

「DTECよりの協力延長要請書」



DEPARTMENT OF TECHNICAL AND ECONOMIC COOPERATION

Krung Kasem Road, Bangkok, Thailand

Cable : DEPTECO

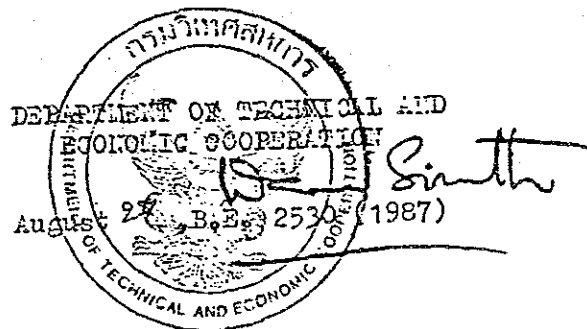
TEL: 2800980-4

No.1702/ 23132

The Department of Technical and Economic Cooperation presents its compliments to the Embassy of Japan and, with reference to the Minutes of the Meeting between the Japanese Evaluation Team and the Authorities concerned of the Government of the Kingdom of Thailand on the Japanese Technical Cooperation Project for the Thai Trade Training Center dated May 28, 1987, has the honour to request, on behalf of the Department of Export Promotion, Ministry of Commerce, for a one-year extension (September 5, 1987 - September 4, 1988) of the Trade Training Center Project.

Enclosed herewith are 15 copies of the project extension proposal for the Embassy's consideration.

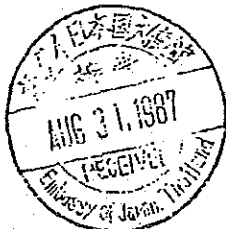
The Department of Technical and Economic Cooperation avails itself of this opportunity to renew to the Embassy the assurances of its highest consideration.



Encls.

The Embassy of Japan  
Bangkok.

