

ITD VIETNAM

December 2022 edition

A special issue from ITD World Vietnam

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LEADERSHIP DISCIPLINE

Adding value to others

“I don’t know what your destiny will be, but one thing I do know: The ones among you who will be really happy are those that have sought and found how to serve.”

— Albert Schweitzer

Most of us have heard of the phrase “servant leadership” at least once. Leadership success comes from using your talent to serve something bigger than yourself - for the greater good. It keeps our life purpose from becoming selfish, while also addressing our deep desire to use our lives for something significant and worthwhile.

Ultimate fulfillment and significance come from a lasting sense of joy and satisfaction, from fully living a life purpose centered on adding value to others. An important part of personal fulfillment is the sense that we are part of something bigger than ourselves, and that our work makes a difference for others.



LEADERSHIP DISCIPLINE

What People Appreciate and Remember Most

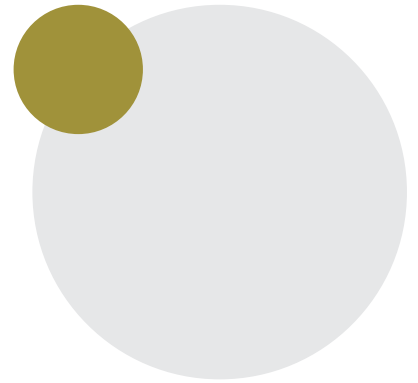
When world-renowned leadership author Richard Boyatzis asked people who had been the most valuable people to them in their careers, he found that about 80 percent said that it was those who had helped them extend their dreams and reach for new positive experiences in their lives. On the other hand, those who highlighted people's faults and made others feel small were not valued.

LEADERSHIP DISCIPLINE

The Absence of Fulfillment

We all know people who pursue money, power, or pleasure as an ultimate end. They are never happy - because they can never get enough, and they always want more and more for themselves. These things are temporary and fleeting, and even if their possessions make people feel good for a while, soon enough they run out; yet like an addiction, they keep yearning for more.

Many people in the world seem to work very hard and achieve success, money, and fame - yet a true sense of lasting fulfillment is still largely absent from their lives because they have not dedicated themselves to serving the greater good. The positive emotions of true fulfillment tend to come most strongly as a result of hard work and sacrifice in the service of an end that is bigger than yourself.



LEADERSHIP DISCIPLINE

From Great to Grand

Stephen R. Covey, in his book ***The Eighth Habit: From Effectiveness to Greatness***, wrote about primary and secondary greatness. He stated that secondary greatness involved position, wealth, talent, and popularity, whereas primary greatness is about service above self, contribution, respect for all people, moral authority, servant leadership, and sacrifice.

Covey speaks of the need to live, learn, love, and leave a legacy. The people who have made the greatest difference in the world understand the significance of adding value to others.

Consider Nobel Prize winners such as Nelson Mandela, Albert Schweitzer, and Mother Teresa. These people were less interested in their positions or possessions than in their contributions to others. Study their lives and you will notice that they wanted to make things better for others.

As leaders, we should not think of our position as merely a job – but a privilege. True leaders derive fulfillment from adding value to others.

The Leader as a Coach

*"No man is an island."
– Ernest Hemingway*

LEADERSHIP DISCIPLINE

The Leader as a Coach

Command and control used to be the norm of leadership – when the primary goal of leaders was to direct employees so that they might understand and reproduce the business' previous successes. That is no longer the case.

Given the constant disruptions these days, what got us here won't get us there. What used to work may become outdated very soon. As leaders, we don't have the answers to everything – hence, a traditional command-and-control management style should be replaced with another approach, in which leaders focus on providing support and guidance instead of instructions. In other words, as **Harvard Business Review** has summed up, *“the manager's role, in short, is becoming that of a coach.”*

Over time, coaching has become an integral part of every organizational development plan. When we talk about coaching, it's not merely about sharing or consulting – but about, as sir John Whitmore has defined, *“unlocking people's potential to maximize their performance”*, by utilizing practices such as active listening, asking questions, and giving feedback. It's about the leaders striving to add value to others – instead of to himself/herself.



