



Thai Business Council in Cambodia (TBCC)

Seminar and Networking Dinner



On "Update Marketing and Advertising Trend in Cambodia 2017"

on 26th May 2017, 14.00 – 20.00 Hrs. at Grand Ballroom, Juliana Hotel, Phnom Penh

Seminar and Dinner Talk : Guest Speakers



Sponsored by





Guest Speaker

Piseth Keo

General Manager

Cambodia Media & Research for
Development (CMRD)

Topic

“Cambodia Media Landscape and
Market Research Guideline”

Piseth has a wealth of research experience in senior management roles on both the client and supplier side, making him one of the most experienced researchers in the country. His experience spans consumer research, media research and social research, both quantitative and qualitative.

He spent over a decade building up his profession in the areas of Marketing Research. His previous achievements are included Evaluation Section Head at PSI, Research Manager at Riverorchid insight and General Manager at feedback Research prior to joining CMRD in a capacity of General Manager.

Piseth holds an honors degree in Psychology and Project Management.

Area of Expertise: Research design, analysis and report writing, Business Development & Coaching, design research tool on tablets and TQM.





Guest Speaker

Seewee Chua

Executive Creative Director
FCB Cambodia

Topic

Role of Local Insight in Communicating
brands/products

Seewee, transplanted from his native Malaysia has been working in the Thai advertising scene for the past 20 odd years. He gained his initial Thai experience from Lintas Thailand, and later moved to Amex Team where he spearheaded the successful launch of the Chang Beer and Spey Royal Whisky accounts. During his time there, he headed the creative team as Executive Creative Director, and was also responsible for such accounts as Bangkok Bank, Chrysler/Jeep, and PTT.

He joined FCB Thailand from Bozell Worldwide Thailand in December 1999 as Senior Creative Director. His portfolio of accounts there included clients such as DNA soymilk, Brands by Cerebos as well as multi-nationals such as Nivea, SC Johnson, Oreo and Pizza Hut. As part of his regional assignments, he is also responsible for the key clients and new business development in Cambodia and Myanmar.

From 2010 to end of 2015, he rejoined Amex Team Thailand as Executive Director, Creative and New Business Development. His main responsibility is to head the creative department and serve the Chang and Thai Bev accounts besides a few other local accounts.



FCB CAMBODIA

Guest Speaker

Pramote
Chokesirkulchai

Managing Director/ Chairman

PNN TV Cambodia / Thai Digital
Entertainment Content
Federation(TDEC)

Topic

Digital ASEAN Gateway

“Vision and Lesson Learn from the
Content Developer”



Brief Profile

2017- Present: **Managing Director** of **PNN TV Cambodia**

2010-2017 : -**Executive Advisor** to the president, BEC World Public Company Limited.

Bangkok Entertainment Company Limited ,(Thai TV Channel 3).

- **Chairman, Thai Digital Entertainment Content Federation(TDEC).**

- **Vice Chairman**, Creative Digital Economy Association, Thai Chamber of commerce.

- **Advisor** to Deputy Minister of Finance.

- **Advisor** to Mitsui Co., Ltd. Asia’s Media Business Planning Department, Tokyo, Japan.

- **Advisor** to Life Watcher corporation, Health Info-service on Mobile and Online Business, Tokyo, Japan

- Board Director :

+ Dhanarak Asset Management Company Limited.

+ The Liquor Distillery Organization.

- **Chairman**, Thai Entertainment Industry Association (TENA).

- **Advisor** to Software Information and Promotion Association,(SIPA). Ministry of ICT.

- **Thai Representative** : Okinawa International Film Festival , Japan.





Full Presentation Download link:

Cambodia Media Landscape

<https://drive.google.com/file/d/0B5FI0BSszRO7Zi1vRjVxdjZTeGs/view?usp=sharing>

Role of Local Insight in Communicating brands/products

<https://drive.google.com/file/d/0B5FI0BSszRO7UGw2VmJhZmFJNEU/view?usp=sharing>

Digital ASEAN Gateway

<https://drive.google.com/file/d/0B5FI0BSszRO7VUIUDg3NzZQNFE/view?usp=sharing>



Q & A Session



Dinner Talk : How to find the Right Audiences ?

by Mr. Nuttapong Tungdajahirun,
Co-founder of OTV Co., Ltd

(Video on Demand Business on Multi-Platform: Smart Phone, Tablet, Smart TV, Set Top Box and Website)



OTV ONLINE TELEVISION



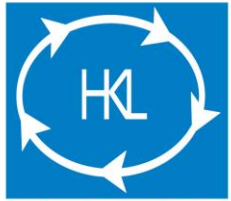
Dinner Talk : Sharing Experiences about doing Marketing in Cambodia

by Mr. Chhundara Khorn,
CEO and Managing Director of KARANAK KOI
(KOI Café Cambodia)

"Outstanding Entrepreneur of the Year Award 2015"
By Cambodian Young Entrepreneur Awards (CYWA)



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ហត្ថាកាក្រី លីមីតធីត

HATTHA KAKSEKAR LIMITED



OTV ONLINE TELEVISION



Thank you

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