

**1<sup>st</sup> Chiang Mai Creative Steering Committee Meeting Minutes**  
**2pm-4pm, 20 September 2010**  
**Office of the University, Chiang Mai University**

**List of Participants - attached**

**Chiang Mai Creative City Initiative – What is it? Why are we here? What is the role of the Development Committee?**

Chiang Mai Creative City is an initiative to put in place the foundations, people, connections, marketing and infrastructure to develop and market Chiang Mai as a world-class centre of creativity and innovation.

In August 2010, the Governor of Chiang Mai set up a multi-party provincial steering group (Chiang Creative City Development Committee). Chiang Mai University is Chairing this Committee and is the secretariat and point of contact for the committee.

The initial focus is on the IT, software and digital content sector, as both a key industry in itself and an enabler of creativity in other sectors. However, creativity, design and innovation are also important for many other sectors in Chiang Mai such as tourism, agro-industry, healthcare and handicraft to name a few. The objective is to build on what is already there (education hub, history, Lanna Culture, quality of life, skills of the people) and enhance it to make Chiang Mai a more attractive location for investment in creative industries, generating more opportunities and jobs along the way. This initiative is in line with the Thai Government's vision to develop the creative economy within the country and builds on the strengths of Chiang Mai.

Chiang Mai can become a leading creative city, driven by 4 clusters:

- Arts and culture,
- Mass communication,
- Design, and
- Information technology.

The diverse identities of Chiang Mai – including its culture, heritage, and top tourist attractions – are valuable ingredients for developing Chiang Mai as a creative city through university, private sector, and government collaboration. The Committee should play a role in developing a framework for collaboration, including the use of information technology (IT) to develop Chiang Mai City.

The Committee aims to persuade companies/entrepreneurs (and government) to invest to invest in IT and creative related sector and businesses in Chiang Mai. At the same, time, it is the intention to link IT (including software development, multimedia, graphic design, animation) with existing industrial sectors in Chiang Mai, strengthen these sector and increase their use of IT (to enhance their competitiveness and to create a local market for IT and innovation related services).

Asst. Prof. Dr. Nat Vorayos agreed to encourage (IT) entrepreneurs and businesses to settle in Chiang Mai as well as work to unite the creative activities of Chiang Mai residents in a way that conserves its uniqueness. Chiang Mai can leverage the creative ideas, skills and talents of its people for development.

Chiang Mai University has played a leading role in creating the initial working group under the supervision of the Technology Development Center for Industry (TDCI) and the Research Administration Center (RAC) to serve as a secretary base for the development committee, develop (with the help of Intropica Co., Ltd.) a creative city website (<http://www.creativechiangmai.com/>), and organize a logo and website competition. The next step is to establish a working group to develop and provide direction for the Chiang Mai Creative City Initiative project.

Mr. Martin Venzky-Stalling suggested that a good start would be to aggregate information about existing activities:

- All members of the Committee should summarize their present projects and activities with regard to the creative economy in order to create a Chiang Mai Creative City database of ideas and activities (to be sent directly to RAC at [rac@chiangmai.ac.th](mailto:rac@chiangmai.ac.th) or TDCI at [martin@venzky-stalling.com](mailto:martin@venzky-stalling.com)).
- A specific focus should be IT-related (including design, multimedia, animation, and enterprise), on-going projects or ideas from each organization.

At letter from the ICT Group of JFCCT was shared appointing Martin Venzky-Stalling as a representative of JFCCT's ICT Group to the Development Committee.

**Introductions and comments by participants, focusing on: expectations, suggestions, and potential contributions.**

**Each participant's comments are included below.**

**Dr. Potchana Aeungpaibul, Director, National Economy and Social Economy Chiang Mai Center**

The IT linkage to various sectors – i.e., arts and culture, mass communication, and design – is a good point in terms of fast track promotion. On the other hand, some organizations are not well connected to the IT sector and lack opportunities for receiving and accessing information. All 3 sectors (Art and Culture, Mass Communication, and Design) should be linked and transfer the knowledge to students A kick-off campaign explaining linkages between the three main sectors link should be conducted.

**Ms. Hataichanok Kulchanokdol, Sales Executive Office, TT&T Public Company Limited**

TT&T Public Company Limited supports software /Wi-Fi internet services in terms of promotional merchandise as one potential way to support the IT sector.

**Assistant Professor Dr. Somchai Jomduang, Head of Agro-Industry Business Service Center, Faculty of Agro-Industry, CMU**

There are some works involving creative city in the faculty, e.g., promoting the use of 'environmentally friendly' product packaging, etc.

