

BUSEM E-CATALOGUE

International
Programme



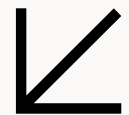
Special Issue:
Business Fair
Students Product List

May 2026
BUSINESS FAIR

EPI355/356

ENTREPRENEURIAL BUSINESS EXPERIENCE I & II

A study of the enhance real business with practice and learn to be a business entrepreneur by investing in real business to learn deeply and fully integration. Students will gain real-world experience in business processes from start-up to business management. May be use business plan that is taught in the business plan courses for a business owner for getting the actually result of the business with a team of advisor as consultants. Students will be assigned to the project or business outcome report at the end of the project or presenting plans to outside organizations to find funding sources to expand the business that students have studied and acted on.



COACH & LECTURER

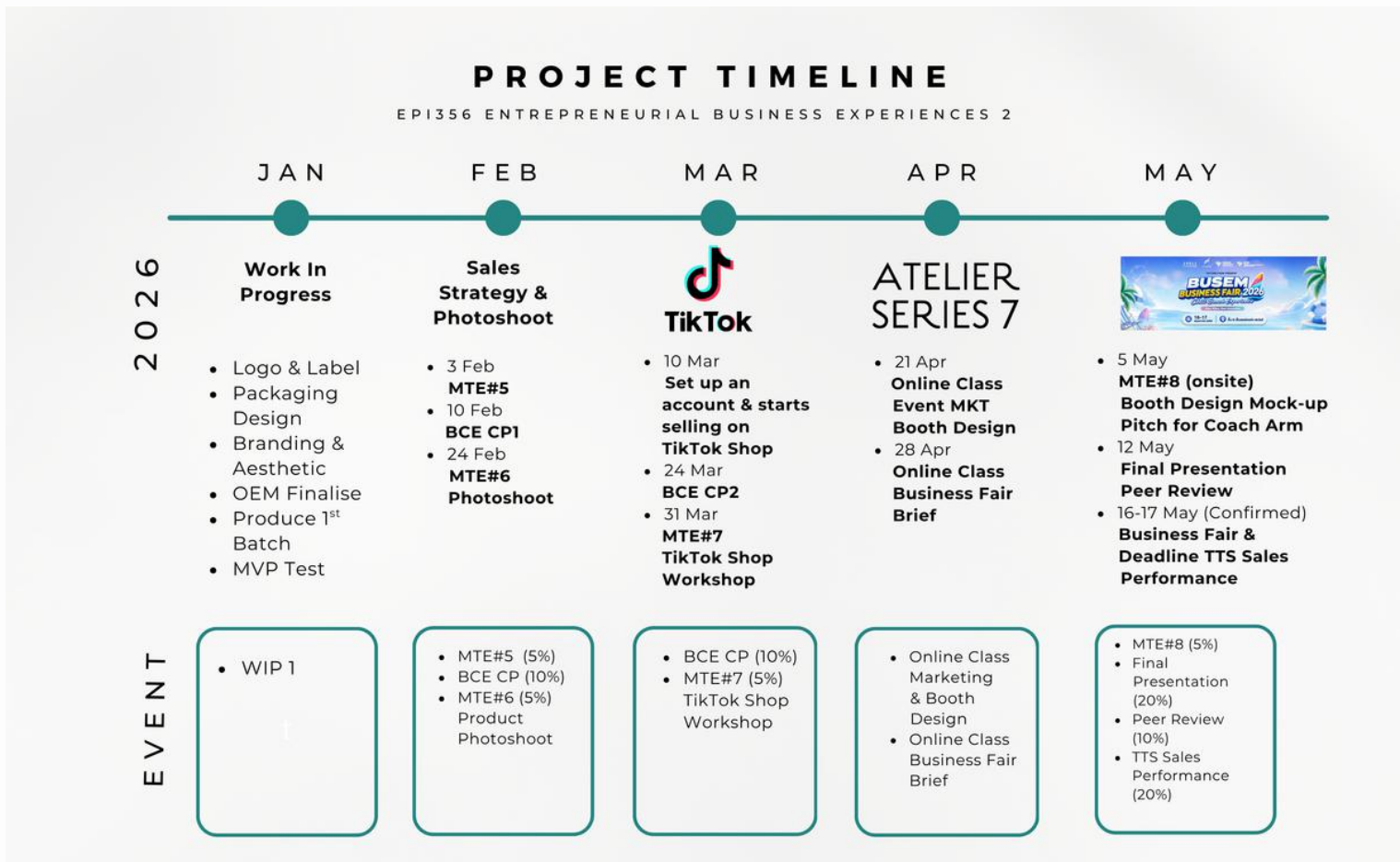
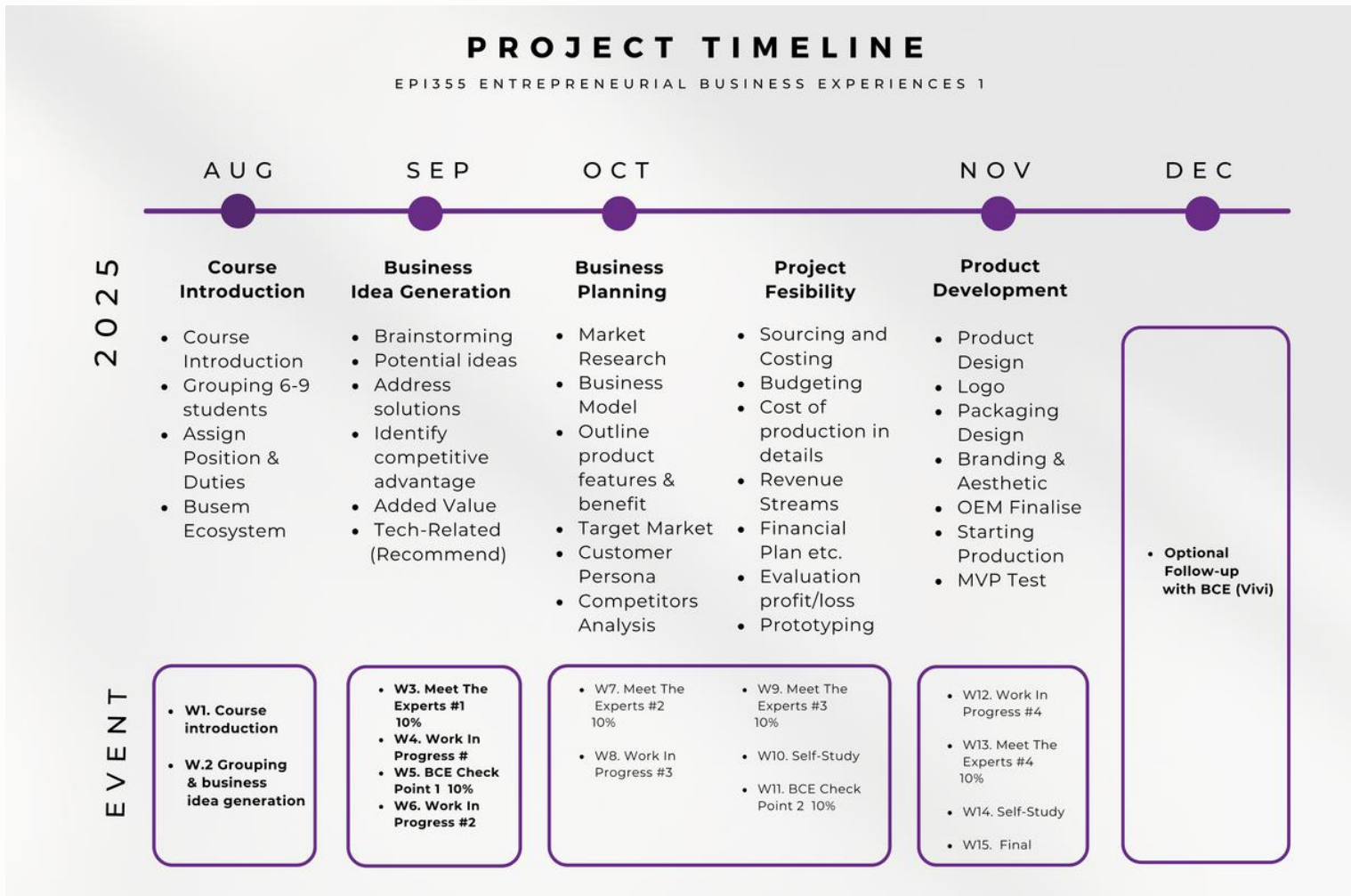
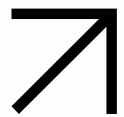
Ajarn Vivi

