

# Women Entrepreneurship Week 2018



## Agenda

### Women Entrepreneurship Week 2018 Thailand

by

Department of Organization, Entrepreneurship, and Human Resource Management

Thammasat Business School, Thammasat University

Date October 18, 2018 : Time 9.00-12.30 am.

5<sup>th</sup> Floor, Luang Damri'itsaranuwat Room,

Thammasat Business School, Thammasat University, Rangsit, Thailand

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| 09.00 - 09.30 | Registration  |
| 09.30 - 09.45 | Welcome remark by<br>Assoc.Prof. Witaya Danthamrongkul<br>Associate Dean for Administrative Affairs, Thammasat Business<br>School, Thammasat University   |
| 09.45 – 10.45 | “Social Enterprises in Thailand.” Keynote Speech by<br>Ms. Suwana Langnamsank<br>Managing Director, Health Society Co., Ltd. (Lemon Farm)   |
| 10.45 – 11.00 | Q & A   |
| 11.00 – 11.15 | Break   |
| 11.15 – 12.15 | “Women Entrepreneurs and Passion-Driven Business” by<br>Ms. Pimmada Pattanapratyapong<br>CEO, Okusno Food Co.,Ltd. (Kang Kung)<br>Moderator: Assoc.Prof.Dr. Natenapha Wailerdsak (Yabushita)<br>Thammasat Business School, Thammasat University |
| 12.15 – 12.30 | Q & A   |

This event is a part of the Fifth Annual Women Entrepreneurship Week, October 14-20, 2018. For a list of WEW events happening throughout the world, please visit [www.WomenEntrepreneurshipWeek.com](http://www.WomenEntrepreneurshipWeek.com)



## **Women Entrepreneurship Week 2018 Thailand**

### **Krungthep Turakij Newspaper**

Thursday 1<sup>st</sup> November 2018

### **Creative Recipes to Make Stars with Clay: Women Entrepreneur Styles**

The Department of Organization, Entrepreneurship, and Human Resource Management, Thammasat Business School, Thammasat University, as part of the network of Women Entrepreneurship Week (WEW), organized the “Women Entrepreneurship Week 2018 Thailand,” which was the second time for a University in Thailand to hold this event. The event was scheduled on the 18<sup>th</sup> of October 2018, from 9.00 – 12.30 at the Luang Damri’itsaranuwat Room on the 5<sup>th</sup> floor, Thammasat Business School, Thammasat University, Rangsit Campus.

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

It was an honour to welcome Ms. Suwanna Langnamsank, Managing Director of Health Society Co., Ltd. (Lemon Farm) who gave a keynote speech on the topic, “Social Enterprises in Thailand,” along with Ms. Pimmada Pattanapratyapong, CEO of Okusno Food Co., Ltd. (Kang Kung), who participated and shared her experience in the discussion on the topic, “Women Entrepreneurs and Passion-Driven Business,” to inspire the younger generations to use imagination and creativity in innovation to achieve their dreams and become new entrepreneurs in the future.

Ms. Suwanna Langnamsank started her story by saying that life is like a lump of clay, which we can mould into any form we want. However, it has to be pressed with force, just as in our lives we face difficulties and pressure before we can achieve stability and success. All of this

depends on our hearts and wills. She explained that the Lemon Farm business started after she joined a camp and saw people in local villages that were very poor; she then wanted to help those people to improve their lives. She also mentioned the deforestation problems and chemical contamination crisis. For these reasons, she decided to cooperate with the farming community to produce the best organic fruits and vegetables for consumers, not only helping the environment, but also helping consumers to maintain good health and better lives. In addition, she reminded everyone to eat at least 400 grams of vegetables each day. She summed up by saying that on the path to sustainable success, there are 3 important factors; Faith, Wisdom, and Management. We need to create our own uniqueness. Lastly, we should keep in mind that quality of life can be enjoyed through sufficiency.

