

# 出國報告（出國類別：國際會議）

## 東協大學農業網絡論壇

服務機關：國立嘉義大學

姓名職稱：管理學院李鴻文院長

國際處李瑜章國際長

派赴國家：泰國

出國期間：106年2月20日至2月23日

報告日期：106年5月1日

## 摘要

此行之目的為配合政府推動新南向政策，促進與東協國家之關係，並擴大與東協各大學間之農業合作，於 2017 年 2 月 20 日至 2 月 23 日至姊妹校泰國湄洲大學 (Maejo University) 參加 Agriculture ASEAN University Network Forum (AAUN)，與各東南亞國協各大學進行面對面之討論與交流。

會後並順道至曼谷之姊妹校泰國農業大學 (Kasetsart University) 拜訪，該校理學院院長也當場邀請本校參加六月份辦理的國際研討會，希望能有更多師生共襄盛舉，也讓兩校能有更多且直接的交流機會。除拜訪農業大學外並順道拜訪 Chulabhorn Research Institute 的醫藥化學部門 (Medical Chemistry) 及 Burapha University (東方大學)，與 Burapha 大學理學院院長規劃院級 MOU 之簽訂及與化學系 MOA 之簽訂。

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## 一、 本文

### (一)目的

本校受到姊妹校泰國湄洲大學 (Maejo University) 之邀請(附件一)，參加東協大學農業網絡論壇 Agriculture ASEAN University Network Forum (AAUN)，並於會後順道訪問姊妹校農業大學及 Chulabhorn Research Institute 及 Burapha University(東方大學)。此行之目的不僅配合政府推動新南向政策，更可促進與東協國家之關係，並擴大與東協各大學間之農業合作，希望藉由學校師生們的學術與技術交流，可以協助各大學之發展，為國際農業有直接貢獻，提高台灣之影響力與能見度。



## (二)過程

20日：李鴻文院長從台中清泉崗機場出發，李瑜章國際長由高雄小港機場出發，並於香港機場會合，一起轉機前往泰國清邁機場，傍晚8點左右抵達清邁時受到姊妹校泰國湄洲大學熱誠地歡迎，並接送至下榻之飯店。

21日：上午由湄洲大學專車接往學校，校長 Dr. Chamnian Yosraj 及國際關係副校長 Dr. Werrapon Thongma 於會場親自接待各校與會代表，會議開始首先由該校校長介紹湄洲大學，並表達歡迎之意。與會台灣學校只要包含本校、中興大學、勤益科技大學及屏東科技大學等，東南亞學校則涵括東南亞國協各主要學校，在各校代表自我介紹後即展開論壇。

第一位主講者由開發經濟研究院院長 (Graduate School of Development Economics) Dr. Nada Chunsom，講題為”Sufficiency Economy Philosophy (SEP): Sustainable Development”。內容討論及成功之經濟發展典範推論及泰國本身經濟之重要議題；貧窮與不均仍為重要之問題。會中討論泰國政府尤其是國王計畫對農業經濟之重大貢獻與對經濟永續發展深遠影響。會中對 SEP 進行深入之定義並以泰國經濟發展為例說明 SEP 在東南亞諸國施行之重要性。在最後演講者對泰國之農業與社區發展進行討論；他強調開步進式的開發多樣化之農耕技術以建立農業基礎，於第一步先讓農民自足，第二步合作生產以擴大產能增進社會安全並提升議價能力，第三步則以擴展商轉模式及加工合作以改善生活。

第二位主講者由副校長 Dr. Werrapon Thongma，講題為”Sufficiency Thinking: Thailand’s Gift to an Unsustainable World”。內容主要討論及農業自足化在湄洲大學之具體作法；於2012-2017年湄洲大學強調成為 organic university，於2018-2023年進入 Green University 達到 Food Safety 之要求，2024-2029年達成 Eco University 完成 Food sufficiency 之目標。藉由以上中長程目標確立設定學校學位與學程以追求創

新，副校長提出新進湄州大學之創新研究與貢獻，最後並介紹湄州大學國際學院之近況提供與會人士參考。

第三位主講者由東南亞國協大學連線(ASEAN University Network) 執行長 Prof. Dr. Nantana Gajiseni 演講， 講題為”Guidelines for Developing ASEAN Community through Agricultural Universities’ Networking”。內容先對東南亞國協與鄰近中國之農業概況進行介紹，然後提及地區性合作與加強項目包含食物、農業、漁業與森林。會中討論及 12 項連線學校合作之項目含商業交流 4 項、學術交流 3 項與社區責任及自足等交流 5 項。最後對農業學校連線(Agricultural University Networking) 之機會與樂觀進行討論並表示肯定。

於三位演講者完成演講後由副校長 Dr. Werrapon Thongma 進行會後討論及意見交換，各校分別提出問題與建議，前教育部國際司司長林文通司長也發言強調台灣學校之積極參與及校間相互合作之必要。

會議結束後由湄州大學副校長 Dr. Weerapon Thongma 帶領所有與會代表驅車前往湄州大學之實習農場進行參觀，其間也介紹了學校的建設與發展，然後前往晚宴會場進行晚宴。於會議中遇到本校菲律賓姊妹校東方大學校長，雙方進行交談並交換校紀念品。

22 日：清晨 5 點由飯店前往清邁機場，搭機前往曼谷，在 8 點左右抵達然後刀捷運前往位於曼谷市中心偏北方的姊妹校泰國農業大學 (Kasetsart University) 進行訪問，泰國農業大學為本校在 2013 年校長率團訪問泰國時正式簽屬之姊妹校，此次交流由理學院長 Dr. Supa Hannongbua 及化學系主任 Dr. Orapin Chienthavom 親自接待，短暫交流主要聚焦於與化學系之未來交流規劃，院長邀請本校派學生參與暑期論文發表，與會成員相談盛歡相互表達合作意願，為兩校未來之合作再向前邁出一大步。會後進行午餐並繼續與化學系代表洽談(管院院長李鴻文因公結束訪問，搭機返台)、期間遇到兩位曾經受邀到台灣參加化學 ACP 高雄會議之成員，提及可能之未來合作。午餐後由農業大學化學系教師車載到 Chulabhorn Research

Institute(CRI)進行下午之訪問，CRI 為前任泰皇二公主負責之研究院其地位類似我中研院之地位，因為二公主大學主修化學之天然物化學因此此研究院在天然物之分離、合成及藥物開發相當先進。訪問主要訪問藥物化學所之 Dr. Jumeang Tummatorn，她是泰國此研究院之傑出研究學者，曾參與 ACP 之高雄及 2016 年韓國之化學會議。訪問過程除了介紹本校及化學系近況，並對雙方聚焦研究議題進行了解，會議室討論後進行實驗室之參觀並訪問部門主管 Dr. Charnsak Thongsornkleeb. 進一步論及合作之可能。會後搭車前往東方大學(Burapha University)，於 7 點左右抵達校區即由理學院院長 Dr. Ekaruth Srisook 及化學系教授 Dr. Rungnapha Saeeng 帶領前往晚餐。

23 日：一早校方接送至東方大學理學院進行參訪，與院長 Dr. Ekaruth Srisook 及院代表及化學系教授 Dr. Rungnapha Saeeng 進行會議，會中介紹本校規模與化學系近況，雙方提及未來院級 MOU 及化學系 MOA 之簽署，會後參訪 Dr. Rungnapha Saeeng 之實驗室與其研究生座談並提及研究生短期交換之事宜，於進行午餐後搭乘校方之派車前往機場搭機返台，於傍晚 10 點由香港轉於 11 點半機抵達高雄、結束泰國之會議與校參訪。

### (三)心得建議

本次至姊妹校泰國湄洲大學 (Maejo University)，參加東協大學農業網絡論壇獲益良多，不僅配合政府推動新南向政策，更了解到東協國家之發展與重要性，尤其農業為本校之傳統強項，在協助東協各大學的農業研究與發展，一定可以扮演相當重要的角色，藉由本校師生的學術與技術能力，不僅可以協助各大學及各國農業的發展，更可提高台灣之影響力。

泰國農業大學對於本校相當肯定，對於 2013 年校長所帶領的訪問團有著相當深刻且良好的印象，相信在這一次的交流後，兩校的交流將會更加頻繁與緊密。參加完東協大學農業網絡論壇 Agriculture ASEAN University Network Forum (AAUN) 後，第三天即啟程拜訪位於曼谷之姊妹校泰國農業大學 (Kasetsart University)。該校由理學院院長親自接待，對於本校的理工學院相當肯定，也對本校的發展有著良好的印象。兩校均表達希望未來有更多的合作，如共同辦理研討會、教師互訪、交換學生等，讓兩校師生有更實質的交流與成長。

CRI 之參訪擴展了雙方之關係，另外也改變了泰國科研在我們心中的樣貌，他們進步相當多，在質與量都因為經費的大量挹注及人才大量旅外歸國之助，泰國已經可以與我們競爭。加上泰國位處東南亞中央位置，並由於其政經相對穩定其科研之進步相當迅速。

在東方大學之訪問我們見識了他的快速轉變，東方大學積極培養其碩、博士生，將優秀學生送出國進修、並藉由大學人數管控增進教學水平，此次交流順利連結雙方之研究將有利 MOU 及 MOA 之簽署及人員之短期交換可謂收穫良多。

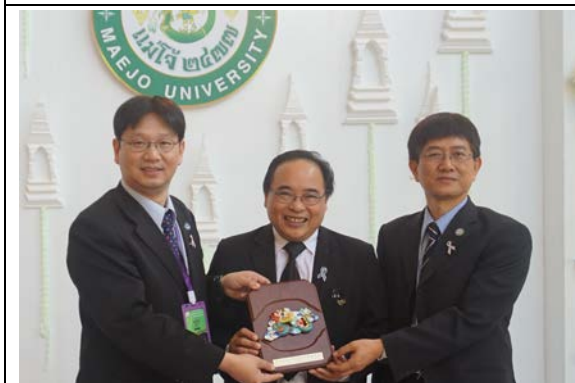
二、附件  
(一)照片



會議開幕照



與湄州大學副校長合照



贈與湄州大學副校長校級紀念品合照



贈與菲律賓東方大學校長校級紀念品照



與林文通司長及副校長等合照



與與會 ASEAN 各校代表餐會合照



會議後紀念照



會後參訪湄州大學農場合照



與農業大學理學院代表合照



參訪 CRI 照



## (二) 論壇日程

**Program of Activities (Tentative)**  
**Agriculture ASEAN University Network Forum on**  
**Sufficiency Economy Philosophy: The Concepts through Applications**  
**February 20-23, 2017**  
**Maejo University, Chiang Mai, Thailand**

**Mon, 20 February 2017**

Time (hrs.)	Activity
All day	<ul style="list-style-type: none"> <li>• Arrival of attendees and airport transfer to hotel</li> <li>• Hotel check-in</li> </ul>

**Tue, 21 February 2017**

Time (hrs.)	Activity
08.30	Departure for Maejo University
09.00	<ul style="list-style-type: none"> <li>• Opening Ceremony of Agriculture ASEAN University Network Forum on Sufficiency Economy Philosophy; The Concepts through Applications at the Conference Hall, International Education and Training Center, Maejo University</li> <li>• Thai traditional and cultural performances</li> <li>• Conference Welcome by <i>Asst. Prof. Dr. Chamnian Yosraj, President of Maejo University</i></li> <li>• Taking Group Photos</li> <li>• Keynote Speaker: <i>Dr. Sumet Tantivejkul, Secretary-General, The Chaipattana Foundation</i></li> <li>• Keynote Speaker: <i>Prof. Dr. Gayle C. Avery and Prof. Dr. Herald Bergsteiner, Editors, "Sufficiency Thinking : Thailand's Gift to an Unsustainable World"</i></li> </ul>
12.00 – 13.30	Lunch
13.30-14.15	Keynote Address: <i>Assoc. Prof. Dr. Nantana Gajaseni, Executive Director, AUN (ASEAN University Network)</i>
14.15-16.00	Round Table Meeting for Establishing AAUN (Agriculture ASEAN University) Moderator: <i>Assoc. Prof. Dr. Weerapon Thongma, Vice President Maejo University</i>
18.00 – 20.00	Welcome dinner


**Wed, 22 February 2017**

Time (hrs.)	Activity
08.30	Departure for Maejo University
All day	<ul style="list-style-type: none"> <li>• Field trips to Maejo University</li> <li>• Visiting Exhibition Follow the Steps of Father : "The King of Agriculture"</li> </ul>
In the evening	Depart for your home country

**Thu, 23 February 2017**

Time (hrs.)	Activity
In the morning	Departure for your home country


①

NIDA 

## Overview of Sufficiency Economy and Application

Asst. Prof. Nada Chunsom, D.B.A  
 Dean, Graduate School of Development Economics  
 and  
 Acting Director, The Sufficiency Economy Philosophy and Sustainable Development Center  
 National Institute of Development Administration (NIDA)  
 Email: [nada.ch@nida.ac.th](mailto:nada.ch@nida.ac.th)


21 February 2017


NIDA 

## Topics

- 1 Sufficiency Economy Philosophy: Overview
- 2 Application of Sufficiency Economy
  - National Planning Process
- 3 Sufficiency Economy Philosophy and Sustainable Development
- 4 Going Forward : Sufficiency Economy Philosophy as a Secure Foundation for Thai People

## Sufficiency Economy Philosophy: Overview

NIDA 



*"...The development of the country must be fostered in stages. It must start with the construction of infrastructure, that is, the provision of food and basic necessities for the people by methods, which are economic, cautious and conforming with principles. Once the foundation is firmly established, progress can be continually, carefully and economically promoted. This approach will prevent incurring mistakes and failures, and lead to the certain and complete achievement of the objectives."*

