



His Majesty
King Bhumibol Adulyadej
83rd Birthday Anniversary
 National Day of Thailand



The Great Developer King



For the past 64 years since His Majesty King Bhumibol Adulyadej of Thailand's accession to the throne on June 9, 1946, Thai people have realized very well that their King has ceaselessly assisted his subjects in an effort to alleviate distress and bring forth happiness to them. His Majesty is well endowed with the Royal precepts of virtuous Kingship and adheres to his ideal in relentlessly devoting himself for the well being of Thai people. His Majesty stands as the example of developer and considered to be the one and only monarch in the world who is dedicated both physically and mentally to development work for the sake of the nation. This has always been recognized by both Thai people as well as by other countries.

From tells of personal experiences and express love that the Thai people from every part of the country have for the King, His Majesty has always placed people at the center of all development activities and fur-

thermore made sure that benefits rendered will lead to sustainable development. During his visits to different parts of the country, His Majesty would talk to the villagers in depths in order to obtain first-hand information about their living conditions as well as the problems they faced. With that information coupled with his diverse skills and knowledge, His Majesty the King led the necessary foundation for all development by solving problems related to soil, water and forest. At the same time, His Majesty encouraged the people to learn advanced stand appropriated agriculture technology that are applicable to their life. With development policy adhering to geographical, socio-geographical and cultural conditions prevalent to each area as well as taking into account the desire of the local people, it is no wonder why the more than 3,000 royal development-projects gathered throughout the country and various development theories today have expanded broadly to create benefits, happiness and better living conditions for the whole population. More-

over, His Majesty the King's initiatives and development theories have been widely accepted by the international arena and served as role models for other countries to apply this includes waste water treatment using the Chaipattana aerator, soil and water conservation as well as philosophy of sufficiency just to name a few.

Throughout 64 years of his reign, His Majesty the King has sacrificed himself both physically and emotionally to alleviate the suffering of his subjects. His Majesty not only possesses exceptional skills but also symbolizes a model for sustainable development which will help the Thai people and the country progress towards secured growth and prosperity. The successes of these efforts have proved that His Majesty is truly the "Great Developer King".

Royal Development Projects

Until today His Majesty King Bhumipol has done so much for the betterment of the country and the people. More than 3,000 development projects have been initiated

Turn to N-2



The Great Developer King

From N-1

by His Majesty the King and implemented throughout the country, most of them aimed at improving the living conditions of his subjects, especially those in the remote rural areas. All these development projects have originated from the frequent and extensive trips made by His Majesty, sometimes accompanied by Her Majesty Queen Sirikit and other members of the Royal Family, to all regions of the Kingdom. His Majesty has thus become not only the most travelled monarch in Thai history (and perhaps the monarch who has made the most working trips among rulers of the world today), but also the best informed about the whole spectrum of rural problems in Thailand.

His Majesty learns first-hand, from the people themselves, of the local conditions and problems. After having put them at their ease, he converses with the local inhabitants and learns from them the problems with which they are faced as they themselves perceive the situation. After consulting further with the officials concerned, His Majesty makes his own conclusions about the problems, including the causes and the possible methods to address them. Upon his return to Bangkok, or sometimes even on the spot, he will share what he has learned with the members of the Government, requesting them to assist and give support to the people wherever feasible. Sometimes he has used his own funds in the early stages to help a project get off the ground. In 1988, he established the Chaipattana Foundation to fund and help in accelerating rural development projects that are beneficial to the people and the country as a whole (more information on Chaipattana Foundation and its projects can be found at www.chaipat.or.th).

His Majesty never simply issue instructions and go it alone. The impetus always comes from the local people, who must agree with the proposal and cooperate to ensure its success. The “royally-suggested” or “royal-initiated” projects have all been started in this way. They cover a wide range of subjects from the introduction of new crops to water conservation, from swamp drainage to the preservation of forests, and their aim has been sustainable development, serving not only immediate needs, but also those of future generations. This is to be achieved by conserving the environment and restoring areas that have already suffered from misuse.

The Royal Development Projects are divided into eight categories according to the sector of the economy that is targeted viz: Agriculture, Environment, Public Health, Occupational Promotion, Water Resources, Communications, Public Welfare, and others (more details on Royal Development Projects can be found at www.rdpb.go.th).

In order to facilitate the implementation of the Royal Development Projects, His Majesty initiated the establishment of six Royal Development Study Centres, in various regions of the country to serve as the place for conducting study, research and experimentation in search of development guidelines and methods suitable to the different conditions of each area and the occupations of the local people. The results of such study, research and experimentation will be disseminated to the local people. The Centres are also intended to serve as “living natural museums” where interested people can come to observe and gain knowledge from the real thing. The Six Centres are located in Chiang Mai in the North, Chachoengsao, Phetchaburi and Chanthaburi in the Central Plain, Sakon Nakhon in the Northeast and Narathiwat in the South.

