

**The 11th Executive Seminar in Thailand
February 12 - 17, 2023**

Sunday, February 12, 2023

- 17:30 – 18:00 First Welcome and pick up from the hotel lobby by MUIC staff for the welcome Dinner*
- 18:30 – 20:30 Welcome dinner at the award-winning '*Cabbages and Condoms*' a restaurant acknowledged as one of the finest Thai *restaurants* in Bangkok
- 20:30 Leave for hotel
**Note:* BTS-Sky train will be used for transportation, and you will receive a ONE-WAY JOURNEY TICKET from MUIC staff for your travel from and to hotel

Monday, February 13, 2023

- 09:00 – 09:30 **Welcome note** by Assoc. Prof. Dr. Claus Schreier
Venue: Meeting room Atelier 01, Floor 05
- 09:30 – 12:00 **Lecture and Workshop:** “Living and doing business in Thailand – Country specifics and Cultural Patterns to be taken into account” by Assoc. Prof. Dr. Claus Schreier (MUIC)
- 12.00 – 13:20 Lunch break (will be provided)
Venue: Latest Recipe Floor 02
- 13:20 Leave from Le Méridien Bangkok Hotel to Swiss Embassy by MUIC vans
- 14:30 – 16:30 **Swiss Embassy Bangkok Thailand – Company visit, speech, and group discussion:** “Thailand’s business context – Swiss-Thai bilateral relations & recent trends” by **H.E. Pedro Zwahlen, Ambassador of Switzerland to Thailand and Mr. David Stauffacher, Executive Director of the Swiss-Thai Chamber of Commerce (STCC)**
- 16:30 Leave from Swiss Embassy to hotel by MUIC vans
- 17:15 – 18:15 **Le Meridien Bangkok Hotel;** meet with the General Manager, Mr. Dieter Ruckenbauer, *Le Méridien* Bangkok Hotel; “AWC’s Growth and Sustainability Strategy in the Thailand Tourism Sector”
Venue: Tempo Bar, Floor M
- 18:15 Time on your own

Tuesday, February 14, 2023

- 08:30 Meet up at hotel lobby with MUIC staff and transport to the UN Building Thailand by MUIC vans
- 09:20 – 09:30 **United Nations Organization, UNESCAP, Bangkok Thailand**
(room G, UN Conference Center) – **Introduction and Welcoming Speech** by
Asst. Prof. Dr. Isabel Rodrigues (MUIC) and Mr. Arman Bidarbakht Nia (UNESCAP)
- 09:30 – 11:00 **Lecture and Workshop (I): “Asia and Thailand’s progress on SDGs”**
by Mr. Arman Bidarbakht Nia, Head of the Statistical Data Management Unit,
Statistics Division, UNESCAP
- 11:00 – 11:10 Coffee break
- 11:15 – 12:00 **Lecture and Workshop (II): “Challenges and Opportunities for Sustainable
Development in Asia – a Microeconomic perspective”**
by Asst. Prof. Dr. Isabel Rodrigues (MUIC)
- 12:00 – 13:10 Lunch break on your own and Visit to the UNESCAP facilities.
- 13:15 – 14:45 **Lecture and Workshop (III): “Innovation for SDGs”**
by Mr. Jonathan Wong, Chief of the Technology and Innovation Unit,
Trade Investment and Innovation Division, UNESCAP
- 14:45 – 15:00 Coffee break
- 15:00 – 16:30 **Lecture and Workshop (IV): “Challenges and Opportunities for Sustainable Work
Employment in Asia”** by Asst. Prof. Dr. Isabel Rodrigues (MUIC)
- 16:30 – 16:40 **Closing Remarks**
Leave for hotel by MUIC vans.

