



International Institute for
Trade and Development

Sasin | School of
Management

LEADERSHIP PROGRAM

on Trade and Development Strategy



LEADERSHIP PROGRAM ON
**TRADE AND
DEVELOPMENT
STRATEGY**



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Program Schedule

Week	Day	Date	Time	Topic	Venue
1	1	Thu 26 Sep	13.00- 20.00	The World Influx: Navigating Global Shifts and Megatrends	Bangkok Marriott Hotel the Surawongse
	2	Fri 27 Sep	13.00- 20.00	Future Thailand and Industries of the Future	Bangkok Marriott Hotel the Surawongse
	3	Sat 28 Sep	09.00- 16.30	Foresight in Strategic Planning	Sasin School of Management
2	4	Fri 4 Oct	13.00- 21.00	Technology and Innovation Harnessing: Leveraging Thai Competitiveness	Bangkok Marriott Hotel the Surawongse
	5	Sat 5 Oct	09.00- 16.30	Digital Transformation: Disruption, Transformation and New Business Models	Sasin School of Management
3	6	Thu 10 Oct	13.00- 21.00	People Power: Building the Workforce of Tomorrow	Bangkok Marriott Hotel the Surawongse
	7	Fri 11 Oct	08.30- 15.30	Managing Human Capital for Global Context	Sasin School of Management
4	8	Fri 18 Oct	13.00- 21.00	Global Trade and Investment Amidst Crises and Economic Fracturing	Bangkok Marriott Hotel the Surawongse
	9	Sat 19 Oct	09.00- 16.30	Leadership Through Creativity and Innovation	Sasin School of Management
			16.30- 19.30	Networking Cocktail and Dinner	
5	10	Fri 25 Oct	13.00- 21.00	Rules & Tools for Future Trade	Bangkok Marriott Hotel the Surawongse
	11	Sat 26 Oct	09.00- 16.30	Stakeholders Management and Influence	Sasin School of Management
6	12	Fri 1 Nov	13.00- 21.00	Stakeholders Insights	Bangkok Marriott Hotel the Surawongse
	13	Sat 2 Nov	09.00- 16.30	Risk Management and Ethics for Executives	Sasin School of Management

Week	Day	Date	Time	Topic	Venue
7	14	Fri 8 Nov	09.00- 21.00	Policy Lab for Change	Bangkok Marriott Hotel the Surawongse
	15	Sat 9 Nov	09.00- 16.30	Collaboration and System Thinking	Sasin School of Management
8	16	Thu 14 Nov	13.00- 21.00	Sustainability Enigma: Unravelling the Complexities of Sustainable Trade	Bangkok Marriott Hotel the Surawongse
	17	Fri 15 Nov	13.00- 21.00	Trade Negotiations in the Modern World: Winning Strategies	Bangkok Marriott Hotel the Surawongse
	18	Sat 16 Nov	09.00- 16.30	Managerial Problem Solving and Decision Making	Sasin School of Management
9	19	Fri 22 Nov	13.00- 21.00	ASEAN: Bridging Borders, Building Futures	Bangkok Marriott Hotel the Surawongse
	20	Sat 23 Nov	13.00- 21.00	Unlocking Thailand's Supply Chain Potential	TBC
10	21	Fri 29 Nov	09.00- 16.00	Presentation and Celebration	Bangkok Marriott Hotel the Surawongse

Orientation

Date:

Thursday - Saturday, September 19 - 21, 2024

Venue:

InterContinental Hua Hin Resort, Prachuap Khiri Khan

Title:

Orientation

Description:

This orientation marks the official launch of the program. The event will commence with inspiring opening remarks. Participants will then engage in interactive icebreakers, networking, and academic activities to foster a collaborative atmosphere.

Class Day 1

The World Influx: Navigating Global Shifts and Megatrends

Date:

Thursday, September 26, 2024

Time:

11.30 - 19.00 hrs.

Venue:

Bangkok Marriott Hotel The Surawongse, Silom Room

Description:

The year 2024 marks a turning point in the global landscape, characterized by political shifts, geopolitical tensions, economic challenges, and digital disruption, all converging amidst transformative megatrends like demographic shifts, climate change, and the rise of emerging markets, further shaping a complex and uncertain future. High-stakes elections, escalating US-China rivalry, and ongoing conflicts contribute to a multipolar world order, while the global economy grapples with slowing growth, inflation, and the urgent need for clean energy transition. Simultaneously, rapid technological advancements like AI and the growing threat of cyberattacks are transforming industries and societies, demanding comprehensive consideration and regulation. In this dynamic environment, Thailand must proactively lay out strategies to navigate these challenges and seize emerging opportunities.

Session 1**Title:**

The Ever-Evolving World in 2024: Decoding Global Dynamics

Description:

In this keynote session, the speaker will delve into the complexities of key global dynamics profoundly shaping the world in 2024. These dynamics include the rise of BRICS+ as a counterbalance to the G7, escalating geopolitical tensions (with a focus on the US-China competition), and the evolving phase of globalization characterized by a backsliding of multilateral trading systems and a rise in unilateralism, protectionism, and industrial policy. The speaker will then illuminate the implications of these issues for both the global and Thai economy.

Learning Outcome(s):

1. Learn strategic insights for leaders to navigate the challenges and capitalize on the opportunities presented by these volatile global dynamics.

Session 2

Title:

The World Ahead: Deciphering the Emerging Trends Shaping the World in 2030

Description

This session will delve into the transformative forces that are set to redefine our future by the year 2030. As we stand on the brink of a new decade, this session will highlight key trends such as technological advancements, shifting economic powers, and evolving social dynamics that will shape the world in the coming years. Participants will gain insights into how those megatrends will influence daily life and business practices by 2030. Participants will join a thought-provoking discussion that will inspire them to think critically about the changes ahead and how to prepare for the world of 2030.

