

THAILANDE

Learn Social Business &
Entrepreneurship in
THE LAND OF SMILES
May 5-19, 2024

Presented by Assoc. Prof. Mai Thi Thanh Thai

THAILAND STRATEGIC LOCATION



- In the heart of Southeast Asia, offering tremendous learning perspectives in regional trade, foreign investment, innovative tourism, and cultural resilience.
- Entrepreneurial spirit and a vibrant national character, coupled with robust infrastructure and stable governance systems, make it an essential player in the ever-evolving dynamics of the Asia-Pacific region.

● ASEAN Countries
● Other FTA Partners



THAILANDE

RICH CULTURAL EXPERIENCE



THAILAND HIGH QUALITY EDUCATION

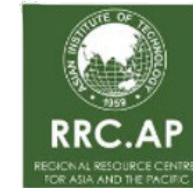


THAILANDE MODEL FOR SOCIAL TRANSFORMATION



**Yunus
Center
AIT**

1st Yunus Center
outside Bangladesh
established in 2009





Yunus Center AIT

engage • educate • empower

- First among 106 university -based Social Business centers in 5 continents
- Independent and open platform for promoting business solutions for development challenges in Asia.
- Focusing on poverty alleviation and social business as levers of socio -economic empowerment
- Innovating pro -poor technologies to power sustainable development through the power of markets



THAILANDE

STRONG CO-ORGANISER



- Organizers of the largest Social Business event to date.
- Extensive network across government and UN agencies, corporations and academic partners to draw on.
- Project management experience of creating social business joint-ventures, and non-dividend subsidiaries.
- Combining corporate, entrepreneurial and community-based development experience from Thailand and abroad.



THAILANDE STRONG CO-ORGANISER

Asian Institute of Technology – 1989 Winner of the Magsaysay Prize for “shaping a new generation...”



Thailand's growing international reputation is the result of its alluring culture, strong economic performance, welcoming business environment, and commitment to preserving its natural and cultural treasures.

Campus Thailand is for



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



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
May 5 Arrival Thailand & Check-in AIT campus	May 6 AM - Intro & Student Presentations PM - Meeting with Canadian expats at AIT	May 7 AM - Social Business Design Workshop PM - Group Assignment	May 8 AM - National Innovation Agency PM - Tutorial: Social Tech in Primary Health Care	May 9 AM - Indorama Waste Hero Project PM - Tutorial: Solid Waste Management & Behavior Change	May 10 AM - EGAT Learning Center Nonthaburi PM - Tutorial: Renewable Energy Innovation	May 11 AM - Bangkok Social Business Tour PM - Travel to Chiang Mai field site
May 12 Free day	May 13 AM - Intro to field community PM - Science Park	May 14 Fieldwork with Thai partners	May 15 Fieldwork with Thai partners	May 16 Fieldwork with Thai partners	May 17 AM – Finalizing presentations PM - Presentation of fieldwork results to local authorities/ community	May 18 Cultural activities with Thai hosts Farewell dinner

Features

- 14 nights accommodation
Breakfast & Meal plan
- Transfer to Chiang Mai
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



Mae Fah Luang Project 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 June 6 50%
(Reflection report of the learning experience)
- Team work - Due May 17 30%
(Presentation of fieldwork to authorities)

THAILANDE BUDGET



International Airfare and Insurance	About 2 400 CA\$
Institutional fees HEC Montréal	248 CA\$
<p>Local costs</p> <ul style="list-style-type: none"> • Accommodation with breakfast (Checkin May 5, checkout May 19) • Transfer from Bangkok to Chiang Mai • Local Transport in Bangkok and Chiang Mai • Cultural activities in Chiang Mai • Some meals • Host institutional fee 	2 200 CA\$ – 2 400 CA\$
Total	4 848 CA\$ – 5 048 CA\$

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



MS. MYRIAM DUROCHER

Program manager

Pedagogical Innovation and Knowledge Transfer, HEC Montreal

- Expertise
 - Quality control
 - Pedagogical technologies
 - Logistic management



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



CALLUM MACKENZIE

Co-Founder & Managing Director
Yunus Foundation, Thailand

- Expertise
 - International Development
 - Project Management
 - International Relations
 - International Politics and Conflict Studies
 - Project Design and Management
 - Monitoring and Evaluation



DR. TANAWAN CARRAWAY

Assistant Professor

Senior Program Specialist, Yunus Center AIT
Asian Institute of Technology, Thailand

Health Lead

Yunus Foundation, Thailand

National Consultant

UNICEF, Thailand

- **Expertise**

- Biomedical Sciences
- Medical Technology
- HIV/AIDS mass testing
- Remote Health Systems
- Mass-scale Community Health Applications
- Training and Professional Development



ANDRES PARRAGUIRRE

Founder

Fundación para el Beneficio Global, Mexico

- Expertise
 - Youth Leadership
 - Project Management
 - Monitoring, and Evaluation
 - Designing for Social Innovation
 - Marketing and Client Support Services
 - Cross-cultural Communication





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

