



**Agenda**  
**Women Entrepreneurship Week 2017 Thailand**  
by  
**Department of Organization, Entrepreneurship, and Human Resource Management**  
**Thammasat Business School, Thammasat University**  
**Date October 19, 2017 : Time 8.30-13.00 am.**  
**5<sup>th</sup> Floor, Luang Damri'itsaranuwat Room,**  
**Thammasat Business School, Thammasat University, Rangsit, Thailand**

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| 08.30 - 09.30 | Registration                                                                                                                                                                                                                                                                     |
| 09.30 - 09.45 | Welcome remark by<br>Dr. Pipop Udorn<br>Dean, Thammasat Business School, Thammasat University                                                                                                                                                                                    |
| 09.45 – 10.45 | “Empowering Women Entrepreneurs in Thailand.” Keynote Speech by<br>Dr. Wandee Khunchornyakong Juljarern<br>Chairwoman and CEO, SPCG Public Company Limited                                                                                                                       |
| 10.45 – 11.00 | Break                                                                                                                                                                                                                                                                            |
| 11.00 – 12:30 | “Women Entrepreneurs and Passion-Driven Business.” Panelists include:<br>Sitanan Wuttivej, Owner, Spoonful Zakka Café<br>Yanee Chawanisakul, Owner, N.N.C. Products Co., Ltd. (Jao Juk)<br>Moderator: Dr. Natenapha Yabushita<br>Thammasat Business School, Thammasat University |
| 12:30 – 13:00 | Q & A                                                                                                                                                                                                                                                                            |

This event is part of the fourth annual Women Entrepreneurship Week, October 14-21, 2017. For a list of WEW events happening throughout the world, please visit [www.WomenEntrepreneurshipWeek.com](http://www.WomenEntrepreneurshipWeek.com)





## **Krungthep Turakij Newspaper**

Friday 27<sup>th</sup> October 2017

### **Trace the Idea of “Powerful Women” in Business**

Krungthep Turakij : This was the first time for Thammasat University’s Faculty of Commerce and Accountancy to hold the "Women Entrepreneurship Week 2017 Thailand".

The event was organized by the network of Women Entrepreneurship Week (WEW), which was established by the Feliciano Center for Entrepreneurship of Montclair State University, the United States, along with 70 other universities and non-governmental organizations from all over the world. (The event is held globally during the third week of October every year in order to get everybody to realise the importance and the role of women entrepreneurs.)

Dr. Wandee Khunchornyakong Juljarern, Chairwoman and CEO of SPCG Public Company Limited, had given a special speech about "Empowering Women Entrepreneurship in Thailand". She also gave a comment saying, "In business, one of the most important things is the business model, which comes from three things; Thought, Belief, and Faith. The business model leads to the action plan which requires constructing a timeline. After it has been in operation, an evaluation should be done. Moreover, a woman should achieve a work-life balance and never forget to give back to society."

There were also two other speakers; Sitanan Wuttiwej, owner of Spoonful Zakka & Cafe, and Yanee Chawanisakul, owner of N.N.C. Products Co.,Ltd. (Jao Juk brand), who shared their experiences in the topic, “Women Entrepreneurs and Passion-Driven Business”, to inspire the younger generations to have creativity and imagination in innovations.

Ms. Yanee’s way of conducting business is to be patient, not allow herself to be rushed, to move carefully step by step, to build trust and credibility, as well as having confidence in the products and their ability to sell.

The company’s mission regarding the Jao Juk brand is to manufacture products of high quality, high standard, clean, safe for customers, and legal. She stated that her key success factor is meeting customers in person. She learned from selling soybean curd milk at different events that more than 90% of customers repurchased.

“We should select business that does not require a lot of labour. We should learn to use machines and technology, and we should also equip ourselves with scientific knowledge. Jao Juk’s products are certified with the FDA and meet the standards required of GMP, HACCP, etc. Although we started the business with little capital, we can still be successful.” said Ms. Yanee.

As for Ms. Sitanan, she said that her success comes from having passion in what she does, not just temporarily, but as something that she would want to do every day. She tried working full time in a variety of jobs to discover what she really wanted to do, and she ended up quitting her full time job and starting her own homemade-bakery business because she didn’t want to be

someone’s employee all her life. She believes her key success factors are having the perspective to focus on a “niche market” and, I quote her, “The best way to advertise is not advertising, but rather maintaining quality and standard.”

All the speakers were consistent in saying that, first of all, do not see money as the business goal. Dr. Wandee said that she “coincidentally became rich” because she was invited to join in the renewable-energy business. When she looked into the business, she felt drawn into it because she realised that this would benefit the country and improve the environment, so she decided to work at it. Ms. Sitanan also said that she wanted to see people enjoy her dessert because it made her happy. As for the revenue, she only wished that she would gain enough for her business to survive.

Most importantly, all of the speakers thought that being a woman is not an obstacle to taking the role of an entrepreneur. What is needed in order to run a business is knowledge. You need to know what you are doing, take action, train the employees, and study the suppliers and the customers in depth.

Moreover, be open to new knowledge and actively learn all innovations on a continuous basis, and keep on improving.

