

Family Charter :

Reinforcement of Family Relationship

Free Webinar

21 Dec 2020

02:00 – 04:30 PM

Theeraphap Aunyanuphap

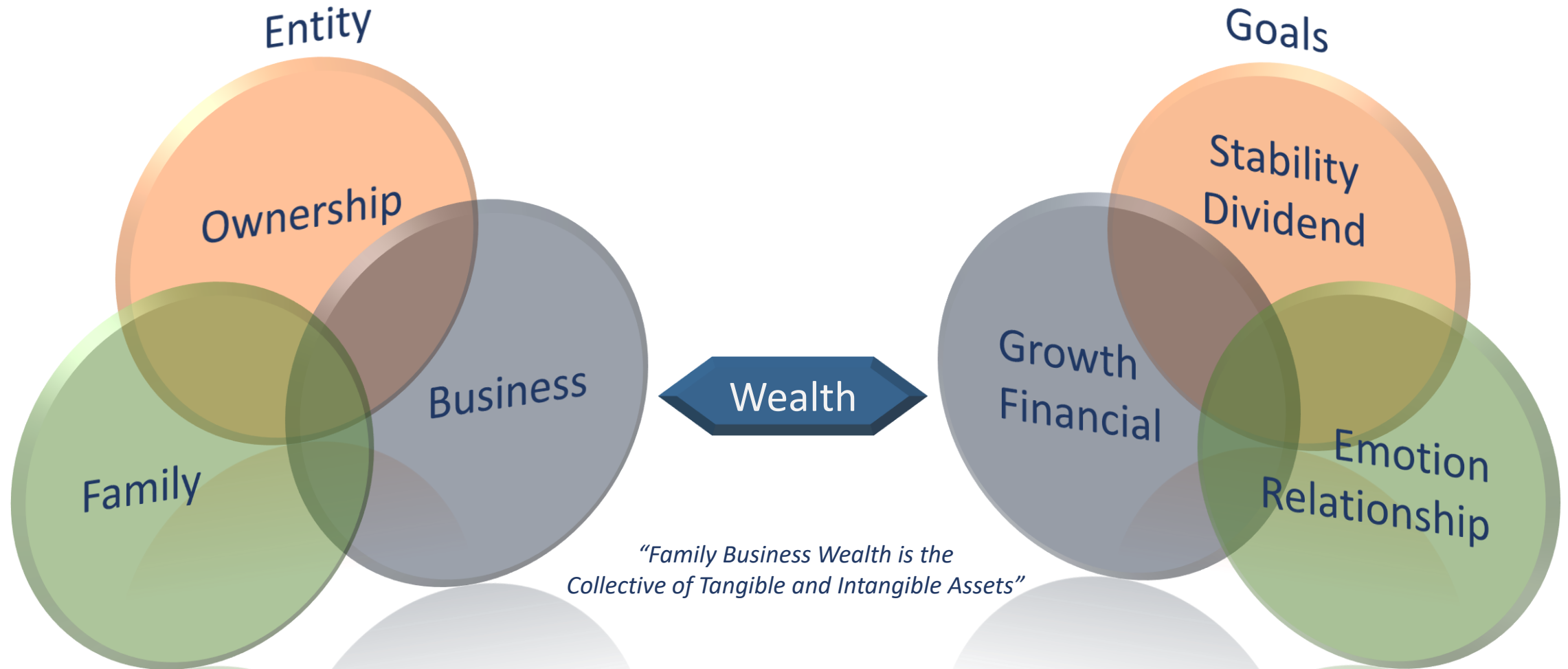
Suwinai Wattanakorn

Chinapat Visuttiapat

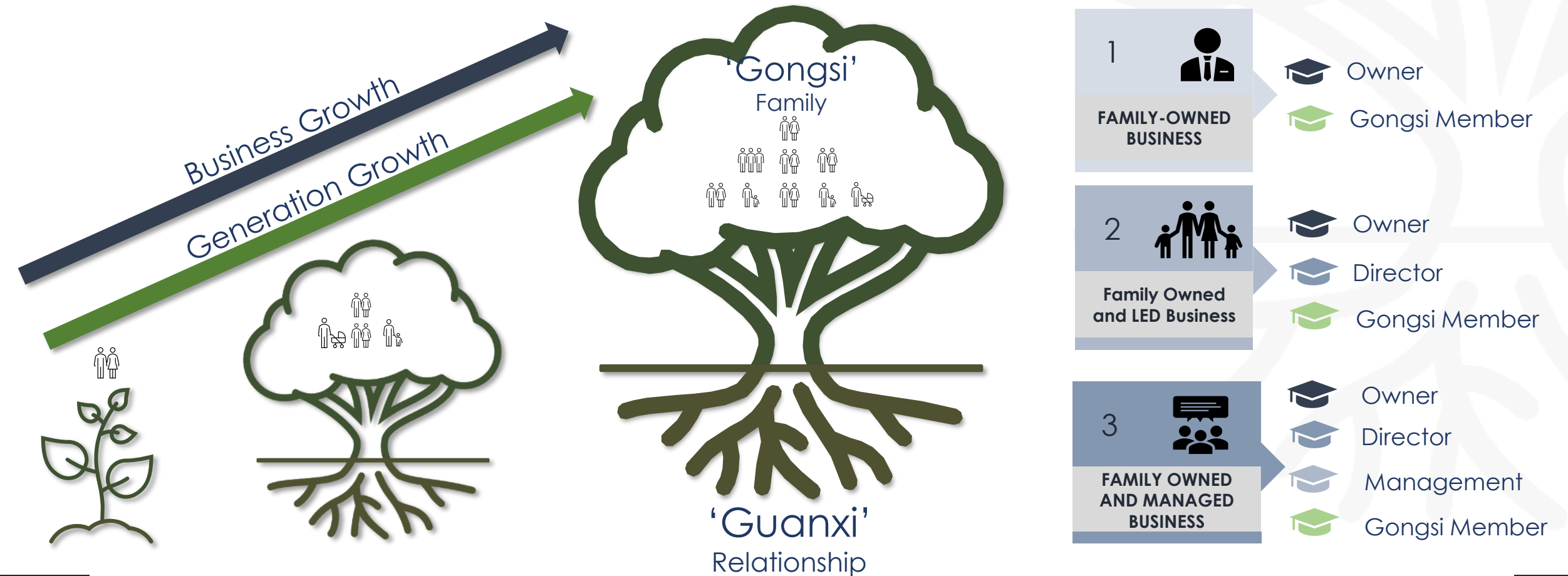
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Get To Know You: Family Business

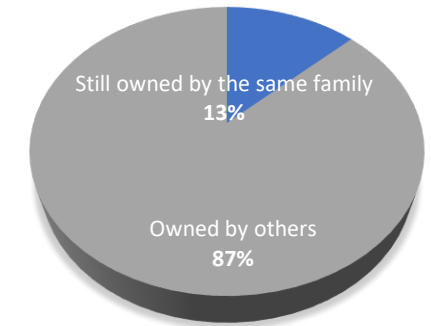


Fundamental of Thai Family Business



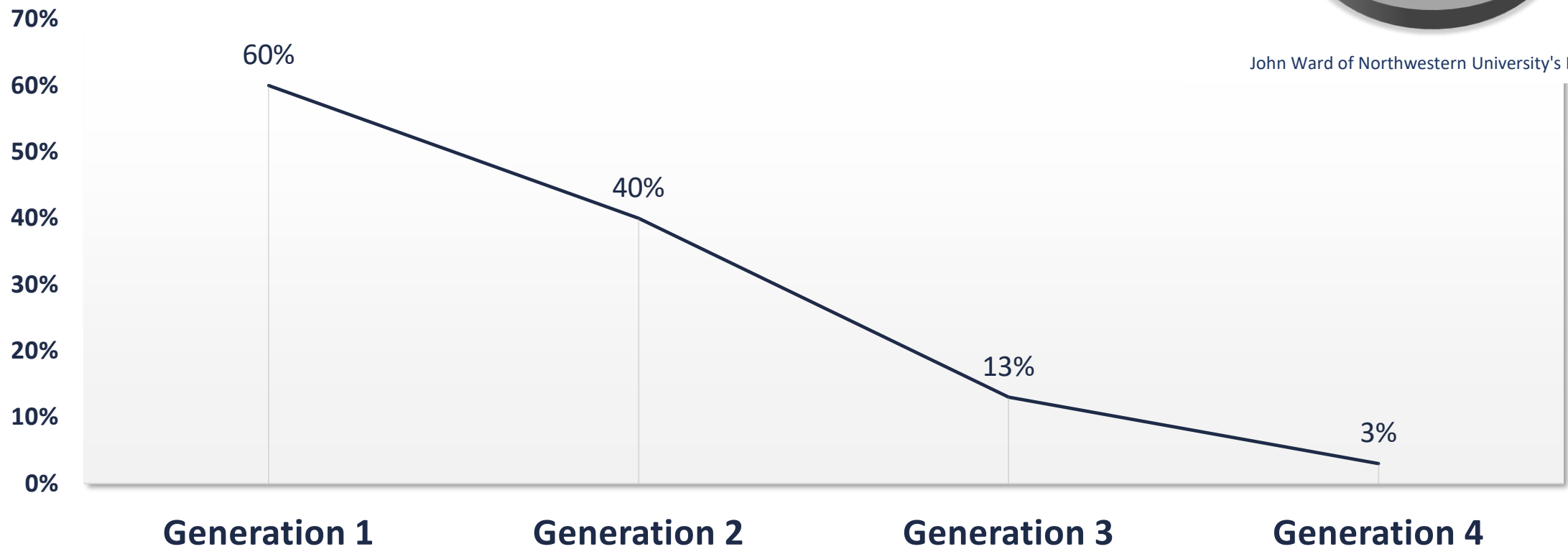
Family Business Facts

■ Still owned by the same family ■ Owned by others



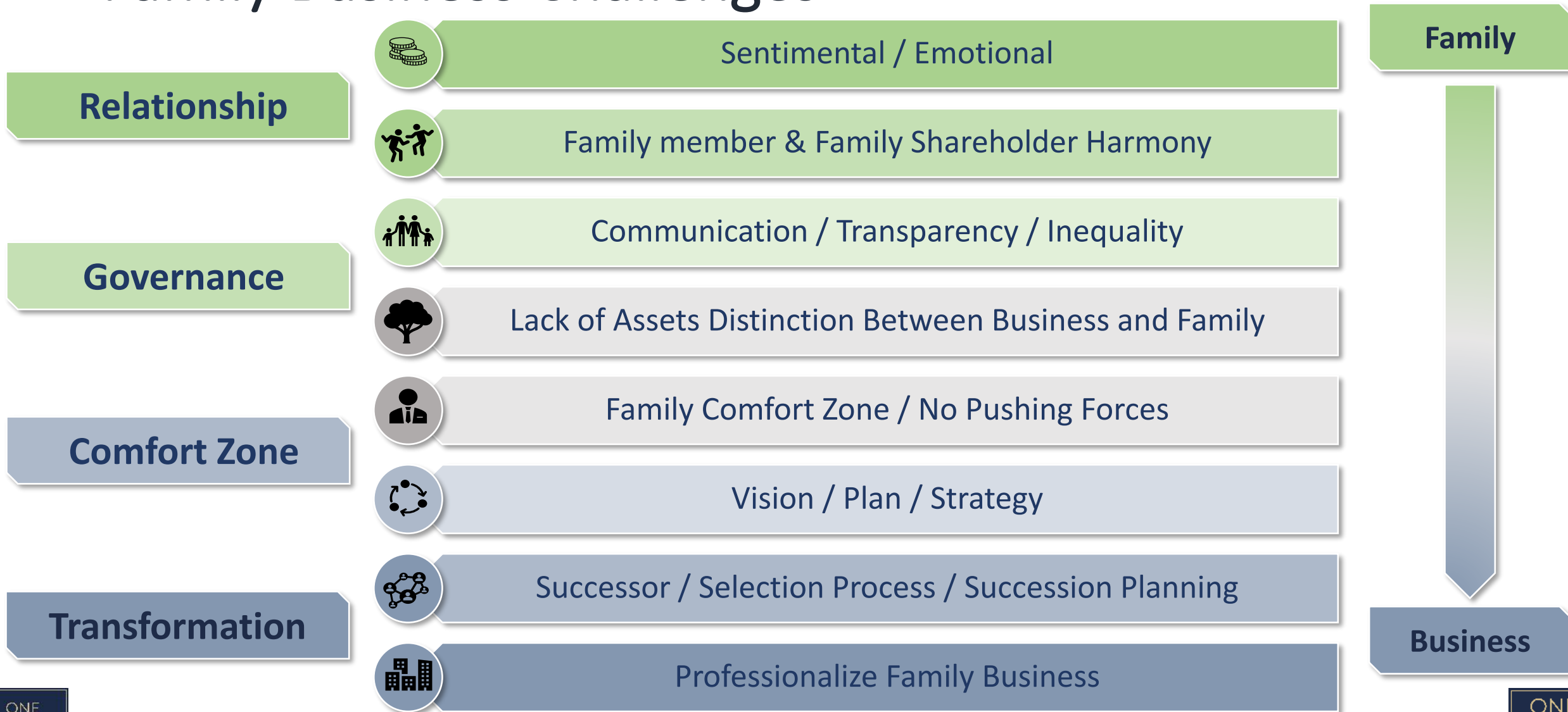
John Ward of Northwestern University's Kellogg