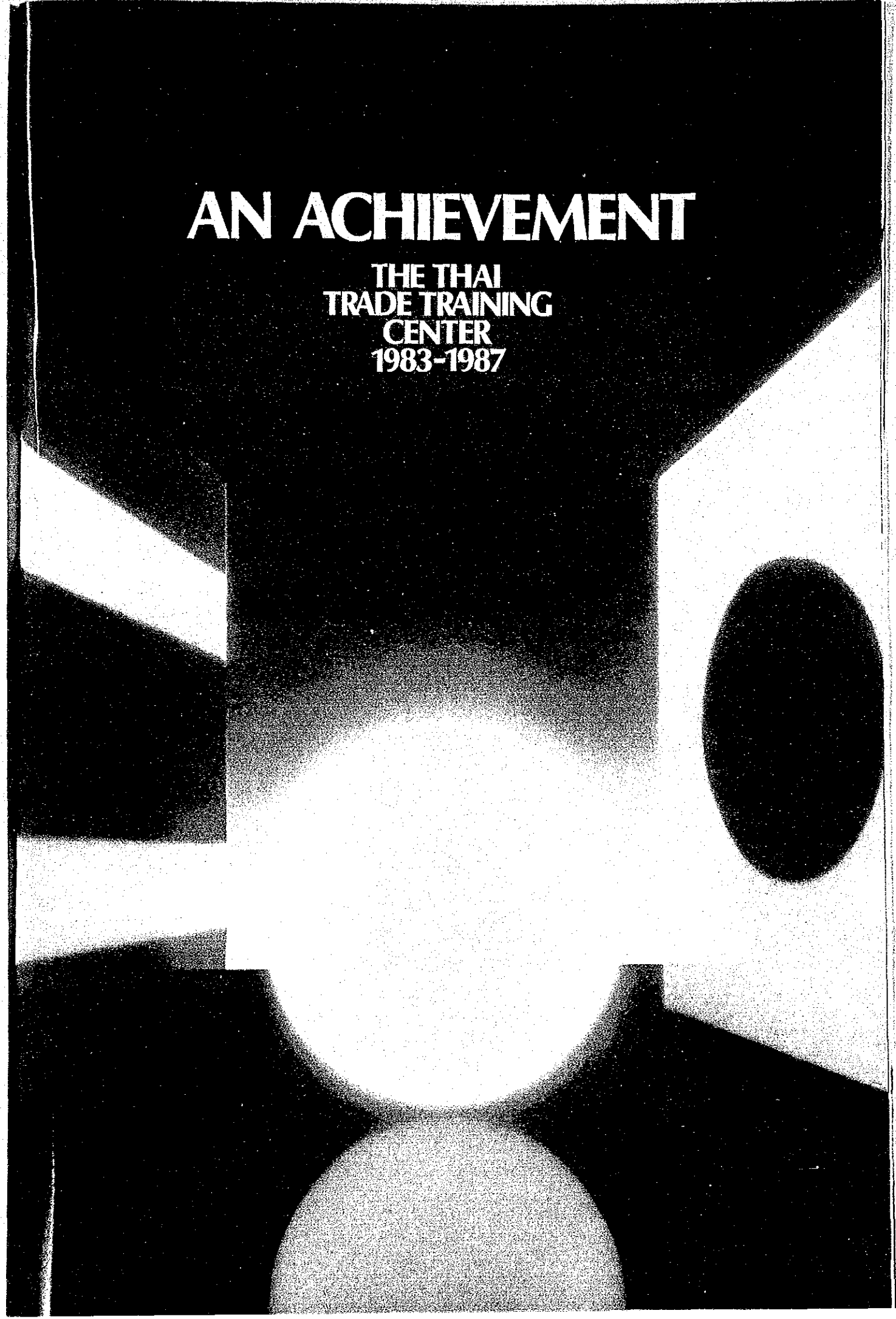
DEC-I/Japan Sub-Divis  
Tel. 2812747





# AN ACHIEVEMENT

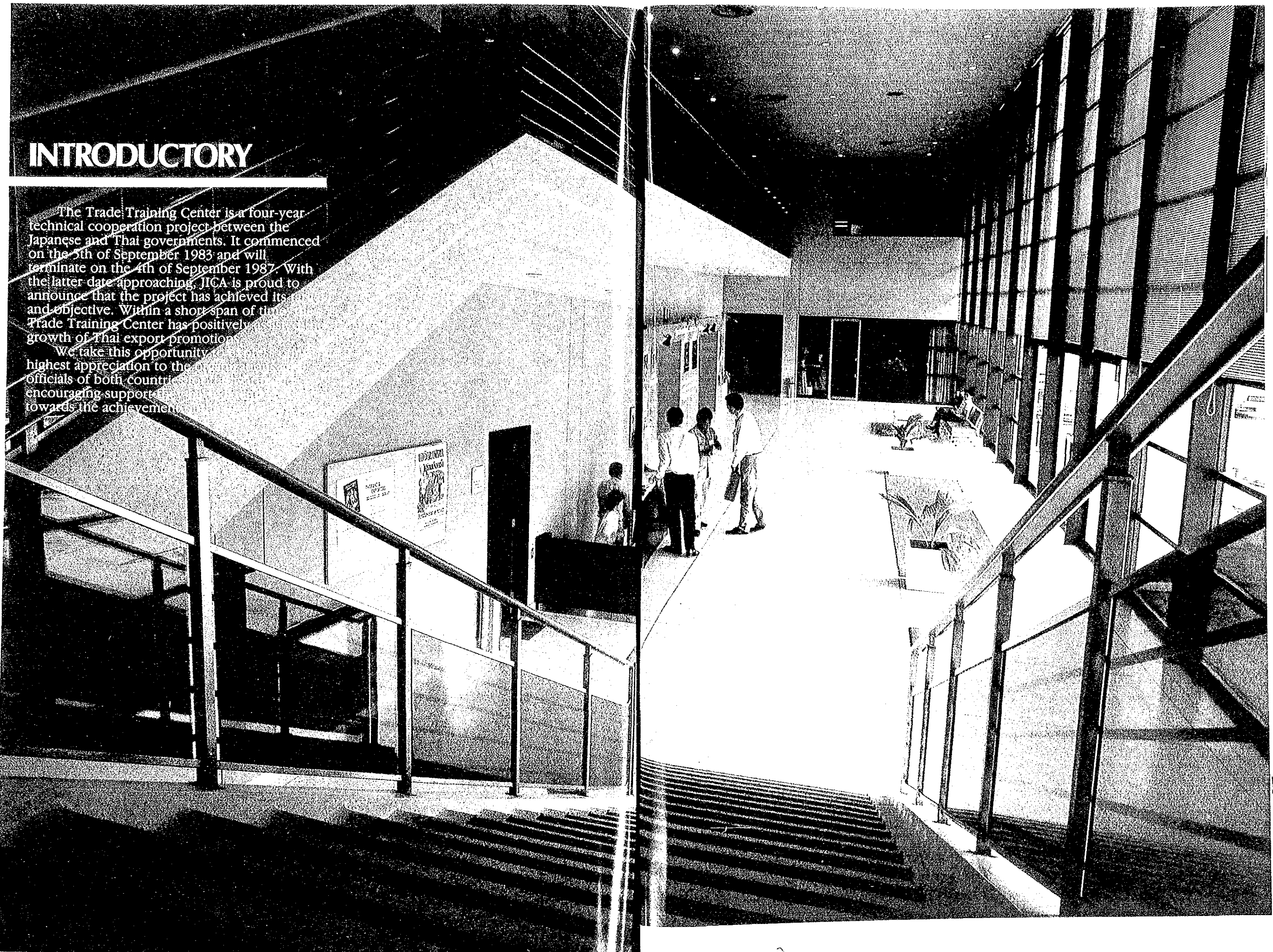
THE THAI  
TRADE TRAINING  
CENTER  
1983-1987



