

Essay June 24, 2019 (Morning)



What is CLMV? CLMV is the group of the countries that lean to be growth in economy which consists of Cambodia, Lao PRD, Myanmar, and Vietnam. CLMV was being interest by many countries since it joined ASEAN or Association of South East Asia Nation. Now we going to look at the trade with the world of each countries in CLMV. First, Cambodia trade with the world at 2010 to 2011 is surplus due to export more than import , after 2011 import began to raised up exceeded export and cause deficit due to import more than export. Second, Lao PDR in 2010 import and export is equal after that import began to exceeded export and cause deficit. Third, Myanmar in 2010 export was exceeded import, after that import began to raise up until exceeded export in 2011. After 2011 import go down and cause surplus in trade in 2012. After 2012 Myanmar trade with world was go back to deficit. Fourth, Vietnam trade was deficit due to import more than export in 2010 to 2011. Since 2012 import and export of Vietnam became equal. Cambodia's trading partner such as USA 21.3% of all countries that trade with Cambodia which is the most. Myanmar's trading partner such as China 40.8% of all countries that trade with Myanmar which is the most. Lao PDR trading partner that trade with the most is China which is 36.1%. Vietnam trading partner that trade with the most is USA which is 20.7%.

FDI or Foreign direct investment is an investment made by a firm or individual in one country into business interests located in another country. CLMV Vietnam has the highest proportion of inward FDI (12.6 billion USD in 2016) followed by Myanmar (2.2 billion USD in 2016), Cambodia (1.9 billion USD in 2016), Lao PDR (0.89 billion USD in 2016). Key investors in CLMV were China, South Korea, Singapore and Thailand. In 2016, Thailand FDI in Vietnam was the highest among CLMV countries at 3.06 billion USD while investment in Lao PDR, Cambodia and Myanmar were 1.93, 1.37 and 1.31 billion USD, consecutively.

Essay June 24, 2019 (Afternoon)

What is brand? For the AMA or American Marketing Association, brand is a name, term, sign, symbol, or design, or a combination of them that us to identify the goods and services of one seller or group of sellers. Also use to differentiate them from those of competition. Many managers refer to a brand as more than something that has created a certain amount of awareness, reputation, prominence, and so on in the marketplace. Ultimately a brand is something that resides in the minds of consumers. The key to branding is that consumers perceive differences among brands in a product category.

Brand essence in Asia, Culture plays an important role of consumer behavior in society such as lifestyle- live, eat etc. Technology also has a vital role in today's society. Internet penetration in Southeast Asia, In Myanmar and Laos was 26%, Thailand was 67%, Vietnam was 53%, Cambodia was 45%, Philippines was 58%, Malaysia was 71%, Singapore was 82%, Brunei was 86%, Indonesia was 51%, Timor-Leste 33%.

Compare brands to products, products are anything we can offer to a market for attention, acquisition, use, or consume that might satisfy a need or want. Product can be a physical goods, service, place, or even an idea.

Brand Activation is gathering around activity that brings brands to life and encourages positive participation physical or digitally. Unrelatedly of how we use this activity. This will turn deliver tangible and mutually beneficial value to customers, brands and clients.

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Essay June 25, 2019

The international logistic and cross border development, for centuries, goods including food, clothing, and weaponry were made by hand or with the help of work animals. In the beginning of the 19th century, though, manufacturing began to change dramatically with the introduction of Industry 1.0, and operations rapidly developed. Industries 1.0 started in the 1800s, water and steamed machines were developed to aid workers. As production capabilities grew up, business also grew from individual cottage owners taking care of their own and neighbor's needs to organizations with owners, managers and employees serving customers. Industry 2.0, In the beginning of 20th century, electricity became the primary source of power. It was easier to use than water and steam and also enabled businesses to concentrate power sources to individual machines. Finally, machines were designed with their own power sources, making them more portable. This period also saw the development of a management programs that increase the efficiency and effectiveness of manufacturing facilities. Division of labor, where each worker does a part of the total job, increased productivity. Mass production of goods using assembly lines became usual. Lean manufacturing principles further refined the way that manufacturing companies can enhance its quality and output. Industry 3.0 In the last decades in the 20th century, the invention and manufacture of electronic devices, such as the transistor, integrated circuit chips made it possible to more fully automate individual machines to supplement or replace operators. This period also created the development of software systems to gain on the electronic hardware. Integrated systems, such as material requirements planning, were doubt by enterprise resources planning tools that empowered humans to plan, timetable, and track product flows through the factory. Pressure to lower costs caused few manufacturers to move component and

