

## ASEAN Garment & Textile Summit # 4

### Concept Note

To support the government national strategy to transform the country towards Thailand 4.0, industry sectors must quickly adapt technology and innovation that support their production process to achieve competitive advantage against other countries. Under the new economic model, Thailand will transform into a value-based economy and innovation-driven economy; a society that emphasizes creating value and promoting creativity.

As technology and innovations plays a significant role in production and marketing, they are becoming an important strategic asset for business owners in sharpening competitive-edge and serving the needs of customers. Hence, GFT exclusive seminar will be the premier gathering of researchers, administrators, business owners, government officials and marketers to present visions, experiences, trends and guide garment and textile industrialists to adapt new production methods and new approaches to introducing products that correspond with consumers. These ideas will allow the industry to achieve sustainable growth.

Attendees will receive the most up-to-date information, along with the opportunity to voice, debate and share know-hows with influential business leaders from different organizations, eager to expand and explore new business relationships.

### Objectives

1. Garment and textile industrialists, service providers and technology owners will gain knowledge that will be a central ability to grow and expand their business to reach next level of success.
2. Topics aim to strengthen networks of the garment and textile industry through network expansion, knowledge transfer and business relations development.
3. To facilitate relationship between the private and public sectors that leads to a stronger and competitive garment and textile industry.

### Expected Results

1. Attendees will gain know-how and information about the latest technologies for garment and textile manufacturing through key industry leaders.
2. More knowledge means level of one's professional confidence and competitiveness increases, which leads to the development of the Thai garment and textile industry as a whole.
3. Foster collaboration between industry leaders in order to develop the garment and textile industry to keep pace and scale for growth.

### Delegate Profile

Industrialists and business professionals will have the opportunity to voice their ideas and seek business cooperation amidst new challenges and emerging business opportunities, along with the adoption of technology that will benefit their organization. Participants of the seminars, from owners to decision makers can make the most out of this platform by creating new business alliance, learning new knowledge, and discover opportunities that may be important for the industry. By joining our special conference, you will have the opportunity to meet:

1. Business Owners, Entrepreneurs
2. Board level management/ Director/ Proprietor
3. Technical Management/ Engineer
4. Product Design Management and Development/ R&D
5. Purchasing and Sourcing Management
6. Sales and Marketing Management

### Venue

Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Thailand

### Language

Presentation will be conducted in Thai

Co-located with:



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## ASEAN Garment & Textile Summit # 4

“Building Added Value for The Future of Thailand’s Textile Industry”

Co-organized by Thailand Textile Institute (TTI) and Reed Tradex  
Wednesday 5 July 2017, 13.30 – 16.00 hrs. at Conference Room in Hall 103, BITEC

### PROGRAM

13.30–14.00 hrs. **Registration**

14.00–14.05 hrs. Welcome Speech

By **Mr. Isara Burintramart**  
Managing Director  
Reed Tradex Co., Ltd.



14.05–14.15 hrs. Opening Speech

By **Dr. Chanchai Sirikasemlert**  
Executive Director  
Thailand Textile Institute



14.15–14.45 hrs. **Presentation : “The Agricultural Development Policy toward Industrial Linkage”**

By **Ms. Jariya Sutthichaiya**  
The Secretary-General of Office of Agricultural Economics,  
Ministry of Agriculture and Cooperatives



14.45–15.45 hrs. **Panel Discussion : “Upgrade Agrotech with Functional Textile”**



**Dr. Natthaphop Suwannamek**  
Assistant researcher  
National Metal and Materials  
Technology Center (MTEC)



**Mr. Kamol Narula**  
Managing Director  
Narula Nonwoven Co., Ltd.



Moderated by

**Ms. Peeraporn Palapleevalaya**  
Director of Textile Testing Center  
Thailand Textile Institute

15.45–16.00 hrs. **Q & A**

#### Remarks: (Program as of 16 June 2017)

- This seminar is a **must-attend** for professionals in textile businesses from downstream and upstream such as material suppliers, dyeing factory owner, functional textiles manufacturers for agriculture industry, fabric designers and brand owners seeking to maximize advantages from the growing agriculture industry.
- Presentation will be **conducted in Thai**
- FREE session, limited seats available, pre-registration required
- For registration please contact email: [contactcenter@reedtradex.co.th](mailto:contactcenter@reedtradex.co.th) or call +662-686-7222
- The organizer reserves the right to adjust program and speakers list without prior notice

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## Branding and Marketing Forum 2017

### "Smart Digital Marketing: Make Your Brand Stand Out from the Crowd"

Organized by Reed Tradex Co., Ltd.