LEADERSHIP DISCIPLINE

When We Grow Others, We Grow Ourselves

In his book *Winning with People*, **Dr. John C. Maxwell** talks about the Boomerang Principle, which says that “*when we help others, we help ourselves.*” Even when there is no direct return on investment on those we have helped, the sense of fulfillment, which comes from helping others, is in itself worth it. People derive a true sense of happiness when they act in the service of others and are involved in charitable works without demanding anything in return.

A key to excellent self-development is developing people. By continuously transforming and driving people towards growth, leaders are also constantly improving their skills and techniques to unlock the potential of the people.

A leader who effectively coaches others to grow his or her people. When that happens, they produce better results; this in turn brings the organization to a higher level of success. By coaching many in the organization, they see the great value that occurs, this

motivates them to become coaches too. This creates a multiplier effect that often goes beyond those who report directly to the leader. It helps create a culture of coaching and leadership excellence throughout the whole organization.



LEADERSHIP DISCIPLINE

Case study: Kayashima's story

As a quality manager working in the United States for a multinational Japanese manufacturing company, Kayashima had to learn to adapt himself to work with people from very different cultural backgrounds. His style of dealing with employees was focused on problem-solving and controlling processes and people to ensure conformance to the quality standards that were set.

By standardizing and controlling the workflow, he was able to ensure quality but his team members were not developing themselves very much and they lacked creativity as things had become fairly routine and predictable. Over time, there was a lack of performance improvement, motivation was low, and people felt “robotic” as they were not really engaged at work.

“When I started to learn about the coaching principles,” he says, “I noticed that they were quite different from my predominant behavioral style, so I wanted to challenge myself to learn a different way of doing things and to find out for myself how it would impact the results that I achieve.”

“I learned and practiced coaching at work by getting involved in coaching sessions every two weeks with my team members. I attended coach training, prepared myself before each coaching session, applied the principles when I coached, and after each session, I would think back about what I learned and how I could be a more effective coach.”

LEADERSHIP DISCIPLINE

Case study: Kayashima's story

"Little did I know that when I acquired new coaching habits that were beneficial to my team, I had unconsciously adopted them with my loved ones as well, and they just loved it."

Instead of controlling and always telling people what to do, Kayashima practiced effective listening, asking questions that elicited the good side of people.

His other Japanese friends were amazed and asked him how he had managed to overcome his weaknesses and develop the many good habits that got his team members and family to appreciate him more. *"The gist of it,"* he says, *"was that through practicing coaching principles and techniques, I had learned how to motivate, support, and encourage people from deep within, and they felt important, capable, and cared for instead of being manipulated by me. I also now know how to raise people's self-esteem and ask powerful questions that help people create self-awareness coupled with a strong willingness to change their mindsets for better achievements. I believe that this is just the beginning, and I am committed to continuing coaching and learning more coaching techniques because I see worthwhile gains in the people I coach. My experience of becoming a coach has radically changed me for the better and as long as I am still alive, I wish to continue coaching."*

LEADERSHIP DISCIPLINE

Case study: Kayashima's story

From Kayashima's story, it is evident that coaching enabled him to change and grow in many ways. Because he was clearly aware of the phenomenal development he would experience from coaching, he had the passion to continue coaching and commit himself to it for the rest of his life.

We know from our own experience that our involvement in coaching has significantly shaped our lives for the better. Growing others and growing ourselves go hand in hand.

**“In the process of giving,
we are already receiving.”**

*(Compiled based on **Coaching for Breakthrough Success**
– by Dr. Peter Chee & Jack Canfield)*



