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The Power of Collaboration and Networking between EU and ASEAN

by

**Prof. Dr. Chira Hongladarom,
Secretary-General**

Foundation for International Human Resource Development

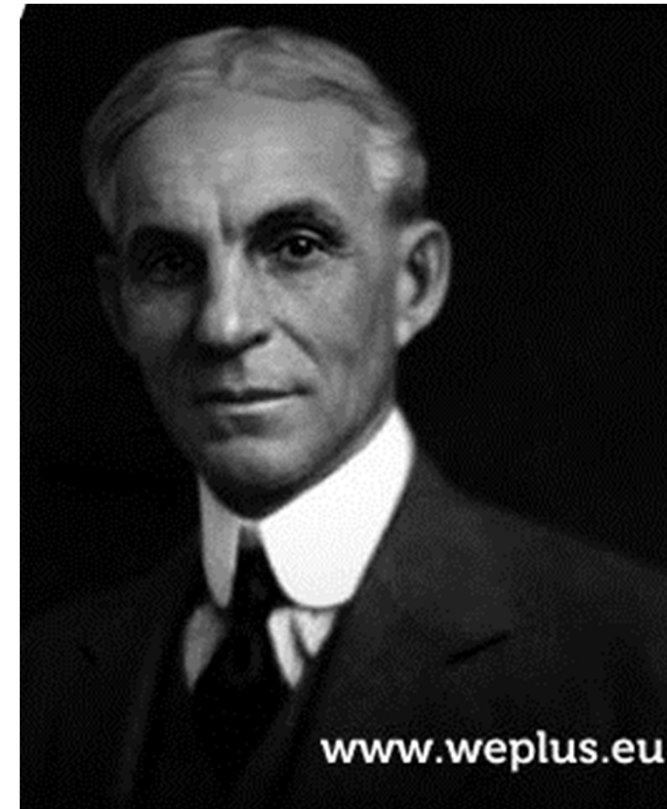
**the 1st South East Asian B2B Sales Competition (SEASAC 2020)
on 26th February 2020, 10.00–10.30 hrs.
at Convention Hall, Taksila Hotel,
Maha Sarakham, Thailand**



Quotations

“Coming together
is a beginning;
keeping together
is progress;
working together
is success”

Henry Ford



Quotations

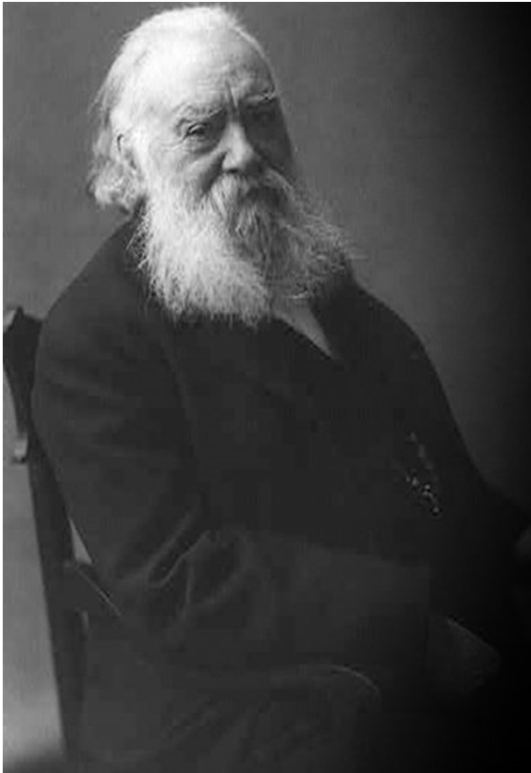


“Working together
preceded
winning together...
collaboration
is
multiplication”

