

## CHAPTER 5

### FINDINGS AND DISCUSSION

This chapter presents the summary of the research findings in chapter 4. The responses to the research questions are also presented in this chapter, as well as the discussion and recommendations.

#### **Responses to the Research Questions**

As mentioned in chapter 1, this study was conducted to answer several research questions. Below are the answers to each of them.

##### ***RQ1: What are Types of Collocations used in Newspaper Advertisements?***

The findings reveal that six types of collocations are used across the total 300 samples of advertisement. Out of the six types of collocations, the collocation type adjectives and nouns was found the most frequently, followed by verbs and prepositions, nouns and nouns, nouns and verbs, verbs and adverbs, adverbs and adjectives, respectively. Significantly, collocations of adjective and nouns were found in the greatest number in nearly all advertisement categories, except in consumer products advertisements, in which they were found in equal number with those of verbs and prepositions.

Additionally, collocations of the type of verbs and prepositions were found the most second frequently, except in service advertisements, which were found a little less than collocations of nouns and verbs. Noun and verb collocations were found the third most frequently, but they were found very little in property advertisements. Furthermore, collocations comprising nouns and nouns, verbs and adverbs, and adverbs and adjectives were found least frequently across all six categories of advertisements observed in this study.

***RQ2: How do Words in Collocations Co-occur Based on Collocational Restrictions?***

The findings of this study reveal that the co-occurrences or the combinations of collocations found in the six categories of advertisements mostly fall into three kinds of collocational restrictions proposed by Palmer (1976, p. 97). Collocational restrictions that are based wholly on the meaning of words that co-occur; collocational restrictions that are based on range; and collocational restrictions that are based on the strictest sense.

Some of the collocations found in this study are predictable from the meanings of the words that co-occur only. Some examples of collocations whose collocational restrictions are based on the meaning only are *popular tunes*, *city of angels*, *panoramic view*, *soak up the views*, *a bed of green*, *committed with*, etc. A modern day collocation, *popular tunes* is a combination of the words *popular* and *tunes*, of which the collocational restriction is based on the meaning. It can be illustrated that the term *pop* has come to mean popular music. Thus, it is logical for *popular* to co-occur with *tunes* or *music*.



In addition, the famous collocation *city of angels* also accounts for the kind of collocational restriction based wholly on the meanings of words that co-occur. This is because the word *angels* is translated from *Los Angeles*, which is Spanish for “the angels”. Moreover, in the collocation *panoramic view*, the word *panorama* is made from two Greek words, *pan* (all) and *orama* (sight), so the phrase would mean any wide-angle view.

The findings also show that a number of collocations found and observed in this study are also predictable from the range of words that co-occur. Some examples of collocations whose collocational restrictions are based on the meaning only are: *team of workers*, *sweet culinary*, *nutritious breakfast*, *botanical garden*, *maintenance fee*, *luxury villa*, etc. In a collocation *team of workers*, the word *team* only goes with certain words, for instance, team of players, team of workers. Only certain nouns work with *team* and others do not. Furthermore, collocations like *sweet culinary* and *nutritious breakfast* are the combination of words that co-occur under the collocational restriction that is based on range. This is because the word *sweet* works in describing food or people, but hardly anything else and *nutritious* only works with food. Thus, only food is nutritious and we can describe food or a meal as nutritious, but not anything else. The same reason is also used with another collocation *botanical garden*, where *botanical* means involving or relating to plants or the study of plant (Cambridge Dictionaries Online, n.d.).

The co-occurrences of words that fall under the collocational restriction that is based on the “strictest sense” are found in collocations like *sweet lover*, whose strict meaning in the context refers to someone who loves sweets or

candy, not someone who is a nice boyfriend or girlfriend. Additionally, the collocation *economy class* also represents an outstanding example of the collocation or the combination of words that co-occur under the collocational restriction that is based on the strictest sense. The strict meaning of *economy class* in the context of traveling refers to the cheapest and least comfortable type of seats on an aircraft, and both words *economy* and *class* cannot be replaced by any other words.

***RQ3: What are the Trends in Co-occurrences of Words used in Newspaper Advertisements?***

The results of the study suggest the significant trends in co-occurrences of words used in five categories of advertisements. The findings reveal that the co-occurrences of words in advertisements vary according to the degree of predictability in their association. Collocations found and observed across the six categories of advertisement are mostly weak collocations. It can be seen that most of the words that make up the collocations collocate with a great number of words.

The use of common verbs across all six categories of advertisements best illustrates the use of weak collocations in advertisements; for example, *make* collocates with a great number of words, as in *make sense, make your life easier, make a difference, make an impact, make a decision, make sure, make the world's greatest, make the possible, make our walk most comfortable, make reservation, make new friends, make a start*, etc. Moreover, some more specific words, like *enjoy*, also collocate with a number of words as well, as in

*enjoy great food, enjoy a meal, enjoy under the stars, enjoy a sumptuous selection of desserts, enjoy the best fares, enjoy your trip, enjoy your time, enjoy a stopover, etc.*

The findings reveal that the second greatest number of the collocations found in this study are those in the register of advertisements, which vary according to specific fields of advertisements. Some collocations are used only in the specific context of advertisement and rarely used in general conversation or writing. Words that are parts of collocations observed in this study are accompanied by different words when they occur in different contexts or are used in registers of other fields. Although it can be seen that words of many collocations are preferably used in the register of advertisements, they collocate with a number of words. It can be seen that some words have a tendency to occur in the company of other words in particular contexts.

In classified advertisements, most collocations are found in various types of lexical collocations, preferably certain word sequences. Some distinctive examples of collocations in certain word sequences found in classified advertisements are *excellent command of English, excellent spoken English, attractive compensation, attractive salary, strong negotiation skills, keen interest, team of workers, a high degree of proficiency, possess initiative, etc.*

Advertisements in other categories-property advertisements and tour and traveling advertisements, for example-have in common the use of medium collocations, whose words collocate with a number of different words to create various specific meanings, even though they are used in the same

context. Some examples that can illustrate this trend of collocations are *privacy living, boutique living, luxury living, global living, marina-front living, exclusive areas, desirable area, and dining area.*

In consumer product and service advertisements, a variety of products and services suggest a great number of weak collocations in these two categories of advertisement. Examples of such weak collocations found in these two categories are *perfect place, delicious desserts, superb cuisine, enjoy great food, fantastic entertainers, etc.*

In education advertisements, apart from weak collocations, which are found the most in this kind of advertisement, it can be noticed that many of the collocations are specific to the context of education, in which words can be combined with some other words, but not many, for example, *intensive program*. Moreover, there are also medium collocations, such as *to solve the problem, and to earn money*. In this case, there are several things that one can solve or earn, so there is not a great number of words that can collocate with other words.

## Conclusion

The findings of the study have revealed that all six types of collocations were found across the total samples of this study. Collocations of the type adjectives and nouns were used the most frequently by the advertisers, followed by the collocations of verbs and prepositions, whereas the other types of collocations were used somewhat less. The findings also revealed

that the predictability of the words that co-occur in English newspaper advertisements varies from weak collocations to strong collocations.

The collocations used in six categories of advertisements, however, co-occur under three kinds of collocational restrictions. In addition, the writers' or advertisers' choice of collocations contributes greatly to the approach to persuasive advertisement. It can be seen that various types of collocations are used purposefully to create a specific meaning in the advertisement context. Furthermore, by choosing persuasive words, sequences or groups of words, the advertisers attempt to direct the potential buyers' or clients' mind into the thought of producing desired action. Therefore, it can be indicated that the collocations in English newspaper advertisements are used purposefully. The advertisers' choice of collocations plays an important role in persuasive advertisements.

## **Discussion**

According to the findings of the study, it should be noted here that not all six types of collocations were found extensively across the samples of this study. Individual styles of writing for six categories of newspaper advertisement should be a factor that determines the typical pattern of phrases or sentences in each category of advertisement. Moreover, not all of the collocations found and observed in this study fall into three kinds of collocational restrictions proposed by Palmer (1976, p. 97). There are

difficulties in attempting to classify or draw clear lines for all the kinds of collocational restrictions under which collocations should fall.

As mentioned earlier, there are no perfect, hard-and-fast collocation rules that can be applied in the study of collocations. Therefore, the native English speakers' intuition and lifetime experience of hearing and reading the collocations would be the best guide when one is doing research on collocations, since non-native speakers of English have limited experience and may frequently collocated words in a way that sounds strange to native speakers.

Generally, the trends of collocations used in standard English, together with the assistance of collocation dictionaries, allows students or learners of English to determine the proper collocations. Similarly, the trends of the collocations used in six categories of advertisements, together with the assistance of collocation dictionaries, allowed the researcher to determine the proper collocations in the context of advertisement. In other words, the high frequency of collocations found in each category of advertisements and in a whole is considered as one of the criteria to justify the existence of the collocations. Combinations of words (phrases, sequences or groups of words) discovered in this study that have high frequency hits could be evidence of well-formed collocations.

The analysis of the data, however, reveals that not all of the co-occurrences of words found and observed in this study fall under collocational restrictions. There are a number of free combinations of words found in English newspaper advertisements that do not fall under collocational

restrictions, not even under any of the three kinds of collocational restriction. Most of these free combinations are weak collocations, where general words often collocate with a number of other words, and make up numerous words combinations. The total meanings of these collocations are the sum of individual words' literal meaning.

Regarding the nature of the data, the samples of English newspaper advertisements are collected from different locations in the *Bangkok Post* newspaper and its supplementary publications, which should provide diversity in the data, especially the diversity of collocations. Nevertheless, the findings reveal that there are recurrent combinations of words in some categories of advertisements that do not yield much diversity in the use of collocations. Therefore, they do not provide as a wide range of collocations for the corpus of English collocations in domestic English newspaper advertisement as was expected when studying and exploring large samples of data from international newspapers.

Additionally, it should be noted here that although collocation errors have been discarded from this study, they should be mentioned. In this study, collocation errors are detected in a few samples gathered from different locations in the *Bangkok Post* and its supplementary publications. This is because most of the advertisements are local advertisements, which may have been written by non-native speakers of English. As mentioned earlier, the frequent co-occurrences of words, together with checking collocation dictionaries, enabled the researcher to detect the collocation errors and identify them.

## Recommendations

For those interested in conducting further research on collocations, this study recommends that future research should be extended to an in-depth analysis of the co-occurrences of words that are based on three kinds of collocational restrictions. To yield precise findings, the researcher recommends that research should involve the assistance of native speakers of English.

In addition, this study recommends researchers of further research to explore collocations used in idioms or expressions and their co-occurrences in resource-full data like novels, which are full of colorful and dramatic collocations, because it can yield interesting research findings and provide a corpus of English collocations that could be a useful source for upper intermediate or advanced students who wish to write more natural and accurate English.

Furthermore, more research ought to be conducted to explore collocation errors in non-native speakers of English, especially Thais, in order to study the causes of non-native speakers' problems in using or determining proper collocations. The findings to be yielded from the study may help to solve the problems of Thai students.

This study, however, has provided a corpus of English collocations in the context of advertisement that can be a guideline to students or learners of English to learn the way words co-occur, instead of merely learning individual words and their meanings.

## **Summary**

This final chapter explains the conclusions that have been drawn from all the findings discovered by the analysis, and it provides thorough responses to the three research questions. In addition, a discussion section and recommendations for future research are also included.

## APPENDIX A

### Samples of Job Classified Advertisement

## Looking for a Change of Lifestyle?

“Offering its employees a unique living environment with comfortable accommodation, swimming pool, fitness, cyber cafe library, internet connectivity, bar and restaurant”. With a 5 day work week with one of the most beautiful resorts in the world on one of the last pristine and untouched island sanctuaries in the country . . . Soneva Kiri by six senses is inviting applications from eligible candidate to fill the following important positions:

1. Executive Assistant Manager-rooms.
2. Director of Human Resources.
3. Director of Food and Beverage.
4. Children’s Liaison Manager.
5. Naturalist.

### *Essential Requirements*

Minimum 2-3 years experience in a luxury operation. Pleasant personality with excellent track record in relevant field willing to reside in Koh Kood (preferably single status). Good command of English, other foreign and local languages. Good interpersonal skills and ability to work with multinational employees interested applicants, please send your application to [hrd-kiri@sixsenses.com](mailto:hrd-kiri@sixsenses.com). Need to know more about our resort . . .

[www.sonevresorts.com](http://www.sonevresorts.com)

## **JW Marriott Phuket**

### ***Great Workforce Great Workplace JW Marriott Phuket Resort & Spa***

A leader in the global hospitality industry is looking for competent individuals and active professionals Thai Nationals to join our team in the following positions:

1. Director of Human Resources.
2. Executive Soups Chef.
3. Financial Controller.
4. Assistance Financial Controller.
5. Assistant Loss Prevention Manager.
6. Duty Manager.
7. Guest Service Agent.
8. At Your Service Agent (call center).

All positions are based in Phuket and require self-motivated, confident people with excellent interpersonal skills, pro-active leadership and proven training skills. A high degree of proficiency in English is necessary.

Candidates with the above qualifications should submit a resume with a recent photograph to the Human Resources at [sudanong.s@marriotthotels.com](mailto:sudanong.s@marriotthotels.com) or fax 0-7634-8354 or mail to for more information, please visit our website at [www.marriott.com](http://www.marriott.com)

## **Senior Manager-factory Operation**

Our company, a Japanese owned manufacturer of automated and laser machines is seeking an experienced senior manager to take responsibility for the day-to-day management of its factory operations and to assist the managing director in all areas of management.

### ***Duties & Responsibilities***

1. Oversee the full spectrum of factory operations to ensure the efficient and smooth running of the plant.
2. Responsible for production planning, factory profitability, cost control, timely production & delivery, store management and stock control.
3. Maintenance of good safety standards and quality of products.
4. Develop and oversee budgets, plans, programmes to ensure optimum utilization of equipment, space, facility and human resource necessary to meet manufacturing objectives.
5. Develop and implement action plans to maximize production and prepare manufacturing facilities for future production demand.
6. Supervise, coach and motivate team of workers and review their performance.
7. Prepare monthly management reports on production output, stock, delivery etc. and provide input into other functional areas.
8. Assist sales in providing technical support to customers.

***Skills and Specifications***

1. Degree in Mechanical Engineering or Industrial Engineering.
2. At least 10-12 years experience in similar position.
3. Maturity with understanding of broad business issues.
4. Project planning and management experience.
5. Possess initiative and able to act decisively.
6. Ability to organize and motivate a team of workers.
7. Good interpersonal and communication skills.
8. Thai National, able to speak and write in simple English.

Applicant is to submit online at: [hkgrp@gmail.com](mailto:hkgrp@gmail.com) by May 25, 2010  
or write to: Attn. Mr. Ying-Private and Confidential, Tel. 0-2902-2668-71.

**Save the Children**

Regional Human Resources Manager, Asia (12 months contract).

Save the Children is the world's leading independent children's charity. We're outraged that millions of children are still denied proper healthcare, food, education and protection. We're working flat out to get every child their rights, and are determined to make further, faster changes.

We are looking for Regional Human Resources Manager, Asia based in Bangkok.

The Regional Human Resources Manager is a member of the Regional Director's Senior Management team. The role of the regional management

team is to develop country programmes in the region, maximizing their impact and contribution to global projects.