Family Business Lifespan Rate

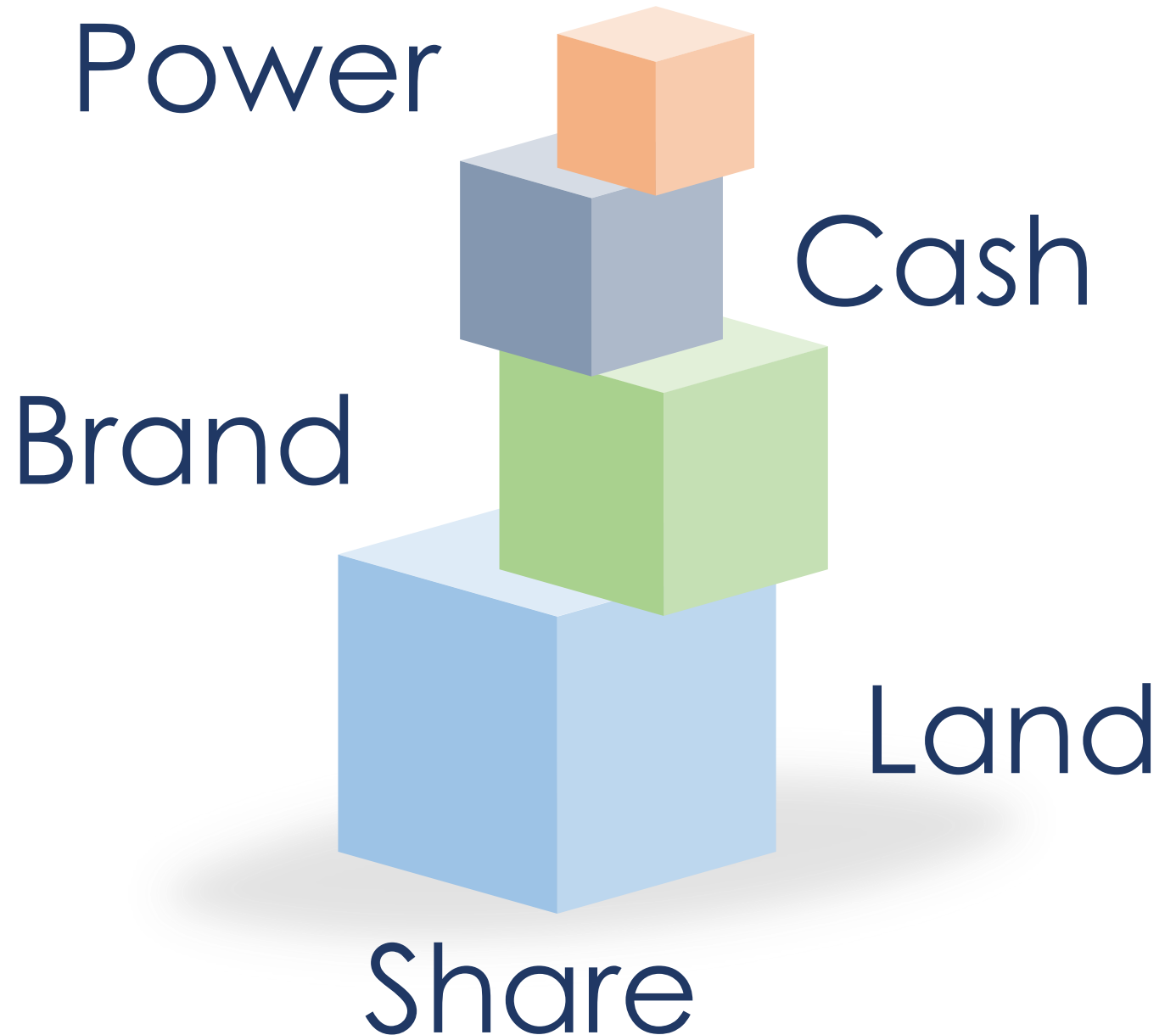


Data Collected from 1950 – Present
Johnson Cornell Business School, 2020

Family Business Challenges



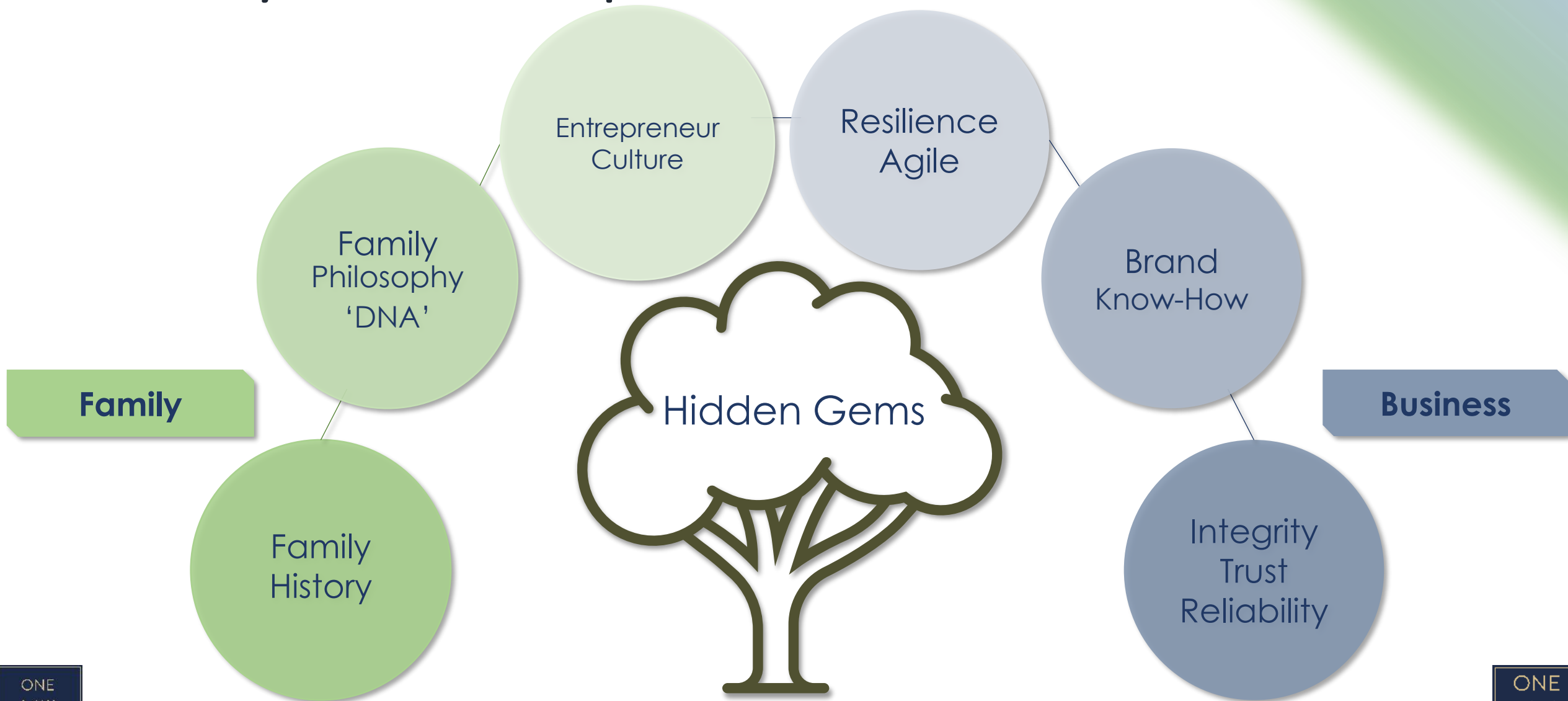
Under The Iceberg Of Family Business



Reflecting Family Business Conflicts



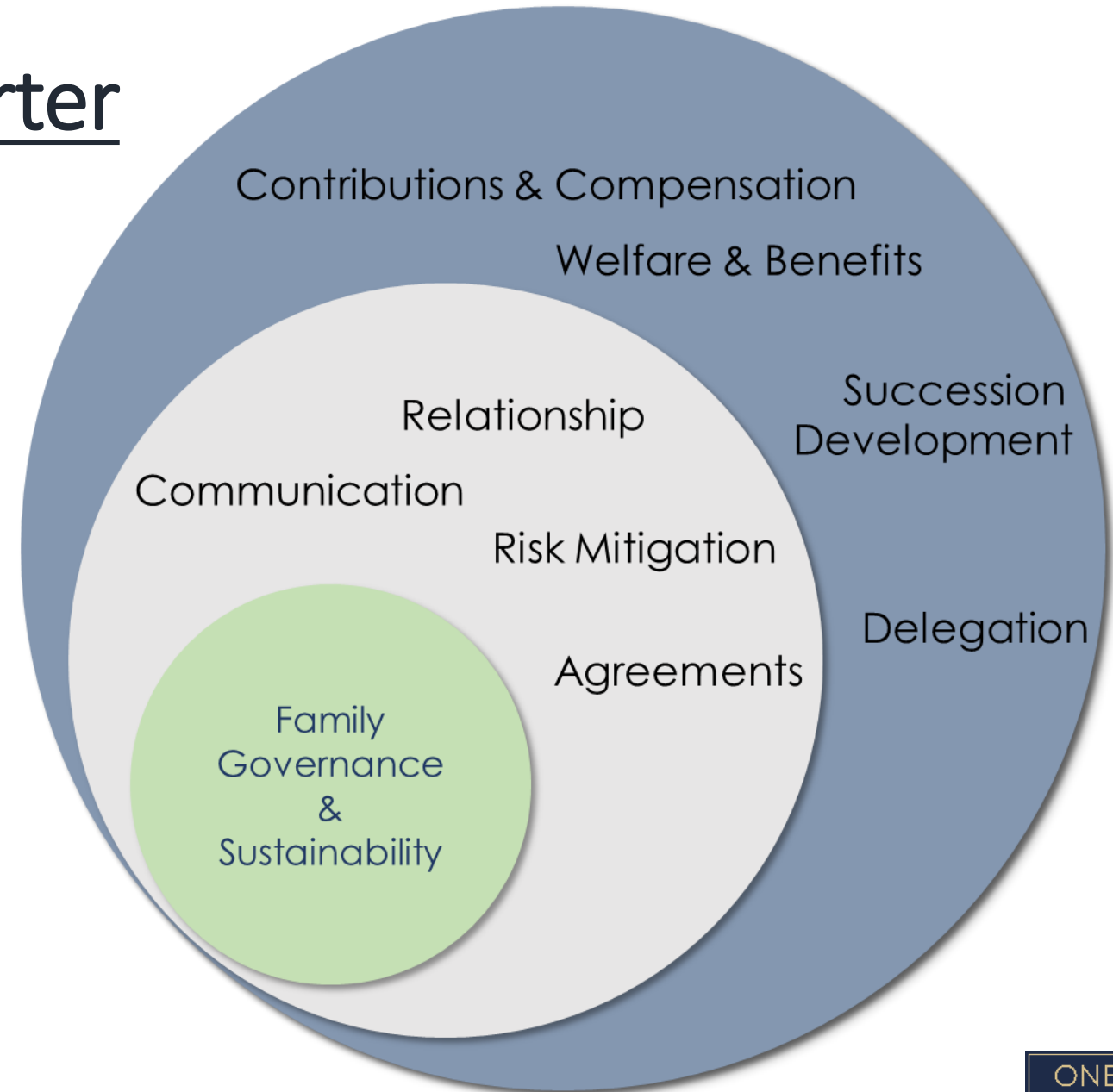
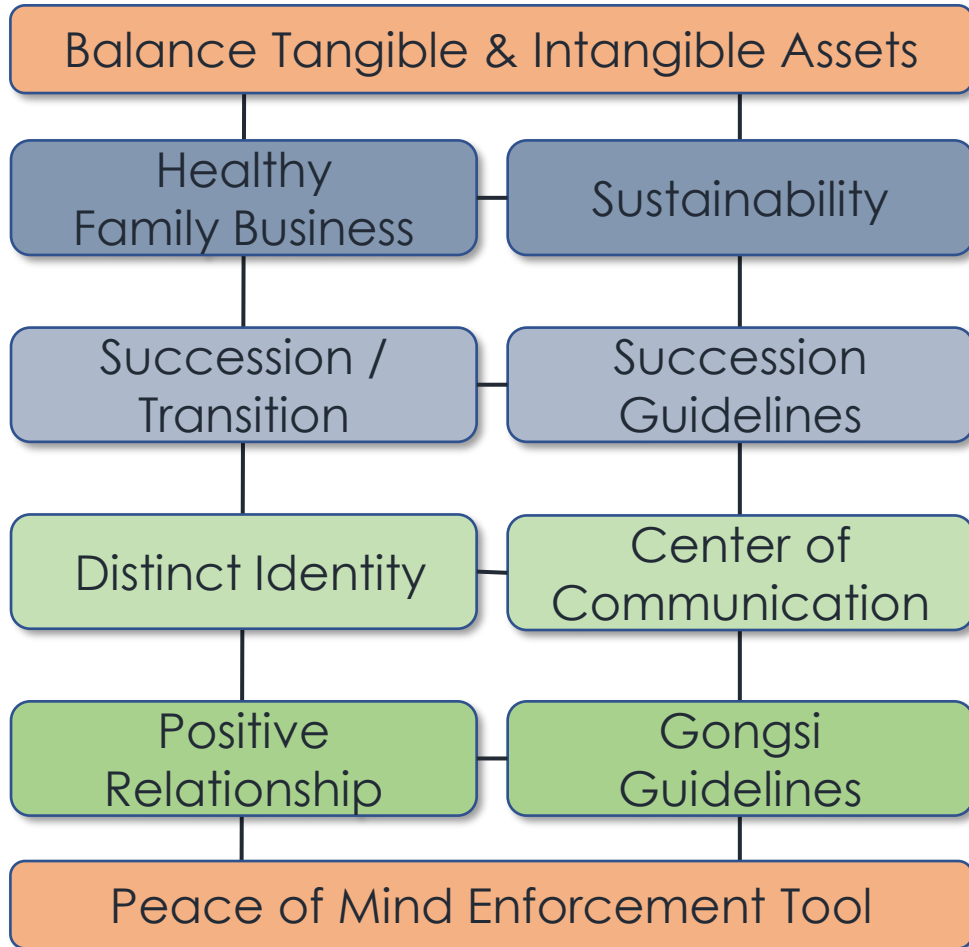
Family Business Capital



