

EXIM Thailand Holds “Branding Right for Global Reach” Seminar

To Promote Thai SMEs Competitiveness



Mr. Yuttapong Meekaew (second left), Vice President of EXIM Excellence Academy, Export-Import Bank of Thailand (EXIM Thailand), recently welcomed guest speakers, namely, Dr. Ake Pattaratanakul (right), Director of Master in Branding and Marketing-English, Chulalongkorn University; Mr. Chanun Somboonvechakarn (left), Managing Director of Ouay Un Dispensary Co., Ltd., and Mrs. Lertnapa Pittapundu (second right), Director and Foreign Affairs Manager of Thai Metal Product Industry Co., Ltd., in the “Branding Right for Global Reach” seminar at Creative Economy Agency (Public Organization). The seminar aimed to promote Thai SME entrepreneurs’ better understanding of branding techniques, strategies and online marketing tools to build their brand identity and competitive advantages in the global marketplace.

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