

24 June 2019

International trade and FDI

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June 24 = $\left(\frac{10+8}{2}\right) = 9$

CLMV countries consist of Cambodia, Laos, Myanmar and Vietnam. CLMV attracts a lot of Foreign Direct Investment (FDI). They are also attracted from foreign investors for trade. These four countries have continuous growth in the past decade and their growth may continue in the future.

Foreign trade of these countries has gone up significantly. Cambodia increased its trade from 2010-2016, but its trade balance was deficit because of high import. Laos has the same pattern as Cambodia. However, Vietnam has approximately same amount between import and export and its international trade ranks the first in CLMV.

Trade partners are important and play an important role in CLMV. The most viable trade partners for CLMV are China and USA. Cambodia and Vietnam are China and USA. China is the main trade partner for Myanmar while Thailand is the main trade partner for Laos. The import and export products are different as well. The main export products for Cambodia is garment, Laos's is copper ore, Myanmar's is petroleum gas and Vietnam's is telephone sets. Vietnam has the most FDI in all CLMV countries, the main investors are from China, Korea, Singapore and Thailand.

From morning session, I studied the statistics of Trade and investment for CLMV. The discussion was done by graph analysis which propel my analytical skill for other courses.
Need more detail on your opinion.

Marketing and branding strategies in CLMV

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The purpose of branding building is to **create the difference**. Branding makes its product differ from other competitors. Before we do branding campaign, we have to understand the culture and lifestyles of each country in order to create marketing tool to suit their culture. There are many marketing strategies that were chosen to do in CLMV. Brand activating is one of the popular marketing strategies to motivate consumers to participate in the brand such as photo taking and share on social media, coke build the campaign of share and create viral to build brand awareness to mass consumers. If we want to do marketing in CLMV we have to study the market, analyze brand positioning, identify target and means and most important, to communicate brand elements to consumers to build loyalty in them.

From studying marketing strategy, I know how to do marketing and marketing strategy in depth because the clip and example that professor illustrated in the class were interesting and

had precise point of marketing strategy. This makes the course fun and I can remember the strategy to be used further. J

25 June 2019

Logistics and supply chain in ASEAN

Logistics is to deliver goods from one country to another country therefore it is a major tool in international trade. Logistics can be many transportation modes such as waters, land or plane. Logistic means must be chosen depending on product category such as fruits that needs speedy transportation must use air logistics however, it has some limitation as well that is limited space and high cost so exporters need to do logistics management to achieve minimized cost of transportation.

Thailand has exported many kinds of fruit, the most popular one is durian, highly competitive due to same availability of his rival, Malaysia. Thailand has to differentiate its durian product by product development, transform durian fruit to other finished product. Moreover, Thai exporters must study consumer behavior on which taste Chinese consumers like to meet their need. Nowadays, Chinese importers have strong bargaining power to press agricultural products. The strategy they used are high price in the beginning and lower the price on the claim that products are low quality, rent some land for Chinese cultivation and transport to China for example, rent a plot of land in Chiangrai to farm using chemical that impacted environment and polluted public health in Thailand, this is more or less the same as Chinese did in Laos.

Thailand also do bordering trade with its neighboring countries, the logistics can be do through cities for example, export to Myanmar is transported through Mae Sot, export to Malaysia is transported through Song Khla, export to Laos is exported through Nong Khai, and export to Cambodia is transported through Aranyaprathet. Making logistics to foreign countries use different routes depending on route management, Mae Sai is a trading city and Chiang san is a port city. Chiang Khong is a logistics city for exporting to China. Logistics and routes must be planned periodically to maintain shortest and cheapest means.

Studying Logistics management makes me realize how to transport goods and export business will be accomplished depends on good logistics. The exporters must know how to

do a supply chain management to maintain continuous stock of supply , build revenue to the business and lower cost. ✓

26 June 2019

Project guideline and brainstorming — Don't have to. Just only one topic in this day.

Today's lecture had two lecturers, morning session belonged to Ajarn Anin who taught how to write a good academic paper , and Ajarn Nessara who gave lecture on FDI information and how to manage FDI.

For Ajarn Anin's lecture, we learned how to write a good academic paper. There are two categories of academic paper : theoretical paper and empirical paper. For this semester, we have to write one empirical paper ; it is a group paper. The first thing to think about before writing a paper is to choose the topic of writing, what we are interested is about CLMV, which we have to discuss in later stage to finalize the topic. The academic paper begins with ABSTRACT, the paragraph of objective and main message, next is INTRODUCTION, which is the background of our topic, issue and statistic about the on-going situation regarding our writing topic. The next thing is LITERATURE REVIEW, it is the revision of all relevant theories and research of our topic and how it is related to our writing. Then we will come to CONCEPTUAL FRAMEWORK, it is how to bring the conclusion of our literature review to find our solution to our writing objective, so that the readers know what to expect from this paper. Later is METHODOLOGY, it is the process how the study was conducted , who was the population / sample of the study, how the data was analyzed, this study will use secondary data , so it is more or less the report than a research paper. And final step is FINDING, it is the result of the study. The good paper must be ease to read and understand.

