



FIHRD - CHIRA ACADEMY

*Newsletter Fortnightly*

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*Naewna's Archive*

### **People-to-People Diplomacy (PPD) and the Visit with the Cambodian Alumni**

My article on August 8, 2015 mentioned about my visit with the Indonesian alumni who used to join my program with Ministry of Tourism and Sports in Bangkok.

During the visit to Indonesia, Aurora represented the Indonesian alumni to welcome and take care of us very well. I admire her for doing a good job.

The Cambodian may learn from our experience in visiting in Indonesia. Thy (Mr. Dararithy Hun) warmly welcomed us. At night, there was the Cambodian alumni reunion. Thy could gather total 9 alumni from 3 groups to join. I also gave all of them my smart caps to commit as our permanent alumni.

This kind of work focused on my Continuity Theory.

On this visit, I took the team of 12 delegates. Among them, Miss Saengchan Kaewprathoomrusmee, the representative of Ministry of Tourism and Sports and Mr. Satit Anantasomboon, the representative from NBTC also joined our group. We would like to create value added based on 3V's Theory in Cambodia. This was very interesting lesson.

I would like to take this opportunity to report the readers. In the past, Cambodia Thailand might have had some conflicts. People-to-People Diplomacy (PPD) can greatly help.

I would like to thank Mr. Darm Boontham, Minister and the other 5 members: CAPT. Ronnarong Sittinan, RTN, Naval Attache and Deputy Defense Attache, GP.CAPT. Thachai Achariyakaroon, Air Attache and Deputy Defence Attache, Pol.Co. Anucha Sutthayadilok, Police Attaché, Mr. Wathachai Tongprasat, Minister Counsellor and Miss Pornapas Torut, First Secretary for kindly discussing that we hope to get the Cambodian-Thai relations with us for more than 2 hours.

The Embassy representatives said that HRH Princess Maha Chakri Sirindhorn has been continuously developing Cambodian vocational education. The Embassy would like to develop a database of the alumni from the schools which the princess supports. This database will include the Cambodian alumni who graduated with Bachelor's Degrees, Master's Degrees and Ph. D. and many short courses from Thailand. I will send my alumni list to the Embassy to work together. Only database is not enough. Relationship must be continuously promoted to achieve ASEAN Connectivity. I frequently contact the Royal Thai Embassy in Phnom Penh. I assign Dr. Chiradej Diskaprakai to be the coordinator on social media contacts

with alumni of all ASEAN countries. Last Thursday, a video clip presented by a Cambodian alumnus was broadcast on my TV Program on TGN Channel. Tourism news from Cambodia will be weekly broadcast for 4 episodes. I expect that video clips from other countries will be regularly broadcast on my TV Program.

Our group will visit Laotian alumni soon. A good point is that when we visit any countries, ASEAN alumni can learn from social media and would like us to visit them. The reunion, dinner and cruise that night made me as the senior professor very happy to see the ties between 9 Cambodian alumni and our group. I would like to inform Prof. Vicha Mahakun that the Cambodian alumni of ASEAN Anti-Corruption Youth Camp organized by the NACC and the Foundation for International Human Resource Development (FIHRD) still always think of NACC. 3 Groups of alumni consisting of 1 group from NACC project and the other 2 groups from ASEAN tourism projects may know one another and always remain my students. I think that it is a valuable approach with low investment. However, we must effectively manage the network and create trust by the regular information sharing. Moreover, we had a meeting with the President of Cambodia Association of Travel Agents (CATA). Our Cambodian alumnus, Thy coordinated this appointment very well. We discussed and agreed to work together. Now, Cambodia has only 4 million tourists. Cambodia's tourism sector including public and private sectors need human resources or human capital development. Tourists in Cambodia will increase from 4 million to 7 million in the near future. The alumni told Cambodia businessmen group about the studying about human capital and experience in valuable learning methodology. Cambodia Association of Travel Agents (CATA) would like us to develop human capital development programs for Cambodia tourism sector. This is example of Bouncing Theory.

