



Dear Readers,

In our seventh e-newsletter, the last issue of this year, we not only update you on the activities within the Thai-German Programme for Enterprise Competitiveness (TG-PEC), but also introduce you to our new Country Director, Mr. David Oberhuber as well as our new Director for Resource Efficiency and Renewable Energy, Mr. Torsten Fritsche.

We would also like to invite you to visit our booth and our plenary sessions at the German Technology Symposium and Exhibition (GTS08) which runs from the 8<sup>th</sup> through the 11<sup>th</sup> of November. You will have the chance to meet and talk with experts from various fields. Our themes cover the wide range of Thai-German technical cooperation as well as international best practices in the fields of Energy, Environment, Sustainable Urban Development, Business & Financial Services, and Innovation in Agro-Industry.

Hope to see you there!

Sincerely yours,

Editorial Team, GTZ Thailand

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## New GTZ Executives Continue to Support Thai SMEs with Added Focus on Energy

There have been a few replacements within the Thai-German Programme for Enterprise Competitiveness's seconded GTZ management team. During August, Mr. Juergen Koch (now in Abu Dhabi), Mr. Burghard Rauschelbach (at Head Office) and Mr. Rudolf Rauch (in New Delhi) left Thailand at almost the same time and were replaced by two new GTZ staff members. Mr. David Oberhuber is now the new GTZ Thailand Country Director and Mr. Torsten Fritsche is the new Resource Efficiency and Renewable Energy Director.

Mr. Oberhuber has been working with GTZ for exactly 12 years. With a background in political science and law, he has been involved as a technical advisor in several economic reform projects in Eastern Europe as well as in countries of the Commonwealth of Independent States (CIS) – Armenia and Kazakhstan. He has also overseen regional projects dealing with EU enlargement, regional economic promotion, and cohesion policies. Furthermore, he has designed projects and implemented administrative partnerships between German governmental bodies and their counterparts of EU accession countries. Up to 2004, he was responsible for GTZ projects commissioned by the German Federal Ministry of Economics and Technology (BMWi).

Before moving to GTZ Thailand, he was the Head of the "Economy, Finance, Infrastructure" section within GTZ which is responsible for all BMWi; Federal Ministry of Finance (BMF); and Federal Ministry of Transport, Building and Urban Affairs (BMVBS) projects. When asked why he is interested to work in Thailand, he replied "Thailand is a modern and advanced country currently in transition. It plays an important role in a very dynamic region. So, it's not only a challenging job, but after many years in Berlin, it is also a very interesting opportunity for my family and me to live and learn about a new culture, especially such a unique one as Thailand's."



Mr. Fritsche, by background, is an engineer specializing on environmental technologies. In the past, he has worked in various engineering fields focusing on water and waste management in Belarus, Thailand and Zambia. He was in Thailand in 2000 working on waste management issues and the feasibility of constructing and operating biogas plants at Thai schools. Before joining GTZ in 2005, he worked for a German consulting company and oversaw projects in the field of environmental technology (with a focus on waste management) in Tunisia and Kosovo. At GTZ he has been responsible for infrastructure and environmental projects in Eastern Europe, Central Asia and the Mediterranean. His projects included the Railway Bosphorus Tunnel Project in Turkey, where he worked with the Turkish Ministry of Transport, and a wind farm project in Romania. The first thing Mr. Fritsche told our newsletter team was "When we left Thailand after 2000, my wife and I wished to come back here one day again, it's really a nice country. I'm glad that I have the chance to continue my work on resource efficiency and energy issues at such a large scale."

*Mr. Oberhuber and Mr. Fritsche already started their site visits at a fruit and vegetable factory and a pig farm with biogas facilities.*



*On behalf of GTZ Office Bangkok ,  
Deputy Director Khun Tanida  
Chiravachradej welcomes  
Mr. Oberhuber.*

## Regional Innovation Systems for Agriculture:

### Technology Landscaping Techniques Help Researchers Understand Market Needs

Capital cities such as Bangkok are well endowed with the necessary resources and linkages to facilitate innovation. But, an entrepreneur located even 50km outside the city faces much bleaker prospects in getting help, information, and finance. In partnership with NSTDA's Technology Management Centre (TMC), the Thai-German Programme for Enterprise Competitiveness is working on a remarkable new programme to foster innovation in agriculture by promoting linkages among regional "innovation intermediaries".

