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1990 JCI CHIANG MAI CONFERENCE

17-20 MAY 1990





Sang Thip คุณภาพส่งออก

JCI-ASPAC '90

1990 JCI CHIANGMAI CONFERENCE

'A MORE PROMISING FUTURE FOR THE NEXT GENERATION'

HOSTED BY
Junior Chamber International

HOST NOM
Thailand Junior Chamber, Inc.

ORGANIZED BY
Chiangmai Junior Chamber, Inc.

SUPPORTED BY
The House of the Primeminsiter, Ministry of Foreign Affairs, Ministry of Communication, Ministry of Commerce, The Royal Thai Army, Tourist Authority of Thailand.

with
Special thanks to the City of Chiang Mai and the Chiangmai University,



JC CREED

WE BELIEVE:

That *faith in God gives meaning and purpose to human life;*
That the brotherhood of man transcends the sovereignty of nations;
That economic justice can best be won by free men through free enterprise;
That government should be of laws rather than of men;
That earth's great treasure lies in human personality; and
That service to humanity is the best work of life.

HONORARY MEMBER OF JAYCEES THAILAND





Jaycees Thailand is proud to have His Royal Highness Crown Prince Maha Vajiralongkorn, heir to the 207-year Chakri throne, as its only honorary member. He has always been keen on Jaycee activities and has traditionally attended Thailand National Assemblies.

Conducting his princely duties and running a high-profile militarly unit would seem to be extraordinarily demanding. Yet the Prince takes it all in his stride, dividing his time equally between the two tasks.

A day in the life of Prince Maha Vajiralongkorn begins quite early in the morning at his residence in suburban Nonthaburi, just outside Bangkok. Then it is off to work at the Royal Guards regimental headquarters and to officiate at previously scheduled functions and ceremonies which seem to fill almost every day of the year. The Prince, who now holds the rank of Lieutenant-General, is normally attired in the uniform of the Royal Thai Army, except for specific functions.

Tall and fit, the 37-year-old Prince once said he was not a fairy-tale prince. Although he grew up in the protective environment of Chitralada Palace until he reached secondary-school age, the Prince furthered his studies in England,









and attended Australia's Duntroom Military Academy. He was invested as Crown Prince in 1972 and attended military training courses in Australia and the United States as well as the Thai Army Staff College. He is also keenly interested in law and has recently completed a legal course in a Thai university and gained a Bachelor of Law Degree.

Following in the footsteps of his father, His Majesty King Bhumibol Adulyadej, known for his innumerable and exhaustive trips around the country to help people in need, the Prince also devotes time to public services of his own interest outside his normal duties. These range from the urban problem of how best to deal with people in the slum areas to the perennial agricultural problem of how to provide natural fertilizers to farmers at the lowest cost. There is also a string of hospitals in remote parts of the country under his name and direct supervision. In another field, he recently donated 7,000,000 baht (US$ 270,000) to build new secondary schools in six provinces.

Prince travels continuously overseas on state visits as representative of the King. This year alone, he has visited Japan, Oman and Bahrain, the Soviet Union, Spain, Austria, Yugoslavia, Hungary, England and Denmark, frequently observing military training institutions or establishments producing.

The Prince's image as a "working royal" mirrors Thailand's unique ability to preserve the rich culture of its ancient history, while adapting to the needs of modern times. Despite the pressures of a fast-growing economy and the consequent changes in the country's social environment, Thais have somehow been able to retain their identity and continue to practice their customs and traditions.

The Crown Prince has personally been involved in housing and welfare projects in both urban and rural areas, and is well known in Thailand for his innumerable and exhaustive trips around the country helping those in need. He has a string of hospitals in remote parts of the country under his name and supervision, and will be opening another in Southern Thailand, built with money raised by Thai Jaycees.

Jaycees Thailand is proud to have His Royal Highness Crown Prince Maha Vajiralongkorn, heir to the 207-year Chakri throne, as its only honorary member. He has always been keen on Jaycee activities and has traditionally attended Thailand National Assemblies.



MESSAGE FROM THE CONFERENCE DIRECTRESS

On behalf of the Conference Organizing Committee, I am sincerely happy to say "Sawatdi" to all delegates.

I am proud to be given the opportunity of being directress of this organizing committee. Although the entire staff and I have no previous experience in putting together an important event such as this, we do try our very best to learn what needs to be done and we have worked together to overcome an assortment of problems for the success of the conference. Our goal is to set a good example for the younger generation, to encourage in to achieve even more than what we have achieved. This is the reason for our conference theme "A More Promising Future for the Next Generation". I am sure the commitment of the Organizing Committee will make this conference an impressive one, whether in the area of training programs,seminars or any social function during the event.

Chiang Mai has been selected as the venue of the conference because of the renowned warmth and hospitality of the Chiang Mai people. This quality is, in fact, to be found in every Thai you meet. Chiang Mai also possesses unspoiled nature, a complex yet gentle culture and a great deal more that will captivate you. It is our earnest desire to see that delegates have a memorable time in Chiang Mai.

But most importantly, it is our hope that the 1990 JCI Chiang Mai Conference will foster greater friendship among the national and international levels and ultimately lead to good things for the global society of which we are a part.

Please have a great time in Chiang Mai.

K. Na. Chiangmai

KINGKHAN NA-CHIENGMAI



MESSAGE FROM THE NATIONAL PRESIDENT OF THAILAND JUNIOR CHAMBER

It is with great pleasure that I, on behalf of the Junior Chamber of Thailand, welcome you all to the JCI Chiang Mai Conference 1990. It is our great honour to have this opportunity to be your host and we promise to do our best.

It has been two years since we received this great honour from you, the Junior Chamber International, to host the conference for the Asia-Pacific region. And now, the time has come, after two years of hard work by the organising committee, who, despite all difficulties and obstacles, is determined to make this international conference as perfect and successful as possible.

I believe that all fellow Jaycees have been looking forward to this day, the day when we all get together to exchange our views and experiences. Although the Junior Chamber of Thailand has once received this honour to be your host, the conference in those days was attended by only 700 fellow Jaycees. But this time, as many as over 4,000 Jaycees join the conference, indicating the rapid growth of the Junior Chamber International, especially in the Asia-Pacific region.

Even though the Junior Chamber is an association that has trained and produced numerous capable young people of the world, there are still a large number of young people who have never gotten the opportunity to know us and become our members. To me, to organise the conference in various countries is a great idea to promote our organisation.

I would like to extend my sincere gratitude to all fellow Jaycees who have given us this great honour to be the host of this conference. It will help promote our organisation among young people of Thailand, who, in the near future, will receive the invaluable experience we are enjoying now.

Finally, I hope that this conference will create the friendship that last and remind you of Thailand forever.

(JCI SEN. SUKHATHEP CHANSRICHAWLA)
NATIONAL PRESIDENT



MESSAGE OF HIS EXCELLENCY GENERAL CHATICHAI CHOONHAVAN PRIME MINISTER OF THAILAND

I am delighted to have This opportunity to extend my warmest greetings and best wishes to all the participants of the 1990 JCI Chiang Mai Conference organized by the Junior Chamber of Chiang Mai.

The purpose of the junior chamber is to bring together civic-minded young people with a view to jointly undertaking activities for the benefit of society as a whole. This Conference enables representatives of junior chambers from countries throughout the Asia-Pacific region to meet and exchange views on the role of our youth in helping to further national development and the cause of peace and progress in the region. The Thai Government therefore fully supports the holding of this important conference in Thailand. I firmly believe that it would contribute to the strengthening of friendly relations and constructive cooperation among the countries in the Asia-Pacific region.

On this occasion, I would like to wish all the participants of the 1990 JCI Chiang Mai Conference all the success in their deliberations.

General

(Chatichai Choonhavan)
Prime Minister



MESSAGE FROM THE GOVERNOR CHIANG MAI PROVINCE

It is my great pleasure to extend my warmest greetings to the delegates of the 1990 JCI Chiang Mai Conference to Chiang Mai, known as "the Rose of the North".

A truly beautiful province in its own right, Chiang Mai has always been one of Thailand's top tourist destinations. The province is blessed with absolutely charming topographical features in the forms of lush mountains and refreshing waterfalls. In addition, our centuries-old traditions and friendly ways are certain to please even the most demanding of travelers. And a special attraction of Chiang Mai is that we are the home of a fascinating variety of temperate and tropical fruits which you can easily buy here in the city and straight from our many orchards.

Chiang Mai is considered the heart of northern Thailand's economic progress. Business in the province is enjoying unprecedented growth. As a result, convention and incentive facilities and services have been continuously developed to cater for this rapid expansion. Chiang Mai is indeed a more-than-fitting venue for a conference as prominent as the 1990 JCI Chiang Mai Conference and I am confident that our international-standard arrangements and convention experience will serve the conference well.

Chiang Mai is honored to host this JCI conference as we are well aware of JCI's worldwide achievements in community works and social causes. The Jaycees of Chiang Mai have themselves been an example to be followed, working tirelessly for the benefit of the Chiang Mai people. On a final note, I would like to wish a most successful conference and a wonderful time for all 1990 JCI Conference delegates.

