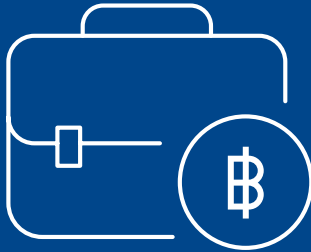


**ASIALINK
BUSINESS
ACADEMY**

DOING BUSINESS SERIES



THAILAND

ADVANCED LEVEL

ACCELERATE YOUR

Business in Thailand



Accelerate Your Business in Thailand

Thailand is located in the heart of Asia and on the doorstep of some of the world's largest and fastest-growing markets, making it an ideal launching pad for firms seeking to do business in the area. Abundant natural resources and a skilled and cost-effective workforce have allowed Thailand to attract foreign investment. Australian businesses have access to a range of additional benefits and protections under the Thailand-Australia Free Trade Agreement (TAFTA).

This program provides an opportunity to expand your knowledge of how to conduct business, build your capability to engage meaningfully, and maximise business outcomes with stakeholders in Thailand.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



8 hours

FORMAT

This program is available in two formats:



Online
in modular
format



Onsite
in an intensive
1 day format

PRICE



Programs are designed for groups.
Please contact us for program price.

Key takeaways



Build critical capabilities for long-term interaction with your Thai stakeholders.



Develop and apply tools and approaches that aid in the development of trust and relationships with your Thai stakeholders in both face-to-face and virtual working contexts.



Improve your communication skills and build a toolset for working effectively with Thai stakeholders.



Connect with local state and / or federal government leads to continue your discussions about engaging with Thai stakeholders.

Topics covered

1.

Understanding Thai business culture

- Intercultural perspectives on Thai society, context, and culture.
- Thai key business cultural drivers - “the why behind the behaviour.”
- Practical cultural concepts that influence business interactions with Thai stakeholders.

2.

Building trust and relationships with Thai stakeholders

- Managing challenges when engaging Thai stakeholders and project teams (hierarchy, communication).
- Establishing credibility and fostering trust both virtually and in person.

3.

Enhancing communication and collaboration with your Thai stakeholders

- Creating a cross-cultural communication toolkit for virtual and in-person meetings.
- Strategies for bridging cultural gaps in team collaboration with Thai stakeholders.

4.

Strategies for success in Thailand

- Understanding the critical success factors for advancing your Thailand strategy.

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Thailand.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us

 academy.asialinkbusiness.com.au

 academy@asialinkbusiness.com.au



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