

Essay 1 ; 24<sup>th</sup> June,2019 - morning

In this class, they focusing in CLMV trade and investment which is macroeconomics. They comparing with trade with the rest of the world, trade with Thailand, Inward FDI in CLMV ,and Thai direct investment in CLMV.

In term of CLMV trading with the rest of the world, it's obviously that Thailand and China is the main partner with them. In Cambodia 2012-2016, they willing to be trade deposit which mean imported value is higher than exported value. The products that the focusing is clothing. Lao PDR also be trade deposit but the interesting things is in 2014 , the import value and export value have big gap which is may cause by construction boom that affect falling price of gold and currency speculation. The main export of Lao PDR is natural resources. Myanmar imported value is not stable, sometime trade deposit but sometimes trade surplus. They main import product is oil and the main export is raw gas , raw gas which export for process and import back to use it. Vietnam import and export value increasing in the same way and be trade balance. They produces electronics and footwear.

CLMV also be trade partner with Thailand. Thailand have positive trade surplus with the CLMV countries. We import from Vietnam the most until 2015. A lot of west Thailand have fresh seafood - from my experience last year, i went to Mae-Sot which is not have ocean access but the shrimp is very fresh- because in the west of Thailand have no ocean access. Teacher give me some special case of Toyota Camry in which price in Thailand is higher than USA but Thailand produce parts of vehicles this cause by tariff of Thailand is very high (higher than Laos too).

Inward FDI to CLMV countries, Vietnam carries more FDI from others which lead to highest GDP in CLMV countries. There are many countries invested in CLMV countries but key investors are China,South Korean, Singapore, and Thailand.

In conclusion, CLMV is 4 countries which is Cambodian, Lao PDR , Myanmar,and Vietnam which all of them trading with Thailand and other countries. All of them trend to be increasing in trading (import,export) every years.

Essay 2 ; 24<sup>th</sup> June,2019 - afternoon

In the afternoon class , they focus on market strategies in CLMV. Prof. talking about the meaning of brands , brand essence ,and brand building. Its contain marketing subject in which i never learn before but i try to understand all of the class.

Brand is a name,term,sign,symbol, or design which can identify the goods and services of sellers and it cannot be the same with competitors. Nowadays, there are many brands from our Earth. There are many competitor in the market. In black water market, we have Coke VS Pepsi , they have different logo and we can separate both of these by ourself.

The obvious example of "brand" in South East Asia is Coke , they have many campaign that make people remember their brand, for example, "share a Coke" campaign which very successful. Coke can beat Pepsi in Thailand in the past that make Pepsi firm broke however they have to change the owner. Not only in Thailand but also Vietnam Coke firm also successful. Coke in Vietnam growing very fast with the campaign "share a Coke".

Almost every brand have to have something special rather than other brand to alter the sales. They have to make consumer remember their brand. The best way to created the brand are 5s which is Saduak (convenience), Sabai (relaxed), Sanuk (fun),Sa-Thu (Blessed), and Smile (smile). Communications via Brand Elements is very important to firm too , we have to focusing in brand names , URLs , Logos and symbols , Characters , Slogans , and packaging. We can see that the big brand have all of these including McDonald which is fast food and have many competitors, i will focused on slogan of McDonald. The slogan of McDonald is "i'm lovin'it" which is false in grammar but they use this for make people remember.

In conclusion, in these , they focused on marketing subject about the brand builder which is each countries still be a brand too. Every countries invited everyone to travel , this is part of brand.

Essay 3 ; 25<sup>th</sup> June,2019 - morning&afternoon

From this class , prof. focusing on international **logistics** and cross border trade. Between ASEAN countries , they use international business based on cross border which we can say that is brother sister system. Prof. tell that the use or cross border is quite be grey business.

We look at many questions to analyze which is what is the product , why we choose the product , where we gonna sell to , and how transportation it is. There are many interesting things in the class that we can use in real life to be producer. Professor give a work to student to simulator the real case for thinking , from this work i use to export tapioca to Japan. I reason why i use this is it can transform to be many product including bubble from bubble tea , coca-cola , animal food or other else. I decide shipping from Lham Charbung-Chonburi to Japan because if we shipping by plane its occur high cost and cassava will not expire if we spent time a lot.

In this class , they talk more about red ocean , blue ocean , and white ocean. The definition of red ocean is same price same product-blue ocean is innovative and white ocean is collaboration. Moreover, they talk about Thailand 4.0 which use computer to improve the market.

In my point of view, i think this class is useful in the real life in the future because we can use to manage the cost to be minimum and we can applied cross border trade system to improve the firm, for example , i am the owner of Coke's , i may use cross border system about the can firm to lower the price of can and help can firm in another ways. Moreover , if in the future i am new prime minister , i may use this to manage our country not only in ASEAN but also in Euro or USA or China trade.

We also have seen about the border trade example in the class which is about Chiang Rai border trade in which trade with Myanmar and Lao PDR. From 2552 BC to 2557 BC , Chiang Rai border trade increasing every year.

In conclusion , we may use the knowledge in this class to improve our organization , not only country management but also in the small firm.

Essay 4 ; 26<sup>th</sup> June,2019 - afternoon

ps. in the morning we talk about the project

In this class , we studied about "getting to know Lao PDR" in term of economics or FDI. Firstly , prof. talking about the meaning of FDI which categorize in to based on direction of investment, based on type of activities, based on modes of entry,and based on nationality of investor.

