



THAILAND BOARD OF INVESTMENT

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## Thailand Business Day 2014

Organized by Royal Thai Embassy and Thailand Board of Investment (BOI)  
in the Framework of Embassy Day Asia-Pacific 2014  
Coordinated by Asia-Pacific Forum Berlin in cooperation with the City of Berlin

Conference Room 3, Haus der Kulturen der Welt, Berlin  
10 September 2014

- 09:00-10:00 **Official opening: Smart Cities – Developments in Berlin and ASEAN-Metropolises**  
(Conference Room 1)
- 10.00-10.30 **Registration - Thailand Business Day 2014** (Conference Room 3)
- 10:30-10:40 **Introduction**  
H.E. Mrs. Nongnuth Phetcharatana, Ambassador of Thailand to Germany
- 10:40-11:25 **Presentation**  
**Thailand and ASEAN Economic Community (AEC) 2015: A perspective of interconnected logistics and supply chain management**  
Associate Professor Dr. Ruth Banomyong,  
Department of International Business and Transport Management, Faculty of Commerce and Accountancy, Thammasat University, Thailand
- 11:25-12:00 **Panel discussion**
- Michael Steusloff-Beyer, Project Manager, BUZZWOO! Asia
  - Arndt Focken, Strategic Planning and Steering/Network Market Development, BMW Group
  - Tim-Derek Schultze, CEO, SolarWaterWorld AG
- 12:00-12:15 **Closing statement**  
**Thailand and ASEAN: Perspectives of business opportunities with Germany**  
H.E. Dr. Michael Fuchs, Member of the Parliament
- 12:30-14:00 **Lunch reception with cultural program**

**Moderator:** Dr. Andreas Stoffers, Network Partner of German Asia-Pacific Business Association (OAV) and Managing Director of ASEAN Business Partners GmbH

In cooperation with



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### Reply Form

First Name: ..... Last Name: .....

Position: .....

Company/Organization: .....

Telephone: ..... E-Mail: .....

Yes, I will attend, or will be represented by .....

I regret.

Please return the reply form by **5 Sep 2014** (Fax: 030-7948 1511 or E-Mail: [econ2@thaiembassy.de](mailto:econ2@thaiembassy.de)).