

# HOW TO MAKE YOUR MARK

The Marketing Association of Thailand (MAT) and Sasin Graduate Institution Administration of Chulalongkorn University are holding "International Marketing Conference 2015" at Centara Grand, Central Plaza Lardprao, on Friday from 8am to 5pm.

The conference aims to promote collaboration between international thought leaders and business practitioners and to disseminate new knowledge of marketing to marketers, investors, educators, professionals and the general public.

The theme of this year's conference is "Asean in Action: People, Products, Platforms", which represents an increasing demand and interest in exploring opportunities in the Asean market.

Anuvat Chalermchat, president of the Marketing Association of Thailand, will give an opening speech. It will be followed by lectures on several topics such as "Consumer Marketing Trend" by Edgar Dacarnay and Arpapat Boonrod from marketing consultant company TNS; and "Asean and Asian Emerging Markets from Exporting to Innovating" by Prof George Abonyi.

The programme includes a panel discussion on "How did they do it in Asean?" by panellists William Heinecke, CEO and chairman of Minor International, Thailand; Pete Nuchanatanon, head of marketing at Google Thailand and Cherdphan Sukonpongpaio, regional marketing and director (Asia Pacific) at PepsiCo.

There will also be a session on "Future of the Asean Market: Forecasted Opportunities and Risk/Crisis Management".

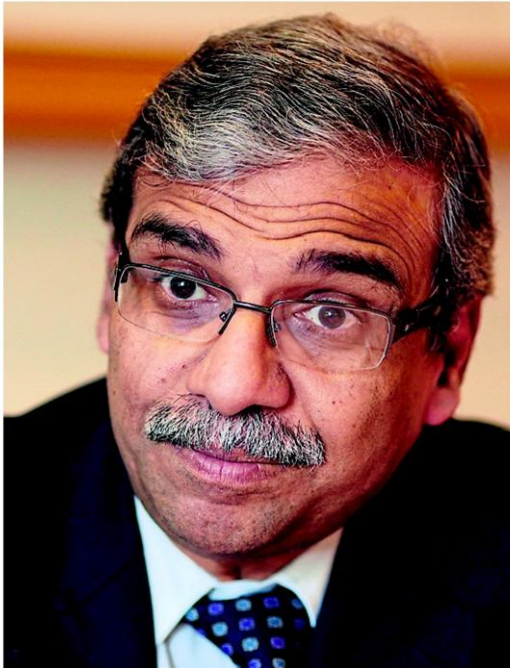
Participating in this will be Bo Nystrup Nielsen, deputy head of business unit consumer goods at DKSH. Keynote speakers include Prof Dipak C Jain, director of Sasin.

Registration is 9,000 baht (8,500 baht for MAT members) inclusive of lunch and afternoon refreshments.

The conference will be conducted in English with simultaneous translation provided in headphones.

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**Email [center@marketingthai.or.th](mailto:center@marketingthai.or.th)  
or call 02-679-7360/3.**



Prof Dipak C Jain.



William Heinecke.