’s parent company – raising the project’s recognition among key corporate executives and policymakers in the United States. In particular, Ms. Pickus, who brings substantial

hospitality and regulatory experience from her time as general counsel to Trump Entertainment Resorts, has underscored her commitment to championing U.S.-Vietnam ties and investment opportunities to the incoming U.S. administration.

Under Mr. Kelly's leadership, industry analysts anticipate The Grand Ho Tram Strip to continue growing its business in Vietnam and playing an ever-increasing role spearheading the growth of bilateral commercial relations between Vietnam and the United States

***About The Grand Ho Tram Strip:***

With over USD 1 billion in deployed and committed capital, The Grand Ho Tram Strip is the largest foreign invested tourism development undertaken in Vietnam, and among the largest private equity investment into the country from the United States. The Ho Tram Project Company, a wholly owned subsidiary of ACDL, leads the development of the broader resort complex Ho Tram Strip, which includes a 541-room five-star integrated resort, a series of residential villas, and other facilities offering multifaceted leisure activities ranging from a world-class golf course to water parks and high-tech audio-visual entertainment. Ongoing constructions of the 559-room tower – dubbed The Beach Club – will further expand the entertainment amenities available at the resort. In addition, a 1000-key condotel will be constructed adjacent to The Grand's site on the 2.2-kilometer beachfront development. The Ho Tram Project Company is also in the early phases of planning its own charter airport to further enhance tourism in Vietnam. Beyond its many business activities, The Grand Ho Tram Strip is also deeply involved in several corporate social responsibility projects in Ba Ria-Vung Tau, including efforts that support disadvantaged families and partnerships with vocational schools to provide opportunities for local students in the field of hospitality management.

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