

New Opportunities, Growth and Marketing Strategies for

# RETAIL FINANCIAL SERVICES THAILAND

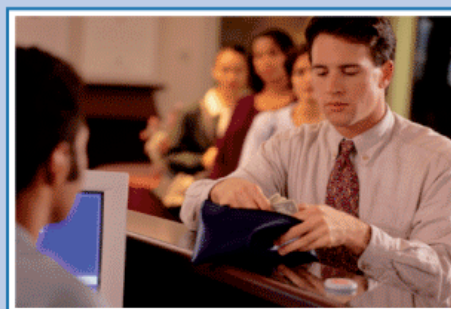
Deliver excellent and innovative methodologies, tools and techniques to the retail financial services industry that thrives on efficiency and bottom-line results

## 2010



### CONFERENCE HIGHLIGHTS:

- ✓ **Trends and Competitions** within Thailand's Retail Financial Services in a Changing Competitive and Economic Environment
- ✓ Developing Retail Financial Services Potential through **Pricing Model**
- ✓ Understanding **Chain Reaction** of Customer Satisfaction for Driving Market Share
- ✓ **Technologies Innovations** for 2010 and Beyond in Retail Financial Services
- ✓ Updating Current **Legal Issues** and Regulatory Regime on Technology Related to Retail Financial Services
- ✓ **Customer Contact** in Banking and Finance - What Customers Expect and How You can Deliver More



### PLUS 6 KEY CASE STUDIES TO BE ADDRESSED, INCLUDING:

- ◆ Effective Retail Financial **Strategies/Campaigns Across Segmentation**
- ◆ Establishing an Effective **Customer Relationship** Programme for Consumer Engagement and Retention
- ◆ Winning Consumer Satisfaction and Retention through Effective **Service Strategy**
- ◆ Leveraging **Brand Reputation** for Retail Financial Services and Customer Loyalty
- ◆ Enhancing Excellent **Products Selling** in Branch Channel, to Increase Better Performance and Profit
- ◆ Integrating **Team Building** with Selling Skills in Retail Financial Services

**VALUE ADDED!** Listen to an international viewpoint on ✓ **Effective Retail Financial Services Strategies**



### BEST PRACTICES FROM LEADING ORGANIZATIONS:

- TRIS RATING CO., LTD ● UPOHAN MANAGEMENT CONSULTANTS PVT. LTD
- KRUNGTHAI CARD PUBLIC CO., LTD
- Small and Medium Enterprise Financing in Asia Project & KASETSART UNIVERSITY
- AT KEARNEY (THAILAND) LTD ● ONE ROOF CO., LTD
- FINANSA LIFE ASSURANCE CO., LTD ● BLUE MARLIN ASIA CO., LTD
- ASSOCIATION OF THAI ICT INDUSTRY ● STANDARD CHARTERED BANK (THAI) PUBLIC CO., LTD
- TIN CAN CT (INTERNATIONAL) LTD ● KRUNG THAI BANK PUBLIC CO., LTD
- ADVANCE LIFE ASSURANCE CO., LTD ● 101 INTERGROUP CO., LTD

ORGANIZED BY:

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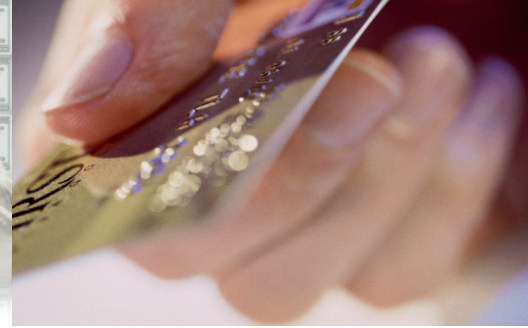
fn WEB

