

MBA International Study Trip Thailand 20 to 24 April 2023



Thailand is the 2nd largest economy in Southeast Asia and the 3rd preferable destination for foreign direct investment in ASEAN with 65 percent rise during the first half of 2022. Thailand is in the center of ASEAN with reachable infrastructure by air, land, sea, and rail. Thailand is also connected by the borders to the fast-growing CLMV countries (Cambodia, Laos, Myanmar, and Vietnam).

In addition, Thailand’s economic freedom is ranked 13th among 39 Asia–Pacific countries and ranked 21st among 190 economies for ease of doing business with the overall score above regional and the world averages. Thailand also offers competitive business costs at nearly 50% of the cost in Ho Chi Minh City, up to 40% compared to Singapore and South Korea, and 25% for Beijing and Tokyo with a mega economic zone like The Eastern Economic Corridor (ECC) that features numerous tax and non-tax incentives.

Thailand is one of the most visited countries with epic tropical beauty, ancient temples, amazing food scene and vibrant nightlife with well-known cities like Bangkok, Chiang Mai, and Phuket. However, Thailand is an export-oriented economy. Sixty-five percent of Thailand’s GDP comes from exporting products and services, these are divided into 56.7% services, 34.8% industry and 8.5% agriculture. Thailand exports mainly electronics, vehicles, machinery & equipment and food related products. Major export partners are China, Japan, the United States, and the EU. With strategic location and welcoming business environment, Thailand an ideal destination for many businesses and business investors.

Participants	Students of Swiss-Asian MBA (SAMBA) FHNW, MBA FHNW, MBA-MCI, EBS MBA and alumni MBA FHNW.
Programme	<p>The aim of the study trip is to gain insights into the economy of this rapidly developing country in the ASEAN region. The program is still in development and will include (current status, restrictions may occur due to tight time frame):</p> <p>Chulalongkorn University (Chula) Introduction at our partner university about the economic development and the challenges in the ASEAN area (10 countries in Southeast Asia) in general and Thailand in particular. Joint case work with Chula-students of the MABE – Programme at the premises of company BETAGRO, Thailand’s leading integrated food company</p> <p>Embassy of Switzerland / Swiss Business Hub ASEAN / Swiss-Thai Chamber of Commerce STCC, Bangkok Presentation and discussion about the Swiss representation in and the economic opportunities and difficulties of Swiss companies in Thailand.</p>

	<p>Company visits and case studies Visit, presentation, and discussions with the management of Swiss, local and international companies from various industries.</p> <p>Start-up scene and case study Insights into the dynamic scene of start-ups and spin-offs in Bangkok.</p> <p>Board of Investment (BoI) Introduction and discussion of the work of the Thai investment promotion agency and the modes of entry that the BoI is supporting.</p> <p>Culture: Visit of Grand Palace and joint Dinner Cruise at Chao Phraya River.</p>
Dates	The study trip begins on Thursday, April 20, 2023, 4 pm in our hotel at Bangkok. In line with the SAMBA RW – format, the study trip ends on Monday at noon, April 24, 2023, at the same location. An extended version for those students / alumni, who like to take the opportunity to explore the business environment in Thailand further, is available upon request. The extension ends in the evening of April 26, 2023, and is open for all participants. The longer version will only be realized if a minimum of 8 students subscribe for it. Therefore, please mention in your registration if you are interested in the extended version. You need to be present all the time.
Flights	Participants book (and pay) their flights independently.
Hotels	We will stay at the Pathumwan Princess Hotel in Bangkok, which is located at the central Siam Square. We will negotiate a favorable rate once we know the number of participants. Participants book (and pay) their hotel accommodation directly with the hotel. Preferably all students stay in that hotel. This is also the place where the bus for our daily activities starts and ends. No pick ups at other hotels will be provided.
Tourist Programme	The programme is designed as a study trip. Selected tourist attractions and team events will round off the trip. If you want to see more or shop extensively, you can arrive earlier or return later. In this case you need to approach the hotel yourself for additional arrangements.
Lead	Prof. Dr. Rolf-Dieter Reineke, Co-Programme Manager SAMBA and MBA-MCI, rolfdieter.reineke@fhnw.ch . Local support: Ms. Neat Tiyasooksavat.
Language	English. All company visits and other events are in English.
Corona	Entry and exit to Thailand is possible without quarantine or negative PCR test for most countries. Please check the specific requirements depending on the country you stay. Some companies may have their own requirements, especially for non-vaccinated participants. Vaccination is therefore highly recommended.
Insurance / Visa	Insurance is the responsibility of the participants. Swiss, EU and ASEAN nationals do not need a visa for Thailand. All other nationals take care of any visa requirements themselves.
Costs	FHNW covers the costs for local transport to the programme sites (excluding transfers from and to the airport), some lunches and dinners, the guest lectures, joint tourist programme as well as the organization and management. The individual flight costs, the hotel costs and most of the lunches and dinners are not included.
Registration	Per Email to Sabine: sabine.ugazio@fhnw.ch . If you interested in the extended version please mention in your registration. Deadline is the 24th of February 2023.