



Thailand e-Business Center

WHERE YOUR  
DIGITAL FUTURE BEGINS

# TeC AGENDA



## 1. TeC Company Introduction

## 2. TeC Successful Stories

Clients & Collaboration

Media Attention

Global Collaboration

TeC in International Stage

## 3. TeC International Project

### 3.1 Top Executive Program, Business Trip and Seminar

**Alibaba Master CEO Program by TeC x Alibaba Business School**

**Alibaba Managerial Program by TeC x Alibaba Business School**

**China e-Commerce Landscape 4.0 Conference**

**GTEC Digital China Conference**

**Business Scaling Trip to China**

**TeC Annual Event Collaboration with Digital Economy Ecosystem**

## 3. TeC International Project

### 3.2 e-Commerce and International Expansion Project

Meeting with Chinese Government by TeC x THECA

THAI 10/10 Luxury Brand by TeC x DITP

IFoundTMark by TeC x DITP

EXIM Thailand Pavilion by TeC x EXIM

Chinese Thai Taste Test by TeC x SuperFight

China Social Media Strategy Consulting by TeC x WIPO

Trademark Registration in China

## 3. TeC International Project

### 3.3 CSR and Charity Project

Charity Event for Wuhan Charity Federation by TeC x TDTA

## 4. TeC Pipeline with China Engagement and Partnership Activities

# 1. TeC Company Introduction



## TeC Brief Intro



Link: [Click](#)



# TeC X Alibaba Business School



Link: [Click](#)



**TeC**  
**X**  
**Alibaba**  
**Business School**



Link: [Click](#)

# WHO ARE WE

Thailand e-Business Center (TeC) is the First Thailand e-Business Center that offers end-to-end solutions in Thailand. We aim to drive entrepreneurs across the world to go Online, through our 3Es services: e-Business, e-Commerce, and e-Recruitment. We thrive to be an e-Business bridge among International, China and Thailand markets. To help businesses to be the leaders in the markets, our experts will train and groom students and entrepreneurs to be digital workforce while transforming SMEs and Enterprises from their offline-business to be e-Business with digital mindset and advanced technology knowledge integration.

TeC is the member of Thai Digital Trade association, Bangkok, Thailand and have business partnership worldwide.

**EXECUTIVE  
CONSULTANT**

**CERTIFIED  
EXPERTS**

**STEPS-BY-STEPS  
SOLUTION**

**SOLVE  
THE PROBLEMS  
FROM ROOT**



# TeC CULTURE

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## CORE VALUE

CLIENTS FIRST, PROFESSIONALISM, INNOVATION, FAST FAILING, AND FAST ACCOMPLISHMENT

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## POSITIONING

END-TO-END SOLUTIONS PROVIDER FOR SMES AND ENTERPRISES TO GO ONLINE AND EXPAND THEIR BUSINESS INTERNALLY

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## MISSION TO DRIVE THAI BUSINESS THROUGH OUR 3ES SERVICES:

- e-BUSINESS
- e-RECRUITMENT
- e-COMMERCE



## A Glance of TeC Thailand e-Business Center

### Thailand First e-Business Center

Thailand e-Business Centre (TeC) is the first e-Business Center in Thailand. Our positioning is to be a business scaling solution globally. We aim to help entrepreneurs across the world to go Online, e-Commerce and e-Business. Our vision is to enhance business capability and scale the opportunity to the next level. TeC's key focus area is to be an e-Business bridge among International, China and Thailand markets.

### Strong Collaboration with Thai Governments

We are the top institute in Thailand collaborating with Government Partners in Thailand. Appointed by Ministry of Higher Education, Science, Research and Innovation as an accelerator for grooming and funding Thai startups and holding a MOU with Digital Economy Promotion Agency under the Ministry of Digital Economy and Society to organize a program to assist Thai entrepreneurs in scaling their businesses. Moreover, Government sectors in Thailand, including the Thailand Convention and Exhibition Bureau, Department of International Trade Promotion under the Ministry of Commerce, Office of Small and Medium Enterprise Promotion, The Export-Import Bank of Thailand, and many others, entrusted us with the organization of a program to assist entrepreneurs in going online, e-commerce, and e-business.



## A Glance of TeC Thailand e-Business Center

### **Leading Institute for Executive Program**

We organize executive programs along with The Digital Work Leader Program, Alibaba Master CEO Program, Alibaba Managerial Program, and In-house Leadership Program for CEOs and Leaders of Leading Thai Companies. Furthermore, we have more than a hundred certified experts who have successfully customized every program to the executive level.

### **Top China Business Consulting in Thailand**

TeC is an expert to consult with global market expertise, especially in the expansion of the China market. We will assist Thai entrepreneurs in enhancing their competitive advantage by providing them with a professional mindset, digital marketing plan and budget control for launching campaigns, as well as advice on digital citizen footprint on each e-marketplace and social media with a suitable strategy and creative brand storytelling to fit their targeted audiences. Think of TeC, think of China.

### **Authorized Education Partner with Top Global University**

We are an exclusive authorized partner with top universities worldwide, including Tsinghua University, National University of Singapore (NUS), Nanyang Technological University (NTU), among many others. In addition, we are the only exclusive authorized partner of Alibaba Business School. Our mission is to give Thai entrepreneurs access to world-class knowledge from leading institutions and corporations that is inaccessible in Thailand.



# “Revenue-driven with Conversion-Rate Growth”

## Current position

- President of Thai e-Commerce Association
- Secretariat and Executive Committee of Thai e-Commerce Association
- An honorable advisory committee/judge to UN WOMEN WEPS Award 2022
- Thailand Women Leader award in 2021, CMO Asia Awards
- Meituan Authorized reseller and Amazon Global selling Authorized Partner
- Authorized education and e-commerce program with Amazon Global Selling
- Alibaba Master CEO program Co-Director, Alibaba Business School x TeC
- Former Director of Marketing, Branding and Partnership, Lazada, TH
- Certified Digital Marketing by Global ICDL with 100/100 Scores
- Board of Director & Co-founder, OKOL Company,  
A leading Key Opinion Leaders' network in Asia/ Thailand
- Area of expertises; More than 10+ years of experience in International e-Commerce, Digital Marketing, Business Communication, Branding, Global and China Expansion, Consulting and e-Management
- Alumni of National University of Singapore (NUS) and Thammasat University

**CEO & Co-Founder of  
Thailand e-Business Center (TeC)**

# TEC PARTNERS

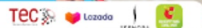
**1,000+ Professional  
Experts/ Consultants  
in specific areas;**

- e-Commerce and Cross border
- e-Business
- Digital branding and Marketing
- Communication and events
- Data analytics and insights
- Global expansion
- China expansion and China market
- Technology, Innovation and more

## Ms.Kulthirath Pakawachkrilers

Executive Consultant and Partner

Asia e-Commerce specialist & International e-Business Expansion Expertise in e-Commerce, Marketing, PR, international business expansion and business development, CEO of Joyfulness.asia, Committee of Thai e-Commerce Association, Secretariat of Thai Digital Trade Association, Ex-Lazada Director of branding, public relation and partnership, Former Advisor to Vice president for Big C shopping online, Former Advisor to CEO, Luxola, acquired by Sephora



## Mr.Pathom Indadorom

Executive Consultant and Partner

Expertise and direct experience in strategic planning and implementation in transforming traditional organizations to digital based organizations. Reinforcement of a new business platform by initiating and exploring business opportunities to competitive digital ecosystem expansion. Negotiating and strong networking with the government sector & private sector. CEO, Siam ICO, Advisor to I.C.C. International PCL and ex-CEO of ARIP PCL



# TEC PARTNERS

## Dr.Udomtipok Phaikaset

Executive Consultant and Partner

Expertise and direct experience in digital marketing, media, business consulting, strategy, Business Model, Digital Business Model, Marketing Strategy, Digital Marketing, Social Commerce, e-Commerce, e-Business for both government and private sector. Vice President of Thai SMEs Federation, and Thai Digital Trade Association, Managing Director of Digital Business Consulting. Former Top management of PMG Corporation, SPU, Thai Journalists Association, and IR@C.