Learning Outcome(s):

1. Explore key emerging trends in the coming years and their implications for trade and development.
2. Explore strategies to address the challenges and opportunities arising from these megatrends, while enhancing competitiveness and fostering sustainable growth for all.

Session 3

Title:

Thailand's Strategies and Actions to Thrive Amidst the World Influx

Description:

This session will provide valuable insights into a strategic roadmap designed to guide Thailand's future success. We will delve into key areas such as economic diversification, technological innovation, and sustainable development, exploring how Thailand can leverage its strengths to navigate global challenges and seize emerging opportunities.

Learning Outcome(s):

1. Participants will be able to identify and analyze key strategic areas crucial for Thailand's future development, including economic diversification, technological innovation, and sustainable development.
2. Participants will also explore potential strategies and actions Thailand can take to leverage its strengths and navigate global challenges to achieve sustained growth and prosperity.

Class Day 2

Future Thailand and Industries of the Future

Date:

Friday, September 27, 2024

Time:

11.30 - 18.00 hrs.

Venue:

Bangkok Marriott Hotel The Surawongse, Silom Room

Description

Thailand's role in global supply chains faces a crucial transformation amidst unprecedented challenges. Factors like stricter regulations, technological advancements, geopolitical shifts, and re-shoring trends have intensified competition. Additionally, income disparity hinders Thailand's progress towards high-income status. To overcome these hurdles, Thailand needs to restructure its industries, upgrading from OEM to ODM and OBM. Class Day 2 provides leaders the opportunity to gain insights, share knowledge, and shape a sustainable future for Thailand's key industries.

Session 1**Title:**

Thailand's Industries: Thrive Together Towards Tomorrow

Description:

In this duet in conversation, the speakers will delve into the complex interplay of factors reshaping the future of Thai industries, including tightening regulations, technological advancements, geopolitical tensions, and shifting production trends. As competition intensifies, the speakers will offer insights on how Thai industries can adapt to maintain their competitive edge. Additionally, the speakers will suggest solutions to transform Thailand's industrial structure, emphasizing the transition from Original Equipment Manufacturer (OEM) to higher-value Original Design Manufacturer (ODM) and Original Brand Manufacturer (OBM) models. The speaker will also discuss how this industrial transformation can foster equitable income distribution, a key factor in achieving high-income status for Thailand.

Learning Outcome(s):

1. Gain insights into the factors affecting Thai Industries and how to keep Thailand's competitiveness in the volatile trade environment.
2. Consider and evaluate the proposed solutions to transition Thailand's industry to ODM and OBM models.

Session 2

Title:

Vision Statements by the Four Masters

- Opportunities & Challenges in Thai's Tourism Industry
- Future of Food Industry: Positioning Thailand
- Future of Mobility for Thailand
- Ignite Thailand: Towards A Regional Logistics Hub

Description:

This session is an in-depth presentation of vision statements, featuring four industry leaders representing key sectors of Thailand's economy. The experts will take the participants through the unique challenges and untapped opportunities facing these sectors, share their experiences and strategies for navigating complex issues such as shifting supply chains, technological disruption, and evolving consumer demands, and discuss the latest trends, innovations, and potential growth areas across industries. This session will be a great opportunity for the participants to engage in a thought-provoking conversation about the future of Thailand's key industries with the experts.

Learning Outcome(s):

1. Gain insights on the challenges and opportunities in Thailand's key industries through the experiences of the industry experts.
2. Engage in a thought-provoking conversation about the future of Thailand's key industries with the experts.

Session 3

Title:

Masters Meet Change Makers

Description:

In this session, participants will have the valuable opportunity to engage in small group discussions with experts specifically matched to their designated industry. These focused Q&A sessions will foster deeper insights, empowering participants to develop their assigned policy recommendations that will elevate the competitiveness of Thailand's key industries, ensuring they thrive sustainably in the global arena.

Learning Outcome(s):

1. Cross-pollinate ideas and perspectives on how to drive Thailand's key industries.
2. Consult industry experts on group's policy recommendation hypothesis.

Class Day 3

Foresight in Strategic Planning

Date:

Saturday, September 28, 2024

Time:

9:00 - 16:30 hrs.

Venue:

Sasin School of Management, Chulalongkorn University

Description:

In order to shift decision making from reactive to anticipatory, today's leaders need to strengthen their foresight capability. Just as one trains to increase their wellness, it is possible to exercise one's foresight muscle, increasing its strength. This session introduces key foresight approaches, methods, and tools to explore the factors and forces shaping trade and development dynamics. Designed for next-generation executives, this session focuses on applied and practical approaches and relevant case studies that can enhance how leaders think about the future and make decisions that benefit their agency, institution, and/or organization.

Learning Outcome(s):

This session will equip participants with a tool to anticipate future trends and disruptions. Participants will learn to integrate foresight into their strategic decision-making, enabling them to navigate uncertainty and create resilient organizations. Ultimately, participants will apply foresight to develop their impactful policy recommendations. Participants will learn about foresight with the following expected session objectives.

1. Enhance leadership capability through foresight approaches, methods, and tools.
2. Introduce the key concepts of futures and foresight and how this approach can be utilized to strengthen strategic planning.
3. Explore innovative foresight methods, such as gaming and AI-enabled tools.

Class Day 4

Technology and Innovation Harnessing: Leveraging Thailand Competitiveness

Date:

Friday, October 4, 2024

Time:

12.30 - 20.30 hrs.

Venue:

Bangkok Marriott Hotel The Surawongse

Description:

Countries are increasingly embracing technology to enhance their competitive advantage. The rapid proliferation of new technologies has led to breakthroughs such as self-programming automation, blockchain, the Internet of Things (IoT), and AI-powered software. The integration of these technologies across key industries is highlighted in UNCTAD's Technology and Innovation Report 2023, which focuses on "frontier technologies." These encompass three broad, yet interconnected, categories: Industry 4.0, Green and Renewable Technologies, and advancements in modern science. Widespread adoption of these frontier technologies is seen as crucial for building a foundation for resilient and sustainable socio-economic growth.

