THAILAND TRADE and INVESTMENT MISSION to the UNITED STATES

JUNE 1968

a report by the PRIVATE INVESTMENT CENTER Agency for International Development Washington, D.C.
Report

of the

Thailand Trade & Investment Mission to the United States
April 29 - May 13, 1968

sponsored by

The Board of Investment
of
The Royal Thai Government
Bangkok, Thailand

in cooperation with

Bangkok Bank Ltd.
New York City

and

Investment Promotion Division
Private Investment Center
Office of Private Resources
Agency for International Development
Washington, D.C.

by
Belford L. Seabrook
June 10, 1968
<table>
<thead>
<tr>
<th>TABLE OF CONTENTS</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUMMARY</td>
<td>1</td>
</tr>
<tr>
<td>BACKGROUND</td>
<td>2</td>
</tr>
<tr>
<td>BIOGRAPHY OF DR. AMNUAY VIRAVAN</td>
<td>3</td>
</tr>
<tr>
<td>ROSTER OF INVESTMENT MISSION MEMBERS</td>
<td>5</td>
</tr>
<tr>
<td>PROGRAM CONCEPT</td>
<td>10</td>
</tr>
<tr>
<td>BUDGET</td>
<td>12</td>
</tr>
<tr>
<td>CIPM</td>
<td>13</td>
</tr>
<tr>
<td>AMERICAN MANAGEMENT ASSOCIATION SEMINAR</td>
<td>24</td>
</tr>
<tr>
<td>INDUSTRY ATTITUDE AND COOPERATION</td>
<td>30</td>
</tr>
<tr>
<td>SOCIAL AFFAIRS</td>
<td>31</td>
</tr>
<tr>
<td>WIVES AND DEPENDENTS</td>
<td>31</td>
</tr>
<tr>
<td>PER DIEM</td>
<td>32</td>
</tr>
<tr>
<td>HOTEL ACCOMMODATIONS</td>
<td>32</td>
</tr>
<tr>
<td>HEALTH</td>
<td>33</td>
</tr>
<tr>
<td>PUBLICITY AND PRESS RELEASES</td>
<td>33</td>
</tr>
<tr>
<td>AID/W SUPPORTING ASSISTANCE</td>
<td>35</td>
</tr>
<tr>
<td>WASHINGTON, D. C. VISIT</td>
<td>37</td>
</tr>
<tr>
<td>UNFAVORABLE FACTORS</td>
<td>38</td>
</tr>
<tr>
<td>OBSERVATIONS</td>
<td>39</td>
</tr>
<tr>
<td>EVALUATION COMMENTS</td>
<td>41</td>
</tr>
<tr>
<td>ADDITIONAL REPORTS</td>
<td>43</td>
</tr>
<tr>
<td>LIST OF ATTACHMENTS</td>
<td>44</td>
</tr>
</tbody>
</table>
THAILAND TRADE & INVESTMENT MISSION TO U.S.

SUMMARY:

The Board of Investment of the Government of Thailand (BOI) sponsored a visit by some 30 Thai private businessmen to United States industrial plants and business firms during a two-week period beginning April 29, 1968 and ending May 13, 1968. The objective of the Mission was to explore possible joint ventures with U.S. investors, opportunities for increasing American investment in Thai ventures, and for increasing Thai imports of U.S. products. The idea for the Mission originated with Dr. Amnuay Viravan (12), Secretary General of the BOI; and to some extent the Mission may have been a result of the policy of the USCM/Bangkok to encourage the Thai to take the initiative in attracting foreign private investment. The Mission arrived in Chicago (over the North Pole) from Europe on Sunday afternoon, April 28, and after three days in Chicago, split up into four teams for visits in Chicago, Pittsburgh, Detroit and Cleveland. On Sunday, May 5, the Mission assembled in New York and spent Monday through Wednesday, May 6-8 at the American Management Association Seminar, which was very well received by both Thai and American participants. After the A.M.A. session, most of the group remained in the New York area for individual business appointments, although several
went into the Ft. Worth-Houston area for appointments on May 9 and 10. The Texas and New York groups proceeded separately over the weekend of May 11, and assembled in Honolulu, where an intensive program on Monday, May 13, was arranged. They departed for Tokyo on May 14. Generally, both Thai and American participants appeared to be pleased with the accomplishments and results and declared the Mission an outstanding success.

BACKGROUND:

Dr. Amnuay (12), Secretary General of the BOI had been invited by the American Management Association to speak in New York during the Spring of 1968 on the subject of Thailand and he had planned to make the trip to New York. In a discussion with Jack Bailhe, Private Enterprise Division of the USOM/Bangkok, he was encouraged to take 3-4 Thai private businessmen with him on the trip. Dr. Amnuay liked the idea but felt he was faced with the problem of convincing private businessmen to take time off from their businesses and to pay for travel and hotel expenses around the world. He felt that he could induce top-flight Thai businessmen to join the Mission if he could limit the cost to air travel from Thailand to the United States and return. Accordingly, he asked the USOM to finance the travel within the United States for all Thai team members, both government and businessmen. When Minister Pote Sarison was consulted he felt that the Mission should be headed
by a Thai businessman, and except for a few RTG officials, the members of the Mission should come from the private sector. Accordingly, Mr. Suriyon Raiva (21), President of the Thai Board of Trade, and owner of the Grand Hotel in Bangkok, was invited to become the Chairman of the Mission. In the initial stages it was expected that the Mission would not exceed 15 persons. When the number reached 30 persons, applicants were told that the Mission limit had been reached but the final number was 32 Thai participants, plus some 13 dependents. In addition, there were several American observers from private firms in Bangkok who traveled with the Mission at their own expense.

BIOGRAPHY OF DR. AMNUAY VIRAVAN

Dr. Amnuay Viravan is Secretary General of the Government of Thailand Board of Investment in Bangkok. He received a B. Co. from Chulalongkorn University in 1952, and an M.B.A. in 1954, and M.A. in Economics in 1957, and a Ph.D. in Business Administration in 1958, all from the University of Michigan.

Dr. Amnuay was Chief of the Fiscal and Accounting Systems Division from 1959 to 1964. He has served as Economic and Financial Advisor to the Prime Minister since 1963, Director of the Technical and Planning Office since 1964, and Secretary General of the Board of Investment since 1967. His primary function is to promote capital investment in Thailand by providing necessary incentives and services to potential investors, both foreign and local.
Dr. Amnuay edits the Thailand Official Yearbook and has written numerous articles for publication.
Roster of Investment Mission Members

Advisor
(12) Amnuay Viravan (Dr.) Secretary General
Board of Investment
Royal Thai Government

Chairman of Mission
(21) Suriyon Raiva Chairman
The Board of Trade
Owner, The Grand Hotel

Deputy Chairman
(37) Pramarn Adireksarn (Maj. Gen.) President
Textile Manufacturing Assn.

Secretary
(15) Somthorn Thepsithat Senior Economist, International
Trade Department, Ministry of
Economic Affairs, Royal Thai
Government

New York Representative
of Board of Investment
(---) Paul Sithi-Amnuai Vice President, Bangkok Bank
Ltd., New York Office

(1) Robert C. Bodden
(American observer) Manager, Union Carbide Services
Eastern Ltd; President, American
Chamber of Commerce in Thailand

(2) Robert B. Papazian
(American observer) Vice President
ITT Far East Bangkok Ltd.

(3) Thiam Karnchanachari Assistant Managing Director
Intern'l Engineering Co. Ltd.

(4) Sukum Navapan President
The Thai Military Bank Ltd.

(5) Mrs. Sukum Navapan (Dep.)

(6) Chamras Chaturabatara Director and General Manager
Krung Thai Bank Ltd.

(7) Vari Virangkura General Manager
Thai Mercantile Marine Ltd.
(8) Thaworn Phornprapha
President
Siam Motor Company Ltd.

(9) Mrs. Usa Phornprapha (Dep.)

(10) Miss Pornthip Phornprapha (Dep.)

(11) Siew Kanchanachari
Chairman
National Thai Company Ltd.

(12) Amnuay Viravan (Dr.)
(Advisor to Mission)
Secretary General
Board of Investment
Royal Thai Government

(13) Cancelled

(14) Snit Viravan
President
Viravan Company Ltd.

(15) Somthorn Thepsithar
(Secretary to Mission)
Senior Economist, Intern'l
Trade Department, Ministry
of Economic Affairs, Royal
Thai Government

(16) Montri Sukanit
Director, Thai Cotton Mill

(17) Kiarti Srifuengfung
Managing Director
Thai-Asahi Glass Co. Ltd.

(18) Udom Sangkasaba
Managing Director
Thai Trading Company

(19) Miss Tharinee Sangkasaba (Dep.)

(20) Pong Sarasin
Managing Director
Thai Pure Drinks Ltd.

(20)a) Mrs. Pong Sarasin (Dep.)

(20)b) Pong Sarasin, Jr. (Dep.)

(21) Suriyon Raiva
(Chairman of Mission)
Chairman, The Board of Trade
Owner, The Grand Hotel

(22) Mrs. Channong Raiva (Dep.)

(23) Baisal Nandhabiwat
Managing Director
The Laem Thong Bank Ltd.
(24) Banasomboon Mitrabhakdi  Executive Director  Toray Nylon Thai Co. Ltd.
(25) Kraisri Nimmhaeminda  General Manager  Industrial Finance Corp. Ltd.
(26) Mrs. Chanya Nimmhaeminda (Dep.)
(27) Chaijudh Kanasuta (Dr.)  Managing Director  Italian-Thai Development Corp. Ltd.
(28) Mrs. Chaijudh Kanasuta (Dep.)
(29) Bancha Lamsam  President  Thai Farmers Bank Ltd.
(30) Prakaipet Indhusophon  Director  Karnasuta General Assembly Co. Ltd.
(31) Damri Darakamanda  Managing Director  Union Industries Corp. Ltd.
(32) Cancelled
(33) K. Y. Chow (Dr.)  Managing Director  The Thai Oil Refinery Co. Ltd. (TORC)
(34) Mrs. K. Y. Chow (Dep.)
(35) Cancelled
(36) Chalermchai Charuvast (Lt. Gen.)  Director General  Tourist Organization of Thailand
(38) Cancelled
(39) Sukri Bodiratnangkura  President  Thai Blanket Industry Co. Ltd.
(40) Amphorn Bulpakdi  Member, Board of Export Promotion, Government of Thailand
(41) Mrs. Amphorn Bulpakdi (Dep.)

(42) Prasith Mahatanakul (Unofficial observer) Department of Technical and Economic Cooperation (DTEC), Ministry of National Development Royal Thai Government

(43) Mrs. Prasith Mahatanakul (Dep.)

(44) Y. Boon Tom Director The Sangkasi Thai Company Ltd.

(45) Mrs. Koblab Yenmanoj (Dep.)

(46) Jack Bailhe Private Enterprise Division USOM/Bangkok

(47) Cancelled

(48) Boon Yong Vongvanij Managing Director L.P. Standard Laboratories Co., Ltd.

(49) Name repeated - same as 31

(50) Nipan Benjawilas Managing Director Deepwell Drilling & Waterworks Construction Company Ltd.

(51) Seri Sabchareon Managing Director Raja Company Ltd.

(52) Floyd L. Whittington (American observer) Executive Vice President Southeast Asia Gulf Co. Ltd.

(53) Cancelled

(54) Kamchai Iamsuri Managing Director Kamol Kij Company Ltd.

(55) Walter P. Coppinger (International Training) A.I.D./W

(56) Belford L. Seabrook (Investment Promotion) A.I.D./W
**SUMMARY OF MISSION MEMBERS**

Thai Businessmen * 29
Thai Dependents 13
Thai Gov't. Officials 3
Thai Observer 1
American Observers from Thailand 3
CIPM Escorts 3
U.S. Gov't Escorts 3

TOTAL 55

* Includes Paul Sithi-Amnuai of New York

The following Thai businessmen and/or officials were on the original listing of Mission members and some of them appear under program appointments, but they did not arrive with the Mission, or participate in any of the Mission activities:

(13) Jootee Boonsong Jootee Tin Dredging Co.
(32) Samrit Chirathivat Central Department Store
(35) Police Lt. Col. Kasam Chartikavanit Shell Company of Thailand Ltd.
(38) Amornthip Dabbaransi --

Notes concerning roster of mission members:

1. Wives and/or dependents are indicated "(Dep.)"
2. The numbers in front of names were affixed originally to facilitate accurate reference to individuals in cables between Amnuay (in Bangkok) and Sithi-Amnuai (in New York).
The above listing contains the names of all of the persons who accompanied the Mission throughout the United States, except that the U.S. Government and CIPM representatives did not accompany the group to Hawaii. In addition, there were several others who joined the Mission at various points. For example, in New York, the Thai Ambassador, The Prime Minister, the Minister of National Development, and the Thai Consul General in Toronto attended the AMA Seminar. CIPM escort officers accompanied the group on visits to Chicago and New York only.

For the purposes of registration at the Seminar, only the non-resident Thai members on the above list were used. A single lump sum fee was charged by AMA for these Thai Mission members.

The Board of Investment had printed in Bangkok a very attractive pocket-size folding brochure with the names of the Mission members and their photographs. These brochures were given to American businessmen and were of great help in identifying the Thai.

PROGRAM CONCEPT:

Shortly after the A.M.A. invitation to Dr. Amnuay to speak in New York (issued about January 1968), the visit to the United States by the Thai Prime Minister became firm and Dr. Amnuay wanted to capitalize on the anticipated favorable publicity surrounding his Prime Minister's visit. Accordingly, with the encouragement of the USOM/Bangkok, he proceeded to organize an
investment mission of private businessmen who would accompany
him to the Seminar and, during the trip, meet with American
businessmen. Part of the objective was to stimulate the Thai
private sector to take the investment initiative and try to
work out with American companies such things as licensing
arrangement contracts and even joint ventures. The final plan
evolved as a result of a series of letters and telegrams between
AID/W and USOM/Bangkok, on the one hand, and Dr. Amnuay in Bangkok
and Paul Sithi-Amnuai in New York on the other hand. Paul Sithi-
Amnuai, Resident Manager for Bangkok Bank Ltd. in New York had
been asked by Dr. Amnuay to represent the Board of Investment
and to become his coordinator with AID/W and CIPM for the details
of the program arrangements.

As already mentioned, it was Dr. Amnuay's idea originally
to bring 3-4 Thai businessmen with him but then the number was
increased to 15. It soon mushroomed to around 30 at which time
the listing was closed. Approximately twice as many more Thai
businessmen expressed an interest in joining the Mission but,
it was felt that a larger group would unnecessarily complicate
arrangements and not be feasible.

At the request of USOM/Bangkok, AID/W prepared Project
Implementation Order/Technical Services (PIO/T), No. 493-161-3-
80256. This became the basis for the contract with CIPM.
(This is Attachment No. 1.)
BUDGET:

A series of budgets was prepared and submitted to the USOM/Bangkok as the numbers of persons on the Mission increased. Originally, the budget contemplated a total of 15 members. The final budget attached to the CIPM contract was $39,070. This covered the following items:

Per diem for the non-resident Thai members of the Mission; health and accident insurance; travel between cities in the United States and/or buses and taxis on the mainland; salary, per diem and travel for the project supervisors; registration fee for non-resident Thai Mission members at the American Management Association Seminar; consultants; conference rooms; training and out-of-pocket expenses directly related to the project; and a Surety bond for CIPM. In addition to the costs in the budget, there were other costs involved in fielding the Mission. The other costs include, possibly, some charges at the USOM/Bangkok; USIA; and Voice of America; Bangkok Bank Ltd. expenses, mostly for publicity; and some expenses in Honolulu where the program was organized by the East-West Center. In addition, the Board of Investment incurred some expenses. No attempt will be made to estimate the expenses of USIA and Voice of America. The expenses of the Board of Investment and Bangkok Bank Ltd. in New York are expected to be in the range of $10,000 to $15,000. In Honolulu, the Center for Cultural
and Technical Interchange between East and West, which is a project of the U.S. Government in cooperation with the University of Hawaii, usually shortened to the "East-West Center", incurred approximately $1,000 of expenses; but these expenses are being underwritten, on a pro rata basis, by the private business organizations who participated and there will not be any cost to the U.S. Government. The other cost is the travel cost born by the members of the Mission who came from Thailand. This averages approximately $1,200 per person. In addition, there is also the cost for travel and expenses of the American firms who entertained the Thai, showed them through their factories, and who attended the American Management Seminar in New York.

Even though it may not properly be considered part of the cost of the Mission, nevertheless the indirect cost for salaries of the participants from Thailand and of the American business firms, probably amounts to several times as much as the total direct cost of the Mission. Although the total of the direct and indirect costs were many times the amount of the U.S. funds expended, there is no doubt that had it not been for the leverage from the direct U.S. expenditures, the Mission would probably not have taken place.

CIPM:

In order (a) to permit the Mission to be directed by the Thai and (b) to encourage the establishment of a permanent private sector communication between the Thai businessmen and
U.S. firms (rather than having a one-shot A.I.D.-run Mission), A.I.D. offered only financial support, Mission planning, and guidance to the Mission.

