

The 13th Executive Seminar in Thailand
February 23 - 28, 2025

Sunday, February 23, 2025
(Dress code: Smart Casual)

- 17:30 – 18:30 Meet with undergraduate students from MUIC at the hotel lobby
Groups will be led to MRT Samyan to MRT Asoke (36 mins)
Walk to MRT station with MUIC students and take MRT Blue Line from Samyan (BL22) to Sukhumvit (BL27) **Walking shoes, or comfortable shoes are recommended for this evening.**
- 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 back to the hotel
**Note:* MRT 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 24, 2025
(Dress code: Business Smart)

- 09:00 – 09:15 **Welcome note** by Assoc. Prof. Dr. Claus Schreier
Venue: Meeting room at Le Meridien Hotel Atelier Greeting Room, 4th Floor
- 09:15 – 12:00 **Lecture and Workshop:** “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, 2nd Floor, food & beverage area of the *Le Méridien* Hotel
- 13:30 Leave from Le Méridien Bangkok Hotel to Swiss Embassy by MUIC vans
- 14:30 – 14:45 Arrival of the group - coffee & cake at the embassy
- 14:45 – 16:15 **Swiss Embassy Bangkok Thailand – embassy compound visit, speech, and group discussion:** “Thailand’s business context – Swiss-Thai bilateral relations & recent trends” by an **Embassy of Switzerland in Thailand representative and Mr. Marco Rudin, Executive Director of the Swiss-Thai Chamber of Commerce (STCC)**
- 16:15 – 16:30 O&A, final remarks by an Embassy and Chamber representatives

- 16:30 Leave from Swiss Embassy to hotel by MUIC vans
- 17:15 – 18:15 **Le Meridien Bangkok Hotel**; meet with the **General Manager (GM)**,
Mr. **Dieter Ruckebauer**, *Le Méridien* Bangkok Hotel; “*Le Méridien* Bangkok’s /
AWC’s Growth and Sustainability Strategy in the context of the Thailand Tourism
Sector”
Venue: Tempo Bar, Floor M, drinks and “apero” offered

Tuesday, February 25, 2025
(Dress code: Business Smart)

- 09:00 Meet up at hotel lobby and leave for Central Bank Thailand by MUIC vans
- 09:45 – 11:00 **Visit: BOT Central Bank Thailand, speech, and group discussion: “Thailand’s Cross-
border payment linkage”** by Mr. Winn Varootbangkul, Assistant Director
- 11:00 – 12:00 **Visit: BOT Central Bank Thailand Museum guided by BOT staff**
- 12:00 – 12:45 Leave to MUIC Salaya Campus
- 12.45 – 13.30 Lunch break (will be provided) at Music Square Restaurant, Mahidol University
- 13:30 – 14:45 **Lecture and Workshop (I): “Business Environment in Thailand”** by
Assoc. Prof. Dr. Nuntana Udomkit (MUIC) at A402, 4th floor Aditayathorn Building
- 14.45 – 15.00 Coffee break
- 15:00 – 16:30 **Lecture and Workshop (II): “Business Environment in Thailand”** by
Assoc. Prof. Dr. Nuntana Udomkit (MUIC) at MUIC Campus
- 16.30 – 17.15 Mahidol University Salaya Campus tour
- 17.30 – 19.00 Authentic Thai Dinner at Salaya
- 19.00 – 19.45 Back to Bangkok Downtown by vans

Wednesday, February 26, 2025
(Dress code: Business Smart)

- 08.30 – 09.45 **Lecture and Workshop (I): “Managing diversity and inclusion in times of change: The
Case of Thailand”** by Asst. Prof. Dr. Malinvisa Sakdiyakorn (MUIC) and Dr. Saifon
Singhatong (MUIC)
Venue: Meeting room Atelier Greeting Room, 4th Floor
- 9.45 – 10.00 Coffee break at Grand Foyer, 4th Floor

- 10.00 – 11.30 **Lecture and Workshop (II):** “Managing diversity and inclusion in times of change: The Case of Thailand and Asia” by Asst. Prof. Dr. Malinvisa Sakdiyakorn (MUIC) and Dr. Saifon Singhatong (MUIC)
Venue: Meeting room Atelier Greeting Room, 4th Floor
- 11.30 – 12.15 Venue: Latest Recipe, 2nd Floor, food & beverage area of the *Le Méridien* Hotel
- 12.15 **Meet at hotel lobby and Leave for Sansiri PLC Thailand**
- 13.00 – 13.10 **Welcome and greeting** by Mr. Samatcha Promsiri (Sam), Chief of Staff
- 13.10 – 14.30 **Sustainable business practices**
ESG Initiative
- 14.30 – 14.45 Break
- 14.45 – 15.45 **Leadership in driving sustainable impact**
Driving Diversity, Equity, Inclusion and Belonging
- 15.45 – 16.00 **Q & A**
- 16.10 Leave to the hotel and free evening in Bangkok downtown

Thursday, February 27, 2025

(Dress code: Business Smart)

