

**Chiang Mai Creative City
Chiang Mai Creative City – 1 year Anniversary
– What do we need to do next”
9th CMCC Development Committee Meeting (AGM)
26 August 2011
Social Research Institute, Chiang Mai University**

65 attendees

1. Asst. Prof. Dr. Nat Vorayos (VPR, CMU), Chairman
2. Mr. Simon Robson (Intropica Co., Ltd)
3. Mrs. Kannikar PetchKeaw (Prachachart Thurakit)
4. Mr. Sarawut Laohavisudhi (SIPA)
5. Mr. Chalermchai Phisitvanich (Far Eastern University)
6. Ms. Chutima Chawasin (North Chiang Mai University)
7. Mrs. Sudatip Moonai (Chiang Mai province)
8. Mr. Smith Taweelerdniti (FTI)
9. Mr. Wiboon Thanandornsuk (IBM)
10. Dr. Pradorn Sureepong, (CAMT, CMU)
11. MS. Annette Kunigagon
12. Mr. Alberto Cosi
13. Ms. Kanyarat Suwannachot
14. Mr. Keng Hanwiriyaphan (Aristo Solution)
15. Ms. Korawan Sangkakorn
16. Mr. Krisanapong Aungaree (Representative)
17. Ms. Lamorna Cheesman (Studio Naenna)
18. Mr. Oliver Hargreave
19. Mr. Peter Penhall (CNX wood)
20. Ms. Shana Kongmun (Chiang Mai Mail)
21. Mr. Teerayut Bakaree
22. Mr. Yorick (CEO, Simple Difference)
23. Mr. Kulachatr Chatrakul Na Ayudhya (Payap University)
24. Mr. Natthajuk Chumnichollatis (City Hall)
25. Mr. Tul Lekutai (Deco Moda)
26. Mr. Theerawith tienkaroch (Office of commercial affairs, Chiang mai)
27. Mr. Nippon Limboonsuebsai (North-Chiang Mai University)
28. Ms. Plaiauw Thongsawat (US CG)
29. Ms. Preyaporn Pradubsuk (TAT)
30. Ms. Premrudee Kulsu (NOHMEX)
31. Mr. Pornthep teekanon (CAMT, CMU)
32. Dr. Richard Engelhardt
33. Ms. Runglawan Hutatuth
34. Mr. Kongwit Wathanarungsalit (IBM)
35. Mr. Julanit Wangwiwat (CCC)

36. Mr. Chairat Kamonoratep (Tita Gallery)
37. Assistant Professor Paiboon Larsomsri (Rajamangala University of Technology Lanna)
38. Ms. Chutima Chavasint (North-Chiang Mai University)
39. Mr. Samran Hankaew (ATSME)
40. Mr. Surapong Lerdthusnee (NSTDA)
41. Mr. Anucha Suranan
42. Mr. Wichien Cherdchutrakultong (FTI)
43. Mr. Vithi Phanichphant (CMU)
44. Dr. Duangchan Apavatjirut Charoenmuang (Creative Urban Solution Center)
45. Mr. Smith Taweelertnithi (FTI)
46. Mr. Sarawut Saetiao (President, Chiang Mai Tourism Business Association)
47. Dr. Sant Suwatcharapinun (CMU)
48. Mr. Santi Laopanichkul (Impact Media)
49. Ms. Ubonrat Yasai (SRI)
50. Mr. Prasak Thavornyutikarn (CMU)
51. Mr. Watcharapong Trakarnsiri (SME bank)
52. Mr. Chairat Usavangkul (Within Design)
53. Mr. Sritorn Upakum (Rajamangala University of Technology Lanna)
54. Ms. Thanyarat Insuwan (CMU)
55. Mr. Namchai Uwanich (Chiang Mai News)
56. Mr. Paul Fihn
57. Mr. Suphawat Pawilai
58. Ms. Thanyarat Thong-ngam (East Object)
59. Ms. Pornphun Worakarn
60. Ms. Rarai Rugsinkong (BOI)
61. Mr. Rachet Wongpeetha (Lisa Lodge LTD)
62. Mr. Wararos Thanasub
63. Mr. Krit Sittivangkul (TDCI)
64. Ms. Panan Pratuang (TDCI)
65. Ms. Natthatida Sopa (TDCI)