At the same time, however, the Board of Investment's U.S. representative (Bangkok Bank Ltd.-New York) had neither the staff nor the experience for making the necessary arrangements. As a result, we arranged for an experienced firm to handle details for the Mission under the A.I.D. representatives' general supervision. This private contractor was to handle the trip details and arrangements for hotel accommodations; plane reservations; scheduling of meetings with Chamber-of-Commerce type organizations and appointments at American factories and/or with American businesses. Among others, two contractors were considered; BCIU and CIPM. Although the Business Council for International Understanding was qualified, it was decided to select the Council for International Progress in Management, (USA), Inc., a non-profit organization, with long experience in arranging similar international activities. The master contract between A.I.D. and CIPM enabled AID/W to obtain the required services at a much lower cost than would be provided by any other organization of equal experience and competence.

Attachment No. 2 is a copy of the contract with CIPM, which outlines the scope of work and services to be performed. The final report from CIPM cannot be completed until all of the refunds on unused airline tickets are accounted for and other
expenses assembled and audited. GIPM currently expects the total costs to be within the $39,070 budget.

Before GIPM could start with the itinerary and the scheduling, it was necessary to do considerable pre-planning. Among other things, the following are some of the decisions which had to be made:

1. Final composition of team: insure correct names and titles; include dependents; identify eligibility for U.S. funding; prepare appropriate badges and/or identification; arrange for health and accident insurance.

2. General Program Book: scope of contents; names of consultants; sponsors and cooperating agencies; kit and distribution.

3. Brochure from Thailand; photographs of individual team members; text; date of separability; distribution; number required.

4. Split programs: arrange two separate groups to visit Detroit; Cleveland; Pittsburgh; Texas; Chamber-of-Commerce type meetings; visits to factories; social activities; hotel reservations; airplane reservations; transportation to cities (buses); return transportation to New York; (question will arise who will accompany) notify hosts in various cities; make individual business appointments; determine if escorts are necessary in every instance.
5. A.M.A. Conference: ascertain who will attend and number of days; U.S. Government agencies represented; negotiate registration fee; check on speakers.

6. Chicago arrangements: Chicago coordination staff; arrival flight information; income tax forms; arrange for U.S. Customs Courtesy inspection; airport reception committee; chartered bus - a scenic cruiser; handling of luggage; pre-registered hotel rooms with keys at airport; flowers in room for ladies; photos and press.

7. Women's Committee: chairman and committee; number involved; preference of women; sightseeing plans; chartered bus - a scenic cruiser; theater/shopping; luncheons; funding arrangements.

8. Dr. Ammuay's presentation of slides: to what groups and when should this be done?

9. Washington Program: how many should come to Washington; do not duplicate USG officials at Chicago and New York; arrange for Ex-Im Bank participation; luncheon in State Department; host; guest list; arrange for speaker who will not duplicate other USG presentations in Chicago and New York; sightseeing plans.

10. San Francisco and Honolulu: ascertain amount of time, identity, and interest of each person; develop programs; May 14 deadline of departure from Honolulu.
11. Miscellaneous: Press releases; Voice of America taped interviews and USIA filming; Bangkok Bank Ltd. publicity; house organs by individual American firms; arrange to issue per diem either in Bangkok or on arrival in Chicago.

Using this basic information, and based on the preferences expressed by the Thai participants, CIPM prepared a proposed itinerary and scheduled proposed meetings in Chicago, Detroit, Pittsburgh, Cleveland, New York, Atlanta, Fort Worth and Houston. Proposed meetings were scheduled with Chamber-of-Commerce type organizations in the respective cities as well as proposed plant visits to factories and proposed meetings with banks and business firms. The itinerary and scheduling was worked out by CIPM in consultations with Paul Sithi-Amnuai and AID/W, but no contact could be made with any of the organizations or business firms until the entire proposed program had been submitted by Paul Sithi-Amnuai, and general approval was received from Dr. Amnuay in Bangkok. In a few instances the personal plans and pre-arranged appointments of individual team members caused changes in the itinerary and scheduling, but as it developed later, many of the team members never conveyed to CIPM (or to AID/W, Paul Sithi-Amnuai, or Dr. Amnuay) their personal appointment schedule. Many of the Thai team members left Bangkok early and proceeded to Europe to visit other countries en route to the United States, and consequently were neither informed nor consulted about their participation in the program until their
arrival in Chicago. The U.S. itinerary and schedules are shown in Attachment No. 3. The program was based on the understanding that the members of the Mission from Thailand would pay the international travel costs, and AID/W, on behalf of USOM/Bangkok, would underwrite all state-side travel, per diem and contractual costs. As there were only eleven working days in the entire program, AID/W's Planning Concept proposed large-scale industry conferences in the key trade and investment centers of Chicago, San Francisco and New York, with auxiliary visits to some adjacent cities. Such arrangements would not only have been more economical and lessen travel, but it would have maximized the use of time. Unfortunately, this plan was not possible when the Thai team members decided to visit Europe, then come to the United States, including Honolulu, and finally to visit Japan. One reason for the initial entry at Chicago was that Dr. Amnuay wanted the visit to New York to coincide with the Prime Minister's trip in New York on May 7, and consequently he felt that it would be better not to enter the United States at New York on April 28.

With over 50 persons (including dependents) now a part of the Mission, the long experience of CIPM in arranging similar international activities was an important factor in developing and implementing the complex arrangements regarding hotels, local and air transportation, distribution of per diem and arranging scores of appointments with U.S. business firms and other details. Incidentally, although the Thai dependents paid their own way, the hotel accommodations and transportation
reservations were made by CIPM, which took considerable time. Without the expert assistance of CIPM, the logistical aspects of the Mission would have suffered considerably.

The first of the team members were scheduled to arrive in the mid-afternoon on Sunday, April 28, at Chicago International Airport. Only four of the Thai arrived as scheduled on April 28. Others arrived on other airlines throughout the evening and night, which caused some confusion, as special arrangements had been made with the U.S. Customs Service and buses had been provided at the Chicago airport for transportation to the hotel. A meeting was scheduled early on Monday, April 29, for all of the team members at which the details of the program were reviewed. CIPM had three representatives at this meeting and the two AID/W coordinators were also present. The schedules and itinerary were reviewed with all the members of the team and the sub-groups for visiting Detroit, Pittsburgh and Cleveland were identified and group leaders appointed. The smallest group consisted of four team members who were scheduled to go to Cleveland. The team leader in this case was Major General Pramarn (37). For this small number headed by a Major General, it was thought that it would not be necessary to have an American escort, but in all the other cases an American escort accompanied each group.

Following are some comments about individual parts of the itinerary: Group I for the Chicago area was headed by Mr. Suriyon (21) who generally followed the schedule except that he also met
with former Governor Kerner who headed the Illinois State Trade Mission to Thailand about two years ago. The visit to the Industrial Park, scheduled for April 30, was a waste of time. This had been included in the itinerary at the insistence of Paul Sithi-Amnuay. The visit consisted of a bus ride through the streets in which the Industrial Park was located. The Industrial Park had been started about 60 years ago and was so completely built up that there was little to see other than the factory fronts along the street. No visits were scheduled to individual occupants of the Industrial Park.

On the first full day in Chicago, April 29, the Chicago Association of Commerce and Industry arranged a luncheon for the Mission. The host was PROCON, Inc., a subsidiary of Universal Oil Products Co. A reception for the Mission was held that evening, the hosts being: IMC (International Minerals & Chemicals Corp.) and Science Research Associates, Inc., a subsidiary of IBM. Continental Illinois National Bank and Trust Company was host at a luncheon for the Mission on April 30. Mr. Suriyon (21), Chairman of the Mission, was host at dinner for the Mission on the evening of April 30. The Voice of America arranged for a taped interview in Chicago with Dr. Amnuay (12) and with Mr. Suriyon (21). Some of the information from these tapes and commentaries based on the tapes were beamed by Voice of America to the Far East area.
The Leader of Group No. II, to Detroit, was Mr. Vari (7); the American escort was Jack Bailhe. The USIA had arranged for motion pictures to be taken at the Chrysler Plant on May 3 during that visit.

Group III to Pittsburgh was headed by Dr. Amnuay (12) and Walter Coppinger of AID/W accompanied him. Jack Bailhe also went to Pittsburgh for the last day. The climax at Pittsburgh was the meeting arranged under the auspices of the World Affairs Council of Pittsburgh of which former Ambassador to Thailand, Max Bishop, is the Executive Director. Both Thai and American participants of Group III were pleased and enthusiastic about the Pittsburgh visit.

Group IV led by Major General Pramarn (37) was originally scheduled for four members, Messrs. Montri, Kiarti, Banasomboon and Pramarn. The team was scheduled to proceed to Cleveland on May 1 and to meet with Cleveland World Trade Association on May 2. Without informing anyone, two members, Messrs. Montri (16) and Banasomboon (24) decided not to go. Two members, Messrs. Kiarti (17) and Pramarn (37) were met at the Cleveland Airport by Goodyear Company and taken to Akron. This arrangement apparently had been made before they left Bangkok, but they failed to advise CIPM or Paul Sithi-Amnual or anyone else of these personal arrangements. As a consequence, the Cleveland World Trade Association had a luncheon in honor of the Thai, attended by local business leaders, but not a single Thai showed up. The Cleveland visit, in the same manner as all of the other group
visits, had been scheduled by CIPM after consultations with Paul Sithi-Amnuai in New York and approval by cable from Dr. Amnuay in Bangkok. General Pramarn (37) was appointed the Group IV leader at the April 29 Mission orientation meeting. He and his teammate, Klarti (17) had a copy of the program and were aware of the Cleveland schedule. Their later explanation was that they had made the appointment with Goodyear Company before they left Bangkok. Apparently, they felt no responsibility for following out a schedule which they had not personally and individually approved, especially since it interfered with their business plans. This was the only group which did not have an American escort.

The Mission members assembled in New York on Saturday, May 4, and/or Sunday, May 5, and were guests at dinner on Sunday, May 5, of Dr. Chow (33). The Seminar at the American Management Association, beginning Monday, May 6, and running through noon, May 8 will be treated separately in this report. Following the American Management Association Meeting on May 8, several of the Thai Team members left the group on their own. One is reported to have gone to the West Coast and another is reported to have gone to Houston. A luncheon for Mission members was given by the First National City Bank of New York on May 8, and the rest of the day was spent in shopping or in individual appointments. Following the A.M.A. Seminar, Group VI, which consisted of most of the Mission, remained in the New York area.
for individual appointments. The itinerary for Group VI, as listed in the attached CIPM program was not followed very closely. The State of New York Department of Commerce meeting was attended as scheduled. Member No. 48 (Mr. Boon) went to Bridgeton, New Jersey, where he visited the food processing plants of Seabrook Farms Co., Inc. and P. J. Ritter Co. Member No. 51 (Mr. Seri) went to J. C. Furniture Co. in New York. On Friday, May 10, the only meetings scheduled by CIPM that were actually held were the Bank of America meeting: the General Motors Overseas Division meeting, and Fugazy Travel Bureau, Inc. meeting. Member No. 48 (Mr. Boon) traveled to Pittsburgh to see the Heinz Plant on May 10.

Group VII traveled to Dallas, Texas, on May 9 where they visited Chickasha Cotton Oil Co. From Dallas and Fort Worth, they then traveled to Houston where they met with Ashland Oil, Union Carbide, Gulf Oil, United Carbon Co. and a chemical rice milling plant selected by DuPont.

Group VIII to Atlanta was cancelled the morning of Wednesday, May 8. None of the Thai who were scheduled to go there were interested in going. Each of them said that they had definite scheduled appointments in other places, and they had no interest in going to Atlanta, Georgia. Accordingly, the Georgia Department of Industry and Trade was informed of the cancellation of the trip by CIPM. The Atlanta trip was scheduled by CIPM when Paul Sithi-Amnuai insisted that some of the team members visit an industrial center somewhere in the southeastern part of the United States.
The itinerary was approved by Dr. Amnuay but evidently the individual team members were never consulted. It was not until they arrived in New York on Monday, May 6, that CIPM discovered there was no enthusiasm on the part of the group to go to Atlanta and CIPM was unable to make airline reservations until the identity of the travelers to Atlanta could be established. Paul Sithi-Amnuai and Dr. Amnuay Viravan (12) agreed to resolve the matter, but hearing nothing by Wednesday morning, May 8, CIPM called Atlanta and cancelled the trip. There has been some criticism from the business community in Atlanta over this cancellation. Paul Sithi-Amnuai has drafted a letter of apology to the Atlanta group and sent it to Bangkok with a request that it be sent out over Minister Pote Sarison's name. The letter had not been dispatched from Bangkok at the time of this report.

AMERICAN MANAGEMENT ASSOCIATION SEMINAR

According to Dr. Amnuay, A.M.A. had originally asked him to make a presentation in New York at a Management Seminar. When Dr. Amnuay was developing his idea for an investment mission he asked Paul Sithi-Amnuai, representative of Bangkok Bank Ltd. in New York, to find out whether A.M.A. would be interested in arranging an investment seminar at the time that would coincide with the visit of the Thai Prime Minister to New York. The three-day seminar was scheduled for Monday through Wednesday, May 6-8, 1968. Mohammed Z. Khaiser, an A.M.A. Program Director, was given the assignment of organizing it. A.M.A. identified it as Briefing
Session No. 2363-01, under the heading of "Thailand-Bangkok, The Key to Business in Southeast Asia". Attachment No. 4 is the schedule for the seminar. Attachment No. 5 is a list of the speakers. The members of the Mission from Thailand, with their business associations, are listed at the beginning of this report under the heading, Investment Mission Members. Attachment No. 6 is "AN IMPORTANT POLICY STATEMENT ON THE THAI/AMERICAN PARTNERSHIP IN PROGRESS" by H. E. Minister of National Development Pote Sarison. This was distributed during the seminar at the time of Minister Sarison's speech. Attachment No. 7 is the Registration List of American businessmen who attended the seminar. A fee of $190 for each of these registrants was charged. The list of 78 American registrants on Attachment No. 7 is the biggest paid attendance which A.M.A. has ever had at such a seminar. In the paragraphs immediately following the roster of members of the Mission, which are contained in an earlier part of this report, reference has already been made to the A.M.A. Seminar attendance by the non-resident Thai members, for which a lump sum fee was charged. A.I.D. officials attending the A.M.A. Seminar were: Messrs. Jack Bailhe; Louis A. Cohen; Graham Williams; Walter P. Coppinger; and Belford L. Seabrook. No fee was charged by A.M.A. for these U.S. Government officials. In addition, there were a number of others who attended parts of the session, but who were not charged a registration fee. These persons included the press and publicity people, USIA interviewers, CIPM coordinators, and at least one American businessman who came with a personal invitation signed by Minister Pote Sarison.
The three-day seminar was well-organized and the speakers were generally on time, well prepared, and excellent. The seminar contributed considerably technical information to the participants. Both Thai and American participants individually expressed themselves as pleased with the exchange of views and information. The A.M.A. program itself was excellent as were the accommodations and the other details including luncheons for all registrants. The attendance far exceeded the expectations of A.M.A. At times there were more the 125 persons at a session. The seminar also served as an opportunity for the Thai and the Americans to meet each other and to make personal appointments for discussions in the evening or at other times than the scheduled seminar meetings. During the question and answer period following each speaker, pointed and well-considered questions were asked from the floor and frank answers were given. A great many questions from American businessmen were asked of Dr. Amnuay concerning presidential visits to American business in Thailand, and Dr. Amnuay made a very good impression on the American businessmen by his answers. One of the questions raised by an American businessman had to do with residence permits for foreign business representatives in Thailand. Dr. Amnuay attempted to answer this by offering to assist American businessmen in obtaining such residence permits, but he did admit that it was handled by a separate agency of the Thai Government, and there were limitations as to how much assistance the Board of Investment could give in this matter. (Note: Airgram No. 7-1968, dated May 3, 1968, Subject: ...
"Residence Permits for Businessmen" did not arrive in Washington until after the close of the A.M.A. Seminar. This was unfortunate because this airgram could have been a basis for a more complete discussion of the matter if it had been received earlier.)

One of the speakers, on the first day of the Seminar (May 6) was Mark Feer, Deputy Assistant Secretary for Financial Policy, Department of Commerce, who spoke, among other things, on the Controls and Regulations of the Office of Foreign Direct Investments, which Office was created on January 1, 1968, as a result of Executive Order 11387, governing certain capital transfers abroad. Mr. Feer took a very hard line. The impression was created among both Thai and American attendants that authorizations for capital transfers abroad to Schedule A countries, which exceeded 110% of the average of each investor foreign investments in the base years of 1965-1966, would be exceedingly difficult to obtain. After Mr. Feer left the room, one person commented from the floor that if Mr. Feer's statement represented the position of the U.S. Government that there was not much point in continuing the seminar and no point in any further discussion about American investments in Thailand. Several others expressed themselves in a similar manner. At this point, Belford Seabrook made a statement from the rostrum in which he explained that it was the policy of the United States Government to encourage economic growth (meaning investments) in the lesser-developed countries (LDCs). He said that this policy had been enunciated in the President's Statement at the time Executive Order 11387, above mentioned, had been issued. It was also explained
that both A.I.D. and the Department of State jointly had a working agreement with the Department of Commerce under which the Office of Foreign Direct Investments (OFDI) would advise State and A.I.D. of requests for specific authorizations by American investors to make investments in the LDCs and would allow time for State and A.I.D. to make a statement to OFDI supporting applications by American investors, in those cases in which it was felt the proposed investment supported American foreign policy in that individual LDC. It was stated that this arrangement between State and A.I.D., on the one hand, and OFDI, on the other hand, was working, and that so far, OFDI had been responsive to State and A.I.D. recommendations. It was emphasized that in the case of investments in Thailand, which would require specific authorizations from OFDI, the USOM in Bangkok should be informed and USOM assistance solicited so that the USOM could make known its support of the project to AID/W and request that AID/W make a representation to OFDI in favor of the specific authorization. It was also suggested, in the cases of those American investors who are based in the U.S., that AID/W be informed directly by the U.S. investor and its early assistance solicited while the project was being developed.

