



**Agenda**  
**Women Entrepreneurship Week 2019 Thailand**  
 by  
**Department of Organization, Entrepreneurship, and Human Resource Management**  
**Thammasat Business School, Thammasat University**  
**Date October 22, 2019 : Time 9.00-12.30 am.**  
**5<sup>th</sup> Floor, Luang Damri'sitsaranuwat Room,**  
**Thammasat Business School, Thammasat University, Rangsit, Thailand**

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08.30 - 09.30	Registration
09.30 - 09.45	Welcome remark by Dr. Pipop Udorn Dean, Thammasat Business School, Thammasat University
09.45 – 10.45	“Empowering Women Entrepreneurs in Thailand” Keynote Speech by Ms.Jareeporn Jarukornsakul Chairman/CEO of WHA Group Public Company Limited
10.45 – 11.00	Break
11.00 – 12:00	“Women Entrepreneurs and Passion-Driven Business” by Ms.Arisa Kulpiyavaja Managing Director Simple Foods Co., Ltd. (Almond milk 137 degrees) Moderator: Dr. Natenapha Yabushita Thammasat Business School, Thammasat University
12:00 – 12:30	Q & A



This event is part of the sixth annual Women Entrepreneurship Week, October 19-26, 2019.  
 For a list of WEW events happening throughout the world, please visit  
<https://www.montclair.edu/entrepreneur/womens-entrepreneurship-week/>



### **Women Entrepreneurship Week 2019 Thailand**

The Department of Organization, Entrepreneurship, and Human Resource Management, Faculty of Commerce and Accountancy, Thammasat University is part of the network of Women's Entrepreneurship Week (WEW), which was established by The Feliciano Center for Entrepreneurship from Montclair State University of the United States. This network, which incorporates with 230 universities from 30 countries around the world, has helped organize the “Women's Entrepreneurship Week 2019 Thailand” for the third time. The event was scheduled on the 22nd of October 2019, from 9.00 – 12.30 in the Luang Damri'saranuwat Room on the 5th floor of the Faculty of Commerce and Accountancy, Thammasat University, situated on the Rangsit Campus. This event is held globally during the third week of October every year in order to get people to recognize the importance and the role of women entrepreneurs.

It was an honour to welcome two speakers to this seminar. The first speaker was Ms. Jareeporn Jarukornsakul, Chairman and Group CEO of WHA Corporation PLC, Thailand's leader in logistics facilities, warehouses and industrial estates. Ms. Jareeporn gave a keynote speech on the topic, “Empowering Women Entrepreneurs in Thailand.” The second speaker was Ms. Arisa Kulpiyavaja, Managing Director of Simple Foods Co.,Ltd. who gave a speech on the topic, “Women Entrepreneurs and Passion-Driven Business.”

Ms. Jareeporn Jarukornsakul explained that WHA Corporation started as a logistics business, then expanded to include industrial estates by acquiring Hemaraj Land and Development Company. Now the company's business arms also include utilities and power and digital services, with 60 active subsidiaries, earning over one hundred billion baht each year, with fewer than 500 employees. “I'm not afraid of disruption in technology. Technology is essential, and we have to

make use of it,” said Ms. Jareeporn. This reflects one of the main characteristics of a female entrepreneur who understands advanced technology including 5G, sandbox and smart grid. “Most of our business units focus on building a fundamental structure for other businesses and industries. Therefore, no matter how much technology has changed, the fundamental structure remains intact. Moreover, logistics has become even more important now that digital technology is being widely used” added Ms. Jareeporn.

Our keynote speaker, Ms. Jareeporn related that ever since she was ten years old she knew that she did not want to be someone else's employee. She said that she had never asked for financial support from her family since she graduated and started searching for new experiences. This represents her second main characteristic, which is having the motivation and commitment to become an entrepreneur, despite growing up in a Chinese cultural environment, in which parents normally support their sons, especially the eldest son, more than their daughters. Before she got to where she is now she faced a lot of challenges. She had to think carefully about what business she wanted to do, whether or not it would be successful, and look towards the big picture. She had to think differently, be creative, and always be open to new possibilities and opportunities. “You don’t need to wait till you’re completely ready before you start up your own business, because a good opportunity might come when you’re not ready. So go for it.”