The strength of this visit is the alumni arranged all activities like hotel, local transportation, study visits and meals for us. I saw this linkage and visit maintained good relationship and feeling despite the participation in the meeting in Bangkok less than 10 days. It reflects that my and Ministry of Tourism and Sports approaches were effective in inspiring them to learn. Social media linkage well facilitates the ASEAN relation promotion.



On October 16, 2015, in the morning, Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development (FIHRD) led FIHRD delegation to visit Mr. Darm Boontham, Minister, Naval Attache and, Air Attache, and Police Attaché at the Royal Thai Embassy in Phnom Penh.



On October 16, 2015, in the afternoon, Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development (FIHRD) led FIHRD delegation to meet Mr. Ang Kim Eang, the President of Cambodia Association of Travel Agents (CATA) to expand network for tourism sector, human capital development and People-to-People Diplomacy (PPD).



On October 16, 2015, at night, Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development (FIHRD) and FIHRD delegation joined group photo with the Cambodian alumni who participated in the reunion, cruise and smart caps awarding ceremony.



On October 17, 2015, in the morning, Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development (FIHRD) led FIHRD delegation to meet the vice rector, the management team and the faculty members of Royal University of Law and Economics, the best law school of Cambodia and discuss human resource development cooperation.

*Prof. Dr. Chira Hongladarom*

Source: Learning from Reality with Dr. Chira Column. **Naewna**.  
Saturday 24 October 2015, p.5



## *Human Talk Radio Program*

### **Human Talk Radio Program broadcast on Sunday 25 October 2015**

Prof. Dr. Chira Hongladarom said that during the broadcast of this radio program, Thais should commemorate King Rama V's contribution and long vision. One hundred years ago, the word "vision" did not exist. He built trains and many things. This should be admirable. During his era, the traveling was difficult. He traveled by boat. He was sometimes sick during his trip. Besides his good relationship with Tsar Nicholas, he used to visit Norway. Therefore, Thailand had bargaining power on the world stage. Then, Thailand has been remaining independent up to the present.



#### **King Rama V and King Haakon VII of Norway**

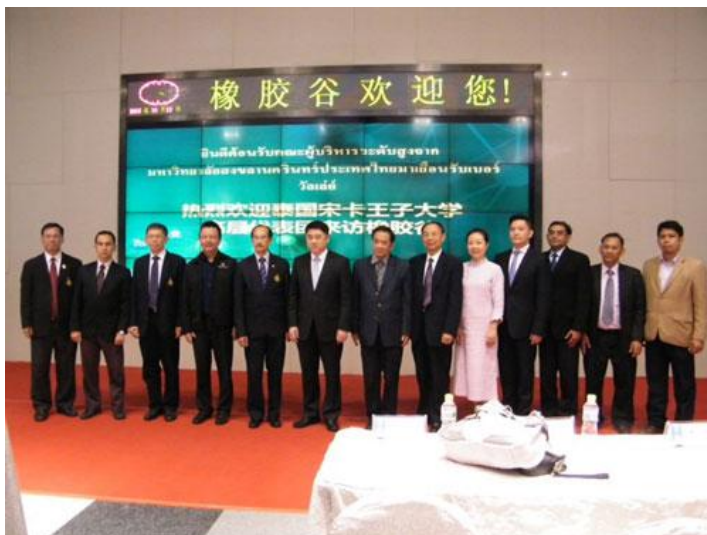
Source: <http://topicstock.pantip.com/library/topicstock/2008/10/K7095754/K7095754.html>