John C. Maxwell

Source: <https://images.app.goo.gl/AkZLAUcpVeS58Xdf9>

Quotations



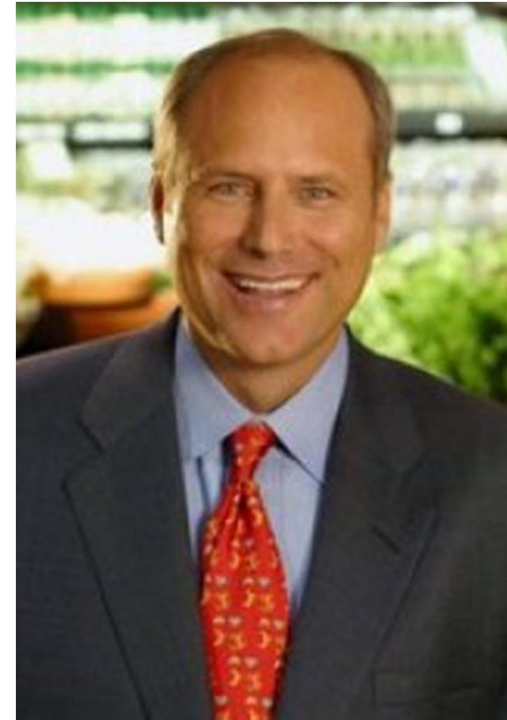
**“Great discoveries and
improvements
invariably involve
the cooperation of
many minds”**

Alexander Graham Bell

Source: <https://www.azquotes.com/quote/648301>

Quotations

**“It is not about
how many people
you can defeat
but rather about
how many people
you help to win.”**



Dan Sanders

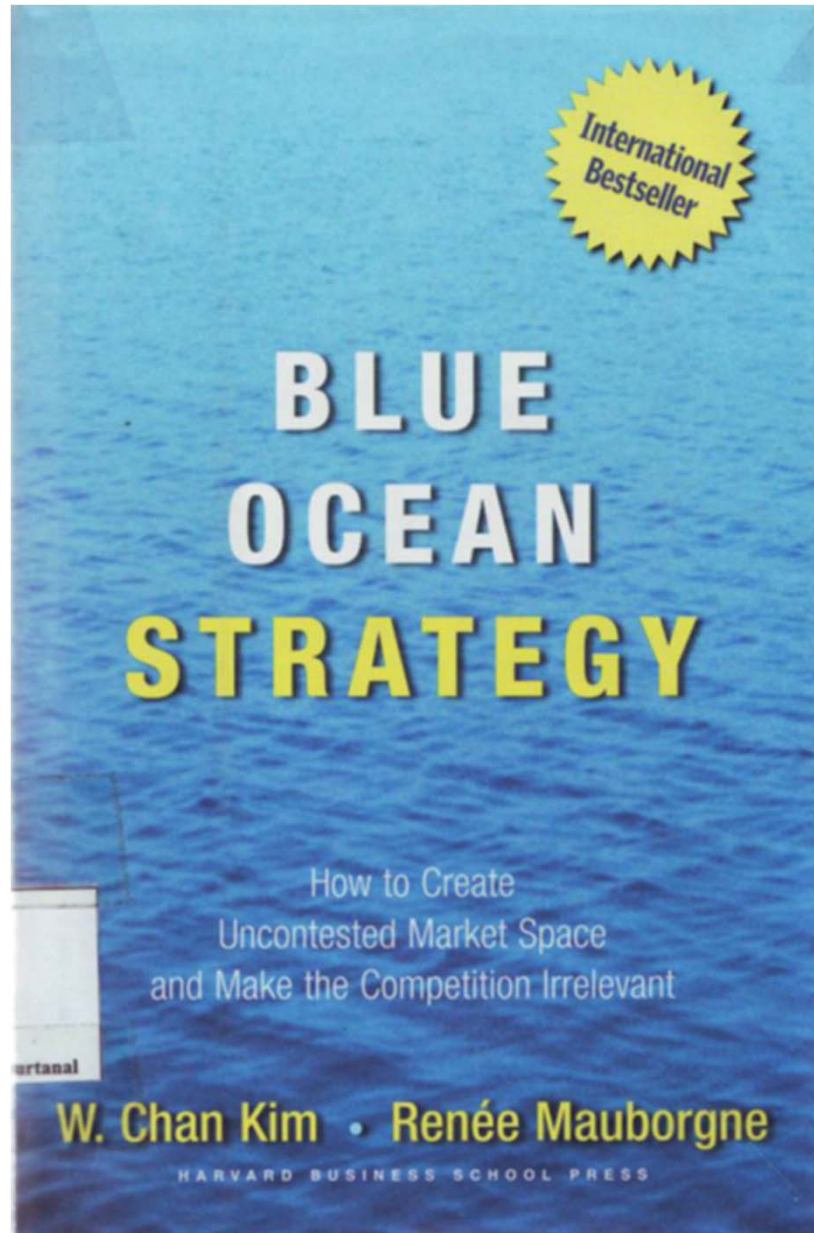
Photo Credit: <https://images.app.goo.gl/uWTextucC95Nxxh5k9>