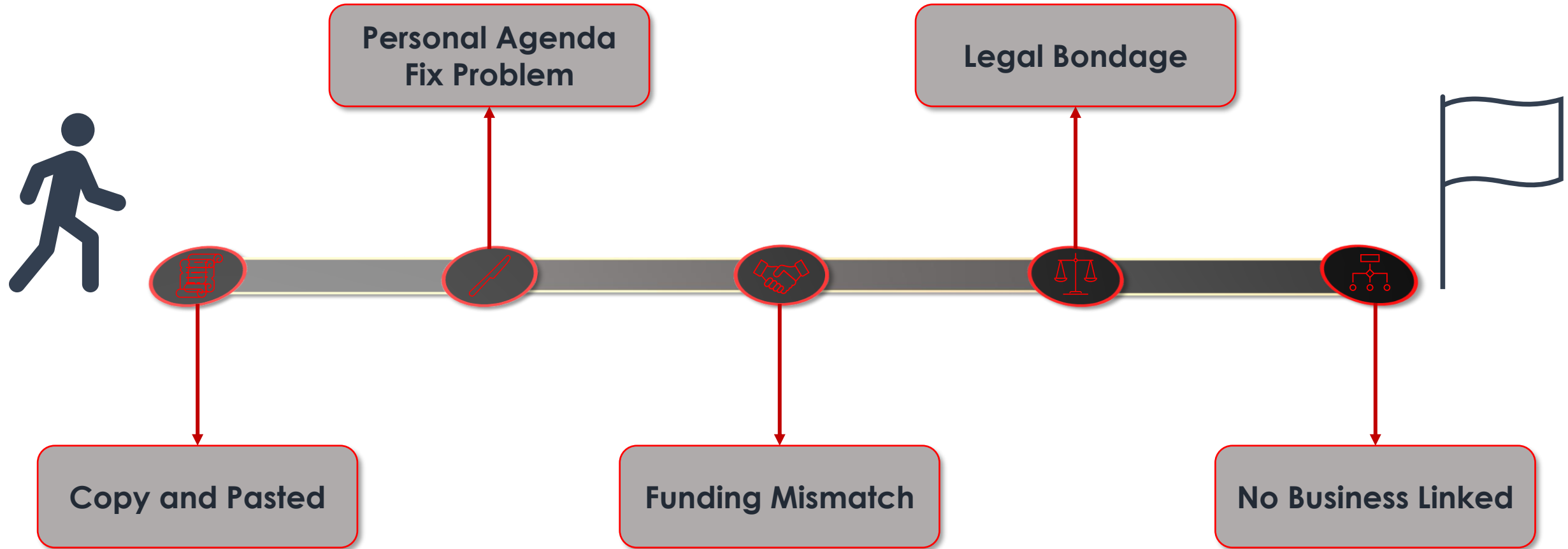
Successful Family Businesses



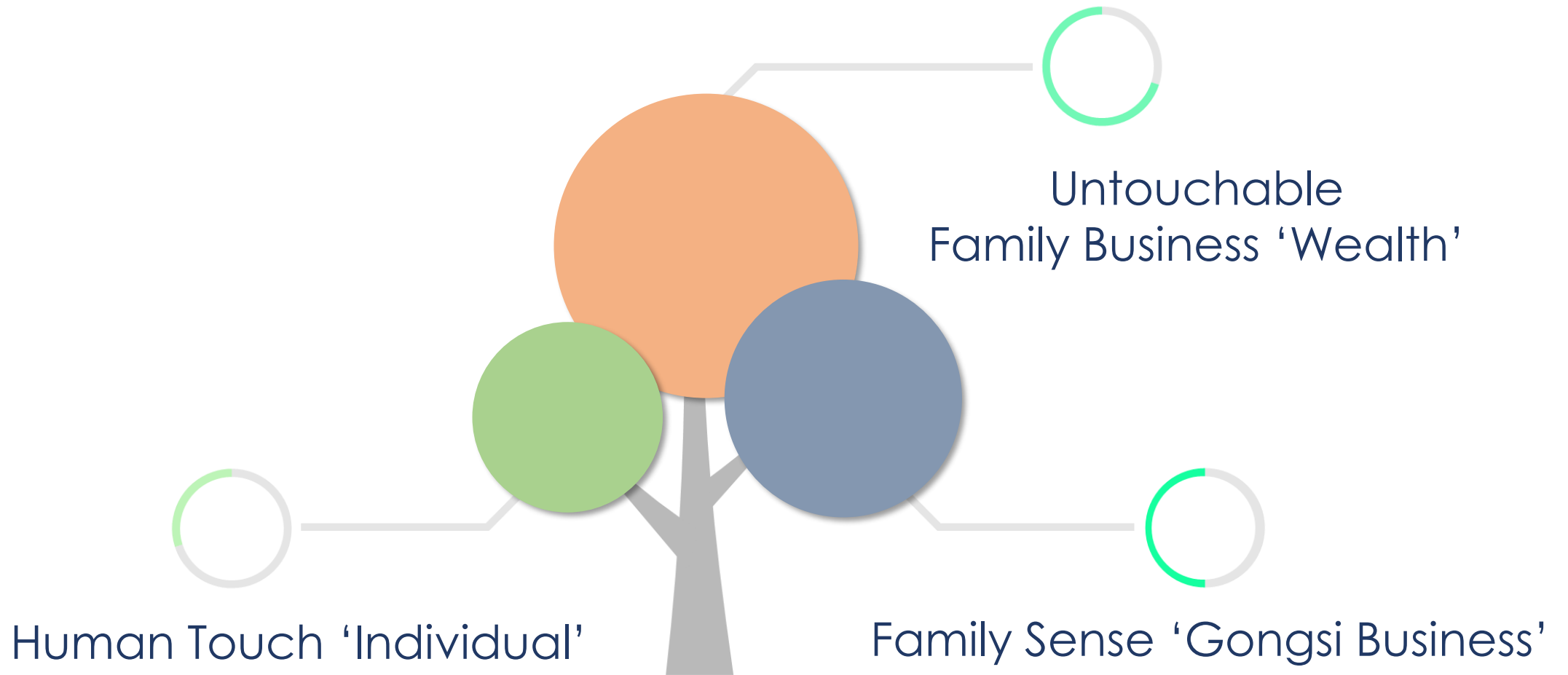
Why & What Family Charter



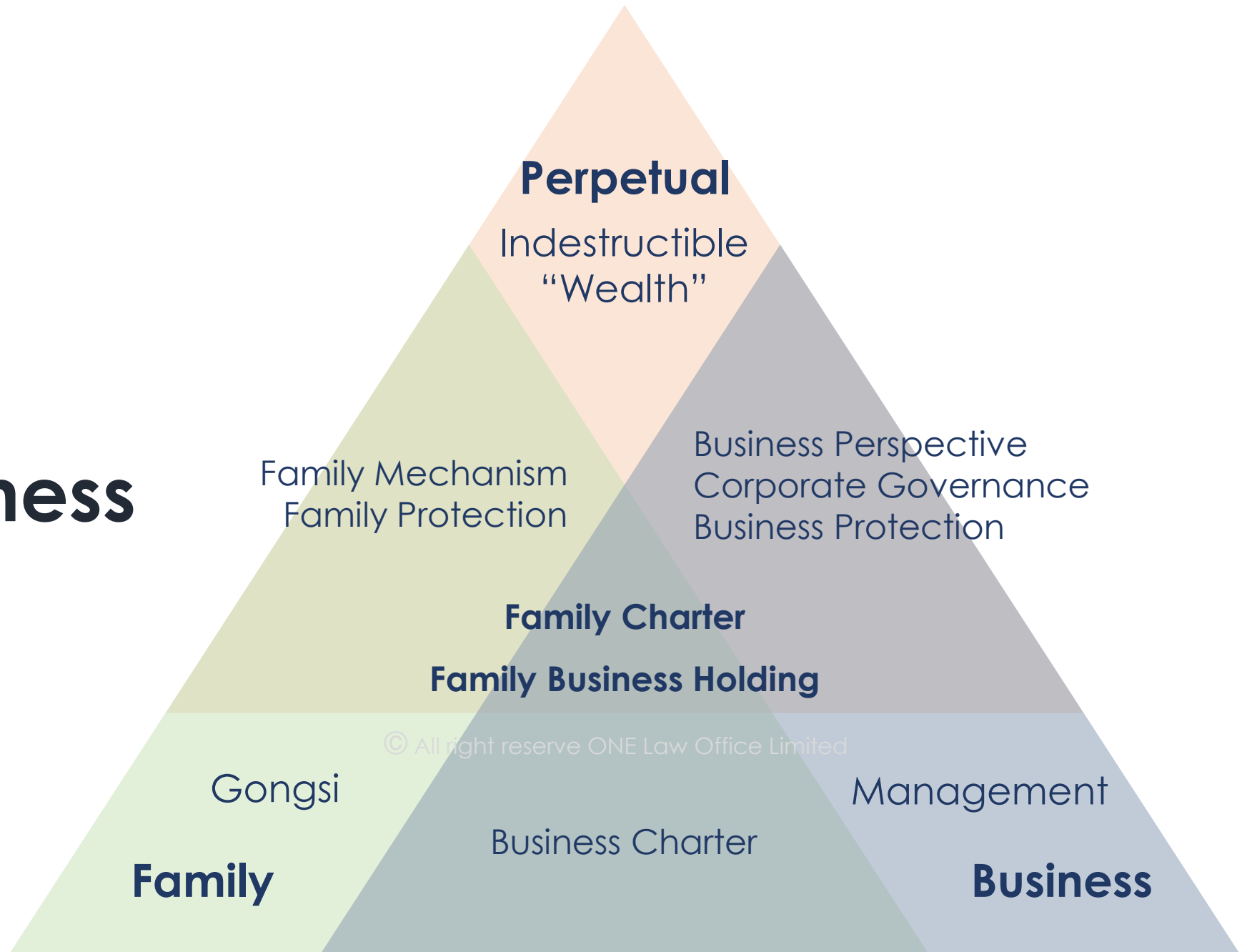
Common Mistakes of Family Charter



