

ELITE SUMMIT TRANSFORMATION SOUTH EAST ASIA 2025

27/12/2025 – 01/01/2026

www.gtec.asia

Effective transformation in small and medium-sized enterprises: Conference on business models and cultural change in practice

- Which knowledge, products, and services does SEA (South East Asia) need for innovation, economic and environmental improvements?
- How can SEA stimulate economic growth, boost tourism, and strengthen its financial sector to improve YOUR profitability and health?

Learn new out-of-the-box thinking and inventions, presented by outstanding companies and their experts.



THE BIG MEETING OF THE TRANSFORMATION SCENE IN SOUTH EAST ASIA

Many SMEs are currently facing major challenges. They need to streamline their core business for profitability and tap into new, sustainable business areas. For this transformation to succeed, a clear strategy, an adaptable organization, and a corporate culture that promotes cooperation, initiative, and responsibility are required.

Our unique conference, 'Effective Transformation in Small and Medium-Sized Enterprises', provides valuable insights and practical examples of how transformation can be achieved in SMEs.

This joint project is organized by Professor LUCY (NYU, Shanghai) and Karlheinz Zuerl (GTEC, Chiang Mai). Our mission is to support those involved in transformation processes by providing valuable ideas and offering an optimal networking platform with other transformation experts.

Which countries belong to SEA?



Key Topics

- Strategic realignment/business model redesign: How companies can be aligned for sustainable success
- Organizational transformation: How organizations can free themselves from bureaucracy and non-value-adding activities to focus on real value creation.
- Cultural transformation: Promoting openness to change and innovation.
- Digital transformation: How companies can successfully digitize their business models and processes.
- Sustainable transformation:
- Sustainable transformation: Successful approaches for companies to operate in an environmentally conscious, sustainable and profitable manner.

Target audience:

- Our conference is aimed at decision-makers from medium-sized businesses who implement or support transformation programs, particularly senior executives, interim managers, and financiers.

Partner program:

- We have sponsorship opportunities available for this conference.
- Our conference offers an exceptional platform for reaching decision-makers from medium-sized businesses without any waste.
- If you would like to take advantage of our partner program for your company, please see item “SPONSORS” and send an email to Karlheinz Zuerl contact@gtec.asia in English, German) or Prof. Lucy (luckylucy@126.com in Chinese, English)

Practical examples of companies that have successfully implemented transformation projects.



Guest of Honor & Patron
Professor LUCY
(NYU), Shanghai



Master of Ceremonies

Karlheinz ZUERL

- ✓ CEO of German Technology and Engineering Cooperation (GTEC)
- ✓ Co-Founder of BRICS Project Network, and Founder of ZUERL Family Foundation, Keynote Speaker, Webinar Host
- ✓ Investor and Business Angel
- ✓ Famous book/ebook/podcast author
- ✓ Former Soccer Team and Chess Player, cyclist, runner, hiking, and swimming activist



