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DR.SUTHEP'S LECTURE

The first thing that hooked me at the beginning of the lecture is the page with the barcode on the fish. Before beginning the lecture, I have read more regarding the HSBC and supply chain. It surprised and impressed me that there's an organization that forms partnerships with clients along with seeking fiscally viable propositions that hold up the environment because nowadays it can be clearly seen that it is hard to find companies that emb sustainability when doing businesses.

To begin with the lecture, understanding the logistics either domestic or international need to know that it is separated into two levels which is macro logistics and business logistics. Macro Logistic focuses on transportation among countries while business logistics concerned on business activities: packaging design and customer management. Indeed, mentioning logistics, Thailand is deemed as a logistic hub in ASEAN due to numerous linkages. Turning time back approximately 20 years ago, many businesses in Thailand were usually produced for domestic consumption while today many businesses become international businesses by using the cross border system. Taking the linkage " Mae Klong" as an example will see that it not only benefits both Laos and Thailand but also witness relationships between countries.

The cross boarding system has been inventive from day to day based on the changes in society and adaptations for other products. From primary to innovations in a sense of logistics, help countries increase income inevitably. From my perspective, to survive in this cruel world, people need to be aware more about the supply chain and logistic issues.The higher value and standard is needed. People need to improve their products over time to get the highest quality. People cannot think of only the export process but rather the whole detail of the supply chain.

The given concept above is a part of Asean Development regarding logistics. Doing business today is not only a single activity from business to business but rather the whole supply chain, leading to tons of stakeholder,for example, TPL (Third-party Liability) . These are the reasons logistics plays a vital role, particularly in a sense of cross border trading. For ASEAN, if a country desires to trade or export goods to another state member, logistics management is depended to help transport that will meet the needs of the client in the easiest and worthiest way as it will help boost the economic performance eventually.

Apart from what is given, since ASEAN is a free trade area that requires logistics to create a bond among countries, every detail matters. Formerly, when Thailand depended on agriculture businesses ,people tended to use **red ocean strategy or cost oriented** (whoever produced the lowest cost would get the highest advantages). Conversely, when Thailand Developed to be more urbanized, people changed the strategy to **blue ocean strategy** (focuses on customers' demand). As we are now living in the modern digital society, the businesses should adjust their approach from B2B (Business to Business) to B2C (Business to Consumer ). Across the businesses, the current global model seems to seek for profit that consumers will offer better pricing due to the customer satisfactions. The changes will enhance customer experiences and earn benefits from the higher profit margin and instant feedback. This not only helps maintain customer loyalty and profit but also shows the better implementation of the current situations.

> ** Industry 1.0 , 2.0, and 3.0 are examples of B2B relationships or the red ocean strategy since these types of industries need other companies to get to the customers. Differing from industry 4.0 which is an example of B2C, it focuses on networks and the internet in a sense of the blue ocean strategy.

To conclude , it can be seen that logistic development can help increase ASEAN overall economy, for instance, community engagement among country members. Nevertheless, the coming of Covid19 pandemic has redesigned the platform of logistics as can be seen from the crisis all over the world. The border is now closed, not to mention the lack of income from tourism and aviation businesses. This not only worsen people's way of lives but also gives rise as a domino effect. To get through this type of unexpected economic lockdown, as far as I am concerned, the businesses and organizations are essential to use the business model to plan their strategies and adjust their logistics plan as soon as possible regarding new normal in order to be able to trade across borders again.

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DR.AMONTHEP'S LECTURE

This lecture is mainly focused on the opportunity of Thai people in the Asean economy and the effect of Covid-19. It is inevitable to conclude that the Covid-19 pandemic has endangered people's ways of living not to mention social and economic injustices among countries. Most countries came up with lock down strategies and began the new norm. The outbreak hit the global economy undoubtedly as can be seen from the Asia exports. It illustrated negative trends due to the fact that global growth went down to recession. Indeed, Dr.Amonthep mentioned the post COVID19 of CLMV (Cambodia, Laos, Myanmar, and Vietnam ) economy which is both the effects and ways to cope of the outbreak.

The CLMV country has many opportunities to invest but most people seem to overlook them. Each country has a different culture which can be defined that there are numerous behaviors in the same region. Beginning with Cambodia, organic farming should be taken into consideration. There is a special economic zone for investors to join along with agricultural production of rice and mill industry with rich ground and appropriate temperature. From what I understand, Cambodia seems to be a target for many people since there is less competition, lots of resources, and the proper location which connects to China, not to mention numerous middle class people that inevitably lead to tons of goods and services demands. For Laos, before the Covid-19 situation, Laos was a country with various business opportunities (rich resources, from construction, tourism, energy, retail, logistics to beauty) but still perceived as a country with the highest number of low skill labour forces. Although it is not a big country, it can attract foreigners to come and invest due to their less competitors and more demand on new technology. Moving on to Myanmar, it is a country geared with natural gas but has the lowest wage when compared to other countries in ASEAN. From where I stand, it might be a good sign for investors as there are not many people who invest. The last country would be Vietnam. The opportunities in Vietnam can be deemed as a differ from Cambodia based on the differences in consumers' culture and behavior. However, it is a country rich in business opportunities due to the highest number of economic zones.

Looking beyond Covid-19 there are still some opportunities to take a chance. From my opinion, the post of COVID19's breakout lead to the need for CLMV to initiate new business within a country: tourism and manufacturing. Even the pandemic has shifted the way we live, but investing in our own country seems to lead to a brighter future undoubtedly. Encouraging people in their own country to explore in their country rather than traveling abroad will help increase the GDP. Now, for me,, It is time to focus on our country's resources. If I had a chance to invest in CLMV country, I would rather go for Laos since it seems to have many opportunities to seek. Although the regulation and the labour are considered to be not effective, there's less competition but China that might open a chance to invest and develop.

To conclude, the labor force today seems to not fit the market due to the outbreak, people, particularly in our generation should seek for their own passion and put the effort in it. Since there are less positions in the market, people should take stands for themselves and go for it no matter how hard it is. Every opportunity matters.