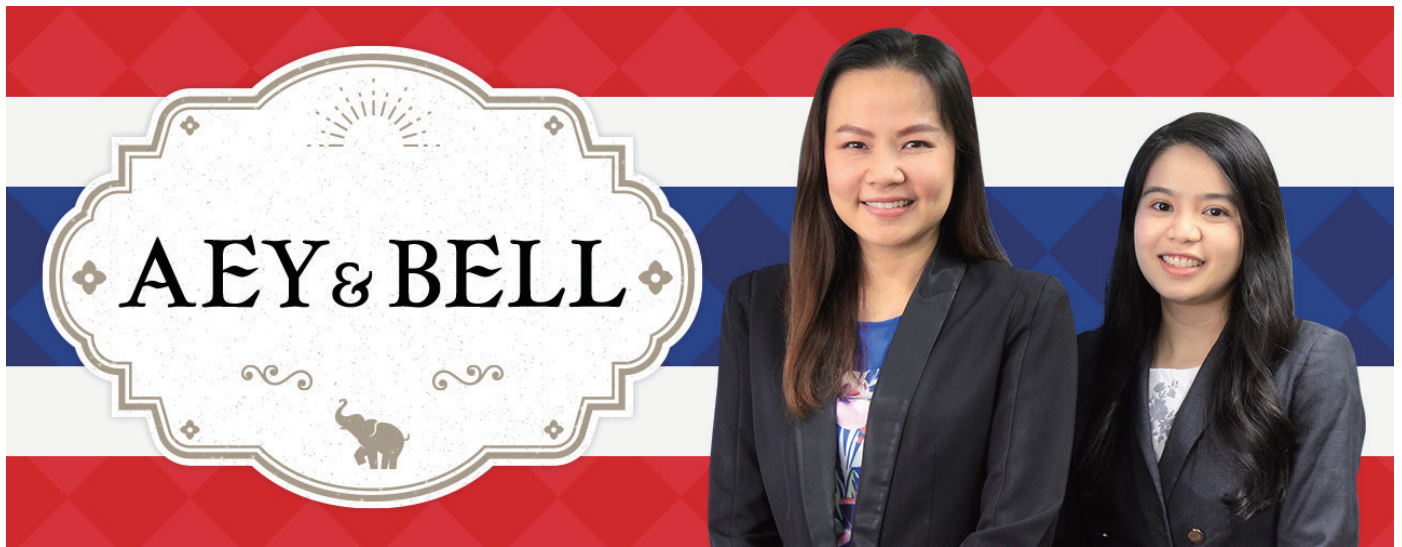


# B-EN-G Committed to Advancing Diversity and Workforce Localization in Thailand

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(Photo credit by Ms. Donsuk Udomrussamee)

A majority of the Japanese companies have rated leadership localization an important subject in Asian markets, and Thailand is no exception. In B-EN-G Thailand, three out of eight managers are Thai, and all of them are female. It symbolizes how progressive the country is by helping women advance at work and in the society. We talked to Aey and Bell about their personal stories.

## The Reliable Fisherman's Daughter

Aey (Kornnaran Panguthai) joined B-EN-G as Division Manager three years ago. Previously, she spent 12 years as a sales manager at a Singaporean IT company. Aey currently oversees the solutions handled by two departments including the production management system "mcframe CS" and IoT-related systems (mcframe IoT). Deputy Managing Director Mr Watanabe, who was responsible for the recruitment of Aey, fondly recalled the journey.

The scope of the entire operational management from budgetary control to human resources development is greatly broadened compared to the previous job. At the beginning, Aey stuck to the protocol in a new work environment, and she has since been trusted with increasing responsibilities. Mr Watanabe has seen the growth in Aey not just only in her own departmental duties, but in creating synergies with other departments on business and project planning. She is able to see the big picture and understand the needs of the employees and customers in relation to the products the company offers. Aey values the importance of team dynamics and says, "We strive to provide our customers with even better solutions by maximizing the strengths of our team members and the departmental advantages." Born as a fisherman's daughter, the grand vision of the same skills required in ocean fishing runs deep in her blood.