## Mr.Attawee Jaroenwattawinyoo

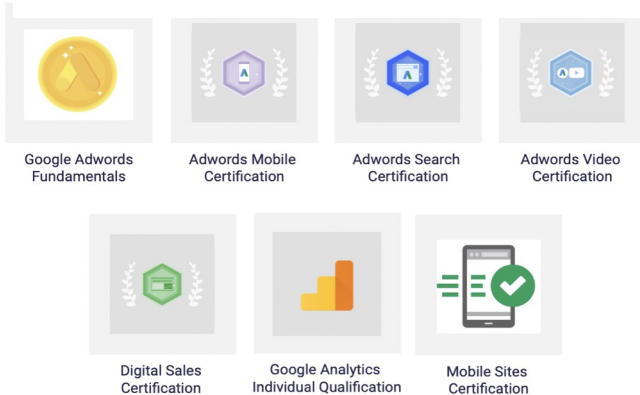
Executive Consultant

A Google AdWords Qualified Individual, who is managing AdWords campaigns to efficiently spend multi-million baht budgets per month with valuable combination of Technical Skills (web programming) and Business Experiences (what our clients need). As Web Analytics (Google Analytics, WebTrends) Project Manager, 10+ years of experience working to implementing and supporting in web analytics related fields for 20+ clients throughout South East Asia. Some of our clients include: Hong Kong Tourism Board (HKTb), Hong Kong Trade Development Center (HKTDC), Sony (Thailand), Bangkok Airways (Thailand).



# Our Consultant Certification

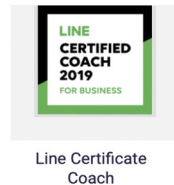
## Google



## Facebook



## LINE



## International Certificates



# Our Partners and Networks

## Thailand



## Global

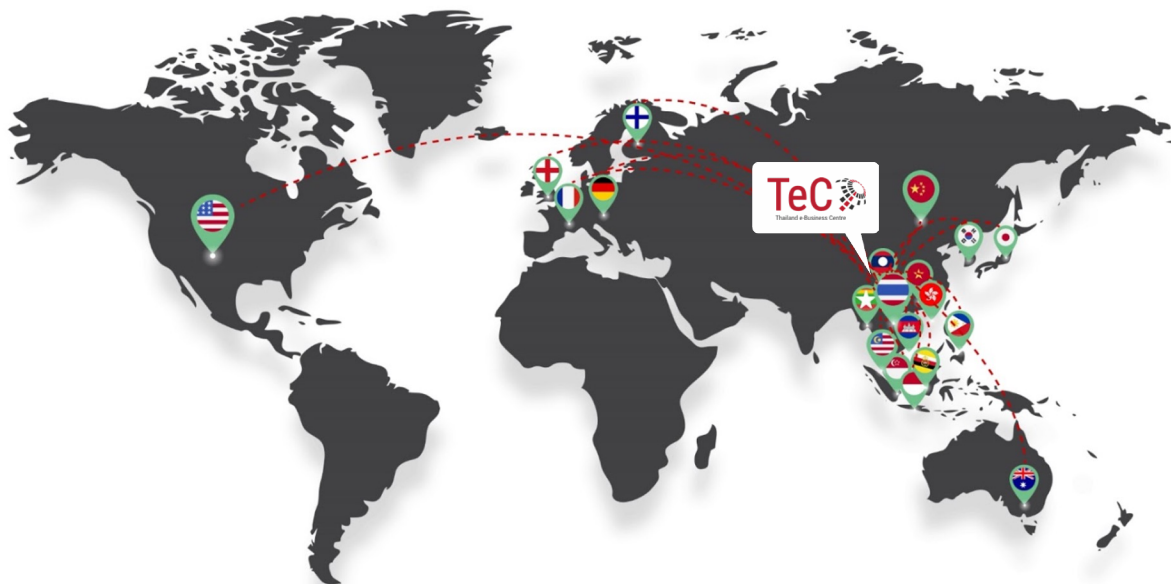


## China



# Mission Possible = **Connect the world**

To support Entrepreneurs, MSMEs, Enterprises to drive business through digital globally



## Selling e-Commerce globally



## Top Thailand e-Commerce platforms



## Practical training by experts



## Selling to China



## Delivered-Process Consulting with Tec

1. Expert advice from consultant with background from its industries deep-knowledge



2. Digital marketing plan & Budget control for launching campaigns



3. Advise on Digital citizen footprint on each e-marketplace and social medias with suitable strategy



4. Creative Brand Storytelling to fit with targeted audiences



5. Conversion Tracking analytics and measurement on each platforms

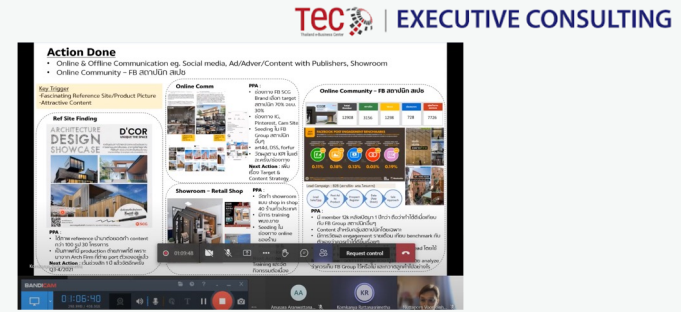


6. Result-oriented mindset and always telling the truth of situation to make sure the investment and expected result

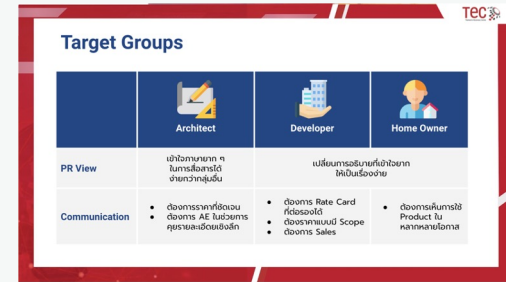


## Experts/Coach/Consulting Clinic with Current Problems Encountered

- Analyzing current business problems and adjusting consultation plan based on each team requirement in each week
- Consult in the scope of content marketing, campaign planning, launching date preparation, suggestion digital marketing media channels, and international business expansion
- Creative content and campaign workshop to promote brand awareness and generate sales through online platform



### Sharing current business solutions and previous actions



## Analyzing target customers and recommending tools implementation for improving digital strategy



## Setting business KPIs and short-term goals for hackathon

## 2. TeC Successful Stories

# TeC Successful Stories

## GOVERNMENT COLLABORATION



## MEDIA ATTENTION



## GLOBAL COLLABORATION



## CLIENTS AND COLLABORATION



## MEDIA ATTENTION

Forbes

THE BUSINESS TIMES

BUSINESS INSIDER

Bloomberg

THE ASEAN POST

TECHINASIA

Brand  
inside

MARKETINGOOPS!

**"TeC as seen on media"**

BRAND BUFFET

TECHSAUCE

iT24hrs

BUSINESS  
TODAY

LINE TODAY

MGR  
ONLINE

Bangkok Post

SMART  
SME  
CHANNEL

blognēne

thumbs if up

## GOVERNMENT COLLABORATION



### Collaboration Government Sector and Association

TeC e-Business Center has been a part of many projects conducted by government sectors in the fast few years. We incorporate our knowledge to drive Thai entrepreneurs to increase their sales and develop their business during this digital disruption era and be ready to thrive in the global stage.

# Global Collaborations




## "New Normal CROSS BORDER e-Commerce"

• ขยายธุรกิจ ผู้ประกอบการไทย ไปไกลด้วย e-Commerce แบบ New Normal ผ่านทาง Zoom Application

สัมมนาออนไลน์เพื่อผู้ประกอบการไทย ในการเตรียมความพร้อมเข้าสู่ยุค New Normal Cross Border e-Commerce

วันที่ 5 พฤษภาคม 2565 เวลา 19.00-20.30 น.