Pairat Decharin

DR. PAIRAT DECHARIN



MESSAGE FROM THE MAYOR CHIANG MAI CITY

On behalf of the people of Chiang Mai, may I welcome you to this 1990 JCI Chiang Mai Conference.

Chiang Mai has the reputation of being a warm and friendly place, a city where visitors can relax and appreciate a remarkably enchanting culture and broathtaking natural scenery. Chiang Mai has been the center of northern Thailand's commercial and intellectual life since the early years of the Thai Kingdom. Its founders worked hard to endow the city with majestic temples and monuments.

I know you will all be very busy with conference business but I urge you to take a little off and explore our city. I am sure you will delight in its unique qualities and attractions, many within walking distance of your hotel.

The 1990 JCI Chiang Mai Conference has my fondest wishes for its every success.

VORAKORN TANTRANONT

Junior Chamber International

E. Jorge Suncar M.
1990 President



MESSAGE FROM THE PRESIDENT OF JUNIOR CHAMBER INTERNATIONAL

Greetings to all Junior Chamber members attending the JCI 1990 Area B Conference in Chiang Mai, Thailand. As President of Junior Chamber International, it gives me great pleasure to be with you to share in this wonderful event.

I would also like to take this opportunity to commend Junior Chamber Chiang Mai, led by Conference Director Kingkhan Na-Chiengmai, and JCI Executive Vice President and Conference Chairman Harry C. Angping for the many long hours they have dedicated to the planning and execution of this Conference.

The Conference theme, "A More Promising Future for the Next Generation," is most appropriate. As we enter the 1990s, it is clear that the nations of the Asian-Pacific region have the will, the foresight and the resources to help shape and improve the lives of the world's next generation. As you participate in this Conference — attending its many training sessions and joining together in various ceremonies and social events — I urge you to ask yourself how you can use the knowledge and fellowship you gain here in Chiang Mai to help make a more promising future for the next generation. I think you will find many answers.

I hope you will make the most of this splendid opportunity.

E. Jorge Suncar M.

E. Jorge Suncar M.
President
Junior Chamber International

Junior Chamber International

Harry C. Angping
Executive Vice President



MESSAGE FROM THE CONFERENCE CHAIRMAN

It is with great pleasure that I welcom you to the JCI 1990 Area B Conference. It promises to be an event that will enrich your Jaycee life.

Junior Chamber International and our host, Junior Chamber Chiang Mai, have worked tirelessly to bring you a program which is sure to stimulate your mind and expand your cultural horizons. Together, we have assembled a top-notch training program. It includes the international debut presentation of the new JCI Training Institute Program, as well as Mind-Mapping,Time Management, Naked Leadership and many other topics of interest. Also included in the training program are a number of seminars designed to help us improve the operation of our LOMS.

When each day's work is through, we will enjoy exciting and colorful ceremonies and social events. A lavish Thailand welcome party awaits us following the Opening Ceremony. Then, on Friday and Saturday evenings, we will enjoy parties hosted by many of the national Junior Chamber and Jaycee organizations of Area B. A special attraction added to this Conference is the Bingo Ball. This project is to inject some fun and excitement and, at the same time, generate funds for Area B training programs. On Sunday evening we will close with our traditional Awards Ceremony and Grand Ball. There will be other opportunities, too, to sample the rich cultures of Thailand and the other nations in our Area.

Finally, I know you will also enjoy exploring Chiang Mai itself. The city is well known for its ancient and beautiful temples, its lush and verdant scenery, and its friendly and inviting people.

So, my friends, take advantage of the training opportunities, enjoy the hospitality of Chiang Mai, and celebrate the spirit of Jaycees!

Harry C. Angping
Conference Chairman



MESSAGE FROM CHARTER PRESIDENT ASIA-PACIFIC JAYCEE SENATE

Welcome to the 1990 JCI CHIANG MAI CONFERENCE. The Chiang Mai Jaycees, under the leadership of Conference Directress King Khan Na – Chiangmai and her Conference Organizing Committee have worked sleepless nights to ensure the success of the Conference. The whole Jaycees of Thailand have been cooperating and supporting this undertaking to ensure you will enjoy a hospitable, fruitful and successful Conference.

The Conference provides us the opportunities to achieve our objectives for world peace; to meet and discuss matters relating to the Jaycee business of the Area in particular and the world in general; to exchange culture, ideas, experiences, and renew friendship and enjoy one another's company.

In behalf of Area B-Asia, I do hope you will not miss this opportunity to attend the XLth Conference in this part of the world. We hope you will be involved in the programs and activities provided by the conference. And you will enjoy the fellowship, learn from the Seminars and Workshops and have a fruitful, enjoyable and successful conference.

DAVID D. CHUA-UNSU



MESSAGE FROM 1989/90 JCI ASPAC SENATE PRESIDENT

It is with the greatest pleasure for me to welcome every delegate to the 1990 JCI Chiang Mai Conference.

As the ASPAC Senate President for 1989/1990, I have been given the responsibility of overseeing the conference reception and the Senators Program for this particular conference the largest ever held in Chiang Mai. This challenging task has turned out to be extremely enjoyable for me as I get to organize with my colleagues the entertaining aspect of the conference and discuss how best to make the conference a memborable one. Chiang Mai is a city that visitors usually fall in love and it is the Organizing Committee's intention to enhance that love as much as possible. Though you will be rather occupied with the seminars and meetings, I am sure the social functions that we have prepared will put you in a more relaxed mood.

I consider it a distinct honor to be a part of this organizing committee. It is an even greater honor for me to be Jaycee and contribute to the society in which we live. I share with all of you the commitment and theme of this conference. "A More Promising Future for the Next Generation".

T. Na-chiangmai

Thawachwongse Na Chiengmai



1990 PRESIDENT OF CHIANG MAI JUNIOR CHAMBER

Being the host Jaycees for the 1990 JCI Chiang Mai Conference is truly a milestone in my life. For a great many years, I have been actively involved with Chiang Mai Jaycees, working for this civic-minded organization to give to the people of the province. Chiang Mai Jaycees has a hand in making Chiang Mai a nice place to live and work. And as this city has grown, so have we. We are aware of the needs of the city and we are constantly improving ourselves through seminars, projects, training programs, etc., to cope with its rapid growth. We are aware of the "human element" of a city as large, and as precious, as Chiang Mai.

I am most fortunate to have been entrusted by my Jaycees friends with the post of President of Chiang Maj Junior Chamber. It is my firm intention to continue the good deeds of my predecessors and initiate any project that can benefit it my hometown. All Chiang Mai Jaycees are dedicated towards setting a fine example for future generation and we are proud that we have the chance to display our achievements to Jaycees delegates from around the world here at the Conference.

I am sure that once you experience Chaing Mai, you will agree it is a perfect venue for a gathering as important and as prestigious as the 1990 JCI Chiang Mai Conference. I wish a terrifle stay for all my Jaycees friends.

V. Tantranont

Vorawat Tantranont
JUNIOR CHAMBER



MESSAGE FROM THE SECRETARY GENERAL OF JUNIOR CHAMBER INTERNATIONAL

Please accept my very best wishes for an enjoyable and productive JCI Conference in Chiang Mai.

The theme selected for the Conference, "A More Promising Future for the Next Generation," is a particularly relevant and timely one. Our world has changed dramatically in recent years. People of many nations have clearly demonstrated a desire for democracy and free enterprise. They have struggled to throw off the yoke of repression--political and economic --which resulted in a steady decline in the quality of life in these countries. As members of an organization which dearly treasures the value of human personality and the belief that economic justice can best be won by free men through free enterprise, we can all rejoice in these dramatic events.

However, many of these nations will need assistance and support before their new governmental and economic systems are stabilized. Moreover, we connot forget that many people in the world still suffer under repressive and abusive governments. As long as there are people in need in the world--in foreign lands or our own communities--, there will be a vital role for Junior Chamber. The theme of the 1990 JCI Area B Conference acknowledges this important role.

Through participation in the Conference, I hope you will discover some of the ways that you can help secure a more promising future for the next generation.

W. Daniel Lamey, CAE
Secretary General
Junior Chamber International

1990 JCI EXECUTIVE COMMITTEE



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VICE-PRESIDENT Gary R. Leech
ASSIGNED NOMS :Rep. of China, Hipmi Indonesia, Japan, Korea, Malaysia, Singapore, Brunei, Papua New Guinea



VICE-PRESIDENT James M. McMAHON
ASSIGNED NOMS :Australia, Fiji, Hong Kong, Macau, JCFF New Caledonia, New Zealand, Philippines



VICE-PRESIDENT Rolando Ramirez
ASSIGNED NOMS :Bangladesh, India, Nepal, Pacific, Pakistan, Sri Lanka, Thailand.