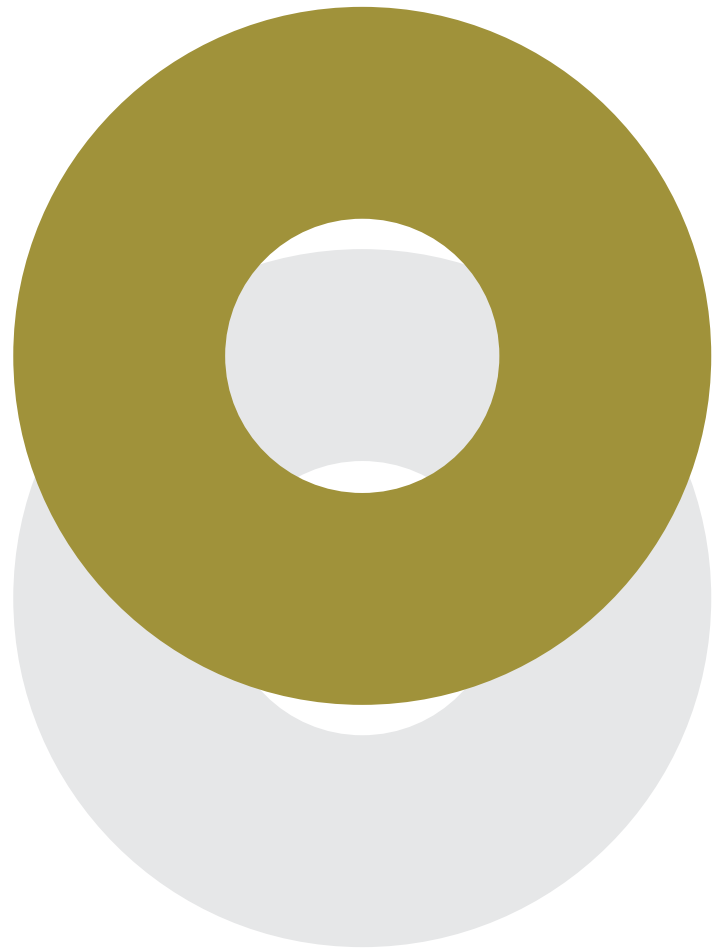
**COACHING
FOR
BREAKTHROUGH SUCCESS**

EXPERT INSIGHTS

The importance of coaching in the workplace

Coaching in the workplace is usually known as executive coaching. Executive coaching makes successful leaders even more successful by driving positive transformation for outstanding outcomes. This process empowers leaders to add more value to their organizations and others.

Executive coaching paves the way for leaders to tap deeply into themselves to build upon past wins for greater achievements. They are also transforming vital behaviors by closing the gap between performance and expectation. Leaders who overcome their internal and external derailers and roadblocks emerge from the process better positioned for future growth.



EXPERT INSIGHTS

The challenges of coaching

The challenges of coaching can come from both the coach and the person being coached, the coachee. A roadblock the coach can face is when they tell the coachee what to do instead of listening effectively. When people are not challenged to unleash their ideas and solutions to address the issues they face, and instead are told what to do, the effectiveness of the coaching process diminishes. See why coaches should listen rather than tell to create an effective coaching conversation.

Another challenge in coaching is when the inner voice of the coach drowns out their coaching spirit. Instead of focusing on the agenda of the coachee by being present, the coach's mind and spirit may be wandering on other matters. Being present means being focused on the other person's agenda, being available to interact, and being able to show that you understand the situation, challenges, resistance, and fears. Being present is being in the moment and to enjoy the moment by turning off the inner dialogue.

One of the biggest challenges coaches may have is asking leading or judgmental questions. These are questions that can disempower the coachee from seeking their own solutions. An example of a judgmental question is "*Why were you so rude to her?*". A wise coach would instead ask, "*What could you have done to make the client feel better?*"

EXPERT INSIGHTS

The challenges of coaching

It is important to avoid judgmental questions by prefacing the question with curiosity and concern. When the coach shows genuine interest, care, and sincerity, the coachee is not triggered to adopt a defensive attitude which may derail the coaching conversation.

For the coachee, the challenge may come from being unprepared for the session. Wise coaches would usually get in touch with the coachee before a formal coaching conversation to ask them to reflect on their wants. Coaches would send their coachees questions to reflect upon. If the coachee doesn't take the time to do so, the coaching session may not be as fruitful as can be.

EXPERT INSIGHTS

Principles of coaching

ITD World CEO and World #1 Strategic Innovation Coach Dr. Peter Chee, along with World #1 Success Coach Dr. Jack Canfield have detailed 30 coaching principles in their book *Coaching for Breakthrough Success*. The 30 principles are collectively known as The Coaching Principles (TCP).

These 30 principles are grouped under eight areas which are ***The Coaching Spirit, Relationship and Trust, Asking Questions and Curiosity, Listening and Intuition, Feedback and Awareness, Suggestions and Simplification, Goals and Action Plans, and Accountability and Accomplishments.***

The Coaching Spirit is the attitude-wise and successful coaches would want to adopt to bring the performance of their coachees to the next level. In ***Relationship and Trust***, Peter and Jack show how coaches can build these two critical elements for a successful coaching conversation.