**คุณกุลธรรพ์ ภคว์ศิริเกร็ด**

CEO & Co-Founder, Tec Thailand e-Business Center  
Co-Director of Alibaba Maker, CEO Program



**คุณเกรียง อมรพันธุ์**

Thailand Head of Business Development and Strategic Partnerships, Amazon (Global Selling)

**Topic :** Cross Border e-Commerce Landscape and Preparation in New Normal Decade for Thai Entrepreneurs

ลงทะเบียนได้แล้วตั้งแต่วันที่ 3 - วันที่ 3 พฤษภาคม 2565

**WS!** จำกัดเพียง 50 ที่นั่งเท่านั้น

Info@tec.work Thailand e-business centre - tec @tecworld 090-284-5171






โดยความร่วมมือและสนับสนุนจาก :

## #LIVE-COMMERCE KOL KICK OFF LIVE-COMMERCE PROGRAM KEY OPINION LEADER

### ไม่ไลฟ์ ไม่ได้แล้ว!

เมื่อคุณรู้ถึงประโยชน์ที่จะได้รับ แล้วคุณพร้อมที่จะเรียนรู้ความหมายของ Live แล้วหรือยัง? Boost ยอดขายบนโลกออนไลน์ ด้วยการเข้าเฝ้าดูการ Live ที่คุณหาไม่ได้

**Workshop แบบ Exclusive**

กับวิทยากรแนวหน้าผู้เชี่ยวชาญด้าน Live-Commerce

วันที่ 13-14 กันยายน 2564 ผ่านทาง ZOOM เวลา 13.00 - 18.00 น.



**คุณพันบิง (Han Bing, จีน)**

- พิธีกรชื่อดังรายการ A Bright World (世界真美丽) ของสถานีโทรทัศน์ CCTV
- KOL ที่โด่งดัง และมีแฟนคลับกว่า 5 ล้านคน



**คุณกุลธรรพ์ ภคว์ศิริเกร็ด (คุณนัท)**

- กรรมการสมาคมผู้ประกอบการพาณิชย์อิเล็กทรอนิกส์ประเทศไทย
- ประธานฝ่ายพัฒนาธุรกิจ และ ทีม e-Commerce ของบริษัท 360
- ผู้เชี่ยวชาญด้าน e-Commerce ที่มีประสบการณ์ในการดูแลและพัฒนาธุรกิจออนไลน์ 11 ปี



**คุณกฤตภาส บุญพรหมภักดิ์ (คุณโต)**

- Executive Director, Personality Academy Asia
- มีประสบการณ์ด้านสื่อและธุรกิจการพัฒนารูปแบบ การสนับสนุนทางธุรกิจ
- มีประสบการณ์ด้าน "พูด ดีด้วย"
- เข้าร่วมงานพิธีการ : KOL ทั่วประเทศ : Speaking Power ที่มีผู้ติดตามกว่า 1 แสนคน

มีค่าใช้จ่ายสำหรับ Live-Commerce 1 เดือน

มีโปรแกรม Live-Commerce LIVE (แบบมืออาชีพ) เริ่มต้นที่ 100%

สามารถเข้าร่วมการอบรมได้ 100%

สนับสนุนโดยโครงการพัฒนาทักษะอาชีพของ ESCAP / APCICT

**WS!** เข้าร่วมโดยไม่เสียค่าใช้จ่าย ราคามูลค่ากว่า 15,900 บาท

**สมัครได้แล้วตั้งแต่วันที่ 3 - วันที่ 30 สิงหาคม 2564**

และลงทะเบียนที่แบบจำกัดจำนวนเป็นระยะเวลา ความยาวไม่เกิน 2 นาที

มาที่ ดีเอส (MARKETING@TEC.WORK)

ลงทะเบียนฟรี

Info@tec.work Thailand e-Business Centre @tecworld 02-15-8124, 090-284-5171 TEC

amazon global selling

UNITED NATIONS  
ESCAP / APCICT  
Economic and Social Commission for Asia and the Pacific

WIFI  
WIFI

A photograph of a red brick building with a classical portico featuring white columns and a green door. A red banner at the top contains the text "INTERNATIONAL ORGANIZATION". The building has several multi-paned windows and is partially covered by bare tree branches with some yellow leaves. The caption below the image reads "BUILDINGS ON THE CAMPUS OF HARVARD UNIVERSITY".

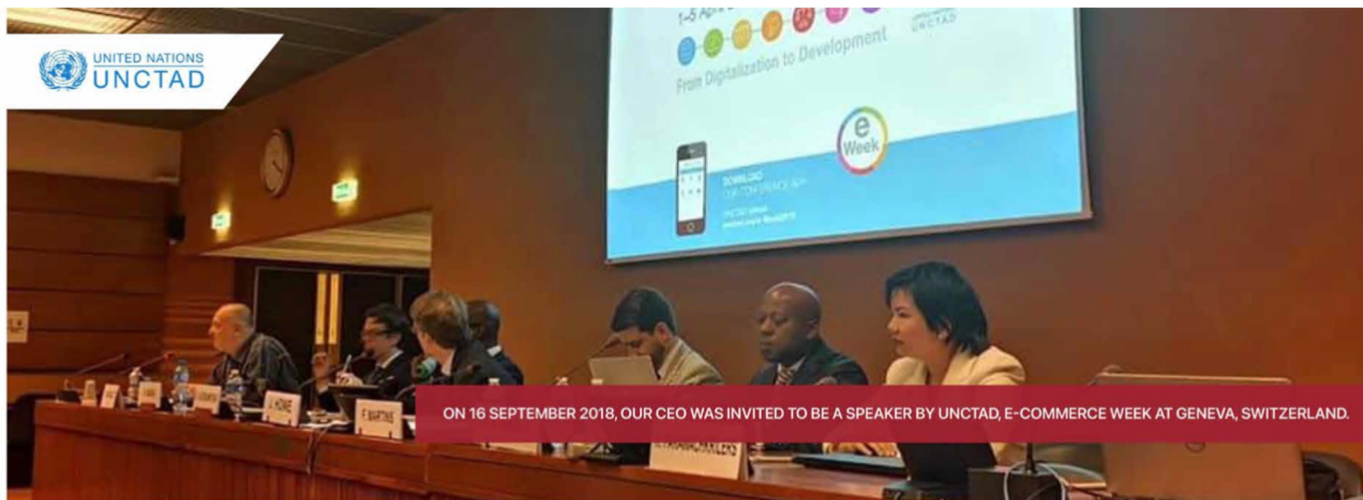
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## INTERNATIONAL ORGANIZATION



CHINA BEIJING CITY, CHINA CENTRAL  
TELEVISION (CCTV) BUILDING



ON 16 SEPTEMBER 2018, OUR CEO WAS INVITED TO BE A SPEAKER BY UNCTAD, E-COMMERCE WEEK AT GENEVA, SWITZERLAND.



TeC CROSS-BORDER BUSINESS WITH TOP MANAGEMENT TRIP AT CHINA.