NOM PRESIDENTS

AUSTRALIA	Geoffrey Stuart Jones
BANGLADESH	M.A. Salam
CHINA, REPUBLIC OF (ROC)	Tony Chang
FIJI	Susheel Chand
HONG KONG	Larry Lau
INDIA	R. Sunil Kumar
JAPAN	Kimiyasu Fujita
KOREA	Kwangchul Kim
MACAU	Chui Sai Cheong
MALAYSIA	Charles Lau Hieng Yuong
NEPAL	Bikal Prasad Sherchan
NEW CALEDONIA	Gery Desaint Martin
NEW ZEALAND	Gilbert Trott
PACIFIC	Elaine G. Manglona
PAKISTAN	Sharfuddin Memon
PHILIPPINES	Benjamin S. Lim
SINGAPORE	Henry Chong
SRI LANKA	Ananda Kasturiaratchi
THAILAND	Sukhathep Chansri-chawla

ASIA PACIFIC DEVELOPMENT COUNCIL (APDC) CHAIRMAN
Ng. Leoung Yu

CONFERENCE SCHEDULE OF EVENTS "A MORE PROMISING FUTURE FOR THE NEXT GENERATION"

PRE-CONFERENCE

SUNDAY, MAY 13, 1990

		ARRIVAL OF PARTICIPANTS FOR THE JCI TRAINING INSTITUTE PROGRAM		

MONDAY, MAY 14, 1990

08:30–18.30	▲	JCI TRAINING INSTITUTE PROGRAM (LEVEL II)	KASALONG	PORNPING

TUESDAY, MAY 15, 1990

08:30–18:30	▲	JCI TRAINING INSTITUTE PROGRAM (LEVEL II)	KASALONG	PORNPING

WEDNESDAY, MAY 16, 1990

08:30–22:00		REGISTRATION	PLAZA	
08:30–18.30	▲	JCI TRAINING INSTITUTE PROGRAM (LEVEL II)	KASALONG	PORNPING
19:30–21:00	★	CONFERENCE CHAIRMAN'S RECEPTION	NAKORNPING	PLAZA
20:30–01:00		ILSO NIGHT	MANEE NOPPARAT	PLAZA

FIRST DAY
THURSDAY, MAY 17, 1990

07:00–08:30	★	VIP BREAKFAST HOSTED BY JCI ASPAC SENATE PRESIDENT	SRIDONCHAI	PLAZA
08:30–20:00		REGISTRATION		PLAZA
09:00–11:00		ASIA-PACIFIC LADIES LOM COUNCIL MEETING	MANEE	PLAZA
08:00–16:00	▲	JCI TRAINING INSTITUTE PROGRAM (LEVEL I)	KASALONG	PORNPING
09:00–10:30		NOM PRESIDENTS' MEETING	NAKORNPING	PLAZA
10.30–11:30		CONFERENCE BRIEFING SESSION	NAKORNPING	PLAZA
10:30–12:00		ILSO MEETING	SRIDONCHAI	PLAZA
12:00–14:00		ILSO COUNSELLORS MEETING	GING PAI	PORNPING
11:30–12:00	★	JCI OFFICERS, CHIEF DELEGATES, AND VIPS PAY COURTESY CALL TO THE DEPUTY PRIME MINISTER, H.E. PONG SARASIN	PLAZA HALL	PLAZA
12:00–14:00	★	VIP LUNCHEON HOSTED BY CONFERENCE DIRECTRESS	PLAZA HALL	PLAZA
13:30–15:30		FIVE LOMS PRESIDENTIAL CONFERENCE	MANEE	PLAZA
14:00–16:00		APDC MEETING (I)	NOPPARAT	PLAZA
15:30–16:30		REHEARSAL FOR OPENING CEREMONY	STADIUM	CMU
17:30–19:30	●●	OPENING CEREMONY	STADIUM	CMU
19:30–20:00	★	JCI PRESIDENT'S RECEPTION FOR JCI FOUNDATION MEMBERS AND VIPS	SALA DHUM	CMU
20:00–23:00		THAILAND NIGHT	TEAK GARDEN	CMU

SECOND DAY
FRIDAY, MAY 18, 1990

07:00–08:30	★	VIP BREAKFAST HOSTED BY THE MAYOR OF CHIANG MAI	SRIDONCHAI	PLAZA
08:30–20:00		REGISTRATION		PLAZA
09:00–12:00	●●	GENERAL ASSEMBLY SESSION (I)	PLAZA HALL	PLAZA
09:00–12:00	▲	TIME MANAGEMENT SEMINAR	NAKORNPING	PLAZA
09:00–12:00		UNICEF SEMINAR	NOPPARAT	PLAZA
09:00–17:00		AWARDS JUDGING COMMITTEE MEETING (I)		
09:00–17:00	▲	OPTIONAL TOUR		
09:00–17:00	▲	MIND MAPPING	MANEE	PLAZA
09:00–17:00		JAPAN JC SISTERHOOD CEREMONY	CHIANG MAI	MAEPING
12:30–14:00	★	VIP LUNCHEON HOSTED BY THE MINISTER OF COMMERCE	NIMMAN NORADEE	PORNPING
12:30–14:00		LUNCHEON (DELEGATES)		
14:00–16:00		NOM THEME DIRECTOR MEETING	NAKORNPING	PLAZA
14:00–17:00	✡✡	JAPAN JC SEMINAR	PLAZA HALL	PLAZA
14:00–17:00	▲	BODY LANGUAGE	NOPPARAT	PLAZA
14:00–17:00		FUTURE GROWTH FORUM	SRIDONCHAI	PLAZA
15:00–16:30	●	ASPAC SENATE BOARD MEETING	ROOM 1	ORCHID
16:30–17:30	s	SENATORS OPENING CEREMONY	BALL ROOM	ORCHID

17:00–19:00 ●	TRAINERS CIRCLE MEETING	MANEE	PLAZA
17:30–19:00	VIPS' & SENATORS WELCOME RECEPTION	BALL ROOM	ORCHID
18:00–21:00	C ARNIVAL BAZAAR	CHANGKLAN ROAD	
19:00–20:00	VIP ATTENDING CARNIVAL BAZAAR		
20:00–21:00 ★	VIP DINNER SPONSORED BY JAPAN JC	SRIDONCHAI	PLAZA
21:00–24:00	JAPAN NIGHT	PLAZA HALL & UPER LOBBY	
21:00–24:00	CHINA NIGHT	NAKORNPING	PLAZA
21:00–24:00	HONGKONG NIGHT	MANEE NOPPARAT	PLAZA
21:00–24:00	KOREA NIGHT	KASALONG	PORNPING

THIRD DAY

SATURDAY, MAY 19, 1990

07:00–08:30 ★	VIP BREAKFAST HOSTEDBY M.P. CHAROON NGARMPICHET (JCI SENATOR)	SRIDONCHAI	PLAZA
08:00–20:00	REGISTRATION		PLAZA
09:00–12:00	JAPAN JC SEMINAR	NAKORNPING	PLAZA
09:00–12:00 ✡✡	THEME DAY SEMINAR (ECONOMIC COALITION IN THAILAND BY DR. AMNUAY VIRAVAN CHAIRMAN OF NATIONAL ECONOMIC AND SOCIAL DEVELOPMENT BOARD, CHAIRMAN OF THE BANGKOK BANK EXECUTIVE BOARD).	PLAZA HALL	PLAZA
09:00–17:00 ▲	MIND MAPPING FOR INSTRUCTORS	MANEE	PLAZA
09:00–12:00	NAKED LEADERSHIP	NOPPARAT	PLAZA
09:00–17:00	AWARDS JUDGING COMMITTEE MEETING (2)		
09:00–17:00 ▲	OPTIONAL TOUR		
09:00–10.00	KANAZAWAJC & HARBOURJC & NORTH SEOUL MEETING	(SECRETARY ROOM, PLAZA)	
10.00–12:00	JAPAN JC SISTERHOOD CEREMONY (CRYSTAL SURIWONGSE)		
10:30–12:00	WORLD SPEAKING COMPETITION	SRIDONCHAI	PLAZA
11:00–12:30 ●	ASPAC SENATE GENERAL ASSEMBLY SESSION	R.1,2,3	ORCHID
12:30–14:00 ★	VIPS AND SENATORS LUNCHEON HOSTED BY THE GOVERNOR OF CHIANG MAI	BALL ROOM	ORCHID
14:00–18:00	JAPAN JC BUSINESS EXCHANGE PLAZA	NAKORNPING	PLAZA
14:00–15:00 ●	1990/1991 ASPAC SENATE BOARD OF DIRECTORS MEETING	R 1	ORCHID
14:00–16:00	SISTER LOMS TWINNING CEREMONIES	PLAZA HALL	PLAZA
14:30–17:00	CHAPTER DEVELOPMENT SEMINAR	SRIDONCHAI	PLAZA
14:30–17:00	JCI OPEN FORUM	SECRETARY ROOM	PLAZA
14:30–17:00	PERSONAL DYNAMICS	NOPPARAT	PLAZA
17:30–19:00 ★	THAILAND JC PRESIDENT'S RECEPTION	R 1,2,3	ORCHID
19:00–21:00 ●	ASPAC SENATE'S NIGHT	BALL ROOM	ORCHID
21:00–24:00	PHILIPPINES NIGHT	ERAWAN	PHUCOME
21:00–24:00	MALAYSIA NIGHT	NAKORNPING	PLAZA
21:00–24:00	PACIFIC NIGHT	SRIDONCHAI	PLAZA
21:00–24:00	KITAKYUSHU	DISCO	PLAZA
20:00–22:00	KANAZAWA-NIGHT	MANEE	PLAZA
21:00–24:00	SRILANKA-NIGHT	NOPPARAT	PLAZA

