TEGH

From Compliance to Comptetive Advantage:

Building a Sustainable Supply Chain in a Fragmented World



Ms. Sineenuch Kokanutaporn

Managing Director, Thai Eastern Group Holdings PCL

ESG Factors for Business
in the 21st Century

EMBA Session 1

Introduction and the TEGH executive case

Dr. Nophea Sasaki
Professor and Core Faculty of ESG
Sasin School of Management, Chulalongkorn University



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14 November 2026

Today’s agenda

Time	Activity
13:20–13:30	QR attendance registration
13:30–13:50	Course introduction and the 3Rs
13:50–14:20	Khun Nuch: compliance to competitive advantage
14:20–14:30	Q&A with Khun Nuch
14:30–15:00	Group formation, task briefing and break
15:00–15:40	**Group discussion: lessons from TEGH**
15:40–16:00	Finalize one slide and rehearse
16:00–16:50	Group presentations and speaker/faculty feedback
16:50–17:00	Nophea’s concluding remarks

The course journey and assessment

Session	Focus
1 14 Nov	TEGH and executive ESG decisions
2 20 Nov	Risk, Resilience and Revenue
3 21 Nov	Climate risk and carbon accounting
4 22 Nov	Carbon pricing and market access
5 28 Nov	AI, disclosures and ratings
6 11 Dec	Social risk and board accountability
7 12 Dec	2nd ESG Hack 2026

Assessment	%
Participation and missions	**10%**
Group ESG strategy	**30%**
Individual evidence notes	**20%**
Final hackathon	**40%**

No traditional examination
ESG Pitch: about 10 slides, 5 min + 3 min Q&A. A working app is optional

CBAM Advantage

Turning Carbon Pressure into Market Access and New Revenue

The 3Rs

Risk • Resilience • Revenue

Thai businesses facing floods and carbon policies

Shops • Hotels • Logistics • Factories • Farms



RISK

What could harm the business?

FLOODS	Closures, damaged stock and delayed deliveries
CARBON POLICY	Future carbon-cost and reporting exposure



RESILIENCE

How do we adapt and keep operating?

FLOODS	Protect people and assets. Prepare backup routes and suppliers.
CARBON POLICY	Measure emissions, improve efficiency and plan for carbon costs.



REVENUE

What will customers pay for?

FLOODS	Flood barriers, warning systems and resilient-building services
CARBON POLICY	Energy services, emissions tools and lower-carbon products

Protect existing sales • Solve customer problems • Build new revenue

2nd ESG Hackathon 2026 (40% for grade assessment)

CBAM Advantage

Turning Carbon Pressure into Market Access and New Revenue

Your challenge: develop a viable solution to a specific CBAM-related problem facing Thai businesses.

12 December 2026, 13:00–17:00
10 pitch slides, 5-minute pitch + 3-minute Q&A

SASIN • 2ND ESG HACKATHON 2026

CBAM Advantage

Turning Carbon Pressure into Market Access and New Revenue

10 pitch slides • 5-minute pitch + 3-minute Q&A

SIX CBAM SECTORS



Cement



Iron & steel



Aluminium



Fertilisers



Electricity



Hydrogen

Coverage depends on the goods listed in CBAM Annex I

BUILD YOUR PITCH IN THIS ORDER

01 | Team & Tagline
Team name + one-line mission

02 | The Problem
Customer pain + evidence

03 | Your Solution
Novel idea + customer value

04 | How It Works
Users → inputs → output

05 | Market Size & Demand
TAM → SAM → SOM

06 | Target Customers
Who uses it? Who pays?

07 | Go-To-Market Strategy
First customers + channels

08 | Competitive Landscape
3–5 alternatives + your edge

09 | ESG & CBAM Linkage
Measurable outcome + evidence

10 | Vision & What's Next
Proposed 90-day plan + owners

Show customer value, credible evidence and a viable business model

State assumptions • Explain pricing and costs • Expert feedback encouraged

Your 10-slide pitch deck

A clear business case in five minutes

01 Team & Tagline
Who you are and your one-line mission

02 The Problem
One customer problem, supported by evidence

03 Your Solution
The offer and its value to the customer

04 How It Works
Users, inputs, partners and useful output

05 Market Size & Demand
TAM, SAM and SOM with explicit assumptions

06 Target Customers
First buyer, user, payer and pricing basis

07 Go-To-Market Strategy
First customers, channels and delivery costs

08 Competitive Landscape
Compare alternatives and explain your edge

09 ESG & CBAM Linkage
Relevant connection, outcomes and safeguards

10 Vision & What's Next
Proposed 90-day plan, owners and milestones

State facts, assumptions and what you still need to validate.