Getting to know Lao PDR

For Ajarn Nessara's lecture, we learned about more details of FDI. There are several types of FDI : Inward FDI and Outward FDI for direction of investment base, Horizontal and Vertical for types of activity base, owned subsidiaries, merger and acquisition, and joint venture for types of modes of entry, and wholly foreign owned and joint venture between foreign and local firm for types of nationality of investors. The advantage of FDI is to have low cost on labor and transaction, expand our market and use foreign resource to generate our revenue.

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Before making any FDI, we have to study investment law of those countries and our country, we have to consider both advantage and disadvantage of FDI. The advantage of FDI may be - 1 low transaction cost, location advantage, low labor cost, high technology, build more work for the country, promote international trade. However, there is some disadvantage as well, the company must consider environmental problem. We have discussed the case of LAO PDR, the assignment was to pick up one industry to invest, our group chose garment because we think LAOs has lower labor cost than Thailand. We can export our fabric from Thailand to Laos because of higher quality, and export from Laos will have GSP, no or low tariff. Therefore, we should invest in Laos to export to Europe.

From FDI class, I have gained a lot of knowledge on investment in foreign countries, I can see comments in many business categories which were discussed in class. We used the data from our lecture to apply FDI in Laos. It is a very interesting and fun class. FDI is not easy and it must be completely considered.

27 June 2019

Natural resource and Environment issues & stories from Myanmar

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Considering CLMV countries data, Vietnam has the most FDI and most import-export amount during 2007- 2016. The in-flow of FDI pushes the economic growth in Vietnam compared to previous years. The advantage of FDI in Vietnam makes its economic grow fast, more international trade means lower cost and more variety of products however, industry expansion has created environmental problems. The country will face the pollution problems unless it has a concrete law. More FDI means higher employment and technology as well as higher environmental problem. The country with plenty of resources may lead to low

- 0.5 economic growth such as Myanmar, it has enormous of jade but it was seized by military. anti comm or tragedy.

- 0.5 In the beginning of economic development, there is more pollution because people and government will put high focus on the economic growth, not the environment. When the country is developed, GNP is increased, then environmental problems will be carefully considered to reduce pollution why?

✓ There are three methods in solving environmental problems. The first method is command and control, enforces with the law and sets the standard. The second method is taxation, pays tax according to the level of carbon dioxide emission. The third method is information, provides knowledge and builds awareness to people to stop or reduce plastic usage. ✓

After I studied this session, I have realized the advantage and disadvantage of international trade and FDI, I have more knowledge on environment such as policy and theory and realize that environmental problem is the big problem that needs careful focus and mutual solution by every party in the society. / ' interesting opinion.

Economic Development& Vietnam

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In 1960-1990, Thailand, Korea, Hong Kong, Singapore, Taiwan, Malaysia and Indonesia are Asian miracle because of their high economic growth rate in many industries. They developed their international trade policy to promote the export. However, now Vietnam is the Asian miracle because of free trade and domestic reform. Doime deregulation permits private enterprises to do business rather than public enterprises. More human capital investment has been promoted, these make Vietnam grow fast. Thailand is still locked in middle income trap because human resource is still unskilled and lack of high technology invention to create high valued added product. Only Korea and Taiwan have made themselves to high income countries. In maintaining sustainable high growth, manufacturing and service industries are the key, building labor productivity and competitiveness. FDI may help develop the country by bringing new technology for more well-being and higher income for the people.

By studying development, I know the process of development, how to measure, how to analyze the data from the graph. Class discussion opens new ideas to me and intrigue me how to develop Thailand for better sustainable economic development.

28 June 2019

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Industrialization and economic development

Ajarn Peera brought a paper about strategic industrial policy and development to lecture in the class with interesting examples. To be a developed country, we need to change from agricultural based economy to industrial based economy, from low value products to high value products. Innovation is the key factor to drive economy. 4.0 Economic era, government will focus in using technology such as robotics machine, AI to boost productivity and achieve economy of scale. This drive must be supported by government policy to lead to economic growth. Strategic policy that can be used are industrial diversification, deepening and upgrading such as Thailand ranks the leading in exporting hard disk because Thailand is the manufacturing base and experts in assembling. If the government supports, it will grow

export and economy. Moreover, if there is more FDI on this, more technology increases productivity, builds innovation, GDP of Thailand will grow fast and escape middle income trap. If the innovation is compatible with Korea or Japan, then the development policy will promote more investment and productivity in the industry.

This session brought me the information of development by different policies, competitiveness. Some countries may have advantage of low wages but we can use high technology to compete. Thailand still has more strength in geography because Thailand is the production hub of ASEAN. Thailand exports automobiles parts. Industry sectors is still main drive for Thailand, it accounts for 36% of GDP so government should be high attention to this sector.