



# ASEAN YOUNG LEADERS FELLOWSHIP

*Robust \* Rigorous \* Reflective  
Culminating into Experience-based Learning*

# The Vision

*Nation Group's involvement in education as Thailand's leading media organization is unequivocally timely with changing and challenging regional environment. The landmark ownership of Yonok University in Lamphang, which has since been renamed Nation University, represents a unique opportunity to realize the vision of bringing top-notch quality higher education to Thailand.*

*As Thailand and ASEAN embark on a journey of closer integration with the coming of the ASEAN Economic Community in 2015, Nation University has set a primary goal to produce a series of graduates to meet this challenge. The aim is regional and inclusive.*

*The vision is being led by Mr. Thanachai Theerapattanavong, the Chairman of Nation Multimedia Group, who has dedicated over 30 years of his expertise in the field of education, and as Chairman of Nation University Council.*

# The Rationale

The countdown to AEC 2015 has already begun and within the next three years, ASEAN graduates need to be equipped with the essential skills and mindsets to thrive in a competitive environment at regional and global levels.

**ASEAN Young Leaders Fellowship** is focused on addressing critical challenges confronting the regional community, and to bring together emerging young ASEAN leaders with senior figures in a candid and informed discussion sessions.

We invite promising young leaders from the ASEAN countries and dialogue partners (**Korea, China, Japan, India, Australia and New Zealand**) to join us in this cutting-edge fellowship that emphasizes real issues affecting ASEAN; between members, and the world.



**ASEAN Young Leaders Fellowship** complements “active learning” with “learning by doing” so as to fulfill the broader vision of AEC 2015 and beyond.

# Program's Aims

- Following the experienced-based learning concept, the aim is to provide a fast track program that answers the *REAL needs* of the 21<sup>st</sup> century young leaders, combining formal learning with company visits. A robust program that gives professional competitive advantage, using a methodology that reflects the demands of today's corporations. We seek to build professionals that have the capacity to reflect, the ability to act in the face of change, the versatility to work in a multicultural, multifunctional teams and the promise of leadership that is adaptable and courageous to meet the challenges of the global and regional environment. Led by seasoned experts, the program will drill, provoke and push learners to their intellectual limits. An investigative program that analyzes real case studies and encourages reflective acts of foresight, wisdom and integrity.

EXPERIENCE -BASED LEARNING → MEANINGFUL LEARNING

# Program's Objectives

- To create a stronger partnership between the public and private sectors in preparing world-class ASEAN professionals.
- To create 21<sup>st</sup> century young leaders with knowledge beyond their home markets, and to bring together dynamic & seasoned experts representing governments, industries and academia to serve as catalysts.
- To provide a platform for talented young ASEAN leaders to discuss, share thought-provoking ideas & exchange conceptual diversities representing voices from the region, and to courageously question the experts on the region's current and future strategic moves.
- To accelerate the professional skills development of the young leaders, to widen their perspectives of real business practices with access to operations in top ASEAN organizations, multinational companies and institutions, in Thailand and abroad.

# Young Fellows GAINS

- An increase in personal and professional value proposition (PVP); **learn first-hand** from truly-seasoned government leaders, industry experts and academics on **AEC 2015 and beyond**.
- An opportunity to engage in class **discussions in a multicultural setting**, and to **listen to perspectives** representing ASEAN and broader regions.
- An opportunity to create **intra-regional community networking** with young leaders as well as experienced professionals from the **ASEAN** region.
- A introspective view of the best business practices in ASEAN's top companies with an **exclusive overseas trips to three countries**, talk with top executives and get-to-know their operations.
- An opportunity to be **talent-spotted** by participating companies with presence in your home countries.