**Job Purpose:** To develop and implement human resource strategies necessary to (1) deliver effective people management across the region and (2) contribute to the region's strategic goals.

### ***Key Accountabilities***

1. Lead the development and implementation of the regional HR strategy ensuring alignment with (save the children) regional strategy and consistency with the organization's values, mission and culture.
2. Support the transition of both countries that have gone through the unified presence process.
3. Contribute to and advise on change management within the region.
4. Participate in the development of global HR policies and standards and the spread of best practice across regions and alliance members.

### ***Specifications***

1. Professional qualification in human resource management including recruitment, performance management, change management, diversity & learning and development.
2. HR leadership across multiple countries with experience in complex organization structure.
3. Strong cultural sensitivity, with the ability to lead & coach on people management issues at national and international level.

For more information and to apply on-line go to: [www.savethechildren.org.uk/jobs](http://www.savethechildren.org.uk/jobs)

Deadline for application is May 31st, 2010.

### **Urgently Required Assistant to Sales Director 1 Position**

Our company is a consultancy for high-tech international companies in the field of aeronautics, transportation, defense and security. Our customers are mostly government authorities in Thailand.

#### **Qualifications:**

1. Thai Male age over 28-35 years.
2. Bachelor degree in any fields (engineering would be advantage).
3. At least 3 years working experience.
4. Good command in English.
5. Fundamental competencies in computer skills.

Send resume to Khun Punyanush, Tel. 0-2559-3294-5, e-mail: [kris@k-and3q.com](mailto:kris@k-and3q.com)

### **Call for Expressions of Interest for the Provision of Communications Services**

Bangladesh, India, Indonesia, Malaysia, Maldives, Myanmar, Sri Lanka and Thailand are working together through the Bay of Bengal Large Marine Ecosystem (BOBLME) Project to improve the lives of coastal

populations through better management of the Bay of Bengal environment and its fisheries.

The BOBLME Project will soon be based in Phuket. We want to establish a presence in the BOBLME Project, encourage a sense of ownership among stakeholders in the eight participating countries; promote BOBLME as a major source of information and advice; and communicate the results and progress of the project to stakeholders, especially to people in the coastal communities. One of the major tasks in 2010 will be to set up of media liaison outlets in each Project country. These outlets will convey the Project messages in appropriate languages, and actively seek communication opportunities locally. We are looking for an individual or company to take a leading role in the implementation of the communications strategy over the next four years.

For more information on the role and responsibilities, please see our website; [www.boblme.org](http://www.boblme.org)

Interested individuals or companies should send a CV or company profile together with a covering letter outlining your professional competence to the regional coordinator Dr. Chris O'Brien on [chris.obrien@fao.org](mailto:chris.obrien@fao.org) by 24 May 2010. Only short-listed candidates will be contacted.

### **Announcement of National Credit Bureau Co., Ltd.**

Re: Recruiting Candidates to be considered for the position of Chief Executive Officer.

National Credit Bureau Co., Ltd. (NCB) would like to invited interested individuals to submit their applications for selection and appointment to the position of “Chief Executive Officer” per the required minimum qualifications set out as below:

1. General Qualifications.

1.1 Thai Nationality.

1.2 Not less than 40 years of age as of the application date.

1.3 At least a Bachelor’s degree or higher.

1.4 Able and committed to work for NCB on a full-time basis.

1.5 Sound mind or free from mental infirmity.

1.6 Never subject to bankruptcy proceedings.

1.7 Not presently a political official, member of parliament, senator or, member of local assembly or a local administrator.

1.8 Not presently a director or a consultant or an officer of a political party.

1.9 Never expelled, dismissed or, removed from any state agency, state enterprise, limited company, public limited company or, another organization on the grounds of dishonest performance of duties or corruption.

2. Position Specific Qualifications.

2.1 A minimum of 10 years’ work experience (from graduating with at least a Bachelor’s degree).

2.2 Extensive knowledge and experience in management, with excellent skills in decision making, command, policy formulation and execution, as well as, strategic planning and annual budgeting, knowledge



and experience with financial institutions or in credit information fields, including marketing.

2.3 Vision and competency in management and strategic business development.

2.4 The ideal candidate is or has been an executive of a private organization, state enterprise, legitimate independent organization or a public organization; with demonstrated experience in a high ranking position, not lower than 3 levers down from the highest position of the organization. Each applicant must provide and organizational chart to show his or her position.

2.5 If an employee of NCB, must have served in the position not lower than Senior Executive Vice President.

2.6 Good interpersonal skills and high leadership qualities with an ability to coordinate matters at an executive level.

### 3. Required documents supporting an application.

3.1 A detailed curriculum Vitae.

3.2 A copy of household registration.

3.3 A copy of Thai National ID card or other ID with photo.

3.4 Evidence verifying applicant's education.

3.5 Evidence verifying applicant's capabilities and work experience and qualifications specific to this position.

3.6 A written statement outlining the past outstanding performance, not over 2 pages (A4).

3.7 A written statement demonstrating an ability for strategic thinking and vision to lead and manage NCB into the future, not over 2 pages (A4).

3.8 4 clear photos of applicant, sized 2 inches (taken within 6 months prior to the application date).

3.9 A medical certificate demonstrating sound health from a legitimate medical center or a hospital (valid within a month prior to the application date).

#### 4. Application Submission.

4.1 Any interested person is required to send 4 sets of all the above required.

4.2 Documents (1 original and 3 certified copies) including the application, along with supporting documents as required by NCB.

Applications and supporting documents must be sent by return-registered postal mail addressed to the Chairman of the CEO Recruiting Committee of National Credit Bureau Co., Ltd. Government Housing Bank Building, 2nd building, 2nd floor, No. 63, Rama IX Road, Huay Khwang, Bangkok, 10310.

The CEO Recruiting Committee will only consider applications sent by registered postal mail by no later than June, 11th, 2010 as stamped by the post office.

Interested persons may ask for application forms at the office of National Credit Bureau Co., Ltd. Government housing bank building, 2nd Building, 2nd floor, No. 63, Rama IX Road, Huay Khwang, Bangkok, 10310. Tel. 0-2612-2307, Fax 0-2612-5895, from now (except on Saturday and

Sunday) from 8.30 am to 4.30 pm or may download the form at [www.ncb.co.th](http://www.ncb.co.th) (May 19, 2010).

## **RSM Recruitment**

Our client, KIS International School, requires experienced and professional teachers to join their team. As an IB school implementing the PYP, MYP and Diploma programmes KIS offers teachers and opportunity to be a part of a collaborative learning community in a growing school.

The following positions are available:

### ***Positions for Academic Year 2010-2011 Start Date: July 28th 2010***

1. Early Years homeroom teacher (21/2-4 year olds).
2. IB Diploma Biology/MYP Science.
3. IB Diploma/MYP Math.
4. MYP English/Humanities.
5. IB Diploma Business and Management/MYP Humanities.
6. Secondary school librarian (Thai National).

All teaching positions are open to native English speakers who possess accredited teaching qualifications (B.Ed. minimum). Experience with programme planning, authentic assessment and curriculum development will be advantageous. Successful applicants will be experienced and community minded professionals. Interested applicants please submit your resume along

with a recent photograph to [didi@kis.ac.th](mailto:didi@kis.ac.th). Please note, only applicants who meet the required criteria will be contacted via e-mail.

RSM Recruitment (Thailand) Limited, 26th Floor, Sathorn City Tower,  
175 South Sathorn Road, Bangkok, 10120.

### **Wind Energy Holding Co., Ltd.**

Wind Energy Holding is a local renewable energy company that specializes in wind project development in Thailand. The company, which includes a RATCH joint venture, is developing a large wind project portfolio of over 1,000 MW and is the first and only entity to submit and obtain approval for a commercial-scale power purchase agreement from EGAT for wind farm projects. Wind Energy embraces diversity and offers environmentally conscious leaders a great career and an opportunity to help reduce Thailand's carbon footprint and generally improve the quality of life for all. Wind/energy is now seeking highly energetic, talented and capable leaders who want to Make a Difference and be part of their fast expanding green and world friendly business.

### **Vice President Finance-CFO**

The VP Finance will report to the foreign CEO and will be responsible for Corporate Finance, Operational Finance as well as Accounting, Reporting and Compliance. The Corporate Finance function will include carrying out

the ongoing evaluation of Wind Energy's funding requirements and associated capital raising efforts, including private placements of equity and debt as well as preparing for a planned public offering. He or she will evaluate and carry out due diligence on all corporate development opportunities, such as mergers, acquisitions, joint ventures, strategic alliances and any asset sales. The VP Finance will be expected to continuously assess capital requirements, identify key risks, analyze sensitivities, develop contingencies, and make capital raising recommendations based on ongoing analysis to support the Company's growth plans. The operational finance function will include carrying out financial modeling (e.g. wind economics), budgeting, forecasting, cash flow management and cost control. The accounting, reporting and compliance function entails carrying out book keeping, internal and external and external reporting, auditing, tax planning, statutory compliance as well as compliance with SEC and SET requirements. The VP Finance will initially be expected to further the development of wind energy's finance infra-structure and internal capabilities and will be a key player in defining the company's strategy.

The VP Finance will have 5-10 years experience in a corporate, consulting and/or investment banking environment and will preferably have a background in dealing with large capital investments and EPC contracts within the energy/power industry and/or the alternative energy sectors. He or she will have considerable experience of financial modeling, valuation principals, financial risk analysis and optimization of capital structures along with significant hands-on experience raising capital and preferably a practical knowledge of handling an IPO.

The successful candidate will have a very good command of written and spoken English, be able to present at Board level, have the ability to perform under pressure, possess an entrepreneurial drive and be self-motivated and energetic. In addition, wind energy requires a strong communicator who must be a great motivator and have the ability to build a strong team through empowerment and accountability.

### **Vice President Business Development**

The VP business development will report to the foreign CEO and will be responsible for developing wind power projects to meet Wind Energy's strategic growth targets. The VP business development will identify available land, carry out site assessments, perform feasibility analysis, select technology, establish vendor relationships and negotiate PPA with representatives of EGAT to ensure items such as grid compliance and the availability of transmission lines. The VP business development will negotiate EPC contracts with wind turbine suppliers, liaise with government departments to obtain necessary permits, handle land lease negotiations with local communities and be a key player in defining Wind Energy's strategy. In addition, the VP business development will handle many other varied duties including handling industry trend analysis, community outreach programs, regulatory and political liaison as well as attending formal functions as the company's representative.

The VP business development will have more than 10 years engineering and/or commercial experience gained working in large scale projects.

developments from the initiation of an idea through to the start of construction. He or she must understand financial modeling and the pricing/costing of significant capital investments as well as being a seasoned negotiator of large scale EPC contracts, preferably gained working in the power generation and/or transmission environments. Direct experience in dealing with the environmental and regulatory aspect of the energy business will be highly preferred. The successful candidate must have a strong focus on results and be able to cooperate and build relationships with all external stakeholders and the Wind Energy team in an uncomplicated and trusting manner.

The successful candidate will have a very good command of written and spoken English, be able to present at Board level, have the ability to perform under pressure, possess an entrepreneurial drive and be self motivated and energetic. In addition, Wind energy requires a strong communicator who must be a great motivator and have the ability to build a strong team through empowerment and accountability.

We invite qualified Thai nationals to submit your resume stating your present and expected salary and ref 9WNG510 to e-mail 9WNG510@prtexecutive.com or by mail to the address below. Please note that only short listed candidates will be contacted.

### **Country Sales Manager-welding Products**

Our client is one of the world's leading groups in welding products. With the great potential Thailand offers in business growth they are now

seeking a highly sales driven and result oriented country sales manager with exceptional energy, commitment and passion.

### ***Key Responsibilities***

Reporting to the sales & marketing director SEA you will: Develop and implement the business strategy and annual business plan. Manage existing and further develop the distributor network. Develop new business by acquisition of new key accounts. Ensure professional technical support and after sales service. Conduct regular market analysis and monitor trends. Coordinate internally with technical and industry segment managers. Manage product launches. And lead a team of Sales Engineers.

### ***Qualifications/Characteristics***

1. Degree in Mechanical Engineering or Welding Technology.
2. Exposure in welding industries.
3. Min 5 year's managerial experience in industrial sales & marketing.
4. Well connected in oil & gas, petrochemical, pipeline, power generation and maintenance business.
5. Customer driven with strong communication and motivation skills.
6. Bilingual in English and Thai.

Applications, treated in strictest confidence, shall include a personal letter, CV, names of referees, photo and current package Pacific 2000 (Bangkok) e-mail: [info@pacific2000.com](mailto:info@pacific2000.com)

## **Koninkrijk der Nederlanden**

### ***Job Vacancy at the Embassy of the Kingdom of the Netherlands***

Please send your application and C. V. before 20 May 2010 to the head of the political and economic section of the Embassy of the Kingdom of the Netherlands, 15 Soi Tonson, Ploenchit Road, Bangkok, 10330.

### ***Job Title: Senior Political Officer (SPO)***

Grade level 8: Minimum gross salary THB 81,000; maximum THB 122,000; plus 13 month and health insurance; 40 hours a week.

The Embassy promotes Dutch interests in the four countries under its jurisdiction: Thailand, Burma, Laos and Cambodia. The Embassy has five sections in addition to the Ambassador's office, one of which is the Political and Economic Section. Apart from economic work this section is responsible for reporting on domestic political developments and press affairs regarding these countries as well as managing a number of development cooperation projects. The section consists of eight staff including the senior political officer (SPO).

### ***General Features of the Job***

The primary focus of this position is the collection and analysis of information regarding the domestic political situation in Thailand and reporting thereon. Consequently, SPO should have a keen interest in and through knowledge of the Thai political environment. He/she will establish

and maintain a network of contacts with government, political parties, international organizations, embassies, academia, civil society and media. The position also contains a component related to development cooperation projects, managing a portfolio of small scale development projects (all four countries), as well as human rights fund and Dutch contributions to the three diseases fund (and possible LIFT) in Myanmar. Occasional field visits to monitor projects and participation in meetings, conferences and seminars related to the topics mentioned above.

### ***Job Requirements***

1. A minimum of 5 years relevant experience.
2. University degree (preferably in political science or law).
3. A pro-active individual with keen interest in and through knowledge of the Thai political environment.
4. Experience in or affinity with managing development assistance projects in a plus.
5. Excellent knowledge of the Thai language.
6. Excellent command of English both orally and in writing.
7. Working knowledge of Dutch is a plus.
8. A team player with ability to work independently.
9. Excellent communication skills.
10. Ability to initiate and maintain an extensive network of relevant contacts.

15 Soi Tonson, Ploenchit Road, Lumpini, Pathumwan, Bangkok, 10330,  
e-mail: ban@minbuza.nl

## **Sex Senses Resorts & Spas**

A resort and spa management and development company operating properties and products branded as Soneva, Hideaways, Evason, Six Senses Spas and Six Senses Gallery.

### ***Senior Project Manager Score of Position***

Is responsible for control of all architecture, civil mechanical/electrical implementation works related to the projects.

#### **Qualification:**

1. Minimum of Bachelor Degree in Architecture or Structural Engineering.
2. At least 15 years of experience with resort construction, contractor and/or project owner.
3. Strong communication skill in Thai and English (verbal and written).
4. Ability to work in diverse conditions and under pressure.
5. Good organizational and management skills.
6. Computer literate.