Thursday 6 July 2017, 13.30 – 16.00 hrs. at Conference Room in Hall 103, BITEC

#### PROGRAM

13.30 – 14.00 hrs.

#### Registration

14.00 – 14.05 hrs.

#### Opening Speech

By **Mr. Suttisak Wilanan**  
Deputy Managing Director  
Reed Tradex Co., Ltd.



14.05 – 15.45 hrs.

#### Panel Discussion : "Smart Digital Marketing: Make Your Brand Stand Out from the Crowd"

By **Mr. Nuttaputch Wongeranthon**  
Trainer & Consultant  
Dots Consultancy Co., Ltd



By **Mr. Nakin Prateepmueang**  
Managing Director and Co-Founder  
360 Innovative Co., Ltd.



#### Moderated By

**Ms. Kavita Chuenjai**  
E-Commerce and online Marketing Consultants



15.45 – 16.00 hrs.

#### Q & A

#### Remarks: (Program as of 27 June 2017)

- This seminar is a **must-attend** for business owners, garment manufacturers, textile businesses, brand owners, and fashion designers will receive guidelines from marketing experts who will come together to examine challenges and opportunities.
- Presentation will be **conducted in Thai**
- FREE session, limited seats available, pre-registration required
- For registration please contact email: [contactcenter@reedtradex.co.th](mailto:contactcenter@reedtradex.co.th) or call +662-686-7222
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## Design Trend Forum 2017

### “How Fashion Trend goes and grows in SS 2018 and AW 2019”

Co-organized by Thailand Institute of Fashion Reseach (inFASH),  
Rajamangala University of Technology Krungthep and Reed Tradex  
Friday 7 July 2017, 13.30 – 16.00 hrs. at Conference Room in Hall 103, BITEC

#### PROGRAM

13.30 – 14.00 hrs.

#### Registration

14.00 – 14.05 hrs.

Welcome Speech

By **Mr. Suttisak Wilanan**  
Deputy Managing Director  
Reed Tradex Co., Ltd.



14.05 – 14.10 hrs.

Opening Speech

By **Dr.Sathit Puttachaiyong**  
President  
Rajamangala University of Technology Krungthep



14.10 – 15.40 hrs.

#### Panel Discussion : “How Fashion Trend goes and grows in SS 2018 and AW 2019”



**Ms.Oijai Lertlam**  
Chief of Researcher  
Rajamangala University of  
Technology Krungthep



**Mr.Suriya Song- Inn**  
Researcher  
Rajamangala University of  
Technology Krungthep



**Ms.Patcharin Sangkhoaw**  
Researcher  
Rajamangala University of  
Technology Krungthep



Moderated by

**Mr.Tanawat Ruangteprat**  
Executive Director of inFash  
Rajamangala University of  
Technology Krungthep

15.40 – 16.00 hrs.

#### Q & A

#### Remarks: (Program as of 8 June 2017)

- This seminar is a **must-attend** for Thai fashion scene, garment manufacturers, designers and brand owners to discover how colors and patterns influence consumers to gravitate towards certain color.
- Presentation will be **conducted in Thai**
- FREE session, limited seats available, pre-registration required
- For registration please contact email: [contactcenter@reedtradex.co.th](mailto:contactcenter@reedtradex.co.th) or call +662-686-7222
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## Family Business Forum 2017

### “Family Business Showcase in Textile Industry”

Co-organized by Family Business Center,  
University of the Thai Chamber of Commerce and Reed Tradex  
Saturday 8 July 2017, 13.30 – 16.00 hrs. at Conference Room in Hall 103, BITEC

#### PROGRAM

13.30 – 14.00 hrs.

#### Registration

14.00 – 14.05 hrs.

Welcome Speech

By **Mr. Suttisak Wilanan**  
Deputy Managing Director  
Reed Tradex Co., Ltd.



14.05 – 15.40 hrs.

#### Panel Discussion : “Family Business Showcase in Textile Industry”

By **Mr. Somchai Songwattana**  
Founder, Art Director and Head Designer  
At Bangkok Company Limited (FLYNOW)



By **Asst. Prof. Dr. Akachai Apisakkul**  
Dean of the School of Business  
Director of Family Business Center  
University of the Thai Chamber of Commerce (UTCC)



Moderated by

**Dr. Sirirath Boonruga**  
University of the Thai Chamber of Commerce (UTCC)



15.40 – 16.00 hrs.

#### Q & A

#### Remarks: (Program as of 20 June 2017)

- This special seminar will feature business leaders from different generations to share experiences, viewpoints and managing guidelines that will help family business achieve success.
- Presentation will be **conducted in Thai**
- FREE session, limited seats available, pre-registration required
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