# The Fellowship

- A full, non-binding fellowship *to 50 YOUNG ASEAN LEADERS* from the *ASEAN+* countries with outstanding academic & extra-curricular records, plus work experience.
- A *3-month* all-expenses paid study, culminating with company visits to both leading companies in Thailand and overseas.
- A study that *PAYS YOU* a monthly stipend of Bt15,000

# Fellowship Eligibility

- Nationalities from the ASEAN + countries.
- Master degree holders from the age of 25-28 years, with at least one year working experience.
- Possesses potential leadership qualities, both in academic performance (min GPA 3.5) and extra-curricular activities at varsity level.
- Demonstrates keen interest in the affairs of the world and ASEAN.
- Skillful in spoken and written English with a minimum score of 90 for TOEFL ibt (paper-based 577) or 6.5 for IELTS. (exemption applies to students who have undergone an English program undergraduate degree).
- In good state of mind and health (Reference Letter required)

# Selection Criteria

All candidates will be subjected to two phases of selection process:

## Phase 1 – Preliminary

1. Outstanding record of both academic and extra-curricular activities.
2. A minimum 1,000 word essay on either one of this topic:
  - *ASEAN 2015 and the world*
  - *ASEAN 2015: what it means to [your country]*

# Selection Criteria

## Phase 2 – Interview - EQ & Leadership Promise

An in-depth one-on-one interview with a selection committee representing business leaders and academics.

# Fellowship Coverage

- One economy-class round-trip air ticket to Thailand and scholar's home country. (except Thai nationals)
- Accommodation , meals\* and local transportation will be fully sponsored throughout the three-month program.
- Overseas company visits + one community service overseas - a total of four ASEAN countries. (air travel inclusive)
- A monthly stipend.
- Travel, medical and accident insurance.

\* Meals expense in Thailand will be borne by scholars.

# The Curriculum

Driven by *THREE* fundamental pledges:

- 1. To **nurture** a new generation of young ASEAN leaders that are responsible, ethical and empathetic to their people and environment.
- To **inculcate** a young generation of thinking ASEAN leaders, adept with the right skills and mindsets, with strong courage with fresh perspectives.
- To **bridge** formal learning to workplace practicalities, observing from a new lens; rationalizing practice with theories. How real execution in businesses is underpinned by theories!

# The Curriculum Study Months

1. Cultural and Language Immersion (0.5 months)
2. Formal Learning (1 month)
3. Experience-based learning (1.5 months)

**Study Hours:** Mon-Fri: (0900 – 1200) and (1400 – 1600)

5 days a week, 5 hours daily = 20 days x 5 hours  
= 100 hours

# Program Structure

***Pledge 1: To nurture a new generation of young ASEAN leaders that are responsible, ethical and empathetic to their people and environment.***

- Learners will be engaged in an out-on-the field orientation program at Nation University, Lampang. Learners will be immersed in a series of community service activities at Lampang and Chiang Mai in Thailand, as well as, in Yangon, Myanmar.
- The community service seeks to promote and build the individual's soft skills. Emphasis will be on creating individuals of high integrity, responsibility, sociability; leaders who are adept at communicating and cooperating effectively with a multicultural group, as well as, comfortable at both leading and being a team player.

# Program Structure

***Pledge 2: To inculcate a young generation of thinking ASEAN leaders, adept with the right skills and mindsets, with strong courage to challenge the status quo with fresh perspectives.***

- Learners will learn in Nation University's Bangkok campus, in lively and engaging discussion-led talks by well-known seasoned experts from their fields. Learners will contribute actively in hands-on case studies and project-based assignments under close observation of mentors.

# Program Structure

***Pledge 3: To bridge formal learning to workplace practicalities, adopting and adapting theoretical knowledge to industry execution.***

- Learners will learn how successful companies operate; observe and reflect from their class experience with these real best business practices strategies. This experience-based learning will see learners having access to these renowned companies in Thailand, and three other ASEAN+ countries.

# The Curriculum

Based on *FOUR* Modules

1. ASEAN 21<sup>st</sup> Century Leadership
2. International Relations & Securities of the Region
3. ASEAN<sup>+</sup> and World Economies
4. Innovative Business Strategy & Creativity

# Module 1

## 1. ASEAN 21<sup>st</sup> Century Leadership

- **Dr. Pailin Chuchottaworn, President & CEO, PTT.** Recent recipient of the CNBC's 10<sup>th</sup> Asia Talent Management Award 2011-nominated for his personal involvement in supporting and nurturing leadership within the company. He graduated with a Bachelor of Engineering in Chemical Engineering with First Class Honors from Chulalongkorn University. He was then offered the Monbusho Scholarship to complete his Masters in Chemical Engineering and Doctor of Engineering in the same field from Tokyo Institute of Technology.