Blue Ocean Strategy



Prof. Dr. Chira Hongladarom's Interview with W.Chan Kim

https://www.youtube.com/watch?v=W-Ek_3bZwIU&list=PL941AF2DA5FB01DCD



Blue Ocean
is the key
to avoid competition
but **looking for**
new customers.

Finding
new customers
can come **from**
Networking
and
Collaboration.

(1) It is a great honor to be invited to deliver the keynote speech to distinguished audiences from Europe and Thailand.



Photo Credit: <https://www.instagram.com/p/B5JnrJ1g5oE/>
<https://seasalescompetition.com/?fbclid=IwAR1pudIEIOviTTC1jfWxYmlbG5GhJxDaTbZF7ZyuxoY7sg5Lnl5pTgmFQnY>

**(2) Welcome to the Province
of Mahasarakham,
the Heartland of
the North East of Thailand.
North East of Thailand
is the biggest region
in term of population.**

**Therefore, this university
can play an important role
to produce
human resources
for the people in Thailand
especially in the North East.**



Photo Credit:

http://www.web.msu.ac.th/msucont.php?mn=mhistory&paction=SHOW_ABOUTMSU

(3) I am pleased that the project of Collaboration is so unique and significant because it links ASEAN with European universities and then select relevant subjects “sales and marketing” for the students to do contest.



Photo Credit: <https://seasalescompetition.com/?fbclid=IwAR1pudIEIOviTTC1jfWxYmlbG5GhJxDaTbZF7ZyuxoY7sg5Lnl5pTgmFQnY>

Nowadays, **sales and marketing are changing so fast** with introduction of digital technology, e-commerce, e-marketing.

The students of sales and marketing both in ASEAN and Europe **must have the knowledge of technology** which changes so fast.



Kaidee



**As an economist and
human capital expert,
I believe in
the demand side.**

**Sales and marketing are
the key parts of
the demand side.**

**We face the rapid change in
digital technology, AI,
sales and marketing
to work together
more effectively,
we need network
and collaboration**