Early adoption of frontier technologies like AI, 5G, and blockchain could lead to both job creation and displacement. Furthermore, while developed economies may have an advantage in adopting these technologies early, developing economies like Thailand could face challenges with digital literacy. Despite these challenges, frontier technologies also present opportunities to attract foreign investment, technology transfer, and R&D. The growing demand for green and renewable technologies in Southeast Asia, combined with the convergence of frontier technologies, could transform Thailand into a high-value, innovation-driven economy, potentially helping it escape the middle-income trap.

This class will delve into the emerging technologies that are shaping the future landscape of Thailand, assessing the country's readiness to adopt and integrate these innovations into various sectors.

Session 1

Title:

Thailand's AI Strategy to Boost Economic and Social Well-Being

Description

This session will explore how Thailand can strategically harness the power of Artificial Intelligence (AI) and other emerging technologies to enhance its economic and social landscape. The discussion will focus on Thailand's capacity to navigate the complexities of AI, robotics, and biotechnology, with particular attention to attracting investment and strengthening its global position. Participants will gain insights into the impact of AI on key industries and trade, and explore how deep-tech investments and venture capital can drive technological innovation. Additionally, the session will address the regulatory frameworks required to support the ethical and responsible integration of AI, ensuring that Thailand remains competitive while fostering sustainable and inclusive growth. By preparing its infrastructure and fostering innovation, Thailand can effectively address the challenges and seize the opportunities presented by the AI revolution.

Learning Outcome(s):

1. Examine how Thailand can navigate the complexities of this technological frontier, attract investment, and position itself for success in the global arena.
2. Gain insights on Artificial Intelligence and its impact on trading in Thailand.
3. Understand the nuances, dilemmas, and opportunities that come with the emergence of Artificial Intelligence.

Session 2

Title:

Success Stories: Showcasing Tech-Driven Trade Triumphs

Description

This session highlights inspiring success stories of businesses leveraging technology and innovation to achieve remarkable trade triumphs. Through real-world examples, this session will uncover how innovation has transformed trade, opened markets, streamlined supply chains, and enhanced customer experiences. Insightful case studies will reveal the strategies and technologies driving these successes, offering valuable lessons for businesses aiming to thrive in the digital age.

Learning Outcome(s):

1. Gain insights on the technological factors propelling businesses to success.
2. Explore strategies for leveraging technology in supply chains.

Dinner Talk

Title:

Quantum Technology & AI Amplified, Achieving Trade Excellence

Description

This dinner talk will delve into the transformative potential of quantum technology and advanced AI in revolutionizing global trade. We'll explore how these cutting-edge technologies can unlock unprecedented efficiency, innovation, and competitive advantage for businesses and economies. Discover the latest advancements and learn how to harness their power to optimize your trade strategies and achieve excellence in the ever-evolving global marketplace.

Learning Outcome(s):

1. Gain an understanding of the potential impact of quantum technology and advanced AI on global trade, including their ability to drive efficiency, innovation, and competitive advantage.
2. Participants will be introduced to strategies for leveraging quantum computing and AI to optimize trade strategies and achieve excellence in the global marketplace.

Class Day 5

Digital Transformation: Disruption, Transformation, and New Business Models

Date:

Saturday, October 5, 2024

Time:

9:00 - 16:30 hrs.

Venue:

Sasin School of Management, Chulalongkorn University

Description:

This one-day program is designed for senior leaders to explore the transformative power of data and Generative AI in driving growth and navigating disruption. Participants will delve into the role of data-driven and AI-led leadership, equipping themselves with the tools to remain agile, adaptable, and ambidextrous in the face of VUCA (volatility, uncertainty, complexity, and ambiguity). The session highlights how disruptive technologies are reshaping industries and trade, focusing on how participants can leverage digital transformation to foster innovation, growth, and resilience.

Learning Outcome(s):

Participants will learn about digital transformation and its implications on industries, trade, development, and business models with the following expected session objectives.

1. Explore the essential qualities of future-ready leaders who are data-driven and AI-led, emphasizing the importance of agility and adaptability in uncertain environments.
2. Gain insights into the power of data and how Generative AI is disrupting industries through real-world use cases.
3. Develop strategies to respond to the challenges of a VUCA world, building the necessary skills to thrive amidst disruption and transformation.
4. Collaborate with peers to reflect on digital transformation opportunities and new business models, fostering innovation within their own organizations.
5. Enhance their leadership capabilities by exploring ambidextrous leadership, ensuring a balance between innovation and operational excellence.

Class Day 6

People Power: Building the Workforce of Tomorrow

Date:

Thursday, October 10, 2024

Time:

12.30 - 20.30 hrs.

Venue:

Bangkok Marriott Hotel The Surawongse

Description:

ITD recognizes the critical importance of human capital in an era defined by rapid technological advancements, demographic shifts, and a globalized economy. It seeks to explore the multifaceted challenges and opportunities associated with developing a skilled, adaptable, and engaged workforce for the 21st century.

Central to the class is the recognition of the skill gap that is emerging in many parts of the world, including Thailand, due to an ageing population. Addressing this challenge will require innovative strategies to engage and empower young people, facilitate knowledge transfer between generations, and ensure a smooth transition of skills and expertise.

Furthermore, the class also emphasizes the need to ignite human potential to fuel national competitiveness. This entails fostering a culture of lifelong learning, innovation, and creativity, potentially through initiatives like education reform, skills training programs, and promoting entrepreneurship.

The class also acknowledges the transformative impact of automation, artificial intelligence, and remote work on the nature of jobs and the skills required to succeed. By providing insights into these trends, the program aims to equip organizations with the knowledge and strategies needed to adapt and stay ahead in the evolving landscape of work.