- **Dr. Dawn Dekle, is the Dean of The Center for Leadership, S.P. Jain Center of Management (SPJCM).** Prior to joining SPJCM, Dr. Dekle was a leadership expert with McKinsey & Company. She has degrees in Cognitive Psychology (Dartmouth College, Ph.D.) and Law (Stanford University, J.D.). She is also a Council Member of The Singapore Institute of International Affairs, and a regular television commentator and analyst on leadership issues for Channel News Asia.

**Mr. Kan Trakulhoon, President and CEO of Siam Cement Group.** A recent recipient of the Business Leader of the Year 2011, Thailand, he received his bachelor's degree in electrical engineering (First Class honors) Chulalongkorn University, and a holder of two Master's degrees; M.S. Engineering and M.S. Management from Georgia Institute of Technology, US.

# Module 1

## 1. ASEAN 21<sup>st</sup> Century Leadership

- **Mr. Thapana Sirivadhanabhakdi, President & CEO, Thai Beverage PCL.** He holds a Bachelor of Business Administration (Finance), a Master of Science Administration in Financial Economics from Boston University, USA, and an Honorary Degree of Doctor of Philosophy in Department of General Management from Ramkhamhaeng University. In 2009, he received Asia's Best Companies 2009, Thailand: Best CEO Award from FinanceAsia Magazine.

- **Mr. Heinz Landau, former Chairman and Managing Director of Merck Thailand.** He currently writes a blog on caring leadership at [www.thecareguys.com](http://www.thecareguys.com)- **Dr. Alexander Paufler, CEO, Mercedes-Benz (Thailand)** . Currently, also the President of the Thai-German Chamber of Commerce. He graduated from Saarbruecken University in 1977 with a Masters in Economics and Business Administration and completed his Ph.D. in 1979.

# Module 2

## 2. International Relations & Securities of the Region

- **Mr. Abhisit Vejjajiva, Former Prime Minister of Thailand.** He attended Eton College and earned his bachelors and masters degrees in Politics, Philosophy and Economics from the University of Oxford, UK.

- **Professor Karl D. Jackson, President of US-Thailand Business Council.** He also concurrently serves as C.V. Starr Distinguished Professor of Southeast Asian Studies and he serves as Director of the Southeast Asia Studies Program at the School of Advanced International Studies of Johns Hopkins University. He received his Ph.D. in Political Science from M.I.T. in 1971.

- **H.E. Ms. Kristie Kenney Ambassador, United States of America.** She obtained a bachelors degree from Clemson University and a master's degree from Tulane University in New Orleans. She also attended the National War College in Washington, D.C.

# Module 2

## 2. International Relations & Securities of the Region

- **Dr. Pavin Chachavalpongpun**, Fellow, Regional Strategic and Political Studies and Lead Researcher for Political and Strategic Affairs, ASEAN Studies Centre at Institute of Southeast Asian Studies, Singapore. He graduated with a B.A. (Hons) (International Relations) Chulalongkorn University, MPhil/Ph.D. (Political Studies), School of Oriental and African Studies, University of London. Dr. Pavin's research interests is in Thai Politics, Foreign Policy and International Relations, Comparative Politics, Politics of Myanmar and Indochinese States, Nationalism, ASEAN political cooperation.
- **Dr. Panitan Wattanayagorn**, Associate Professor, Department of International Relations, Chulalongkorn University. Former Government Spokesman and Deputy Secretary-General to the Prime Minister in 2010
- **Mr. Kavi Chongkittavorn**, ASEAN expert. Former Assistant Group Editor, The Nation.

# Module 2

## 2. International Relations & Securities of the Region – Mentor

Mentor: *Assistant Professor Dr. Thitinan Pongsudhirak*

*Director of the Institute of Security and International Studies (ISIS)*

*Assistant Professor, Dept of International Relations, Chulalongkorn University.* He received his MA from The John Hopkins University, School of Advanced International Studies (SAIS), US, and a Ph.D. in International Relations and International Political Economy, London School of Economics, UK

Research interests: Comparative political economy, civil-military relations, politics of East Asian Community/East Asian Summit, ASEAN political and economic cooperation, Thai politics and macro-economy.

