

# TIME TO TAKE OFF ✈️

The Rebound of  
Chinese Travelers  
and reborn of  
Thai economy

#SpreadYourWings  
#DigiLinkThailand



## ฟอรัมเพื่อผู้ที่ต้องการทำการตลาดกับ นักเดินทางชาวจีน

บรรยายสดตลอดวัน โดยผู้เชี่ยวชาญจากจีนแผ่นดินใหญ่  
และผู้บริหารไทย จากหลากหลายอุตสาหกรรม

DATE

02 NOV 23

TIME

09.00

PLACE

Siam-pic Ganesha

### Session 1

#### PART 1 : WELCOME ON BOARD

09.00-09.10 | Welcome on board: an opening ceremony  
10 min

09.10-09.30 | Thai businesses' opportunity in today's Chinese economy  
20 min

#### PART 2: KNOW YOUR DESTINATION

09.30-09.50 | The transformation of Chinese tourists.  
20 min



Mr. Chuwit Sirivejkul  
Executive Director for East Asia  
TAT (Tourism Authority of Thailand)

09.50-10.15 | TIME TO TAKE OFF: Digitized Chinese?  
25 min



Ms. Phanavika Limpabandhu  
MD of DigiLink Thailand

#### PART 3: KEYS TO SUCCESSFUL LANDING

10.15-10.25 | The Happy Landing. The Thai hospitality that makes Chinese tourists happy  
10 min

10.25-10.45 | The Pretty Landing. How to step up the game in China  
20 min

10.45-11.05 | The Money Landing. How to make Chinese spend and spree  
20 min

11.25-11.45 | The Delicious Landing. The successful journey from Thai kitchens to Chinese tables.  
20 min

11.45-12.05 | The New Landing. Chinese second home market. Better place, better life.  
20 min

### Session 2

#### PART 1 : YOUR ENGINES ARE READY

13.00-13.40 | The incredible tech that drives Douyin. See the Tiktok of China through technical lens.  
40 min



Mr. Kenny Tan  
Head of Sales BytePlus, Douyin Tech

13.40 - 14.40 | WeChat, the digital ecosystem that changed China.  
60 min



Ms. Alice Yu  
Head of Travel Industry,  
Tencent Advertising & Marketing



Ms. Evelyn Deng  
Director of Overseas Travel,  
Tencent Advertising & Marketing

14.40 - 15.10 | Unlock the power of FIT (Free and Independent Traveler) with Mafengwo.  
30 min



Ms. Mona Liu  
General Manager, Mafengwo

15.10 - 15.40 | Stay ahead of Chinese real estate trend with Juwai IQI.  
30 min



Mr. Hao Zhang  
Associate Director, Juwai IQI

15.40 - 16.10 | The new lifestyle bible of Chinese.  
30 min



Mr. Jake Lee  
Head of Global Partnership, Xiaohongshu

16.10 - 16.40 | Connecting Thailand – China with Far-E.  
30 min



Mr. Krittakorn Uttamo  
Managing Director, FAR-E

16.40 - 17.10 | Q&A Session with speaker panel.  
30 min



Ms. Phanavika Limpabandhu  
MD of DigiLink Thailand

#### PART 2: MAKE YOUR MOVE!

17.10 - 17.30 | What makes a successful strategy in Chinese market?



Pattaratipa Vongprasit  
Associate Director, DigiLink Thailand