CORPORATE FINANCIAL DECISIONS & FUND RAISING IN BOND MARKET

2 - 3 JULY 2026

ก้าวล้ำสู่การบริหารจัดการ ทางการเงินอย่างมืออาชีพ



- เข้าใจมุมมองและแนวคิดในการตัดสินใจทาง การเงินของ CFO
- O เรียนรู้กลยุทธ์และเครื่องมือในการตัดสินใจทาง การเงินที่สำคัญ
- ประยุกต์ใช้แนวคิดกับสถานการณ์จริงได้

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

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.

Course Highlights:

- CFO's Aspect & Strategic Financial Decisions
- Capital Market Financing & Investing
- Optimal Capital Structure
- Practical Approaches to Corporate Fundraising
- Fund Raising in Bond Market
- ESG Bond Trend and Key Considerations

Course fees: 16,900 Baht (excluding vat)

Early Bird 10% top up discount, by 18 May!!

+ Save up 15% for ThaiBMA's members and Government Agencies (T&C applied)



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



For further information

Please contact: Nutthaphol, Juthamat Tel. 0-2655-6000 ext. 403, 401

Email: training@thaibma.or.th



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Day 1 : 2nd July 2026

Time	Topics	Speaker		
09.00 - 10.30	 CFO & Strategic Financial Decisions CFO: The business partner of CEO CFO duties and key decisions. Challenges in corporate decision making 	Muntana Auekitkarjorn Deputy Managing Director CK Power PCL.		
10.30 - 10.45	Break			
10.45 - 12.15	 Investment Decisions & Feasibility Study 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 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 Concept in capital structure 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: 3rd July 2026

Time	Topics	Speaker
09.00 - 10.30	Executive Sharing: Practical Approaches for Corporate Fund Raising • Financing options strategy & opportunities • Lessons learned and strategic decisions made • Case study from experiences	Surawat Suwanyangyuen Canvas Capital Design Co., Ltd.
10.30 - 10.45	Break	
10.45 - 12.15	Credit Rating Consideration Corporate credit analysis Rating procedures 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 Environmental, Social, and Governance (ESG) Finance Trends ESG considerations for fund raising Challenging in ESG bond issuance 	Jamjun Siriganjanavong Head of Debt Capital Market Department And Head of ESG Finance Department Bank of Ayudhya PCL.
14.45 - 15.00	Break	
15.00 - 16.30	Legal Framework for Bond Issuance • Overview of bond offering transactions (timeline, steps, and documents) • SEC guidelines on product screening and disclosure	Doungporn Prasertsomsuk Partner Chandler Mori Hamada Limited

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Register by the Early Bird deadline, 18th May 2026

Registration	สิทธิพิเศษเพิ่มเติม	ประเภทผู้สมัคร	Registration fee (THB)	+7% VAT (THB)	TOTAL PAID (THB)**
Early Bird Registration	ส่วนลด 15% + Early Bird 10%	 สมาชิกสมาคม หน่วยงานภาครัฐ รัฐวิสาหกิจ สมาคม สหกรณ์ หน่วยงานไม่แสวงหากำไร องค์กรที่ลงนามความร่วมมือทาง วิชาการกับสมาคม (MoU) 	12,675.00	887.25	13,562.25
	Early Bird 10%	 หน่วยงานทั่วไปและบุคคลอื่นๆ 	15,210.00	1,064.70	16,274.70
Regular Registration	ส่วนลด 15%	 สมาชิกสมาคม หน่วยงานภาครัฐ รัฐวิสาหกิจ สมาคม สหกรณ์ หน่วยงานไม่แสวงหากำไร องค์กรที่ลงนามความร่วมมือทาง วิชาการ กับสมาคม (MoU) 	14,365.00	1,005.55	15,370.55
	Regular Fee	 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.