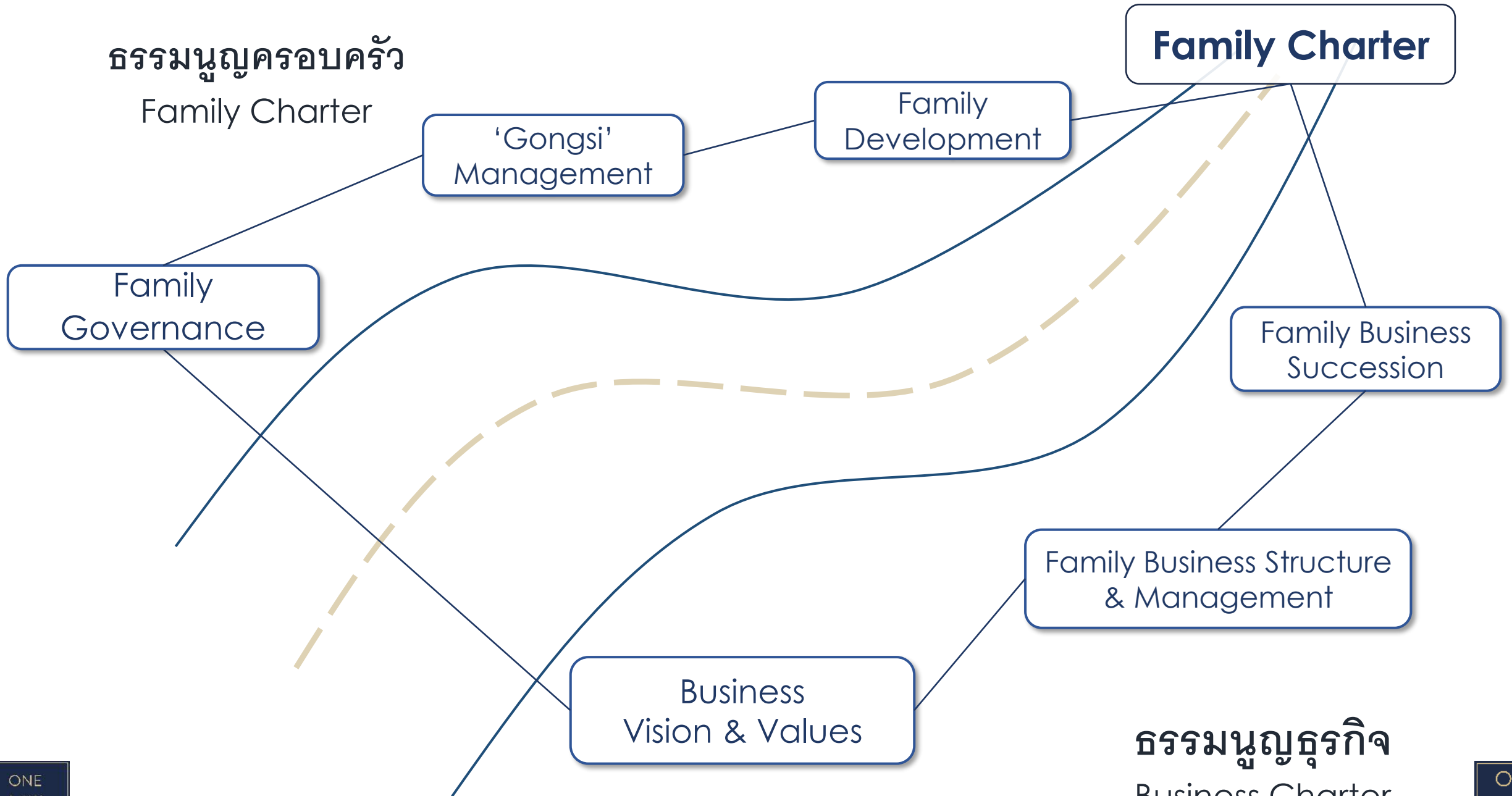
Perpetual Family Business



Perpetual Family Business Principle

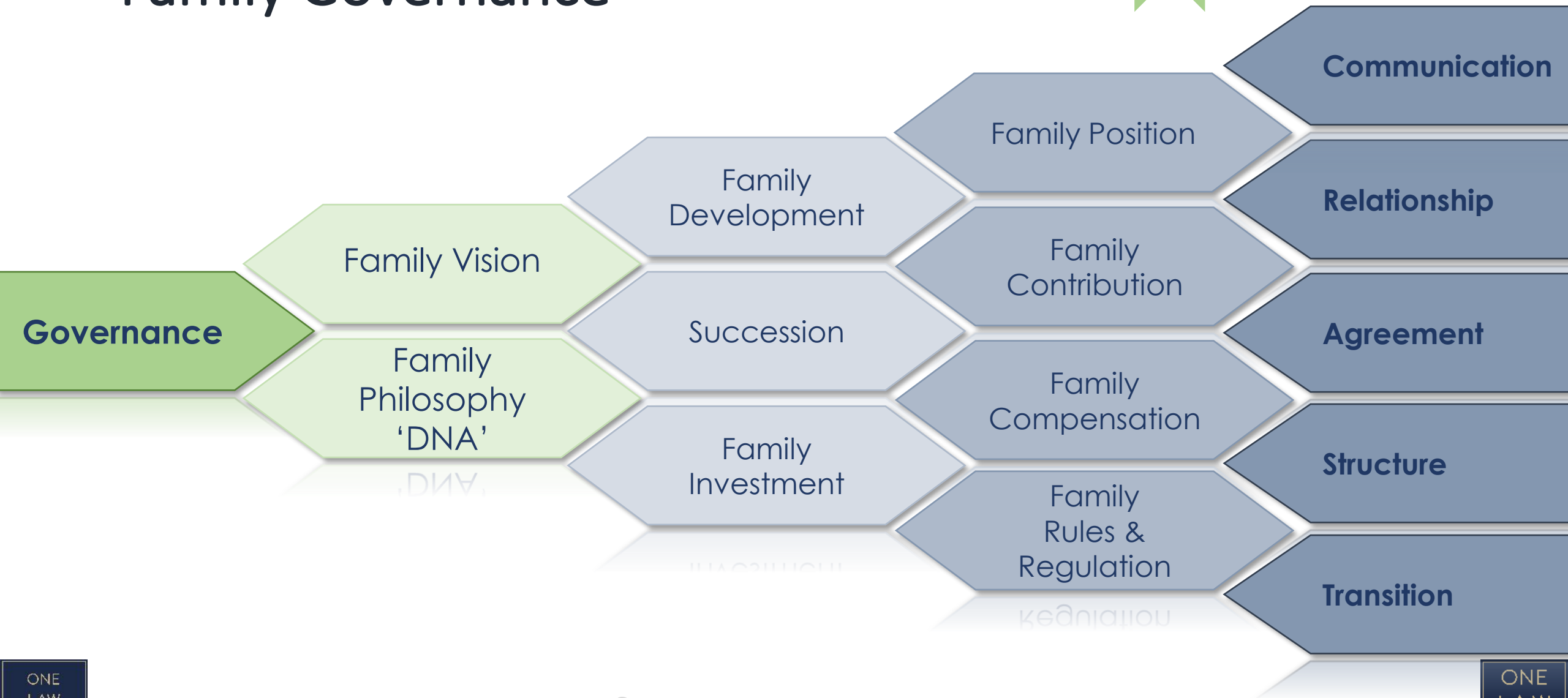


ธรรมนูญครอบครัว
Family Charter

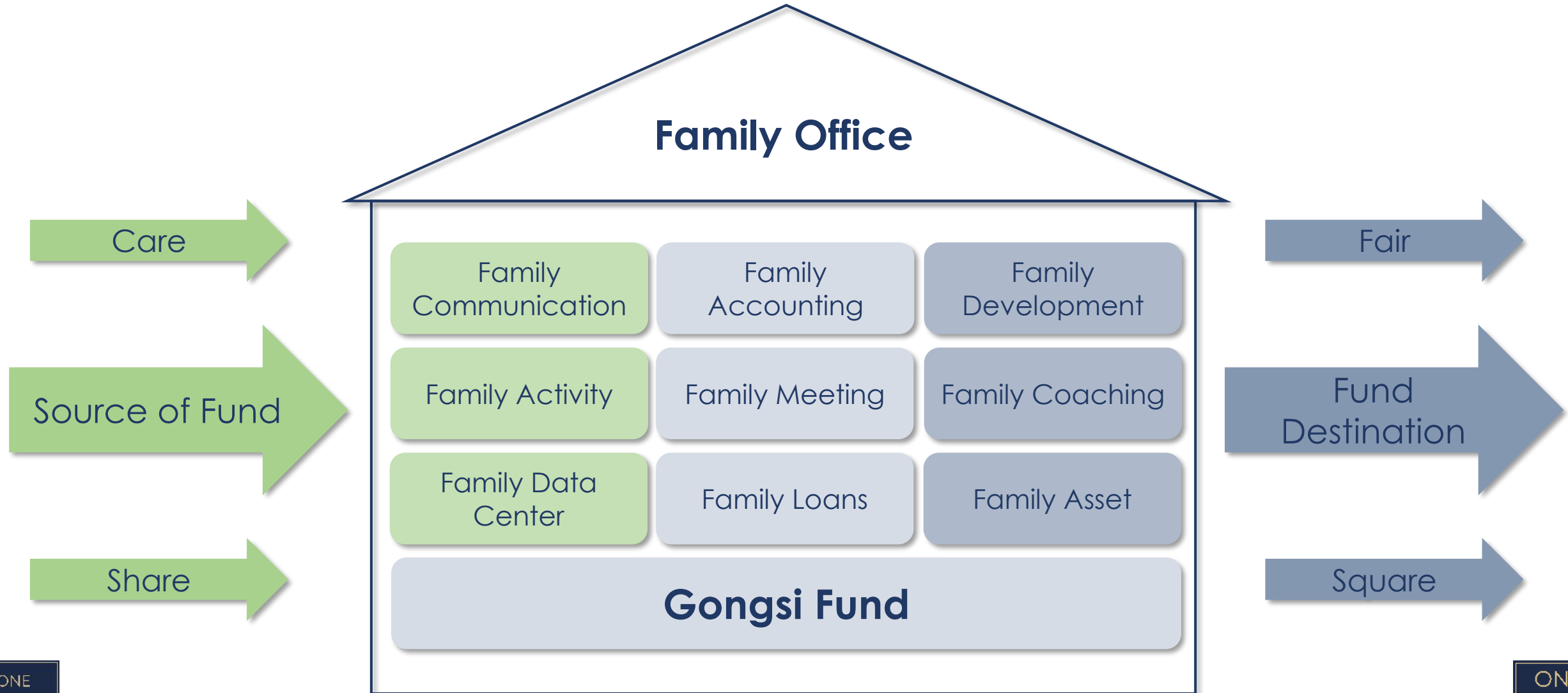


ธรรมนูญธุรกิจ
Business Charter

