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**Agribusiness Training Program for Farm Managers  
In Collaboration Between Department of Agriculture Extension 4 and  
Sustainable development Smart Agriculture Capacity Project (SUNSpAcE),  
Khon Kaen University**

**Date: 25th to 27th, April 2022 from 9.00 am. to 4.30 pm. (Thailand time)**

**Venue: The Department of Agriculture Extension 4, Khon Kaen and Zoom cloud meeting,  
ID: 997 3966 6100**

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**April 25, 2022 (Thailand time)**

09.30 a.m. - 10.00 am	- Registration of participants
10.00 a.m. - 10.30 am	- Training details presentation
10.30 a.m. - 11.00 am	- Welcome remark by Director of the Office of Agricultural Extension and Development 4, Khon Kaen Province
11:00 a.m. - 12:00 p.m.	- Philosophy of large scale plot of agriculture sustainability by Asst. Prof. Saksuriya Traiyarach, Faculty of Business Administration and Accountancy, Khon Kaen University
12.00 p.m. - 1.00 p.m.	- Lunch break
1.00 p.m. - 4.30 p.m.	- Business plan of the large scale plot by Assoc. Prof. Dr. Pensri Jaroenwanit, Dean of the Faculty of Business Administration and Accountancy, Khon Kaen University and Mr.Narawit Jaroenwanit and Mr.Torsak Sannam

**April 26, 2022 (Thailand time)**

09.00 a.m. - 10.30 a.m.	- Risk analysis and risk reduction in agribusiness by Dr. Pongsutti Phuensane, Faculty of Business Administration and Accountancy, Khon Kaen University
10.30 a.m. - 12.00 p.m.	- Brand building for agribusiness by Asst. Prof. Dr. Bundit Sawunyavisuth, Faculty of Business Administration and Accountancy, Khon Kaen University
12.00 p.m. - 1.00 p.m.	- Lunch break
1.00 p.m. - 2.30 p.m.	- Agricultural products online marketing, by Dr. Arpasri Sothonvit, Faculty of Business Administration and Accountancy, Khon Kaen University
2.30 p.m. - 3.30 p.m.	- Lessons learned of the world's agriculture by Assoc. Prof. Dr. Pensri Jaroenwanit, Dean of the Faculty of Business Administration and Accountancy, Khon Kaen University
3.30 p.m. - 4.30 p.m.	- Smart farming sustainability by Assoc. Prof. Dr. Pensri Jaroenwanit, Dean of the Faculty of Business Administration and Accountancy, Khon Kaen University

**April 27, 2022** (Thailand time)

09.00 a.m. - 10.00 a.m.	- Smart Farming system by Dr. Vathis Leelaphat, Faculty of Engineering Khon Kaen University
10:00 a.m. - 11:00 a.m.	- Success case story of the large scale plot by Dr. Wittika Thangchan, Faculty of Business Administration and Accountancy Khon Kaen University
11:00 a.m. - 12:00 p.m.	- Business planning, implementing and evaluation by Asst. Prof. Saksuriya Traiyarach, Faculty of Business Administration and Accountancy, Khon Kaen University
12.00 p.m. - 1.00 p.m.	- Lunch break
1.00 p.m. - 2.00 p.m.	- Summary of training results / Closing of the training

