



Chazen Thailand Study Tour

Bangkok, Ayutthaya, Phuket | December 16-24, 2023

Meet Our Team



Patt Pornsirikul

Cluster Y '24



Mae Terbsiri

Cluster C '24



Tar Siri-uvithtaya

Cluster Z '24

Faculty Advisor



Mattan Griffel

Adjunct Assistant Professor of Business

Mattan is an award-winning faculty member at Columbia Business School, author of Python for MBAs, and two-time Y Combinator-backed entrepreneur. He co-founded Ophelia, an online treatment platform for opioid addiction, and One Month, an online accelerated learning platform. Mattan is also an Innovation Fellow at the Lang Center for Entrepreneurship and was selected as one of Forbes' 30 Under 30 in Education.

Mattan advises companies on innovation and technology and has worked with companies like Goldman Sachs, Bloomberg, Condé Nast, American Express, NYSE, and JPMorgan. His work has been featured in The New York Times, Forbes, BusinessWeek, and the MIT Technology Review.

Mattan studied Philosophy and Finance at New York University and wrote his thesis on the metaphysics of consciousness under David Chalmers and Ned Block.

Destination Overview



Thailand: SEA Business Frontier

STRATEGIC LOCATION

- At the core of Southeast Asia, Thailand serves as an optimal gateway
- Access to major markets like China, India, Japan, and ASEAN nations.
- Offers significant trade and investment opportunities due to its strategic connectivity
- Thailand has established itself as a hub for world-renowned brands across various industries

TOURISM

- Tourism is a driving force, contributing 17% to Thailand's GDP
- In 2019, 40 million visitors generated \$ 62 billion
- Mastercard's Global Travel Destination Cities Index ranked Thailand as the World's Best Travel Destination for four consecutive years

HEALTHCARE

- Thailand ranks 6th globally in CEOWORLD's assessment of the best healthcare systems
- It stands as the only Southeast Asian country within the top 10
- Thailand's healthcare system is cost-effective, offering quality care
- Forbes magazine's list of the 10 best retirement countries positions Thailand at 9th, the sole Asian country



Mahanakhon Tower

Destination Overview





Bangkok, Thailand

Company Visits

ONE BANGKOK
Evolving Bangkok

agoda


tcp


ICONSIAM

KBTG

RAK^{Xa}
HEALTH IS WEALTH

MedPark
Hospital

A M A N P U R I

* All company visits are mandatory
** Tentative and Subject to Change

ONE BANGKOK

SOUTHEAST ASIA'S NEWEST LANDMARK

At the heart of one of the world's fastest-growing and most dynamic cities, One Bangkok is reshaping the cityscape as the latest landmark in the cosmopolitan capital of Thailand. With the green space of Lumpini Park as its backdrop, the district straddles different worlds of commerce and liveability, a new vision for urban living, and a city-within-a-city that exemplifies the wonders of Thai culture and creativity.





Agoda

Agoda is an online travel platform that brings high-value and rewarding travel experiences to people all over the world through the Agoda app and Agoda website.

Bangkok is home to Agoda's supporting Global Operations Centers, where employees can enjoy life in one of the world's most exciting and most visited regions. Being headquartered in Southeast Asia, with its idyllic landscapes and year-round sunshine, means Agoda can attract top tech and travel talent from all over the world.





The origins of Red Bull can be traced back to the Thai beverage "Krating Daeng," which Austrian entrepreneur Dietrich Mateschitz discovered during a business trip to Thailand in the late 1980s. Krating Daeng is a popular energy drink among Thai truck drivers, providing them with a boost of energy during long journeys.

Mateschitz saw the potential of the product and teamed up with Chaleo Yoovidhya, the creator of Krating Daeng, to adapt and market the beverage for the Western market. Together, they founded the company Red Bull GmbH in 1984.

Over the years, Red Bull has grown into one of the world's most successful energy drink brands, expanding its product line to include different variants and sponsoring numerous sports and extreme events to promote its image as an energy-enhancing beverage for active individuals.





ICONSIAM

ICONSIAM stands as the newest modern riverside retail complex nestled along the Chao Phraya River.