# Module 3

## 3. ASEAN+ and World Economies

- **Dr. Ammar Siamwalla – President of Thailand Development Research Institute.** Ammar received a B.Sc. in Economics from the London School of Economics and a Ph.D. in Economics from Harvard University.
- **Mr. Xu Ningning, Executive Secretary-General of China-ASEAN Business Council,** He graduated in Economics from Nanjing University in China in 1981 and worked as a visiting scholar at the Southeast Asia Research Institute in Singapore in 1992. He has published more than 14 books and co-edited 3 books, including books titled as: *An Introduction to CAFTA; Business Opportunity: Talk with ASEAN; China-ASEAN Free Trade Area; The Business Opportunity Report from the Southeast Asia; Entrepreneur Theory; March into the Opened World and Discussion on the Business Cooperation between China and Southeast Asia*
- **H.E. Mr. David Lipman, Ambassador, Head of Delegation European Union**

# Module 3

## 3. ASEAN+ and World Economies

- **Dr. Supachai Panitchpakdi**, Secretary-General, UNCTAD and former Deputy Prime Minister of Thailand. He received a Master's Degree in Econometrics, Development Planning and his Ph.D. in Economic Planning and Development at the Netherlands School of Economics (now known as Erasmus University) in Rotterdam.

- **Dr. Sumet Tantivejkul**, President of Phetchaburi Rajabhat Institute Council. Dr. Tantivejkul and Secretary-General and Member of Chaipattana Foundation. He serves as Chairman of SCB Asset Management Co. Limited. He graduated with a B.A. in Political Science from Grenoble University, France (1966); M.A., in Political Science and International Law from Monpolier University, France (1967); Ph.D. in Political Science from Monpolier University, France (1969), Diploma Economic Development EDI, World Bank, Washington D.C., U.S.A. (1982).

- **Dr. Somkid Jatusripitak**, Former Deputy Prime Minister and Former Minister of Commerce. Graduated with an MBA in Finance from the Graduate School of Business Administration or NIDA Business School and a Ph.D. in marketing from the Kellogg School of Management at Northwestern University.

- **Mr. Korn Chatikavanij**, Former Finance Minister and Former Country Officer of JP Morgan. Graduated with a degree in PPE (Politics, Philosophy & Economics) with honors from Oxford University, UK.

# Module 3

## 3. ASEAN+ and World Economies - Mentor

Mentor: Dr. Khemmarat Theerasuwannajak Talergsri, Vice Chairperson of EBA, Chulalongkorn University.

She spent 11 years in the UK under the Thai Government Scholarship to pursue her BSc., MSc., and Ph.D. in Economics. She returned to serve the Ministry of Foreign Affairs and was part of the negotiation team of Japan-Thailand Economics Partnership Agreement (JTEPA). Her expertise is in the area of industrial organization, and application of game theory, particularly on economics of research and development (R&D). To help strengthen students' ability to think critically and strategically is her goal.

# Module 4

## 4. Innovative Business Strategy & Creativity

- **Dr. Jochen Wirtz, Associate Professor of Marketing with the NUS Business School, National University of Singapore, and the Academic Co-Director of the UCLA-NUS Executive MBA Program.** He is one of the leading authorities in Services Marketing in Asia and previously directed the APEX-MBA (Asia-Pacific Executive MBA) Program. He was also a member of the Management Committee of the NUS Business School, and he has been directing a number of senior executive development programs.

- **Dr. Detlef Reis, Founding Director and Chief Ideator of THINKERGY Limited, Thailand and Hong Kong, and lecturer of College of Management at Mahidol University in Bangkok, Thailand.** He graduated with an MBA in Business Administration from the University of the Saarland in Saarbruecken, Germany, from where he also received his Ph.D. in International Management. Prior to this, he was the Vice President and Regional Relationship Manager in the Global Banking Division in Deutsche Bank before joining the College of Management, Mahidol University in 2004.

