



FIHRD - CHIRA ACADEMY

*Newsletter Fortnightly*

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*Naewna's Archive*

### People-to-People Diplomacy in Hanoi

My first objective of this visit to Hanoi was to cheer Thailand Football Team age under 19 playing against the Myanmar Team in the AFF U19 CHAMPIONSHIP 2016 at Hang Day Stadium, Hanoi, Vietnam. Debsirin School alumni spirit became my great inspiration. Coach Anurak Srikerd was my brother at Debsirin School. Jakkapong Subsamutr, a current Debsirin School student was also a player of this team. My former Debsirin School football player spirit took my team of 8 members to Hanoi last week.

I have some experience of this Hanoi trip to share to the readers.

Firstly, more than 24 years ago, when I was at Human Resources Institute of Thammasat University, I had opportunities to organize academic activities contributing to neighboring countries. I worked with Vietnam in several phases. Each phase lasted 5 weeks. The leaders from Lao PDR and Cambodia also joined. The co-hosts were the Bank of Thailand, the Faculty of Economic, Chiang Mai University, Khon Kaen University and Thammasat University.

Despite long time ago, my sincerity and focus on relevance attracted my students' attention and helped them realize my roles at Thammasat University. Later, Social Media strongly links alumni and our team. When they knew that we would visit Hanoi, they coordinated with us to meet and remind of the past memory of past cooperation.

The interesting point was that my academic work as curriculum establishment matched the leaders' needs in that period. They were interested in human capital development for Vietnam competitiveness and market economy. Vietnam had communist economy and had not yet become market economy.

The training to create understanding in market mechanism's role may help Vietnam's current economy become significant with more export and foreign investment.

The economic gap between Thailand and Vietnam was lessened and became the right time for both countries to work as cooperation partners.

I am a success factor of Chira's Way up to the present. From my work experience with the Vietnamese, I also learnt. Their leaders asked smart questions and were eager to learn. One of my alumni, Mr. Dao Thiem who is currently 84 years old was President of Vietnam Institute for Development Strategies (VIDS). Both Mr. Pham Hai and Dr. Luu Bich Ho are 78 years old. They also joined alumni reunion party. Several of my Vietnamese

alumni came to welcome. They learnt about my past works. Then, they would like to start the follow-up projects again. I was proud of the honor received on that day.

Moreover, there will be follow-up project from alumni of 24 years ago. On this visit, we had informal meeting at Vietnam Institute for Development Strategies (VIDS) and agreed on future cooperation.

I think that working with trust, sincerity to share the knowledge and continuity will contribute to People-to-People Diplomacy and long-term relation.

Besides alumni 24 years ago, during the past 3 years, I had opportunities to work with Ministry of Tourism and Sports at ASEAN level. We organized ASEAN Plus Three Tourism Students Summit 2014 in Thailand. Therefore, I had several new generations of alumni. The other project was Seminar on “Integrated Management Capacity Building for ASEAN Community” in 2015. These new generations of alumni are young people connecting to one another by Social Media. They knew that I had policy on visiting alumni of all countries. I have already been to 3 countries like Vietnam, Indonesia and Cambodia.

Lao PDR will be the next destination.

Our team and alumni had opportunities to meet and discuss future cooperation. They took care of us during the whole trip. The latest generation of alumni, Assoc. Prof. Dr. Pham Truong Hoang, Dean of Faculty of Tourism and Hospitality, National Economic University, a leading university of Hanoi formally discussed with us to further academic cooperation. We also met Mr. Pham Sy Long, Deputy Director, Department of International Cooperation. He applied my concept of Growth and Sustainability of tourism to ensure the income and tourism sustainability balance. We will have opportunities to work together.

We will do futuristic study between Thailand and Vietnam tourism in the next 20 years.

Finally, the old and new generation of alumni joined the alumni reunion party. I used to think that only Thai alumni need Chira Academy caps. Both old and new generations of Vietnamese alumni like my caps. This makes me very happy.

People-to-People Diplomacy is Privy Councilor, Prof. Kasem Wattanachai, MD.’s concept. I invited him to joined Sufficiency Economy project in Cambodia more than 10 years ago. Today, I know that People-to-People Diplomacy enables academics to promote relation and trust between 2 countries. Sincerity, trust, equality, mutual understanding, mutual respect in culture and history and diversity can truly be success factors.

Then, Value Diversity can truly happen.