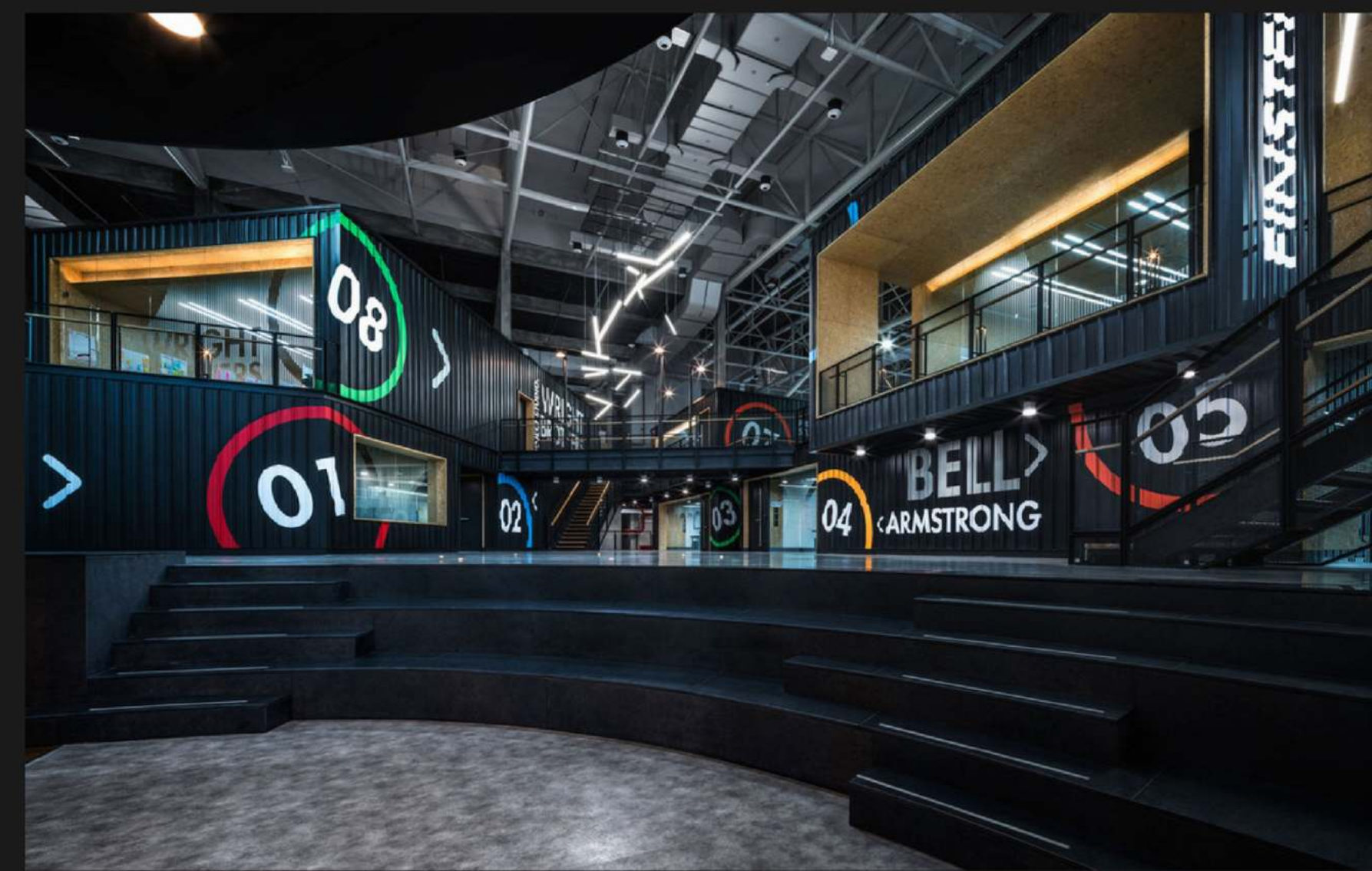
This project strives to revitalize effective urban development planning while safeguard Thailand's inherent cultural identity.





KASIKORN Business-Technology Group (KBTG)

KBTG is the technology arm of KASIKORNBANK (KBank), one of Thailand's leading commercial banks. This spin-off allows KBTG to fully focus on IT operations, supporting KBank and K-Group on its digital transformation journey and day-to-day business.





RAK^{Xa}

WELLNESS &
MEDICAL RETREAT



RAKXa is an urban wellness retreat in the green heart of Bangkok focusing on preventative healthcare. The retreat seamlessly brings together the best of modern and traditional healing with treatments that cover all dimensions of the self: physical, emotional, mental and spiritual.





MedPark Hospital

MedPark is Thailand's newest private hospital equipped with the most cutting-edge healthcare technologies and facilities. Designed for quaternary care with safety, functionality, and practicality in mind, the 550-bed facility provides the full range of sub-specialties in a relaxed and peaceful environment that soothes patients, their families and visitors while also enabling doctors, nurses, medical staff and all hospital employees to work at optimum capacity.





ĀMAN

Soundtracked by the whispers of coconut palms and the sighs of the Andaman Sea, Aman's first resort presides over its own peninsula, promising guests space, serenity, an idyllic white-sand beach, exceptional restaurants and a Holistic Wellness Centre.