Seaside hometown — Ranong along the Andaman Sea

### **“A Father Figure”**

Bell (Somurai Krataytong) works for Aey and joined the company seven years ago as a fresh graduate. “We saw quite a bit of grievances in her in the first year, and the attitude has gradually changed for the best since then,” said Mr Watanabe.

Bell was given the opportunity to be trusted with major responsibilities and she said, “I care a lot about “quality of work” and I have a stronger sense of responsibility than many others.” There were two reasons why Bell was promoted to manager. One of them is this strong sense of responsibility. We pride ourselves for being able to match our customers’ needs from identifying to resolving the issues. Another reason is her ability to give clear and constructive instructions to colleagues. Some employees might not be as good in prioritizing tasks say if given three assignments at the same time, and Bell was able to reorganize the job orders and make the most effective deployment arrangement. Mr Watanabe joked that the interactions between Bell and her colleagues in recent times resembles a father talking to his kids.



Hardworking Bell having fun and a relaxing meal break with colleagues



## Entrusted with Major Responsibilities

Mr Watanabe has also been grooming the two female executives just like his daughters. He has complete faith in them whether they are a division manager or a department head. He has no hesitation in recommending them in any business situation. Both Aey and Bell were appointed as persons-in-charge of the joint initiative formed by the Thai-German Institute (TGI), an autonomous body governed by the Ministry of Industry in Thailand, and B-EN-G to promote the transfer of advanced manufacturing technology knowledge. It was established as a training project for the engineers and technicians. (For more information, please see “TGI and B-EN-G in the manufacturing industry in Thailand, ahead of the ‘Industry 4.0’ era” .)



The project with TGI has many meetings with related parties

Bell proudly recalled the days she was assigned to lead the project and said: “I was excited to be able to contribute to the industrial development of my country.” The project details had been covered in the previous article and it was an important initiative closely linked to “Thailand 4.0” (an advanced policy launched by the Thai government in 2015). Although challenging at times, it was hugely rewarding to see how the motion sensor could improve work efficiency by converting the movements and postures of the on-site workers. “We had overcome many obstacles to achieve the desired improvements,” said Aey.

Apart from the challenges presented by data analysis, the team also had to encounter many other difficulties. The project dealt with many different stakeholders including the Ministry of Industry's Industrial Promotion Bureau (DIP), TGI, Federation of Thai Industry (FTI), Digital Economic Promotion Agency (DEPA), private companies, and universities. The job was a tough one entailing a series of demanding tasks such as short delivery time and abrupt and unexpected changes on directions and priorities. Nonetheless, Mr Watanabe was able to deal with the people concerned with confidence as the face of the company and gained trust in B-EN-G. The managerial excellence of the two ladies was manifested in the job that was being taken for granted.

## Development of Domestic Industries

Both Aey and Bell share similar feelings through the experience of working with the Thai government agencies. "I have this vision to continue to contribute to the growth of the local factories with the latest IT innovations from B-EN-G. We would be able to offer them all sorts of solutions utilizing our ERP and IoT capabilities," Bell said. "We would like to be the preferred partner for these companies in the sector."

Their prayer is being answered as a new initiative was launched in September to train senior manufacturing executives by setting up a technical training facility "SIMTec" in Rayong Province in eastern Thailand. Thailand's leading industrial tools supplier Sumipol Corporation Limited will spearhead the project by supporting 14 public and private organizations, and 18 private companies to provide training for the engineers who would be the pillars of the Thai industrial future. B-EN-G is participating in the project as a technology partner together with companies such as Denso and Mitsutoyo. One can always depend upon Aey and Bell as part of the driving force in promoting industrial development for their home country.



SIMTec grand launch in September 2019