Ms. Pimmada Pattanapratyapong, former student of the Faculty of Journalism and Mass Communication, Thammasat University, who was successful at a young age, saw an opportunity and a value in something that others had overlooked and she turned it into a successful business. She first started up a business with pineapple ice-cream; the idea came to her when she went on holiday and viewed a pineapple field. Then she started a new business with shrimp chins snack (the end part of the shrimp head.) This idea occurred when she was eating some shrimps at home and she was wondering why all the shrimp chins must go to waste. She said a business can begin with things around us. She added value to the leftovers from the dining table and made it into a business that is now worth millions. She shared her experience of achieving FDA approval, from starting out selling her product at Siam Paragon, designing the packaging herself, and participating in the 2015 Final of the TV show “SME Tee Tak”, in which she won first place through having started her business single-handedly from the outset and thus being able to impart her knowledge of the experience clearly. She also explained about turning crisis into opportunity as well as dealing with problems and complaints from customers. She said that she is always seeking to learn new things and she is a risk taker; as she puts it, “We never know until we try” and “To try to do something is better than to do nothing at all. Even if we fail, we can still learn from our mistakes.”

Most importantly, she says “Money” is not the first goal we should set when we aim for success. Business is not just a tool for making profit, rather it can be used for the benefit of society as well. Being a woman should not be an obstacle to taking on the role of entrepreneur. Women tend to have the advantage of being more detail-oriented, cautious, and having a sense of what is right or wrong, while men usually focus on the structures and the big picture. She believes if we intend to do something, we should act, not just think of doing it. We need to learn from our mistakes, and finally we should understand that, as she says, “Feedback is a Gift!” The commonalities of the two female entrepreneurs are that when their businesses grew, it wasn't only the owners who succeeded; other people involved also benefited. Also, they had the vision to totally involve Thai people, by getting raw materials from Thai suppliers, hiring Thai labor, and producing for Thai consumers, thus truly being a Thai brand.

We are very thankful for the inspiration from the two speakers which can motivate many others who want to start their own business but don't know how to begin. The speakers inspired new ideas, self improvement, and opportunity recognition. They taught how to do business and make it environmentally and socially friendly, also how to deliver value to consumers. Although today's event is about women entrepreneurs, it is not only for women because whether male or female, all can seek to achieve success.

These are the audience's positive impressions of the seminar. For more information, click; [www.tbs.tu.ac.th/seminar-wew2018-thailand/](http://www.tbs.tu.ac.th/seminar-wew2018-thailand/)



## Comments

1. Lemon Farm is an organic and healthy food business that helps society throughout Thailand. They do not only seek profit, but also do good for society (including villagers and farmers) which helps add value to their business. Female managing directors tend to have the advantage of being more detail-oriented, cautious, and patient, while men usually focus on the structures and the overall big picture. As for the Okusno shrimp chins snack, it is a way of adding value to wasted leftovers and turning it into a consumable product. Seeing something different and using it as a strength in a business is the kind of thing that impressed me the most about Ms. Pimmada. Moreover, I learnt the lesson that, if we never try to do something, we will never know what the result could be.

Supanari Sankaew

2. I was very impressed with Ms. Suwanna of the Lemon Farm business. It's as if she was born to become a true entrepreneur. She has taken on both social and business responsibilities. She wanted to help poor farmers to have better lives, and this benefited the consumers too since they could get fresh products from the farm. Ms. Pimmada of the Okusno shrimp chins snack had a good business vision. She was committed and observant. She saw something that nobody else saw and she was able to seize that opportunity and use it to become successful. She recognized that Thailand is one of the biggest exporters of shrimps in Asia, so she used this opportunity for her business. The Okusno shrimp chins snack business is very unique and innovative, and it was all done single-handedly by Ms. Pimmada.

Salinthip Khunviriya

3. Participating in this seminar, I was impressed with the mindset and the determination to help society by Lemon Farm. Lemon farm does not only help society in an economic aspect, but also in the health and wellness aspect by producing and selling clean and safe products to consumers. Moreover, Lemon Farm helps the environment by persuading buyers to stop using plastic bags in order to reduce an environmental problem. We can see from the thinking of Lemon Farm's owner, Ms. Suwanna, that gender does not affect people's workability; both men and women equally have the ability to work.

Netitorn Borrirak

4. Listening to Ms. Suwanna, I agree in the world nowadays it's not only men who can be entrepreneurs. To be successful in business, we need to encourage sustainability and also have wisdom, faith, and good management. As for Ms. Pimmada, I think she is very talented. She started her business by trying to use something that I for one never thought could be used. She is patient and strong-willed. She could handle many kinds of problems when running her Okusno shrimp chins snack business. She had overcome many difficulties before she became successful at a young age. Her Okusno snack is very tasty. Ms. Pimmada is brilliant, she is never afraid to work on something. She always enjoys, and is always happy with, her work.