Bangkok and Metropolitan Area	Thailand Science Park (ITAP Head Office)
North	NSTDA Northern Network
West	King Mongkut University of Technology Thonburi (KMUTT)
Upper South	Walailuk University (WU)
Lower South	Prince of Songkla University (PSU)
Upper Northeast	Khon Kaen University
Lower Northeast	Suranaree University of Technology (SUT)

Based at the Thailand Science Park in Pathum Thani, TMC plays a pivotal role in transferring technology from universities and public sector research institutes to private sector small and medium-sized enterprises (SME). Its landmark Industrial Technology Assistance Programme (ITAP) has strong private sector linkages and six active regional networks around the country.

The objectives of the joint Thai-German project "**Mapping and Matching Innovation in Selected Agro-industrial Subsectors**" are (i) to stimulate and develop commercial innovations leading to investments in several agro subsectors (including shrimp, palm oil, rubber, and fruit & vegetables) and (ii) to foster the emergence of regional innovation systems in a way that promotes their long-term sustainability.

The project focuses on locations which serve as cluster hubs for the above agro-industry subsectors. Interventions take the form of hands-on support and networking of the work teams, along with a structured "mapping and matching" innovation process to foster the technology transfer process. Several multi-stakeholder consortia comprising universities as well as public and private sector innovation intermediaries have been invited to bid to participate in the project. To date, four consortia have been accepted for project support.

Creating a new idea may be an art, but a number of techniques can bring form and structure to the process. A number of international experts have offered their insights to the teams, including the Fraunhofer Venture Group from Germany. Most recently, the intervention teams were introduced to some tools to harness creativity through innovation mapping using tools such as product-centric mapping, technology landscaping, and mutually-exclusive and collectively-exhaustive (MECE) mapping. These were presented at three recent Technology Landscaping Workshops participated by members of the respective regional intervention teams, academics, business persons, factory managers and farmers. The teams worked to apply the introduced tools to practical cases relating to innovation in fruits and vegetables, shrimp, palm oil and the rubber subsectors.

**After almost four years as the Director of the Eco-Efficiency Component of the Thai-German Programme for Enterprise Competitiveness, Mr. Burghard Rauschelbach returned to Germany for another assignment at GTZ head office. Before he left, we had a chance to talk with him about his work in Thailand.**



Q	Mr. Rauschelbach, what does eco-efficiency mean?
A	As a matter of fact, the word is quite good, in particular if you consider “eco” to stand for eco-nomic and eco-logy. The simple target is to use resources most efficiently in order to minimize the environmental impact and to save money.
Q	Resources like water or fuel?
A	Yes, any raw or processed material or natural resource, which is used in an industrial production process. And much more. Besides energy, take air, water, soil, nature, minerals, wood, land, the sun and wind, human capability, time and even waste as a resource. And resources have to be seen not only in the context of industrial production, but also for our personal consumption, transportation, agriculture and also for the daily life.
Q	And the core idea of eco-efficiency is?
A	To create a “win-win” situation where the economy profits from resource governance.
Q	Do you mean the political and management know-how?
A	Yes, for sustainable development and the management of natural resources, including the institutional and political capacity for responsible business, and where – at the same time – the natural environment, our living conditions and the ecological functions are protected.
Q	This sounds quite complex...
A	But can easily be understood once you are aware of what you could save and what is worth and necessary to be protected.
Q	Could you give us some examples?
A	Take the aerator systems in the shrimp business: Actually you don’t need to be an expert to realize that most of them don’t work efficiently. But you need some knowledge to analyze the different paddle shapes, to calculate energy losses and optimize the running time. We found out that some shrimp farmers could save more than 50% on their energy bills if the aerator engine would be better maintained and the running time optimized according to the oxygen conditions.  Another example comes from the saa-paper industry. We proved that “environmentally-friendly saa paper” could find a market and finally sell better than conventional products. And, at the same time, it could be shown how bleaching and