*JCM: The King's Address delivered at Kasetsart University Commencement Ceremony on 19 July 1974*

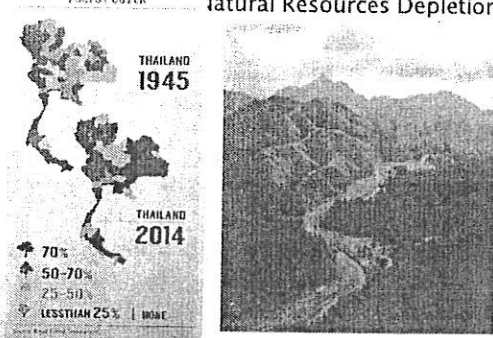
### Success stories of 13 countries that achieved at least 7% growth rate for 25 consecutive years (1950-2005)



SOURCE: The Growth Report: Strategies for Sustained Growth and Inclusive Development, COMMISSION ON GROWTH AND DEVELOPMENT Conference Edition, 2005

### Natural Resources Depletion

FOREST COVER

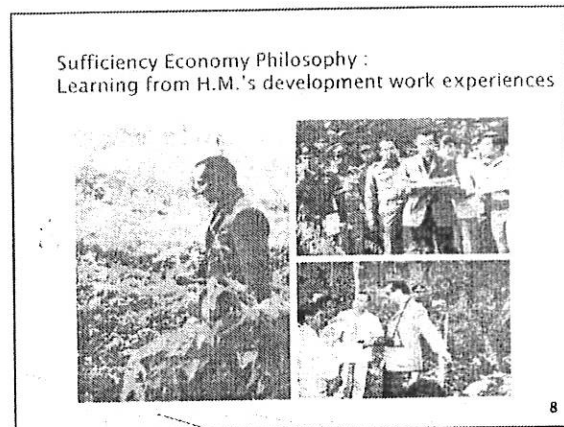
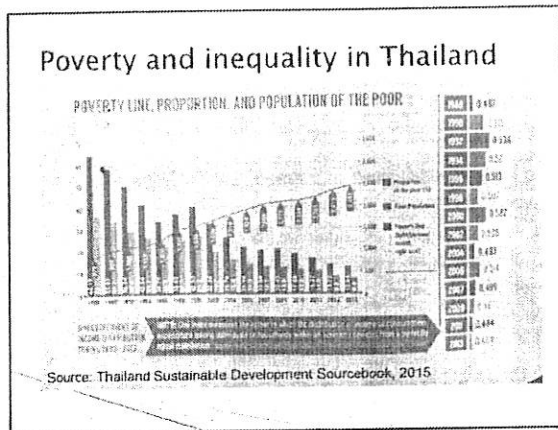


THAILAND 1945

THAILAND 2014

70%  
 50-70%  
 25-50%  
 LESS THAN 25% | NONE





**SUFFICIENCY ECONOMY**  
NIDA

**The Sufficiency Economy Philosophy (SEP)**

- His Majesty, the King of Thailand developed SEP
- HM introduced SEP in all Royal Projects in Thailand (Since 1974)
- SEP is a model for achieving SD
- SEP is the overarching principle in the 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> and current 12<sup>th</sup> Thailand National Economic and Social Development Plans, 2002-2006 2007-2011, 2012-2016, and 2017-2021 respectively.

**SUFFICIENCY ECONOMY**  
NIDA

**(SEP)**

### Sufficiency Economy Philosophy

- "Sufficiency Economy" is a philosophy that stresses the middle path as an overriding principle for appropriate conduct at all levels of society – individuals, households, community, organizations or government

**ECONOMICS**  
NIDA

- 1992: During economic boom, HM warned against hastily jumping into the wind of "Asian NICs" and "Asian Tigers."
- 1997: Indeed, Thailand suffered during the Asian financial crisis. But due in part to the application of SEP, Thailand had recovered relatively fast.

**ECONOMICS**  
NIDA

- Although His Majesty has been talking about sufficiency economy since 1974, it was only in 1997 at the height of the financial crisis that HM began to use the term "Sufficiency Economy".

### Sufficiency Economy Philosophy

- Middle Path
- Moderation, Reasonableness, Self-Immunity
- Knowledge, Prudence, Caution
- Moral, Honesty, Perseverance, Patience, Consciousness

His Majesty the King has permitted National Economic and Social Development Board to disseminate to Thai People since 21 November 1999.

### What is Sufficiency?

Sufficiency describes a state of being that enables individuals, families, organizations and nations to enjoy at a minimum, a comfortable existence and, if conditions permit, a reasonable degree of luxury that balances economic social environmental and cultural conditions.

### Frameworks of the SEP

The Middle Path

<b>Knowledge</b> (an application of knowledge about what ones are doing)	<b>Virtues</b> (honesty, integrity, diligence, patience, perseverance)
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Leading to

Life/Economic/Social/Environment/Cultural Balance/Stability/Sustainability

### Main Components of Sufficiency Economy

- (1) Moderation
- (2) Reasonableness
- (3) Prudence

Conditions: SEP Will work best if there is

- (1) Application of appropriate knowledge and
- (2) Adherence to virtues

His Majesty's Philosophy of Sufficiency Economy aims to help people better meet the challenges arising from globalization and work towards achieving sustainable development.

Within the philosophical framework, there is a choice of balanced development strategies for the nation in line with the forces of globalization, with the need for adequate protection from internal and external shocks.

Therefore, the country's economy becomes more resilient and sustainable. SEP stresses the 'middle' path as the overriding principle for Thai people's conduct and way of life at the individual, family, and community levels.

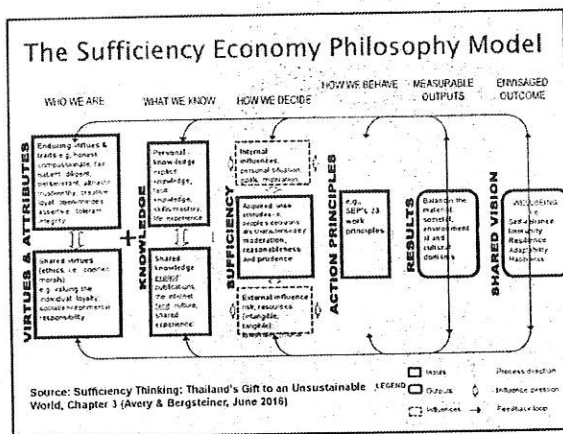
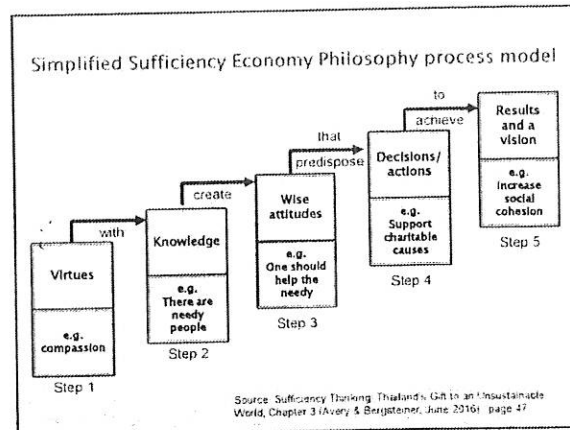
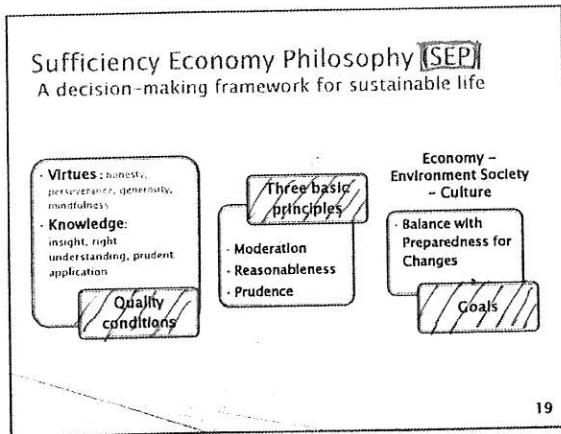
### Understanding the SEP

1960-1997: High growth, Market reforms, Privatization, Liberalization, Globalization

1997: Economic crisis & Sufficiency Economy

1999: SEP

SEP: High Sufficiency Economy A Cut to Waste



**Sufficiency Mindset**

The sufficiency mindset engenders wise decision-making that is characterised by three components: moderation, reasonableness; and prudence.

### Moderation

A moderate mindset seeks to avoid extremes—balancing between punitive austerity and unaffordable extravagance, between self-deprivation and over-indulgence, between tradition and modernisation, and between full self-sufficiency and dependency.

Sufficiency Thinking, page 37.

### Reasonableness

Reasonableness has to do with the impact that decisions and actions have on others, that is, how valid and fair an action or a process is, or has been.

Sufficiency Thinking, page 38.

## Prudence

Prudence means to be mindful of, prepared for, and conduct oneself so as to be able to ward off foreseeable upheavals or damage to oneself.

Sufficiency Thinking, page 39.

NEDA

### Frameworks of the SEP to Development Plans

The Middle Path

<b>Knowledge</b> (an application of knowledge about what ones are doing)	<b>Virtues</b> (honesty, integrity, diligence, patience, perseverance)
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Leading to

**Life/Economic/Social/Environment/Cultural Balance/Stability/Sustainability**

### Sufficiency Economy Philosophy: Composition

**Goal**  
Economy/society/environment/culture in a balanced, stable and sustainable way

**Outcome**  
Immunity to materialism and social/environmental/cultural changes

**Means**  
The Middle Path

**Input**  
Knowledge Condition (Prudent and appropriate knowledge) | Virtue Condition (honesty, diligence, wisdom, sharing, perseverance)

### The direction of national development towards the middle path on foundations of the dynamic equilibrium of development and readiness to cope with potential changes.

**Goal**  
Economy/society/environment/culture in a balanced, stable and sustainable way

**Outcome**  
Immunity to materialism and social/environmental/cultural changes

**Means**  
The Middle Path

**Input**  
Knowledge Condition (Prudent and appropriate knowledge) | Integrity Condition (honesty, diligence, wisdom, sharing, perseverance)

“reasonableness” analyze country situation  
“moderation” decision-making to create a balance  
“prudence” built into economic systems  
“all-round knowledge”, moving forward with circumspection  
“integrity”, and morality in the conduct of duty  
“perseverance” will build a self-immunity system

### A shift in Development Paradigm..Towards Sufficiency

From Economic Development To people centered development -well being

From Compartmentalization To integration of all dimensions

From top-down approach To bottom-up approach

**Benefit to people**

**People**

**Popular participation**

A focus on people, development benefit to people, and well being

a focus on “geographical conditions” that vary according to landscape and way of life in each locality

“order” of development from self-reliance-grouping-networking “exploding from the inside”

### THE NATIONAL ECONOMIC AND SOCIAL DEVELOPMENT PLAN (NESSDP) A ROAD TO THAILAND'S DEVELOPMENT

Gold Era of Planning | Political Fluctuation | Democracy Era | Paradigm Shift

Plan 1 (1961-66) | Plan 2 (1967-71) | Plan 3 (1972-76) | Plan 4 (1977-81) | Plan 5 (1982-86) | Plan 6 (1987-91) | Plan 7 (1992-96) | Plan 8 (1997-2001) | Plan 9 (2002-06) | Plan 10 (2007-2011) | Plan 11 (2012-2016)

Economic Growth and Infrastructure Development and the Beginning of Social Development

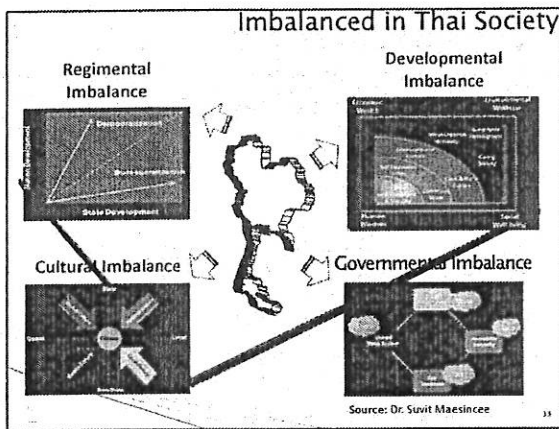
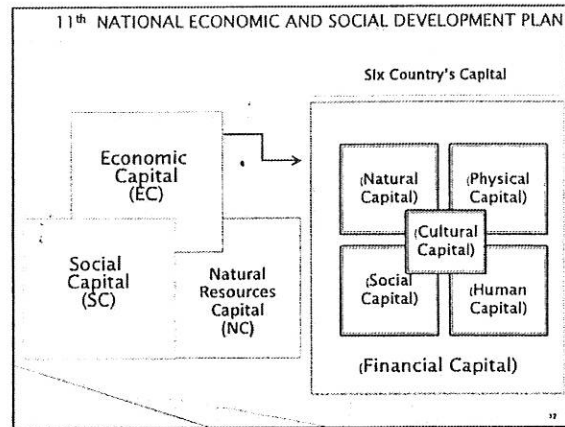
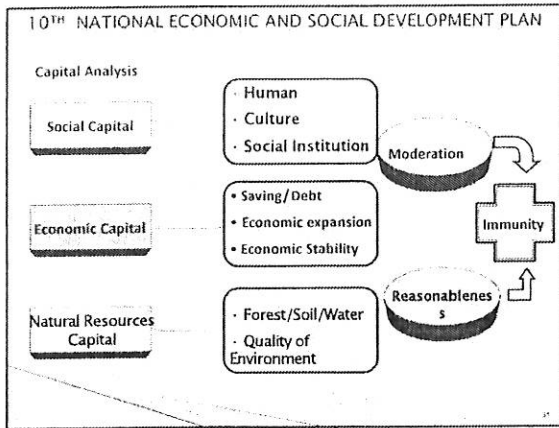
Economic Growth End Development