Most presentations will be in Thai.  
ดำเนินการประชุมส่วนใหญ่เป็นภาษาไทย

# RETAIL FINANCIAL SERVICES THAILAND 2010

19-20 July 2010

Grand Millennium Sukhumvit, Bangkok



## DAY ONE

MONDAY, 19 JULY 2010

8:00 Registration & Morning Coffee

8:50 Chairperson's Welcome and Opening Address

**Anuchai Werapatanakul**  
Managing Director  
101 INTERGROUP CO., LTD

### RETAIL FINANCIAL OUTLOOK

9:00 เรียนรู้กระแสและการแข่งขันของ Retail Financial Services ในประเทศไทยในปี 2010 แนวโน้มการเติบโต ทิศทางที่กำลังจะเปลี่ยนแปลง คู่แข่งขันกฎหมายที่เกี่ยวข้องและแนวทางการสร้างความยั่งยืนในอนาคต

#### TRENDS AND COMPETITIONS WITHIN THAILAND'S RETAIL FINANCIAL SERVICES IN A CHANGING COMPETITIVE AND ECONOMIC ENVIRONMENT

- ◆ Future direction, competition and legal involvement in retail financial services spaces: What should we expect for 2010?
- ◆ Growth perspectives and changing direction for retail financial services in today's competitive marketplace
- ◆ Non-bank competitors in the near future
- ◆ Building a new banking paradigm and sustainable retail banking and consumer financial services

**Raithiwa Naruemol**  
Vice President - Credit Rating Department  
TRIS RATING CO., LTD

10:00 Morning Refreshments

### STRATEGIC & PRICING MANAGEMENT

10:15 กรณีศึกษาจากผู้เชี่ยวชาญต่างประเทศ เรื่อง การสร้างกลยุทธ์ Retail Financial Services ให้มีประสิทธิภาพ เรียนรู้แหล่งที่มาของการสร้างกลยุทธ์ ทำความเข้าใจกลยุทธ์ทางการเงิน ลูกค้า กระบวนการ วัฒนธรรมและนวัตกรรมทางด้านเทคโนโลยีต่างๆ



#### \*EFFECTIVE RETAIL FINANCIAL SERVICES STRATEGIES

- ◆ Background to Establishing Strategy
- ◆ Identification of the Financial Strategy
- ◆ Identification of the Customer Strategy
- ◆ Identification of the Process Strategy
- ◆ Identification of the People and Infrastructure Strategy
- ◆ Case study: A large Insurance Company in India

*\*This presentation will be in English.*

**Advait Kurlekar**  
CEO

UPOHAN MANAGEMENT CONSULTANTS PVT. LTD

11:15

กรณีศึกษาบริษัท KRUNGTHAI CARD PUBLIC CO., LTD เรื่อง การวางกลยุทธ์หรือแคมเปญ Retail Finance ตามกลุ่มตลาด เรียนรู้การรวบรวมข้อมูลลูกค้าจากระบบฐานข้อมูล การแปลงข้อมูลเป็นโอกาสในการทำการตลาดของแต่ละกลุ่มตลาด การประยุกต์ใช้กลยุทธ์ทางการเงินและการออกแบบเชิงปฏิบัติอย่างมีประสิทธิภาพ วิธีการรวมเอาโครงสร้าง CEM มาสร้างความจงรักภักดีและผลกำไร



#### EFFECTIVE RETAIL FINANCIAL STRATEGIES/ CAMPAIGNS ACROSS SEGMENTATION

- ◆ Profiling customers through powerful database
- ◆ Translating data into challenges/ issues/ opportunities across segmentation
- ◆ Implementing effective financial strategies and designing practices for best efficiency
- ◆ Integrating CEM (Customer Experience Management) framework for aggregated lifetime loyalty/profitability

**Chaiyapol Glitayawanit**  
Vice President, Personal Loans Business  
KRUNGTHAI CARD PUBLIC CO., LTD

12:15 Lunch

1:15

ศึกษาการพัฒนา Retail Financial Services ผ่านโมเดลทางด้านราคา รับฟังกฎหมายที่อาจส่งผลกระทบต่อโมเดลทางด้านราคา การออกแบบกรอบด้านราคากับความเสี่ยง การเชื่อมโยงตัวแปรในส่วนของลูกค้ากับโมเดลทางด้านราคา บทบาทของ eCommerce ต่อพัฒนาการใน Retail Financing

