

Chetanee Opaswatchai



Petzower Str. 1
14109 Berlin, Germany
Tel. : (+49-30) 8050040
E-mail : thaicom.berlin@t-online.de

Professional profile:

2008 – Present **Minister Counsellor (Commercial), Commercial Section, Royal Thai Embassy, Berlin**

- Disseminate information on international trade of Thailand to public and private sectors through meeting, seminars, presentations, exhibition and other appropriate means to enhance business cooperation.
- Coordinate and cooperate on the Federal and Lander government levels and on private sector level with regard to the development and promotions of both international and bilateral trade for mutual benefits for Thailand and Germany.
- Coordinate and cooperate on the Federal and Lander government levels and on private sector level in order to facilitate promotion as well as create awareness of Thai goods and services in Germany with an aim to further the development of economic and commercial relations between Thailand and Germany.
- Provide information for the German authorities, consumer institutions as well as media about Thai economic activities including regulations and measures on Thai products quality control.
- Cooperate and coordinate on the governmental level and private sector level on the exchange of official and business visits of delegations.

2006 – 2008 **Director of China Section, Office of International Market Development, Department of Export Promotion, Ministry of Commerce, Royal Thai Government**

- Analyst and marketing consultant of Thai exports to China market.
- Study and follow up on China domestic and international trade policies and disseminate this information to Thai businessmen.
- Coordinate and cooperate with the Thai Trade center in China and the relevant organizations in providing directions, measures and action plans for promoting Trade between Thailand and China.
- Managing export promotional activities for China market such as Thailand Exhibition (in Fuzhou, Xiamen and Changchun) , Goodwill Mission to China and also Goodwill Mission from China to Thailand.
- Organizing seminars for Thai businessmen to know how to enter the China market.

2003 –2006 **Chief of Overseas Trade Fair Activities Group (Gift & Decorative Products), Department of Export Promotion**

- Managing 12 international trade fairs in Germany, Italy, U.S.A., Japan, China, India, Romania, etc. (Organizing Thailand pavilions in international trade fairs)

1998 – 2003 **Chief of Service Trade Group (Software, Design and Construction Service)**

Department of Export Promotion

- Analyst and marketing consultant of Thai businessmen in software industry and design & construction services to overseas markets.
- Coordinate and cooperate with the relevant government and private organizations in formulating target markets, directions, measures and action plans for promoting software industry, design and construction services to go international markets.
- Managing export promotional activities for software industry and design & construction services such as organizing trade missions and goodwill mission to target markets, participating in international trade fairs and organizing seminars , etc.
- Creating PR media material such as website, multi media information and publication.

1997-1998 Deputy Director of Thai Trade Center, Barcelona, Spain, Department of Export Promotion

- Study and follow up on Spain domestic and international trade policies and inform Thai private sector as of early waning of the new measures.
- Market survey and analysis of potential Thai products in Spain market and report to DEP in order to disseminate to Thai exporters.
- Introduce potential Spanish partners, matching Thai exporters' qualifications.
- Provide information for Thai exporters and Spanish importers/wholesalers.
- Create directions, measures and action plans for promoting Thai products to Spain market.
- Organize Spanish trade mission to international trade fair in Thailand.
- Establish new business connections and network.

1991 – 1997 Senior Trade Officer, Office of International Trade Fair Activities, Department of Export Promotion

- Project manager of Bangkok Gems & Jewelry Fair
- Project manager of Gift Show

1981 – 1991 Trade Officer Level 3-5, Department of Internal Trade, Ministry of Commerce

- Study and follow up on rice production and price.
- Write weekly and monthly report of rice market situation.
- Study and analyst agricultural products market.

Education:

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| • 1981- 1988 | Thammasat University
Master of Economics | Bangkok, Thailand |
| • 1977 - 1981 | Kasetsart University
Bachelor of Economics (2 nd class Honors) | Bangkok, Thailand |

Personal Profile:

Date of birth:	24 November 1958
Nationality:	Thai
Language proficiency:	Thai, English
Computer operation proficiency:	Microsoft OFFICE Windows