A traditional Southeast Asian mural depicting a central deity, likely a form of Vishnu or Shiva, seated on a throne. The deity is multi-armed, holding various symbolic objects. Surrounding the deity are numerous figures, including celestial beings, attendants, and a large white elephant. The scene is set in a forest with a large tree in the background. The text "Recreational Activities" is overlaid in the center of the image.

Recreational Activities

Recreational Activities

- Cultural Landmarks



Recreational Activities

- Cultural Landmarks
- Muay Thai Boxing



Recreational Activities

- Cultural Landmarks
- Muay Thai Boxing
- Authentic Street Delicacies





Talat Phlu Market, Bangkok



Chinatown, Bangkok

Recreational Activities

- Cultural Landmarks
- Muay Thai Boxing
- Authentic Street Delicacies
- Traditional Thai Massage



Recreational Activities

- Cultural Landmarks
- Muay Thai Boxing
- Authentic Street Delicacies
- Traditional Thai Massage
- Scenic River Cruise



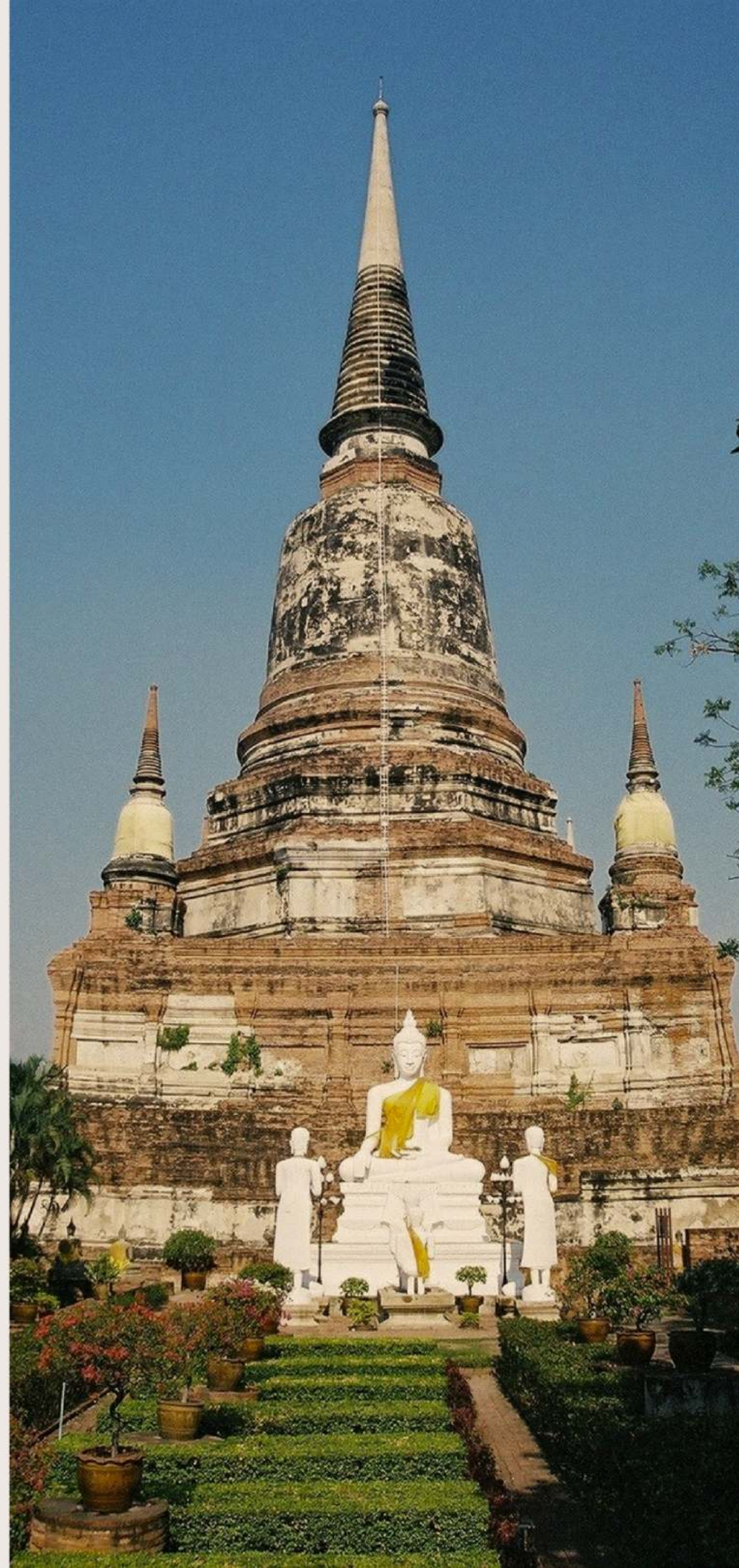
Recreational Activities

- Cultural Landmarks
- Muay Thai Boxing
- Authentic Street Delicacies
- Traditional Thai Massage
- Scenic River Cruise
- Nightlife Scene