Economic Stability and Social Development

Community Plan

Crisis

People Centred Development Paradigm  
Participation Approach  
Sufficiency Economy



### Demographic Change in Thailand

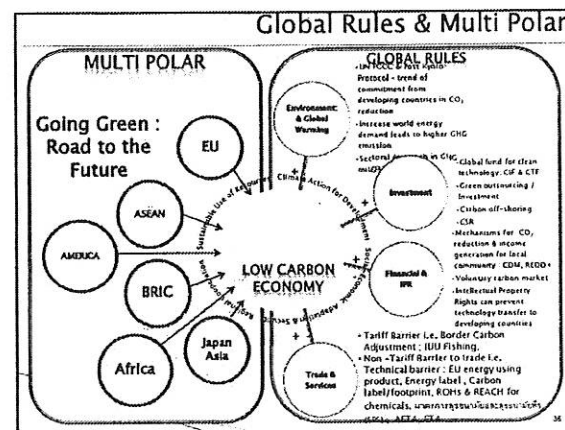
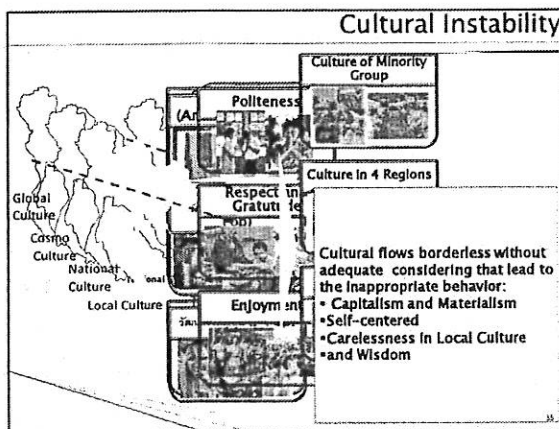
**Current Situation**

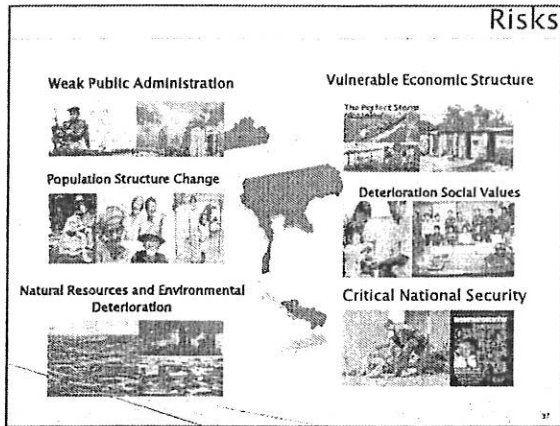
- Child Age (0-14 years old) tends to decrease
- Working Age (15-59 years old) has decreased after 2010

	1969	2011	2030
Child Age	45.12	20.07	13.50
Working Age	49.99	67.63	61.38
Old Age	4.89	12.26	25.12

Increasing in Dependency Ratio  
 Increasing number of elderly that working age has to responsible for

	2000	2011	2030
Old Age	7 : 1	5 : 1	2 : 1
Working Age			



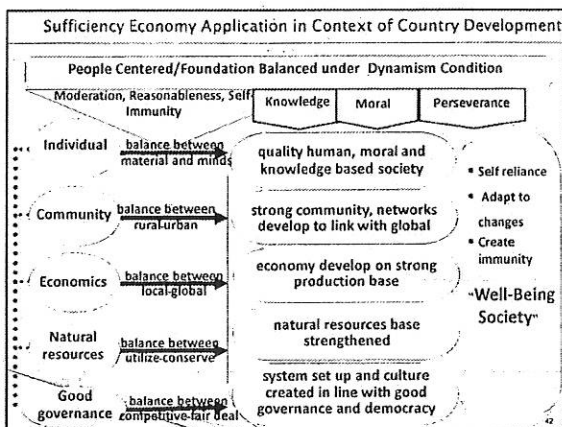
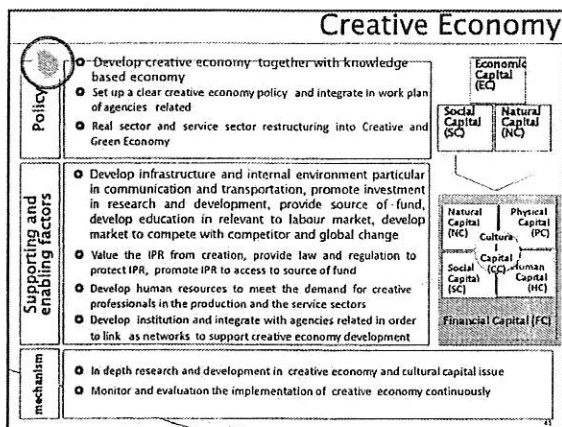
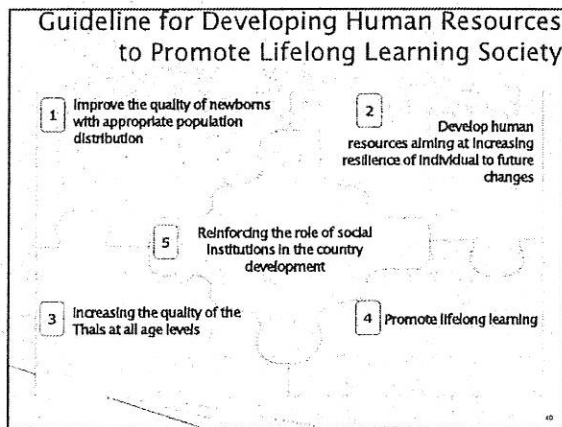
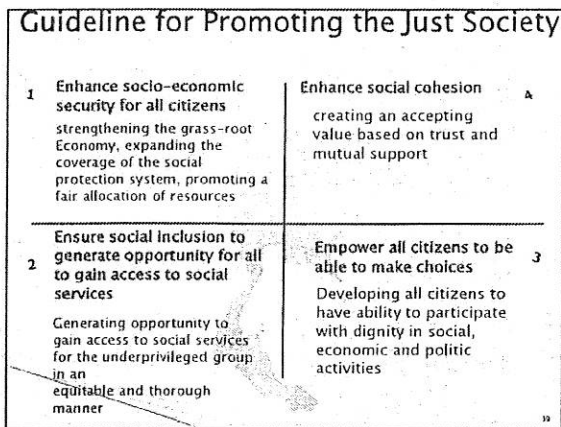


In order to achieve sustainable development, SEP focuses on human development, starting with the right mindset

The Sufficiency approach begins and ends with people. They are the agents and the beneficiaries. That is the approach's strength, but also its difficulty.

Successful practitioners of the Sufficiency approach seem to share certain personal characteristics.

They are not especially materialistic and are aware of the need for sustainable consumption. They have high respect for nature.





NIDA

### Misconceptions concerning SEP

1. Sufficiency Economy is about self-sufficiency: This is a misconception.
  - ▶ SE concept entails a two-stage process: the first stage involves **basic sufficiency**, or **relative self-sufficiency**, and once a firm foundation is established, one can progress to a second stage of **advanced sufficiency**.

NIDA

### Misconception

2. Sufficiency Economy is anti-globalization and leads to the closing-up of the economy: This is a misconception.
  - ▶ The two-stage principle of Sufficiency Economy suggests that in order to cope with globalization, we first need to build a strong foundation for the country and proceed cautiously with an awareness of the risks involved.

NIDA

### SEP strategic framework for a country in the globalization era

- ▶ Build a strong domestic economy and improve networking at all levels (local, national & global)
- ▶ Liberalization of key sectors has to be carried out in steps and to be consistent with the country's state of readiness
- ▶ Proper supply-side management policy to help withstand the shocks and volatility arising from external factors

NIDA

### Misconception

3. That 'Economy' in the term 'Sufficiency Economy' only refers to the conventional concept of 'Economics'. This is a misconception.
  - ▶ 'Economy' in SE encompasses the triple bottom line - Economics, Social & Way of Life, and Environmental.

ECONOMICS NIDA

### Misconception

4. Sufficiency Economy is only applicable in the agricultural sector and rural areas: This is a misconception.
  - ▶ Sufficiency Economy is a philosophy that helps guide the behavior of each individual and can be applied to all sectors of the economy

### Sufficiency for Sustainability

How does SEP translate to 'sustainability'?

Decisions are made according to knowledge and virtue.

Decisions are based on these three principles:

- MODERATION**: Avoiding excess and extravagance.
- REASONABLENESS**: Acting with wisdom and common sense.
- JUSTICE**: Treating others fairly and equitably.

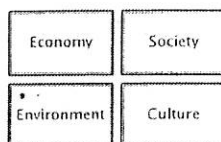
The outcomes of decisions based on SEP should reflect balanced progress toward sustainability in the four dimensions of life.

Progress with Balance in Life's Four Dimensions

- Economic
- Social
- Environmental
- Cultural

## Balance Development and SD

Sufficiency Development  
Progress with Balance



2030 Agenda: 17 SDGs based on three pillars of balance development

## Middle Path (IHT, 26 May 2006)

We are in desperate need of technological solutions to our energy problems, a more equitable distribution of wealth, a level playing field for international trade, and more generous and effective development aid to poor countries. *But this will not be enough. A much deeper, more profound transformation of our societies, our values and the way we consume is needed.*

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## SEP as a path/means to attain SD

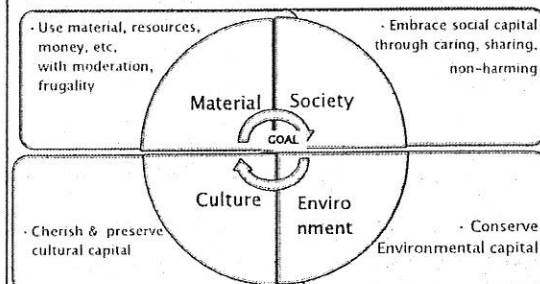
→ Sustainable development starts from right mindset  
→ People's mindset is shaped by their views of life and the surrounding world

The Middle Path in Buddhism: understand the world as it is

Three sufficiency principles

- Stress due to constraints - *moderation*
- Causal effects from interconnectedness - *reasonableness*
- Changing in conditions - *prudence*

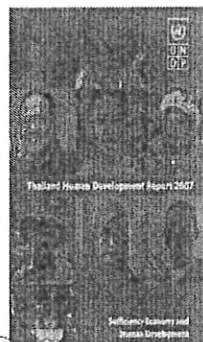
Goals: progress with balance and preparedness to changes in four dimensions in life



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## Selected Published Literature

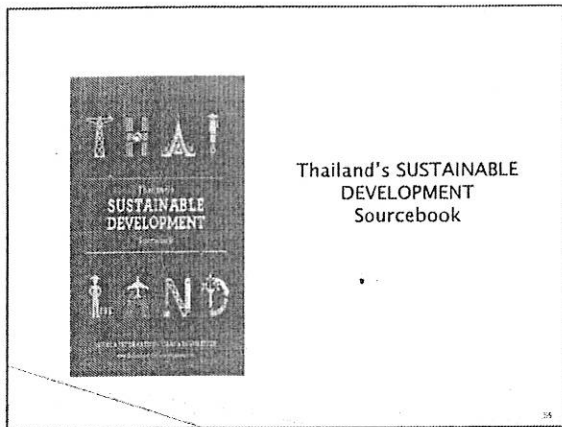
- ▶ Sufficiency Economy. *ASEAN Economic Bulletin*, 21 (Piboolsravut, 2004)
- ▶ *Thailand Human Development Report* (UNDP, 2007)
- ▶ *Thailand Sustainable Development Sourcebook* (EDM, 2015)
- ▶ *Sufficiency Thinking: Thailand's Gift to an Unsustainable World* (Avery & Bergsteiner, June 2016)
- ▶ *A Call To Action: Thailand and the Sustainable Development Goals* (EDM, 2017)



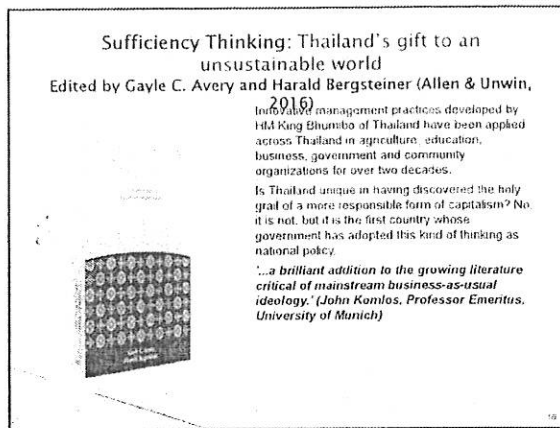
Thailand Human  
Development Report  
2007  
(UNDP, 2007)

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Thailand's SUSTAINABLE DEVELOPMENT Sourcebook

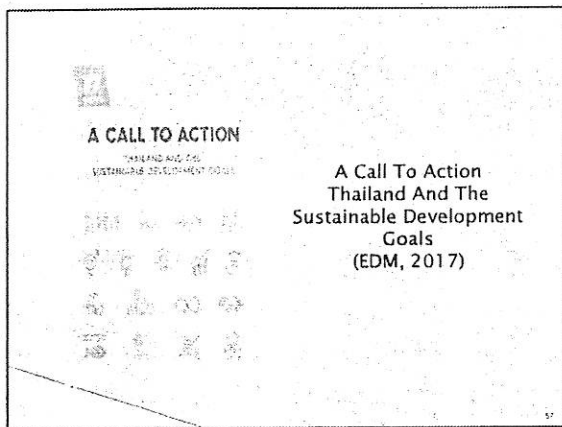


Sufficiency Thinking: Thailand's gift to an unsustainable world Edited by Gayle C. Avery and Harald Bergsteiner (Allen & Unwin, 2016)

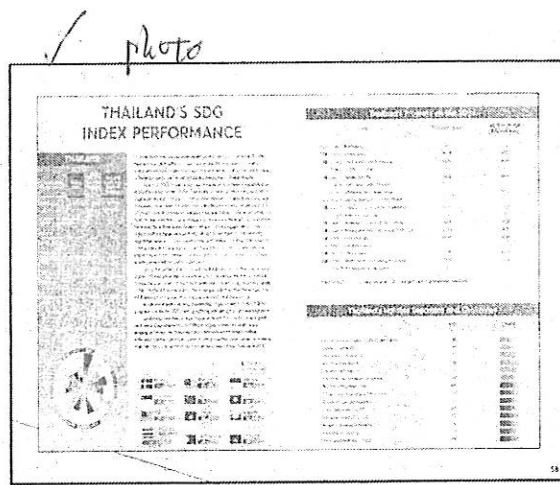
Innovative management practices developed by H.M. King Bhumibol of Thailand have been applied across Thailand in agriculture, education, business, government and community organizations for over two decades.