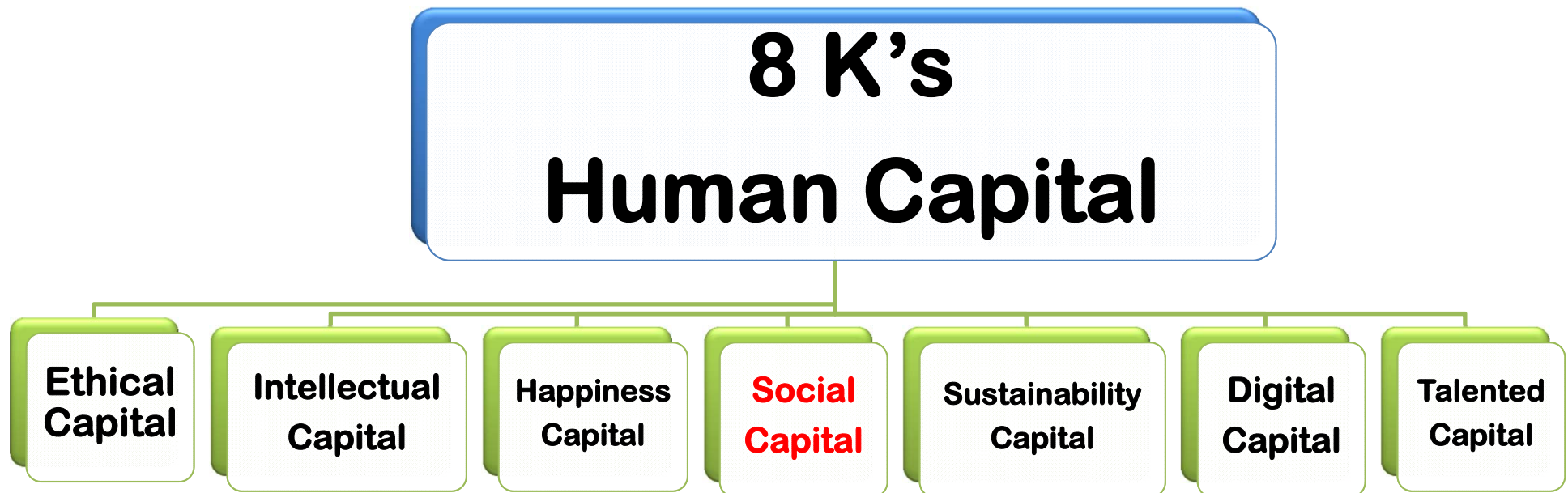
If two regions: **ASEAN and EU can work together**,
we can **deliver products and services** together
at high quality and **meet the right demands**
online of **all age groups**
and the regions **with combined talents**
between 2 regions.

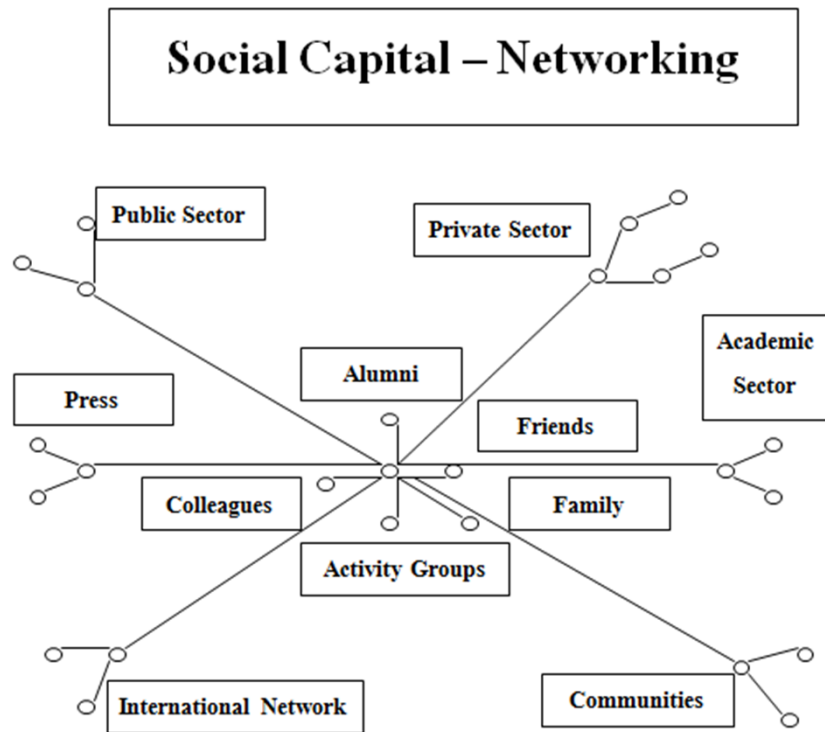
Photo Credit: <https://images.app.goo.gl/zsSEJr99u9RqQvQK8>



**The subject of my keynote is
interesting and
challenging subject.**

First, I want to share with you my original concept of **Networking** which I consider a part of quality of human capital, I call it “**Social Capital**”.





To me, networking
is a first step of
effective
collaboration.