- 08:30 – 09:30 **Lecture and Workshop (I):** “Challenges and Opportunities for Sustainable Development in Asia – a Microeconomic perspective” by Asst. Prof. Dr. Isabel Rodrigues (MUIC)
Venue: Meeting room Atelier 02, 5th Floor
- 09:30 – 09:45 Coffee break at Atelier Foyer, 5th Floor
- 09:45 – 10:45 **Lecture and Workshop (II):** “Challenges and Opportunities for Sustainable Development in Asia – a Microeconomic perspective” by Asst. Prof. Dr. Isabel Rodrigues (MUIC)
Venue: Meeting room Atelier 02, 5th Floor
- 11:00 Meet up at hotel lobby with MUIC staff and transport to Thai Wah Public Company Limited by MUIC vans
- 11:30 – 11:40 **Refreshment**
- Drink and break from Rose brand
- 11:40 **Welcome to Thai Wah and company introduction**
- Overview of Thai Wah
 - Overview of Agri-food business portfolio and the business landscape by Khun Duangkamon Jirapornkasemsuk, Sr. Director – Head of Human Resources, and Khun Hataikarn Kamolsirisakul, Head of NBG- New Business Group

- 12:00 **Lunch with cooking experience**
- Sharing our highlight product (Product and customer success story)
 - Cooking experience by Khun Sumnon Wuttiudomlert, AVP-Group marketing
 - Interaction with the starch food ingredients and bioplastic team from Thai Wah by Food, Starch and Bioplastic Team
 - Business perspective: How Thai Wah turns risks and challenges into strategic opportunities by Khun Hataikarn Kamolsirisakul, Head of NBG-New Business Group
- 13:30 **Sustainability at Thai Wah**
- Success stories from Thai Wah by Khun Kamonchanok Areerat, Senior Manager-Sustainability and Innovation
 - Workshop and Interactive activity for brainstorming sustainable solutions by Khun Sasinee Pansailom, Section Head–Group Sustainability
- 15:00 Wrap up and closing by all Thai Wah Team
- Learning experience with feedback

Friday, February 28, 2025
(Dress code: Business Smart)

- 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 *Tropicana Oil Co., Ltd*
- 12:30 – 14.00 Lunch break will be provided in Thai style
- 14:00 – 16:00 **Tropicana Oil Co., Ltd** – Company Visit, speech and discussion
- 16:15 – 17:00 **“Q&A Round Table Talk”** and **Farewell Note** by Assoc. Prof. Dr. Claus Schreier (MUIC)

End of the study week



MUIC Lecturers' Profile
The 13th Executive Seminar in Thailand
February 23-27, 2025



**Claus Schreier, Assoc. Prof. Dr.,
Assistant Dean for Research and Academic
Services, Lecturer Business
Administration Division**

*Mahidol University International College
Mahidol University, THAILAND
Salaya, Nakhon Pathom, Thailand
Tel: + 66 2 700 5000 ext. 4478
Email: claus.sch@mahidol.ac.th*

*Lucerne University of Applied Sciences and Arts
Zentralstrasse 9
6002 Lucerne, Switzerland
Email: claus.schreier@hslu.ch*

Lecture: Doing business in Thailand - Country Specifics and Cultural Patterns to be taken into account.

Monday, February 24, 2025

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***

*Mahidol University International College,
Mahidol University, THAILAND
Tel: +66 2 700 5000 ext. 4433
Email: nuntana.udo@mahidol.ac.th*

**Lecture: Business Environment in Thailand
Tuesday, February 25, 2025**

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***

*Mahidol University International College
Salaya, Nakhon Pathom, Thailand
Tel: (662) 700-5000 ext. 4435
Email: malinvisa.sak@mahidol.ac.th*

**Lecture: Managing diversity and inclusion in times of change: The Case of Thailand and Asia.
Wednesday 26, 2025**

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



***Saifon Singhatong, Dr.,
Lecturer, Business Administration
Division***

*Mahidol University International College,
Mahidol University, THAILAND*

Tel: +66 2 700 5000 ext. 4423

Email: saifon.sig@mahidol.ac.th

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

Wednesday 26, 2025

Saifon Singhatong received her doctoral degree in Business Administration from Chiang Mai University in Thailand. Her master's degree is in Organization Development, and her bachelor's degree is in International Business Management, both from Assumption University in Thailand.

Prior to a profession in academia, Saifon worked in the human resource management division at Nike Inc. Liaison Office in Thailand. Her interest in people management has led her to pursue her graduate studies on the people aspect of organizations.

Saifon has taught several courses at the undergraduate level, including International Business Management, International Human Resource Management and Cross-Cultural Management. Saifon currently teaches Cross-Cultural Management and Organizational Behavior at Mahidol University International College.



***Isabel Pereira Rodrigues, Asst. Prof. Dr.,
Lecturer, Business Administration
Division***

*Mahidol University International College,
Mahidol University, THAILAND
Tel: +66 2 700 5000 ext. 4424
Email: isabel.per@mahidol.ac.th*

Lecture: Challenges and Opportunities for Sustainable Development in Asia - a Microeconomic perspective.

Thursday, February 27, 2025

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.