

# SOUTH WIND

Charter Granted 7 August 1961

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No. 2700  
8 June 2018

**Today's Topic: "1964 – The Greatest Year in the History of Japan:  
How the Tokyo Olympics Symbolized Japan's Miraculous Makeover"**  
*Roy Tomizawa*

**MEETINGS : EVERY FRIDAY AT NOON**

## THE MULTI NATIONAL GOLIATHS VERSUS THE INSURGENTS.

*By Rtn Stefan Sanchez*

Rtn Gerard studied business at Nyenrode, Holland's foremost business school, He then continued his business studies at Harvard and Cambridge. He moved to Asia in 1985 working extensively throughout the region, notably Thailand, Taiwan, Singapore and Malaysia. Since moving back to Thailand he has started his own consultancy, GG BIZ Solutions, based in Singapore. He has been engaged in Strategy Management, Marketing Products, E Account Management, Trade Marketing Capabilities, Organizational Development and Personal Coaching Projects with multinational companies. Since 2014 he is director of Mind Exchange, a group of twenty- one companies sharing knowledge among consumer driven multi nationals companies and their high level directors.



This talk is dedicated to the struggle for market dominance between Multi National Companies and local Brands. With special emphasis on Thailand.

"Local Brands are gaining ground, they are the rulers of the food and beverage sectors".

Asians love home-cooked tastes and original recipes "like mum makes". Asian brands excel at catering to the local palate. (These frozen or dried foods, and 'flavoured' drinks are cheap and appear to be quite addictive).

Thai businesses have changed from being "production driven" to "market driven". Note the rise of Asian giants, such as Thai

Bev, Boon Rawd/Singha, Red Bull. This presence in market leadership can be distilled into certain qualifying advantages. Asian brands, "The Insurgents", are finding competitive advantage in Culture. Which they can tap into and even create themselves. By recognizing the importance of culture, Asian brands are well placed for further growth.

Brands that fail to understand culture exist in a vacuum; brands should draw their meaning and energy from culture as it shifts. Insurgents have a Founder's Mentality. They are characterized by a bold mission, clear focus, front-line obsession, relentless experimentation, no complexity, aversion of bureaucracy action orientation and cash

focus. The basic tenants of a small and successful company .

Whilst it is indisputable that Multi-National Companies have benefits of scale, access to scarce commodities, massive negotiation with suppliers and retailers, R & D power (The ability to cut across borders and cultures) in addition to the ability to purchase massive data. These Multi-National "Goliaths" are finding it difficult to crack into "dried or chilled Thai specialties" like mom makes. They need to become more "local", innovative, entrepreneurial and customer focused.

It is also far from advantageous to charge prices the ordinary family cannot afford for basic living.

Revenue and profit growth of FMCG's (fast moving consumer goods-beverages, packaged, goods, toiletries) has been declining, primarily impacted from a decline in de BRIC countries, China -60%, then others, 20 to-25%. These economically emerging countries are very much tied to local tastes and local products.

MNC's need a new strategic direction, change their business model, re-invent the benefits of scale and introduce benefits from the insurgents.

They need to become more "local", innovative, entrepreneurial and customer focused.



# SNAPSHOTS FROM RCBS LUNCH, 1 JUNE 2018



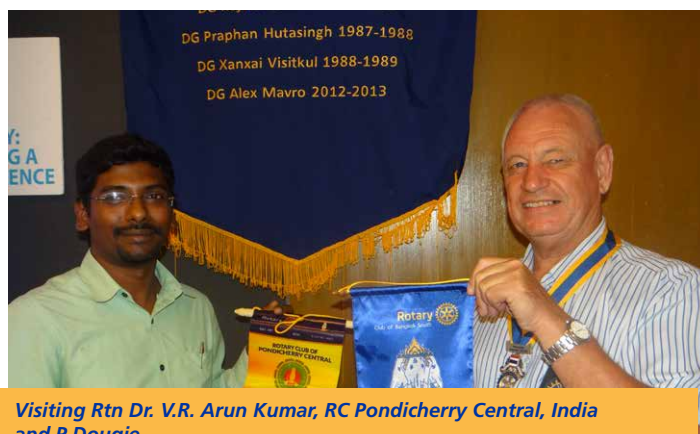
PP John and Rtn Peter welcome RTN Tyrone back after a short absence



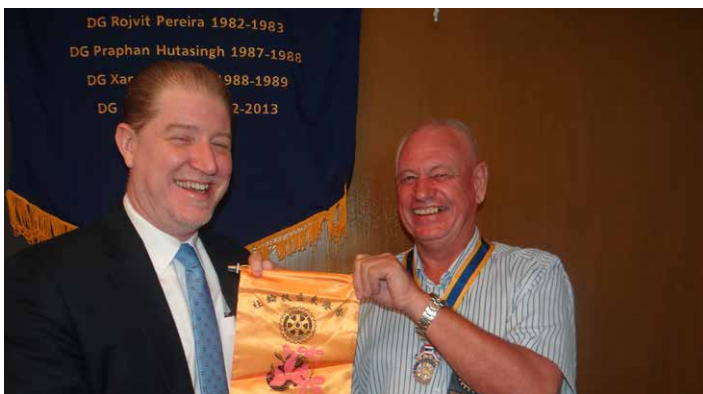
P Dougie and PP Don saying good-bye for the summer