FOURTH DAY

SUNDAY, MAY 20, 1990

07:30–08:30 ★	VIP BREAFAST	SRIDONCHAI	PLAZA
09:00–12:00 ●●	GENERAL ASSEMBLY SESSION (2)	PLAZA HALL	PLAZA
12:30–14:00 ★	VIP LUNCHEON HOSTED BY JAPAN JC	TENKOKU RESTAURANT	
12:30–14:00	LUNCHEON (DELEGATES)		
14:00–16:00	APDC MEETING (2)	NOPPARAT	PLAZA
14:00–16:30	BINGO BALL	NAKORNPING	PLAZA
18:00–24:00	AWARDS CEREMONY AND GRAND BALL	PLAZA HALL	PLAZA

★ BY INVITATION

●● SIMULTANEOUS INTERPRETION (ENGLISH, JAPANESE, CHINESE, KOREAN) THAI,

▲ PRE-REGISTRATION REQUIRED

● SPECIFIED DELEGATE GROUPS ONLY

ABBREVIATIONS :- CMU – CHIANGMAI UNIVERSITY
CM – CHIANGMAI

21 April, 1990

HONORARY ADVISORY BOARD

1. His Excellency Pong Sarasin, Deputy Prime Minister
2. General Chavalit Yongchaiyudh, Deputy Prime Minister and Minister of Defence
3. Air Chief Marshal Siddhi Savetsila, Minister of Foreign Affairs.
4. His Excellency Montree Pongpanich, Minister of Transport and Communications.
5. His Excellency Korn Tapparangsi, Minister attached to the Prime Minister Office.
6. His Excellency Subin Pinkayan, Minister of Commerce.
7. Dr. Amnuay Viravan, Chairman of National Economic and Social Development Board.
8. Mr. Dharmnoon Prachuabmoh, Governor of the Tourism Authority of Thailand.
9. Dr. Pairat Decharin, Governor of Chiang Mai.
10. Mr. Vorakorn Tantranont, Mayor of Chiang Mai.
11. Professor Kasem Watanachai MD., President of Chiang Mai University.
12. Mr. David Chua Unsu., The Charter President of ASPAC Senate

STRUCTURE FOR A CONFERENCE ORGANIZING COMMITTEE JCI CHIANGMAI CONFERENCE 1990

BORAD OF DIRECTORS

CHIANG MAI JAYCEES

JAYCEES INTERNATIONAL
THAILAND JAYCEES

ADVISORS



KINGKHAN NA-CHIENGMAI
Conference Director



VORANSIN TIDSADEERUC
Deputy Administration



TODSAPORN KITICHAIWAN
Secretary General



SARUNYA WONGPANG
Finance Director



KRIANGKRAI WONGTRAKOON
Sponsorship Director



VIYADA VESANURUK
Registration Committee



CHULIKORN PIENSATIENKUL
Secretariat Office



GOSON BOONYUANG
Information Committee



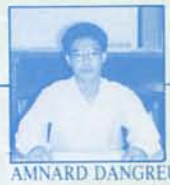
NAKORNCHOOM CHOMBOON
Jic Supplies Committee
Souvenirs Committee
Delegates Kit Committee



PRASARN CHAITHIP
Accounting Committee



NUTTHAPORN JERASOTTHIKULE
Finance Committee



AMNARD DANGREU
Commercial Activities Committee



PRAYOOT WONGPANG
Trade Exhibition Committee



SUDCHAI KANKULSOONTORN
Promotion Director



CHAROON POONLARPYOT
Protocol Committee



PIPAT CHANPAICHIT
Domestic Promotion Committee



TAWAN TIPPRASERT
Overseas Promotion Committe



PICHAI KANKULSOONTORN
Design & Printing Committee



TEERA-ART TIPTIANGTHAE
Publicity Committee



ARUNEE CHAUNCHAIYASITH
Reception Committee



SUCHADA RATANAPAIBOON
Accommodation Committee



LUKKANA KUMYAD
Communications Committee



SRANT CHANANONT
Logistics Director



PORNCHAI ATTHAPREEYANGKOON
Transport Committee



PISITH PENGPIT
Manpower Committee



CHATREE PIENSATIENKUL
Domestic Committee



VORAVAT TANTRANONT
Deputy Operations



PETCH CHAIPRAKAISAK.
Functions Director



VICHARN POOMONGKONCHAI
Catering Committee



MANUS JUNTORN
Opening Ceremcny Committee



NIPHON SERMPHANICH
Host Nom Ninght Committee



ANNOP JERASOTTHIKULE
National Parties Committee



SURASAK JINOPHAT
Banquet Awards & Ball Committee



SUWIT PRAWETJIT
Program Director



SOPON KOCHOOM
Venues Committee



CHARIYA SOOKMUANGMA
Translation Committee



VALAILAK ACHARIYAPORN
Senators Committee



BENCHAMART WANNASATIT



MONTREE WARITH
Awards Judging Committee



ALISA KONGSOM



ANCHALEE SAELEK
Special Events

CHIANG MAI, ROSE OF THE NORTH

Chiang Mai presents a wonderful contrast to Bangkok. It is Thailand's second city, though only one seventh the size of the capital and quite unlike it in most other respects. Of great antiquity and moulded by a distinct history, Chiang Mai is a most attractive destination with sights and charms peculiar to itself and the picturesque Northern region of which it is the centre.

Located 700 kilometres north of Bangkok, Chiang Mai is less than an hour from the capital by plane and is served by several daily flights. It can also be reached conveniently by air-conditioned train or coach services.

Although readily accessible, the city popularly known as the "Rose of the North" presents a superb contrast. Whereas Bangkok is a mere 200 years old, Chiang Mai was founded in the late 13th century and is one of the oldest continually inhabited settlements in Thailand. It was once the capital of **Lanna,** an independent Thai kingdom, and has preserved its unique cultural heritage to a marked degree. Accordingly it is a veritable treasure house of the arts and architecture unique to the region.

Within the city's original perimeter, still marked by a moat and fortified gates, are numerous ancient Buddhist temples and other monuments attesting to a distinguished past. Close by are more magnificent attractions, including **Wat Prathat Doi Suthep,** a temple perched stunningly on a mountain peak, and **Phuping Palace,** the summer residence of the Royal Family.



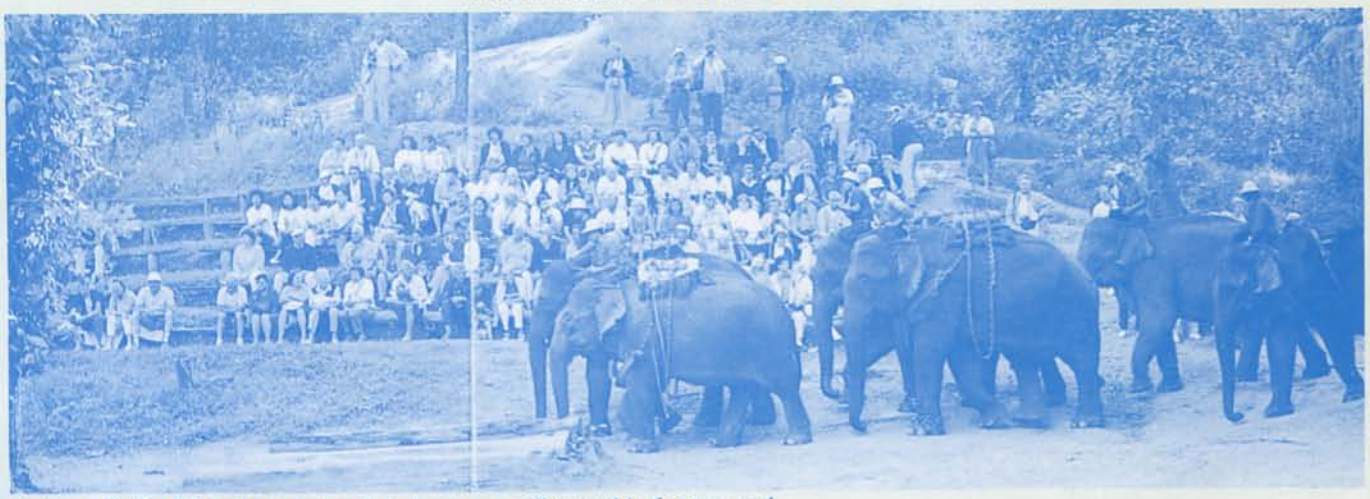
Chiang Mai is full of architectural wondrous



Naga temple decoration



Northern beauties in a typical festival parade.