Please send your full resume to: talent@sixsenses.com HR Department:

Tel. 0-2631-9625, Fax 0-2631-9799, e-mail: www.sixsenses.com

## **Bluechips Microhouse Co., Ltd.**

Bluechips Microhouse Co., Ltd. is located in Lamphun, Thailand. We provide electronic product design and manufacturing service to our customers in the whole world with innovative ideas, know-how and high performance products. Due to the business expansion, Bluechips is seeking qualified candidates to fill the position as:

### ***General Manager***

Responsibilities:

1. Plan and Control Company's operation.
2. Co-determine long term strategy of the company.
3. Analyze processes and emphasize weaknesses.
4. Plan improvements and control implementation of improvements.
5. Analyze and improve productivity.
6. Team leading and guiding.

Qualifications and Experience:

1. Thai national.
2. Experience in top management position.
3. Experience in electronic manufacturing.
4. Excellent communication skills.
5. Excellent organizational skills.
6. Natural motivating and leadership abilities.
7. Experience in an ERP System (SAP preferable).

Bluechips Microhouse Co., Ltd. Human Resource Department

212/2 Moo 10, Tambol Umong, Amphur Muang, Lamphun, 51150, Thailand

Phone: 0-5358-2156-8 # 2401, 08-5695-0045-6; Fax: 0-5358-2159;

e-mail: [humanres@bluechips.co.th](mailto:humanres@bluechips.co.th), [took@bluechips.co.th](mailto:took@bluechips.co.th)

## **Sheraton Grande Laguna a Part of Starwood Hotel & Resort**

Luxury Collection portfolio is the beautiful island of Phuket. Surrounded by tranquil lagoons and facing the Andaman Sea, this five-star property offers 423 luxuriously appointed rooms and villas, plus a choice dining and entertainment venues. We are currently seeking qualified candidates to fill the following positions:

1. Director of Human Resources Safety & Security Manager Event Sales Manager-Phuket.

2. Assistant Director of Leisure Sales Marketing Communication Executive Souse Chef.

3. Chef De Partie Demi Chef De Partie Senior Events Manage F & B Attendant Night Manager.

4. Housekeeping Shift Leader.

Please apply in person or send your resume and recent photo to e-mail: [sglp.recruitment@luxurycollection.com](mailto:sglp.recruitment@luxurycollection.com)

Life is a collection of experiences. Join the team at Sheraton Grande Laguna, Phuket.

## **Internal Auditor**

Post Publishing Plc, Thailand's leading print media company and publisher of the Bangkok Post and Post today, is seeking an internal auditor with the highest professional standards to join its auditing team. The appointees will mainly involve in general auditing activities.

### ***The Job***

Successful candidates will be required to carry out a variety of audit assignments, including taking part in setting up audit programs, making evaluations, following up according to audit plan, and recommending areas for improvement and perform any other assignments as deemed appropriate by the Chief Audit Executive.

#### **Qualifications:**

1. Thai nationality.
2. Bachelor's degree or higher in accounting or finance.
3. Good command of English.
4. Good interpersonal skills and communication.

### ***The Rewards***

The Post Publishing Public Company Limited is a mature organization. In addition to offering an attractive salary and fringe benefits. There is a contributory provident fund, medical and insurances benefits, together with 14 working days annual vacation. To enhance the competence of the internal

auditors, we also offer a professionalism development program on a continuous basis.

Resume, application letter, details of references, including expected salary, together with a recent photograph, sent to e-mail: [recruit@bankokpost.co.th](mailto:recruit@bankokpost.co.th)

### **Fushion Academy of Performing Arts**

Position: Singing/Drama/Dance Teacher Office Manager Sales & Marketing Manager.

Fushion Academy of Performing Arts, Britain's best-loved theatre school for young people is looking for highly professional, talented and experienced instructors/leaders for its Saturday school. Job involves teaching 4-18 age group as well as the opportunity to work alongside some of the U.K.'s leading actors, directors and pop gurus. Must be good with children and have professional training in one or more of the following disciplines- dances, drama or singing. To apply or for more information please email your CV and cover letter to e-mail: [ben@fusionacademyglobal.com](mailto:ben@fusionacademyglobal.com)

### **The World Bank Group**

#### ***Regional Medical Officer Based in Bangkok/Competitive Salary/Part Time***

The mission of the Health Services Department (HSD) is to serve more than 13,000 employees working for the World Bank and the International

Monetary Fund by promoting good health and contributing to a healthy work environment. One third of these employees are present in the developing world, in particular in the 19 country offices of the East Asia and Pacific (EAP) region. The role of the successful candidate will be to represent HSD in this region and more specifically to:

1. Provide recommendations to WBG country offices in the region on health related matters (such as occupational health).
2. Supervise medical evacuations out of the country.
3. Facilitate medical care for staff or dependants suffering from severe chronic illnesses.
4. Develop the regional healthcare provider network for the WBG staff and dependents

Note this is an advisory position, the Medical Officer will not provide direct clinical care to WBG staff or dependants. The candidate is expected to travel in all countries of EAP region.

#### Qualifications Required:

1. Medical Doctor Qualification and registration with the Medical council of Thailand as a Medical Practitioner with a valid license to practice medicine.
2. Post graduate professional experience as an Internist or Occupational Health Physician for at least 5 years.
3. Professional training or work experience in multiple countries or in a multidisciplinary setting. Oversea work experience is a plus.

4. Past experience working with medical assistance companies or with expatriate clients would be a plus.

5. Proficiency in written and spoken English indispensable.

The initial contract will be a consultant offered on a part-time basis (on average 24 hours per week, physical presence in our office is required).

Compensation for the competitive in international and local labor market.

Instruction for application: Apply with full curriculum vitae, 3 references contacts and letter of application in English to e-mail: [aespinoza@worldban.org](mailto:aespinoza@worldban.org) Deadline to submit the application June 1, 2010.

### **RAKS Thai Foundation**

A member of CARE International, that has been working in Thailand since 1979 in the area of emergency relief, community natural resources management, micro enterprise promotion, education and HIV/AIDS prevention and care for affected families and migrants, has a vacancy for:

#### ***PR Specialist 1 Position (based in Bangkok)***

Responsible for corporate communication strategic planning and implementation. Provide consultation and assistance regarding communications issues and internal relationship management. Plan and execute PR activities e.g. writing and preparing press release packets, organizing press event and special events etc. Write stories related to

outcome of current development projects for public communication. Monitor and evaluate the effectiveness of corporate communication activities.

**Qualifications:**

1. Male/Female, Bachelor degree or higher in Communication Arts/Journalism and Mass Communications or related fields.
2. At least 3 years of experience in corporate branding, public relations and special events program.
3. At least 2 years in Marketing Communication, PR Agency and Coordinator reporter.
4. Possess initiative and leadership with analytical and strategic thinking.
5. Strong written and verbal English communication skills.

Interested persons should send your application letter with current comprehensive resume and expected salary to e-mail: [humanresource@raksthai.org](mailto:humanresource@raksthai.org)

**Wan Hai Lines (Thailand) Ltd. Urgently Required**

Wan Hai Lines, Headquarters in Taipei, Taiwan with the numerous offices Worldwide, is an international shipping company. We are looking for the qualified candidate to fill the following positions:

***Cashier 1 Position Customer Service 3 Positions*****Qualifications:**

1. Female/male, Diploma or University graduated in related field.
2. Good command of both Computer literacy and typing skill.
3. Service-minded.

Interested candidates, please apply in writing with resume and a recent photo to: The Human Resource Section e-mail address: [nattaporn@wanhai.com](mailto:nattaporn@wanhai.com)

**Harrow International School**

Primary Librarian the successful applicant will be responsible for providing information skills to primary students, and organizing library events, as well as core library tasks such as ordering resources, cataloguing, issuing and returning books. The position requires a native English speaking, qualified librarian who has excellent knowledge of children's books and publishing trends, as well as experience implementing Web 2.0 technologies in a school library context. To register your interest in this position please submit your CV to e-mail: [his@harrowschool.ac.th](mailto:his@harrowschool.ac.th)

**Vital Life Wellness Center**

The recognized as the leading pioneer in Preventive Anti-aging Medicine within the region. With its accreditation as the First Anti Aging

Center in Asia by the “World council on clinical accreditation: Awarded in November 2007, Vital life wellness center at Bumrungrad International is based in Bangkok, Thailand, owned subsidiary of the publicly traded Bumrungrad International”. We provide world-class healthcare with care and compassion business communication, Manager.

### ***Responsibilities***

Vital life Corporation Ltd, has an excellent position for an individual who is keen in both strategic analytical and authoritative figures to manage the company business growth locally an internationally.

The position will report directly to Chief Executive Officer in leading marketing and sales team to develop and strengthen the brand awareness and provide full cooperation and support to medical team. Business Communication Manager to create business plan to fit individual business and marketing needs that is determined by the company. Strategic Planning must be integrated with the business operations by ensuring that business partners/customers are given first-hand interactions.

Has to develop continuity plan for recovering the business physically and handing relocation or rebuilding efforts on the business projects and accounts. Must have the ability, determination and leadership to be a strong organizer for major business activities that will be able to enhance the company business performance.

***Qualifications***

1. Bachelor's degree or higher in marketing communication or relevant.
2. Excellent spoken and written English.
3. Marketing and sales background required.
4. Working experience in publishing is an advantage.
5. Business Acumen.
6. Financial background is an advantage.
7. Strong analytical and negotiation skills.
8. Strong communication and interpersonal skills.
9. HealthCare, Wellness or medical education skills.
10. Initiative with good organization and people skills.
11. Ability to work well under pressure and meet deadlines.

Interested candidates are invited to write in with full resume in English, stating present and expected salaries, and enclosing a recent photograph to the address e-mail: [recruitment@bumrungrad.com](mailto:recruitment@bumrungrad.com) Website: [www.bumrungrad.com](http://www.bumrungrad.com)

## **Become a Global Sales Agent in a Fast Growing**

### **Alternative Asset Class**

“Litigation funding is on the move-buoyed by economic conditions, uncorrelated and especially attractive to capital in current conditions”. One of Europe’s largest litigation funds seeks additional Agents to raise capital for

funding high-end litigation claims. Several opportunities exist for suitably qualified candidates in the following positions:

*New Account Executive*

This role requires talented, experienced sales executives to speak with prospective investors about the benefits of investing in high-end litigation claims. You will be expected to proactively generate new accounts, utilize your existing distribution network and or/convert prospects in distressed portfolio positions.

*Senior Account Executive*

Highly experience professional Sales Executives responsible for developing introductions made via Global Introductory Agents and required to maintain and grow the existing investor base.

These roles require exceptional professionalism and the ability to clearly communicate a new and developing asset class. Initially working from our Bangkok offices, applicants must be prepared and able to relocate to Singapore in the short to medium term.

Positions are largely commission based however retainer/expense packages may be negotiated for successful applicants. All applications will be treated in strict confidence and must include a detailed work history.

Please e-mail your covering letter, resume and a recent portrait/photo to: [hresourcesdirector@banyanspect.sg](mailto:hresourcesdirector@banyanspect.sg)

## **Thai Country Club**

Thai Country Club, owned and operated by the Peninsula Hotels, is one of Thailand's leading private members' golf and country clubs that has been voted "Best Course in Thailand" and "Best Clubhouse in Asia Pacific" by the readers of Asia Golf Monthly magazine since 2001.

1. Personal Assistant to General Manager Executive Chef English Teacher Cost Controller.

2. Senior Accountant Receiving Controller Restaurant Manager.

All above positions are for Thai nationals only: Male or female, self-motivated, confident, enthusiastic and with a good command of English. Interested persons should submit their resume with a recent photograph to e-mail: [patour@thaicountryclub.com](mailto:patour@thaicountryclub.com)

## **Volvo**

AB Volvo is one of the leading suppliers of commercial transport solutions providing products such as trucks, buses, construction equipment, power train, marine engines and industrial applications as well as aircraft engine components. AB Volvo has more than 90,000 employees and has customers in more than 180 countries worldwide. They have been established in Thailand for more than 20 years and have built a brand synonymous with quality and safety. AB Volvo has aggressive growth plans in Asia and

requires an experienced HR and Organizational Development professional to support their business development.

***VP-HR & Organizational Development Automotive-retail***

The VP-HR & Organizational Development will report to the expatriate Managing Director and will take responsibility for overseeing all human resource related aspects of AB Volvo's Bus and Truck Operations in Thailand. This will involve working very closely with the Managing Director and Senior Management as a business partner in planning and implementing strategies and policies. He or she will establish a recruitment strategy and oversee talent management, compensation & benefits and competency management whilst placing special emphasis on leadership development. The VP HR & Organizational Development will lead a team of HR professionals and will be expected to take ownership of complex administrative and strategic human resource functions.

The successful candidate will have a Bachelor's or Master's degree preferably in HR or a business management related subject along with proven management experience leading a human resource department preferably gained working in multinational retail or FMCG related business. He or she will be a highly self-motivated results oriented person who possesses exceptional communication and leadership skills, a strategic thinking ability and a high level of integrity. The successful candidate will have a proven record of creating 'success stories' at a strategic level and will see this opportunity as the next step in their already successful career. The VP HR & Organizational

Development shall possess excellent written and spoken English skills and be able to demonstrate a high degree of responsibility and competency.

AB Volvo offers the successful candidate an attractive compensation and benefits package that includes a company car and a variable performance bonus along with the opportunity to work in an autonomous environment that will allow the successful candidate to make a huge impact on the future growth of a global employer. We invite qualified Thai nationals to submit your resume stating your present and expected salary and REF 11 VV 510 to e-mail: 11vv510 @prtrexecutive.com or by mail to the address below. Please note that only short listed candidate will be contacted.

### **The Gemological Institute of America**

The nonprofit institute which was established in 1931. It is the world's foremost authority on diamonds, colored stones and pearls and exists to protect all purchasers of gemstones by providing the education, laboratory services, research and instruments needed to accurately and objectively determine gemstone quality. GIA's mission is to ensure the public trust in gems and jewelry by upholding the highest standards of integrity, academics, science and professionalism through education, research, laboratory services and instrument development. GIA attained its leadership role through decades of integrity and ingenuity and everything they do is driven by this mission.



## **Business Development Manager Education Services-Bangkok**

The Thailand Business Development Manager will report to a foreign Director and will be responsible for growing net revenue by increasing the quantity of customers and optimizing the quality of service provided by GIA. This will be achieved by identifying and developing new client opportunities, fostering good business relationships with current clients, overseeing business development efforts in Thailand, discovering and expanding business and formulating and executing market entry strategies. The business Development Manager will be expected to visit target clients, attend trade shows, create promotion campaigns and coordinate with corporate marketing, finance, IT, human resources and other support organizations as appropriate. The Business Development Manager will represent GIA in negotiations with partners, clients and governments, travel extensively within Asia and will be expected to carry out a wide variety of client, marketing and student analysis.

The Business Development Manager will be degree qualified with a proven record selling a service along with education related experience gained at management level. The successful candidate will possess strong interpersonal skills, have very good English communication ability and understand the principles and practices of conducting negotiations and achieving results through persuasion.

