

MONDAY

Marketing and Branding Strategies in CLMV

Brand differentiates and creates identity for the company from other companies in which the brand itself is very emotional since it has to connect consumers with the brand so good brand manager has to build the brand and make it stronger. Top of mind awareness is very important for brand since if people cannot remember your brand, it can be implied that your company is fail. Hence, in order to test consumers on branding, we can ask them what is the first brand come on their mind in each categories of products and if they come up the answer of your brand, you are successful in branding your products. From an example given in the class of “share a coke” campaign which is the global initiative into South East Asia. This campaign is putting a name on the Coca Cola can which becomes the most successful campaign in the world as Coke does not say that they selling soft drink but what they sell is to opening up happiness feeling to consumers. So, what make they success is they try to connect their products with consumers since what consumers receive is more than a soft drink, it is more touching to consumer’s feeling.

At the present, Vietnam becomes a land of opportunities since consumers in the country have strong desire for better life and they are the most optimistic people in the world also many millionaires relative to all population so Vietnam is an attractive place for foreign investors to invest in branding. Moreover, Vietnamese prefer to shop and buy online leading technology to pay an important role in influencing Vietnam’s economy as internet users in Vietnam are more than half of the total population in the country.

From my opinion, I think that if the company have good brand managers that are able to know each country cultures, they would observe that now South East Asia countries have lots of internet users accounting for half of total population in which Facebook has the most

number of users among these countries especially by young populations. Hence, by knowing this culture differences, the company would be able to serve the appropriate marketing to branding its products according to behavior of these group of consumers.

Logistics and Supply Chain Development in CLMV

Cross border trade is a kind of informal trade across country which is a part of international logistics as cross border cannot be done without logistic linkages. From the fact that China is the main trader with Thailand because they export and import a lot with us through the upper north of the country by using the cross broader system. China established “One belt one road” policy as aiming to link neighbor countries in order to gather the market to be bigger and bigger from the increase in demand which result in China becomes better-off since they can export more products to other countries. In Laos, the government allowed Chinese firms to rent their land to do many things as even China has a lot of lands but their lands are not efficient enough to grow crops or farming. Hence, from the limitation of China’s supply of inputs which mostly are agricultural products or primary products, China invest a lot in Laos in order to create inputs for their manufacturing sectors and to use in the country as they cannot produce it by themselves such as banana and rubber. Unfortunately, in the lasts two years, Laos’s government stop to give allowance to China to use chemical in the process of agricultural or farming so Chinese firms move to their business base to crops in Thailand instead and as firms use everything from China such as fertilizers also they export all agricultural products back to their country so what left for Thailand is only chemical and pollution on land and water.

During the industry 1.0, 2.0, and 3.0 period most are business to business but nowadays, industry4.0, we are focusing more on consumer demand. So, the business model changed from business to business (B2B) to business to customers (B2C). From Informal

Cross-Border Trade (ICBT), Thailand have more advantages in minimum wage, personal freedom, property right and etc. So people from source countries such as Lao and Myanmar move to Thailand which is the destination countries by which logistic also be problem since it was not easy for labor to move but now it is easier for them to migrate. As a result, there are many “zero bath” tours since Chinese use China’s bus, hotel, and tour guide for Chinese travelers in Thailand so there is nothing left to Thai people.

At the present, China is trying to become a center of the export hub since Chinese firms will buy everything from Thailand’s farm and export back to their counties and from the fact that Chinese will only export high quality products to their countries so what left for the country are only poor quality products. Furthermore, Chinese established many factories which are supported by China’s government as they will pay money for Chinese firms if they run away from China to do Foreign direct investment in other countries which those factories do not have an environmental concern, they only want to maximize profit. In reality, when Thais export products to China, mostly are not allow by China’s government such as sugar, beef, and frozen products. Hence, we usually use illegal way via cross border trade by exporting through boat which passing Laos and would stop at Myanmar port (illegal port). Then illegal China truck will transport our products to China. So China government trying to close this port as soon as possible.

From my opinion, I think China is a terrify country due to not only their high potential of large domestic market but also government provide many supports to firms to do foreign direct investment in other countries. Furthermore, I think China is tricky in term of doing business as we known that Chinese got supports from government to run business in Thailand especially in agricultural sector as China have poor primary products of inputs for their manufacturing sectors so they do many crops in our countries and then sent all of it back to China in order to not only use in manufacturing process but also export further to other

countries. So what they left for us are only low quality products while create more competitor in the global market in agricultural sector.

In service sector, even though Chinese people become Thailand's main tourists and increase service sector's share of GDP a lot, they gradually become our competitor at the same time since. From the example of "zero bath tour" that Chinese tend to use their bus and hotel that Chinese firms invested in Thailand also use Chinese tour guide too. This is because China want to get all of income generated by Chinese people where do not left any service income left for Thailand.

TUESDAY

Development Economics

Sustainable development seem to be problem for many countries as one of the topic beside trade during the international conference since each presidents would have the issue of economic development as SDG. At the beginning, the growth is gradually increase but after 18 century the industrial revolution started which lead the growth rate to sky rocket which Vietnam becomes strong and growing faster after other countries that already achieve high growth and slowing down later on. Furthermore, for population growth, not only Infant mortality rate decrease but also able to prevent wide spread of diseases as we have better technology from industrialization.

For the Asian Miracle, the first generation that achieve high-growth rate in ASEAN countries is Thailand, South Korea, Singapore, Taiwan, Malaysia, and Indonesia which are the countries that are able to maintain high-growth rates at between eight to 12 percent by which there are four main reasons behind this achievement. Firstly, they have high interest rate to attract foreign investments since high interest rate guarantee that when invest in our country they will gain high return. Secondly, they have rapid industrialization. Third is the industrial policy supporting the export products so there will be higher demand then you can increase the revenue of the country such as If sell only in domestic, it limits the number of demand but if export, there will be more demand for the products. Lastly, they have high amount of exports which result in enhancing rapid economic growth.

As we see the economic development by looking at the GDP growth rates, income per capita, human development index, and inclusive development index. However, for inclusive development problems, not everyone benefits from the economic growth since there are many social exclusion that being left out from those benefits such as ethnic communities in

Myanmar. So people should be able to access to education and health care sector. At least, the basic service such as basic education and health care should be provided to everyone so everyone growth together. Even everyone benefits from economic growth, they would not benefit equally as some would benefit more and some are less.

In fact, there are two main waves contribute the country to have high economic growth. First of all, in the past we tend to emphasize more on the issue of market failure and import substitution industrialization, unfortunately, there were a problem of government failure when the government actually cannot exactly know which industry to pick up and support it to be competitive (Picking winner problem). The second wave is focusing on the comparative advantage as the market have ability to know other country's comparative advantages so not only they know that which country should export but also there have export oriented policy as most of them were target to export to other countries.

From my opinion, I think that once we have growth in the total factor productivity (not capital investment) we could lead to long-term prosperity since the manufacturing and service sectors are the one that can create more value added to the country's GDP. With the structural change across sector, the agricultural share of GDP is going down because when there were more advance countries or higher number of high-income countries, the agricultural sector's share of GDP is decreasing as agricultural products would not provide high value added relative to manufacturing sector and service sector. As a result, people have lower income from the traditional sector (agricultural sector) and tend to move to modern sector (manufacturing and service sector) however there would be some people left behind at the agricultural sectors. So I think that if the modern sectors develop enough and there are many policies regarding the sustainable development being accomplish, the one who left behind at the traditional sector would be able to move to modern sector and no one would be left behind anymore.