**Prof. Dr. Chira Hongladarom interviewed Coach Anurak Srikerd (middle) and Jakkapong Subsamutr (right), a current Debsirin School student who was also a player of this team before the Thailand VS Myanmar match of the AFF U19 CHAMPIONSHIP 2016 at Hang Day Stadium, Hanoi, Vietnam.**



**Prof. Dr. Chira Hongladarom took the FIHRD team to pay a courtesy visit to the Vietnam Institute for Development Strategies (VIDIS), Ministry of Planning and Investment. Assoc. Prof. Dr. Bui Tat Thang, President and Ms. Phan Ngoc Mai Phuong, Vice President warmly welcomed the FIHRD team.**



**Prof. Dr. Chira Hongladarom took FIHRD team to visit the National Economic University. Assoc.Prof.Dr. Pham Truong Hoang, Dean of Faculty of Tourism and Hospitality and one of the important alumni warmly welcomed FIHRD team. FIHRD team had an opportunity to get to know and discuss with Mr.Pham Sy Long, Deputy Director, Department of International Cooperation and several alumni of ASEAN Plus Three Tourism Students Summit. Vietnam would like to cooperate with Thailand in several areas. The most important thing is to work with continuity and to look at sustainable development together.**



**Impressive Chira Academy Cap Awarding Ceremony for the old and new generations of Vietnamese alumni. They symbolized networking capital, good relationship and Vietnam-Thailand human resource cooperation through People-to-People Diplomacy.**

*Prof. Dr. Chira Hongladarom*

Source: Learning from Reality with Dr. Chira Column. **Naewna.**  
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## *Human Talk Radio Program*

**Human Talk Radio Program** broadcast on Sunday 25 September 2016

Prof. Dr. Chira Hongladarom said that time flew very quickly so we needed to well manage time by pre-planning. We must evaluate whether we have reached to set goals. Moreover, we should search for knowledge. Besides reading, we should look up on the Internet. Once we get some ideas, we should take notes on our notebooks. When Prof. Dr. Chira Hongladarom reads books, he writes the main points on the book. Then, he paraphrases them to his own understanding. This is one of his happiness.

During this radio program episode record, there was news in Charlotte, North Carolina. The police fought against African Americans. Then, a person was killed. It led to protest and curfew announcement. Prof. Dr. Chira Hongladarom thought of Martin Luther King Jr. He was a Baptist minister. One day, he said "I have a dream". Only one sentence was very powerful. His dream was to promote equality between the black and white. Before Martin Luther King Jr.'s era, the toilets were for the white only. Therefore, American society has civil right to promote quality for all. These events have evolved to a level. The black get better opportunities. Despite Obama's era, there are some protestors. Obama should lessen the gap between the black and the white. The black usually live in the South and work in the cotton fields. After civil war age, economy got better. Then, they moved to the North. When they moved, they came alone. Children from the former families lacked parents because of the broken home. Most of them became gangsters in large cities. This led to the gap like Thailand's case of the rich and the poor. The poor in Thailand have Sufficiency Economy. Despite the poverty, they discover themselves, are self-reliant and focus on moderation. They do not behave as gangsters. Some large cities are not safe at night because of the deadly crimes.

Obama is a professional politician. He is a good speaker. He graduated from Harvard. When he really became the president, he lacked experience. His weakness is the lack of continuity. When he works, he still listens to other people's ideas. Even though he is bright, he lacks work experience. When Prof. Dr. Chira Hongladarom was 40 years old, he worked hard and faced a lot of failures. However, he gained experiences. Now, he is over 70 years old but he is still working. He is like other aging population in the current society. They are old but can contribute to the society. This is important. In the former episode of this radio program, there was a recommendation to make old people as productive retirees. In Thailand, the retirees are expired immediately. The retirees should not stop working or stay at home to take care of grandchildren because they will have short lives. They must be prepared since 40 years old.

Prof. Dr. Chira Hongladarom shared his experience of taking team to Hanoi, Vietnam. He had an opportunity to watch and give encouragement to Thai football team AFF U19 CHAMPIONSHIP 2016 in Hanoi. Anurak Srikerd, the coach of this team is Prof. Dr. Chira Hongladarom's younger brother at Debsirin School. Prof. Dr. Chira Hongladarom interviewed Anurak Srikerd and watched the football game. He stayed in Hanoi for 2 nights.

24 years ago, Prof. Dr. Chira Hongladarom actively developed human capital for Vietnam. At that time, Vietnam was not ASEAN member. It was also a communist country.