## INTERNATIONAL ORGANIZATION

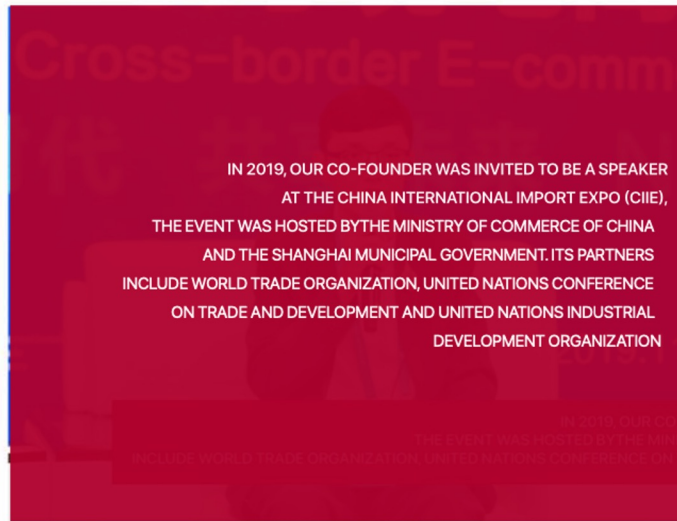


MODERN BRIDGE LOCATED IN NANJING, CHINA



IN 2019, OUR CO-FOUNDER WAS INVITED TO BE A SPEAKER AT THE CHINA INTERNATIONAL IMPORT EXPO (CIIE), THE EVENT WAS HOSTED BY THE MINISTRY OF COMMERCE OF CHINA AND THE SHANGHAI MUNICIPAL GOVERNMENT. ITS PARTNERS INCLUDE WORLD TRADE ORGANIZATION, UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT AND UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

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## LEADERSHIP COMMUNITY

CHONG NONSI SKYWALK AT SKYTRAIN STATION (BTS)  
ON THE SILOM LINE



## BRING DIGITAL FUTURE TO EVERYONE

IN 2019, OUR CEO AND CO-FOUNDER ATTENDED THE DIGITAL BIG BANG EVENT HOSTED BY THE DIGITAL COUNCIL OF THAILAND WITH THAILAND PRIME MINISTER AND KHUN SUPACHAI CHEARAVANONT, CEO OF CHAROEN PHOKPHAND FOODS



IN 2019, OUR CO-FOUNDER AND TEC TEAM ATTENDED A MEETING WITH FORMER MINISTER AT OFFICE OF THE MINISTER, GOVERNMENT OF THAILAND: DR. KOSAK POOTRAKOOL.

## LEADERSHIP COMMUNITY



IN 2019, OUR OUR CEO AND CO-FOUNDER ATTENDED A MEETING WITH THE PRIME MINISTER OF THAILAND: MR. PRAYUTH CHAN-O-CHA.



IN 2019, OUR OUR CEO AND CO-FOUNDER ATTENDED A MEETING WITH THE PRIME MINISTER OF THAILAND: MR. PRAYUTH CHAN-O-CHA.

## LEADERSHIP COMMUNITY



GIANT SCULPTURE AT SUVARNABHUMI  
INTERNATIONAL AIRPORT



ON SEPTEMBER 15, 2019, OUR CEO ATTENDED AN EVENT WITH ETDA  
REGARDING RESEARCH ON e-COMMERCE VALUE IN THAILAND PROJECT

## GOVERNMENT SECTORS



THE TEMPLE OF THE EMERALD BUDDHA (WAT PHRA KAEW)



THAI 10/10: TEC ASSISTED DEPARTMENT OF INTERNATIONAL TRADE PROMOTION (DITP), MINISTRY OF COMMERCE (MOC) OF THAILAND IN 2020. THAI 10/10 WAS AIMED TO BRING TOP THAI LUXURY-PREMIUM BRANDS TO EXPAND THEIR BUSINESS IN CHINA.



**Mr. Somdet Susomboon**  
Director-General  
Department of International  
Trade Promotion Executive Office



**Mr. Kiattirat Jindamanee**  
Founder of Institute of Development  
and Support SME Digital Transformation  
Expert The Association of Thai Software  
Industry



**Mr. Tiriyapong Asawakul**  
Founder of RUAMSRANG CONSULTING  
COMPANY LIMITED  
Consultant of Thailand Top Companies



**Ms. Kulthirath Prakawachkriels**  
CEO & Co-Founder, TeC Thailand e-Business Center  
International Certified ICOL Digital Marketing  
(100/100)  
Former VP of Lazada Thailand  
Former consultant of BigC Supercenter



**Mr. SMITTHI CHIRANANDHA**  
Marketing Director, Taokaenoi Food  
& Marketing PLC.



**Mr. Pattanapong Ranurak**  
Founder and CEO of D V N International  
Co., Ltd. (Divana)

Idea Lab: TeC assisted Department of International Trade Promotion (DITP), Ministry of Commerce (MOC) of Thailand in 2020. The project was aimed to help improve SMEs' digital branding. The project was successful as some of the participants could increase their sales by 80%.

## PRIVATE SECTOR



IN JULY 2019, TEC HOST AN EVENT AT TRUE DIGITAL PARK ON "CHINA e-COMMERCE LANDSCAPE BEYOND 4.0 & DIGITAL MARKETING FOR CHINESE CONSUMERS AND CHINESE TOURISTS"



IN 2017, OUR CEO AND CO-FOUNDER ATTENDED AN EVENED HOSTED BY BANGKOK BANK TO HELP THAI SMES.

# 3. TeC International Project

# 3.1 Top Executive Program, Business Trip and Seminar



### Business Expansion To China

TeC aims to help Thai SMEs, MMEs, and corporate enterprises to step up their games through out e-Business services. We help them to connect with the market through the platforms such as Tmall and Taobao. We bring people to experience and learn from the big companies and adopt their practices to imple their business in Thailand. We also brought top management from top companies in Thailand for business scaling trips in China through our programs such as Alibaba Master CEO program at Hangzhou, Alibaba group headquarter in China.



# Global Collaborations




## ALIBABA BUSINESS SCHOOL



ALIBABA MASTER CEO

### KEY BENEFITS

- To allow participants to understand the latest business and trends in the matter of the internet And online market era 4.0.
- Insights into business concepts For the new retail business (New Retail), data or large data management (Big Data), Marketing 4.0 (New Marketing), borderless trading methods (Cross-Border) including the concept of online commerce (e-Commerce) which can be applied to various businesses.
- To study, learn the framework of ideas and management about online businesses
- To study, understand and adapt to the e-commerce business in management and understanding of team or organization creation
- To achieve digital transformation goals, online branding And the creation of information marketing and brands that are beyond the factors and impacts on the market and organization
- To increase the potential of business strategy, management and brand building As well as creating ideas for managing business in the digital age

#### WHO SHOULD ATTEND

- Business Owners and CEO who intend to do cross-border trade through e-commerce
- C-Suite level that involve in strategic planning
- Cross-border business entrepreneurs
- Retail business operators



#### Program Overview

ALIBABA MASTER CEO

Because China is one of the countries to watch in terms of current business. From a population of 1.386 billion people, while Thailand has a population of only 69.04 million people, from the population of China that is more than 20 times that of Thailand, China has also passed the import-export value. During January-March 2018, the value of trade between Thailand and China was 23,707 million US dollars, an increase of 13.9 percent. From the same period of last year in such amount China imported from Thailand worth 10,545 million US dollars increased 9.2 percent from the same period last year China exports to Thailand worth 10,162 million US dollars, an increase of 19.0 percent over the same period of last year. Thai entrepreneurs need to have many potential enhancements. Including the development of digital personnel, which TeC wants to help drive and develop digital skills.

TeC recognizes the importance and focuses on personnel development. By the management level or the leader in the organization which is very important. TeC therefore cooperated with

business partners both Thai and Chinese. In order to develop and offer Alibaba Executive Program courses that have been approved by reliable organizations and also as the Authorized Trainer of Alibaba that will introduce executives to know how to trade and access the e-Business trade of Panda Career like China, which Alibaba is considered a successful global e-commerce giant. How to succeed in Alibaba? Both creating a corporate culture Creating a variety of platforms that meet the needs of many entrepreneurs Retail integration with E-business, online marketing creation and internet branding. Alibaba Executive Program is an exclusive course for executives and entrepreneurs. That will define into the success of a 4-day global E-Commerce business.



INTERNATIONAL TRAINING

### Global Smart Business Enabling System

The international training and development department of TeC University is in line with Alibaba Group's globalization strategy, which aims to provide training programs on digital business strategy organization and operational skills for enterprises, individuals, and public institutions globally. Upholding the concept of "make learning easier" through systematic learning solutions, we help learners identify new opportunities for business development, enhance the operational capabilities of their online teams, find the most effective path to enter China market and land in successfully and synergize their online business and offline business to grow exponentially. In the past 3 years, TeC University conducted 300 training courses in 12 countries across the world to more than 40,000 people. By using Alibaba's digital business experience, enterprises are better prepared to find solutions to developmental problems and grasp changing trends and face challenges.

