

Partnering with Japanese

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$$2^n$$

POWER OF TWO





Two different unique strengths
to persue the same opportunity

Health & Beauty

EEC

AEC

Urbanization

Everything 4.0

Energy

Digital Eco

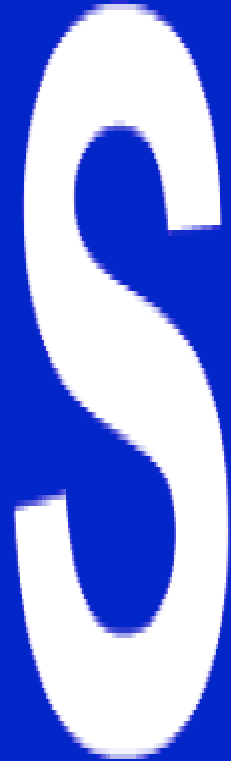
Aging society



Opportunities

Thailand

- Growing market, esp AEC
- Good at selling, market access
- Being a local partner
- Quick in making decision
- Service-minded
- Young entrepreneurs
- Cash rich
- Food-international standards, Halal

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STRENGTHS

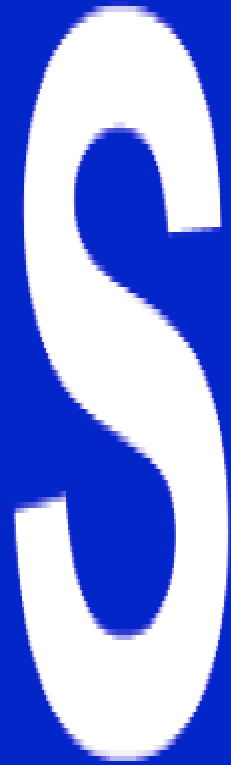
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WEAKNESSES

- Slow in product development
- R&D, Technology
- NATO
- Superficial

Japan

- Name value for quality, R&D
- Quick action
- Wide-range products
- Product development
- Cash rich



STRENGTHS



WEAKNESSES

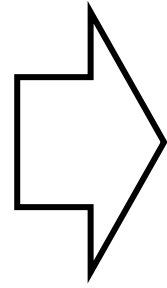
- Very slow in making decision
- Pessimistic
- Weak market insight
- Local market access
- No heir
- Weak in certain countries
- Diminishing market



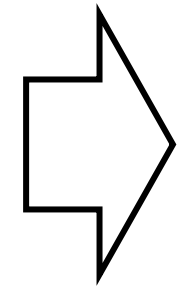
- Do first, think later
- Short-term profit
- Concrete in discussion
- Develop trust
- No Ho-Ren-So
- IRR as rule of thumb

- Think carefully before action
- Long-term return
- Holistic, thus unclear
- Develop trust
- Expect Ho-Ren-So
- Payback period as rule of thumb

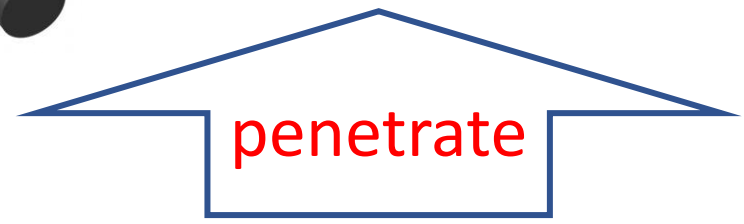
Solution



Listing in
stock
exchange



Takeover
parent co in
Japan



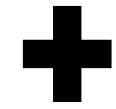
Market
access



Market
growth in
AEC



Product
development



R&D