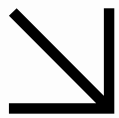
Sukhumarporn Upaicheewa
Busem Centre For Entrepreneurship
(BCE), Manager

Ajarn Muanfhun

Muanfhun Ratanavanich
BUSEM International Programme,
Chairperson

PROJECT TIMELINE





SEMESTER 2025/1

MEET THE EXPERTS

Business Consultation Hosted by BCE

BCE (BUSEM, Centre for Entrepreneurship), in partnership with Course EPI355/356 Entrepreneurial Business Experiences I & II, organized a business consultation. This event brought together a total of 12 esteemed guests from diverse sectors, including entrepreneurs and professionals, to assist in the process of establishing their actual business ventures.

Meet The Experts
Business Ideas Generation #1

MAX Thaithien Anujornband Commercial Head, Thailand Shark NINJA	KOY & TID Patcharaporn Kawasumwan, Senior Manager Sinda Nogaattata, Managing Director SOFT FRAPPY	TIP Monrada Trakuchanchai Senior Audit EY
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Thu 11st September 2025 12.00PM - 04.30PM Venue A3-203

Exclusive 20-Minute Consultations with Experts for EPI355 Entrepreneurial Business Experience Students

BCE **BUSEM**
Centre of Entrepreneurship and Management
Bangkok University

Meet The Experts
Financial & Feasibility #3

Ploy Prasanna Prangsomak (Prasani) CEO Freight & Shipping Co., Ltd. MS	Mi Kornying Hathairat (Aed) Asst. International, Regional manager WorldFirst	Tai Sattawan Srisatop (Dorree) Thailand International Co., Ltd. Thana.com
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Thu 16 October 2025 12.00PM - 04.30PM Venue A3-203

Exclusive 20-Minute Consultations with Experts for EPI355 Entrepreneurial Business Experience Students