#### What we provide

1. Alibaba Master CEO Program
2. Alibaba Gateway to China Market
3. Alibaba Management Program (New Retail + New Marketing + Logistic)
4. Alibaba e-Business, e-Commerce and digital courses



## Alibaba Business School

# Global Collaborations



EXPARA™

## TeC : Your Global Partner

### Trip : PTTEP Trip at Hefei-Shanghai-Hangzhou Route : 3-9 November 2019



### Trip : Business Trip for Bangkok Hospital Route : 9 – 13 June 2019



## TeC : Your Global Partner

**IT Products Sourcing Trip in Shenzhen**  
with Khun Panraphee Rapeephan,  
Producer of iT24hrs Television Program

**Krungsri Business Trip at Shanghai – Hangzhou**  
Route: 9-13 June 2018



## TeC : Your Global Partner

### FEGO private Trip at Hangzhou and Shanghai Route: 21-24 October 2018



### Toyota Tsusho Business at Shenzhen – Shanghai Route: 3-7 November 2019



## ALIBABA MASTER CEO EXECUTIVE PROGRAM

Alibaba Business School



## TeC : Your Global Partner

IN-DEPTH KNOWLEDGE



# Incubator & Business Trip Testimonials



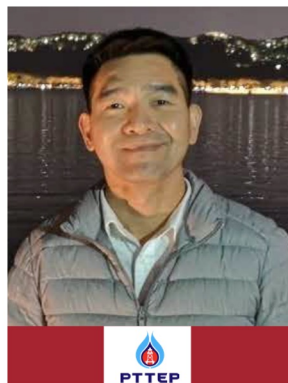
**MR. VORAVIT CHAMROENLERT**  
Director, CP All PLC.

"The knowledge I obtained directly from Chinese Laoshi, who have direct experiences in China e-Commerce market, during this program is very useful. I can adopt what I have learnt with Thai market as well."



**MR. SMITTHI CHIRANANDHA**  
Marketing Director, Taokaenoi Food & Marketing PLC.

"The most impressed is the suggestions they can give us some ideas. The information is very insightful. We don't know many things but our teachers know everything. Alibaba has large data which they can utilize it very well. We have learned about Alibaba people and system. We know more understanding about e-commerce system and adapt to manage the gap between opportunities and how we can grow businesses in China."



**MR. CHATCHAI KONGDACHUDOMKUL**  
Vice President, Enterprise Mission Control Department

"I'm very impressed with Alibaba Business School, as we learned a lot from them. During the trip, we learned how to think like Alibaba, do business like Alibaba."



**MR. SUEBWONG SUKAMONGKOL**  
CEO, Pattanayon Chonburi Co., Ltd.

"I have been very impressed with the trip in many aspects as China is a very innovative country. During the trip, it allowed me to see new business opportunities, new technology, and new platforms in China. I highly recommend the trip to everyone who wants to explore the opportunity in China with TeC. TeC is the leading linkage between Thai and Chinese entrepreneurs to invest in e-Commerce landscape."



TeC Organized a Seminar: China e-Commerce Landscape 4.0  
 Date : July 20th, 2019  
 Attendees from Business Owners, Mid-High Level Executives, Government  
 and Media with 400 Seats

## GTEC Digital China Conference in Thailand 2021 by Thai Gov TCEB x TeC







**TeC Annual Event: Collaboration in Digital Economy Ecosystem**  
**TeC Directors with Directors from the Department of Business Development, Ministry of Commerce.**



# TeC Cross border e-Commerce

**1,000+** Asia companies' collaboration, Government agencies and public sectors

**500+** Global e-Commerce partnership projects

**20+** Global and local e-marketplaces platforms

**#YourGlobalPartner** Starting with **#YourChinaPartner** **#YourASEANPartner**

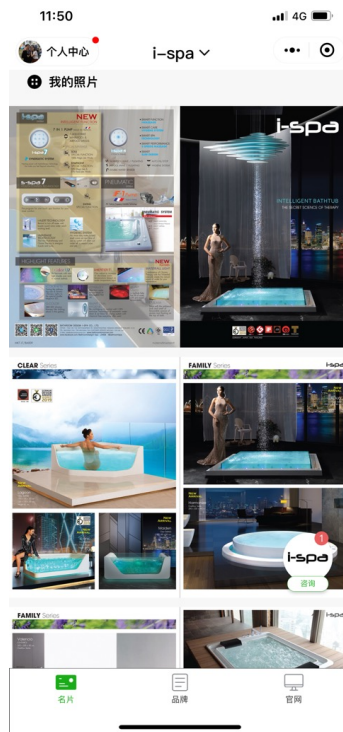
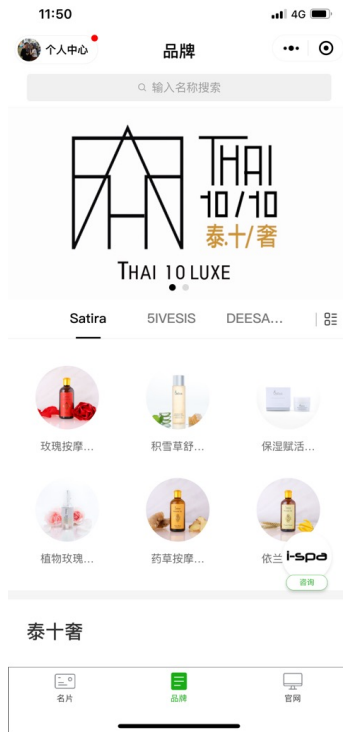


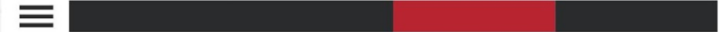
## 3.2 e-Commerce and International Expansion Project

**TeC and Thai e-Commerce Association extending a warm welcome to Mr. JIA SHUYING and the e-Commerce and economic team from the Chinese Government and discussing Thai-Chinese collaboration in supporting the Cross-Border e-Commerce ecosystem.**



# Manage WeChat e-Commerce Platform for Thai Luxury Brand Under Thai Government Project (DITP)





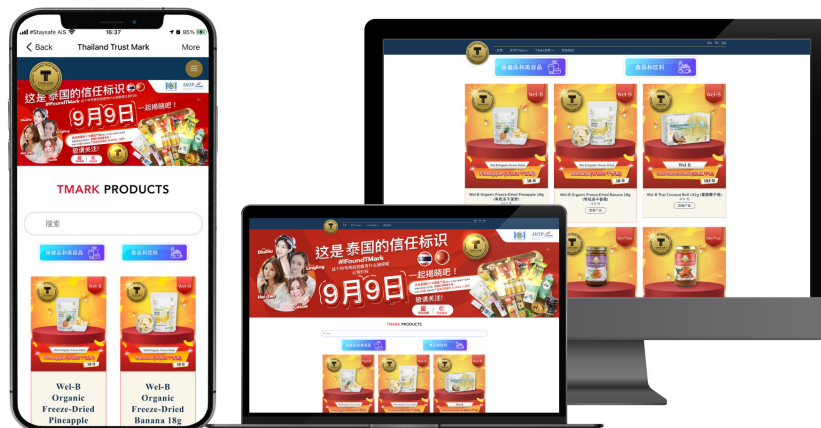
2020, TeC Organized a Virtual Business Matching Event: THAI10/10  
With Department of International Trade Promotion, Ministry of Commerce Thailand  
To Match 10 Luxury Thai Brands with Buyer and Distributor from China.



## #IFoundTMark



Global KOLs Marketing to Raise Awareness  
and Generate Thailand Trust Mark Symbol



KOLs live streaming and promoting strategy  
leads to sales in varieties of e-Commerce platforms.

Therefore, we have created landing page  
that gathers products information in the campaign,  
and leads to e-Marketplaces.

