



The Association of Secretaries and
Administrative Professionals in Asia Pacific

25th ASA Congress

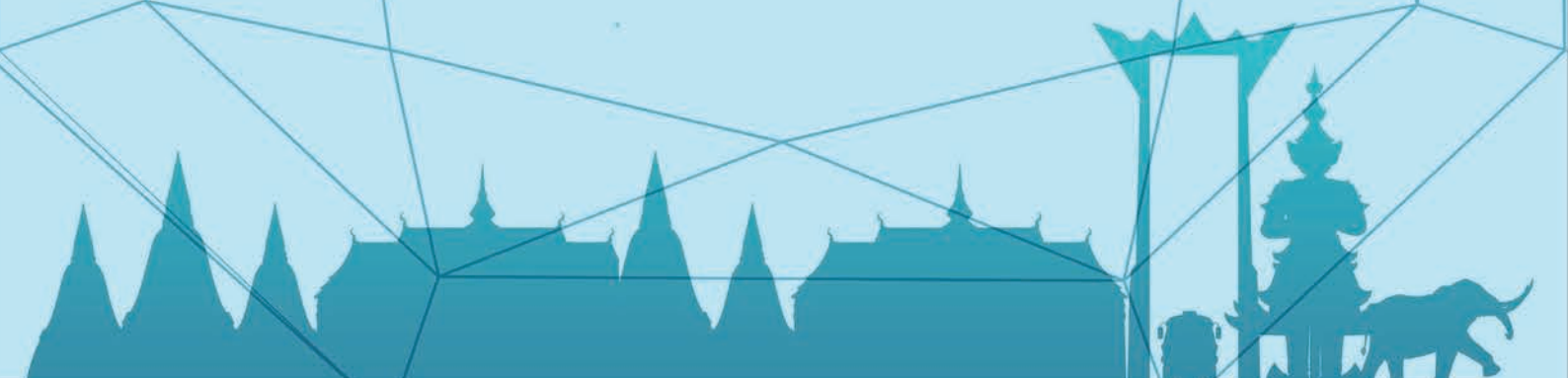
GLOW WITH THE FLOW

Innovate, Integrate and Elevate



8-12 September 2023

Berkeley Hotel
Bangkok, Thailand



Organized and Hosted by
The Administrative Professional
and Secretary Association of Thailand

PRESIDENT'S MESSAGE

WELCOME TO THAILAND – THE LAND OF SMILES!

It is indeed a great honor for the Administrative Professional and Secretary Association of Thailand (APSAT) to host the 25th ASA Congress from 8-12 September 2023.

APSAT hosted the 2nd ASA Congress 48 years ago in 1976, and the 13th ASA Congress in October 1998, and thanks to our local chapter members, and all of our good APSAT friends around the world, we're still going strong.