Attracting and retaining top talent remains a critical challenge in a competitive global market. The program will delve into creating compelling employee value propositions that go beyond compensation, fostering inclusive and engaging workplaces that offer growth and development opportunities, and cultivating a strong sense of purpose and belonging.

Ultimately, this class serves as a platform for insightful discussions, knowledge sharing, and collaboration among thought leaders, industry experts, policymakers, and practitioners. By exchanging ideas and best practices, participants can gain actionable strategies to address workforce challenges and seize opportunities in their respective organizations, industries and their country. This class aims to inspire collective action toward building a stronger, more resilient, and future-ready workforce that can drive sustainable growth and prosperity for all.

Session 1

Title:

Adapting to Age: Economic Growth in the Face of Demographic Transitions in Thailand

Description:

The duet in conversation will discuss critical issues surrounding Thailand's rapidly aging population and its impact on economic development. As Thailand transitions into an aging society, with a growing proportion of older adults and declining birth rates, the country faces significant challenges to its economic resilience. This session will examine the specific strategies Thailand must adopt to navigate these demographic changes, including workforce adaptations, healthcare reforms, and social policy innovations.

Learning Outcome(s):

1. Explore how the nation can not only address the challenges posed by an aging population but also leverage these shifts to create new opportunities for sustained economic growth and social stability.
2. Exchange ideas on big-picture challenges such as aging population.

Session 2

Title:

Talent Unleashed: How to Ignite Human Potential for Thailand Competitiveness

Description:

This session will explore strategies to harness and amplify the unique strengths of Thailand's workforce. As the country navigates the complexities of a rapidly evolving global economy, this discussion will focus on the critical role of talent development in driving competitiveness. Experts will delve into key areas such as education, innovation, and skill enhancement, examining how to create an environment that nurtures creativity, fosters continuous learning, and adapts to new challenges. By unlocking human potential, Thailand can position itself as a leader in the ASEAN region and beyond.

Learning Outcome(s):

1. Understand the role of talent development in national competitiveness.
2. Explore strategies to enhance workforce skills and capabilities.
3. Formulate actionable steps to unlock human potential for economic growth.

Class Day 7

Managing Human Resources in Global Context

Date:

Friday, October 11, 2024

Time:

8.30 - 15.30 hrs.

Venue:

Sasin School of Management, Chulalongkorn University

Description:

This session will explore the future of work and organizations in the face of technological advancements, demographic changes, and other forces of change. Participants will learn strategies to effectively manage a diverse workforce in today's globalized business landscape and skills for attracting and retaining talent, promoting diversity and inclusion, and developing leadership skills necessary for the digital age. Participants will explore cross-cultural communication, talent management, and global leadership development to build high-performing teams that thrive in a multicultural environment. The course will also cover the implications of the gig economy on organizational structure and workforce management, providing insights on how to adapt to the evolving job market and stay competitive.

Learning Outcome(s):

Participants will be equipped with the knowledge and skills necessary to navigate the future of work and lead their organizations to success in a rapidly changing landscape with the following expected Session Objectives.

1. *Future of work and organizations:* The impact of forces of change on work and organizations: The rapid advancement of technology, including automation, artificial intelligence, and digitalization, along with changing demographics, is transforming the way we work and the structure of organizations. Understanding how these forces of change and technology are reshaping industries, the meaning and purpose of jobs, and organizational processes is crucial for navigating the future of work.
2. *Attracting and Retaining Talent:* Strategies for attracting and retaining top talent: In a competitive global market, organizations need to prioritize attracting and retaining top talent to drive innovation and growth. Developing effective talent acquisition and retention strategies, including employer branding, meaningful rewards, employee development programs, and diversity initiatives, is essential for building a strong workforce.
3. *Diversity and Inclusion:* Embracing diversity and fostering an inclusive workplace culture is not only a moral imperative but also a strategic advantage for

organizations. Research has shown that diverse teams are more innovative and perform better. Understanding how to promote diversity and inclusion in the workplace is essential for organizational success.

4. *Future of leadership in the digital age:* The role of leaders is evolving in response to the changing dynamics of the digital age. Leaders need to possess a new set of skills, including adaptability, emotional intelligence, and the ability to lead virtual teams. Exploring the future of leadership and developing effective leadership development strategies is critical for organizations to thrive in the digital era.
5. *The gig economy and its implications for organizations and workforce management:* The rise of the gig economy, characterized by short-term contracts and freelance work, is reshaping the traditional employment landscape. Organizations need to adapt their workforce management strategies to accommodate gig workers and leverage the benefits of this flexible talent pool. Understanding the implications of the gig economy on organizational structure, employee engagement, and talent management is essential for staying competitive in the evolving job market.

Class Day 8

Global Trade and Investment Amidst Crises and Economic Fracturing

Date:

Friday, October 18, 2024

Time:

12.30 - 20.30 hrs.

Venue:

Bangkok Marriott Hotel The Surawongse

Description:

Global FDI contracted in 2023 due to economic slowdown, geopolitical tensions, and tighter financing. These factors, coupled with disruptions in global trade, are creating an unstable investment climate, hindering progress towards sustainable development. Despite a potential for modest growth in 2024, challenges persist, particularly for developing countries like Thailand. Thailand must overcome obstacles such as inadequate infrastructure, skill deficiencies, and regulatory hurdles to remain attractive to foreign investors. This class will examine the current global trade and investment landscape, explore implications for Thailand, and discuss strategies to boost trade and investment amidst these challenges.

Session 1**Title:**

World Investment Report 2024: Investment Facilitation and Digital Government

Description:

This keynote session offers an exclusive look into the World Investment Report 2024, exploring key global investment trends and their implications. The speaker will dissect the report's findings, highlighting shifts in FDI patterns, geopolitical impacts, and the rising role of technology and sustainability in investment decisions.