## #IFoundTMark Marketing Campaign

这是泰国的信任标识

#IFoundTMark 这个符号背后到底有什么秘密呢  
一起揭晓吧！让我们在 (9月9日)

来自泰国的十大精选产品  
泰国人为中国人推荐的产品清单  
直播间最低折扣二折起，震撼价格嗨爆全场！  
敬请关注！

UP TO 80% OFF

淘宝 Taobao | JD.COM

DITP 泰国投资促进局



## Lingling, Heitao, Cocoa, Diudiu Chinese KOLs with more than 4M followers

Idols and Models who are well-known in Chinese social media platforms e.g. Taobao, Tmall, Jindong.

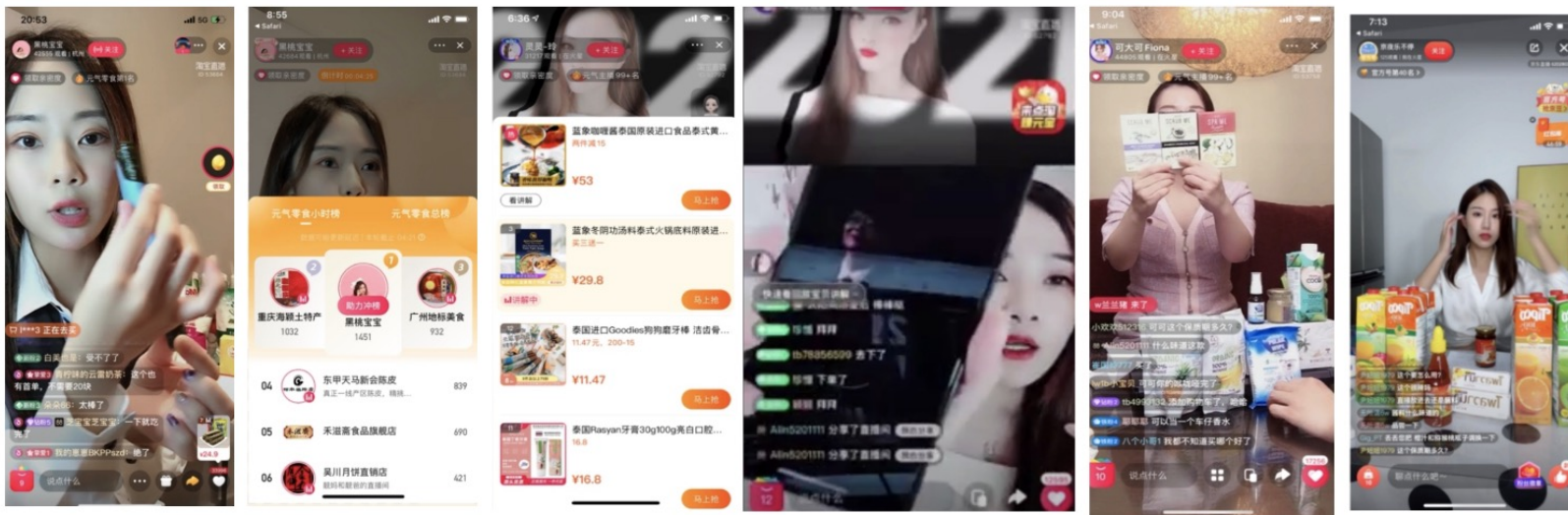
They are also professional Live streamers who can convince their followers to buy the products real-time

- 2,000,000+ Weibo Followers
- 2,000,000+ Yizhibao Followers
- 500,000+ Taobao Followers
- 100,000+ Douyin Followers



## #IFoundTMark

Global KOLs Marketing to Raise Awareness and Generate Thailand Trust Mark Symbol



Promoting Thailand Trust Mark (#IFoundTMark) Products by KOLs Live-Streaming ASEAN Market



## #IFoundTMark

### Global KOLs Marketing to Raise Awareness and Generate Thailand Trust Mark Symbol

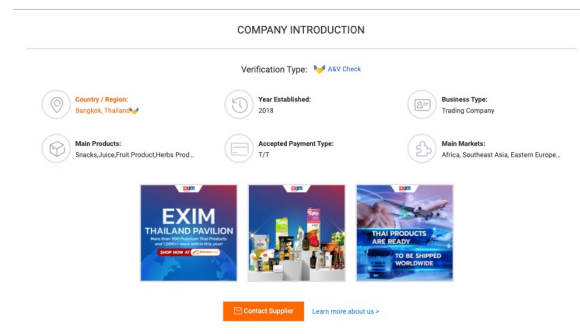
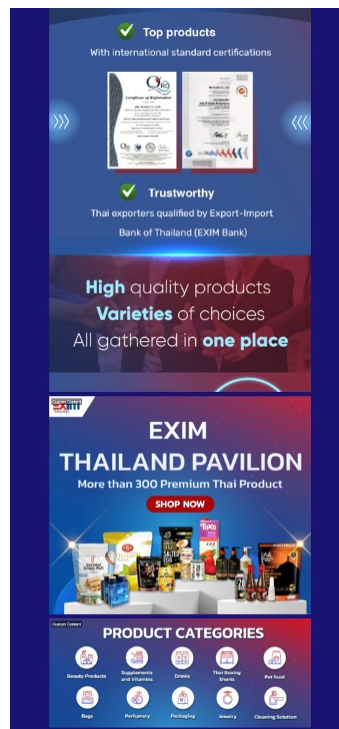
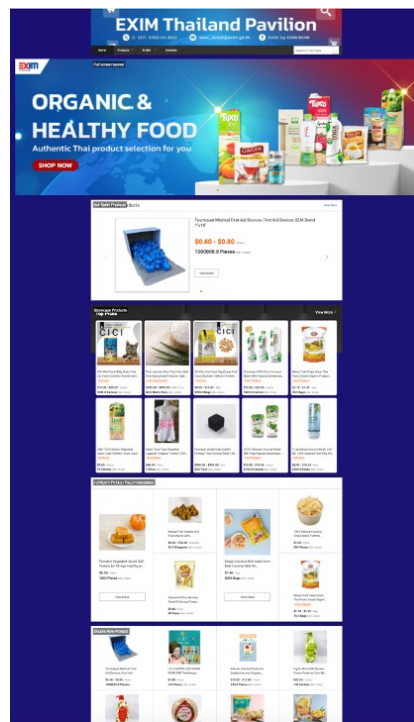


Promoting and sales generating outcomes after the campaign ends. #IFoundTMark campaign focusing in creating awareness in Thailand Trust Mark internationally.

Therefore, during opening ceremony can generate more than **2 Million Impressions**.

# TeC x EXIM x Alibaba.com

## Global Selling e-Commerce Marketplace Management and Campaign Implementation



# EXIM THAILAND PAVILION: SUCCESSFUL STORIES

EXIM  
THAILAND

TEiM!

tec  
Thailand e-Business Center



## 1st Step



## 2nd Step



Period: Dec 2021 – Sep 2022



**320** SMEs



Buyers from over **26** countries



**1,201** SKUs



**Top 3:** China, USA and Philippines



**3.5** Million PR Valued



Buyers RFQ valued **66M** THB



**425,762** Views by search



Buyers Inquiry valued **23M** THB



Additional Business Matching with Chinese Buyers,  
Result = Purchasing **26+** Million THB

ESTIMATED OUTCOME:

**50+** Million THB

Impact Incremental Revenue:

**344+** Million THB



# EXIM THAILAND PAVILION: SUCCESSFUL STORIES

EXIM  
THAILAND

TEiM!