	<p>dyeing techniques can be less harmful to the environment and also to the workers' health. Resource-efficient performance, better use of raw materials, logistic improvements in the saa paper value chain could save 10% to 30% of production costs, not talking about reductions in pollution and occupational health risks.</p>
Q	<p>Your examples seem rather on the micro level with little impact on the national economy.</p>
A	<p>Our outreach should not be underestimated, neither in our selected subsectors like shrimp, palm oil or tapioca nor for the agro-industry as a whole. Imagine, if the aeration systems in Thai shrimp ponds would be changed for more energy-efficient performance, up to 40% can be saved. The energy-efficiency potential of the shrimp industry for cooling/freezing, processing and handling is even higher and reaches the energy capacity of more than one power plant of 1 gigawatt (GW).</p> <p>Our strategy is to design small projects as "lighthouses", to give pioneers a chance and to show that resource efficiency is not an academic theory, but works in the real world. I am convinced that there is no alternative to eco-efficiency to achieve sustainable competitiveness. If you want to change towards a more sustainable economy, eco-efficiency is one of the most powerful guiding principles and offers concrete management instruments.</p> <p>Our slogan "Competitive by Eco-Efficiency!" addresses not only individual companies but also the Thai economy overall. To some degree, I would say that eco-efficiency is the immediate concrete response to the idea of promoting a "Sufficiency Economy" in Thailand.</p>
Q	<p>If you look back over the past 4 years, what are the most important achievements in the Programme's field of eco-efficiency?</p>
A	<p>Well, we were not the ones who invented eco-efficiency. We were building on years of Thai-German economic cooperation in areas such as energy-efficiency, environmental technology, chemicals risk management, community-based waste management, applied technology development and management of natural resources. And even if we claim crucial input towards a more eco-efficient performance in Thailand, we are not the only one who is working in this field.</p> <p>Regarding our achievements, it is not so much the fact that we are fulfilling the Programme's key performance indicators and succeeding (e.g. increasing the productivity in one or the other agro-industrial subsector or increasing the number of enterprises which are managed according to the principles of eco-efficiency), but more importantly the Programme – and remember this has always been a joint Thai-German effort – could prove that eco-efficiency is a factor promoting overall competitiveness. We showed how to improve the industrial environmental performance. We encouraged entrepreneurs to go for more responsibility. We built management awareness with regard to improvements and the application of resource-efficient instruments. And finally, we developed some "lighthouse" cases which are leading others market players toward a more sustainable economy.</p>
Q	<p>Another question on your experience living in Thailand and working with Thai professionals. What would you recommend to overcome the cultural gap?</p>
A	<p>There is not a real cultural gap. Sure, there are cultural differences and peculiarities in behaviours. But I realized, that the variety of the Thai culture finds its similarities in European cultures. However, the expressions and the degrees are different. To my farang colleagues, I would suggest to get informed in advance about some Thai habits and social behaviours in order to avoid misunderstandings or ridiculous decisions.</p> <p>To both sides of the gap, and I will end with examples for you, get rid of the bad clichés and cultivate more positive ones. One might not be as rude as it seems and the other one not as friendly as it looks like. Be curious, observe</p>

and listen, and don't be too quick with your assessment and opinion. But don't suppress your opinion. Ask for the "other perspective" which is given by the different cultural and social background. And then be quick and decisive when the opportunity or the necessity comes. In short, don't fill up a supposed cultural gap. Rather, take advantage of the different perspectives and go for a win-win solution. By which we are landing again with a crucial principle of eco-efficiency.

## **Biodiversity Convention Conference, Natural Resources Management, Nature Conservation and Regional Marketing: Thai Executives Go on a Compact Visit to Germany**



Representatives of various departments from the Ministry of Natural Resources and Environment (MNRE) attended the 9<sup>th</sup> Conference of the Parties (COP) of the Convention on Biological Diversity (CBD) which was held in Bonn this year. GTZ was asked to design and to help organize additional informational visits between 30 May and 2 June 2008. Permanent Secretary Dr. Saksit Tridech headed the delegation.