Learning Outcome(s):

1. Gain a deeper understanding of the complex forces shaping the global investment landscape.
2. Gain insights on how to navigate the global investment landscape successfully.

Session 2

Title:

World Investment Report 2024: Implications for Thailand

Description:

This session will delve into the key findings of the World Investment Report 2024, with a specific focus on their relevance and implications for Thailand. Experts will analyze the global investment landscape, highlighting trends in FDI flows, the impact of geopolitical events, and the rising importance of sustainability and technology in investment decisions.

The session will also zoom in on Thailand's unique position within this global context. It will explore how the country can leverage its strengths and navigate challenges to attract and retain foreign investment.

Learning Outcome(s):

1. Explore global investment trends and their relevance to Thailand.
2. Assess Thailand's position in the global investment landscape.
3. Identify policy implications for strengthening investment potential.

Class Day 9

Leadership Through Creativity and Innovation with LEGO® SERIOUS PLAY® Method

Date:

Saturday, October 19, 2024

Time:

9:00 - 16:30 hrs.

Venue:

Sasin School of Management, Chulalongkorn University

Description:

This session is designed for senior leaders to explore the essential role of creativity and innovation in effective leadership. Through a hands-on, interactive workshop utilizing the LEGO® SERIOUS PLAY® method, this session offers a dynamic approach to unlock collective leadership wisdom, allowing participants to take their creativity and innovation skills to the next level to navigate through the world's and Thailand's systemic challenges and uncertainty. For developing leadership strategies to lead amidst the big Unknown, this session will develop creative leadership to cultivate a culture of innovation within their organizations, foster creative problem-solving, and lead teams to achieve breakthrough results.

Learning Outcome(s):

Participants will engage in serious play to explore their leadership challenges, aspirations, and innovative solutions with the following expected Session Objectives.

1. Collectively explore the complex challenges of Thailand connect the dots from the previous classes and reflect upon what it means for the participants as a leader.
2. Collaborate with peers to exchange insights and perspectives, fostering a deeper understanding of collective and individual leadership dynamics
3. Innovate through facilitation that encourages out-of-the-box, around-the-box thinking and problem-solving.
4. Reflect on value-based leadership, enhancing participants' ability to lead the positive change while inspiring a safe, inclusive space with the principle 'seek first to understand then to be understood'.

Class Day 10

Rules & Tools for Future Trade

Date:

Friday, October 25, 2024

Time:

12.30 - 20.30 hrs.

Venue:

Bangkok Marriott Hotel The Surawongse

Description:

The volatility of global geopolitics in recent memories has put traders and investors through twists and turns. Within the past few years, the rise of nationalism, protectionism, war, and threats of increased trade barriers looms large. Adding to this fluctuation, technological innovations had also advanced and shifted the paradigm of international trading. Things are moving faster than ever in an unprecedented path.

If the rules of trade are for survival, the tools are keys to prosperity. It is imperative for leaders of tomorrow to know the rulebook to this fast-paced game inside and out. Ultimately, it bodes well for leaders in trade and development to possess insights on the impact of trade rules on Thai industries, as well as how to exploit the existing tools to the best of Thailand's advantage.

This class will 1) explore the evolving landscape of international trade regulations and 2) assess the impact on Thailand, with a focus on potential domestic regulatory reforms (e.g., regulatory guillotine) to align with the changing global trade environment.

Session 1**Title:**

Reshaping Regulations: Adapting to A Changing Trade Landscape

Description:

This session focuses on the current landscape of international trade between Thailand and the world's major economies. This includes the geopolitical impact on trade, what technological advancement such as e-commerce had made different in terms of trade regulations and the way export and import had changed in the recent years.

The session will also address what Thailand can do to navigate changing tides. What would be the impact on Thai industries, and how leaders in both government and private sectors can take advantage of the situation.

Learning Outcome(s):

1. Gain insight into Thailand's trade position in the new geopolitical and technological context.
2. Understand trade regulations affected by political volatility and emerging global standards.
3. Understand the impacts of the changing global environment on Thailand's industry and trade.

Session 2

Title:

Thailand's Trade Transformation: Preparing Thailand for Global Compliance

Description:

This session will facilitate a dynamic discussion on "Rules and Tools of Trade," focusing on concrete actions the government and private sector can take to prepare Thailand for global compliance challenges.

Learning Outcome(s):

1. Gain insight into the regulatory and policy instruments available to boost Thailand's trade position.
2. Understand the strategies to leverage the changing global geopolitical landscape.

Class Day 11

Stakeholder Management and Influence

Date:

Saturday, October 26, 2024

Time:

9:00 - 16:30 hrs.

Venue:

Sasin School of Management, Chulalongkorn University

Description:

This session is designed to empower leaders to build strong relationships, navigate complex dynamics, and effectively influence diverse stakeholders to achieve shared goals. The session will equip leaders with the essential skills and strategies to effectively identify, manage, and influence key stakeholders in various business contexts. Throughout the day, participants will explore the dynamics of stakeholder relationships, understand the principles of stakeholder engagement, and learn how to apply influence techniques to achieve desired outcomes.

Learning Outcome(s):

Participants will learn about managing diverse stakeholders and influencing for stakeholders with the following expected learning outcomes:

1. Systematically identify and prioritize stakeholders based on their power, interest, and influence using tools like stakeholder mapping.
2. Create customized engagement approaches that address the unique needs and concerns of various stakeholder groups.
3. Understand the dynamics of stakeholder relationships and how they impact business decisions and outcomes.
4. Learn specific strategies to effectively influence stakeholders to achieve desired objectives, including managing conflicts and building alliances.

Class Day 12 Stakeholders Insights

Date:

Friday, November 1, 2024

Time:

12.30 - 20.30 hrs.

