



## Essay 1: <Siam Gas> Doing business in Vietnam.

Today topic is difference dimension of doing business in Vietnam, by guest speaker from Supergas vietnam, Mr Chanchai Ochapong, general manager supergas Vietnam. Mr Chanchai began by presenting his company's business overview, included, shareholding structure, key milestones, company structure for both Thailand and Oversea.

Then, moved on to the more about Vietnam, beginning with geography, the interesting part was the climate. Vietnam has a tropical climate, however there are four seasons in the north (spring, summer, autumn, and winter), but only two seasons in the south (rainy and dry). Demography, Vietnam has higher population than Thailand, more than 54 ethnic minorities throughout the country with the Kinh (Viet) are purveyors of the dominant culture.

Vietnam is a developing country, is one of the fastest-growing economies of South-East Asia, and the largest rice exporter in the world.

Vietnam is a new open developed country, meaning it creates new markets, new generation of people, also with this big population making size of market. In term of business, wage and tax are cheap and infrastructure cost is also cheap (electric costs). Leading to attraction in foreign companies. However, there are still some complexity and tricky in doing business in Vietnam such as that law is not clear for us, government set the law and use the law, standard living of people and standard education of people is different from us, also the hiding tax and fees.

## Essay 2: Fintech in ASEAN <Event @BOT> & ADB visit

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Today is the day we went to Bank of Thailand for a visit for an event “Fintech in ASEAN” for the morning session then we went to ADB in the afternoon session. In the morning Fintech event was kind of interesting, I can see both big (Kasikorn, SCB, etc) and small company (Bluepay, etc) are trying to implement technology into the use of their business. Mostly focus on emphasizing on convenience and seamless use. For instance; SCB is now developing the blood vein identification system where you only register yourself with your hand vein then use that to verify yourself in every transaction.

The innovation is now what most companies are pursuing, for reasons of lowering their costs, adding values, differentiating themselves, and being the best one serving customers. As far as I noticed and observed from the event, the innovation and technology was not only emphasizing on convenience of the use but also the experience that customers can get from the use. This does not only happen in innovative technology industry but with all other sectors, this tells us that we are moving toward experienced economics.

These days, consumers can get things easily B2B is shifting to B2C, things are on free delivery and logistic system is developing faster than ever. Leading to retailing without experience service or products falls. Not only offline store should be able to give their customers experience that they cannot get from ordering online, but all kind of services and products are now shifting toward experiencing.