During the two and a half days, the delegation visited unique and interesting places, organizations concerned with the management of natural resources and the environment. One of the highlights was "Grube Messel" where the participants learnt how an old open-pit-mine became a protected area. The Messel pit, about 35km southeast of Frankfurt am Main, is a disused quarry which was for the mining of bituminous shale. The uniqueness of the site, not only in terms of its geological value, the importance of its treasured fossil deposits and its conflicted history as an open-pit-mine, was presented and discussed. Community representatives who once fought to protect this area as well as Dr. Marie-Luise Frey, the Executive Director of the Grube Messel explained the great endeavours, protest events and court debates that occurred. In 1995, Grube Messel received the status of a natural UNESCO World Heritage site.

At the "Rhön" Nature Park, the delegation along with Mr. Klaus Spitzl, Head of the Nature Park and Biosphere Reserve Bavarian Rhön and Mrs. Birgit Erb, the Mayor of Oberelsbach, had discussions about possible future cooperation and exchange programs among Thai and German nature park managers. The participants also discussed the idea of a "nature park" as an instrument for improving the local economy through nature-related tourism and marketing of local products as well as environmental protection and nature conservation. The delegation was very impressed by the marvelous and interactive exhibitions which informed them how important this UNESCO biosphere reserve, one of a total of 14 in Germany, is in terms of geological, historical, cultural and economical values. Also in the *High Rhön* region at a peat swamp called "Schwarzes Moor" (i.e. black moor) and its surrounded buffer zone, the team learnt about how the park management and community deal with such a fragile ecosystem – how natural resources management, tourism and agriculture need to go hand in hand.

In *Ostheim* the delegation passed the brewery company named BIONADE which significantly contributes to the economic development of the region. BIONADE's product is the world's leading non-alcoholic organic refreshment drink. In 2006, total sale recorded was 70 million bottles. In 1995 the company introduced a new drink which is based on traditional brewing techniques and a completely organic fermentation process. The Thai team also discussed with a BIONADE shareholder the possibility for BIONADE to import Thai organic Lychee and Longan. At the nearby *Ritterhof Farm*, the delegation learnt how this 70ha organic farm is managed and certified by Naturland. The businesses expressed their happiness with the *Rhön* park

management because it also supports business networking and matching which contributes to the identity and prosperity of the whole region.

The delegation also visited a cooperative, the *Eco-Center of the Werratal Village*, in Thuringia which until 1989 was in East Germany. Besides organic pig and cow farms and milk processing plants, the cooperative also grows organic vegetable and wheat. The farm uses biogas facilities to generate electricity for internal use and also sells surplus electricity to the grid. All organic products are delivered to the marketplace, including the village supermarket which is owned by the same cooperative. The cooperative has grown to cover other sectors as well, e.g. hotels.

Finally the delegation visited GTZ Headquarter in Eschborn. Presentations and discussions were made on biomass, energy, biodiversity, water management, agriculture, fisheries and sustainable urban planning. The discussions focused on potential Thai-German cooperation on climate change, clean air & cities (with ASEAN) as well as on capacity building for the Department of Marine and Coastal Resources, reducing the carbon footprint in the shrimp industry, and mitigating conflicts between fisheries and tourism enterprises.

### **A Stitch in Time is Worth Nine: (Thai Shrimp Farmers Get Ready for the Next Wave)**

Many of us are familiar with the saying “*a stitch in time is worth nine*”; in other words, it is better to be prepared and take precautions rather than to wait and see what “fate” delivers. This is especially true in the world of business where entrepreneurs always have to anticipate where the “market” will go and how they, as entrepreneurs, should respond to it!



This is exactly how it is in the shrimp industry. To stay competitive you need to be able to anticipate where the market will go. If the “early bird is going to catch the worm” then the early bird needs market intelligence. Most market analysts in the global shrimp industry are predicting a strong shift in standards that will have significant impact on the world’s major exporters. With a total export of about 350,000 tons of shrimp last year, Thailand is one of the top two global exporters. As such, it needs to protect its position. This new and anticipated shift in standards has been brought about in the main consumer countries (EU, the US and Japan) because of an increasing awareness of how much power consumers have via making their “everyday purchases”. People want healthier, safer, environmentally sustainable food produced in socially-acceptable conditions. In the shrimp business, the emerging standards are Naturland (for organic) Wegman’s (for sustainable shrimps) as well as GlobalGAP and ACC (for food safety, social and environmental concerns).

