

# JETRO Bangkok

16th Fl., Nantawan Bldg., 161 Rajadamri Rd., Bangkok 10330, THAILAND

TELEPHONE : (66)2-253 -6441

## The 5<sup>th</sup> International Symposium on Service Industry in Bangkok

We wish to inform you that JETRO Bangkok will hold The International Symposium on Service Industry in Bangkok on 24th November 2017, 09:00-12:15hrs at Anantara Siam Bangkok Hotel. Purpose of this International Symposium is strengthening cooperation in the service industry between Japan and ASEAN and to establish network between Thai executives of leading service industry and Japan and ASEAN.

This symposium is also intended to introduce best practices of Service Industry in Japan and ASEAN, particularly health care and tourism, we believe it would provide enriching experience for all of the participants.

1)	Date and time	24 <sup>th</sup> November 2017, 09:00 to 12:15hrs.
2)	Venue	Pimarnman room , Anantara Siam Bangkok Hotel 155 Rajadamri Road, Pathumwan 10330 Bangkok, Thailand TEL: +66 (0) 2126 8866 <a href="https://siam-bangkok.anantara.com/">https://siam-bangkok.anantara.com/</a>
3)	Organizer	Japan External Trade Organization(JETRO)
4)	Supporters	Keizai Doyukai Ministry of Economy, Trade and Industry, Embassy of Japan in Thailand Japanese Chamber of Commerce in Bangkok
5)	Number of participants	200
6)	Theme	Mutual investment in service industry, particularly health care and tourism in Japan and ASEAN
7)	Program	Please see attached appendix
8)	Target Audience	Service industry managers from Japan and ASEAN Executives of Thai companies in the service industry
9)	Program	Please see attached appendix
10)	Language	Simultaneous translation (English,Thai and Japanese)
11)	Registration	Please register online before November20 <sup>th</sup> under <a href="https://www.jetro.go.jp/form5/pub/bgk/1124">https://www.jetro.go.jp/form5/pub/bgk/1124</a>

For more information please feel free to contact Mr.Yoshiaki Yoneyama,Director of JETRO Bangkok, at Tel. 02-253-6441 Ext. 107or [bgk@jetro.go.jp](mailto:bgk@jetro.go.jp)

## Program of The 5<sup>th</sup> International Symposium on Service Industry in Bangkok

1) Session 1: Remarks

09:00-09:05	Opening Remarks by Mr.Hiroyuki Ishige ,Chairman & CEO of JETRO
09:05-09:10	Remarks by Dr. Thanong Bidaya, Chairman of the Board of Directors, TTW Public Company Limited and 43rd AJBM Chairman
09:10-09:15	Remarks by Mr. Shinya Katanozaka, Asia-Japan Relations Committee Keizai Doyukai or Japan Association of Corporate Executives. President & CEO,ANA HOLDINGS INC.

2) Session2: Speech on “New Investment Incentive Policy in Service Industry for Developing High Value Products and Services toward s Thailand 4.0 and EEC”

09:15-09:45	Keynote speech on new direction of service industries in view of Thailand4.0 and EEC by Ms.Hirunya Suchinai,Vice Minister for Office of the Prime Minister
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3) Photo session: 09:45 -9 :50

4) Coffee break: 9:50-10:05

5) Session 3: Presentation on case studies for revitalization of the economy through mutual investment in service industry, particularly health care and tourism

10:05-10:30	<b>Presentation on train tourism</b> Introduction of service industry activities supporting transport infrastructure and transport infrastructure by Mr.Toshihiko Aoyagi ,CEO of Kyushu Railway Company Co.,Ltd.
10:30-10:55	<b>Build up the destination utilize the historical building</b> Introduction of examples of tourism development and landscape maintenance in the whole town(provisional) by Mr. Sengaloun THONGSAVATH,Deputy of head of Cabinet. Luang Prabang World Heritage Office

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10:55-11:20	<b>Policy of Thailand tourism promotion with focus on revitalization of regional economy through tourism</b> by Dr. Yuthasak Supasorn, Governor of Tourism Authority of Thailand
11:20-11:45	<b>Medical Tourism in Thailand</b> Sharing examples of excellent medical tourism and Thailand's efforts to promote medical tourism by Mr. Ralf Krewer, Director of International Marketing, Bangkok Hospital of Bangkok Dusit Medical Services Plc. (TBC)
11:45-12:10	<b>Elderly care service in ASEAN</b> Proposing revitalization of regional economy from supporting services for the elderly (facilities, nursing care, rental, food catering and resorts) in ASEAN countries that are entering an aging society. by Mr. Masami Kitamura, Executive Vice President LONG LIFE HOLDING Co., Ltd. and President, LONG LIFE International Business Investment Co., Ltd

6) Closing remarks: 12:10-12:15 Mr. Hiroki Mitsumata ,President of JETRO Bangkok

7) Lunch Reception: 12:30-13:45

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