Recreational Activities

- Cultural Landmarks
- Muay Thai Boxing
- Authentic Street Delicacies
- Traditional Thai Massage
- Scenic River Cruise
- Nightlife Scene
- Heritage Sites





Ayutthaya Historical Site, Ayutthaya

Recreational Activities

- Cultural Landmarks
- Muay Thai Boxing
- Authentic Street Delicacies
- Traditional Thai Massage
- Scenic River Cruise
- Nightlife Scene
- Heritage Sites
- Floating Markets



Damnoen Saduak Floating Market

Recreational Activities

- Cultural Landmarks
- Muay Thai Boxing
- Authentic Street Delicacies
- Traditional Thai Massage
- Scenic River Cruise
- Nightlife Scene
- Heritage Sites
- Floating Markets
- Exquisite Beach Clubs



Cafe del Mar Phuket

Recreational Activities

- Cultural Landmarks
- Muay Thai Boxing
- Authentic Street Delicacies
- Traditional Thai Massage
- Scenic River Cruise
- Nightlife Scene
- Heritage Sites
- Floating Markets
- Exquisite Beach Clubs
- Private Island Excursions



Tentative Itinerary (Overview)





Wat Arun, Bangkok

Tentative Itinerary

Day 1 December 16

- Arrive in Bangkok
- Welcome Dinner with CBS Alumni
- Check-in at hotel

Day 2 December 17

- Ayutthaya Day Trip - UNESCO world heritage
- Floating Market

Day 3 December 18

- Company Visit #1: One Bangkok (Real Estate)
- CentralWorld Shopping Center
- Company Visit #2: Agoda (TravelTech)
- Mahanakhon Rooftop (The Standard Hotel Bangkok)

Day 4 December 19

- Company Visit #3: Redbull (Food & Beverage)
- Company Visit #4: Iconsiam (Retail)
- Chaopraya River Cruise

* Tentative and Subject to Change

Tentative Itinerary

Day 5 December 20

- Company Visit #5: KBTC (FinTech)
- Bangkrachao
- Company Visit #6: Rakxa (Wellness Tourism)
- Chinatown / Night market

Day 6 December 21

- Company Visit #7: MedPark Hospital (Healthcare)
- Temple of the Emerald Buddha / Wat Pho / Wat Arun
- Muay Thai Boxing Match/Class

Day 7 December 22

- Flight from Bangkok to Phuket
- Company Visit #8: Amanpuri (Hospitality)
- Beach Club

Day 8 December 23

- Private Yacht Island Excursion
- Farewell Dinner

Day 9 December 24

- Hotel check-out

* Tentative and Subject to Change



Phi Phi Islands, Phuket

Accommodation

W Hotel Bangkok

December 16 - December 21

Address: 106 N S Sathon Rd, Silom, Bang Rak,
Bangkok 10500, Thailand

Phone: +66 2 344 4000



Accommodation

Amari Phuket

December 22 - December 24

Address: Meun-Ngern Road Pa Tong, Amphoe Kathu, Phuket 83150, Thailand

Phone: +66 76 340 106



* Tentative and Subject to Change

Trip cost

Total cost = \$2,100 - \$2,300 per person

Included:

- Accommodation: 8 nights in 4 & 5-star hotels - Bangkok & Phuket (double occupancy)
- Thailand domestic airfare (BKK-Phuket one-way)
- All breakfast and selected lunches & dinners
- Planned group tours and attraction tickets
- Group ground transportation
- Bus from-to hotel-airport (for the flight with majority of the participants)

NOT included:

- International flights to and from Thailand
- Travel documents (passport, visa, etc.)
- Travel insurance
- Optional activities
- Additional meals/Personal expenses

Things to keep in mind

International Flight

NYC-BKK = ~\$800

Phuket-NYC = ~\$700

- Flight duration is 23 hours on average (including at least 1 layover)
- Plan to arrive in Bangkok by 3pm on Dec 16th (Thailand time)
- Thailand Time is one day ahead, so schedule a flight leaving NYC on Dec 15th or before

Travel Insurance

- Travel insurance cost is **NOT** included in trip package, but it is available for a group rate:
 - Travelers' insurance: ~\$30 per person with basic coverage estimate:
 - Emergency medical and dental: \$25,000
 - Emergency medical transportation: \$500,000
 - Baggage coverage: \$1,000
 - Baggage delay coverage: \$300
 - Travel/Trip delay coverage: \$800
 - DOES NOT INCLUDE trip cancellation

Visa requirement

- Most passports should not require a visa to enter Thailand
- Please check Visa Exemption and Visa on arrival requirement for your passport [HERE](#)

Lottery Timeline

27 participants max





Thank You



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