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The New Economy Academy (NEA) under the Department of International Trade Promotion (DITP), together with Trade Policy and Strategy Office (TPSO), will organize CLMVT Plus Executive Program on New Economy 2019 during 3rd – 7th August 2019 at Millennium Hilton Bangkok, highlighting the competitiveness potential on branding strategies using the digitization tools and process. The event will bring together executives from both public and private sectors across ASEAN Region to exchange viewpoints and develop international trade.

According to Ms. Banjongjitt Angsusingh, Director-General of Department of International Trade Promotion, the decreasing of Thailand's export growth, which is the country's main economic source, and the strengthen of Thai Baht have led many companies to step up and develop new creative strategies to overcome the situation. To serve the change in situation, the DITP by NEA will host the CLMVT Plus Executive Program on New Economy 2019 with objectives of building business competitiveness and developing networks between executives in ASEAN to take on any challenges in the future — conceptualized under the theme of "ASEAN Branding".

The program has been organized for three consecutive years to serve the Government's policy of building Strategic Partnership among Thailand and neighboring countries, the CLMV, with the plan to expand the opportunity to all ASEAN countries this year. Participants in this program comprise of top-ranked management members and Government officers who will be sharing their experiences and developing new strategies together, led by world-class experts and gurus, as well as connecting their business networks to explore new business possibilities. This year, the program also explores further under the issue of Cross-Border Digital Trade for the New Economy, co-organized by Trade Policy Strategy Office (TPSO). DITP is confident that this five-day program will build stronger

partnership in the region, benefiting the regional and global business.

“CLMVT Plus Executive Program on New Economy 2019 is designed for participants to exchange their points of view and ideas through workshop and conference, networking and site visit, and build actionable capabilities to implement with their current business. The networks, developed during the program, will also promote business strategic partnership among ASEAN members as well as jointly deliberating policy recommendations,” said Director-General Banjongjitt Angsusingh.