Northern Thailand is teak country and elephants are still trained in forestry work

HANDICRAFTS

Chiang Mai is further characterized by being one of the world's largest centres of cottage industries. Numerous handicrafts are traditional to the region and craftsmen, using skills passed down from generation to generation, continue to produce marvels in silverware, woodcarving, lacquerware, celadon pottery, silk and cotton, hand-painted paper umbrellas and more. Here is a true shopper's paradise and there is plenty of scope for browsing for unusual gifts and souvenir But buying is not all, and just as thrilling are visits to workshops, even whole villages devoted to handicrafts, like **Wualai Road, Bo Sang, San Kamphaeng** and **Hang Dong** to see the crafts in the making.





Hills around Chiang Mai



Orchids abound



Mae Ya Waterfalls, one of the North's many beauty spots

NATURAL BEAUTY

The attractions of a rich history and a fascinating tradition in handicraft production are complemented by the natural beauty of Chiang Mai's location. Pleasantly sited on the banks of the **Ping River** and situated in a lush valley fringed by forested hills, the city offers ready access to some of Thailand's most beautiful natural scenery.

The valley of the Ping River is a fertile plain, a patchwork of rice paddies and fruit orchards, of villages and small historic towns, such as **Lamphun,** where the majority of people follow the unchanging lifestyle of traditional farming communities. Beyond, easily reached on half-or full-day excursions from Chiang Mai, are several natural beauty spots. Among these are **Doi Inthanon,** Thailand's highest peak at 2,565 metres where flora and fauna are protected in a National Park; **Mae Klang Waterfall,** a popular picnic area; and the **Mae Sa area,** a place of breath-taking natural scenery.

The North is also teak country where you can still see elephants at work in the forests. The elephant has never been surpassed as man's most useful aid in the extraction of teak, and it is possible to visit training camps where these loveable creatures are taught forestry skills.

EXCELLENT FACILITIES

There is, of course, modern development and today Chiang Mai offers the visitor an excellent range of facilities. Hotels, from deluxe properties with standards comparable to those of Bangkok to inexpensive but comfortable guesthouses, provide accommodation to suite all tastes and budgets.

Restaurants, specializing in various national cuisines as well as the typical spicy northern delicacies, are plentiful. The best way to sample the local fare is to try a **Khantok** dinner, a Chiang Mai tradition. **Khan** means "bowl" and **tok** is a low round table and at a **khantok** dinner you sit on the floor around one of these tables and dine from various bowls of local dishes eaten with sticky rice, the favourite staple in northern cuisine. Typically the meal is accompanied by performances of traditional northern music and folk dances.

Chiang Mai further offers various places of evening entertainment and while these are not as numerous as in Bangkok, they are sufficient to ensure variety. For shopping there is the famed **Night Bazaar** as well as a host of other shops affording the bargain-hunter enormous scope.



Deluxe accommodation



Flowers bloom at a hill country resort



Souvenirs for all



Northern culinary treats enjoyed at a Khantok dinner



Hilltribe vendors set up stolls outside the Night Bazaar

NORTHERN LINE...

BANGKOK CHIANG MAI

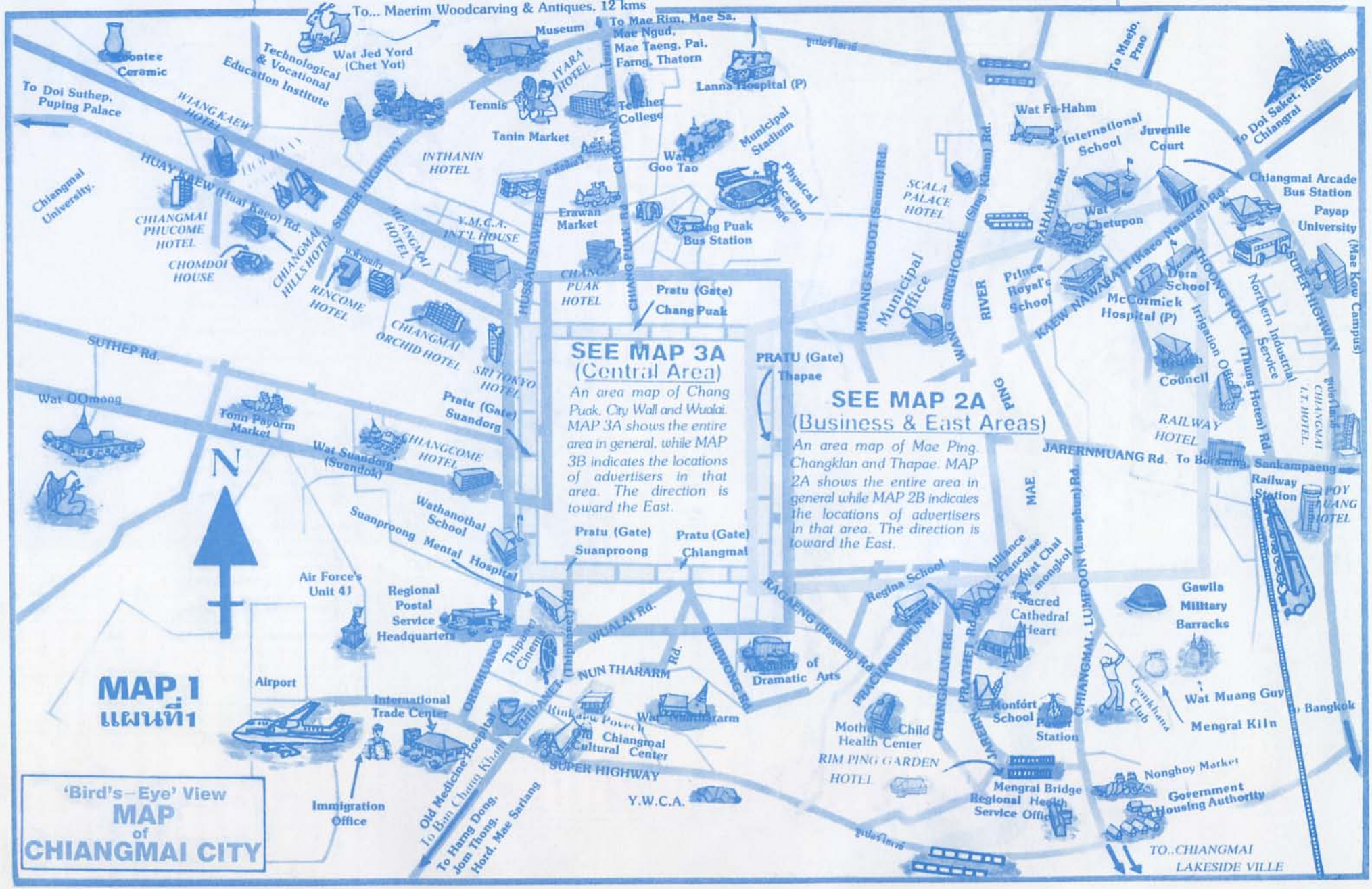
STATIONS		RAP. 59	ORD. 101	ORD. 91	RAP. 37	EXP. 7	EXP. 5	RAP. 57	RAP. 35
		2-3	2-3	2-3	2-3	2-3	1-2	2-3	2-3
Bangkok	d.	06.40	07.05	08.30	15.00	18.00	19.40	20.00	22.00
Don Muang	a.	07.23	07.49	09.15	15.40	18.40	20.20	20.42	22.43
Bang Pa-in	d.	||	08.28	09.55	||	||	||	||	||
Ayutthaya	d.	08.03	08.41	10.10	16.23	19.22	21.00	21.22	23.22
Ban Phachi	d.	08.24	09.02	10.39	16.45	||	||	||	||
Lop Buri	d.	09.08	10.01	11.34	17.34	20.24	||	22.24	00.24
Ban Takhli	d.	10.01	11.09	13.05	18.27	||	||	||	||
Nakhon Sawan	d.	10.45	12.17	14.30	19.13	21.56	23.30	23.58	02.03
Taphan Hin	d.	11.52	13.39	16.04	20.19	22.57	||	01.22	03.17
Phichit	d.	12.14	14.13	16.46	20.43	23.21	||	01.47	03.52
Phitsanulok	a.	12.47	15.06	17.40	21.19	23.55	||	02.20	04.27
	d.	12.49	15.08		21.21	23.57	||	02.22	04.30
Uttaradit	d.	14.10	16.55		23.02	01.34	||	03.57	05.59
Sila At	d.	14.26	17.03		23.21	01.51	02.54	04.02	06.14
Den Chai	a.	15.24	18.00		00.34	02.51	03.51	05.00	07.13
	d.	15.27			00.37	02.55	03.54		07.16
Mae Mo	a.	17.01			||	||	||		08.58
Nakhon Lampang	a.	17.34			02.59	05.09	06.01		09.37
Khun Tan	a.	18.25			04.05	06.14	06.55		10.43
Lamphun	a.	19.21			04.52	07.01	||		11.31
Chiang Mai	a.	19.55			05.15	07.25	08.05		11.55