**Mr. Nichan Singhaputargun, International Relations Officer, International Relations Division, CMU**

IT both attracts investors to join their business in Chiang Mai and motivates Chiang Mai business groups to invest in the city.

**Mr. Christopher Mosses, Managing Director, Manao Software Company Limited, Chiang Mai**

It is good to improve Chiang Mai as a city of business. Manao Software Company Limited is ready to support this project. Currently, the company recruits the most talented computer scientists from Chiang Mai and Bangkok universities to join and develop software with the team.

**Mr. Simon Robson, Owner, Intropica Co. Ltd., Chiang Mai**

It is encouraging to see larger companies such as IBM choosing to invest and open offices in the city, and part of making Chiang Mai Creative City a success is to encourage already established companies to set up operations here. But this is a longer-term strategy and may not show any tangible results in the interim.

So we should also focus on, bottom-up approach of better developing IT students' skills, particularly in terms of entrepreneurialism and product development, so they can develop commercially-viable software that meets real market needs and create more innovative local companies (entrepreneurial thinking has significant value within a company too. Many of the skills and processes required to get a new venture up and running apply equally well to designing and developing a new software product. Furthermore, outside of mainstream corporate IT, much software development involves developers working very closely with entrepreneurs - so getting developers on the same wavelength is quite useful).

By focusing on this we might get results incrementally and more quickly, while at the same time increasing the chance of success in the longer-term strategy of attracting established entities to open operations (or partner with local companies and universities) here.

**Ms. Aracha Boon-Long, local Chiang Mai group representative (MuangMuang)**

The group's IT linkage related activity is a cultural map design. The group's map details old buildings and historical places.

**Miss Chutima Chavasint, Vice President of Administrative Affairs, NCU and Chiang Mai Chamber of Commerce representative**

**For NCU:** NCU supports the IT sector by supporting students to produce software. The committee should cooperate in not only providing a cooperative education but also setting a criteria of IT students' specification altogether.

**For the Chiang Mai Chamber of Commerce:** The organization has invited a Japanese professor to train Chiang Mai residents in handicraft arts. Through this, residents can earn money themselves by developing products, generating income in Chiang Mai city.

**Consul General Susan Stevenson, U.S. Consulate General Chiang Mai**

The U.S. Consulate General Chiang Mai supports the Chiang Mai Creative City project

**Mr. Rittipong Techapun, Chief of Chiang Mai Governor's Office**

The Chiang Mai Governor's Office congratulates the Steering Committee in providing a forum for opinions from diverse sources in both the public and private sectors. The position of the Creative City project should be clarified before starting operation. For example, if Chiang Mai is to be a creative city by using IT as a leading model, the Committee should know what is the positioning of Chiang Mai Creative City instead of searching for city model and imitate the system.

**Mr. Samroeng Chaisen, Chief of Chiang Mai Provincial Development Strategic Group, Chiang Mai**

The Chiang Mai Provincial Development Strategic Group supported the idea of Mr. Rittipong Techapun that the Committee should prepare the readiness of both manpower and funding.

**Dr. Rattapong Angkasith, Lecturer, Faculty of Architecture, CMU**

Local business, as a primary unit of this initiative, along with the right city policy should be in focus. Following the policy, small businesses will be developed in Chiang Mai. NGO's can be used to track arts and culture activities.

**Lect. Khongphu Nimmanandh, Lecturer, Faculty of Business Administration, CMU**

IT can be used to lead 3 main clusters: Arts and Culture, Mass Communication, and Design with focus on: 1) what are Chiang Mai's resources? 2) What are Chiang Mai's problems?, and 3) what are investor requirements for investing (or doing business in and with) in Chiang Mai?

**Dr. Tanyanuparb Anantana, Acting Director Technology Development Center for Industry (TDCI), CMU**

Projects can be implemented through a top-down or bottom-up process through institutions like North Chiang Mai University, Payap University and others. The Committee should brainstorm ideas for the project's objective and seek funding sources. Now, one of the projects that TDCI have done is Lanna creative design.

**Mr. Smith Taweelerdniti, Deputy Secretary General of the Federal of Thai Industries (FTI), Chiang Mai**

Three business strategies guided by the FTI are: 1) innovation creation, 2) support personnel potential development and 3) environmental care. Job opportunities for high

skilled residents do not exist in Chiang Mai. Chiang Mai should focus on how to make the city a "city of business" to provide opportunities for residents to work in their hometown.