The achievements of His Majesty’s life-long devotion and the Royal Projects have been highly acknowledged by numerous international institutions. In 1988 the Royal Project to Thailand has been selected to receive the Ramon Magsaysay Award for International Understanding. The Royal Project is recognized for demonstration through a concerted national and international effort in northern Thailand that temperate-climate cash crops offer hill tribes a viable alternative to the opium poppy. And in 2006, King Bhumibol was presented with UNDP’s first (United Nations Development Programs) Lifetime Achievement Award for his life-long work advancing the lives of the rural poor in Thailand. With emphasis on sustainable water sources, conservation and flood and drought mitigation, His projects have benefited millions of people in rural areas of Thailand. It is this life-long devotion that has endeared him to all Thai people and has earned him the informal title “The People’s King”.

Today, His Majesty is not just the Head of State, he has also become a key factor in the development of the country. One of the best-known development theories suggested by His Majesty is “the New Theory”. Introduced many years ago, the



Royal Visit to the Republic of the Philippines



Their Majesty King and Queen of Thailand visited the Philippines 9-14 July 1963.

New Theory involves land management and the development of water sources for agricultural purpose. Its formula is 30-30-30-10. Under the New Theory, a plot of land is divided into four portions, namely 30 percent for a water source, 30 percent for a rice field, 30 percent for mixed crops such as fruit trees and vegetables and 10 percent for residence, animal farms and rice barns. The New Theory has several advantages. It is uncomplicated, easily implemented, and does not involve costly technology. It has been tried and tested, and has produced satisfactory results. Farmers who have followed this theory have become self-sufficient and self-reliant.

All Thais come to understand the word “self-sufficient” after His Majesty the king suggested a development philosophy of self-sufficient economy or “sufficiency economy” as a way to pull Thailand out of the economic crisis that erupted in 1997. His Majesty the King’s suggestion on the self-sufficient economy aims to encourage people to help themselves and strengthen communities through public participation. The idea places emphasis on basic economic development to be carried out step by step. People will greatly benefit from the development process, which is set to respond to their immediate economic demands and enable them to get through the crisis. Today, His Majesty’s initiatives and extraordinary achievements have become imperative ramparts for Thailand’s flourishing socio-economy; thereby, underpinning Thailand’s status as one of the countries with strongest economic performances in the region.



The Philosophy of Sufficiency Economy and Policy-making

“Sufficiency is moderation. If one is moderate in one’s desires, one will have less craving. If one has less craving, one will take less advantage of others. If all nations hold this concept of moderation, without being extreme or insatiable in one’s desires world will be a happier place.”

— Royal Speech delivered

on December 4 1998

By His Majesty, King Bhumibol Adulyadej of Thailand.

Over the past three decades, the philosophy of sufficiency economy has been developed and advanced by His Majesty King Bhumipol based on His Majesty’s experiences in rural development throughout Thailand. After the economic crisis in 1997, His Majesty reiterated and expanded on the philosophy in numerous remarks, in particular during 1997 and 1998. Since then, Thai policy-makers have adopted the philosophy of sufficiency as a moral, ethical and practical compass, guiding their judgment in developing policies.

Since 1997, the Thai government has applied the elements of sufficiency economy philosophy to their socio-economic policies at varying degrees. It has adopted the philosophy of sufficiency economy as the bedrock of socio-economic policies, emphasizing moderation in economic management so as not to grow or expand beyond capacity, which could result in economic excesses or bubbles. Also, it stresses the importance of self-immunity and introducing proper risk management systems as well as good governance in order to safeguard economic stability.

A relevant indicator showing the implementation of His Majesty’s philosophy of sufficiency economy as guidance of the national policy has been the National Economic and Social Development Plan, comprising ten plans divided into different periods, which have paved the way towards Thailand’s economic and social development. The latest plan (10th plan covering 2007-2011) relentlessly deepens the methodology of sufficiency economy coupled with the openness to global economics, and international society. Suffice to say that in the light of Thailand’s outstanding economic statistics, the sufficiency economy philosophy, since its commencement, has been proven to be an efficient and effective means to counteract the crisis and to establish a strong socio-economic foundation for the country in keeping up with globalization, building resilience in all sectors and harnessing opportunities of the global changes today and in the years to come.

Message from the Ambassador



I have the honour to extend my warm greetings to the Thai community, our Filipino friends and distinguished fellows and “Friends of Thailand” as the Kingdom of Thailand celebrates the auspicious occasion of the 83rd Birthday Anniversary of His Majesty King Bhumibol Adulyadej.

The Royal Thai Embassy and Team Thailand in the Philippines humbly honours His Majesty King Bhumibol Adulyadej for his extraordinary developmental work which has benefited Thais and contributed to the national development economically and socially. The King’s ideas translated to more than 4,300 Royal projects focused on uplifting the lives of the people, particularly the people who are less privileged in life. The King’s projects covered all aspects of development, concentrating on water resources, agriculture, environmental conservation, alternative energies such as bio-ethanol, and the concept of a sufficiency economy. Having a passionate interest and devotion in improving rice farming, the King became the Royal Patron of the International Rice Research Institute based in the Philippines. Thus, it is our sincere desire to follow in the footsteps and initiatives of His Majesty the King to further benefit Thai and Philippine relations. Moreover, Her Royal Highness Princess Maha Chakri Sirindhorn presided over the opening ceremony of the International Rice Research Institute on November 2009 on the occasion of the 50th Anniversary of IRRI.