We invited qualified Thai nationals to submit your resume stating your present and expected salary and REF 10 BDM 10 to e-mail: 10BDM510@

prtrexecutive.com or by mail to the address below. Please note that only short listed candidates will be contacted.

Our client is a world famous manufacturer and distributor of food ingredients for the frozen and convenience food industries. They are well established in Thailand and have grown into a multi-million dollar organization with first class food ingredient technologies. Due to expansion our client now requires an outstanding individual to head their Research and Development division and continue their growth and success in South East Asia.

### **Research and Product Development Manager Food Ingredients**

The Research and Product Development Manager will report to the General Manager and will be responsible for all research and product development of our client's products. This will involve managing a team of Food Technologists to develop new and existing recipes for their specific client's requirements by improving the taste, smell and the feel of food products of all types. He or she will establish and manage a manufacturing process, develop raw material specifications, create a portfolio of "stock" products and oversee customer testing in conjunction with the sales and marketing team. The Research and Product Development Manager must drive innovative new product development to meet emerging customer trends, be aware of emerging technologies and maintain competitive product intelligence to ensure our client's position as market leader is maintained.

The successful candidate will first and foremost be passionate about food, will preferably be educated to degree level in food science and must have at least 10 to 15 years experience in a hands-on product development role. The Research and Product Development Manager will have a proven record of successfully developing customer specifications by using their “creative flair” and will have a strong knowledge of food ingredients whilst possessing the ability to differentiate the subtle difference in taste, texture and aroma of a wide range of products. The successful candidate will be a good communicator who is results oriented, self motivated and possesses very good English skills.

Our client offers the successful candidate an excellent salary and benefits package along with the opportunity to join a stable global employer. We invite qualified Thai nationals and Expatriates to submit your resume stating your present and expected salary and ref 12RD510 to e-mail 12RD510@prtexecutiv.com or by mail to the address below. Please note that only short listed candidates will be contacted.

## **Australian Embassy Bangkok**

### ***Vacancy***

Client Service Officer (CSO): Several positions

The Australian Embassy in Bangkok is seeking suitably qualified persons to fill full-time positions of Client Service Officer in the Visa and Immigration Office. Successful candidates will be offered a contract of two

years and six months, with the option of renewing at the end of the contract term.

Further details including the Duty Statement, Selection Criteria, and instructions on how to apply are available at [www.thailand.embassy.gov.au](http://www.thailand.embassy.gov.au) under “Employment Opportunities”

Application close at 4.00 PM, Friday, 25 June 2010.

## **Become a Global Sales Agent in a Fast Growing Alternative Asset Class**

“Litigation funding is on the move-buoyed by economic conditions, uncorrelated and especially attractive to capital in current conditions”. One of Europe’s largest litigation funds seeks additional Agent to raise capital for funding high-end litigation claims. Several opportunities exist for suitably qualified candidates in the following positions:

### ***New Account Executive***

This role requires talented, experienced sales executives to speak with prospective investors about the benefits of investing in high-end litigation claims. You will be expected to proactively generate new accounts, utilize you existing distribution network and or/convert prospects in distressed portfolio positions.

***Senior Account Executive***

Highly experienced professional Sales Executives responsible for developing introductions made via Global Introductory Agents and required to maintain and grow the existing investor base.

These roles require exceptional professionalism and the ability to clearly communicate a new and developing asset class. Initially working from our Bangkok offices, applicants must be prepared and able to relocate to Singapore in the short to medium term. Positions are largely commission based however retainer/expense packages may be negotiated for successful applicants. All applications will be treated in strict confidence and must include a detailed work history. Please email your covering letter, resume and a recent portrait/photo to: [hresourcesdirector@banyanspect.sg](mailto:hresourcesdirector@banyanspect.sg)

**TT Aviation Co., Ltd.**

Is a premier provider of General Sales Agencies' (GSA) services for Airlines and related travel products. Established in 2005 and together with our success and expertise, we are one of Thailand's foremost GSA companies. In addition, we have affiliate partners in Singapore, Malaysia, Indonesia, Vietnam, Hong Kong and China. We are seeking suitable candidate to fill for the following:

***Sale Manger (passenger & cargo)***

1. Bachelor degree or higher.
2. A minimum 5 years of professional working experience in airlines/travel industry or other related field is preferably.
3. Proficiency in MS Office-Words, Excel and Power Point, Internet and e-mail correspondence.
4. Highly organized, efficient, and accustomed to taking initiatives.
5. Ability to work independently with minimal supervision and familiarity with financial budget control.
6. Fluency in written and spoken English.
7. Sell products by introducing, promoting to prospect customers in responsible areas in order to achieve individual sales target.
8. Marketing planning. Expand business opportunities by opening new potential customers in responded are to achieve company strategy plan.
9. Develop and maintain effective good relationship with customers through regular schedule of visit.
10. Coordinate with company related staff for all related matters to accomplish the sales activities.

The position is local hire positions for AIR ASTANA-the national flag carrier of Republic of Kazakhstan, with term appointment and based in Bangkok. Interested candidates should send their current resume including recent photograph indicating qualifications, experiences and expected salary by e-mail to [salesmanager@waa.co.th](mailto:salesmanager@waa.co.th) before June 21st, 2010.

## **Thailand Burma Border Consortium (TBBC)**

A non-profit organization providing humanitarian assistance to Burmese refugees, is seeking:

### ***Programmes Director (Bangkok office)***

As part of the senior management team, the Programmes Director will provide overall programme development/direction and leadership to a dedicated team holding the Agriculture, Nutrition, Income-generation and Shelter functions, potential new emergency feeding/shelter locations along the Thai-Burma border.

#### Requirements:

1. Master Degree in rural development, agriculture, nutrition, business or related field or appropriate (equivalent) INGO management experience.
2. Between 7 to 10 years proven experience in humanitarian or development field with supervisory responsibilities in livelihoods operations and food security management.
3. Proven experience in the following areas: Project development & implantation: Proposal writing & log frame analysis: M & E experience; strategic planning: And people management.
4. Excellent leadership, negotiation, analytical and representation skills.
5. Effective and highly proficient communications and writing skills in English.

6. Ability to work to deadlines, work under pressure and priorities routine and ad hoc tasks.

Ability to manage and support sub-ordinates to achieve same objectives:

1. Identifying/resolving programme issues risks.

2. Able to work on complex multi tasking activities and problem solving capabilities.

3. Ability to work independently as well in a team in a multi-cultural working environment.

4. Gender awareness and sensitive. Commitment to incorporating TBBC's inclusion policy and other TBBC values in all aspects of the work.

5. Ability to travel to field offices within Thailand between 40% to 50% of the time.

Job description and TBBC information available at website: [www.tbbc.org](http://www.tbbc.org)

Submit resume, cover letter and references to [hrd@tbbc.org](mailto:hrd@tbbc.org) only short-listed candidates will be contacted.

### **Business Development, Pacific 2000**

Our clients are leading multinational companies with extensive operations globally and regionally. Challenging and exciting opportunities have arisen for highly qualified Candidates in the following positions:

***Business Dev't Director Marketing Director***

Consumer products Cosmetics:

1. International sales mgr sales manager Asian agriculture/livestock packaging.

2. Marketing manager key account manager Building/Industrial. products Process lines-packaging.

These positions will suit Candidates who thrive in a fast pace organization, are strategic and sales driven, have a proven record of delivering and a strong commercial sense. You must possess strong communication and presentation skills, be able to influence stakeholders as well as build efficient working relationships. Critical to your success is also your hand-on, proactive approach and flexible enthusiastic style.

***Refined Headhunting, Seeking the Sharpest-not the Closest!***

Applications, treated in strictest confidence, shall include a personal letter, CV, names of referees, photo and current package. e-mail: infor@pacific2000.com

**Development Dimensions International**

DDI Thailand is a well-established American human resource consulting company that provides leadership training and development, succession management and selection and assessment services. They currently operate in 42 offices located in 26 countries around the world. DDI Thailand has

been serving both multinationals and local corporations in all core areas of expertise since 1990. DDI require an outstanding Business Development Director to drive their business operations in Thailand.

***Business Development Director HRD Services-Bangkok***

The Business Development Director will report to the General manager and will be responsible for meeting the client's business needs and developing and implementing sales strategies that increase sales revenue of the full range of DDI solutions. The job involves implementing specific marketing activities to acquire targeted prospects, devising and implementing specific account management activities to increase penetration and expansion in assigned client organizations and compiling and implementing account management activities that build customer satisfaction and long-term customer loyalty. In addition, the Business Development Director will be developing long-term high-level relationships with senior executives in assigned accounts and interfacing and establishing credibility with senior level executives in Talent Management, Executive Selection and Assessment, Talent Auditing and Executive Development. The Business Development Director will have a proven track record selling intangible business solutions along with a background in or a good understanding of Human Resource Development solutions. The successful candidate will have excellent English skills, a professional and energetic character and the ability to listen attentively and provide value added solutions. We invite qualified Thai nationals to submit your resume stating your present and expected salary and ref 8BDD410 to

Fax 0-2716-0056, e-mail: 8BDD410@prtexecutive.com or by mail to the address below. Please note that only short listed candidates will be contacted.

## **Destination Asia**

### ***Destination Management for Asia's Travel Connoisseurs***

Destination Asia is one of Asia's leading destination management companies and has the following position available for the right person who wishes to work with a dynamic, progressive and creative team know for the professionalism and dedication to customer quality standards.

***Product development manager.*** Reporting to the Managing Director the Product/Industry Relation Manager will be responsible for the day to day operations of the Product Department with immediate supervision of four staff.

Responsibilities Include:

1. Overseeing new product development; hotel contracting and tariff production.
2. Create/research new products in line with Destination Asia's corporate brand and identity.
3. Providing regular information updates to overseas business partners including production of a quarterly newsletter.

Qualification:

1. Strong experience and knowledge of the Thai Tourism brand and awareness of current trends.

2. At least five years of practical work in the Inbound Travel Business in Thailand.
3. Excellent people management, leadership and teambuilding skills.
4. Willingness to travel regularly to research and review products.
5. Knowledge of Risk prevention and Crisis Management.
6. Excellent communication in spoken and written English.
7. Experience in cross cultural environment.
8. Excellent computer skills.
9. Service minded and hard working.
10. Creative ability and flexible outlook.

Applicants interested in this exciting position should submit their Resumes to: Personnel & Administration Manager

Destination Asia (Thailand) Limited. e-mail to: [resumes@destination-asia.com](mailto:resumes@destination-asia.com)

## **The Rockefeller Foundation**

Administrative and Front Desk Assistant Asia Office, Bangkok

The Rockefeller Foundation works around the world to promote the well-being of humanity by expanding opportunities for poor and vulnerable people.

We are looking for a dynamic and well-organized individual to manage our front-desk operation, and provide general office administration support.

The individual will responsible for welcoming visitors, handing inquiries,

managing office mail, handling purchasing of supplies and assisting with a range of other administrative tasks.

**Required Qualifications and Eligibility Criteria:**

1. Thai National.
2. Appropriate educational qualifications and professional experience in office administration/secretary services.
3. Excellent computer skills (Windows, Internet).
4. Strong written and verbal English language abilities.
5. Positive interpersonal abilities, excellent organizational and time management skills.

Interested candidates should send a resume and covering letter to [busaba@rockfound.org](mailto:busaba@rockfound.org) no later than June 7, 2010.

## **QATAR Airways**

Aim higher and be a winner. Join one of the most awarded airlines in the sky.

Qatar Airways, winner of the Skytrax award for Best Cabin Crew in the Middle East, for seven consecutive years invites you to be a part of its success story. Qatar Airways Recruitment: Cabin Crew to be part of this winning team, you need to meet the following requirements:

1. Minimum age of 20-30 years.
2. Minimum arm reach of 212 CMS on tip toes.

3. Minimum high school education with fluency in written and spoken English required.

Take advantage of this exciting opportunity by submitting your CV to our Recruitment Team.

For further information, please visit [www.qatarairways.com](http://www.qatarairways.com)

### **Permasteelisa Group**



Is a global leader in the design, manufacture and project management of building Façade Curtain Wall System for prestigious buildings. Due to continued growth and business expansion in the Asia Pacific Region, we are seeking qualified, experienced and highly committed persons to join our team in the following positions:

1. Project manager commercial manager machining manager.
2. Assistant QA/QC manager structural engineer quantity survey.
3. Draftsman QA/QC staffs QA/QC engineer HR & administrative officer.
4. Finance officer document control other requirements.

All positions must be Thai Nationals. Background in Curtain Wall or Aluminum extrusion business will be preferred. Fluency in written and spoken English and computer literacy is an advantage.

Positions 7 - must be proficient in Auto cad, experience in design & Shop Drawings is an advantage.

If you are ready to develop your career in a dynamic and challenging business environment, send in your full resume with expected salary by 10 June 2010 to: HR Manager e-mail: [jutathip.s@permasteelisagroup.com](mailto:jutathip.s@permasteelisagroup.com)

### **General Manager, Golf Division, Super Sports, Thailand**

Super Sports, Thailand's most successful Sports Retailer is looking for a General Manager to manage its Golf Division. The ideal candidate will be someone working in the Golf industry today or simply someone who loves Golf. Job Description:

1. Manage and develop a team of people to achieve Sales & Profit Targets.
2. Develop and Implement a Golf Loyalty Program.
3. Negotiate successfully on the companies behalf.
4. Initiate a Strategy to continue Super Sports position as the market leader.
5. Work closely with the industry's leading Golf Brands Requirements.
6. A commercially minded individual with good merchandise and store operations understanding.
7. Good command of English.
8. Multi Tasked.

Interested candidate please submit your resume to: [ngjaruwan@central.co.th](mailto:ngjaruwan@central.co.th)

## **Wood Group Heavy Industrial Turbines (Thailand) Ltd.**

“Wood Group is an international energy services company with \$2.8BN in sales, employing more than 16,000 people worldwide and operating in over 40 countries. The Group has three business-Engineering & Production Facilities, Well Support, and Gas Turbine Services-providing a range of engineering, production support, maintenance management and industrial gas turbine overhaul and repair services to the oil & gas, and power generation industries worldwide” We are looking for the high potential person to become the part of our success.

### ***Position: Cost Analyst***

Focus on the drivers of operational excellence and partner with the operating site management team to drive execution of the period plan. Provide timely, accurate reporting and variance analysis to CFBU (customer facing business unit) and Operations Management teams.

#### Qualifications:

1. Degree in Business Accounting or Business Finance preferably with an engineering background.
2. 4 + years experience in manufacturing or product service sector in an analytical role.
3. Experience budgeting and forecasting operations.
4. Understanding of cost accounting concepts.

5. Orientation toward standardized business processes, systems and accountabilities.

6. Demonstrated ability to analyze detailed information and interpret the results in a clear and concise manner.

7. Effective written and verbal communication at all levels both inside and outside the organization.

8. Demonstrated behavior of owning issues and delivering solutions in a constantly changing environment.

9. Solid business and financial acumen.

10. Six Sigma/other lean tool experience preferred, not required.

11. Experience with Microsoft Project, Microsoft Access, Minitab software, preferred, not required.

We offer a good remuneration package including attractive salary, housing allowance, group life and medical insurance, provident fund, meal, maternity and dental allowance, uniform and 5 working days/weeks to the right candidates. If you are interested and qualified, please do not hesitate to submit your full detailed resume in English with stating of current and expected salary together with recent photo to: [kosinee.sukhasem@woodgroup.com](mailto:kosinee.sukhasem@woodgroup.com)

## **Timberland**

The Timberland Thailand Representative Office is now looking for a qualified person for the position of: Production Quality Assurance/Quality Control at Lopburi Province:

1. College diploma or bachelor degree.
2. 10 + years experience in shoe making, development, engineering, cutting, stitching and assembly (brown shoes preferred). Mold making knowledge is a plus.
3. Experience with quality control systems.
4. High ethical standards and good command of written and spoken both Thai & English.
5. Good computer skills (MS Office).

