SECOND INTERNATIONAL CONFERENCE ON ELECTRONIC LEARNING FOR KNOWLEDGE-BASED SOCIETY

Venues.
August 4-5, 2005 at IMPACT Convention Center, Muang Thong Thani
August 6-7, 2005 at John XXIII Conference Center, AU Bang Na

The Second International Conference on eLearning for Knowledge-based Society (eLearningAP 2005) was organized during August 4-7, 2005 through cooperation with the Ministry of Information and Communication Technology, Prof. Dr. Srisakdi Charmonman, Vice President of Information Technology and CEO of the College of Internet Distance Education, was appointed the Chairman of the Conference Organizing Committee by Mr. Kraisorn Pornsutee, Permanent Secretary, Ministry of ICT.

During the opening ceremony of the Conference at Assumption University, Rev. Bro. Prathip M. Komolmas, President Emeritus, and Rev. Bro. Bancha Saenghiran, President, gave the welcoming address followed by the opening speech by Dr. Virachai Virameteekul, Vice Minister of Finance.

There were 45 accepted papers by authors from 10 countries including Australia, Bangladesh, India, Indonesia, Malaysia, New Zealand, Singapore, Thailand, UK, US, and also the World Bank. All accepted papers are published in the Special Issue of The International Journal of the Computer, the Internet and Management (IJICM).

The Conference attracted 1,070 participants from educational institutes, both public and private, government agencies, and representatives from various business sectors. Eleven keynote speeches were given at the Conference by reputable researchers, professors, and policy makers in fields related to eLearning. Keynote speeches included:

continued on page 2
SECOND INTERNATIONAL CONFERENCE

1. “Tenth Anniversary of the Distance Learning Foundation” by Mr. Khwankeo Vejarodaya, Distance Learning Foundation
2. “Integrating Learning Technologies and Problem-based Learning: A Framework and Case Study” by Prof. Dr. Philip Hallinger, Mahidol University
3. “ICT and Firm Performance in Thailand” by Mr. Magdi Amin, World Bank
5. “University-Level eLearning in ASEAN” by Prof. Dr. Srisakdi Chalmonman, Assumption University
6. “e-Learning: Learning Led and Technology Enabled” by Dr. Ian Maxwell and Dr. Iain Doherty, University of Auckland, New Zealand
7. “Instructional Design Principles in the Development of E-Learning Graduate Courses” by Prof. Dr. John Anil Phillips, Open University Malaysia, Malaysia
8. “Bridging International Boundaries through Inter-collegial Web-based Programs” by Jeffrey L. Bailie, National American University, USA
9. “Designing E-learning: Shouldn’t We Be Ready?” by Dr. Paulina Panen, SEAMOLEC, Indonesia
10. “Object-Based Learning with Concept Mapping Embodied Intelligent Agent” by Assoc. Prof. Dr. Goh Ong Sing, Murdoch University, Australia

During August 4-5, 2005, the Conference program was broadcast live on television (DITV channel 14) through the cooperation with the Distance Learning Foundation and Sukhothai Thammaharit Open University. In addition, the whole program was broadcast live on the Internet, which is conveniently accessible from anywhere in the world through the Conference website.

Several organizations and sponsoring companies have provided support, which was crucial to the success of the Conference. These include Ministry of Information and Communication Technology, Distance Learning Foundation, Assumption University, Sukhothai Thammaharit Open University, Ramkamhaeng University, TOT Public Company Limited, Ericsson, Cisco, Qualcomm, The Siam Cement, and Krung Thai Bank.

Reported by

Dr. Santithorn Bunchua
Dean, College of Internet Distance Education
AN ASSESSMENT OF E-LEARNING MARKET OPPORTUNITIES IN THE GOVERNMENT SECTOR OF THAILAND

Rattanawan Rattakul, MSc (Oxon), MBA
Arthur Morse, Ph.D.

