

# — Thailand forms APO Society —

In November 2002, Thailand joined countries like Bangladesh, the Philippines, and Sri Lanka in establishing an APO Society. This is a grouping of people who had participated in APO projects. They come together as an association to pursue a common interest, that is, the enhancement of their productivity knowledge and skills through mutual exchange of information and experiences, and to champion a common cause, the promotion of productivity awareness in the country in general and in their respective organizations in particular, specifically as partners of the national productivity organization (NPO).

The APO Society in Thailand was initiated by the Thailand Productivity Institute (FTPI), the NPO of Thailand. The idea was first mooted in April 2002 and former APO participants in the country were invited to join the society as members. Four hundred responded affirmatively. Prior to its official launch and as a means for the members to get acquainted with each other and to encourage others to join, the FTPI organized five half-day seminars for the society's membership. Subjects covered included: Cross Functional Alignment, New Business Strategies for SMEs, Waste Reduction for Productivity Improvement, Customer Relationship Management for the Service Sector, and Poka-Yoke.

The society was officially launched on 28 November by Mr. Manu Leopaiprote, Permanent

Secretary of the Thai Ministry of Industry and APO Chairman, at a ceremony attended by close to 100 members. In his address on the occasion, Mr. Manu said that productivity is a basic tool for improving the standard of living of the people. Those with a productivity mindset, as exemplified by the society's members, would always endeavor to improve the way they do things, to be more efficient and effective, he added. In seeking to increase productivity in the organizations they work for, they will also be contributing to the nation's productivity, declared Mr. Manu. He congratulated the FTPI for establishing the society and called on the members to create a strong network of productivity activists to support the national productivity movement in its quest to enhance the country's competitiveness in the world.

APO Secretary-General Takashi Tajima sent a congratulatory note to the society which was presented by Dr. Syed Ahmad, APO Industry Program Officer, at the inauguration ceremony. The Secretary-General described the occasion as a milestone for Thailand which should contribute greatly to the country's productivity movement and activities. The formation of the society, Mr. Tajima said, would provide better and more opportunities for members to share the knowledge and insights gained from attending APO projects. This would help to create a greater multiplier effect for APO programs and activities. He called on the



*APO Chairman Manu Leopaiprote addressing the APO Society*

society and the FTPI to work closely together to support and complement each other's efforts in enhancing productivity in Thailand.

The inauguration ceremony also featured a presentation on "Corporate Strategic Alliances" by Dr. Teerayout Wattanasupachoke, Associate Director of Chulalongkorn University's MBA program, who had attended an APO symposium on the same subject held in the Republic of Korea in October. 🌀