

CORPORATE FINANCIAL DECISIONS & FUND RAISING IN BOND MARKET

10 - 11 AUGUST 2023

ก้าวสู่การบริหารจัดการ ทางการเงินอย่างมืออาชีพ



- เข้าใจมุมมองและแนวคิดในการตัดสินใจทางการเงินของ CFO
- เรียนรู้กลยุทธ์และเครื่องมือในการตัดสินใจทางการเงินที่สำคัญ
- ประยุกต์ใช้แนวคิดกับสถานการณ์จริงได้

Objective:

This course is aimed for executives who want to learn about cutting-edge methods used in different corporate finance processes. Participants will apply both of financing tools and investing decisions to help them make better strategic financial decisions. It provides a fresh and practical approach to bridge the gap between theory and practice. Also, sustainability bond trend and key considerations for fund raising in bond market are introduced. In addition, it draws upon the instructor's extensive experience of working in financial markets.

Who Should Attend?

- Investor Relations
- Corporate Treasury
- Corporate strategist
- Credit practitioners
- Credit / Investment Analyst
- Underwriter
- Financial Advisory
- Fixed Income Securities analyst / Trader / Sales people
- Financial Planner
- Private wealth managers
- Accounting professionals with work in valuation and capital markets
- Legal professionals in capital markets practices

Course Highlights:

- CFO's Aspect & Strategic Financial Decisions
- Capital Market Financing & Investing
- Optimal Capital Structure
- Using of Short and Long-Term Instrument in practice.
- Fund Raising in Bond Market
- ESG Bond Trend and Key Considerations

Course fees: **16,900 Baht** (excluding vat)

*The audience will receive comprehensive course materials such as presentation handout



For further information

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The Thai Bond Market Association

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Day 1 : 10th August 2023

Time	Topics	Speaker
09.00 - 10.30	CFO & Strategic Financial Decisions <ul style="list-style-type: none"> • CFO : The business partner of CEO • CFO duties and key decisions. • Challenges facing in corporate decisions making 	Muntana Auekitkarjorn Deputy Managing Director CK Power PCL
10.30 - 10.45	Break	
10.45 - 12.15	Investment Decisions & Feasibility Study <ul style="list-style-type: none"> • Capital budgeting process. • Practical techniques to estimate a project's cost of capital. • Case study of project feasibility 	Roongkiat Ratanabanchuen Department of Banking and Finance Chulalongkorn University
12.15 - 13.15	Lunch	
13.15 - 15.15	Fund Raising Decisions <ul style="list-style-type: none"> • Source of funding & how to raise your capital. • Equity & Debt capital • Debt financing in Capital Market • Alternatives fundings e.g., digital token, ICO, Crowdfunding etc. 	Roongkiat Ratanabanchuen Department of Banking and Finance Chulalongkorn University
15.15 - 15.30	Break	
15.30 - 17.00	Strategic Capital Structure <ul style="list-style-type: none"> • Concept in capital structure <ul style="list-style-type: none"> - Optimal capital structure - Leverage and its impact • The relationship between capital structure and the cost of capital • Factors affecting capital structure decisions. 	Roongkiat Ratanabanchuen Department of Banking and Finance Chulalongkorn University

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Day 2 : 11th August 2023

Time	Topics	Speaker
09.00 - 10.30	The Use of Short-Term and Long-Term Instrument in Practice <ul style="list-style-type: none"> Borrowing cause and Sources of repayment Working capital management Long-term debt management 	Apichart Kasemkulsiri Chief Financial Officer LPN Development PCL
10.30 - 10.45	Break	
10.45 - 12.15	Credit Rating Consideration <ul style="list-style-type: none"> Corporate credit analysis Rating agencies approaches Assessing the key rating factors Other criteria relevant to the rating outcome 	Suchada Pantu TRIS rating Co., Ltd.
12.15 - 13.15	Lunch	
13.15 - 14.45	ESG Bond Issuance <ul style="list-style-type: none"> Environmental, Social, and Governance (ESG) Finance Trends ESG considerations for fund raising. Challenging in ESG bond issuance 	Jamjun Siriganjanavong Head of Debt Capital Markets Department Bank of Ayudhya PCL.
14.45 - 15.00	Break	
15.00 - 16.30	Legal Framework for Bond Issuance <ul style="list-style-type: none"> Overview of bond offering transactions (Timeline, steps, and documents) SEC guidelines on product screening and disclosure 	Doungporn Prasertsomsuk counsel Allen & Overy (Thailand) Co., Ltd.

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Register by the Early Bird deadline, **23rd June 2023**

Registration	สิทธิพิเศษเพิ่มเติม	ประเภทผู้สมัคร	Registration fee (THB)	+7% VAT (THB)	TOTAL PAID (THB)**
Early Bird Registration	ส่วนลด 15% + Early Bird 10%	<ul style="list-style-type: none"> สมาชิกสมาคม หน่วยงานภาครัฐ รัฐวิสาหกิจ สมาคม สหกรณ์ หน่วยงานไม่แสวงหากำไร องค์กรที่ลงนามความร่วมมือทางวิชาการกับสมาคม (MoU) 	12,675.00	887.25	13,562.25
	Early Bird 10%	<ul style="list-style-type: none"> หน่วยงานทั่วไปและบุคคลอื่นๆ 	15,210.00	1,064.70	16,274.70
Regular Registration	ส่วนลด 15%	<ul style="list-style-type: none"> สมาชิกสมาคม หน่วยงานภาครัฐ รัฐวิสาหกิจ สมาคม สหกรณ์ หน่วยงานไม่แสวงหากำไร องค์กรที่ลงนามความร่วมมือทางวิชาการ กับสมาคม (MoU) 	14,365.00	1,005.55	15,370.55
	Regular Fee	<ul style="list-style-type: none"> หน่วยงานทั่วไปและบุคคลอื่นๆ 	16,900.00	1,183.00	18,083.00

(1) The payment must be made **within 14 working days before the first of training day in order to remain the Early Bird Discount.**

(2) For **Regular Registration**, the registration fee must be paid **within 7 working days** before the start date!

* Check your Discount rate at <http://www.thaibma.or.th/EN/Training/Seminar.aspx>

**All fees are exempted from 3% withholding tax.

*** Training courses expense shall be deducted at amount of 200% of corporate, companies or juristic partnership income tax.

CANCELLATION POLICY:

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 7 working days before the course start date. All cancellations must be in writing. To be eligible for a course fee refund, a written cancellation notice must be received by ThaiBMA at least 10 working days before the course start date. The administration charge of 20% of the course fee but no more than 3,500 Baht will be deducted from the refund. Regrettably, no refund can be made for cancellation received by ThaiBMA less than 10 working days before the course start date.

Please note that ThaiBMA reserves the right to change the course agenda and speaker.