**Mr. Phongsak Ariyajitpaisan, Manager, Software Industry Promotion Agency (SIPA) (Public Organization), Chiang Mai branch**

SIPA promotes the software industry by using local knowledge base, e.g., storage of local art and culture by using software and digital content or storage. For example, SIPA has been working on digitizing 'Fon Sao Mai' Lanna dance by using motion capture equipment. Also SIPA's principle activities are to develop software and do a campaign of using "13 National Fonts" as a free download. Maybe it is possible to create a "Lanna Font" as it is typically seen in Chiang Mai.

**Mr. Sarawut Laohawisuth, Manager Assistant, Software Industry Promotion Agency (Public Organization), Chiang Mai branch**

SIPA Chiang Mai was first established in this region. SIPA Chiang Mai supports IT usage in society, universities, and by all IT interested person in Chiang Mai.

**Mr. Wiboon Thanandornsuk, Director of Regional Business Development, IBM Thailand Co., Ltd, Chiang Mai branch**

One of the key strategies for IBM Thailand in 2010 is to support the government's policy to boost the economy through the "Creative Thailand" campaign. IBM hardware, software, and services coupled with its network of business partners will help Chiang Mai compete at a global level. The activities now created by IBM Chiang Mai are to:

Perform university training for institutions including North Chiang Mai University, Payap University, and Rajamangala University of Technology Lanna (RMUTL).

Design IBM course with a combination of learning curriculum in university level by adjusting course as a unique skill of study.

Furthermore, IBM (Thailand) Company Limited supports the idea of Smarter Public Safety. Public safety will be a key factor in determining which city they choose to invest. In addition, IBM also focuses on smarter transportation, health care, and other areas. IBM's project can be modified and adjusted and to apply to Chiang Mai Creative City Project.

**Dr. Rux Prompalit, Vice President for Research and Academic Services, Payap University**

The selection of 4 groups of categories to start the Chiang Mai Creative City project is a great start. However, the Committee should clarify 'what Chiang Mai Creative City is' from deep consideration. The project should start pushing the creative idea by also selecting a focus group in primary or secondary schools in addition to the university level. Younger children are flexible for stimulating the creative idea. Dr. Rux was also asked whether Payap wishes to formally join the CM CC Development Committee. Dr. Rux would speak to the Payap President about this.

**Dr. Chitrlada Burapharat, Lecturer, Faculty of Fine Arts, CMU**

The point of linking IT, art, culture, and human together is a good one.

**Martin Venzky-Stalling, CMU Advisor and Representative of the ICT Group of the Joint Foreign Chamber of Commerce (JFCCT) on the Development Committee**

The ICT Group of the JFCCT is very interested in this activity and willing to support the Committee with ideas, contacts, comments, etc.

**Notes**

First, the majority of IT companies' customers in Chiang Mai are from foreign countries or other cities. The committees should plan to set up several pilot projects like a flagship project to attract attention of Chiang Mai residents to use the services. Second, the development of Chiang Mai by using IT as a key factor is not a main attraction; it should use IT to support Chiang Mai instead. Third, Chiang Mai city pay attention to the new and external investors by neglecting the old Chiang Mai entrepreneurs. Therefore, it should balance the needs of the two groups.

**Objectives and suggested Activities: Examples and Ideas for Chiang Mai**

The overall idea of the meeting focused on two different consensuses. First, adoption of IT leads the Chiang Mai Creative City project by conserving identity of Chiang Mai people. Consequently, the project can succeed in making Chiang Mai attractive not only to tourists but also to investors – to come, to visit, and to settle down and develop business here over the long run. Second, students should be taught by concentrating on creative ideas in order to develop Chiang Mai City in the future.

**Next step and any other business**

Future action & proposed plan: setting up of working groups

- **Creative Economy:** focus on IT & Applications, what industry needs, Roadmaps & Strategic planning, activities, how to link local economy development and capacity development.
- **Creative Society:** how to prepare the Chiang Mai community, community awareness, how to conserve the uniqueness unity, environment/social issues.
- List of previous/current activities to promote creativity in community and industry/business.
- Website/ mailing list/social network/newsletters
- Financial sources on volunteer basis
- Volunteer basis / Organization has budget on research /
- Students developments / Social responsibilities
- Applying for grants/funding: Provincial level, national ministries, other etc
- Business side: Budget support grants, next year's grant
- Projects and activities, any flagship projects?
- List of activities for presenting to the next meeting
- Report to the next meeting
- Steering Committee will meet at least every two months and working groups will meet at least monthly
- RAC will send a list of the working groups by mail to committee members.
- LOGO and website competition of Chiang Mai Creative City are announced with a due date of September 30, 2010.

Attachments: List of Participants