



## Towards the 21st Century

by

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

**IN THIS WEEK'S HRI-POST-CO-OPERATION COLUMN, Dr. Chira reviews the HRI/POST seminar and looks ahead to some important forthcoming events on the seminar circuit.**

This week, I would like to begin by expressing my appreciation to all the distinguished speakers who gathered with us last week for the HRI/POST seminar. I hope it will become an annual event. For those who missed the opportunity, the ideas which were expressed will be published on this page later on.

I hope that the 200 participants in the seminar, of which about 40-50 were foreigners, will have been persuaded to become even more determined to make human resources a strategic issue in their organisations.

I was surprised and gratified by the coverage given to the seminar on television and in the press. The ground covered by our seminar was very wide ranging, and the topics were followed up by several radio and television programmes. Normally when a particular newspaper organises something of this nature, their competitors pay no attention. It seems that things are changing, and that even rivals no longer hesitate to participate when they find the speakers interesting. So, many thanks to the media.

Please keep in mind that there are other interesting seminars coming up, organised by the HRI and other organisations. There are some which I particularly don't want you to miss. To begin with Alvin and Heidi Toffler, co-authors of *Creating a New Civilization*, will be in town on 22 February. They have become very famous, and I am honored to have been asked by the organisers to speak in the afternoon. The format for the Toffler discussion will be quite unique. Former deputy prime minister Dr. Amnuay Virawan and Mr. Noordin Sopiee, Malaysia's Eminent Person to APEC (Asia Pacific Economic Co-operation) will also speak in the afternoon. Translators will be on hand so that members of the Thai panel can freely communicate with the Tofflers.

I believe there will also be some discussion on the Toffler ideas hosted in Chiang Mai, Khon Kaen and Chonburi.

A lot of people used to say that Bangkok was Thailand, but perhaps this is no longer true, and I am very happy to see such evidence of change as good seminars being organised in the provinces.

Indeed, since we live in an information age, it is fitting that every part of Thailand should be involved in what goes on. In my own work I am very deeply involved in the provinces. For instance, as of now we are conducting a study tour in the southern part of Thailand for a group of representatives from Laos.

I am also very keen to see Thailand compete with Singapore and Hong Kong as international centers for seminars and training. If Singapore aims to be an educational island, then we should aim to be an education city or country as well.

There will be another seminar between 27-28 February. This time the event will take the form of a two day workshop on how to implement the concept of re-engineering in Thai organisations. Of course, the real proof of the effectiveness of the re-engineering concept is when it is applied to a real situation, and the outcome is successful. The workshop will be organised by the HRI in cooperation with Aeropa. Mr. Ludo Pyis and I will combine our several years of experience together, with me talking more about the Thai culture and local situation, and Mr. Ludo addressing the foreign culture perspective. Mr. Ludo is a very well-known and successful consultant who has worked a lot in Europe, as well as contributing to this column.

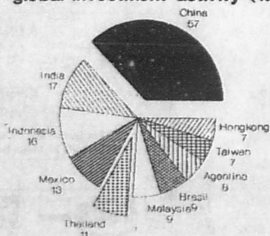
Next on your agenda, especially if you want to know about vision, should be the Vision II conference, coming up on 17 March. This event is especially aimed at the government sector and state enterprises, and follows on from the success of a previous event with a similar structure. I can already assure you that the speakers will be very impressive.

Finally, let me welcome our "Re-engineering Guru" to the HRI/Post column for the second time. The article is a transcription from an interview I conducted with Michael Hammer on Channel 11 a couple of weeks ago. We became very good friends, and I'm sure you will again find this views interesting. I don't think that we have to swallow his concept totally, but we should try to understand its strengths and weaknesses in relation to Thai systems.

Ultimately, whether or not a re-engineering effort is successful will depend on the human resources. People who do not want to change will naturally resist the implications of re-engineering. Therefore we should try to keep everybody's interests in mind.

See you next week.

### Top 10 Emerging Markets for global investment activity (%)



Source: Asian Business Review Dec94/Jan95