Is Thailand unique in having discovered the holy grail of a more responsible form of capitalism? No, it is not, but it is the first country whose government has adopted this kind of thinking as national policy.

...a brilliant addition to the growing literature critical of mainstream business-as-usual ideology.' (John Komlos, Professor Emeritus, University of Munich)



A Call To Action Thailand And The Sustainable Development Goals (EDM, 2017)



- SIX MESSAGES FOR TAKING SEP FORWARD**
1. SEP: a central to alleviate poverty and reducing the economic vulnerability of the poor
  2. SEP: a central to community empowerment and community strengthening to be a foundation of the national economic
  3. SEP: CSR
  4. SEP: improve standard of governance in public administration
  5. SEP: proved to suggest country against Shock/crisis – sustainable development
  6. SEP thinking demands a transformation of value and revolution in the mindset both necessary for the advancement of human development

- Suggested research areas on SEP and SD**
- ▶ Sufficiency Thinking in Community development (SDGs 1–3)
  - ▶ Sufficiency management in Business (SDGs 9)
  - ▶ Sufficiency thinking and responsible consumption (SDGs 12)
  - ▶ Etc.

SEP Application in various areas:  
Foundation for Thai People

### Various Application of Sufficiency Economy

- utilize resources efficiently with the concern on risk management, human resource development, innovation, and create organizational culture, honesty, integrity, and knowledge sharing.

- Utilized the "New Theory"
- Guide students to a better understanding of Sufficiency Economy Philosophy through classroom curriculum and activities
- disseminating "Best Practices" of the philosophy's application to inspire Thai people to apply it.
- Law and regulation lead to the principle for government to formulate policy and budget with the concern on effectiveness, reasonable cost, and response to people's needs.
- implements mega project with reasonableness and concern on risk management. Budget allocation is designed with the focus on balanced investment

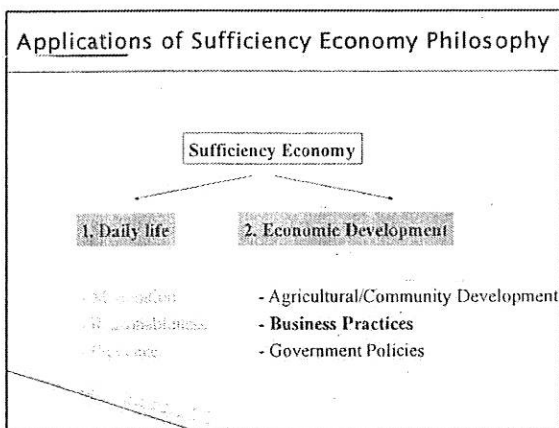
### Application of Sufficiency Economy: Successful Cases

<p><b>Education: Princess Chulabhorn's school, Phatthaburi</b></p>	<ul style="list-style-type: none"> <li>Headmaster has faith in Sufficiency Economy Philosophy</li> <li>Driving the philosophy through curriculum and all activities including way of life in the dormitory. Outcomes are expected in both educational dimension and organizational culture</li> </ul>
<p><b>SMEs: Bathroom Design Co., Ltd</b></p>	<ul style="list-style-type: none"> <li>Integrate Sufficiency Economy Philosophy concept into the operation</li> <li>Accomplish business with fairness to customers, staff, society and environment</li> <li>Focus on human development including spirit and moral</li> </ul>
<p><b>Individual Level: Mr. Prayong Ronnarong The 2004 Ramon Magsay Comm</b></p>	<ul style="list-style-type: none"> <li>Manage local economy by community's members. His success is to build a rubber processing factory with community capital.</li> <li>Best practice or model for government and agency related to apply for poverty reduction</li> </ul>

### Sufficiency Economy Philosophy

the means to...

1. Knowledge Based Economy
2. Ethic Economy
3. Happiness Economy
4. Sustainable Economy



### SEP Applications to Daily Life

As guiding principle in daily activities:  
Especially in answering questions such as :

1. How should we act?
2. Which items should we buy?
3. How should we live our lives?

Together, the answers to these questions will help define what it means to "live according to a sufficiency lifestyle".

**Example: Buying a House**

If we try to follow SEP, then we have to ask ourselves at least three questions:

- ▶ **First**, whether this house is a suitably moderate choice, given limited resources.
- ▶ **Second**, whether it is a reasonable thing to do to buy a large house just to show it off occasionally to our friends.
- ▶ **Third**, whether the financing of this particular house will leave the buyer vulnerable to adverse effects that might happen in the future.

**CONSUMERS**

AVOID EXCESSIVE OVERCONSUMPTION BEHAVIORS

UNNECESSARY DESIRE

<b>NATURAL DESIRE</b> Longest life Youthfulness Beauty Ease of living Enjoyment Recreation etc.	Anti-oxidant food supplements/ potions/ drugs
	Cosmetic surgery
	Addictions: drugs, non-drugs, sugar, lifestyles
	Satiety for violence, sex, extremes

**CONSUMERS**

KNOWLEDGE & WISDOM  
*For Rational Decision*

IMMUNITY  
*against seduction & addiction*

<b>NECESSITIES IN LIFE</b> Food Energy Water Transportation Communication Housing etc.	'AFFLUEZA'
	ELECTRICITY, FOSSIL FUEL, PETROLEUM
	INFRASTRUCTURES
	OBSIDY

**OBSIDY**

In Thailand, up to 30% of adults and adolescents reached "obese" range.  
 From 1986 to 2008, the situations were getting worse.

Change of food habits from rice, vegetables and fruits to Western style of food – food of high fat, protein & sugar

(MOTIVATION)

Public Exercise Programs	Prohibition of sale of junk food in schools
--------------------------	---

Soaring sale of "food supplements" claimed to control weight.  
*Advertisement, promotion & direct sale*

Booming of spa and exercise businesses

Advertisement Luxurious houses  
From 18.5 million baht

Advertisement Luxurious cars  
from 10 million baht

International Watch Fair  
over 1 million baht

Trade Fairs  
Trendy fashion

**SUFFICIENCY ECONOMY**

Individuals: resisting me- too temptation  
 Society: virtue of saving,  
 shame for showing off luxuries.

**DESIRE-BASED TRADE**

BEAUTY

AGERING  
YOUTHFULNESS  
IMMORTALITY

RECREATION  
EXCITEMENT

GAMBLING

**BUSINESSES**  
 Cosmetics  
 Health  
 Health food  
 Spa  
 Exercise  
 Weight control  
 Sport  
 Lottery

Advertisement, Sale Promotion

**SELF CONTROL OF DESIRE**  
 Restraint against profit from desire-based trade

### Spiritual Dimension of SEP

› *"If one is moderate in one's desires, one will have less craving. If one has less craving, one will take less advantage of others. ...Sufficiency means to have enough to live on. Sufficiency means to lead a reasonably comfortable life, without excess, or overindulgence in luxury, but enough...."*

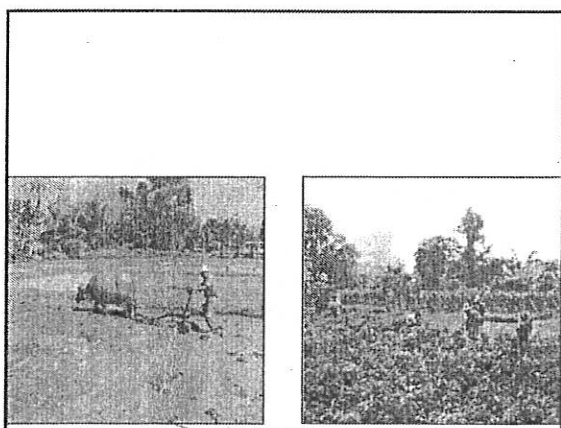
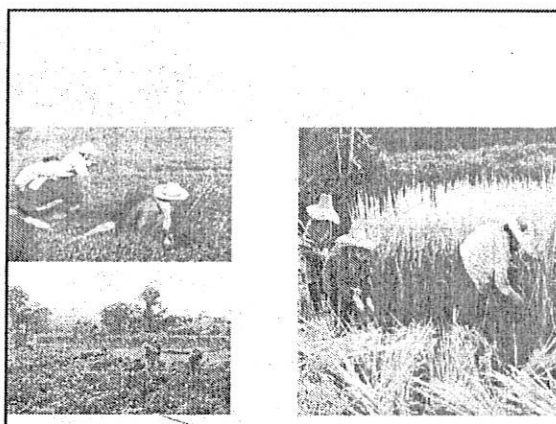
*(Royal Speech, given at Dusit Palace, 4 December 1998)*

### Agricultural and Community Development

#### Thai agriculture in the recent past – Monoculture



- Problems from Monoculture
- Problems from Supply/Demand Adjustment
- Weather
- Debt Problem
- Migration and weakness of the villages



#### New Theory of Agriculture

› Emphasizes diversified farming techniques and the need to develop the communities, stage by stage, by laying down a firm foundation first.

## New Theory for Agriculture

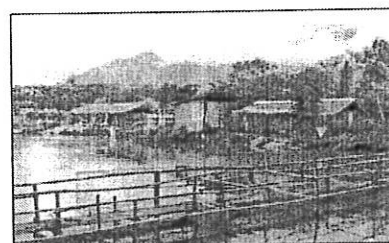
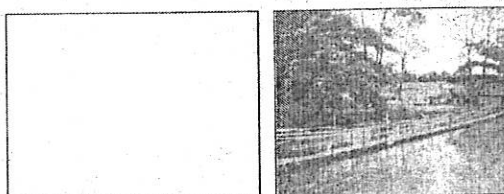
1. First step The aim is to let the farmers be able to support themselves (self-sufficiency) especially concerning rice. If the main problem is water then they should dig a pond in their land to make sure that they have enough water for farming and household usages which they might need support from the government or private sector in digging the pond. (30% water, 30% rice, 30% vegetables/fruits/livestock, and 10% house of the total area)