BCE **BUSEM**
Centre of Entrepreneurship and Management
Bangkok University

Meet The Experts
Design & Product Development #4

June Prasanna Prangsomak (Prasani) Product Consultant Fashion and Apparel Products DURIANAR	Son Nopparat Tungsamranwong (Nida) Founder & CEO of FINSUBAT Co., Ltd. (Business Park) Ogilvy	Pupae Neechcha Kongsompradee (Dengdi) Sector Art Director, Ogilvy & Mather
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Thu 13 November 2025 12.00PM - 04.30PM Venue A3-203

Exclusive 20-Minute Consultations with Experts for EPI355 Entrepreneurial Business Experience Students

BCE **BUSEM**
Centre of Entrepreneurship and Management
Bangkok University

Meet The Experts
Business Model #2

Joe Meechai prabhasavat CEO, MS Media & Versus Thailand MS Versus	Meme Thammika Hani a Lanakul Product Communication & Project Coordinator Plantaé	Ake Nateebhong Sodthamsothart Founder & Director MS Versus
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Thu 2nd October 2025 12.00PM - 04.00PM Venue A3-203

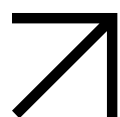
Exclusive 20-Minute Consultations with Experts for EPI355 Entrepreneurial Business Experience Students

BCE **BUSEM**
Centre of Entrepreneurship and Management
Bangkok University

SEMESTER 2025/2

Business Consultation
& Hands-On Workshop
Hosted by BCE

- Contents Creation
- Sales & Marketing
- E-Commerce
- Basic Product Photoshoot
- Event Marketing
- Booth Design
- & Many more



BCE **BUSEM**
BUSINESS SCHOOL OF ENTREPRENEURSHIP AND MANAGEMENT
BANGKOK UNIVERSITY

Meet The Experts #5

Content Creation | Marketing | Sales

Heidi
Pattari Ruwal
Owner of Apple Fable
TikTok @heidistory 3.5M Followers

Chanya
Chanya Singing
Strategic Project Manager with Creative
Supervisory, Cream Agency Co.,Ltd.

Nuke
THAPAKORN JOTLEEDUWIT
Head of Sales & Service, Car Store Thailand, Myanmar,
Loan, Car Rental, and more

**Tue 3rd
February
2026** **12.00PM - 04.30 PM** **Venue**
A3-203

Exclusive Consultations
with Experts for Course: EP356
Entrepreneurial Business Experience
Students



BCE **BUSEM**
BUSINESS SCHOOL OF ENTREPRENEURSHIP AND MANAGEMENT
BANGKOK UNIVERSITY

Meet The Experts #6

Product Photoshoot

**Tue 24th
February
2026** **12.00PM - 05.00 PM** **Venue**
A3-203

Exclusive Consultations
with Experts for Course: EP356
Entrepreneurial Business Experience
Students



BCE **BUSEM**
BUSINESS SCHOOL OF ENTREPRENEURSHIP AND MANAGEMENT
BANGKOK UNIVERSITY

Meet The Experts #7

TikTok Shop

RANGGITA LEE
(TSP MANAGER)

APHISARA SONTORNH-OPAS
(PARTNERSHIP MARKETING MANAGER)

THITICHAYA WATCHARIPORN
(PARTNERSHIP DEVELOPMENT MANAGER)

**Tue 31st
March
2026** **1.00 PM - 4.00 PM** **Venue**
A3-203

Exclusive TikTok Shop Workshop
with Experts for Course: EP356
Entrepreneurial Business Experience
Students



BCE **BUSEM**
BUSINESS SCHOOL OF ENTREPRENEURSHIP AND MANAGEMENT
BANGKOK UNIVERSITY

Meet The Experts #8

Event Marketing & Booth Design

**Tue 5th
May 2026** **12.00PM - 04.30 PM** **Venue**
A3-405

Exclusive Consultations
with Experts for Course: EP356
Entrepreneurial Business Experience
Students

Student Check-List

- Booth 3D Design
- Decoration Mock-up
- Event Marketing
- Sales Strategy
- Sales Operation Flows
- Team Operation Plan
- Etc.

**ATELIER
SERIES 7**

Panaphon Juntasugree
Co-Founder & Managing Director
Series Seven Co.,Ltd.