On the last day of the Seminar (May 8) several of the private Thai businessmen spoke from the rostrum and presented brief outlines of investment opportunities in Thailand for which they would consider having American partners. These presentations were sketchy, contained no detailed financial statistical analyses that could be of use to competitors, and in essence served chiefly
to announce that the Thai would like some American investor to express an interest so that private conversations might be held. There were several comments from the audience that this was the first time in AMA seminar experience that specific investment opportunities had been presented to such a meeting. Since this was the last day of the Seminar it is not known at AID/W if any conversations or meetings resulted from these presentations, but Dr. Amnuay of BOI offered during the Seminar to undertake, after his return to Bangkok, to identify and list investment opportunities implemented and/or under consideration as a result of the Mission. Jack Bailhe of USOM/Bangkok will forward this information to AID/W when it becomes available.

Following the A.M.A. Seminar, Group VI remained in the New York area and Group VII proceeded to Texas. The details of the activities of these groups have already been enumerated. Over the weekend of Saturday, May 11, the various groups assembled in Honolulu. *Attachment 8b*, issued by the East-West Center lists the highlights of the Hawaii program. *Attachment 8b* is the Hawaii itinerary. *Attachment 8c* is the Hawaii program. *Attachment 8d* is a memorandum from the Director of the East-West Center to the Honolulu Committee from the private sector that handled the details of the program. Item 10 in this Attachment indicates that the private sector in Honolulu had agreed to underwrite the local costs for the program.

Three of the Thai members of the Mission--Dr. Amnuay (12), General Chalermchai (36), and Dr. Sithi-Amnuai--gave an impressive briefing to the American business executives on Monday, May 13.
Informal contacts between the Thai and American businessmen occurred at the Sunday Luau, during golfing and sightseeing tours, and at the final dinner on Monday evening, May 13. In some cases, individual Thai and American businessmen met for breakfast on Tuesday morning, May 14, before proceeding to the airport. Everyone, both Thai and Americans, felt that the time in Hawaii was entirely too short and some of the Thai are reported to have discussed possible individual return engagements to Hawaii in the months ahead. Dr. Dai Ho Chun, Director of the Institute for Technical Exchange in Honolulu, deserves a lot of credit for organizing this impressive program in such a short period of time. None of the U.S. Government officials, nor any of the CIPM coordinators, accompanied the Mission to Honolulu. Paul Sithi-Amnuai from New York, however, did make the trip.

INDUSTRY ATTITUDE AND COOPERATION

The American private sector went all out in extending its hospitality and cooperation to the Mission. This even applies in the case of the proposed Cleveland and Atlanta visits which have already been mentioned in this report. The coordinating committees from the private sector in the various cities did an excellent job in organizing the groups and arranging for individual discussions. The Thai were very impressed with the interest and attitude of private sector representatives. In numerous cases, American businessmen who had visited Thailand and recalled their pleasant experiences in that country were anxious to reciprocate. The natural friendliness of the Thai and the warm reception extended by their American hosts were manifest throughout the many conferences and meetings.
SOCIAL AFFAIRS

In addition to the luncheons and dinners in Chicago, New York, and Honolulu, which have already been mentioned in this report, numerous social gatherings were arranged by various American hosts for the Thai guests. In general, the Thai business members of the Mission were quite affluent, and although they did not seek out such social amenities, they felt honored and were generally faithful in attending such affairs. Although details of business arrangements under discussion were not revealed, impressions were created at various times that these social contacts were especially important to the Thai in their negotiations.

WIVES AND DEPENDENTS

The wives were a very charming and gracious group that preferred to keep to themselves while their husbands attended to their official functions. Except possibly for the complications and financial transactions resulting from the airline reservations and exchanging air tickets, the dependents caused no difficulty. In each city, American hosts were very thoughtful in arranging many interesting and pleasant social events for the women, such as sightseeing, fashion shows, museums and luncheons. The wives also accompanied their husbands to evening social affairs which made it much easier for the American hosts to bring their wives along to help entertain the Thai members of the Mission. The only complaint of the wives was that they were entertained and organized too much. Several wives commented on this point. They
had expected to meet with friends from previous trips and also wanted to do some shopping; and the organized tours, fashion shows and luncheons interfered with some of their personal plans. One of the Thai women commented that if the women's program had been limited to a half day in each city, it would have been more than sufficient.

PER DIEM

The USOM/Bangkok authorized a VIP per diem of $25. This was only to be paid to the non-resident members of the Thai Mission for the period during which they actually accompanied the Mission and participated in the Mission program. CIPM, under its contract, was responsible for disbursing per diem, and it exercised careful accounting controls to insure that all funds were administered properly. The Thai made no comment concerning per diem, but in view of the numerous luncheons and dinners offered by American hosts, the per diem was quite adequate.

HOTEL ACCOMMODATIONS

Pursuant to the request from USOM/Bangkok that hotels of reasonable price be obtained, the Hilton Hotel chain, which provides a discount, was selected. Single rooms in Chicago and New York were $8, which was a most economical rate in light of the visitors' $25 per diem. There was some confusion in making reservations, however, because all of the hotels were booked to capacity with conventions. The Conrad Hilton Hotel in Chicago was built prior to 1930 and likewise the Statler Hilton in New
York was even older. Although none of the Thai complained about the Chicago accommodations, at least one of them refused to stay at the dingy Statler Hilton in New York and moved to another hotel. Given the affluence of the Thai members of the Mission, in retrospect, it might have been better to have obtained better accommodations, especially because of the comparison with the plush accommodations that were probably made available in Japan. In Honolulu, the Royal Hawaiian Hotel ($17-$22) was selected and so far as is known, these accommodations were entirely satisfactory to the Thai visitors.

**HEALTH**

Except for a few minor ailments, the members of the team and their dependents enjoyed good health during the visit. Despite the time differential on arrival, they appeared fresh and alert and always seemed to manifest keen interest in the discussions and activities. This represents a very good performance compared to other large groups. In order to protect the group against any medical expense, AID/W arranged insurance coverage under the A.I.D. master contract. The premium of $4.23 per person will be paid to the insurance company by CIPM.

**PUBLICITY AND PRESS RELEASES**

Attachment 9a is the news release which was issued by AID/W on April 3, 1968. This appeared in *International Commerce* magazine and also in other places. The announcement created considerable interest on the part of American businessmen and calls to AID/W
were made by American business firms who wanted to arrange appointments; or to entertain the Thai; or to take them to visit their manufacturing facilities; or to participate in the A.M.A. Seminar or a combination of these activities. Attachments 9b and 9c were released by Oliver Beckman, Inc., the publicity firm in New York, which had been retained by Bangkok Bank Ltd. on behalf of the Thai Board of Investment. These two news releases were issued during the first three days of the program in Chicago. Attachment 9c, concerning the "new $100,000,000 fertilizer complex for Thailand" created some confusion. IMC, mentioned by Dr. Chow, advised the AP and Oliver Beckman, Inc., that although they had been having discussions with TORC, they had not finalized their arrangements and the announcement simply was not true. (Note: IMC currently has the largest investment survey contract ($360,000) ever issued by A.I.D., to make a feasibility study in Thailand of several phases of the shipment, manufacture, distribution and financing of fertilizer and other agricultural commodities that might be useful in connection with Agribusiness in the country. The investment determination date is August 31, 1968. IMC has not indicated to A.I.D. that this study has been completed.) Attachment 9d identifies the seven occasions on which coverage of the investment mission by Voice of America was provided. In addition to these attachments, USIA released six major stories consisting of 1,000-2,000 words over the wireless to their offices in the Far East. These stories
formed the basis for translation by local USIA posts into the local languages. At each USIA post, the local English language paper normally ran these stories. Oliver Beckman, Inc., is in process of collecting, for the Board of Investment news clippings and photographs from newspapers, magazines, and possibly house organs, and has agreed to send a copy of this to AID/W when it is completed. Attachment 9a shows three press clippings from Honolulu papers. Attachments 9f and 9g are press clippings from Pittsburgh papers.

USIA made films in Pittsburgh at the U.S. Steel Corporation, and in Detroit at the Chrysler Corporation. The early extensive press coverage quite likely helped to promote the exceptionally large attendance at the American Management Association Seminar. The Thai Team members were very receptive to publicity and took full advantage of every opportunity to exploit it. The Thai Team brought with them an attractive publicity kit which contained very interesting material. The brochure with photographs and descriptions of the team members was especially effective and its presentation was well received by American industry.

AID/W SUPPORTING ASSISTANCE

With the guidance of AA/PRR, Mr. Herbert Salzman, and under the direction of Graham Williams, Director, Investment Promotion Division, Private Investment Center, Office of Private Resources; Walter P. Coppinger from AID/W's International Training Office; and Belford L. Seabrook from the Investment Promotion Division, acted as USG hosts for the Mission and as A.I.D. coordinators for
the input of the USOM/Bangkok, AID/W, Bangkok Bank Ltd. in New
York, and the Thai Board of Investment in Bangkok and in
supervising CIPM. Their activities (i.e., Coppinger and Seabrook),
among other things, included, but was not limited to, the following:
insuring compliance with A.I.D. policy; assisting with and arrang­
ing the contract with CIPM; developing budgets; keeping USOM/
Bangkok informed; negotiating with A.M.A.; preparing new releases;
and arranging for publicity through USIA, Voice of America and
Oliver Beckman, Inc.; initiating hotel reservations; handling
inquiries from industry sources and trying to anticipate where
problems might arise. Through agreement with Dr. Amnuay, the
Thai Board of Investment was to sponsor the Mission, but it was
to be in association with A.I.D. and Bangkok Bank Ltd. Because
it was clearly understood that the Investment Mission was sponsored
solely by the Thai Board of Investment, AID/W invariably concurred
in the proposed action so long as it did not conflict with A.I.D.
policy. Also because of BOI sponsorship, AID/W insisted that the
proposed program by CIPM receive the unqualified approval and
derendorsement of Paul Sithi-Amnuai in New York and Dr. Amnuay in
Bangkok before it would permit CIPM to even make contact with
the individual business firms in the proposed program and to
firm up the arrangements. Although this endorsement of the
program by the BOI did eliminate most of the conflicts and
some of the confusion in the program, nevertheless, the situations
in Cleveland and Atlanta, which have previously been reported, did
occur.
Two officials from AID/W who accompanied the Mission have already been identified as Messrs. Coppinger and Seabrook. Both were on hand in Chicago to greet the visitors on Sunday, April 28.

Messrs. Coppinger and Seabrook accompanied the Mission from their arrival in Chicago, on Sunday, April 28, until their departure from New York, May 9-10. They did not take part in many of the split visits nor did they travel to Texas or Hawaii, as this did not appear necessary. During the program, they remained in close contact with the Thai Team members and participated in a number of actions such as orientation exercises; solving hotel problems; expediting conference arrangements; arranging for a public stenographer to type Thai speeches; escorting delegates; answering industry queries; arranging belated plant visits; expressing A.I.D. appreciation to hosts; finding lost baggage; resolving misunderstandings; and other such details. Although they did not attend every event, one or the other or both covered the major activities and thus, gave effect to A.I.D. interest and identity.

WASHINGTON, D. C. VISIT

The USOM/Bangkok requested and urged that the members of the Mission be invited to Washington, D. C., for a formal acknowledgment of their visit, as well as for sightseeing, and both Mr. Bullitt, AA/EA, and Mr. Salzman, AA/PRR, supported this request. With a total of only 11 working days for the entire trip, three of which were firmly committed at A.M.A., it was
obvious, however, that a Washington visit during one of these
working days could only be accommodated by cancelling out some
other part of a program which the Thai considered essential and
of primary interest to the members of the Mission, and which by
this time had been scheduled and confirmed. Neither Paul Siri-
Ammusi in New York, nor Dr. Amnum in Bangkok were willing to
forfeit any of these essentials and AID/W reluctantly acceded
to their wishes. Several Thai did, however, bring their wives
to Washington for sightseeing during one weekend.

UNFAVORABLE FACTORS

In programming international visitors, it is often difficult
to achieve perfection; some problems are bound to occur and the
possibilities are increased in proportion to the numbers, their
stature, affluence, and the program complications. The Thai
program had the potential for innumerable mishaps. Notwithstanding
the many transactions in this fast moving program, only two major
disappointments occurred and these involved only 2 out of some 32
Thai participants. These were the aborted meetings at Cleveland
and Atlanta which have previously been mentioned. The stature and
affluence of many of the Thai businessmen who composed most of the
Mission also gave them a great deal of initiative and independence.
They were on the trip primarily to pursue their business interests,
and the Cleveland and Atlanta trips that were programmed simply did
not fit in with their own business requirements. Perhaps the major
difficulty was rooted in the fact that there was no meeting of the
minds between Paul Sithi-Amnuai in New York and Dr. Amnuay in Bangkok, on the one hand, and the individual Thai members who were scheduled to make these two visits on the other hand.

OBSERVATIONS

1. The objectives and priorities of each Thai Team member might have been better and more exactly determined in Bangkok at the beginning of the exercise. If this had been done, it might have pointed up the lack of interest on the part of the Thai Team members on the visits to Cleveland and Atlanta. This advance preparation might have included, but not been limited to, the following:

   a. each participant (possibly with the assistance of a team of management consultants) to enumerate his investment objectives and priorities,

   b. the investment opportunities represented by each Thai investor needed to be outlined and identified,

   c. publicity and/or distribution of the outlines of investment opportunities should have been made available to various potential American investors in advance of the arrival in the U.S. of the Mission members.

2. If the objectives, priorities, desires, and personal plans and appointments of the members of the Mission had been collected in Bangkok and sent to AID/W at one time rather than piecemeal, it is believed that a better planning job might have
been done. It would certainly have been possible to have scheduled the formal luncheon in Washington, D. C., under such circumstances.

3. The split-city visits might have been left to the scheduling contractor (in this case, CIPM) rather than have been rigidly specified in advance by the Board of Investment in Bangkok. CIPM questioned the split-city visits at the beginning of the scheduling exercise and if this had not been a rigid requirement, the Cleveland and Atlanta visits would probably never have been scheduled.

4. The exact date of departure from the United States might have been left open so that those Thai who had an opportunity to visit factory sites and to negotiate joint-venture agreements might not have had to negotiate against a deadline. Several Thai investors commented that their rigid departure date would make it impossible to complete negotiations with American investors.

5. Minister Pote Sarison, concurrently Chairman of the Board of Investment, might have added significantly to the creditability of the Thai presentations if he had spent more time at the A.M.A. Seminar and personally with the chief executives of some of the major American firms interested in Thai investments.

Note: The Minister accompanied the Thai Prime Minister to the A.M.A. Seminar on May 7, and remained only until he had delivered
his own speech and distributed a policy statement, which is appended to this report, Attachment 6.

6. During the A.M.A. Seminar one of the American businessmen inquired of Dr. Amnuey whether a briefing on the security situation in Thailand would be given. On the last day of the Seminar the security situation was briefly mentioned by one of the Thai Government officials, but the casual and optimistic comments on the matter of security were not convincing, and appeared to be an afterthought. This factor, along with Chairman Pote's brief appearance, may well turn out to be the two most important acts of omission of the Thai delegation.

EVALUATION COMMENTS

Before any conclusions are drawn, an evaluation needs to be made of the accomplishments of the Mission. The following kinds of follow-up situations were probably generated or are in the course of being generated as a result of this Mission:

1. Individual members of the Mission will have identified specific American firms with whom they wish to pursue together possible trade or investment ventures. Each will probably have requested the other for information about their companies; about general conditions in Thailand; and about specific facts on products or equipment.

2. Some of the Thai members will be interested in a broader look at the opportunities and the alternatives available in the United States prior to committing themselves to one American
partner. They may want information about a particular industry; about firms who operate in that industry; about the reputation of the firms; eligibility of projects in that industry for U.S. Government or World Bank financing, etc.

3. The visit of the Mission will probably stimulate the interest of some American companies in learning about Thai business potential generally; about investment climate; about raw materials availability; about sources of financing and labor.

4. The Mission will have developed opinions on the effectiveness of the preparations made for the visit; the effectiveness of the Board of Investment and other Thai Government agencies in familiarizing foreign investors with matters in Thailand of interest to such investors; the suitability of arrangements for the tour in the United States; the adequacy of existing institutions to facilitate business between Thai and Americans.

The USOM/Bangkok within six weeks of the Mission departure on May 14, will need to determine these factors, either directly from Thai Team members or indirectly through the Board of Investment or some combination of these means. This is not intended, however, to suggest that communications between private investors in Thailand and the United States be conducted through Thai Government of U.S. Government channels.

