

A Reaction Essay : Dr. Suthep (International logistics and Cross border trade)

According to the lecture that Dr. Suthep has been invited to be the guest as the lecturer which he talked about the International logistics and Cross border trade , firstly , he mentioned about the concepts of the logistics which is the one of innovation. He showed a picture which is a fish with the barcode on its , so this implied that now people not only want to deliver the fish from this country to that country ,but they also want the quality on the fish(products) too which create the standard on the goods , then it is the innovation which is logistics. He emphasized about how to deliver the products across the countries based on the high quality on the goods and talked more about the logistics & supply chains.

Thailand is one of the good countries in logistics and the lecturer said about the logistics of Thailand which is the key factor of success that made Thailand GDP grew , next he explained about the ASEAN Logistics , Cross Border Trade Development , Major Cross Border Trade Factors and Logistics Development in ASEAN and Covid-19. Singapore was trying to represent themselves as the marine logistic hub which transport by the sea. On the contrary , Thailand was the aviation logistic hub which mean transporting by the air. Also he talked about the International Logistics Cross border Development which was divided into 4 sectors . The first one is Industry 1.0 which focused on agricultural innovation that people used farming equipment and if they want somethings , they may trade or exchange the things instead using money . Next is the industry 2.0 that has the steamer that used in the mass production , in this period people can do more & sell more products based on the economies of scale and also trading the goods between the countries , moreover , we can called that the starting point of the international business occurred in the industry 2.0 era. The important things arise , the B2B and B2C concepts which are the business to business & the business to customer , those of them are quite interesting one and Dr. Suthep asked the question that “ Based on the industry 1.0 - 3.0 , can you guess that your customer majority are in which categories B2B or B2C ? ” and the answer is B2B because if the company sell the products individual customer (B2C) , it might make a huge cost and hard to sell , so it is quite easy and more efficient to sell the goods to B2B in the case of the company that has a lot of the products to sell.

In my opinion about the lecturer , he is the one of the best lecturer that I have heard because his ideas and knowledges which provided for me to learn , so it is very useful for me like how to know the overview about the cross border trade , supply chains , the case study of the country in ASEAN , also the most favorite part that I like is about the Business canvas , it is the map of the business model that showed the composition of one business including key partners which is the main partners of your business that can lead your business to the great opportunity and easy to success , next one is key activities which is about the tasks of your own business that you have to consider and make it complete , key resources are about the tools as your employee in each tasks that make your business drive toward , Value propositions are about the goals of your company that make the benefits and contribute back to the society and also make your business value increased , next is about the customer relationship that is the essential things in every business type because this will make you know and clearly understand more about the consumer insight and troubles then solve the problems that customers have, customer segments which are the groups of the customer that your business focused on , Channels are about the ways to distribute your business name to make everyone know more about you , the cost structure is the one of an important task to realize because it can tell you that how works or how your business is going well or not , profit or loss and the last one is the revenue streams which are the various ways that you received the money from your business ,so many things in this lecture class that the lecturer taught me and give useful advices to use in the real world.

As Dr. Suthep is the lecturer in this class , I appreciated the way he thought and taught , for instant , he brought some concept to make me more clearly about the topic like the red ocean strategy which is about the big fish eat small fish that implied that the big company with the lowest floatation cost will survive and the others small firm may left the competitive market.

Lastly , I suggest anyone who keen to study more about the international business or cross border trade, this lecture class is quite good and suit for you .

A Reaction Essay : Dr. Amonthep (Post-COVID CLMV Economy)

According to the lecture class by Dr. Amonthep which is about the Post- COVID CLMV economy , he talked about this topic which divided into 4 categories including East-West Economic Corridors from Thailand to Savannakhet and Central Vietnam ,Thai exports to the neighboring countries ,Thai investment to the neighboring countries ,Look beyond Covid-19: Trade Opportunities and Aging Population & disruption.

About the first part which is East-West Economic Corridors from Thailand to Savannakhet and Central Vietnam , he showed me an Economic indicator of Cambodia, Laos, Myanmar, Vietnam, Indonesia and Thailand as of 2020. The business that has the highest growth in Laos is the cosmetics because Laos people want to have pretty face like Thai people , they try to imitate Thai people , what we wear or use, they would do so. Wuttisak clinic has seen this chance , so this company created and built many branches in Laos ,then this clinic was very successful.

The second part is about what Thailand export or import , the lecturer said that Thailand usually export to USA , China and Japan which these are major countries that we concerned , the products that we exported such as natural resources , on the other hand , we imported crude oil and the others goods as the lecturer provided the statistic for me. Nong - Khai is the major traffic of the exports in Thailand which export the goods to Laos or Myanmar , etc.

The third section is about Thai investing in neighboring countries, this part is very important to me because I want to learn how or how Thai investment solution can be found abroad. Dr. Amonthep mentioned the key factors influencing outward FDI and the pattern of Thai productions consisting of Labor scarcity and minimum wage measure, Some products have reached their mature stage of the product cycle, GSP expiry, More business opportunities in neighboring countries, Deficient labor supply and aging population, Maturing stage of labor-intensive products, Minimum labor-intensive product development, He also showed the Research Office 's views that investors have significant opportunities to invest in Cambodia, Laos , Myanmar, and Vietnam (CLMV) and major sector opportunities for ASEAN investors , especially Vietnam. In Cambodia also have grab but it is Grab tuk-tuk instead of Taxi like Thailand and this country has many interesting opportunity to invest like some business that may grow fast like Amazon coffee , or Major movie .

The last part is about Look beyond Covid-19: Trade Opportunities and Aging Population & disruption , Dr. Amonthep talked more about the opportunity to do the business after the pandemic as COVID-19 arise , Shares of exports to ASEAN have not changed much in the past, but there is a divergent pattern of decreasing share of exports to ASEAN-5 and increasing share of exports to CLMV; excluding oil, exports to CLMV have continued to rise positively, as the majority of trading activities within the CLMV take the form of border trade and this is expected to expand in line with the roll-out of the One Belt One Road initiation. CLMV economies are likely to perform much better than their peers in the region, owing to a relatively early stage of growth.

For the aging population of ASEAN: Singapore, Thailand and Vietnam are now described as having an aging population in which 10 percent of the total population is now over 60 due to structural age changes. In the ASEAN region (632.3 million people), we found that Singapore, Thailand and Vietnam were now identified as having an aging population where, according to the UN definition, 10 per cent of the total population is now over 60 years old. The following statistics show the estimated median age of the population in the selected countries 2015 and in the year 2050. Median age has been rising and by 2050 it will be more than 30 years old. Amidst obstacles, we are searching for business opportunities that will support an ageing society

In my opinion about this lecture class , Dr. Amonthep is very versatile person which means he was an expert in various tasks as he was a bookworm , he emphasized to the students as me that he read lots of book and write more that he read , so it is good to fill the knowledges or the information everyday and recommend the application that provide the news everyday , in this era , the Bloomberg is quite good application on the smart phone which has intense situation articles and some trendy news which will make you become more smarter , I have learn many new things as the lecturer provided the advices and some quotation to notice , also he talked about his career , daily routine ,so I really appreciated with his suggestion , then I do like he said , reading more news and finding some interesting task to deal with it , also find my truly desired in this life or career path.

Finally , I want to recommend Dr. Amonthep to be the guest lecturer again which will be good for the next year students , I think they will like his perception & aspects like I do .