# INTRODUCTORY

The Trade Training Center is a four-year technical cooperation project between the Japanese and Thai governments. It commenced on the 5th of September 1983 and will terminate on the 4th of September 1987. With the latter date approaching, JICA is proud to announce that the project has achieved its goal and objective. Within a short span of time, the Trade Training Center has positively contributed to the growth of Thai export promotion.

We take this opportunity to express our highest appreciation to the officials of both countries for their encouraging support and assistance towards the achievement of the project.



## BACKGROUND OF THE PROJECT

Development of manpower was stated to be essential to the Thai economy in the Fifth National Economic and Social Development Plan (October 1981 to September 1986). The Plan expounds the importance of the Export Training Center as a strategy to develop and promote the country's exports. Through this scheme, the Thai government formally requested the assistance of the Japanese government, in the form of a grant together with a technical cooperation for enhancing the export capability of Thailand. Following a series of studies and discussions, the Japanese government agreed to a 1,500 million yen grant for the construction and equipment of a Thai Trade Training Center. In addition, a four-year technical assistance program was set-up.



## OPENING ADDRESS BY H.E. GENERAL PREM TINSULANONDA THE PRIME MINISTER OF THAILAND

Your Excellency the Ambassador of Japan,  
Your Excellency the Minister of Commerce,  
Excellencies, Distinguished Guests, Ladies and  
Gentlemen.

I am very delighted to be here today for the inaugural ceremony of this Trade Training Center, which means so much to the Ministry of Commerce in discharging its responsibilities in the field of export promotion.

It has been almost a decade now that the world has to struggle in the stream of economic turbulence. In one way or the other every country has suffered its consequences. But for developing countries, the sufferings have been to a critical degree. For some, it has evidently shaken the foundation upon which economic growth has been built—international trade.

My Government is fully aware of the implication of this phenomena. We have initiated a formulation of new national development objectives, based on structural adjustment programs in major key sectors of the economy. In adjustment program of foreign trade sector, the Fifth National Economic and Social Development Plan (1982-1986 fiscal years) emphasizes export promotion as a prime strategy to stabilize the country's foreign trade. It is imperative that this strategy be implemented expeditiously, efficiently and effectively.

It is my pleasure to note that this magnificent multi-purpose Center serves, to underscore, once again, the closeness and cordiality that always characterizes the friendship and cooperation between the Governments and peoples of Japan and Thailand. It also serves to demonstrate the importance that our Governments attach to export performance as a key to Thailand's national development efforts. In sum, it may be said that this Center was indeed brought about by our common desire to help Thailand achieve a more balanced trade with the world at large. To this generous and understanding gesture of cooperation by the Government of Japan, my Government owes a profound and warm appreciation.

It is now my pleasure and honour to declare this Trade Training Center open. My very best and sincere wishes go to those who have been and will be responsible for making this center achieve its intended purposes.

March 28, 1984

# OUTLINE OF THE PROJECT

Ongoing discussions on the successful implementation of the project began with JICA Implementation Survey Team meeting with Thai officials from the Department of Commercial Relations. On September 5, 1983, the Record of Discussions, the Tentative Schedule of Implementation and the Note of Understanding were signed by both parties.

