

Thailand AERA 18th Quarterly Activities Report
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Accelerating Economic Recovery in Asia
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EXECUTIVE SUMMARY

Business Advisory Center

The Business Advisory Center continues to move towards activities with broader impact as recommended by the USAID evaluation team. The Center is developing both the internal capability and the partnerships with key institutions to make this broader impact through entrepreneurship and business incubation. The BAC team continues to develop expertise through partnerships with major Thai and US organizations that are strategically placed to create new entrepreneurs to help drive the recovering economy. Cooperation continues with the Vocational Education Commission, of the Ministry of Education, the Department of Business Development of the Ministry of Commerce, Rangsit University and the Dhurakijpundit University to train future entrepreneurs. Professional US expertise has also been identified and utilized to transfer know-how and experience to further develop the capabilities of the BAC and its partners.

On another front, the BAC has taken on the opportunity to help the Board of Investment (BOI), the country's sole foreign direct investment (FDI) promotion agency in its mission to attract foreign direct investment appropriate to Thailand's sustainable development. BAC consultants are developing a plan to identify appropriate strategies for the agency to reach targeted industries and geographical regions more effectively. They also assist with the development of various tools necessary for the agency to realize its objectives. This effort utilizes the experience gained from AERA but is wholly funded by the BOI

On business consulting side, the Business Advisory Center continues to work with the government's various SME assistance programs such as the Invigorating Thai Business and the New Entrepreneurs Creation projects. Small and medium sized companies find these government assistant programs helpful and financially attractive and continue to shun the BAC's Volunteer Expert Assistant program. They find the revised cost share package to be prohibitive as evidenced by a few applicants who applied for the assistance and decided to postpone the project indefinitely when it came to contract signing and cost-share contribution.

Business Support Organizations Partnership Program

The BSOP has continued its concentration on projects which develop and promote good governance, transparency, business structural reform, ethics, deepening of financial reform, and international competitiveness.

Since the beginning of the BSOP program in October 1999, a total of thirty-two large and small partnership projects have been approved and implemented under USAID-funded BSOP program. In total, twenty large grant partnership projects were completed and six large-grant partnership projects are underway. In the latest quarter BSOP has focused on strengthening existing partnerships through follow-on activities instead of creating new partnerships.

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Education

The AERA Education Program aims to develop Thailand's tomorrow workforce so that they are equipped with IT and English skills in order to become quality workforce who can contribute fully to the country's economic development.

In this quarter, funding under the AERA-Education Program was approved for five new projects. Workshops on independent learning and how to administer and run self-access English language centers were delivered by the Thai and US expert teams from King Mongkut's University of Technology Thonburi and Oregon State University to community college administrators and teachers and interested public. A team of administrators and English teachers from Mae Fah Luang University also traveled to the US to attend a customized short course training program on self-access language learning provided by the English Language Institute of the Oregon State University. The team also observed English teaching and learning classes in its operation.

Border Action Against Malaria

During this quarter, an important outcome of previous activities was achieved with the revision of the national combination therapy treatment regimen policy. This revision was based on new information provided through the sentinel surveillance system supported by the BAAM project. This system has improved Thailand's capacity to obtain, use, and disseminate quality information response to the spread of anti-malarial drug resistance.

The monitoring of therapeutic efficacy supported by BAAM has shown that use of the main malaria drug, mefloquine, alone is no longer effective and another drug, artesunate-mefloquine, should also be used in treating drug resistant strains of malaria.

Other major activities implemented under the BAAM Project in the quarter included:

- *In vitro* sensitivity monitoring and *in vivo* therapeutic efficacy study of current front line anti-malarial drug treatment regimens in 9 border provinces. Addition of study of HRP2 drug sensitivity assay as baseline data and to compare with the results from morphological counting technique to adjust and tune the HRP2 technique for future application for monitoring antimalarial drug sensitivity.
- Community consultation workshops to decide on feasible alternatives for community action against malaria based on situation assessments in 15 expansion sites under the Partnerships for a School-Based Approach to Community Action Against Malaria project;
- Pilot implementation of an integrated thematic curriculum unit on *Mosquito-Borne Diseases: Malaria* in grades 1-9 in 40 border area schools in Tak, Mae Hong Son, Chiang Mai, Chantaburi, and Trat Provinces;



- Workshop to review and summarize results of 3 years' implementation of the Partnerships for a School-Based Approach to Community Action Against Malaria project in Chiang Mai, Mae Hong Son, Tak Chantaburi and Trat Provinces.
- Implementation of *Community-Based Malaria Control through Civic Partnerships* in Chantaburi and Trat Provinces;

The Thailand Competitiveness Initiative

In Thailand, key activities undertaken this quarter included:

- **Gems in Chantaburi:** (1) The cluster opened two new buildings in Chantaburi. (2) The cluster set up a "Chantaburi Section" of 24 booths in the 2004 Bangkok International Gem & Jewelry Fair.
- **High-Value Agricultural Produce in western Thailand:** (1) The cluster participants prepared booths and participated in the 2004 KIASIA Annual Conference. (2) The cluster set up a food fair. (3) The survey of the local market for GAP-products from the cluster began.
- **Marine Food in southern Thailand:** (1) The cluster signed an MOU on competitiveness. (2) The cluster and the Prince of Songkla University (PSU) agreed to cooperate in developing processed shrimp products. (3) A West-Coast consulting firm is undertaking a study of specialty shrimp products in California.
- **Multi-Media in Bangkok:** (1) Encouraged by TCI, SIPA (Software Investment Promotion Agency) sponsored the Thai Animation and Multi-Media TAM 2004. KIASIA sponsored Thai Anima 2003. (2) The cluster officially organized the Bangkok SIGGRAPH. SIGGRAPH the largest international association of graphics professionals. (3) Two consultants of James Austin Associates (JAA) conducted a benchmarking study.

In Cambodia, major activities included:

- Completion of a report by SME Cambodia (SMEC) on the Tonle Sap Fishery Cluster with complete diagnostics and initial strategic initiatives.
- The National Institute of Management (NIM) completed its first written case and video interview on the competitive strategy for a hotel in Sihanoukville. The case and video will be part of a course on competitiveness to be designed by TCI.

In Viet Nam, key actions were:

- TCI met with the former and present VNCCI chief of parties to discuss future cooperation. TCI plans to host a conference in Thailand with the Viet Nam fruit cluster in late May or early June.
- TCI conducted a case-writing session and the module on competitiveness and development course at the Hanoi University's Hanoi School of Business.



PROJECT PROGRESS REPORTS

Business Advisory Center - Quarterly Report January - March 2004

BAC assists Government's CEO Governor Project

The Business Advisory Center responded to a request from the Ministry of Interior to assist with their effort to enhance capacity building of CEO governors by organizing a series of seminar entitled "New Steps toward the Global Market: Opportunities, Challenges and Development of the Food, Fashion, Tourism and Logistics Management Industries." The ministry organized 4 seminars in 4 regions; Chiang Mai, Khon Kaen, Bangkok and Trang for the northern, northeastern, central and southern regions on January 19 and February 2, 6 and 16 respectively. Each of the seminars brought together approximately 1,300 senior government officials, business executives and local administration officials from all provinces in each region. The BAC provided prominent business executives and respected experts in each of the 4 industries to present their expert ideas and strategic viewpoints in each industry with respect to economic, commerce, investment and service aspects. The ministry hoped to expose these main facilitators of the CEO Governor project to the most up-to-date ideas and information that would be relevant to their on-going activities to formulate realistic development plans and develop their provinces and provincial clusters as envisioned by the government.

MOU signed with forward thinking university to develop entrepreneurs

The BAC signed a memorandum of understanding with the Rangsit University (RSU) on to foster cooperation and bolster both organizations' effort to develop entrepreneurship. The partners plan to combine resources to develop new entrepreneurs among RSU's entrepreneurially inclined students as well as interested individuals. The objectives of the cooperated program include 1) support the government's economic stimulation policies by creating new entrepreneurs, 2) enhance and develop entrepreneurial potential of last-year students, RSU graduates and other new entrepreneurs, 3) consult, train and incubate to create new businesses, 4) strengthen these new businesses during their initial period to survive and sustain, and 5) promote joint activities of the partners. The BAC entrepreneurship team is in the process of designing training courses for the students for actual course delivery scheduled in May 2004.

BAC supports Thailand Board of Investment's investment promotion requirements

The Business Advisory Center started its work with the Office of the Board of Investment (BOI) in February to perform business analysis and support functions for the office. The BAC provides full-time business analysts to research and write a Strategic Work Plan concentrating on key industries and geographic areas for the BOI to target its marketing

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efforts and in what manner to do so most effectively. KIAAsia will also assist the BOI develop more targeted investment promotion packages using the cluster competitiveness approach developed under the Thailand Competitiveness Initiative.

“Getting Started in Entrepreneurship” II seminar

The BAC and the Department of Business Development (DBD), Ministry of Commerce continued with their cooperation and organized the “Getting Started in Entrepreneurship” seminar for a second group of approximately 30 business owners and entrepreneurs in January and early February. This 12-day training seminar follows the first highly successful course in June 2003.

The training was organized in a similar format to the previous course with 12 sessions spreading over every Tuesday and Thursday of 6 weeks in January and February. The participants were exposed to an intensive series of presentations and participative workshop featuring practical materials useful to starting and running a business. A self-analysis test was first administered to test the participants’ suitability to starting and running a business. This was followed by business opportunity search and analysis, type of business establishment suitable to the entrepreneurs and a series of marketing-related topics from marketing feasibility analysis to pricing and location selection. Next was a series of financial topics ranging from cash flow management, basic product costing, budgeting and financial reporting to funding sources and sources to seek assistance. Relevant legal issues, intellectual property right management, organizational structuring, human resource recruitment and relevant labor laws and e-commerce were discussed at length. A business plan workshop then followed when the participants were required to prepare their own business plans. The seminar was concluded with presentations by a couple of successful, well-known business owners providing ideas and perspectives from their successful experience.

The BAC managed the seminar, recruited a large team of well-known professional speakers to conduct most sessions while a team of BAC consultants facilitated the business plan workshop as well as providing feedback to the business plans prepared by the participants. The seminar was very well received. Another seminar is planned for May before moving to other regions of the country.

Train the trainer training workshop for vocational colleges

The BAC followed up on its cooperation with the Vocational Education Commission, Ministry of Education, by organizing the first train-the-trainer training workshop for 56 teachers from 28 selected vocational colleges throughout Thailand during February 24-28 in Bangkok. Upon completion of this course the trained teachers are expected to be able to manage and conduct entrepreneurship training in their respective colleges with continued support from BAC consultants. This training will be followed by a 12-day entrepreneurship training course for the first pilot group of vocational students in Hat Yai province. The program is designed to equip the students with necessary business know-



how to enable selected some of them to become entrepreneurs and start their own businesses.

Seminar and reception for BAC clients

The BAC organized a marketing seminar and reception for its clients on February 25 to provide networking opportunities for them as well as provide knowledge on Customer Relationship Management (CRM). The BAC manager then introduced new services that the BAC now offers to its clients. Ten SME clients took advantage of the event to showcase their products and services to other SMEs by featuring their company booths at the seminar. Most of the clients stayed on for the reception after the seminar to network with and get to know other companies.

BAC's entrepreneurship team trains teachers at vocational schools in Hat Yai

The BAC followed up on the train-the-trainer training workshop for vocational college teachers in February in Bangkok with another training in Hat Yai during March 8 - 15. The entrepreneurship team organized the 12 days training workshop in the southern province for approximately 100 vocational students and teachers. The effort is the second workshop in a series of entrepreneurship training workshops to be organized in many parts of the country to help the Office of Vocational Education Commission, Ministry of Education, realize its plan to create new entrepreneurs among vocational college graduates.

BAC organizes a Business Incubator workshop

Between March 29 – April 1, the BAC organized an intensive training workshop titled “Business Incubators from Beginning to Sustainability”. The workshop was conducted by Mr. Marshall Ferrin, Director of International Business Development at the Mason Enterprise Center in Fairfax Virginia. BAC consultants were on hand to assist in facilitating this intensive, comprehensive workshop. Participants included staffs from the SME Bank, the Office of SMEs Promotion, Ministry of Labor, the National Science and Technology Development Agency and VNET Venture Capital Management Securities Co., Ltd. to name a few. The workshop covered all aspects of Business Incubators including best practice models and sustainability options. The BAC successfully attracted organizations which have high potential for future cooperation in the area of Business Incubators.



Indicator Tables

Intermediate Objective 1

Bank and Business Activity Restarted

Indicators	Total number of SMEs receiving AERA consulting assistance Increase in gross revenue
Unit of Measure	Number of firms assisted Average percentage change in gross revenue on the part of assisted firms.
Source	Company records and company reports to BAC
Indicator Description	Current GDP growth projections for Thailand are in the 2.5% range. SMEs receiving AERA assistance are expected to perform at least twice as well and a target of 5% growth in total revenue has been set. One year after assistance, firms' revenue for the most recent quarter will be compared to the same quarter the previous year.

