

Minutes of Chiang Mai Creative City Development Committee Meeting #4
On Thursday 16th of December 2010, 11.00 – 13.00
At the TDCI, 2nd Floor, Research & Technology Transfer Building, Meeting Room

Number of participants: 33 persons

The U.S. Consul General Susan Stevenson

คุณ ปลายอ้อ ทองสวัสดิ์ (US General Consulate) Mr. Peter Penhall (CNXWood)

ผศ.ดร. วัลลภ วรยศ(CMU)

นาย สงัด จิโนวรรณ

อ.ชุตินา ชวลินธุ์ (NCMU)

น.ส. อรช บัญหลง (Muang Muang)

Mr. Martin Venzky Stalling (CMU)

คุณ อินทิรา ดุลยกาญจน์

อ.ดร. ธัญญาภาพ อานันทนะ (CMU)

คุณ ปัทมา สุขวิทาคมโก

อ.ก้องภู นิมานันท์ (CMU)

Mr. Christopher Mosses (Manao Software)

อ.ดร.รัฐพงศ์ อังกสิทธิ์ (CMU)

น.ส. วิภชินี คำชมภู

Ms. Supisara Chomparn (BOI)

น.ส. สุดาทิพย์ มุงอ้าย

คุณ บุญศิริ ตูลาพันธ์พงษ์

ดร.จิตรลดา บุรพรัตน์ (Fine Arts, MCU)

คุณวิราชนี ธรรมชมพ

นาย ตุลย์ เล็กอุทัย (Muang Muang)

ผศ.ดร. ประเสริฐ หาญเมืองใจ

คุณพีรพงษ์ ดวงรัตน์ (SIPA)

อ.นิภาภรณ์ เอื้อตรงจิตต์

คุณวิบูลย์ (IBM)

น.ส. ปิยะฉัตร ไคร้วานิช

Ms. Phyllis (IBM Singapore)

คุณ ปานจิตต์ พิศวง (Governor's Office)

น.ส. วัลลวิศา ไชนานนท์

น.ส. วัชฐาภรณ์ บุญเจริญ

คุณ ทศนีย์ ยะจา (Baan Celadon)

อ. สันต์ สุวัจจราภินันท์, CMU & Muang Muang

นาย วิเชียร เชิดชูตระกูลทอง (FTI)

คุณ ธรรมบุญ นวมอนงค์ , RAC/CMU

นาย ชวัลณัฐ์ เจริญเขษมมีสุข

Meeting Actual Time 11.15 – 13.20

11.15 CMU Vice President Dr. Nat Vorayos, Chairman of the Chiang Mai Creative City (CMCC) Development Committee opened the meeting, starts the meeting.

- Introduction about the organization, TDCI and CMU responsibility and co-operation.
- Introduction of Mr. Martin Venzky Stalling as CMU advisor and senior advisor of CMCC.

Mr. Martin suggested that all participants introduce themselves and then provides an overview of the CMCC idea (objectives, rationale, etc.) and a status update (activities since last meeting, status of strategy and roadmap, etc.). Activities included TICEF, BOI event, SIPA event, meetings with TCDC, meeting with JFCCT, very positive meeting with the Governor, DIP Project and UNESCO Creative City Opportunity, etc.

Mr. Martin invited the participants to share information about projects, services, events or activities related to the CMCC project since information sharing was one of the key benefits of organizing as a committee.

Mr. Peter Penhall from CNXWood provided an update about Creative Kingdom and CNXWood and suggested CNXWood could be a key partner for the CMCC project.

Aj. Nipapron from Media Art Faculty of Payap University shared the project of Payap about new laboratories for Master degree level (in subject of Enterprises, Media Art, D-science, and Endrography). Finally, Mr. Wiboon from IBM Thailand briefed about the recent IBM Bangkok Smart City event and suggested that IBM Smart City solutions set could be relevant and useful to Chiang Mai. .

U.S. Consul General Susan Stevenson provided a brief update about the Thai-US Creative Partnership and that Chiang Mai Creative City is very relevant to that partnership.

Mr. Martin mentioned that next week there would be a meeting with OSMEP regarding the needs of the Digital Content Cluster in Chiang Mai. Martin then continued summarizing the structure of the report (Strategy and Roadmap Report), the draft Vision and Mission of Project, the sector focus, etc. Mr. Martin asked all participants from any comment or suggestion about CMCC project (10 hard copies were provided to those interested in reviewing in more detail).