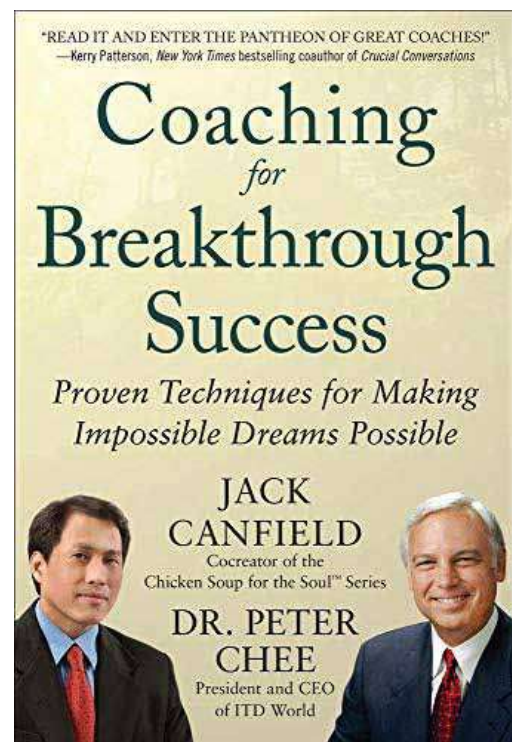
EXPERT INSIGHTS

Principles of coaching

A key skill in coaching is asking questions, and showcasing how this skill can be built is in ***Asking Questions and Curiosity***.

Listening and Intuition demonstrates the importance of the oft-overlooked art of listening, while ***Feedback and Awareness*** showcase how the coach can use both to get the coachee to reflect deeper and seek out insights.

In ***Goals and Action Plans***, and ***Accountability and Accomplishments***, Peter and Jack explain the need for coaches to move their coachees to massive execution and detail how this can be done with the proper documentation and support systems.



EXPERT INSIGHTS

Tips for structuring a coaching conversation

To see how a coaching session is structured, we will be looking at the example of coaching an executive, otherwise known as executive coaching. Executive coaching usually begins by gathering feedback. This feedback is obtained from bosses, direct reports, peers, stakeholders, and direct reports anonymously. Such information reveals the strengths they can leverage to transform and any potential areas for improvement.

Leaders are then coached to focus on the areas they want to transform. This could be a personal development goal or a business goal, which is aligned with the organization's goals. It is measurable and sits within a timeframe.

Employing powerful questions and motivational techniques, the executive coach works to unleash the potential of the leaders and helps them set breakthrough goals which challenge leaders to bring out the best in themselves.

EXPERT INSIGHTS

Tips for structuring a coaching conversation

Leaders are coached to tap deep into their creativity to come up with innovative solutions. Doing so allows them to formulate winning strategies for sustainable competitive advantage as well as identify potential roadblocks.

All these powerful ideas are generated by the leaders themselves. These ideas are translated into strategies, tactics, and action steps which are captured in a coaching log. This log serves as a record and “success diary” throughout the entire coaching journey. The executive coach will also assist leaders to create a personal accountability system, establishing strong support structures, and formulating scorecards to ensure leaders stay the course to obtain the desired results.



EXPERT INSIGHTS

How to become a coach

Becoming a coach demonstrates the willingness to help people achieve their goals. Having this mindset of believing in the potential of people is vital. People who do not believe in the potentiality of others would find themselves hampered as coaches from the get-go. When coaches believe in the human potential for greatness the seeds of success are already sown.

In addition to having the right mindset, a key skill in becoming a coach is asking questions. These are not questions that are asked just for the sake of asking. Great questions are those which trigger creative thinking, solution-seeking, and empowerment. Doing so requires knowledge and regular practice. When coaches effectively ask questions that empower, they raise the coachee's self-esteem by demonstrating

confidence in their capability and potential.