Year	Target # of Assisted SMEs Cumulative	Actual # of Assisted SMEs Cumulative	Actual Average % Increase
2000	20	116*	31% ¹
2001	120	165	40% ²
2002	220	193	43% ³
2003	320	231	50% ⁴
2004	410	277	19% ⁵
2005	500		

* Including 40 for 1999

¹ : 10 projects out of 32 respondents reported sales increase
16 projects reported no change in sales
3 projects reported sales decrease
3 projects did not reveal sales data



- 2 : 2 projects out of 5 respondents reported sales increase
2 projects reported no change in sales
1 project did not reveal sales data
- 3 : 16 projects out of 37 respondents reported sales increase
15 projects reported no change in sales
2 project reported sales decrease
4 projects did not reveal sales data
- 4 : 2 projects out of 5 respondents reported sales increase
Q1&2 2 projects reported no change in sales
1 project did not reveal sales data
- Q3 5 projects out of 9 respondents reported sales increase (1 project reported 10% increase, 1 reported 5% and 3 did not reveal figures)
2 projects reported no change in sales
2 projects did not reveal sales data
- Q4 3 projects out of 6 respondents reported sales increase (1 project reported more than 10% increase, 1 reported about 200% and 1 did not reveal % increase)
1 project reported no change in sales
2 projects did not reveal sales data
- '03 total 10 projects out of 20 respondents reported sales increase
5 projects reported no change in sales
5 projects did not reveal sales data
- 5 : 1 project out of 4 respondents reported sales increase
Q1 3 projects reported no change in sales
- Q2 0 projects out of 6 respondents reported sales increase
4 projects reported no change in sales
1 project reported sales decrease
1 project did not reveal sales data



Indicator tables

Intermediate Objective 1

Bank and Business Activity Restarted

Indicator	Business plans or elements of business plans in use by SMEs receiving AERA assistance.
Unit of Measure	Percentage of SMEs with current business planning.
Source	Company follow-up reviews by BAC.
Indicator Description	Each SME receiving assistance will be encouraged where appropriate to use business planning methodologies. The percentage of firms that continue to maintain that planning one year after assistance is projected at 50%.

Year	Target	Actual
1999	0	Baseline - 0
2000	50%	100% *
2001	50%	100% *
2002	50%	97% **
2003	50%	100% ***
2004	50%	90% ****
2005	50%	

- * All of the 32 and 5 responded projects in year 2000 and 2001 respectively either have business plans newly created or have existing plans in place
- ** 36 of 37 respondents have business plans in place and 1 does not
- *** All of the 5 respondents for Q1&2, all 9 respondents for Q3 and all 6 respondents for Q4 reported having business plans in place
- **** 3 of the 4 respondents for Q1 reported having business plans in place while all of 6 respondents for Q2 did



Business Support Organizations Partnership Program

Ongoing Activities

1. Establishing TLAPS Linkage with APICS

Under BSOP support, the Thai Logistics and Production Society (TLAPS), in partnership with the American Production and Inventory Control Society (APICS), is preparing Thai candidates for the Certified Production and Inventory Management (CPIM) examination held in Thailand. The partners invited Mr. Keith Launchbury and Mr. Joel R. Karum, APICS trainers, to deliver a 3-day pilot review class for Thai candidates for the exam on March 20, 2004. This class was the fourth pilot review focused on the Execution and Control Operations module. The class was attended by 20 middle managers from the private sector, all working in the areas of logistics and production. The last review class is scheduled for June 2004.

To become certified, the candidate must pass five interrelated CPIM modules including Basics of Supply Chain Management, Master Planning of Resources (MPR), Detailed Scheduling and Planning (DSP), Execution and Control of Operations (ECO), and Strategic Management of Resources (SMR).

2. IPR Management Training Program

On March 11th, 2004, KIAAsia hosted a session entitled “IP Strategies for Thailand” at Chulalongkorn University in collaboration with the National Center for Genetic Engineering and Biotechnology (BIOTEC) & Chulalongkorn University’s Intellectual Property Institute. Participants included experts from the International Intellectual Property Institute (IIPI), Chulalongkorn University, the Central Intellectual Property and International Trade Court, law firms and other businesses involved with intellectual property. The discussion focused on strategies for promoting the development of the IP system in Thailand and issues raised will be incorporated into an IP Strategy Roadmap being developed by the Thailand Research Fund. A follow-up workshop and presentation of the roadmap will be held in June or July.

3. Corporate Citizenship Training Program: Engaging the Private Sector for Sustainable Economic Progress – Phase I

The Business Support Organizations Partnership Program (BSOP), in collaboration with The Center for Corporate Citizenship (CCC) at Boston College, held an Executive Briefing on Corporate Citizenship on March 3. Ms. Celina Pagani-Tousignant, an international expert on corporate social responsibility from Boston College’s CCC delivered a presentation on Corporate Citizenship focusing on the Corporate Citizenship concept and interconnections between corporate citizenship, corporate reputation, corporate branding and establishing competitive advantage in the global economy. Thirty

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participants, including senior and mid-level management from US, Thai and multinational corporations and partnering institutes attended the event. The briefing introduced concepts of corporate citizenship and training programs for private corporations on corporate-community engagement.

This initiative is an important part of BSOP's efforts to promote corporate involvement and cross-sector partnerships as means for social and economic development in Thailand and the region. BSOP and Boston College's CCC are planning to deliver a pilot training program on the "Institute on Corporate Community Involvement" scheduled for the end of June 2004.

4. Developing the Rayong Livable Community: Proposal for the Economic Development Partnership Component

With support from the AERA's Business Support Organizations Partnership (BSOP), Mr. David Taylor, Founding President of the Golden Triangle Business Improvement District, traveled to Bangkok to deliver a presentation on the "US Experience in Forming Economic Development partnerships" at the Cornerstone Conference held on March 3. Following the Cornerstone Conference, Mr. Taylor traveled with KIAAsia staff to Map Ta Phut in Rayong province to conduct a preliminary assessment to develop the Economic Development Partnership in Rayong. During his visit to Map Ta Phut, Mr. Taylor met with various Thai partners and stakeholders including representatives from Map Ta Phut Industrial Estate, a community relations manager of Siam Cement, and local high school teachers at Map Ta Phut Pan Pittayakarn School to discuss the Economic Development Partnership in Rayong. Mr. Taylor and KIAAsia staff also visited Si Chang Island to share the US experiences in economic development with the mayor of Si Chang Island and other local officials. This preliminary trip is part of "Developing the Rayong Livable Community: Economic Development Partnership Component"

Regulatory Dialogue Program

With funding from USAID under the Accelerating Economic Recovery in Asia program, BSOP and PADCO, a legal consultant work with a range of U.S. and Asian partners and donors to support country-led reform initiatives by facilitating access to international best practices that promote improved corporate and public governance. One small-grant dialogue project was approved in this quarter. To date, four dialogue projects in Thailand have been approved and implemented under BSOP program support. Three dialogue projects in Vietnam have been approved and implemented. In total, three large-grant projects were completed.

New Small-Grant Project Approved

1. Strengthening Vietnam Administrative and Judicial Review Process: Sharing Experience with Thai Administrative Agencies and Courts

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The AERA Regional Regulatory Dialogue Program provided support for the Vietnamese delegation to visit Thai counterpart agencies and courts to exchange information and experience on administrative agency and court review, and dispute resolution. The delegation included ten senior officials from the National Party, Supreme Court, Administrative Court, and State Inspectorate. The visitation will expose the Vietnamese delegation to Thailand's practices in administrative and judicial review process. This activity is joint program between the Vietnam STAR program and AERA's Regulatory Dialogue program to strengthen Vietnam's administrative and judicial review process.

Business Support Organization Partnerships Indicator Tables

Intermediate Objective 1 Corporate and Financial Governance Improved

Indicator	Policies, systems, or procedures adopted by participating partner organizations
Unit of Measure	Number of participating organizations implementing policies, systems, or procedures introduced or strengthened through the partnership fostered by the BSOP

Year	Expected Measures Cumulative	Actual
1999	0	Baseline - 0
2000	2	7
2001	7	17
2002	10	23
2003*	15	25
2004	20	
2005	25	

* Q3 of Year 2003 (October – December 2003): In total, 25 policies and systems have been changed.

Intermediate Objective 2 Financial and Corporate Governance Improved

Indicator	The number of long-term partnerships initiated and maintained
Unit of Measure	Number of partnerships

Year	Expected Partnerships Cumulative	Actual
1999	0	Baseline - 0
2000	2	7
2001	4	16
2002	8	22
2003*	12	23
2004	10	
2005	8	

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*Q3 of year 2003 (October – December): 23 partnerships between Thai and U.S. organizations are maintained.

Projects which partnerships are no longer existed were TRIS (one time consultant for technical assistance) and Institute for Management and Education for Thailand Foundation (IMET) (project ended).



AERA Education Program

The AERA Education Program has been concentrating on projects that promote the use of information and communications technology (ICT), active participatory learning and community linkages as learning tools so that both educators and students can become comfortable with new technologies and learning styles. The main target groups of the AERA Education program are students and teachers at both the secondary and higher education levels. At the secondary level, the AERA Education Program works with the Ministry of Education, schools, and community groups. At the higher education level, special emphasis has been given to community colleges and Mae Fah Luang University, both newly-set up higher education institutions.

In this quarter, funding under the AERA-Education Program was approved for five new projects. Workshops on independent learning and how to administer and run self-access English language centers were delivered by the Thai and US expert teams from King Mongkut's University of Technology Thonburi and Oregon State University to community college administrators and teachers and interested public. A team of administrators and English teachers from Mae Fah Luang University also traveled to the US to attend a customized short course training program on self-access language learning provided by the English Language Institute of the Oregon State University. The team also observed English teaching and learning classes in its operation.

New Projects Approved

On March 24, 2004, KIAAsia Working Group Committee approved the following projects for funding support under the AERA-Education Program

1. Entrepreneurship Training for Thai Community Colleges

The project seeks to bring in and localize a successful entrepreneurship curriculum from the US. With assistance from the North Carolina Community College System (NCCCS), six Thai trainers will be trained to become Master Facilitators for "REAL Entrepreneurship" curriculum in order for them to adapt and train trainers and students from the ten Thai community colleges. The REAL Entrepreneurship curriculum is expected to be adopted as an on-going training program at Thai community colleges and other Thai educational institutions.

2. KIAAsia-GMS English Academic Fellowship Program

This proposed 18-month project is intended to strengthen Mae Fah Luang University's position as a leading higher educational institution in the Greater Mekong Sub-region (GMS) that uses English as a major medium of teaching instruction. The KIAAsia – GMS English Academic Fellowship Program will not only be a channel to promote MFLU in the region to be better known among professors and scholars, but will also upgrade MFLU's own academic human resources. Two main activities under this project are the



provision of twelve fellowships to professors and graduate students from the GMS countries and the organization of a GMS TESOL forum at MFLU.

3. Animation and Multimedia Workshop (Phrase I)

This project is a training workshop for students in grades 4-9 in Chiang Rai province to enhance computer skills in the making of animation and multimedia. The 16-hour training program to be organized by Rajabhat Institute Chiang Rai will train 120 students in 4 sessions. The objectives of this program are for the students to gain an understanding of drawing basic cartoons and computer graphics; to use MOHO software to create animation; and to acquire skills in art and creative thinking. It is planned that 5 students from this training will participate in the Thailand Animation and Multimedia Fair (TAM) in 2005.

4. ICT Workshop for School Teacher in the North

This training project to be delivered by Rajabhat Institute Chiang Rai (RICR) is to upgrade the ICT capabilities of 200 teachers in Chiang Rai. RICR has its own courseware management (<http://E-learning.ricr.ac.th>) and believes that this tool will be useful in bridging the digital divide for schools in the Northern Thailand. This 18-hour training course will equip trainees with knowledge of RICR Courseware Management, e-learning web-site design, and web-site developing software.

5. Improving the Quality of Education Through IT

In accordance with USAID's interest in finding synergy and cooperation among development organizations assisting Thailand, the AERA project is funding activities promoting IT in education that supplement the World Bank-funded Secondary Education Quality Improvement (SEI) Project (Northern Region) being undertaken by KIA Asia and to achieve the aims of the AERA - Education program in promoting ICT in education. The key activities to be undertaken include organizing a training workshop on Computer Assisted English Language Learning (CAELL) and using information technology for teaching. It will include a workshop on Enhancing Leadership and Management of Technology. The project will also promote a New Model of Supervision-Supportive Mentoring (kalayanamit): Strengthen Education Service Area supervisors through experiential learning in implementing learning reform and application of computer technology as a tool for teaching and learning and will develop local software/courseware/CAI CD-ROM & materials.

On-going Projects

1. English Language Center for Mae Fah Luang University

This AERA Education Program assists Mae Fah Luang University in its effort to establish an English language center. For the Phase II of the project, Dr. Chakrapand Wongburanavart, Dean of the School of Liberal Arts and four MFLU English teachers traveled to the US between March 30 and April 15, 2004. They participated in a customized short course training program provided by the English Language Institute of the Oregon State University (OSU) and received a hands-on experience in operating a



self-access language learning center and in creating teaching materials. They also observed English teaching and learning classes in its operation.

As for the last activity of the project, MFLU English teachers from the School of Liberal Arts and other Schools will be trained in English language teaching skills at MFLU by a team of three ESL specialists from OSU. The OSU experts will be delivering a series of training to MFLU faculty members and providing in-house consultation between April 19 - May 15, 2004.

2. Self-Access English Language Centers for Thai Community Colleges

The AERA Education program continues its assistance to the 10 Thai Community Colleges with a target to improve their English teaching capabilities by assisting them in setting up a self-access English language center at each college. These centers will provide resources on English language teaching and learning for teachers, students, and other community members in provinces where there are no higher educational institutions currently available. The US Embassy in Thailand also provides funding to support the project. For the first phase of the project, three community colleges in Mae Hong Sorn, Mukdaharn, and Tak provinces were selected to start pilot self-access centers.

In this quarter, the expert team delivered a series of workshops to community college administrators, teachers, and interested public on independent learning concepts and on how to administer and run self-access centers. The two Thai experts from the School of Liberal Arts at King Mongkut's University of Technology Thonburi and the two American experts from the English Language Institute at Oregon State University traveled to Mae Hong Sorn, Tak, and Mukdaharn to deliver the workshops as well as giving recommendations on self-access materials and floor plan arrangements for the community colleges in these provinces. The first three pilot self-access English language centers are expected to be up and running in June. The two Thai experts have also completed the need assessment for English language usage of the private sectors in these three provinces. They will continue to conduct the needs assessment in the other 7 provinces where community colleges are located.