After receipt of the above information from the USOM/Bangkok and after receipt of the IPM report with the expenditures involved in this Mission, AID/W will undertake to make an evaluation of the Mission.
ADDITIONAL REPORTS

These additional reports will be needed before this phase of the matter can be considered to be complete:

1. CIPM Report per contract
2. Board of Investment Report, including listing of investment opportunities resulting from Mission.
3. USOM/Bangkok Report and Evaluation
4. Report of VOA and USIA
5. Press Clippings, House Organ Stories and Photographs
6. Summary of Costs and Expenses
7. Final Evaluation with recommendations
<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>HR/C</td>
</tr>
<tr>
<td>002</td>
<td>GIPM Contract</td>
</tr>
<tr>
<td>003</td>
<td>GIPM Program - Itinerary</td>
</tr>
<tr>
<td>004</td>
<td>A.M.A. Seminar Schedule</td>
</tr>
<tr>
<td>005</td>
<td>A.M.A. Speakers</td>
</tr>
<tr>
<td>006</td>
<td>Policy Statement by Minister For Drama</td>
</tr>
<tr>
<td>007</td>
<td>A.M.A. Registration List</td>
</tr>
<tr>
<td>008</td>
<td>USAID Program</td>
</tr>
<tr>
<td>009</td>
<td>AID/W Press Release</td>
</tr>
<tr>
<td>010</td>
<td>AID/W Press Release In INTERNATIONAL COMMERCE Magazine</td>
</tr>
<tr>
<td>011</td>
<td>News Release by Oliver Beckham, Inc.</td>
</tr>
<tr>
<td>012</td>
<td>$100 Million Fertilizer Complex by Oliver Beckham, Inc.</td>
</tr>
<tr>
<td>013</td>
<td>AID/W Press Release</td>
</tr>
<tr>
<td>014</td>
<td>Hawaii News Clippings</td>
</tr>
<tr>
<td>015</td>
<td>Pittsburgh News Clippings</td>
</tr>
</tbody>
</table>
Organization and conduct of a program for the Thai Trade and Investment Study Group to the United States. The Group will be composed of approximately 40 of Thailand's leading businessmen and Government officials involved in promoting trade and investment. They will arrive in the U.S. o/a 29 April 1968 for about two weeks to exchange views with American businessmen with a view toward increased investment, joint ventures, licensing arrangements, and increased trade opportunities between the two countries. The Group will be given the opportunity to observe selected industries for a mutual exchange of management principles.
21. Scope of Technical Services

A. Description

1. To conduct a program of meetings and visits in various locations in the U.S. that will be mutually satisfactory to A.I.D. and the Thai Group. Close contact will be maintained with G.O.D. in planning this program.

2. Provide or cite allowances as prescribed by A.I.D. to the Thai Group members and generally attend their daily customs in the U.S.

3. Handle all details of the Thai Group's program during its stay in the U.S., including but not limited to, the following duties:

   a. Furnish Thai Group members with pertinent details of each scheduled meeting and visit.
   b. Provide necessary air & surface transportation within U.S. as far as Hawaii, but less than first-class when available.
   c. Make all hotel reservations.
   d. Supply each individual & organization to be visited with information about Thai individuals and the purpose of the visit.
   e. Provide such other services as requested by A.I.D. to ensure successful accomplishment of the program objectives.

B. Technicians

<table>
<thead>
<tr>
<th>(1) Lab Number</th>
<th>(2) Sponsored Field</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Project Supervisor</td>
</tr>
</tbody>
</table>

As required Special lecturers, consultants, and instructors

<table>
<thead>
<tr>
<th>(c) Grade and/or Salary</th>
<th>(d) Duration of Assignment (Non-Months)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3 weeks</td>
</tr>
</tbody>
</table>

B. Duty, Post and Duration of Technicians' Services

To accompany the Group during its U.S. stay

(2) Access to Classified Information

Not required

(4) Dependents

[ ] Will [X] Will Not Be Permitted to Accompany Technician

C. Financing Costs of Technical Services

[1] By AID $ 47,000

(2) By Cooperating Country - None
<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Quantity</th>
<th>Estimated Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Art. 4.** To be signed with Council for International Progress in Management (C.I.M.), Inc. under Basic Agreement No. AID/csd-1158

**24. Special Provisions**

1) This PTO/2 is subject to A.I.D. contracting regulations.

2) A report summarizing contractor's activities, in letter-type form, shall be submitted to AID/2, PTO/PO, in 5 copies, within thirty days after departure of the Thai Group from Honolulu.

3) Items 27-27, and 29-30 omitted from this PTO/2.
| Services to be offered | AID Support | Country
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economic Adaptation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

C. Contractors will, upon contract termination, submit reports on all activities and complete all work in progress. All materials and equipment shall remain the property of the U.S. Department of State.

D. Funding for this project is subject to the availability of funds.
Basic Agreement No. AID/csd-1168
Task Order No. 46 (Initials)

AGENCY FOR INTERNATIONAL DEVELOPMENT

EXECUTIVE ORDER 11050

AUTHORIZED AND AUTHORIZED ACTIVITY: CONSTRUCTION
Council for International Progress in Management (CIP), Inc.
545 Third Ave.
New York, N.Y. 10017

CONTROLLING OFFICER:
Office of Private Resources
Private Investment Center
Inc. CIP Promotion Div. (PIC/IPD)
Washington, D.C. 20523

MAIL VOUCHER TO:
Agency for International Development
Office of the Controller
Washington, D.C. 20523

EFFECTIVE DATE:
April 24, 1963

EXPIRATION DATE:
June 15, 1963

ACCOUNTING AND APPROPRIATION DATA

Amount Obligated: $39,070

Appropriation No.: 72-1161004

Allotment No.: 68-59-493-00-69-81

PIC/T No.: 495-161-3-80256

The United States of America, hereinafter called the Government, represented by the Contracting Officer executing this Task Order, and the Contractor agree as follows: (1) That the Contractor shall perform all the services set forth in this Task Order; (2) That this Task Order is issued pursuant to the terms of Basic Agreement No. AID/csd-1168; and (3) That the entire contract between the parties hereto consists of: (a) This Task Order including the Cover Page, the Schedule and Additional Provisions (if any); and, (b) Basic Agreement No. AID/csd-1168.

COUNCIL FOR INTERNATIONAL PROGRESS IN MANAGEMENT (CIP), INC.

UNITED STATES OF AMERICA
AGENCY FOR INTERNATIONAL DEVELOPMENT

BY ___________________________ BY ___________________________
TITLE ___________________________ TITLE ___________________________
DATE April 24, 1963 DATE June 15, 1963
SCHEDULE

PART I - SCOPE OF WORK

A. General

The Contractor shall organize and conduct a program for the Thai Trade and Investment Study Group. The group, composed of approximately 15 of Thailand’s top-level businessmen and government officials, is coming to the United States for approximately two weeks to exchange views with American businessmen which should lead to increased investment, joint ventures, and licensing arrangements, as well as increased trade opportunities between the two countries. In addition, the group will be given the opportunity to observe selected industries for a mutual exchange of ideas on management principles.

B. Services to be Performed

The Contractor shall perform the following duties:

1. Develop a program of meetings and visits in various locations in the United States that will be mutually satisfactory to A.I.D. and the Thai group. Close contact shall be maintained with PVO/ED, in planning this program.

2. Allot per diem as prescribed by A.I.D. to the Thai group members and generally orient them on daily customs in the United States.

3. Handle all details connected with the Thai group’s program during its stay in the United States, including, but not limited to, the following duties:
   a. Furnish the Thai group members with pertinent details of each scheduled meeting and visit.
b. Provide necessary air and surface transportation (including West Coast to Honolulu), utilizing less than first-class when available.

c. Make all hotel reservations.

4. Supply each individual and organization to be visited by the Thai group members with information on their purposes, individual backgrounds, and an outline of the particular interests of the individual as well as the general concept of the A.I.D. management assistance program.

5. Provide such other services as requested by A.I.D. to ensure successful accomplishment of the above stated program objectives.

ARTICLE II - PERSONNEL

1. Contractor shall provide the services of a project supervisor for a period not to exceed three weeks unless an extension is approved in writing by the Contracting Officer.

2. To the extent possible, the project supervisor will accompany the Thai group during its stay on the United States mainland. Accordingly, at any time the Thai group is visiting in the location of the project supervisor's home or normal place of business, he is authorized to make arrangements for hotel accommodations for himself along with the Thai group. Under such circumstances the project supervisor shall be entitled to per diem, and reimbursement therefore is authorized hereunder.

3. The project supervisor's activities shall be carried out in close liaison with representatives of the Office of Private Resources, A.I.D.
ARTICLE III - REPORTS

A report summarizing Contractor's activities, in letter-type form, shall be submitted to PIC/RD in 5 copies, within thirty days after departure of the Task group.

ARTICLE IV - TERM

This Task Order is effective on April 24, 1968. Its term expires June 25, 1968.

ARTICLE V - ESTIMATES AND LIMITATIONS ON COSTS

It is estimated that the cost of work and services to be performed under this Task Order No. 60 will not exceed a total of $39,070.

ARTICLE VI - REIMBURSEMENT

Reimbursement shall be made on an actual direct cost basis, for the work and services performed hereunder, pursuant to the provisions of Article VII of the Basis Agreement and within the limitations of Appendix A attached hereto and made a part hereof.

ARTICLE VII - ADVANCE OF FUNDS

An advance of $23,000 will be made to the Contractor to establish a working fund, provided that prior to such advance the Contractor shall submit an acceptable surety bond to the Contracting Officer. The Contractor shall submit its voucher for the advance payment to the Controller on properly executed Voucher Form SF-1034 (original) and SF-1034(a) (three copies).
PROGRAM

THAILAND TRADE & INVESTMENT MISSION TO U.S.

Sponsored By

BOARD OF INVESTMENT
Royal Thai Government
Bangkok, Thailand

In Cooperation With
BANGKOK BANK Ltd. of NEW YORK
and
AGENCY FOR INTERNATIONAL DEVELOPMENT

Arrangements By
COUNCIL FOR INTERNATIONAL PROGRESS IN MANAGEMENT (USA), INC.
THAILAND TRADE AND INVESTMENT MISSION TO THE U.S.

OBJECTIVES

This group is composed of approximately thirty-five top level private businessmen who will spend some two weeks in the United States exploring investment and trade opportunities with the American private sector.

This group is particularly interested in the following:

a) Investigating the licensing agreements or arrangements and allied relationships of mutual interest.

b) Exploring with leading U.S. businessmen the potentials and possibilities of joint ventures and other investment opportunities.

c) Exploration of the availability of managerial services and know-how.

d) Observation of industrial processes.
THAILAND TRADE AND INVESTMENT MISSION TO THE U.S.

Period of Visit
April 28 to May 14, 1968

Cooperating Organizations

Mr. Paul Sithi-Amnuai
Vice President
Bangkok Bank, Ltd. of New York
44 Wall Street
New York, New York 10015
Telephone: (212) 944-5925 (office)
(212) 369-3424 (home)

Mr. Belford L. Seabrook
Senior Investment Promotion Officer
Office of Private Resources
Agency for International Development
Department of State, Room 2246
Washington, D.C. 20523
Telephone: (202) 383-8639

Mr. Graham Williams, Director
Investment Promotion Division
Office of Private Resources
Agency for International Development
Department of State, Room 2246
Washington, D.C. 20523
Telephone: (202) 383-6796

Mr. Walter P. Coppinger
East Asia Division, A/IT
Agency for International Development
Department of State, Room 1028
Building - SA-5
Washington, D.C. 20523
Telephone: (202) 382-1505
Cooperating Organizations (continued)

Mr. Edwards B. Murray
Director of Programs
Council for International Progress in Management (USA), Inc. (CIPM)
845 Third Avenue
New York, New York 10022
Telephone: (212) 752-8010

Project Supervisor

Mr. Thomas J. Draper, CIPM

The mailing address for the members of the group while in the United States is as follows:

(Participant's Name) Thai Mission
c/o CIPM
845 Third Avenue
New York, New York 10022
THAILAND TRADE AND INVESTMENT MISSION TO THE U.S.

PARTICIPANTS

Advisor
(12) Amnuary Viravan

Secretary General
Board of Investment

Leader
(21) Surivon Raiva

Chairman
The Board of Trade

Deputy Leader
(37) Pramarn Adireksarn

President
Textile Manufacturing Association

Secretary
(15) Sompoon Thepsithar

Senior Economist, International
Trade Department, Ministry of
Economic Affairs

(2) Robert B. Papazian
Vice President
ITT Far East Bangkok, Ltd.

(3) Thiam Karnchanachari
Assistant Managing Director
International Engineering Co., Ltd.

(4) Sukum Navapan
President
The Thai Military Bank, Ltd.

(6) Chamras Chatura Latara
Director and General Manager
Krung Thai Bank, Ltd.

(7) Vari Virangkura
General Manager
Thai Mercantile Marine, Ltd.

(8) Thaworn Phornprapha
President
Siam Motor Company, Ltd.

(11) Siew Kanchanachari
Chairman
National Thai Company, Ltd.
(14) Snit Viravan  
President  
Viravan Company, Ltd.

(16) Montri Sukanit  
Director  
Thai Cotton Mill

(17) Kiarti Srifuengfung  
Managing Director  
Thai-Asahi Glass Company, Ltd.

(18) Udom Sangkasaba  
Managing Director  
Thai Trading Company

(20) Pong Sarasin  
Managing Director  
Thai Pure Drinks, Ltd.

(23) Baisal Nandhabiwat  
Managing Director  
The Laem Thong Bank, Ltd.

(24) Banasomboon Mitrabhakdi  
Executive Director  
Toray Nylon Thai Company, Ltd.

(25) Kraisri Nimmnhaeminda  
General Manager  
Industrial Finance Corp., Ltd.

(27) Chaijudh Kanasuta  
Managing Director  
Italian-Thai Development Corp., Ltd.

(29) Bancha Lamsam  
President  
Thai Farmers Bank, Ltd.

(30) Prakaipet Indhusophon  
Director  
Karnasuta General Assembly Co., Ltd.

(31) Damri Darakamanda  
Managing Director  
Union Industries Corporation, Ltd.

(32) Samrit Chirathivat  
Managing Director  
Central Department Store (Central Trading Co.)

(33) K. Y. Chow  
Managing Director  
The Thai Oil Refinery Co., Ltd.
(36) Chalermchai Charuvastr  Director General
Tourist Organization of Thailand

(39) Sukri Bodiratnangkura  President
Thai Blanket Industry Co., Ltd.

(40) Amphorn Bulpakdi  Member - Board of Export Promotion, Government of Thailand

(44) Y. Boon Tom  Director
The Sangkasi Thai Company, Ltd.

(48) Boon Yong Vignanij  Managing Director
L.P. Standard Laboratories Co., Ltd.

(50) Nipan Benjawilas  Managing Director
Deepwell Drilling & Waterworks Construction Company, Ltd.

(51) Seri Sabchareon  Managing Director
Raja Company, Ltd.

(54) Kamchai Iamsuri  Managing Director
Kamol Kij Company, Ltd.

* * * * *

USOM/THAILAND Representative

(46) P. Bailhe  Chief Private Enterprise Division
U.S.A.I.D. Thailand

OBSEVERS

(1) Robert C. Bodden  Manager
Union Carbide Services Eastern, Ltd.

(52) Floyd L. Whittington  Executive Vice President
Southeast Asia Gulf Company, Ltd.
THAILAND TRADE AND INVESTMENT MISSION TO THE U.S.

ITINERARY

Sunday, April 28

3:10 p.m.
Arrive Chicago, Illinois via Air France Flight #031 - O'Hare
Take Chartered Bus to:
RESIDENCE: Conrad Hilton Hotel
720 South Michigan Avenue
Chicago, Illinois
Tel: WA 2-4400

Monday, April 29

8:30 a.m.
AID/CIPM ORIENTATION MEETING
(Meeting Room to be announced)
Paul Sithi-Amnuai, Bangkok Bank Ltd.
Belford L. Seabrook, AID
Walter P. Coppinger, AID
Edwards B. Murray, CIPM
John B. Mackie, CIPM

12:00 noon
LUNCHEON: Chicago Club
81 East Van Buren
Chicago, Illinois
Tel: HA 7-1825

Arranged in cooperation with -

CHICAGO ASSOCIATION OF COMMERCE & INDUSTRY
30 West Monroe Street
Chicago, Illinois
Tel: FR 2-7700

Mr. Thomas H. Coulter, Chief Executive Officer
Mr. Vilas Johnson
Monday, April 29 (continued)

HOST:

PROCON, INC.  
(Subsidiary, Universal Oil Products Co;)
1111 Mt. Prospect Road  
Des Plaines, Illinois  
Tel: 827-7777

Mr. M. D. Gilchrist, Chairman

6:00 p.m. - 8:00 p.m.  
RECEPTION at -  
Mid-America Club  
Prudential Plaza  
Chicago, Illinois  
Tel: 467-6430

HOST:

SCIENCE RESEARCH ASSOCIATES INC.  
(Subsidiary, IBM)  
239 East Erie Street  
Chicago, Illinois  
Tel: WH 4-7552

Mr. J. Naisbitt

Tuesday, April 30

a.m.  
OPEN for individual arrangements resulting from prior meetings.