This picture shows
example of
individuals who
expand networking
more similar to EU/
ASEAN cooperation

After 8K's Model,
I invent another concept

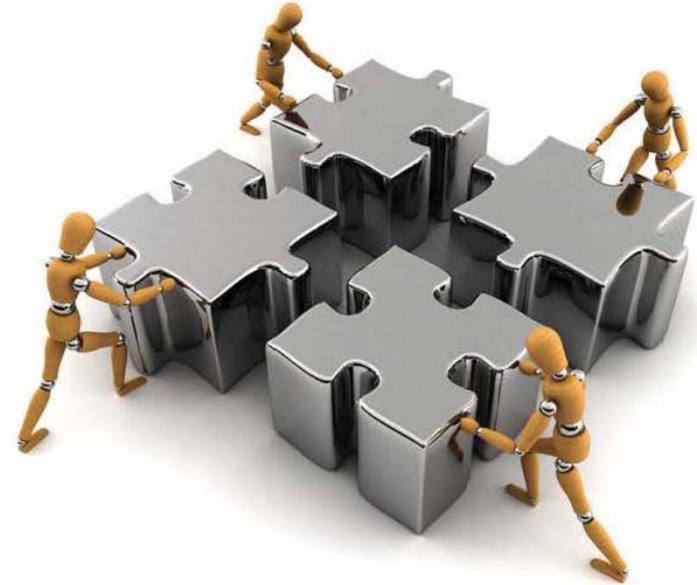
“C&E”:

Connecting

then

Engaging

It means that connect
people is first step,
you need the strong
cooperation.



It means that **knowing people** online or at party, exchange cards is called **“Connect”** or **“Networking”**.
But connect is not enough,
you need to engage or to collaborate.





Therefore, I believe that
Networking is the first stage of Collaboration.

Networking is the first
but important step of collaboration.

**What we need is collaboration,
real actions lead to some results.**

So the definition of Collaboration is
“True Collaboration synergistic relationship
formed of **2 or more entities working together**
produce much greater than
the work from individuals ability contribution
its results which did not exist before
so results not process.”



Leadership and Collaboration

What are the key success of Collaboration?

Leadership is very important.

We need leadership which **we understand diversity of talents** of two regions.

I call this as **“Collective Leadership”**



I believe in “diversity”.

EU and ASEAN have different cultural,
social background
so we need to blend
our diverse point of views together.



Photo Credit: <https://seasac.terminal-coding.com/wp-content/uploads/2019/10/Webp.net-resizeimage.jpg>

Collaboration is not only physical
but it is **collaboration of mind**
so the **quality of Intangibles**
based on **history and culture** of two regions
will **define success** of
this **EU/ASEAN cooperation**
learning about culture and history.



Photo Credit: <https://web.facebook.com/SeasacProject/photos/rpp.114102806626495/152003206169788/?type=3&theater>

Finally, let me show
my
case study of
Networking
leading to
Collaboration
in Thailand