Introductions & Welcome Remarks

Dr. Nat Vorayos, Chairman of the CMCC Development Committee, opened the meeting with welcome remarks and explained that the meeting would be divided into three parts. The first part was summarizing past activities and events. Secondly, CMCC would like to have comments and suggestions on ongoing activities such as the MoU with the TCDC, CMCC Goodwill Ambassadors and CreativeCoffee meetings. The last part would be proposing road map for 2011 on by secretariat which would like to get participation and comments from everyone.

Update of Chiang Mai Creative City activities

Martin Venzky-Stalling then provided an update about key past events since last meetings (seminars, press conference, CreativeCoffee meetings, etc), notified the Committee about the new members (as per announcement by the Governor of Chiang Mai Province in July), provided updates on the applications to join the UNESCO Creative Cities network and the DIP 10 Creative Economy Prototype City Network Project.

He then shared the news about the recent selection and announcement of the first 16 CMCC Goodwill Ambassadors (and planned dinner with VIP guest John Howkins (Advisor to the Thai Government on Creative Economy) on the 3rd of September, the planned event and MoU with the TCDC, and the first meeting of the DCITS working Committee.

He reiterated the key goals of CMCC, to develop and diversify the economy in a sustainable and just way, create new jobs, and create opportunities. Finally, he presented the priority areas, the general roadmap, and the future more detailed roadmap / action plan.

Summary of discussions and some initial clarifications by CMCC DC Secretariat

The discussions reflected that that many people still have different understanding about (1) what Chiang Mai Creative City is and (2) what the role and mandate of the Chiang Mai Creative City is.

The CMCC DC Secretariat explained that CMCC is a voluntary committee set up by the government. No funds have been dedicated other than ad hoc contributions by individuals and some member organizations. The CMCC DC is a think tank, networking and sharing platform, and catalyst for ideas. Generally the CMCC DC does not implement and does not have mandate or resources to do so (this would have to be done by its members, either local government/agencies, universities or the private sector).

Mr. Richard Engelhard of UNESCO suggested that in the future there may be a need for an agency, institute, centre, academy, or foundation to provide analysis and recommendations and/or implement certain activities.

There was also a discussion about the focus of CMCC and whilst some suggested many different areas others suggested that the focus risks being too broad.

The CMCC DC Secretariat feels that it may be necessary to differentiate between: (1) the role of CMCC DC and the meaning and objectives of CMCC, and (2) areas in which the CMCC DC core team will proactively focus on and areas that it will support by for example providing ideas and creating linkages between stakeholders.

Discussions

- Ajarn Nippon Limboonsuebsai from North-Chiang Mai University suggested that Chiang Mai Creative City could also include a focus on sports (there have been quite a number of international sports competitions and events in Chiang Mai, SEA Games, weightlifting, golf, cycling, etc). If Sport became one of CMCC's focus areas, he would be happy to contact someone to be an international CMCC Goodwill Ambassador to promote Chiang Mai as a city of sports.
- Ajarn Nat asked for comments on the CreativeCoffees and the Goodwill Ambassador program. There were no comments but one suggestion for an additional Goodwill Ambassador in the future (above).
- Ajarn Khongphu from the faculty of Business Administration, CMU suggested that CMCC requires the support of all groups including local government and individual supporters.
- Khun Annette commented that she likes the CreativeCoffee program as it can also bring in some of Chiang Mai's 'smaller' players, not only academics or famous business people. Chiang Mai is made up from people from all walks of life and backgrounds. Through individual projects, that we have been introduced to through the CreativeCoffee program, we can see that individuals can make a difference in their own way, starting a small project and managing to benefit different sectors of the community. These events should continue and be supported, we can all learn from one another!
- Khun Racht from Tourism Business commented firstly on tourism and urban development that in 2015 when Asian Free Trade Area would fully process, in many business field, foreign investor would be allowed to hold up to 70% in securities. He recommended CMCC to help increase local business competitiveness. Moreover, institutes and organizations in Chiang Mai should help increase students ability to compete with people from other countries within ASEAN. CMCC should also focus on logistic problems and add local government to be one of main partners. Thirdly, CMCC should run pilot project with local communities for example, Mae Kha canal reconstruction.
- Dr. Duangchan Apavatjirut Charoenmuang from Creative Urban Solution Center informed that Creative Urban Solution Center will arrange a forum about Chiang Mai City urban development approach. All CMCC stakeholders would be welcome to join the forum. She also commented on 8 pillars that there should be one CMCC focus point which related to climate change.