12:00 noon  
LUNCHEON with -  
CONTINENTAL ILLINOIS NATIONAL BANK & TRUST  
231 South LaSalle Street, 23rd Floor  
Chicago, Illinois  
Tel: 828-2345

Mr. J. Boyd-Simmons,  
Senior Vice President
Tuesday, April 30 (continued)

2:00 p.m. Take Chartered Bus to:

INDUSTRIAL PARK VISIT with

CLEARING INDUSTRIAL DISTRICT INC.
38 South Dearborn
Chicago, Illinois
Tel: RA 6-0135

Mr. J. E. Rice
Executive Vice President

Wednesday, May 1

Team will split into four sub-groups as follows:

Group I - Chicago (see page I-a)
Group II - Detroit, Mich. (see page II-a)
Group III - Pittsburgh, Pa. (see page III-a)
Group IV - Cleveland, O. (see page IV-a)

Thursday, May 2 thru Saturday, May 4

See above group programs

Sunday, May 5

OPEN for Groups I - IV

Group V arrives New York, International Airport from Europe
Sunday, May 5 (continued)

RESIDENCE: STATLER HILTON HOTEL
Seventh Avenue & 33rd Street
New York, New York
Tel: PE 6-5000

Monday, May 6

9:00 a.m.

AMERICAN MANAGEMENT ASSOCIATION
135 West 50th Street
New York, New York
Tel: JU 6-8100

Attend AMA Briefing Session #2363.01

"Thailand-Bangkok, The Key to Business in Southeast Asia".

Tuesday, May 7

9:00 a.m.

Continuation of AMA program.

7:00 p.m.

RECEPTION (Black Tie) to be held at -

The Hotel Plaza
The Baroque Suite
59th Street and Central Park South
New York, New York
Tel: PL 9-3000

HOSTED BY -

THE ASIA SOCIETY
112 East 64th Street
New York, New York
Tel: PL 1-4210

Mr. Kenneth Young, President
Mr. Gordon Dixon, Director of Development
Wednesday, May 8

9:00 a.m.

Continuation of AMA program.

1:00 p.m.

LUNCHEON - to be held at and Hosted by -

FIRST NATIONAL CITY BANK NEW YORK
399 Park Avenue
39th Floor
New York, New York
Tel: 559-1000, Ext. 2854

Mr. Robert E. Grant, Vice President
Mr. Daniel Roberts, Assistant Vice-President

p.m.

Team will split into three sub-groups as follows:

Group VI - New York (see page VI-a)
Group VII - Texas (see page VII-a)
Group VIII - Atlanta (see page VIII-a)

Thursday, May 9

and

Friday, May 10

See above group programs.

Saturday, May 11

Departure for Honolulu, Hawaii
ITINERARY GROUP I

Members: 2,15,20,21,25,32,36,40,48.

Wednesday, May 1

a.m.   OPEN for individual arrangements resulting from prior meetings.

p.m.   FIRST NATIONAL BANK OF CHICAGO
       38 South Dearborn
       Chicago, Illinois
       Tel: FR 2-6800

Details to be announced

Thursday, May 2

9:00 a.m.   Members: 21,32,40 and 48

KRAFT FOODS
(Division of National Dairy Products Corp.)
500 North Peshtigo Court
Chicago, Illinois
Tel.: 222-4600

Mr. H. M. Connelly, Vice President

10:00 a.m.   Members: 2,15,20 and 25

CONTINENTAL ILLINIOS NATIONAL BANK
AND TRUST COMPANY OF CHICAGO
231 South LaSalle Street
Chicago, Illinois
Tel: 828-2726

Mr. William Termyn

9:30 a.m.   Member: 36

LEO BURNETT COMPANY, INC.
Prudential Plaza
Chicago, Illinois
Tel: 236-5959
Thursday, May 2 (continued)

LEO BURNETT COMPANY, INC. (continued)

Mr. Joseph M. Greeley
Executive Vice President

F, day, May 3

9:00 a.m.

INTERNATIONAL MINERALS & CHEMICAL CORP.
5401 Old Orchard Road
Skokie, Illinois 60076
Tel: 966-3000

Mr. Frank J. Tracey
Public Relations Department

9:30 a.m.

CONSOLIDATED FOODS CORPORATION
135 South LaSalle Street
Chicago, Illinois
Tel: 726-6414

Mr. David Tittle

9:30 a.m.

MARSHALL FIELD & COMPANY
111 North State Street
Chicago, Illinois
Tel: 781-1000

Mr. D. W. Davidson
Executive Vice President

9:30 a.m.

A. C. Nielsen & Company, Inc.
2101 West Howard Street
Chicago, Illinois
Tel: HO 5-4400

Mr. A.C. Nielsen, Jr., President
Saturday, May 4

a.m.

Travel to New York City, New York

Details to be announced.

RESIDENCE: Statler Hilton Hotel
Seventh Avenue & 33rd Street
New York, New York
Tel: PE 6-5000
ITINERARY GROUP II

Members: 7, 18, 23, 30, 51

Wednesday, May 1

a.m. OPEN for individual arrangements resulting from prior meetings.

p.m. Travel to Detroit, Michigan

Details to be announced.

RESIDENCE: Statler Hilton
Grand Circus Park at
Washington Boulevard
Detroit, Michigan
Tel. WO 3-6000

Thursday, May 2

9:30 a.m. Members 7, 18, 23, 30, 51

National Bank of Detroit
International Division
611 Woodworth Avenue
Detroit, Michigan
Tel. 965-6000 Ext. 2456

Mr. Paul Tesorero
Assistant Vice President

Friday, May 3

9:00 a.m. Members 23 & 30

The Chrysler Corporation
International - Personnel
341 Massachusetts Avenue
Detroit, Michigan
Tel. 883-4500

Mr. W. L. Gorman
Friday, May 3 (continued)

Member 18

Fruehauf Corporation
10900 Harper Avenue
Detroit, Michigan
Tel. 921-2410

Details to be announced.

9:30 a.m.

Member 51

Edison Factory
Sillcox International
704 N. Clark Street
Algion, Michigan
Tel. (517) 629-2101

Mr. Richard Thompson

Member 7

OPEN for individual arrangements resulting from prior meetings.

Saturday, May 4

a.m.

Travel to New York City, New York

Details to be announced.

RESIDENCE: Stalter Hilton Hotel
Seventh Avenue & 33rd St.
New York, New York
Tel. PE 6-5000

p.m.

OPEN
ITINERARY GROUP III

Members: 12,14,27,31,33,39,44,50,54.

Wednesday, May 1

a.m. OPEN for individual arrangements resulting from prior meetings.

p.m. Travel to Pittsburgh, Pennsylvania

Details to be announced.

RESIDENCE: Pittsburgh Hilton Gateway Center
Pittsburgh, Pennsylvania
Tel: 3914600

Thursday, May 2

and

Friday, May 3

Visit arrangements made in cooperation with:

Mr. Max Waldo Bishop
Executive Director of World Affairs
Council of Pittsburgh
c/o Kaufman's Department Store
400 Fifth Avenue
Pittsburgh, Pennsylvania
Tel: 281-7970

Some of the Host Organizations are:

Carnegie-Mellon University
H. J. Heinz Company
Koppers Company, Inc.
Pittsburgh Plate Glass Co.
United States Steel Corp.

Details to be announced.
Saturday, May 4

a.m. Travel to New York City, New York Details to be announced.
RESIDENCE: Statler Hilton Hotel Seventh Avenue & 33rd Street New York, New York Tel: PE 6-5000

p.m. OPEN
ITINERARY GROUP IV

Members: 16,17,24,37.

Wednesday, May 1

a.m. OPEN for individual arrangements resulting from prior meetings.

p.m. Travel Cleveland, Ohio

Details to be announced.

RESIDENCE: Auditorium Hotel
St. Clair Avenue & E. 6th St.
Cleveland, Ohio
Tel: CH 1-5100

Thursday, May 2

9:00 a.m. Members: 16, 17, 24 and 37 to attend meeting as guests of -

CLEVELAND WORLD TRADE ASSOCIATION
690 Union Commerce Building
Cleveland, Ohio
Tel: 621-3300

Mr. Lothar A. Koeberer
Executive Director
at

Sahara Motor Hotel
Euclid and East 32nd Street
Cleveland, Ohio
Tel: HE 2-0300

Friday, May 3

9:00 a.m. Members 16 and 24

U.S. DEPARTMENT OF COMMERCE
66 Euclid Avenue
Cleveland, Ohio
Tel: 522-4756

- IV-a -
Friday, May 3 (continued)

U.S. DEPARTMENT OF COMMERCE (continued)

Mr. C. J. von Koschambahr

Saturday, May 4

a.m.

Travel to New York City, New York

Details to be announced.

RESIDENCE: Statler Hilton Hotel
Seventh Avenue & 33rd St.
New York, New York
Tel: PE 6-5000

p.m.

OPEN
ITINERARY GROUP VI

Members: 2, 6, 7, 8, 11, 15, 17, 23, 24, 25, 30, 32*, 33, 36, 44, 48, 50, 54

Thursday, May 9

10:00 a.m.  Members: 6, 7, 8, 11, 15, 17, 23, 24, 30, 32*, 33, 36, 44, and 50

DEPARTMENT OF COMMERCE
State of New York
Division of International Commerce
230 Park Avenue
New York, New York
Tel: 679-2244

Mr. Don Rogers
Sr. International Trade Consultant

Mr. H. S. MacPherson
Director

Meeting to be held at -

Chemical Bank New York Trust Company
277 Park Avenue - Room 335
New York, New York
Tel: 922-3232

p.m.

OPEN for individual arrangements resulting from prior meetings.

Members: 2, 25, 48 and 54 are handling their own arrangements for this day.

Member: 7 is handling his own arrangements, and plans to leave for Houston.

- VI-a -
Friday, May 10

9:30 a.m.  
Members: 6 and 15

BANK OF AMERICA  
41 Broad Street  
New York, New York  
Tel: 269-5900  

Miss Lillian Jasko  
Assistant Cashier  
Trade and Investment  

LUNCHEON and continuation of morning meeting.

10:00 a.m.  
Members: 17 and 24

ALLIED CHEMICAL COMPANY  
40 Rector Street, 16th Floor  
New York, New York  
Tel: HA 2-7300, Ext. 2755  

Mr. Hayden C. Eaves, Director  
Development Far East Operations  

10:00 a.m.  
Member: 24

ALLIED CHEMICAL CORPORATION  
Fibers Division  
Allied Chemical Building  
Times Square  
New York, New York  
Tel: HA 2-7300, Ext. 425  

Mr. David Kolb  
Dr. I. Norman
Friday, May 10 (continued)

10:00 a.m.  Members: 11 and 54

FEDDERS CORPORATION
Woodbridge Avenue
Edison, New Jersey
Tel: (202) 549-7200

Mr. Salvatore Giordano, Jr.
Vice President

10:00 a.m.  Member: 23

THE BORDEN CHEMICAL COMPANY
350 Madison Avenue - 4th Floor
New York, New York
Tel: 573-4000

Mr. C. R. Falleta

10:00 a.m.  Member: 8 and 30

GENERAL MOTORS OVERSEAS DIVISION
1775 Broadway
New York, New York
Tel: PL 7-4000, Ext. 7601

Mr. G. M. Woodhall
Zone Manager - Southeast Asia

10:00 a.m.  Member: 33

IBM WORLD TRADE CENTER
821 United Nations Plaza
New York, New York
Tel: 983-3503

Mr. Frank Crespo
IBM Education Center
Friday, May 10 (continued)

10:00 a.m. Member: 36

FUGAZY TRAVEL BUREAU INC.
342 Madison Avenue - 4th Floor
New York, New York
Tel: PL 1-3434

Miss Carmen Rodriguez
Executive for Retail Travel

10:00 a.m. Member: 44

CONTINENTAL CAN COMPANY
633 Third Avenue
New York, New York
Tel: 551-7000

Mr. R. D. Weinland
General Manager - Overseas

Members: 2, 25, 48 and 50 are handling their own arrangements for this day.

Member: 32* - was delayed in Thailand due to unforeseen circumstances and hopes to join the group in New York; if so he has a tentative visit with Macy's, Herald Square, New York.

Saturday, May 11

Departure for Honolulu, Hawaii
ITINERARY GROUP VII

Members: 12, 14, 18, 40, 42, 46*, 54

Wednesday, May 8

p.m. 
Travel to Dallas, Texas
Details to be announced
RESIDENCE: Downtowner Motor Inns
10th and Houston Streets
Fort Worth, Texas
Tel: ED 6-2011

Thursday, May 9

9:00 a.m. 
Members: 12, 14, 18, and 42
CHICKASHA COTTON OIL CO.
Fort Worth, Texas
Tel: WA 6-0255
Mr. Philip Norris, Jr.
President

Friday, May 10

a.m. 
Member: 12 and will make their own arrangements for individual visits to -
UNION CARBIDE
and
GULF OIL
Friday, May 10 (continued)

a.m. Members: 48 and 54

UNION CARBIDE
Houston, Texas

p.m. Members: 12, 14, 48 and 54

SEADRIFT PLANT
Union Carbide

a.m. Members: 40 and 42

CHICKASHA COTTON OIL CO.
Fort Worth, Texas
Tel: WA 6-0255

Mr. Philip Norris, Jr.
President

a.m. Member: 18 has made his own arrangements for this day.

Member: 7 has made arrangements to leave Group VI in New York to enable him to make Houston visits on May 10th.

Saturday, May 11

Departure for Honolulu, Hawaii

*Note: #46 will be making his own arrangements, and will be accompanying various members of the group during their individual visits.
Friday, May 10

a.m. Members: 21 and 31

GOLD KIST PEANUT GROWERS
Division of Cotton Producers Association
P.O. Box 2210
Atlanta, Georgia
Tel: 237-2251

a.m. Members: 37 and 39

FULTON INDUSTRIES
170 Boulevard S.E.
Atlanta, Georgia
Tel: 688-1111

a.m. Member: 51

SAM FINLEY
(Sub: Hardway Contracting Co.)
Atlanta, Georgia
Tel: 351-3140

The above three visits were arranged through the cooperation of

Colonel Harold A. Dye and the
ATLANTA CHAMBER OF COMMERCE

Saturday, May 11

Departure for Honolulu, Hawaii
**Briefing Session #2363-01**

**THAILAND - BANGKOK, THE KEY TO BUSINESS IN SOUTHEAST ASIA**

**SCHEDULE**

**MONDAY, MAY 6, 1968**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speakers</th>
</tr>
</thead>
</table>
| 9:30 - 9:45 | Opening                                                             | M. Z. Khaiser  
Program Director                                                                 |
| 9:45 - 10:15 | Introduction and Highlights of Thailand Briefing Session       | Henry Kearns  
President  
Kearns International Inc.  
Pasadena, California |
| 10:15 - 11:30 | Presentation & Discussion: Government Policies and Incentives For U.S. Trade and Investment | His Excellency  
Amnum Viravan  
Secretary General  
Board of Investment  
Bangkok, Thailand  
Paul Sithi-Annunul  
Bangkok Bank Ltd. |
| 11:30 | Short Presentation                                                  |                                                                                             |
| 11:30 - 11:45 | Coffee                                                              |                                                                                             |
| 11:45 - 12:30 | Presentation & Discussion: Why Invest In Thailand - Is Bangkok The Key to Business In Southeast Asia? | Charles P. Baswell  
Managing Director  
PurOlator Inc.  
Rahway, New Jersey |
| 12:30 - 1:30 | Lunch                                                               | J. R. Galloway  
Vice Chairman  
Union Carbide Eastern, Inc.  
New York, New York |
| 1:30 - 2:45 | Presentation & Discussion: Union Carbide - A Case History          |                                                                                             |
| 2:45 - 3:00 | Coffee                                                               | Mark Peer  
Deputy Assistant Secretary  
- Financial Policy  
U. S. Department of Commerce  
Washington, D. C. |
| 3:00 - 4:00 | Presentation & Discussion: Market Building In Southeast Asia: Joint Venture In Progress | His Excellency (12) Amnum  
Bangkok, Thailand  
Paul Sithi-Annunul  
Robert Dodden, UC  
Paul Sithi-Annunul  
Jack Bailha  
Viri |
| 4:00 - 5:00 | Presentation & Discussion: Legal and Tax Consideration In Doing Business in Thailand |                                                                                             |

© 1968 AMA
TUESDAY, MAY 1968

9:00 - 10:00 Presentation & Discussion: Marketing and Distribution Patterns
Paul Sutro
General Manager
Reynolds Foreign Sales, Inc.
Richmond, Virginia

10:00 - 10:05 AMA Welcome to the Prime Minister
Don G. Mitchell
Chairman
American Management Association

10:05 - 10:15 Introduction of the Prime Minister
Honorable Eugene R. Black
General Chairman

10:15 - 10:30 Policy Statement by the Prime Minister
His Excellency
Field Marshall
Thanom Kittikachorn

10:30 - 10:45 Response and Statement by the General Chairman
Honorable Eugene R. Black
General Chairman

10:45 - 11:00 Statement and Introduction of the Minister of National Development
His Excellency
Leonard Unger
Ambassador
Embassy of the United States of America
Bangkok, Thailand

11:00 - 12:00 Presentation & Discussion: Thailand, The Key to Business in Southeast Asia
His Excellency
Pote Sarasin
Minister of National Development
and Minister of Economic Affairs
Bangkok, Thailand

12:00 - 12:30 General Discussion

12:30 - 1:30 Luncheon

1:30 - 2:30 Presentation & Discussion: International Basic Economic Corporation - A Case History
Robert Purcell
Chairman
International Basic Economic Corp
New York, New York

2:30 - 3:30 Presentation & Discussion: Firestone - A Case History
Mario A. DiFederico
President
Firestone International Corporation
Akron, Ohio

3:30 - 3:45 Coffee Break
TUESDAY, MAY 7, 1968 (CONTINUED)

3:45 - 4:45 Presentation & Discussion: Typical Proposals For Joint Venture Operations In Thailand.