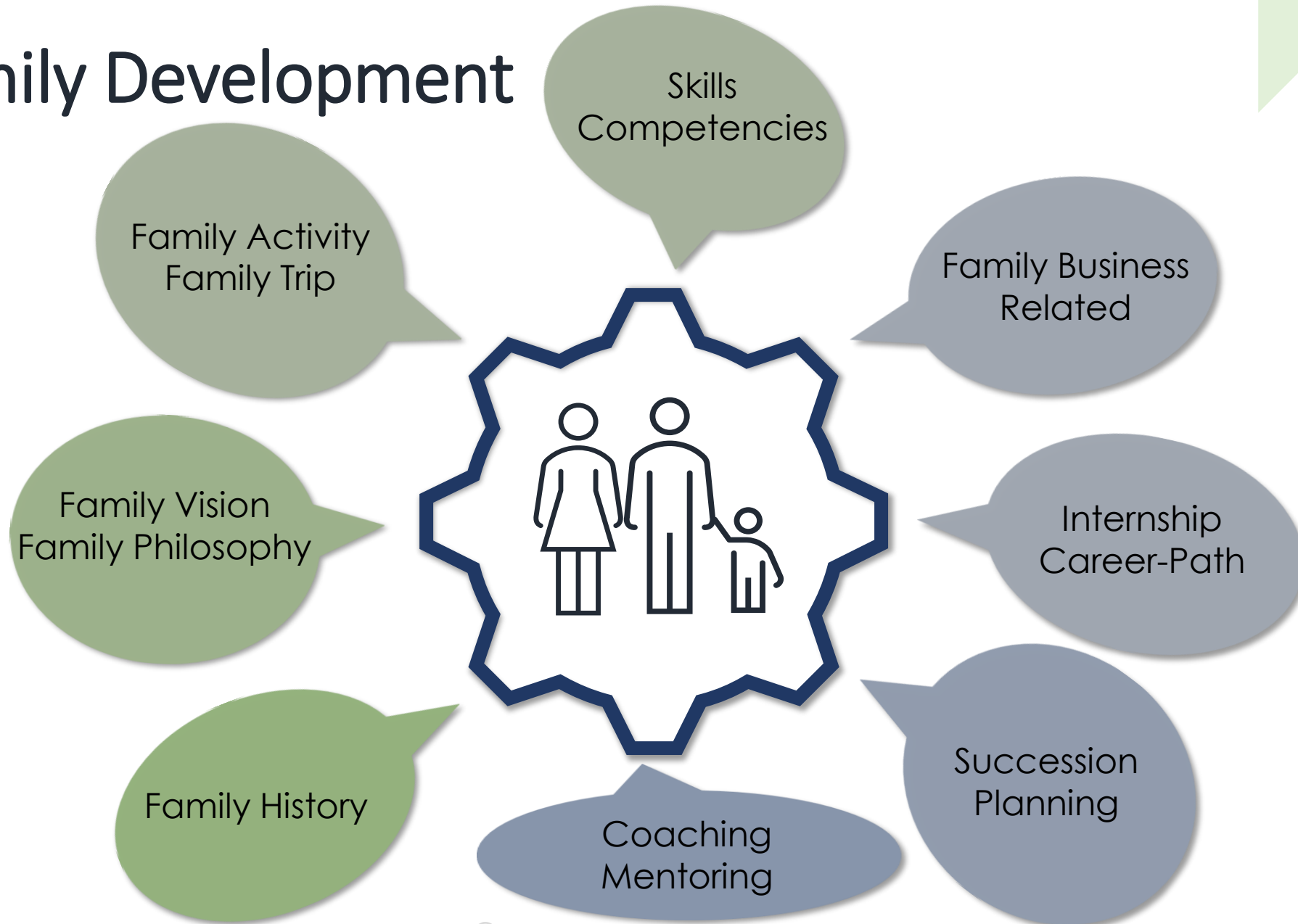
Family Governance



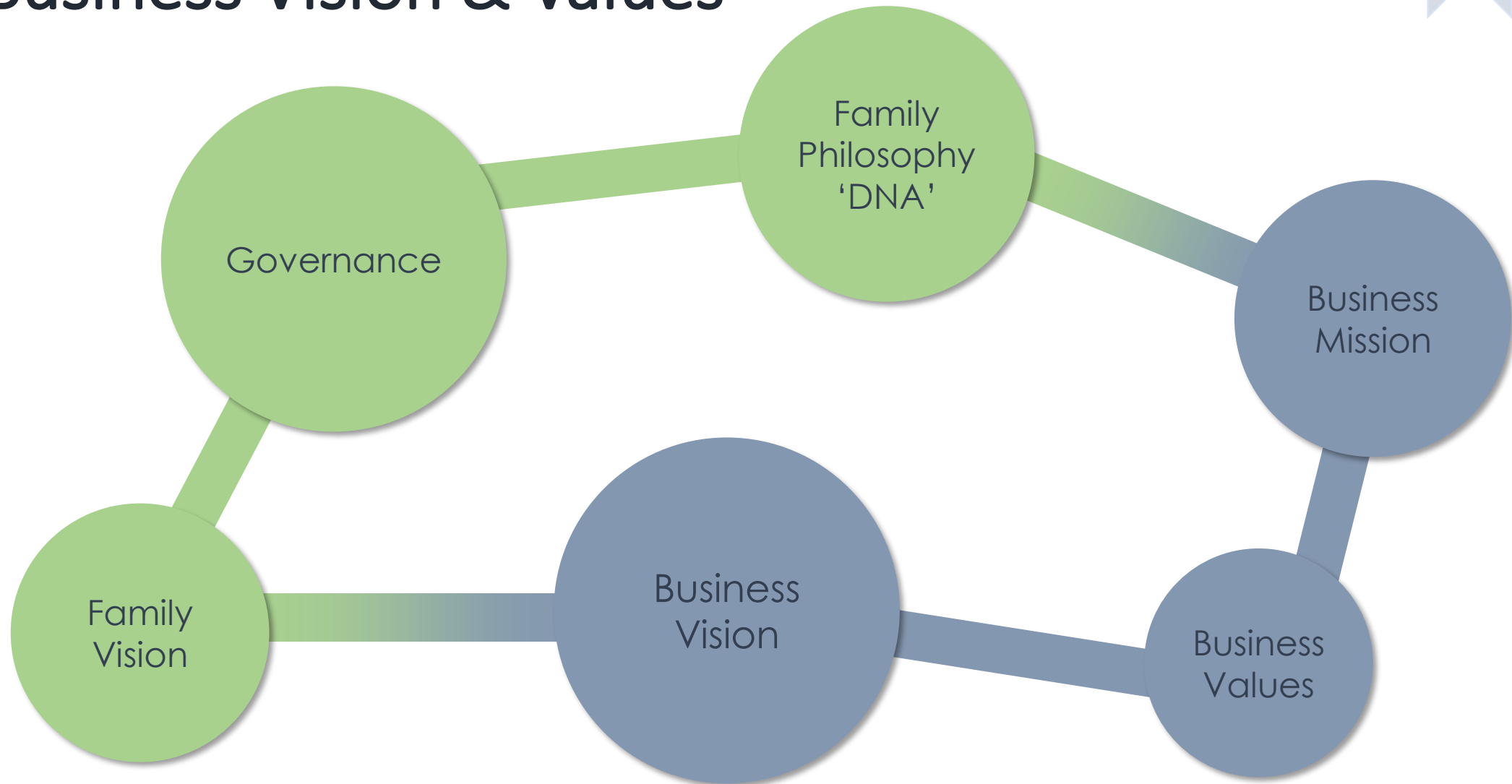
Gongsi Management



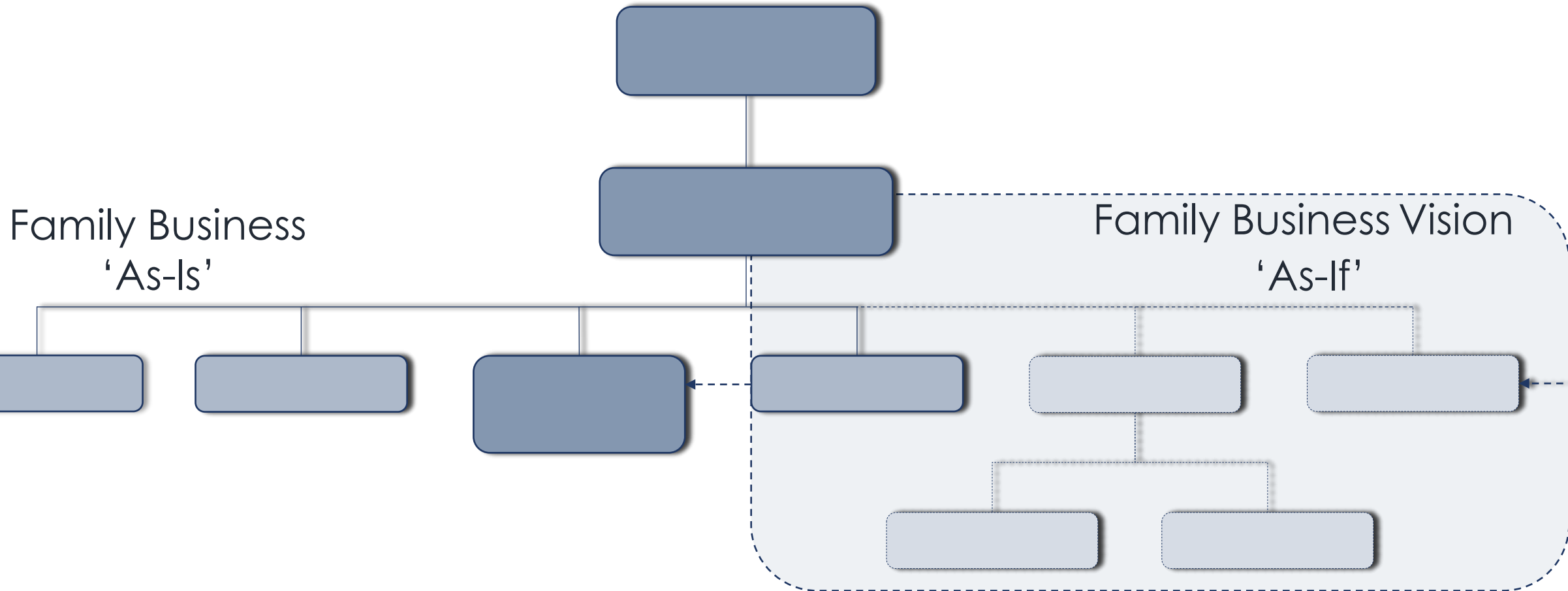
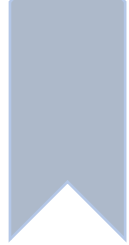
Family Development