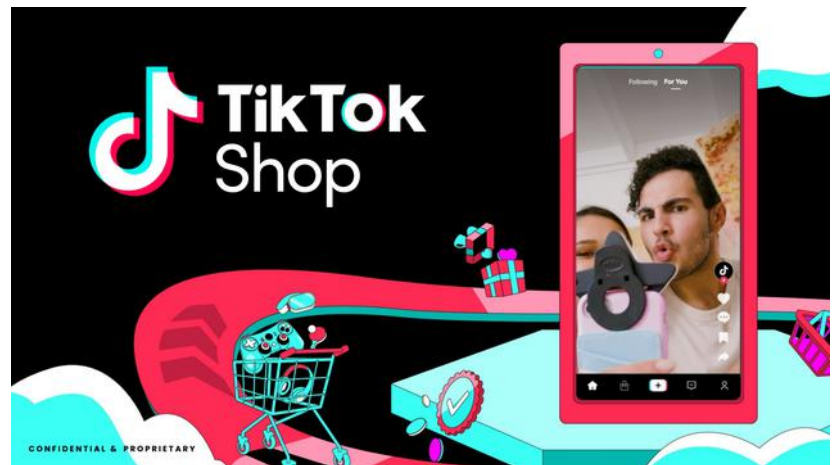
BUSEM
SCHOOL OF
ENTREPRENEURSHIP AND MANAGEMENT
BANGKOK UNIVERSITY



TikTok Shop



**FIRST TIME
COLLABORATION !!**



Content creation to drive sales on TikTok Shop

Activity Details

- **Duration:** 1 Apr - 17 May
- **Product Number:** At least 1 product / team
- **Requirements:**
 - Conduct short videos and livestreams **featuring your product(s)**
 - Recommended video length: 30 - 60 seconds
 - Recommended livestream duration: At least 60 minutes
 - **Livestream Day Activity** on Tuesday, 8 May | 20:00 AM - 22:00 PM
- **TikTok Shop Voucher Support:**
 - All channels (20,000 THB): 20 Apr - 17 May
 - Livestream channel (12,000 THB): during Livestream Day Activity
- **Remark:** All content must include the hashtag **#ttshackathon**



Scoring Criteria

Criteria	Metric	Weight	
User Engagement	Total views of short videos with product links	75%	25%
	Total views of livestreams with product links		25%
	Total engagement (likes / comments / shares)		25%
Content Diligence	Number of short videos with product links	25%	12.5%
	Duration of livestreams with product links		12.5%



FLOOR PLAN

International
Programme

- NORTHOFSIAM **BOOTH 46**
- LIZAKE **BOOTH 59**
- PINTOIS **BOOTH 24**
- LUMIS **BOOTH 66**
- LYVIA **BOOTH 18**
- NULA **BOOTH 28**
- FLUFFII.FORKIDS **BOOTH 57**
- POWDI **BOOTH 55**
- CRUMCHA **BOOTH 40**
- COLIZE **BOOTH 56**
- RICE & RISE **BOOTH 04**



16-17 May 2026

BUSINESS FAIR



NORTHOSIAM

NORTHOSIAM

Movement Between Worlds

NORTHOSIAM was created from a simple idea: to design the perfect t-shirt we wanted to wear ourselves. We knew exactly what we were looking for: high quality, a trendy yet minimalistic design, and a price that makes sense.



BOXY TEE
OVERSIZED FIT



FIT

Oversized boxy fit



FABRIC

100% Double Layered Cotton



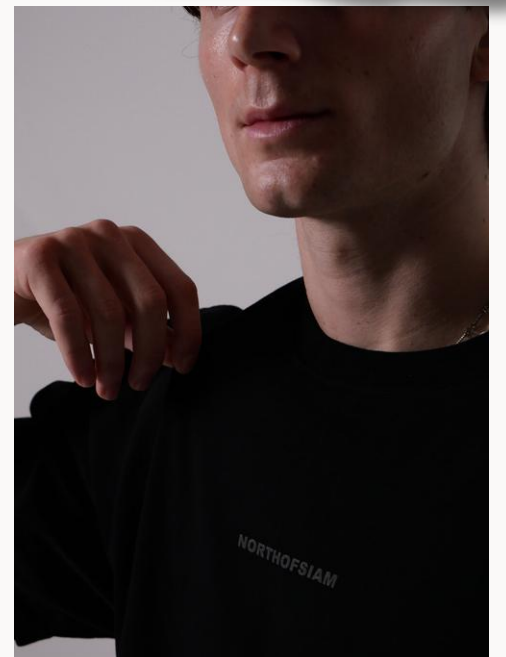
DETAILS

Minimalistic Scandinavian Design



COLORS

White/Black/Purple



STYLING

Easy to style with your existing wardrobe. Made for city life, from day to night.

SIZE

Comes in L and S. Sizes are unisex.

PRICE

1290 THB



NORTHOSIAM



NORTHOSIAM



NORTHOSIAM.COM

~~2580~~

2 FOR

1990^{TBH}

Save 590



NORTHOFSIAM



สบู่ ลิซ่าทะ

LIZAKE SOAP

BERRY WHITE COLLAGEN

เบอร์รี่วท
คอลลาเจน

NET 60 g.

VITAMIN C

COLLAGEN SOLUTION

Glow

Starts Here

NATURAL BERRY EXTRACT
+ COLLAGEN

For Bright,
Smooth &
Radiant Skin ♡



BRIGHTENING



DEEP HYDRATION



SMOOTH SKIN



GENTLE & SAFE



Lizake.TH

LIZAKE SOAP

— BERRY WHITE COLLAGEN —



BRIGHTENING
BOOST



FIRM &
ELASTIC SKIN



ANTIOXIDANT
PROTECTION

พิทโธรส

ตรา ปันตัวส์

น้ำพริกกุ้งสวรรค์คีโต

เข้มข้น หอมเครื่องเทศไทย เนื้อกุ้งแน่นเต็มคำ



0% SUGAR
ไม่เติมน้ำตาล



REAL SHRIMP
กุ้งแท้ คุณภาพดี



MADE WITH
100%
COCONUT OIL
ใช้น้ำมันมะพร้าว 100%



KETO
FRIENDLY
เหมาะสำหรับสายคีโต



อร่อยง่ายได้ทุกมื้อ



ทานคู่กับข้าว



ทานคู่กับไข่



ทานคู่กับอกไก่



ทานคู่กับผัก



หรือเมนูโปรด



Why Pintois?