#### DEVELOPING RETAIL FINANCIAL SERVICES POTENTIAL THROUGH PRICING MODEL

- ◆ Updating new and incoming regulations that will affect pricing model
- ◆ Designing pricing framework in line with the risk of counterparty
- ◆ Aligning indicator of customer defection with pricing model
- ◆ Illustrating the role of eCommerce toward innovation in Retail Financing

**Boontham Rajitpinyolert, Ph. D.**  
National Expert,  
Small and Medium Enterprise Financing in Asia  
Project & KASSETSART UNIVERSITY

### KNOWING CUSTOMER

2:15

ศึกษาความสัมพันธ์ CHAIN REACTION กับระดับความพึงพอใจของลูกค้า เพื่อช่วยเพิ่มส่วนแบ่งทางการตลาด เรียนรู้วิธีการสร้างโมเดล การประยุกต์คุณภาพการบริการกับความพึงพอใจของลูกค้าเพื่อสร้างความภักดีและการดึงลูกค้ากลับ เครื่องมือที่จะใช้ร่วมกับกลยุทธ์ Customer-Centered วิธีการใช้ทรัพยากรที่มีอยู่อย่างจำกัดอย่างมีประสิทธิภาพ

## UNDERSTANDING CHAIN REACTION OF CUSTOMER SATISFACTION FOR DRIVING MARKET SHARE

- ♦ Establishing chain reaction of customer satisfaction model
- ♦ Implementing service quality attributes to customer satisfaction for loyalty and retention
- ♦ Tools to integrate with customer-centered strategies
- ♦ Utilizing limited resources through quality initiative

**Teerin Ratanapinyowong**  
Principal  
AT KEARNEY (THAILAND) LTD

3:15 Coffee Break

3:30 กรณีศึกษาจากผู้เชี่ยวชาญบริษัท ONE ROOF CO., LTD เรื่อง การสร้างโปรแกรมการบริหารลูกค้าสัมพันธ์ที่มีประสิทธิภาพเพื่อการรักษาและดึงดูดลูกค้า เรียนรู้การแปลงแผนการตลาดเป็นกลยุทธ์ลูกค้าสัมพันธ์ การวางตำแหน่งองค์กรเพื่อสร้างความสัมพันธ์ที่ยั่งยืน การประยุกต์ใช้โปรแกรม CRM และเทคนิคการรักษาในกลุ่มลูกค้า

CASE STUDY

### ESTABLISHING AN EFFECTIVE CUSTOMER RELATIONSHIP PROGRAMME FOR CONSUMER ENGAGEMENT AND RETENTION

- ♦ Cascading a marketing action programme to customer relationship strategy
- ♦ Setting organizational positioning for sustainable customer relationship
- ♦ Implementing CRM programme
- ♦ Tools and techniques to improve customer engagement with CRM

**Jintana Lertlumyng**  
Managing Director  
ONE ROOF CO., LTD

## SERVICES MANAGEMENT

4:30 กรณีศึกษาบริษัท FINANSA LIFE ASSURANCE CO., LTD เรื่องวิธีการชนะความพึงพอใจและการรักษาลูกค้าผ่านกลยุทธ์การบริการ ค้นหามาตรฐานทางด้านบริการใหม่ๆ การวางกลยุทธ์การบริการ การสร้างแรงกระตุ้นให้กับพนักงานให้มีใจรักบริการ การเชื่อมโยงโมเดลการบริการลูกค้ากับพฤติกรรมลูกค้าและวิธีการประเมินผล

CASE STUDY

### WINNING CONSUMER SATISFACTION AND RETENTION THROUGH EFFECTIVE SERVICE STRATEGY

- ♦ Discovering new service standard for competitive advantage
- ♦ Establishing service strategy
- ♦ Integrating motivational approaches with customer-facing employees
- ♦ Aligning consumer services model with consumer behavior
- ♦ Evaluating the benefits to the consumer and retail financial service provider

