

# ADVANCED BUSINESS MAGAZINE

Empowering Insights for Business Excellence

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COVER STORY : ธุรกิจท่ามกลางคลื่นน้ำครั้งใหม่: กลยุทธ์รับมือภัยธรรมชาติและโอกาสเติบโตหลังน้ำท่วมไทย



**RIDING THE NEXT WAVE:**  
Business Resilience and Growth  
Opportunities After Thailand's Flood Crisis

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### Abstract

Presenting content about **COVER STORY** Turkey Amidst a New Wave: Strategies for Coping with Natural Disasters and Growth Opportunities After the Thai Floods. **SPECIAL SCOOP** CP ALL Opens a Platform for Innovation Competition, President Awards 2025, 18th Year. EXIM BANK Co-organizes "SMEs Export Studio Fair 2025". Lalin Property Transforms to the Digital Age, Reaching Modern Consumers Directly. Krungsri-Bangkok University Unleashes Student Power with Creative Works. **FINANCIAL FOCUS** Non-Life Insurance Fund Meets with Media for 2025, Reporting on This Year's Operations and Planning for 2026. **EXECUTIVE VISION** : Songpol Cheevapanyaraj Appointed as New Director of Government Savings Bank: Financial Veteran Transforms the Bank into a Modern Era. **ADVANCED NEWS** SCBX Partners with QTFT to Launch a Special Report Highlighting the Necessity of Disaster Preparedness. OIC Announces Project Successes. "Prachinburi Stands Out" Showcasing a Model for Accident Reduction in the Area. "AIA ONE BILLION DAY 2025: Uniting Over 10,000 Health Enthusiasts." **BUSINESS TIPS** Introducing Digital Integration with AI and Digital Twins to Increase Efficiency and Reduce Business Costs. **SPECIAL COLUMN** Government Savings Bank Provides Full Support to Hat Yai Flood Victims, Continuing with Over 5.5 Million Baht in Assistance. Bangkok Insurance Provides Reassurance by Implementing Measures to Care for Flood Victims. Viriyah Insurance Participates in Social Sanitation Measures and Awards Volunteers. **WANDERLUST** At Wat Tha Sung. **WORDS OF WISDOM** Guidelines for Building Businesses in an Era of Global Protectionism: Creating Sustainable International Brands Amidst Trade Barriers and Value Competition.