Department of International Trade Promotion pushes Thai businessmen to handle new economy

Department of International Trade Promotion pushes Thai businessmen to handle new economy
• Arranging comprehensive training course conducted by Stanford University to fit with digital age
• The trainees are joining as network of CLMVT

Bangkok – The New Economy Academy (NEA) of the Department of International Trae Promotion, the Commerce Ministry, is to organize a comprehensive training program – CLMVT Executive Program on New Economy 2018 for high level management from private sector and government sector in CLMVT as part of the preparation to enter new economy and digital era. The training program is under the theme of Creative CLMVT held from 25 to 28 August 2018 at Anantra Riverside Bangkok Resort and Awanee Riverside Bangkok.

Mr. Phusit Ratanakul Sereroengrit, DITP Deputy Director General, said CLMVT were the countries which had continuous growing economy and the Thai Government had a policy to promote strategic partnership between Thailand and the CLMV countries. Hence the New Economy Academy of DITP is to organize CLMVT Executive Program on New Economy which is considered as an important tool for partnership development for trade and investment among CLMVT countries. Under the program, the high-ranking executives and officers are invited to join the comprehensive training program and it will be the place for them to exchange idea as well as creating new strategy together and finally they would join together as business network.

The program is considered as an opportunity for the attendances to get latest knowledge and experiences from the global well-known lecturers from Stanford University of the United States during 25 – 28 August 2018 at Anantra Riverside Bangkok Resort and Awanee Riverside Bangkok Hotel.

DITP is confident that the four-day training program will be the venue for idea exchanging and sharing as well as the strong friendship network building. The participants will get the regional business benefit from the CLMVT countries and will grow together which no one is left behind.

Meanwhile, Mr. Pornvit Sila-on, Director of New Economy Academy, added that the training program was held two consecutive years and attended by 60 high-ranking executives and officers from Thailand, Cambodia, Laos, Myanmar and Vietnam and this year Mr. Trevor Loy and Dr. Victoria Woo from Stanford University would share their direct experience in IT development at Silicon Valley.

Mr. Trevor Loy is lecturer at the American university and was the founder and management member of Flywheel Ventures which has been keen in technology for more than 20 years while Dr. Vitoria Woo is rich of experience in setting up and managing six startup companies and international curriculum management in South East Asia and Asia Pacific of INSEAD. So, the two lecturers have understood Asia culture very well.

Mr. Pornvit noted that “the outcome from the first year CLMVT Executive Program was very good

because the high-ranking management participants from CLMVT jointly presented their regional strategy such as the one standardizes linkage of logistic and customs of each country, the currency clearance among CLMVT through the digital money platform. They also joined hands to develop market for hand-made silk products."

"This year, we will focus on Creative CLMVT by using innovation, technology and marketing as important tools for business competition. During the training session, the participants are able to share their experiences as well as to adapt the topics to comply with the new global trade which has high competition with rapid change platform and finally the participants are able to apply the knowledge to execute their businesses."

"So, I am confident that this program will benefit the participants very much and we are thinking to continue this program as long-term activity to serve need and fitting the change of complicated world economy," said Mr. Pornvit.
For more details, please contact the New Economy Academy of the Department of International Trade Promotion at 1169 or nea.ditp.go.th.