# Module 4

## 4. Innovative Business Strategy & Creativity

- **Mr. Ariya Banomyong, Country Manager Google Thailand.** He has 14 years of telecom and IT experience, and speaks four languages. He holds two master's degrees in mathematics and IT from the University of Marne-La-Valle, France, and in management from the London School of Economics.

- **Mr. Narong Chearavanont, Executive Vice-Chairman of the Charoen Pokphand Group's Shanghai Lotus Supermarket Chain Store Co, China.** He obtained a Bachelor of Science degree in Finance and International Business from New York University, USA. Mr. Chearavanont has extensive experience in the retail and trading industries. He is also a director of C.P. Pokphand Co. Ltd., a company listed on the Main Board of SEHK and a director of C.P. Seven Eleven Public Company Limited, a company listed on SET. He is also the President of Shanghai Lotus Supermarket Chain Store Co., Ltd.

# Module 4

## 4. Innovative Business Strategy & Creativity

**MENTOR:** Assistant Professor Dr. Nathasit Gerdsri

Dr. Nathasit is an Assistant Professor of Technology and Innovation Management and Program Chairs of New Technology Venture and Management & Strategy at College of Management, Mahidol University, Thailand. He is also a visiting faculty at Europa Institut of MBA, Saarland University, Germany to offer a course on Strategic Management of Change. Prior to that Dr. Gerdsri worked with Intel Corp./R&D Lab located in Oregon (USA). He received his Ph.D. in Systems Science/Engineering and Technology Management from Portland State University (USA) in 2004.

# Other Guest Lecturers

1. **Dr. Piyasvasti Amranand, President of Thai International Airways.** He graduated with a First Class Honours in Mathematics, Brasenose College, Oxford, U.K. and a M.Sc. (Distinction) in Econometrics and Mathematical Economics, London School of Economics (L.S.E.), U.K. He received his Ph.D. in Economics from the London School of Economics (L.S.E.), U.K.
2. **Mr. Banthoon Lamsam, President of KBank.** He graduated with a BA in Chemical Engineering: Princeton University, USA and an MBA from Harvard Business School, US.
3. **Mr. Bauke Rouwers, Chairman of Unilever Thai.** He earned a Master of Arts in business economics at Erasmus University in Rotterdam and during his studies gained extensive international experience in the US, Taiwan and China.

# Community Service Schedule

## (Lampang - Chiang Mai - Yangon)

Start Date	Tentative Schedule
<b>Week 1 &amp; 2 Orientation</b>	<b>Community Service &amp; Cultural Experiences</b>
Sat, 7/7/2012	<i>Arrival of Young Leaders from the ASEAN+6 countries in Bangkok.</i>
Sun, 8/7/2012	<i>Depart by domestic flight to Chiang Mai - Lampang</i>
Mon - Thur 9/7 - 12/7/2012	<i>Learners will engage in a multitude of community service and team-building activities besides taking cultural excursions to some places of interests in Lampang and Chiang Mai.</i>
Fri, 13/7/2012	<i>Depart from Chiang Mai (CNX) for Bangkok (check-in)</i>
Sat-Sun, 14/7 - 15/7	<i>Rest &amp; Explore Bangkok City</i>
Mon-Fri, 16/7 -20/7/2012	<i>Depart from Bangkok (BKK) for Myanmar (YGN)</i>
Fri, 20/7/2012	<i>Arrive Bangkok</i>
Sat, 21/7 - 22/7/2012	<i>Rest &amp; Prepare for Class</i>