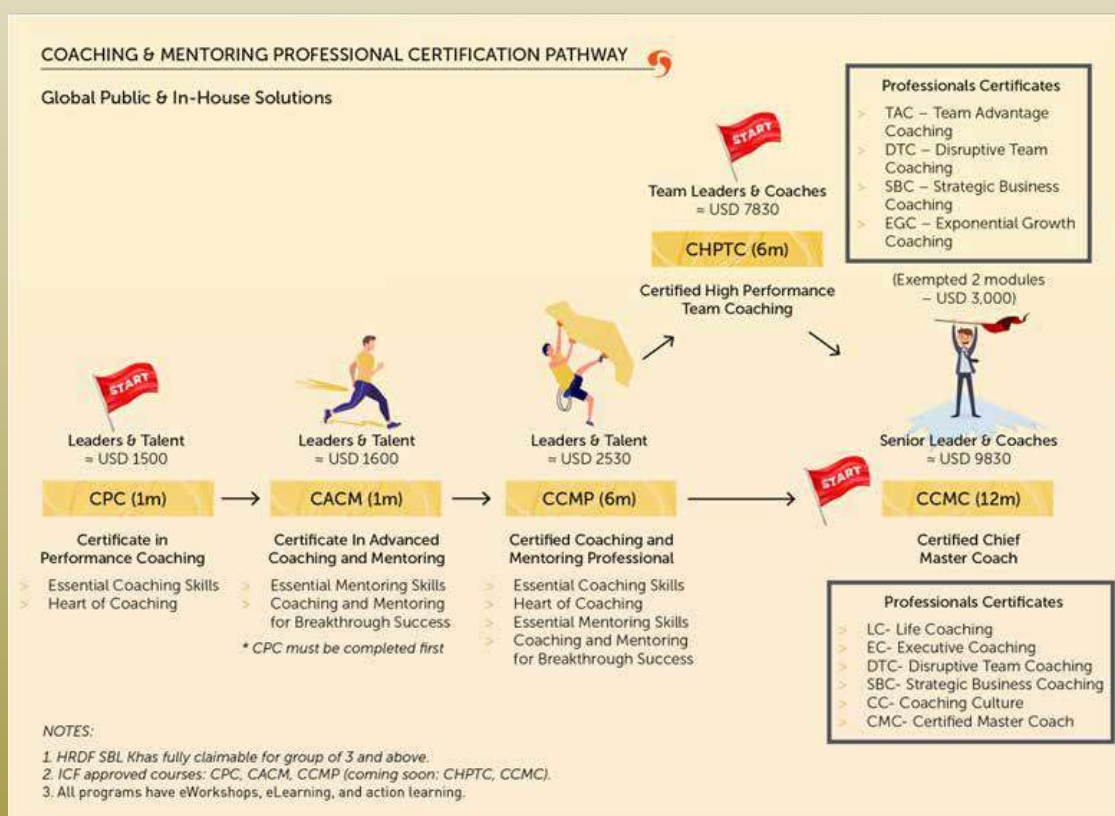
Although it may not be necessary to have a coaching certification to be a coach, most coaches at the professional level have certifications. These certifications are there to demonstrate capability and credibility. Just like people who hesitate to hire a plumber without the proper qualifications, coaching certifications are a strong signal to others that the person is a qualified coach and knows what he or she is doing.

EXPERT INSIGHTS

Discover ITD World's coaching training solutions

ITD World's vision is to be Your Global Coaching and Leadership Development Partner. In line with the vision, ITD World has developed a full suite of coaching and leadership development solutions to equip people with the cutting-edge skills that enable them for coaching success.

We have created a clear pathway for professional certification in the coaching industry. The foundational-level programs are designed to establish a strong grounding for professional coaching and mentoring practice in the industry. Advanced programs are also available. These enable professional mentors, coaches, and leaders to take their coaching practices further by going in-depth into the various coaching domains.



EXPERT INSIGHTS

Discover ITD World's coaching training solutions

Many of the coaching programs offered by **ITD World** are recognized by the **International Coach Federation (ICF)**. For example, the **Certified Chief Master Coach (CCMC)** program is approved by the ICF for 160 Approved Coach Specific Training Hours (ACSTH). These hours allow holders to apply for ICF credentials if they so choose.



IT'S THE
Most
Wonderful
Time
OF THE YEAR



INSPIRATIONAL STORIES

Information, please!