Interested candidates are invited to submit a full English resume with expected salary and recent photo to [toichaipradubvet@timberland.com](mailto:toichaipradubvet@timberland.com) or Fax: 0-2361-8557

**A Foreign Institution Seeks a Thai National for the Position of:  
Public Relations and Information Officer**

***Position Responsibilities***

1. Ensuring web presence as well as maintaining the institutions website.
2. Writing, researching and editing public information tools.
3. Translating between English & Thai.
4. Undertaking general administrative and clerical duties.

***Profile and Competencies***

1. Bachelor's degree or higher.
2. A minimum of five years related working experience.
3. Good working knowledge of MS Office, web 2.0 tools & Photoshop.
4. Excellent English and Thai writing skills.

***We Offer***

1. Full time contract with an initial probation period of 6 months.
2. Competitive salary.

Please send a resume and a photo to: [officerbkk@gmail.com](mailto:officerbkk@gmail.com)

**Accounting Specialist**

***Company Overview***

Gallup is different from most consulting firms. While other organizations provide services in traditional disciplines such as cost reduction, building or re-engineering processes and systems, or mergers and acquisitions, we help companies drive true organic growth-revenue and profit increase from continuing operations. Our consultants are trusted advisors to many of the world's leading companies. Our approach enables us to understand our clients' visions and strategies and thereby develop and implement individualized solutions.

### ***The Opportunity***

Gallup is continually growing and looking for talented associates in our accounting department. This position involves overseeing all entries to the balance sheet, operating statement, and statement of cash flows. Other responsibilities include accurately recording, balancing, and remitting funds for all supplier invoices as well as employee expense reports. As a team player with excellent communication skills and an eye for detail, you will take pride in achieving results and will naturally accept responsibility for projects.

### ***Requirements***

A two-year degree in accounting or a related field such as finance or business management and a minimum of two years of experience in accounting is required. Proficiency in Microsoft Excel and fluency in Thai and English are also required.

If you are a positive, outgoing self-starter, apply online today at [www.gallup.com/carerers](http://www.gallup.com/carerers)

## **Tax and Legal Counselors Seri Manop & Doyle**

Our law firm is looking for highly qualified people for our office's expansion. Salaries and compensation packages will be highly competitive for the right candidates.

### **1. IP Lawyer 1 Position.**

#### **1.1 Bachelor's degree in Law.**

1.2 Having working experience in IP would be preferable.

1.3 Good command of spoken and written English, and prior experience with legal documents in English.

2. Junior Accountant 1 Position.

2.1 Male or female.

2.2 Bachelor's degree in Accounting.

2.3 Good command of written and spoken English would be preferable.

2.4 Be able operate PC.

Please send a resume with a recent photo to: Seri Manop & Doyle Co., Ltd. e-mail: [info@serimanop.com](mailto:info@serimanop.com)

## **Family Health International (FHI)**

Is a U.S. based non-profit international public health organization dedicated to improving lives, knowledge, and understanding worldwide through a highly diversified program of research, education, and services in family health and HIV/AIDS prevention and care. Our work includes public health HIV/AIDS prevention and care and clinical research on infectious diseases in Asia/Pacific Countries including Thailand. The Asia/Pacific Regional Office (APRO) of FHI is seeking highly qualified and experienced individuals to join its team, based in Bangkok. Associate Director, Technical Support for HIV/AIDS Prevention, Care and Treatment Project Associate Director is responsible for operational management of the USAID/RDMA

Thailand and Regional activities and provides additional management support for the USAID activities in Laos PDR, China, and Papua New Guinea.

The Thailand and Regional programs are comprised of sub grants to local implementing partners and technical assistance provision and coordination to improve HIV/AIDS interventions of most-at-risk populations (MSM), sex workers and clients and injecting drug users. This position supervises a team of 3-4 project staff and works closely with program and technical staff at FHI APRO as well as with other FHI country office staff to plan, coordinate, implement and document activities.

Qualifications:

1. Master degree in public health or related field and 7-9 years relevant experience with international development programs or BS/BA in public health or related field and 9-11 years relevant experience with international development programs required.
2. 3-5 years of supervisory experience required.
3. Experience in design, implementation and management of HIV and AIDS or other public health/international development programs funded by US government or other international donors required.
4. Demonstrated ability to manage projects, set realistic priorities and achieve objectives.
5. Demonstrated knowledge of the HIV/AIDS in Asia and Pacific Region.
6. Excellent written, spoken, and presentation skills in Thai and English.

We offer a competitive compensation package. Applicants must be eligible to work in Thailand.

Kindly send your resume and cover letter via email to: Human Resources Department at [hr.thailand@fhi.org](mailto:hr.thailand@fhi.org)

### **UNDP Thailand**

Seeks Project Manager and Project Assistant Thai National/Two Years Contract for project titled Sustainable Solutions to the Displaced People Situation along the Thai-Myanmar Border the Project Manager will have overall responsibility for project management which will include plans, budgets, reporting and implementation. The Project Assistant will provide administrative support to the Project Manager. The Project Manager should have a Master's Degree and 7-10 years experience while the Project Assistant should have a BA Degree and 5 year experience. Both positions require fluency in written and spoken Thai and English.

Apply online <http://www.undp.or.th/aboutus/job.html> by 12 May 2010.

Qualified women and men are equally encouraged to apply.

### **NEON Sales Professional**

Needed Neon Group is the distributor for Air Aroma ([www.airaroma.com](http://www.airaroma.com)). Air Aroma is the leading aroma diffusion company in the world and as the

Thailand exclusive distributor we are now seeking a sales professional with the potential to grow into a management role. If you:

1. Can sell and manage a sales territory.
2. Are able to communicate in English.
3. Have a service mind.
4. Are familiar with computers and reporting systems.
5. Live in the Latprao/Ramkhamhaeng area.

Then you may be the person we are looking for! Full product and sales training will be provided. Remuneration will be by commission and salary, with an allowance for phone. Average monthly earnings are expected to be in excess of B 35,000 Send resume with photo and employment history in English to: Fax 02-559-2350, e-mail: [neonsales@neongroup.co.th](mailto:neonsales@neongroup.co.th)

## **Metalogic Inspection Services Ltd.**

### ***Sales***

Locations: Rayong Thailand + Various Position Description:

Part of an international group, Metalogic Inspection Services is an Advanced NDE technology developer and service provider focused in new construction/fabrication, power generation, pipeline, and oil & gas industries. Due to the high demand for our specialized inspection services and our patented technologies, we are currently seeking a Sales Representative for marketing and sales activities in South East Asia. Duties include:

1. Implement Sales and Marketing plan as outlined by Corporate Marketing and Sales Group.
2. Identify and promote service differentiation.
3. Attend trade shows and to actively seek out new service opportunities.
4. Work with Management and Clients to establish new service opportunities.
5. Prepare proposals in consultation with Management.
6. Communicate with new and existing clients with respect to service requirements, proposals and contracts.
7. Frequently travel throughout Thailand and S.E. Asia.

***The Minimum Qualifications for this Position Are***

1. Diploma/Degree in Marketing & Sales, Engineering or related fields.
2. Experience and Knowledge of the Oil & Gas/Power Generation Fabrication/Construction or NDE industry would be an asset but not essential.
3. Excellent written and spoken English language/communication skills.
4. Clean Thai driver's motor vehicle license.
5. Competent with Microsoft Office.
6. Passport or ability to obtain with a clean criminal record.
7. Thai National/Citizen.

An attractive compensation package will be offered to the successful candidate based on experience. Eligible candidate will be contacted by phone for an initial interview in English. Please send your resume in English with

salary expectation by the 10th of March 2010 to Thailand@metallogicinpection.com

## Simpon



Sales Executive-Luxury Boats Simpson Marine is the leading boat brokerage company in Asia, based in Hong Kong. Currently operating in 6 countries, the business has experienced significant growth over the past 2-3 years, and now has 60 + staff throughout the Asia region.

Our Phuket office is looking for a Sales Executive to boost the sales team. We require a Thai-National who speaks excellent English. Selling both new and used, power and sailing boats, you will work within a small sales team. We require someone who is highly motivated, customer oriented and results driven. You will have either previous marine sales experience, or strong sales results from another industry-perhaps even selling luxury products.

You will be based in Phuket and will be paid a base salary, uncapped commission, as well as paid annual leave and medical insurance.

### *Candidate Requirements*

1. An interest in, or current strong knowledge, of the marine industry.
2. More than 3 years of direct sales experience, with the ability to close sales.
3. Be a good negotiator.
4. Be computer literate.

5. Be fluent in Thai, with strong written and spoken English. Other languages are helpful.

6. Be very well organized, able to work in a fast pace environment and multi task.

7. Ability to work without supervision or guidance.

Interested candidates should email their resume (English) in MS Word format/PDF to [hr@simpsonmarine.com](mailto:hr@simpsonmarine.com)

Only short-listed candidates will be notified. Applicants not invited for an interview within 2 weeks, should consider their applications unsuccessful. All information received will be kept in strictly confidential and only for employment-related purposes.

### **Account Executives Required**

For fast-growing research company with a regional focus an exciting opportunity to grow with Asia's leading independent Expert Network of professionals. Help provide global clients with impartial advice and research services on all sectors and countries in Asia. You are a recent graduate & Thai citizen, an enthusiastic go-together with superb English-language skills and a background in Business Administration, Marketing, Recruitment, Customer Service or similar. To apply, send your CV, cover letter in English + salary expectations to [info@asiaceonet.com](mailto:info@asiaceonet.com). Only successful candidates will be notified.

## Husky

Keeping our customers in the lead as a Global Technology Leader in injection molding equipment and services, we offer exciting opportunities to be part of a team that drives industry leading innovations. Our state of the art facilities, modern manufacturing equipment and pursuit of best practices make for a strong culture of innovation and excellence.

### *Regional Service Manager, Thailand & Vietnam*

General Job Description/Job Responsibilities. As the Leader of the field service support team, the incumbent is responsible in leading a team of field service engineers and support customer activities throughout the region. This includes ensuring the delivery of exceptional customer satisfaction, improving field support quality and achieving 1st call issue resolutions.

#### Requirements:

1. Degree in Mechanical or Electrical Engineering.
2. Good English communication, written and spoken.
3. Minimum 7 to 10 years relevant experience in a technical field or environment, preferably with experience within injection molding industry.
4. Able to work independently and has experience in leading a team.

Please e-mail your resume to: Human Resource Department (S. E. Asia).

e-mail: [aphr@husky.ca](mailto:aphr@husky.ca)

### ***Accountant Required***

Qualifications:

1. Female, 26-32 years old.
2. Diploma or Bachelor's Degree in Accountancy.

Experience:

1. Accounting experience 3-5 years.
2. Be able to use computer and communicate in English well.

Please send your resume with a photo and expected salary to perfect  
\_4y@yahoo.com

### **Financial Advisors Wanted**

For Thailand, Malaysia, Indonesia, Vietnam, India or Philippines.  
Must be mature & dedicated w/strong sales, marketing, communication  
& interpersonal skills. Pref. w/financial industry experience.

Native English speakers only or those who have excellent English  
skills. Send CV to careers@pp-intl.com

## APPENDIX B

### Samples of Property Advertisement

## **Sansiri Call 1685 Keyne by Sansiri**

When prosperity knows no boundaries, the appeal is timeless. The latest prime Sukhumvit condominium register online at [www.sansiri.com](http://www.sansiri.com)

Keynote join the new urban elite.

## **The Narathiwat Residence**

The Narathiwat Residence warmly welcomes you to experience our international standard with Thai Hospitality personal service touch. Brand new serviced residence with contemporary style is located on the central business (financial & banking) district of Sathorn and Silom. This is one of the most convenient locations, which supports your lifestyle for business and your family leisure. It is completed with the convenience of easy access to department store, Skytrain, which accords residents easy traveling within the city. Welcome to enjoy varieties of foods at Nara Cuisine. The longer you stay, the money you save! In the economic situation now reasonable avoid saying no to feel comfortable. We can help! The customer at all times [www.thenarathiwat.com](http://www.thenarathiwat.com)

## **Luxury Condo for Sale in Pattaya-Spectacular Sea-View**

Owner returns to Europe and is selling his completely renovated apartment at a sensationally low price. This most beautiful luxury condominium

on Pratumnak Hill offering spectacular sea-views is decorated with antiques and fully furnished to an exceptional high standard. The 80 SQM corner units is located on the top floor of a well maintained low-rise apartment building and comprises one bed room with en-suite bath room, a living-cum-dining area, a big balcony and a modern European fitted kitchen. Living-cum-dining area and bed room are equipped with air conditioning units. e-mail: [ursel@loxinfo.co.th](mailto:ursel@loxinfo.co.th)

### **Mansions in the Park**

With 15 years of professional experience, mansions in the park, located within walking distance from ISB, is proud to provide exclusive residences and tailored services. The perfect balance for expat's work and leisure. Service is our pleasure. [www.mansioninthepark.co.th](http://www.mansioninthepark.co.th)

### **We Understand Your Needs Better**

Nobody understands your needs better than president park group. We take pride in ensuring every detail defines our residence as an enclave set in contemporary style and elegance that is complimented by a price range to suit almost any budget. From the demands in a corporate schedule to the necessary comforts for leisure, we provide the extra touch of instinctive service that meets our guest's needs. Every residence is strategically located on central Sukhumvit Road because we understand the importance of convenience. This

is why we are the discerning traveler's choice of accommodation. President park group of executive serviced apartments. We know what you need.

To learn more how we can meet your needs, please contact us at:

[www.grandpresident.com](http://www.grandpresident.com), [www.royalpresident.com](http://www.royalpresident.com)

## **Banyantree**

Soak up the views from the secluded Lamai beach at the private cliff top retreat with spacious pool villas and the island's only hydrotherapy spa. Rate start from THB 21,610 per villa per night.

Including all taxes and service charges. Receive a minimum of THB 18,200 Nett of hotel credit per booking for restaurants, spa and gallery. Price is valid from 1 July to 30 September 2010.

For more information, call 0-7791-5333 or e-mail [reservations-samui@banyantree.com](mailto:reservations-samui@banyantree.com)

## **The Star Estate@Pattanakarn 69**

Reachable the new modern & luxury living starting for 15.5MB discounted to 13.99MB Proudly presented 3 new modern contemporary designs in a sophisticated environment next to the business center on Soi Pattanakarn 69 26-27th June. Join us for special off at the party "I love you more"  
[www.estarpel.com](http://www.estarpel.com)

## **Sathorn Square**

Smart move. The most prestigious business address.