LOCATION

CHIANGMAI, THAI LAND

Destination Chiang Mai, Thailand

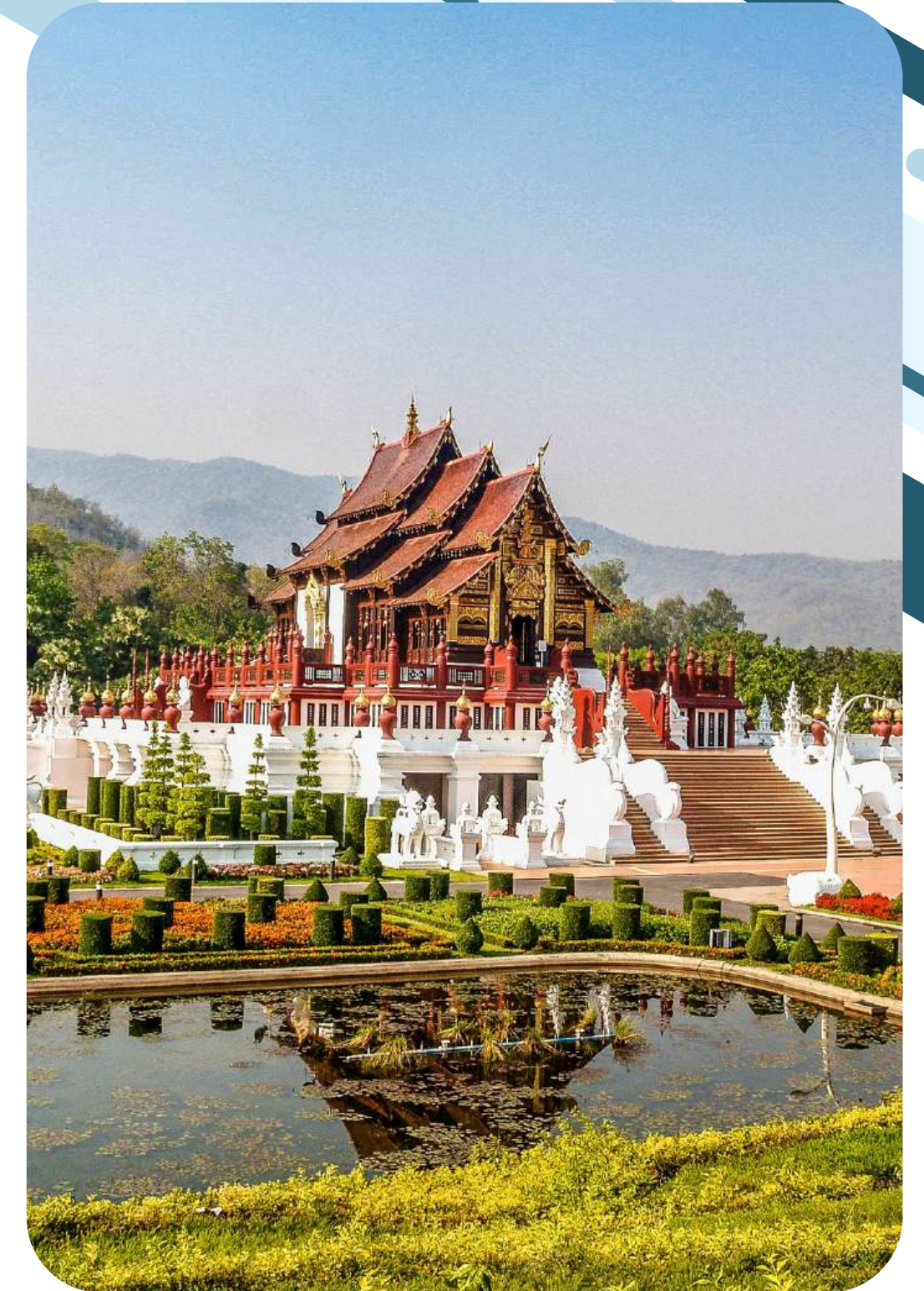
Known as the “Rose of the North,” Chiang Mai is rich in history and tradition, home to over 300 temples and centuries-old architecture.

Eco-Friendly & Mindful Living

A leader in sustainable tourism, with eco-resorts, organic markets, and green initiatives woven into everyday life.

From Dec. 27, 2025, to January 1, 2026

The best time to visit Thailand is from December to January, when the business climate is moderate and dry. This is the best time to explore North Thailand.



AGENDA



Day 1

Saturday, December 27: Arrival, Check-in, Welcome speech, Common dinner buffet 6-9 pm

Day 2

Sunday, December 28: Public Thai breakfast, Elite Summit with extraordinary presentations, discussions, and conclusions.

Optionals

Day 3

Monday, December 29: Public Thai breakfast, Programs (Entertainment, Education, Others), Dinner

Day 4

Tuesday, December 30: Public Thai breakfast, Programs (Entertainment, Education, Others), Dinner

Day 5

Wednesday, December 31: Public Thai breakfast, Programs (Entertainment, Education, Others), Dinner party