ทำไมต้อง น้ำพริก จาก แบนด์ ปินตอส์



Made with Real Shrimp

คัดกุ้งเต็มคำ
หอมกรุ่นด้วยคุณภาพ
จากกุ้งไทยแท้

0%

0% Sugar
Sweetened with
Monk Fruit

ใช้สารให้ความหวานแทนน้ำตาล
ให้ความหวานจากธรรมชาติ



Made with 100% Coconut Oil

ใช้น้ำมันมะพร้าว
100% หอม อร่อย
ไม่อมน้ำมัน



Authentic Thai Flavor

รสชาติจัดจ้าน
เข้มข้นถึงเครื่อง
สไตล์ไทย



ไม่ใช่แป้ง
ไม่ทำให้ชัน



ไม่ใช่สารกันเสีย
วัตถุกันเสีย



วัตถุดิบคุณภาพดี
คัดสรรอย่างพิถีพิถัน



Pintois

น้ำพริกกุ้งสวรรค์คีโต

SHRIMP CHILI PASTE

น้ำหนักสุทธิ 180 กรัม





ซื้อ 3 ลดราคา!



พิเศษ!
ซื้อ 3 กระปุก
ปกติ ~~987.-~~

อร่อยจัดเต็ม คู่มยิ่งขึ้น

เหลือเพียง
972.-



กึ่งแน่น ๆ
เนื้อกุ้งจัดเต็มคำ



คีโต ทานได้
ไม่เติมน้ำตาล



ใช้น้ำมันมะพร้าว
วัตถุดิบคุณภาพ



หอม เข้มข้น
รสชาติกลมกล่อม



คัดสรร
วัตถุดิบคุณภาพดี



ไม่ใส่แป้ง
ไม่ทำให้ขึ้น



ไม่ใส่สารกันเสีย
วัตถุดิบเสีย



มาตรฐาน
โรงงานผลิต

สั่งเลย!
สะดวก รวดเร็ว

จัดส่งไว
ทั่วประเทศ

แพคเกจดี
ปลอดภัยทุกออเดอร์

ดูแลทุกความพึงพอใจ
ด้วยใจ



สแกนเลย!
←
สั่งซื้อผ่าน
LINE
@pintois.th

2-in-1 Guasha roller



@Lumis.TH

Lumis

TikTok : @Lumis.th

instagram : @Lumis.th

LUMIS

ราคาเริ่มต้น 649 ฿



2 IN 1 GUASHA ROLLER

The Modern Touch of Ancient Wellness

Lumis PRODUCT



PRICE 649 ฿

At Lumis,

we believe that skincare is more than just a routine

t's a ritual.

Born from a desire to bridge the gap between ancient wellness and modern beauty, our curated tools are designed to bring the spa experience into the palm of your hand.

Discover the art of facial sculpting with Lumis



LYVIA BRAND STORY

Plant-Based Nutrition
Everyday Balance • Naturally You



LYVIA is a plant-based protein drink designed for busy, health-conscious consumers who struggle to maintain proper nutrition in their daily lives.



With the growing trend toward clean and plant-based diets, LYVIA offers a convenient solution by combining high-quality protein with the familiar taste of Thai tea.



PLANT-BASED PROTEIN
Clean & sustainable nutrition



CONVENIENT ON-THE-GO
Perfect for a busy lifestyle



HIGH QUALITY
Carefully selected ingredients



DELICIOUS TASTE
Enjoy the classic Thai tea flavor



**GOODNESS
IN EVERY
SIP**



SUPPORTS HEALTHY LIFESTYLE
Fuel your body with plant-based goodness.



MADE WITH NATURAL INGREDIENTS
Carefully selected for quality you can trust.



BALANCED NUTRITION FOR EVERY DAY
Protein, vitamins, and more to support your daily life.

GOODNESS
in every SIP!

LYVIA

Plant Protein

NOURISHING LIFE, NATURALLY

A PLANT-BASED
PROTEIN DRINK

with the
familiar taste of
THAI TEA

TASTES LIKE
THAI TEA,
FUELS LIKE
PROTEIN!

CLEAN.
TASTY.
PLANT-POWERED!

PERFECT FOR
EVERY MOMENT

WHAT IS LYVIA?

LYVIA is a
plant-based protein
drink made for
modern lifestyles.

We combine
high-quality plant
protein with the
delicious taste of
Thai tea to support
your **health, energy,**
and **everyday life.**

LYVIA

Plant Protein
With Wolfia Powder

ผลิตภัณฑ์เสริมอาหาร โปรตีนจากพืช
ผสมพาวเดอร์ชาไทย

กลิ่นชาไทย



ข้อมูลสารอาหาร a ต่อหน่วยบริโภค

พลังงาน	โปรตีน	ไขมัน	คาร์โบไฮเดรต
128	14g	3.3g	3.9g
0%	100%	3.0%	8.7%
+9%	+2%	+5%	+5%

ผลิตภัณฑ์เสริมอาหาร โปรตีนจากพืช

Net Weight: 200 g. (40 g. x 5 Sachets)

WHY CHOOSE LYVIA?