Thailand and the Philippines have a long-standing relationship as we share many common values. Over the past decades, we have continuously worked together to strengthen our partnership bilaterally and regionally, as evidenced by the visits to the Philippines of Thai Prime Ministers in May and November 2008. In the political arena, the exchange of high level visits between Philippine and Thai leaders solidified both our government’s sincere cooperation. Indeed, the official visit to Bangkok, Thailand in January 2009 of Honourable Manila City Mayor Alfredo Lim as the guest of Hon. Sukhumbhand Paribatra, Governor of Bangkok, has surely strengthened the already dynamic relationship between Bangkok and Manila as sister cities.

Regarding our economic cooperation, I am elated to say that this has grown steadily as shown in the constant increase on bilateral trade and investment. Meanwhile, Thailand’s investment in the Philippines has covered various sectors ranging from banking, energy, construction, hotel, to agriculture. Moreover, I am proud to inform you that investments from Thailand, particularly from the members of Team Thailand in the Philippines, not only provide quality jobs but also practice corporate social responsibility which benefits the local community in terms of livelihood programs, scholarships, renewable and environment-friendly sources of energy, education, public health and sports. On our military cooperation, both the defenses of our two countries have continued to maintain close network and cooperation on various levels and areas.

As we look forward to another year of fruitful cooperation, Thailand has the great privilege to work together with the Philippines and all ASEAN-member countries to further strengthen our partnership and assure that we can tackle myriad challenges, particularly in the area of regional and global economy.

As Ambassador of the Kingdom of Thailand to the Republic of the Philippines, it has been my honour to witness the friendly and dynamic relations between our two countries. During the past few years, the Embassy has been successfully promoting relations between the Thai community and the Philippine society, especially through the activities of H.M. the King and H.M. the Queen. As we approach 2011, the 62nd Anniversary of Diplomatic Relations between the Kingdom of Thailand and the Republic of the Philippines we look forward to witness another opportunity for the promotion and exchange of various activities between our two countries.

This celebration is truly significant as the Philippines is the first country in South East Asia wherein Thailand established diplomatic relations in 1949. We also share the privilege of being co-founders and active members of SEATO and ASEAN. The Embassy and Team Thailand in the Philippines together with the Philippine authorities have lined up programs aimed at enhancing our political, economic, social and cultural relations as well as people to people contacts. This event will serve as a unique opportunity for Thais and Filipinos to remember with great pride at what we have achieved together, as we look forward towards the future to see how we can work bilaterally not only for mutual benefit, but for more dynamic ASEAN relations.

Again, on this joyous and auspicious occasion, it is my deep honour to convey on behalf of the Royal Thai Government and the people of Thailand, my warmest greetings and best wishes to our close friends, the Government and the people of the Republic of the Philippines.

Mabuhay!

K. Singham

KULKUMUT SINGHARA NA AYUDHAYA
Ambassador of the Kingdom of Thailand
to the Republic of the Philippines

Sharing Thailand experiences by a Friend of Thailand

Mr. Ulysses J. Lustria Jr. is one of the participants of the Buakaew Roundtable International 2010 Program held in 1-8 August 2010 in Thailand. The Buakaew Roundtable International 2010 is a study visit conducted by the Thailand International Development Cooperation Agency (TICA), to show and share Thailand's development experiences and best practices in various fields such as agriculture, public health and community development, in particular best practices of the Philosophy of sufficiency economy on food security, alternative energy and environmental conservation. In addition, the program aims to build cultural connectivity, strengthen relationships and establish technical cooperation between Thailand and ASEAN member countries, Timor-Leste, Mongolia and the Pacific Islands.

Mr. Lustria is the only participant from the Philippines. Below are excerpts from his statement about the program:

"We gained learnings from the experiences of Thailand in agricultural development as well as in alternative energy and environmental conservation. We gained learnings on sufficiency economy and got to see possible applications in our countries. Further, we were able to establish networks among the participants, the host agency, and also the ORDPB, and see possible future collaborations.

We are now aware and are appreciative of the meaning of rationality, moderation, immunity as well as ethics and knowledge. This was enhanced in our site visits.

We saw in the Royal Chitralada Agricultural Project the value of having a king who is a developer and who is "on the ground"; who has foresight, is a visionary, and is a champion of his vision; and who is generous with his wisdom and is open to ideas from others. We believe that these characteristics are worth emulating not only by the



leaders of our countries but also by our peoples.

The other sites were also notable: such as the Bio-gas project in Ko Khoi Village in Mueang District, Lamphun – where we saw the value of alternative energy from waste utilization; the Huai Hong Khrai Royal Development Centre in Doi Saket District, Chiang Mai – where we saw the value of environmental conservation and management; and the Nithi Foods Company in Sanpatong District – where we saw the application of sufficiency economy in agribusiness.

