

SME Webinar Series in Response to COVID-19 Crisis

“Supporting Thailand SMEs’ Digitalization Amid COVID-19”

Tuesday, August 31, 2021

09.00 AM – 12.00 PM (GMT + 7)

10.00 AM – 13.00 PM (GMT + 8)

Time (GMT+7)	Agenda	Speaker
09.00 AM – 09.05 AM (5 minutes)	Opening and Introduction	Saravadee Homsu Country Manager – Thailand, Laos, Myanmar US-ASEAN Business Council
09.05 AM – 09.20 AM (15 minutes)	Opening Remarks	Amb. Michael W. Michalak Senior Vice President & Regional Managing Director, US-ASEAN Business Council
		Assoc. Professor. Dr. Veerapong Malai, Director General of Office of Small and Medium Enterprise Promotion of Thailand
Session 1: Measures by Thai Government to support SMEs and Promoting Program		
09.20 AM – 09.35 AM (15 minutes)	Measures by Thai Government to Support SMEs in COVID-19	<i>Speaker:</i> Dr. Wimonkan Kosumas, Deputy Director General of Office of Small and Medium Enterprise Promotion of Thailand
09.35 AM – 09.45 AM (10 minutes)	ASEAN Program for Thai SMEs: <ul style="list-style-type: none"> • ASEAN Access: Your Business Information Gateway to ASEAN and Beyond! • ASEAN SME Academy: Online Learning Platform for ASEAN Small Business 	<i>Office of SMEs Promotion of Thailand</i> <i>US-ASEAN Business Council</i>
09.45 AM – 10.00 AM (15 minutes)	Q&A	<i>Moderated by Dr. Suthikorn Kingkaew</i>
Session 2: US Private Sector Initiatives to Assist Thai SMEs Harnessing Digital Economy		
10.00 AM – 10.30 AM (30 minutes)	Harnessing Digital Commerce to Support Your Business in COVID-19 <ul style="list-style-type: none"> • COVID-19 pandemic and 	Speaker: <ul style="list-style-type: none"> • Facebook • Mr. Yuthasak Supasorn, Governor of Tourism

Time (GMT+7)	Agenda	Speaker
	<p>digital transformation: US Private Sector Collaborative Program with Tourism Authority of Thailand</p> <ul style="list-style-type: none"> • How to Accelerate Your Business Online • Seller responsibility and understanding consumer protection and consumer safety • Rising Challenges from Online Marketing • Success Story by SMEs Champion: Practical Tips to Success 	<p>Authority of Thailand (TBC)</p> <ul style="list-style-type: none"> • SMEs Champion (TBC)
<p>10.30 AM – 11.15 AM (45 minutes)</p>	<p>Digital Payments Solution for SMEs</p> <ul style="list-style-type: none"> • Impact of COVID-19 on consumer preferences and small medium businesses • Transforming business through technology and digitalization • How digital payment can help SMEs • Buyer and Merchant Protection • Resources and initiatives to support SMEs' journey towards digitalization 	<p>Speaker:</p> <ul style="list-style-type: none"> • Visa Country Manager in Thailand • Visa Business Solutions Team • SMEs Champion
<p>11.15 AM – 11.45 AM (30 minutes)</p>	<p>Q&A</p>	<p><i>Moderated by Dr. Suthikorn Kingkaew</i></p>
<p>11.45 AM – 11.55 AM (10 minutes)</p>	<p>The Innovator Platform</p> <ul style="list-style-type: none"> • Introduction about The Innovator • Overview of The Innovator activities and initiative in Thailand 	<p><i>Speaker: Dr. Suthikorn Kingkaew, Assistant Professor in International Business, Thammasat Business School</i></p>
<p>11.55 AM – 12.00 PM (5 minutes)</p>	<p>Closing</p>	<p>Saravadee Homsu Country Manager – Thailand, Laos, Myanmar US-ASEAN Business Council</p>