However, it was adjusting to be market economy. The curriculum organized for Vietnam was on market economy. It created understanding in market and price mechanism. In the communist system, the government can do everything. The export volume of Vietnam at that time was less than 15 billion USD while the export volume of Thailand was more than 100 billion USD. In 2016, Vietnam export volume reached 162 billion USD which was 10 times more than the past export. Thailand export volume only doubled. It was only 214 billion USD. After Prof. Dr. Chira Hongladarom had conducted the training on market economy, the planning became like one country, two systems. Vietnam still has some problems. The growth rate of Vietnam this year is 6.7%. The growth rate of Thailand 24 years ago during Prime Minister Chatichai Choonhavan's era reached 10%. At that time, Vietnam greatly honored Thailand. Prof. Dr. Chira Hongladarom took 150 Vietnamese civil servants to join the training in Thailand.

On this visit, an 84-year-old Vietnamese alumnus welcomed Prof. Dr. Chira Hongladarom. Thailand has policy of sincere knowledge share to other countries so they still think of Thailand. At the present, Vietnamese youths studying at Khon Kaen University, Chiang Mai University and Prince of Songkla University still think of Thailand. The problem is that Thailand lacks consistency in running this policy. Thai civil servants lack continuity in works. During the past 20 years, Lao PDR, Cambodia and Vietnam admired Thailand. However, Thailand does not greatly invest in human capital development. In the past, Mr. Arsa Sarasin said that, instead of being recipient country, Thailand should become donor. Thailand provided scholarships. Nowadays, these countries need scholarships for Ph.D. in Medicine and Engineering. They no longer need Bachelor's Degree scholarships because they already had these. Human capital is not diplomacy only. Real experts are needed. Therefore, this work lacks planning. When Yingluck Shinawatra was the Prime Minister, she travelled to several countries and scholarship grants became unsystematic. Sometimes, Thailand's foreign policy may need academics. At that time, Prof. Dr. Chira Hongladarom was at Thammasat University. He got funding from Japan for conducting projects.

Moreover, Prof. Dr. Chira Hongladarom works for Ministry of Tourism and Sports and organized ASEAN Plus Three Tourism Students Summit and tourism project in Chiang Rai.



**ASEAN Plus Three Tourism Students Summit**



**Seminar on "Integrated Management Capacity Building for ASEAN Community" in Chiang Rai**

The alumni of these projects came to welcome him and team. They are alumni linked by social media.

Prof. Dr. Chira Hongladarom used to visit Indonesia and Cambodia.



**Prof. Dr. Chira Hongladarom took FIHRD team to visit Indonesia.**



**Prof. Dr. Chira Hongladarom took FIHRD team to visit Cambodia.**

Wherever he visits, people exchange views to one another. In the past, government coordinated ASEAN network creation. Now, social media is used. Formerly, we used to think that the Vietnamese were strict and closed. In fact, alumni were grateful to teachers. Formerly, Thais thought that Vietnam had Dien Bien Phu. After expelling France, they did it to the U.S. In fact, they did it for survival. Now, there are no wars. In the near future, Vietnam tourism will grow strong. Vietnam will emphasize on marine tourism. It has longer coast than Phuket. Its tourist attractions remain naturally green. They are unpolluted. In the future, instead of competition, ASEAN countries should cooperate with one another in tourism.



Cat Ba  
<https://www.vietnamonline.com/beach/cat-ba.html>



Son Tra, Danang  
<http://www.vietnamculturetravel.com/danang-beach-break/tour.html>





Nha Trang  
<http://dereizigersgids.nl/vietnam/nha-trang>



Sao Beach, Phu Quoc  
<http://phuquoc tourism.info/sao-beach-phu-quoc-new-heaven.html>

Prof. Dr. Chira Hongladarom also took the team to visit Vietnam Institute for Development Strategies (VIDS) joining his training 24 years ago. Then, they visited National Economics University. A professor from this university used to joined tourism project in Chiang Rai. At night, there was alumni reunion party for both old and new generation of alumni. The old generation still thought of Prof. Dr. Chira Hongladarom since he was at Thammasat University. The projects for the new generation were done on behalf of Foundation for International Human Resource Development (FIHRD). This visit was on behalf of FIHRD and Chira Academy. Prof. Dr. Chira Hongladarom organized training programs based on the actual understanding in the Vietnamese needs. The policy level leaders of each government agency in Vietnam develop foreign investment. At the present, credit cards are widely used. Finance greatly prospers. Thais should look at Vietnamese as friends and do business together.

Bangkok-Hanoi flights take only one and a half hour. Now, there are low-cost airlines. They facilitate the travelling.

24 years ago, Prof. Dr. Chira Hongladarom met 3 groups of Vietnamese for 5 weeks each. He learnt a lot from the Vietnamese. Once he joined the bus with the Vietnamese for project with Khon Kaen University, the Vietnamese asked for microphones at the back of the bus. When they passed agriculture, they asked about land reform. They asked smart questions. They had learning culture. Thais sing on the bus. The tour leaders must be good entertainers like showing movies and turning on a lot of music. After Prof. Dr. Chira Hongladarom did it for the Vietnamese, he applied it to Thais. It did not work because Thais did not listen to academic content.

