

Program Agenda

Day-1

July 10-14, 2023 | 08:30-17:00 (GMT+7)

Day-1: Monday (July 10, 2023)

Time (GMT+7)	Topics/ Event
08:30 – 09:00	Opening Remarks Mr. Suriyan Vichitlekarn Executive Director Mekong Institute
09:15 – 09:30	Group Photo MI Team
09:30 – 09:45	Mekong Institute Video Presentation MI Team
09:45 – 10:15	Coffee Break
10:15 – 10:45	Getting to Know Each Other Mr. Anan Ussanawarong Program Admin Assistant Sustainable Energy and Environment Department Mekong Institute
10:45 – 11:15	Exploring Expectations and Setting Norms Ms. Yupaporn Siribut Program Officer Sustainable Energy and Environment Department Mekong Institute
11:15 – 11:40	Program Overview and MI Facilities Ms. Yupaporn Siribut Mr. Anan Ussanawarong
11:40 – 12:00	Pre-assessment Participants
12:00 – 13:30	Lunch at GMS Hall, 1st Floor, MI Annex
Module 1: Introduction of MSMEs Digitalization Tech and Trend	
13:30 – 14:00	Overviews of MSMEs Perspective Towards Adopting and Leveraging Digital Technologies (online) Prof. Dr. Liu Yun Director Yunnan Digital Ecosystem Engineering Research Center Kunming University of Science and Technology, P.R. China
14:00 – 14:30	Coffee Break
14:30 – 16:30	Scalable Digital Technologies and Solutions for MSMEs in Lancang-Mekong Countries (online) Prof. Dr. Liu Yun Director Yunnan Digital Ecosystem Engineering Research Center Kunming University of Science and Technology, P.R. China
16:30 – 16:45	BOD Meeting BOD and MI Team
18:00 – 20:00	Welcome Dinner Smile Waterside Khonkaen

Program Agenda

Day-2

July 10-14, 2023 | 08:30-17:00 (GMT+7)

Day-2: Tuesday (July 11, 2023)

Time (GMT+7)	Topics/ Event
Module 2: Gearing Up for MSMEs Resilience	
08:30 – 09:00	Recap of Day-1 BOD
09:00 – 10:00	Overview on MSMEs Digitalization Tech and Trend Mr. Tiat Jin (TJ) OOI Founder & Principal Consultant Curated Connectors
10:00 – 10:30	Coffee Break
10:30 – 12:00	Exploring Platforms and Its Benefits for MSME Digitalization and Scaling – Part 1 Mr. Tiat Jin (TJ) OOI Founder & Principal Consultant Curated Connectors
12:00 – 13.30	Lunch at GMS Hall, 1st Floor, MI Annex
13:30 – 15:00	Exploring Platforms and Its Benefits for MSME Digitalization and Scaling – Part 2 (Includes Group Discussion) Mr. Tiat Jin (TJ) OOI Founder & Principal Consultant Curated Connectors
15:00 – 15: 30	Coffee Break
15:30 – 16:30	Closer Look at Platforms, Their Benefits and Opportunities for MSMEs -E-commerce Platforms -Food Delivery Platforms -Ride Hailing Platforms -Digital Financial Services Mr. Tiat Jin (TJ) OOI Founder & Principal Consultant Curated Connectors
16:30 – 16:45	BOD Meeting BOD and MI Team

Program Agenda

Day-3

July 10-14, 2023 | 08:30-17:00 (GMT+7)

Day-3: Wednesday (July 12, 2023)

Time (GMT+7)	Topics/ Event
Module 3: Emerging Digital Tools	
08:30 – 09:00	Recap of Day-2 BOD
09:00 – 10:00	Branding for SME in Digital 4.0 Explore the Current State of Digital Tools Serving Smallholders in Emerging Markets-1 Mr. Pongsak Sanitwong Na Ayuthaya President & Founder Wiz Me Magic Ltd.
10:00 – 10:30	Coffee Break
10:30 – 12:00	Branding for SME in Digital 4.0 Explore the Current State of Digital Tools Serving Smallholders in Emerging Markets-2 Mr. Pongsak Sanitwong Na Ayuthaya President & Founder Wiz Me Magic Ltd.
12:00 – 13.30	Lunch at GMS Hall, 1st Floor, MI Annex
13:30 – 15:00	Digital Tools and Solutions in MSME Brand Building 4.0 Key Applications and tools for MSMEs -1 Mr. Pongsak Sanitwong Na Ayuthaya President & Founder Wiz Me Magic Ltd.
15:00 – 15: 30	Coffee Break
15:30 – 16:30	Digital Tools and Solutions in MSME Brand Building 4.0 Key Applications and tools for MSMEs -2 Mr. Pongsak Sanitwong Na Ayuthaya President & Founder Wiz Me Magic Ltd.
16:30 – 16:45	BOD Meeting BOD and MI Team

Program Agenda

Day-4

July 10-14, 2023 | 08:30-17:00 (GMT+7)

Day-4: Thursday (July 13, 2023)

Time (GMT+7)	Topics/ Event
Module 4: Emerging Digital Tools and Action Plan Development	
08:30 – 09:00	Recap of Day-3 BOD
09:00 – 10:00	Embraces Collaboration and PPPs for Scaling-Up Digital Technologies in MSMEs: DEPA experiences Mr. Din Suphawat Team Leader Digital Economy Promotion Agency (Central Northeastern Provincial Cluster Office)
10:00 – 10:30	Coffee Break
10:30 – 12:00	Feature Case Study-1: ANT Delivery “Connect the Local” Platform: Mission – Action – Success Mr. Ongkharak Inthongchuai Founder and CEO ANT Delivery
12:00 – 13:30	Lunch at GMS Hall, 1st Floor, MI Annex
13:30 – 14:00	Feature Case Study-2: Digital Tools and Platforms for SME Transformation Mr. Traitip Siriruang Senior Officer Digital Economy Promotion Agency (Central Northeastern Provincial Cluster Office)
14:00 – 14:45	Feature Case Study-3: “KGO InfnitLand Token for SMEs” Digital Financial Service Platform for Smart City Concept CEO InfnitLand Holding Co., Ltd KKTT Khonkaen
14:45 – 15:15	Coffee Break
15:15 – 16:00	Overviews on Action Plan Development MI Team
16:00 – 16:45	Action Plan Preparation Participants
16:45 – 17:00	BOD Meeting BOD and MI Team

Program Agenda

Day-5

July 10-14, 2023 | 08:30-17:00 (GMT+7)

Day-5: Friday (July 14, 2023)

Time (GMT+7)	Topics/ Event
Module 4: Action Plan Development (Cont.)	
08:30 – 09:00	Recap of Day-4 BOD
09:00 – 10:30	Structured Learning Visit KKU-innoprise: Support Mechanisms on Innovation and Enterprise for MSMEs Prof. Thidarut Boonmars Vice President for Innovation and Enterprise Khon Kaen University
10:30 – 12:00	Action Plan Presentation Country-wise action plan
12:00 – 13.30	Lunch at GMS Hall, 1st Floor, MI Annex
13:30 – 15:00	Action Plan Presentation Country-wise action plan
15:00 – 15:30	Coffee Break
15:30 – 15:40	Post-Test and Evaluation
15:40 – 17: 00	Closing Ceremony (Business Attire) <ul style="list-style-type: none">• Course Report• Speech from Participants• Awarding of Certificates• Closing Remarks
	MI Team and Participants