Day 6

Thursday, January 1: Public Thai breakfast, Checkout, Departure

Venue / SUMMIT LOCATION

Chiang Mai Conference Center

Location: 206 Moo 12
Nong Kwai, Hang Dong,
Chiang Mai, Thailand



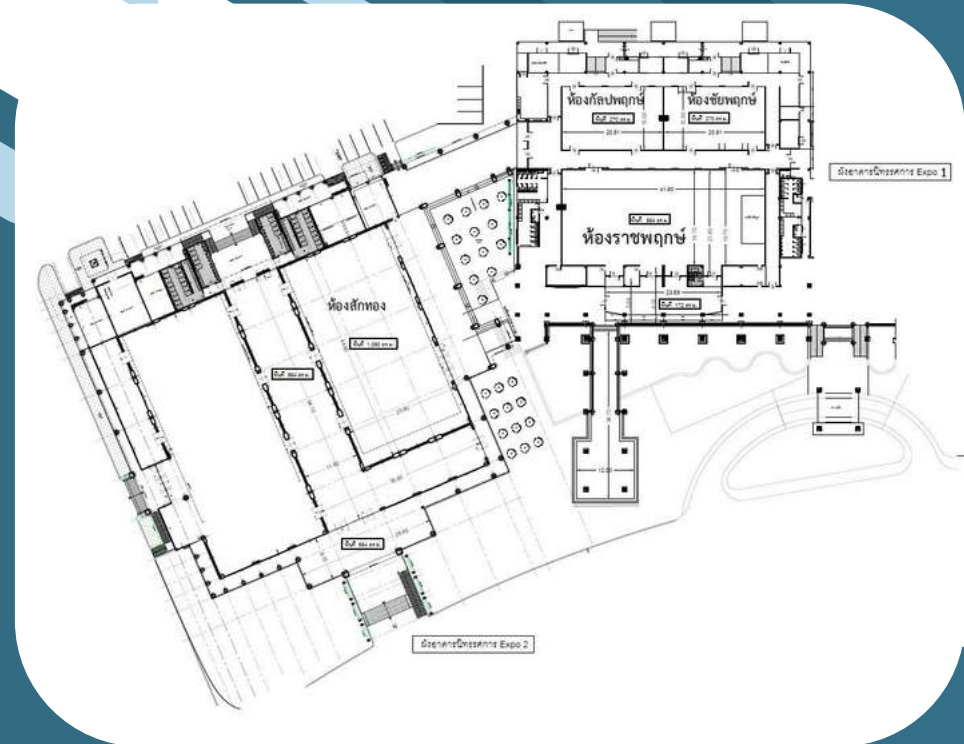
Why choose our Chiang Mai Conference Center?

- **Conference Rooms:** Our Conference Center features large conference rooms that can accommodate up to 100 people, making them perfect for seminars, business meetings, and workshops. The rooms are equipped with the latest technology, providing a professional environment for any corporate event.
- **Office Space & Facilities:** In addition to our conference rooms, we offer two main office spaces, each 50 square meters, to support your business operations. The venue also includes a communal kitchen and ample parking for your convenience.
- **Proximity to Airport:** Only 10 minutes from Chiang Mai International Airport, making it easy for attendees to arrive and depart.
- **Comprehensive Services:** From office space to catering and parking, our venue is fully equipped to meet all your event needs.



Why choose our Chiang Mai Conference Center?

- **Training Hall:** The training hall at our Corporate Training Facility can host up to 100 participants. It's equipped with modern technology and flexible seating arrangements, making it ideal for various training formats, including workshops and seminars.
- **Accommodation & Amenities:** The facility offers comfortable accommodation for up to 20 attendees, ensuring a productive and restful experience throughout the training program. The venue also features eco-friendly systems, including a state-of-the-art solar power setup and advanced water filtration. Additionally, a scenic one-kilometer walking loop through the surrounding forest provides an opportunity for relaxation and reflection during breaks.
- **Dedicated Training Environment:** Our venue is specifically designed to support intensive corporate training sessions, offering a focused and distraction-free setting.
- **Comprehensive Support:** We provide transportation, catering, and comfortable accommodation, allowing your team to concentrate fully on their training objectives.





PRICE LIST

Early Bird

(Available until 30.6.2025)

330 USD

- Buffet
- Summit
- Taxi in advance

Standard Summit

(Available from 30.6.2025
to 30.11.2025)

430 USD

- Buffet
- Summit
- Taxi in advance

Last minute

(Available from 1.12.2025 to
28.12.2025)

530 USD


- Buffet
- Summit
- Taxi in advance



- **Are you interested in sponsorship or tickets? Do you have questions or comments about the event? Do you need accommodation?**
- **Would you like to donate to our charity?**
- **For example, Luxurious prizes from your company. Participate in the thrilling raffle draw and use your chance to win!**
- **Send us a message! We'd love to hear from you.**

Address:

- **ELITE SUMMIT Organization Committee**
- **GTEC Office 39/202, Yelian Lu 333, Shanghai, China,**
- **Karlheinz Zuerl, GTEC, contact@gtec.asia and Professor Lucy, NYU, luckylucy@126.com**



PRICES

- **All Investors in GTEC (at any amount), members and business Partners of the “BRICS Project Network”, United Interim (UI), Diplomatic Council (DC), ATTA (Asian Transformation and Turnaround Association), Rotary International and “RotarymeansBusiness.org” members will receive a 10% Discount**
- **Breakfast at Wang Tan Café à la carte, 150 to 350 THB/person**
- **Dinner at Isaan Honest Restaurants or in City Center à la carte, 150 to 500 THB/person**
- Hotel, entertainment, and other costs per your booking and à la carte.
- Entertainment, Education, see price list for details, and contact asap to organize and reserve your trips. **Payment at locations.**
- Press this link for details and reservations (Ticket shop).
- Reference ticket shop:

<https://www.ifus-institut.de/veranstaltungen/transformationen/ticketshop-transkon-2025>

- Bank accounts/payment with company address behind will be set later with separate email!