Direct Impact of the AERA Education Program from Projects Completed

1. Upgrading English teaching and learning capabilities of teachers and students in Thailand
 - over 300,000 high school students introduced to integrated English skills (writing, speaking, listening and reading) by a more interesting approach
 - 3,000 packages of English through Entertainment produced and distributed to 3,000 high schools in Thailand
 - A global network among ELT scholars established and developed during 3-day Chula conference. The opportunity for future collaboration will be enhanced



- 10 English teachers trained on the curriculum development process and operation of a Self-access Learning Center
 - 2,300 MFLU students benefiting from the Resource/Self-access English Learning Center
2. Upgrading IT skills of teachers and students and the use of ICT in teaching and learning in the classroom
- 20,000 teachers trained on web-based instruction/training skills
 - 4,000 WAI to be developed and customized to local context
3. Introducing new ways of learning to educational administrators, teachers, and students in Thailand
- 70 teachers and community leaders learning a new learning approach
 - 39 teachers from schools in Chiang Rai and Phayao able to develop a teaching plan concerning the community's problem
 - 33 Thai community college administrators trained on leadership skills
 - 28 community college administrators received firsthand experience about the success of US community colleges in Hawaii



Border Action Against Malaria (BAAM)

The Border Action Against Malaria Project (BAAM) aims to slow the emergence and spread of multi-drug resistant malaria in Thailand's border areas. The program is developing new models of cooperation and partnership, particularly with communities and the public health system, to monitor, understand, and respond to the threat that multi-drug resistant strains will spread, not only in Thailand, but also across the region. This is intended to contribute to decentralization and reform of the public health system, improving its effectiveness as well as empowering and enabling communities to become more self-reliant in malaria prevention and control. The purpose of the project is to improve the national capacity for surveillance and response to multi-drug resistant malaria.

Since September of 2000, BAAM has supported the Thai Ministry of Public Health in establishing a sentinel surveillance system. This system has improved Thailand's capacity to obtain, use, and disseminate quality information response to the spread of anti-malarial drug resistance.

Facing the most drug-resistant strains of malaria parasites anywhere in the world, Thailand has found that the USAID-supported drug policy monitoring and review process provides a model process for evidence-based decision-making. The process includes standardized monitoring using *in vivo* and *in vitro studies*, systematic review of the results annually and consideration of changes in drug treatment regimens based on evidence from 9 sites on Thailand's borders.

As a direct result of implementing this process for the past 3 years, a new national combination therapy treatment regimen policy has been adopted and a new treatment manual with the status of a policy will come into effect in October 2004. The monitoring of therapeutic efficacy supported by BAAM has shown that use of the main malaria drug, mefloquine, alone is no longer effective in treating drug resistant *P. falciparum* malaria. Thailand has now adopted nation-wide use of artesunate-mefloquine combination therapy. Artesunate is a modern version of a traditional Chinese cure for fever--an extract from the leaves of the sweet-wormwood weed called qinghaosu. Chinese chemists extracted the active ingredient, artemisinin, in the 1970s, and it has proved remarkably effective.

Project Activities Implemented This Quarter

During the reporting period from January to March 2004, activities implemented included the following:

Surveillance of MDR Malaria

Sentinel site monitoring of anti-malarial drug resistance: *In vitro* sensitivity monitoring and *in vivo* study of therapeutic efficacy of the currently of the currently used

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front line antimalarial drugs continued in 9 border provinces under the malaria sentinel surveillance drug resistance network initiative. Results will be presented in May at the national-level annual workshop to review results of monitoring antimalarial drug resistance in sentinel sites and consider appropriate drug treatment regimens.

The Project description was amended to add study of HRP2 drug sensitivity assay as baseline data and to compare with the results from morphological counting technique in order to adjust and tune the HRP2 technique for future application for monitoring antimalarial drug sensitivity.

Study on drug use practices: With technical assistance from Management Sciences for Health, the Bureau of Vector-Borne Diseases (MOPH) worked with BAAM management to finalize a proposal for the initial anti-malaria drug-use practices studies in Chantaburi Province on the Thai-Cambodia border. A sub grant will be awarded during the next quarter and data collection be conducted during the June-July transmission peak.

Drug quality control monitoring: BAAM management participated in consultations on drug quality control initiatives of US Pharmacopeia with WHO (Mekong RBM, WPRO, Cambodia, Lao PDR), MSH, US CDC, and USAID/Cambodia. It was agreed to have 2 GMS regional workshops later in 2004 in which BAAM will participate.

Response to MDR Malaria

Treatment policy for multi-drug resistant malaria: The Bureau of Vector-Borne Diseases (BVBD) finalized the revised manual for treatment of uncomplicated malaria based on the forthcoming new national policy on drug treatment guidelines. A meeting of the National Committee on Malaria Drug Treatment Policy is scheduled for April 30 to finalize the new standard treatment guidelines for multi-drug resistant malaria.

Research and development of an affordable, reliable, locally-produced rapid test for malaria antigen: The Ministry of Public Health continued research on developing dye particle-linked monoclonal antibodies against pLDH and pGAPDH for malaria antigen detection; research for cloning and expression of LDH and GAPDH enzymes from *P. falciparum* by genetic engineering method; and research and development for production of a dipstick kit utilizing dye particle-linked monoclonal antibodies against pLDH and pGAPDH for malaria antigen detection.

Partnerships for a School-based Approach to Community Action Against Malaria Subproject: The Life Skills Development Foundation organized implementation of the following activities:

- Support for implementation of community-generated malaria control projects in Tak and Mae Hong Son Provinces;
- Training of teachers followed by community consultation workshops to decide on feasible alternatives for community action against malaria based on situation assessments in 15 expansion sites;
- Pilot implementation of an integrated thematic curriculum unit on *Malaria* in grades 1-9 in 40 border area schools in Tak, Mae Hong Son, Chiang Mai, Chantaburi, and Trat Provinces;

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- A workshop to review and summarize results of 3 years implementation provided an opportunity for students, community leaders, school principals, teachers, education supervisors, and malaria control officials to reflect on and exchange lessons learned, compile important knowledge generated in developing the participatory learning and action model, suggest guidelines for future development as appropriate for the local context of malarious border villages in Thailand. Results of the workshop will be incorporated in the next phase of replication in expansion sites primarily on the Thai-Myanmar border.

Community-Based Malaria Control through Civic Partnerships along the Thai-Cambodia Border: Activities implemented by the Provincial Public Health Offices in Chantaburi and Trat Provinces included the following activities:

- Implementation of a GIS for development of a community-based epidemiology information system for malaria control in Chantaburi Province;
- A workshop with members of high-risk groups to identify causes of malaria transmission, risk behavior, and potential measures for problem reduction in Trat Province.
- Consultations with the District Health Coordination Committee at Koh Chang District regarding potential expansion of coverage emphasizing mobilization of local government and private sector mechanisms for vector control.

Coordination and Networking:

- BAAM management participated in a WHO sponsored workshop to improve coordination of health programs on the Thai-Burma border;
- BAAM management held consultations with Dr. Andrew Clements from USAID/Washington regarding plans for a mid-term evaluation of the project later in the fiscal year;
- BAAM management held consultations with Dr. Tomoya Yoshida from USAID Bureau for Global Health and the JICA malaria adviser from Burma to inform them of BAAM's strategies and activities;
- BAAM staff visited the Doi Tung development project in Chiang Rai and met with senior management of the Mae Fah Luang Foundation for discussions to explore potential collaboration in border area malaria control activities in Shan State of Burma.

Major Activities Planned for the Next Quarter

Major activities planned for the next quarter from April through June 2004 include the following:

- Preparations for the mid-term evaluation by summarizing results of implementation of major subgrants;



- Meeting of the National Committee on Malaria Drug Treatment Policy to finalize new standard treatment guidelines for multi-drug resistant malaria;
- National-level annual workshop to review results of monitoring antimalarial drug resistance in sentinel sites and consider appropriate drug treatment regimens
- Preparatory tasks for the community and provider antimalaria drug use practices study in Chantaburi Province;
- Planning meetings for community-generated malaria control projects in Tak, Mae Hong Son, Chantaburi, and Trat Provinces;
- Evaluation of student learning, life skills development, and stakeholder perceptions of the subproject on Partnerships for a School-Based Approach to Community Action Against Malaria in 25 border area schools in Tak and Mae Hong Son Provinces;
- Support for community-based malaria control projects in Chantaburi and Trat Provinces;
- Continuation of research and development efforts on producing dipstick dye immunoassays utilizing dye particle-linked monoclonal antibodies developed against pLDH and pGAPDH for malaria antigen detection.

Discussions with the Bureau of Vector-Borne Diseases, MOPH, and WHO to identify opportunities for collaboration on major special malaria projects in Thailand including the Global Fund malaria control, TB and HIV/AIDS components.



Thailand Competitiveness Initiative

I. CLUSTER FORMATION AND DEVELOPMENT

Chantaburi Gems and Jewelry Cluster

- TCI attended the inauguration of a new building by one of the leader firms of the Chantaburi cluster. World Sapphire is developing its own line of jewelry and is attempting to set up its own retail store in Bangkok. The company's efforts represent an experiment to move up the value chain.
- The Chantaburi cluster's participation in the 2003 fairs was fairly modest. There were only a handful of companies in small (and plain) booths, booths that were little more than stalls.

Nonetheless, the participating firms were encouraged by the increase in orders and the cluster's participation in the February 2004 fair was more ambitious. At least 30 companies from the cluster invested Baht 1.2 million (or more, depending on the size and accoutrements) for 24 booths that were arranged in a large rectangle with each booth carrying the same "flag" or "banner" to demonstrate Chantaburi's presence in the fair. From observation, it appeared that most participating booths advertised their own individual companies. In addition, the firm that had developed its own jewelry line for the first time, invested in a separate booth in the jewelry section of the fair, to promote the company designs.

TCI joined the participants at the 2004 fair in order to identify areas for improvement not only for the next Bangkok fair (in late September) but also to encourage participation in one of the more prestigious fairs in North America (in Tucson), given that America currently is one of the largest buyers of Thai gems and jewelry. Other cluster members on their own went or will go to other regional fairs and TCI will act as a facilitator to encourage these firms to share their experiences for the good of the cluster, and to encourage other firms to participate, first in the Bangkok fairs, and then in the international fairs.

Although developing a distinct brand for Chantaburi gems and jewelry is still a long term goal, TCI expects that exposure to the Bangkok and international gem markets will serve as a learning experience for the cluster so that the members can see the benefits, through increased orders, of providing consistent high-quality given the competition not only from other companies in Thailand, but also from its neighbors, countries that are not only providing cheaper gems than Thailand, but that are also improving their gem processing capability.



- TCI met with the Chantaburi cluster leaders to plan the cluster's entry into local and regional trade fairs.
- TCI attended the opening of the Chantaburi Gem Center and the TCI Manager cut the ribbon at the opening. The event was captured in the "Photo Album".

Western Thailand High Value Agricultural Produce Cluster

- The cluster participated in the annual KIASia conference on Jan 28. Kampanaseng University and the Western Provinces set up booths at the conference and separate displays of "GAP-safe" food products, including fruits and vegetables to demonstrate the progress the cluster made over time. One booth included two posters on the work of the cluster in promoting food safety. The products packaged and marked with a "Q" seal of quality to indicate that specific standards on food safety were being enforced on the products from the farms in the four western provinces. One product display also showed other fruits and vegetables beyond the major items already being exported, in order to demonstrate that the "GAP-safe" process can be extended to other items, and indicate the next step of extending GAP to local/Thai customers into the major Bangkok markets.

The annual conference included three major panel discussions on food safety. One panel entitled Challenges: Food Standards and New Safety Rules was chaired by Khun Wilaiporn of the National Economic and Social Development Board and included the vice-president of the HVAP cluster and attended by other cluster members. Another panel on Global Prospects for the Thai Food Industry was chaired by Khun Piyabutr, who was instrumental in transforming GAP in 2003 into a policy initiative.

TCI also used the conference to promote its work among the conference participants. Three large banners described TCI's work with other clusters such as gems and multi-media. Although TCI was only one unit in the Kenan annual conference, the subject of food safety was not only timely, but it also indicated the importance of the HVAP-GAP initiative that the cluster has been engaged in.

- A market survey on the potential for GAP-products for the local market began.
- In March 26, 2004 the Cluster participated in the Official opening of the Technology Clinic at Kasetsart University to provide services to local communities on farming techniques and agro-tech equipment, tissue cultures, biochemical application on farm lands both pre and post-harvests, lab test and trace on chemical residues in the cultivated produces. Newcomers were also invited to apply for cluster membership.



- TCI attended a meeting of the cluster on “Cultivating Partnerships for Competitiveness and Sustainability.”
- GAP training program began in January by encouraging cluster members to register farms (by size of farms, type of crops growing, etc.) to prepare for farm pre-audit. In February, a “Train the Trainers” program was organized by Dept. of Agriculture in collaboration with cluster members to develop the training standards on GAP implementation among provincial officers on sites. About 80 officers participated in the one-day program. KIA Asia paid for the videotape recordings to develop training materials and teaching kits for future dissemination.

Southern Thailand Marine Foods Cluster

- The “formal” launch of TCI’s engagement took place on 13 January 2004 with a conference and signing of the Memorandum of Agreement. There were 120 participants at the one-day conference, and 103 stayed to the end. In addition to TCI and the cluster members, participants included the local governors and/or deputy governors, the media, and keynote speakers and representatives from government departments from Bangkok. The launch provided the opportunity to develop a more orderly work plan for engaging with the cluster over the next 6 months or so. The Prince of Songkla University and the Songkla branch of the Federation of Thai Industries are the two main “supporting” units of the cluster. The faculty of PSU does research and the many of the FTI members come from the seafood industry. Since the latter is an important source of foreign exchange and employment in the region, the local government cooperates actively with the firms in the cluster. The meetings resulted in the following, somewhat broad statement of strategy:

The southern seafood cluster will serve as the “raw material supplier” (of marine/seafood products) to support Thailand’s goal of becoming the “food basket of the world” (1) by establishing world-class quality in its fresh-frozen, canned and processed finished products and (2) by developing new products (and packages) of higher value (than the commoditized canned seafood items) for export to selected niche markets.