Venue:

Bangkok Marriott Hotel The Surawongse

Description:

As we proceed towards the second half of LTD classes, the hypothesis on policy recommendations should have been formed by each group by this point. It is imperative for each group to put those hypotheses to the test. No policy can be formed and enacted successfully without well-rounded input from the people it intended to address. A focus group session with stakeholders will give each group the opportunity to walk a mile in the shoes of those affected by the issue, determine the pitfalls in the proposed policy recommendation, and gain a deeper, empathetic understanding of the issue at hand. This class will 1) bring together a focused group of Thailand's key industry representatives, 2) execute an in-depth discussion to gather valuable insights and 3) formulate informed policy recommendations.

Session 1 & 2

Title:

Focus Group Session 1 (participants to design and invite focus group subjects)

Format:

Group Discussion and Interview

Description:

Each group of participants is expected to compile a list of stakeholders and coordinate invitations among themselves. A well-rounded list of stakeholders should involve those affected at every level, from the ground up. This may include SME operators in adjacent industries, consumers, relevant communities, policymakers, and major business players. The results arising from the focus groups should be recorded and synthesized into key insights, which will inform the final policy recommendations and presentations in later classes.

Learning Outcome(s):

1. Put stakeholder engagement theory into practice with real-life stakeholders.
2. Gain an empathetic understanding of the stakeholder to inform policy development.

Class Day 13

Risk Management and Ethics for Executives

Date:

Saturday, November 2, 2024

Time:

9:00 - 16:30 hrs.

Venue:

Sasin School of Management, Chulalongkorn University

Description:

This session empowers leaders to confidently manage risk and make ethical decisions, ensuring their organizations thrive in today's complex public and business landscape. Delving into the ethical foundations deeply rooted in Buddhism and Thai culture, this session provides a framework for addressing modern ethical challenges in business. Participants will identify key risks facing their organizations and develop strategies to prevent and manage them. Through a highly interactive, discussion-driven format, participants will gain a deeper understanding of how to integrate ethical principles into effective risk management practices, ensuring both personal and organizational integrity.

Learning Outcome(s):

Participants will actively engage in real-world case studies and scenario-based discussions, designed to achieve the following outcomes:

1. **Examine Ethical Foundations:** Explore the intersection of Buddhist and Thai cultural values with contemporary business ethics and reflect on how these principles can guide ethical leadership in risk management.
2. **Identify and Mitigate Key Risks:** Develop a comprehensive understanding of the key risks facing modern organizations, including financial, operational, and reputational risks, and learn practical methods for preventing and managing them.
3. **Collaborative Problem-Solving:** Collaborate with peers to exchange diverse perspectives, gaining insights into collective and individual approaches to ethical decision-making and proactive risk management.
4. **Innovative Risk Solutions:** Engage in facilitated discussions that promote innovative, out-of-the-box thinking to address ethical challenges and anticipate emerging risks in a dynamic business environment.
5. **Values-Based Leadership:** Strengthen leadership abilities by focusing on ethical integrity and responsible risk management, while fostering a workplace culture grounded in transparency, trust, and accountability.
6. **Practical Implementation:** Leave with actionable strategies that can be immediately applied to reinforce ethical behavior and minimize risks within your organization, helping to create a more resilient and values-driven enterprise.

Class Day 14 Policy Lab for Change

Date:

Friday, November 8, 2024

Time:

12.30 - 20.30 hrs.

Venue:

Bangkok Marriott Hotel The Surawongse

Description:

By courtesy of the Office of the National Economic and Social Development Council (NESDC), Thailand's leading authority in national economic planning agency, the LTD participants will have an opportunity to actively design policy on agendas that will propel Thailand forward innovatively. The Policy Lab is a workshop specifically tailored to encourage interactions and active participations by all involved to ensure a diversity of ideas is embedded to a policy.

Participants will work in groups to consider big-picture challenges and issues in the current political and economic climate. Through a series of activities and brainstorming sessions, the team will then design and deliver a set of policy recommendations that will address said challenges with laser-sharp precision.

This class is in collaboration with Thailand Policy Lab (NESDC x UNDP). This class will 1) immerse participants in an interactive policy formulation workshop 2) explore innovative approaches to address complex challenges. Working groups will then apply these learnings to develop impactful policy recommendations.

Session 1 & 2**Title:**

Policy Lab

Learning Outcome(s):

1. Learn to find solutions logically and form policy recommendations collaboratively.
2. Enhance capabilities to think strategically and maintain goal-oriented direction through complex issues.

Class Day 15

Collaboration and Systems Thinking

Date:

Saturday, November 9, 2024

Time:

9:00 - 16:30 hrs.

Venue:

Sasin School of Management, Chulalongkorn University

Description:

This session is designed to empower leaders to navigate and transform complex systems through effective collaboration. Participants will develop an understanding of systems dynamics and the importance of working with others to achieve broader systemic goals, identify leverage points for change, and design collaborative strategies to address complex challenges.

Learning Outcome(s):

Participants will learn about collaboration strategies and systems thinking with the following expected Session Objectives.

1. Gain a foundational understanding of systems thinking and how it applies to organizational dynamics, problem-solving, and decision-making.
2. Develop the mindset and skills needed to effectively collaborate across diverse teams.
3. Understand the interconnectedness of various elements within an organization and leverage different perspectives and expertise to drive innovation and achieve common goals.

Class Day 16

Sustainability Enigma: Unravelling the Complexities of Sustainable Trade

Date:

Thursday, November 14, 2024

Time:

12.30 - 20.30 hrs.

Venue:

Bangkok Marriott Hotel The Surawongse

Description:

Climate change is the agenda that permeates the thoughts of everyone in the 21st century, from leaders to workers. The United Nation's Sustainable Development Goals (SDGs) has laid down the target for governments and businesses to consider, but the world is still behind on its track. The mystifying truth of a long-term sustainability effort seems to be how to redesign our economy and policies so that our ways of life no longer impact the environment negatively.