With the very good learnings from the study visit, it is recommended that we request for a Thailand study mission to explore potential areas of cooperation between Thailand and the Philippines. We could also propose for a pilot project on the application of sufficiency economy in the Philippines.

One area that the Philippines can learn more from Thailand is agricultural processing as well as product standards. A Philippine Department of Agriculture study (2009) mentioned that in



many places in the Philippines, Good Agricultural Practice (GAP) has been just advocated, but has not been adopted. Thailand's processed products have already made inroads in the export market due to good packaging and product standards. In Thailand, only farms who adopt GAP are encouraged to export commodities. There are 300 inspectors and 7,000 advisors for GAP extension.

Another area is agricultural marketing. The study mentioned further that in the Philippines 1) there are no real wholesale markets but wholesale-retail markets, 2) both local and national terminal markets are congested and internal price negotiation is the prevalent practice inside the market, and 3) many players do their business on multi-layer marketing channel and take a lot of intermediate margin.

In contrast, Thailand can steadily supply different kinds of good quality products to supermarkets and other institutional buyers with the presence of 1) wholesale markets, 2) efficient contract farming has been established to ensure the delivery of reliable supply chain of high value commodities through organized production groups in many countries, and 3) suitable and functional business models for commodities

marketing system to ensure steady supply and extend them to many places.

One specific area is the development of the fruits industry, both fresh and processed. The Philippines has large companies but there are many small producers. There are many areas for improvement along the fruit supply chain, from production to marketing. Thailand is very strong in the fruits industry and may provide technical assistance to the Philippines.

A big area for collaboration is climate change adaptation as well as green technology development. The Philippines is now the preferred investment destination in Asia based on rising private investments in agriculture mainly for biofuel feedstock. Further, the Biofuels Act in the country and the rising awareness for the need to shift to clean fuel sources has provided the necessary stimulus for the development of the biofuel feedstock industry (Department of Agriculture, 2010).

With these learnings, we request that the Thailand Government help us in promoting the Sufficiency Economy approach in our respective countries. And we hope that more collaborative activities and projects will be implemented." – Ulysses J. Lustria Jr.

Achievements of the Royal Thai Embassy under the Leadership of H.E. Kulkumut Singhara Na Ayudhaya, Ambassador of the Kingdom of Thailand to the Republic of the Philippines and the Republic of Palau, Residence in the Philippines, 2008-2010

I. DIPLOMATIC TIES AND CHALLENGES

a. Diplomatic Relations

i. Celebrated the 60th Anniversary of Thailand-Philippine Relations in 2009 as well as the visit of H.E. Theera Salakpetch, Minister of Culture of the Kingdom of Thailand; the issuance of Thai-Philippines commemorative stamps; the signing ceremony to renew the agreement of cultural cooperation between Thailand and Philippines; and the visit of the former Thai Ambassadors and the former Thai Military Attaches to the Philippines.

ii. Welcomed the Royal visit of HRH Princess Maha Chakri Sirindhorn, as a representative of H.M. King Bhumibol Adulyadej (Patron of IRRI) to preside over the 6th International Rice Genetic Symposium on the occasion of the 50th Anniversary of IRRI from 15 – 18 November 2009.

b. Government to Government Relations

i. Welcomed the visits to the Philippines of the following Thai Prime Ministers:

1. PM Samak Sundaravej on 22 to 23 May 2008
2. PM Somchai Wongsawat on 10 November 2008
3. PM Abhisit Vejjajiva on 14 August 2009

c. Goodwill & Friendship

i. Renovation of the Thai Pavilion at the University of the Philippines in Los Baños reflecting the Thai architecture in the Philippines

ii. Joined hands with the City of Manila to reconstruct the Thai-Philippine Friendship Circle in Brgy. St. Ana for the benefit of the community.

II. POLITICAL ISSUE

a. Explained the democratization in Thailand and the practice of ASEAN member countries to some Filipino politicians, particularly during the closure at the Suvarnabhumi Airport in December 2008, for the latter's correct and better understanding.

b. Gave an interview to several national televised programs and media to update the political situation and the Government's policy of national reconciliation in Thailand.

c. Shared the experience of the Philippine peace process in Mindanao with the Thai authorities.

d. Worked closely with the Department of Foreign Affairs of the Republic of the Philippines to convene the Thai-Philippine Joint Commission Meeting and other areas of mutual interest.

