

DRAFT - FOR REVIEW PURPOSES

**Chiang Mai Creative City  
Strategy and Roadmap Meeting  
(5<sup>th</sup> Development Committee Meeting)**

**13 January 2011: 2pm-4:15pm  
Praya Sriwisalvaja Meeting Room  
Office of the University, Chiang Mai University**

- 1. Introduction:** Nat Vorayos, Chairman of the CMCC Development Committee
- 2. Welcome Remarks:** Susan Stevenson, US Consul General Chiang Mai

The US Embassy has an umbrella Creative Project under which CMCC falls. In a recent meeting with the Ministry of Foreign Affairs (Thailand), the MFA noted that Thailand's creative strategy should include: IT (including agriculture, food traceability, software, healthcare software), business development, fashion design, green energy, bioplastics, bioresin, Thai traditional medicine, food packaging, and irrigation technology, among others. Not all areas are within the scope of CMCC but the list provides some of the Government's overall creative policy goals within which the CMCC project can focus.

**3. Welcome Remarks:** Ms. Panjit Pisawong, Director, Office of Commercial Affairs, Chiang Mai, Ministry of Commerce (Representative of Governor's Office, Chiang Mai Province)

**4. Updates on activities of CMCC:** Mr. Martin Venzky-Stalling, TDCI, CMU

Some new Members have joined the CMCC [see names in red highlighted in the presentation on one the first pages, presentation downloadable at [www.creativechiangmai.com](http://www.creativechiangmai.com)].

CMU:

- New "Creative Business" Degree to be launched by Faculty of Business Administration
- TLOUBI will set up a Creative Academy (งานฝีมือ)
- 2 projects submitted to OSM1
- Event with TCDC Connect at end-January
- Creative Gurus in February

DIP 10 Prototype Creative Cities 1<sup>st</sup> meeting in early February  
Wikipedia 10<sup>th</sup> Anniversary Networking Event

The logo has been finalized and is based on a stylized version of the city walls (colors and slightly twisted and rounded square in the middle reflecting dynamic creativity and innovation).

The planned application to become a UNESCO Creative City was mentioned. It is to be discussed in full at the next meeting on 3 February 2011.

## **5. Presentation of draft vision, strategy and roadmap for Chiang Mai Creative City: Martin Venzky–Stalling, TDCI, CMU**

See presentation (document downloads: [www.creativechiangmai.com](http://www.creativechiangmai.com))– note that the presentation was slightly updated to incorporate the suggestions made during the meeting to also include folk arts, handicrafts, cultural places, aspects of tourism, social and urban including green development, aspects healthcare and other forms of collaboration and innovation.

## **6. Discussion**

Ms. Panjit: Talked about the meaning of Creative City and that the project needs to think about the UNESCO category in which CNX might see itself best fitting. Focused primarily on the idea of whether CNX should be a City of Crafts and Folk Arts given its current strengths. And, if so, how this would then influence the project’s mission. Alternatively, she said Chiang Mai could consider the City of Design category, which is similar.

Mr. Sombat: Concerned about CNX shortcomings in foreign languages.

Mr. Mongkol: Beyond handicrafts, CNX also has strengths in tourism, IT, healthcare and education also.

Ms. Panjit: Handicrafts is a broad category that also includes things like spas.

Ms. Supisara, BOI: Promoting various distinct sectors of CNX such as healthcare, handicrafts, and IT is a good way to develop CNX as CMCC. BOI welcomed all sectors to invest and did not want to limit the opportunities for any sector to join in the CMCC project.

Mr. Smith, FTI: Q: Focus on city center or broader geography? Martin: A: Start first with city – service hub, growth engine, center – and then move out. But for handicrafts sector, there could be “satellite” regions outside the city from start. There are also many spillover effects from creative sectors to other sectors including areas and people outside the outside the city.

Dr. Nat: Summarized comments/questions as follows:

- Need to set-up working groups to cover the key themes (1) digital content, IT and software, (2) handicrafts, culture, folk arts, (3) aspects of tourism, (4) aspects of healthcare, (5) urban and social development.
- Tourism, education, and healthcare can help strengthen CNX.
- Promote English language usage in CNX.

Mr. Wichien, FTI: The roadmap to create CNX as a Creative City depends upon the dimension of the timeframe [Note that is proposed to consider CMCC as a long-term vision for the next 15-20 years but with clear milestones and goals for the first each year, particularly the first 5 years - and a detailed roadmap for the general activities was presented by Ajarn Nat and Mr. Martin during the meeting)

Dr. Pradorn, CAMT: Insiders and outsiders may not see CNX the same way. Need to think about how outsiders might see CNX in terms of UNESCO classification considerations.

Mr. Songkran, Chiang Mai Industrial Office: He agreed CNX should be considered as a city of handicrafts, craftsmanship, and tourism but that the industry and the use of ICT, software, digital content, new media art, should also be promoted.

Ms. Prajit: All developments should be set up based on the knowledge base.

## 7. Next steps:

- Send comments
- Governor's Office to officially announce CMCC Strategy in February
- Next meeting 3 February 2011, 2:00pm, CMU Office of the President
- Formation of working groups
- Website launch

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