

Week 5 Essay**Essay1: Siam Gas**

Today, we have a special guest from Siam Gas , Mr. Chanchai Ochapong. He is a General Manager of Siam Gas in Vietnam. He started the talk with the overview of Siam Gas, the head office of Super Gas, from the establishment of the company until it was listed in Stock Exchange of Thailand.

Siam Gas has a huge storage warehouse in China and it owns the vessel to ship gas to other countries such as Malaysia. For Malaysia, the shipping route is very important because the route needs to be shortest to minimize the sea freight cost. Gas can be used in automobile industry , big industries and in household as the cooking energy. To do marketing in Vietnam, we have to study consumers' behavior. He used MK as his example, when MK was established in Hanoi, there was no customer and it has to close down because consumer in Hanoi love to eat fresh, not frozen. However, when it opened Ho Chi Minh , it was ver popular. Vietnam is a developing country with the population of 95 million. The economic is developing, all sales are 10% VAT. It is the maximum rice exporter, the people there like to eat vegetable, so all dishes must add vegetable. The company there must have a good connection with the government and some extra money must be paid for business convenience.

In doing business in Vietnam, there are many restrictions such as laws, unclear laws so company must study it clearly because tax systems changes periodically, some may be added. Government holds the laws so the license regulation can be changed easily. Each region of Vietnam is different culture and life style. If you want to do business, you must study the behavior in that region. The education is not qualified so the recruitment must be done carefully. Small company will be less efficiency than big company because of cheaper price.

The competition must be on quality and marketing, and the most important factor is connecting, giving some commission to the government for better supervision.

In the afternoon ,Ajarn Kiriya lectured on how to use atlas cid havard edu website, it is about the international trade of the countries. Each group has to choose CLMV+ Asian and do the visualizer of how each sector operates, maximum import and export, annual comparison for each sector.

From the morning session, we understand of information needed when to do the business on Vietnam. You need to know the real business and know how to deal with people there, from the experience of 10 years business, any business can be applied . And in the afternoon, it is about the information of how to surf the website and visualize it for better and more interesting presentation.

Essay2: Fintech in ASEAN & ADB

This morning , I went to BOT to attend Fintech fair 2019, there were a lot of companies about finance, banking, exhibited. I went to the lecture of payment connectivity CLMV, how to do so we can make payment over the border. There is QR code for payment but it is not operated in every country. Now there is a corporation of banks in each country to make it the same QR code , same standard, and safe transactions. I explored the booths such as rabbit line pay , Kbank , SCB, the interesting thing is now we can confirm our identity at the bank booth , open bank account through ATM . There are many companies which operate e-wallet for more convenience such as rabbit line pay, true money wallet to show their application in payment, transfer, and other services without cash. We have to consider safety of the payment . Visiting BOT makes me realize that finance technology has been highly developed. I can see the perception of banks, development, change, disruption. I love this outing because I like technology and technology is very closed to us, we have to understand and study dynamic change of it.

In the afternoon, after visiting BOT, i went to ADB located at Central World, ADB or ASEAN Development Bank is the banking institute to support economic system, and development of Asia and Pacific countries through loan and technical support with the help of UN. There are 32 established countries and the major goal of ADB is to promote economic growth, reduce poverty, develop human resource, improve woman status, and protect environment. Its main duty is to provide loan and equity investment to its developing member countries, provide assistance for planning and execution of development project. I have learned the importance of ADB because it helps developing countries and it is the financial back up in every sector and Thailand could benefit and develop its economic from this support.