The most intelligent business decision. Grade an office for rent completion late 2010. [www.sathorn-square.com](http://www.sathorn-square.com)

Landmark location at Sathorn and Narathiwat Roads. Covered skywalk to Chong Nonsi BTS station. Large column-free interiors. Multi-floor design flexibility industry leading 2.95M ceiling height. State of the art technology and security next to the hotel Bangkok.

## **Pan Pacific Serviced Suites Bangkok Now Open**

Check them in to the whole city in Bangkok. Pan Pacific Serviced Suites introduces you to a whole.

New way to live in Bangkok, Located in the heart of Thonglor, you'll enjoy instant local insights and support with our personal assistant service. Come stay with us and you'll find that we're much more than a serviced residence. We're your local connection. Visit [panpacificservicedsuites.com](http://panpacificservicedsuites.com) for reservations.

## **Chateau in Town Phaholyothin 11**

A Different Approach to Urban Living, Enhancing Freedom.

Take Double Advantage of Living near Ari and Saphan Khwai BTS Stations 8 storey residential condominium, low-density development containing 79 units' 1-2 bedroom unit's types, 30-59SQM Sales Office at ESV Tower 0-2279-7333.

### **Living in Pattaya**

A Truly Luxury Villa for sale this most beautiful luxury villa with large covered terrace, decorated and furnished to an exceptional high standard sits amidst a manicured garden with swimming pool. The Villa offers 4 bed and 4 en-suite bath rooms, a spacious living-cum-dining area, a special recreation room with large balcony and fantastic views of the nearby mountains at the first floor, a modern European fitted kitchen, large laundry with washing machine and dryer, a covered carport for 2 cars as well as a separate guest toilet. All rooms are equipped with air conditioning units. Location: About 8 km east of Pattaya, 10 Minutes car drive to highway access and in proximity to a number of well-known golf courses and polo clubs. Land size: Approx. 1250m<sup>2</sup>: Living area: Approx. 400m<sup>2</sup>. The villa is actually under construction and will be finished at the beginning of June 2010. An identical villa located in the neighborhood has been finished and may be visited after appointment. Price: THB 12,800,000. e-mail: [ursel@loxinfo.co.th](mailto:ursel@loxinfo.co.th)

## **Baan Ratchadamri**

Own the ultimate freehold condominium on the block. Don't miss this rare "freehold" opportunity with a supreme location and architectural excellence. Arguably the best Penthouse in the city- Freedom of the entire floor with 360 degree views and world class interiors that is unparalleled. Featuring spacious, family-oriented layouts with vibrant and sophisticated finishes. Overlooking the famed RBSC and in walking distance to the BTS, Central World and the airy Lumpini Park! [www.plus.co.th](http://www.plus.co.th)

## **Amari Residences Hua Hin**

Condominiums in Hua Hin exclusively furnished by Chanintr living  
The grand opening event 10-18 April 2010.

Mini concert by Jennifer Kim on April 14, 6.30 pm onwards.

Special offer:

1. Fully furnished and decorated exclusively by Chanintr Living.
2. Free curtain package for every unit booked at the event.
3. Special prices for selected units.
4. Amari lifetime membership.
5. Credit cards accepted for up to 10% of the unit value.

## **Aniche**

Jewelry by Sant with our jewelry, one statement piece is enough to express your own sense of style and individuality.

Marriott executive apartment Sukhumvit Soi 24, Bangkok.

Open daily 10.00 am - 7.00 pm except Sunday for appointment:

[ashoo@santenterprises.com](mailto:ashoo@santenterprises.com)

## **Land for Sale Sukhumvit 71**

181 SQW, very quiet neighborhood and good surrounding with house plan and building permit for 3 storey house 5 beds, 7 baths, swimming pool. Piling has been made 5 minutes to Express way entrance.

## **The Palm Wonga mats Beach Pattaya**

Ultimate beachfront address price starts at 2.69 MB.

Spectacular sea views from every unit.

Privileged pre-sale offers call us now 0-3822-5503 or

[www.thepalmpattaya.com](http://www.thepalmpattaya.com)

Wonga mats only world class high-rise beachfront condominium.

## **The Sathu Residences**

SPACE is the breath of art Minimalist-inspired, exclusive freehold condominiums unparalleled privacy with only 22 units on 15 floors  
Extraordinary space, starting from 276 SQ.M.

High ceilings at an exceptional 3.2M breathtaking views with uninterrupted skyline Final units now available. [www.thesathuresidences.com](http://www.thesathuresidences.com)

## **Cape House Bangkok**

### ***Still the Best Serviced Apartments***

For people who prefer more services more facilities and more comfort  
Make your life easier with convenient access to all business and recreational centres in the Silom, Ratchadamri, Ploenchit, Wireless, Sathorn and Siam Paragon areas. Our full range of facilities and efficient staff will ensure your stay is in total comfort.

Available now! Special deals on all rooms [www.capecollection.com](http://www.capecollection.com)

## **Sansiri**

### ***Forever Has a Time Limit***

Discover the magnificent of brand new show hour “Savile row inspired”  
[www.sansiri.com](http://www.sansiri.com)

## **The River**

The address reflects who you are the river is Bangkok's finest waterfront freehold condominium, in the heart of the city's only true five star neighborhood. Residents will enjoy the ultimate lifestyle of luxury and convenience, with easy access to the CBD and Bangkok's shopping and entertainment districts and approximately 120M of absolute river frontage.

Located directly on the Chao Phraya River in the midst of Bangkok's most exclusive and desirable areas, The River is destined to become one of Bangkok's finest iconic landmarks. Show suites open everyday.

[www.raimonland.com](http://www.raimonland.com)

## **The Maple Sathorn**

12 storey's luxurious residential, located in the heart of Sathorn near BTS Chongnonsi, Surasak Station & BRT Station. Easy access to expressway & majored business district only 54 units with privacy living 2-3 bedroom, partly furnished full facilities: Swimming pool, fitness, sauna, Hi-speed internet, CCTV, with ample space for parking Move in Now!

[www.themaplecondo.com](http://www.themaplecondo.com)

## **Mode Sukhumvit 61**

What mode are you in? All suite boutique living.

Exclusive launch deals. Don't miss the launch of this iconic new condo on Bangkok's best street. Mode Sukhumvit 61. Visit Our Show Suite.

[www.modebangkok.com](http://www.modebangkok.com)

## **CASA Seaside Cha Am**

The modern tropical villas by the sea. It's where I belong! Located close to beautiful Cha Am beach 3 types of charming villas extensive facilities freehold & leasehold property with 10% rental guarantee. [www.engelvoelkers.com/th](http://www.engelvoelkers.com/th)

## **Beachfront, Panoramic Sea View at Koh Lanta Krabi**

27 Rais Chanote title 13 Rais, 320m. beachfront connected 14 Rais on hill slope beautiful sunset, electricity, asphalt road 40 minutes from Krabi airport Sale: ฿2.7 Mil./Rai Tel. 081-892-1072. e-mail: [famar5@hotmail.com](mailto:famar5@hotmail.com)



## **Watermark-Chaopraya**

Fully furnished with imported furniture from Chanintr Living on high floor, 99 SQW, nice river view, full facility building Rent: Baht 55,000/month.

The Met-Sathorn fully furnished with imported furniture from Chanintr Living, move-in available from May 2010, full facility building on 20th floor, 92 SQW.

Rent: Baht 75,000/Month 6 storey building, 720 SQW with air-conditioners, lift, electrical fittings, toilets on each floor available Rent: Baht 100,000/month for entire building contact for viewing and future details.

Tel. 02-266-8025-9, e-mail: Samir@santenterprises.com

## **Apartment-BTS Aree**

Brand new & Spacious Apartment for Rent in Soi Aree tranquil & peaceful Env. Ideal location within few min. walk to BTS-Aree and La Villa & supermarket 86 SQW 2 BR/BTH. Shower/kitchen/living rm./F/F air con'/TV/Fridge/Tel/Hi-Speed Internet/no common are fee @THB 25,000/mth.

K. Kay: 089-786-9883 e-mail: ouiplt@hotmail.com

## **The Residence @ Estar Rama III**

Best residence with contemporary of living style book now special deal!

Located on the prime are on Rama III Road. [www.theresidenceestarrama3.com](http://www.theresidenceestarrama3.com)

**3 + 1 Study/260m<sup>2</sup>**

Newly Remodernized condominium. Spacious living and dining are with open balconies both sides. Safe and convenient location.

**3Br/365m<sup>2</sup>**

Bright new house in the heart of the CBD. Charming contemporary Asian décor. Inviting garden and outdoor veranda with water feature.

**3 + 1 Study/174m<sup>2</sup>**

Teak wood house with modern designed in private community located in one of the nicest expatriate Village in Town. Only 20 min. to BTS.

**3BR/280m2/130K**

Beautifully decorated duplex penthouse on Langsuan with twist of oriental contemporary and modern designs. Walking distance to park and BTS.  
[www.thaipropertyguide.com](http://www.thaipropertyguide.com)

**Aqvarivs the Living Horizon**

Make senses\* [SukhumvitSiri@Sukhumvit](mailto:SukhumvitSiri@Sukhumvit).

The luxury condominium, on main Sukhumvit Road, very close to BTS Thonglor 52-70 SQW. Rent 45,000-60,000 B./month Thonglor Ideo Laprao 17A Stunning high-rise condo, with private entrance to BTS Thonglor 45 SQM. Rent 40,000 B./month. [www.aq.co.th](http://www.aq.co.th)

**Issara@42 SUKHUMVIT**

Luxury Condo: Sale & Rent.

Ready to Live in Near BTS Ekamai/swimming pool/gym/steam room/  
2 bedrooms/fully furnished & Home Appliances/Internet [www.issara42.com](http://www.issara42.com)

## **Prachupkirikahn**

Beachfront Villa Western style. Direct access onto beach from garden.

Price neg. but around 9.8MB. Tel. 08-7728-7900.

## **Ocean Portofino Jomtien**

Harbor Your Dreams Luxurious Marina-front living with a Yachting Lifestyle.

Exclusive Offers:

1. Free furniture collection designed by Leo international design group up to 1.15 million Baht for unit A, B, C or 3% cash discount.
2. Free 1 full year maintenance fee.
3. Free transfer fee.
4. Free 2 hour private cruise party on yacht (15 persons).
5. Booking at only 50,000 Baht.

A "Tryout stay" with Money-back guarantee\*

Experience the sort of luxurious marina lifestyle you plan to make you own today with a stay in an actual Ocean Portofino condo!

6. Bright Sukhumvit 24.

## **A Timeless Treasure Luxury Living on Prime**

Show suites now open bright Sukhumvit 24.

An invitation to view our show suites and spectacular offerings.

[www.brightsukhumvit24.com](http://www.brightsukhumvit24.com)

## **The Royal Residence**

The Royal Residence, the ultimate legacy, ultimately yours.

The Royal Residence Kaset-Nawamin a world-class housing project.

Winners of 5 prestigious awards priced at 40-140 Million Baht, visit by appointment only. Tel. 0-2578-1111.

## **The Ritz-Carlton Residences Bangkok**

The Ritz-Carlton Residences, Bangkok.

A reflection of your future 194 of the most prestigious homes in Bangkok, with the legendary service from the ladies and gentlemen of the Ritz-Carlton. Located at Maha Nakhon, the most significant complex of contemporary architecture and urban design in Thailand. [www.rcr-bangkok.com](http://www.rcr-bangkok.com)

## **O2 HIP Condominium**

Highly individual place.

Truly privacy for city life in the heart of Sathorn.

O2 HIP Condominium Located by Ploenchit BTS station (200M).

Immediately to move in pre-sale starts at 4.7MB Get cash discount up to 550,000 Baht + Free Transfer Fee. [www.02HIP.com](http://www.02HIP.com) Tel. 02-655-2511.

## **Smart Move Grade a Offices for Rent**

The most prestigious business address.

The most intelligent business decision.

Call 0-2654-1111. [www.Sathorn-Square.com](http://www.Sathorn-Square.com)

## **Big House with Small Price**

Newly built house situated in a quiet and secure area only 10 min to BTS. With a large welcoming living area and open plan western kitchen. Come visit Canal Ville on our website. [www.thaipropertyguide.com](http://www.thaipropertyguide.com)

## **The Ascott Limited**

A member of capital land now defining global living in Bangkok.

The Ascott Limited invites you to discover contemporary of living style and enjoy year-round Best Available Rates starting from THB 1,725++\* per night when you stay at our Ascott, Somerset and Citadines serviced residences. Whether you are in Bangkok for business, leisure or relocation, we will make you feel right at home. Because life is about living.

For further information, please call our global reservations at (662) 344-2500 or visit [www.the-ascott.com](http://www.the-ascott.com)

### **Abloom Exclusive Serviced Apartments**

Call now for very special price! 4 BTS stops from Siam Paragon new contemporary design.

Large swimming pool sauna & fitness center 24 hour assistance desk daily housekeeping.

Laundry and dry cleaning launderette restaurant & coffee shop daily breakfast. [www.abloombangkok.com](http://www.abloombangkok.com)

### **Kirivilla**

The luxurious house in Khaoyhai (Pakchong) 5 designs 5 styles decorated and ready to move in start from 13 Million Baht. Please contact [www.kirivilla.com](http://www.kirivilla.com)

## Center Estate Agents

Properties for investment boutique resorts Kao-Ka Loke Pranburi (private beach) 4 differently-designed villas boutique resort beachfront residence, 480 SQM per unit, 2 floors, 16 Br. The 4 Villas are completely independent and private, with their own 4 swimming pool, kitchen, study, living areas, maid rooms and car parks Pranburi is easily accessible by car from Bangkok, via a two and a half hour drive, and vans going to the area from both the city and the airports. [www.centerestate.net](http://www.centerestate.net)

## The Met-Sathorn

Exceptional duplex E3 model (only 16 in building). 4 Bedrooms, 4 Bathrooms, fully fitted, 408 SM, located on high floor. 5.8 M double volume ceiling height in the main living room, private swimming pool and private lift lobby. The unit faces north to Sathorn with full views of the city skyline, Lumpini Park, and sunsets with partial view of river.

Price: Any reasonable offer considered. [www.goldengateasia.com](http://www.goldengateasia.com)

## Ramkhamhaeng Soi 164

Spacious & Beautiful House 450m<sup>2</sup> living area, 140w<sup>2</sup>, 4 BR, 6 BTH, Living, din., office, guest rm., maid's rm., big terraces, tropical garden, w-

land, quality equipment, very good condition, clubhouse/w pool, quiet and safe. Location between airport and city, near int'l schools. [www.flickr.com](http://www.flickr.com)

### **Newly Studio for Rent at Chidlom**

Good Place. Just a few minutes from Central Chidlom. Close to BTS Station, nicely decorated, fully furnished & equipment. Great deal Start 1 year pay only 10 months rental. [www.BkkCitiSmart.com](http://www.BkkCitiSmart.com)

### **The Convento Apartment**

5 Convent Road, Silom area. Spacious boutique apt. 1 & 2 Bed rooms, fully fur., big balcony, pool, parking. Free wireless internet! Rate ranges from 35,000/mth. [www.theconvento.com](http://www.theconvento.com)

### **Thonglor**

Noble Remix. A Stunning high-rise condo, with private entrance to BTS Thonglor 45 SQM/1 Br/1 Bth/20fl. Rent 40,000 B./month. [www.aq.co.th](http://www.aq.co.th)

## Appendix C

### Samples of Consumer Products Advertisement

## **Big Barbecue**

Sale up to 30% discount on selected large barbecues.