Wednesday, February 15, 2023

- 09:00 – 12:00 **Lecture and Workshop: “Business Environment in Thailand”** by
Assoc. Prof. Dr. Nuntana Udomkit (MUIC)
Venue: Meeting room Atelier 01, Floor 05
- 12.00 – 13.00 Lunch break (will be provided)
Venue: Latest Recipe Floor 02
- 13:00 Meet up at hotel lobby and leave for DITP by MUIC vans
- 14:00 – 16:30 **Visit: Department of International Trade Promotion (DITP), Ministry of Commerce,
speech, and group discussion: “Roles of DITP to Promote International Trade”** by
Mr. Pornvit Sila-On, Director of Bureau of International Trade Promotion Policy,
Department of International Trade Promotion
- 16.45 – 18.00 Authentic Thai Dinner at the riverside
- 18.00 – 19.00 Back to Bangkok Downtown by a public boat ride or MUIC vans according to the
situation

Thursday, February 16, 2023

- 08:30 Meet up at hotel lobby and leave for visits by bus
- 09:30 – 11:30 **Yanhee International Hospital** – Company visit, speech, and group discussion by **Dr. Ismael E. Naypa, Jr., Director, International Marketing Division**
- 11:30 Leave for Suan Sampran
- 12:30 – 14.00 Lunch break (will be provided in Thai style at Suan Sampran)
- 14:00 – 16:00 **Suan Sampran** – Company Visit, speech and group discussion by **Mr. Arrut Navaruj, Managing Director**
- 16:40 Return to MUIC for a campus tour
- 18:00 Dinner with group around Salaya
- 20:00 Group will be sent to the hotel by bus

Friday, February 17, 2023

- 09:00 – 12:00 **Lecture and Workshop:** “Managing diversity and inclusion in times of change: The Case of Thailand and Asia” by Asst. Prof. Dr. Malinvisa Sakdiyakorn (MUIC)
Venue: Meeting room Atelier 02, Floor 05
- 12.00 – 13.00 Lunch break (will be provided)
Venue: Latest Recipe Floor 02
- 13:15 Leave from hotel to AIS by MUIC vans
- 14:00 – 16:00 **Intouch Holdings PCL** – Company Visit, speech, and group discussion: “Digital workplace and digital Learning Platform for new generation workforce” by Ms. Kantima Lerlertyutthitham, Group Chief Human Resources Officer
- 16:00 – 16:15 Coffee break
- 16:15 – 17:00 **“Q&A Round Table Talk”** and **Farewell Note** by Assoc. Prof. Dr. Claus Schreier (MUIC)
- 17:00 Group is sent to the hotel by MUIC vans

MUIC Lecturers' Profile
The 11th Executive Seminar in Thailand
February 12-17, 2023



***Claus Schreier, Assoc. Prof. Dr.,
Assistant Dean for Strategic Planning and
Quality Development, Lecturer Business
Administration Division***

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**Lecture: Living and doing business in Thailand –
country specifics and cultural patterns to be taken
into account.**

Monday, February 13, 2023

Wrap up Session Q&A Round Table

Friday, February 17, 2023

Claus Schreier earned his Doctorate in Economics (Dr. rer. pol.) in 2001 from the European Business School, International University (www.ebs.de). In 1997 he graduated with a Master Degree in Economics from University of Konstanz and 1999 with a Master Degree in Business Administration from University of Hagen. After his doctoral studies, he spent 3 years as a Senior Business Consultant for CSC Switzerland and another 3 years as a partner and management consultant for Prime-IT Consulting. Claus is an adjunct Professor at Lucerne University of Applied Sciences and Art and part-time lecturer for Intercultural Management at the Institute of Management and Regional Economics (IBR) (www.hslu.ch). He lectures at various institutions in Switzerland, Germany, the USA, and Thailand.

Since September 2017 Claus is a full-time lecturer for the Mayor International Business and a lecturer for International Strategy at Mahidol University International College (MUIC) in Bangkok / Thailand (www.muic.mahidol.ac.th/eng/).

Important steps in his professional experiences include CSC Switzerland, Prime IT as well as Bosch GmbH, Winterthur Life & Pensions and Swiss Life. He was also the founder and owner of the consulting company “Die Kulturarchitekten” dealing with all kinds of international & intercultural issues.



