



Bangkok

16 - 18 / 7 / 2025
BITEC, BANGKOK, THAILAND



Empowering Your Path to E-Commerce Excellence

SEMINAR PROGRAM

16 - 18 JUL 2025

H98 - 100 BITEC, Bangkok, Thailand

16 July 2025 (Wednesday)

Seminar Room 1

Factory-Direct Cross-Border E-commerce Selling Directly from Chinese Factories — No Middlemen, No Inventory Needed
Applicable for Beginners Who Want to Start Earning with Low Capital (TH)

10:00 - 11:00

Starting a Business : How to Find Good Sources, Get the Best Costs, and Deal Directly with Manufacturers to Maximize Profit

11:00 - 12:00

How to Find Best-Selling Products (Even If You've Never Sold Anything Before)

14:10 - 14:50

Winning the CHINA-ASEAN Market (EN): The New Wave of E-Commerce and Social Commerce

This power-packed session brings together leading platforms like **Tencent Cloud**, and **WorldFirst by Ant International** to discuss how digital consumption trends, social commerce, and cross-border strategies are redefining the consumer journey across China and ASEAN. Learn how businesses can localize content, use livestreaming, and scale sales across borders.

14:50 - 15:10

Keynote Presentation (TH): How to Generate Revenue from 0 to 1 Billion THB in China with Key Opinion Leaders (KOLs) Strategy, Reaching Over 200 Million KOLs / Influencers

How did China become home to over 200 million KOLs and influencers—and how can Thai brands tap into this power? This keynote by **Thailand e-Business Center (TeC)** and **Thai e-Commerce Association (THECA)** reveals how top Thai products broke into Douyin (TikTok China), highlights key KOLs with 90M+ followers, and shares leadership insights from Tsinghua University. It also touches on President Xi Jinping's AI vision for 2030 and its impact on the future of digital business.

15:10 - 15:50

Panel Discussion (TH): "Influencer Commerce Unlocked: The Power of Next-Gen KOLs in ASEAN"

Presented by **Southeast Asia Marketing Alliance (SAMA)** and partners, this session will examine the rise of creator-led commerce. Hear from experts and top influencer networks on how KOLs drive discovery, trust, and conversion, and why brands must integrate KOL strategy into their core sales funnel. Real case studies from successful campaigns will be shared.

15:50 - 16:30

Panel Discussion (EN): "Global Alliances in Action: Bridging ASEAN, China and Thailand opportunities "

Featuring voices from **Wuhan PR Association**, **Indonesia-Thai Chamber of Commerce (INTCC)**, **The Malaysia Cross Border Ecommerce Association (MCBEA)** this session dives into successful models of CBEC collaboration, market entry strategies among regions.



Mr. Gene Cui
Standing Director / ASEAN Chief Liaison
Officer of Wuhan PR Association



Mr. Donny Yogantoro
Secretary-General of Indonesia-Thai
Chamber of Commerce (INTCC)



Dato Dr. Danny Tan
Deputy President of The Malaysia
Cross Border Ecommerce Association



Mr. Seksan Anantasirikiat
Senior Researcher of International
Studies Center (ISC) | (Moderator)

16:30 - 16:50

Keynote Presentation (TH): "Empowering Thailand's E-Commerce Future: AI, Startups, and Smart Policy for the Digital Economy"

Presented by the **Digital Economy Promotion Agency (depa)**, this keynote explores Thailand's strategic direction in fostering a robust digital economy. The session will highlight how policy innovation, AI integration, and startup enablement are transforming the e-commerce landscape. Discover how public-private collaboration, tech-driven ecosystems, and smart regulation are unlocking new growth opportunities for businesses aiming to thrive in both domestic and cross-border digital markets.



Dr. Warin Ratchananusorn
Vice President, Digital
Economy Promotion Agency
(depa) and Director of
Digital Startup Institute



Miss Wanissa Ngamhomchuensakul

CEOs, live streamers,
and Thai-Chinese Business Owners



Mr. Joko Yang

Senior Director of
Business Development of
Tencent Cloud Thailand



Mr. Kornpong Nualsanit

Regional Partnership Manager
of Ant International - WorldFirst
Subcommittee of the Thai
e-Commerce Association (THECA)



Ms. Kulthirath Pakawachkrillars

CEO & Founder of TeC
e-Business Center Co., Ltd
and The President of the
Thai e-Commerce
Association (THECA)



Mr. Jakrapong Kongmalai

CEO of Moonshot Digital
Member of Southeast Asia
Media Alliance (SAMA)



Mr. Khajorn Chiaranaipanich

Managing Director of
RAINMaker & iCreator
Community

16 July 2025 (Wednesday)

Seminar Room 2

10:30 - 11:30

**From Songs to Sales,
The Untold Formula Behind
18M Followers (TH)**



**Ms. Ratchanok
Suwannaket**

Thailand's top online seller and influencer with over 18 million TikTok followers.