- In mid-February, TCI met with the leading firms of the cluster and PSU, in the company of JAA President Kevin Murphy and Mark Nydam, former country manager in Thailand of Booz Allan Hamilton. In the meeting, the different products were discussed, and the firms in the cluster agreed to assist PSU in their product development by providing raw material and certain facilities for the product tests. It also emerged that the leading firms were already experimenting with small quantities of exports of processed shrimp products to Japan, so that these firms might be in a position to make direct contact with their buyers to test the new products. However, one concern of the cluster is to diversify outside of



Japan and into North America, through new shrimp products, not only because of the expected higher margins but also to avoid the problems the frozen shrimp industry is currently facing with the case filed against Thailand and other major shrimp exporting countries. The meeting ended with an agreement by the firms to assist PSU in new product development. In addition, TCI met with the President of PSU and discussed the possibility of running short executive education programs on competitiveness.

- A follow-up trip to Hat Yai provided a focus for the cluster participants on repositioning into more profitable niches instead of cost-cutting commoditization.
- A West-Coast consulting company agreed to a cost-sharing contract to explore the potential for exports of Thai specialty, processed shrimp products to California.
- TCI visited the “competing cluster” west of Bangkok in the Samut Sakorn area, to a fishing dock and a processing plant, whose family-firms also owned deep sea fishing vessels.

Bangkok Multi Media and Digital Content Cluster

- TCI and SIPA worked together for the 2004 The Thai Animation and Multi-Media fair. The Prime Minister opened the fair and over the period, over 100,000 participants from universities, public agencies and private companies attended it. Almost 80 multi-media companies showcased their products, including the large local media house Kantana Group, Cyber Planet Interactive, a local mobile-game serving the export markets, as well as other cluster leaders such as Thomas Idea and Imagimax. TCI also set up its own booth to promote its work with the cluster. The booth received almost 60 inquiries. The Manager from TCI was also one of the key note speakers in one of the conferences. As part of its engagement with “supporting activities”, TCI engaged the services of a local university with a well known arts and design department to document the activities of the fair on CD-Rom for distribution to interested parties. The unedited “raw data” currently runs to an equivalent of 15 CDs.
- In a meeting with SIPA (Software Industry Promotion Agency), TCI discussed the issue of building the pool of local-Thai animators. SIPA has plans to link with universities and institutes in Chiang Mai and Phuket to provide technical training. TCI plans to focus on Bangkok (where its cluster is based) and on providing professional management training as its value-adding contribution to a possible WAI.
- TCI co-sponsored one-day conference at ICT Ministry for the cluster’s official entry into ACM SIGGRAPH. On February 25-26, 2004, 4 members of SIGGRAPH’s headquarters visited Bangkok, as part of a regional visit for the



SIGGRAPH management, to find out the level and types of computer graphics & related activities in various major centers in Southeast Asia and India. In Thailand, the delegation met a cross-section of the relevant people-academic, technical, art, managerial governmental, professionals, enthusiasts-at the various places and also see and listen to some of the work produced. TCI also helped the members of Bangkok ACM SIGGRAPH to host these delegations by co-sponsoring this visiting with Software Industry Promotion Agency, including the preparations of a digital content seminar. There were around 70 participants in this seminar, including private companies, universities, and government agencies. During this trip, Mr. Alain Chesnais, President of ACM SIGGRAPH also gave the certification of Bangkok ACM SIGGRAPH to Chair of Bangkok ACM SIGGRAPH Araya Choutgrajank.

- TCI met with the Dean of Silpakorn University to discuss benchmarking and training.
- TCI discussed benchmarking and training with 3 cluster companies-- Imagimax, Imagine, Siam.
- TCI attended the seminar at the ICT Ministry on future science directions for the global ICT industry.
- Two consultants completed a benchmarking study. They met with almost 20 entities (firm owners, government officials, academics).

Northeastern Silk Cluster

- The report of the consultant Nick Hahn on a structure for the silk industry was revised and completed, as was the translation into Thai. The report will be submitted to relevant government and private sector executives. The report is available on request.
- TCI discussed the development of a semi-mechanized wooden loom as a way to improve productivity and increase incomes for the weavers. TCI went to Korat with two exporters/retailers to discuss cooperation with the local institute on developing the semi-mechanized wooden looms (as mentioned in previous reports). TCI went to BKK Technical College to meet the inventor of a mechanized loom for possible use by the Korat silk weaving companies. TCI then went to Ratchaburi together with the owners of several weaving firms to examine the current models of the inventor's semi-mechanized loom.



Chiang Mai Tourism Cluster

- In a meeting in Chiang Mai, the tourism diagnostics and action initiatives representing “quick wins” were identified. The Chiang Mai governor called the cluster leaders together to discuss the cluster’s plans for tourism development in Chiang Mai.
- In support of Work Force Initiative “English Skills Upgrade and Training” we initiated selection of curriculum and engaged with several academic and training institutions and hotels (which are known for their language training programs) including the British Council, Rajapat Institute, Chiang Mai University, Amari Rincome Hotel, and others.
- Four action initiatives were revised and submitted to the Chiang Mai CEO Governor’s Provincial Budgetary process in conjunction with the local office of Tourism and Sports Authority, including English Signage and Language Training for Tourism Businesses, Market Research (Learning from the Customer), Chiang Mai Business Directory, and Chiang Mai Venue Creation Initiative and Committee
- Several meetings were held to develop analyze and discuss the MICE marketplace and develop a marketing plan to target the MICE segment. This included compiling data on the MICE markets from various secondary and primary sources - in depth interviews with industry professionals.
- In support of the benchmarking project undertaken with Thunderbird AGSIM, we have had teleconference meetings and a visit by Dr. Kumar, project principal. The project will include extensive analysis of the international tourism industry with primary focus on benchmarking Chiang Mai tourism against world class destinations in several segments including MICE, Health and Wellness, Golf and Spa, and General Holiday Makers. Secondary focus will include other segments such as medical tourism and long stay tourism.

I. OTHER ACTIVITIES

- Course Materials: Four reports were completed in a “standardized” format (Gems, Multi-Media, Tourism, Silk). In addition, two cases on Phuket Tourism and the Bird Flu (and its impact on the industry) were written. TCI supervised the two outputs from Cambodia (the fishery report and the hotel case). VNCCI 1 completed three cluster and/or industry reports from Viet Nam (Software, Fruit, Ceramics). There are now 11 “local” materials that can be used for the competitiveness and development course (to be designed next quarter).



- Since most of the documentation on TCI activities is sparse, a “photo album” (with brief descriptive captions in Thai and in English) was completed to “document” the major conferences and key meetings of TCI in 2003 up to March 2004.
- The photo-album supplements the monthly summary of major activities (Excel file).
- TCI met with the NESDB’s competitiveness unit to discuss NESDB’s directions on competitiveness under its “new role”.
- One TCI consultant began a dialogue with the rubber and parawood (rubber wood furniture) industries as possible clusters. However, given the remaining project life, no formal or intensive engagement is planned.
- TCI prepared a proposal and budget to “follow the fish” from the Cambodian border into Thailand and to link traders (and possible investors) in the fishery industry in both countries

IV. NEXT STEPS

The basic objective over the next quarter is to establish “quick wins”—activities that can be accomplished or demonstrate partial results within the remaining life of the project. These activities were outlined in the January to March quarterly plan and implementation will continue with the April-June quarterly plan.

However, momentum needs to be re-established following the April Songkran holidays. Furthermore, as the clusters become more “independent”, TCI’s engagement is shifting from providing specific initiatives to the cluster towards developing a “menu” of options that the cluster participants will prioritize and act on.

In general, more course materials will be written, additional consultants and studies will be undertaken, and the documentation of deliverables per cluster will begin.

C. CAMBODIA

TCI met three times with the chief advisor of SME Cambodia (SMEC) to discuss plans for the next 6-months. The two major activities with SMEC are the Tonle Sap fishery cluster and the Battambang-based regional development action plan (DAP) for the northwestern provinces.

SMEC staff completed the report on the cluster that included the whole range of “Porter”-diagnostics, such as the value chain and diamond, plus field surveys of cluster



participants engaged in different activities (fishing, processing *prahoc*, exporting to the Thai border, etc.) The report offers real value in understanding the fishery industry.

TCI has been involved with the DAP since March 2003. Three meetings have taken place over one year, and the participants are gradually increasing from the core-four industries (fishery, rice milling, power generating, and brick and tile manufacturing) to include firms from other industries such as bottled water and ice-plants. Local government officials have also participated as “observers”.

The NIM Advisor is eager to promote case writing as a tool for pedagogy and as a means of differentiating NIM from its lecture-based “competitors”. TCI is interested in developing teaching materials on Cambodia for its competitiveness and development course. The first step was the completion this quarter of a written case and a video interview on a hotel in Sihanoukville, that was the “premier hotel” until a newcomer entered. The case discusses the localized hotel industry in the area and competitive strategy. Writing the first case is a major learning effort. However, the subsequent cases become easier and NIM is planning to continue in the next quarter.

D. VIETNAM

Since the JAA VNCI 1 project has ended, activities are now irregular and complementary to the VNCI 2 activities. Three activities took place in March:

- TCI met with the former and current COP of VNCI (1 & 2) to discuss the possibility of introducing Thailand’s successful model of “Good Agricultural Practices” (GAP) utilized by the High-Value Agricultural Produce cluster in the western provinces of Thailand. A “cross-border” conference and field visits in Thailand between the appropriate Thai and Vietnamese is being planned for late May/early June with a follow-up meeting and/or conference in the next month in Viet Nam.
- TCI conducted a case-writing session with eight faculty members from different universities as part of the “education component” of VNCI 2.
- TCI conducted the afternoon session on the course on competitiveness and economic development with around 33 faculty members from different universities.
- TCI went to Bat Trang ceramics village to compare the development of that cluster with the Chiang Mai/Lampang cluster in Thailand, and to assess the potential for any “cross-border” linkages.



Business Support Organizations Program Quarterly Activities Matrix (January to March 2004)

<i>BSOP Project Matrix – Projects Approved for Funding</i>				
<i>Large Grants</i>				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Standards of Practice Handbook: Certified Investment and Securities Analyst Program / Financial Governance	The Association for Investment Management and Research (AIMR) and the Securities Analysts Association (SAA) promoted a "code of ethics" for the Thai corporate sector by translating and adapting the AIMR's manual for the Thai environment.	To build up a strong ethics and professional standards program	SAA (Thai), AIMR (US)	The project was completed in September 2001.
Support programs related to the Chartered Financial Analyst Designation/ Financial Governance	AIMR experts traveled to Bangkok to conduct a workshop on Global Investment Performance Standards (GIPS). In addition , the 10-day review sessions in tutorial classes were delivered to prepare CISA/CFA candidates for level 1 and level 2, year 2002 exam, using Schweser materials.	to raise the quality of Thai practitioners in finance and capital markets.	SAA (Thai), AIMR (US), Schweser (US)	The project was completed in May 2002.
<i>Projects Approved for Funding</i>				
<i>Large Grants</i>				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Comparative Study on Thailand's Savings and Investment Tax Policy / Financial Governance	The study was to examine the impact of Thailand's present tax structure on the financial and capital markets from both the economic and administrative aspects. The Security Exchange Commission of Thailand (SEC) asked for the Thai Development	More attractive tax provisions for investors.	Thai SEC, TDRI,U.S. Counterpart	The project was completed in September 2001.

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	Research Institute with assistance from U.S. experts to conduct the study.			
Bankruptcy Court Administration Program Part I / <i>Legislative and Judicial Reforms</i>	The American Bankruptcy Institute (ABI) has provided technical assistance to the Thai Central Bankruptcy Court (CBC) in training and establishing systems to deal under the revised laws with the backlog of corporate bankruptcies.	To improve the capabilities of the CBC and develop a relationship between CBC & ABI	CBC (Thai) ABI (U.S.)	The project was completed in March 2002
Bankruptcy Court Administration Program Part II / <i>Legislative and Judicial Reforms</i>	As a result of ABI's recommendation in Part I of the program, additional technical assistance and training is to be given to CBC by the ABI-member team in area of IT. With BSOP support, the videoconferencing equipment was also installed at the CBC to connect with the Office of the Judiciary.	To increase the capabilities of CBC in handling bankruptcy cases.	CBC (Thai) ABI (U.S.)	The last training component in Thailand is pending.
Thai Bankers Handbook / <i>Corporate Governance</i>	Under a licensing agreement with the American Bankers Association (ABA), the Thai Institution for Banking and Finance Association (TIBFA) developed a handbook for all Thai Bankers by adopting ABA materials.	Completion and use of handbook throughout Thailand	TIBFA (Thai) ABA (U.S.)	TIBFA introduced a Thai Bankers' Handbook to 130 financial sector professionals and the media on March 14, 2003. The project was already completed.



