



ASEAN Business Forum 2014

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November 13-14, 2014

World Ballroom, Centara Grand at Central World

ASEAN Business Forum 2014

Background

The ASEAN Business Forum 2014 is the fifth in a series which was initiated in 2009. It has since become an annual event enjoyed by regional and global executives who sought to share and connect. The main objective of the Forum since its inception is to promote mutual understanding on the landscape of the grouping and its implications to businesses when ASEAN Economic Community (AEC) is fully realized in 2015.

In the earlier days, the Forum would focus on general foundations such as the changing economic environment resulting from the integration, and how should ASEAN businesses cope with this new landscape. The previous Forum of 2013 however had graduated to highlighting the presenting opportunities and how the ASEAN can capture their value within. For 2014, the Forum will further explore one very crucial guiding principles stated in the ASEAN charter **“to be a region fully integrated into the global economy.”** The program is thus outlined with an outward perspective focusing on AEC’s relationship with its outside partners, whether they are individual economy or major economic blocks of the world. The Forum of this year is hence titled ***ASEAN and the Rest of the World*** and will take place on November 13-14, 2014 in Bangkok.

This international event is organized by Thailand Management Association (TMA) in cooperation with the Board of Trade of Thailand, and is endorsed by the ASEAN Secretariat.

Objectives

1. To discuss the position and opportunities of ASEAN as an integrated entity in the global economy, and its relationship with major economic blocks.
2. To provide an opportunity for participants to learn and share their perspectives with international business leaders on how to take on the challenges and utilize opportunities emerge from the new platforms build up by ASEAN and its counterparts in the rest of the World.
3. To provide a networking forum for ASEAN business leaders and their global counterparts.

Target Participants

Approximately 500 participants who are:

- a. Top executives from all industries, governments and non-profit organizations from ASEAN countries and counterparts.
- b. Potential investors
- c. SMEs with potential to export
- d. Entrepreneurs with potential to expand businesses to ASEAN countries
- e. The general public

Target Foreign Invitees

- ASEAN Business Advisory Council Members from 10 countries
- Members of the ASEAN Chambers of Commerce from 10 countries
- Members of the Foreign Chambers of Commerce in Thailand
- The European-ASEAN Business Centre in Thailand
- Other International Partners from ie, Japan, Europe, Australia and the USA, etc.

Media Coverage

The event is to be broadcasted throughout Asia by CNBC and Asia News Network and will be covered by both international and local media.

ASEAN Business Forum 2014

ASEAN and the Rest of the World

Program Framework		
ASEAN and the Rest of the World		
The Centrality of ASEAN		
- Managing change for ASEAN's regional integration - Positioning ASEAN roles in the world arena		
Serving the First Buy Market: India & Africa	The Bridge to Oceania	
- Customizing business strategies for the emerging alliances - Capturing consumer insights of the new markets	Potential areas of cooperation: Agricultural, energy, education, hospitality and other service sectors	
East Asia Investment in ASEAN	Japan - Trusting Relationship in Manufacturing	
- Enhancing business performance through trade agreement and cooperative infrastructure investment - Forging a greater convergence of trade, investment and tourism - Tackling challenges impeding economic partnerships	- A preferred manufacturing base for Japanese industry - Stepping up technological collaboration - Coping with soft and hard infrastructure deficits in ASEAN	
USA - The New Paradigm of Trading Model	EU - Synergy for Growth	Middle East - Exploring the New Frontiers
- ASEAN in the context of the US rebalance - Dealing with non-tariffs barriers (standards, regulations, etc.)	- Synergistically improving EU-ASEAN economies - Mutual cooperation in environmental and scientific issues	Seizing the opportunity in the Middle East
Global Challenges for ASEAN Business		
24/7 Supply Chain	Cracking the Code of M&A	
- Developing global brand proposition - Delivering value through supply chain management	M&A as a growth strategy for ASEAN businesses	

Agenda

Thursday, November 13, 2014

09.00 - 09.10

Welcome Remarks

By **Mr. Visit Tantisunthorn**

Chairman

Thailand Management Association

09.10 - 10.40

Plenary Session I

“USA - The New Paradigm of Trading Model”

Panelists:

- **Mr. David Carden**
Managing Director
FedEx Express Thailand and Indochina
- **Mr. Hatsunori Kiriya**
President, Asia
Procter & Gamble Company
- **Mr. Rajeev Peshawaria**
Chief Executive Officer and Executive Director
The Iclif Leadership & Governance Centre
- **Mr. Marcos A. Purty**
Managing Director
General Motors Thailand and Chevrolet Sales Thailand

Moderated by

Dr. Christian Roland

Partner

McKinsey & Company

10.40 - 11.00

Networking Break

11.00 – 12.30

Concurrent Session I:

Room I: “24/7 Supply Chain” Panelists: • Mr. Yoshifumi Beppu Senior Vice President Mitsubishi Electric Logistics Corporation • Mr. Kuok Khoon Hong Chairman and Chief Executive Officer Wilmar-International • Mr. Aswin Techajareonvikul President Berli Jucker Public Company Limited • Mr. Syamrath Suthanukul Managing Director SCG Logistics Management Company Limited Moderated by Dr. Mahender Singh Chief Executive Officer Malaysia Institute for Supply Chain Innovation	Room II: “Cracking the Code of M&A” Panelists: • Mr. Yves Bernard Braibant President Chief Executive Officer Big C Supercenter Public Company Limited • Mr. Pornchai Padmintra Senior Executive Vice President, Wholesale Banking Group CIMB THAI BANK Public Company Limited • Mr. Hong Sik Park Chief Executive Officer Suntory Beverage & Food Asia Pte. Ltd. • Mr. Wirat Uanarumit Chief Financial Officer PTT Public Company Limited • Mr. Jeerawut Wongpimonporn Country General Manager Lenovo (Thailand) Limited Moderated by Mr. Sebastien Lamy Partner Bain & Company, Singapore
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12.30 - 13.30

Networking Lunch

13.30 – 15.00

Concurrent Session II:

Room I: “EU - Synergy for Growth” Panelists: • Dr. Roger van Hoesel Managing Director Food Valley NL • Mr. Dhongchai Lamsam President Loxley Public Company Limited • Mr. Alope Lohia Group Chief Executive Officer Indorama Ventures Public Company Limited • Mr. Thomas Nyborg Managing Director Pandora Production Company Limited • Mr. Steffen Schwarz Managing Director Volkswagen Group, Singapore Moderated by Mr. Dinesh Khanna Partner and Managing Director The Boston Consulting Group Singapore	Room II: “The Bridge to Oceania” Panelists: • Mr. Vivek Dhawan Chief Executive Officer /Chief Coach Mega Lifesciences Public Company Limited • H.E. Mr. Anthony John Lynch Ambassador Extraordinary and Plenipotentiary, The New Zealand Embassy in Thailand • Mr. Glenn Maguire Chief Economist, South Asia, ASEAN and Pacific The Australia and New Zealand Banking Group Limited • Mr. Chanin Vongkusolkij Chief Executive Officer Banpu Public Company Limited Moderated by Ms. Tongjai Thanachanan Senior Advisor The Boston Consulting Group
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15.00 – 15.15

Networking Break

15.15 – 16.45

Plenary Session II:
“East Asia Investment in ASEAN”

Panelists:

- **Mr. Yi Huiman**
Vice Chairman, Executive Director and President
Industrial and Commercial Bank of China Limited
- **Mr. Stanley Kang**
Vice President
Thai-Taiwan Business Association
- **Mr. Vikrom Kromadit**
Chief Executive Officer
Amata Corporation Public Company Limited
- **Mr. Yang Shu**
President and Chief Executive Officer
Huawei Southeast Asia
- **Mr. Teeranun Srihong**
President
KASIKORNBANK Public Company Limited

Moderated by

Mr. Kasemsit Pathomsak
Deputy Secretary – General
The Board of Trade of Thailand

Friday, November 14, 2014

09.00 - 09.10

Welcome Remarks

By **Mr. Kalin Sarasin**

Chairman of the Organizing Committee,
ASEAN Business Forum
Secretary-General, Thai Chamber of Commerce

09.10 - 09.25

Message from the Secretary General

By **H.E. Mr. Le Luong Minh**

Secretary General of ASEAN

09.25 - 10.10

Keynote Address

By **Head of State**

10.10 - 10.30

Networking Break

10.30 - 12.00

Plenary Session III: “The Centrality of ASEAN”

Panelists:

- **Dignitary from Jordanian Delegation**
- **H.E. Mr. Lutfi Rauf**
Ambassador Extraordinary and Plenipotentiary
Embassy of the Republic of Indonesia in Bangkok,
Kingdom of Thailand and UNESCAP
- **Mr. Arkhom Termpittayapaisith**
Secretary-General
Office of the National Economic and Social Development Board
- **Mr. Tevin Vongvanich**
Chairman
TMA Center for Competitiveness

Moderated by

Dr. Ranu Dayal

Senior Partner and Managing Director
The Boston Consulting Group

12.00 – 13.00	Networking Lunch
13.00 – 14.30	Plenary Session IV: “Middle East - Exploring the New Frontiers” Panelists: • Mr. Chatree Duangnet, M.D Chief Executive Officer Bangkok Medical Centre • Mr. George Faux Senior Partner International Advisory Partners • H.E. Mr. Simon Roded Ambassador Extraordinary and Plenipotentiary The Embassy of Israel in Thailand Moderated by Mr. Shatetha Terdprisant Director & Managing Partner McKinsey & Company, Thailand
14.30 – 15.00	Networking Break

Room I: “Japan - Trusting Relationship in Manufacturing ” Panelists: • Mr. Alan Chng President and Chief Executive Officer Canon Marketing (Thailand) Company Limited • H.E. Mr. Shigekazu Sato Ambassador Extraordinary and Plenipotentiary, The Embassy of Japan to Thailand • Mr. Michitaka Sawada President and Chief Executive Officer Kao Corporation • Mr. Etsuhiro Takato President Ajinomoto Company (Thailand) Limited • Mr. Hidemi Uno Managing Director Sekisui-SCG Industry Company Limited Moderated by Dr. Don Bhasavanich TMA Councilor	Room II: “Serving the First Buy Market: India and Africa” Panelists: • Mr. T K Kurien Chief Executive Officer and Member of the Board Wipro Limited • Mr. Julius Thairu Regional General Manager, Europe (JV), America, West Africa, India, China & Asia Pacific Commercial Department, Kenya Airways • H.E. Mr. Chukwudi Newington Okafor Ambassador Extraordinary and Plenipotentiary, The Embassy of the Federal Republic of Nigeria in Thailand • Mr. Sanan Angubolkul Chairman and President Srithai Superware Public Company Limited Moderated by Mr. Jatin Pant Partner McKinsey & Company, Thailand
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Note : Guest speakers are subject to confirmation along the process.

Project Steering Committee

Project Advisor



Mr. Isara Vongkusolkrit

Chairman, The Thai Chamber of Commerce
Board of Trustees, TMA
Chairman, MitrPhol Sugar Group



Mr. Visit Tantisunthorn

Chairman, TMA



Mr. Arin Jira

Chairman - Thailand
ASEAN Business Advisory Council

Organizing Committee

Chairman of the Organizing Committee



Mr. Kalin Sarasin

Secretary-General
Thai Chamber of Commerce
and the Board of Trade of Thailand

Committee Members



Mr. Teeranun Srihong

Vice Chairman, TMA
President, Kasikornbank Public Co., Ltd.



Mr. Nithi Patarachoke

Vice Chairman, TMA
Vice President - Domestic Market,
SCG Cement - Building Material Co., Ltd.



Mr. Suriyon Tuchinda

Executive Board member
International Chamber of Commerce, Thailand
Oil & Gas Business Division Manager,
SCG Trading Co., Ltd.



Mr. Kasemsit Pathomsak

Deputy Secretary - General
The Board of Trade of Thailand



Ms. Wanweera Rachdawong

Chief Executive Officer, TMA



Mr. Krishna Boonyachai

Chief Relationship Officer, TMA



Mrs. Pornkanok Wipusanawan

Director, TMA Center for Competitiveness

Supporting Organization

1. ASEAN Secretariat Office
2. ASEAN Business Advisory Council
3. Ministry of Foreign Affairs of The Kingdom of Thailand
4. Thailand Convention and Exhibition Bureau

Alliance Organization

1. European-ASEAN Business Centre
2. Hong Kong Trade Development Council (HKTDC)
3. The Iclif Leadership & Governance Centre
4. Thai European Business Association

Knowledge Partners

1. Bain & Company, Thailand
2. The Boston Consulting Group (Thailand)
3. McKinsey & Company, Thailand
4. Kasikorn Research Center

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