I used to have a job as a telephone operator. All you had to do was to dial 411 - and you got me. 411 provides telephone numbers whenever there's an inquiry; however, many people think, *"Gee! Call 411. Information, they know everything about everything."* I would get calls for, *"Ya know dat girl? She lives in a brown house on dat one roa full of iris flowers? She my friend in ma class. She got brown hair."* Or *"Can you tell me how to make egg salad?"*

Well, one day I got a call, and it was around Christmas time. I picked up the phone and took my similar saying, *"Directory assistance, may I help you?"* There was a rather old man on the phone, and in a very lonely voice he said, *"Ma'am, I need... my cat needs some food."*

He sounded so helpless, but I had to disconnect him. It was against the rules to give out anything other than phone numbers, so I disconnected him.

He called back, and by some miracle, I got him again. In his frail voice, he whispered, *"Ma'am, please don't hang up on me. My poor cat... she's so hungry. All I want for Christmas is for her to have some food. Please, miss... please help me."*

What could I do? This poor man's voice sounded so sincere. I had to do something. I quickly asked him for his address and told him I would see what I could do. At that time, I just knew I had to do something for this poor old man and his pitiful cat.

INSPIRATIONAL STORIES

Information, please!

I went to my supervisor and asked if I could take the rest of the evening off. It was getting dark out, and it was starting to snow. I left the building and went to the grocery not very far from there. Then, I bought a big bag of cat food, tied a big red ribbon on it, and attached a card from Santa. I got the old man's address out of my pocket and started to go in search of his house.

It was in a bad section of the city. When I got there, it was dark and snowing. I walked up to the porch and crept up the musty, creaky stairs. I set down the bag of cat food, rang the doorbell, ran hurriedly to my car, and hid.

I watched from my shelter car, an old thin man slowly opened the door. The bright smile on his small wrinkled face when he saw the food and read the card was the best Christmas present I ever received!

Molly Melville

(Credit: **A cup of Chicken Soup for the Soul**
by *Jack Canfield & Mark Victor Hanssen*)

"If you want happiness...

For an hour – take a nap

For a day – go fishing

For a month – get married

For a year – inherit a fortune

*For a lifetime – **help someone else**"*

(Chinese proverb)



A LETTER FROM ITD WORLD VIETNAM

Looking Back at 2022 - and Forward to 2023

*To our valued Staff, Customers, and Partners,
Another year is about to pass – and what a year it has been!
Much like 2021, 2022 was not without its obstacles to overcome, but there have also been many great accomplishments.
And we believe 2023 will present more opportunities for growth for all of us alike.*

While the world has changed a lot in the past two-three years, leaders are presented with the same basic challenge: how to unleash people's potential to visualize the organization's goals. This process requires behavior change at scale – everyone has to think and act in new ways and be more open-minded, resilient, and willing to grow.

At ITD World, we are fully committed to our motto: “Transforming leaders & Changing the world for the better”. That's why we have always strived our best to bring about a culture of leadership, organizational health, and innovation in every facet of our customer's business.

Thanks to the constant support of our valued clients & partners, we have been able to reach various milestones over the past year - including:





A LETTER FROM ITD WORLD VIETNAM

- *Relaunched offline training workshops for the first time - after 2 years of absence due to the pandemic.*
- *Received accreditation from International Coach Federation (ICF) for the Certified Chief Master Coach (CCMC) program.*
- *Officiation of Vision 2026 to become the #1 Global Coaching & Leadership Development Partner.*
- *Certified Coaching & Mentoring Professional (CCMP) ranked 5th in World's Best Coaching Development Programs 2022 by Global Gurus.*