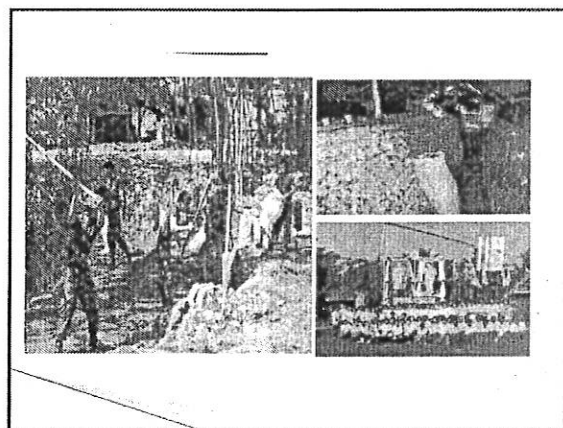
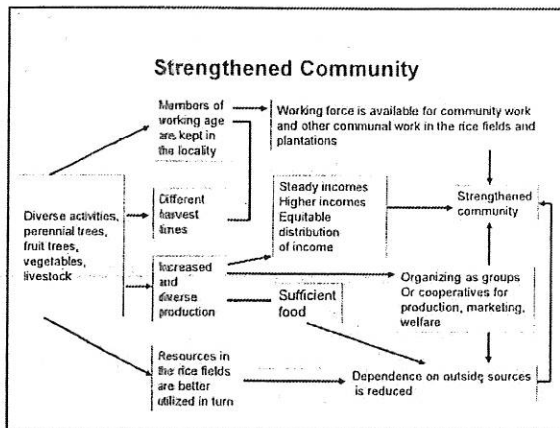
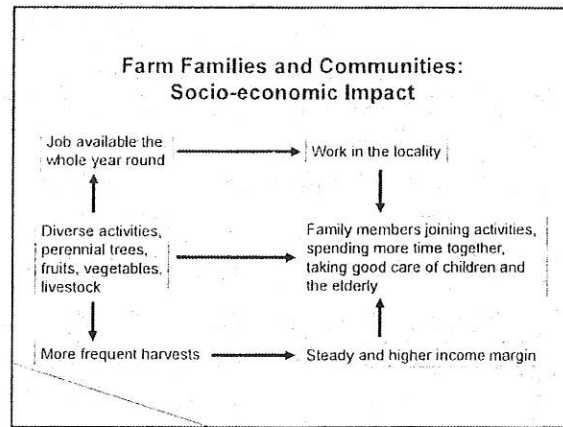
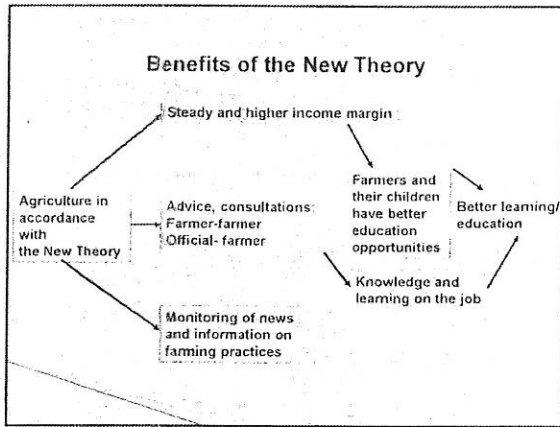
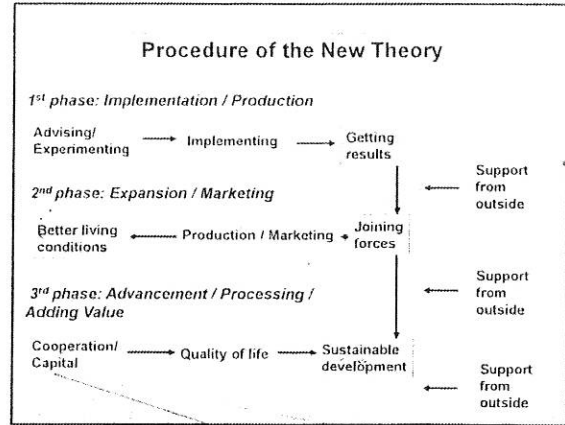
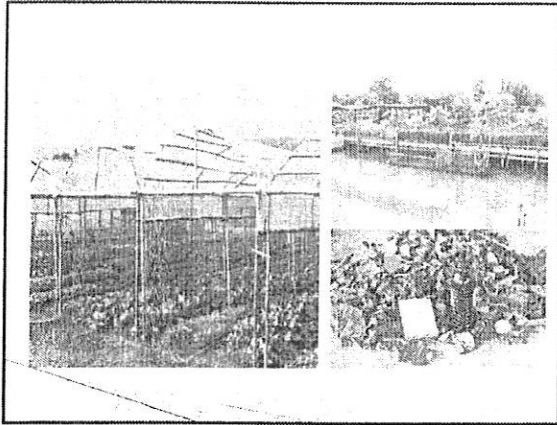
## New Theory

2. Second step Farmers should work together and create a cooperative to reduce the cost of production and for saving purposes as well as social security and together they will also have more negotiating power in selling their products to the markets.

## New Theory

3. Third step For developed communities, further expansion of the production process and commerce such as cooperative stores or rice milling factories can rely further from the cooperation from commercial banks in improving their livelihood.







## Business Practices

**For the Corporate Sector, SEP suggests**

Greater emphasis on:

- ▶ Well-defined risk management,
- ▶ Well thought-out business plans,
- ▶ Sustainable investment,
- ▶ Good corporate governance,
- ▶ Good corporate citizenship in terms of taking on corporate social responsibilities (CSR).

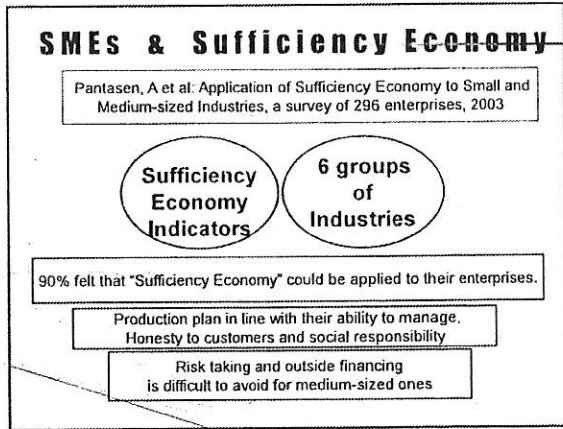
**Siam Cement Case**

- ▶ Decided to adopt SEP as its guiding principle. It restructured and refocused its activities on its core business, where it has strong competitiveness, and put more emphasis on risk management to build greater resiliency.

**Siam Cement Case**

- ▶ It now gives priority to its human resource development program to build a quality workforce that will provide the firm with greater immunity to future uncertainty;
- ▶ It also engages in a wide range of corporate social responsibility activities such as community development and environmental protection, as well as supporting other social causes.

Examples	
Thinking about nature	Chun Using resources
Self immunity - Prudence and not too greed	Han Do not borrow
Thinking about staffs	Empathy to your staffs
Cautious expansion	Building your foundation



# Government Policies

- ## Implications of SEP on Government Policies
1. Macroeconomic Management
  2. Government Policy Design
  3. Alternative Development Strategy

### Implications of SEP on Government Policies

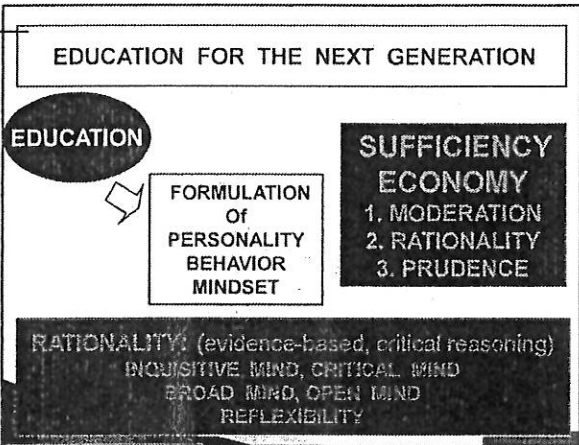
	Moderation	Reasonableness	Prudence
<b>1. Macro Management</b>	Mega-project, Growth, Inflation, Budget Deficit	Adequate Saving Energy Security National Risk Mgt.	
<b>2. Gov. Policy Design</b>	Design of governmental projects o make people to be more sufficient (Village funds, Universal coverage, Education reform etc.)		
<b>3. Alternative Development Strategy</b>	Balanced economic development framework Rural along side with Industrial development; Strong communities; Quality growth; No need to go fast; Emphasis on public well-being		

## GOVERNMENT

Regulations & Standards

Infrastructures: services  
transportation  
water  
energy  
waste management  
recycling facilities

**Pricing, Taxes, Choices, Sanction**



### References

1. Suwanee Khamman. (2013) Towards a Sufficiency Economy: A New Ethical Paradigm for Sustainability. From <http://www.sufficiencyeconomy.org/wordpress/wp-content/uploads/2013/08/Book-Review-2013-08-20-2013-08-20.pdf>
2. Chaiyawat Wibulswasdi, Priyanut Piboolsravut; Kobsak Pootrakool, SUFFICIENCY ECONOMY PHILOSOPHY AND DEVELOPMENT, Published by Sufficiency Economy Research Project, Bureau of The Crown Property, Bangkok, Thailand  
Website: <http://www.sufficiencyeconomy.org>
3. Charas Suwanwela, 'Roles of Universities in Sufficiency Economy', presented at the 11<sup>th</sup> UNESCO-APEID International Conference Reinventing Higher Education: Toward Participatory and Sustainable Development', 12 December 2007, Bangkok, Thailand
4. Charas Suwanwela, 'Sufficiency Economy Philosophy as an Approach for Sustainable Production & Consumption', presented at the 2<sup>nd</sup> ASEAN+3 Leadership Programme on Sustainable Production & Consumption, Sirindhorn International Environmental Park, Cha-am, Petchburi, Thailand, 8 August 2009
5. Gayle C.Avery and Harald Bergsteiner (editors) . *Sufficiency Thinking: Thailand's gift to an unsustainable world.* Allen&Unwin. 2016.



Thank You  
Q&A


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2-1


มหาวิทยาลัยแม่โจ้ วิทยาลัยแม่โจ้

Sufficiency Thinking; Thailand's Gift to an Unsustainable World

February 21, 2017  
International Training Center, Maejo University

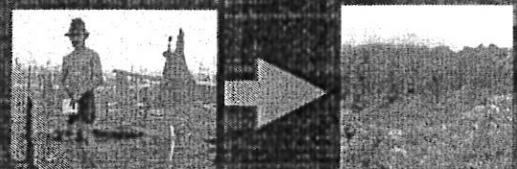


ASSOC. PROF. DR. WEERAPON THONGMA  
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Maejo University

Changing The Paradigm  
Users Not Consumers




Growing consumption & waste generation

Minimize consumption conservation & reuse



Charles Darwin

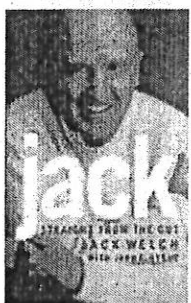

"It's not the strongest species that survive, or the most intelligent, but the most responsive to change"




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Jack Welch

"Change before we are forced to change"

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**Our Mother Planet - Earth**

The Earth does not belong to us; we belong to the Earth

Our survival, life quality, and economics are totally dependent on the sun and the Earth;

The Earth can get along without us, but we can't get along without the Earth




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Maejo University

G.TYLER MILLER JR.

... to be a tiger is not important.

The important thing for us is to have a self supporting economy. A self-supporting economy means to have enough to survive.


*How much is too much ??????????*



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*Middle Path*

“Sufficiency Economy” philosophy, whose essence is inspired by Buddhism teaching A Middle Path approach, with an emphasize on human development by putting people and their well-being at the center of development.



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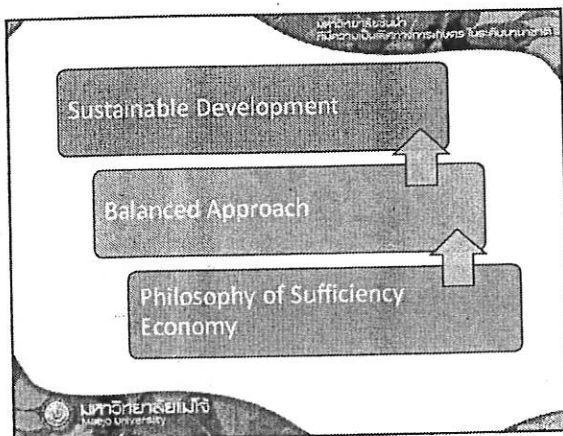
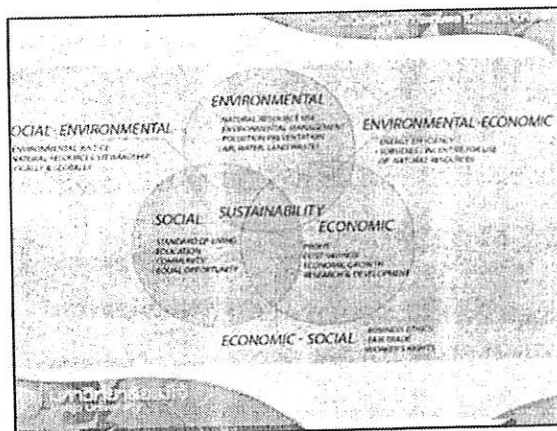
“ช่วยชาวเขา ช่วยชาวกาษา ช่วยชาวโลก”

“Help the hill tribes; Help the Thais; Help the world”

Help the hill tribes; Help the Thais; Help the world



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**The three pillars of sustainable development**

*Justice within our own generation*

*Justice to future generations*

*Justice to nature*

Unless we achieve greater equity justice among peoples living in this generation it is not likely we will make much progress preserving nature and sustainability future generations.

**Vision**

.....To be an internationally recognized leading university in agricultural excellence.....