13:30 - 15:00

**B2B Marketing (TH):
Strategies to Attract High-Value
Buyers Online**



Bank Siththinun Polvisutsak
CEO of Content Shifu

A leading digital marketing & MarTech educator in Thailand, Bank has organized major marketing events nationwide and is highly experienced in B2B customer acquisition.

If you're looking to scale beyond B2C, this is a must-attend session!

15:30 - 17:00

**Smart Inventory Strategy (TH):
Stock Management for
Explosive Profit**



Shane Worachet Santad
Owner of Thaddao Superstore

Selling well isn't enough. Many have failed because they didn't manage their stock and cash flow wisely.

At just 24, Shane built the "Thaddao 20 Baht" franchise to 400 branches and earned over 300K followers. Come learn his profit-first inventory techniques.

17 July 2025 (Thursday)

Seminar Room 1

Applicable for SME Owners / Live Stream Sellers / Content Creators / Online (TH)

10:00 - 11:00

What Kind of Live Streaming Sells Chinese Products Well — Even with Just Product Samples in Hand

11:00 - 12:00

**The Reseller Model:
Set Your Own Prices Like a Brand Owner — Without Heavy Investment**



**Miss Wanissa
Ngamhomchuensakul**

CEOs, live streamers,
and Thai-Chinese Business Owner

13:30 - 15:00

Efficiency AI (TH): Restructuring Teams for the Age of Artificial Intelligence



Aon Prern Jamroenpanich

Founder & CEO of AEIOU Solution Co., Ltd

In today's business world, not understanding AI means falling behind. Learn how to integrate AI into your organization effectively — not too much, not too little — with easy-to-apply strategies from a top AI and marketing consultant.

15:30 - 17:00

Mastering TikTok Strategies 2026 (TH): How to Build Sales and Brand Success



Chiang Wasin Pornvijitchinda

Creator of "กัดไม่ปล่อย" (Bite and Hold)

TikTok is the ****only**** social platform we've chosen to highlight in this event — because it has the power to skyrocket your business overnight.

With over 900K followers, Chiang is ready to share what really works.

Unlocking New Growth :

A Forum on the Full E-commerce Ecosystem in Thailand

17 July 2025 (Thursday)

Seminar Room 2

10:40 - 11:20

E-Commerce Playbook (TH): The Secret to Bestselling Products



Grace

Account Manager,
TikTok for Business

11:20 - 12:00

Decoding the Path to TikTok E-commerce Growth in Thailand (TH)



Lawrence

- Founder of Kalobboost
- Former Senior Product Expert at Alibaba & Lazada

13:00 - 13:40

Cracking the Thai Market (TH): Proven Online Sales Strategies for 2026



New

CEO Inspire Marketing

13:40 - 14:20

An Analysis of Live-Streaming E-commerce in Thailand (TH)



Li Pei (Sam)

Co-founder of Thai Red Ant Media Co., Ltd.

14:20 - 15:00

Leveraging Content E-commerce for Greater Product Visibility (TH)



Key

Tik Tok Operations Manager, Midodo

15:00 - 15:40

Big Seller Survival Rule (TH): Systemize Orders, Inventory & Efficiency



Shawn Hu

General Manager of Thailand, BigSeller

15:40 - 16:20

Expanding to Thailand (TH): How to Achieve a Soft Landing



Zheng Yuxi

CEO of Three Pandas

16:20 - 17:20

**Panel Discussion (CH with live Thai translation):
From Local Brand to National Favorite:
The E-commerce Growth Journey in Thailand**

- Wu Yaqun, E-commerce Director, Oppo
- Song Meng, E-commerce Director, Hisense
- Li Jinliang, E-commerce Director, Skyworth

18 July 2025 (Friday)

Seminar Room 1

Applicable for Entrepreneurs & Brand Owners - Who Want to Restructure, Reduce Costs & Risks, Improve Cash Flow, Scale Smartly, and Work Directly with Factories (TH)

10:00 - 11:30

Expanding your business without adding stock, recognizing your cost analysis, Making profit without carrying stock

11:30 - 13:00

Workshop: on how to deal with factories with less stock



**Miss Wanissa
Ngamhomchuensakul**

CEOs, live streamers,
and Thai-Chinese Business Owner

18 July 2025 (Friday)

Seminar Room 2

10:30 - 12:00

From Simple Tools to Serious Sales - AI Tools to Boost Your Sales Performance (TH)



Mr. Thanaphat Thinakul

A pioneering digital creator and producer harnessing AI for content innovation from IMAI — founder of the popular page “Wai Roon Yoya”

13:30 - 15:00

**Customer's Insight (TH):
Decoding Online Buyers to Build Long-Term Sales**



Amm Sarun Baengkusoljit
Founder of “การตลาดการเติบโต”

Today's consumers are evolving faster than ever. Understanding what drives them — and how to earn a place in their hearts — is the key to sustainable success.

Amm, a former ad agency pro turned beloved TikTok creator (400K+ followers) and TikTok Expert 2025, reveals how to find real customer insights that convert.

Schedules are subject to modification at any time, please check the website for the latest details.