



Thailand Competitiveness Conference 2021

Creating Thailand Desirable Future

Virtual Conference

October 27, 2021



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As business and people alike, are living in the world of unprecedented challenges brought about by the disruption in technology, pandemics, climate change and the way we live. How to get ourselves ready for the uncertainty posed by these challenges, how can we remain relevant and competitive in the sea of changes, are issues to be tackled. In the emergence of these challenges, what makes a nation competitive today might not be relevant in a very near future. How would nations, including Thailand, be able to foresee what lies ahead, agile, and prepared to cope with the uncertainty brought about by these changes?

Thus, it is inevitable that the global competitiveness landscape post-COVID-19 will dramatically change, with the framework and thought process from the pre-crisis world no longer apply. All stakeholders whether they be the government, businesses, civil society, and the citizen, will, more than ever, need to work together to re-design a pathway for the country to thrive and sustain in this new normal.

In this regard, the Thailand Competitiveness Conference 2021, serving as a platform for thought leaders, policy makers, and practitioners from the public, private sectors, and academic to discuss and recommend the sustainable pathway for Thailand competitiveness since 2009, is aimed to provide a forum for them to share the thoughts and discuss the strategy and priority actions for Thailand to be ready for future disruption effectively.



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9.15 – 9.20

Welcome Address

Mr. Teeranun Srihong

Chairman, Thailand Management Association (TMA)

9.25 – 9.55

Keynote Address “Creating Thailand Desirable Future”

Mr. Supattanapong Punmeechaow

Deputy Prime Minister and Energy Minister of Thailand

Building Blocks of a Desirable Future

10.00 – 10.20

Key Presentation

“Achieving sustainable economic development & citizen well-being”

By Expert from the Boston Consulting Group (BCG)

10.20 – 11.00

Discussion

Panelists

Mr. Danucha Pichayanan

Secretary General, Office of the National Economic and Social Development Council

Mr. Teeranun Srihong

Chairman, TMA

Moderator

Expert from BCG

11.00 – 11.45

Into the Uncertainty – how nations thrive

Professor Arturo Bris

Director - World Competitiveness Center, IMD



Building Block 1 – ESG Leadership as competitive advantage

11.45 – 12.00

Key Presentation

By Expert from BCG

12.00 – 12.30

Dialogue between:

Mr. Thiraphong Chansiri

President and CEO, Thai Union Group Public Company Limited

Expert from BCG

12.30 – 14.00

Lunch Break

Building Block 2 – Smart Agriculture

14.00 – 14.15

Case Study Presentation

14.20 – 14.55

Discussion

Panelists

Mr. Aukrit Unahalekhaka

Co-founder and Chief Executive Officer, Ricult Thailand

Executive from Mitrphol Group

Moderator

Expert from BCG

Building Block 3 – the Smart City opportunity for Thailand

15.00 – 15.15

Key Presentation

By Expert from BCG

15.20 – 15.55

Discussion

Panelists

Mr. Nithi Patarachoke

President, Cement-Building Materials Business

In charge of VP – Living Solution and Housing Product Business

Dr. Nuttapon Nimmanphatcharin

President/CEO, Digital Economy Promotion Agency

Moderator

Expert from BCG



Building Block 4 – People & Education

16.00 – 16.35

Dialogue between:

H.E. Mr. Jyri Jarvioho

The Ambassador of Finland to Thailand and Cambodia

Mr. Tevin Vongvanich

Chairman of the Sub-Committee on Competitiveness, NESDC

16.35 – 17.15

Shaping the Future of the New Economy & Society

By Expert from WEF

17.15

Closing