



New Zealand ASEAN Business Alliance
Thailand Conference 2019

Boosting Connectivity across ASEAN

Attendee Itinerary

Dates: Wednesday 4 September to Friday 6 September

Cities: Bangkok

Note: Times and programme details are subject to change. Speakers are being added over the next few weeks and the team will update the programme to reflect this.

Date	Time	Activity	Venue / Notes for Delegates
Prior to arrival in Bangkok		*Member attendees make their own way to Bangkok, ready to begin programme. *Member attendees make their own accommodation bookings (*) *For New Zealand travellers, Thai Airways NZ will be offering a discount fare for AKL – BKK – AKL flights - contact the ASEAN NZ Business Council (lbell@asean.org.nz)	*We recommend Marriott Sukhumvit Hotel for ease of attending the conference on Day 2
Wednesday 4 September	5:30pm	Official ASEAN Launch of the New Zealand ASEAN Business Alliance Networking Event	New Zealand Residence, hosted by New Zealand Ambassador Taha MacPherson. Travel by SkyTrain or group Taxi, approx 20 mins.

Thursday 5 September	8:15 - 9am	Registration	Marriott Sukhumvit Hotel 2 Sukhumvit Soi 57, Klongtan Nua, Wattana Bangkok, 10110 Thailand Venue for Conference Thursday, 5th September
	9.00 - 9.30am	Welcome ABA Co-Chairs Mr Andrew Bayly (Chairman, Malaysia NZ Chamber of Commerce) and Mr Mitchell Pham, New Zealand NZTCC President Ms Maya Pearson	
	9.30 - 10.20am	Keynote Speakers on Thailand's Place in ASEAN Thailand Political and economic overview - Dr Thitinan Pongsudhirak TBC	
	-	Industry 4.0 and Thailand - Ms. Pannee Chengsuttha, Senior Investment Advisor, Thailand Board of Investment	
	10.20 - 10.40am	Morning Tea	
	10.40 - 11.30	Clare Wilson, Regional Director East Asia, NZTE, Singapore Growing SMEs to Resilient Regional Brands	
	11.30 - 12.20pm	ASEAN Panel Discussion 1 SMEs; surviving and thriving in ASEAN Session Lead Mario Jordan (Magellan) Fetalino III Founder & CEO, Acudeen Technologies, The Philippines <i>Innovative financing for SMEs in ASEAN</i>	
	12.20 - 1.30pm	Joined by panellists; James McCulloch - Inspire Group, New Zealand Clare Wilson - NZTE Regional Director, Singapore	
12.20 - 1.30pm	Lunch		
1.30 - 2.40pm	ASEAN Panel Discussion 2 Market Entry and Regional Expansion Session Lead Willy Pham Co-founder & CEO Biz-Eyes, Vietnam <i>Digital marketing in ASEAN: Cross-border market entry through omni-channel approaches.</i>		
	Joined by panellists: Hamish Gowans, GM Fonterra South and East Asia, Singapore Dan Brunt, NZ Customs Rep, Thailand TBC - T&G Global, Thailand		

	<p>2.40 - 3.00pm</p> <p>3.00 - 4.30pm</p> <p>6.30pm</p>	<p>Afternoon Tea</p> <p>Breakout sessions: Attendees choose from:</p> <p>*F&B Breakout - facilitated by NZTE Bangkok and Imran Musa, specialising in Halal Cert. <i>Ark Advantage, Malaysia</i></p> <p>OR</p> <p>*ASEAN Smart City Opportunities: Mobility, Infrastructure, Environment - facilitated by Mark Thomas, <i>Serviceworks</i> and</p> <p><i>BREAK, freshen up</i></p> <p>Networking and Business Matching event at Octave Rooftop Bar</p> <p>Option to bring along your contacts, friends and colleagues</p> <p>(Please register separately for this event)</p>	<p>Octave Rooftop Bar</p>
<p>Friday 6 September</p>	<p>9am - 2.30pm</p> <p>3pm - 6pm</p>	<p>Site visit to AMATA, Smart City</p> <p>Thailand's premier industrial area, the home of both of Amata's Thai estates, is concentrated in the Eastern Seaboard Region (ESB) of the country. AMATA provides reliable, sustainable and state-of-the-art business estates with eco-friendly infrastructure and sound environmental policies.</p> <p>https://www.amata.com/en/company-business/smart-city/</p> <p>ABA Conference Working Group Strategy Session (optional for Members to attend)</p> <ul style="list-style-type: none"> ● Strategy Planning ● 2020 Work Programme ● Priorities going forward 	<p>Private Coach departs MARRIOTT Hotel to AMATA Smart City</p> <p>NZTE Bangkok Office Level 14, M Thai Tower All Seasons Place, 87 Witthayu Rd, Bangkok 10330, Thailand</p>
		<p>Conclusion of Programme, Attendees choose to continue on with separate work programme or back to home market.</p>	