<i>Projects Approved for Funding</i>				
<i>Large Grants</i>				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Establishing TLAPS Linkage with APICS/ <i>International Competitiveness</i>	To continue its effort to establish a sustainable relationship with APICS, TLAPS will deliver a pilot training program for APICS certification. APICS CPIM certification consists of five modules. The pilot program includes five review courses to cover the CPIM's five modules. The results of the pilot program will determine future support for subsequent training programs.	To establish a sustainable relationship with APICS	TLAPS (Thai) APICS (U.S.)	The fourth review on "the Execution and Control Operations", the fourth module of CPIM, was held between February 27 - 29.
Performance Audit Workshop / <i>Corporate Governance</i>	The training program was delivered as a two-week workshop introducing the fundamental principals, concepts, and methods of performance auditing. This workshop includes a three-day module on instructional skill to improve the ability of participants to pass on their newly acquired knowledge and skills to the Office of the Auditor General's auditors throughout the country.	To improve the capability of the OAG's auditors in performance auditing	OAG (Thai) GAO (U.S.)	The project was completed in April 2001.

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<i>Large Grants</i>				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Building Capacity and Professional Standard for Property Valuation in Thailand / <i>Financial Governance</i>	The Appraisal Foundation (TAF) is providing technical assistance to the Securities Exchange Commission (SEC) to develop a single standard, code of ethics and its audit manual for Thai valuation profession. A single, neutral standard, code of ethics and audit manual for supervision will improve the transparency and accuracy of appraisals and will have a positive impact on financial and capital markets sector.	Single standard, code of ethics, and its audit manual for Thai valuation profession	SEC (Thai) TAF (U.S.)	The project was completed in this quarter.
ABIH Certified Industrial Hygienist Program / <i>International Competitiveness</i>	The Occupational Health and Safety at Work Association (OHSWA) of Thailand joined with the American Board of Industrial Hygiene (ABIH) to provide training and establish a certificate program	To upgrade the professional skills of Thai health officials and strengthen the relationship between OHSWA and ABIH	OHSWA (Thai) ABIH (U.S.)	The project was completed in September 2001.
Public Education Program on Credit Bureaus/ <i>Financial Governance</i>	The Fiscal Policy Office (FPO), and the Bank of Thailand (BOT) partnered with the U.S. Consumer Data Industry Association (CDIA), the Federal Trade Commission, and the Federal Reserve Board (FRB) to exchange knowledge and information on credit bureaus through public education programs.	To increase the awareness of credit information, credit reporting, credit bureaus, and the establishment and use of credit among the public, including private and government sectors	FPO, BOT (Thai) CDIA (U.S.)	The project was already completed.

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<i>Projects Approved for Funding</i>				
Large Grants				
Project Name / Objective	<i>Description</i>	Objectives/ outcomes	Partners	<i>Status</i>
SET Junior Achievement Thailand / <i>International Competitiveness</i>	The BSOP is providing support to the Thailand Securities Institutes (TSI) of the Stock Exchange of Thailand (SET) to organize, develop and deliver economics education programs for Thai youth and to promote Thai capital markets. Junior Achievement International (JAI), an International arm of the well-known US economic education organization, has provided the TSI with curriculum, education materials, and expert technical and training.	To promote the long-term development of the capital market and stock market in Thailand	SET-TSI (Thai) JAI (U.S.)	The project was completed in this quarter.
The Bond Market Development/ <i>Financial Governance</i>	The co-operation between Thai BDC and TBMA was focused on the technical assistance and consultation, translation and adaptation of standards materials, as well as the introduction of an appropriate organizations in the U.S. to provide training course to the Thai BDC. This cooperative program aim at developing bond market in Thailand.	To develop the bond market in Thailand	Thai BDC TBMA (U.S.)	The project was already completed in September 2002.
Secured Transaction Law Development and Implementation/ <i>Legislative and Judicial Reforms</i>	American Bankruptcy Institute (ABI) provided technical assistance to the Office of the Judiciary (OJ) to promote a new law on Business Secured Transaction in Thailand and to prepare the establishment of Registry Office	To promote a new Business Secured Transaction Law and to prepare for the establishment of a Registry Office	OCJ (Thai) ABI (U.S.)	The project was already completed in September 2002.

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Community Leadership Training Program/ <i>Corporate Governance</i>	The Institute for Management Education for Thailand foundation (IMET) joined with The Community Leadership Association (CLA) to conduct a training on Community Leadership program to promote good community leadership throughout Thailand	To promote good community leadership throughout Thailand	IMET (Thai) CLA (U.S.)	The project was completed in September 2002
<i>Projects Approved for Funding</i>				
<i>Large Grants</i>				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Mediation Center for Financial Disputes Program/ <i>Legislative and Judicial Reforms</i>	American Bankruptcy Institution (ABI) provided technical assistance and training to enhance the efficiency and capabilities of a newly-established Mediation Centre for Financial Disputes (MCFD), including mediators, financial advisors, and staff.	To enhance the ability and creativity of mediators, financial advisors, and MCFD staff	DRO (Thai) ABI (U.S.)	The project was successfully completed in September 2002
Organic Inspection Training Program/ <i>International Competitiveness</i>	The Independent Organic Inspectors Association (IOIA) provided technical assistance to the Department of Agriculture (DOA) to develop the organic crops inspection process in Thailand	To build Thai government officer's capabilities to inspect organic crops	DOA (Thai) IOIA (U.S.)	The project was completed in June 2002.
Productivity and Workplace Improvement/ <i>International Competitiveness</i>	Occupational Safety and Health Association (OSHA) and the National Institute of Occupational Health and Safety (NIOSH) are joining with the National Institute for the Improvement of Working Conditions and Environment (NICE) to deliver a train-the-trainer program on "Productivity and Workplace Improvements" in Thailand.	To upgrade the skills of regional NICE officers.	NICE (Thai) OSHA (U.S.) NIOSH (U.S.)	The project has been pending.

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Upgrading the Capabilities of Post and Telegraph Department's Staff for National Telecommunications Commission's Secretariat Office/ <i>Corporate Governance</i>	This training and technical assistance program is to upgrade the capabilities of the officials of the Post and Telegraph Department (PTD) in the preparation of the organization to be transformed into the Secretariat of the National Telecommunications Commission (NTC) which is to operate as an independent regulator regulating telecommunications, and promoting competition and liberalization.	To upgrade the capabilities of PTD's officials	PTD (Thai) FCC (U.S.)	The project was successfully completed in August 2003.
<i>Projects Approved for Funding</i>				
<i>Large Grants</i>				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Judicial Reform Project/ <i>Legislative and Judicial Reforms</i>	The Office of the Judiciary (OJ), the Federal Judicial Center (FJC), and the American Bar Association (ABA) have joined together to exchange knowledge and information on judicial reform issue. This training and technical assistance program aims to promote the application of new measures in the Thai courts in order to eliminate unnecessary delays and to improve efficiency in the court proceedings of economic cases.	To improve efficiency in the court proceedings	OCJ (Thai) FJC (U.S.) ABA (U.S.)	The activities were already completed.
USFDA-Approved Better Process Control Scholl (BPCS) in Thailand Year II and III/ <i>International Competitiveness</i>	The National Center for Genetic Engineering and Biotechnology (BIOTEC) has provided the assistance to King Mongkut's University of Technology Thonburi (KMUTT) to establish USFDA approved BPCS in Thailand. BPCS is the first ever school in Thailand which aims to assist Thai food exporters of low-acid canned food (LACF) and acidified foods (AF) in exporting to foreign markets.	To establish a USFDA certified BPCS in Thailand	BIOTEC, KMUTT (Thai) Purdue Univ. (U.S.)	The project was already completed.

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Internal Audit Quality Assessment – Professional Practices and Training on Quality Assurance Review Program/ <i>Corporate Governance</i>	The Institute of Internal Auditors (IIA-US) initiated its professional practice of rendering quality auditing services on Quality Assurance Review (QAR) program for Krung Thai Bank, and provided capacity building for its Thai affiliated IIA of Thailand (IIAT). This QAR services aims to assist the bank’s internal audit staff to improve its skills in operational auditing risk assessment and implementing of internal control.	To provide KTB with quality QAR services that will help improve its good governance.	KTB, IIAT (Thai) IIA-US (U.S.)	The project was completed in November 2002
<i>Projects Approved for Funding</i>				
<i>Large Grants</i>				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Capacity building for Internal Auditors profession Year II – Control Self Assessment Program/ <i>Corporate Good Governance</i>	The Institute of Internal Auditors (IIA-US) is joining with the Institute of Internal Auditors of Thailand (IIAT) to deliver a public education and to conduct professional training course on Control Self Assessment (CSA) Program for The Institute of Internal Auditors of Thailand’s members in building capacity for internal auditor profession.	To improve Thailand’s financial and corporate governance through the education of internal auditors profession.	IIAT (Thai) IIA-US (U.S.)	KIAsia is working with IIA (U.S.) to define the U.S. trainer.
IPR Management Training Program/ <i>International Competitiveness</i>	The International Intellectual Property Institute (IIPI) and BIOTEC will join together with KIAsia and other key stakeholders to contribute to a roadmap for national IP development and provide intellectual property management training for researchers, potential biotech entrepreneurs, investors and SMEs to promote bioentrepreneurship in Thailand and build the IPR commercialization skills of a core group of KIAsia Intellectual Property consultants.	To develop and deliver a course for entrepreneurs, researchers and bioentrepreneurs on IPR commercialization	BIOTEC, KIAsia (Thai) IIPI (U.S.)	On March 11th, 2004, KIAsia hosted a session entitled “IP Strategies for Thailand” at Chulalongkorn University in collaboration with the National Center for Genetic Engineering and Biotechnology (BIOTEC) & Chulalongkorn University’s Intellectual Property Institute. The discussion focused on strategies for promoting the

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				development of the IP system in Thailand and issues raised will be incorporated into an IP Strategy Roadmap being developed by the Thailand Research Fund.
Corporate Citizenship Training Program: Engaging the Private Sector for Sustainable Economic Progress – Phase I/ Corporate Good Governance	KIAsia's BSOP program, Thai experts from CSR Working committee and academics, and The Center for Corporate Citizenship at Boston College (The Center) will join together to deliver a series of training initiatives that promote private sector participation in local economic development.	To engage in social and economic development within their communities.	KIAsia, Thai experts (Thai) CCC (U.S.)	An Executive Briefing on Corporate Citizenship was held on March 3, 2004 to promote the Corporate Citizenship concept and the training program on “The Institute on Corporate Community Involvement” scheduled for the end of June 2004.
<i>Projects Approved for Funding</i>				
<i>Large Grants</i>				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Developing the Rayong Livable Community: Proposal for the Economic Development Partnership Component/ Corporate Good Governance	BSOP is joining with Cornerstone Global Program, U.S. Economic Development Partnership Industrial Estate Authority of Thailand (IEAT), Dow Chemical Thailand, Ltd , and Rayong community, to implement the Economic Development Partnership in Rayong. Through this project, stakeholders in the Rayong community along with KIAsia staff will gain hands-on experience in creating and sustaining an economic development partnership to (re)develop the Rayong province into a “livable community”.	To develop and sustain a pilot economic development partnership in Mab Tha Phut/Rayong that effectively addresses the community’s (re)development agenda	KIAsia, Dow Chemical, IEAT (Thai) KIW, U.S. EDP (U.S.)	Mr. David Taylor, President of the Golden Triangle Business Improvement District, visited Map Ta Phut in Rayong province to conduct a preliminary assessment to develop the Economic Development Partnership in Rayong.



<i>Projects Approved for Funding</i>				
Small Grants				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Technical Assistance for Thailand Rating Information Services (TRIS) / Financial Governance	Mr. Reed C. Parker, Volunteer Executive from IESC, had spent one month in Bangkok to provide technical assistance to TRIS in the area of credit rating from January 17 - February 11, 2000.	To strengthen Thai corporations' abilities to raise funds by improving the capabilities of TRIS in bond rating.	TRIS (Thai), IESC (US)	The project was completed in February 2000.
Technical Assistance for Thailand Rating Information Services (TRIS) - Trip # 2/ Financial governance	An expert from Financial Services Volunteer Corps (FSVC) is providing technical assistance and training on traditional credit rating methodology to TRIS analysts. The program will also include the on-the-job training on specific cases to be rated.	To strengthen the capabilities of TRIS in credit rating methodologies and procedures, securitization	TRIS (Thai), FSVC (US)	The project was already completed.
APICS-TLAPS Partnership / International Competitiveness	With BSOP Support, Mr. Richard Welch, former President of APICS to travel to Bangkok to attend the TLAPS conference and to build the relationship with TLAPS in May 2000. TLAPS President and Advisor also attended APICS conference held in October 2001 under BSOP support.	To establish long-term cooperation between TLAPS and APICS	TLAPS (Thai), APICS (US)	The project was already completed.

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International Auditor Fellowship Program / <i>Corporate Governance</i>	The officials from the Office of the Auditor General (OAG) participated in an International Auditor Fellowship Program organized by the US General Accounting Office (GAO). The GAO Fellowship program, which supports the goal of the International Organization of Supreme Audit Institutions (INTOSAI) to strengthen auditing and financial management practices and promotes the sharing of information and experiences among Supreme Audit Institutions (SAI) throughout the world.	To improve the capabilities of the OAG staff and develop a relationship between OAG and GAO	OAG (Thai), GAO (U.S.)	Under BSOP support, two OAG staff, including Mr. Phaisarn Vorasetsiri (2000), and Mr. Karanee Butrameeboon (2001), participated in the GAO Fellowship program in U.S. The program was already completed.
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Projects Approved for Funding

Small Grants				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
The International Auditor Fellowship Program's field office placement 2000 / <i>Corporate Governance</i>	The program is a continuation of the International Auditor Fellowship program and is designed to provide the participant with training, which includes gaining practical experiences in designing and implementing audits.	To improve the capabilities of the OAG staff and develop a relationship between OAG and GAO	OAG (Thai) GAO (U.S.)	Mr. Phaisarn Vorasetsiri, the 2000 GAO Fellow, was selected to participate in the on-the-job training at GAO's field office in Chicago. The program was already completed.
Land Assessors' standard and procedures/ <i>Financial Governance</i>	Mr. James Park, Director of Research and Technical Issues from the Appraisal Foundation (TAF) came over to hold talks with key Thai organizations involved in the land assessment in late August.	Improve knowledge of assessors in Thai assessment organizations	Association of Thai Assessors, TAF (U.S.)	The program was completed in August 2000.