**Noppol Beokhaimook**  
Senior Vice President - Life Operations  
FINANSA LIFE ASSURANCE CO., LTD

5:30 End of Day One

## DAY TWO

TUESDAY, 20 JULY 2010

8:00 Morning Coffee

9:00 Chairperson's Welcome and Opening Address

**Anuchai Werapatanakul**  
Managing Director  
101 INTERGROUP CO., LTD

## BRAND MANAGEMENT

9:15 กรณีศึกษาบริษัทจากผู้เชี่ยวชาญบริษัท BLUE MARLIN ASIA CO., LTD เรื่องการเชื่อมโยง Brand Reputation สำหรับ Retail Financial Service และความภักดีของลูกค้า การสร้างโมเดลตราสินค้ากับความต้องการหลักของลูกค้า การเพิ่มความเข้มแข็งให้กับ Brand Equity ผ่านกลยุทธ์ตราสินค้าและการออกแบบ การรวมโปรแกรมความภักดีกับกลยุทธ์ตราสินค้า กรณีศึกษาและตัวอย่างการเพิ่มคุณค่าให้กับสินค้าหรือบริการ

CASE STUDY

### \*LEVERAGING BRAND REPUTATION FOR RETAIL FINANCIAL SERVICES & CUSTOMER LOYALTY

- ♦ Setting brand platform model with core needs specific to customers
- ♦ How to strengthen brand equity through brand strategy and design
- ♦ Integrating your customer loyalty programme with brand strategy
- ♦ Adding value to retail services, case studies and examples

*\*This presentation will be in English.*

**Tim Arrowsmith**  
Creative Director  
BLUE MARLIN ASIA CO., LTD

10:15 Morning Refreshments

## TECHNOLOGY INNOVATIONS & REGULATION UPDATE

10:30 เรียนรู้เทคโนโลยีใหม่ๆของ Retail Financial Services ในปี2010 และอนาคต การพัฒนาล่าสุดด้านคอมพิวเตอร์และเทคโนโลยีออนไลน์ ค้นหาเทคโนโลยีรูปแบบใหม่ในด้านเครือข่ายทางสังคมออนไลน์และโมบายคอมพิวเตอร์ สถานะปัจจุบันของ E-Commerce และ M-Commerce ในประเทศไทย วิธีการใช้เทคโนโลยีช่วยธุรกิจพัฒนาลูกค้าสัมพันธ์ รวมทั้งการใช้เทคโนโลยีช่วยในการให้บริการผ่านช่องทางที่ราคาไม่แพง

### TECHNOLOGIES INNOVATIONS FOR 2010 AND BEYOND IN RETAIL FINANCIAL SERVICES

- ♦ Latest developments in smart computing and online technologies
- ♦ Investigating new technology platform e.g; Social Networks / Mobile Computing
- ♦ E-commerce / M-Commerce current status in Thailand
- ♦ What can technology do to assist businesses improve their customer relationships
- ♦ How are businesses using technology to provide service in cheap distribution channels

**Assoc. Prof. Dr. Thanachart Numnonda**  
Director  
ASSOCIATION OF THAI ICT INDUSTRY

11:30

ศึกษาประเด็นกฎหมายใหม่ ๆ ด้านเทคโนโลยีที่เกี่ยวข้องกับ Retail Financial Services ผลกระทบและวิธีการรับมือกับความต้องการใหม่ ๆ

**UPDATING CURRENT LEGAL ISSUES AND REGULATORY REGIME ON TECHNOLOGY RELATED TO RETAIL FINANCIAL SERVICES**

- ♦ Exploring new legal and regulation issues
- ♦ How technology on retail financial services is affected by these new legal rulings and changes
- ♦ Managing and implementing new requirements

**Somboon Hirunpattarasilp**  
Country Technology Manager  
Technology Operation  
STANDARD CHARTERED BANK (THAI) PUBLIC CO., LTD