Definition
- eLearning: Learning that takes place in the context of using the Internet and associated web-based applications as the delivery medium for the learning experience
- Attributes which constitute eLearning are the operating platform—Learning Management System—and content development

Market segments
- eLearning market in Thailand has significant activity in all three sectors: corporate, educational and government
- the scope of work of this study is limited to the government sector

Methodology
- Compile information of budgets for the RTG related to knowledge management and eLearning in 2005
- Ministries under study were identified as: Ministry of Education, Ministry of Science and Technology, and Ministry of Information and Communication Technology

The RTG policy: towards KBS
- IT2010: Towards KBS
  - Capacity Building
  - Innovation
  - Investment in ICT infrastructure
- ICT Master Plan
  - eGovernment
  - eCommerce
  - eIndustry
  - eEducation
  - eSociety

Ministry of Science and Technology
Objectives
- To transfer knowledge in Science and Technology from foreign experts
- To capture and nurture the research of Thai academia
- To promote learning and enhance capacity building
- MOST responsible for scientific knowledge and technological research in Thailand
- budgets on e-learning and other activities total USD 2.7 Million
- Office of the Permanent Secretary and Department of Science Service
- Objectives are to manage service delivery of science and technology and to build a knowledge base and improve information services in science and technology to enhance the country’s competitiveness

Ministry of Information and Communication Technology
Objectives
- To work on building infrastructure
- To promote content-building to drive forward the development of knowledge-based society
- To promote learning and enhance capacity building
- MICT responsible for ICT infrastructure and ICT content
- Budgets on e-learning and other activities total USD 12.88 Million

Objectives
- to develop school networks to improve students’ ICT skill
- to develop contents,
- to increase ICT access
- to deliver government services through ICT centers
- to implement NIC to take care of statistical information in three dimensions—Policy, Managerial, and Departmental information for decision-making

Ministry of Education
Objectives
- To implement ICT to enable their teaching
- To promote learning and enhance capacity building
- MOE responsible for the national education policy and curricula
- Budgets on e-Learning and other activities total USD 43 Million
- Objectives are to improve ICT technology in academic delivery, ICT for learning, courseware development and ICT national education network among schools

ICT for Education Master Plan 2004-6 allocates 600 million USD budget to achieve the following strategies to introduce ICT to education
- To improve learning quality through ICT application
- To improve academic service delivery and provide education service through ICT application
- To enhance capacity building to teaching personnel
- To invest in ICT infrastructure for education

Conclusion
- A strategy to reform education
- ICT has a significant role to play
- Education budget is 4% of GDP
- the budget allocation for the three year ICT master plan in Education is USS 200 million per annum
- the student teacher ratio is about 20:1
e-learning has a role to play in the reform
- Training of teachers to be skilled in use of ICT, in access to Internet, and in the techniques of motivating/encouraging children to work from PCs
- Training in English Language for teachers and students so that they can benefit from materials produced in English
- Individual schools to develop their own strategies to match the MOE strategy

Note: Extracts from presentation made at Second International Conference on eLearning for Knowledge-Based Society.
GRADUATE SCHOOL OF BUSINESS.

The following new developments are reported for information of our readers:

Center for International Business and Management (CIBM), Assumption University Launched.
Mission: CIBM exists to:
- Serve the nation by providing educational programs, consultancy and research services to assist managers and companies in meeting international business challenges.
- Develop international business and management educational materials (business case studies).
- Establish research center within CIBM devoted to understanding and enhancing the competitiveness of business in key international markets particularly in Asia such as China and Hong Kong, India, ASEAN countries, Japan, Korea and Taiwan.

Framework of Intellectual Capital of CIBM

- Enhance international understanding of the nature of international business and management practices.
- Raise the profile of ABAC Graduate School of Business as an international leader in learning on best practices for doing international business particularly in Asia.

Jakarin Srirnoo
Director Center for International Business and Management

Some recent activities and future projects by CIBM.

3. Attending United Board for Christian Higher Education in Asia, "Young Faculty Development Program". Manila, August 01-06, 2005.
4. Case Writing Project with Dr. Smith Tungkasmit on "Corporate Social Responsibility" supported by Thai Business Council for Sustainable Development. Target completion date: December 2005.
5. International Business Case Writing Project:


A briefing at Sritai Superware Co. (Vietnam) on July 22, 2005: Melding theory and practice to perfect the teaching-learning process.

This knowledge is being developed first hand by ABAC Graduate School of Business faculty, working directly with international business community to:

- Generate applied research useful to managers doing international business,
- Create much needed Asian-related international business and management cases,
- Establish strong partnerships with businesses and organizations at the forefront of international business.

