



AGENDA

Doing Business in Asia

2 – 8 March 2025

Date/Time	Topic	Location
Sun 2 March 2025		
8:00 am	Pick up at hotel nearby UTCC and Welcome all participants in the Coach	
9:00-10:00 am	<p>Business activities in Ayutthaya related to the Chamber of Commerce By Chanon Suwannaphinan Representative of the Ayutthaya Provincial Chamber of Commerce</p> <p>Background M.B.A. (Executive), Thammasat University B.A. (Accounting), Thammasat University</p> <p>Experience Vice Chairman of the Ayutthaya Chamber of Commerce</p>	 Ayutthaya Province
10:30-12:30	Bang Pa-In Palace	
13:00 – 2:00 pm	Lunch at Kong Khong Market	
2:30 – 4:30 pm	Visit Chao Sam Phraya National Museum and World Heritage in Ayutthaya Province / Unseen Thailand	
5:30 – 6:30 pm	Dinner	
Mon 3 March 2025		
10:00- 10:30 am	<p>Welcome all participants / UTCC Presentation Certificate ceremony / Group Photo By Associate Professor Dr. Sataporn Amornsawadwatana Senior Vice President for Academic Affairs and Research</p> <p>Background Ph.D. (Industrial Engineering) University of New South Wales M.Eng. (Industrial Engineering) University of Wisconsin-Madison</p> <p>Experience Consulting and implementation services in Logistic Engineering</p>	 UTCC
Coffee Break 15 minutes		
11:00 am-1:00 pm	<p>Sustainable Organization Growth through AI and Advanced Technologies By M.L. Luesak Chakrabandhu President at The Association of Thailand Open Source Federation</p> <p>Background MBA (Business Management) Kingston University M.Sc. (Petrochemical Technology) Chulalongkorn University B.Sc. (Chemical Engineering) Chulalongkorn University</p> <p>Experience Strategy Development, New Business Development, Business Expansion, ASEAN Business Development, Digital Transformation, IT Management, Business Process Improvement & Redesign</p>	 UTCC
1:00 – 2:00 pm	Lunch	UTCC
3:00 – 5:00 pm	<p>AI-Powered Business Innovation By Dr. Monchai Lertsuttivong</p> <p>Background Professional Education Certificate, Stanford University Ph.D. (Electrical and Computer Engineering), Oregon State University MS. (Electrical Engineering), The University of Texas at Arlington</p> <p>Experience Principal Research Engineer and Head of AI Research, KBTG Labs</p>	 KASIKORN Business Technology Group (KBTG)
5:30 – 7:30 pm	Welcome event	Near KBTG

Date/Time	Topic	Location
Tue 4 March 2025		
9:00-12:00 am	Lecture : FINTECH in Thailand By Dr. Vijak Sethaput  Background Ph.D. in Computer Engineering and Financial Technology University of the Thai Chamber of Commerce. M.B.A. (Executive), SASIN Graduate Institute Chulalongkorn University M.Sc. (Computer Sciences), Harvard University, Cambridge MA B.Sc. with Honors, Brown University, Providence, RI Experience Deputy Director Bank of Thailand IT Department. Senior Developer, Project Inthanon, Bank of Thailand	Bank of Thailand (BOT)
12:30 – 1:30 pm	Lunch	Near BOT
2:00 – 3:30 pm	Visit Bank of Thailand Museum	
4:00 – 5:00 pm	Boat trip	Chao Phraya River
5:30 – 7:00 pm	Dinner	
Wed 5 March 2025		
9:00-12:00 am	Lecture: Law and Regulation for doing business in Thailand By Charupat Boon-Long  Background Wharton Business and Law Certificate from the University of Pennsylvania LLB from Chulalongkorn University LLB from the University of Osnabrück. Experience An extraordinary member of the Thai Bar Association and is licensed by the Lawyers Council of Thailand. Represented a Thai listed company on its joint venture with one of Myanmar’s largest conglomerates for a joint investment in a high-end lifestyle resort in the Maldives. Represented Thailand’s leading construction materials producer on the acquisition of a Mexican multinational building materials company’s operations in Thailand and Bangladesh.	UTCC
	Lunch Box	UTCC
2:00 – 4:30 pm	Visit Museum Siam	
5:00- 7:00 pm	Dinner	Near Museum Siam
Thur 6 March 2025		
8:00 am	Pick up at hotel nearby UTCC	
9:00-9:30	Welcome to Digital Council Of Thailand (DCT) By DCT President or Representative	
9:30-12:00 am	AI-Powered Business Innovation By DCT Representative	True Digital Park
12:30 – 1:30 pm	Lunch	
2:00- 4:30 pm	Digital Innovation Use case	
5:00-6:30 pm	Dinner	

Date/Time	Topic	Location
Fri. 7 March 2025		
9:00-10:30 am	<p>Lecture : Analytical Thinking & Strategic Planning By Ariya Kittichaikarn</p>  <p>Background BBA - International Business Management, Assumption University MBA (Marketing & Finance), Sasin Graduate Institute of Business Administration</p> <p>Experience Co-Founder & CEO at UNDECIMBER Brand Consulting & Market Accelerator at BeautiLux GM/Director, Asia Pacific (IOMA Paris) at Unilever Asia Private Limited</p>	UTCC
10:30 -12:00	<p>A theoretical input on Generative AI By Prof. Jan Kirenz Prof. David Klotz</p> <p>Stuttgart Media University</p>  	UTCC together with UTCC students
12:00 – 1.00 pm	Lunch	UTCC
1:30- 3:30 pm	AIS 5G Center	Tipco tower 2
4:00-6:00 pm	Floating market / Shopping	ICON SIAM
6:30-8:00 pm	Dinner	RotRueDee
Sat. 8 March 2025		
9:00-12:00 am	<p>Workshop : Innovative Strategies for Developing Digital Ecosystems By Danairat Thanabodithammachari</p>  <p>Background MS Information Technology (Distinguished Student), King Mongkut’s University Technology of Thonburi</p> <p>Experience Consulting and implementation services across multiple industry; Financial, Telecommunications, Manufacturing and Public Sector. IT Solutions and Architecture Blueprints with set up Enterprise Architecture team for many large Oracle ASEAN customers.</p>	UTCC
12:00 – 1:00 pm	Lunch	UTCC
2:00- 5:00 pm	Visit SGM and STEK Thailand “Distribution and training center for Films products and Wisdom care for Senior care”	Krathumban district Samuthsakorn province
5:30-7:00 pm	Dinner Farewell event	