III. ECONOMIC FRONT: MUTUALLY BENEFICIAL RELATIONSHIP

a. Promotion of Trade & Investment

i. Meeting with Hon. Jeslie Lapus, then Secretary of the Department of Trade and Industry to follow-up on pending trade issues.

ii. Meeting with Hon. Gregory Domingo, Secretary of the Department of Trade and Industry, to seek a common solution to trade and investment issues, as well as to explore the possibility to expedite the first Joint Trade Committee as the venue to resolve the pending trade and investment matters as well as strengthen economic relations and remove trade barriers, particularly the importation of Thai fresh fruits and frozen chickens to the Philippine market.

iii. Meeting with Hon. Proceso Alcala, Secretary of the Department of Agriculture, to explore ways on how to mutually solve the problem of trade restriction.

b. Encouraged participants of the Philippine private sectors to join International Trade Fair in Thailand

c. Supported investment along with Corporate Social Responsibility (CSR) and encouraged environmental consciousness of Thai investors in the Philippines

i. Mariwasa Siam Ceramics Inc. was given the Blue Sky Award 2009 and the Green Choice Philippines Seal in 2010

ii. United Pulp and Paper Corporation was given the Green Choice Philippines Seal in 2009 and the Silver Rating Award under the Regional Industrial Ecowatch Program.

iii. Celebration of United Pulp and Paper Co., Inc. (UPPC)'s 40th Anniversary and Thai Airway's 50th Anniversary in 2010

d. Delivered keynote speech in several occasions to share experiences in the best practices of Public-Private Sector Partnership, trade relations, tourism, software, and information technology with counterparts from the Philippine business community and Chambers of Commerce nationwide.

e. Tourism promotion through Roadmap "Amazing Thailand"/ "Seven Wonders of Amazing Thailand"

i. Guest Speaker on tourism and diplomacy at San Beda College Alabang September 2010/ Thailand's positive insight of tourism during the Thailand Travel Fair August 2010/ Thailand Software Products Promotional Road Show and Business Matching entitled "Beyond the Interactive Marketing" August 2010/ "Asia in My Pocket: The Thai Way" July 2010/ "Public-Private Partnership Towards Sustainable Development" June 2010 in Cebu.

IV. PUBLIC DIPLOMACY: PEOPLE-TO-PEOPLE CONTACT

a. Friends of Thailand

i. Visit of Manila Mayor Alfredo Lim to Thailand in January 2010

ii. Organizing cultural events, i.e. Songkran Festival and Visak Day in 2008, 2009 and 2010; and, Loy Krathong Festival in 2010.

iii. Organizing Thai Food and Fruit Festival in several venues and occasions, i.e., Villa Escudero in San Pablo, Laguna; Shangri-La in Mactan, Cebu; and in Discovery Shores Boracay.

b. Corporate Social Responsibility (CSR)

i. Promoted public health through distribution of DENGUE booklets

ii. Supported Thai investors and entrepreneurs in the Philippines through various activities i.e. scholarship programs, Muay Thai, local food festival, etc.

c. Humanitarian Assistance

i. Donation of rice to Philippine society for the victims of Typhoons Ondoy and Pepeng

ii. Distribution of DENGUE booklets for victims of Typhoon Juan in coordination with the Department of Health (DOH)

V. PALAU AFFAIRS: FROM GOODWILL TO FRIENDSHIP

a. Attended the 1 October 2008 and 2010 Independence Day Celebrations of the Republic of Palau

b. Meeting with the following dignitaries of the Republic of Palau:

- i. President Johnson Toribiong
- ii. Vice President Kerai Mariur
- iii. Minister of State Dr. Victor Yano
- iv. Former President Tommy Remengesau, Jr.
- v. Former Minister of State Sandra Sumang

c. Meeting with the Palau Chamber of Commerce

d. Hosted Luncheon Meeting in honor of President Johnson Toribiong of the Republic of Palau, First Lady Valerie Toribiong and delegates on 13 October 2010 at the Thai Ambassador's Residence in Forbes Park, Makati.



amazing THAILAND

Just as Amazing as you can remember



- Bangkok is voted “**World’s Best City 2010**” by Travel and Leisure Magazine, with Chiang Mai comes the 2nd.

- Thailand is voted as “**Best Honeymoon Place**” by the Tourist Organization of Spain.

- Thailand is “**Most Favored Asian Destination**” according to the 2009 Go Asia Awards Survey.

- Thailand is “**1st Best Country Brand for Value for Money**” and “**3rd Best Country Brand for Friendly Locals and Authenticity**” by the 2008 Country Brand Index.

- Bangkok is 2nd among “**Best Cities for Shopping in Asia**”, and Phuket is 2nd among “**Best Holiday Destinations in Asia**” by Smart Travel Asia “Best in Travel poll 2008”.



Think Asia, Invest Thailand

Why Thailand is an investor’s paradise?

- 3rd in Asia (12th in the World) for “Ease of Doing Business 2010” by World Bank.
- Biggest automotive producer in Southeast Asia and 12th largest world automotive producer by The Economist’s Pocket World in Figure, 2009.
- World’s largest natural rubber and hard disk drive producer.
- World’s largest exporter of rice and sugar.
- World’s 19th largest economy by purchasing power.



For more information

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TEAM THAILAND: Thai Investment in the Philippines



Mariwasa Siam Ceramics, Inc.

Mariwasa Siam Ceramics, Inc. (MSCI) is a joint venture between the Siam Cement Group (SCG), Thailand and the Co Seteng family of the Philippines. MSCI is a manufacturer, importer and distributor of ceramics floor and wall tiles, sanitary ware and building material products for sale in the Philippines and in foreign markets. The company operates 24/7 in a sprawling 24-hectare plant in Brgy. San Antonio, Sto. Tomas, Batangas.

