

**Chiang Mai Creative City
Discussion and Update Meeting: Chiang Mai & UNESCO Creative Cities
Network
(8th CMCC Development Committee Meeting)
3 May 2011
Buares Khamthong Meeting Room
Office of the University, Chiang Mai University**

57 attendees

1. Mr. Chuchart Kelapang (Vice Governor of Chiang Mai Province)
2. Mrs. Susan Stevenson (U.S. Consul General)
3. Mr. Paul W. Neville (U.S. Vice Consul)
4. Asst. Prof. Dr. Nat Vorayos (VPR, CMU), Chairman
5. Mr. Rittipong Techapan (Head of CM Governor Office)
6. Mr. Sarawul Laohavisudhi (SIPA)
7. Mr. Panya Santiparapob (TLOUBI)
8. Mr. Narong Chawasin (President, North-Chiang Mai University)
9. Ms. Yuwaluck Jiwakidakarn (Payap University)
10. Dr. Avorn Opatpatanakit (CMU)
11. Ms. Chutima Chawasin (North Chiang Mai University)
12. Mr. Pongsak Ariyajitpaisal (SIPA)
13. Mr. Smith Taweelerdniti (FTI)
14. Mr. Simon Robson (Intropica Co., Ltd)
15. Mr. Peerapong Duangraj (SIPA)
16. Mr. Prasong Nilbanjong (BOI)
17. Mr. Thanachai Phunkasemsuk (CMU)
18. Mr. Charin Techapun (CMU)
19. Prof. Dr. Pakdeekul Rattana (CAMT CMU)
20. Ms. Wirashinee Kumchompoo (Chiang Mai province)
21. Mrs. Sudatip Moonai (Chiang Mai province)
22. Dr. Paradorn Sureepong, (CAMT, CMU)
23. Prof. Dr. Kannikar Pornpatkul (president, Chiang Mai Health Services Promotion Association)
24. Mr. Chalermchai Phisitvanich (Far Eastern University)
25. Mr. Wiboon Thanandornsuk (IBM)
26. Mr. Prajuk Phunpon (BOT)
27. Mrs. Supisara Chompan (BOI)
28. Mr. Kittitouch Suteeca
29. Ms. Nilobon Chartngen (Chiang Mai Province)
30. Mrs. Thongsai Mhunmai (Chiang Mai Province)
31. Mrs. Atchara Santhanaporn (NESDB)
32. Ms. Chomchun Chantarasomboon (NESDB)
33. Mrs. Kannikar PetchKeaw (Prachachart Thurakit)

- 34.Mr. Wipad Suntornchukiet (North–Chiang Mai University)
- 35.Mr. Steve Yarnold
- 36.Mr. Anon Kadmanee
- 37.Mr. Louis Davis
- 38.Ms. Phongphun Siriwatthanawongsa
- 39.Ms. Marion Pathé
- 40.Mr. Akarapong Phongsuwan
- 41.Ms. Sven Ernst (Buzzwo)
- 42.Mr. Matthias Schenk
- 43.Mr. Chalermchart Nakarungkul (C.M. Chamber of Commerce)
- 44.Mr. Detlev F. Neufert
- 45.Ms. Watcharaporn Booncharuen (CMCC)
- 46.Mr. Keerati Wongsatheanchai (TLOUBI)
- 47.Mr. Rob Burns
- 48.Mrs. Nathalie Gutel (IBM)
- 49.Ms. Tassaneeporn Booranupakorn (CMU intern at the U.S. Consulate General)
- 50.Ms. Pornsiri Amatayakul (IBM)
- 51.Ms. Thitikorn Peeraarunpong
- 52.Mr. Kittipong Autchawapichayanon
- 53.Ms. Ornuma roekpathanapipad
- 54.Mr. Chawannut Charuenkasemmesuk (TDCI)
- 55.Ms. Panan Prathung (TDCI)
- 56.Ms. Melin Chuamanochan (TDCI)
- 57.Ms. Natthatida Sopa (TDCI, CMCC)

Introductions & Welcome Remarks

Dr. Nat Vorayos, Chairman of the CMCC Development Committee, explained that IBM chose to develop Chiang Mai for its IBM Smarter City Initiative and that this project is divided into two project: (1) Smart Health Care (Medical hub) and (2) Smart Food/Agriculture. IBM worked closely with Chiang Mai Creative City (CMCC) Development Committee and its members during the project.

Chiang Mai is among 24 cities around the world that will roll out the **the IBM Smarter Cities Challenge** this year. IBM is offering technology and services worth US\$50 million (Bt1.5 billion) to 100 municipalities over three years as part of a competitive grant programme to help drive successful growth, better delivery of municipal services, more citizen engagement and improved efficiency in selected cities.

Update Chiang Mai Creative City activities

Mr. Martin Venzky–Stalling provided an update on past, continuing and upcoming activities.

ESC Presentation

IBM chose Chiang Mai as one of 24 cities around the world to receive technology and services as part of IBM Smart City Challenge 2011. The Project was carried out by the Executive Services Corps (ESC) team. The presentation can be downloaded at: <http://www.creativechiangmai.com/downloads/others>

Discussions

- Prof Dr Kannikar Pornpatkul from Chiang Mai Health Services Promotion Association suggested that the Medical Hub project should include dental service because this is quite big sector as Chiang Mai produces about 500 dentists per year. Moreover, IBM team should work more with both government but also the private sectors, Chiang Mai has 14 private hospitals.
- Mr. Smith Taweelerdnithi from the FTI Chiang Mai suggested that innovation technology is sometimes difficult for local farmer with low technology to get information provided. IBM might need to apply new theory to the program which is to be sufficient, build up community and use technology to improve community.
- Dr. Avorn Opatpatanakit from CMU supported that learning IT might be difficult for older farmers. Many studies have shown that high school student can learn technology easier and better. Thus, they could help educate and provide IT technical support, whilst agriculture related content could be developed from best practice farmers.
- Mr. Sarawut Laohavisudhi from SIPA said that this is a good opportunity for local government to use technology but he has some questions about this. As there is no 3G technology, how can local farmers access to the information? Thailand still has problem in database integration as each government sector provides different data, which database IBM will use as standard?
- Prof Dr Kannikar Pornpatkul from Chiang Mai Health Services Promotion Association would like to see more integration and cooperation, particularly with the Chiang Mai Health Hub Association.
- Prof. Dr. Pakdeekul Rattana from CAMT said that local farmer earning their living through their old wisdom on managing their natural resources, we should focus on the old wisdom and use technology to maintain old wisdom and pass through next generations.
- Mr. Narong Chawasin from North-Chiang Mai University gave information that Chiang Mai is now having problems on water and forest. He gave the example that his resort used to have 3 streams of water pass through, but there is only 1 stream left today. People still have insufficient information on how to deal with these problems.
- The meeting closed at: 3.30 pm and was followed by a press conference.

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