This experiential knowledge base is enabling CIBM to achieve the following:
GRADUATE SCHOOL OF BUSINESS.

Srithai Superware Company (50% complete)
Green Sport Marketing (In Progress)
Siam Cement Trading Company (In Progress)
6. International Business Research Project “Thai exporting companies’ endeavours (SMEs) to understand international business concepts, practices and rationale at every stage of internationalization process”. (In Progress)
7. Visiting Research Assistant Professor, University of Notre Dame. August 26-December 25, 2005.
8. In mid-August 2005, another group of students scheduled to visit Bangalore, India. However, since final examinations take place on August 21-27, the trip will be postponed to the end of the month. Place to visit include EXIM Bank, to let students understand operational procedures. Students from other faculties are welcome to join in the trip.

FOREIGN INVESTMENT IN VIETNAM AS AT JUNE 30, 2005

<table>
<thead>
<tr>
<th>Countries &amp; territories</th>
<th>Number of projects</th>
<th>Registered capital($m)</th>
<th>Disbursed capital($m)</th>
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<tbody>
<tr>
<td>Singapore</td>
<td>361</td>
<td>8,130</td>
<td>3,276</td>
</tr>
<tr>
<td>Taiwan</td>
<td>1,342</td>
<td>7,516</td>
<td>2,865</td>
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<tr>
<td>Japan</td>
<td>531</td>
<td>5,950</td>
<td>4,201</td>
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<td>South Korea</td>
<td>916</td>
<td>4,804</td>
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<td>Hongkong</td>
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<tr>
<td>B.V. Islands</td>
<td>225</td>
<td>2,528</td>
<td>1,202</td>
</tr>
<tr>
<td>France</td>
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<td>US</td>
<td>232</td>
<td>1,347</td>
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<tr>
<td>UK</td>
<td>64</td>
<td>1,219</td>
<td>606</td>
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<tr>
<td>Luxembourg</td>
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<td>809</td>
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<tr>
<td>Germany</td>
<td>61</td>
<td>334</td>
<td>159</td>
</tr>
</tbody>
</table>

The multiplicity of projects (4880) and foreign investment volume running to a whopping $46,341 million imply overwhelming confidence in the economy and leadership of Vietnam and we can see a sleek and powerful tiger lurking in the fields preparing to join the club of the old prowlers like South Korea, Taiwan, Singapore etc.

Reported by Dr. Jakarin Srimoon
FACULTY OF EDUCATION. FRESHMEN SEMINAR AT RAYONG.

A group of students from Master of Education, Graduate Diploma and Ph.D. courses joined in the trip to Rayong on July 25, 2005 to participate in a freshmen seminar. The objective was to allow new students to interact with one another and know one another better than before. We had snacks on the way, and we took plenty of memorable photographs. The students came from so many different countries and it was a great opportunity to share with each other what it feels like to be from different cultures! We reached Hin Suay Nam Sai Resort on a hilltop at Rayong. Cool sea breeze and the wonderful beach were the main attractions. Though the sea was far from us as we were on a hilltop, we had a wonderful natural view of the surroundings. We started our day with a welcoming speech by our respected dean, Assoc. Prof. Dr. Methi Pilanthananond. He gave a talk about the mission and vision of the faculty of education and made us feel like members of a family. The next events to follow were games like musical chairs and tug-of-war in which not only students but our ajarns also participated. We were amazed to see the energy level and the enthusiasm of our ajarns, and there was a lot to learn from them. Being such busy people, it was so kind of them to participate in all of our sports and be our friends and not simply our ajarns for one day. There were aerobics and a wonderful yoga performance by our beloved ajarn, Dr. Absorn Moosung. She made us realize that every one should be an all rounder which helped us to be relaxed and be more open and sociable. In this way our minds could be refreshed and we would be more fit and healthy. We had a gala dinner party in the resort. It was a Thai buffet with lots of tasty yummy food. Many international cultural programs from Thailand, China, Mexico, India, and Britain were performed on the stage. We shared not only in dancing, singing and merry-making but exchanged news and views and realized the significance of cultures, their hidden values and characteristics. We held frequent meetings and came to know that many people whom we thought as introverts were accessible, open-hearted fun lovers. We realized from this trip that every human being seeks happiness, interaction and recognition in one-way or another. “All work and no play makes Jack a dull boy” is one saying that our faculty had proven true. We were so busy and preoccupied with our lives that we don’t have time to relax, and we don’t even know who our neighbors are and their habits, hobbies and interests. So for this particular reason, I think that more pleasure trips should be organised to help students meet friends and classmates since many of them are far away from home. Rayong trip was full of fun, games, interactions, and exchange of knowledge so we look forward to many such activities in the future. I thank all my ajarns and my dear