The TG-PEC together with its partner PTB in Germany has been working with Kasetsart University and shrimp producers in Thailand to prepare them for compliance with these emerging standards. Last year the TG-PEC worked with Sureerath Farm in Chantaburi to facilitate the certification of the first organic black tiger prawn producer in Thailand and in September Kasetsart University completed a series of trials to see how close small and medium scale producers are to complying with the emerging GlobalGAP shrimp standard. The results were interesting in that they showed that even small and medium-sized farms could already comply with 50% of the requirements needed for GlobalGAP certification.

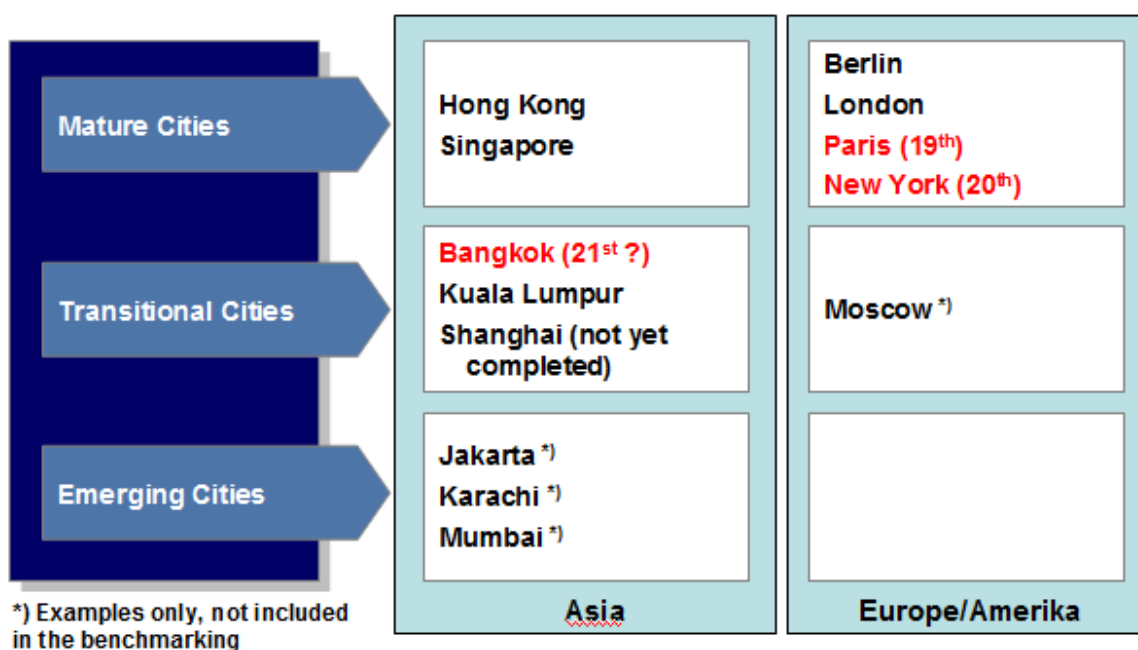
This is good news on the one hand, but it also means that the job is just half done. Recognizing this, the KU team of shrimp experts is now working on a training package that can easily be deployed to large numbers of farmers, at affordable costs, so that when the market shift happens Thai small and medium-sized producers will be among the global market leaders that can comply with this new standard. Competitiveness is all about being prepared!

## Bangkok 21 – Towards a World-Class Transit-Oriented Metropolis

Bangkok 21 is a joint initiative implemented by Siemens Transportation Systems Turnkey Asia and GTZ. This initiative is to offer scientific and planning assistance for developing the road map for Bangkok – how to develop the city into a well performing, true world-class home by the middle of the century.

This Public-Private-Partnership (PPP) initiative has engaged ITS Infrastructure and Transportation Systems Consultancy Group from Hong Kong and Albert Speer & Partners of Frankfurt, Germany to carry out the related research work.

The objective of the study is to provide strategic advice on development priorities for Bangkok and on the required performance levels based on quality criteria of urban life. To do this, Bangkok was benchmarked against world-class cities like Paris and New York (the cities which are labelled “capitals” of the 19<sup>th</sup> and 20<sup>th</sup> century respectively), and many others. The benchmark provides the background for a SWOT analysis (strengths and weaknesses of today and the opportunities and threats of tomorrow), and thus forms the basis for proposing the most suitable direction for the future development of Bangkok.