Tec  
Thailand e-Business Center



## 3rd Step



## 4th Step



Period: Oct 2022 onwards



**900** SMEs



**300** Seats Big Conference



**2,700** SKUs



**60** EXIM Sponsorship Quota



**3** GGS Premium Accounts



Estimated **35MB**  
New Loan for Alibaba sellers

ESTIMATED OUTCOME:

**200+** Million THB

Impact Incremental Revenue:

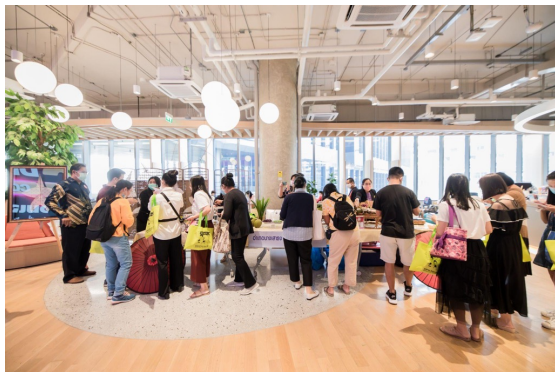
**1** Billion THB



## TeC x SuperFight Chinese Thai Taste Test Organizing an Event for Testing Thai Products and Analyze by Chinese Consumers



# Organizing an Event for Testing Thai Products and Analyze by Chinese Consumers



## Customer Analysis Report

- Executive Summary
- Chinese Customer Demographics
- Satisfaction Score
- Product Details
- Competitor Analysis
- Recommendations



# WIPO: China Social Media Strategy Consulting and Implementation



## China IP related statistics in 2021

generally demonstrate the below four characteristics

1

The innovation vitality of **domestic market players** has been further stimulated

2

The scale of **patent and trademark pledge financing** has been further leveraged up and the inclusiveness has been further highlighted

3

The patent quantity in **digital economy and medical field** has been further increased

4

**Foreign enterprises' confidence** in China's IPR protection has been further enhanced

Market size of the intellectual property licensing industry was projected to reach

**156.1**

billion yuan in 2024



More than **70,000**  
**Intellectual Property** in China

China's IPR (intellectual property right) protection achievements have been **world-renowned** in terms of its IP legislation and legislative amendments, prosecution and post-grant proceedings, enforcement and monetization in 2021

## 12 Consultation Sessions for China Social Media Strategy and Implementation

**China National Immigration Administration**

National Immigration Administration, also known as the Exit and Entry Administration of the People's Republic of China for regional border control between Mainland China and Hong Kong, Macau, or Taiwan Area. It is a sub-ministry level executive agency administered by the Ministry of Public Security.

**National Immigration Bureau of China Services**

Information (信息公告)	Organization
Exits and Regulations	ISA
Official Website	See with China Mission
Information and News Collection (资讯发布)	News
Border of China	Video
Government Services (政务服务)	Online Service of Border Police
	Official Government Service Platform
	Official Micro-Media
	Immigration Information
	Immigration Police Recruitment

Source: Marketing

07:46

Request control

TEC

**3 anchors of differentiation across the 5 different platforms in China**

	Wechat	Weibo	抖音 Douyin	小红书 Xiaohongshu	Baidu 百度
<b>Platform Feature</b>	Social channel; Communication & sharing	Information place; Entertainment	Decentralization; Entertainment; Short video/live stream-driven; KOL collaboration	Content-driven; KOL collaboration	Information search engine
<b>Value to Company</b>	High customer stickiness	Official channel; High exposure	Easier to reach/direct TA via platform paid media; Persistent exposure	Marketing testing; Premium channel to do branding and sell concepts/stories to TA	Easier to reach accurate TA who already have similar needs
<b>Commercial Level</b>	★★★★ More ways to operate in wechat ecosystem	★★★★ Only channel	★★★★ More tools to operate	★★ Easier to operate	★★ Easier to operate

10:40

Request control

TEC



# TRADEMARK IN CHINA

01



## ป้องกันการละเมิดลิขสิทธิ์

ในปัจจุบันได้มีการลงนามสนธิสัญญาว่าด้วยการคุ้มครองทรัพย์สินทางปัญญาจากจีนไปยังประเทศไทยซึ่งมีผลบังคับใช้แล้วตั้งแต่ปี 2558 ทำให้ประเทศไทยสามารถฟ้องร้องดำเนินคดีกับผู้ละเมิดลิขสิทธิ์ได้

03



## ช่วยเพิ่มมูลค่าทางธุรกิจ

เครื่องหมายการค้าจะช่วยเพิ่มมูลค่าทางธุรกิจของคุณได้ โดยเฉพาะอย่างยิ่งในตลาดจีน ซึ่งเครื่องหมายการค้าสามารถช่วยเพิ่มมูลค่าให้กับสินค้าของคุณได้



## สร้างความจดจำในเครื่องหมายการค้าของสินค้า

เครื่องหมายการค้าที่มีประสิทธิภาพจะต้องมีความโดดเด่นและจดจำได้ง่าย ซึ่งเครื่องหมายการค้าที่ดีจะต้องมีความโดดเด่นและจดจำได้ง่าย

02

tec | CHINA

CHINA  
TRADEMARK

# TRADEMARK CLIENTS & TESTIMONIALS

เสียงตอบรับและความประทับใจในบริการจดทะเบียนเครื่องหมายการค้า



TEC CHINA  
Thailand e-Business Center

“ขอบคุณ TeC e-Business center  
ที่ช่วยดำเนินการจดทะเบียนเครื่องหมายการค้าในประเทศจีนให้ค่ะ  
เรามีความต้องการจะจดมานานแล้ว  
และในที่สุดก็พบกับ TeC  
ซึ่งเป็นเหมือนกับ Right choice  
ของเราเลยค่ะ”

การดำเนินการจดทะเบียนไปอย่างสะดวกสบาย ทั้งนี้ TeC จะประสานงานกับ  
ทางบริษัทตลอด เรื่องการเตรียมเอกสารต่างๆ  
ทำให้ผู้ประกอบการได้รับความสะดวกอย่างมาก ขอให้ไว้ใจ TeC ได้เลยค่ะ  
ตอนนี้คุณแม่รู้ที่พร้อมแล้วค่ะ ที่จะเข้าไปลุยจีนอย่างเต็มที่ต่อไปค่ะ”



จดTrademark  
ในประเทศจีน



นำสินค้าขึ้น  
Taobao.com



การตั้งชื่อภาษาจีน  
การแปลเอกสาร

info@tec.work Thailand e-Business Center @Tecworld 02-115-8124, 098-284-5171

คุณวันฤดี รังสิณรุฑิย์

CMO บริษัท คุณแม่ใจ จำกัด



## TRADEMARK CLIENTS



# TRADEMARK CLIENTS & TESTIMONIALS

เสียงตอบรับและความประทับใจในบริการจดทะเบียนเครื่องหมายการค้า





## "ดีใจที่ขอขอบคุณบริษัท TeC (Thailand e-Business Center) ที่ให้ความช่วยเหลือการจด Trademark ในประเทศจีนให้กับแบรนด์สินค้า "Khunthip"

ซึ่งทางบริษัท TeC ทำให้เรื่องยากกลายเป็นเรื่องง่ายไปเลย  
ตั้งแต่ปรึกษากับทางทีมงานหลายๆ ที่ให้คำปรึกษาและความช่วยเหลือ  
ในทุกๆ เรื่อง ไม่ว่าจะเป็นทางด้านการรวบรวมเอกสารการตรวจสอบเครื่องหมาย  
การตั้งชื่อภาษาจีน การแปลเอกสาร การติดต่อประสานงานที่เป็นกันเองอย่างมาก  
ตั้งแต่เริ่มต้นจนเสร็จสิ้นกระบวนการ มีความเป็นมืออาชีพมากๆ ค่ะ  
หากสินค้าแบรนด์ใหม่มองหาผู้ช่วยในการจด Trademark ในประเทศจีน  
หรือธุรกรรมใดๆ เกี่ยวกับการค้า e-Business กับประเทศจีน  
ดีใจขอแนะนำบริษัทมืออาชีพอย่างบริษัท TeC ค่ะ"



จดTrademark  
ในประเทศจีน



นำสินค้าขึ้น  
Taobao.com



การตั้งชื่อภาษาจีน  
การแปลเอกสาร

คุณน้ำทิพย์ ทองสัมฤทธิ์  
CEO บริษัท เดวา เวิร์บ จำกัด  
ผู้ผลิตแบรนด์ "สมุนไพรคุณทิพย์" (Khunthip Herb)