12:30

Lunch

1:45

ศึกษาวิธีการพัฒนาการให้บริการ ณ บริเวณจุดติดต่อลูกค้าในธนาคารหรือสถาบันการเงิน เรียนรู้สิ่งที่ลูกค้าคาดหวังและสิ่งทีบริษัทจะสามารถพัฒนาได้ ทำความเข้าใจถึงวิธีการที่ลูกค้าต้องการสื่อสารกับองค์กร การจัดระบบจุดติดต่อลูกค้า ค้นหาเทคโนโลยีใหม่ๆ เพื่อพัฒนาการให้บริการ การปรับปรุงด้านการสื่อสารเพื่อเพิ่มยอดขายและความภักดีของลูกค้า

**\*CUSTOMER CONTACT IN BANKING AND FINANCE - WHAT CUSTOMERS EXPECT AND HOW YOU CAN DELIVER MORE**

- ♦ Customer contact in banking and finance - what customers expect and how you can deliver more
- ♦ Understand how customers want to communicate with your organization
- ♦ Appreciate the importance of the contact center as part of your total operation
- ♦ Look into new technologies to improve both efficiency and service
- ♦ Use better communication to improve sales and increase customer loyalty

*\*This presentation will be in English.*

**Pete Cooper**  
Director  
TIN CAN CT (INTERNATIONAL) LTD

**SELLING & MOTIVATING A TEAM**

2:45

กรณีศึกษาบริษัท KRUNG THAI BANK PUBLIC CO., LTD เรื่องการส่งเสริมการขายสินค้าตามสาขานาคารเพื่อเพิ่มผลกำไร เรียนรู้กลยุทธ์การเพิ่มการขายสินค้าของธนาคารในแต่ละสาขา เครื่องมือและเทคนิคการเพิ่มยอดขายสินค้า กลวิธีการขายในแต่ละผลิตภัณฑ์ อาทิ ประกันภัย กองทุน ลิสซิง เป็นต้น วิธีการสร้างนักธนาคารให้มีใจรักบริการพร้อมกับทักษะการขายตรง



**ENHANCING EXCELLENT PRODUCTS SELLING IN BRANCH CHANNELS TO INCREASE BETTER PROFORMANCE AND PROFIT**

- ♦ Key Success & Key strategies to increase bank product selling
- ♦ Tools and techniques to drive superior results in product selling
- ♦ The secrets of a 'Sales clinic'
- ♦ Selling know-how: bank assurance, funds, leasing, etc.
- ♦ How to integrate a service mind with direct sales in bankers

**Wichit Jarangkul**  
Vice President, Specialist  
KRUNG THAI BANK PUBLIC CO., LTD

3:45

Coffee Break

4:00

กรณีศึกษาบริษัท ADVANCE LIFE ASSURANCE CO., LTD เรื่องการผสมผสานการสร้างทีมกับทักษะการขายใน Retail Financial Services วิธีการสร้างพนักงานหรือทีมให้พร้อมที่จะขายสินค้า เทคนิคและกระบวนการขายที่มีประสิทธิภาพ กลยุทธ์การเสนอสินค้า การเอาชนะมุมมองในแง่ลบ เทคนิคการกระตุ้นทีม



**INTEGRATING TEAM BUILDING WITH SELLING SKILLS IN RETAIL FINANCIAL SERVICES**

- ♦ How to prepare employees, or a team to become ready to sell
- ♦ Selling skills techniques and processes
- ♦ Key strategy for a product offer
- ♦ Overcoming negative perspectives
- ♦ Tools and techniques to motivate your team

**Maethee Chandavimol, Ph.D.**  
Assistant Managing Director  
Wealth Management Department  
ADVANCE LIFE ASSURANCE CO., LTD

