

The 15th J-Seminar

Thai-Nichi Institute of Technology



Friday, August 8, 2025 – 12:10 PM to 2:30 PM (Thailand time)

From 12:10 PM to 12:55 PM, there will be an online screening of “NHK Project X – Challengers”

Learning from the 2011 Thailand Flood: On-Site Capability and International Collaboration – Japan–Thailand joint effort that saved 5,400 Thai workers –

Speakers : Prof. Dr. Seiya Sukegawa, Professor of Economics, Faculty of Political Science and Economics, Kokushikan University; Visiting Professor, Thai-Nichi Institute of Technology (TNI)
Mr. Kongsak Kiattubtew, JSS (Thailand) Co., Ltd. General Manager

Organizer: Thai-Nichi Institute of Technology

Supported by: AOTS – The Association for Overseas Technical Cooperation and Sustainable Partnerships

: JETRO Bangkok

: JCC – Japanese Chamber of Commerce, Bangkok

Format: Online (via Teams livestream), pre-registration required

Participation Fee: Free

Language: Japanese (Online screening includes Thai subtitles)

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| 12:10-12:55 | NHK “Project X – Challengers” “Emergency Dispatch of 5,000 People: Full-Scale Effort by Japanese Manufacturers – Battling the Thailand Flood” Japanese audio, Thai subtitles. We invite you to watch this in advance and encourage your colleagues to do the same. |
| 13:00-13:10 | Opening Address by President Rungsun Lertnaisat of Thai-Nichi Institute of Technology (TNI) |
| 13:10-13:50 | Q&A Dialogue Session: Mr. Kongsak Kiattubtew, interviewed by Prof. Dr. Seiya Sukegawa |
| 13:50-14:30 | Lecture by Prof. Dr. Seiya Sukegawa: “The 2011 Thailand Flood – Key Lessons for Future Crisis Management?” |
| 14:30 | Closing Remarks |

Thai-Nichi Institute of Technology (TNI) is a private university in Bangkok established in 2007 by the Technology Promotion Association (Thailand-Japan) (TPA). TNI comprises six faculties: Engineering, Information Technology, Business Administration, Thai-Nichi International College (TNIC), Global Communication, and Digital Technology for Business and Industry. It emphasizes practical, industry-linked, and international education—particularly through Japanese language training and Japanese-style manufacturing education. Many students participate in internships at Japanese companies or study abroad in Japan. Graduates are active in Japanese and multinational firms, making TNI a key institution fostering ties between Thailand and Japan.

In October 2011, central Thailand was struck by record-breaking floods that halted entire supply chains, submerged factories, and put thousands of employees at risk. In a remarkable cross-border mobilization, approximately 5,400 Thai employees were dispatched to Japan—resuming production and safeguarding critical operations. This extraordinary joint effort between Japanese and Thai teams demonstrated not only operational resilience, but also the power of leadership under pressure and deep mutual trust. The story was featured in NHK’s January 2025 documentary, New Project X: “Emergency Dispatch of 5,400 People – Battling the Thailand Floods”, which underscored how decisive leadership and trust-based collaboration enabled a successful recovery.

In this seminar, you will gain firsthand insights into:

- “Crisis-time leadership that mobilizes and inspires teams”,
- “Strategies for empowering Thai staff within Japanese corporate structures”,
- “Building sustainable trust and effective teamwork between nationalities”.

Join us to learn how these lessons can help strengthen your crisis preparedness and leadership impact.

How to Participate:

The seminar will be streamed via Microsoft Teams.

On August 6 or later, we will send viewing instructions to the email addresses provided during registration.

How to Register:

Please sign up using the registration form or the QR code:

<https://forms.gle/6qbM3XpFYbXLeAB2A>

※The information you provide will be used by TNI and co-organizers for event updates and related announcements. A participant list, including your name, will be shared with the speakers. We presume your agreement to this when submitting the form.

Deadline: Tuesday, August 5, 2025, by 5:00 PM (Thailand time)



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Thai-Nichi Institute of Technology



【Introduction of the speakers】



Prof. Dr. Seiya Sukegawa

Professor of Economics, Faculty of Political Science
and Economics, Kokushikan University; Visiting
Professor, Thai-Nichi Institute of Technology (TNI)

【Education】

- Ph.D. in Economics, Graduate School of Economics, Kyushu University

【Work Experience】

April 1992 – Joined Japan External Trade Organization (JETRO)
June 1998 – Director, JETRO Bangkok Office, Investment Promotion Division
April 2004 – Researcher, Asia & Oceania Division, Overseas Research Dept., JETRO Head Office
March 2010 – Vice President & Senior Economist, JETRO Bangkok Office
October 2013 – Deputy Director for ASEAN Strategy, Planning Department (Head Office), JETRO
April 2017 – Associate Professor, Faculty of Political Science and Economics, Kokushikan University
April 2020 – Professor, Faculty of Political Science and Economics, and Graduate School of Economics, Kokushikan University
April 2022 – Visiting Professor at the Thai-Nichi Institute of Technology (TNI)



Mr. Kongsak Kiattubtew

JSS (Thailand) Co.,Ltd. General Manager

【Graduation】

Bachelor degree of Industrial Technology from King Mongkut
Technology Ladkrabang
Master degree of Information Technology management from
King Mongkut Technology Ladkrabang
Master of Business Administration from Kasetsart University

【Work Experience】

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| 1991~2012 | worked at OKI(THAILAND)CO.LTD. From Eng. Position until director for engineering |
| 2013~2014 | UACJ(Thailand) Co, Ltd. New company and factory launch, human resource and new organization set up management. |
| 2014~2022 | Production Division manager(LAPIS division) at ROHM Integrated Systems (Thailand) Co., Ltd. |

How to apply : <https://forms.gle/6qbM3XpFYbXLeAB2A>

※Deadline : Tuesday, August 5, 2025 at 5:00 PM (Thailand Time)

Inquiry: Thai-Nichi Institute of Technology (TNI)

E-mail: seminar@tni.ac.th

Contact Person: Kosaki

