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ในฉบับหน้าหน้า



Towards the 21st Century

by
Dr. Chira Hongladarom, Executive Director, Human Resources Institute, Thammasat University.

This week, I am writing this column in Israel. I came to Israel to discuss several co-operations with the government of Israel. As we have watched regularly the news, in contrast, the city of Tel Aviv and Jerusalem look very peaceful to me. Sometimes, when you watch Television, it seems like there is so much fighting going on between the Israel and the Palestinians.

As we look ahead into the 21st century, peace in the Middle East is very significant and has a great deal of influence to the world. During my stay here, I observed first hand the real situation in the Middle East and I would like to share some of my Observations with my readers.

As you know, this year Nobel Peace Prize winners are Mr. Yitzhak Rabin, Mr. Shimon Peres and Mr. Yasser Arafat. The peace agreement is a good sign that finally there may be a lasting peace in this part of the world. However many Israel people still have many doubt about such possibilities. The most important factor is that as I listen to many Israel people here that Mr. Arafat himself is not completely in control of his own people. Most of the fighting which is going on is between the Palestinian police and Israel soldiers. Many people in Israel claim that the key factor is economy. Until the majorities of the Palestinian people have decent employment and income, they will not stop fighting. But where do the employment and income of these people come from. The best quick solution is from foreign assistance. I was told so far US\$ 200 million already channeled to Palestinians population mostly from United States, Japan and even Israel themselves but it is not enough.

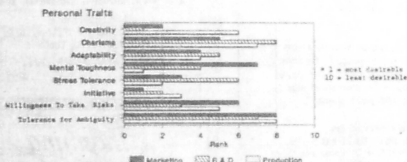
Even countries in Asia, including Thailand should think about helping to make sure that peace will finally arrive in this part of the world. I wonder how the 2 million Palestinian people are going to have a normal life. Investment in education and other basic social infrastructure will be very important. After so many years of fighting, sometime, it reminds me another country close to Thailand, Cambodia. My discussion merely reminds our readers that when you talk about globalization, you do not only mean economic competition, technologies etc. but one should understand other issues such as world peace also. My visit this time made me think about Deputy Minister of Foreign Affairs, Dr. Surin Pitsuwan, who has tried to involve Thailand in the affairs of the Middle East. I like to commend him for his good effort so much for the Israel peace. Let me turn now to Israel in other aspects. First, the turning point is that the Israel government began to look to Asia. They are very interested in economic co-operation with Asia. After so many years of war and dependence of their foreign assistance from United States. The government began to show strong interest in the economic areas. Thailand should also show interest in co-operation with Israel in this matter. I was surprised that our Thai Ambassador to Israel stayed somewhere else in Europe but the Israel Ambassador to Thailand stayed in Bangkok. Another interesting connection is that there are 7-8 thousands Thais working in agriculture here in Israel. Their agricultural sector is very advanced. I witnessed several commercial farms of flowers and fruits. Another 15,000 workers are in Israel for constructions. The Israel employers are very happy with the Thai workers. Among 7-8 thousands of Thai workers in agriculture, I wonder whether when they returned, they will go back to transfer knowledge to our farmers because I feel that working in agriculture here is very valuable experiences.

Another two interesting aspects of Israel are tourism and their high-tech industries. As far as tourism is concerned, I see tremendous linkage between two countries. I recommend strongly that Thai people should spend time here to see the country. You can learn a lot about history of the world. At the Jerusalem as Israel opened up their country, their people can travel more to Thailand. Finally other good co-operation is in the areas of human resources. As I told you my mission is to bring Israel expert in agriculture to work with us in Thailand. I am happy to tell you that my mission accomplished. Israel government is willing to assist Thailand and they are eager to explore co-operation with Asia.

Finally, I hope you enjoyed Ambassador Gibson's remark and few distinguished alumni of New Zealand last week. This week we go back to management, Khun Jamnean Jountrakul, my good friend who has long experiences in human resources at the enterprise level. You will find his remark useful to implement in your company. And do not forget Post/HRI seminar on human resources on the 3rd of February.

See you next week!

Desirability of Personal Traits for 3 types of Manager



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