“A CEO isn’t a solo player. You have to work as a team. Women can be superheroes too if you use the power of your brain and the power of positive thinking. As a good leader, you need to protect, take good care of, and trust your followers,” said Ms. Jareeporn. This shows that she possesses people management skills, which is the third characteristic of a good entrepreneur. She always looks for people who are willing to learn new things, so she provides a lot of training programs and orientation initiatives for her employees. Recently she organized a training program “WHA Innovation Leader.” She believes that English is essential for every business, so it is a must-learn for her employees. “When starting a new business, you have to get a loan from a bank, then a property fund, a REIT fund, and a Trust fund. You might also need to raise funds in the Money Market and the Capital Market, or even go into partnership with or do a joint venture with a foreign company in order to get the financial capital and credibility for your business. Moreover, you need to know how to manage cash flow and reduce the D/E ratio,” said Ms. Jareeporn. This reflects the fourth characteristic of this female entrepreneur who deeply understands the importance of Capital Management. Ms. Jareeporn said, “I never worry about competitors. If we do business and there are competitors, that means you’re going in the right direction and your business has a positive future. I believe no one can monopolize the whole market, so I wouldn’t waste my time worrying about competitors. I’d rather focus on strategic partners that can help me grow and expand my business.” This represents the fifth characteristic, which is strategic thinking and planning skills, and also strategic alliance-forming.

“During the year 2007 I was so depressed. I couldn’t start the new project I wanted to do, my company was being sued, so I had to go to court. My life was filled with greed and ambition, although I didn’t think I was good enough to pursue what I wanted. I felt so restless and unhappy, and finally I realized that it didn’t really matter whether I had more or less than what I had then.

There was support from so many people, which helped get me to where I am now. And this fact triggered me to think about giving back to society. I believe Thai people should help each other, so I decided to run the company with the vision of helping to improve Thailand and creating a better society so that people can live better lives. Think good, do good. Your life is yours. Always encourage yourself and others. I was actually a workaholic. I worked hard all week and felt exhausted every Friday afternoon. I went to see the doctor and found out that I had vitamin deficiency, and my body was 8 years older than my actual age. I decided to take care of myself more. I exercised more and ate healthier, and I was fully recovered within 9 months. I decided to take the Middle Path,” (Also called the Moderate Practice in Buddhism.) said Ms. Jareeporn. The audience at the seminar was really impressed with the phrase, “Women can be superheroes.” It does not only apply to men with big muscular bodies. They were also motivated and encouraged by the phrase, “If we can’t do it, then no one else can.”

Moving on to the next speaker, Ms. Arisa Kulpiyavaja. She first explained that her business began with her own passion, because she loved what she was doing and she could do it well. “The love of doing what you do and serving those who you serve,” as she described it. She is lactose intolerant so she had to look for other drinks that she could drink instead. When she was studying abroad, she came across almond milk and found out that it had almost the same nutritional value as cow's milk, but she didn't like the taste. When she got back to Thailand, she decided to start her own business and become Thailand and Southeast Asia’s almond milk market pioneer. This incorporated squeezing the juice out of countless almonds that were fresh from the farm, “Creating a good product that others couldn't produce,” and becoming the first almond milk brand in the world to use organic coconut flower nectar as an ingredient. This is the ingredient that gives the milk its sweetness and “exquisite floral taste”. The idea of using this ingredient came from local Thai wisdom, having grown up near a large coconut-farming community in Thailand. “It’s difficult to become more popular than others if you’re a market follower. So I decided to be the first-mover and differentiated my products from others. I created a unique selling point for my product so people would remember it. What other people do, I don’t. Making the tangible parts of the product unique, such as the packaging, is also important. Finally, we created a unique experience for customers so that they could perceive our brand differently from other brands,” said Ms. Arisa

Ms. Arisa also said that in the business world, women might face difficulties relating to gender inequality. For example, people might imply there are fewer successful women than men, and this criticism motivated her to achieve something that was beyond the expectations of others. “Men might do better in planning and seeing the big picture, but women tend to have the advantage of being more detail-oriented, so women are capable of putting together small pictures and turning them into big pictures,” she added.

Ms. Arisa’s company does a lot of CSR in education and for the environment such as donating school books, building libraries, helping people in need in remote areas that are difficult to access. The packaging for the milk is biodegradable. The company also encourages pregnant women to drink almond milk since it contains high folic acid which is good for their babies. Moreover, the company conducts research and development on new kinds of healthy food, like

making use of almond pulp so it doesn't go to waste. The new production plant has used automation to increase production capacity and reduce the use of labour, but this did not result in any staff reduction. Instead, they were taught to operate the machines and learn new skills. Ms. Arisa believes that if the employees possess the will to learn, they can always learn new things. The audience was really impressed with what Ms. Arisa said, "Profit is not our first goal. The more you think about money, the more depressed you get. If you do well, money will come as a consequence. Start your business with caution. Don't be money-oriented. Don't overdo things. You may take a few steps each day, but you must not stop."

In the course of this seminar, we discovered a few characteristics that entrepreneurs have in common; they love maths, enjoy analytical and critical thinking and reading books, think out of the box, have imagination and, most importantly, they know clearly what they want to do. Many thanks to both speakers for sharing their knowledge and experiences with all of us, and for receiving all questions from the audience and answering them completely, with openness and honesty.