A photo session with an appropriate background showing teachers and students in a relaxed, jovial mood at Hin Suay Nam Sai Resort, Rayong.

Deskbound academics join students in demonstration of Ramwong dance at a hotel gymnasium, Rayong during Freshmen Seminar on July 25, 2005.

continued on page 7
VISITORS TO HUA MAK AND BANG NA CAMPUSES

Fr. McNamara from Georgetown University, USA seen in a commemorative photo with President Dr. Bancha Saenghiran and senior academics after discussions on cooperation held at Bang Na campus on August 24, 2005.

Faculty and executives from the University of Thai Chamber of Commerce visited Bang Na campus on July 20 and here they are seen having a meeting with Bro. Visith Sivucharatra and senior academics.

Officers and staff of the Commission for Higher Education listen to briefing by Dr. Chavalit Meenuch, V.P. for Administrative Affairs during their visit to Bang Na on July 13, 2005.

Prof. Jean-Christophe Iseux, People's University of China and Special Adviser to Central/Local governments is seen holding discussions with Dr. Kitti P., Mr. Glen C. and Dr. Vorapol R. at Hua Mak campus on August 5, 2005.

continued from page 6

FACULTY OF EDUCATION

friends for organizing such a trip and making it memorable for each one of us. Even when we part company on conclusion of our respective programmes the memories of our activities, our friendship and the love and devotion of our teachers will remain fresh for a long time.

Reported by:
Ms. Sripana Roy Choudhury,
M.Ed. Program.

A commemorative photo of lecturers and students of Faculty of Education taken at the end of Freshmen Seminar on July 25, 2005.
VIVA AMIGOS IX - INTERNATIONAL NIGHT 2005

2. Rock and roll performance by American students.
3. From Russia with love.
4. Myanmar damsels celebrating harvest festival.
5. Demonstration of Indonesian classical dance.
6. Vietnamese beauties in lotus dance.
Assumption Day 2005 was observed on August 15, 2005 at Bang Na campus. The celebrations began with the Holy Mass, commemorating one of the Catholic core beliefs, the Assumption of the Blessed Virgin Mary into Heaven, body and soul. The Foundation of the Brothers of St. Gabriel in Thailand remain deeply loyal and faithful to this belief and several of their educational institutions, including Assumption University, are named in honor of the Assumption of the Blessed Virgin Mary into heaven.

Leading the concelebrated Holy Mass, Bishop John from Myanmar spoke of the opportunities towards faith that the Assumption of Mary into heaven, provided for all believers across the world. Preaching the homily at the Holy Mass, Rev. Fr. Francis Nash, Director of the ABAC-Loyola Exchange program at Assumption University emphasized the sacrifice that Mary the Virgin Mother of God typified in the world. As Mary’s university, the homilist maintained, our education is best marked by caring, sharing and enlivening the young minds that come to us for intellectual nourishment.

As culmination of the spiritual aspect of the celebration, the President of Assumption University crowned the statue of the Virgin Mary, “Sepes Sapientiae” to the backdrop of the stately Cathedral of Learning, the placid skies above, the Assumption School (Samut Prakan) brass band’s rendition of hymnal music and the Assumption University choir leading the assembly with votive hymns to Mary.

The gathering then converged upon the Sala Thai, overlooking the picturesque lakes of the Bang Na campus to partake in refreshments hosted by the university. The aura of spiritual graces were felt as the guests of the university, faculty, staff and students interacted with each other in pleasantries, befitting the occasion. Another Assumption Day was marked with spiritual fervor and happy memories of that first time in 2001, when the then President, (Current President Emeritus) Rev. Bro. Prathip Martin Komolmas had crowned the Virgin Mary, setting into place a tradition which will be handed down to Assumption University Presidents for generations to come.

