



**STRATEGIC PARTNERSHIP PROGRAM
ACTIVITY NOTIFICATION**

Date of Issue	22 July 2026
Project/Activity Code	26-SPP-TH-F2-05
Title	Conference on Sustainability and Business Excellence in Action: Insights from the Thailand Quality Award
Timing	20 August 2026
SPP Member(s)	Thailand
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	Thailand Productivity Institute and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	25
Local Participants	25
Closing Date	13 August 2026
Remarks	Not Applicable

Focus Area	Sustainable and Innovative Entrepreneurial Productivity Entrepreneurship has been strengthened as a key driver of innovation, green transformation, and competitiveness under Thailand 4.0, the 14th National Economic and Social Development Plan, the Bio-Circular-Green (BCG) Economy Model, and the Business Excellence (BE) framework.
Primary Key Results	Pillar 3: Targeted programs have been established to support entrepreneurs in adopting BCG; Green Productivity (GP); environmental, social, and governance (ESG) initiatives; and BE tools for operational efficiency and low-carbon operations, laying the groundwork for broader capacity-building efforts.
Indicator	Indicator: At least 85% of participants report an increase in knowledge.
Description	In today's rapidly changing business environment, organizations are required not only to adopt best practices, but also to transform them into sustainable strategic outcomes that strengthen competitiveness, resilience, and long-term organizational excellence. The Thailand Quality Award (TQA), based on internationally recognized BE frameworks and the Malcolm Baldrige National Quality Award (MBNQA) used in more than 70 countries, serves as a prestigious benchmark for organizations demonstrating world-class management systems and sustainable performance excellence. This online conference will provide practical insights and case-sharing from TQA-winning organizations across diverse sectors, including higher education, energy, and banking, highlighting how excellence frameworks can drive productivity, sustainability, innovation, and organizational transformation in practice. The conference also supports Focus Area 2, Sustainable and Innovative Entrepreneur Productivity, under the APO–Thailand Strategic Partnership Program (SPP) Primer aligned with APO Vision 2030, Thailand 4.0, and the BCG Economy Model. In particular, the program contributes to strengthening entrepreneurial competitiveness and organizational capabilities through business excellence, sustainability, ESG, and GP approaches while promoting cross-sector learning and capacity building among APO member economies. By sharing actionable lessons, success factors, and practical implementation experiences from TQA winners, the conference aims to support APO members in enhancing productivity growth, fostering sustainable, innovative enterprises, and advancing regional collaboration on BE and sustainable organizational development.
Topics	Building organizational excellence for sustainable success; Building innovation ecosystems from culture to commercialization; Business continuity, resilience, and risk management in action; Driving operational excellence through the mini factory and influencer model; The Western digital journey; and Key takeaways and practical insights for action.
Qualifications	Mid- to senior-level professionals from APO member economies, government agencies, universities, financial institutions, and private-sector organizations involved in BE, sustainability, strategic planning, or continuous improvement initiatives.