Under the four-year project, JICA was requested to cooperate with the Trade Training Center, Department of Export Promotion (formerly the Department of Commercial Relations), Ministry of Commerce, to attain the following objectives:

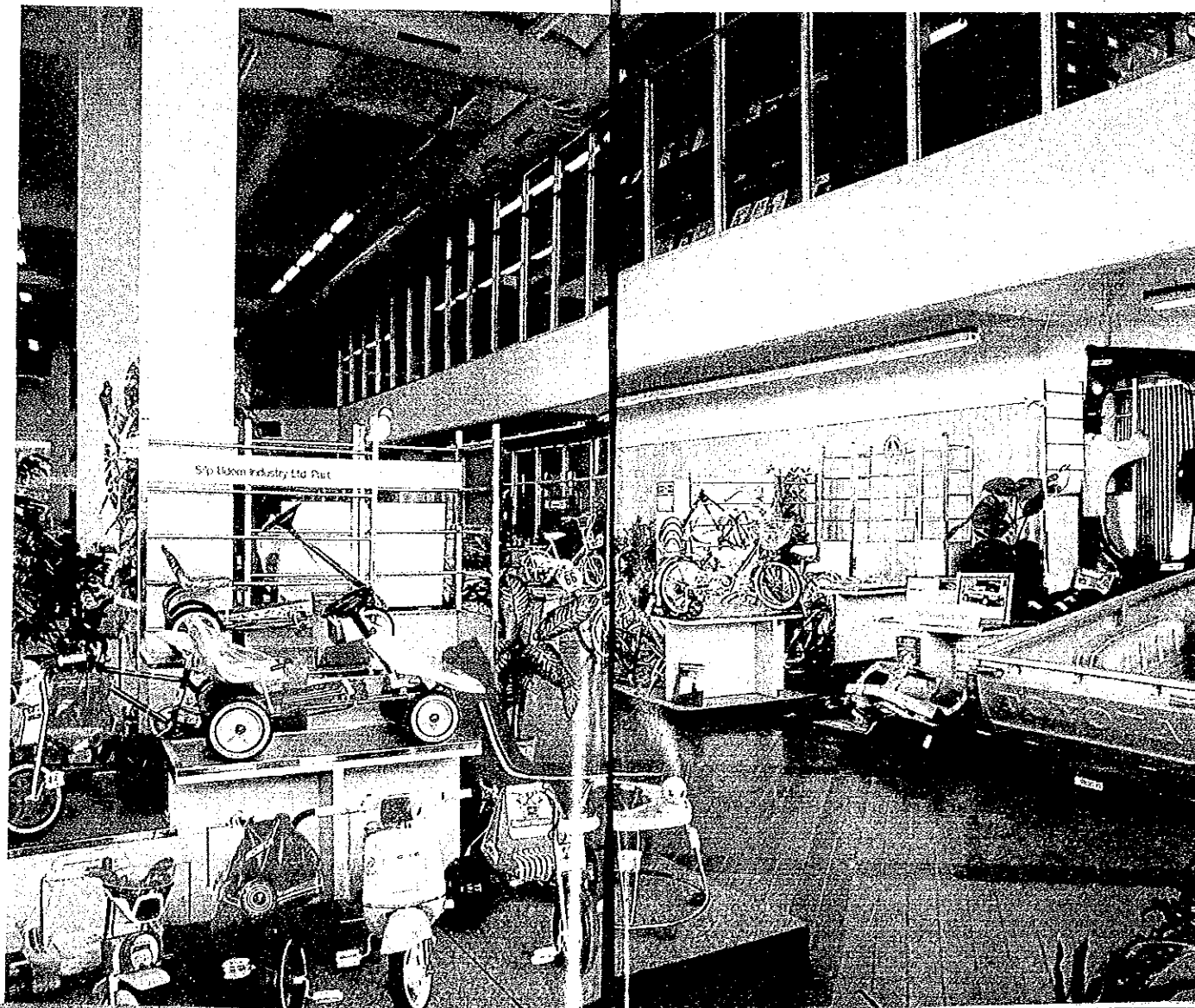
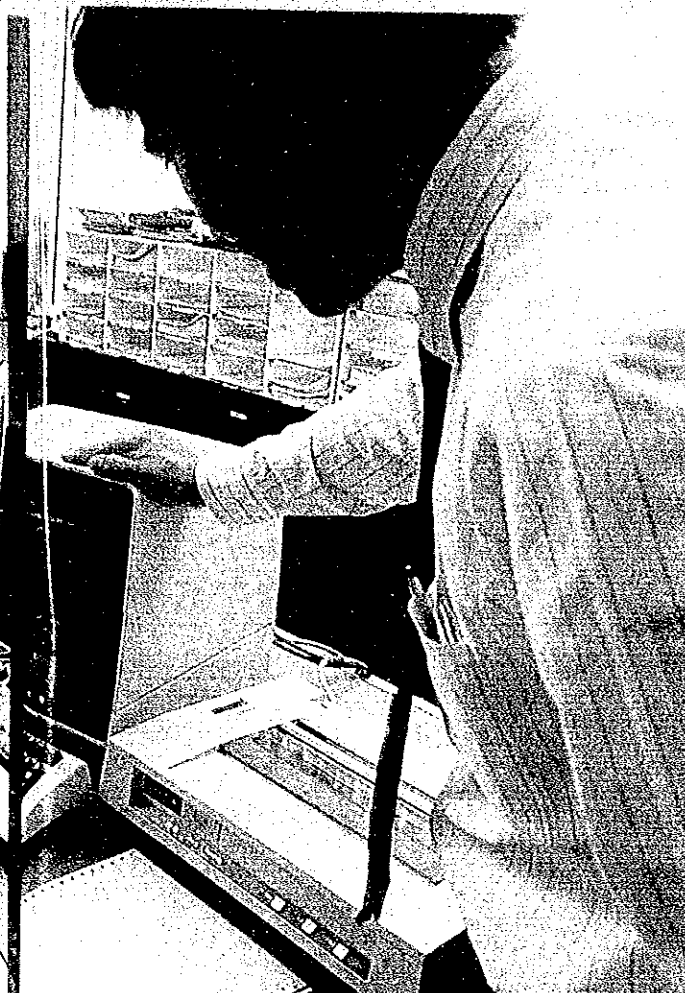
- to train Thais in both public and private sectors to understand better international trade transactions and customs
- to upgrade Thai inspection skills of exportable Thai goods
- to publicize Thai products by exhibitions and trade fairs
- to promote Thai trade through the above-mentioned activities