**King Rama V and  
Tsar Nicholas II of Russia**

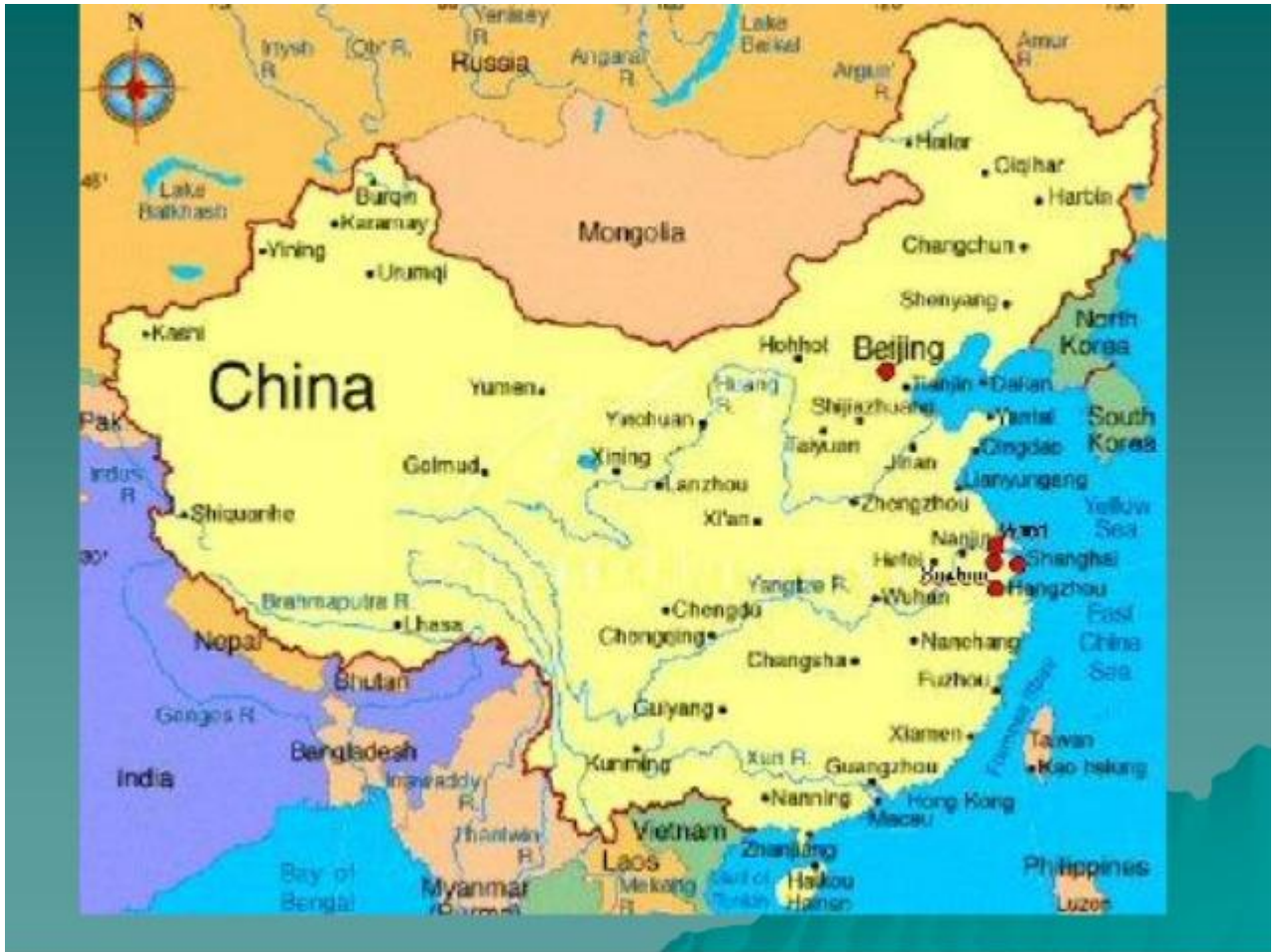
Source: <http://www.tiewrussia.com/catalog.php?idp=604>

Prof. Dr. Chira Hongladarom mentioned about his work as a Prince of Songkla University Council board members for two terms. One week before the broadcast of this program, he was invited as one of ten university delegates as well as the President, the Vice Presidents and deans to visit Qingdao, China as a guest of the local government.