Hi grade stainless. 10 year warranty. Fantastic entertainers.

Immediate delivery Thailand wide. Barbeques galore. [www.bbqthai.com](http://www.bbqthai.com)

## **Toa 7 in 1 Future Color**

Home superior protection smooth-over all crack lines.

No.1 in blastomeric pain new! Protective hybrid technology.

Plus an easy to remove stain function more information 0-2335-5666

[www.toagroup.com](http://www.toagroup.com)

## **My New Car**

Wherever, whenever our customer is ready to make a decision, the post *makes sure* your message is right there with them [www.bangkokpost.com](http://www.bangkokpost.com)

## **JASPAL May New Arrival**

This is must have! Print power. Prep yourself for some seriously pretty print dresses. It's easy, it's cute and it's a perfect quick fix for quirkiness

[www.jaspal.com](http://www.jaspal.com)

## **Scream for Eye Cream**

Make up for ever introduces make up for ever aqua cream, waterproof cream colour with extra long-lasting formula that can be used on face, cheeks and lips. The waterproof make up for ever aqua cream comes in 22 eye-popping shades and will not smudge, even on the oiliest of skin. With lighter cream texture, the colour can be easily blended on skin.

## **Prêt a Papier**

Craft paper couture is a new inspiration this summer. M.A.C introduces the Prêt a Papier colour collection, with paper as the source and the instigator of ideas of something basically beautiful. Lipstic, lip glass, eye shadow, paint pot, chromagraphic pencil, studio fix lash, impeccable brow pencil, sheet one and mineralize blushes, and nail lacquer come in a seamless spectrum of parchment-to-vellum beiges, with an occasional clever colour spill, coral among the most au courant.

## **Redness Recovery**

Extremely hot weather can do more harm than good to the skin. Recover your damaged skin with the latest collection from Dauphin-new Intral line. Intral anti redness soothing serum can help reduce skin irritation

while Intral redness relief recovery cream strengthens the skin to better battle irritation from outside.

### **Yo-chi: Healthy Body Relaxed Mind the Olympic Club**

The most comprehensive fitness center in the kingdom proudly presents “Yo-chi,” a natural extension of two wonderful health imparting activities, yoga and tai chi. Balance, stamina, breathing in harmony with action and movements, practitioners will develop stronger bodies and minds. Hot promotion: in May-July 2010, offer a 40% discount for full time members.

For more information, please call 0-2216-3700 ext. 20805

[www.theolympic-club.com](http://www.theolympic-club.com)

Better than just bigger the most dynamic fitness centre with full facilities and salt-chlorinated swimming pool, 8th floor, Pathumwan Princess Hotel.

### **Dial 004 Feel Good Every Time You Call to Europe, Starting from Just 5 Baht/Minute to 13 Countries**

Dial 004 any time to any where in Europe for quality international call by DTAC. Rates apply to fixed line just 5 baht/minute and mobile number starts from 10 baht/minute to the following 13 countries: United Kingdom, Germany, France, Italy, Norway, Denmark, Finland, Belgium, Sweden,

Netherlands, Greece, Spain and Switzerland. Available for DTAC and happy customers from now till 31st December 2010. For more information, contact DTAC's call center at 178.

### **Bangkok Post on iPhone**

Update with the Thailand's latest top stories, business, op-ed articles and plenty of useful information such as stocks, exchange rate and weather report. It loads fast and you can share news with your friends easily via face book, twitter and e-mail. Download Bangkok post iPhone application from app store for free.

Search for "Bangkok post" and tap on Bicon to install Bangkok post iPhone application on your iPhone update you everywhere anytime. More information [www.bangkokpost.com/iphone](http://www.bangkokpost.com/iphone)

### **Sony Make Believe**

Change to a Bravia LCD/LED TV to experience the full spirit of the FIFA world cup 2010 make the world's greatest football tournament an even more spectacular and more thrilling event than ever before with a Bravia LCD TV EX 500. With full HD 2 million pixels for stunning realism. Motion flow 100HZ for smooth, flawless picture reproduction and Sony's own Bravia engine 3 technology to deliver the peak in visual sharpness, you can turn

every match into a realistic event the way you never imagined possible

[www.sony.co.th](http://www.sony.co.th)

## **Don't Let Old Habits Cost You More True 006**

First class quality, economy rates starting at only 3 baht/min., 24 hrs. for business, pleasure or simply keeping in touch with your friends and family wherever they are in the world, 006 offers an unparalleled service with crystal clear signal without any delay or dropped calls due to our high quality transmission technology, Time Division Multiplexing (TDM). Available for true fixed line and true move mobile phones. Offer valid until 31st of Dec, 2010 for more information true customers dial 0-2900-9000 then press 006 [www.true006.com](http://www.true006.com)

## **Heaven and Earth**

On sale now opens a window to the lives of the people in restive depth south of Thailand in this 198 page beautifully taken photo book. Some photos evoke strong emotional response and moral judgment while others offer hope. Despite the violence, region displays great culture, beautiful sceneries and peaceful co-existence that still exist in some areas. For more information, please call Khun Kammala at 0-2338-3371 or e-mail: [kamala@nationgroup.com](mailto:kamala@nationgroup.com)

## **Don't Miss "The Guide"**

Everything you need to know about education & travel in a special magazine coming on Thursday please contact e-mail: [watcharac@bangkokpost.co.th](mailto:watcharac@bangkokpost.co.th)

## **Because Lives are Implicated**

Our obligation to them is our number one priority. We strongly believe that although our petrochemical and petroleum product\* are employed in the creation of many great inventions, but this would all be meaning if they are not aimed to serve humans creatively and cannot fulfill its obligation to the environment and society. IRPC public company limited.

## **Patek Philippe**

Genève begin your own tradition. You never actually own a Patek Philippe. You merely look after it for the next generation. Cortina watch [www.cortinawatch.com](http://www.cortinawatch.com)

## **Sealy Posturepedic**

The world's #1 selling mattress. Sealy Posturepedic is designed with pressure relief inlays for maximum benefit.

“Uncomfortable pressure points cause the average person to toss and turn up to 80 times per night. Tossing and turning prevents you from getting a restorative night sleep.” Further information [www.sealythailand.com](http://www.sealythailand.com)

## **Gaggenau**

Three-star chef marc Haerberlin was supposed to test our Combi-steam oven for three months. We're still waiting to get it back. Uncompromisingly professional. The new ovens 200 series. The new ovens 200 series puts an end to all compromises when cooking at home. It brings professional technology into your own home-technology that even professionals use. Not only did French chef marc Haerberlin put all his experience into the development phase of our innovative Combi-steam ovens, he also brings professional technology into steaming without pressure in his restaurant whenever a dish has to turn out perfect. In other words, always. The difference is Gaggenau.

For more information, please visit [www.gaggenau.com](http://www.gaggenau.com)

## Dell

Dell virtualization solution helps green spot reduce system downtime 75% and lower total cost of ownership by 50%. Green spot is a major F & B manufacturer in Thailand, and at the heart of its operation is an Enterprise Resource Planning (ERP) system, which manages financial info, sale transactions and logistic operations. Finding its existing server infrastructure unsuitable to handle the demands of its ERP system as well as future growth, the it team set about on a virtualization solution to prioritize needs while maximizing server resources for their robust ERP system. Dell recommended the deployment of a series of dell power edge servers and dell equal logic sans with virtualization to provide the robust performance required to run ERP smoothly. They can easily move ERP system to run on other server in case of failures or maintenance with minimal fuss, reducing downtime by 75%. “We used to take over 4 hours to recover from system failures. With our virtualized servers, we can recover in less than an hour.” Chutikorn Pruksapong, it operation manager management of its infrastructure is now handled independently and with ease. Equal logic’s built-in tools and applications such as snapshot, replication and array management have significantly simplified storage management, efficiently monitor and manage storage resources and helping ensure availability of critical data. “we no longer require an external vendor to manage our san arrays and dell tools have simplified management of our solution . . . our maintenance costs have been greatly reduced.” Since virtualization, capacity is added as the need arises without

increasing hardware. Compounded with dell energy efficient technologies, green spot estimates a 50% savings on total cost of ownership. This successful, efficient it infrastructure has empowered green spot to look ahead and take on their biggest challenge-growth. An Appreciation to Green Spot Co., Ltd. Read more about dell equal logic solutions and their success stories at [www.dell-enterpriseit.com](http://www.dell-enterpriseit.com)

### **True Move**

It's real it's true the real Smartphone from the real leader of hi-speed mobile internet. Real Powerization the first in Asia: the milestone android with the android 2.1OS with the speed of 3G at 7.2 Mbps. and more the 30,000 applications, including Google apps. Price starts at 18,500 baht\* on purchase with post pay package starting from only 349 baht. Warning: check the availability of 3G network with your mobile operator before purchasing any Smartphone. Available now at true shop nationwide for more information [www.truemove.com/android](http://www.truemove.com/android)

### **Acer**

New aspire x timeline more than just time.

More than 8 hours\* of excellent performance in a thin and light design.

Aspire 4820TG-432G 50MN/2122 the notebook that achieved the highest reliability score in research from brand age in 2010 [www.acer.co.th](http://www.acer.co.th)

## **San Mig Light Beer**

Live light . . . it's the secret of true freedom.

## **Be Trend New Term**

New term new look new cool new ideas.

Get started for the new semester with stunning new look and trendy lifestyle by shopping smart gadgets, cool stationery items and fabulous gifts at be trend. For more information please contact 0-2310-1976.

## **Blackberry Storm 2**

Exclusive from AIS get the big picture. The new Blackberry Storm 2 9520 Smartphone fully completed your work life and play life with the newest packages use blackberry, choose AIS available at AIS shop, AIS serenade club and all branches of Telewiz all nationwide. Special offers for AIS blackberry customers who subscribe the blackberry internet 50MB package will get special bonus of 100 MB internet (1-31 may 2010) and get 50MB in the following month. New subscribers of blackberry internet 50 MB package will get 50 MB usage/month for 6 month long if subscribe by 31 May 2010. The rate of 10 baht/MB will be charge for any exceeding usage of AIS internet for more information visit [www.ais.co.th/blackberry](http://www.ais.co.th/blackberry) be a part of AIS blackberry community at [www.facebook.com/blackberryais](http://www.facebook.com/blackberryais)



## **Visa Signature**

Want to upgrade your world? More people around the world go with visa.

Move up to visa signature. It's not just how much you pay, but where you play. The new visa signature card gets you 50% off at a number of Asia's most exclusive golf courses visit [www.visasignature-asia.com](http://www.visasignature-asia.com)

## **IRPC Public Company Limited**

“IRPC has a vision to become the top quartile integrated petrochemical complex in Asia. Today we are ready to move forward and fortify the world of energy. At the same time, we strive to protect the environment and community in order to achieve sustainable growth.” IRPC public company limited.

South East Asia's first pioneer in integrated petrochemical complex, has its core businesses in petrochemical products, petroleum products, port and property asset management. To answer customer demands in various downstream industries, we have endlessly engaged ourselves in research and development to create product varieties. All efforts have been made to raise our competitiveness with a view to become “the top quartile integrated petrochemical complex in Asia”. In pursuit of sustainable growth, we have taken every measure to strike the right balance between the society and the environment.

## **Scholl**

Real pleasure under your feet our feet are subjected to great stresses from walking, throughout the day. Scholl biomechanics is designed to provide support on the arch of the foot to relieve the stresses of every step and make our walk most comfortable.

## **Visa Signature**

More people around the world go with visa. Want to upgrade your world?.

Move up to visa signature discounts are fine, but what you really want is a better room. The new visa signature card brings you automatic upgrades and preferential treatment at the world's finest hotels [www.asia.visasignaturehotels.com](http://www.asia.visasignaturehotels.com)

## **Bangkok Bank**

We care for you wherever you are your gateway to china.

Bangkok Bank union pay credit card Thailand's first credit card offering you extra spending power and platinum privileges in china, Hong Kong, Macau and 31 other countries worldwide. For more information, please contact any Bangkok bank branch. Call Bualuang phone 1333 or go to [www.bangkokbank.com](http://www.bangkokbank.com)

## **HSBC the World's Local Bank**

Living a life without boundaries with free around-the-world air ticket and special interest rate from HSBC premier open an HSBC premier account by investing 3 million baht in bills of exchange or other investment products, for a specified period, to receive a special interest rate and up to 400,000 points\* redeemable against air tickets through Asia miles or Singapore airlines Kris flyer programmes (1 point - 1 mile).

## **SCG Chemicals**

Reduce to conserve made possible at SCG chemicals.

One of the key challenges for any leading environmentally conscious plastic resin producer is to reduce energy and resources in order to preserve the balance of nature. At SCG chemicals, we believe in “innovations that make the impossible, possible.” We are committed to working with our partners to develop environmentally friendly plastic resins that reduce energy and plastic usage while enhancing product performance. New soft drink bottle caps that are lighter and made from less plastic, high-pressure resistant plastic pipes, chemical additives that enhance production, are among many alternatives we offer to producers and consumers who care for the environment. SCG chemicals, a leading chemical company in Asia Pacific. Building success together.

## **SCG Chemicals**

Pure . . . as nature intended.

Made possible at SCG chemicals because cleanliness is important to good health, plastic resin producers are required to have the advanced technology to create high-quality products to ensure consumers have greater access to hygienic products. At SCG chemicals, we believe in “innovations that make the impossible, possible.” We are committed to developing products that add value to consumers and create opportunities and success for our business partners. Our plastic resin innovations help consumers easily maintain good health and safety at lower costs. For instance, elixir, a raw material used to create hygienic water tanks completely free from bacteria and algae; medical plastics, for medical devices that meet international pharmaceutical standards; and flexible packaging with no leakage. SCG chemicals, a leading chemical company in Asia Pacific building success together.

## **SCG Chemicals**

Light . . . yet strong on quality made possible at SCG chemicals.

Developing lighter and thinner packaging that is strong, durable, and retains superior form and quality is a major challenge for any leading plastic resin producer. At SCG chemicals, we believe in “innovations that make the impossible, possible.” We are committed to developing products that add

value to consumers and create opportunities and success for our business partners. We ensure that quality of life and environmental responsibility remain at the heart of our entire production process. Our various innovations help make the production of lighter yet tougher food and beverage packaging possible. As a result, our products enable consumers to benefit from greater convenience at lower costs. SCG chemicals, a leading chemical company in Asia pacific building success together.

### **IHM79 Mini Speaker**

If you want big sound at home, in the office or dorm or when travelling, here comes your new toy! The IHM79 mini speakers deliver surprisingly big sound. A simple twist expands the collapsible speakers. Charging with a USB cable, fitting in your pocket when collapsed and staying together for travel via a magnet base, they are perfect for use with a computer, iPod, iPhone, portable game system or other audio device. And they weigh in at just 54G. Available at [www.apple.com](http://www.apple.com), the IHM79.