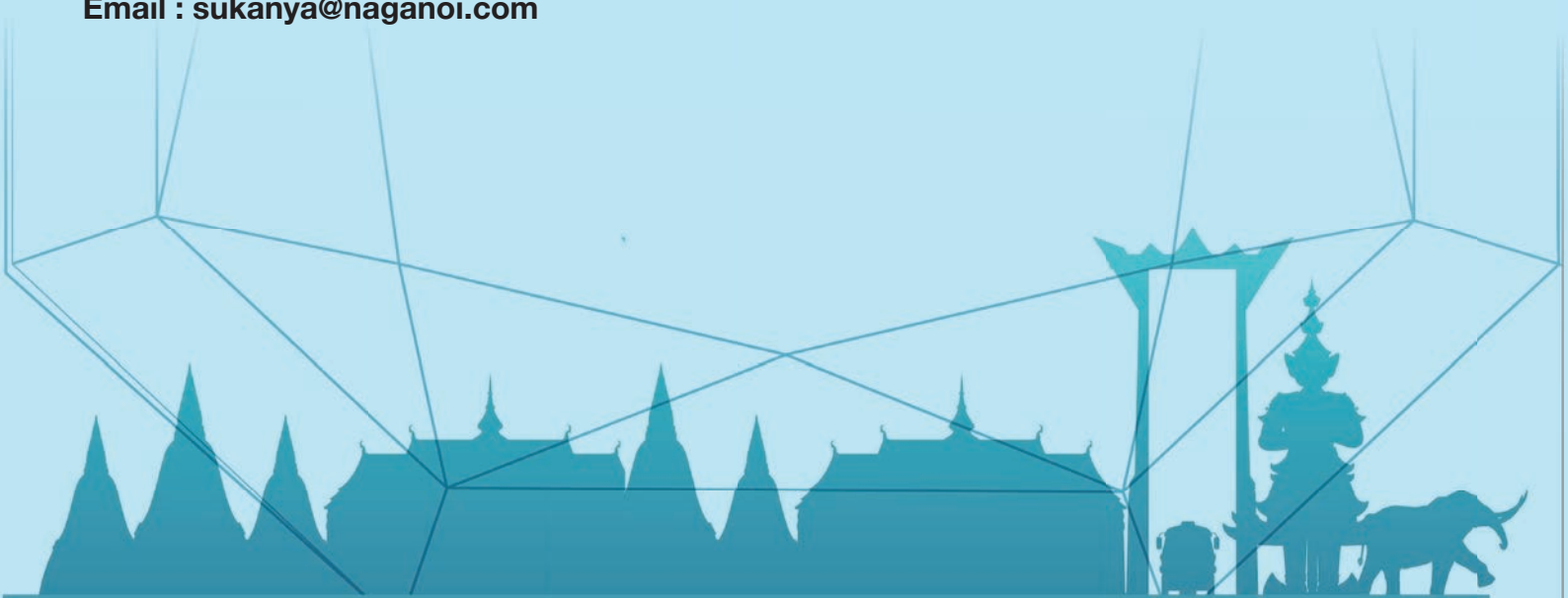
The theme for this year's Congress is “**GLOW WITH THE FLOW**”. Imagine all the changes we've gone through over the past 50 years — especially the last three years! But, as Administrative Professionals and Secretaries, we not only “**GLOW WITH THE FLOW**” on a daily basis, year after year, but we do it with knowledge, grace, and professionalism.

We look forward to coming back together again, for our 25th Congress, to greet old friends and to make new friends, to re-energize and learn new strategies, and to relight that attitude and passion that drew us into this profession in the first place. Let's **GROW** and **GLOW** together.

I look forward to reconnecting with each of you, and hope you will join us for another meaningful reunion of professional connections that has lasted for 50 glorious years.

See you in Bangkok!

Sukanya Nimmanheminda
APSAT/ASA President
Email : sukanya@naganoi.com



◆ ABOUT APSAT

The Administrative Professional and Secretary Association of Thailand (APSAT)

The Administrative Professional and Secretary Association of Thailand (APSAT), or initially The Women Secretaries' Association of Thailand (WSAT), was founded on 11 April 1968 by a group of professional secretaries from the American Chamber of Commerce member companies, led by Khunying Vichandra Bunnag.

APSAT's main objectives are to raise the secretarial profession standards and to build secretarial networks among secretaries in Thailand and overseas. Another important objective is to contribute to the society which led to help setting up 3 rural schools under the Patronage of the late King's Mother, a project we continue to support to this day.

APSAT is also a member of the National Council of Women under the Royal Patronage, and in 1974 helped establish the Association of Secretaries and Administrative Professionals in Asia-Pacific (ASA). ASA was formed to exchange knowledge, support and cooperation amongst its 13 member countries.

APSAT was the host for the 2nd and 13th ASA Congress, and is highly honored to once again host this important event in Bangkok from 8th to 12th September 2023.

◆ ABOUT ASA

The Association of Secretaries in Asia-Pacific (ASA)

The Association of Secretaries in Asia-Pacific (ASA), the brainchild of The Philippine Association of Secretaries (PAS) under the then presidency of Mrs. Virginia Elbinias when an idea was conceived to invite secretaries from neighboring Asian countries and the Asia-Pacific region to gather in Manila. The aim was to exchange ideas, forge friendship, and unite for a common goal. ASA was born on February 22, 1974 during the first Congress held in Manila with delegations from Australia, Hong Kong, Indonesia, Japan, Malaysia, Republic of China, Philippines, Singapore and Thailand. A Charter was drawn and signed by Presidents of the Philippine Association of Secretaries (PAS) and the Women Secretaries' Association of Thailand (WSAT). And the rest is history.

