

# THAILAND

## BUSINESS HUB OF THE MEKONG REGION

How to Strengthen Synergies Between  
Thailand and the CLMV Countries



8<sup>th</sup>  
June  
2018



**PULLMAN**  
HOTELS AND RESORTS  
BANGKOK KING POWER

For more information :  
[clmv@ccethailande.org](mailto:clmv@ccethailande.org)

**AIRBUS**



**BNP PARIBAS**  
The bank for a changing world



**BOLLORE**  
LOGISTICS



**DFDL**  
LEGAL & TAX



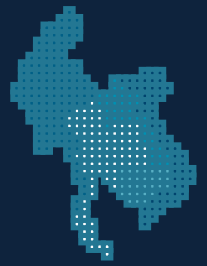
**Dextra**



**SAVAN**  
Logistics

# THAILAND

**BUSINESS HUB OF THE MEKONG REGION** How to Strengthen Synergies Between Thailand and the CLMV Countries



- Why are Thai groups investing heavily in the CLMV countries?
- What factors are pushing the rapid integration of the Mekong region?
- How can local companies ride the wave and gain access to a much larger market?

The French export team is inviting you for a day of exploration into a new business region, at the Pullman King Power in Bangkok, on June 8<sup>th</sup>. Register today and join us!

The CLMV countries and Thailand are at the heart of 2 major international economic endeavors: the ASEAN Economic Community (AEC) and the Belt and Road Initiative (BRI). It further drives a local development plan around the Mekong river (GMS). Thailand has 28% of the region's population, but 56% of its GDP and as its economy matures, the main actors are now looking at new playing fields.

We will start by a historic and economic presentation of these 5 countries that are so different but still share a lot, to understand how national priorities push towards closer ties, as illustrated by CLMV share of Thai exports jumping from 3.0% in 2000 to over 10% nowadays.

During the forum, you will learn from **Khun Kan Trakulhoon** how the expansion policies of large Thai companies such as **Siam Cement Group** were successfully designed and conducted. You will have the opportunity to discover regional strategies of French global leaders that use Thailand as their hub, with business cases on **Essilor, Michelin, Airbus, Schneider Electric** and **ACCOR**.

Country-specific seminars with the participation of members of the local French team (Embassy, Chamber of Commerce, business leaders), will be held to highlight the present insights on doing business locally and identify sectorial opportunities in the CLMV countries.

We will hear from **Khun Vikrom Kromadit** about his vision of CLMV for the future, as his group **Amata** has been heavily committed to expanding its support activities towards neighboring countries as well.

A full day to scroll down from macro-economics to hands-on advice on new business in the CLMV countries, and plenty of networking opportunities with those already in those markets!

This event is an initiative of the Thailand Committee of French Foreign Trade Advisors (Les Conseillers du Commerce Extérieur, CCEs), in cooperation with the French Embassy, the Franco-Thai Chamber of Commerce and Business France.

All presentations and discussions will be held in English. Early bird registration fee: 2,000 THB until May 8<sup>th</sup> then 3,000 THB, including lunch and activities.

For more information and registration

Contact: [clmv@ccethailande.org](mailto:clmv@ccethailande.org)

or call +66 (0)65 581 6343

[www.ccethailande.com](http://www.ccethailande.com), [www.facebook.com/CCETHailande/](https://www.facebook.com/CCETHailande/)

The French CCEs are a world-wide network of 4,000 business leaders and experts in international business, selected for their competence. They share their experience and engage in concrete initiatives, on a voluntary basis. They contribute by their advice, support and opinion on international trade issues and specific markets.



LES CONSEILLERS DU COMMERCE  
EXTÉRIEUR DE LA FRANCE  
THAÏLANDE



# Thailand, Business Hub of the Mekong Region

## How to Strengthen Synergies between Thailand & the CLMV Countries

June 8<sup>th</sup>, 2018 @ The Pullman Bangkok King Power

By the French Foreign Trade Advisers in cooperation with the French Embassy, the Franco-Thai Chamber of Commerce and Business France.

08:30-08:40	Keynote address
08:40-09:00	The region's history and current issues <b>H.E. Gilles Garachon, French Ambassador</b>
09:00-09:50	Macro-economic presentation
09:50-10:20	Expanding into the Mekong region: Testimony <b>Guest speaker to be confirmed</b>
10:20-10:45	Networking Break
10:45-11:35	Round Table: Mekong Strategy How Thai and French companies approach CLMV
11:35-12:05	Managing operations across borders: Testimony <b>Khun Kan Trakulhoon - SCG</b>
12:05-12:55	Round Table: Implementation Keys to a successful start in CLMV countries
12:55-14:10	Lunch
14:10-15:10	Workshop Vietnam: Rules & Regulations Workshop Myanmar: Rules & Regulations Workshop Cambodia
15:10-16:10	Workshop Vietnam: Business Opportunities Workshop Myanmar: Business Opportunities Workshop Laos
16:10-16:35	Networking Break
16:35-17:05	The future of CLMV: Testimony <b>Khun Vikrom Kromadit - Amata</b>
17:05-17:20	Young International Business Volunteers Grand Prize Conclusion
17:20-17:30	<b>Mr. Alain Bentéjac, Chairman of the CCE National Committee</b>





# REGISTRATION FORM

## Information

Mrs.  Mr. Name\*:.....Surname\*:.....  
 Email\*: .....  
 Company\*: .....  
 Position\*:..... Department:.....  
 Country of residence:.....  
 Mobile phone number\*:.....  
 If you are a CCE, please confirm your Committee: .....

Special request .....  
 We will do our best to accommodate your requests, however, we cannot guarantee that your request will be granted.

## Payment method

Rate:  Early bird (until May 8<sup>th</sup>) 2,000 THB  Normal Rate (after May 8<sup>th</sup>) 3,000 THB  
 By bank transfer (The purchaser is responsible for any bank charges incurred for processing wire transfers)

Account Holder:	CCE THAILAND	Branch:	Patpong Branch
Account:	018-2-08004-9	BIC/Swift:	KASITHBK
Bank:	Kasikornbank	Communication:	CLMVJUNE8
Bank address:	Surawong Rd., Si Phraya, Bangrak, Bangkok 10500		

! Please send a copy of the bank transfer to: [clmv@ccethailand.org](mailto:clmv@ccethailand.org)

In cash, on the day of the event. normal rate: 3,000 THB

## Billing address

Company:.....  
 Address:.....  
 Postal code..... City:..... Country:.....

## Workshops

Please choose the workshops you wish to take part in:

### 14:10-15:10

- Workshop Vietnam: Rules & Regulations
- Workshop Myanmar: Rules & Regulations
- Workshop Cambodia

### 15:10-16:10

- Workshop Vietnam: Business Opportunities
- Workshop Myanmar: Business Opportunities
- Workshop Laos

\*The workshops are limited to 100 persons and are on a "first booked first served" basis.  
 For hotel reservation, contact [Pullman King Power](#) and mention CCE Thailand for a special rate.