ENTERTAINMENT (multiple choices possible)

Option A

We can guide you to an extreme adventure with real fun, a sky hawk zipline. If you want to combine nature and adventure, a zip line in Chiang Mai is an excellent idea. We meet all the safety requirements. You will get a helmet. First aid-certified guides and staff. The guides are super lovely, and the zip line runs through the jungle. From age 5 to 65, the maximum weight is 110 kg.

A one-day wow program includes:

- 34 stations, 18 ziplines from 350 to 900 m
- 4 sky bridges, 1 net ladder
- 4 staircases, 3 abseiling
- Thai buffet, plus water
- Transportation

Price

Price: 2500 THB per person
+ 3.5 km ATV course (drivers must be 15 years or older)

Price: 3800 THB per person
+ Shooting range 1 round

Price: 5900 THB per person

Option B

We can guide you to the famous Chiang Thai heritage (licensed Elephant Sanctuary). We truly love and care for elephants. No hook or chain riding. Now, the number of elephants is nearly extinct. You will spend a wonderful day with them and support community-based sustainable ecotourism. Please support us to take care of them.

- Half day (7.30 am to 2 pm): prepare food for elephants, feed them, take pictures, walk with elephants, bath them on the Mae Tang River, have vegetarian Pad Thai, and drive back to Chiang Mai
- One day: +afternoon ATV (alternatively white rafting or bamboo rafting), and Waterfall
- One day: +afternoon trekking, on the way visit the waterfall, where you will enjoy swimming
- One day: +afternoon trekking, white or bamboo rafting, and doing ATV



1. *Enjoy activities: e.g. feeding, learning about elephant life, making vitamin balls, mud Spa, bathing for elephants, visiting waterfalls.*
2. *What you should bring: swimsuit, sun cream, insect spray, sandals or flip flops, towels, camera, a set of dry clothes*
3. *Price includes transport, guide, lunch, drinking water, food for elephants, insurance, download your pictures*

Option C

Our Isan Healthy Thai Cooking School can be booked for workshops during your stay in Chiang Mai at our facilities.

Cook with passion, eat with joy! Join our fun, hands-on classes to explore authentic Thai flavors, guided by passionate local instructors. Learn traditional techniques, visit local markets, and dive into Thai culture—all in one unforgettable culinary experience.

- Morning courses are from **10.00 am to 12.00 am** (max. 12.30 pm, depending on the size of the class)
- The evening courses are from **4 am to 6 pm** (max. 6.30 pm, depending on the size of the class)
- Cook like a professional with our **42 recipes**. *You can choose exactly what you want to cook.*

Price

1000 THB /person (of all ages)

Course includes:

- Fresh market tour
- Welcome drinks and seasonal fruits, drinking water, coffee, tea
- All the ingredients are included
- One person one wok
- Group and individual online photos right after each class
- Our uniquely designed recipe e-book (pdf)
- Free Wi-Fi

Option D

Cannabis Farm Tour: Dive into the world of cannabis at Happy Herb Farm. Discover how we cultivate and care for our plants, from seedlings to mature harvests. Whether you are a seasoned enthusiast or a curious newcomer, our tour provides a comprehensive and interactive experience.

- **Grow:** experience the journey from seed to plant. You learn cannabis cultivation. Gets hands-on with planting, topping, and caring for the plants at every stage of growth.
- **Harvest:** witness the meticulous process of harvesting cannabis. Learn how to identify the perfect time to harvest and explore the drying and curing methods that ensure the highest quality product.
- **Cannabis-Infused Drinks:** unleash your creativity with our cannabis-infused drink-making session. Learn to craft a refreshing Butterfly Pea + Lime drink, infused with cannabis. A unique and flavorful experience.

1. Price: half-day farm tour (7.30 am to 2 pm, 2500 THB)

2. Price includes transportation, lunch, herbal drink, water, insurance, tour guide



Option E

We offer additional private tours to discover an amazing Chiang Mai

- ✓ **Full-day private tour to Doi Inthanon National Park, the highest point in Thailand**
 - Walking Ang Kha nature trail
 - King and queen pagoda
 - Walking Kiew Mae Pan or Pah Dok Seo Trail
 - Mhong Hill tribe market
 - Home made coffee
 - Wachiratarn waterfall
- ✓ **One-day trip Chiang Mai includes**
 - Wat Phathad Doi Sutep Temple
 - Wat Pha Lard Hidden Temple
 - Elephant Village
 - Countryside Village
 - Hill Tribe Village
 - Sticky Waterfall
- ✓ **Orchid and Butterfly Farm**
- ✓ **Wat Pa Darapirom (one of the most beautiful temples in Chiang Mai)**
- ✓ **Price includes:** lunch, insurance, entrance fee, English-speaking tour guide driver, comfortable air condition vehicle transport



Where to find us



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Email

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