An ASA Congress is held biennially and it is hosted by one of the member association on a rotation basis according to seniority of their membership in ASA. To date, 24 Congresses have been conducted bringing together administrative professionals of different backgrounds, cultures, and work environments from all over Asia-Pacific and the rest of the world. Thus, the main objectives of ASA are to gain recognition as a professional and to promote friendship, understanding and unity. The exchange of ideas among like-minded have successfully been achieved throughout these years and hopefully, for many more to come.

Present Members of ASA are:

- Philippines Association of Secretaries (PAS)
- Administrative Professional and Secretary Association of Thailand (APSAT)
(formerly the Women Secretaries' Association of Thailand-WSAT)
- Indonesian Association of Secretaries and Administrative Professionals (ISI)
- Singapore Association of Administrative Professionals (SAAP)
- Indian Association of Secretaries & Administrative Professionals (IASAP)
- Malaysian Association of Professional Secretaries & Administrators (MAPSA)
- The Chinese Association of Secretaries and Administrative Professionals (CASAP)
- Distinguished Secretaries' Society of Pakistan (DSSP)
- Sri Lanka Association of Administrative and Professional Secretaries (SLAAPS)
- Association of Secretaries and Administrative Professionals (Brunei) (ASAP)
- Administrative Professionals Welfare Association of Bangladesh (APWAB)
- Papua New Guinea Association of Administrative Professionals (PNGAAP)
- Korean Association of Administrative Professionals (KAAP)




PROGRAM

Thursday — September 7, 2023		
Time	Activity	Attire
1830 - 2100	ASA Council of Presidents and Coordinators' Welcome Dinner (Pre-Congress)	Smart Casual
Friday - September 8, 2023		
0700 - 0900	Hotel Breakfast for resident delegates	Smart Casual
0900 - 1300	ASA Council of Presidents' Meeting, followed by lunch	
1000 - 1700	Registration of Delegates	Formal / Traditional
1730 - 2200	Opening Night : Welcome messages, Speech by VIP Guest, followed by dinner and entertainment	
Saturday - September 9, 2023		
0600 - 0830	Breakfast of resident delegates	Association
0900 - 0920	Opening Remarks by ASA/APSAT President — Sukanya Nimmanheminda	Uniform / Business
0930 - 0950	Blessing Message on "Glow with the Flow" — Ven. Phra Raj Nyanakavi Rama IX Golden Jubilee Temple	
1000 - 1030	Keynote Speech by VIP Guest on "Business Acumen — The Fast Forward"	
1100 - 1230	Group Photo of ASA Delegates by Country	
1230 - 1330	Lunch	
1330 - 1400	"Artificial Intelligence and IT — The Pros & Cons" — Pongsuk Hiranprueck, CEO, Show No Limit Co., Ltd.	
1410 - 1440	"Learning to Cooperate Mind & Body" — Lynn Howard, Entrepreneurial	
1500 - 1700	Coach/Consultant	
1830 - 2200	ASA Bazaar and Fellowship Dinner	
Sunday - September 10, 2023		
0600 - 0830	Breakfast for resident delegates	Business
0900 - 1000	"Work Life Integration" — Hyacinth Arya (IASAP)	
1000 - 1020	"Preparation for the Wean Off" — Mea Isaac (PNGAAP)	
1030 - 1050	"Essentials of Educating Beyond" — Sunethra Jayaratne (SLAAPS)	
1100 - 1120	"Art of Transition at Work" — Cheryl Mathew (DSSP)	
1120 - 1130	Conclusion — Hyacinth Arya	
1130 - 1300	Lunch	
1300 - 1430	"Be an Actionary" — Melissa Ong (MAPSA)	
1600 - 2200	Be ready to depart for Dinner Cruise	
Monday - September 11, 2023		
0600 - 0830	Breakfast for resident delegates	Business
0900 - 1030	"Art & Part of Living — The Sky Has No Limit" — Panitta Srisa-ard (APSAT)	
1045 - 1200	ASA Projects Contest Presentation & Awarding	
1200 - 1315	Lunch	
1330 - 1545	Closing Ceremonies	
1600 - 1800	Rehearsals for Closing Night Performance	
1900 - 2200	Closing Night — Dinner and Performance by ASA Member Associations	Traditional / Formal
Tuesday - September 12, 2023		
0600 - 0830	Breakfast for resident delegates	
0900 - 1200	Departure for overseas Delegates or Leave for Post Congress Tours	

