

**ASEAN International Conference\***  
**"Governance Efficiency in ASEAN"**

***Exploring Trends, Best Practices, and  
Future Opportunities for ASEAN***

**The main objectives** of this conference are to:

1. To establish dialogue between member states and follow the ASEAN Blueprint A.1.4 "Promote Good Governance" as specified in the ASEAN Political Security Community Pillar
2. To provide a forum/platform for academicians, government officials, and practitioners from ASEAN delegates to discuss and exchange views on best practices and related issues in the current scenario of governance efficiency from global to regional practices.
3. To facilitate and enhance participants' reflections about ASEAN governance efficiency from various perspectives.
4. To develop an applicable action plan for future collaborations among ASEAN Members in Good Governance.

**Date and Time:** November 27-28, 2014

**Venue:** Novotel Bangkok Platinum Pratunam Hotel

**Participants:**

- Senior ASEAN Government Officials
- Senior Thai Public Officials
- Academia/ Professionals

## International Schedule

Date	Time	Activity
Thursday November 27 <sup>th</sup>	08.00-08.45	Early Bird Social Networking Moderated by Associate Professor Kongkiti Phusavat, Kasetsart University
	08.45-09.00	Registration
	09.00-09.20	Grand Opening Addresses <ul style="list-style-type: none"> <li>- Deputy Prime Minister (Dr. Wissanu Krea-Ngam)</li> <li>- Country Director, World Bank, Thailand (Mr. Ulrich Zachau)</li> <li>- Acting Secretary-General, Office of the Public Sector Development Commission (OPDC), Thailand (Mr. Pong-ard Treekitvatanakul)</li> </ul>
	09.20-09.30	Photo Session
	09.30-10.15	Keynote Presentation <b>"Advancing the Public Sector in the 21st Century: The Quest for a New Paradigm"</b> <ul style="list-style-type: none"> <li>- Dr. Suvit Maesincee, Director of Sasin Institute for Global Affairs, Sasin Graduate Institute of Business Administration of Chulalongkorn University</li> </ul> Key Messages: <ul style="list-style-type: none"> <li>- Applying the practice of good governance in ASEAN and carrying out commitments among ASEAN Members for enhancing governance efficiency</li> <li>- Leveraging on strategic positions in the region to initiate mutual policies or activities that have multiplier effects on the ground</li> <li>- Maintaining ASEAN relations as regional networks</li> </ul>
	10.15-11.00	Special Session on Public Sector Innovation <b>"Building Capacity for Public Sector Innovation: Insight from OECD Countries"</b> <ul style="list-style-type: none"> <li>- Mr. Marco Daglio, Project Manager, Observatory of Public Sector Innovation, OECD</li> </ul> Key Messages: <ul style="list-style-type: none"> <li>- Presenting OECD work on sustaining capacities for public sector innovation</li> <li>- Drawing lessons from OECD countries in shaping innovation practices</li> <li>- Opportunities and Challenges for fostering innovation in ASEAN</li> </ul>

Date	Time	Activity
	11.00-11.15	<i>coffee break</i>
	11.15-12.00	<p>Panel Presentation  <b>"Sparking Innovations for ASEAN Prosperity"</b>  Panelist:</p> <ul style="list-style-type: none"> <li>- Mr. Marco Daglio, Project Manager, Observatory of Public Sector Innovation, OECD</li> <li>- Mr. Soren Davidsen, Leading the World Bank's Work on Good Governance and Public Sector Performance in the region, The World Bank</li> <li>- Mr. Marc Spiegel, Vice Chairman, Joint Foreign Chambers of Commerce in Thailand (JFCCT) Immediate Past President, Thai-Finnish Chamber of Commerce</li> </ul> <p>Moderated by Mr. Mark Miller, an Economist and Public Sector Specialist, The World Bank</p> <p>Key Messages:</p> <ul style="list-style-type: none"> <li>- Discussing the relevant of international evidence and theories to ASEAN context</li> <li>- Cultivating the most significant policy, practice and initiatives that can encourage innovation and improvement in government</li> <li>- Providing the specific recommendations and action steps for the implementation of innovation-driven approach in ASEAN</li> </ul>
	12.00-12.45	<p>Countries Presentation  by ASEAN Delegates  Moderated by Associate Professor Kongkiti Phusavat, Kasetsart University</p> <p>Key Messages:</p> <ul style="list-style-type: none"> <li>- Illustrating the relevance of governance efficiency in individual nations</li> </ul>
	12.45-13.45	Networking Luncheon
	14.00-17.30	<p><b><i>Study Visit at One Stop Export Service Center (OSEC), Department of International Trade Promotion, Ministry of Commerce</i></b></p> <p>Objective:</p> <ul style="list-style-type: none"> <li>- To explore and understand a practical effective innovation in the Thai public sector</li> </ul>

Date	Time	Activity
	18.30-19.00	Networking Cocktails and Refreshments
	19.00-20.30	Privilege Dinner at Praya Palazzo
<p data-bbox="209 443 352 533"><b>Friday November 28<sup>th</sup></b></p>	08.00-08.45	<p data-bbox="628 443 1326 533">ASEAN Dialogue Moderated by Associate Professor Kongkiti Phusavat, Kasetsart University</p> <p data-bbox="628 573 815 600">Objectives:</p> <ul data-bbox="683 607 1374 857" style="list-style-type: none"> <li>- To direct and shape ASEAN cooperative issues/ activities in post ASEAN 2015 where ASEAN Members can make future developmental cooperation</li> <li>- To identify priority areas for making good progress in governance as well as setting out a feasible plan to deliver policy dialogue</li> </ul>
	08.45-09.00	Registration
	09.00-10.30	<p data-bbox="628 956 1378 1046"><b>"UNPSA (United Nations Public Service Awards): A Real Challenge for Public Service Improvement"</b></p> <ul data-bbox="683 1052 1273 1113" style="list-style-type: none"> <li>- Dr. Viput Ongsakul, Dean of NIDA Business School, NIDA</li> </ul> <p data-bbox="628 1149 815 1176">Objectives:</p> <ul data-bbox="683 1182 1374 1402" style="list-style-type: none"> <li>- To guide and share successful state of good practices that can contribute to the acceleration and expansion of achieving UNPSA</li> <li>- To improve the excellence service-enabling environment and enhance regional integration competitiveness</li> </ul>
	10.30-10.45	coffee break
	10.45-11.30	<p data-bbox="628 1500 1331 1561"><b>ASEAN Backbone: Practical Aspects for SME Development</b></p> <ul data-bbox="683 1568 1362 1628" style="list-style-type: none"> <li>- Dr. Karndee Leopairote, Thammasat Business School, Thammasat University</li> </ul> <p data-bbox="628 1632 852 1659">Key Messages:</p> <ul data-bbox="683 1666 1378 1850" style="list-style-type: none"> <li>- Focusing on sharing experiences for implementation of competitive and innovative SMEs in ASEAN members</li> <li>- Discussing recommendations to develop the capacity and boost competitiveness of SMEs in the ASEAN Region</li> </ul>

Date	Time	Activity
	11.30-12.00	Review of Conference and Next Step
	12.00-12.15	Closing Remarks by OPDC and The World Bank End of the Symposium
	12.15-13.30	Networking Luncheon

Note: \*The workshop will be conducted in English.

-----