

# PRIMARY BOND MARKET IN ACTION

เข้าใจกระบวนการระดมทุนในตลาดแรกของตราสารหนี้  
อย่างรอบด้านและนำไปใช้ได้จริง อย่างมืออาชีพ

23 – 24 November 2023



## HIGHLIGHT

- เข้าใจกระบวนการในทางปฏิบัติของการระดมทุนผ่านการออกและเสนอขายตราสารหนี้ตั้งแต่เริ่มต้น
- หลักการและแนวทางในการสำรวจตลาดและกำหนดอัตราดอกเบี้ย
- กฎหมายและกฎเกณฑ์ที่เกี่ยวข้องกับการออกและเสนอขายตราสารหนี้
- มุมมองและประสบการณ์ในการออกและเสนอขายตราสารหนี้ให้ประสบความสำเร็จ

## WHO SHOULD ATTEND?

- ✓ New entry to Executive levels in debt capital markets wishing to gain practical knowledge on Bond issuance.
- ✓ Corporate Treasury, Corporate Strategy, Investor Relations
- ✓ Investment Banker, Arranger, Underwriter, Financial Advisor
- ✓ Asset managers, Financial institutions (banks, insurance companies), Private wealth managers

## COURSE LEVEL **BEGINNER**

The course requires only basic understanding of debt and equity.

## OBJECTIVE

This course is designed for professionals working directly or indirectly with the issuance of bonds at different levels of knowledge and experience.

Participants will gain thorough understanding on the entire life-cycle of bond issuance as well as a practical approach in deal process. The course also aims to address primary market practices, market convention and legal & regulation framework related to bond issuance and offering. In addition, the course draws upon the speaker's extensive working experience in Thailand's debt capital market..

## COURSE HIGHLIGHTS

- Identify and understand the roles of the different market participants in DCM.
- Recognize and understand the entire life-cycle of bond issuance.
- ESG Bond Framework preparation & process
- Legal framework in DCM
- Credit rating consideration
- Bond registration practices.
- Experiences sharing in deal processes

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Day 1 : 23 November 2023

Time	Topic	Speaker
09.00 – 10.30	<b>Thai Debt Capital Market (DCM)</b> <ul style="list-style-type: none"> <li>• Source of Finance (Debt/Equity)</li> <li>• Bond types and features</li> <li>• Credit quality (IG/HY) and examples</li> <li>• DCM teams &amp; Key parties</li> </ul>	<b>Asmaporn Panjanavaporn</b> I V Global Securities Plc.
10.30 – 10.45	<b>15 mins break</b>	
10.45 – 12.15	<b>The Deal processes in DCM Business: Pre – Announcement</b> <ul style="list-style-type: none"> <li>• Pitching &amp; Mandate</li> <li>• Origination &amp; Structuring</li> <li>• Underwriting &amp; Syndication</li> <li>• Case studies</li> </ul>	<b>Asmaporn Panjanavaporn</b> I V Global Securities Plc.
12.15 – 13.15	<b>Lunch</b>	
13.15 – 14.45	<b>The Deal processes in DCM Business: Post – Announcement</b> <ul style="list-style-type: none"> <li>• International vs Thai Practice</li> <li>• Marketing &amp; Roadshow</li> <li>• Book Building &amp; Allocations</li> <li>• Price setting: Initial Price thoughts/guidance</li> <li>• Spread/Yield/Price</li> <li>• Sale process &amp; Post offering</li> <li>• Case studies</li> </ul>	<b>Montri Upathambhakul</b> Bangkok Bank PCL.
14.45 – 15.00	<b>15 mins break</b>	
15.00 – 16.30	<b>Legal framework for DCM transactions</b> <ul style="list-style-type: none"> <li>• Appointment of UW, FA, Registrar, BHR</li> <li>• Disclosure, Due diligence calls, Comfort letters, Representations and Warranties</li> <li>• Covenants, Event of Default, Cross default</li> <li>• Acceleration Responsibilities of BHR under T&amp;C</li> </ul>	<b>Doungporn Prasertsomsuk</b> Allen & Overy (Thailand) Co., Ltd.

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Day 2 : 24 November 2023

Time	Topic	Speaker
09.00 – 10.30	<b>ESG bond issuance preparation</b> <ul style="list-style-type: none"> <li>GSS+ bond principles</li> <li>ESG Bond Framework preparation &amp; process</li> <li>Preparing for external reviews</li> <li>Case studies – ESG Bond framework</li> </ul>	<b>Nattorn Phothipat</b> Government Saving Bank
10.30 – 10.45	<b>15 mins break</b>	
10.45 – 12.15	<b>Credit ratings consideration</b> <ul style="list-style-type: none"> <li>Credit rating preparation</li> <li>Key criteria for credit rating</li> <li>Assessing the Financial risk &amp; Business risk profile of companies</li> <li>Other Credit considerations</li> <li>ESG Impact on Credit rating</li> </ul>	<b>Lertchai Kochareonrattanakul</b> Fitch Ratings (Thailand)
12.15 – 13.15	<b>Lunch</b>	
13.15 – 14.15	<b>Legal consideration in practice</b> <ul style="list-style-type: none"> <li>ThaiBMA bond registration requirements</li> <li>Monitoring covenant in practice</li> <li>Roles of Bondholder representative</li> <li>Case studies</li> </ul>	<b>ThaiBMA</b>
14.15 – 14.30	<b>15 mins break</b>	
14.30 – 16.00	<b>Executive sharing</b> <ul style="list-style-type: none"> <li>How to choose UW / FA / Arranger etc.</li> <li>Expectation from Intermediary services</li> <li>Experiences sharing in deal processes</li> </ul>	<b>Kamolmas Nimwatana, CFA</b> BTS Group Holdings PCL

\*\*\* ThaiBMA reserves the right to make a minor change on some contents without prior notice\*\*\*

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Register by the Early Bird deadline, 11<sup>st</sup> Oct 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"><li>สมาชิกสมาคม หน่วยงานภาครัฐ รัฐวิสาหกิจ สมาคม สหกรณ์</li><li>หน่วยงานไม่แสวงหากำไร</li><li>องค์กรที่ลงนามความร่วมมือทางวิชาการกับสมาคม (MoU)</li></ul>	12,675.00	887.25	13,562.25
	Early Bird 10%	<ul style="list-style-type: none"><li>หน่วยงานทั่วไปและบุคคลอื่นๆ</li></ul>	15,210.00	1,064.70	16,274.70
Regular Registration	ส่วนลด 15%	<ul style="list-style-type: none"><li>สมาชิกสมาคม หน่วยงานภาครัฐ รัฐวิสาหกิจ สมาคม สหกรณ์</li><li>หน่วยงานไม่แสวงหากำไร</li><li>องค์กรที่ลงนามความร่วมมือทางวิชาการกับสมาคม (MoU)</li></ul>	14,365.00	1,005.55	15,370.55
	Regular Fee	<ul style="list-style-type: none"><li>หน่วยงานทั่วไปและบุคคลอื่นๆ</li></ul>	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.

FOR FURTHER INFORMATION PLEASE CONTACT: NUTTHAPHOL, JUTHAMAT

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