- 1934
- Oldest degree-granting agricultural institution in Thailand
- Former names:
  - ❖ Northern Agricultural Teachers Training School
  - ❖ Chiang Mai Vocational College
  - ❖ Maejo Institute of Agricultural Technology
- State university (CHE - Ministry of Education)

Maejo- ChiangMai, 14,175 Rais / 2,268 Hectares

Maejo-Chumphon, 2,006 Rais/320 Hectares

AREA 1226

**New Campus**

1,223 Rais /196 Hectares

Wellness Center & Homestay

Organic Garden & Wellness Center

School of Renewable Energy

Community Market

International Integrated Learning Campus

Maejo-Chiangkhong International Agricultural Business School

**Strategic Direction**

5 Years 2012-2017	10 Years 2017-2027	15 Years 2027-2039
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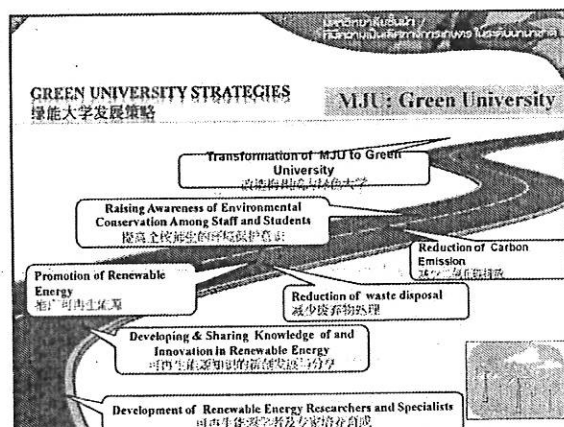
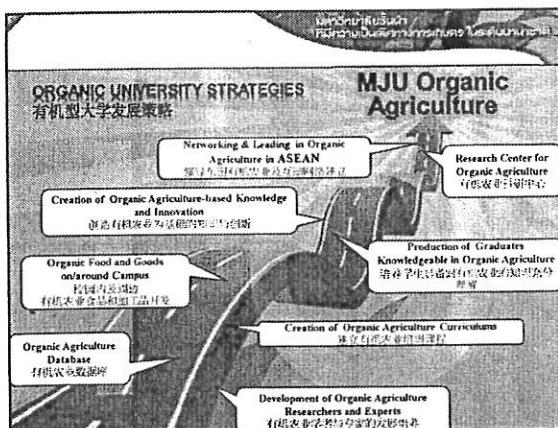
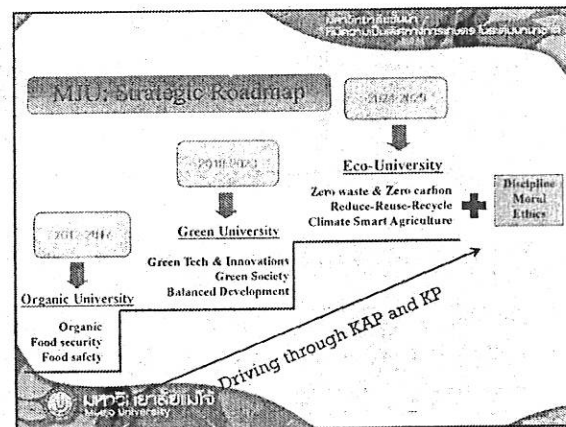
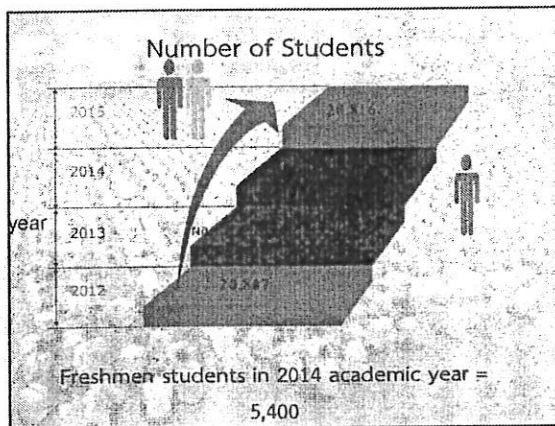
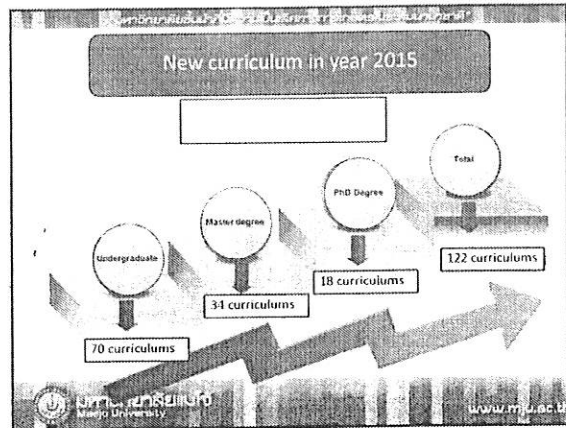
Eco U  
Food sufficiency

Green U  
Food safety

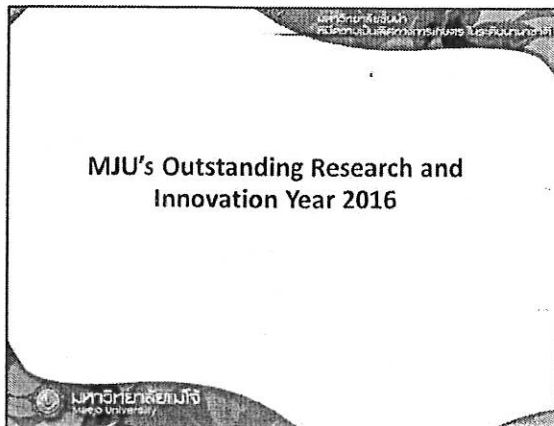
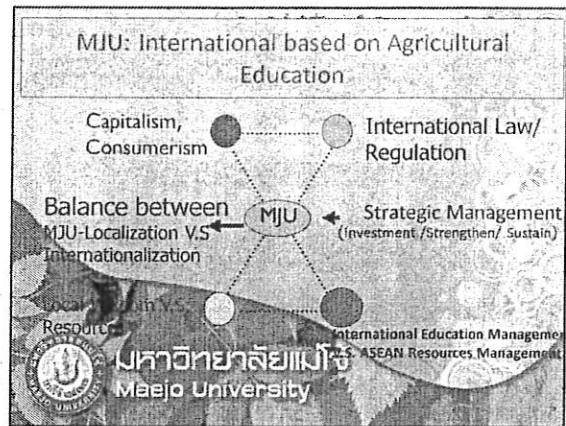
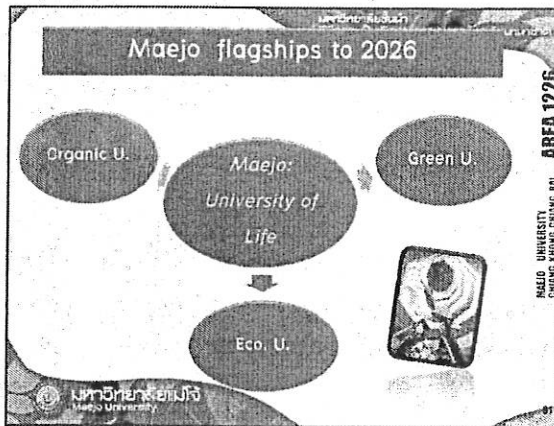
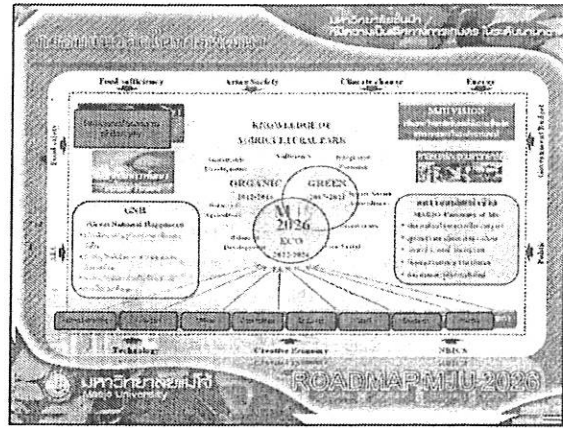
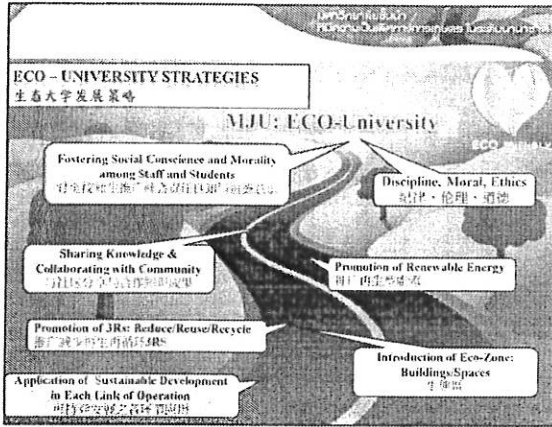
Organic U  
Biodiversity

Knowledge Agricultural Park  
Transformer

1. Faculty of Agricultural Production  
 2. Faculty of Animal Science and Technology  
 3. Faculty of Fisheries Technology and Aquatic Resources  
 4. Faculty of Engineering and Agro-Industry  
 5. Faculty of Architecture and Environmental Design  
 6. Faculty of Sciences  
 7. Faculty of Business Administration  
 8. Faculty of Economic  
 9. Faculty of Liberal Arts  
 10. Faculty of Information and Communication  
 11. School of Administrative Science  
 12. School of Renewable Energy  
 13. Graduate School  
 14. School of Tourism Development  
 15. Maejo Phare Campus  
 16. Maejo Chumphon Campus
- AREA 1226
- MAEJO UNIVERSITY  
CHONG KHUANG CHANG BAI







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Maejo University  
www.mju.ac.th

### Outstanding Research Innovations

6. Spirulina Platensis for Nursing and Mass Culture Fish to be Stable Feed
7. Earthworm Composting of Organic Garbage & Liquid Organic Fertilizer Production
8. Composting of Agricultural Waste "MJU Engineer#1 Method"
9. Temporary Immersion Bioreactor (TIB)
10. Innovation for Agricultural Standardization

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www.mju.ac.th

### Outstanding Research Innovations

- 1) Aromatic Glutinous Rice (Back-Crossing from Non-Glutinous to Glutinous, High Yielding, Dwarf, Non-photoperiod Sensitive and High Resistance to Disease and Pests)



Asst. Prof. Dr. Varaporn Sangtong  
(varapornsang@yahoo.com)

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Maejo University  
www.mju.ac.th

### Outstanding Research Innovations

- 2) The Cultivation of Dwarf Longan Trees (Higher Quality, Reduce Cost and Easy to Harvest)



Asst. Prof. Pawin Manochai  
(pawin@mju.ac.th)

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Maejo University  
www.mju.ac.th

### Outstanding Research Innovations

- 3) Thai Aroma Soybean Lines (Bigger, Sweeter and High-Yielding)




Asst. Prof. Dr. Ruangchai Juwattanasamran  
(ruangchai@mju.ac.th)

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Maejo University  
www.mju.ac.th

### Outstanding Research Innovations

- 4) Bi-color Sweet Corn Hybrid (High-Yielding, Bigger, Sweeter and High Resistance)



Assoc. Prof. Prawit Puddhanon  
(prawit@mju.ac.th)

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Maejo University  
www.mju.ac.th

### Outstanding Research Innovations

- 5) Giant Siamese Catfish (Mekong Giant Catfish + Pangacius = High Growth Rate and Better Taste)



Assoc. Prof. Dr. Kriangsak Mengamphan  
(kriang1122sak@gmail.com)

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Maejo University  
www.mju.ac.th

### Outstanding Research Innovations

6) Spirulina Platensis for Nursing and Mass Culture Fish to be Stable Feed  
(Increase Growth Rate and Immunity)



Asst. Prof. Dr. Jongkon Promya  
(jongkolp@mju.ac.th)

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Maejo University  
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### Outstanding Research Innovations

7) Earthworm Composting of Organic Garbage & Liquid Organic Fertilizer Production  
(Largest Factory, Fast Composting and High Quality)



Assoc. Prof. Dr. Arnat Tancho  
(arnat009@yahoo.com)

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Maejo University  
www.mju.ac.th

### Outstanding Research Innovations

8) Composting of Agricultural Waste "MJU Engineer#1 Method"  
(High Quality and Fast Production without Turning)



Asst. Prof. Teerapong Sawangpanyagura  
(teerapongs@mju.ac.th)

มหาวิทยาลัยแม่โจ้  
Maejo University  
www.mju.ac.th

### Outstanding Research Innovations

9) Temporary Immersion Bioreactor (TIB)  
(New Method, Non-Virus and High Productivity)



Assoc. Prof. Dr. Nopmanee Topoonuanont  
(nopmanee@mju.ac.th)  
Asst. Prof. Dr. Poonpat Poonnoy  
(poonpat@mju.ac.th)

**MAEJO** Thank you  
**GO ECO** for your Attention  
UNIVERSITY

มหาวิทยาลัยแม่โจ้  
Maejo University  
www.mju.ac.th



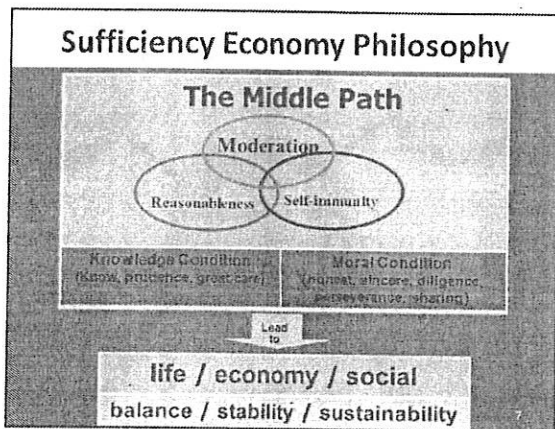
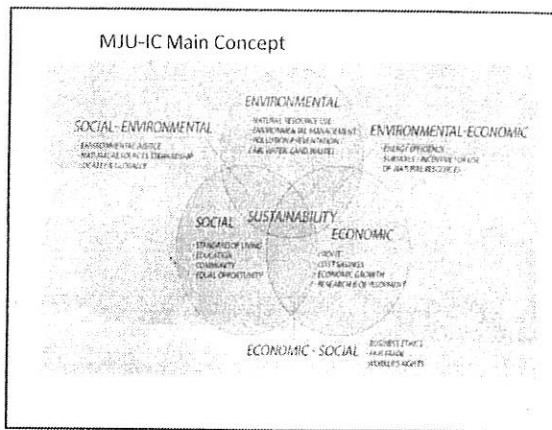
TCSC-MU  
The Center for Technology and Community Service - Maejo University





2-2

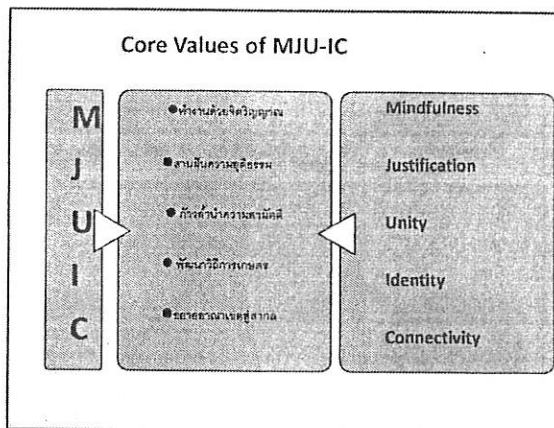
**Maejo University International College**  
**(MJU-IC)**  
 February 22, 2017  
 International Training Center, Maejo University  
 By Associate Prof. Dr. Weerapon Thongma  
 Vice President, Maejo University.