- Khun Chairat Usavankul from Ping Nakara commented that some of the suggested ideas are too big for CMCC DC to deal with (particularly without funds). He believes that there should be more focus. He also agreed that with the ideas to do more city marketing and branding.
- Dr. Nat Vorayos shared that we should have leader in each focus group to be more effective and CMCC DC would coordinate with existing member and ask them to be leader of each focus group. This proposal was well received by the attendees.
- Mr. Martin shared comments from TCDC and NESDB that too many pillars would be difficult to work. Therefore if CMCC is pulled into too many directions it creates the risk of not achieving anything. Some strategic directions/ or flagship programs might be the better way forward.
- Khun Premrudee from NOHMEX commented that CMCC DC still has to bridge a gap to local communities. CMCC DC should link to these community groups. For example, there are the salah lanna (Lanna traditional art and craft technicians) who are not a part of CMCC.
- Khun Wiboon from IBM said that from his point view, CMCC has been more successful than he expected. CMCC has been good in terms of generating new ideas and providing a networking and sharing platform that boosts cooperation between stakeholders in Chiang Mai.
- Mr. Peter from CNX Wood suggested that one should not expect the CMCC DC or its secretariat to do all the work since it does not have dedicated budget and is “only” a committee. Instead, the members of the committee should step up and identify for what they could do. He suggested that perhaps the CMCC core team could meet with each member organization individually and discuss which projects/initiatives (in the roadmap and action plan) could be led or supported by that organization.
- Mr. Richard suggested that the government needs to invest in the creative economy, particularly focusing on enabling infrastructure. A database could be created of past and future activities. He commented that the CMCC DC needs to focus. He also asked about the link to green development and environmental issues and that it is important to have baseline data about CM’s creative economy. Mr. Martin explained that both were part of the roadmap and action plan.
- Finally, Mr. Richard suggested that there may need to be a (1) CMCC Academy, institute, centre or foundation to provide analytical and policy support and/or to

implement activities and certain project (2) flagship activities as pilot actions to fast-track. These might constitute a relatively small basket of closely linked activities, cutting across more than one focus.

- Khun Annette agreed with Mr. Richard's comment that “flagship” activities could be developed before things get too big and out of focus, we need to start on smaller projects and build up on them then.
- Responding to some previous suggestions by others that CMCC should cover many different areas, Mr. Peter recommended that CMCC (or at least the Development Committee) should (for the near future) focus on the (creative) economy to achieve the key goals.
- Mr. Smith agreed and made two suggestions. The first was that he would like all stakeholders to help taking part of road map he also has proposed some projects to FTI. Finally, he would like academic side to prepare students who are ready to work in industries.
- Dr. Nat added that CMCC secretariat would send a roadmap to the Governor and every member/stakeholder - the secretariat would like to have comments on roadmap from everyone. Also if anyone has comments or suggestion, they can send directly to working team via email instead of waiting for the next meeting.
- The meeting closed at: 4.40 pm.

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Next steps: the CMCC DC will develop a roadmap and action plan and submit to the Governor, other government agencies and its members.
In some areas working committees will be set-up.
The next meeting will be in October.