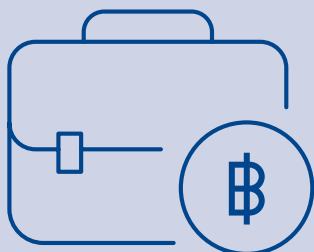


**ASIALINK  
BUSINESS  
ACADEMY**

DOING BUSINESS SERIES



**THAILAND**

FOUNDATION LEVEL

INTRODUCTION TO

# **Doing Business in Thailand**



# Introduction to Doing Business in Thailand

Thailand is a prosperous northern frontier for Australian business and a gateway to India, China and mainland Southeast Asia. The Thailand-Australia Free Trade Agreement (TAFTA) gives Australian investors additional benefits and protections, and current annual trade is \$19 billion.

To capitalise on Thailand's growth opportunities, Australian businesses must develop the capabilities to navigate the abundance of suppliers, raw materials, and infrastructure development.

This program helps participants build the knowledge and skills to do business in Thailand. It builds understanding of Thai business styles and how to engage to ensure successful business outcomes.

## Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

## Program Details

### DURATION



2 hours

### FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

### PRICE



Programs are designed for groups. Please contact us for program price.

## Key takeaways



**Raise awareness of the key cultural drivers** that impact the way business is conducted in Thailand.



**Build understanding of Thai business styles** and how to respond.



**Introduce the skills needed** to effectively influence business outcomes and strengthen relationships when working in and with Thailand.

## Topics covered

1.

Understanding Thai business culture through exploring Thai society, context, and culture.

2.

Thai key business cultural drivers - “the why behind the behaviour.”

3.

Practical cultural concepts that influence business interactions with Thai stakeholders.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 [academy.asialinkbusiness.com.au](https://academy.asialinkbusiness.com.au)

## Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Thailand.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

*This is a Credly certified Asialink Business Academy Program*

## About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

## Contact us

 [academy.asialinkbusiness.com.au](https://academy.asialinkbusiness.com.au)

 [academy@asialinkbusiness.com.au](mailto:academy@asialinkbusiness.com.au)



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