MSCI complies not only with the Philippine Product Standards but also with the International Standard for quality. MSCI boasts of being an ISO certified company having been given ISO 9002 accreditation in 1998 and ISO 9001 in 2001. The company is now preparing for accreditation for ISO 9001, ISO 14001:2004 for its environmental management system and OHSAS 18001:2007 for its occupational health and safety management system.

MSCI accounts for almost 1/3 of the country's market supply with its daily volume of 30,000 sqm of ceramic tiles. And with over 80 major dealers or about 500 stores strategically located around the archipelago, MSCI has the largest distribution network in the country. Serving the needs of the ever growing market, MSCI believes that the company's sustainable growth must be in congruent with its care for the community and the environment.

MSCI has recently resorted to alternative energy replacing fossil fuel-based liquefied petroleum gas (LPG) garnering MSCI the Blue Sky Award for Renewable Energy Utilization in 17 Nov. 2009. Furthermore, with the company's advocacy for sustainable development and promoter of Green Consumerism MSCI has organized numerous activities beneficial to the Philippine Society such as the MSC Livelihood Program, Mass Blood Donation and Relief goods Donation to Ondoy Victims.

MSC Plant is located in Brgy. San Antonio, Sto. Tomas, Batangas and its Makati Office is at 101-103 Thailand cor. Dela Rosa St. Legaspi Village Makati City 1229, Website: www.mariwasa.com



United Pulp and Paper Co., Inc. (UPPC)

United Pulp and Paper Co., Inc. (UPPC) has been established in 1969 and is the biggest industrial paper manufacturer in the Philippines. It is a majority-owned subsidiary of SCG Paper Public Company Limited, the paper and packaging arm of the Siam Cement Group (SCG) of Thailand.

UPPC has combined average capacity of 220,000 tons per annum of both linerboard and corrugating medium. UPPC contributes to national development through its reliable supply of quality packaging materials and energy efficient and environment friendly operations. The company's ISO 9001:2000 Certification for product safety & quality, ISO 14001:2004 for environmental safety and OHSAS 18001, series of 2007 for occupational & safety attests to its commitment to global manufacturing standards.

In addition, UPPC was granted the Silver Rating Award under the Regional Industrial EcoWatch Program from DENR and EMB. In the company's commitment to the environment UPPC was named Champion for Reuse/Recycling by DENR also the Green Choice Seal for its 100% use of recycled paper.

Steeped in the concern for social responsibility, UPPC in 2008 has joined with SCG's human development campaign "SCG Sharing the Dream", granting scholarships to talented students in Bulacan and "E-Knowledge program and Tele-Education Program", installing computer units in various schools.

United Pulp & Paper Co., Incorporated's Head Office is located on the 9/F Fort Legend Towers, 3rd Avenue corner 31st street, Fort Bonifacio, Global City Taguig 1634, Telephone no.: 908-1724 and email: info@uppc.com.ph



Cement Thai SCT (Philippines), Inc.

Cement Thai SCT (Philippines), Inc. is a wholly owned subsidiary of SCT Co., Ltd., which boasts of 35 offices in major countries in the world. With 30 years experience under their belt, they are one of Thailand's longest established trading companies. The company believes in operating under the principles of good corporate governance, and a strong ethical background while continuously satisfying customers. Having a wide range of products such as coal, scrap metal, plastic, tapioca starch, clinker, building materials such as fiber cement board, glass block, tiles, etc., SCT aims to understand their clients' most individual needs through customizing their products and services.

SCT not only believes in strengthening their customer base but also promotes a healthy working environment as witnessed by numerous awards such as the Logistics Model Award, Prime Minister's Export Award, Indoor Environmental Quality Certification and most recently their Coal business attaining Certified ISO 9001, 14001 and OHSAS 18001.

Cement Thai SCT (Philippines) Inc. is located at UNIT 903 9/F Fort Legend Towers 31st st. cor. 3rd Ave. Fort Bonifacio Global City, Taguig City. Tel no.: 501-8530 and 501-8634



Thai Airways International

This year, Thai Airways International celebrates the 50th anniversary of its foundation as the national airline of the Kingdom of Thailand. During this past half century THAI has projected the flag and prestige of the nation, as a flying ambassador around the world.

To establish Bangkok as the leading aviation hub of Southeast Asia, THAI's reputation on safety and maintenance is recognized worldwide. Their popularity among passengers is maintained by the flight carrier's emphasis on "Thainess". Passengers experience the feel of Thailand during their flight through The Royal Orchid Service of the gracious 'wai' gesture of greeting and the sight of the unique cabin hostess costumes of vivid Thai silk.

The success of this policy can be judged by the countless international awards. The most recent of these accolades have included being voted "Best Southeast Asian Airline" by readers of both Global Traveler and TTT Asia magazines, and THAI being placed among the top ten world airlines by Travel + Leisure, Conde Nast Traveler, Business Traveler Asia-Pacific, and online surveys carried out by Skytrax and SmartTravelAsia.com.