PLANT-BASED GOODNESS

Clean protein
from plants



DELICIOUS THAI TEA TASTE

Enjoy the classic
flavor you love



CONVENIENT ON-THE-GO

Easy to carry,
easy to enjoy



COMPLETE NUTRITION

Protein, vitamins &
essential nutrients
in one drink



SUPPORTS YOUR GOALS

Helps build strength,
maintain energy &
balance your day



BETTER CHOICE FOR THE PLANET

Small choices today,
better future tomorrow



STUDY

WORKOUT

WORK

OUR PROMISE

We believe healthy
living should be simple,
enjoyable, and
sustainable. LYVIA is
here to be part of your
journey to a better you.



Made with care,
from nature

MADE FOR YOU



No Artificial
Colors



No
Preservatives



Suitable for
Everyday Life



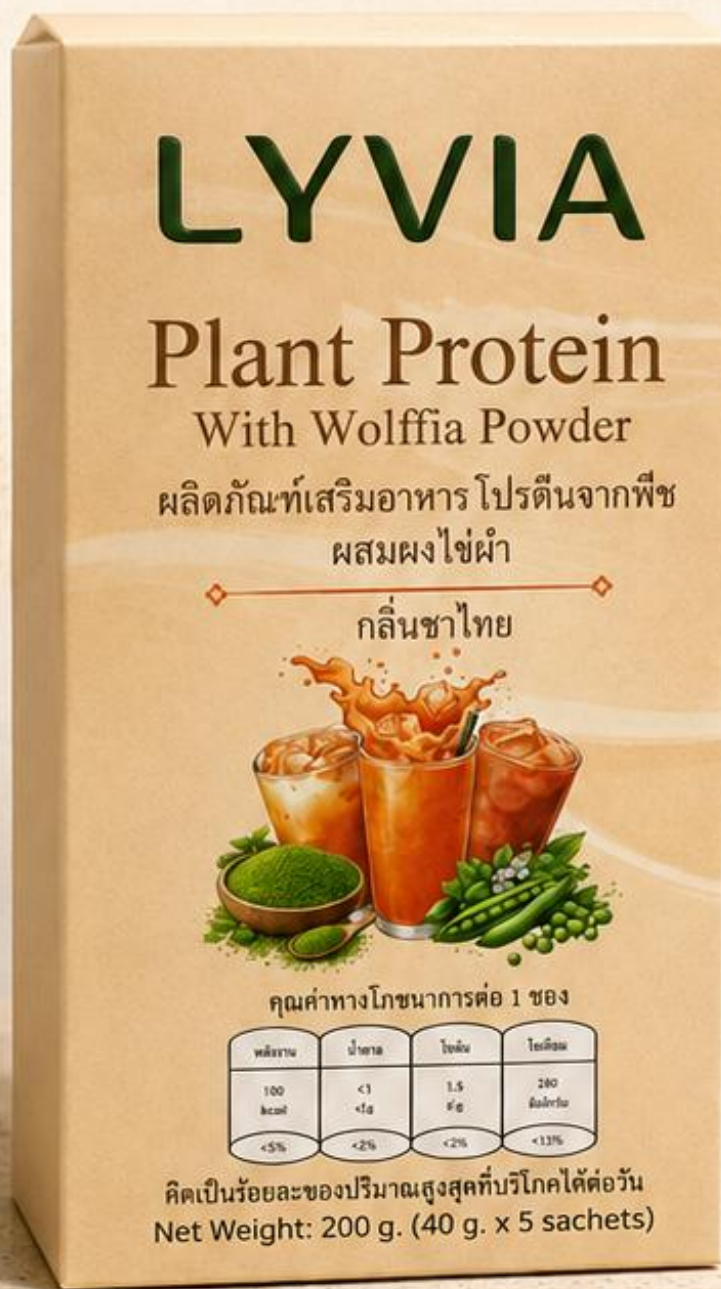
For a Healthier You,
Inside and Out!

LYVIA
More than a drink,
it's a **better you.**

ONLY ON EVENT DAY.

Special Promo

Empower Your Everyday



ONLY ON
MAY 16 & 17

~~499~~฿

349฿

UP TO

30% OFF



Instagram



Tiktok



Plant Based



High Protein



Clean Ingredients



NULA

BLUEBERRY FLAVOUR



Yogurt Cubes

MANGO FLAVOUR



REAL FRUIT.
REAL GOOD!

TASTY BITES.
HAPPY DAYS!

LONG, LONG AGO, BESIDE
A GREAT FOREST...



LOW SUGAR

PROBIOTIC

MADE WITH
REAL FRUITS

LOW SUGAR

PROBIOTIC

MADE WITH
REAL FRUITS

SHOP NOW!



PERFECT SNACK FOR



KIDS



SCHOOL



TRAVEL



ON THE GO

SHOP NOW!