EUDR — The rules at a glance


Cattle


Cocoa


Coffee


Oil palm


Rubber


Soya


Wood

Covered products are listed by customs code in Annex I



Deforestation-free

No deforestation after

31 December 2020

Wood also faces forest-degradation rules



Legally produced

Follow the laws of the country of production

Land rights • Labour • Environment



Due diligence & declaration

Trace origin and check evidence

Resolve risks before market entry

Submit DDS or an eligible simplified declaration

✓ | **Proceed only when compliance is demonstrated and risk is negligible or absent**

Thai suppliers provide evidence • EU operators retain responsibility

EUDR

From farm to market access and buyer trust



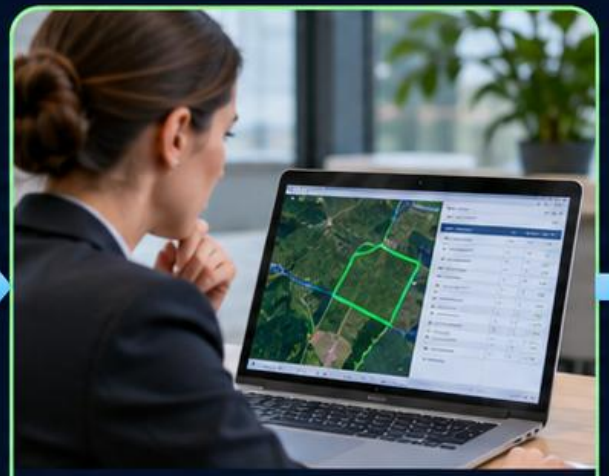
Farm

Identify plots and legal origin



Process & export

Link farms, batches and shipments



EU due diligence

Check evidence
Submit DDS before market entry



EU market

Market access and buyer trust

Gaps or unresolved risk? Hold and correct

Evidence checked across the chain

- ✓ Deforestation-free
- ✓ Legally produced
- ✓ Fully traceable

DDS = Due Diligence Statement

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Ms. Sineenuch Kokanutaporn

Managing Director, Thai Eastern Group Holdings PCL

TEGH

About Sineenuch Kokanutaporn (Khun Nuch)

Managing Director, Thai Eastern Group Holdings PCL (TEGH)

Khun Nuch leads TEGH, whose businesses span natural rubber, palm oil, renewable energy and organic waste management.

She also chairs the company’s Corporate Sustainability Working Group, integrating sustainability into business strategy, risk management and long-term growth.



Group Discussion

Publication by Khun Nuch
https://doi.org/10.3390/su18115547 in ***Sustainability*** journal

From Compliance to Competitive Advantage

Topic allocation: https://wheelofnames.com

Group	Topic	Discussion question
	Farmers & Shared Value	How can supporting farmers benefit both the farmers and TEGH?
	Traceability & Trust	Why do customers want to know where raw materials come from?
	Waste to Energy	How can turning waste into energy reduce costs and create income?
	Water & Resilience	How can water reuse and storage help TEGH keep operating?
	Carbon Claims & Trust	What would help customers trust TEGH's claims about lower carbon emissions?
	Customers & Revenue	How can sustainability help TEGH attract and keep customers?

3-minute presentation + 2-minute feedback

40-minute group discussion

One example, the 3Rs and one key lesson

Your group's one-slide summary

1. What stood out?

Choose one example from Khun Nuch's talk linked to your topic.

2. How does it connect to the 3Rs?

Risk: What problem does it address?
Resilience: How does it help the business cope?
Revenue: How could it save money or earn income?

3. What is your key lesson?

What can other businesses learn from this example?

Discussion time

5 min	Recall the talk
15 min	Discuss your topic
10 min	Agree on a key lesson
10 min	Prepare one slide

Each group: 3-minute presentation, then 2-minute feedback from Khun Nuch and faculty.

Where is my group!?

Group 1	Group 2	Group 3
Chatchariya Srinontong	Onmanee Floro	Yasita Poekachaipat
Atchanan Watthanaphongsaphat	Auttapong Budhsombatwarakul	Piyawat Panya
Jekita Jakpa	Jenwarin Narukatpichai	Praeploy Yongvongphaiboon
Marisa Chutiphaworakan	Sirinthip Sirikosinaporn	Chayuda Sakunkoo
Akharapong Puapatanakajorn	Chanya Rungsrithanon	Chat Kanthapanit
Jatesuda Jirawutthiwongchai	Bossaporn Rattanawong	Atipbodee Chuchaitip
Supanat Hwangkittham	Sirapa Supakalin	Pichanon Nantavaropas
Visarut Chongpadungsat	Yi Hsiang Chen	Ultra Kosiarpanant
Kawin Tanthapruekpol	Sau Man Chan	Juksawat Tantimakabut
Parin Rattananon	Bhawat Harnpakdee	Pradya Pitakuldilok

Where is my group!?

Group 4	Group 5	Group 6
Nicha Suvanatat	Ekkasit Sitthirotchanawan	Yu-Lung Chang
Guangwei Xiang	Pitipol Autravisittikul	Han Win Hlaing
Kun Towiwat	Thanatsanan Thanaratpakin	Thunpisit Amnuaikiatloet
Wisith Tassnapanya	Phawitchukan Chailim	Vijjuporn Komindr
Primpatra Tanworanon	Varna-anong Lapwattanamongkol	Jessica Poernomo
Hirohito Toda	Kitti Tangtaveewattanakul	Yulin Zhao
Sasamon Monthalay	Yada Itthipanichpong	Siriphot Manoch
Chutikan Pornsintuset	Sitiphum Wongwijitkul	Thanapol Kittidulyakan
Katherine Ann Sarasin	Soo Jin Na	Kirana Pattanadee
Rachanun Prasertsom	Soisiree Santivisat	

Thank You!