**The meeting with Qingdao  
University of Science and  
Technology, QUST and the  
reception of Prince of Songkla  
University delegation visiting  
Rubber Valley, Qingdao,  
Shandong, China on October 13-  
15, 2015**

Source: <http://www.naewna.com/politic/columnist/21029>



### Qingdao Map

<http://image.slidesharecdn.com/pdf-131001222125-phpapp01/95/pdf-3-638.jpg?cb=1380666133>

Qingdao has 2 interesting things. It is a very large port of China. China imports almost 60% of the whole rubber from Thailand via this port. Prince of Songkla University delegation came to sign MOU. In the future, Qingdao will be the world's rubber city. Hat Yai may become the rubber city of Thailand. Qingdao has a place like industrial estate called "Rubber Valley". It gathers almost 50% of rubber tire industry. Among these, they are tire manufacturers with the highly protected western technologies which have never been shared to Thailand. However, China does not reserve this technology. Therefore, China will have cooperation projects with Thailand. Even though Thailand did not know Chinese brand, China secretly exported tires to the world market. After that, other countries apply anti-dumping law. Based on anti-dumping law, China was fined by the U.S. about 30%. As a result, China lacked competitiveness. Now, China moves tire manufacturing base to set 3 plants in Rayong. It plans to expand to the South of Thailand like Hat Yai or Surat Thani. Consequently, China needs more human resources for supporting business expansion. Prince of Songkla University, University in Qingdao and Rubber Valley were requested to set up a new college to produce human resources for Thailand and China. This college will study the synthetic and natural rubber, advanced and technology for tire manufacturing. Then, China can move manufacturing base to Thailand. China warmly welcomed the University delegation. China-Thailand relation is profound. It is based on benefit sharing. Both countries

are win-win. Therefore, the MOU on Thai-China Rubber College establishment at Prince of Songkla University in 2016 was signed. There will be undergraduate program in English and Chinese to produce human resources for this industry. Most of them are scientists and engineers. To develop this technology, there will be teacher exchange between China and Thailand. The students will study in Thailand for two years and further their study in China for the other two years.



**MOU Signing Ceremony between The meeting with Qingdao University of Science and Technology, QUST Rubber Valley and Prince of Songkla University, Qingdao, Shandong, China on October 13-15, 2015**

Source: <http://www.naewna.com/politic/columnist/21029>

Prof. Dr. Chira Hongladarom informed the President that, besides signing MOU, the university needed to plan carefully. Fortunately, Dr. Somkid Jatusripitak, Deputy Prime Minister is a council board member of this university. This project should be proposed to Dr. Somkid as government project. There was a calculation that, when the raw rubber all over Thailand was used for producing tires, the price would double. Even India one day will move manufacturing base to Thailand. Michelin and Good Year can produce tires for bicycles, mini-tractors and other vehicles. If Thailand becomes Tire Development Center or Advanced Rubber Processing Innovation, Thailand will no longer sell raw rubber. Prof. Dr. Chira Hongladarom asked other delegates from the university and learnt that Thailand produced 4 million tons of raw rubber. Only 500,000 tons are locally used. More than 3 million tons of raw rubber is exported. Singapore and other countries control the price. Thailand does not have bargaining power. Prof. Dr. Chira Hongladarom suggested involving rubber cooperatives. Now, some cooperatives can produce condoms and gloves. They generate less value added. They should focus more on tire manufacturing.

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President Xi Jinping will bring back the Silk Road to promote good relation with Thailand. In the past, Chinese travelled to promote good relation with many countries.



### President Xi Jinping’s vision on Silk Road Economic Belt and 21st Century Maritime Silk Road

Source: <http://realityworldofviews.com/2015/05/china-tightens-bonds-with-russia-india/>

In the future, international relation will depend on trust, benefit sharing and cooperation. This is the cooperation between Chinese university, Rubber Valley and Prince of Songkla University. The University President invited rubber businessmen to travel with the group. They were impressed to have opportunity to experience this activity. The President said that Thailand had about hundreds of Ph.D. academic staffs in rubber. Hat Yai has some. Surat Thani also has some. Pattani has expertise in rubber. Prof. Dr. Chira Hongladarom proposed both campuses to be united. It must be driven from the upstream. The middle path is the expertise in glove production. The downstream is tire production. Thailand may one day produce tire for F-1. Tire for each wheel of plane costs more than 30,000 Bahts. One plane uses more than 20 wheels. Chinese already has technology.

