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**Bangkok Bank will launch the third class of its ‘AEC Business Leader’ Program  
to empower Thai entrepreneurs to penetrate the AEC market**

Bangkok Bank will launch the third class of its ‘AEC Business Leader’ Program to prepare Thai entrepreneurs to enter the AEC market with deep knowledge, real experiences learnt from businesspeople, visits to AEC countries and business plan writing skills to help them to become ‘A real business leader in ASEAN’

Bangkok Bank Senior Executive Vice President Chaiyarit Anuchitworawong the program’s director said “Bangkok Bank plans to open the third class of its ‘AEC Business Leader’ Program from February to April 2018, under the concept ‘Go ASEAN Together’ to help Thai entrepreneurs to become successful business leaders in the region. The program will prepare them to cope with changes in business and investment, including the move to digital operations, as well as sharing real experiences from successful businesspeople in ASEAN markets.

Participants in the third class of the ‘AEC Business Leader’ Program will join a study trip to Vietnam and Myanmar where they will receive useful information from leading businesspeople in these two countries about penetrating ASEAN markets. After the study trip participants will create a business plan using knowledge from the course and study trip. A winning business plan will be selected by a panel of leading businesspeople from various fields.

Mr. Chaiyarit added that “We are building on the success of the two previous classes with our third class. Many Thai entrepreneurs and SMEs who want to expand their business into ASEAN countries still lack a deep understanding of ASEAN market need advice on this matter and Bangkok Bank is ready to deliver it with this class.”

“We found that businesses or products from those who participated in the second class of AEC Business Leader Program were of high quality and capable of competing in ASEAN markets however they lacked advice from mentors with experience in doing business in these countries. As such we have added this part to our third class in the AEC Business Leader Program to make it more complete. We will also assign participants to create a business plan so that they can gain

more experience and become ‘A real business leader in ASEAN’ in line with the program’s objective,” added Mr. Chaiyarit.

AEC Business Leader is Bangkok Bank’s intensive program prepares Thai entrepreneurs to efficiently and sustainably do business in ASEAN markets through providing deep knowledge from Bangkok Bank and sharing real experiences from leading businesspeople.

Those interested in the third class of the ‘AEC Business Leader’ Program can apply from today to 20 December 2017. For more information, please visit Bangkok Bank’s website contact AEC Connect at 0-2230-2758 and 0-2230-1507 or email [AECconnect@bbl.co.th](mailto:AECconnect@bbl.co.th).