

# TRADETalk

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**Financial guru advises how to make corporate brands more sustainable:** Dr. Kongkiat Opaswongkarn, Chief Executive Officer, Asia Plus Group Holdings Plc., shared his thoughts on how top management can bring sustainability into the corporate brand at ASEAN and Thailand's Top Corporate Brands 2020 hosted by Chulalongkorn Business School's Master Degree in Branding and Marketing. L-R: Assoc. Prof. Dr. Wilert Puriwat, Dean, Chulalongkorn Business School; Dr. Kongkiat; Prof. Dr. Bundhit Eua-arporn, President, Chulalongkorn University; Prof. Dr. Guntalee Ruenrom; Asst. Prof. Dr. Ake Pattaratanakun.