Reported by Glen V. Chatelier.
ACTIVITIES ON AND OFF CAMPUSES

The MOU signing ceremony between AU and Hong Bang University being witnessed by special guests of the President: Rev. Brother Varghese, Provincial Superior of Hyderabad and Rev. Sr. Genevieve of Mount Carmel College, Bangalore, India.

Officials from the Graduate Programs in Tourism Management of AU and Hong Bang University witness the MOU signing ceremony on July 19, 2005.

The exchanging of the signed MOUs between Dr. Bancha Saenghiran and Dr. Nguyen Manh Hung (Hong Bang University) in the presence of officials celebrating another milestone in international academic collaboration.

A delegation led by Prof. Haizhong Du of the Southwest Jiaotong University seen discussing cooperation matters with President Emeritus Dr. P. Martin Kornolmas and Dr. Kiti Photikitti, Dean of the Graduate School of Business.

The delegation from Southwest Jiaotong University in a commemorative photo with President Dr. Bancha Saenghiran at Hall of Fame, Bang Na campus on July 28.

President Dr. Bancha Saenghiran in a photo session with Prof. Haizhong Du and group from Southwest Jiaotong University during their visit to Bang Na campus on July 28.
**ACTIVITIES ON AND OFF CAMPUSES**

President Dr. Bancha Saenghinan giving a talk to encourage and motivate students who won the Au Inter-varsity Debating contest on August 31, 2005.

President Dr. Bancha Saenghinan in a commemorative photo with students who won the Au Inter-varsity Debating Competition at Faculty Lounge, Huai Mak on August 31, 2005.

President Dr. Bancha Saenghinan giving the opening address during the last orientation ceremony for Faculty of Arts held at Swissotel le Concord on September 11, 2005.

V.P. Dr. Visith Srivichairatana of Academic Affairs giving the opening address at the Au Crossword Game Invitational 2005 held at Gymnasium, Bang Na on September 2, 2005.

The winners of Au Crossword Game Invitational 2005 pose for a commemorative group photo with Dr. Pimpon Chandeek and Mr. Annuay Ploysangnam, Chairman of the Organizing Committee at Gymnasium, Bang Na on September 2, 2005.

Prof. Dr. Srisakdi Channonman and Prof. Dr. Utumporn Kanonmale pose for a commemorative photo with Ms. Prapha Kitinanond, Director of Thai Niyomsongkran School and lecturers at IT Building after Power Point Demonstrations on September 9, 2005.
ACTIVITIES ON AND OFF CAMPUSES

President Emeritus Dr. Komolmas, Bro. Anupatt P. Yuttachai & Fr. Nash of Loyola enjoying the Au Family Day stage show held at King’s Lawn, Hua Mak campus on July 8, 2005.

Vice Minister Dr. Virachai Virametteekul being shown around the Bang Na campus by President Emeritus, President Bancha Saenghiran and V.P. for Information Technology.

President Bro. Bancha Saenghiran giving a speech on Family Day flanked by President Emeritus Dr. Komolmas & V.P. Bro. Anupatt at King’s Lawn, Hua Mak campus.

Administrators, Professors and senior executives in a commemorative photo with Dr. Virachai Virametteekul during the International Conference on August 6, 2005.

Winners of the Au Family Day 2005 contest being shown on the flood-lit stage and introduced to the audience on July 8, 2005.

Past and present committee members of ABAC DUMMY Co. attending the meeting led by Mr. Isara Yongpiyakul, Senior Trainer/Consultant APM Group at Bang Na campus on August 26, 2005.
“SOWING SEEDS OF PEACE IN THE MEKONG RIVER BASIN”

Three organizations namely the Regional Unit for Social and Human Sciences in Asia and Pacific, UNESCO Bangkok, Assumption University of Thailand and Ruamrudee International School, holding the belief that:

1. the people of all ages in the Mekong River Basin yearn for peace and the end of conflicts,
2. regional peace can be built and maintained with continual efforts of instilling the awareness of peace in the mind of the young and old,
3. sustainable peace can be established that will never degenerate and never be disrupted if the seeds of peace are sown, nurtured and reinforced in the youth who will eventually grow up to preserve peace in the Mekong River Basin,

jointly initiated the “Sowing Seeds of Peace in the Mekong River Basin” project. The project is an expression of our commitment to inculcate, stimulate and reinforce the spirit of peace and harmonious living among the youth in high schools, colleges, and universities in six countries in Mekong River Basin namely - Thailand, China, Vietnam, Cambodia, Loa PDR, and Myanmar. We believe that one of the best means to build peace is by engaging the youth in meaningful discussions and activities. We choose songs, and various forms of art expressions as means to attract them and to convince them that the regional and global peace that has always been a dream in the past can be a reality in their time and for generations in the future.

Sowing Seeds of Peace in Thailand

The project was inaugurated at Ruamrudee International School on January 14, 2005. The “Stream of Love” that echoed through the school attracted children of all ages and different grade levels to contribute to peace building by sending songs, essays, poems and paintings for a competition organized for the purpose. More than 300 people including ambassadors, religious leaders, professionals, professors, mass media agents and students packed the hall.

Participation by Assumption University

Our peace building mission moved to Mekong River bank by invitation and the support of the governor of Nongkai province. Local radio stations and banners in the city invited people in the province to join in the spirit of peace building.

On March 24, 2005 more than 50 representatives from Assumption University arrived in the province to work with the civil officials to prepare for peace celebration.

On the evening of March 24, representatives of the three organizations headed by Dr. Pierre Sarre, Assistant Director General of the UNESCO were welcomed to Nongkai Province.

The whole morning of March 25, was spent to convey messages of peace to children affected by HIV at Mooban Donwai Nongkai Province. The afternoon of the same day was spent on conveying message of peace to prisoners at the inauguration of the Learning Center inside the prison.

The campaign since the beginning of the year proved successful when people started moving to the concert site next to Thai-Laos Friendship Bridge at 18 hrs. Awards are presented to the winners who were selected from more than 100 young children of all ages and different grade levels to send their contribution for competition. Music of love and peace from students of the Business Music Department, and singers from Grammy Entertainment Company such as Palapol, Praewn, and Sek Loso had attracted more than 7,000 people from both sides of the Mekong River to join in the peace campaign.

Sowing Seeds of Peace in Lao PDR

In Lao PDR the National University of Laos, Dong Dek Campus, Vientiane has collaborated with us to invite school children and students in the city to contribute to peace building. There were more than 90 candidates who
“SOWING SEEDS OF PEACE IN THE MEKONG RIVER BASIN”

submitted songs, poems, essays and paintings for competition. The one-day peace activity presenting cultural performance of the art of living in peace and harmony and award presentation was held on Monday March 28, 2005 and attracted at least 1200 to fill the hall of the university.

Sowing Seeds of Peace in Vietnam

The Ho Chi Minh University of Pedagogy is our partner in peace building mission in Vietnam. The assembly of university authorities, representatives from embassies, educators and students in the opening ceremony and award presentation on the morning of April 19, 2005 is indicative of the care and concern for peace in the Mekong River Basin by all people concerned. Sample paintings are shown in front of the Assembly Hall selected from 200 pieces of peace initiatives that young school children and students have submitted for competition. The campaign for peace awareness in schools and universities has attracted more than 120 students from 5 universities to participate in the debate on “The Influence of the Leaders Versus Communities on the Future of Peace in the Mekong River Basin” in the afternoon of the same day.

In the evening of the same day more than 900 people of all ages and all walks of life filled the Hall. The “Stream of Love” that has echoed in Vietnam and the cultural performance of the art of living in peace and harmony has reminded all the participants to join hands to make this mission come true.

Sowing Seeds of Peace in Myanmar

SEAMEO CHAT is our partner in the mission of peace building in Myanmar. Though the peace activity was scheduled on May 17, 2005 only a few days after two simultaneous explosions in Yangon and some schools and universities were closed, our peace mission was not cancelled or suspended. The Prize Awarding Ceremony was moved from a university hall to the conference room of SEAMEO CHAT, yet peace lovers overcame all difficulties to do their share of work in the peace building process. More than 100 school children and students submitted songs, poems, essays and paintings for competition. Deputy Minister of Education attended the event to deliver words of support and encouragement for peace initiatives.

