



# A.P.O. news

MONTHLY NEWSLETTER OF THE ASIAN PRODUCTIVITY ORGANIZATION

## Mega productivity expo in Thailand

The Thailand Productivity Institute (FTPI), in yet another massive effort to acquaint Thai business executives and entrepreneurs with the tools and techniques for enhancing productivity, organized a mega productivity expo in Bangkok, 14–16 November 2003, with the theme “Productivity for Performance Excellence and Competitiveness.” Held at the Queen Sirikit National Convention Center, its multifaceted program featured an exhibition of productivity tools; productivity talks; productivity clinic; self-assessment program; “edutainment”; and presentation of awards to essay competition winners. More than 12,000 people visited the expo. The event was inaugurated by Mr. Manu Leopaiprote, Permanent Secretary of the Thai Ministry of Industry and APO Director for Thailand.



Exhibition on world-class management

**M**r. Manu, in his address at the opening ceremony, said that the Thai government has reformed the operating systems and work processes of its agencies to improve their efficiency and effectiveness. This has contributed to creating a more conducive environment for business investment. Private-sector enterprises, he added, should likewise upgrade themselves continually so as to attain and sustain competitiveness. Productivity has a direct impact on competitiveness and everyone should be involved in raising its level as they have a stake in it as both consumers and suppliers of goods and services. He urged all present to find appropriate ways to improve their organizations’ productivity and competitiveness. If every organization in Thailand has its own productivity program, this will result in a synergy that will greatly improve the country’s national competitiveness.

A key feature of the expo was an exhibition of productivity tools and techniques that would enable a company to fulfill successfully the seven criteria of the Thailand Quality Award (TQA) and become world class: Leadership, Strategic planning, Customer and market focus, Information and analysis, Human resource focus, Process management, and Business results. Leading Thai industries also hosted booths to showcase their best practices and productivity programs. Among them was Thai Acrylic Fiber, the first winner of the TQA.

In the productivity clinic section of the expo, visitors could seek complimentary advice from FTPI consultants in five

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**“To get profit without risk, experience without danger, reward without work is as impossible as it is to live without being born.”**

**A.P. Gouthey**

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areas: Business management, Quality and environment, Production management, Marketing and finance, and Human resources. A total of 140 consultation sessions were held during the expo.

Dr. Thanong Pittaya, Director of the National Economic and Social Development Board of Thailand, delivered a keynote speech on “Productivity for Performance Excellence and Competitiveness.” The expo also saw 31 presentations on various aspects of management and productivity by CEOs, specialists, and specially invited foreign resource speakers. Among the topics covered were: CEO Insight; Leading a Market-focused Organization; Organizational Excellence: The Japanese and Singapore Experiences; and Six Sigma in Action.



*Edutainment*

The expo program, however, was not all sober and serious. There was edutainment, a light-hearted and fun program where on an open stage popular local celebrities—speakers, singers, songwriters, and DJs—were interviewed on how



*Productivity clinic*

they balance show business with running their own companies. For instance, James Ruengsak, a pop singer, operates a chicken-rice franchise. Then there was the self-assessment corner where visitors could discover the strong and weak points of themselves and their organizations through a computer-based program. Twelve computers were on hand for their use, and more than 1200 visitors took advantage of them. They could also print out the results and take them to the productivity clinic corner for consultation with FTPI experts.

From 25 September to 20 October this year, the FTPI organized an essay contest for high school and university students. The theme was “Increase Competitiveness with Productivity.” There were four prizes for each category. The gold or first prize was Bht20,000 and a certificate. More than 20 entries were received. The results were announced on 3 November and the winners were presented their prizes by FTPI Executive Director Dhawatchai Tangsanga at the expo. 🌀