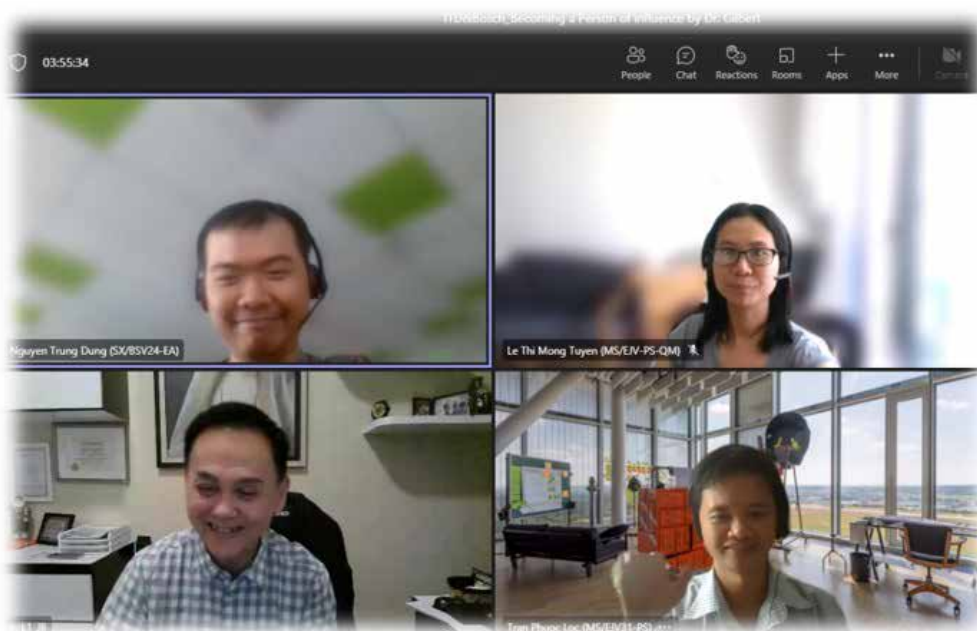
Despite the aforementioned successes, there is always room for improvement. Thus, we are now dedicating all our energy and resources to the following key areas:

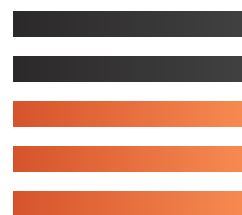
- *Advanced Learning Experience & Engagement.*
- *Exploring Innovative Coaching Methods.*
- *Leadership Development in a Digital Age.*

We trust that you share our optimism. With your continued support and participation, we are certain that 2023 will be a great year for us all!

*Sending you our best wishes,
ITD World Vietnam team*









Thrive with ITD World's e-Certification

2023

JAN
MAR

e-Workshops >



< e-Workshop
& e-Certification

Intake 37:
JAN 11 Kick off,
FEB 8-9,
MAR 6-7, 29-30,
APR 10-12

e-CCMP

CERTIFIED COACHING AND MENTORING
PROFESSIONAL

Fee USD 3,690/pax
By Safura Atan, KC Lee,
Serely Alcaraz, Dr Peter
Chee

FEB
13-16, 21-24

CPMP

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PRACTITIONER

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By KC Yan, Dr. Mario
Del Castillo

FEB
13-16
(FACE TO FACE
IN KL)

Cert in Facilitation

Fee USD 2,000/pax
By Dr. Mario Del
Castillo

E-LEARNING:
MAR
3, 10, 17, 24, 31
APR 7

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HYBRID:
MAR
3, 10, 31
APR 7

MAR 13-17
(FACE TO FACE
IN KL)



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LEARN ANYTIME AND ANYWHERE!



SAVE
COST



SAVE
TIME



STAY
SAFE



STAY
AHEAD

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2023

MAR
JUN

e-Workshops >



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2022
MAR

e-CCMC
CERTIFIED CHIEF MASTER COACH

Fee **USD 9,830/pax**
By **John Mattone, Mark C. Thompson, Dr. Marshall Goldsmith, Dr Rothwell Dr. Peter Chee & Dr. Marcia Reynolds**