As Thailand's national airline, THAI's strategy in seeking to be a first-choice global carrier can be summed up as "High Trust and World Class, with Touches of Thailand". It is a combination that is ideally suited to THAI's vision, reflecting what the airline stands for and the way it seeks to present itself to the world.

Thai Airways International Public Co., Ltd. (Philippines and Guam) is located at Country Space 1 Bldg., Sen. Gil Puyat Avenue, Makati City, 1200, Telephone no.: 580-8424, Fax no.: 580-8484, Email address: rsvn.mnl@thaiairways.com Website: www.thaiairways.com

Charoen Pokphand Foods Philippines Corporation

The CP Group of companies set up Charoen Pokphand Foods Philippines Corporation, in May 2007. Charoen Pokphand Foods Public Company Limited (CPF), is the Thailand based leading agro-industrial and food conglomerate. The Company is committed to be "Kitchen of the World" by meeting the needs of global consumers and supplying them with nutritious protein sources and food products. They are dedicated to continuous research and development and to deliver the safest and highest quality food products who strive for the solid and sustainable growth of their business.

Earlier this year Chareon Pokphand foods expanded its presence in the Philippines by investing an initial US\$45 million in the hogs feeds sector including setting up pig farms and facilities manufacturing feeds for hogs. CPF has successfully brought in technologies to the Philippines that have made Thailand the biggest exporter of white shrimp in the world.

Charoen Pokphand Foods Philippines Corporation is located at Unit 1C-1D LSC Bldg. Lazatin Boulevard, Dolores Homesite Exit2, City of San Fernando, Pampanga, Tel no.: (045) 961-4892, Fax no.: (045) 961-4441, Email: cpudomsak@yahoo.com, ekawit.sre@cpf.co.th Website: <http://www.cpfworldwide.com>



Bangkok Bank was incorporated in Thailand on 1944. It has since then extended to both domestic and international operations and now has more than 680 domestic branches throughout Thailand with 22 overseas branches providing services including the acceptance of deposits, the provision of short, medium and long term loans and credit facilities, money transfers, collections, payments, loan syndication, housing mortgages, financial advice and consultation.

Bangkok Bank Public Co., Ltd. is located at 10th Floor, Tower 2 The Enterprise Center 6766 Ayala Avenue, Makati City 1200, Telephone no.: (632) 752-0333, Fax no.: (632) 752-0877, Email add: bangkokbank@bbl.com.ph



Italian Thai Development Public Company Limited has been in the construction business for more than 52 years and has established and completed various projects with neighboring Asian countries one of which is the ITD Philippines. ITD Philippines's vision is to deliver projects of high quality supported with dedicated workforce whose wide experience allows efficient construction of civil and infrastructure projects in all sectors of the industry. Throughout the 52 years, the completion of more than a thousand projects such as mass rapid transit systems, airports, buildings, dams and tunnels, highways, expressways and bridges, pipelines and utility works, steel structures, mining and industrial power plants in and outside Thailand, is recognized internationally by numerous awards such as The Royal Seal Garuda, the prestigious International Federation of Asian and Western Pacific Contractor's Association (IFAWPCA) Gold Medal Award for civil engineering in 1982.

As an international contractor, we earnestly look forward to bring closer contact and cooperation among contractors, exchange information on construction technology and ready to serve clients needs throughout Asia and Pacific.

Italian Thai Development Public Ltd. is located at MCRP Construction Corporation, Coastal Road, Brgy. San Dionisio, Parañaque City 1700, Telephone no.: 788-0764 to 69 or 825-7553, Fax no.: 788-0141, Email: itdmcrp@gmail.com.



Situated amongst skyscrapers of the premiere financial district, Dusit Thani Manila sits on the lap of luxurious sights and sprawling urban hubs that offer reliable access to city splendors, historic sites, meeting and convention centers. With the hotel's highly trained service dedicated professionals and an all new Dusit Thani Manila, each guest is ensured of impeccable service, depicting the distinctive synthesis of royal Thai hospitality and Filipino geniality.

Dusit Thani Manila recently signed a memorandum of agreement with Operation Smile Philippines in organizing fund raising initiatives to continuously support medical missions and provide reconstructive surgery and related healthcare to indigent Filipino children and young adults with cleft lip, cleft palate and other facial deformities. Project line-up for 2010 includes in-room donation envelopes, DFT's 3K Run for a Cause, Children's Menu, Gala Benefit Dinner and the First Mile, all encouraging participation from both hotel guests and employees.

Dusit Thani Manila is located at Ayala Center, 1223 Makati City, Philippines, Tel no.: +63 (2) 238-8888 Fax no.: +63 (2) 238-8800, email: dtm@tusit.com, Website: <http://dusitthanimanila.dusit.co> PTT Philippines Trading Corporation (PTTC)



PTT Philippines is a wholly owned subsidiary company in the Philippines of the Petroleum Authority of Thailand Public Company Limited (PTT PLC) and an affiliate company of PTT Philippines Corporation. The company is tasked to sell petroleum products in Subic Bay Freeport Zone and in other economic zones in the country. To date, PTT PLC has more than 50 independent subsidiaries operating globally. They have expanded their retail network business by way of partnership with local business groups. In the Philippines, PTTPC has retail network that covers Metro Manila, Central, North and South of Luzon as well as in the Visayas particularly in Cebu.