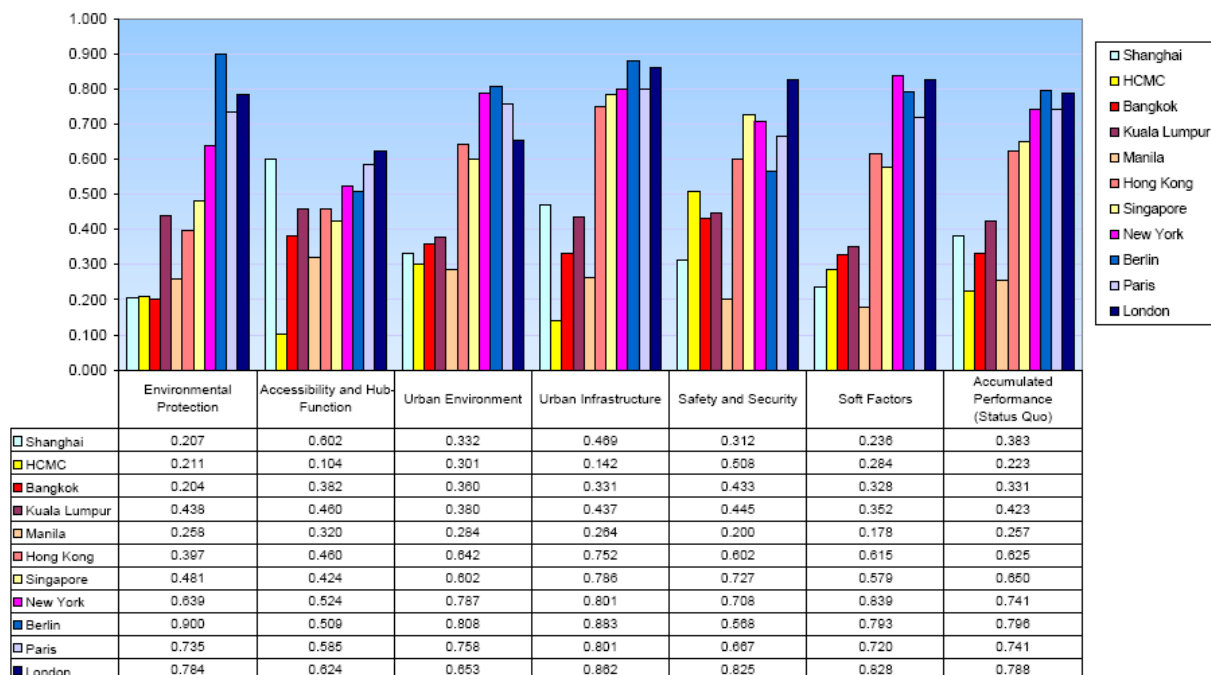


The initiative identifies needs and prepares an action plan, along with the potential to capitalize on quick wins resulting either from saving potentials in existing development plans and from potential opportunities in fields such as the industrial development of Thailand and the uplifting of research and development capacities.

Furthermore it looks into the budget needs for developing Bangkok by 2050. Based on a portfolio optimization, recommendations on budget allocations for infrastructure development have been made.



The results show that about 2.4% of the national Gross Domestic Product (GDP) would be needed annually to develop Bangkok into the world-class transit-oriented metropolis – a bit more than two-times the amount which is spent today. 70% of the required investment would have to be born by the public sector.



**Fig. 1: Overall Performance (Status Quo, 2006)**

The main guiding principles of the initiative are to seek balance in benefits for Bangkok and the country, and to avoid any kind of overspending beyond what can be called sufficient. Therefore, the money would not be spent for the development of Bangkok alone but also for the development and the benefit of the nation as a whole. Almost 40% of the amount would be dedicated to the development of the transportation infrastructure of the entire country, in terms of inland waterways, rails and roads. This would help Bangkok to live up to the needs of the nation as a central logistics hub and also to cut the tremendous cost of logistics prevailing today.