APR
4, 6, 11, 13, 18,
20, 25, 28

e-CIDD
CERTIFICATION IN INSTRUCTIONAL DESIGN AND
DEVELOPMENT

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APR
12-14, 17-18

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MANAGEMENT

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MAY
15-18, 22-26

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MAY
29-2

CHRBP
CERTIFIED HUMAN RESOURCE BUSINESS PARTNER

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JUN
13-15

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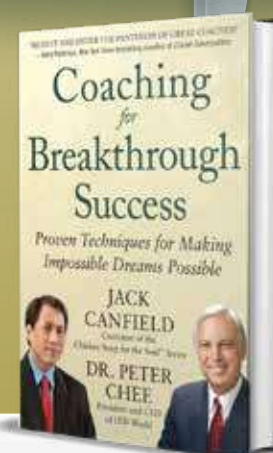
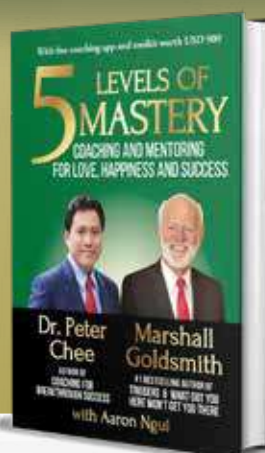
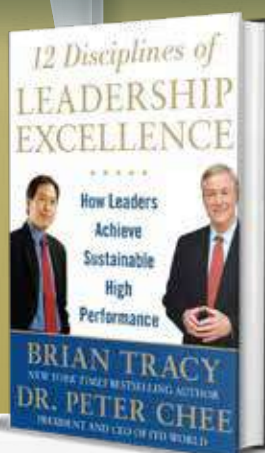
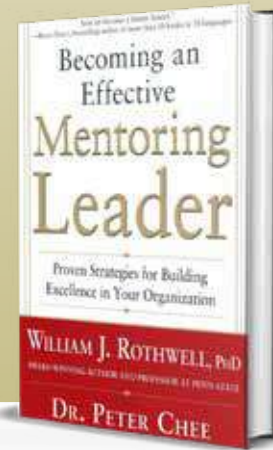
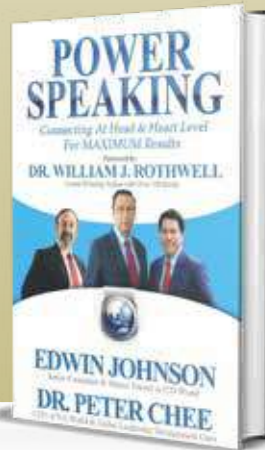
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ITD BOOK SHELF

ITD World has published books on coaching and mentoring, human resource management, and leadership development over the years. The best speakers and instructors in the world have penned these books.

Find out more here.



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U.S.A.
ITD U.S.A.
Tel: +480 545 2878
E-mail: itdusa@itdworld.com

SINGAPORE
ITD INTERNATIONAL PTE LTD
Tel: +65 9737 5109 | Fax: +65 6223 6521
E-mail: itdsg@itdworld.com

MALAYSIA
ITD PENANG (Head Office)
Tel: +604 228 3869 | Fax: +604 228 6869
E-mail: itdpg@itdworld.com

ITD KUALA LUMPUR
Tel: +603 6203 3880 | Fax: +603 6203 3830
E-mail: itdkl@itdworld.com

THAILAND
INTERNATIONAL ITD LTD
Tel: +662 116 9336 to 7
E-mail: itdbkk@itdworld.com

VIETNAM
ITD VIETNAM
Tel: +84 28 38 258 487 | Fax: +84 28 3825 8483
E-mail: itdvcnc@itdworld.com

PHILIPPINES
ITD CONSULTING GROUP INC
Tel: +632 887 7428 | Fax: +632 844 8874
E-mail: itdmanila@itdworld.com

CAMBODIA
ITD-LDC (LEADERSHIP DEVELOPMENT CENTRE)
Tel: +855-23 555 0505 | Fax: +855-23 224 598
E-mail: itdcambodia@itdworld.com

INDONESIA
ITD-GLC (GLOBAL LEADERSHIP CENTER)
Tel: +6221 2930 8710 | Fax: +6221 2930 8747
E-mail: itdjakarta@itdworld.com

MYANMAR
ITD - BCTC (BREAKTHROUGH COACHING, TRAINING AND CONSULTING)
Tel: +959 765 222 103
E-mail: itdmyanmar@itdworld.com

BANGLADESH
ITD BANGLADESH (DREAMVALLEY)
Tel: +880 1730 704 688
E-mail: itdbangladesh@itdworld.com

INTERNATIONAL AWARD & RECOGNITION



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Vision

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Core Values (LISTEN):

Love, Innovation, Synergy, Trust, Excellence and Nurture.

Competitive Advantage Statement:

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Exclusive Mega Gurus:

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- Bestowed the **Brand Laureate International Award** for the Best Brand in Training.
- Cutting edge books co-authored with the **world's Top Mega Gurus**- "Coaching for Breakthrough Success," "12 Disciplines of Leadership Excellence," "Becoming an Effective Mentoring Leader" and "The Leader's Daily Role in Talent Management".

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