SPEAKERS
K. Y. Chow
Managing Director
Thai Oil Refinery
Bangkok, Thailand

Sukum Navapan
Managing Director
Thai Military Bank
Bangkok, Thailand

AND
Executives from the Private Sector of Thailand

J. R. Galloway

4:45 - 5:00 Chairman's Summary

WEDNESDAY, MAY 8, 1968

9:00 - 9:45 Presentation & Discussion: International Telephone & Telegraph Corporation - A Case History.

John W. Guilfoyle
Vice President, Group Executive
U.S. Defense Space Group
International Telephone & Telegraph Corporation
New York, New York

Albert H. Hamilton
Public Information Officer
Export-Import Bank of the United States
Washington, D.C.

9:45 - 10:15 Presentation & Discussion: Export-Import Bank and Thailand Development

10:15 - 10:30 Coffee Break

10:30 - 11:30 Presentation & Discussion: Banking, Capital and Foreign Exchange

Harry Barrand, Jr.
Executive Vice President
Manufacturers Hanover Trust Company
New York, New York

11:30 - 12:00 Presentation & Discussion: Trade Opportunities With Thailand

Somporn Thepeitar
Senior Economist
International Trade Dept.
Ministry for Economic Affairs
Bangkok, Thailand

12:00 - 12:30 General Discussion

Chairmen and Co-Chairmen
THAILAND - BANGKOK, THE KEY TO BUSINESS IN SOUTHEAST ASIA

General Chairman

HONORABLE EUGENE R. BLACK
Special Advisor to the President
for Southeast Asia - Economic
and Social Development
New York, New York

Chairman

J. R. GALLOWAY
Vice Chairman
Union Carbide Eastern, Inc.
270 Park Avenue
New York, New York

Co-Chairmen

CHARLES P. PASELL
Managing Director
International Division
Pulchritudine, Inc.
970 New Brunswick Avenue
Princeton, New Jersey

HIS EXCELLENCY AMNUAY VIHAVAN
Secretary General
Board of Investment
Bangkok, Thailand

Distinguished Speaker

HIS EXCELLENCY THALANG KUITTAKACHORN
Prime Minister of Thailand

Guest Speakers

HIS EXCELLENCY BUCHANA AITKACH
Ambassador
Royal Thai Embassy
2500 Kalorama Road N.W.
Washington, D. C.

HENRY FEHR, Jr.
Executive Vice President
Manufacturers Hanover Trust Co.
350 Park Avenue
New York, New York

K. Y. CHOW
Managing Director
Thai Oil Refinery
Bangkok, Thailand

MARK A. DI FEDERICO
President
Firestone International Co.
1200 Firestone Parkway
Akron, Ohio

MARK PEER
Deputy Assistant Secretary
- Financial Policy
U.S. Department of Commerce
Washington, D. C.

JOHN W. GULLEON
Vice President, Group Executive
U.S. Defense Space Group
International Telephone &
Telegraph Corporation
360 Park Avenue
New York, New York
ALBERT H. HAMILTON
Public Information Officer
Export-Import Bank of the United States
Washington, D.C.

HENRY KEARNS
President
Kearns International Inc.
1000 E. Walnut Street
Pasadena, California

SUKUM NAVAPAN
Managing Director
Thai Military Bank
Bangkok, Thailand

ROBERT MURCELL
Chairman
International Basic Economic Corp.
30 Rockefeller Plaza
New York, New York

HIS EXCELLENCY LEONARD UNGER
Ambassador
Embassy of the United States of America
Bangkok, Thailand

HIS EXCELLENCY POTI SARASIN
Minister of National Development
AND
Minister for Economic Affairs
Rajdamnern Avenue
Bangkok, Thailand

SOMPORN THEPUTHIYAR
Senior Economist
International Trade Dept.
Ministry for Economic Affairs
Bangkok, Thailand

PAUL SATHIL-AMNUI
Vice President
Bangkok Bank, Ltd.
44 Wall Street
New York, New York

PAUL SUKHO
General Manager
Reynolds Foreign Sales, Inc.
Reynolds Metals Building
Richmond, Virginia

DON G. MITCHELL
Chairman
American Management Association

May 6 - 8, 1968

American Management Association Building
135 West 50th Street
New York, New York

AMA STAFF

KENNETH F. HUBBARD
Division Manager

CHARLES L. BARDEWELL
Program Director

ROBERT GROMILSHAM
Program Director

THEODORE BARREAU
Program Director

M. Z. KHAISER
Program Director

JOHN Sweeney
Program Director
American Investment Truly A Prelude

By H.E. Minister of National Development Pote Sarasin

By 1926, Minister of National Development, Pote Sarasin, addressed the need for investment in the region:

"Second, the common threat of communism has precipitated a spontaneous feeling all over the region that the free peoples of Asia need not only strengthen their national defense collectively but also to take concerted action on regional economic and social development. This crucial process obviously requires a smooth transition of capital and technology to ensure its success.

Third, and perhaps more important, is the major change in the Asian attitude. Many Asian nations, having been disillusioned by the failure of the socialistic system as a means to accelerate economic development, have now accepted a system of private enterprise as the most workable force for progress and stability. The new outlook will have a far-reaching effect on the Asian relation with the Western World.

Thai—American Cooperation

Many U.S. programs have made substantial contribution to the economic and social progress in Asia, mainly by encouraging initiative and providing the missing factors necessary for a successful development plan. In this connection, the Asian countries have benefited significantly from the U.S. cooperative efforts and indeed have been successful in many areas in helping the Asian peoples to help themselves.

With its abundant supply of natural resources and labor, Far East Asia as a region has a great potential for economic growth. The most pressing handicap is still the shortage..."
of capital, private initiative and managerial skill. Obviously, one of the most effective ways to overcome these obstacles is to encourage a greater flow of private investment.

The Role of Private Enterprise

The time is now ripe for American private institutions and business men to cooperate more closely with their Asian partners. Thailand is willing to make every effort to promote private enterprise with American participation that is conducive to its aspiration of development.

The opportunity for private business cooperation is quite vast and practically unlimited. The cooperative boundaries are rapidly expanding with the continuous change in technology and with the increase in the flow of trade and investment.

Thailand, a country that completed a decade of development in 1967, may be cited as an outstanding example of Asian-American private cooperation. During the past ten years, Thailand has succeeded in expanding its economic activities while at the same time increasing the relative importance of the private sector in the national economy. With flourishing agriculture, business and industry, the private output now accounts for almost 90 per cent of gross domestic product.

The key to Thailand's economic success is the recognition that the country's strength and resources are dependent on the private sector. Thai development efforts call for an active promotion of private initiative in agriculture, commerce and industry. In implementing this policy, the government has made it abundantly clear that it would not interfere, nor compete, with private business activities. The public role will be limited to the building of economic infrastructure and the provision of basic facilities and utilities necessary for the overall expansion of the national economy. The National Economic Development Plan of Thailand is a three-pronged action.

First, it mobilized all available public resources for the provision of basic facilities and services with priority given to irrigation, highways, electricity, power, communications and education.

Second, it developed a proper investment climate conducive to private initiative and confidence in all fields, be it agriculture, manufacturing, transportation, construction or commerce. This action has been successfully taken by maintaining political and economic stability and by minimum interference from the Government.

Third, to encourage private investment with special incentives which would significantly improve the rate of return on capital outlay. This move has brought spectacular results by increasing the rate of gross capital formation in the national economy from less than 15 per cent to over 22 per cent of gross national product in ten years.

The development plan implementation in Thailand has been actively supported by both the U.S. Government and the American businessman. American cooperation in the private sector is well represented in various fields of the country's economic activities, from mining to manufacturing and from export trade to commercial banking. However, closer and more active Thai-American partnership on a private basis can be developed for mutual and lasting benefit. Many conditions support this fact.

Fourth, the political and social conditions in Thailand are strongly favorable to Thai-American business partnership. The relations between the two countries have always been cordial and friendly, and they will become more so in the future. This is so because the foundation on which this friendship prospered rests completely on mutual understanding and respect.

There can be no doubt that the prevailing conditions do favor the strengthening of Thai-American economic relations.

The future of Thailand rests in the hands of private entrepreneurs. They seek understanding partners who are willing to help them and share progress and profits with them. It is with this compelling thought that the Royal Thai Government, through the Board of Investment, extends its warm invitation to all to investigate the exciting investment opportunities in Thailand.
Thailand is a strategically located Kingdom in the center of South East Asia, bordered by Laos, Cambodia, the Gulf of Siam, Malaysia and Burma. The country has an area of about 193,000 square miles, slightly larger than California, and is divided into five regions: the Central Plains, (one of the world's major rice-producing areas); the Northern Mountains, (coal, lignite); the Northeastern Plateau, the Southeast and Southern Peninsula, (rubber, tin). The climate is tropical with a rainy (monsoon) and dry season. Thailand is a constitutional monarchy which is primarily agricultural and one of Asia's leading food producing and exporting areas.

The latest published figures show Thailand's economy growing at an average rate of 7 percent per year which is faster than the 3 percent population growth rate. The country's Gross National Product of $4.6 billion jumped from a growth rate of 7.8 percent in 1961 to 13.6 percent in 1966.

A major factor responsible for this acceleration was the substantial rise in manufacturing output... 10.5 percent per year partly from industries established through government promotion privileges.

The structure of Thailand's economy is changing significantly, as evidenced by the rapid growth of manufacturing, trade and services. Agriculture also has grown by an average annual rate of 4.9 percent during the five years preceding 1966.

Under the country's First Economic Development Plan (1961-66), many infrastructure projects were constructed, such as multipurpose dams, and highways. During the same period, telecommunications systems and power systems were enlarged. These projects are now contributing greatly to the impressive growth in manufacturing by providing a sound base for Thailand's industrial foundation. Today only one quarter of the country's imports are for capital goods such as heavy machinery and transport equipment. Consumer goods, such as automobiles, appliances and apparel, take a larger share of imports each year, but this gap is expected to be reduced as more consumer goods are produced in the country.

Agricultural product processing is the most important single activity in manufacturing, accounting for almost 39 percent of total value added by manufacturing. This includes rice milling, other flour milling, slaughtering, sugar weaving, leather tanning, etc.

Other industrial products of great significance to the national economy are oil refinery, paper, steel, gunny bags, glass sheets and textiles.

In 1966 private consumption expenditures accounted for approximately 71 percent of GNP or $3 billion.

Per capita private consumption expenditure has averaged an annual growth rate of about 2.5 percent since 1961 and is now about $88.50.

Average per capita income in $136 per year, (the typical Thai family numbers about 5).

Private consumption expenditures, covering final expenditure by households and others, for purchase of goods and services, amounted to $3 billion in 1966, an increase of 40.5 percent in a six year period.

The industrial sector and consumer goods market have also been growing. The Thai consumer is becoming more able to purchase manufactured goods, and adjusting his mode of living and tastes accordingly. Numerous factories have been opened to help satisfy these rising demands, as well as to manufacture intermediate products and upgrade export commodities, but the market continues to grow and new investment opportunities continue to develop.

In 1950, there were fewer than 1,800 privately held industrial establishments in Thailand, at the present there are more than 17,000. This figure reflects the Royal Thai Government's active encouragement of private enterprise. More than 70 U.S. companies have established offices, affiliates, or factories in Thailand covering a wide range of interests. Photographs of several are shown in this report.

In 1966, Thailand's principle imports were petroleum products, vehicles, machinery, iron and steel, processed milk and other foods, paper products, and tobacco.

Bangkok, the capital city with an expanding population of 2.3 million
lies at the center of all rail, road, and water communications. It is surrounded by a rich agricultural producing region at the delta of the hundreds of miles of Chao Phraya river waterway. Outside Bangkok lie smaller cities which give promise of booming thriving markets.

Both skilled and unskilled labor are plentiful and wages are low. Skilled workers get about $1.00 per day; unskilled from $1.50 to $4. The government does not permit unions.

Thai laws governing business provide for sole proprietorship, general or limited partnerships, and limited companies (corporations).

The Promotion of the Industrial Investment Act of 1962 provides tax and duty free incentives to many promoted industries. In addition, for a nominal fee, the U.S. Government provides investment guarantees for U.S. companies against risks of inconvertibility, expropriation, or war. Furthermore, the U.S. Government has a program whereby 50 percent of the cost of a feasibility study will be reimbursed to any company if the study indicates that investment in Thailand will not be feasible.

Thai currency is characterized by stable convertability, and price levels are nearly constant. Many foreign banking institutions are represented in Thailand including the Chartered Bank of London, the Chase Manhattan Bank of New York, the Bank of America, the Mitsui Bank, and the Bank of Tokyo Ltd.

Foreign investors undertaking investments in Thailand can often supplement their own capital and technical knowhow from additional sources supplied from within Thailand.

It is a pleasure to send greetings and best wishes to the American Management Association, from your fellow countrymen in the American Chamber of Commerce in Thailand. From its inception in 1936 our Chamber has grown today to nearly 500 members. During the past three years growth has been at an annual rate of over 25%.

Such strong progress is merely a reflection of the tremendous advances being made in all sectors of Thailand's dynamic economy. More and more American companies are turning to Thailand as an oasis of stability and orderly growth in the turmoil of Southeast Asia. Thailand's investment promotion policies, under the able administration of His Excellency Pote Sarasin, Minister of National Development and his energetic assistant, Dr. Amanay Viravan, Secretary General of the Board of Investment, offer outstanding advantages to the foreign investor. Among your own colleagues who have invested in Thailand recently are Union Carbide, Parsons and Whittmore, Colgate-Palmolive, Warner Lambert, Corn Products, Standard Oil, Tenneco International, Union Oil, National Lead—and still the list grows.

The old advertising slogan of a well known company invited prospective buyers to "ask the man who owns one", which applies to this country. We invite you to ask us for further testimony from our members as to why you should invest in Thailand.

Message from Mr. Suriyon
Hon. President of
THE BOARD OF TRADE OF THAILAND

It is a great privilege for me to have the opportunity to contribute a message in the publication of His Excellency's speech presented a most cogent set of reasons for investment in Asia, and particularly in Thailand.

With the rapid and sustained growth in gross national product, impressive gains in capital formation, the ever broadening base of the private sector and a multitude of special incentives for private investment, Thailand's tremendous potential is literally crying out to be developed.

It is hoped that this invitation from a corner of Asia will be heard far and wide by private entrepreneurs of advanced economics, and that they will have the boldness to explore the region's vast business opportunities, and the generosity to join hands with their Asian counterparts in developing these opportunities as true partners in progress.
A wide variety of investment opportunities are open to foreign entrepreneurs in Thailand, and the Government, through the Board of Investment, offers the following incentives and safeguards to promoted industrial investors:

- Permission to remit capital, earnings and royalties from the investment in foreign currency.
- Permission to own land for carrying on an industrial activity.
- Permission to bring in foreign technicians in excess of immigration quotas.
- Advice on financial assistance, either privately or through joint ventures.

Aside from these privileges, the Thai Government's policy is explicit in providing protection for the foreign investor. The State guarantees against expropriation or nationalization of private industry and business, and the establishment of enterprises in competition with 'promoted' industries.

In addition, it is the Government's industrial policy to give top priority to

- Industries that seek to utilize the natural resources of the country to a greater degree.
- Industries that will produce for exportation.
- Industries generating employment of local people.
- Industries that will bring modern and beneficial technological innovations to Thailand.
Kraft Paper Co. Ltd.
Siam Inter-Continental Hotel
Gunny Bag Factory
Colgate-Palmolive Co. Ltd.
Thai-Asahi Glass Co. Ltd.
G.S. Steel Co. Ltd.
Thai American Steel Works Co. Ltd.
Firestone Tire Co. Ltd.
Thanin Radio Co. Ltd.
Karnasutr Automobile Assembly Plant
Thai Oil Refinery Co. Ltd.
Paper Factory
Thul-Toray Textile Mills
Thai Mercantile Marine Ltd.
Siva Chemical Co. Ltd.
Board of Investment assistance is provided to a growing number of private businesses.

The following industrial investment opportunities await implementation.

- Spinning and Weaving of Cotton and Synthetic Cloth
- Chemical Fertilizer
- Meat, Preparation and Preservation
- Food Canning and Preservation
- Animal Feeds
- Industrial Chemicals
- Plastics
- Coffee
- Paper and Paper Board
- Corn Processing
- Vegetable Oils and Fats
- Insecticides-Fungicides, etc.
- Deep Sea Fishing
- Small Machinery, Water Pumps, Small Internal Combustion Engines, etc.
- Electrical Equipment and Supplies
- Agricultural Equipment and Tractors
- Ceramic products including tiles and sanitary wares
- Iron and Steel products

An Opportunity for Your Business to Profit within Thailand’s Economy

Thailand today has one of the most favorable investment environments in Asia, with its population of 33 million people having the largest per capita purchasing power in the region. It is a dynamic and rapidly expanding market, and one that gives considerable security and benefit to foreign investors. This is evidenced by the large number of industries that have already taken advantage of these attractive opportunities—a number which doubled in 1967 compared to previous years.