A special consideration must be dispensed for international trading, as it is a cornerstone of our wellbeing. Yet, there are so many aspects of international trading that warrant close inspections. Processes such as production, energy generation, waste management, and distribution are only a few knots in the value chain that can be improved upon. It is up to the leaders to find their way around it, since there are still numerous policies that can be introduced so that investments are directed in the right, green directions. Cutting-edge sustainable innovations such as the Direct Air Capture (DACs) can be tested, scaled, and implemented at a much faster speed if both businesses and the government are incentivized. These puzzle pieces have a part to play in the great sustainability enigma.

To decode this great enigma in the context of Thailand and its trade partners, LTD participants are invited to thought-provoking sessions on sustainable trade. Experts on green finance and clean energy will discuss case scenarios, tools, and policymaking strategies that exist in today's repertoire.

This class will 1) examine the complexities of sustainable trade, exploring the impact of environmental, social, and governance (ESG) factors on global and domestic commerce, 2) be inspired by real-world success stories from social enterprises and 3) collaborate on policy recommendations to promote sustainable trade practices.

Session 1

Title:

Sustaining a Sustainable Business Ecosystem with Policies

Description:

This session offers insights on how leadership in government agencies and private sectors can do good while also doing well. Sustainable business operations' number one challenge is maintaining a profitable outcome while also putting out net positive environmental impact. We take this opportunity to discuss how regulations, policies, and business goals can go hand in hand in achieving sustainable goals, and the success cases of such cooperation in the world.

Learning Outcome(s):

1. Understand the global factors contributing to climate change and global environmental issues and how they impact Thailand's industries.
2. Gain insights on how global-scale cooperation can contribute to curbing climate change and other environmental issues.

Session 2

Title:

Instruments of Sustainability, their effectiveness, and impact

Description:

In this session, the panelists will deliberate on what sustainable tools, methods, and processes are available today for businesses to exploit and whether they are worth the effort and investment. This may include green investment scheme, carbon capturing techniques, circular economy processes, and other cutting-edge technology and philosophy on sustainability.

Learning Outcome(s):

1. Gain an updated knowledge of sustainability methods, tools, policies, and instruments that are put in place at the present time and in the coming future.

Class Day 17

Trade Negotiations in the Modern World: Winning Strategies

Date:

Friday, November 15, 2024

Time:

12.30 - 20.30 hrs.

Venue:

Bangkok Marriott Hotel The Surawongse

Description:

It is said that a good negotiation is one where both parties walk away satisfied. Negotiation is, first and foremost, a cooperation between two parties to find a happy middle ground. This is especially critical in trade negotiations, when the stakes are as high as the livelihood of business operators in an entire industry, national securities, and perhaps the future of a nation. This certainly complicates the crafting of a deal, and the happy middle ground may not be so simple to find.

However, a Free Trade Agreement (FTA) is vital for the growth of a nation's economy. To achieve an FTA, intense and numerous trade negotiations must precede. In this session, we are focusing on the negotiation techniques at the level of both business and government, and strategies that helped Thailand reached the happy middle ground with its trade partner and dialogue partners.

This class will 1) dive into the complexities of trade negotiations in the modern world, where issues like intellectual property, environmental protection, and digital trade take center stage and 2) uncover the secrets to navigating this evolving landscape, overcoming obstacles, and seizing opportunities to secure winning trade deals for Thailand.

Session 1

Title:

The World of Trade Negotiations

Description:

In this session, we learn about the relevant regulations namely Intellectual Property, Thailand's position, and other concerning issues regarding trade negotiation such as human rights. The session will also cover Thailand's directions in the coming future assuming trade negotiations in the pipeline fell into place.

Learning Outcome(s):

1. Gain insights and understanding on the mechanism of trade negotiations at the state level.
2. Understand the points of consideration, which may include regulations, that go into bilateral and multilateral trade negotiations.

Session 2

Title:

Negotiation Winning Strategies

Description:

This session sees expert converses on the optimal combination of regulations, policy, and issues that puts Thailand in the most favorable position without exploiting the negotiation partner too severely. Experts will discuss this difficult balancing act and how the outcome of trade negotiation had benefited Thailand thus far.

Learning Outcome(s):

1. Gain a high-level picture of the impact that trade negotiations have on Thailand.
2. Understand the initiative and the importance of trade negotiations and FTAs.

Class Day 18

Managerial Problem Solving and Decision Making

Date:

Saturday, November 16, 2024

Time:

9:00 - 16:30 hrs.

Venue:

Sasin School of Management, Chulalongkorn University

Description:

This session will create a valuable learning opportunity for leaders across sectors by equipping them with analytical frameworks and decision-making tools to effectively address complex challenges in their professional roles. Participants will develop a strategic approach to problem-solving, thoughtfully weighing alternatives to make informed decisions for positive organizational outcomes.

Learning Outcome(s):

1. Participants will acquire analytical frameworks and decision-making tools for tackling complex challenges.
2. Participants will develop a strategic problem-solving approach, enabling them to make informed decisions for positive organizational outcomes.

Class Day 19

ASEAN: Bridging Borders, Building Futures

Date:

Friday, November 22, 2024

Time:

12.30 - 20.30 hrs.

Venue:

Bangkok Marriott Hotel The Surawongse

Description:

Since its establishment in 1968, the ASEAN cooperation had proven to be in constant development. With the latest success story of the RCEP ratification, ASEAN had proven time and time again to be a powerful trading bloc in the global arena. ASEAN not only made Southeast Asia a region to be reckoned with economically, but it also fostered an inseparable bond of unity among the member countries through development of infrastructure and the exchange of people, ideas, knowledge, and information.