Papatsorn Supansarn

5. First of all, thank you so much to both speakers for sharing your knowledge and experience about doing business and being women entrepreneurs. Personally, I felt very lucky to get the chance to participate in this seminar, which such opportunity could not be found so easily. Also, what I learnt from this seminar can be useful to me in the future. Listening to both speakers, I was

impressed and I learnt a lot. I learnt that life is like a lump of clay in our hand. We are the ones to choose how we want our lives to be, either good or bad. I was inspired to mould the clay in my hand and make it better. Even though in our lives we have to face many obstacles, we need to adapt ourselves to those obstacles and turn them into opportunities. Success is never easy to achieve.

Nawarat Limpitrodjanarit

6. I learnt so much from listening to the speakers today. From Lemon Farm's owner, Ms. Suwanna, I learnt about the danger of the chemicals in the fruits and vegetables that we consume every day. I was impressed with how Ms. Suwanna is trying to help the farmers too. Ms. Pimmada, owner of the Okusno shrimp chins snack, has inspired me to start a business. Starting a business is not difficult, but we just have to go for it. I was also impressed by the way she runs her business and when she took part in the SME competition. Moreover, I was most impressed with how she sold her products and how she contacts and deals with people. For someone who had no experience in business before, her story is very impressive, and I'm sure it inspired many others who want to start their own business but don't know how to begin.

Chatchapat Chawalsup

7. Participating in the 2018 Women Entrepreneurship Week in Thailand I learnt many new things, especially about organic farming and starting new businesses run by women entrepreneurs. At present there are many female leaders in various occupations. Even for rural farmers, there are female leaders too. I am also impressed by the dedication of Ms. Suwanna, as she does not see revenue as her first priority but chooses to focus on the sustainability of the future. She really has strong faith in what she does. Ms. Pimmada shared her experience of the time she first sought ideas to start her business, which inspired in me that new ideas can come from anywhere and at anytime. We just have to stop and search for them and not overlook anything. Always be observant.

Athittaya Choomuang

8. Participating in the Women Entrepreneur seminar, I realized how women have been able to take a more important role in business and in society. There are many women entrepreneurs who become role models for different kinds of businesses, like Ms. Suwanna, owner of the Lemon Farm business, who is a leader of Social Enterprise business in Thailand. She runs her business whilst being truly concerned with society, by being the middle person who connects urban consumers with the rural farming community. Ms. Pimmada, owner of the Okusno brand, created a new and unique kind of snack by turning leftovers from the dining table into a million-baht business. Her creativity and courage in taking a risk, along with her attitude and belief that you never know until you try, has brought her to the point at which she has become a young and successful woman. Another thing that I am impressed about the Okusno shrimp chins snack is the vision to involve Thai people, from getting raw materials from Thai suppliers, to hiring Thai labour, and producing for Thai consumers.

Thanyanan Na Nakorn

9. Thank you to the faculty and all the organisations involved for organising this event. I expected to learn a lot of new things from listening to the speakers' experiences in their businesses, which I could never learn from any books, and I was not disappointed. I gained the inspiration to become an entrepreneur. I learnt that whether a man or a woman, we all have the chance to be successful

in business. Moreover, I learnt some life lessons like never surrender to any obstacles that come in life. We need to learn to deal with problems on our own. Also, in business, we should not only look for the benefit of our organisation. We can become successful and grow together with all those involved in our business. The experience I gained today is a good lesson to me, and I wish that next year there will be more good events that I can attend like this Women Entrepreneurship Week 2018 Thailand seminar. Thank you very much.

Jiratchaya Pinsiri

10. To be successful in business, we need to be patient and consciously aware. We need to understand problems so we can handle them. Moreover, we must have faith in what we do. We should try to do everything we can to see a result, and we should listen to feedback, as the saying, "Feedback is a Gift!" suggests. I gained new ideas, inspiration and the courage to think and act from this seminar. I have always been interested in creating a business and I want to have my own brand. So everything I learnt today motivates me to try, to fight for success. If I ever become successful then let this writing be the evidence that my success comes from the inspiration I gained today. I am going to become the next successful women entrepreneur!

Thitichaya Chaladkid

Translated by  
Christopher David Brook  
4th year student, Faculty of Commerce and Accountancy