



ASUS CEO Program

Project: 'ASUS CEO Program'

Inspiration

In the era of digital communication, technology plays important role for Thai education. Science-Technology curriculums are wide opened to educate and visualize students about latest technologies among many schools and universities.

ASUSTeK Taiwan is one of the world's top R&D teams for high-quality and innovative technology with over 8,000 employees and the company's 2007 revenues reached US\$6.9 billion. BusinessWeek has ranked ASUS amongst its "InfoTech 100" for the 11th straight year; and the company is ranked as No.1 in quality products and services by the Wall Street Journal.

ASUSTeK Computer (Thailand) Co., Ltd., one of the important regional offices in Asian, realizes the importance of IT knowledge and IT education improvement in Thailand; therefore, "ASUS CEO Program" is created to catch up the fast changing world of technology.

ASUS CEO Program will have trainings both theory instruction and workshop to educate the students to gain more knowledge about IT and business management. The key of this project is to competitively create professional work. This project is launched in Thailand at the first time and the five pioneers of this project are as follows;

1. Chulalongkorn University
2. Thammasat University
3. Kasetsart University
4. Mahidol University
5. Assumption University

Due to pioneer project, top 10 universities in Bangkok are selected based on the top universities in Asia, please see http://www.webometrics.info/top100_continent.asp?cont=asia Next year this project will be expanded to other universities in upcountry.

ASUS CEO Program is divided into 2 activities

1. Campus Tour Speech

About

To define computer technology and fundamental marketing skill to students in 5 universities including; Chulalongkorn University, Thammasat University, Kasetsart University, Mahidol University, and Assumption University. The students can test ASUS products.

Target

At least Junior (3rd year) students of any bachelor degrees per above universities, who has knowledge in marketing and IT



Objectives

- To encourage students to apply knowledge for future work and daily life.
- To visualize students for new initiative both technology and business management

Duration

November 2008 (5 days per university's convenience)

(Rough) Agenda

08.30-09.00 am	Registration
09.00-10.30 am	Welcome by MC and ASUS Management Team instruct IT knowledge
10.30-11.00 am	Q&A for ASUS CEO Camp
11.00 am	End

2. ASUS CEO Camp

About

Seminar to educate university students about technology together with marketing plan workshop for building up teamwork and instruct how to compose marketing plan for contest

Target

At least Junior (3rd year) students of any bachelor degrees per above universities, who has knowledge in marketing and IT

Objective

To increase skills of technology and marketing plan for IT products

Rules

1. Qualification

1.1 Applicant has to study in the following universities

1. Chulalongkorn University
2. Thammasat University
3. Kasetsart University
4. Mahidol University
5. Assumption University

1.2 Applicant's age is 18-25 years old who studies at least 3rd year in any bachelor degrees

Applicants must team up from 2-4 people who study in the same university

Required Documents

- Application Form
- Three of 1" Photo
- Copy of I.D. Card
- Copy of House Registration
- Copy of Academic Certification
- Copy of Transcript from 1st year – present



Please send above items to **Professional Media Business Co., Ltd.**
at 625 Tasaneeya Building, 3rd Floor, Room D, Soi Ramkhamhaeng 39, Pracha-Uthit
Road, Wanthonglang, Bangkok 10310.

Please specify on the envelop at bottom right 'ASUS CEO Program'
For more information, please contact 0-2934-6718 Ext 13, 16, and 21.

Please apply for ASUS CEO Program from November 1st - December 19th, 2008

Regulations

1. Applicants must attend seminar for IT products instruction in order to create marketing plan at ASUS CEO Camp from January 10th-11th, 2009 at Nakornnayok

2. Marketing plan must be as follows;

- Created in Power Point within 30 pages
- Burned in CD
- Submitted within January 25th, 2009
- Composed of
 - Project's Name
 - Background and current situation
 - Objectives
 - Target Market
 - Marketing Strategy and Marketing Plan
 - Outcomes/Expectation
 - Duration
 - Budget

3. Please send above items in person or mail to **Professional Media Business Co., Ltd.** at 625 Tasaneeya Building, 3rd Floor, Room D, Soi Ramkhamhaeng 39, Pracha-Uthit Road, Wanthonglang, Bangkok 10310 within January 25th, 2009. For more information, please contact 0-2934-6718 Ext 13, 16, and 21.

4. Applicants must present marketing plan in persons to committees, 30 minutes per team on Wednesday, January 28th at 9.00 am – 5.00 pm at Emporium Suites, Bangkok. The winners will be announced on website of ASUS CEO Program within January 31st, 2009.

Criteria

- 40% Marketing Plan
- 15% Apply knowledge from seminar for marketing plan
- 15% Analysis of current IT market
- 20% Possibility in applying marketing plan for execution
- 10% Presentation skill

Prizes

- 1st Winner Certificate and ASUS Notebook at THB 25,000
- 2nd Winner Certificate and ASUS Eee PC at THB 15,000
- 3rd Winner Certificate and ASUS PDA Phone at THB 12,000

Remark: ASUSTeK Computer (Thailand) Co., Ltd., reserves the right in changing prizes to similar value without prior notice



Committee

- 5 Management Team from ASUSTeK Computer (Thailand) Co., Ltd.
- 2 Representatives from press

For more information and application forms, please contact Professional Media Business Co., Ltd. or download at <http://th.asus.com>

The winners will be announced on website <http://th.asus.com> or the staff will contact within January 30th, 2009.

The university students at ASUS CEO Program can apply marketing & IT knowledge for work, also inspire to initiate and differentiate ideas, develop teamwork as key success for future career, and have opportunity to be intern at ASUSTeK Computer (Thailand) Co., Ltd.

Remarks:

- *All applicants can join other ASUS activities such as ASUS Sales Promoter and ASUS Market Survey. All have opportunity to be intern and work at ASUSTeK Computer (Thailand) Co., Ltd.*
- *All works and presentations are copyright of ASUSTeK Computer (Thailand) Co., Ltd. only.*
- *All works needs to be created by team members not copy and/or imitate from others*
- *All works must be applied for execution in current situation.*

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