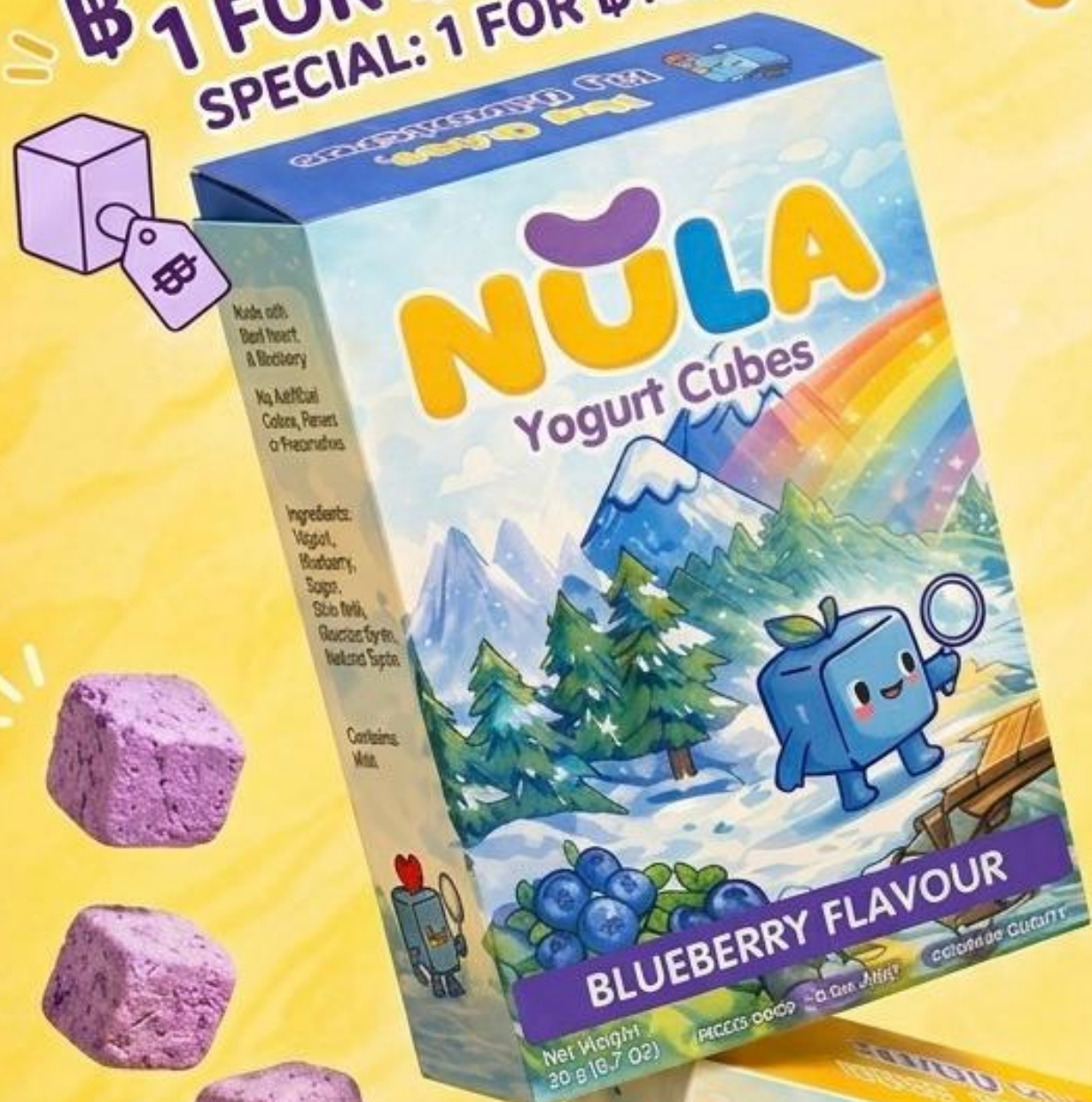


✓ No Artificial Colours & Flavours | ✓ Freeze Dried Yogurt

**฿ 1 FOR ฿180 or
SPECIAL: 1 FOR ฿180 ฿**

NULA

Yogurt Cubes



-  FREEZE-DRIED YOGURT CUBES
-  MADE WITH REAL FRUIT & YOGURT
-  NO ARTIFICIAL COLORS & FLAVORS

2 FOR ฿350
BEST VALUE:
2 FOR ฿350



-  FUN TO EAT ANYTIME, ANYWHERE
-  PERFECT SNACK FOR KIDS & ADULTS
-  LIGHT, CRUNCHY & DELICIOUS



*Pricing in THB (฿)
*Limited time offer.

NULA

Yogurt Cubes

REAL FRUIT.
REAL GOOD!

BLUEBERRY
FLAVOUR

MANGO
FLAVOUR



FREEZE-DRIED
YOGURT CUBES



MADE WITH
REAL FRUIT



NO ARTIFICIAL
COLORS & FLAVORS



FUN TO EAT
ANYTIME, ANYWHERE

PERFECT SNACK FOR



KIDS



SCHOOL



TRAVEL



ON THE GO





FOAMING HAND SOAP FLOWER SHAPE!

