

SCHEDULE

SME IDOL 2019: Training Course on SME Internationalisation and Export Management

12-13 February 2019 - Kaewichien Room, 11F, SME Bank Tower, Aree BTS Station

12 February (Tuesday)		
Time	Programme	Remarks
9:00 – 9:30	Participants registration	Participants to bring own laptops
9:30 - 9:45	Welcome remarks by <ul style="list-style-type: none"> • OSMEP • SME Bank • CDD 	
9:45 – 9:50	Group Photo	
9:50 – 10:00	Programme outline and introduction on preparation needed, criteria for assessment <ul style="list-style-type: none"> • HKTDC 	Mr. Sunny Chau, Director of Thailand and South Asia
10:00 – 10:15	Contestants self-introduction	
10:15 – 11:00	E-commerce <ul style="list-style-type: none"> • What is e-commerce: development, trend, and potential • Practical tips for gaining higher rankings • Key factors in securing e-commerce deals • Step by step in setting up your e-commerce account 	Instructor: Ms. Bo Chinkanokrat, Business Development Manager, HKTDC
11:00 – 11:10	Break	
11:10 – 12:30	Getting ready for trade fairs <i>Before the Fair</i> <ul style="list-style-type: none"> • Understanding the Customers – Research • Preparing a Catalogue • Staff Training <i>During the Fair</i> <ul style="list-style-type: none"> • Engaging customers <i>After the Fair</i> <ul style="list-style-type: none"> • Following up with buyers • Concluding sales 	Instructor: Mr. Chet R. Non, Secretary General & Manager, Thai Houseware Trade Association
12:30 – 14:00	Lunch	
14:00 – 15:15	Exports operation and international trade payment <ul style="list-style-type: none"> • Export Operation • Packing Credit • Risk Management 	Instructor: Mr. Virat Phuttiwongsasuntron, Senior Manager, Exim Excellence Academy, Export - Import Bank of Thailand
15:15 – 16:30	Improving your design <ul style="list-style-type: none"> • Defining your brand identity • Design concept and approaches • Selecting a designer 	Instructor: Ms. Natt Varavarna Na Ayudhaya, Committee, Design & Objects Association
16:30 – 17:30	Self-evaluation and updating of pitching materials	

13 February (Wednesday)		
Time	Programme	Remarks
8:30 – 9:00	Participants registration	Participants to bring own laptops
9:00 – 10:15	International sales contracts <ul style="list-style-type: none"> • Best practices in drafting international sales contracts • Protecting your intellectual property • Dispute resolution 	Instructor: Ms. Kesara Summacarava, Senior Associate, Mayer Brown JSM (Thailand) Limited
10:15 – 10:25	Break	
10:25 – 11:40	Exports and international logistics <ul style="list-style-type: none"> • Incoterms - Common export price quotations (FOB, CIF, etc) • Preparing documents for exports and best practices • Common customs issues • Effective ways to lower logistics costs 	Instructor: Mr. Kongrit Chantrik, Executive Director, Thai National Shippers' Council (TNSC)
11:40 – 13:00	Lunch and preparation for pitching	
13:00 – 13:30	Success story: SME IDOL 2018 <ul style="list-style-type: none"> • Experience sharing • Tips for pitching 	Speakers (Former SME IDOL 2018): <ul style="list-style-type: none"> • Ms. Napaporn Kusirivanitkorn, Managing Director, Vcangrow Co.,Ltd. • Mr. Phongphan Chaiyanil, Owner, Baan Din Mon
13.30 – 14.50	Pitching session (Candidates 1-18) <p><i>Each candidate has 4 mins</i></p> <ul style="list-style-type: none"> • 2 mins presentation • 2 mins Q&A 	Judges <ul style="list-style-type: none"> • OSMEP • SME Bank • CDD • Thai Houseware Trade Association
14.50 – 15:00	10 mins break	
15:00 – 16.20	Pitching session (Candidates 19-36) <p><i>Each candidate has 4 mins</i></p> <ul style="list-style-type: none"> • 2 mins presentation • 2 mins Q&A 	Judges <ul style="list-style-type: none"> • OSMEP • SME Bank • CDD • Thai Houseware Trade Association
16.20 – 16.30	10 mins break	
16.30 – 17.45	Pitching session (Candidates 37-52) <p><i>Each candidate has 4 mins</i></p> <ul style="list-style-type: none"> • 2 mins presentation • 2 mins Q&A 	Judges <ul style="list-style-type: none"> • OSMEP • SME Bank • CDD • Thai Houseware Trade Association
17.45 - 18:00	Capacity building ends Compilation of results	