# Learning Schedule

Start Date	Session (3 hours)	Coach
<b>Week 3 STUDY</b>	<b>Module 1: ASEAN 21<sup>st</sup> Century Leadership</b>	
Mon-Fri 23/7 - 27/7	<p><b>Day 1</b>  <i>Morning: Opening Remark by Chairman of Nation University Council</i></p> <p><i>Afternoon: Leadership in the 21<sup>st</sup> Century: The Art &amp; Science of Successful Asian Leaders</i></p>	<p>Mr. Thanachai Theerapattanavong</p> <p>Dr. Dawn Dekle*</p>
	<p><b>Day 2</b>  <i>Morning: Leadership Transformation in Response to Regionalization</i></p> <p><i>Afternoon: Visionary Leaders for Competitive Advantage</i></p>	<p>Dr. Piyasvasti Amaranand/Mr. Banthoon Lamsam</p> <p>Dr. Pailin Chuchottaworn</p>
	<b>Day 3</b> <i>Creative Leadership in Globalized Era: The Differentiating Factors</i>	Mr. Kan Trakulhoon
	<b>Day 4</b> <i>Effective Leaders in the Asian Context</i>	Mr. Thapana S./Mr. Banthoon Lamsam
	<b>Day 5</b> <i>Caring leadership &amp; Intercultural Competency</i>	Dr. Paufler/Dr. Heinz Landau
<b>Week 4 COUNTRY VISIT (Sun-Thur)</b>	<b>Study Visit to Vietnam (5D/4N) 29/7 - 2/8/2012</b>	

# Learning Schedule

Start Date	Morning Session (3 hours)	Coach
<b>Week 5 STUDY</b>	<b>Module 2: Int'l Relations &amp; Regional Security</b>	
Mon–Fri 6/8 – 10/8	<b>Day 6</b> <i>ASEAN Engagement with Superpowers and EU: Past, Present and Future</i>	Mr. Abhisit Vejjajiva
	<b>Day 7</b> <i>ASEAN &amp; EU</i>	H.E. David Lipman
	<b>Day 8</b> <i>ASEAN &amp; US role</i>	Prof. Karl J.*/ H.E. Kristie Kenney
	<b>Day 9</b> <i>ASEAN Political Cooperation &amp; its influence and future prospects</i>	Dr. Pavin C. */ Mr. Kavi Chongkittavorn /Dr. Panitan Wattanayagorn
	<b>Day 10</b> <i>AEC 2015: Its Implications to Businesses</i>	Mr. Bauke Rouwers
<b>Week 6 COUNTRY VISIT (Sun–Thur)</b>	<b>Study Visit to China (5D/4N) 12/8 – 16/8/2012</b>	

# Learning Schedule

Start Date	Morning Session (3 hours)	Coach
<b>Week 7 STUDY</b>	<b>Module 3: ASEAN+ and World Economies</b>	
Mon–Fri 20/8 – 24/8	<b>Day 11</b> <i>Topic: ASEAN Trade under AEC</i>	Dr. Supachai P.*
	<b>Day 12</b> <i>Topic: Economics &amp; Marketing: The future direction under AEC</i>	Dr. Somkid J.
	<b>Day 13</b> <i>Topic: Future of ASEAN Financial Markets</i>	Mr. Korn C.
	<b>Day 14</b> <i>Topic: Sustainable &amp; Sufficiency Economy</i>	Dr. Sumet Tantivejkul/Dr. Ammar Siamwalla
	<b>Day 15</b> <i>Topic: ASEAN and China Cooperation</i>	Mr. Xu Ningning*
<b>Week 8 COUNTRY VISIT (Sun–Thur)</b>	<b>Study Visit to Singapore (5D/4N) 26/8 – 30/8/2012</b>	

# Learning Schedule

Start Date	Morning Session (3 hours)	Coach
<b>Week 9 STUDY</b>	<b>Module 4: Innovative Business Strategy &amp; Creativity</b>	
Mon-Fri 3/9 – 7/9	<b>Day 16</b> <i>Topic: The Future of Service Marketing under AEC</i>	Dr. Jochen W.*
	<b>Day 17</b> <i>Re-thinking Business Strategies in a Competitive Climate: Perspectives from the Top</i>	Dr. Piyasvasti Amranand/ Mr. Banthoon Lamsam
	<b>Day 18</b> <i>Topic: How to think innovatively</i>	Dr. Detlef R.
	<b>Day 19</b> <i>Topic: ICT in 21<sup>st</sup> Century: Google's Innovative Success story</i>	Mr. Ariya B.
	<b>Day 20</b> <i>Topic: CP and its China Strategy</i>	Mr. Narong C.
<b>Week 10 HOST COUNTRY (Mon-Fri)</b>	<b>Thailand (5 days) 10/9 – 14/9/2012</b>	

