

EXIM Thailand Organizes Creative Thinking Activity to Drive Organizational Innovation



Dr. Benjarong Suwankiri, Senior Executive Vice President of Export-Import Bank of Thailand (EXIM Thailand), presided over the opening of a creative thinking activity and delivered a keynote speech on the Bank's 2025 Innovation Management Direction. The event aimed to foster creative thinking to drive innovation within the organization by promoting effective innovation management as a key mechanism for continuous development. The initiative also encouraged knowledge sharing among internal experts and integration of collaboration with external partners from both the public and private sectors to promote Open Innovation, in line with the Bank's goals of increasing revenue, reducing costs and risks, enhancing customer satisfaction, and improving organizational efficiency at EXIM Thailand's Head Office on May 27, 2025.

The session featured a special lecture by Dr. Chaityorn Limapornvanich, Director of Innovation Strategy Department and Innovation Foresight Institute, National Innovation Agency (Public Organization), a leading expert in innovation foresight and knowledge management. He delivered presentation titled "Innovation Management for Organizational Success," highlighting strategies to strengthen innovation capabilities, enhance strategic and operational processes, and empower personnel to anticipate environmental changes and adapt strategies accordingly. The lecture also emphasized the importance of understanding organizational structures and processes to maximize the efficiency of human and resource utilization.

May 27, 2025