The newest generation of alumni worked as Prof. Dr. Chira Hongladarom's group local tour guides. They could remember the project experience in Thailand like the study visit at Nong Nooch Tropical Botanical Garden. If academic linkages are well done, they can be People-to-People Diplomacy (PPD).



**Prof. Dr. Chira Hongladarom and Khunying Kanya Hongladarom joined group photo with the Vietnamese alumni: Ms. Phan Ngoc Mai Phuong (2<sup>nd</sup> from left), Prof. Dao Minh Ngoc (1<sup>st</sup> from right) and Ms. Dinh Cam Phuong (2<sup>nd</sup> from right).**



**Prof. Dr. Chira Hongladarom joined group photo with the Vietnamese alumni: Ms. Tran Thanh Hang (Left) and Ms. Dinh Cam Phuong (Middle).**



## *Special Article*

### **Vietnam in the Future**

The World Bank and Ministry of Planning and Investment of Vietnam worked together to plan Vietnam's future through **Vietnam Aspirations for 2035** which are based on 3 pillars.

1. Balancing Economic Prosperity with Environmental Sustainability
2. Promoting Equity and Social Inclusion
3. Bolstering the State's Capacity and Accountability

The details are as follows.

#### **1. Balancing Economic Prosperity with Environmental Sustainability**

The goalposts for Vietnam's future economic success are set broadly and aspirationally. The 2013 constitution sets the objective of a "prosperous people and strong country. The reform agenda to unleash strong and sustainable economic growth will have four essential elements:

##### 1.1 Create an enabling environment for domestic enterprises.

The immediate emphasis needs to be on ensuring more competitive and productive domestic enterprises. Restructuring and equitizing SOEs will remain important. This will involve strengthening the institutional foundations of the market economy, with emphasis on protecting property rights and enforcing competition policies. A stable, well-regulated, and inclusive financial sector and transparent and functioning land markets will also be crucial.

A more capable and confident domestic private sector will deepen linkages with foreign firms, enabling the transfer of technology and know-how that are critical for higher productivity growth. More rewarding participation in global value chains will also come from a stronger services sector and more extensive transport and network connectivity across the country and with trading partners. Finally, a more market driven and commercial approach will be needed to modernize agriculture. Commitments under major international trade agreements (the in particular) offer a real opportunity to carry out many demanding and politically sensitive reforms.

##### 1.2 Spur learning and innovation.

Sustaining high growth over an extended period will depend on an aggressive agenda to spur learning and innovation.

On the demand side, it will encourage firms to seek out the best available knowledge and strengthen the technical and financial support to facilitate their learning.

On the supply side, such a system will help build the skills of the workforce beyond its current proficiency in basic education, while raising the quality and

relevance of research and advanced training in universities and government research institutes.

### 1.3 Reshape urban policies and investments.

For Vietnam to succeed in its growth and economic modernization ambitions, its cities need to do more to nurture private enterprise and innovation, support the growth of industrial clusters integrated with global value chains, and attract and agglomerate talent.

Playing this role credibly will involve reshaping policies and investments to amplify economic density in and around large metropolitan areas such as Ho Chi Minh City, Hanoi, Hai Phong, and Da Nang, as well as a network of dynamic secondary cities; reduce the distance to markets to enable specialization; and equalize access to services between migrants and urban residents.

Fulfilling this agenda will require functioning land markets, coordinated urban planning, and improved connective infrastructure.

### 1.4. Sustain the environment.

There are three core elements of the reform agenda to sustain the environment: protect the quality of natural resources (air, land, and water); build climate resilience into economic planning, sectoral policies, and infrastructure investments; and find ways to tap more clean energy sources, including through regional power trade.

Such a sustainable, inclusive, and resilient growth path calls for strong policies and institutions to coordinate actions and investments, smart investments (with private participation) that internalize environmental and climate costs, and more accessible data and information for decision making and monitoring progress.

## 2. Promoting Equity and Social Inclusion

Four elements of the equality of opportunity agenda for 2035 are key.

### 2.1 Reduce the barriers to opportunity for ethnic minorities.

Targeted initiatives in education, nutrition, and sanitation can close the large gaps in opportunities for ethnic minority children.

An approach of experimentation and evaluation, building on new insights from behavioral economics, could develop effective interventions in these areas.

Policy actions would also become more effective through greater voice for ethnic minorities.