Why not visit Thailand and see the worthwhile investment opportunities awaiting you at first hand? If that’s not possible at present, then please write, in strict confidence, for further information and advice to:

Dr. Ananuty Viravan,  
Secretary-General,  
Board of Investment,  
Mansion 2, Rajdamri Road  
Bangkok, Thailand.
Briefing Session #2363-01

THAILAND -- BANGKOK: THE KEY TO BUSINESS IN SOUTHEAST ASIA

FINAL REGISTRATION LIST

Jack Bailhe
Chief Private Enterprise Division
United States Operations Mission
Bangkok, Thailand

Bruce D. Bent
Planning Associate
Mobil East Incorporated
150 East 42nd Street
New York, New York

Joseph M. Bosco
Royal Thai Consulate-General
1155 Dorchester Boulevard West
Montreal 2, Quebec

Robert C. Bodden
President
American Chamber of Commerce in Thailand

General Manager
Union Carbide Thailand Ltd.
G. P. O. Box 1254
Bangkok, Thailand

Weston Bourret
Vice President
Utah Construction & Mining Company
550 California Street
San Francisco, California

James E. Boyce
Vice President
Kaiser Cement & Gypsum Corporation
Kaiser Center
300 Lakeside Drive
Oakland, California

Dr. Eugenio Castillo
Vice President
Phelps Dodge International Corp.
437 Madison Avenue
New York, New York

Burgin B. Coates
Vice President
J. Henry Schroder Banking Corp.
57 Broadway
New York, New York

Lou Cohen
AID Thai Desk Officer
Department of State
Washington, D. C.

Walter I. Coppinger
East Asia Division A/IT
AID State Department
Washington, D. C.

Dwight M. Cramer
Country Officer for Thai Affairs
Department of State
Washington, D. C.

E. T. Culver
Manager-Prod. Sls. Intl. Operations
Koppers Company
Koppers Building
Pittsburgh, Pennsylvania

John G. Day
First National Bank of Chicago
1290 Avenue of the Americas
New York, New York

Brower Dellinger
Manager, Mining and Exploration Department
National Lead Company
111 Broadway
New York, New York

Charles S. Dennison
Vice President
International Minerals & Chemical Co.
485 Lexington Avenue
New York, New York

5/6-8/68 - #2363-01
Joseph M. Dunn  
Vice President  
Walter Kidde Constructors International  
19 Rector Street  
New York, New York 10006

William J. Elliot  
Vice President  
Crocker-Citizens National Bank  
1 Sansome Street  
San Francisco, California

Richard A. Fenn  
Vice President  
The Chase Manhattan Bank  
One Chase Manhattan Plaza  
New York, New York 10005

Hart Fessenden  
Vice President  
Asian Division  
Bankers Trust Company  
280 Park Avenue  
New York, New York

David R. Finch  
Vice President  
Manufacturers Hanover Trust Company  
350 Park Avenue  
New York, New York 10022

George F. Fox  
Second Vice President  
Chase International Investment Corp.  
One Chase Manhattan Plaza  
New York, New York 10005

Fred C. Foy  
Chairman of the Board  
Koppers Co. Inc.  
Pittsburgh, Pennsylvania 15219

A. Donald Glover  
Vice President  
Vick International  
122 East 42nd Street  
New York, New York 10017

Herbert I. Goodman  
Far East Coordinator  
Gulf Oil Corporation  
Post Office Box 1166  
Pittsburgh, Pennsylvania

James Graham  
Assistant Vice President  
Phelps Dodge International Corporation  
437 Madison Avenue  
New York, New York

Robert E. Grant  
Vice President  
First National City Bank  
399 Park Avenue  
New York, New York 10022

J. R. Hanlon  
Manager, Projects  
Goodyear International Corporation  
1144 East Market Street  
Akron, Ohio 44316

Robert L. Harter  
Consultant  
Castle and Cooke, Incorporated  
96 Skymeadow Drive  
Stamford, Connecticut

Robert D. Haven  
Assistant Vice President  
First National Bank of Chicago  
1290 Avenue of the Americas  
New York, New York 10019

5/6-8/68 - #2363-01
AMERICAN MANAGEMENT ASSOCIATION

Paul G. Hickey
Assistant Vice President
Irving Trust Company
One Wall Street
New York, New York 10015

Dr. R. A. Hoffman
Reg. Admin. Manager -
South Asia
Merck, Sharp & Dohme
International
110 Church Street
New York, New York 10007

Claus C. Jensen
General Manager -
North America
Thai International
555 Fifth Avenue
New York, New York 10017

Y. J. Johnson
Vice President
Bank of America
41 Broad Street
New York, New York

Donald Jones
Commercial Sales Manager
Scandinavian Airlines System
555 Fifth Avenue
New York, New York 10017

Ibrahim Khalifa
Vice President
Phelps Dodge International Corp.
437 Madison Avenue
New York, New York 10022

W. E. Kemerer
Firestone International Co.
Akron, Ohio

Donald Kruger
Senior Staff Consultant
Checchi and Company
815 Connecticut Avenue, Northwest
Washington, D. C.

Simon Lake III
Assistant to Vice President -
Mining
Bethlehem Steel Corp.
Bethlehem, Pennsylvania

Donald C. Linville
International Trade Specialist
U. S. Department of Commerce
Washington, D. C.

C. R. Lovitt
Vice President
Sverdrup & Parcel
International, Incorporated
915 Olive Street
St. Louis, Missouri

Anthony E. Mansueto
Vice President - Treasurer
McKee-Berger-Mansueto, Inc.
Two Park Avenue
New York, New York 10016

Claude P. Mape8
Assistant Treasurer
Morgan Guaranty Trust Company of New York
23 Wall Street
New York, New York

Theodore H. McLendon
Director of Operations-Pacific
McConaughy & Company Incorporated
414 Light Street
Baltimore, Maryland 21202
A. H. M. McNaughton  
Asiatic Petroleum Corporation  
1 Rockefeller Plaza  
New York, New York

D. E. Meads  
President  
I B E C  
New York, New York

William G. Meeder  
Vice President-Marketing  
Vendo International  
7400 East 12th Street  
Kansas City, Missouri 64126

J. C. Moodie  
Administrative Assistant/  
Vice President Mkt.  
Ashland Chemicals Division  
Ashland Oil and Refining Company  
Post Office Box 1503  
Houston, Texas 77001

Jack Morris  
Sr. Negotiation Representative  
Tenneco Oil Company  
P. O. Box 2511  
Houston, Texas 77001

W. P. Oehler  
Manager  
Rice Mechanization Dev.  
Deere & Co.  
Moline, Illinois

Robert W. Olsen  
Assistant Vice President  
Manufacturers Hanover Trust Company  
350 Park Avenue  
New York, New York 10022

Tracy S. Park, Jr.  
Vice President  
Director of Southeast Asia Operations  
Tenneco, Thailand  
Box 2511  
Houston, Texas 77001

Robert W. Pleasant  
Attorney  
American International Oil Company  
500 North Michigan Avenue  
Chicago, Illinois

Delmer C. Ports  
Director of Marketing  
Atlantic Research Corporation  
Shirley Highway at Edsall Road  
Alexandria, Virginia 22314

Dr. Ir. A. P. G. Pyck  
B. W. Berenschot Company  
Management Engineers  
U. S. Div. of Raadhavend Bureau  
Ir. B. W. Berenschot N. V. Holland

Charles H. Reinbrocht, Jr.  
Program Manager-Executive Development  
IBM Corporation  
10 Astor's Lane  Sands Point  
Port Washington, New York 11050

C. B. Robbins  
Vice President Director of  
Marketing  
Oversea Division  
Frecon Incorporated  
1111 Mt. Prospect Road  
Des Plaines, Illinois

John Robertson  
Assistant Manager - Southeast Asia Operations  
Philco - Ford Corporation  
Bangkok Bank Building  
182 Sathorn Road  
Bangkok, Thailand

John Smith  
Division Sales Manager  
John Deere Intercontinental Ltd.  
400 12th Street  
Moline, Illinois

Robert H. Salsberg  
Corporate Marketing Research  
Department  
Union Carbide Corporation  
270 Park Avenue  
New York, New York 10017
Herman F. Scholtz
Chairman Board
International Engineering Co., Ltd.
Bangkok, Thailand

John Schuett
Regional Manager - Sales Financing
Deere & Co.
Moline, Illinois

Belford L. Seabrook
Office of Private Resources
A. I. D. State Department
Washington, D. C. 20523

J. E. Scobie
Assistant Vice President
American Express International Banking Corporation
65 Broadway
New York, New York

Stanley M. Smith
Bangkok Representative
Carnill - (Trudax)
Carnill - Trudax Group
Cargill Building
Minneapolis, Minnesota 55402

John Steinhauser
Staff Executive - Marketing
Chrysler Corporation
International
Post Office Box 857
Detroit, Michigan

Richard B. Stewart
Assistant Vice President
The Philadelphia National Bank
421 Chestnut Street
Philadelphia, Pennsylvania 19106

Joseph V. Sullivan
Vice President
States Marine - Isthmian Agency, Incorporated
90 Broad Street
New York, New York

Peter S. Tamous
Manager - International Activities
Philco - Ford Corporation
815 Connecticut Avenue, N.W.
Washington, D. C.

Philip Tedesco
Manager, Finance
Sales and Development
Phillips Petroleum Company
80 Broadway
New York, New York

E. F. Thomas
Comptroller
Simulmatics Corporation
16 East 41st Street
New York, New York

W. F. Thomson
Project Administrator - Commercial Development
American International Oil Co.
500 N. Michigan Avenue
Chicago, Illinois

David M. Teel
Philipp Brothers Division, Engelhard Minerals & Chemical Corp.
299 Park Avenue
New York, New York 10017

Frank N. Tre
Assistant Vice President
Bank of America
41 Fremont Street
New York, New York 10004

Francis Van Huydts
Vice President - Law
Bethlehem Steel Corporation
Bethlehem, Pennsylvania

Lawrence M. Wales
Manager, Asia, Africa & Middle East Area
Eastman Kodak Company
343 State Street
Rochester, New York 14650
Francis E. Wellenbrink  
Assistant Vice President  
Chemical Bank, New York  
Trust Company  
20 Pine Street  
New York, New York 10015

Leo G. B. Welt  
Welt International Management Service  
112 So. Michigan Avenue  
Chicago, Illinois

Floyd L. Wittington  
Executive Vice President  
Southeast Asia Gulf Co.  
(Gulf Oil Corporation)  
P. O. Box 163  
Bangkok, Thailand

Travis S. Whitsel  
Coordinator of Planning  
Ashland Chemical Company  
Box 1503  
Houston, Texas 77001

Remi Wrona  
International Marketing Director  
Onan Division  
Studebaker Corporation  
2515 University Avenue, South-East  
Minneapolis, Minnesota

Hugh Woodward  
U. S. Foreign Service  
149 Pelhamdale Avenue  
Pelham, New York 10303

Kei Yanato  
Vice President  
Copley International Corporation  
330 Madison Avenue  
New York, New York 10017

Hon. Kenneth T. Young  
President  
The Asia Society  
112 East 64th Street  
New York, New York

Thomas Zinsser  
National Lead Company  
111 Broadway  
New York, New York 10006

J. M. Zimmerman  
Manager-Market Development  
Foreign Sales  
Indl. & Bio Chemicals Department  
E. I. du Pont de Nemours & Company  
1007 Market Street  
Wilmington, Delaware 19898

Robert S. Smith  
Special Assistant to the  
Vice President - International  
Time Inc.  
Time & Life Building  
Rockefeller Center  
New York, New York 10020

5/6-8/68 - #2363-01 - 6 -
May 11, 1962

Dear Thai Friends,

Welcome to Hawaii! I hope your stay here will be both enjoyable and profitable. I'm sorry we were unable to greet you at the airport in our usual ‘Hawaiian style’ because we couldn't get your arrival data.

Please take a quick look at your program highlights below, and read your detailed Hawaii itinerary as soon as possible. You will also find the enclosed leaflets informative. Glance over them at your leisure.

Aloha -

Dai Ho Chun, Director

---

### YOUR HAWAII PROGRAM HIGHLIGHTS

**Sunday, May 12**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 a.m.</td>
<td>SIGHT-SEEING: Transportation furnished by ITI Staff. Assemble in the hotel lobby near main entrance</td>
</tr>
<tr>
<td>12:00 noon</td>
<td>LUNCH: Dr. Dai Ho Chun hosting</td>
</tr>
<tr>
<td>1:45 p.m.</td>
<td>GOLFING: Businessmen hosting</td>
</tr>
<tr>
<td></td>
<td>PEARL HARBOR TOUR (for non-golfers)</td>
</tr>
<tr>
<td>6:30 p.m.</td>
<td>LUAU: Monarch Room, Royal Hawaiian (Businessmen hosting)</td>
</tr>
</tbody>
</table>

**Monday, May 13**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m.</td>
<td>EAST-WEST CENTER: Meet and brief Hawaii business executives. Receive short orientation on Hawaii's cultural and economic ties in Asia</td>
</tr>
<tr>
<td>12:00 noon</td>
<td>LUNCH: Kahala Hilton Hotel hosting</td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td>CONSULTATIONS AND PLANT VISITS: Your choice</td>
</tr>
</tbody>
</table>

**Tuesday, May 14**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEPARTURE: First group to Tokyo</td>
<td></td>
</tr>
</tbody>
</table>

---

*Note to wives of members: Please see your separate Monday program (on yellow paper) especially prepared for you.
HAWAII ITINERARY

Thai Trade & Investment Mission to the United States

Saturday, May 11, 1985

HONOLULU AIRPORT: ITI Staff members will meet and transport arriving members to the Royal Hawaiian Hotel (Telephone: 925-7500)

Sunday, May 12

9:30 a.m. SIGHT-SEEING: Assemble in hotel lobby next to the main entrance. Leave hotel with ITI Staff members and volunteers for sight-seeing tour of Honolulu (dress informally)

Contact: Dr. Dai Ho Chun (Home phone: 32-200)

12:00 noon LUNCHEON: Hon Kung Restaurant, 3566 Harding Ave. (Telephone: 742-174)

Host: Dr. Dai Ho Chun, ITI Executive Director

1:45 p.m. WAIKAE GOLF COURSE: For members playing golf

Contact: Mr. R. C. Champion

Hosts: Honolulu business firms and their representatives*

PEARL HARBOR TOUR: For members not playing golf

Contact: ITI Staff members and volunteers (Leave from restaurant)

3:30 p.m. LUAU (Hawaiian feast): Monarch Room, Royal Hawaiian Hotel. Dress: Informal (Hawaiian casuals will be appropriate)

Contact: Mr. Heads of Royal Hawaiian Hotel

Hosts: Honolulu business firms and their representatives*

*Your hosts for golfing and luau are: AmFac, Inc.; C. Brewer & Co., Ltd.; Castle & Cooke, Inc.; Dillingham Corporation; Hawaii Hotel Association; Honolulu Iron Works Co.; Kahala Hilton Hotel; Kaiser Corporation; and Sheraton Hotels. Representatives of these firms will be with you for golfing and at the luau.
SUN, May 13

8:30 a.m. Assemble in hotel lobby next to the main entrance. Leave hotel with ITI Staff members.

9:00 a.m. EAST-WEST CENTER: Maile Room, Jefferson Hall (See following page for program details)

Contact: Dr. Dai Ho Chun, ITI Executive Director

Purpose: To meet Hawaii business executives interested in South East Asia trade and investment; to brief these executives on investment opportunities in Thailand; to receive short orientation and briefing on the East-West Center and Hawaii’s cultural and business ties in Asia and the Pacific.

11:45 a.m. Leave East-West Center with representatives of hosting Hawaii business firms.

12:00 noon LUNCH: Kahala Hilton Hotel (Maialae Room)

Host: Kahala Hilton Hotel (Mr. Robert Burns, General Manager)

1:00 p.m. SMALL GROUP CONSULTATIONS: Leave with representatives of Hawaii business firms for plant visitation and/or small group consultations.

Contact: Dr. Dai Ho Chun on Sunday for appointments.

DEPARTURE: Leave hotel with ITI Staff members for Airport (for first group of members).

**Depart Honolulu/Tokyo, via __________________**

TUESDAY, MAY 14

**DEPARTURE: Leave hotel with ITI Staff members for Airport (for remaining members of Mission)**

**Depart Honolulu/Tokyo, via __________________**

Notation to wives of members: Kahala Hilton Hotel (Contact: Miss Kay Ahearn, Public Relations Director, Telephone - 742-211) has a special program for you. Please see separate program (yellow paper) for your itinerary.
PROGRAM: INVESTMENT OPPORTUNITIES IN THAILAND

Presented by the
Thai Trade & Investment Mission to the United States

Monday morning, May 13, 1966
Asia Room - Jefferson Hall, East-West Center

FIRST SESSION: 9:00 - 9:45 A.M.

INTRODUCTIONS
Dr. Dai Ho Chun
Executive Director, ITIEC

GREETINGS
Ambassador Sam J. Gilstrap
Deputy Chancellor, East-West Center

HAWAII'S CULTURAL & ECONOMIC TIES IN ASIA
Mr. H. Tucker Crats
Director, Office of Field Services
U.S. Department of Commerce

HAWAII'S EXPLOSIVE VISITOR INDUSTRY
Mr. Robert H. Burns
President, Hawaii Hotel Association

HAWAII: EAST-WEST BRIDGE
Dr. Dai Ho Chun

Coffee Break

SECOND SESSION: 10:00 - 11:30 A.M.