5:00

Close of Conference

**MESSAGES FROM SPEAKERS**

"Almost all marketers know "segmentation" in theory; understand its benefits. But to execute for the best, experience and practices are two keywords. The case study shown and presented is tailored based on real cases. It will assure that you can have several views across segmentations. It won't touch "theory" purely but more on "exercises" that might be adapted to your business in your own ways" **KRUNGTHAI CARD PUBLIC CO., LTD, Chaipayol Giltayawanit, Vice President, Personal Loans Business**

"In a highly competitive industry, effective communication with your customers is essential. They want great service, a variety of ways to contact you, and they want every enquiry dealt with quickly and efficiently. The opportunity exists for smart companies to go above and beyond this, to differentiate themselves and to stand out from the pack. Your contact center is one of your primary communication tools, and in many respects is the "face" of your organisation, and your customers will judge you on it. In this presentation, Pete Cooper from the international contact center consultancy firm Tin Can CT will introduce industry-leading concepts from around the world and discuss practical ways by which you can get the maximum value from every customer contact. Pete has over 15 years of experience in the global contact center industry and has led service transformations for major banks and insurers across the Asia-Pacific region." **TIN CAN CT (INTERNATIONAL) LTD, Pete Cooper, Director**

"The fastest way to increase sales performance is learning from real cases. The more experience from the successor, the faster way to achieve the target. Lessons from real cases are really more valuable than theory. Khun Wichit will tell you how-to create his amazing sales volume." **KRUNG THAI BANK PUBLIC CO., LTD, Wichit Jarangkul, Vice President, Specialist**

"It's always a tough choice to make - good strategy or good execution? But why should it be OR, when it can be AND! Having a good thought out strategy and managing its successful execution is now possible and that's what this presentation will tell you how through a very interesting case study for an insurance company." **UPOHAN MANAGEMENT CONSULTANTS PVT. LTD, Advait Kurlekar, CEO**

Dear Executive,

In today's highly competitive financial services industry, many financial institutions are facing a dynamic and highly complex business environment. The varieties of competitions in terms of products, services or technology appear to be highly sophisticated which means companies in the financial services industry have to possess more unique insights into developing new products and services than ever. Today, the rapidly expanding financial services sector drives its business in real operational issues by not only meeting liquidity and asset building needs of general customers, but also holding the promise of establishing rewarding, long-term customer relationships, as well as innovative technology for delivering convenient products and services.

Moreover, an increasing array of challenges in terms of business uncertainty, such as mergers and acquisitions and cross border competitors are other factors that apply pressure to the retail financial services environment. Therefore, it has become a vital agenda for top organization leaders to review their businesses to fit in with the existing situation, as well as providing retail financial services' customers with new services and help the business derive further significant revenues.

To assist retail financial services professionals adjust to the tactical and operational level of the current market circumstances, *Asia Business Forum* has organized an on-time "**Retail Financial Services Thailand 2010**" conference. This conference's focus is set on constantly updating its domain knowledge and sharing valuable case studies including developing clear concepts on the challenges which are currently taking place in the retail financial services industry.

The **Retail Financial Services Thailand 2010** conference is designed for professionals who are the flagship representatives in establishing long term sustainability and high quality growth in the retail financial services industry, while engaging in all aspects of retail banking and insurance, including those involved in:

#### RETAIL FINANCIAL OUTLOOK

- ✓ Updating the future direction of Thailand's retail financial services and investigating micro and macro perspectives in the retail financial services industry. Learn of new competition and legal involvements, including a new retail financial paradigm for sustainability.

#### STRATEGIC & PRICING MANAGEMENT

- ✓ This session will focus on a successful case study from an **international company** and effective **retail financial strategies** across segmentation. Utilizing a database by translating data to effective financial strategies. In addition, understanding a **pricing model** to improve retail financial services. Designing a pricing framework and considering strategic fees competition in today's particular circumstances.

#### KNOWING CUSTOMER

- ✓ This session will focus on improving customer relationships for better engagement and retention. Let's make a new understanding on **chain reaction of customer satisfaction** for excellent service quality. Tools to integrate with customer-centered strategies. Positioning organization to support sustainable customer relationship and establishing effective **CRM** to enhance customer engagement.