## "ความปวดหัวจากปัญหา และความสงสัย ว่าทำยังไงถึงถูกต้องแล้วดีที่สุดในการจดแบรนด์เพื่อทำธุรกิจ กับประเทศจีนได้หมดไปเมื่อมาเจอ TeC ผ่านโครงการของ สสว. ค่ะ ถ้าใครได้เจอคุณมินท์ TeC ขอบอกว่า คุณมาถูกทางแล้ว"

หลายคนต้องลองผิดลองถูกเสียค่าใช้จ่ายหลายครั้ง



จดTrademark  
ในประเทศจีน



นำสินค้าขึ้น  
Taobao.com



การตั้งชื่อภาษาจีน  
การแปลเอกสาร

คุณสินีภัทร นุช ลิ้มพัฒนพันธ์  
Co-Founder Brand : Vvell, Hub Of Herbs



## 3.3 CSR and Charity Project

## TeC x Thai Digital Trade Association (TDTA) Held a Charity Event for Wuhan Charity Federation during COVID-19 Situation



**武汉市慈善总会**  
WUHAN CHARITY FEDERATION

武汉市慈善总会接受 Thai Digital Trade Association 的善款, 金额: 480,000 泰铢, 约 107,640 元, 约 15,399 美元。此笔善款将用于新型冠状病毒防控专项基金的使用中。

Wuhan Charity Federation accepts donations from the Thai Digital Trade Association. The amount of money is 480,000 baht, about 107,640 yuan, and \$ 15,399. This money will be used in the new Coronavirus Prevention and Control Fund.

**BENEFICIARY NAME (收款户名):** 武汉市慈善总会; WUHAN CHARITY FEDERATION

**Beneficiary address:** 湖北省武汉市江岸区高雄路 105 号 3 楼  
3F, No. 105, Gaoxiong Road, Jiang'an District, Wuhan City, Hubei Province, China

**BENEFICIARY ACCOUNT NUMBER (收款账号):** 421860158018170139664 ;

**BENEFICIARY BANK:** 交通银行湖北省分行营业部 (860158) ;  
Bank of Communications (Hubei Branch)

**Bank Code:** 860158      **CNAPS:** 301521000021BENEFICIARY

**BANK ADDRESS (银行地址):** 中国湖北省武汉市江岸区建设大道 847 号瑞通广场  
Ruitong Plaza, No.847 Jianshe Avenue, Jiang'an District, Wuhan, Hubei, China

**Payer name:** Thai Digital Trade Association

**Payer address:** The 9th Tower Grand Rama 9 Building (Tower B) 22nd Floor, 33/4 Rama9 Road Huai-Khwang, Bangkok,Thailand, 10310

**BANK:** Krung Thai Bank

**Bank account:** 678-4-39229-9

**BANK ADDRESSK:** rung Thai Bank, AIA Capital Center Branch





**武汉市慈善总会**  
WUHAN CHARITY FEDERATION

武汉市慈善总会接受 Thai Digital Trade Association 的善款, 金额: 173,215 泰铢, 约 5,535 美元。此笔善款将用于新型冠状病毒防控专项基金的使用中。

Wuhan Charity Federation accepts donations from the Thai Digital Trade Association. The amount of money is 173,215 baht, about \$ 5,535. The money will be used in the new Coronavirus Prevention and Control Fund.

**BENEFICIARY NAME (收款户名):** 武汉市慈善总会; WUHAN CHARITY FEDERATION

**Beneficiary address:** 湖北省武汉市江岸区高雄路 105 号 3 楼  
3F, No. 105, Gaoxiong Road, Jiang'an District, Wuhan City, Hubei Province, China

**BENEFICIARY ACCOUNT NUMBER (收款账号):** 421860158018170139664 ;

**BENEFICIARY BANK:** 交通银行湖北省分行营业部 (860158) ;  
Bank of Communications (Hubei Branch)

**Bank Code:** 860158      **CNAPS:** 301521000021BENEFICIARY

**BANK ADDRESS (银行地址):** 中国湖北省武汉市江岸区建设大道 847 号瑞通广场  
Ruitong Plaza, No.847 Jianshe Avenue, Jiang'an District, Wuhan, Hubei, China

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**Payer address:** The 9th Tower Grand Rama 9 Building (Tower B) 22nd Floor, 33/4 Rama9 Road Huai-Khwang, Bangkok,Thailand, 10310

**BANK:** Krung Thai Bank

**Bank account:** 678-4-39229-9

**BANK ADDRESSK:** rung Thai Bank, AIA Capital Center Branch



## TeC x Thai Digital Trade Association (TDTA) Held a Charity Event for Wuhan Charity Federation during COVID-19 Situation

ขณะนี้ปิดรับบริจาคเป็นที่เรียบร้อยแล้ว !!

**ขอขอบพระคุณ** น้ำใจของทุกท่านที่ร่วมบริจาคสมทบ  
ทุนช่วยเหลือและคลายทุกข์ให้แก่เมืองอู่ฮั่น สู้ภัย Corona Virus (2019-nCoV)  
ยอดบริจาคในรอบที่สุดท้ายอยู่ที่ **173,214.93 บาท**  
รวมยอดบริจาคทั้งสิ้นเป็นจำนวนเงินสูงถึง  
**653,214.93 บาท**  
เงินบริจาคทั้งหมดได้ถูกบริจาคแก่กองทุนพิเศษเพื่อป้องกันและ  
ควบคุมไวรัสโคโรนาให้กับสหพันธ์การกุศลอู่ฮั่น ประเทศจีน  
(Wuhan Charity Federation) เป็นที่เรียบร้อยแล้ว

**TDTA**  
Thai Digital Trade Association  
泰国数字贸易协会

  
Wuhan Charity Federation  
武汉慈善总会

สหพันธ์การกุศลอู่ฮั่น  
(Wuhan Charity Federation)  
ได้ก่อตั้ง "กองทุนพิเศษเพื่อควบคุมและป้องกันไวรัสโคโรนา"  
(Special Fund for Prevention and Control Coronavirus)  
ทางสมาคมดิจิทัลไทย ขอเป็นตัวแทนในการรับเงินบริจาค  
เพื่อสมทบทุนค่าใช้จ่ายบุคลากรทางการแพทย์  
อุปกรณ์การแพทย์ หน้กากอนามัย และปัจจัยต่างๆ  
เพื่อต่อสู้กับโรคไวรัสโคโรนา  
ที่อู่ฮั่น มณฑลหูเป่ย์ สาธารณรัฐประชาชนจีน

**武汉加油!!**  
สู้ ๆ อู่ฮั่น

ทำให้เดือนแห่งความรัก เป็นเดือนที่สดใสด้วยการช่วยเหลือเพื่อนมนุษย์ด้วยกัน  
携手互助，用我们的奉献精神和爱心来让这个浪漫的月份充满爱与美好

More Information  
info@Digital.or.th  
สอบถามเพิ่มเติม 02 115 8124



## 4. TeC Pipeline with China Engagement and Partnership Activities

# TeC Pipeline with China Engagement and Partnership Activities

**Q2/  
2023**

- **TeC x Nida**  
Business Scaling Trip to China
- **TeC x Ngern Tid Lor**  
Business Scaling Trip to China
- **TeC x WIPO**  
China Social Media Strategy  
Consulting and Implementation

**Q3/  
2023**

- **TeC x School of Economics and Management (SEM), Tsinghua University**  
designed and organized TCAB: Tsinghua China Advance Business for Top Executives and Entrepreneurs Program
- **TeC x Krungthai Bank**  
Business Scaling Trip to China



#TeCYOURGLOBALPARTNER



# Collaborating for **Success: Together!**



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China Office: B3, Luen Thai Park, Jin Feng Huang  
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Guang Dong, China

# Collaborating for **success: Together!**



Meant Kulthirath Pakawachkrilers



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