Rtn Tevin and his father PP Philip



Visiting Rtn Dr. V.R. Arun Kumar, RC Pondicherry Central, India and P Dougie



PE Dean getting the banner from P Stacey Ho's Club in HK



PP Don being creative with the camera

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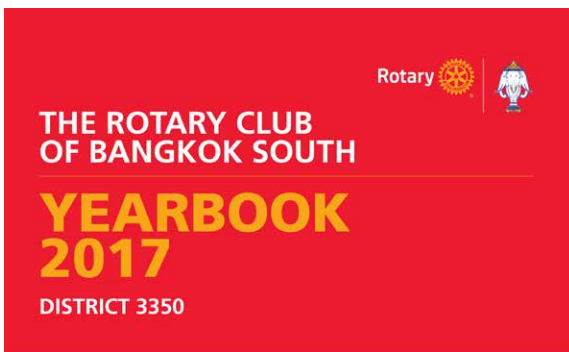
# THE ROTARY CLUB OF BANGKOK SOUTH

MEETINGS : EVERY FRIDAY AT NOON



The Crowne Plaza Bangkok Lumpini Park Hotel  
952 Rama IV Road, Bangkok 10500 Thailand  
info@rotarybangkoksouth.org | 02632 9160  
www.rotarybangkoksouth.org

## RCBS YEARBOOK 2018 BE THE FIRST ... BOOK NOW!



Publication date:

1 June 2018

Deadline for booking & artwork:

22 May 2018

I wish to confirm the following advertising space in the  
RCBS Yearbook 2018

- Back Cover 30,000- Baht
- Inside Front Cover 24,000- Baht
- Inside Back Cover 20,000- Baht
- Full Page 15,000- Baht
- Half Page 8,500- Baht
- Quarter page 5,000- Baht

(All prices are excluding VAT 7%)

### PAYMENT

Account Name: **Shrimp Asia Co.,LTD.**

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\*Please send this form to Khun Thaniya at thaniya@shrimp-asia.com  
or contact is 02 663 7400-2



# Khun Khob's Club Almanac #2700

## 8 JUNE 2018

### Happy Birthdays:

PP Krin Charnmaytesakul June 11  
PP Niti Meyer June 14

### Wedding Anniversary Greetings:

None

### Attendance for 1 June 2018: 57%

Present 36, Make-up 7, Absent 33, Exemption 29, Total 105

### Visiting for 1 June 2018:

#### From Local

None

#### From Abroad

Dr. V.R. Arun Kumar RC Pondicherry Central, India

#### Invited Guests:

Chia Chun Liao  
Jenny He  
Paul Jensen

#### Introduced by:

PP Nick Pisalyaput  
PP Nick Pisalyaput  
PN Tim Cornwall

### Recent Makeups:

**RC Hershey, USA, 5 May 2018:** Dr. M. Chase Schneier

### Makeups:

**Incoming Board, 28 May 2018:** Alastair Timblich, Dana Caron, PE Dean Outerson, PP Mark Butters, PP Michael Schulz, Patrick Gauvain, Peter Upperton

**RC Hong Kong Island East, 30 May 2018:** P Douglas Riach, PP Krin Charnmaytesakul, Mike Ellis, PP Nick Pisalyaput, PP Per Dibber, PP Peter-Michael Schuster, Rui Belo

**RC Macau, 31 May 2018:** PP Krin Charnmaytesakul, Mike Ellis, PP Per Dibber, PP Peter-Michael Schuster

## CLUB CALENDAR

**Friday, 15 June 2018** – Israeli Ambassador H.E Dr. Meir Schlomo on "Changes in Middle - East, Israel - Thailand relationship."

**Friday, 22 June 2018 – No Weekly Meeting** – due to Installation Dinner on Saturday, 23 June 18 at InterContinental Bangkok.

**Saturday, 23 June 2018 – Annual Installation Dinner** at InterContinental Bangkok. Please contact **Khun Khob** at [info@rotarybangkoksouth.org](mailto:info@rotarybangkoksouth.org) or **02632 9160** for more information.

**Friday, 29 June 2018** – Fellowship lunch at Charcoal. Details to be advised.

**Friday, 6 July 2018** – President's Day

**Friday, 13 July 2018** – Rtn Prasert Mangkornkarn on "Why I Love Soy Sauce"

**Friday, 20 July 2018** – Peace Fellow program (more details to be advised)

**Friday, 27 July 2018** – No Weekly Meeting due to Asarnha Bucha Day Holiday

**Friday, 3 August 2018** – Club Birthday Lunch (more details to be advised)

**For more information about Bangkok South events contact:** [rotarybangkoksouth.org/calendar-of-events](http://rotarybangkoksouth.org/calendar-of-events)

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