# Learning Schedule

<b>Week 11</b> <b>COMPLETE PROJECT</b> 17/9 - 21/9/2012	<b>PROJECT BASED - GROUP WORK</b>
<b>WEEK 12</b> <b>PROJECT PRESENTATION</b> 24/9/2012	Judging of the "AEC Best Integration Model"
<b>FINALE</b> <b>25/9/2012</b>	<b>"AEC Best Integration Model" Award &amp; CERTIFICATE PRESENTATION LUNCHEON</b>  <i>to be presided by</i> <b>H.E. Dr. Surin Pitsuwan</b> <b>Secretary-General of ASEAN</b>

**NATION AEC Young Leaders Fellowship Batch 1** officially ends on evening of 25/9/2012

# Company Visits – 3 ASEAN+ countries

Young leaders will spend 1.5 month visiting top-notch companies in three ASEAN countries and Thailand. Get access to “view from the top” by meeting the top executives . Hear their successful business strategies and understand their operations.

## The Who's Who in CHINA

Industry	Company
Energy	China National Petroleum (Beijing)
	Sinopec (Beijing)

Industry	Company
Consumer Products	CP China
	G&C Group (agribusiness)

Industry	Company
Information & Communication Technology	China Telecom Shanghai
	Alibaba (Hangzhou)

Industry	Company
Banks	Agriculture Bank of China
	Bangkok Bank (China)
Others	ASEAN-China Center (ACC)

# Company Visits - VN

## The Who's Who in VIETNAM

Companies
Bank of Agriculture and Rural Development
Bank for Investment and Development of Viet Nam
Cargill Vietnam
CP Viet Nam Livestock Co Ltd
PTT Vietnam
SCG (Vietnam) Co., Ltd.
Tan Tao Group
Vietnam Chamber of Commerce and Industry
Vietnam Post & Communication
Vietnam Dairy (VINAMILK)
Viet Tien Garment Corporation
Viettel

# Company Visits - SG

## The Who's Who in SINGAPORE

Companies
ASEAN-ISIS (ASEAN Institute of Strategic and International Studies)
Barclays
DBS
Exxon Mobil
Flextronics International
Google
Singapore Airlines
Singtel
Temasek Holdings
Wilmar International Limited

# Company Visits - TH

## The Who's Who in THAILAND

Industry	Company
Energy	PTT
	Banpu
	Thai Oil

Industry	Company
Consumer Products	Charoen Pokphand Foods
	Unilever Thai

Industry	Company
Information & Communication Technology	Advanced Info Service
	True Corporation

Industry	Company
Transportation & Logistics	Thai Airways International
	BTS Group Holdings

# Company Visits - TH

## The Who's Who in THAILAND

Industry	Company
Health Care Services	Bumrungrad International
	Bangkok General Hospital

Industry	Company
Food & Beverage	Minor International
	Sermsuk PLC.
	Frito-Lay Company
	Thai Beverage PCL.
	Singha Corporation

Industry	Company
Banking	CIMB
	Thanachart Bank
	Bangkok Bank
	Standard Chartered

# Program Exclusivity

- A-list guest lecturers; government, business leaders and academics.
- Specially-designed ASEAN context subjects not covered at university level (*Leadership, Cultural, ASEAN & the superpowers' economics & politics*).
- Learn through experience, by touring the operations of some of the best business companies/organizations in ASEAN region. Discuss and discover their business strategies with their top executives.
- **Certification endorsed by the Nation University**

# Program Exclusivity

RECOGNITION AWARD & CERTIFICATE PRESENTATION

@ PROGRAM LAUNCH DINNER

TO GENEROUS BENEFACTORS

by

H.E. Ms. Yingluck Shinawatra, Prime Minister of Thailand

Or

H.E. Mr. Anand Panyarachun, Former Prime Minister of  
Thailand

# Program Exclusivity

“AEC BEST INTEGRATION MODEL” AWARD &  
CERTIFICATE PRESENTATION

HONORARY LECTURE

(Topic: AEC's Aspirations)

by

H.E. Dr. Surin Pitsuwan

Secretary General, ASEAN