In the course of the program, JICA assigned qualified Japanese experts to Thailand while Thai government officials joined training courses in Japan. Included in the assistance program is a provision for additional equipment on request.

Number of experts dispatched: 31 persons (including dispatch scheduled)

Number of Thai counterparts accepted: 19 persons

Amount of equipment provided: 41.3 million yen



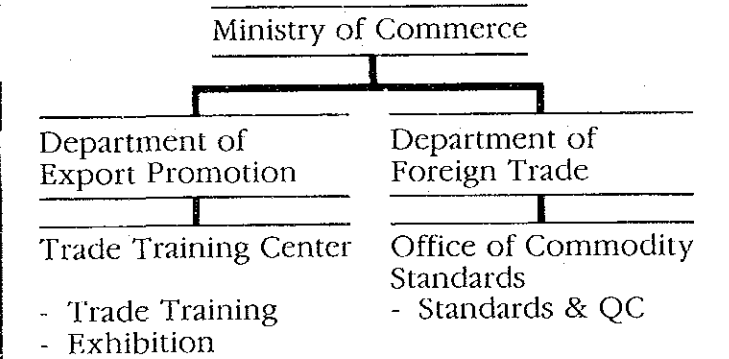
# DETAILS OF THE TRADE TRAINING CENTER BUILDING

Location:  
22/77 Rachadapisek Road,  
Bangkhen, Bangkok 10900  
Phone: 511-5066-77

Site Area:  
8,800 m<sup>2</sup>  
Trade Training Center Building, Outdoor  
Exhibition Area, Water Tank, Main  
Entrance, Service Road

Trade Training Center Building:  
Total Floor Space 5,022 m<sup>2</sup>  
1st Floor (Floor Space 3,929 m<sup>2</sup>)  
Director's Room  
Staff's Room (3)  
JICA Experts' Room  
Seminar Room (2)  
Language Laboratory (32 booths)  
Auditorium (capacity of 150 persons)  
Cafeteria  
Exhibition Hall (104 booths of 12 m<sup>2</sup> space)  
2nd Floor (Floor Space 1,093 m<sup>2</sup>)  
Standard and QC Training Room  
Library  
Training Material Production Room  
Control Room of the Auditorium

Organization Chart:





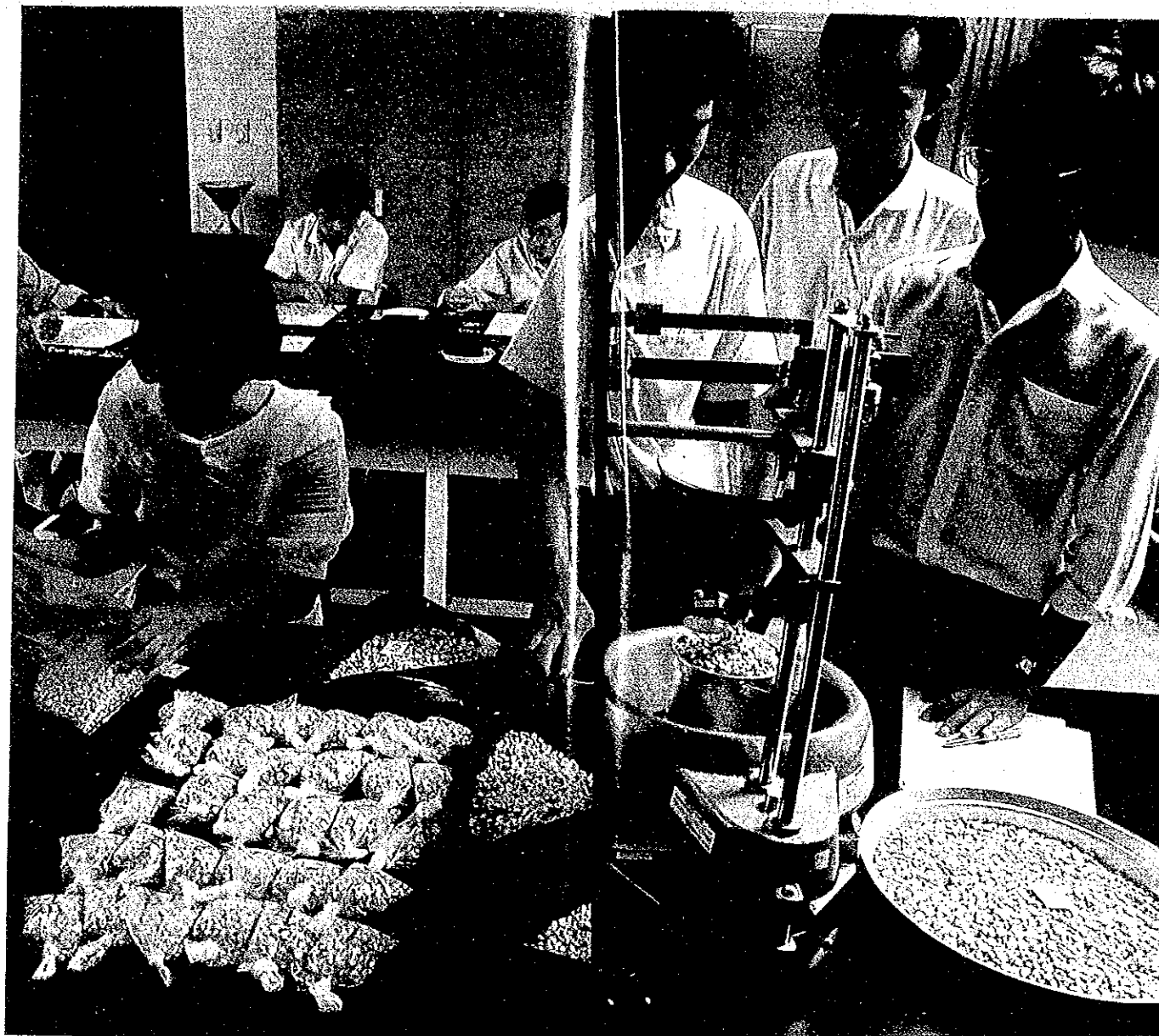
## TRADE TRAINING

Training courses and seminars on trade have been conducted by the Export Service Center of the Department of Export Promotion since its establishment in 1974. These training courses were considered one of the major services provided to exporters. The Training Section of the Export Service Center was progressively developed into an extensive activity, covering the full spectrum of exporting. The Trade Training Center was established to assume this growing responsibility.

The assistance program provided cooperation in areas such as marketing, international finance, trade practice, planning of training program through advice, consultations and seminars. Cooperative activities also include organizing exhibitions for the Department to promote Thai products internationally. One of the most successful exhibitions in Thailand was the Third ASEAN Trade Fair in 1984, held at the Exhibition Hall of the Trade Training Center.

Production of training materials to support activities is an important function of the Trade Training Center. Technical assistance was provided through the four-year project for audio-visual production by way of equipment and advice to upgrade training methods.

For the purpose of better communications, a language laboratory was set up to help officials from the Ministry of Commerce learn the Japanese business language. This step, although small, is expected to improve trade relations markedly between Japan and Thailand.