#### SERVICES MANAGEMENT

- ✓ Excellent **service-oriented architecture** is the virtual key to winning customer satisfaction and retention. Discover new service standards to win a competitive advantage and know how to integrate consumer services model with consumer behavior.

#### BRAND MANAGEMENT

- ✓ **Brand reputation** is the method to achieve customer loyalty for retail financial services during this highly competitive period. You will learn how to integrate a **brand platform model** with core needs, as well as, how to strengthen **brand equity** through brand strategy and design. Learn about a successful international case study for building brand strategy in a customer loyalty programme.

#### WHO SHOULD ATTEND

This conference is specially designed for CEOs, VPs, MDs, GMs, Directors, Managers, Heads, Senior Executives, Decision-Makers, Specialists, responsible for:

- Retail Financial Services ■ Consumer Banking & Finance
- Product Innovation ■ Wealth Management
- Technology providers / Information Technology
- Mobile Applications ■ E-Banking / E-commerce/online
- Payment Networks / Payments Products
- Marketing, Branding / Communications / Consumer Relationship Management ■ Distribution Channels
- Strategy / Business Development ■ Service Providers
- Customer Services / Call & Contact Centers

#### TECHNOLOGY INNOVATIONS & REGULATIONS UPDATE

- ✓ Outlook technology innovations and **latest developments in computing and online technologies**, as well as technology platforms, such as social networks and mobile computing. Explore the current status of **e-commerce and m-commerce** in Thailand. Utilize technology to improve customer relationships especially **customer contacts** in banking. Understand what customers expect and how you can deliver more with an effective communications strategy. Moreover, let's listen to updating current legal issues on technology that are related to retail financial services and how businesses are affected and implement these new legal rulings and changes.

#### SELLING & MOTIVATING TEAM



- ✓ In order to increase the sales volume in retail financial products, employees have to have positive perspectives and selling skills, including being service-minded in nature. This section will show effective case studies about excellent **product selling** in bank branches and how to integrate **team building** with selling skills. You will learn about tools and techniques to drive superior results in product selling and listen to the "**Secrets of Sales Clinic**", as well as how to prepare employees to be ready to sell.

This conference will present new insights from leading retail bankers and insurances firms, with promises to deliver and address best practices in key areas of discussions that will certainly add value to any organisation. **REGISTER NOW** and take back fresh ideas for stronger customer reaching techniques and engagement.

#### KEY BENEFITS OF ATTENDING

- ◆ **Update** on trends and competitions within Thailand's retail financial services
- ◆ **Listen** to effective retail financial service strategies, service strategies and CRM
- ◆ **Investigate** new approaches on pricing models and chain reactions of customer satisfaction
- ◆ **Optimize** brand reputation and equity for excellent retail financial services
- ◆ **Highlight** technologies innovations in 2010 and beyond for retail financial services
- ◆ **Learn** current legal issues on technology related to retail financial services
- ◆ **Complement** customer contacts with new tools and strategies
- ◆ **Increase** product selling in branch channel via effective strategies and secret techniques with strong team building

**ACT NOW! REGISTER TODAY!**

CALL  (66 02) 652 0806 OR FAX  (66 02) 652 1533  
OR LOGON TO [www.abf-asia.com](http://www.abf-asia.com)

## ADMINISTRATIVE DETAILS

### METHODS OF PAYMENT:

- Crossed cheque or bank draft made payable to  
**ASIA BUSINESS FORUM (THAILAND) LTD**
- Pay in "Asia Business Forum (Thailand) Ltd":  
**Account No: 059-3-02541-2**  
**Siam Commercial Bank, Ploenchit Branch**  
**(Kindly fax pay-in slip & a copy of withholding tax document to 0 2652 1533)**

Payment is required with your registration. An admission form will be sent to you prior to the conference. Walk-in delegates with payment will be admitted subject to space availability.