PTT PC not only aims to serve petroleum products that are of international quality and complaint with the Philippine National Standards (PNS) specifications and the requirements of the Philippine Clean Air Act but also helps to build and develop a better society. PTT Philippines Foundation Inc. (PTTPI) provides corporate social responsibility programs and advocacies in education, environment and natural resources, improving health conditions and sustainable development thru livelihood programs, poverty alleviation and social progress in the Philippines. Some of their programs are the "PTT Tulong at Gabay-Aral", Youth Entrepreneurship Program.

PTT Philippine Trading Corporation is located at 32/F LKG Tower, 6801 Ayala Avenue Makati City 1226 Philippines, Tel no.: +63(2) 884-8155, Fax no.: +63(2) 884-8150, Website: www.pttphils.com.



Thailand Trade Fair Program 2011

 <p>Bangkok Gems & Jewelry Fair 2011 47th edition (GEMS) Gems Stone, Jewelry, Equipments, Jewelry Boxes 47th Bangkok Gems & Jewelry Fair (GEMS) Date : 25 February - 1 March 2011 Venue : IMPACT</p>	 <p>Thailand Auto Parts & Accessories 2012 (TAPA 2012) Auto Parts & Components, Auto Accessories, Petroleum /Lubricants/Maintenance Products, Tools/Dies & Machine, Vehicle, Repair, Maintenance & Services, IT & Management Date : 26 - 29 April 2012 (10.00 - 18.00 hrs.) Trade days : Trade days: 26 - 27 April 2012 Public days : Public days: 28 - 29 April 2012 Venue : BITEC</p>	 <p>Thailand International Logistics Fair 2011 Export Supporting Services, Transportation services, material handling, packaging system, warehouse/storage system, container/tank/bulk, container terminal/port Trade days : 7 – 11 October 2011 (10.00 – 18.00 hrs.) Venue : BITEC</p>
 <p>Thailand International Furniture Fair 2011 (TIFF 2011) All kinds of furniture and parts and other related products Date : 15-20 March 2011 Trade : 15-18 March 2011 Public : 19-20 March 2011 Venue : BITEC</p>	 <p>THAIFEX - World of Food Asia 2011 Food & Beverage Featuring, Halal Food, Food Technology, Food Catering, Hospitality Services and Retail & Franchise Date : 25-29 May 2011 Trade : 25-27 May 2011 Public : 28-29 May 2011 Venue : IMPACT</p>	 <p>Thailand International Education Exhibition 2011 International Education Upcoming 2011</p>
 <p>Bangkok International Fashion Fair & Bangkok International Leather Fair 2011, BIFF & BIL 2011 Clothing Accessories, Ethnic & Crafted Textile & Clothing in Asian Styles, Costume Jewelry, Hair & Fashion Accessories, All bags for fashion Dress-up, Leather Materials & Tannery for fashion & lifestyle Date : 20-24 April 2011 Trade : 20-22 March 2011 Public : 23-24 March 2011 Venue : IMPACT</p>	 <p>Bangkok Refrigeration, Heating, Ventilation and Air-Conditioning Fair & Bangkok Electric and Electronics Fair 2011 (Bangkok RHVAC 2011) Air-conditioning, heating, refrigeration, ventilation, parts, materials and services, tools & equipment Date : 12 - 16 October 2011 Trade days : 12 - 14 October 2011 (10.00 – 18.00 hrs.) Public days : 15 - 16 October 2011 (10.00 - 18.00 hrs.) Venue : IMPACT</p>	 <p>Thailand Health and Beauty 2011 Products and services related to health and beauty Upcoming 2011</p>
 <p>Bangkok International Gift Fair and Bangkok International Houseware Fair 2011 Gift & Decorative Items, Household Products and Toy Date : 19-24 April 2011 Trade : 19-22 April 2011 Public : 23-24 April 2011 Venue : BITEC</p>	 <p>The 4th - Bangkok Electric and Electronics 2011: Bangkok E&E 2011 Home Appliances, Audio & Visual Appliances, IT and OA, Lighting, Industrial parts and accessories Date : 12 - 16 October 2011 Trade days : 12 -14 October 2011 (10.00 - 18.00 hrs.) Public days : 15 - 16 October 2011 (10.00 - 18.00 hrs.) Venue : IMPACT</p>	 <p>Thailand Entertainment Expo 2011 Upcoming 2011</p>



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Thai Trade Fair in the Philippines



Made in Thailand Exhibition 2011

Exhibition of various Thai products

Date : 28 April – 1 May 2011

Venue : World Trade Center

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KING BHUMIBOL ADULYADEJ

on the celebration of his
83rd birth anniversary



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