Remarks : Coffee / Tea will be available throughout the days of the Congress
: The organizer reserves the right to alter the program as necessary



Mr. PONGSUK HIRANPRUECK

Mr. PONGSUK HIRANPRUECK – is currently the CEO & Founder of the well known and popular *#beartai* television program under the *Show No Limit Co. Ltd.*, Thailand's #1 tech and lifestyle content creator that is providing and driving Thai society with IT knowledge on technology, innovation and world trends since the year 2000. His company also produces creative content with various other well-established brands like *Brief, Buzz, Flash, Thailand Game Show, Pa Ted Talk* and many others.


Ms. LYNN HOWARD

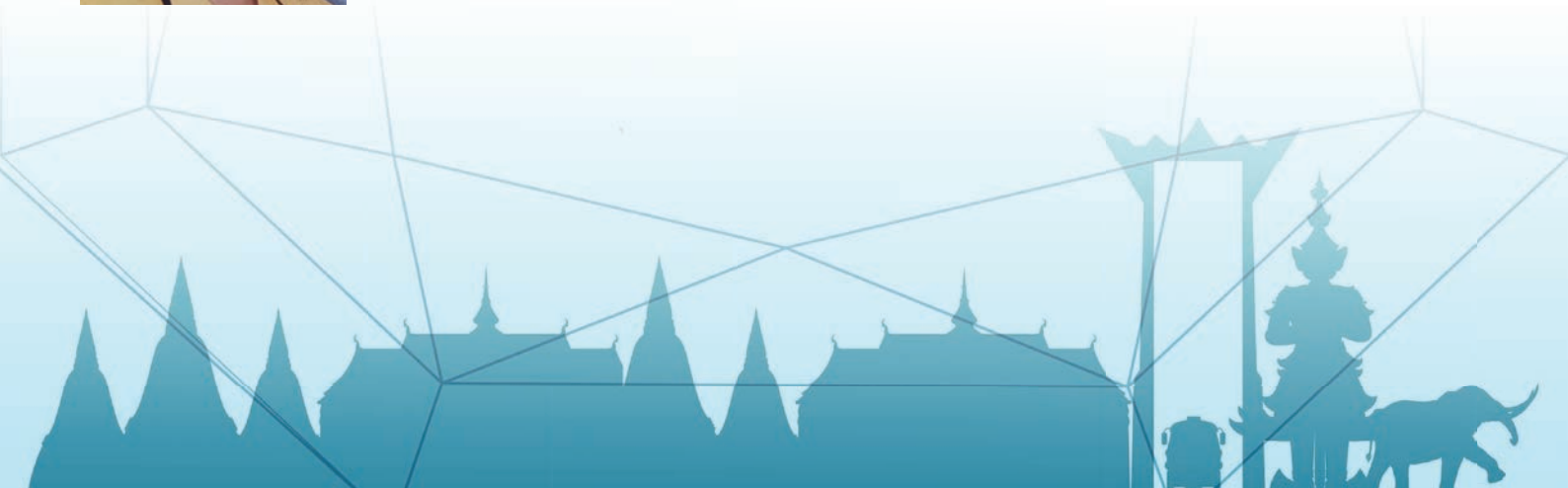
Ms. LYNN HOWARD – Leadership and entrepreneurship run through Lynn's vein. She has started and sold many businesses across the globe for over 20 years now, led global organizations as a COO in 26 countries. She is on leadership boards of NGOs with a global footprint and impact. As an entrepreneurial development strategist, she has worked with thousands of entrepreneurs, coaches and consultants over the years across the globe to help them get out of their way and create the business and lives that they crave. She is a best-selling author, a keynote speaker, podcaster and has been a content contributor to many organizations.