Mr. Martin also presented on the DIP 10 Prototype Creative Economy Cities "Competition" by DIP/Ministry of Commerce. Ms Panjit, Head of the Office of Commercial Affairs, Governor's Office, Chiang Mai, elaborated and suggested that ceramics could be one of the priority projects (with Khun Tasanee from Baan Celadon). Khun Panjit also suggested that she would prefer to focus on the quality of the projects than the number of projects. After that Ms. Panjit asked Ms. Tasanee from Celadon Chiang Mai to share information about Baan Celadon and her ideas for a project.

Ms. Tasanee provided an overview about the proposed Celadon project. She had meet with Ms. Panjit and wishes to expand and upgrade the Baan Celadon training center. Ms. Tasanee said that Baan Celadon is ready to be a volunteer organization for the DIP project.

Mr. Panjit asked about the roadmap for Chiang Mai Creative city. She agreed that this still should be the overall strategy and roadmap and that everybody should use the CMCC logo. Mr. Martin explained that the Strategy and Road Map of CMCC is not quite finished, however, for the first DIP Project Working Committee meeting it would be possible to prepare an introduction and indicative summary.

The CMCC Development Committee strengths are the members and the quality and creativity of the ideas (for high impact and sustainable projects and initiatives) it can provide. However, any project needs owners and volunteers. The DIP project could be used to invite communities, agencies and private sector companies to propose projects and ideas that they would be willing to participate.

Mr. Wichien from the Federation of Thai Industries, Chiang Mai Chapter, suggested that the proposal to DIP should provide an overview of Chiang Mai's cultural and creative assets, communities, and knowhow. Ajarn Khongphun and Martin agreed. Mr. Martin explained that there are two views on what is required, one to provide a small number of proposals and the other to provide an overview only followed by more project details once shortlisted.

It was clarified that there is no budget by MoC for the initial Phase (till October 2554) - therefore the activities supported by DIP/MoC would focus on marketing, awareness creation, knowledge sharing and events. Hence, it would be beneficial to link ideas and projects to existing projects and initiatives with budget (e.g. projects with OSM budget).

Mr. Peter Penhall suggested that that Chiang Mai should focus on bringing in something new, e.g. new business and investment for the city. He also suggested that Creative Kingdom might be able to propose a project for the DIP/MoC "competition".

Mr. Tul from DECO MODA and (Muang Muang as well as the NAP Organizing Committee) proposed that Nimmanhemmin Road could be one of the projects (combining space, community, events, and the functional design cluster in Nimmanhemmin). Miss Aracha from Muang Muang agreed and it was clarified that a project does not have to focus on products.

Mr. Martin carried on presenting about another opportunity for Chiang Mai, to become a UNESCO recognized Creative City. There are different categories under this relatively new (since 2004) UNESCO program (folk arts, design, media art, etc) and he suggested that maybe Chiang Mai should try to propose under the Media Art category (similar to digital content). This would support the aspiration to attract something new (investment in digital content and IT). In general, UNESCO in Bangkok was favorable of Chiang Mai and supportive of an application. The Head of the Cultural Section had offered to come to Chiang Mai and meet with the Development Committee and key stakeholders.

Mr. Wichien for more details about the UNESCO and enquired about conditions that might be imposed and also how UNESCO would ensure more "sustainable" creative city development (one of the stated benefits). Chairman Dr. Nat and Mr. Martin and agreed that more information from UNESCO was required (conditions, process, how to stay a UNESCO Creative City, etc.). It was clarified that UNESCO itself would not provide budget but that the recognition should enable Chiang Mai to ask for budget from other agencies and also attract tourism and investment.

Dr. Tanyanuprab elaborated that the concept of creative economy is important around the world and NESDB will embed a focus on the creative economy in the next (11th) 5-year National Development Plan (2012-2016) – hence Chiang Mai Creative City is very consistent with Thailand future national plans and focus.

Next Steps

The Chairman suggested that the **next meeting** should be a large meeting to discuss the Strategy and Roadmap that is being developed. The meeting might be in mid-January 2011.

In addition, he agreed to invite UNESCO to give a presentation to the Committee (and the Governor and Mayor) at the end of January 2011.

Martin requested comments on the draft strategy and roadmap circulated.

The meeting was closed at 13:20.