Projects Approved for Funding

Small Grants

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Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
BMA – Thai BDC Partnership/ <i>Financial Governance</i>	Mr. Michael Decker, Vice President of Research and Policy Analysis at the Bond Market Association (TBMA) held the meetings with the Thai Bond Dealing Centre (Thai BDC) and the Thai regulators in the area of bond market development in Thailand. This is the first step of building the partnership between Thai BDC and TBMA.	To build the partnership between Thai BDC and TBMA	Thai BDC, TBMA (U.S.)	The trip has been completed
International Pension Exchange Program/ <i>Financial Governance</i>	Three US. experts from Pacific Pension Institute (PPI) provided technical assistance to Government Pension Fund (GPF) of Thailand and gave their presentations at the "World Class Fund Management" conference held by GPF.	To educate GPF staff on pension fund management	GPF (Thai), PPI (U.S.)	The project was completed in May 2001.
International Pension Exchange Program II/ <i>Financial Governance</i>	BSOP provided support for the expert from Pacific Pension Fund to deliver a 2003 Asian Pension Fund Roundtable Meeting to be held between December 11 - 12, 2003 in Bangkok.	To strengthen the standards and performance of national pension systems and to promote more effective and transparent corporate governance in the private sectors throughout the region	GPF (Thai), PPI (U.S.)	The project was approved in December 2003.
Secured Transaction Law Development and Implementation/ <i>Legislative and Judicial Reforms</i>	With BSOP support, Dr. Thammanoon Phitayaporn, to attend the International Colloquium on Secured Transactions to discuss the first preliminary draft Legislative Guide on Secured Transactions prepared by the Secretariat of the United Nations Commission on International Trade Law (UNCITRAL)	To share Thailand's views on Secured Transactions Law with international communities	OJ (Thai) UNCITRAL	The project was completed.

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<i>Projects Approved for Funding</i>				
Small Grants				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Thai Telecommunication Development/ <i>International Competitiveness</i>	Under BSOP support to the Post and Telegraph Department (PTD), the Communication Authority of Thailand (CAT) and the Telephone Organization of Thailand (TOT) sent the delegation to attend the "Southern Asian Telecommunications Regulatory Workshop" in Jakarta, Indonesia. In addition, the BSOP also has provided expert assistance to set up regulatory procedures for Thai National Telecommunications Commission (NTC).	To develop regulatory procedures for Thai NTC.	PTD (Thai), CAT (Thai), TOT (Thai), U.S. expert	The project was completed.
Bankruptcy Law Reform Project/ <i>Legislative and Judicial Reforms</i>	Mr. George M. Kelakos made his preliminary trip to Bangkok to discuss the American Bankruptcy Institute (ABI)'s technical assistance in the issues related to bankruptcy law reform with the Council of State (COS).	To promote bankruptcy law reform in Thailand	COS (Thai) ABI (U.S.)	The project was completed in April 2002.

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<i>Projects Approved for Funding</i>				
Small Grants				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Judicial Capacity regarding Intellectual Property – Enforcement and Dispute Settlement/ <i>Legislative and Judicial Reforms</i>	Three senior judges from the Central Intellectual Property and International Trade Court participated in the conference on Judicial Capacity regarding Intellectual Property – Enforcement and Dispute Settlement held in Washington D.C., U.S. between September 12 – 13, 2002. The conference is organized by the United States Patent and Trade Mark Office (USPTO) and the International Intellectual Property Institute (IIPI) to provide a forum for participants from developed and developing countries to share their experiences in Intellectual Property Enforcement and Dispute Settlement.	To share Thailand's experiences on IPR with international	IP&IT court (Thai), IIPI (U.S.)	The project was completed in September 2002
The 5 th Annual Symposium on Intellectual Property Law: New Dimension in Present and Future/ <i>Legislative and Judicial Reforms</i>	BSOP provided partial support for the Central Intellectual Property and International Trade Court to organize the 5 th Annual Symposium on Intellectual Property Law: New Dimension in Present and Future. The symposium was held between December 2 – 3 in Bangkok.	To expose Thai public to international practices of IPR	IP&IT court (Thai), IIPI (U.S.)	The project was completed.
Workshop for bankers on negotiating and mediating NPL settlements effectively/ <i>Financial and Corporate Governance</i>	The BSOP in collaboration with the Thai Bankers' Association, Alternative Dispute Resolution Office, and the World Bank organized a one-day workshop entitled "Negotiating and Mediating NPL Settlements Effectively." The workshop was conducted by two U.S. experts from the American Bankruptcy Institute,	to promote mediation to resolved financial cases in the courts in order to strengthen Thailand's financial and judiciary systems	TBA, ADR (Thai), ABI (U.S.), World Bank	The activity was completed.

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	Mr. Jacob Esher, Senior Mediator, JAMS, and Mr. George M. Kelakos, Special Counsel, Heller Ehrman Attorneys. The participants included 50 bankers and representatives from Thai Asset Management Corporation (TAMC) and the Corporate Debt Restructuring Advisory Committee (CDRAC) of the Bank of Thailand.			
<i>Projects Approved for Funding</i>				
Small Grants				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
IP and Bioentrepreneurship Training Workshops/ <i>International Competitiveness</i>	Two US experts, Dr. Mark Tang of World Technology Ventures, and Dr. Frances Toneguzzo, Director of Licensing, MGH, Harvard Medical School, traveled to Thailand to deliver an introductory training course on IP Management to BAC consultants. Subsequently, KIASia and BIOTEC co-organized a full-day workshop on “Bioentrepreneurship” on July 18, as part of the BioThailand 2003 conference in Pattaya. The US experts joined Thai and international experts presented to 80 researchers, entrepreneurs, government and corporate participants.	To raise the awareness concerning bioentrepreneurship in Thailand	KIASia, BIOTEC (Thai), IIFI (U.S.)	The activities were completed. A series of follow-up training courses are planned.

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AERA Regional Regulatory Dialogue Program Quarterly Activities Report (January – March 2004)

<i>AERA Regional Regulatory Dialogue Program – Projects Approved for Funding</i>				
Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Dialogue projects in Thailand				
Strengthening Administrative Court Capacity: Judge Forum on Administrative Contracts	The experts from the U.S. Court of Federal Claims and other U.S. organizations will provide technical assistance to strengthen the capacity of the Thai Administrative Courts in hearing administrative contract disputes	To develop court policy guidelines on Administrative Contracts	OAC (Thai), U.S. CFC	The project was already completed in March 2003
Strengthening Administrative Court Capacity: Case Management and Court Administration	PADCO and KIAAsia is Facilitating a partnership between the Thai Administrative Courts and the U.S. Federal Judicial Center to strengthen the capacity of the Thai Administrative Courts in managing cases by raising awareness of senior judges on U.S. best practices and developing an action plan for implementing a recent assessment of the Court's case management capabilities by AusAID.	To develop guidelines on a Court policy for case management and court administration	OAC (Thai), U.S. CFC, FJC (U.S.)	The project was approved by the KIAAsia Working Group on September 22, 2003. OAC is planning for a consultation workshop to be held in February 2004.
Developing a Thai Class Action Law	The American Bar Association (ABA) is providing expert assistance to work with the Council of State (CoS), the Class Action Research Team, and the Class Action Subcommittee in developing the new Thai Class Action Law.	To develop the Thai Class Action Law	CoS (Thai), ABA (U.S.)	The project was successfully completed.
<i>AERA Regional Regulatory Dialogue Program – Projects Approved for Funding</i>				

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Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Dialogue projects in Thailand				
Developing a Thai Open Meetings Law	The Office of the Maryland Attorney General, PADCO and the Kenan Institutes will work with the, Council of State, the Open Meetings Law Subcommittee, and the research team to facilitate access to international and U.S. best practices in developing the new open meetings law by establishing direct linkages between Thai and U.S. practitioners and legal experts.	To develop the Thai Open Meetings Law	CoS (Thai), Office of Maryland Attorney General (U.S.)	The project has been approved on December 17, 2003.
Dialogue projects in Vietnam				
Supporting Development of an IP Court in Vietnam	In partnership with the USAID's Support for Trade Acceleration (STAR) project, PADCO is facilitating dialogue between Vietnamese and Thai judges and other counterpart agencies and organization to support the development of a specialized court or bench within the Vietnam Supreme People's Court to enable implementation of the U.S.-Vietnam Bilateral Trade Agreement (BTA). This program will include a series of integrated activities planned and implemented in cooperation with the STAR program.	To develop an Intellectual Property Court in Vietnam	Vietnam Supreme People's Court; Thai Central Intellectual Property and International Trade (CIPIT) Court	Two Thai judges from the Central Intellectual Property Court traveled to Hanoi, Vietnam to participate in and share legal experiences related to intellectual property at two seminars on IPR disputes held between June 23 - 27. The seminars, organized by the Supreme People's Court of Vietnam, aimed aim to address the aspects of Vietnam's intellectual property obligations under the Vietnam-U.S. Bilateral Trade Agreement and TRIPS.
<i>AERA Regional Regulatory Dialogue Program – Projects Approved for Funding</i>				

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Project Name / Objective	Description	Objectives/ outcomes	Partners	Status
Dialogue projects in Vietnam				
Regional Dialogue on Public Participation in Government Decision Making	PADCO, KIAAsia and The Asia Foundation will to facilitate linkages between Vietnam and Thailand on public participation related to their on-going efforts to develop new legal frameworks, and in addition will launch a regional forum on public participation. Activities will include: (1) focused exchange between Vietnam and Thailand, and (2) a linked regional seminar in Bangkok. Participants will include legislators, agency officials and civil society leaders from Indonesia, Philippines, Thailand and Vietnam.	To promote public participation in Vietnam	Vietnam Office of the National Assembly; Thai Council of State, the Asia Foundation	The Vietnamese delegation from the Office of National Assembly traveled to Bangkok for the observational program and workshop on public participation between July 7 –11, 2003.
Strengthening Vietnam Administrative and Judicial Review Process: Sharing Experience with Thai Administrative Agencies and Courts	The AERA Regional Regulatory Dialogue Program provided support for the Vietnamese delegation to visit Thai counterpart agencies and courts to exchange information and experience on administrative agency and court review, and dispute resolution. The visitation will expose the Vietnamese delegation to Thailand's practices in administrative and judicial review process. This activity is joint program between the Vietnam STAR program and AERA's Regulatory Dialogue program to strengthen Vietnam's administrative and judicial review process.	To strengthen Vietnam's administrative and judicial review process	Communist Party of Vietnam, STAR-Vietnam, Thailand's Administrative Courts, Council of State, Alternative Dispute Resolution Office, Revenue Dept., and Central Intellectual Property and International Trade Court	Eleven senior officials from Vietnamese courts and government agencies visited Thai counterparts, including courts and government agencies between January 12 – 16, 2004 to learn more about Thailand's practices in administrative and judicial review process.



AERA Education Program - Project Matrix (January to March 2003)

1. Projects Completed

Project Name	Partners	Project Description	Grant Amount (US\$)	Timeline	Current Status
East-West Community College Project - Leadership and Teacher Training	Office of the Community College Promotion, Ministry of Education and East-West Community College Consortium	To assist Thailand's Ministry of Education in its effort to establish community colleges in Thailand. Two training programs were delivered to the college administrators including the training on leadership skills in Bangkok and the training on community college administration, teaching, and faculty development in Hawaii.	69,723	February 1, 2002 - December 31, 2002	The project was completed.
English through Entertainment	Supervisor Unit, Department of General Education	To assist in the reproduction and distribution of a lesson plan and instructional media for the "English through Entertainment" course. English Center, Supervisory Unit and specialized teachers worked together to design the curriculum, develop the lesson plan, produce the instructional media and evaluate the program. A teacher's manual, videotapes and cassette tapes are additional instruments to support the teachers.	34,633	April 15, 2001 - 31 December 2003	The project was completed. The training packages were distributed to 3,000 high schools nationwide.
Chula Conference on Innovative Ideas for English Language Teaching	Chulalongkorn University Language Institute	CULI is organizing the 5th International Conference from December 15-17, 2003. The focus is on innovative ideas for ELT including the applications of innovative technologies, which can be applied to classroom instruction or self access learning centers.	5,500	May 1, 2003 - January 31, 2004	The project was completed.
Participatory Learning Leading to Integrated Community Development	Faculty of Social Science, Chiang Mai University (Thai Woman of Tomorrow Project) and the Office of the National Primary Education Commission (ONPEC)	To use a new learning approach to involve community members in understanding more about the value of education and the action competency that students were able to develop. The activities mainly focus on staff development of all related participants such as school staff and key members of the community.	26,519	January 1, 2003 - December 31, 2003	The teacher workshop was completed. Each school presented its localized curriculum and results from the first academic semester.

