

THAILANDE

**Learn Social Business &
Entrepreneurship in
THE LAND OF SMILES
June 14 - 27, 2026**

Presented by Assoc. Prof. Mai Thi Thanh Thai

THAILAND STRATEGIC LOCATION



- At the heart of Southeast Asia offers tremendous advantages in terms of regional trade, investment, tourism, and cultural influence.
- Its geographical positioning, coupled with robust infrastructure and stable governance, makes it an essential player in the ever-evolving dynamics of the Asia-Pacific region.

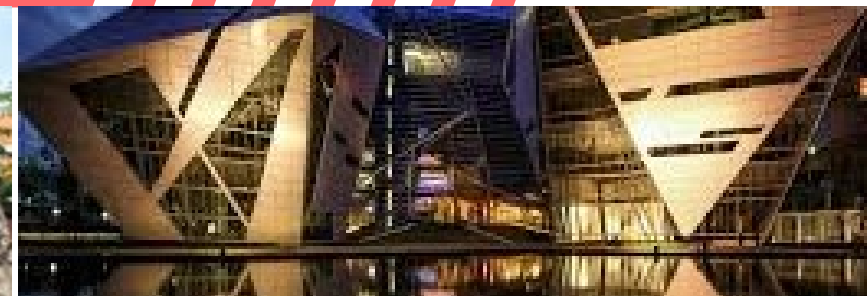
ASEAN Countries
Other FTA Partners



THAILAND RICH CULTURAL EXPERIENCE



THAILAND HIGH QUALITY EDUCATION



THAILANDE MODEL FOR SOCIAL TRANSFORMATION





Yunus Center AIT

- Providing an independent and open platform for addressing development challenges in Asia.
- Promoting discussion on poverty alleviation and social business among sectors,
- Aiming to reduce poverty and achieve sustainable development through the promotion, development, and implementation of social business ideas.



THAILANDE STRONG COORGANISER



- Working with SMEs and large corporations to create joint-venture, non-dividend subsidiaries to solve human problems.
- Combining corporate, entrepreneurial, and community-based development experience from Thailand and internationally to co-create with corporate teams.



Campus Thailand is for



- MSc, DESS, BAA, and Certificate students
- People passionate about / curious about Asia
 - Want a better understanding of a region on the rise of economic development
 - Want to discover the diversity of Southeast Asia
 - Want to observe social business and social entrepreneurs in Thailand
 - Consider a move for international career development



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
June 14 Arrival Thailand & Check-in AIT campus	June 15 Opening ceremony Meeting with HEC alumni & Canadian expats at the Embassy	June 16 Inclusive Education Visit STEPS Community	June 17 Community- Driven Enterprise Visit Bang Nam Phueng	June 18 Leadership and Resilience Development Visit Space Bangkok	June 19 Group work with coaches and Thai students	June 20 Cultural activities at the Grand Palace and the Temple of the Emerald Buddha Night train to Chiang Mai
June 20 Free day to explore Chiang Mai's Sunday Market	June 21 Wellness and Holistic Well- Being Visit Chiang Mai Wellbeing	June 22 Regenerative Agriculture Visit Punpon Farm	June 23 Sustainable tourism Visit Elephant POOPOOPAPER Park	June 24 Group work with coaches and Thai students	June 25 AM - Free time to finalize the presentation PM - Presentation of fieldwork results to local authorities/ community	June 26 Cultural activities with Thai hosts Farewell dinner

Features

- 14 nights accommodation
- Breakfasts & some special meals
- Train between Chiang Mai and Bangkok
- Chartered bus for field visits and tours

Asian Institute of Technology Bangkok

The Region's pre -eminent research university with a development mission, creating development leaders . Host to the first Yunus Center outside Dhaka



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Chiang Mai

Globally recognized model of enterprise -led transformational development among Thailand's hill communities, under Royal Patronage



- Participation - Two weeks full 20%
- Individual work - Due July 10 50%
(Reflection report of the learning experience)
- Team work - Due June 26 30%
(Presentation of fieldwork to authorities)



International Airfare and Insurance	About 2340CA\$
<p>Local costs</p> <ul style="list-style-type: none"> • Accommodation (June 14 - 26) • Train from Bangkok to Chiang Mai and back • Local transportation in Bangkok and Chiang Mai • Cultural activities in Chiang Mai • Some meals • Host institutional fee 	2400-2600CA\$
Institutional participation fees	260CA\$
<div>HEC-YUL  Campus International</div> <div>Total</div>	5,000CA\$ – 5,200CA\$

PROF. MAI THAI

Associate Professor
Department of Entrepreneurship and Innovation, HEC Montreal

Founder and Global Director
Social Business Creation

- Expertise
 - Social Entrepreneurship
 - International New Venture Creation
 - Strategies in Emerging Markets and Transition Economies
 - Change Management & Leadership
 - Social Innovation
 - Qualitative Methods



PROF. FAIZ SHAH

Executive Director, Yunus Center AIT
Steering Chair, Yunus Masters in Social Business & Entrepreneurship
co-Director, Professional Masters in ESG
Asian Institute of Technology, Thailand

Professor
School of Business and Social Studies
Albukhary International University, Malaysia

Founding President
Yunus Foundation, Thailand

- Expertise
 - Enterprise -led Development
 - Development Management
 - Development Planning & Management
 - Change Management & Leadership
 - Service Innovation
 - Case-writing and Learning Systems Design





THAILAND- A GREAT CAMPUS

- ✓ Gateway to Southeast Asia
- ✓ Rich cultural heritage and diversity
- ✓ Model for social transformation
- ✓ Growing internationalization
- ✓ Culture of entrepreneurship
- ✓ Strong organizing team
 - High-quality education
 - Unique values and visitor experience
 - Overseas exchanges and collaborations



THANK YOU

