



Mr Sonam Chopel

Kingdom of Bhutan
Founder & Chief Executive
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Mr Chopel is a pioneer in e commerce entrepreneurship In Bhutan whose expertise range from marketing, branding, product and business development. He established Bhutan's first online e commerce marketplace and branding agency and has wide experience in tourism, healthcare, construction and financial sectors.

WHY IS IS THE KINGDOM OF BHUTAN SPECIAL? KINGDOM OF BHUTAN IS KNOWN FOR ITS UNIQUE PHILOSOPHY OF GROSS NATIONAL HAPPINESS (GNH) INSTEAD OF THE GDP AS A MEASURE OF THE COUNTRY'S PERFORMANCE. FIND OUT WHICH BUSINESS AND INVESTMENT OPPORTUNITIES IS PROFITABLE IN THE KINGDOM OF BHUTAN. ENTREPRENEURSHIP PLAYS AN IMPORTANT ROLE IN GENERATING EMPLOYMENT OPPORTUNITIES, ENHANCING PUBLIC INCOME, AND PROMOTING SOCIETAL CHANGE, PARTICULARLY IN A BUDDING ECONOMY LIKE THE KINGDOM OF BHUTAN.

GIVEN ITS IMPORTANCE TO THE COUNTRY, THE SPEAKER WILL SHARE WITH ENTREPRENEURS THE REALITIES AND CHALLENGES FACED BY ASPIRING ENTREPRENEURS AND ENTREPRENEURIAL VENTURES, AND THE PROSPECTS OF SETTING UP BUSINESSES IN BHUTAN. THE SHARING SESSION ADOPTS QUALITATIVE RESEARCH METHODOLOGY TO STUDY THE PERSPECTIVE OF BUSINESS EDUCATORS.

VARIOUS STUDIES HAVE REVEALED THAT, DUE TO A RANGE OF CHALLENGES THE ASPIRING ENTREPRENEURS AND THE ENTREPRENEURIAL VENTURES FACE TODAY, THE BHUTANESE ENTREPRENEURS REQUIRE SUBSTANTIAL FOREIGN DIRECT INVESTMENTS BEFORE THEY CAN EFFECTIVELY DRIVE CHANGES IN THE CURRENT STATE OF ECONOMY. THERE IS GOOD PROSPECT FOR ENTREPRENEURIAL VENTURES IN THE COUNTRY IF IT CAN LEVERAGE ON THE TECHNOLOGICAL SUPPORT FROM OTHER COUNTRIES. FIND OUT WHICH BUSINESS AND INVESTMENT OPPORTUNITIES IS PROFITABLE FOR YOU IN THE KINGDOM OF BHUTAN ESPECIALLY IT'S UNTAPPED MARKET IN TOP QUALITY AGRICULTURE PRODUCTS FOR FOOD AND BEVERAGES, SUCH AS HONEY, MINERAL WATER AND OTHER PRODUCTS FOR THE WELLNESS INDUSTRY.