At International Level

**Seminar on
“Integrated
Management
Capacity
Building
for ASEAN
Community”**



**Network of GMS
countries tourism
stakeholders
working together
to develop
tourism capacity**

**ASEAN Plus
Three Tourism
Students
Summit 2014**



**Network of
ASEAN Plus
Three Countries
university
students working
together to
develop tourism**

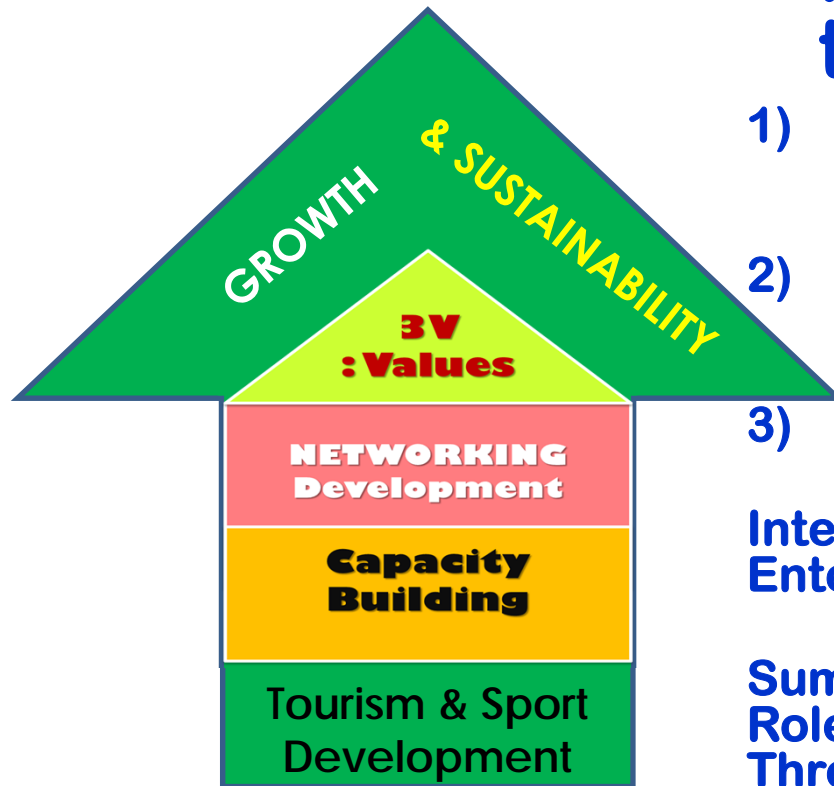
At the National Levels



4 Actors

- (1) Government
- (2) Business
- (3) Academics
- (4) Local Leader /
Communities

Prof.Dr.Chira Hongladarom and FIHRD's 4 years of research on community tourism in Thailand;



- 1) First year(2012): Research on Tourism and Sports Management Capacity Building for AEC.
- 2) Second year(2013): Integrated Tourism and Sport Knowledge in Preparation for AEC Promotion Roadmap Development Project.
- 3) Third year(2014):
 - 3.1) Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community (for 5 Clusters)
 - 3.2) ASEAN Plus Three Tourism Students Summit : The theme is "Leadership and Youths' Roles in Tourism Development for ASEAN Plus Three (APT)"
- 4) Fourth year(2015): Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community (for 3 Clusters)

Research on Tourism and Sports Management Capacity Building for AEC in 2012

We discover 4 keywords for Tourism and Sports Management Capacity Building for AEC which are;

- (1) Community Tourism
- (2) Sport Tourism
- (3) Values & 3V
- (4) Sustainable Development



Seminar on “Integrated Management Capacity Building for ASEAN Community”





ASEAN Plus Three Tourism Students Summit 2014 19 - 26 October 2014



Letter from Vietnam



Dear Dr. Chira Hongdalarom

Happy new lunar year!

Thank you very much for your workshop. It was very interesting, especially we can make a network with our friend in the region.

Regarding to community-based tourism (CBT) network, during my work, I have contacted with several villages and companies related to CBT. Thus, I want to develop that as a network of CBT in Vietnam. I have not developed it yet but I will do that very soon. I would be happy to introduce to you some cases of CBT in Vietnam.

I still remember my task as coordinator of the students in the workshop. However, I have not got contact of the members. I do not use Line either. Could you please send me the list with their email address so that I can contact with them soon. We have not got any detailed activity in the future. But I am sure that we can have that during discussing. Thank you very much.

**With the best regards,
Pham Truong Hoang**

Letter from Laos



Dear Prof. Dr. Chira Hongladarom,

Thank you very much for your email. I would like to take this opportunity to express our sincere thanks for inviting us to join this event and we would like to inform you that I have just proposed the minister of tourism on strengthening our cooperation and expanding networking after the seminar in Chiang Rai, Thailand as we had discussed.

Regarding the case study of community tourism in Laos, I will discuss with relevant sectors and will let you know later. We will certainly keep in touch with 6 countries so that we can exchange information and ideas.

We are looking forward to further cooperation from you.