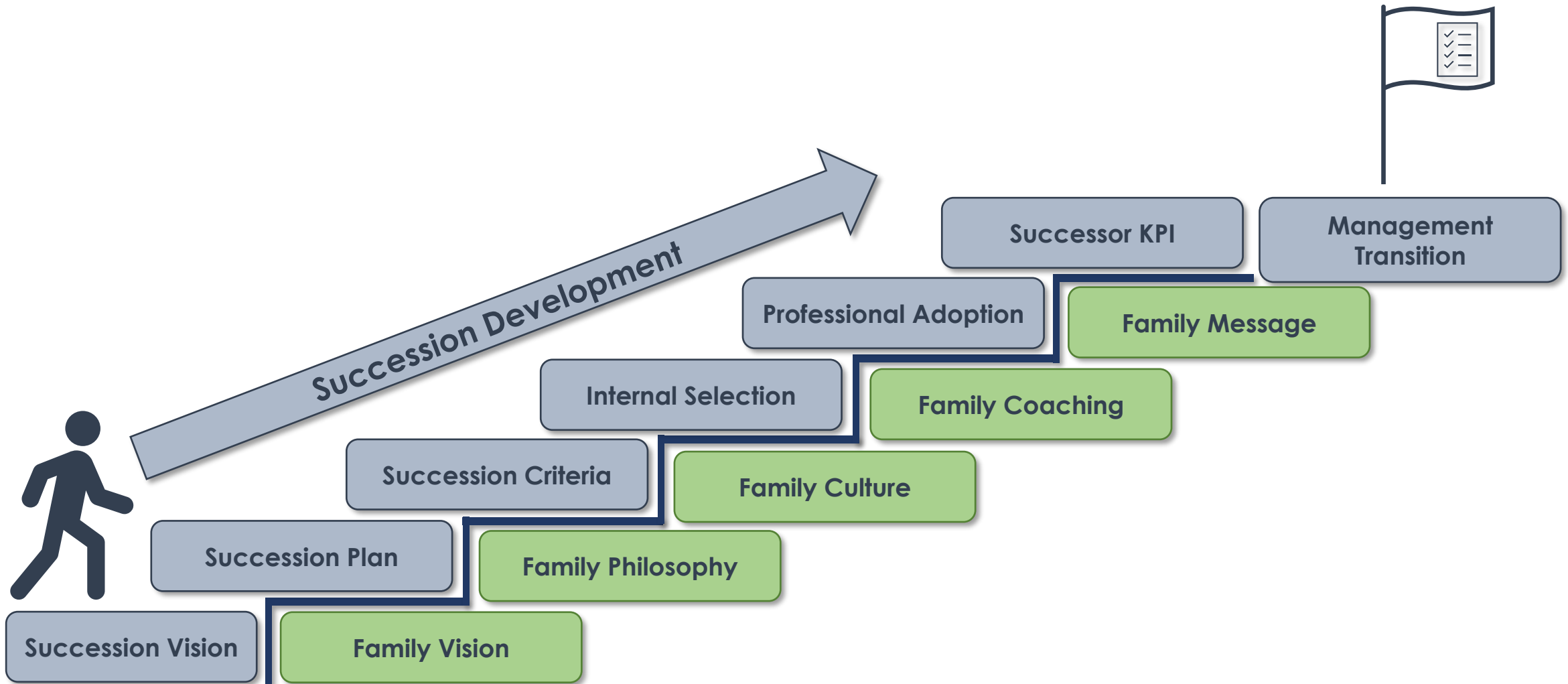
Business Vision & Values



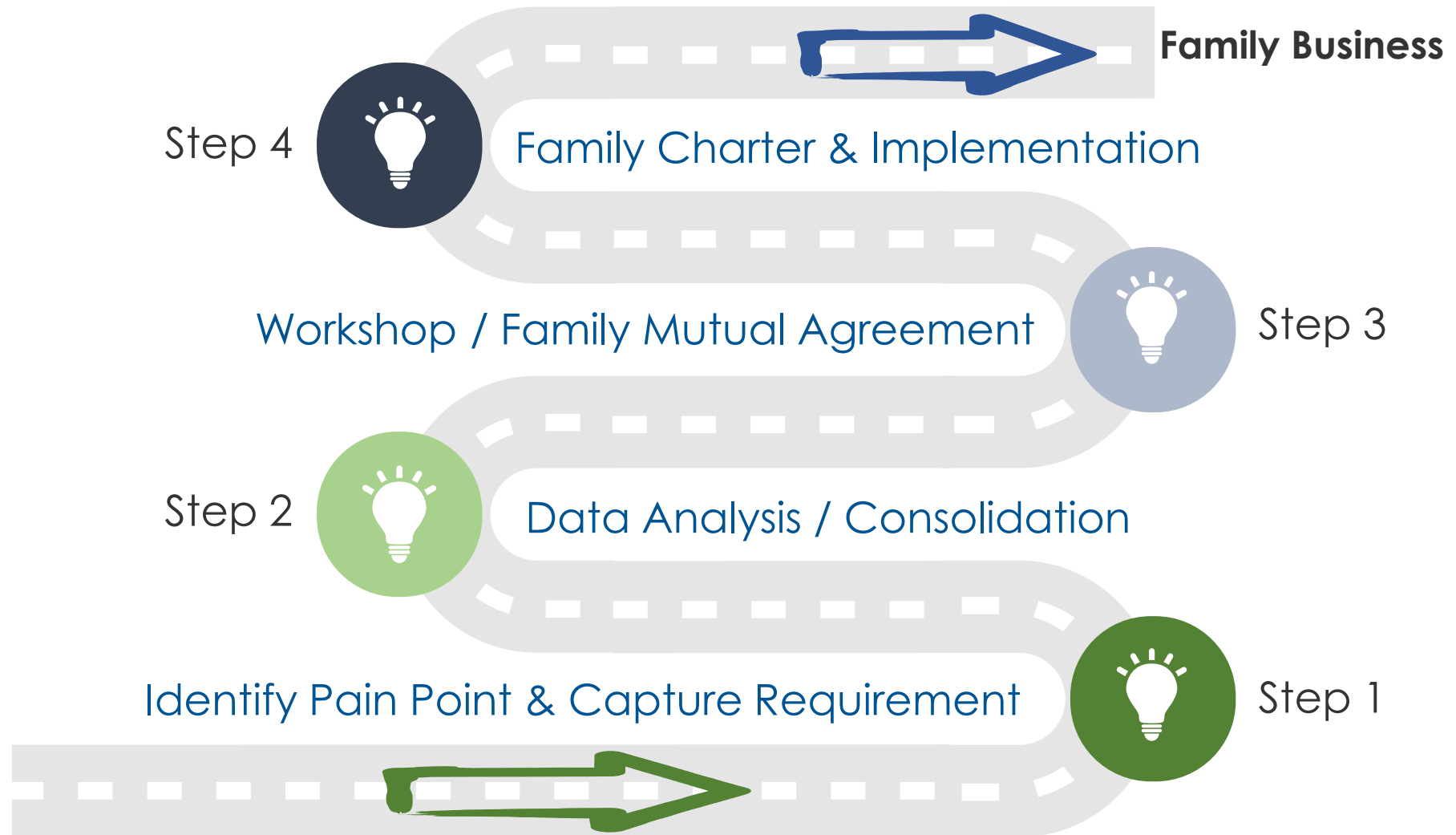
Family Business Structure & Management



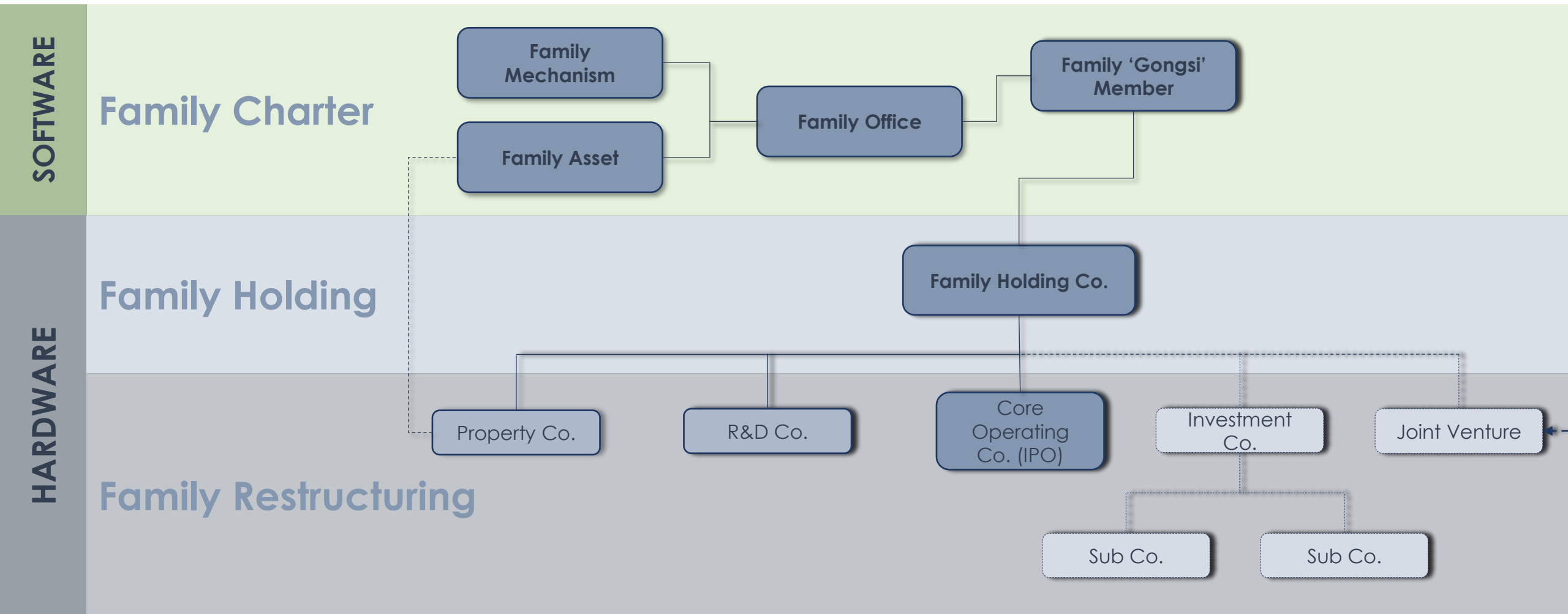
Family Business Succession



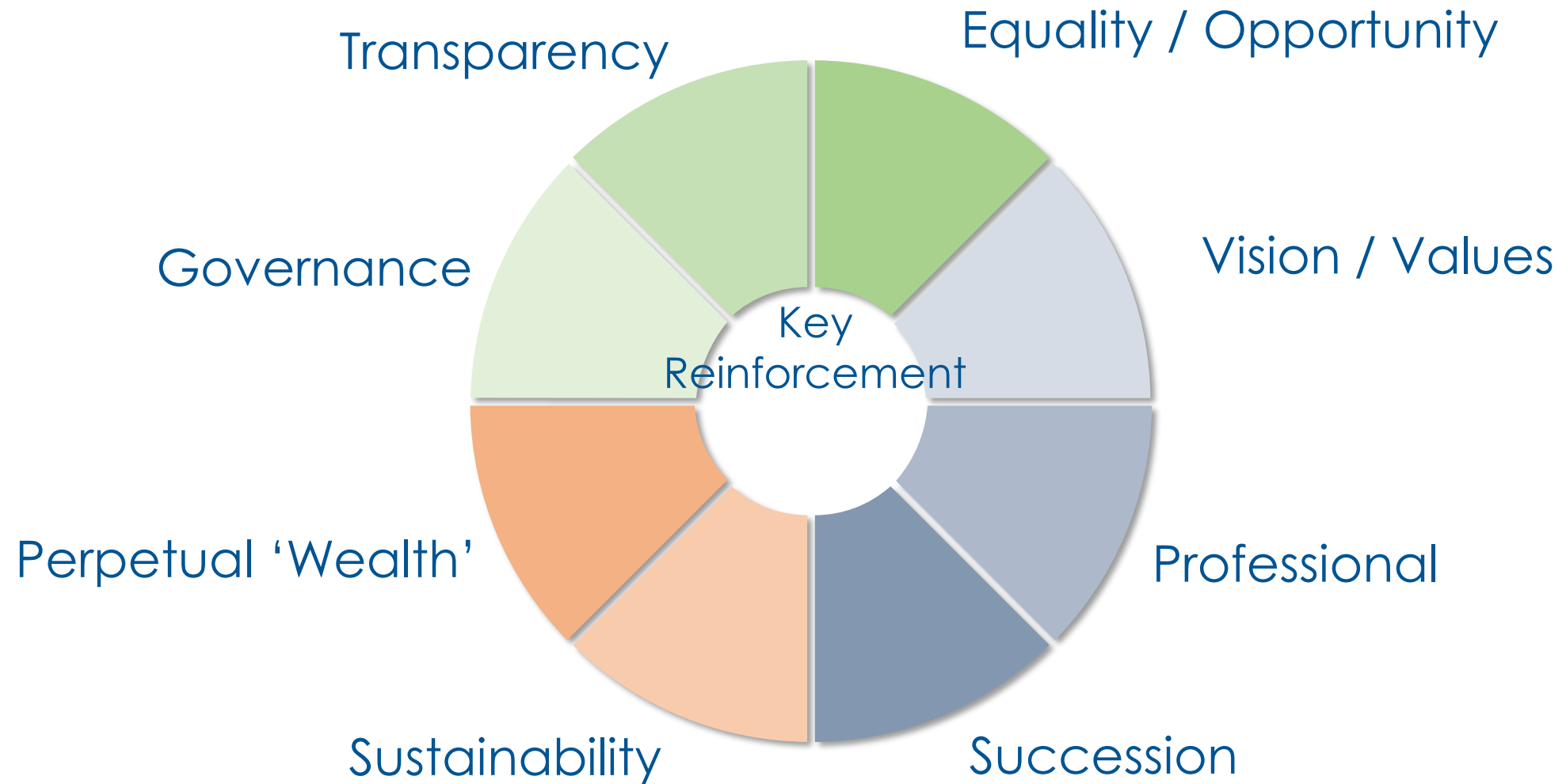
Family Charter Roadmap



Family & Business Charter to Family Business



Reinforcement of Family Charter to Family Business



Family Charter Implementation



Parent & Children

Land

Rental

Spouse

Share

Dividend

Adoption

Brand

License

Gongsi Asset

Employee

BOD

Will

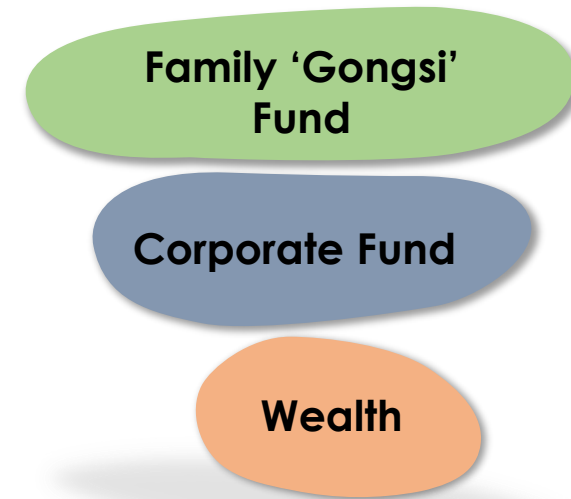
Customer

Compensation

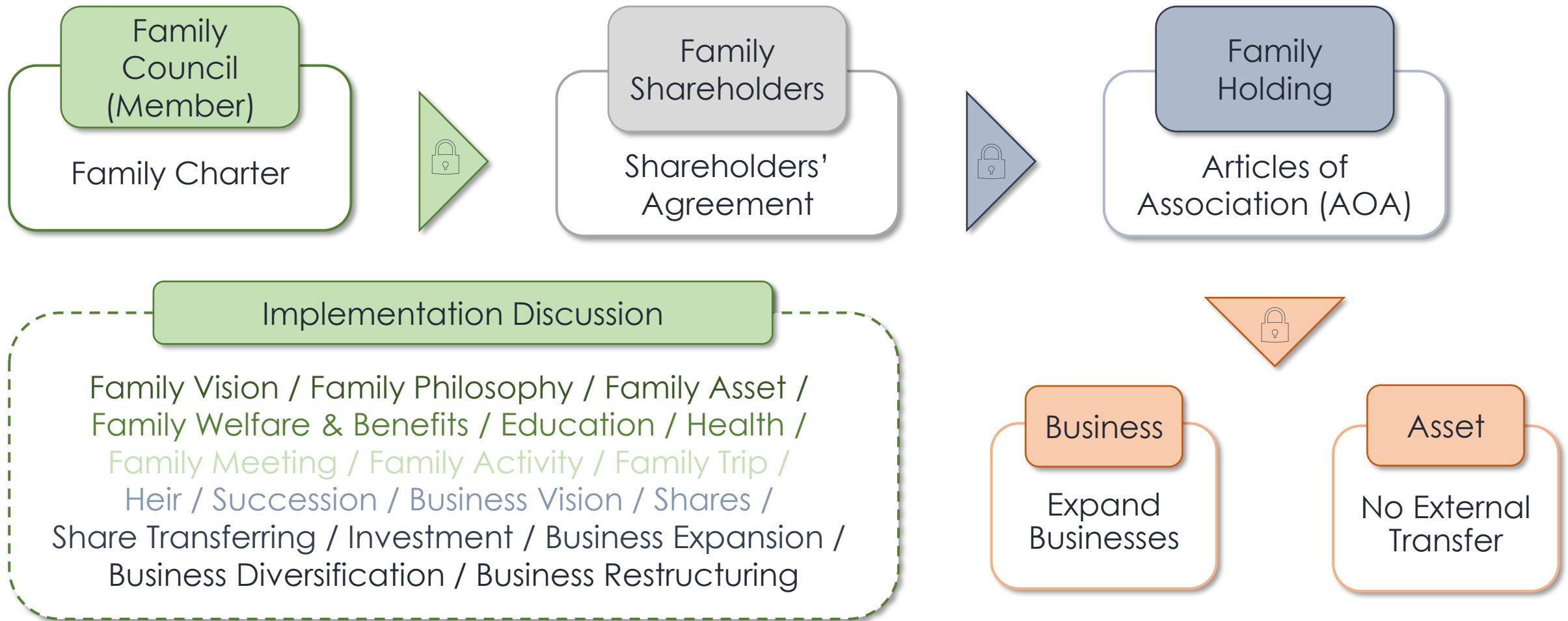
Succession

Stakeholder

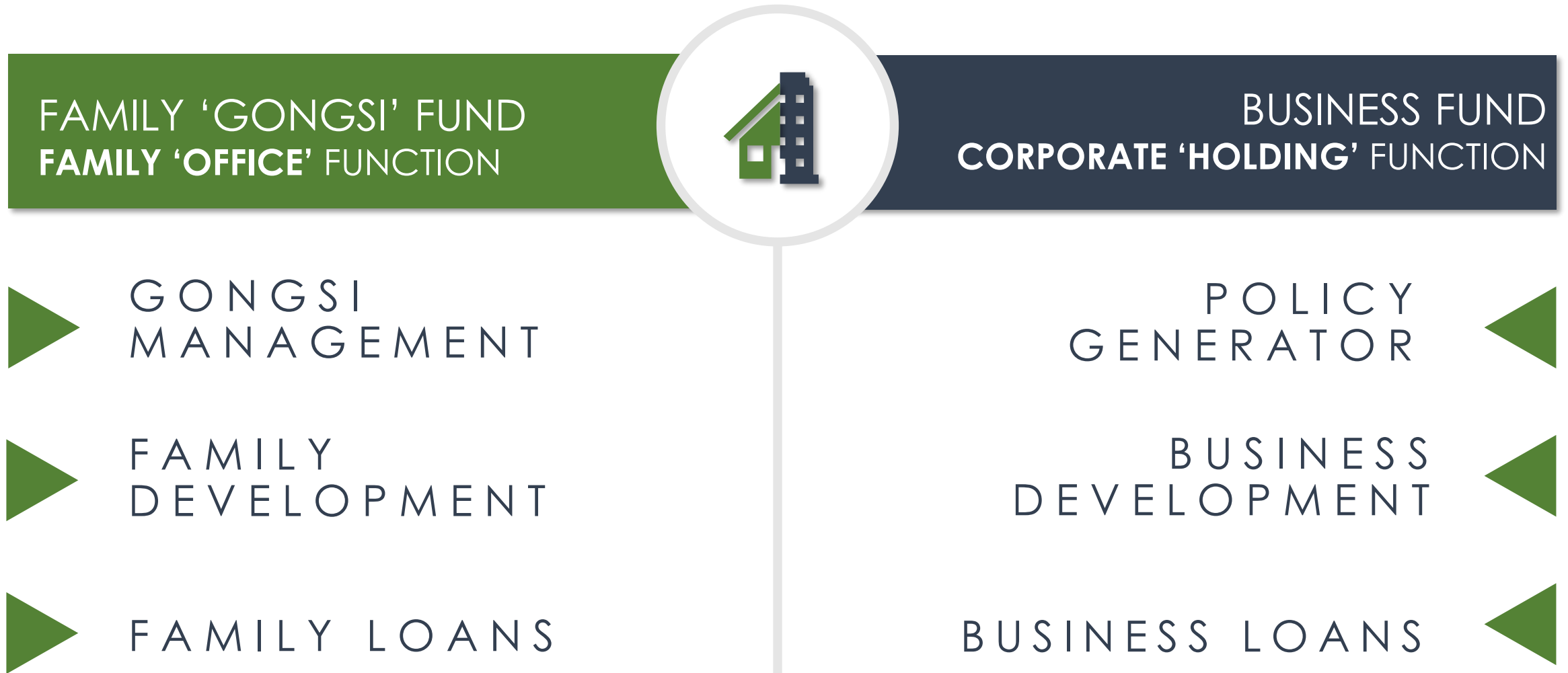
Professional



Family Charter to Business Charter



Family & Business Fund Function



Family Holding Co Function

Source of Corporate Fund

Anti-Take Over

Source of Family Fund

Family Shelter

Risk Prevention

Cash Pooling in Safety Zone

Asset Allocation

Perpetual
Family Business

Dividend Tax Planning

Inheritance Tax Planning

Tax Audit Safeguard

Gateway to Family Trust

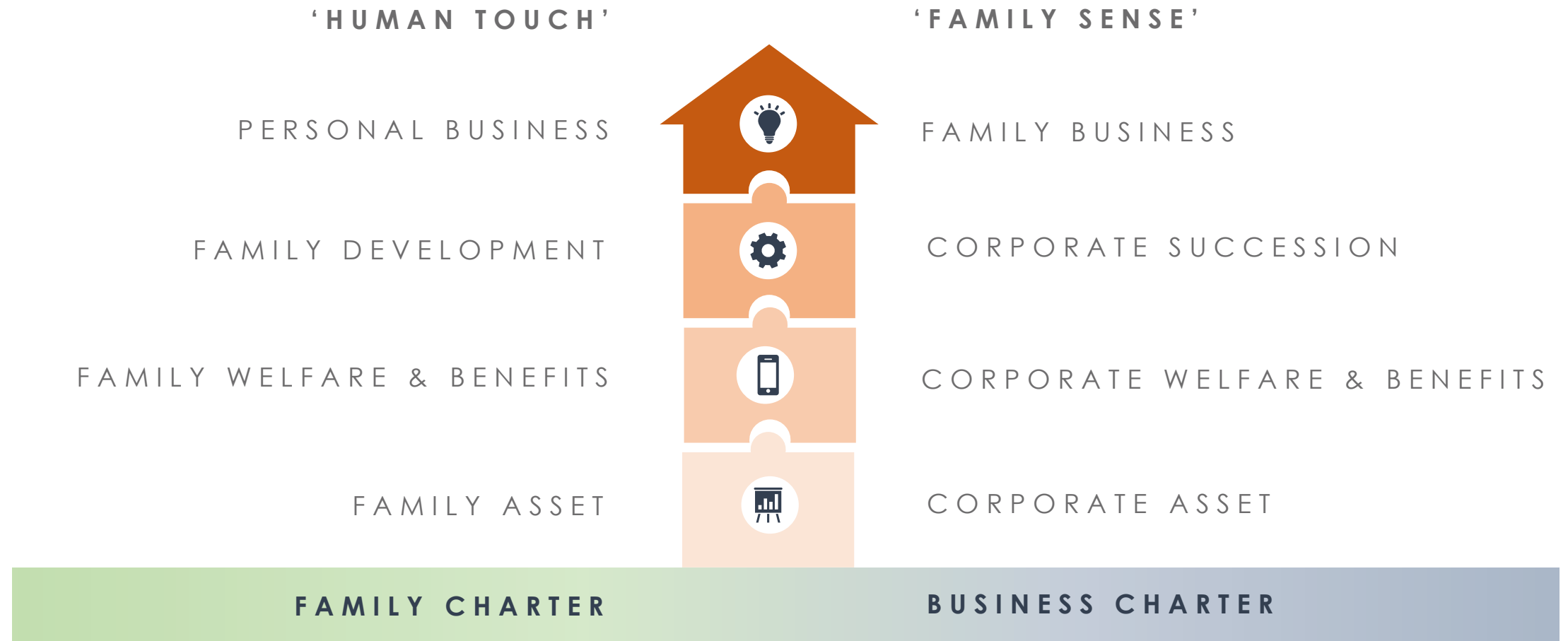
Link to Family Charter

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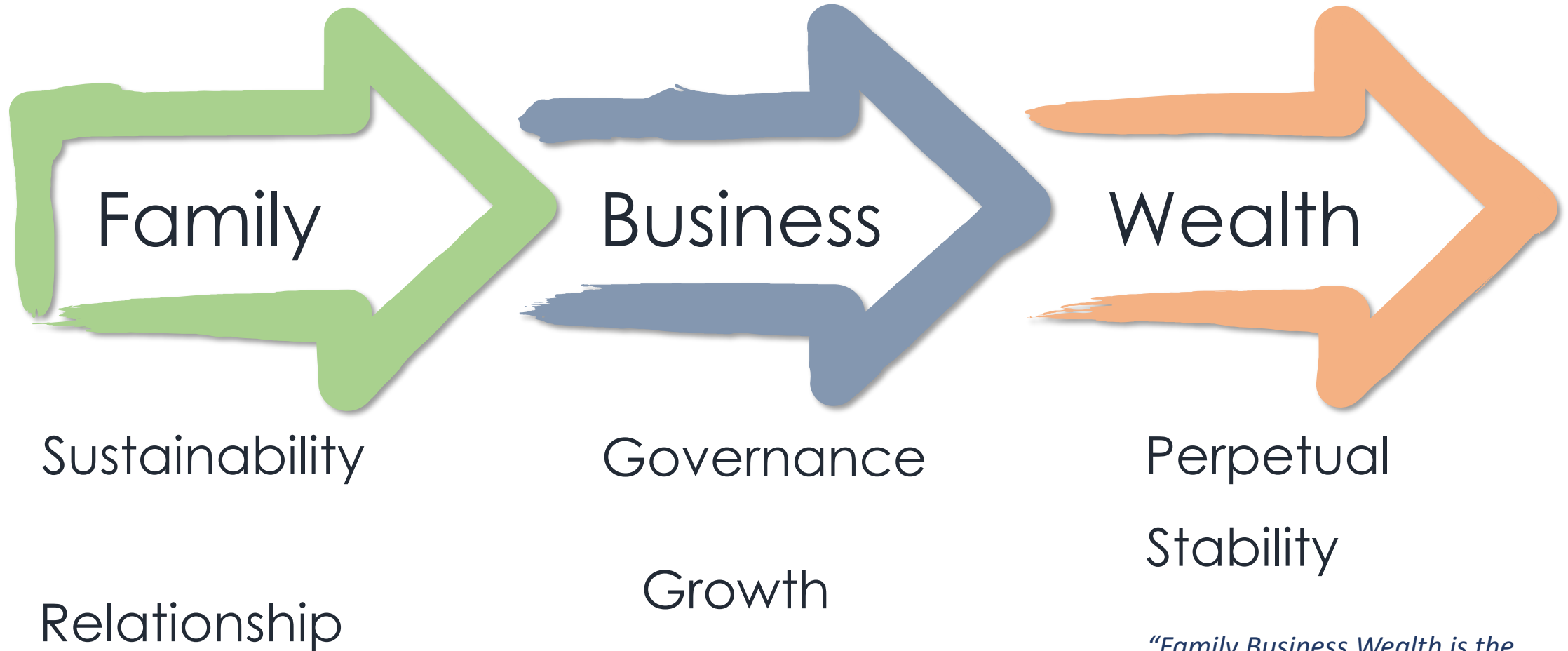
Family Office Function



Family Charter Implementation Outputs



Family Charter Implementation Outcomes



"Family Business Wealth is the Collective of Tangible and Intangible Assets"

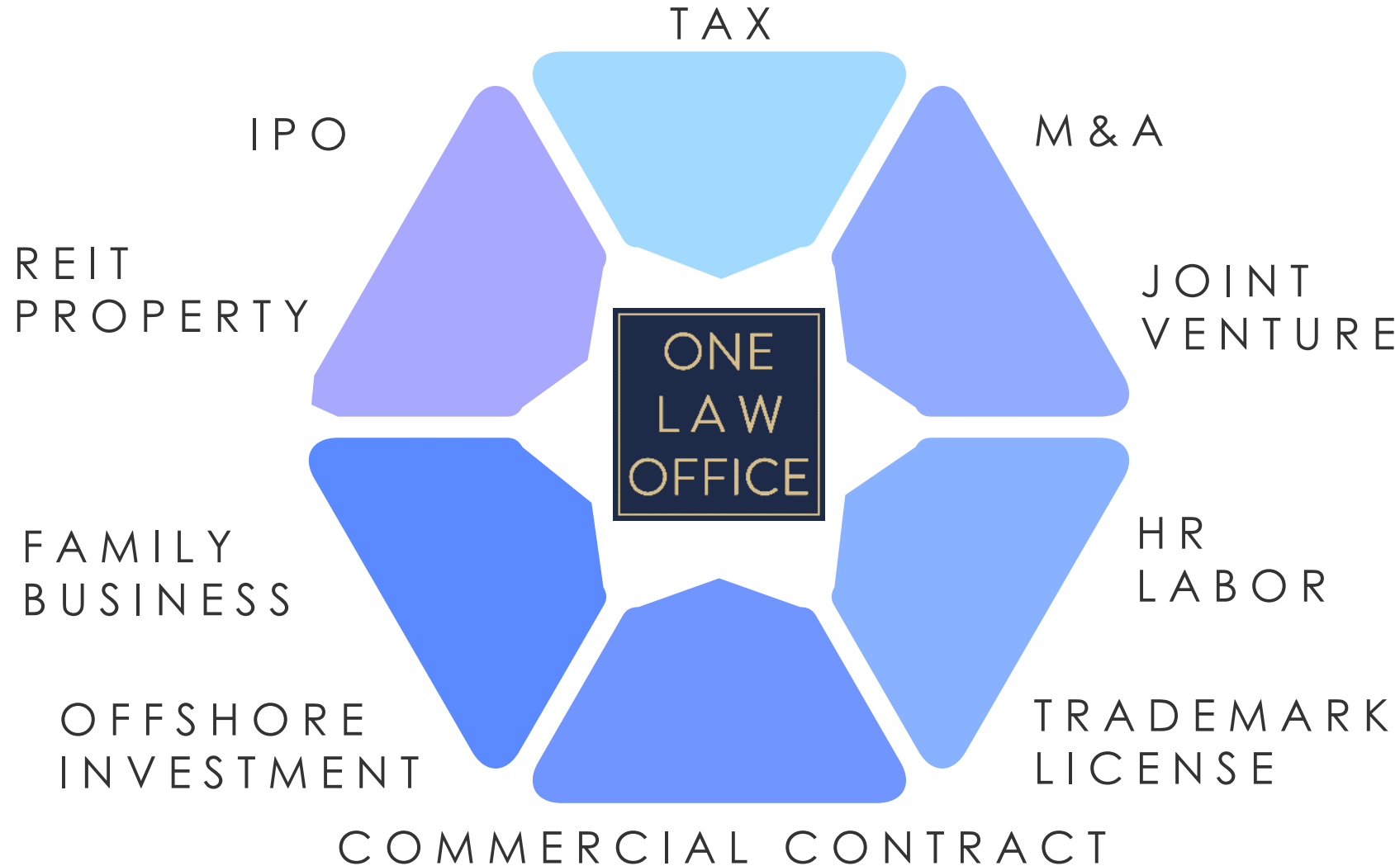
Q&A

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Speaker Profile



Theeraphap Aunyanuphap