### 2.2 Make people with disabilities full participants in society.

Vietnam has made strong commitments to the inclusion of people with disabilities. Following the example of other countries, it can realize these promises by regularly monitoring commitments and by creating opportunities for people with disabilities and their families to be their own advocates through social organizations.

### 2.3 Delink the household registration system from access to public services.

### 2.4 Reduce gender gaps.

More opportunities for women in public leadership roles could be created by eliminating gender discrimination in the retirement age and using affirmative action as a short-term measure.

Two social megatrends will shape the emerging inclusion agenda unfolding in Vietnam. The first is the rise of the middle class, which will be increasingly urban and employed in the formal sector. The second is an extreme demographic shift, with the size of the elderly population climbing dramatically-making Vietnam

one of the most rapidly aging countries in the world-and the working-age share of the population shrinking.

Four elements of the middle-class and aging population agenda are key:

*-Expand the pension system to cover a majority of the population.*

Given the challenges of rapid aging, expanding coverage to those in the informal sector will be possible only through a diversified system and a major reform to make it financially sustainable, including raising the retirement age.

*-Ensure that nearly all children complete upper-secondary school with job-relevant skills.*

One policy priority will be ending the exam-based allocation of upper-secondary-school places and replacing it with universal secondary-school attendance.

Another is to continuously improve the quality and relevance of what students learn, to help them develop the non-cognitive and complex problem-solving skills they need for a competitive labor market.

*-Establish effective representation of workers through independent unions.*

Vietnam needs to move toward an industrial relations system suited to a mature market economy, where the interests of workers, employers, and the state are more properly represented in a true bargaining process, following the recent commitments in a Trans-Pacific Partnership side agreement.

In addition, labor market regulations could better balance the protection of workers with the flexibility to promote a vibrant formal sector.

*-Achieve universal health coverage with a rebalanced delivery system.*

Ensuring access to good quality health services without imposing financial hardship will entail both reforming the insurance regime and shifting health care from its current focus on hospitals toward high quality primary care at the center of an integrated system.

### **3. Bolstering the State's Capacity and Accountability**

Efforts to enhance state capacity and accountability will need to move concurrently on a three-point agenda:

3.1 Develop a more rationally organized government structure with a meritocratic bureaucracy.

The government needs more rational organization, and greater coherence on roles and responsibilities among state institutions.

This will involve decentralization embodying clearer functional assignments for the different levels of government, with corresponding adjustments in the intergovernmental financial framework that clarify and improve accountability and overcome inefficiencies in coordination and use of public resources.

The center of government could be strengthened to improve policy coordination and oversight of execution of policies by public agencies.

A clearer allocation of powers and responsibilities is needed among central bodies to have greater effectiveness and accountability. Public-administration practices need to be reformed to ensure that merit drives the deployment of human resources by the state.

### 3.2 Apply market rationality to economic policy making.

State-market relations will have to be characterized by a clearer division between the public and private spheres.

Specifically, government agencies involved in economic regulation should not engage in business of any kind, to avoid the appearance and reality of conflicts of interest.

The state's role in the economy needs to be transformed from a producer to an effective regulator and facilitator, focusing on providing a level playing field in the economy with enforcement of free and fair competition and more secure and transparent property rights, particularly around land issues.

This will require the state to not only significantly reduce its SOE portfolio and strengthen corporate governance of the remaining SOEs but also to stop giving preferential treatment to SOEs and closely linked private companies.

In addition, there needs to be an independent and more capable, trained, and meritocratic judiciary to enforce rules and provide the level playing field.

Creating the space for a genuinely independent private sector will require reduced state control over business and professional organizations, including the Vietnam Chamber of Commerce and Industry.

Allowing these organizations to operate as authentic representatives of independent business interests would give voice to the domestic private sector and enable these groups to do more in monitoring government policy.

### 3.3 Strengthen state accountability.

The state can be organized in a way that provides for genuine checks and balances among the executive, legislature, and judiciary.

The National Assembly could be transformed into a professional body (consisting of full-time deputies and supported by expert staff), with oversight of all the state's operations. The judiciary needs to be similarly strengthened, with emphasis on its independence from the executive and enhanced transparency in its functioning.

A large and diverse set of citizen organizations could be allowed to participate in decision making and hold the state accountable.

The state could provide a legal framework to promote the right of citizens to associate. It could also adopt legislation requiring public bodies to be transparent and provide mechanisms for citizens to interact effectively with the state by enhancing citizen access to accurate and timely information and by providing greater media independence.

These aspirations can be useful for many countries to invest and create cooperation in several areas with Vietnam in the future.




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World Bank and Ministry of Planning and Investment of Vietnam. (2016).

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Washington DC: International Bank for Reconstruction and Development

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