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overall - well structured.  
pls provide your opinion  
- great summarize.

## #1 June 24 (2 lectures)

Today I missed the morning session as I had got a business to do in the morning. So I only attended the afternoon session. The afternoon session was Marketing strategies in CLMV with Ajarn Ja. The topic was of course covered in Marketing field which I am familiar with. The topic was mainly talked about branding, Ajarn Ja said that countries are brands, we tend to see countries by the way they present themselves. For instance; when we see Thailand we think of street foods, pattaya, somtum, elephant, smiles, while when we see Vietnam we tend to think of rice farming with cone shape hat.

Each countries try to represent its image and branding so people know what they would experience from the place, to approach so, Ajarn Ja raised a topic of Brand Activation. Ajarn Ja presented this with examples, Snoopy in Christmas time, Central brought Snoopy to activate its brand as Snoopy is the symbol of happiness and joy. This represent Christmas well along with its brand image. Eventually traffic was created both offline and online as people kept coming and posting pictures with Snoopy on social media.

Another wonderful example was Coca Cola campaign, first launched in Australia, "share Coke with Kate". This campaign created traffic by created connection between people, one shares coke to another and so on, with the name written on its product coke makes recipients feel special and this keeps the loop of sharing on going.

## #2 June 25 (1 lecture)



The today topic is AEAN Logistics and Cross Border. What we have been doing and perceiving for decades is only exporting this, exporting that, to gain more and more money, we never really understand our customers enough. However, now the world is a new world, we are living in a data era where technologies enhance us to be able to play with Data. Data and maths basically are the only thing that never lies and these days we can really get a good use in it. For instance, shown by the statistics, there are an amazingly increase in number of Chinese investor in Vientiane, Laos, as is the result from policies that encourage these investor to come play. This tells us that if we do export to Vientiane, we export to Chinese people not Laos people.

As by looking at Data, we can always remodel our business to meet up with the world, this is called business innovation. For example, we tend to analyze the growth rate in each interested countries, the best growth rate among them would be our good opportunity to expand our business.

Ajarn also mention about cross bording. there is a illegal way to cross bord called Brother way of cross bording. However this is not so bad way of transporting goods as it let small farmers gain benefits compensating to exploited rent. Government and police force knows that this is happening but they choose to let go as it gives more economically benefits to the economy. He mentioned that, the most important thing for CP is the information flow along supply chain. To me this is kind of true, as I mentioned earlier, Data and information is the key, you would not play a game with eyes shut. "Our customers change, our business model change" this is what he mentioned.

## #3 June 26 (1 lecture of Aj.Nessara - afternoon class)

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Today topic is FDI Motives and Determinants in Lao PDR. The chosen topic to present is Zipline tourist activity business. Relationship between Laos and Thailand is going well and getting better, there are significant numbers of Thai business investing in Laos and planning to expand further. Wuttisak, Black Canyon for examples.

FDI motives is based on the analytics of these four main factors. Firstly, natural resource seeking, as if home country have lack of needed resource, we then move to host country to extract from them, for examples Mining, electricity generation especially in Hydropower generation. and Agriculture. Second is Market-seeking, which we look at Domestic market such as investment in service sectors, Regional market such as electricity produced in Lao have been exporting to our country, or Other region market such as investment in Agricultural sectors in Lao to gain generalized systems of preference from the US. Third is efficiency-seeking, such as lower labor cost in Lao compared to Thailand. Finally is strategic-assets seeking, for instance, joint venture with Laos private sectors or government to gain access to intangible assets, or asset in term of local networking for greater goods.

The Determinants of FDIs in Lao we analyze by the Host country specific advantages, Home country specific advantages, and Firm-specific advantages. For the case of Zipline business, home country advantage could be having no language barrier, while host country specific advantage could be the growing in number of tourists and tourism industry. Firm-specific advantage could be that we carry more than enough knowledge and information about Laos.

**#4 June 27 (2 lectures)**

Today topic is International trade and Investment vs Environment, and Economic Development in CLMV. The morning session is the International trade and the impact on Environment. As economy in CLMV is getting stronger, as shown in the graph the total exports and imports of goods in 2007-2016 is growing. So is the Foreign Direct Investment and tourism.

However, this have some kind of negative impact on environments. Pollution comes along with the growing in manufacturing sectors. As a result from reducing barriers to trade will reinforce the tendency for countries to export commodities that make use of resource-intensive production factors. In this case, Environmental tariffs would be employed against trading partners deemed to have inadequate environmental standards. However, evidence seems to suggest otherwise, countries that are more open to trade adopt cleaner technologies more quickly, the increased in real income is often associated with increased demand for environmental quality, and the greater openness to trade also encourages cleaner manufacturing.

Research has examined whether a relationship exists between economic growth and pollution. Environmental Kuznets Curve or EKC. As shown by the graph, we can see that the early stages of industrialization are linked to relatively high pollution levels when growth is a priority. By that time environmental controls are still lenient or nonexistent. Once more advanced economic developed, we tend to put greater concern on environmental quality and a strengthening of environmental regulation. A consensus is forming that this tradeoff is not as severe as once believed.

What's about the afternoon lecture?  
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**#5 June 28 (1 lecture)**

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Today topic is Industrial Policy and CLMV Economy EE. Strategic Industrial Policy or SIP, we looked at three main things. Industrial Diversification, which is a creation of new industrial capacity and sectoral diversification as to expand the range of products that is produced and exported. Next is Industrial deepening, creation of local linkages and complementarities. Industry create what's called Backward linkages as when it uses the inputs of other industries, while Forward linkages happen when the outputs serve as inputs to other local industries. Industrial Upgrading aimed at fostering more advanced and competitive industrial structure. This enhance the capacity for value creation as by moving to higher value economic activities. This can also be raising local value added to able to move toward international level.

Moreover, the class discussed about export-oriented industrial strategies vs import-substitution industrial strategies, functional vs selective industrial policies and so on. However what I found quite interesting and important was the 9 design principles concerning what to do and how to do strategic industrial policy.

Beginning with SIP must be seen as part of an over all productive development strategy. SIP is made up of policies that support one or all of the following processes; sectoral diversification, deepening, 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 nation 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. As SIP is transaction-intensive, experimental and highly uncertain, which therefore requires more institutional capacity than macroeconomic policy. Finally The actual functioning of the bureaucracy is strongly influenced by the nature of politics.

In order to create efficient strategic industrial policy, the above 9 design principles are needed to be considered. As Ajarn said, if we have bad government, educate people so people understand the good of necessary and proper policies which then now the government follow the vote of people, as a result government eventually do good things.