Several trade agreements were made possible because ASEAN served as a solid foundation for trade negotiation. These include ASEAN-Australia-New Zealand FTA, ASEAN-China FTA, ASEAN-Japan FTA, and the RCEP to name a few. These FTAs paved the way for economic prosperity in the region, while still allowing the member states to maintain their freedom and sovereignty over its fiscal and economic policies.

Although economic cooperation within ASEAN is often taken for granted, it is essential to recognize that ASEAN represents one of the most significant economic developments in Southeast Asia's history. In 2022, Thailand's intra-ASEAN trade in goods accounted for 21.7% of its total trade, highlighting the substantial impact of this regional collaboration. Given this context, we encourage participants in the LTD program to delve into the potential opportunities and challenges that ASEAN faces as it navigates an evolving global landscape.

Session 1**Title:**

ASEAN's Simpatico: The Way Forward

Description:

This session will delve into how ASEAN can foster consensus and effectively provide assistance to bridge the development gap among its member countries. We will explore strategies such as infrastructure development projects, exchange of knowledge and

human resources, and intra-regional investment. When strategically implemented, these initiatives can level the playing field for ASEAN member states in need, leading to greater equity within ASEAN and a smoother path to collective economic improvement. The session aims to consider the strategic direction and approach ASEAN should take towards internal cooperation.

Additionally, the session will explore ASEAN member states as viable investment opportunities. Some ASEAN members still require various forms of assistance, including infrastructure development. This presents opportunities for those with the foresight to address these challenges early on.

Learning Outcome(s):

1. Exercise strategic thinking in the scenarios where the unit of analysis is at country/regional level.
2. Understand the ASEAN as an investment opportunity.
3. Understand the area of developmental needs within the ASEAN and the course of action that may benefit all member states.

Session 2

Title:

Strategic Uniqueness of ASEAN: Global Economic Powerhouse

Description:

The session will delineate the geopolitical traits that give ASEAN advantages and disadvantages in global trade. As a powerful trading bloc with a dense population and formidable production prowess, ASEAN possesses negotiating power that can benefit each member state's political economy. However, as with all powerful entities, it must strategically utilize its economic power and resources to achieve optimal results. The aim is not only to secure its place in the shifting paradigm of the global economy but also to maintain growth in meaningful, diplomatic, and sustainable ways.

The session will also discuss ASEAN's existing and future dialogue partners and ASEAN's position towards them.

Learning Outcome(s):

1. Understand the foundation of ASEAN cooperation and gain insights into the future direction of ASEAN as a collective.
2. Understand Thailand's strengths and weaknesses in comparison to other ASEAN member states and what advantages they could afford Thailand.

Class Day 20

Unlocking Thailand's Supply Chain Potential & Presentation Preparation

Date:

Saturday, November 23, 2024

Time:

12.30 - 20.30 hrs.

Venue:

TBC

Description:

As a manufacturer of goods, Thailand had a track record of production excellence in many industries. In its best light of yesteryears, Thailand was dubbed the "Detroit of Asia" and the "World's Kitchen" which highlights operational reliability, supportive infrastructure, and economical yet skilled labor supply.

However, in the recent years, Thailand had been losing its competitive edge and its position in the global supply chain is no longer as secured. This is partly due to China, whose production prowess proved unmatched by any other country so far, and the fast-paced e-commerce trends that altered consumer behavior irrevocably. Considering these factors, Thailand is due for a major paradigm shift. It has never been more critical to rethink our position in the global supply chain than now.

The LTD invites leaders of tomorrow and expert "Masters" to deliberate Thailand's potential in the world stage. How we leverage the existing competitiveness as a springboard to new capabilities will be a deciding factor in our economic fate in the coming years.

Session 1**Title:**

Finding New Edge: Redefining Thailand's Potential

Description:

This session will explore the capabilities of Thailand that may have been overlooked or understated. The speakers will also discuss the strategic direction in which Thailand should take given newly defined capabilities, and where Thailand stands in the global supply chain.

Learning Outcome(s):

1. Gain an understanding of Thailand's new paradigm shift and the implications of Thailand's changing position in the global supply chain.

2. Gain insights into strategies for Thailand to increase its participation in the global supply chain.

Session 2

Title:

The Four Masters

Description:

This session is an in-depth panel discussion featuring four industry leaders representing key sectors of Thailand's economy. The experts will explore the unique challenges and untapped opportunities facing these sectors, share their experiences and strategies for navigating complex issues such as shifting supply chains, technological disruption, and evolving consumer demands, and discuss the latest trends, innovations, and potential growth areas across industries. This session will be a great opportunity for the participants to engage in a thought-provoking conversation about the future of Thailand's key industries with the experts.

Learning Outcome(s):

1. Cross-pollinate ideas and perspectives on how to drive Thailand's key industries.
2. Confirm each group's policy recommendation hypothesis with the industry expert to form realistic, structured, and targeted policies recommendation.

Dinner Talk

Title:

Supply Chain in the Era of Hyperconnectivity

Description:

As the world digitally transforms itself, the global demand and supply are also altered by digitalization. Consumers and producers are now both connected to the digital network, albeit differently. Consumer demands are now driven by social media, whereas manufacturer's supply is optimized by digital technology and manufacturing precision. Thailand's supply chain and the players in it must stay one step ahead of the game to maintain competitiveness. This dinner talk aims to shed light on the new paradigm that is shifted through both the consumer and the manufacturer's hyperconnectivity.

Learning Outcome(s):

1. Gain understanding of where each industry is in the global supply chain.
2. Gain insights on how each industry is affected by digital hyperconnectivity and changing consumer behaviors.

Final Class Day Presentation and Celebration

Date:

Friday, November 29, 2024

Time:

09.00 - 16.00 hrs.

Venue:

Bangkok Marriott Hotel The Surawongse

Description:

This culminating event features participant presentations of their impactful policy recommendations, showcasing the program's achievements. In recognition of their dedication and collaborative efforts, participants will be awarded a co-certificate from ITD and Sasin School of Management.