2.4% of GDP might appear to be a lot, but it is not out of reach if present plans require 1% of GDP to materialize. Bangkok would overtake New York and Paris by 2050. It would become a candidate for the premier capital city of the 21<sup>st</sup> century.

**This is not a dream but can be achievable.**

## GTZ Presents Its Expertise in Energy and Environment at GTS08

from 8 through 11 November



Currently, almost every country is facing tough challenges such as higher energy consumption but with less resources, environmental decline, social problems, shortages of qualified personnel, lack of funds and unclear development policies.

GTZ will present its expertise in energy and environment at the 9<sup>th</sup> German Technology Symposium and Exhibition (GTS08), organized by the Thai-German Chamber of Commerce, which will run from the 8<sup>th</sup> through the 11<sup>th</sup> of November 2008 at the Centara Grand and Bangkok Convention Centre.

Under the Thai-German Programme for Enterprise Competitiveness, GTZ will participate in GTS08 in both the symposium and exhibition elements with a focus on energy, environment and climate change. GTZ will propose the alternatives, its pilot projects and experiences in Thailand and other countries in terms of energy and resource efficiency, sustainable transport development, solid waste management, business and financial services as well as climate change and protection. All the mentioned areas have been developed by GTZ and Thai partners under the concept of sustainable development.

### Colloquium on an “Organic Cassava Case Study” Looking to Strengthen Thai SMEs

GTZ organized a colloquium on “The Cassava Case Study – A Solution to Prevent and Mitigate Climate Change and Food Shortages” at the National Economic and Social Development Board on the 3<sup>rd</sup> of July 2008. Researchers from the Land Development Department, Thammasart University and Kasetsart University presented results of the study to improve cassava yields by employing organic cassava cultivation and the monitoring for climate change. Results from the study clearly showed that organic cassava cultivation significantly increases crop yield, enriches the soil and reduces growers’ health risks associated with agrochemical mishandling.



This research is a component of the European Union assistance program. The researchers collaborated with 20 growers in Nakorn Ratchasima to test and demonstrate organic cassava cultivation. Biopesticides were used for insect control whereas rows of leguminous plants, alternating with cassava, were used for weed control. Composts, made from agricultural wastes of cassava leaves and pulp, were used to fertilize the soil and nourish the cassava plants. Vigorously growing cassava plants does not require chemicals to enhance their resistance to both diseases and pests. Moreover, the cassava yield grew by twofold and the production cost was significantly reduced. Evidently, the practice has enriched the soil and increased the number of soil organisms. The successes in the 20 demonstration plots have convinced more than 200 growers to adopt the organic cassava cultivation practices.

Participants also learnt about the progress of Kasetsart University’s long-term research to monitor climate change, which has been on-going for more than 45 years (since 1963) with continuous assistance from the Japanese government. Currently the

5 data collection stations are distributed in both natural forested areas and reforested teak plantations. The long-term research was driven under the ThaiFlux Network, a collaborative initiative of several Thai academic and research institutions, to collect and globally link climatic data. ThaiFlux has already established data collection sites in agricultural areas, including rice fields, rubber plantations, sugarcane fields and cassava fields as well as other sites.

## GTZ Exhibition at the “Policy, Technology and Regulations on Electricity Trade” Seminar



Very small and small power producers (VSPP and SPP) are playing a more significant role both in terms of strengthening Thailand’s energy security, efficient use of resources and mitigating potential environmental impact. Commercial fuel sources and renewable energy employed in the power generation are the keys to their advancement.

Recognizing their important roles, IEEE Thailand Chapter and IEEE Power and Energy Society Thailand Chapter organized a seminar on the 7<sup>th</sup> and 8<sup>th</sup> of August 2008 at the Rama Gardens Hotel. The main objectives of the seminar were to inform power producers and interested parties about the policy, technology and regulations on electricity trade and to conduct a public hearing on the drafted grid regulations.

The seminar provided the discussion venue for seminar participants and speakers, enabling them to jointly identify solutions on energy production and purchasing. The participatory process has been beneficial in VSPP and SPP promotion and should lead to the development of the country as a whole.

In the seminar venue, an area was set aside for the exhibition of products and technology of participating power producers. GTZ, whose significant role in promoting energy efficiency, improving the use of biomass in energy generation, integration of quality management, environment, energy and information system in the “Strengthening the Competitiveness of the Thai Agro-Industries through Increased Energy Productivity (E3Agro)” Project was invited to participate in the exhibit and to disseminate information on its interventions.