**FOR NORMAL REGISTRATION** In order to avoid any inconvenient circumstances to delegates at the conference, payment should reach us 7 days prior to the conference date.

### ABOUT THE ORGANISER

The Asia Business Forum was founded in Singapore in 1992. It conducts conferences and training courses throughout Asia. Today it is the leading Asian Conference Company. Asia Business Forum's complete concentration on the region and its network of Asian offices produce a unique, strategic and deep Asian perspective which distinguishes it from other international conference companies whose commitments are focused more on other regions of the world.

### CANCELLATION & TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and title of the substitute delegate at least 2 working days prior to the Conference. A refund less Baht 3,500 administration charge will be made for cancellation received in writing on or before **30 June 2010**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

*(Asia Business Forum reserves the right to the final decision if any dispute arises)*

## 5 EASY WAYS TO REGISTER OR ENQUIRE



**HOTLINE: (66 02) 652 0806**  
**TELEPHONE: (66 02) 254 8321-4**



**FAX:** complete and send this registration form to: **(66 02) 652 1533**



**MAIL: ASIA BUSINESS FORUM (THAILAND) LTD**  
14/F, Maneeya Center Building, 518/5 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand



**EMAIL: abf.brochure@abf-asia.com**



**WEB: http://www.abf-asia.com**

### CONFERENCE DATE

**19-20 July 2010**  
**Grand Millennium Sukhumvit, Bangkok**  
**30 Sukhumvit 21 (Asoke) Road,**  
**Bangkok 10110, Thailand**  
**Tel: 66 (0) 2-204 4111 Fax: 66 (0) 2-204 4122**

### ENQUIRIES

Please call Khun Charalrat or Khun Pawika-Conference Administrator at Tel: (66 02) 254 8321-4 if you need more information about the conference.

### INCORRECT MAILING INFORMATION

It is possible that you will receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it.

*The organiser reserves the right to amend programs without notice.  
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## CONFERENCE REGISTRATION FORM

Please register the following delegate (s) for the conference on: **RETAIL FINANCIAL SERVICES THAILAND 2010**

1) Name : \_\_\_\_\_ 2) Name : \_\_\_\_\_  
 Position : \_\_\_\_\_ Position : \_\_\_\_\_  
 Department : \_\_\_\_\_ Department : \_\_\_\_\_  
 Business Email: \_\_\_\_\_ Business Email : \_\_\_\_\_  
 Company : \_\_\_\_\_  
 Address : \_\_\_\_\_  
 City : \_\_\_\_\_ Zip Code : \_\_\_\_\_ Country : \_\_\_\_\_  
 Tel : \_\_\_\_\_ Fax : \_\_\_\_\_ Company E-Mail Address : \_\_\_\_\_  
 Name & Title of Approving Manager : \_\_\_\_\_  
 Approving Manager's E-Mail Address: \_\_\_\_\_  
 Nature of Business : \_\_\_\_\_

*( Please photocopy for more delegates. Kindly fill in the registration form in **English**.)*

### REGISTRATION INFORMATION *(Please check as appropriate)*

Fee for one delegate (Fee includes lunch, refreshments, and full conference documentation)	<input type="checkbox"/> Super Early Bird (Thai Baht) (payment by May 19, 2010)	<input type="checkbox"/> Early Bird (Thai Baht) (payment by June 18, 2010)	<input type="checkbox"/> Normal (Thai Baht) (payment after June 18, 2010)
Registration Fee	<b>SAVE 3,600 THB</b> 27,900.00	29,000.00	31,500.00
- 3% Withholding Tax**	837.00	870.00	945.00
+ 7% VAT	1,953.00	2,030.00	2,205.00
<b>TOTAL PAID</b>	<b>29,016.00</b>	<b>30,160.00</b>	<b>32,760.00</b>

\*\* Withholding Tax Deduction is applied for corporate only, not individuals.

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if book & pay by  
19 May 2010  
**10% discount** for a group  
of minimum 3 registrations  
from the same company