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Theeraphap is a family business consultant at ONE Law Office Limited. He has been performing business and HR consultant service since 2015, servicing multiple business sectors, especially in family business. Later, in early 2017 he developed himself as Head of operations at the FMCG industry, paralleled with a director at the entertainment industry.

His expertise led him to become a professor at Chulalongkorn University. His past experiences and practices developed him to deeply understand the holistic level of business strategy, operations, human resources, and family business context.



Speaker Profile



Suwinai Wattanakorn

Head Consultant

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Suwinai is Head Consultant at ONE Law Office Limited. Prior to joining ONE Law Office Limited in 2019, Suwinai was an associate in tax practice group at a leading Thai international law firm, and a Legal Officer at The Office of His Majesty's Principal Private Secretary. He has over 7 years of experience in client service roles in both local and international settings.

At present, his day-to-day practice focuses on assisting both domestic and international clients from a multitude of industries with regard to direct tax, indirect tax and international tax matters, as well as handling related work.



Speaker Profile

Chinapat has more than 30 years of experience in being a professional legal and tax advisor on corporate & tax laws, finance & securities regulations as well as M&A, IPO, property fund, REITs, family business, private equity fund, venture capital, hotel & property, offshore incorporation and major business law practices including business contracts.

Chinapat also has more than 18 years of experience as a public speaker and in-house training on commercial contract, tax planning and tax risk management, family business, hotel/apartment, franchise, and family business as well as a visiting lecturer on tax and intellectual property programs for both Bachelor's and Master's Degrees in the state/private universities and business associations.