## GTZ Strengthens Its Capacity on Gender Issues

On 26-27 August 2008, GTZ Headquarters organized a “Regional Workshop on Gender” at the Davis Hotel in Bangkok. The training was the first piloting case from the Headquarter aiming to strengthen GTZ’s gender focal persons on the GTZ’s Gender Strategic Plan which aims to ensure that *“Women and men derive equal benefit from the development-policy contribution provided through technical cooperation and can participate in designing it.”*

Bangkok was selected to be the training venue as it is located in the middle of Asia with well connected transportation and communication facilities. Ten of

GTZ’s ASIA gender focal persons attended this workshop. They were from China, India, Indonesia, Mongolia, Nepal, the Philippines, Sri Lanka, Thailand and Vietnam. Before finishing the workshop, they formed up the “GTZ Asia Gender Network”



and pledged to integrate and mainstream Gender Issues to all GTZ programs and projects in their countries. This pledge is certainly within the interests and commitment of their partners.

### **Scaling Up of Oil Palm Leaf Analysis Service is Starting in Chumphon**



Thachana Palm Oil Company in Surathani Province will be the 1<sup>st</sup> mill outside Chumphon Province to sponsor its customers for palm oil leaf analysis service. On 1 September 2008, GTZ together with Thachana Palm Oil organized a leaf sampling demonstration and fertilizer management session for the potential farmers who supply fruit for the mill. 45 farmers attended the training. The objective of the training was to give the farmers background on the benefits of leaf analysis and to guide them through the leaf sampling method. The course was structured into two parts – classroom lecture and field practice.

In cooperation with Vichtibhan Palm Oil which is the lab owner, GTZ is promoting leaf analysis service on a fee-based basis to the farmers in the area beyond Chumphon. Thachana Palm Oil has expressed interest to join the cooperation. It was agreed by mill that in the current situation where fertilizer costs are tremendously high, testing can help farmers improve the timing and quantity of their fertilizer application to make sure that they bring maximum benefit in terms of yield. The training session was treated as the first and preparation step before leaves are sent in for testing.

### **GTZ Convened a Colloquium on the Study Results of the Evaluation and Identification of Intervention Ideas for Improving Thailand's Rubber Subsector's Competitiveness**

GTZ convened a colloquium on the study results of the evaluation and identification of intervention ideas for Thailand's Rubber subsector's competitiveness at the Office of Industrial Economics, Ministry of Industry on the 5<sup>th</sup> of September 2008.

During the colloquium, researchers from the Faculty of Technology Management, Prince of Songkhla University, Surat Thani Campus, led by Ms. Sunisa Suchet, presented the study results on opportunities and needs of Thai rubber enterprises. Results of the study, a comprehensive analysis of the rubber value chain, form the basis for the initiatives to strengthen the Thai rubber subsector's competitiveness. The presentation was followed by an open discussion with the colloquium's guest of honor, Mr. Sutin Pornchaisuree, Managing Director of Khao Mahachai Parawood Company, Thailand's leading exporter of parawood products.



## Trainers of the WE Project are Ready for the Tasks



Worldwide Enhancement of Social Quality (WE) is the Public Private Partnership (PPP) initiative between GTZ and Tchibo, one of the biggest coffeehouse chain with an extensive product range. The WE project has already selected trainers to conduct trainings for Tchibo suppliers in Thailand.

To ensure that trainers meet the required qualifications, WE project organized a 5 day Training-of-the-Trainers workshop for 17 interested trainers. The workshop was conducted by professional trainers from Germany and Switzerland. The content of the workshop included the project background and objectives, problem and cause analysis, solution identification, improvement of working conditions in the organization, training process and techniques including dialogue and negotiation techniques.

Besides the target groups, some interested representatives from NGOs and relevant governmental organizations participated in the workshop. After the completion of the workshop, the selection committee selected 4 trainers to conduct the first training for Tchibo suppliers on the 20<sup>th</sup> and the 21<sup>st</sup> of October 2008



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GTZ is part of the German Development Cooperation