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2. On-going Projects

Project Name	Partners	Project Description	Grant Amount (US\$)	Timeline	Current Status
English Language Center for Mae Fah Luang University	Mea Fah Luang University and Oregon State University	To assist Mae Fah Luang University in its effort to establish an English language center. TESOL specialists from Oregon State University provided consultation and workshops on curriculum development and set-up of a resource center to the Liberal Arts Faculty's English teachers for phase I. MFLU English teachers to be trained in language teaching skill at OSU, for phase II.	68,656	December 1, 2002 - December 31, 2004	Phase I completed. English language curriculum developed and the language laboratory is ready for operation in a skeletal mode. Training sessions on teaching English as a foreign language will be held at both MFLU and OSU in April.
Self-Access English Language Centers for Thai Community Colleges	Office of Community College Promotion, Ministry of Education, King Mongkut's University of Technology Thonburi, and Oregon State University	To improve English teaching capabilities of the 10 Thai community colleges by assisting them in setting up a self-access English language center at each college. The self-access centers will be equipped with learning materials, including books and multimedia resources that are suitable for learners with varying levels of English language skill. The centers will become an important tool for language learning not only for students but also teachers and the workforce in the community. The centers can also be integrated into existing English language programs where participants can improve their English at their own time, pace, and interest with supervision from a learning facilitator.	50,000 (plus \$15,000 from the US Embassy)	June 25, 2003 – September 30, 2004	Needs assessment for English language usage in Mukdahan, Mae Hong Sorn, and Tak provinces, the first three pilot provinces, are completed OSU experts traveled to the three community colleges to help custom-design three self-access centers and delivered workshops together with the Thai experts on independent learning and how to administer and run self-access centers.
Information and Communications Technology Training for Educational Purposes in Rural	Rajabhat Institute Surin	To enhance an e-Learning competency of Rajabhat Institute Surin (RIS), a rural higher education institute in the Northeastern Thailand. The main activity of the project is to train 20 educational staff from RIS who will become trainers for other RIS staff and teachers from 17	10,000	Feb 01, 2004- Aug 31, 2004	A contract between KIAasia and Rajabhat Institute Surin was signed. The training will be delivered in May.

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Project Name	Partners	Project Description	Grant Amount (US\$)	Timeline	Current Status
Higher Education Institute		schools' labs in Surin province on ICT for education development skills. After the completion of this course, trainees will be able to finish and upload websites. They will integrate this new tool/teaching method in their regular classes. Approximately 1,000 students will gain knowledge from 20 web sites that will be created by the 20 trainees in this program.			
Thai Youth Development by ICT Project - Web-Aided Instruction Train-the-Trainers Component	Min. of Information and Communications Technology (MICT), Min. of Education (MoE), National Electronics and Computer Technology Center (NECTEC), TOT Corporations Co.Ltd., Communications Authority of Thailand (CAT) and Oracle Corporation Thailand, Ltd.	To expand a learning opportunity for Thai youth by building capacity and increasing capability of ICT skills for them, leading our country to be a knowledge-based society. This is to train about 4,000 leading teachers in 2003 and 1,000 leading teachers in 2004 on web-based instruction/training skills. The 3-day training course will equip teachers with ICT knowledge in think.com software, computer graphics, and Internet-browser programs.	35,813	April 1, 2003 - December 31, 2004	4,000 leading teachers were trained on web based instruction/training skills. Evaluation of the program is being conducted.
Entrepreneurship Training for Thai Community Colleges	KIASIA's Business Advisory Center, Bureau of Community College Administration, North Carolina Community College System	To bring in and localize a successful entrepreneurship curriculum from the US. With assistance from the North Carolina Community College System (NCCCS), six Thai trainers will be trained to become Master Facilitators for "REAL Entrepreneurship" curriculum in order for them to adapt and train trainers and students from the ten Thai community colleges. The REAL Entrepreneurship curriculum is expected to be adopted as an on-going training program at Thai community colleges and other Thai educational institutions.	87,702	May 1, 2004 – July 31, 2005	Six Thai trainers have been identified. They plan to attend the training on REAL Entrepreneurship for master facilitators in North Carolina in May 2004.

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Project Name	Partners	Project Description	Grant Amount (US\$)	Timeline	Current Status
KIAsia- GMS English Academic Fellowship Program	KIAsia, Mae Fah Luang University, educational institutions from the GMS countries	To strengthen To strengthen Mae Fah Luang University's position as a leading higher educational institution in the Greater Mekong Sub-region (GMS) that uses English as a major medium of teaching instruction. The KIAsia – GMS English Academic Fellowship Program will not only be a channel to promote MFLU in the region to be better known among professors and scholars, but will also upgrade MFLU's own academic human resources. Two main activities under this project are the provision of twelve fellowships to professors and graduate students from the GMS countries and the organization of a GMS TESOL forum at MFLU.	74,000	April 1, 2004 – September 30, 2005	A selection committee will be formed. Representatives from the US Embassy and USAID will be invited to be committee members.
Animation and Multimedia Workshop (Phrase I)	Rajabhat Institute Chiang Rai	To enhance computer skills in the making of animation and multimedia of students in grades 4-9 in Chiang Rai provide. The 16-hour training program to be organized by Rajabhat Institute Chiang Rai will train 120 students in 4 sessions. The objectives of this program are for the students to gain an understanding of drawing basic cartoons and computer graphics; to use MOHO software to create animation; and to acquire skills in art and creative thinking. It is planned that 5 students from this training will participate in the Thailand Animation and Multimedia Fair (TAM) in 2005.	7,745	May 1 – September 30, 2004	
ICT Workshop for School Teacher in the North	Rajabhat Institute Chiang Rai	To upgrade the ICT capabilities of 200 teachers in Chiang Rai. RICR has its own courseware management (http://E-learning.ricr.ac.th) and believes that this tool will be useful in bridging the digital divide for schools in the Northern Thailand. This 18-hour training course will equip trainees with knowledge of RICR Courseware Management, e-learning web-site design, and web-site	8,275	May 1 – September 30, 2004	

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Project Name	Partners	Project Description	Grant Amount (US\$)	Timeline	Current Status
		developing software.			
Improving the Quality of Education Through IT	Rajabhat Institute Chiang Mai, Oregon State University, Meanprasatwittaya School	The activities proposed are intended to supplement the World Bank-funded Secondary Education Quality Improvement (SEQI) Project (Northern Region) awarded to KIA Asia and to achieve the aims of the AERA - Education program in promoting ICT in education. The key activities to be undertaken include organizing a training workshop on Computer Assisted English Language Learning (CAELL) and using information technology for teaching. It will include a workshop on Enhancing Leadership and Management of Technology. The project will also promote a New Model of Supervision-Supportive Mentoring (kalayanamit): Strengthen Education Service Area supervisors through experiential learning in implementing learning reform and application of computer technology as a tool for teaching and learning and will develop local software/courseware/CAI CD-ROM & materials.	69,420	May 1, 2004 – June 30, 2005	

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Border Action Against Malaria

<i>BAAM Projects Approved for Funding</i>				
<i>Large Grants</i>				
Project Name / Objective	Description	Objectives/ Outcomes	Partners	Status
Strengthening of Sentinel Surveillance System for Anti-malarial Drug Resistance in Thailand / <i>Surveillance of MDR Malaria</i>	<p>With the Malaria Group of the Bureau of Vector-Borne Diseases (MOPH) as focal point, the ADR surveillance network comprises malaria clinics under responsibility of regional Vector Borne Disease Control Offices 1-5, provincial and district community hospitals, and academic field research stations. Nine border provinces with high malaria incidence are selected as sentinel sites, <i>i.e.</i>, Chiang Mai, Mae Hong Son, Tak, Kanchanaburi, Ranong, Ratchaburi, Ubon Ratchathani, Chanthaburi, and Trat. Main activities are:</p> <ol style="list-style-type: none"> 1. Training on <i>in vivo</i> therapeutic efficacy assessment and <i>in vitro</i> sensitivity study; 2. <i>In vivo</i> therapeutic efficacy assessment of the first line treatment regimens; 3. <i>In vitro</i> sensitivity study of the currently used anti-malarial drugs; 4. Establishment of an information center for ADR network at the Malaria Division. 	<ol style="list-style-type: none"> 1. To establish a network of sentinel surveillance sites for monitoring anti-malarial drug resistance in Thailand 2. To study the current situation of anti-malarial drugs in Thailand both <i>in vivo</i> and <i>in vitro</i> and including using HRP2 drug sensitivity assay 3. To strengthen the cooperation among sentinel sites in country and among neighboring countries towards sharing anti-malarial drug resistance information 	<ol style="list-style-type: none"> 1. The Malaria Group, Bureau of Vector-Borne Diseases 2. Provincial and district hospitals 3. Mahidol University 4. Siriraja Hospital 5. Thammasat University 6. The Royal Thai Armed Forces Research Institute for Medical Science 7. WHO 	<p>Initial and refresher training completed; sentinel surveillance by <i>in vivo</i> therapeutic efficacy study, <i>in vitro</i> sensitivity study, and HRP2 assay of the currently used anti-malarial drugs is on-going in 9 sentinel sites.</p> <p>Results of monitoring drug resistance in were analyzed at national technical workshops in 2002 and 2003. Revisions to sites where combination therapy is recommended as first-line therapy and revised treatment regimen is being finalized. The national malaria drug policy committee has revised manuals on treatment guidelines for physicians and health workers.</p>

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BAAM Projects Approved for Funding

Large Grants

Project Name / Objective	Description	Objectives/ Outcomes	Partners	Status
<p>Community-Based Malaria Control Along the Thai-Cambodia Border Through Civic Partnerships in Chantaburi and Trat Provinces / Health System Reform –Decentralized Response Strategies and Effective Partnership Models</p>	<p>The main concept of the project is to strengthen community involvement in malaria control and toward self-reliance in the long run through the process of standardized method of working for prevention, cure, and control, by community-based work to improve the potential of community and local agencies to address the malaria problem by themselves with support by related health personnel and other multi-disciplinary teams.</p>	<ol style="list-style-type: none"> 1) To initiate malaria epidemiology information center in the community. 2) To improve prevention in high-risk groups. 3) To promote community participation in solving problem of prevention in high-risk groups, and promote use of dipstick test for early diagnosis. 4) To promote community participation to address malaria with support by government organizations 5) To build capacity of health personnel and volunteers, including health personnel from Cambodia border areas if requested to create a network for disease control by communities themselves in the long run. 	<ul style="list-style-type: none"> • MOPH, VBDC, VDDUs • Chantaburi and Trat Provincial Public Health Offices • District Health Offices and Health Centers • Schools • High-risk groups • Village health volunteers • Government agencies • Community leaders 	<p>Orientation workshops on conducted, community civil-society forums on malaria problem, analysis, and action planning conducted in Chantaburi and Trat Provinces.</p> <p>Training on use of GIS for malaria control conducted in Chantaburi Province.</p> <p>Workshop conducted on community epidemiology for multi-sectoral local malaria control core participants in Trat Province, and training held on improved diagnosis and treatment of malaria in Trat Province.</p> <p>Community malaria core teams established and trained; stakeholder awareness and planning sessions conducted for community-based control projects..</p>

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BAAM Projects Approved for Funding

Large Grants

Project Name / Objective	Description	Objectives/ Outcomes	Partners	Status
<p>Developing and producing dipstick dye immunoassays utilizing dye particle-linked monoclonal antibodies developed against pLDH and pGAPDH for malaria antigen detection / Increased Access to Rapid Parasitological Diagnosis and Effective Treatment</p>	<p>Preparing and purifying pLDH and pGAPDH for raising monoclonal antibodies, followed by research and development to determine the feasibility of local production of dipstick dye immunoassays utilizing dye particle-linked monoclonal antibodies developed against pLDH and pGAPDH for malaria antigen detection of both <i>P. falciparum</i> and non-<i>P. falciparum</i>.</p> <p><i>General objective: To locally produce a rapid, simplified, reliable and maximized sensitivity dipstick dye immunoassay utilizing dye particle-linked monoclonal antibody against pLDH and pGAPDH for detecting malaria antigens of falciparum and non-falciparum malaria in human blood by using our national resources.</i></p>	<ol style="list-style-type: none"> 1. To raise/characterize MABs against pLDH and pGAPDH, maximize test sensitivity, genetic diversity to the <i>P. f.</i> parasite population, and not react to non-malaria antigen. 2. To develop a rapid, simplified, sensitive, and specific dipstick assay to detect asexual erythrocytic stage of <i>P.f.</i> and non-<i>P.f.</i> 3. To increase sensitivity, aiming at 100% for densities of >100 parasites per μl blood in four species. 4. To improve readability of tests (better signal intensity & avoidance of mix-ups). 5. To evaluate relative sensitivity/specificity of the antigen detection dipstick method for <i>P. f.</i> malaria field diagnosis compared to microscopy. 6. To set up a quality control system for sensitivity and specificity. 	<ol style="list-style-type: none"> 1. The Bureau of Vector-Borne Diseases, Department of Disease Control, MOPH 2. National Institute of Health, Department of Medical Sciences, MOPH 	<p>Cloning and expression of pLDH in <i>E. coli</i> by genetic engineering obtained expressed fusion protein. By affinity purification, the protein obtained had high purity and good yield, and these proteins show the pLDH enzyme activity; Pre-immunized sera of rabbits were determined for the reactivity with pLDH and GST proteins by western blot analysis. Reactivity of the immunize sera was characterized by western blot analysis, followed by standardization of ELISA assay, determination of appropriate blocking solution in ELISA assay, and titration of polysera, which showed that the titer of reactivity with GST was lower than pLDH about 10-100 fold, indicating that the sera could react with pLDH with more specificity than GST.</p>

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BAAM Projects Approved for Funding