***Nuntana Udomkit, Assoc. Prof. Dr.,
Lecturer, Business Administration
Division***

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**Lecture: Business Environment in Thailand
Wednesday, February 15, 2023**

Nuntana Udomkit received her Doctoral Degree in Economics and International Development from the University of Bath, United Kingdom in 2002, Master Degree in Economy and Society from Lancaster University, United Kingdom in 1998, and Undergraduate Degree in Public Administration (first class honours) from Chiang Mai University, Thailand in 1995. Nuntana also received a certificate in Foreign Trade Development from Japan International Cooperation Agency (JICA) and Kobe University, Japan in 2008 and Bachelor of Laws from Thammasat University, Thailand in 2011.

Nuntana started her career with the Bank of Thailand in 1995. After the completion of her higher education, she worked for the Ministry of Commerce, the Royal Thai Government from 2002 to 2008. Through her works with expert teams of several Ministers of Commerce, she gained extensive experiences and insights on trade and development.

She joined Business Administration Division, Mahidol University International College in 2008. Her interests are in the areas of International Trade and International Business Management. Nuntana also works as a legal consultant and a litigator. Her areas of expertise are arbitration, international trade, contract, insurance, and tax.



***Malinvisa Sakdiyakorn, Asst. Prof. Dr.,
Lecturer, Business Administration
Division***

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Lecture: Managing diversity and inclusion in times of change: The Case of Thailand and Asia

Friday, February 17, 2023

Malinvisa Sakdiyakorn received her doctoral degree in Development Administration from the National Institute of Development Administration, Bangkok, Thailand, also winning the dissertation award in 2009. She holds a MSc in International Employment Relations and Human Resource Management from the London School of Economics and Political Science (LSE), London, UK and a MA in European Studies from Chulalongkorn University, Bangkok, Thailand.

Malinvisa worked with the Ministry of Commerce for 8 years in the area of trade promotion where she was involved in the internationalization of Thai products and services to abroad. Specializing in emerging markets, she played a key role in promoting exports of Thai products and services to South Asia, Southeast Asia as well as the Middle East and Eastern Europe. After joining MUIIC, Malinvisa served as Vice Chairman of Business Administration Division for three years as an overseer and implementer of several projects and activities related to academic curriculum, student affairs, international relations and industry networking of the Division. Malinvisa is also a committee member of the Creative Cultural and Heritage Tourism Center (CCHT) under MUIIC aimed at promoting and incubating Thai entrepreneurs in the area of cultural and heritage tourism. Currently, as an academician and practitioner in the field of HROD, Malinvisa's particular interest lies in the area of talent management, workplace diversity, leadership and organizational culture. Malinvisa conducts executive trainings for several leading companies in Thailand, such as AIS and PTTEP and also serves as a part-time consultant and subject matter expert for APM Group and Sasin Management Consultancy on HR-related projects.

Research Interest: Workplace diversity, Women Entrepreneurship, Innovation Management



***Isabel Pereira Rodrigues, Asst. Prof. Dr.,
Lecturer, Business Administration
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**Lecture: Economical aspects of Sustainable
Development**

Tuesday, February 14, 2023

Isabel Pereira Rodrigues earned her Doctorate degree (PhD) in Economic Analysis in 2007 from the Universitat Aut3noma de Barcelona (IDEA programme) in Spain. She also holds two Master degrees in Economic Analysis from Nova Business School, Universidade Nova de Lisboa in Portugal, and from Universitat Aut3noma de Barcelona.

She started her professional career by working in the private sector as a technical analyst for bank insurance, and after completing her PhD, she worked for over 4 years for the United Nations system. Isabel performed the role of policy specialist at the Research Unit of the Human Development Report Office (HDRO) of the United Nations Development Programme (UNDP), and Statistician for the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP). During her collaboration with the UN system, Isabel worked on sustainable and economic development issues in areas that included: climate change, migration, health, inequality and poverty.

Since 2014, Isabel has been a lecturer at the Business Administration Division of Mahidol University International College (MUIC) in Thailand. Previously, she was the Program Director of the Master of Business Administration (MBA) at MUIC, as well as the Program Director of the Business Economics Major of the Bachelor in Business Administration (BBA) at MUIC.

Her research interests focus on sustainable development and market incentives, economics of science, innovation, and entrepreneurship. Isabel is also a research fellow at the Center for Advanced Studies in Management and Economics of the Universidade de 3vora in Portugal.