Mrs. HYACINTH ARYA (IASAP – Pune Chapter, India)

Mrs. HYACINTH ARYA (IASAP – Pune Chapter, India) – A life member, and past Chairperson. Very much-loved personality and a Live Wire at every ASA. Graduated in Arts and Mastered Behavioural Science. The seven hats she now wears at her own set up, *Corporate Finesse*, for the last 33 years are: Freelance Corporate Trainer, Academic Facilitator & Lecturer, Corporate Image Consultant, International Life Coach, a Vibrant Artist & Doodle, a very creative poet and an amazing seamstress. With a large clientele of 52 Corporates, 12 Management Institutions, 4000 Police Personnel, she is also a Panel Trainer for *Who Nasscom*. A Globe Trotter and a Paparazzi favourite for her creative *Ani & BBC*, widely covered by the local media. Her motto is: "Have high self-esteem and self-belief to stay in business. Be a self-styled jester."


Mrs. MEA REIA LOU ISAAC

Mrs. MEA REIA LOU ISAAC – With a Degree in Bachelor of Management from Divine Word University of Madang-Papua New Guinea, she began as a secretary and grew to be an Administrative, Human Resource Manager. Her work in the Public and Private sectors makes her well versed in such working environments. She holds many portfolios in various national bodies and is an active facilitator for conferences, workshops and seminars to ensure that women aspire for greater elevation in life. She co-founded PNGAAP in 1997 that has now expanded to 19 Chapters across the country with affiliation to (WAA) World Administrators. Her motto is: "Values with Dignity – greater accountability, transparency & good governance."





SPEAKERS



Dr. SUNETHRA JAYARATNE NUGAWELA

Dr. SUNETHRA JAYARATNE NUGAWELA – A doctorate in Business Administration and an MBA from Social Graces, Claremont Hotel - School of Management. She has been a finalist in the *International Office Manager Award 2022* (UK). An Honorary Past ASA President from SLAAPS. She is Chairperson & Executive Director - Academy for Administrative Professionals. A very focused Mentor, Coach, Trainer, Examiner, Certified Lecturer, Assessor, and Invigilator. She is presently employed as Executive Secretary at the *DB Bank-Sri Lanka*. Her motto is: “Always be confident to forge ahead.”



Mrs. CHERYL MATHEW

Mrs. CHERYL MATHEW (ASA Coordinator – DSSP, Pakistan) – began as an Executive Assistant way back in 1991 in three different companies. Today she is the Learning Support Manager, handling operational matters for the last 4 years. She has been elevated to take on more responsibilities with greater accountability. She is a meticulous Mentor. Personally, she loves baking and has a big clientele on her weekend business, which will be her own business post her official retirement. She takes pride and acknowledges her supportive family in her endeavours. Her motto is: “Share & transfer knowledge - just give out your best.”



Ms. MELISSA ONG

Ms. MELISSA ONG – An Honorary Past ASA President from MAPSA. Presently the CEO of *Impact Circle and Southeast Asia, CEO of Thought for Food* – she holds an MBA Degree from the University of Sunshine Coast, Australia. She has a bag full of over 25 years of eventful working experience in a variety of sectors with a priority on women empowerment and women inclusion in her agenda. Melissa has great experience in the areas of APAC Regional & International Trade. Brand Communications, Market Research, Organizational Development, Social Strategy, Corporate & Internal Communications. Her motto is: “Be strong and passionate, create gender equality for better equity.”



PANITTA SRISA-ARD

PANITTA SRISA-ARD – is a professional Specialist in Service & Hospitality Industry. With her Bachelor of Arts, she started her career as a Customer Support Representative and changed to Secretarial field for 6 years working in Banking, Pharmaceutical and Real Estate industry. After her promotion to PR Manager, Panitta decided to attend evening classes until she got a Master of Mass Communication and Journalism, majoring in Policy & Planning. Afterwards, her career path has changed to Management Position for over 30 years. She is currently Deputy Managing Director, heading Customer Experience Management (CEM) and Corporate Protocol for The Mall Group Co., Ltd. – Thailand’s leading Retail and Entertainment Complex Developer. For Social activity, Panitta has been elected, twice, President of the Administrative Professional and Secretary Association of Thailand (APSAT).



FOR MORE INFORMATION, PLEASE CONTACT :

**Puntip Suwannarojn
Organizing Committee Chairperson**



Email : apsat.th@gmail.com



Phone : +66-81-827-2704