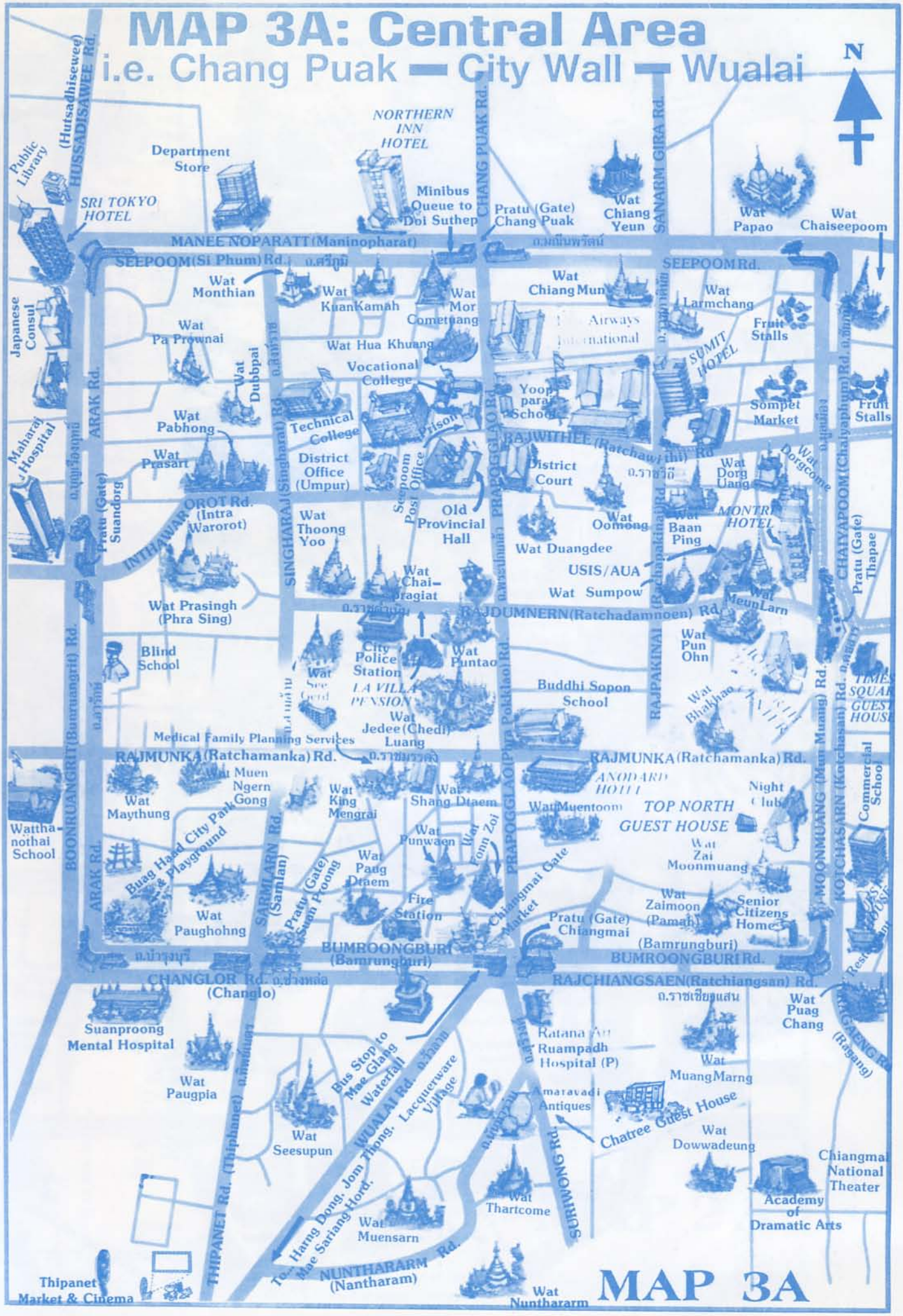
STATIONS		RAP. 58	RAP. 38	EXP. 8	EXP. 6	RAP. 60	ORD. 92	ORD. 102	RAP. 36
		2-3	2-3	2-3	1-2	2-3	2-3	2-3	2-3
Chiang Mai	d.		15.30	17.15	19.30	20.45			06.30
Lamphun	d.		15.53	17.37	||	21.07			07.04
Khun Tan	d.		16.43	18.31	20.47	21.56			08.07
Nakhon Lampang	d.		17.41	19.27	21.38	22.54			09.00
Mae Mo	d.		18.22	||	||	||			09.48
Den Chai	a.		19.58	21.40	23.50	01.15			11.23
	d.	19.00	20.02	21.44	23.53	01.18		06.00	11.26
Sila At	d.	20.06	21.10	22.52	01.05	02.31		07.25	12.31
Uttaradit	d.	20.13	21.18	22.59	||	02.43		07.31	12.38
Phitsanulok	a.	21.44	22.53	00.10	||	04.08		09.27	14.13
	d.	21.46	22.56	00.12	||	04.10	06.05	09.29	14.17
Phichit	d.	22.25	23.39	00.56	||	05.07	06.55	10.26	14.52
Taphan Hin	d.	22.55	00.03	||	||	05.31	07.30	11.03	15.16
Nakhon Sawan	d.	00.15	01.21	02.22	04.32	06.35	09.10	12.39	16.21
Ban Takhli	d.	||	||	||	||	07.17	10.16	13.48	||
Lop Buri	d.	02.02	03.02	03.54	||	08.08	11.53	14.56	18.01
Ban Phachi	d.	||	03.45	||	||	08.59	13.14	16.10	18.54
Ayutthaya	a.	03.01	04.08	04.59	07.03	09.20	13.45	16.31	19.16
Bang Pa-in	a.	||	||	||	||	||	14.13	16.45	||
Don Muang	a.	03.41	04.49	05.43	07.43	08.59	14.52	17.21	19.55
Bangkok	a.	04.25	05.30	06.25	08.25	10.40	15.35	18.05	20.35

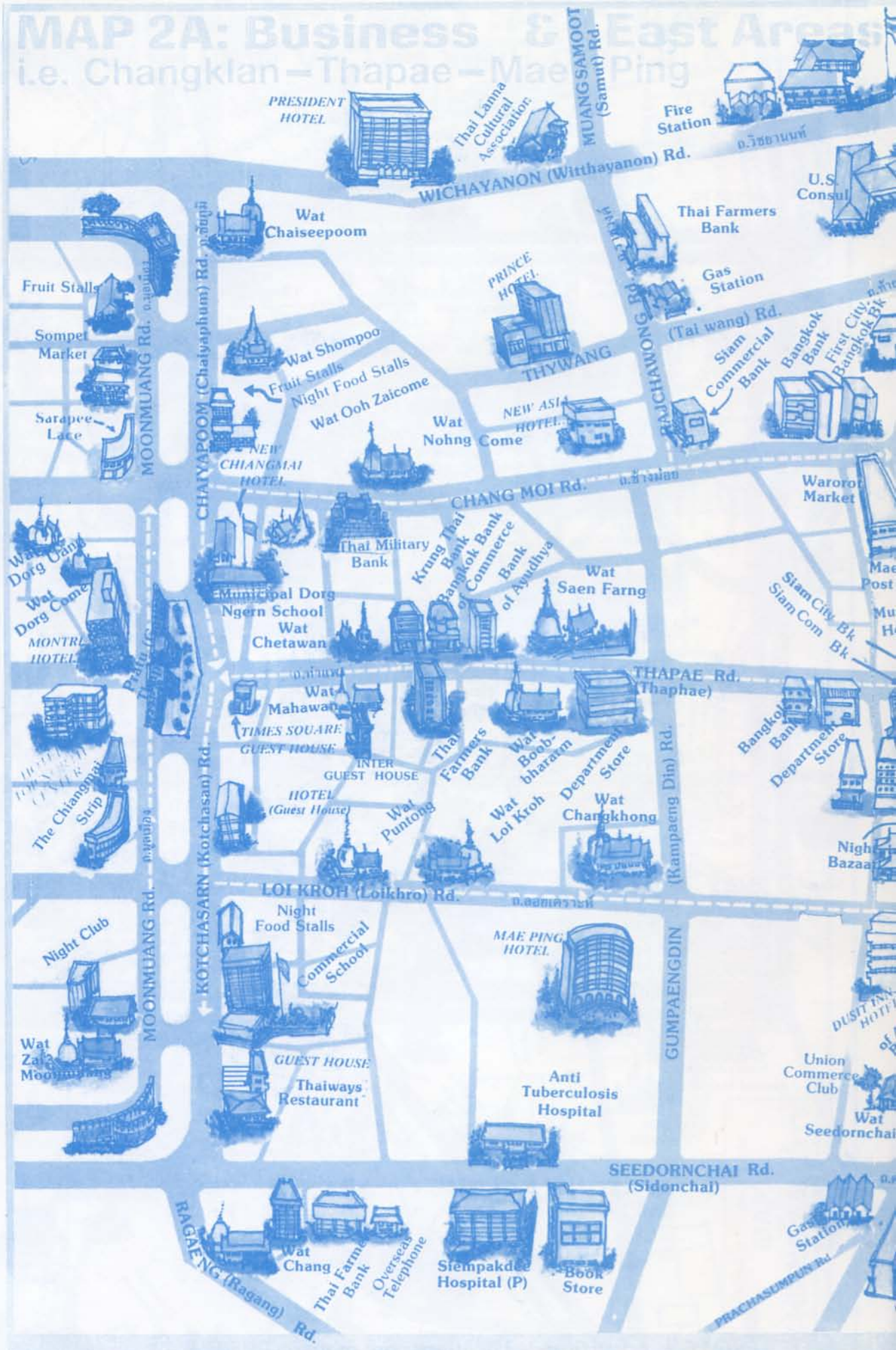
สายเหนือ : DOMESTIC SERVICES, NORTHERN ROUTE