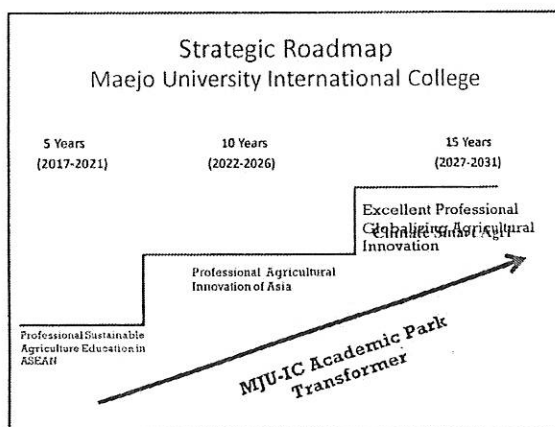
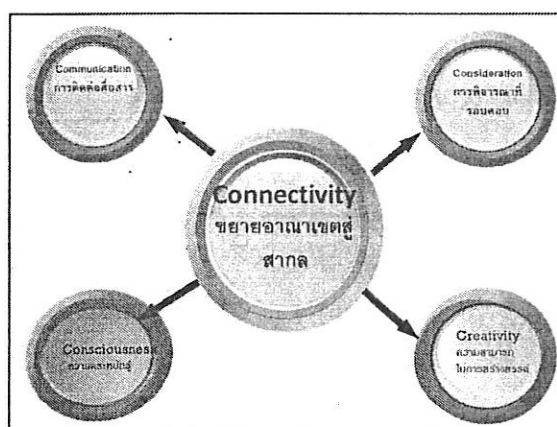
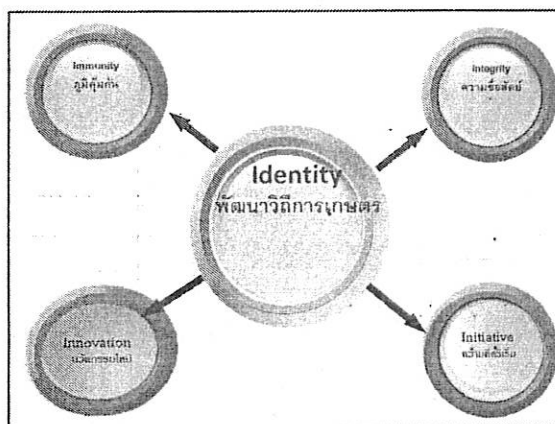
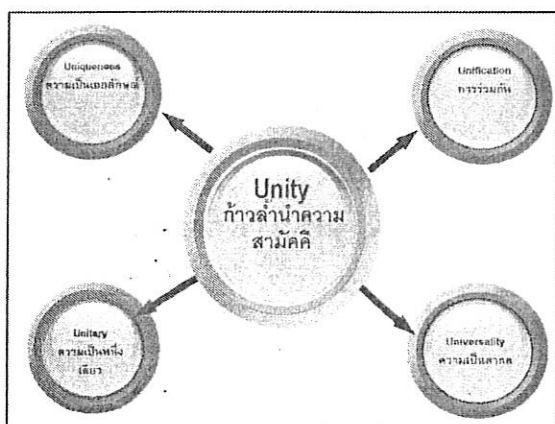
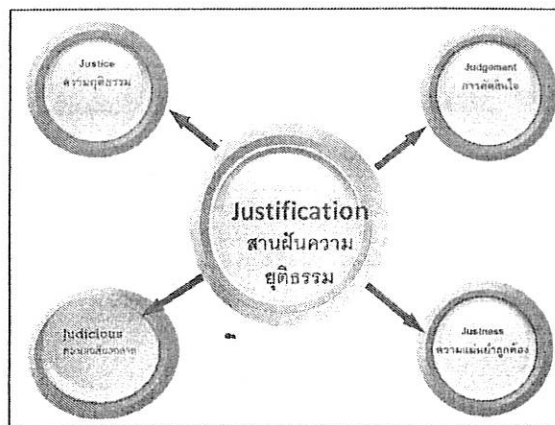
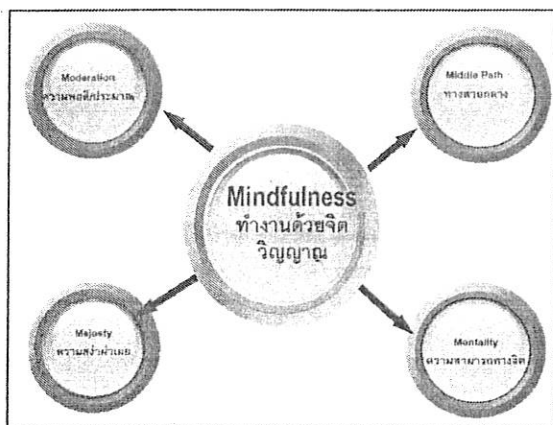


**MJU-IC Vision**  
 “เป็นเลิศด้านนวัตกรรมการเกษตรในระดับสากลอย่างมืออาชีพ”  
 An Excellence Professional in  
 Globalizing Agricultural Innovation

**MJU-IC Mission**

- MJU-IC predicts being obvious and recognized international academic education for sustainable agricultural innovation college with the main mission is to create a learning experience that brings together people, wisdom and cultural diversities through social and agricultural sciences education, and coordination academic research of agriculture and related, administrative support faculties and colleges offering an international under graduate and graduate in agricultural sustainability programs need in producing graduates with international standards. Including enhance the knowledge of sustainable agriculture innovation and flourish local communities through research and academic services.





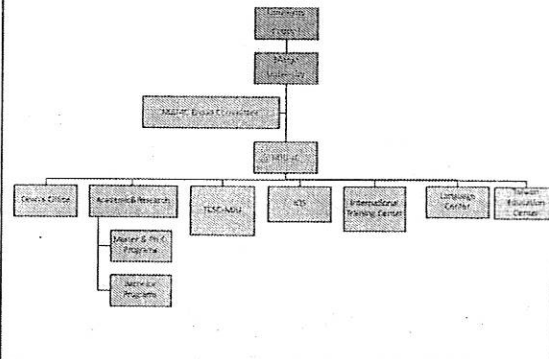
### Objectives

1. To promote the worlds' people for understanding Majesty of King Bhumibol "King Theory" and "Sufficiency Economy Philosophy"
2. To encourage faculties and colleges to start, base on their calculated strength, international sustainable agriculture and related undergraduate and graduate programs.




3. To facilitate faculties and colleges organize joint academic degree programs with foreign Universities.
4. To work closely with faculties and colleges wishing to offer international conference and research publications.

5. To enhance the knowledge of sustainable agriculture innovation and flourish local communities through research and academic services.
6. To be as one-stop service center of admission, pre-admission and all of activities for international students.

### Organizational Structure



### MJU-IC Curriculums

	Agricultural Travel and Tourism Management	BA, MA
	Sustainable Agricultural Management	Ph.D.
	Agricultural Systems and Innovation Technology	BS, MS, DS

### Bachelor of Arts Program in Agricultural Travel and Tourism Management (ATM) (International Program) Curriculum Structure (4 Years)

<b>The total number of credits</b>	<b>138 Credits</b>
<b>General Education</b>	<b>30 Credits</b>
-Social Sciences Subjects Group	6 Credits
-Humanities Subjects Group	6 Credits
-Sciences and Mathematics Subjects Group	6 Credits
-Language Subjects Group	12 Credits

<b>Specific Subjects</b>	<b>93 Credits</b>
Core Subjects Group	30 Credits
Major Subjects Group	33 Credits
Elective Subjects Group	30 Credits
Special Interesting Subjects	15 Credits
Language for Professional Subjects	15 Credits
<b>Professional Experience Training Subjects</b>	<b>9 Credits</b>
<b>Free Elective Subjects</b>	<b>6 Credits</b>

<b>General Education</b>	<b>30 Credits</b>
<b>Social Sciences Subjects Group</b>	<b>6 Credits</b>
CM 321 Sufficiency Economy and Sustainable Development	3(2-5)
(Select 1 Subject)	
GE 021 Social Sciences in Everyday Life	3(3-6)
GE 022 World Civilization	3(3-6)
GE 103 Man and Environment	3(3-6)
GE 302 Thai Society and Culture	3(3-6)
EC 101 Economics in Daily Life and Operations	3(3-4)

<b>Humanities Subjects Group</b>	<b>6 Credits</b>
(Select 2 Subjects)	
GE 011 Man and Arts Appreciation	3(3-6)
GE 012 Psychology and Human Behavior	3(3-6)
GE 013 Health for Life	3(2-5)
GE 180 Arts and Creative Thinking	3(1-4)
GE 304 Liberal Arts of Intellectuals	3(2-5)
GE 305 History and Development of Lanna	3(3-6)

<b>Sciences and Mathematics Subjects Group</b>	<b>6 Credits</b>
AP 101 Agriculture for Life	3(3-6)
(Select 1 subject)	
SC 101 Science for Life	3(2-5)
SC 102 Development of Science and Technology	3(2-5)
EI 101 Basic Engineering in Daily Life	3(3-6)
RE 100 Energy for Daily Life	3(3-6)
<b>Language Subjects Group</b>	<b>12 Credits</b>
GE 031 Thai Language Usage	3(2-5)
GE 141 Fundamental English 1	3(2-5)
GE 142 Fundamental English 2	3(2-5)
GE 245 English for Social Science 1	3(2-5)

<b>Specific Subjects</b>	<b>93 Credits</b>
<b>Core Subjects Group</b>	<b>30 Credits</b>
ATM 100 Principles of Integrated Management	3(3-6)
ATM 110 Sufficiency Economy Applications	3(3-6)
ATM 111 Introduction to Sustainable Agriculture	3(3-6)
ATM 210 Integration of Sustainable Agriculture	3(2-5)
ATM 211 Sustainable Agricultural Management Principles	3(3-6)
ATM 240 Travel and Tourism Industry Principles	3(3-6)
ATM 241 Services Industry Psychology	3(3-6)
ATM 230 Research Methodology in Agricultural Travel and Tourism	3(2-5)
ATM 360 Travel and Tourism Laws	3(3-6)
ATM 430 Seminar in Agricultural Travel and Tourism	3(1-4)

<b>Major Subjects Group</b>	<b>33 Credits</b>
LR 241 English Language Practice 1	3(0-2)
LR 242 English Language Practice 2	3(0-2)
LR 249 English Language Practice 3	3(0-2)
ATM 310 Smart Farm Management Systems	3(2-5)
ATM 300 Global Dimensions of Community Development	3(2-5)
ATM 250 Sustainable Tourism Development	3(3-6)
ATM 351 Agrotourism Management	3(3-6)
ATM 340 Travel and Tourism Industry Strategic Planning	3(3-6)
ATM 341 Travel and Tourism Industry Marketing	3(3-6)
ATM 342 Human Resources Management in Agriculture Travel and Tourism	3(3-6)
ATM 322 Professional Interpreter and tourist guide in Agricultural Travel and Tourism	3(1-4)

Elective Subjects Group		30 Credits
• Special Interesting Subjects		15 Credits
• (Select 5 subjects)		
• ATM 201 Resource and Environmental Management	3(3-0-6)	
• ATM 301 Farm and Community Analysis	3(3-0-6)	
• ATM 242 Consumer Behavior in Agriculture Travel and Tourism	3(3-0-6)	
• ATM 243 Business Ethics for Agriculture Travel and Tourism	3(3-0-6)	
• ATM 343 Geography for Global Travel and Tourism	3(3-0-6)	
• ATM 344 MICE Industry Management	3(2-2-5)	
• ATM 420 Agricultural Travel and Tourism Information System Management	3(2-2-5)	
• ATM 312 Traditional Food and Beverage Service for Agrotourism	3(2-2-5)	


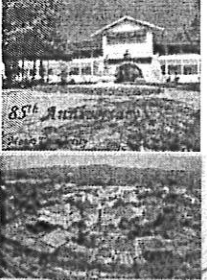
Language for Professional Subjects		15 Credits
(Select 5 subjects)		
• LR 160 Basic Chinese Language 1		3(2-2-5)
• LR 161 Basic Chinese Language 2		3(2-2-5)
• LR 235 Chinese Conversation and Communication 1		3(2-2-5)
• LR 236 Chinese Conversation and Communication 2		3(2-2-5)
• LR 237 Chinese Language for Tourism 1		3(2-2-5)
• LR 239 Chinese Language for Business		3(2-2-5)
• LR 035 Basic of Khmer Language 1		3(2-2-5)
• LR 130 Basic Bahasa Indonesia 1		3(2-2-5)
• LR 131 Basic Bahasa Indonesia 2		3(2-2-5)
• LR 132 Listening and Speaking Bahasa Indonesia 1		3(2-2-5)
• LR 133 Reading Bahasa Indonesia 1		3(2-2-5)
• LR 134 Writing Bahasa Indonesia 1		3(2-2-5)
• LR 135 Language, Society and Culture Indonesia		3(2-2-5)

Professional Experience Training Subjects		9 Credits
(Select 1 subject)		
• IC 497 Co-operative Education	9 Credits	
	(Practice at least 16 weeks)	
• IC 498 Independent Study	9 Credits	
	(Practice at least 16 weeks)	
• IC 499 Overseas Study, Training or Internship	9 Credits	
	(Practice at least 16 weeks)	
• 4) Free Elective Subjects	6 Credits	
Under advisors' supervision, students can study any subject conducted by other International or English Programs of Maejo University.		