เปลี่ยนการล้างมือ
ให้เป็นเรื่องสนุก

สบู่ฟุ้งฟองรูปดอกไม้
(สูตรอ่อนโยน)
กลิ่นแบปิ้งเด็กซากุระ

PROMOTION

from
~~119~~

99

BAHT



GENTLE INGREDIENTS

อ่อนโยน เหมาะกับ
ผิวของเด็ก



GLYCERIN

เติมความชุ่มชื้น
ให้กับผิว



SODIUM COCOYL
GLUTAMATE

สารทำความสะอาด
จากธรรมชาติ



MILD
SURFACTANTS

ไม่ทำร้ายผิว



FLUFFII อ่อนโยน และ ปลอดภัย ใช้ได้ทุกวัน

WHERE TO BUY

ซื้อได้ง่ายๆ หลายช่องทาง

ONLINE



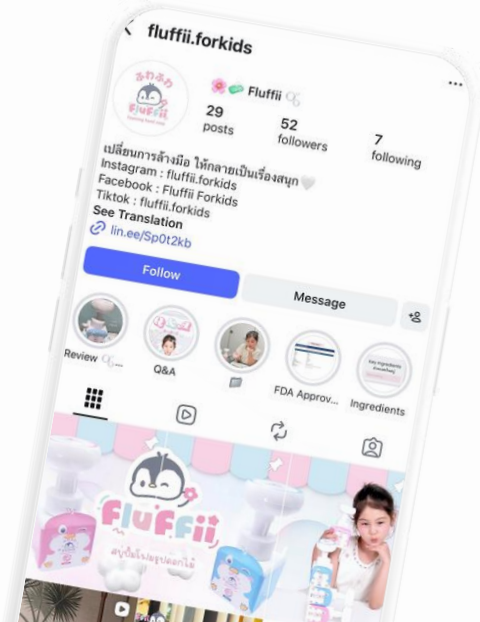
INSTAGRAM
@fluffii.forkids



TIKTOK
@fluffii.forkids



FACEBOOK
@Fluffii Forkids



OFFLINE



BOOTH FLUFFII
16-17 พฤษภาคม 2569



FUTURE PARK RANGSIT (ชั้น G)



CONTACT



สอบถามเพิ่มเติม / สั่งซื้อ

LINE OA : @455ffkes
หรือ DM ภาง Instagram



powdi



ON OIL GONE

POWDI

VOLUME UP • OIL CONTROL • IN 10 SECS

ผมสวย ไม่เสียทรง มั่นใจได้ตลอดวัน

10
SEC

INSTANT
FRESH HAIR

powdi



OIL CONTROL
HAIR POWDER



VOLUME
BOOST



LIGHTWEIGHT
& NON-STICKY

SPECIAL PROMOTION

BUY 2

JUST FOR
449.-



EASY TO CARRY
พกง่าย ใช้สะดวก



SAVE TIME
EVERYDAY
เซฟเวลาทุกวัน



CONFIDENCE
ON THE GO
มั่นใจได้ทุกที่

NO OIL, NO STRESS • LOOK GOOD IN 10 SECONDS

Stay Fresh, Stay Confident

POWDI⁺ *Hair Powder*

ผมสวย
มั่นใจ
ใน **3** วินาที

Oil Control • Instant Volume • No Water Needed

แป้งควบคุมความมัน เติมวอลลุ่มให้ผมสวย
มั่นใจได้ทุกวัน



Instantly
absorbs oil



Adds volume
to flat hair



Easy to use
anytime,
anywhere



Lightweight &
non-sticky



HOW TO USE



1 SHAKE
เขย่าขวด



2 APPLY
โรยที่โคนผม
หรือจุดที่มัน



3 STYLE
จัดทรงผม
ตามต้องการ

Refresh your hair
in seconds with
POWDI



NO WATER
NEEDED



OIL CONTROL
POWER



VOLUME
BOOST



FOR ALL
HAIR TYPES

OIL CONTROL HAIR POWDER

FOR OILY HAIR

MADE FOR EVERY DAY

CRUMCHA

almond

BORCELLE



HEALTH CONSCIOUS CONSUMERS WHO WANT A HEALTHIER SNACK ALTERNATIVE THAT IS LIGHT, AFFORDABLE, & EASY TO ENJOY ON A DAILY BASIS.

@crumcha.555

Original Allmond Keto Cookies

- **Made mainly from almond 75%**
- **Keto friendly recipes**



Simply Almond



- **Low sugar**
- **No added flavor**
- **Light and crispy texture**

Crumcha Crumbs

@IG: crumcha.555

@TIKTOK: crumcha_almond_cookies

Crumcha

ALMOND KETO COOKIES



100 THB
Per box

@IG: Crumcha.555

@TIKTOK: Crumcha_almond_cookies



@CRUMCHA.555

A MOMENT OF COOLNESS WHEREVER YOU GO



 colize.official

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COLIZE

เย็นสบาย หลังฉีด

หอมติดผิว

พกง่าย ใช้ได้ทุกวัน





COOLING
IEF
OUTDOOR
ml

COOLING SPRAY
OZONIC
COLIZE

☀ INSTANT COOLING
🌊 HEAT RELIEF
🏃 SPORT & OUTDOOR

10 ml

ลดราคาพิเศษ

199.-

จากปกติ 269.-

COLIZE
PEAR WHISPER
COOLING SPRAY

BUSEM BUSINESS FAIR 2026

ZPELL @ FUTURE PARK RANGSIT

16 - 17 MAY

\$89



@RICEANDRISE.TH



@riceandrise.th

riceandrise.th

DON'T MISS OUT



ขนมข้าวพอง

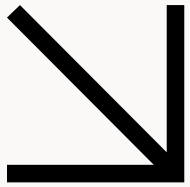


A TASTE YOU CAN'T REFUSE

R&R

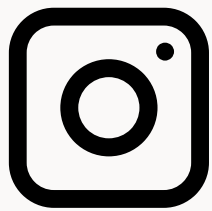


LOVE AT FIRST TASTE



BUSEM INTERNATIONAL

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