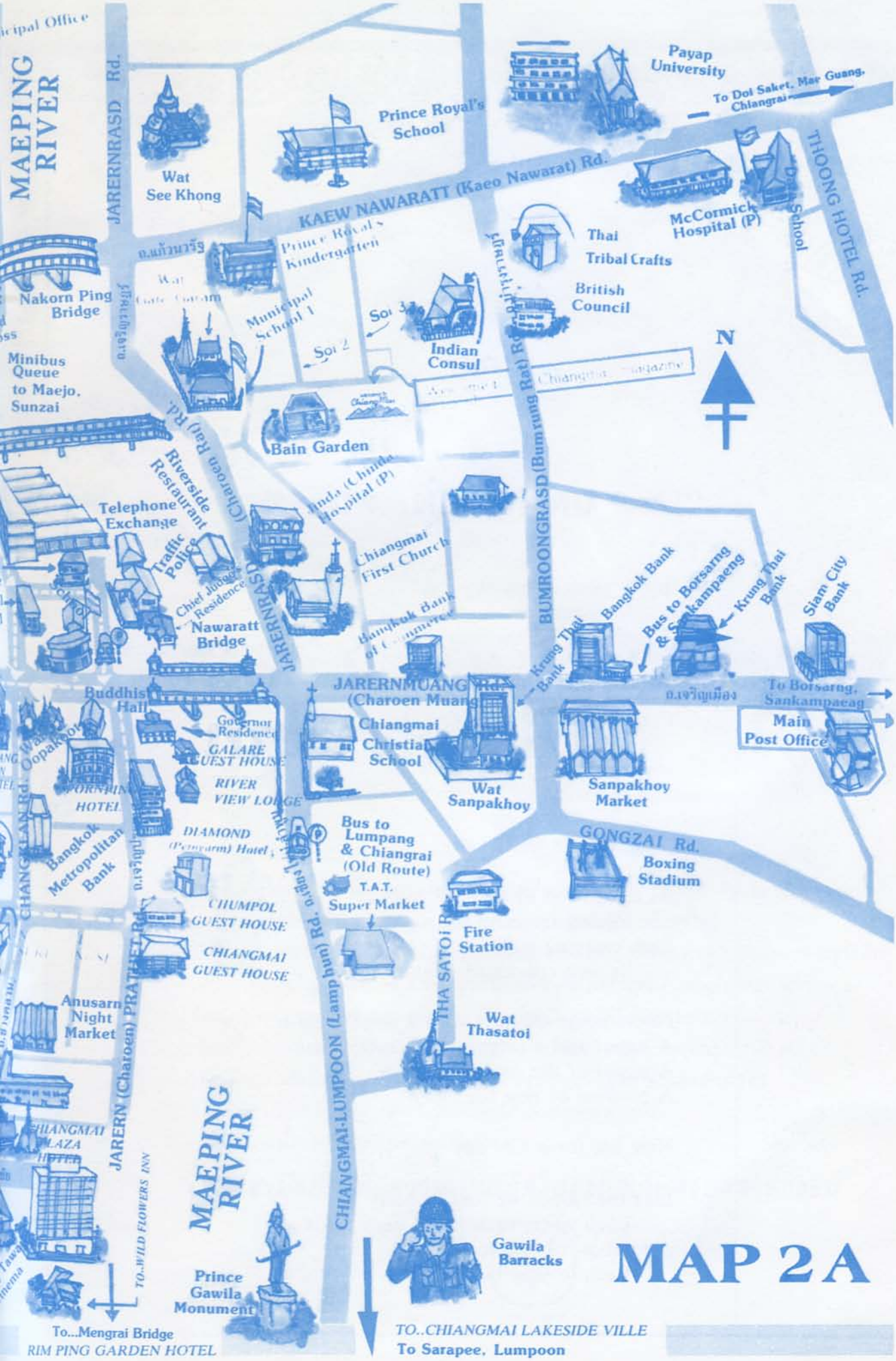
เที่ยวบิน FLIGHT NUMBER	TG	144	146	160	142	170	174	178	100	114	116	104	106	112	102	108	110	130	132	180	186	136	138	190	194	196	235	153	151	155
วัน DAYS OF OPERATION		1.3.5	DAILY	1.3.5	DAILY	DAILY	2.4 6.7	1.3.5	DAILY	1.3 5.7	2.6	DAILY	DAILY	DAILY	1.2 5.6.7	DAILY	DAILY	DAILY	5.7	DAILY	DAILY	2.4.6	1	1.3 5.7	3.5.7	2.3.4 5.6.7	3.5.7	5.7	1.3	2.6
แบบเครื่องบิน AIRCRAFT		143	143	SH3	143	SH3	SH3	SH6	310	143	737	310	310	AB4	AB6	AB3	AB4	141	141	SH6	SH6	143	143	SH6	SH3	SH6	SH3	143	737	737
กรุงเทพฯ BANGKOK (BKK)	d	1130	1550	.....	0710	.....	.....	.....	0730	0950	1100	1200	1545	1630	1800	1900	2045	1010	1515	.....	.....	0950	1330							
พิษณุโลก PHITSANULOK (PHS)	a	1220	1640	.....	0800	.....	.....	.....																						
	d	.....	.....	0845	0830	0835	0845	2000																						
เลย LOEI (LOE)	a	.....	.....	0935																										
ตาก	a	.....	.....	.....			0920																							
TAK (TKT)	d	.....	.....	.....			0935																							
แม่สอด MAE SOT (MAQ)	a	.....	.....	.....			1005																							
	d	.....	.....	.....			1020																							
แพร่ PHRAE (PRH)	a	.....	.....	.....		0920																								
	d	.....	.....	.....		0935																								
น่าน NAN (NNT)	a	.....	.....	.....		1005																								
	d	.....	.....	.....		1020																								
ลำปาง LAMPANG (LPT)	a	.....	.....	.....	0905																									
เชียงใหม่ CHIANG MAI (CNX)	a	.....	.....	.....	.....	1110	1120	2100	0835	1100	1210	1305	1650	1735	1905	2005	2150			.....	.....	1100	1440							
	d	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....			0915	1340	1135	1510	1135	1155	1600	1415	1130	1130	1245
เชียงราย CHIANG RAI (CEI)	a	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1135	1640	1005	1430									
แม่ฮ่องสอน MAE HONG SON (HGN)	a	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1205	1540	1220	1240	1645				
ขอนแก่น KHON KAEN (KKC)	a	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1600			
	d	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1620			
สกลนคร SAKON NAKHON (SNO)	a	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1705			
	d																											1250		
อุดรธานี U-TAPAO (UTP)	a	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....		1340	
ภูเก็ต PHUKET (HKT)	a	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....		1500
หาดใหญ่ HAT YAI (HDY)	a	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	