Sowing Seeds of Peace in Cambodia

The mission to sow ‘Seeds of Peace in the Mekong River Basin’ in Cambodia was initiated with the cooperation of the National Institute of Education in Phnom Penh.
“SOWING SEEDS OF PEACE IN THE MEKONG RIVER BASIN”

Penh. The day for peace activities was set for June 17, 2005. Distinguished guests, students from Primary Schools, Secondary Schools and universities crowded the open hall of the institute from early morning. After the National Anthem of the Kingdom of Cambodia, Dr. Im Kock, the director of the National Institute of Education invited His Excellency Mr. Mak Van, the Secretary of State of the Ministry of Education. Youth and Sport to deliver speech of encouragement and support of peace initiatives. More than five hundred people witnessed the spirit of peace in the mind of the young generation through songs, poems and cultural performance on the art of living in peace and harmony. The campaign before the one day peace activity attracted around 100 candidates to submit songs, poems, essay and paintings for competition.

University and more than 8 schools in the area filled the gymnasium. At the entrance the visitors viewed the award winning paintings which were only a fraction of the contribution of the youth from the six countries in the Mekong River Basin to the project. At 12.50 students from the music department, presented 3 songs of love and peace followed by representatives of the three project organizers namely Fr. Apisit Krisarakul, the Vice Provincial of Redemptorist, Thailand; Dr. Daryll Macer and Dr. Sarinya Sophia, the Regional Advisor, RUSHSAP, UNESCO Bangkok; and Rev. Bro. Prathip Martin Komolmas delivered closing speeches. The cultural performance from representatives of the six countries starting with China, Myanmar, Lao PDR, Thailand, Cambodia and Vietnam portrayed the significance of the reverine way of life of the people in the region. All six performances were so arranged as to become one variety performance showing the unity of the people in the region and their commitment to maintain the stream of love, cooperation and understanding among them. The show finished with musical performance by the GEN ROSSO group from Italy. All the songs they performed are dedicated to love, peace and living together with understanding and harmony. This is to show that the spirit of love, peace and living in harmony is a universal value for humanity. When peace is achieved in the region, the campaign will expand to other areas of the world.

Closing Session of the “Sowing Seeds of Peace in the Mekong River Basin”

The closing session was held at Assumption University, Bang Na Campus on July 8, 2005. The John Paul II Sport Complex has been chosen as the location of the event so as to have enough seats to accommodate more than 2,500 people who joined and witnessed the mission of peace building. Around 12.00 hrs. students from Assumption
HM the Queen’s Birthday, August 12, 2005

Resplendent Queen whose exquisite grace and charm bless us
Your love for your people is canopied in rare actions;
The powerless and despondent revive under your mercies Charity from you defies even the logic of dominions,
To art for art’s sake you inspire your people with enthusiasm
Reviving in them the spirit lost to darker imaginations
Motivating them to create to levels beyond the chasms
That divide the real from the surreal manifestations
Queen in recent times whose thoughts and deeds have moved us
Towards unity and peace, goodwill and harmony, in the midst of other gloom,
Your gentle voice and feelings of sympathy have stirred us
To think and live, guided by namjai. Queen, whose beauty
virtue enthrones
We raise our hearts and lives to accolade you
On this your birthday our better voices praise you

Dedicated to Her Majesty the Queen on the occasion of her 73rd birthday by Glen Y Chatelier, Assumption University of Thailand
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Great Memory Night at Bang Na

The past and present committee members of ABAC Dummy CO. who are now senior business executives and who organized the Great Memory Night to pay special respects to President Dr. Bancha Saenghiran and President Emeritus Dr. Komolmas are seen in this commemorative photo taken at John XXIII Conference Centre on August 26, 2005.

Viva Amigos IX at Hua Mak

Moiley ensembles representing different nationalities, cultures and arts brought together during Viva Amigos IX Internation at Night 2005 pose in a commemorative photo with President Dr. Bancha Saenghiran, Fr. Francis Nash and Dr. Sam Nakasingh to demonstrate unity in diversity, spirit of amity, felicity and fraternity at Assembly Hall of Hua Mak campus on September 1, 2005.