Large Grants

Project Name / Objective	Description	Objectives/ Outcomes	Partners	Status
<p>Partnerships for a School-based Approach to Community Action Against Malaria / <i>Effective Partnership Models</i></p>	<p>The project builds partnerships to develop a model for a school-based approach to community action against malaria as a strategy for developing knowledge, attitudes, skills and behavior necessary for community-based self-reliant action against malaria in highly endemic border. The model comprises the following key elements:</p> <ul style="list-style-type: none"> • A process for participatory learning and action against malaria by the school and community; • Use of case study approach on a whole school basis to study the local malaria situation and identify alternative solutions; • Use of life skills education methods to enhance the case study approach and develop/change behavior to prevent and reduce malaria; • Development of learning materials to support discovery learning; • Mobilization of communities for self-reliant action against malaria; • Provision of technical support to schools and communities; • Leveraging resources from local sub-district councils to support community malaria prevention and control plans and projects <p>Phase II (replication trials) began in October 2002 with expansion to include 40 schools in Tak, Mae Hong Son, Chiang Mai, Chantaburi, and Trat Provinces.</p>	<ol style="list-style-type: none"> 1. To strengthen capacity of schools and teachers to facilitate participatory learning and action by students and communities to prevent and control malaria. 2. To raise awareness and mobilize community action to prevent and control malaria. 3. To set up an example of a working model with multi-sectoral organizations collaborating as equal stakeholders. 4. To build on lessons learned and best practices for expansion of coverage to other endemic border areas facing increasingly multi-drug resistant malaria. 	<ul style="list-style-type: none"> • Ministry of Education - Office of National Primary Education Commission: Office of Special Projects, Office of Supervision and Standards, Offices Provincial Primary Education Commissions in Tak, Mae Hong Son, Chiang Mai, Chantaburi, Trat • Health Behavior Development Group, Malaria Division • Regional Disease Control Offices, Vector Borne Disease Control Centers and Units • The Life Skills Development Foundation • Rajabhat Institute Chiang Mai • Border Patrol Police Bureau 	<p>Phase I (model-building): 200 teachers, principals, education supervisors from 25 schools in 4 districts received 25 days of training in 5 workshops. Students completed community malaria situation assessments, analyzed alternatives, and shared with community leaders in consultation workshops to reach consensus on action plans and projects. Community-generated malaria control projects received funding support. A participatory process evaluation was conducted in August 2002</p> <p>109 grade 4-9 teachers/ supervisors from 15 expansion schools received 15 days training, conducted surveys of community health problems and malaria KAP, analysis of community malaria situation and alternatives for action. Community project planning underway.</p>

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BAAM Projects Approved for Funding

Small Grants

Project Name / Objective	Description	Objectives/ Outcomes	Partners	Status
<p>Thailand Roll Back Malaria Strategic Planning Workshop / <i>Effective Partnership Models</i></p>	<p>BAAM Project Coordinating Unit organized a multi-agency gathering of key stakeholders in malaria control. Working group sessions were held to obtain input on key strategies for renewed joint efforts to control malaria with special focus on border areas and multi-drug resistant malaria. Deliberations focused on the following thematic areas:</p> <ul style="list-style-type: none"> • Diagnosis, treatment, case management • Community/household prevention • Epidemiology, surveillance, mapping, GIS • Decentralization, health system reform, responsibilities, and processes for community participation • Staff capacity building and training methodologies • Participatory learning processes, and prototypes for action in target communities • International organizations/agencies and their contribution to Thailand Roll Back Malaria <p>The thematic working groups presented results of their discussions in the form of recommended strategies, activities, support needed, and potential partner agencies for comments and plenary discussion.</p>	<ol style="list-style-type: none"> 1. To seek approaches and mechanisms for mutual cooperation for more successful malaria control. 2. To provide an opportunity for all stakeholders to present experience and share ideas to move toward formulation of key joint strategies for collaboration in systematically advancing as appropriate and necessary. 	<ul style="list-style-type: none"> • MOPH • Mahidol University • Thai and US AFRIMS • Royal Project Bureau • Royal Thai Army • Border Patrol Police Bureau • Hilltribe Welfare Division, Ministry of Labor and Social Welfare • Office of the National Economic and Social Development Board • Office of the National Primary Education Commission • The Life Skills Dev. Foundation • IMPECT • IRC • ACTMalaria • MSF • PATH Canada • UNICEF • WHO • USAID 	<p>Workshop completed in July 2000. Participants from the wide range of organizations involved in anti-malaria efforts in Thailand were able to achieve a considerable degree of consensus on four principal strategies for rolling back malaria in Thailand.</p> <ol style="list-style-type: none"> 1. Surveillance and response: epidemic preparedness, prevention and control 2. Early diagnosis, prompt and effective treatment 3. Household and community prevention 4. Health system reform and decentralization to support local self-reliance in malaria control 5. Collaboration and coordination with equal partnerships among local implementing agencies <p>Program strategies, operational strategies, and potential partner agencies were compiled into a national strategic framework for Roll Back Malaria in Thailand.</p>

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BAAM Projects Approved for Funding

Small Grants

Project Name / Objective	Description	Objectives/ Outcomes	Partners	Status
Participatory action research planning workshop in Chantaburi Province / <i>Effective Partnership Models</i>	Following on focus group discussions conducted with more than 200 malaria high-risk villagers in Chantaburi Province, MOPH Vector Borne Disease Control Office No. 5 organized a planning workshop with local government officials, informal employers and high-risk forest-related occupation groups from Pong Nam Ron and Soi Dao Districts. Working groups provided input into formulation of proposals for subgrants to support development of appropriate interventions for a community-based approach to malaria control in Thai-Cambodian border areas.	<ol style="list-style-type: none"> To review results of focus group discussions with malaria high-risk groups. To generate input on interventions emphasizing self-reliance. To identify collaborating partners and their potential roles. 	<ul style="list-style-type: none"> MOPH VBDO No. 5, VBDC, VDDUs Chantaburi Provincial Public Health Office District Health Offices and Health Centers Border Patrol Police Royal Thai Marines Principals and teachers Informal employers High-risk groups Village health vols. 	Workshop completed in August 2001. Input used to formulate action research proposal planned for funding in FY 2002. Implementation underway on community-level epidemiology system using GIS and community awareness raising interventions.
Participatory action research planning workshops in Trat Province / <i>Effective Partnership Models</i>	MOPH Vector Borne Disease Control Office No. 5 organized two planning workshops in Trat Province, with local government officials, informal employers, subdistrict council members, and high-risk forest-related occupation groups from Bo Rai, Muang, and Klong Yai Districts. Working groups provided input into formulation of proposals for subgrants to support development of appropriate interventions for a community-based approach to malaria control in Thai-Cambodian border areas. These workshops were followed by consultations with key officials of Vector Borne Disease Control Office No. 5 on formulating a proposal for subgrant support from BAAM.	<ol style="list-style-type: none"> To review results of focus group discussions with malaria high-risk groups. To generate input on interventions emphasizing self-reliance. To identify collaborating partners and their potential roles. 	<ul style="list-style-type: none"> , MOPH VBDO No. 5, VBDC, VDDUs Chantaburi Provincial Public Health Office District Health Offices and Health Centers Border Patrol Police Royal Thai Army and Marines School Principals and teachers Informal employers High-risk groups Village health vols. 	Workshops completed in November 2001. Input used to formulate action research proposal planned for funding in FY 2002. Implementation underway on community-level epidemiology system and community awareness raising interventions.

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BAAM Projects Approved for Funding

Small Grants

Project Name / Objective	Description	Objectives/ Outcomes	Partners	Status
<p>USAID Roll Back Malaria Partners' Meeting: Informal Consultation on Monitoring Anti-malarial Drug Quality and Use Practices / <i>Surveillance of MDR Malaria</i></p>	<p>BAAM Project Coordinating Unit organized a series of meetings from September 12-14, 2001 for consultations on monitoring drug quality and use practices among representatives of USAID Roll Back Malaria partners in Thailand, Cambodia, the U.S.A, and WHO.</p>	<ol style="list-style-type: none"> 1. To identify important issues related to drug quality control and drug use practices in border areas; 2. To identify priority actions needed to initiate study and monitoring of drug quality and use practices as components of sentinel surveillance; 3. To identify potential implementing actors in study and monitoring of drug quality and use practices; 4. To identify opportunities for technical cooperation, and support needed to implement study and monitoring of drug quality and use practices. 	<ul style="list-style-type: none"> • USAID • WHO • Royal Thai Government Ministry of Public Health • Cambodian Ministry of Health • US Pharmacopeia • Management Sciences for Health • ACTMalaria • KIAAsia - BAAM PCU 	<p>The consultation meetings are completed. The consultations resulted in identification of important issues and priority actions needed to initiate/implement study and monitoring of drug quality and drug use practices as integral components of sentinel surveillance of anti-malarial drug resistance with a focus on Thailand and Cambodia.</p>



<p>Training of village health/malaria volunteers and sub-district council members / Health System Reform – Decentralized Response Strategies and Effective Partnership Models</p>	<p>BAAM Project Coordinating Unit collaborated with VBDO Nos. 1 and 2 to organize 2 training workshops for village health/malaria volunteers and sub-district council members on in-depth community malaria situation analysis; prevention, control and treatment of malaria; and coordinating planning for community action against malaria.</p>	<ol style="list-style-type: none"> 1. To increase knowledge, attitudes and behavior related to malaria. 2. To understand analysis of risk and community malaria epidemiological situation. 3. To prepare for collaboration with schools in analyzing alternative actions and formulating community malaria action plans. 	<ul style="list-style-type: none"> • VBDO No. 1 and 2, VBDCs and VBDUs • Village health/malaria volunteers • Sub-district council members • Provincial Primary Education Offices • The Life Skills Development Foundation • BAAM PCU 	<p>Training workshops were completed in February 2002. Volunteers and sub-district council members from communities served by 25 schools in 4 districts have increased knowledge about malaria, situation/risk analysis, and are prepared to collaborate in school-community malaria action planning workshops in July 2002.</p>
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<p><i>BAAM Projects Approved for Funding</i></p>				
<p style="text-align: center;">Small Grants</p>				
Project Name / Objective	Description	Objectives/ Outcomes	Partners	Status
<p>Write shop to summarize one year implementation of the Partnerships for a School-based Approach to Community Action Against Malaria Project / Effective Partnership Models</p>	<p>BAAM Project Coordinating Unit collaborated with the Special Projects Office of the Office of the National Primary Education Commission to organize a write shop to summarize implementation at the whole-school level and at each grade level from kindergarten to grade 9 under the Partnerships for a School-based Approach to Community Action Against Malaria Project.</p>	<ol style="list-style-type: none"> 1. To summarize results of first year implementation including learning processes, curriculum linkages, and teaching plans. 	<ul style="list-style-type: none"> • Special Projects Office of the Office of the National Primary Education Commission • Provincial and District Offices of Primary Education • The Life Skills Development Foundation • BAAM PCU 	<p>Write shop completed in April 2002. Representatives of 25 schools in 4 districts summarized implementation, learning processes, content, life skills, problems, and solutions.</p>

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<p>Transfer of technology training on preparing and purifying pLDH and pGAPDH for raising monoclonal antibodies / <i>Increased Access to Rapid Parasitological Diagnosis and Effective Treatment</i></p>	<p>Dr. Pongwit Bualombai of the Malaria Division was sent to the University of Manchester to participate in a short training course on preparing and purifying pLDH and pGAPDH for raising monoclonal antibodies. If this is successful, it will be followed by research and development to determine the feasibility of local production of dipstick dye immunoassays utilizing dye particle-linked monoclonal antibodies developed against pLDH and pGAPDH for malaria antigen detection of both <i>P. falciparum</i> and non-<i>P. falciparum</i>.</p>	<p>1. Transfer of technology on preparing and purifying pLDH and pGAPDH for raising monoclonal antibodies</p>	<ul style="list-style-type: none"> • Malaria Division, Department of Communicable Disease Control, MOPH • National Institute of Health, Department of Medical Sciences, MOPH 	<p>Dr. Pongwit Bualombai is undergoing training at the Department of Molecular Biology, University of Manchester, and will return in July.</p>
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TCI PROJECT/ACTIVITY MATRIX JAN.-TO-MAR. 2004

CLUSTER	DESCRIPTION OF ACTIVITY	CURRENT PARTNERS	DELIVERABLES
GEMS	The Chantaburi gem cluster is the largest processor of precious and semi-precious stones in Thailand. The cluster is interested in increasing its presence in trade fairs and creating the Chantaburi "brand" to represent quality & reliability.	Precious Stones Factory Group, Chantaburi & Bangkok Gem and Jewelry Association, Gem Institute of Thailand.	SAI: Bangkok Trade Fair Participation
HIGH-VALUE	The four western provinces are major exporters of high-value agricultural produce-- specifically okra, baby corn, chili, and asparagus. The cluster is focusing on "safe and healthy" produce.	Kasetsart University, "core" of 2,000 growers, 10-20 packers, & 5 exporters, Ministry of Agriculture	PAI: GAP
MARINE FOOD	The Hat Yai & Songkla marine food cluster in the south is a major exporter of tuna and shrimp fresh-frozen products. The cluster is seeking options that do not depend upon the basic tuna & shrimp products that compete primarily on price.	FTI, PSU, 4-6 large canning and processing companies, fish- market suppliers.	SAI: Study for specialty processed shrimp products for California.
MULTI-MEDIA	The Bangkok multi-media cluster is part of the digital content industry and provides products and services focusing on animation, gaming, and web-based design. The cluster plans to more directly increase its linkages with their buyers.	SIPA, Software Park, SIGGRAPH, 3-4 schools, & approximately 20-30 core firms with 4-6 relatively larger firms.	SAI: TAM 2004 to increase awareness of cluster capabilities.
SILK	The silk industry around Korat grows and weaves the "traditional" and distinctive short-fiber yellow Thai silk. The relatively small producers are still fragmented.	Core of about 12 weaving firms, 4-6 retailers, 2-3 large exporters, Sericulture Institute, Ministry of Agriculture, PTC U.	SAI: Demo of semi-mechanized looms to raise productivity to prospective buyers.

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TOURISM	The Chiang Mai tourism cluster is interested in promoting the "Chiang Mai" charm as a differentiating factor to attract tourists, with a current focus on developing MICE tourism.	Chiang Mai Tourism Association, CMU,	SAI: MICE WAI: English Skills Upgrade Program
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NOTES: All cluster activities are covered by USAID grants that will end on September 2004.
All cluster objectives are the similar: to engage the core & supporting firms so that the participants can formulate & implement initiatives.
Deliverables are described in terms of "action initiatives" being developed: strategic, policy, & workforce.
Deliverables are for work done for this quarter. The complete list of deliverables is in a separate file.

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