construction operations to low-cost countries. The extended geographic dispersion resulted in the formalization of the concept of supply chain management. Industry 4.0 In the 21st century, Industry 4.0 connects the internet of things (IOT) to manufacturing techniques to allow systems to share information, analyze and use it to conduct intelligent actions. It also incorporates cutting-edge technologies including additive manufacturing, robotics, artificial intelligence and other cognitive technologies, advanced materials, and augmented reality. The development of new technology has been a primary driver to Industry 4.0. Some of the programs developed during the later stages of the 20th century, such as manufacturing shop floor control and product life cycle management, were farseeing concepts that lacked the technology required to make complete implementation possible. Now, Industry 4.0 can improve these programs to their full potential.

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Essay June 26, 2019 (Afternoon)

Multinational entities can be defined as companies that are located in more than one country, and are able to coordinate operations with one another. There are different levels of autonomy and control over other entities in each MNE. Foreign direct investment is a form of investment made by an investor in a different economy with the goal of creating lasting interest, which can be measured by voting power in an entity, a long-term relationship with the entity, as well as having a level of influence over the entity. FDI can be classified by the direction of the investment, the type of activity, the modes of entry, the nationality of investors, and the motive of investment. FDI can net a firm some competitive advantage, or advantages that benefit the country itself. FDI can impact both involved countries economically. In the case of Lao PDR, the statistics show that approved FDI for the country is much higher than the FDI flow. This seems to be a trend in many asian countries. There are many industries that can be invested by Thailand to net positive results. For example, Thai private sectors have invested into Thai restaurants, coffee shops, agriculture, beauty clinics, infrastructure, and manufacturing industries in the Lao PDR. The investment not only benefits the investors by gaining influence, but Thailand as a whole. In the case of beauty clinics in Lao PDR, the FDI motive for Thai firms is the largely untapped beauty market in Lao PDR, as evident by the abundance of Thai beauty clinics in Lao PDR. Thailand benefits from investing into this market as the resident of Lao PDR will hold Thailand in high regard in terms of beauty clinics, thus improving Thailand's reputation. The Lao PDR also benefits from the investment, as there is an influx of influence in a relatively new market, which can positively impact the economy. The investing firms also gain new information on the Lao PDR market, which can be significant in making decisions. Compared to

other countries, Lao PDR lacks behind in terms of labor force. Global Competitive Index of Lao PDR is also significantly behind other countries in Asia in most categories, with their worst being market size, technological readiness, infrastructure, higher education, and training. Major setbacks to Lao PDR business consist of a lack of educated workers, poor work ethic, and inferior infrastructure. The Lao PDR also ranks very lowly in ease of doing business. All in all, there are many incentives for Thai firms to invest in the Lao PDR. This has resulted in a good relationship between the two countries.

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Essay June 27, 2019 (Morning)

During the past decade, CLMV countries seem to have experienced a growth in exports and imports of products, which plays a part in making the ASEAN market the current largest exporter and importer of goods, with over 20% of global share in both categories. Out of all the countries in the ASEAN, Singapore has over 50% share of FDI in the market throughout the decade, with Viet Nam being second at around 10% in 2016. Malaysia and Thailand are leading ASEAN in terms of tourism, with Thailand beating out Malaysia in 2015. It is brought up whether trade has positive or negative effects for the environment. Supporters of FTAs claim that countries who experience liberalization will be able to afford environmentally friendly technologies, as well as have greater income. On the opposite spectrum, environmentalists argue that free trade will only harm the environment by incentivizing more polluting industries in countries with weak environmental regulations. However, evidence suggests that countries with open trade will lead adoption of cleaner technology in the long run. The international trade theory outlines that free trade correlates with better welfare. The Heckscher-Ohlin theorem suggests that a country should export goods that can be produced abundantly, which implies that countries with good environments should exploit environmentally-damaging goods for economic benefits. The Environmental Kuznets Curve imply that countries will struggle with pollution in the early stages with the priority on economic growth, but concern will arise over time which leads to better regulations. It is believed that countries with good abundant capital will focus on capital intensive commodities, and countries with good environment will focus on environmentally intensive commodities. All in all, the effects of free trade varies greatly in different countries and the question of whether free trade is good or bad cannot be objectively answered. The resource curse is a paradox where countries with abundant natural resources tend to be less developed. This is caused by governments tending to become authoritarian with the wealth coming more from resources and less from taxes, which means that the government's wealth is less reliant on citizens overall. The wealth

gained from resources result in conflict and inflation as well, which detracts the country.