Moreover, Chinapat provides the exclusive and intensive lecture to the Association of Investment Management Companies (AIMC), Thai Financial Planners Association (TFPA), the Stock Exchange of Thailand (SET), The Federation of Accounting Professions (FAP), Commercial Banks, Life Insurance Companies, and Business Associations.

Chinapat also assists the business sector as the "Sub-Tax Committee" (Revenue Tax) under the Thai Chamber of Commerce / Board of Trade of Thailand, Working Team (Legal Advisor) of the Land Bank Administration Institute (Public Organization) and he is appointed to act as the Tax Conciliator of the Central Tax Court as well as the "Audit Committee" in the listed companies of the Stock Market.

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1. ประสบการณ์มากกว่า 30 ปีในงานให้คำปรึกษากฎหมาย ด้านภาษีอากร / IPO / M&A ตลอดจนสัญญาทางธุรกิจ รวมถึง Offshore Incorporation / Family Business
2. ให้คำปรึกษาแก่ลูกค้าทั้งในไทย ในตลาดหลักทรัพย์ และต่างประเทศ
3. วิทยากรบรรยายเรื่องสัญญาธุรกิจและภาษีในงานสัมมนาและฝึกอบรมตลอดเวลากว่า 18 ปี เป็น “อาจารย์พิเศษด้านภาษีอากร” และกฎหมายธุรกิจในหลักสูตรปริญญาตรี/โท International Program คณะนิติศาสตร์ / คณะบัญชี
4. วิทยากรประจำให้แก่ สถาบันกรรมการไทย (IOD) สมาคมบริษัทจัดการลงทุน (AIMC) ตลาดหลักทรัพย์แห่งประเทศไทย สภาวิชาชีพบัญชี กระทรวงพาณิชย์ ธนาคารฯ บริษัทประกันชีวิต และ สมาคมธุรกิจต่างๆ
5. “คณะกรรมการภาษี” ของสภาหอการค้าแห่งประเทศไทย และ “ผู้ไกล่เกลี่ยคดีภาษี” ประจำศาลภาษีอากรกลาง / คณะทำงาน ธนาคารที่ดิน (องค์การมหาชน)
6. “กรรมการตรวจสอบ” (Audit Committee) บริษัทจดทะเบียนในตลาดหลักทรัพย์ฯ

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