To summarise, if you have love, passion, patience, and always try to seize every opportunity that comes your way, then you have a good chance of success.



## Comments

1. This event showed how women have been able to take a more important role in business, society, and economics. I was impressed with the way that society has accepted women more than before. For example, Dr. Wandee, she has become a kind of role model and has shown that women can also be good managers that have creativity and are not afraid to take risks. She also taught the students how to think like a good manager, something we rarely get a chance to learn from an experienced entrepreneur like this. I am very thankful to our lecturer, Dr. Natenapha Yabushita, for giving me an opportunity to listen to very talented entrepreneurs who have such unique mindsets. Thank you for changing my thinking and my attitude in a positive way about female managers.

Suppavit Pintabutra

2. All the speakers provided me with inspiration and taught me many lessons. First, to be successful, I must have determination and confidence in what I do and give my best every day. Next, I should do what I like to do. It must not be something temporary, but rather be something that I would be happy doing all my life. Most importantly, I should aim to have a good work-life balance. Everything I learned from the seminar impressed me in a positive way and has inspired me to do better in my studies and in my everyday life. The seminar also helped those who still don't know what they want to do for their careers to have a clearer vision.

Onprapa Chantarapimon

3. What impressed me the most was the speakers' passion about their subjects and this has inspired me to be more passionate in what I do going forwards, and has given me confidence that being a woman is not a disadvantage in business. They have also changed my opinion about doing something new. The main idea is, we need to have the courage to work harder. Even when there is no one supporting us, we still need to do better in order to offer a better choice to the people in the community.

Sasinant Boonchien

4. Thai people often think that, to be a good leader or a good manager, you need to be a man. After listening to the speeches in this seminar, I discovered that women also have potential and skills in management no less than men, and that women can lead an organization to success. All three speakers do business with a passion that pushes them forward to stand and fight for their businesses in order to succeed. They explained that a company should never forget to think about giving back to the community, for its business to grow sustainably. Also, I learned that innovation is important for business.

Piriya Wongngamdee

5. I was impressed with all the speakers who came today. Dr. Wandee reasonably chose to invest in renewable-energy business. She has had positive perspective towards the environment, and has shown responsibility towards business and society. She was very impressive, and I am thankful for her coming here to educate us. As for the SMEs, I was impressed with Ms. Yanee and the way she slowly and carefully ran her business and ultimately become successful. I am also interested in the Spoonful Zakka&Cafe and its lovely design, which is my favourite style of cafe. I wish I could do something I love and become successful like them.

Salinthip Muksakunrus

6. I was very impressed and happy to be one of the people to participate in the "Women Entrepreneurship Week 2017 Thailand", which took place in Thammasat University, the first university ever in Thailand to hold this event. After listening to the speakers, I felt like I was given the power and courage to do things. Before, I had thought of doing something seriously but I could never get it started. Today the speakers have inspired me and given me so much passion

that I feel like I could start doing the business I have always wanted to do right away. (If I had the money to do so.) Finally, the sentence I liked most today was, “The best way to advertise is not advertising, but rather maintaining quality and standard.”

Chayanit Korphanichkul

7. Taking part in the renewable-energy business, Dr. Wandee has shown her ability to be a good leader. She has become my inspiration. I learned that to start doing something unique, I should look for something that is new and has the potential to pay back to me and to the country. I also like the idea of starting a business that I like doing first so that I won't get bored with it and will continue doing it throughout my life. Another lesson I learned was money should not be the only goal, but passion, instead, is the factor that gets you to the point where you want to be.

Apichitchai Chaichalard

8. Everyone consistently agrees that nowadays women are encouraged to be entrepreneurs more than before. However, there are still obstacles like the attitude of people who refuse to accept women taking on important roles. On the other hand, many people are receptive to this change and agree that gender is not an obstacle to being an entrepreneur, because to run a business successfully, knowledge, skills, experience, and creativity are much more essential than gender.

Adithep Namcharoenlap

9. The seminar showed that gender is not the key success factor to being an entrepreneur. Even though problems and obstacles are different for women than men, if you love what you do and you have determination and confidence, you can become a successful businesswoman. Men and women have different advantages and disadvantages. Being a woman is not an excuse to surrender to problems and obstacles. If you have confidence and passion in what you do, you will be happy doing it in the end. Participating in this seminar inspired me to work harder and improve myself, and also taught me to keep my eyes open for the opportunities that come in life.

Itsaree Wannaviroj

10. I learned from this seminar that the most important thing in business is giving back to the community. The business that we do needs to have the potential to benefit the community in whatever way. The lesson about business that I learned is that in order to start a business creatively, with a unique idea, before other people, the entrepreneur needs to have determination and commitment in doing it, and also achieve a work-life balance at the same time. Finally, running a business, large or small in scale, should start from ourselves. Also being a woman is not a problem in doing business as an entrepreneur. Entrepreneurs can succeed in business by having knowledge and experience in what they do, by being well-prepared, along with studying the culture and environment of the community in order to be able to handle every any problems that might occur in the future.

Patrapa Mahasakpitak

Translated by

Christopher David Brook

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