After coming back from China, Prof. Dr. Chira Hongladarom went to Cambodia. He organized several projects for ASEAN. He co-hosted with NACC to organize a project. He organized 2 projects for ASEAN tourism. Therefore, he has alumni.

**The Cambodian alumni of ASEAN Anti-Corruption Youth Camp organized by the National Anti-Corruption Commission (NACC) in cooperation with Foundation for International Human Resource Development (FIHRD) on April 30- May 9, 2013**



Mr. Bora Nhem, Deputy Director of Legal, Complaint and International Affairs Department, Anti-Corruption Unit, Cambodia acted as the Head of Cambodian Delegation.



From left  
1.Mr. Vong Chandara  
2.Ms. Chan Raksmeypich  
3.Ms. Chanbeauty Kun  
4.Mr. Sokrithy Prum

**The Cambodian alumni of ASEAN Plus Three Tourism Students Summit organized by Ministry of Tourism and Sports of Thailand, Suan Sunandha Rajabhat University and Foundation for International Human Resource Development (FIHRD) on October 20-25, 2014, Thailand**



Mr. Sophorn Ken, Ministry of Tourism Cambodia acted as the Head of Cambodian delegation.



Mr. Piseth Sim (Left) and Mr. Dararithy Hun (right).




**The Cambodian alumni of Seminar on "Integrated Management Capacity Building for ASEAN Community" organized by Ministry of Tourism and Sports of Thailand, Suan Sunandha Rajabhat University and Foundation for International Human Resource Development (FIHRD) on January 20-23, 2015, Chiang Rai, Thailand**



Ms. Chanbeauty Kun, representative from Anti-Corruption Unit, Cambodia and the Head of the Cambodian delegation (right), Mr. Dararithy Hun (middle) and Mr. Cheng Bunlong (left).

After graduation, they still contact on Facebook. Prof. Dr. Chira Hongladarom has been to Bandung, Indonesia. The Cambodians asked when he would visit Cambodia. Prof. Dr. Chira Hongladarom visited Cambodia. He found that, during the past 2 years, he had more than 10 Cambodian alumni. However, the alumni from the early phases of projects also joined. He had an opportunity to meet alumni who came to study in Thailand. Good relationship must be promoted for impression and knowledge sharing. The main Cambodian coordinator is young generation who graduated from Cambodia's leading university. He arranged bus, tour and the visits. He worked as Foundation for International Human Resource Development (FIHRD)'s representative. Therefore, Prof. Dr. Chira Hongladarom and team could visit the Royal Thai Embassy in Phnom Penh and Cambodia Association of Travel Agents (CATA). In the future, the number of tourists to Cambodia will increase from 4 million to 7 million. Cambodia will need more human resources. It becomes Bouncing Theory. When the students came to study, the seniors in the tourism sector became interested in it. They also visited Cambodia's leading university. The main coordinator was an alumnus. When Prof. Dr. Chira Hongladarom stayed in Cambodia, he worked as a People-to-People diplomat. He took the delegation of 10 members there. The representatives from Ministry of Tourism and Sports and NBTC also joined the delegation. Prof. Dr. Chira Hongladarom proposed the profound relationship promotion with active participation from all concerned. Relationship with alumni lasts forever. Despite short courses participation, social media allows more knowledge sharing. Next time, Prof. Dr. Chira Hongladarom will visit Laos.

Please follow Chira Academy's Medias for knowledge development.

	<p><input type="checkbox"/> <b>Kid Pen Kao Pen with Dr. Chira TV Program</b> Broadcast every Thursday at 21.00-21.25 hrs. on TGN Channel <b>For the VCD of this program, it costs 120 Bahts for each episode including the delivery service charge.</b> <b>Tel. (66 81) 207-2255</b></p>
	<p><input type="checkbox"/> <b>Towards ASEAN Community TV Program</b> Broadcast on the fourth Friday of every month at 13.05-13.30 hrs on NBT Channel.</p>
	<p><input type="checkbox"/> <b>Human Talk Radio Program</b> Broadcast every Sunday at 06.00 – 07.00 hrs. on FM 96.5 MHz. or Internet</p>

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