When a country benefits from environmentally damaging production, it also suffers from things such as pollution. To solve this, laws and taxation should be implemented.

Information should also be provided to raise awareness. Pollution is an issue not only on the local scale, but a national and global scale. Haze, caused by waste burning, is an example of a common environmental effect in ASEAN which affects the health of tens of thousands.

As a result, the ASEAN Agreement on Transboundary Haze Pollution was created to combat haze pollution. On a global level, temperature seems to be on the rise. In conclusion, free trade generally impacts the environment negatively, but is somewhat mitigated by the rise of awareness which in turn causes regulations and environmentally-friendly technology.

Essay June 27, 2019 (Afternoon)

The first graph shows the change in GDP per capita and GDP levels on a global scale. It is clear that the world's economy has been growing at an exponential rate. GDP levels remained very constant with an extremely low growth rate until the second industrial revolution. This trend seems to directly correlate with the following graph, which shows population growth increasing incredibly rapidly in the last century. The graph also shows the exponential growth rate of major technological developments. During the sixties, multiple Asian countries experienced the "Asian Miracle" which is a string of decades where multiple countries in Asia had very high growth rates, due to the influx of industrialization in the continent, high interest rates leading to more foreign investments, and high exports. However, TFP (total factor productivity) barely increased in these regions, which is the key to long-term prosperity, according to economist Paul Krugman. China and Vietnam seems to be growing massively economically due to the policies they implemented. Economic development can be measured by GDP growth, income per capita, human development index, and inclusive development index, which means that economic growth is not the only factor that matters. HDI and IDI, which measures aspects such as quality of life and household income, are two factors that play a significant role in development. Two development thinking paths, structuralism and neoliberalism, were implemented by developing countries during the last 50 years but proved vastly unsuccessful. A theory suggests that middle-income countries are unable to sustain high enough growth to become high-income, since they cannot compete in exports with low-income countries, nor in innovations with high-income countries. High growth economies seem to have similar traits, including macroeconomic stability, great government, high saving and investment rates, and the ability to fully utilize

global economic opportunities. Manufacturing and services play a large role in GDP growth for many countries. Aj. Peera outlined that the government needs to play a large role in keeping up with technology and improving industries. Most governments fail to implement working industrial policies because the industries they aimed at went against the country's strengths. If the government correctly utilizes their industries, FDI can prove useful. Productivity, which is a measure of how efficient outputs are compared to inputs, and competitiveness, which is the ability to keep up with standards of other countries, are two important factors that must be kept in check by developing countries. Various external factors, such as economic freedom, political stability, and corruption perception can go a long way in helping develop a country.

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Strategic industrial policy is a forward-looking package of policies aimed at steering economic activity in a particular direction. Aimed to foster new industrial capacity, diversify production, create inter-sectoral and interindustry linkages, promote learning, improve productivity and shift economic activity towards higher technology and value added activities, and improve competitiveness in the domestic market.

Strategic Industrial Policy or SIP were classified into three sub-sectors. First, Industrial Diversification is used to create of new industrial capacity and sectoral diversification, mobilizing and investing capital in new activities, increasing the role of manufacturing production, and also expanding the range of products that is produced and exported. Second, Industrial Deepening issue to create of local linkages and complementarities, more complete, more balanced and more inter-linked industrial structure. Also fostering and supporting dense networks of local suppliers and provides other specialized inputs are vital for sustainable economic growth. Third, Industrial Upgrading is aimed at fostering more advanced and competitive industrial structure, mastering more complex technological technologies through processes of technological advance, and also raising local value added to able to move toward international level. SIP is a part of an overall development strategy, it's use to identify priorities and promote cumulative change in the direction chosen. It's characterized by a strategic interaction with the private sectors both to information about present constraints and future opportunities, and to make implementation effective.