## STANDARDS AND QC TRAINING

Under the Export Standards Act of Thailand, enacted in 1960, standardized commodities are required to be inspected and certified by the Office of Commodity Standards (OCS), Department of Foreign Trade. One of the main objectives of the cooperation project is to increase the level of inspection skills and analyzing technics of OCS inspectors to judge the standards of Thai products. Training in these areas covered such commodities as maize, sorghum, tapioca products, beans, kapok fiber, kenaf and jute, extending from agricultural products and textiles to industrial goods. Fish meal was later added to the Standards in 1986. Physical and chemical inspecting technics were taught by Japanese experts to Thai inspectors who later impart their knowledge to their colleagues.

Cancer-causing aflatoxin was the problem which hampered export of Thai maize. Production and distribution methods could not be discussed until an analysis was done to root out the problem. Japanese experts transferred up-to-date analyzing technologies and a seminar was held on the aflatoxin problem.



# CONCLUSION

The end of the four-year term will not signify the end of the cooperation between the Japanese and Thai officials in their aim to improve Thai export promotions. In fact, a continuing rapport is ensured to maintain the close ties that have been forged during the project.

In November 1987, Japanese-Thai amity and commerce relations will celebrate its 100th anniversary. It marks a relationship that has benefitted both nations throughout the years. The Trade Training Center is a significant project that further symbolizes this close relationship, an institution vital to Thailand's economic success.

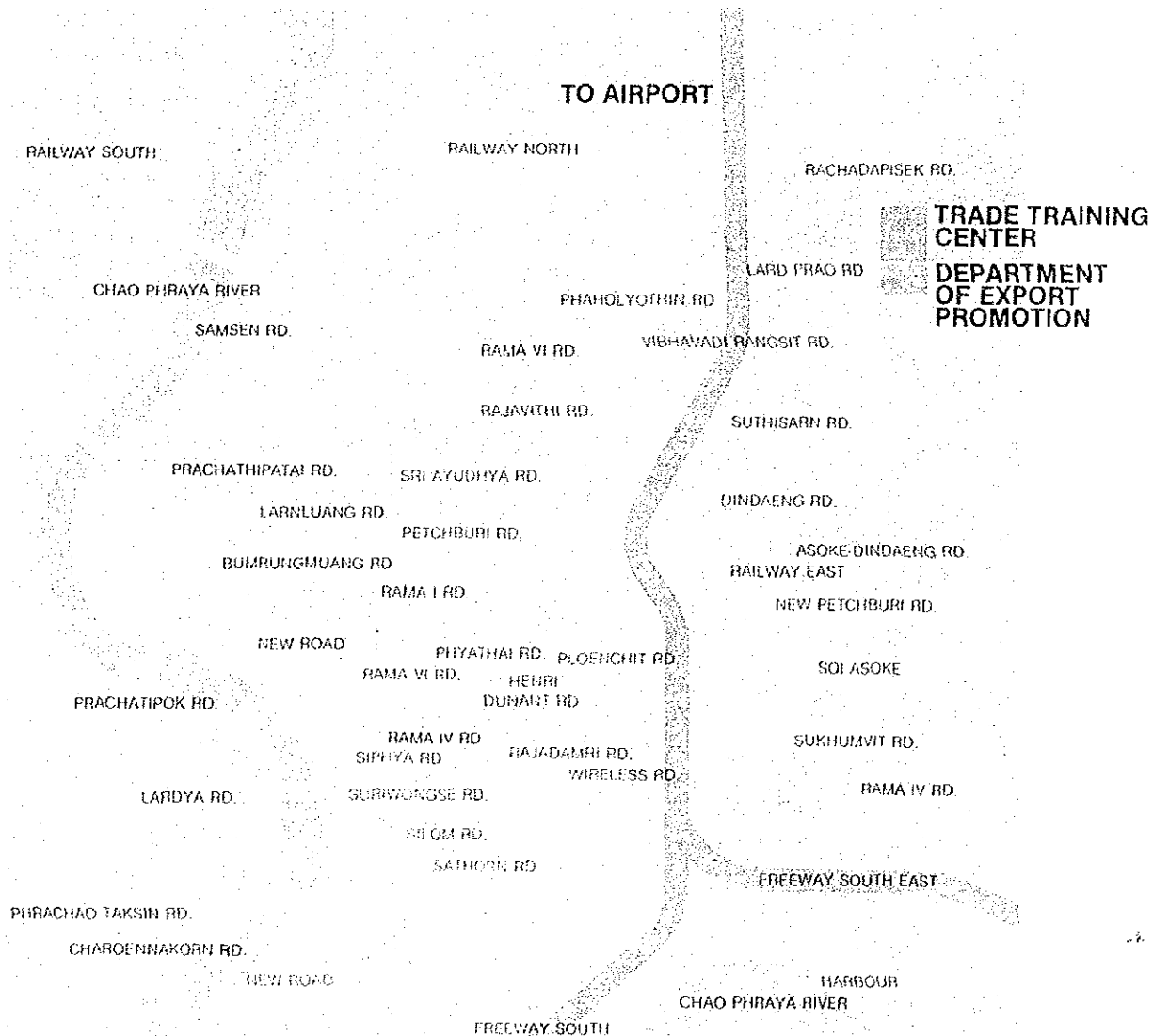
For more information:

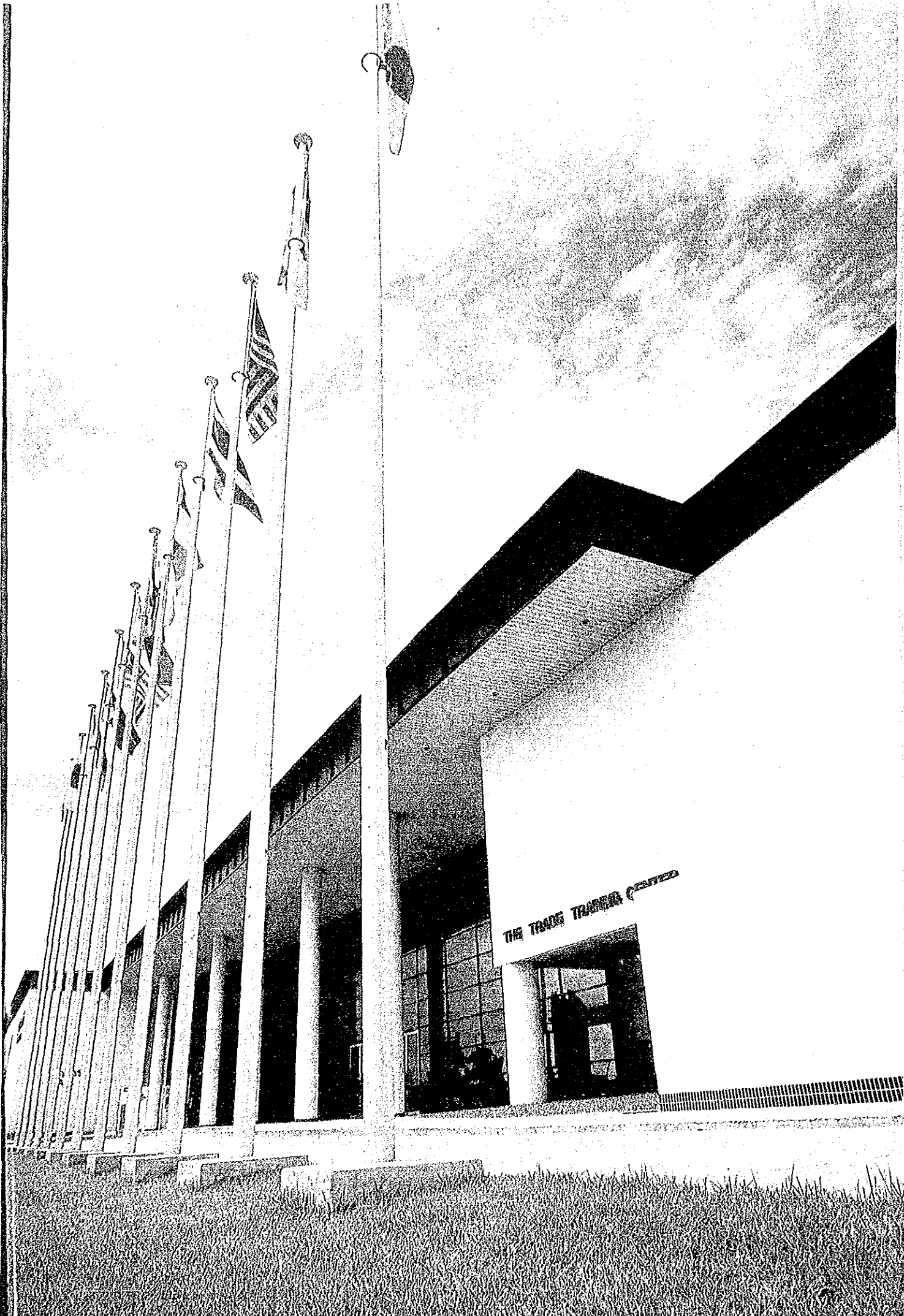
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THE TRADE TRAINING CENTER





JICA