

MEGASHOW

BANGKOK

17-20/7/2024
BITEC, BANGKOK, THAILAND



MEGA
GIFT & HOME



MEGA
ELECTRONICS



MEGA
LIGHTING



MEGA
HARDWARE &
GARDENING



MEGA
WELLNESS &
HEALTHCARE



MEGA
PETS



SEMINAR SCHEDULE



17 JULY 2024 (WEDNESDAY)

Bangkok International Trade & Exhibition Centre **EH101**

Session 1

Dive Deep into Import Trends and Professional Sourcing Strategies

"เจาะลึกเทรนด์นำเข้าสินค้าต่างประเทศ และกลยุทธ์การจัดหาสินค้าแบบมืออาชีพ"

🕒 Time : 13:15 - 15:15

🗣️ Language : Thai

Speaker:

May Mae โดยคุณเมเม่ จาก
China Expert



Empowering You to confidently venture into the world of international import, stay ahead of trending products, discover expert sourcing strategies, and master cutting-edge deal-closing techniques.

Seminar Highlights

- * Trend Decoding: Uncover insights and analysis of trending products, identifying hot-selling items and targeting the most lucrative markets.
- * Professional Strategies: Discover expert sourcing techniques, uncover top-tier product sources, and master negotiation and bargaining tactics.
- * Deal-Closing Mastery: Learn professional deal-closing strategies and techniques to impress and secure partnerships.
- * Regulations and Taxation: Understand import regulations and taxes thoroughly, ensuring compliant and safe product imports.
- * Case Studies: Draw inspiration from real-life experiences of successful import entrepreneurs, gaining insights into winning strategies and techniques.

Register

Session 2

AI Game Changer: A Guide to Winning Business Strategies in the New Era

"ปลูกพลังธุรกิจด้วยพลัง AI: ยุทธศาสตร์สู่ความสำเร็จในยุคดิจิทัล"

🕒 Time : 15:30 - 16:15

🗣️ Language : Thai

Speaker:

Mr. Saravut Vanderkleij

โดย คุณสรารัฐ แวนเดอร์เคลย์
Business Consultant & Alibaba Specialist



In today's fiercely competitive digital landscape, the businesses that thrive are the ones that can adapt and leverage technology strategically. This seminar is your chance to unlock the power of Artificial Intelligence (AI) and propel your business towards the future.

Seminar Highlights

- * The Power of AI: Deep dive into the potential of AI and its game-changing benefits for businesses.
- * Winning Business Strategies: Discover the most effective AI implementation strategies tailored to your specific needs.
- * Real-World Case Studies: Learn from inspiring success stories of businesses that have leveraged AI to achieve remarkable results.
- * Cutting-Edge AI Technologies: Stay ahead of the curve with insights into the latest AI advancements and their practical applications in the business world.

Register

Session 3

Cross-Border Trade and Brand Building: Strategies for Global Success

สัมมนา "ปลดล็อกศักยภาพข้ามพรมแดน สู่แบรนด์ระดับโลก: สูตรลับ สำหรับ ธุรกิจ B2B ที่ ต้องการสร้างแบรนด์ที่ยั่งยืน"

🕒 Time : 16:30 - 17:15

🗣️ Language : Thai

Speaker:

Ms. Panchanok Nimwattana

โดย คุณปานชนก นิมวัฒนา
Senior Business Development - Amazon Global Selling Thailand



Unlock the potential of global markets! Our intensive seminar empowers you with the expertise to navigate cross-border trade and build a brand that drives international success.

Seminar Highlights

- * Challenges and opportunities for B2B businesses in the global market
- * Result-oriented branding strategies for B2B companies
- * Crafting a distinct and memorable brand identity
- * Cross-border B2B communication and marketing strategies
- * Creating exceptional customer experiences
- * Case studies: B2B businesses that have achieved global success

Register

19 JULY 2024 (FRIDAY)

Bangkok International Trade & Exhibition Centre **EH101**

Session 1

Thai e-Commerce Landscape, Opportunities and Trends 2024

 Time : 14:15 - 14:40

 Language : English

Speaker:
Ms. KULHIRATH PAKAWACHKRILERS (MEANT)

Chief Executive Officer (CEO)
Co-Founder of TeC e-Business Center Co., Ltd.
President of Thai e-Commerce Association (THECA)



Seminar Highlights

- * Thailand e-Commerce market landscape, Statistics and highlight trends
- * Top products selling on Thai e-marketplace and social commerce (Lazada/Shopee/Facebook/Tiktok for example)
- * Opportunities and privileges to invest in Thailand

Session 2

Help Thailand SMEs to Realize Digitization

 Time : 14:40 - 15:05

 Language : English

Speaker:
Mr. Kornpong Nualsanit

Thailand Channel Partner Business Leader, Alibaba.com



Seminar Highlights

- * Access to Technology and Resources
- * Digitization Training and Education
- * Collaboration and Support Networks

Session 3

China - Thai to Leapfrog a Business with
Modern Cross Border Trade Policy & Platform

 Time : 15:05 - 15:30

 Language : English

Speaker:
Mr. Trin Voonklinhom

President of Thai Digital Trade Association (TDTA)



Seminar Highlights

- * The entry into force of RCEP accelerates economic and trade cooperation between China and Thailand
- * Government policy support and promotion
- * Deepening industrial cooperation for mutual benefit and win-win outcomes

19 JULY 2024 (FRIDAY)

Bangkok International Trade & Exhibition Centre **EH101**

Session 4

Expansion into Southeast Asia through
Big Seller's Integrated Service Platform

Speaker:

Mr. Baoqi CHENG

General Manager of Nantong LFS Cross-Border Trading Service Co., Ltd.



Time : 15:30 - 15:40

Language : English

Seminar Highlights

- * Big Seller of Shopee, GMV more than 100 million Baht each year.
- * Purchasing goods like daily necessities, household supplies, consumer electronics products, etc..
- * Market Entry and Logistics Solutions Supports

Session 5

Panel Discussions : Financial Risks and Challenges in
International Trade of SMEs Enterprises

Moderator:

Mr. Trin Voonklinhom

President of Thai Digital Trade Association (TDTA)



Guests:

Ms. Sarisa Kaentrakool

Country Manager of
PingPong Payments Thailand



Guests:

Mr. Thirarat Pitakwarodom

Managing Director,
Lianlian Pay Electronic Payment (Thailand) LTD.



Guests:

Mr. Kornpong Nuansanit

Thailand Channel Partner
Business Leader, Alibaba.com



Time : 15:40 - 16:15

Language : English

Seminar Highlights

- * Currency internationalization
- * Payment number intelligence
- * Industry compliance

[Register](#)

*Please note that all information regarding the schedule is subject to change without notice. For the most updated schedule, please check out our official website.