**Best regards,
Phouthone DALALOM**

Project4

YEAR 3

Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community (for 5 Clusters) (2013 - 2014)

We develop the model “4 Roles of Performers” for Tourism and Sport Network Integrated Management Development which consist of;

- (1) Government
- (2) Business
- (3) Academic
- (4) Local Leader / Communities



Project4

YEAR 3

Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community (for 5 Clusters) (2013 - 2014)

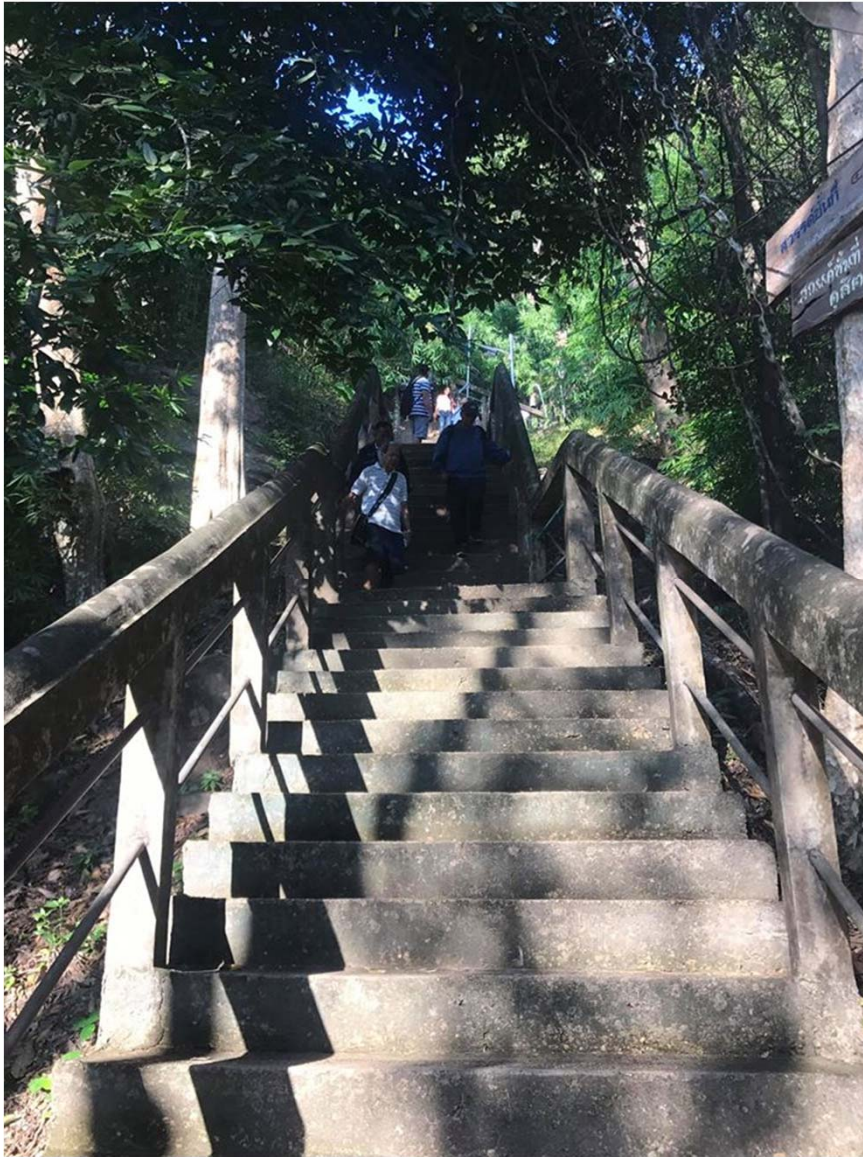
We discover 8 Key Factors and 5 Strategies for Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community.



Strategies for Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community.



- 1) **Relations**
- 2) **Trust**
- 3) **Mutual Benefits**
- 4) **Synergy**
- 5) **Mutual Respect**
- 6) **Respect of diversity**
- 7) **Collaboration of individuals**
- 8) **Turn network ideas into actions with 3V's**



In the case of Thailand,
success takes
long-term collaborations,
win small steps,
keep winning.



**In the case of EU-ASEAN,
it is a good start.**

**Move forward, turn Networking
into Concrete Collaboration**

not only academic papers

**because only collective wisdom and action
will survive in the long run.**

Congratulations
for
such a wonderful
collaboration
but
journey is hard
and long.



Thank You



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