Master of Arts Program in Agricultural Travel and Tourism Management (ATM) (International & Interdisciplinary Program) Curriculum Structure (2 Years)		
<input type="checkbox"/> Plan A Type A1	The total number of credits	36 Credits
<input type="checkbox"/> Plan A Type A 2	The total number of credits	36 Credits
<input type="checkbox"/> Plan B	The total number of credits	36 Credits

Doctor of Philosophy Program in Agricultural Travel and Tourism Management (ATM) (International & Interdisciplinary Program) Curriculum Structure (3 Years)		
<input type="checkbox"/> Plan A Type A 1.1	The total number of credits	48 Credits
<input type="checkbox"/> Plan B Type B 2.1	The total number of credits	48 Credits

# Thank you

**Assoc. Prof. Dr. Weerapon Thongma**  
 Vice President, Maejo University, Chiang Mai, THAILAND

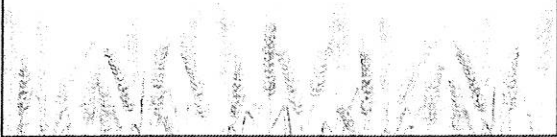




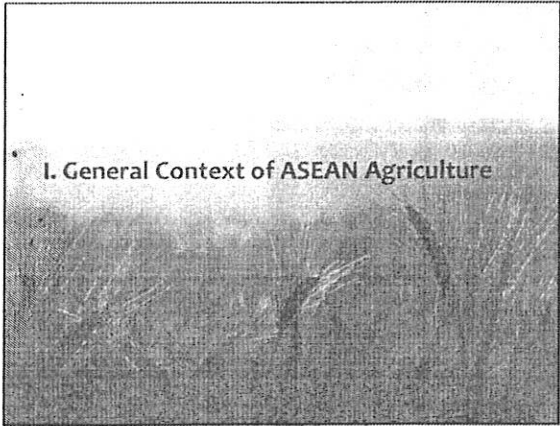
3

**Guidelines for Developing ASEAN  
Community through  
Agriculture Universities Networking**

Assoc. Prof. Nantana Gajaset Ph.D.  
AUN Executive Director

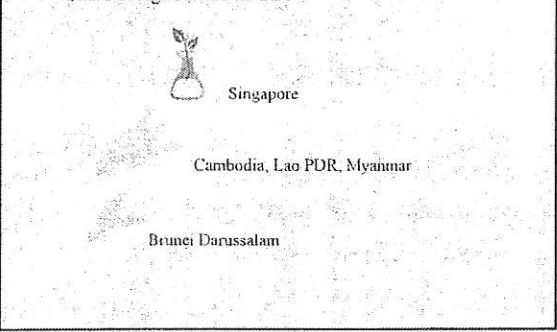


**I. General Context of ASEAN Agriculture**



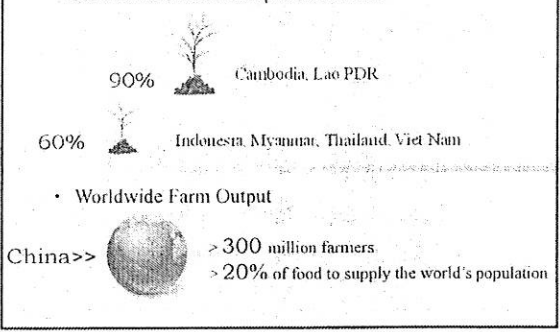
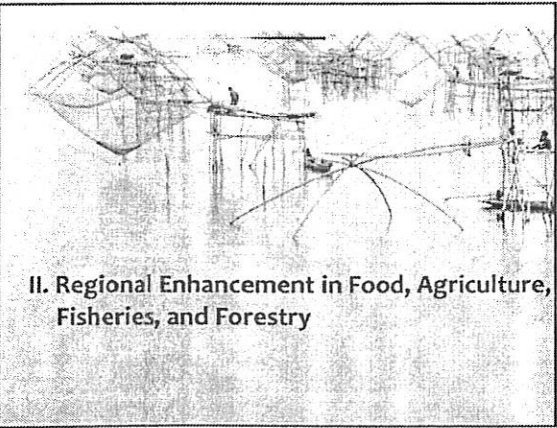
**I. General Context of ASEAN Agriculture**

- Share of Agriculture in GDP



**I. General Context of ASEAN Agriculture**

- Common Feature in Crop Area in AMS

**II. Regional Enhancement in Food, Agriculture,  
Fisheries, and Forestry**

**II. Regional Enhancement in Food, Agriculture,  
Fisheries, and Forestry**

- Regional Cooperation Frameworks
- > ASEAN Economic Community (AEC) Blueprint 2015
  - Strengthening food security;
  - Enhancing long-term trade competitiveness of ASEAN food products;
  - Promoting agricultural cooperatives and networks
- > ASEAN Economic Community (AEC) Blueprint 2025
  - To efficiently respond and adjust to emerging challenges on
    - ☼ food and energy security issues,
    - ☼ natural disasters,
    - ☼ economic shocks,
    - ☼ other emerging trade-related issues,
    - ☼ global mega trends

## II. Regional Enhancement in Food, Agriculture, Fisheries, and Forestry

- Regional Cooperation Frameworks
  - > The vision for the ASEAN cooperation on food, agriculture and forestry (FAF) sector beyond 2015

"Competitive, inclusive, resilient and sustainable FAF sector integrated with the global economy, based on a single market and production base, contributing to food and nutrition security, and prosperity in the ASEAN Community"

## II. Regional Enhancement in Food, Agriculture, Fisheries, and Forestry

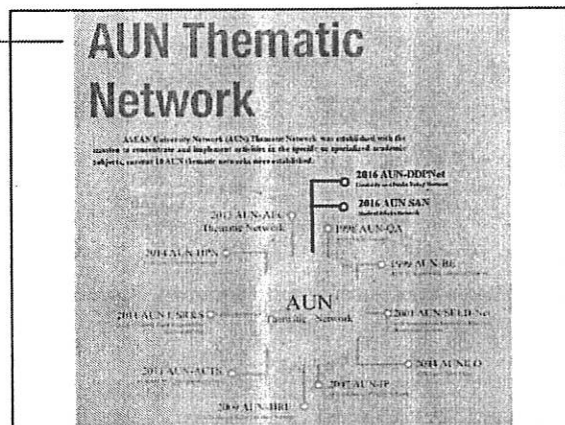
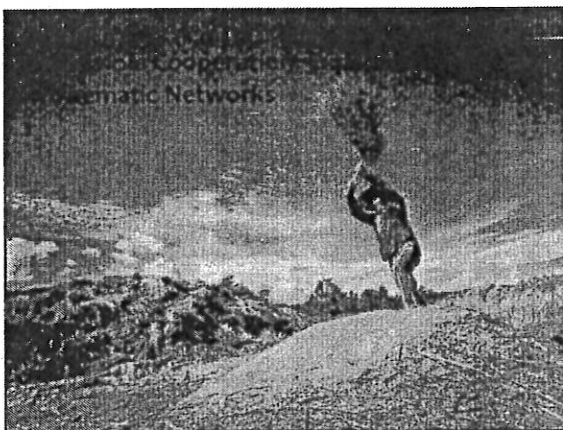
- Regional Cooperation Frameworks
  - > ASEAN Plus Three Cooperation Work Plan 2013-2017
    - The APT strategic areas of cooperation have been focusing on
      - ☐ food security,
      - ☐ biomass energy development,
      - ☐ sustainable forest management,
      - ☐ climate change mitigation and adaption,
      - ☐ animal and plant health disease control,
      - ☐ information and knowledge network and exchange,
      - ☐ research and development,
      - ☐ other cross-cutting issues

## II. Regional Enhancement in Food, Agriculture, Fisheries, and Forestry

- Regional Cooperation Frameworks
  - > ASEAN Plus Three Cooperation Work Plan 2013-2017
    - Relevant Progress
      - ☐ Adoption of the ASEAN Plus Three Emergency Rice Reserve (APTERR) Secretariat legal personality,
      - ☐ APT Bioenergy and Foods Security Framework 2015-2025;
      - ☐ Projects to build capacity in agriculture, food security and environmental conservation;
      - ☐ Establishment of real time ASEAN+3 Food Security Information Network and Developing Human Resources (AFSIS).
      - ☐ Human resources development in food-related areas through partnership with universities; and
      - ☐ Establishment of food value-chains.

## II. Regional Enhancement in Food, Agriculture, Fisheries, and Forestry

- Regional Cooperation Frameworks
  - > ASEAN Plus Three Cooperation Work Plan 2018-2022
    - 13 Action Lines under the Economic and Financial Cooperation that help hasten cooperation in the areas of:
      - ☐ food security,
      - ☐ bioenergy,
      - ☐ fisheries and forest products development,
      - ☐ public-private partnership on an enabling environment,
      - ☐ integrated supply chains,
      - ☐ timber trade,
      - ☐ forest law enforcement



### III. Possible Cooperation: Experiences of AUN Thematic Networks

- 12 AUN Thematic Networks
  - > Business Engagement(4)
    - ✧ AUN for Business and Economics Programme (AUN-BE)
    - ✧ AUN Intellectual Property (AUNIP)
    - ✧ AUN Southeast Asia Engineering Education Development Network (AUN/SEED-Net)
    - ✧ AUN ASEAN Economic Community (AUN-AEC)

### III. Possible Cooperation: Experiences of AUN Thematic Networks

- 12 AUN Thematic Networks
  - > Social Engagement (5)
    - ✧ AUN University Social Responsibilities and Sustainability (AUN-USR&S)
    - ✧ AUN Health Promotion Network (AUN-HPN)
    - ✧ AUN Human Right Education Network (AUN-HRE)
    - ✧ AUN Disability and Public Policy Network (AUN-DPPNet)
    - ✧ AUN Student Affairs Network (AUN-SAN)

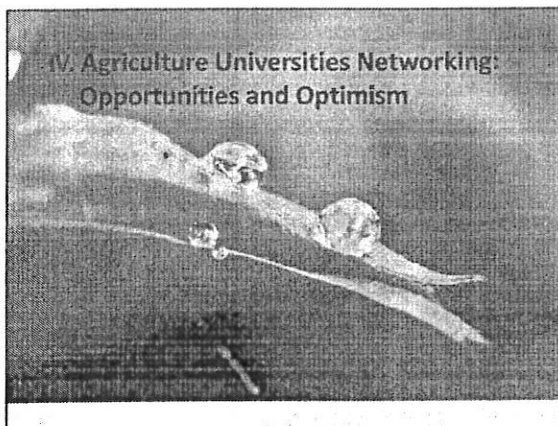
### III. Possible Cooperation: Experiences of AUN Thematic Networks

- 12 AUN Thematic Networks
  - > Academic Engagement (3)
    - ✧ AUN Quality Assurance Network (AUN-QA)
    - ✧ Libraries of the AUN (AUNILO)
    - ✧ AUN-ASEAN Credit Transfer System (AUN-ACTS)

### III. Possible Cooperation: Experiences of AUN Thematic Networks

- 12 AUN Thematic Networks
  - > Academic Engagement (3)
    - ✧ AUN Quality Assurance Network (AUN-QA)
    - ✧ Libraries of the AUN (AUNILO)
    - ✧ AUN-ASEAN Credit Transfer System (AUN-ACTS)





**IV. Agriculture Universities Networking:  
Opportunities and Optimism**

**IV. Agriculture Universities Networking:  
Opportunities and Optimism**

- **Network of Network**  
- Exploring the linkages with existing agriculture networks such as University Network for Tropical Agriculture (UNTA), etc.
- **Academic Intensification for Quality Graduation**  
- Promoting agriculture as a global development graduate programme.

**10** top graduate school disciplines for global development careers  
Agriculture, Business Administration, Economics, Engineering, Environmental Sciences, International Development, International Relations or Affairs, Public or Global Health, Public Policy or Administration, Urban Planning

**IV. Agriculture Universities Networking:  
Opportunities and Optimism**

- **University Networking: Cooperation beyond Borders**  
- AUN recommendation in supporting ASEAN Community's Post-2015 Vision:  
☞ Establishment of platform to promote linkages between universities, industries, and communities to support greater interaction for university-industry collaboration.

**ASEAN Work Plan on Education 2016-2020**  
"Enhance university-industry collaboration through the existing AUN/SEED-Net Programme and the new initiative of the AUN-ASEAN Economic Community (AUN-AEC) Network"

- Textbook for business case study in ASEAN under the AUN for Business and Economics Network (AUN-BE).

**IV. Agriculture Universities Networking:  
Opportunities and Optimism**

- **University Networking: Cooperation beyond Borders**  
- Creating a pool of knowledge and information on agriculture
  - ☞ models of agriculture development,
  - ☞ cooperation of academic-community for agriculture extension,
  - ☞ cooperation of academic-business partnerships for agro-industry development,
  - ☞ research on food security,
  - ☞ environment and climate change.

**IV. Agriculture Universities Networking:  
Opportunities and Optimism**

- **University-Policy Engagement**  
- Promoting engagement between academic and government sectors in policy discussions, programme and project formulation.

**THANK YOU**

