

PwC Thailand's CEO discusses family-run SME businesses

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Sira Intarakumthornchai, CEO, PwC Thailand, was one of the main speakers at the conference on, 'Keys to Success for the Next Generation of Entrepreneurs'. He also appeared on the Money Channel talking about family-run SME businesses that need to be prepared for business succession, and how to manage business sustainability before the advent of the AEC.

The conference was held at the Centara Grand Mirage Beach Resort in Pattaya where the speakers included Mr. Arak Suksawad, Managing Director of East Coast Furnitech PLC and Mr. Thakorn Piyapan, Managing Director of Krungsri Consumer. The event was joined by more than 300 SME entrepreneurs across the country.

Group Photo (from left to right): Mr. Thakorn Piyapan, Managing Director of Krungsri Consumer; Mr. Arak Suksawad, Managing Director of East Coast Furnitech PLC, Microsoft Asia Pacific; Mr. Sira Intarakumthornchai, CEO, PwC Thailand and Mr. Kritti Juongsaowanun, CEO, TN Group Co. Ltd.