## Comments

1. I learned that to become a successful entrepreneur or a person who is the number one of an organization, you need to go through a lot of challenges, including making many right and wrong decisions before finally discovering the right path that leads to success. Also in business, if there are competitors, that means it is a good business, and we should not worry about competitors. From my point of view, an advantage of being a female entrepreneur is being more detail-oriented than men.

- Passion is essential, and also important for work.
- Work-life balance is also important. We should get enough rest and do something we enjoy as a hobby.
- Applying the knowledge we learned from schools and universities to the business. Don't always stick to what we have, but instead look for something that we really like and want to do. Don't be money-oriented. Focus on doing the work that makes us happy.

Thunchanok Namburi

2. Today's seminar was really good. I learned a lot from both speakers. I am very thankful to the faculty and all the teachers who organized this event for students like us, and I want to say thank you to both speakers for sharing their experiences with us, and answering all the questions from us completely, with openness and honesty.

Papavarin Trakulmong

3. "Women can be superheroes" was the phrase that impressed me the most. Nowadays when people speak of superheroes, everybody always think of muscular men with weapons. But this phrase made me realize that there are female superheroes who are beautiful, strong, and smart. Women can be a major driving force behind something big. Women can take good care of their followers. These are all factors that encourage more women to become entrepreneurs in the future, and also encourage women to have passion to do what they love.

Duangkamon Leelasrisiri

4. Women can be superheroes too by using their knowledge and skills. Ms. Jareeporn said that since she was ten she knew that she wanted to be a businesswoman. She also mentioned that our world nowadays is changing fast, and people lack imagination. Also, an entrepreneur must have the ability to think and see things differently.

I really like this seminar because it inspired me and helped me understand the mindset of entrepreneurs. I related to the idea of doing something that we are passionate about, then we will be happy doing it. I also learned that we should have positive thoughts about ourselves and co-workers.

Wachiraporn Amornchai



5. I like this seminar because it's a good opportunity for me to learn directly from entrepreneurs how they think and see things, because sometimes, what we had learned from the books or in the classrooms might not always be true and not applicable in real life. So when I got to listen to entrepreneurs speaking about their experiences and thoughts, it opened up new perspectives for me. I got to learn from their experiences, something that students like us might not have been through.

I like the way that large enterprise, including both WHA and Simple Foods, see the importance of CSR. It triggered me to realize that I need to understand the importance of sustainability and CSR in organization since it can benefit me when I get to work for enterprises. Overall, I really enjoyed this seminar.

Chanisara Kongchim

6. I learned a lot of useful things from this seminar, especially from the experiences and knowledge shared with all of us by both speakers. I'm sure that the knowledge we obtained today can apply to our lives and can help improve our skills. The most important key takeaways from this seminar, in my opinion, were to always have the willingness to learn new things, and to have the passion in what you do, since doing what you like can help you succeed. Living a passion driven life is the secret to success. Critical and analytical thinking is important as well. I'm very grateful that I got the opportunity to listen and learn from successful business women who have really good mindset. I'm looking forward to applying everything that I learned today to my daily life, and also, to my life in the future.

Cattaleeya Intiraworanonta

7. I learned a lot from the experiences of both speakers, which was the knowledge I can hardly find in the classrooms or schools and can be applied directly to my life. The speakers also inspired and motivated me to succeed.

Chayangkul Boonchaisuk

8. I really like Ms. Jareeporn from WHA company. I think she's the coolest female entrepreneur I've ever known. She taught all of us the importance of analytical skills. She also taught us that everything we know can help us make money. I think she is a good role model as an entrepreneur. She knows how to survive in the business world, including how to invest, how to make tough decisions, and how to manage and organize things. I was also impressed by Ms. Arisa, creator of the brand 137 Almond Milk, and her success stories.

Chanisara Chimbanleng

9. Female entrepreneurs nowadays have proven to the world that women can be successful too. Teamwork is important. The keys to success include working as a team, cooperating with all stakeholders and understanding employees, being detailed-oriented, and having the willingness to learn new things. Communication within the organization is also important. Lastly, having the

passion in what you do so that you enjoy doing it. Ms. Jareeporn dreamed of becoming an entrepreneur since she was a kid, and she has accomplished her dream.

Thitinuch Somprasong

10. I learned from this seminar that reading and having the willingness to learn new things can give you an advantage over people who don't like to read or learn new things. Having a good mindset and being passionate in what you do can also lead you to success. You also need to understand the importance of your work and your colleagues. Gender is no longer a barrier to success.

Soophalerg Vajrasthira

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