INVESTMENT OPPORTUNITIES IN THAILAND
Dr. Annuay Viravan
Secretary-General, Board of Investment, RTIC

ANNOUNCEMENTS
Dr. Dai Ho Chun

* * * * *

PROGRAM PLANNING COMMITTEE

Mr. John Borch: Vice-President (Engineering), Honolulu Iron Works Co.
Mr. Robert Burns: General Manager, Kahala Hilton Hotel
Mr. R. E. Champion: Vice-President, Billingham Corporation
Mr. Leonard Correll: Vice-President and General Manager, Sheraton Hawaii
Mr. William Kendal: Vice-President (Production), C. Brewer & Co., Ltd.
Mr. Robert White, Jr.: Vice-President Armat & Associates
Dr. Dai Ho Chun: Executive Director, Institute for Technical Interchange
TO: Mr. John Dersch, Honolulu Iron Works  
Mr. Robert Burns, Kahala Hilton  
Mr. E. R. Champion, Dillingham Corp.  
Mr. Leonard Correll, Sheraton Hawaii  
Mr. William Kanda, C. Brever  
Mr. William Paty, Castle & Cooke  
Mr. Robert F. White, Jr., AmFac  
Mr. Koocl. Tim Yee, Kaiser Hawaii-Kai

SUBJECT: Thai Trade & Investment Mission to U.S.

1. **Itinerary and maps.** Attached are several copies of the "Hawaii itinerary" for our Thai visitors and maps showing the location of Monday's meeting place.

2. **Sunday golfing.** The AID coordinator has informed me that not more than five (5) of the Thais will be playing golf. All Thai and 'host' players are scheduled to tee off at Haalae, the first foursome starting at 2:03 p.m. sharp. Mr. E. R. Champion will be the contact at Haalae for the hosting firms. All golfing expenses for the Thais will be charged to his account and he will send me the bill. (If more Thais wish to play, several members of the Planning Committee can arrange games at the Oahu Country Club and Pacific.)

3. **Sunday luau.** This will be in the Junior Room of the Royal Hawaiian Hotel at 5:30 p.m. Informal Hawaiian wear will be appropriate for the occasion. A reserved table will be set aside for our Thai guests and the hosting members (Contact: Mr. Kana of Royal Hawaiian). There will be no place cards, but I'm sure that you, as hosts, would want to mingle with our Thai guests. (There will probably be about the same number of Thai guests and hosts.)

   Royal Hawaiian Hotel will send me the bill covering the Thai guests at the luau. It will also send me a separate bill covering all members of the hosting firms attending the luau (at the reduced rate of $3.00 per person).

4. **Monday's briefing.** This will be from 9:00 - 11:45 a.m. in the Asia Room of Jefferson Hall. Because of important commitments that morning, neither Governor Burns nor Mayor Blaisdell can participate in the ceremonies.
5. **Monday's lunch.** Kahala Hilton is hosting all the Thais for the lunch at the Kualoa Room of Kahala Hilton Hotel. Hosting firms whose members are attending the lunch will be billed separately for the lunch (according to the number attending) by Kahala Hilton.

6. **Transportation of Thais to Kahala Hilton.** Will members of the hosting firms attending the lunch, please transport the Thai guests from the East-West Center to Kahala Hilton?

7. **Monday afternoon visits.** The Thais will be asked on Sunday morning to designate their choice of places to visit and firms with whom they wish to confer (See questionnaire). Their desires will be turned over to the representatives of the hosting firms at the Kahala Hilton luncheon.

8. **Monday program for wives of Thais.** Kahala Hilton Hotel is taking care of this, which will include lunch at the Kahala Hilton.

9. **Monday evening.** Monday evening is presently left open. We won't know until Sunday morning how many of the Thais will leave that evening and how many will leave on Tuesday. For protocol reasons, it would be unwise to have them officially on Tuesday evening unless all of them can be taken care of either in one group or in separate small groups. I would welcome any ideas from you for Tuesday evening's schedule.

10. **Sharing costs.** In accordance with your recommendations, I will send you the cost breakdown (and your firm's pro-rata share) of the expenses for the luau, golfing, and anything else that is authorized by you. I will also send you the bill covering your firm's members who will have attended the luau.

11. **Thailand fact sheet.** Many of you have had extensive personal experiences with Thais in their own country and elsewhere. You must have found them warm, friendly, outgoing people. You and your associates may find the enclosed fact sheets interesting and helpful.

   Mahalo nui loa,

   Dai Ho Chun, Director

   Incls.
TOP THAI BUSINESS LEADERS COMING
FOR INVESTMENT AND TRADE TALKS

Approximately 30 top-level Thai businessmen will visit U.S. industrial plants and business firms during a two-week tour beginning April 29.

The purpose of the trade and investment mission from Thailand is to initiate discussions with U.S. firms on possible joint ventures with businessmen in Thailand, and opportunities for increasing Thai imports of U.S. products.

The visit, sponsored by the Royal Thai Government's Board of Investment in association with Bangkok Bank Ltd., of New York and the Agency for International Development, will take the group to several U.S. cities for discussions with prospective American exporters and investors.

The group will arrive in Chicago on Sunday, April 28, for a series of discussions, after which they will separate into smaller groups to visit Detroit, Pittsburgh, Cleveland, Houston and New York.

Besides discussing specific joint venture investments and licensing with U.S. firms, the Thai businessmen will observe certain industrial processes and explore the availability of managerial services and know-how.

The delegation will be headed by Suriyon Raiva, Chairman of the Board of Trade and Thai Chamber of Commerce. The participants will attend a special Thailand-oriented seminar for U.S. businessmen at the American Management Association in New York City, May 5-8. Many U.S. firms will be represented at this seminar.

Paul Sithi-Ammat, Vice-President, Bangkok Bank Ltd., in New York City and Belford L. Seabrook of AID’s Office of Private Resources in Washington are coordinating arrangements for the visit.

Prepared April 3, 1968
Thai entrepreneurs
to visit United States

Interested in discussing joint
ventures, licensing arrangements

Approximately 40 top level Thai businessmen and bankers plan to arrive in Chicago on April 28 for a two-week visit to various cities in the U.S.

Members of the group are interested in discussing specific joint ventures and licensing arrangements, plus investigating trade potential with U.S. exporters. The interests of the Thai executives include fertilizers, plastics, petrochemicals, mining, construction, finance, food products, textiles, glass and the electrical equipment field.

The group plans to attend a special Thailand-oriented seminar for U.S. businessmen at the American Management Association in New York City on May 5-8.

Thailand, which has close military and diplomatic ties with the United States, is now launching a major effort to strengthen economic ties between the two countries. The program will get underway with the arrival here April 28 of some 40 prominent Thai business leaders and industrialists. The mission is sponsored by the Bangkok Bank and the Thai Government's Board of Investment.

Purpose of the trip is:

- To dramatize Thailand's interest in attracting outside investment, particularly joint ventures.

- To demonstrate the confidence that the Thai business community has in Thailand's economic development.

- To explore possibilities for all forms of technical, industrial and agricultural cooperation and exchange.

- To expand existing trade links between the U. S. and Thailand.

Meetings with scores of American industrialists have been arranged to discuss possible joint ventures in Thailand. Cities to be visited include Chicago, Detroit, Cleveland, New York, Atlanta, Houston and Fort Worth.
Highlight of the trip will be participation in the American
management association's seminar in New York City on "Doing Business in
and with Thailand." Featured speakers at the seminar will be Thailand's
Prime Minister, Thane Nimitachorn, and Eugene R. Black, Special Adviser
to the President on Southeast Asia. Both the Prime Minister and Mr. Black
are expected to make major policy statements.

Theme of the mission is that Thailand is the logical base of
business operations for all Southeast Asia. The Thais hope to include
international companies to establish regional sales or administrative
offices in Bangkok.
A new fertilizer manufacturing complex is to be built in Thailand in a joint venture by Thai and American firms.

The announcement was made by K. Y. Chow, managing director of the largest chemical company in Thailand and Southeast Asia, after meeting with executives of international Minerals and Chemicals Corporation in Chicago.

The complex will be known as the Thai Chemical Industries Company, Ltd. In addition, a marketing company is being formed between Imacon Chemicals London, Ltd. It is to be called the Thai Agricultural Services Company, Ltd.

"The complex will be completed in about four years," Mr. Chow said, "and will have a capacity to produce 300,000 tons per year of NPK compound fertilizer."

Mr. Chow and some 50 other Thai industrialists are meeting with U.S. business executives in Chicago, Detroit, Pittsburgh, Cleveland, and New York next week to discuss joint ventures in Thailand.

The trip will leave in New York next week to attend a three-day seminar in Thai economy to be sponsored by the American Management Association. Theme of the program is Thailand as a base for regional business operations in Southeast Asia. The seminar will also be attended
Mr. Chow, said a minister Thanap Kitiwatkorn and other top Thai officials.

A Thai businessman visiting Chicago said they were particularly interested in the fertilizer venture. They noted that Thailand, which has a primarily agricultural economy, is the world's fourth largest rice exporter, exceeded only by the United States, Canada and Australia. Nevertheless, Thailand's farm yields are among the lowest per acre in the world. Only recently, the businessmen said, have Thai farmers begun using fertilizers and modern farming methods.

"Current fertilizer consumption in Thailand is less than 200,000 tons a year," Mr. Chow said, "but the 120,000,000 acres of cultivated land creates a potential demand for fertilizer of over 5,000,000 tons per year."

He said that the market for fertilizer is expected to expand rapidly as a result of the Thai Government's "aggressive and imaginative agricultural program to bring modern technology, farm machinery and farm credit to the Thai farmer."

"As a result of this program," Mr. Chow said, "it is inevitable that land under cultivation is going to increase dramatically, particularly in the northeast area of Thailand. With irrigation and proper use of fertilizers, production per acre will probably triple. We can also expect major dramatic increases will come from double-cropping of rice, corn and other farm commodities."

(more)
Thailand's population is increasing at about 3% a year, and the
country's ability to increase food production is
vitally tied to its own population, now about 32 million, but also to
other Southeast Asian nations that depend on Thailand for food imports.
Thai rice production alone is expected to triple as a result of the
introduction of modern farming methods and fertilizer.

The Secretary General of Thailand's Board of Investment and
Trade Mission, Dr. Anuwat Viravan, said that his Government
was particularly pleased by the decision to build the fertilizer complex.
It will be the new Thai Agricultural Industries Company, Ltd. "a perfect
example of the type of joint venture that we have come to the United States
to encourage."
Coverage by VOA Thai Service of the Thai Trade and Investment Mission to US

On several occasions during 1968 from April 27 through about May 10, items concerning the Thai Trade and Investment Mission were carried in the regular VOA Thai News Broadcast.

These items were given priority because of the Prime Minister's visit to the United States and the close partnership between Thailand and the United States.

On April 27--carried special concerning the Thai Trade and Investment Mission visit coupled with the Prime Minister's visit to the U.S. The program was called "Progress Through Cooperation."

On April 30--carried special interview with Paul Sithi-Amnuni, Vice President of Bangkok Bank Ltd. in New York on objectives of the Thai Trade and Investment Mission in the U.S. The interview was done by a VOA man in New York at the request of the Thai Service here.

On May 2--program entitled "The American Scene." Had a statement from the Thai Ambassador to the U.S., which dealt largely with the Thai Mission group visit.

On May 4--devoted complete back half of half hour program to interviews with Dr. Amnuay Viravan and Suriyon Raiva from Chicago.

On May 6--carried special concerning the Prime Minister's special before the Far East America Economic Industrial Council dealing partially with the Thai Mission to the U.S.

On May 7--had special feed from N.Y. by one of the Thai Service staff on the Prime Minister's special before the AMA. Also had wrap-up of the AMA Seminar concerning Thailand.

Leonard Robock, VOA Thai Desk
5-23-68
Thailand Trade Mission

A 21-member Thailand trade and investment mission on route to the Mainland will try to interest island businessmen about investment opportunities at a briefing Monday at the East-West Center.

Discussions will include possible joint ventures in Thailand and opportunities for increasing Thai imports of U.S. products.

The three-day Hawaii stopover is being coordinated by the East-West Center's Institute for Technical Exchange.

Sponsors of the mission are the Royal Thai Government's Board of Investment in association with Bangkok.

HONOLULU ADVERTISER Thursday, May 9, 1968 C-11

Thailand Trade Mission Coming

A 21-member Thai trade and investment mission will arrive here Saturday to discuss with Hawaiian businessmen possible joint ventures in Thailand.

The three-day Hawaii stopover is being coordinated by the East-West Center's Institute for Technical Exchange.

Hawaiian business executives will have an opportunity to meet with the Thai business and government leaders at a series of conferences starting at 9 a.m. Monday in the Asia Room of Jefferson Hall.

Advance reservations are required for the meetings with the Thai representatives whose visit is sponsored by the Royal Thai Government's Board of Investment in association with Bank of New York and the Agency for International Development.

The briefing will begin at 9 a.m. in the Asia Room of Jefferson Hall. Because of limited seating, reservations will be required, with 941-2930 or 941-2760.

Dr. Amnat Viravan, secretary-general of the Board of Thai Government and Economic Planning, will discuss investment opportunities. He will speak on government incentives, new laws, trends in the direction of trade zones, and the importance of having trade relations shielded in Southeast Asia.

Members of the mission represent nearly all leading Thai industries, most notably textiles, import and export agencies, construction, metal works, tourism, automobiles and government procurement.

Leaders of the mission are Sutin Ratan, chairman, who is president of the Thai Board of Trade and Chamber of Commerce, and three subcommittees. Mr. Amnat Van Chatmahanon, chairman, secretary-general of the Board of Organization, and Secretary Suphapat Tangtrong, chief advisor of the Ministry of Economic Affairs.

Cooperating with the East-West Center arrangements are Amfac, C. Brewer & Co., Castle & Cooke Inc.; Biltmore Corp.; Honolulu Iron Works Co.; Kalana Hilton Hotel; Kaiser Corp. and Sheraton Hotels.

U.S.-Thailand Relations Praised as "Never Better"

Business between Thai companies will soon be more feasible than ever before to Thai companies, according to any new "never better" way of working together which has taken place between Thai and American business concern.

Chairman and president Paul A. Smith, of the Tonekamme Aluminum Corp., of New York and the agency for International Development said the increased number of joint ventures between Thai and American companies has been a welcome development.

"We have improved the flow of communications between us and the Thai government," he said.

"We are pleased to see success in the Thai mission here," he added.

The Bank of New York is one of the banks that has been involved in setting up joint ventures for the Thai mission, according to Smith.

"We have had many joint ventures with the Thai government," he added.

"There is a particular interest in the growth in the relationship between the two. We have an abundance of
Thailand Wants U. S. Steel Mills

A Thailand trade and investment survey mission is trying to interest the iron and steel industry here in locating facilities in his country.

Dr. Amnuay Viravian, an advisor to the mission, says his country is working with the Philippines, Indonesia, Singapore and Malaysia in the campaign to attract industry to Asia.

Dr. Viravian, secretary-general of the Board of Investment, said today the countries cooperate generally and that Thailand wants iron and steel mills.

He spoke to the World Affairs Council yesterday and met with officials of several companies.

Dr. Viravian said Koppers Co. presently has an eight-man team studying the feasibility of iron and steel operations in his country.

"At present the five countries do not have flat steel making facilities. We do produce some steel products now. We have the natural resources such as iron ore."

A brochure put out by the mission claims Bangkok is "the natural geographic and business center of South East Asia."

It mentions that Thailand has a favorable investment climate and wants regional offices as well as manufacturing or service facilities.

Some of the advantages in Thailand investments, the mission cites, are income tax holiday for five years, tax-free entry of machinery and equipment, duties exemption on imported raw materials, exemption of taxes on export products, right to own land and the right to bring in foreign workers.
World Affairs Council of Pittsburgh
Kaufmann's 10th Floor
400 Fifth Avenue
Pittsburgh, Pa. 15219

Thailand Group Seeks Investment

Business leaders from Thailand visited here last week under auspices of the World Affairs Council of Pittsburgh in an effort to drum up investment in a market of merely 200 million people, that's all. Annuav Viravan, secretary-general of Thailand's Board of Investment, told a reporter that his southeast Asian country sees real hope in a "common market" with four other nations - the Philippines, Indonesia, Malaysia, and Singapore.

Put them all together, he says, you have an empire as big as the U.S. but considerably less affluent, with a per capita income of about $100 a year right now.

The Thais, with a $1.5 billion GNP, are mainly concerned to find American companies interested in forming joint ventures in their land. "We want partners with the best technology," they say.

Big obstacles to getting the investment, admits Viravan, is the current low income of the population and most Americans' lack of knowledge about Thailand.

Item: Unlike most Asian countries, generally thought of as underfed and overpopulated, fertile Thailand is a exporter of rice and other foods - even rice, sugar and canned pineapple to the West. Food - yet subsistence farmers could produce crops in one to seven times as great the leaders believe.

Hence, what Thailand wants is a banker and petrochemical industry, steel rolling mills, nuclear power plant and food processing and textile making to build on its agricultural strength.

More Charity?

No. Some U.S. enterprises in Thailand have returned profit at a rate better than 20 per cent, "a less than five-year payback period," says Viravan, and in "labour-intensive" industries - where high pay rates simply knock a domestic U.S. industry out of the box - the Thais see southeast Asia having a place in the industrial sun.

Tourism, in fact, seems to offer 90 per cent high returns, because it takes up the crucial foreign exchange. And tourists are far more likely to become "Thailandists" and still have incomes in a few years. Both passenger and package tours are being built, allowing the tourist artery to flow into two or three days in Bangkok.

The Thais admit they have "leader interference" with guerrillas nixed along by the Viet Cong, but they don't expect to be a falling domino no matter what happens in Vietnam.