Prof. use Lao PDR to be case study of us , i have to discuss about coffee bean in Lao PDR, we talking about Lao PDR is the country that have good area for plantation in coffee bean but they still have low technology to improve their coffee industry and then we talk about advantages and disadvantages if we produce coffee bean in Thai and Laos, we have conclusion that both country is not bad for coffee bean industry so both have advantages and disadvantages. For example, if we produce coffee bean in Thailand, we may not have to hire some people to translate the Lao language , on the other way , if we produce at Lao PDR, we will gain lower wage for our labour but from my point of view , if i want to produce coffee bean , i will choose Lao PDR to improve my firm. However i have to hire some translator but i will hire some labour in the cheaper price (in Lao PDR, they have not much labour). Moreover, i will improve technology in my coffee bean industry and i may create some brand about coffee same as Amazon.

It is surely that FDI (foreign direct investment) is part of our class because it is important and we have to use in real life, we may look at trend for each country that we interested to invest and we may use part of this to make decision.

In conclusion, if i am investor today, i may spend money to invest in Lao PDR since it is trend to be increasing every year. I have a dream to invest in casino business , it may to be my choice to invest or i may use this class to understand each country and make decision to invest or not in the future.

Essay 5 ; 27<sup>th</sup> June,2019 - morning

In this class, we learn about environment which very interesting in business world. I gain the topic for presentation from this class which is about “The effects of economic growth on air pollution in Vietnam”

Nowadays, the pollution occur everyday from industrial from every firm including the factory which release the chemicals to water or to the air or from the transportation. Technology improve may lead to pollution increase. Not only from the human but also from the natural-take care of cow occur pollution too.

Trade opening can affect the amount of emissions in three ways, firstly, the scale effect which increased level of economic active will require greater energy use and let to higher levels of green house gas emissions. Secondly, the compositions effect and the last one is technique effect which refers to improvements in the methods by which goods and services are produced.

In my opinion, if we want to do business alongside with good environment, we have to focused on the affect of something that we do, for example, we may use externality in the EE311 to improve our country. Government may have policy to protect the emission including they have to collect money by the scale of release toxins.

In CLMV countries, the main country in which the major export and import is Vietnam and they are the largest destination for FDI-has infrastructures. There are international trade theory which is The HECKSCHER-OLIN theorem that determined by factor endowments, a country will export goods relatively intensive in its abundant factor which apply with environments.

In conclusion, there are many ways to manage our environmental but the best way to do which i think is occur from the hearth of producer or firm

Essay 6 ; 27<sup>th</sup> June,2019 - afternoon

In the class, we talking about economic development which use the graph to support our lesson. First, teacher let us to look at the evolution of global and per capita GDP in the last 2000 year which increasing every year. There are many graph that prof. give us to looked for example, population growth , economic growth in SEA.

Moreover, prof. talking about the growing of each country specifically Vietnam which she show us a video clip about the development in Doi Moi. In 1960s-1990s Thailand, South Korea, Hong Kong, Singapore, Taiwan, Malaysia,Indonesia maintained very high growth rates which is 8-12%. The reason of this is high interest rates to attract foreign investments, rapid industrialization,industrial policies supporting exports, and high exports.

Productivity and Competitiveness can see that how about each firm or nation. Productivity is ratio of output to input and how efficiently a business uses inputs to produce output more about the competitiveness is labour productivity measures the value added per worker if increase in productivity means that more good and services are produced with the same amount of labour and capital. Competitiveness also indicate productivity to growth to income level and well-being of people.

In this class, prof. gave my group to presentation about Economic Freedom Index which is about the fundamental right of every human to control his or her own labour and property. Other group present about another index which is business index, global competitiveness index, politic stability index,corruption index,and rule of law index, all of these index can evaluate each country in term of Macroeconomics in which how each country develop and how there manage their country.

The overall of this class is about the development of economics which we can see many information in the internet in terms of statistic. If we want to know about the base information of each country, we can see many of it. We can see all of each country easily and firm can make decision in FDI (foreign direct investment).

Essay ; 28<sup>th</sup> June,2019 - morning

The industrial policy and CLMV Economy, the strategic industrial policy (SIP) consist of industrial diversification, industrial deepening, and industrial upgrading.

In this class, we learn about national innovation system that we have to use strategic industrial policy to support. We have to concern about the demand and supply which, demand-we have to look into interested group, people, mass media, economists, NGOs and social, and movements and supply-power elites, economic advisors, technocrats, political parties, and parliament to economic policy market.

Moreover, 9 design principles concerning what to do and how to do strategic industrial policy which about the scope of SIP which is SIP must be seen as part of an over all productive development strategy that increases the surplus in which can be invested, SIP is made up of policies that support one or all of the following processes: sectoral diversification, industrial deepening and industrial upgrading, SIP emphasis on technology, collaboration, and competition, SIP is not caught up in and does not accept the classical juxtaposition of export-led and import substitution industrialization strategies, strategic integration of the national economy integration of the national economy, rather than de-linking or across-the-board opening, SIP are intrinsically selective and anticipatory, strategic industrial policy-making is compatible with institutional pluralism and policy variation, SIP is transaction-intensive, experimental and highly uncertain, and therefore requires more institutional capacity than macroeconomic policy, and the last one is the actual functioning of the bureaucracy is strongly influence by the nature of politics.

We can use these to develop country or firm and this to make some productive strategy. The main thing which we learn on these day is about the strategic industrial policy (SIP) in which how to use how to apply and how to develop.