

Christopher Bruton

Managing Director – Dataconsult

Advisor, Speaker
Thailand, Vietnam and Indochina Business Strategy



Professional Experience

- Mr. Bruton has over 35 years' experience working in, observing, analysing economic and political developments as well as the business operating environment in Thailand and Indochina
- founder of Dataconsult, an independent consulting and research company Chris and his team advises foreign companies on business strategy for Thailand and Indochina works with local regional companies and government departments on international issues.
- Dataconsult coordinates associate offices in Cambodia and Vietnam
- Mr. Bruton has been the Economist Group's Thailand Associate for almost 10 years and still runs a senior business executive programme in Bangkok, *The Thailand Regional Forum*
- Chris has organised and chaired some 20 major business investment forums including Government Roundtables under the Economist Conferences brand in Thailand, Vietnam, Laos, Cambodia, Bangladesh and Myanmar as well as Dataconsult's own business conferences and seminars, chaired by Mr. Bruton, in Bangkok, Phnom Penh, Hanoi and Ho Chi Minh City.
- he provides market entry consulting and research has included tourism, finance and insurance, construction and building materials, automotive industry, healthcare, electronics, consumer products, food and beverages, as well as economic and social surveys and political risk assessments.
- he speaks at in-house briefings and writes reports and advises on a host of SEA business issues

Published papers - an authority on Thailand and the Indochina region

- Mr. Bruton has authored various publications on Thailand and the Indochina sub region
- he is interviewed regularly on radio and television including CNN, CNBC, BBC and Bloomberg and in various local and international print media
- he contributes occasionally to Economist Intelligence Unit research

Chris Bruton - Personal information

- his experience has been built up from consulting on the economies and business environment since 1978 and has been a resident in Bangkok since 1989
- Chris holds an honors degree in Economics, Law and Accounting and Postgraduate Diploma in Personnel Administration from the London School of Economics, University of London. He also has postgraduate qualifications in French, Thai and Malay from the Universities of Paris and Malaya respectively. He is also a graduate member of the Chartered Institute of Personnel and Development, the professional body for human resource management in the UK.

Sample assignments

- invited to present to visiting Board members in Bangkok
- confidential personal briefing to the CEO visiting Hanoi on his Asia itinerary
- kick-off presentation and facilitation of a regional strategy and planning meeting in Hong Kong
- special guest speaker at a c-level client servicing dinner in Singapore
- keynote address at a large regional business investment forum

Chris Bruton has briefed the Chairmen, Chief Executives and regional heads of a wide spectrum of financial, industrial and service companies.

He speaks at numerous annual international forums in Asia, Australia, Europe and North America including conferences organised by The Economist Group.