PLEASE DO NOT REMOVE THESE MAPS




MAP 3A: Central Area
i.e. Chang Puak — City Wall — Wualai
N
(Hutsadhisewee) Rd.
HUSSADISAWEE Rd.
Public Library
SRI TOKYO HOTEL
Department Store
NORTHERN INN HOTEL
Minibus Queue to Doi Suthep
CHANG PUAK Rd.
Pratu (Gate) Chang Puak
SANARM GIRA Rd.
Wat Chiang Yeun
Wat Papao
Wat Chaiseepoom
MANEE NOPARATT (Maninopharat) Rd.
SEEPOOM (Si Phum) Rd.
SEEPOOM Rd.
Wat Monthian
Wat KuanKamah
Wat Mor Cometuang
Wat Chiang Mun
Wat Larmchang
Fruit Stalls
Japanese Consul
Wat Pa Prownai
Wat Dubbpai
Wat Hua Khuang
Vocational College
SUMIT HOTEL
Wat Pabhong
Technical College
Prison
Yoop para School
Sompet Market
Fruit Stalls
Maharaj Hospital
ARAK Rd.
Wat Prasart
District Office (Umpur)
Seepoom Post Office
RAJWITHEE (Ratchawithi) Rd.
District Court
Wat Dorg Uang
Wat Dorgcome
Pratu (Gate) Suandorg
INTHAWAROROT Rd. (Intra Warorot)
Old Provincial Hall
Wat Oomong
MONTRI HOTEL
Wat Baan Ping
Wat Thoong Yoo
Wat Duangdee
USIS/AUA
Wat Chai-pragiat
Wat Sumpow
Wat Prasingh (Phra Sing)
RAJDUMNERN (Ratchadamnoen) Rd.
Wat MeunLarn
Pratu (Gate) Thapae
CHAIYAPOOM (Chaiyaphum) Rd.
Blind School
City Police Station
Wat Puntao
Wat Pun Ohn
Wat See Gerd
LA VILLA PENSION
Buddhi Sopon School
Wat Jedee (Chedi) Luang
Medical Family Planning Services
RAJMUNKA (Ratchamanka) Rd.
RAJMUNKA (Ratchamanka) Rd.
Wat Muen Ngern Gong
Wat Maythung
Wat King Mengrai
Wat Shang Dtaem
ANODARD HOTEL
Night Club
Wat Muentoom
TOP NORTH GUEST HOUSE
Commercial School
Wattha-nothai School
BOONRUANGRIT (Bumruangrit) Rd.
Buag Haad City Park & Playground
Wat Punwaen
Wat Zai Moonmuang
Wat Paug Dtaem
Fire Station
Wat Zaimoon (Pamah)
Senior Citizens Home
Wat Paughohng
SARMLARN Rd. (Samlan)
Pratu (Gate) Suan Prung
Chiangmai Gate Market
Pratu (Gate) Chiangmai
BUMROONGBURI (Bamrungburi)
BUMROONGBURI Rd.
CHANGLOR Rd. (Changlo)
RAJCHIANGSAN (Ratchiangsan) Rd.
Wat Puag Chang
Suanproong Mental Hospital
Ratana Ruampadh Hospital (P)
Wat Muang Marng
Wat Paugpia
Bus Stop to Mae Glang Waterfall
WUALAI Rd.
Lacquerware Village
Amaravadi Antiques
Chatree Guest House
Wat Seesupun
Wat Dowwadeung
Chiangmai National Theater
Academy of Dramatic Arts
Wat Thartcome
SURIWONG Rd.
Harng Dong, Jom Thong, Mae Sariang Hord.
Wat Muensarn
NUNTHARARM Rd. (Nantharam)
THIPANET Rd. (Thiphanet)
Thipanet Market & Cinema
Wat Nuntharam
MAP 3A


MAP 2A: Business & East Areas
i.e. Changklan – Thapae – Mae Ping
PRESIDENT HOTEL
Thai Lanna Cultural Association
MUANGSAMOOT (Samut) Rd.
Fire Station
WICHAYANON (Witthayanon) Rd.
U.S. Consul
Thai Farmers Bank
Gas Station
Wat Chaiseepoom
CHAIYAPOOM (Chaiyaphum) Rd.
MOONMUANG Rd.
Fruit Stalls
Sompet Market
Sarapee Lace
PRINCE HOTEL
THYWANG
RAJCHAWONG Rd.
(Tai wang) Rd.
Siam Commercial Bank
Bangkok Bank
First City Bangkok Bk
Wat Shompoo
Fruit Stalls
Night Food Stalls
Wat Ooh Zaicome
Wat Nohng Come
NEW ASIA HOTEL
NEW CHIANGMAI HOTEL
CHANG MOI Rd.
Waroros Market
Wat Dorg Ngern
Wat Dorg Come
MONTRI HOTEL
Thai Military Bank
Krung Thai Bank
Bangkok Bank of Commerce
Bank of Ayudhya
Municipal Dorg Ngern School
Wat Chetawan
Wat Saen Farng
Siam City Bk
Siam Com Bk
THAPAE Rd. (Thaphae)
Wat Mahawan
TIMES SQUARE GUEST HOUSE
INTER GUEST HOUSE
Thai Farmers Bank
Wat Boob-bharam
Department Store
Bangkok Bank
Department Store
HOTEL (Guest House)
Wat Puntong
Wat Loi Kroh
Wat Changkhong
The Chiangmai Strip
KOTCHASARN (Kotchasan) Rd.
(Kampaeng Din) Rd.
LOI KROH (Loikhro) Rd.
Night Food Stalls
Night Club
Commercial School
MAE PING HOTEL
GUMPAENGDIN
Wat Zaa Moonmuang
GUEST HOUSE
Thaiways Restaurant
Anti Tuberculosis Hospital
Union Commerce Club
Wat Seedornchai
SEEDORNCHAI Rd. (Sidonchai)
RAGAENG (Ragang) Rd.
Wat Chang
Thai Farmers Bank
Overseas Telephone
Siempakdee Hospital (P)
Book Store
PRACHASUMPUN Rd.


MAEPING RIVER
JARERNRASD Rd.
Wat See Khong
Prince Royal's School
Payap University
To Doi Saket, Mae Guang, Chiangrai
KAEW NAWARATT (Kaeo Nawarat) Rd.
McCormick Hospital (P)
Girls School
THOONG HOTEL Rd.
Thai Tribal Crafts
British Council
Prince Rajwadi Kindergarten
Municipal School 1
Soi 3
Soi 2
Indian Consul
Nakorn Ping Bridge
Minibus Queue to Maejo, Sunzai
N
Bain Garden
Riverside Restaurant
Telephone Exchange
Traffic Police
Chief Judge's Residence
Nawaratt Bridge
Anda Chuida Hospital (P)
Chiangmai First Church
BUMROONGRASD (Bumrung Rat) Rd.
Bangkok Bank
Krung Thai Bank
Bus to Borsarng & Sankampaeng
Siam City Bank
JARERNMUANG (Charoen Muang) Rd.
To Borsarng, Sankampaeng
Buddhist Hall
Governor Residence
Chiangmai Christian School
Wat Sanpakhoy
Sanpakhoy Market
Main Post Office
GALARE GUEST HOUSE
RIVER VIEW LODGE
DIAMOND (Pengarm) Hotel
Bangkok Metropolitan Bank
Bus to Lumpang & Chiangrai (Old Route)
T.A.T. Super Market
GONGZAI Rd.
Boxing Stadium
CHUMPOL GUEST HOUSE
CHIANGMAI GUEST HOUSE
Fire Station
THA SATOI Rd.
Anusarn Night Market
Wat Thasatoi
JARERN (Charoen) PRATHET Rd.
CHIANGMAI-LUMPOON (Lamphun) Rd.
MAEPING RIVER
TO..WILD FLOWERS INN
Prince Gawila Monument
Gawila Barracks
MAP 2A
To...Mengrai Bridge
RIM PING GARDEN HOTEL
TO..CHIANGMAI LAKESIDE VILLE
To Sarapee, Lumpoon



"New Life for a New Day"

In the clear empty sky
wide and free
No red, black or white
like a still blue sea

Then through clouds of white
the sun shines through
Scattering brilliance and light
Red and gold to join the blue

A tapestry to fill the sky

As clouds roll in
joining forces in the night
Each carrying within
its own concealed might

Forces come together with a mighty clash
A signal and a promise with every flash
A signal of the coming rain
A promise of new life again

New life for a new day

Like the clouds we join in unity
Each voice, each hand, each heart
A rainbow of harmony
Each to play his part

A new song for a new day

เพื่ออาหารที่มีคุณภาพ และพอเพียง













ด้วยความอุดมสมบูรณ์ของธรรมชาติ ความเหมาะสมของภูมิประเทศและภูมิอากาศ
ของประเทศไทยที่เอื้ออำนวยต่อเกษตรกรรม เราเชื่อมั่นว่าประเทศไทย
มีศักยภาพและโอกาสอย่างมากในการผลิตสินค้าอาหารทางการเกษตรสำหรับประชากรชาวโลก

เครือเจริญโภคภัณฑ์ ดำเนินธุรกิจเกษตรอุตสาหกรรมอย่างต่อเนื่องครบวงจร
โดยมุ่งพัฒนาการเกษตรและส่งเสริมอาชีพเพื่อเพิ่มรายได้ให้แก่เกษตรกร
ด้วยการนำเอาเทคโนโลยีและวิชาการสมัยใหม่มาใช้ในการเพาะปลูกและการเลี้ยงตัว
เพื่อเพิ่มผลผลิตและลดต้นทุนการผลิต ตลอดจนการเพิ่มมูลค่าของสินค้าเกษตร
โดยการแปรรูปเป็นอาหารสำเร็จรูปที่มีคุณภาพและพอเพียงแก่
การบริโภคทั้งภายในประเทศและเพื่อการส่งออก

เรามุ่งมั่นเพื่อความเป็นเลิศในธุรกิจเกษตรอุตสาหกรรม

เครือเจริญโภคภัณฑ์



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