### **The Kate Spade New York**

Case is sharp, fanciful design that jumps out from your 2nd generation iPod touch. Molded form premium silicone, it securely protects you iPod touch form bumps and scratches while offering a comfortable grip to keep the device in your hand. So it's time to take you iPod touch out of your bag, load

up your favorite applications and show off your Kate spade style wherever you are. You can add this true Kate spade New York touch of whimsy and dash of delight to your iPod touch by spending 1,640 baht at [www.apple.com](http://www.apple.com)

## **Samsung**

Now you can take pictures with a compact camera while sightseeing in the deep blue sea. Thanks to its elements focused design, the Samsung WP10 allows users to focus on taking the perfect shot under water without having to worry about the safety of their camera. Offering impressive capabilities, the slim WP10 can be submerged to a depth of 3M and it will still capture bright images with its dedicated “aqua” mode. Other features include a 5X optical inner-zoom lens complete with “digital image stabilization” and a bright 2.7 inch TFT LCD screen. In addition, users can also record 720P HD video above or below water.

## **Games for Dogs**

For dog lovers: if you want to really test your dog’s intelligence, here are some games for you! Each one of the interactive intelligence games for dogs is different, and yet fun enough to keep your pooch mentally stimulated. Treats can be hidden in the compartments, and your dog will have to figure out exactly how to remove those treats to earn them. There are three models to choose from: Spinney (easy), tornado (difficult) and twister (most difficult).

## **Sony**

Sony does have a heart for those who are behind the wheel most of the time, as their new RDP-NWV 500 speaker fits snugly into a vehicle's cup holder. This 16W tumbler will tether itself to your portable audio player of choice, sending out audio in 360 degrees of goodness via its 2-way speakers (56MM woofer and 20MM tweeter). A remote control is thrown in so you don't have to fumble with its controls while driving. The RDP/NWV 500 draws power from the car's accessory socket and comes with a docking station so you can listen to your music in the house as well. The speaker is available for \$214.

## **Anti Utopia**

Anti utopia, the up-and coming men's tailoring brand by Nuttapolsuchato, recently unveiled its new collection, "go wander with me". Inspired by the ambience and the culture of New York, the collection represents edgy yet wearable simplicity, with its men's pieces masterly twisted with vintage elements. Divulged as a silhouette for casual elegance, go wander with me plays with basic palettes such as white, black, grey and baby blue for its finest cotton and appealing materials such as the acrylic bow-tie, knitted blossom brooch and crystal whirls pin for its accessories. Anti utopia can be found at mathematics, 3rd floor, Siam centre.

## **Nokia E5**

Look-wise, the Nokia E5 sits somewhere so there's little doubt it is intended for business professionals with a life outside the office. Mixing a range of business applications with personal music, networking and entertainment apps, the S60 V3-based E5 sports a 2.4 inch screen, 250MB of internal memory with up to 32GB Micro SD card slot, a 5 megapixel camera with led flash, WIFI and Bluetooth connectivity as well as GPS with OVI maps and free navigation, a 3.5MM audio jack and a micro USB port.

## **Samsung LED TV**

A new dimension in television.

World's first 3D LED TV that brings 3D viewing experience to your home plus turning your favorite 2D TV program into glorious 3D images. The world's first experience with precious, rich and realistic 3D images on LED screen that will bring you to the next dimension of real entertainment in ultra-slim design. With full HD precious image technology, it changes all your viewing experience and surprises you with brilliant entertainment which has never been revealed [www.samsung.com/th](http://www.samsung.com/th)

## **SCG Chemicals**

Building success together five stars consistent innovations to ensure flavorful food products you can trust in addition to its delicious taste, 5 stars chicken is known for its stringent standards of quality, hygiene and incredible value for money. Today, 5 stars chicken, by CPF Food Products Co., Ltd. Takes another step towards raising its standards of hygiene by partnering with SCG Chemicals Co., Ltd. The collaboration has resulted in the development of state-of-the-art packaging that guarantees efficiency and safety, from the production process through the distribution process through the distribution chain until the product reaches sales booths nationwide. The new packaging ensures the product meets 5 stars chicken quality standard wherever you buy it.

## **True 006**

Don't let old habits cost you more true 006.

First class quality, economy rates [www.true006.com](http://www.true006.com)

## **Free!**

A collectable world cup guide: 2010 finals South Africa, June 11 - July 11

A complete guide to the 32 teams in the world cup finals in South Africa. Team background details, their odds, coaches, plus final squads.

Get free world cup guide on Friday, June 11, with your copy of The Bangkok post on newsstands near you. Don't miss out. Get one before they sell out.

## **Turanza GR-90**

Ultimate ride indulgence transform your ordinary rides into a touring experience and enjoy the perfect moment with supreme comfort, extreme quiet and enhanced safety in every time you take a journey with Turanza.  
[www.brigestone.co.th](http://www.brigestone.co.th)

## **Ford Feels the Difference**

Ford focus TDCI with power shift. As smooth as it gets.

Experience an exquisite yet efficient drive that few can rival. Ford focus is the first car in its class with a revolutionary 6-speed power shift dual clutch automatic transmission. Providing you the splendid fuel-economy of a manual transmission with the breathtaking smoothness of an automatic. As a result, fuel efficiency is more improved, so you can throw your fuel cautions in the air and savor a driving pleasure that words can't even begin to describe.

For more information please call 0-2686-5899 ford Thailand reserves the right to change or modify equipment and specifications at anytime without prior notice.

Detail, colors, descriptions and illustrations are for information purpose only. Please refer to vehicle manual for detail specification.

### **Premium Quality for Premium Trust Yuma Motors**

Trust in the quality that introduces the highest level of satisfaction. Enjoy the ultimate in tropical car design with its beauty and power where car lovers would experience the unparalleled feeling. Yuma motors, Thailand's leading automobile importer, is ready to deliver the car of your dreams. We are ready to provide automotive information to meet your driving needs.  
[www.yumamotors.com](http://www.yumamotors.com)

### **This is Real Limousine Not Name Only!**

1st limousine factory in Thailand not import, re-make in Thailand.  
Our re-modeling technology is high specifications by Japanese staff.  
Contact to factory manager Tel. 0-3528-7627 Yoshida limousine Co., Ltd.

### **Clinique**

Late night? Who has time these days to use an eye mask or put cold metal spoons on their eyes? You need to wake up and go. Clinique introduces its new all about eyes serum de-puffing eye massage, an instantly cooling roller ball that deposits a liquid-gel serum to help massage and refresh puffy eyes on contact.

**APPENDIX D**

**Samples of the Tour and Traveling Advertisement**



## Singaporeair.Com

Singapore Airlines A great way to fly Enjoy the best fares at  
singaporeair.com

Singapore from 6450\*฿ two to travel Jakarta from 10,450\*฿ two to  
travel.

Balikpapan/Manado/Surabaya from 12,550\*฿ two to travel.

\*All advertised Singapore Airlines fares include the price of the air  
ticket, associated taxes and surcharges only, correct as of 7 May 2010 and  
subject to change due to currency fluctuation . Fares quoted are per person  
in Economy Class. Valid for booking until 31 May 2010 for departure until  
15 June 2010. Other terms and conditions apply. (19 May 2010) up to 70%  
off.

## Great Escapes . . . with Anantara Thailand

The greater the getaway you make in May and June, the greater the  
returns. And with 6 unique Anantara Thailand retreats just waiting to be  
explored, this summer offers the ultimate friends and family escape.

Enjoy up to a 50% discount on our best available room only rate for  
you first two nights.

Revel in a third complimentary night, creating a total saving of up to 70%.

Savour delicious benefits with a 20% discount on food and beverage.

Lie in gloriously late with a 4 pm check out.

Si Kao THB 2,300++ Bophut Samui THB 2,950+++ Lawana Samui  
THB 3,135+++ Golden Triangle THB 3,550+++ Hua Hin THB 2,800+++  
Phuket Villas THB 9,750+++.

Book your Thailand journey now at [reservanantara@anantara.com](mailto:reservanantara@anantara.com) or  
call 0-2476-1130.

### **Visa Ran Schedule with Tourist Visa**

No need to queue up/safe/fast/V.I.P service!.

Visa run to Cambodia 05:00 Tue-Sun 2,000 B+ 1 Photo.

Tourist Visa 2N3D by land Sun & Wed 5,800 B+ 3 photo included:  
Cambodia & Thai Visa Fee, 3ABF, 2 Dinner, Accommodation, Transportation,  
etc. Sightseeing Angkor Wat 1N2D 6,600 B 0-2251-1950, 08-1518-2247  
click [www.jackgolf.com](http://www.jackgolf.com) (May 21, 2010).

### **Master Car Rental**

Care rental service short term rental fleet management limousine  
service.

Welcome to summer enjoy your trip with master car rental special  
discount max 60%.

Call center (66) 2931-8900 24 hrs. or [www.mastercarrental.com](http://www.mastercarrental.com)  
12 Branches available now.

Open 24 hrs. @Suvarnabhumi airport branch.

## **The Quality of a Swiss Watch, Neatly Packaged in an Airline**

It's the small things that make an airline great. At SWISS, we pay attention to every detail of our service. From personal assistance, to in-flight cuisine and entertainment programmes: It all makes a difference. And with every flight we get just a little bit better. So you can count on enjoying your time on board. Quality, Swiss made [Swiss.com](http://Swiss.com)

## **Amazing Thailand**

Discover what you've been missing.

In this wonderful country where smiles seem to be the national language, where welcomes are always heartfelt, and where making new friends is so easy, here you'll discover true warmth.

## **Health through Citibank**

Citibank Platinum cardholders will discover "A Perfect Hideaway for Total Wellness" at the Adamas Resort and Spa. Until June 30, a three-day, two-night retreat conducted by the Tria Integrative Wellness and Medical Institute costs Bt 7,200. The beautiful setting is on Nai Yang Beach in the Island's northwest. Call 0-2227-9516, e-mail [thitaradee.t@tccll.com](mailto:thitaradee.t@tccll.com) or visit [www.AdamasResortSpa.com](http://www.AdamasResortSpa.com)

### **Zeavola dives deep**

Right through October, “Zdive@Zeavola” at the Zeavola Resort on Phi Phi Island promises a great adventure for two, starting at Bt 9,900 per night in the terrific Village Suite. You get daily breakfast at the restaurant Baxil, a dive session every day with equipment provided and free use of the wireless Internet. Call (075) 627-0000 or e-mail [reservation@zeavola.com](mailto:reservation@zeavola.com)

### **Married at the V**

Hua Hin is a great place to propose to your loved one, and the wedding can be right there at V Villas. A traditional Thai wedding costs Bt 55,000, with nine monks, musicians, a blessing ceremony, a photographer, a bottle of champagne and free-flowing soft drinks for 40 guests. Or choose Christian nuptials for Bt 65,000 also fully arranged. Call 0-2309-3939 Extension 3779 or e-mail [infor@vvillashuahin.com](mailto:infor@vvillashuahin.com)

### **Anantara’s wide welcome**

All this month, save up to 70 percent on stays at six Anantara Resorts and Spa across Thailand. Enjoy 50 percent discounts on the first two night and stay an third for free. “Great Escape” is for Thailand residents only, and also includes 20 percent off on all food and beverages and late checkout until 4 pm. Choose a luxury resort on a misty hilltop or a lovely beach, from the

Golden Triangle to Hua Hin. Call 0-2476-1130 or e-mail [reservanantara@antara.com](mailto:reservanantara@antara.com)

### **Lower Rates Now Available**

Fly to Australia with Singapore Airlines for as little as Bt 22,900 to Perth, Bt 25,400 to Adelaide, Bt 25,700 to Brisbane, Bt 25,050 to Melbourne and Bt 25,600 to Sydney. That covers the flight and current taxes, fees and surcharges on departures from Bangkok through June 15. Grab a seat by next Saturday, May 15, online at [www.SingaporeAir.com/th](http://www.SingaporeAir.com/th) or any affiliated travel agent.

### **Make it the Mandarin**

Until October 15, Thailand residents can enjoy “One Night at the Mandarin Oriental, Bangkok” for Bt 11,999 including buffet breakfast at the Riverside Terrace, a set dinner at Lord Jim’s, early check in and late checkout. Stay a second night and there’s a 60 minute spa treatment too. The venerable inn on the Chao Phraya is perfect for special occasions like wedding anniversaries. Call 0-2659-9000 or e-mail [mobkkreservations@mohg.com](mailto:mobkkreservations@mohg.com)

## **This School Holiday, We Are Here For You**

We are Thailand's largest hotel group, with 41 hotels and resorts to choose from at the most exciting destinations throughout the country.

Choose what style of holiday you want, and where you want to go. An all-action adventure breaks at Pattaya, or a family-size beachside villa a Hua Hin. Sun, sand and island-hopping can be enjoyed at one of our large selection of resorts at Phuket and Samui. Head north to take in the cool mountains of Chiang Mai or Mae Sot.

Whatever you want, wherever you want it, we have it. Holiday breaks start from as little as Baht 1,200 Kinds just want to have fun. At our family-friendly hotels and resorts, our supervised kids' clubs have activities programmes to keep the youngsters and the teens happy. Water parks, kids' pools, safaris, computer games . . . it's great to be young here. Fun start at an amazing Baht 3,500 a world of discovery. There is a whole world out there waiting to be discovered. Head north to Chiang Mai, where you can explore the ancient city, go jungle trekking or rafting or cycling, and buy some truly beautiful handicrafts or antiques that will be a permanent reminder of your visit. Head north from little as Baht 1,020 Time to relax.

While the kids are having a great time, Mum and Dad can also relax. All of our hotels and resorts have super restaurants with fantastic food, we have our own spas for unwinding and recharging, and there are fitness centers and swimming pools and plenty of other leisure opportunities. Heavenly

breaks are yours from Baht 2,060 for more information's and to book on-line  
[www.centara.co.th](http://www.centara.co.th)

### **Centara Grand Island Resort & Spa, the Maldives**

Until June 30, "Holiday Escape" is priced from US\$479 (around 17,000 baht) net per night for a Beach Suite with buffet breakfast, lunch and dinner, afternoon tea and ice cream for children, pre-dinner snacks, and open bar from 11 am until midnight with beers, wines, cocktails and mixers. Round-trip speedboat service between the resort and airport costs an extra US\$250 (about 8,750) per adult and US\$125 (about 4,375 baht) per child under 12. For more information, call 0-2101-1234 or visit [www.centarahotelsresorts.com](http://www.centarahotelsresorts.com)

### **Sheraton Grande Sukhumvit, Bangkok**

The "Family Getaway Package" is priced from 6,000 baht per night until Aug 31. Benefits include 50% discount on a second room, 30% discount on F&B, children under 12 eat free when dining with paying adults and late check-out until 4 pm. A minimum two nights stay is required. For more information, call 0-2649-8666 or visit [www.sherationgrandesukhumvit.com](http://www.sherationgrandesukhumvit.com)

### **Villa Maroc, Prachuuap Khiri Khan**

Available until Oct 31 is an all-inclusive package priced from 23,000 baht per night for two persons staying in a Pool Court room, three meals, Moroccan mint-tea served with a delicacy, a choice of one hour of massage, a round of golf or a tour of Pran Buri, daily leisure activities such as yoga and tai chi, free non-alcoholic drinks, and iPod docking station and wi-fi internet in-room. For more information, call 0-3263-0771 or visit [www.villamaocresort.com](http://www.villamaocresort.com)

### **Shangri-La Hotel, Bangkok**

Until June 30, available is a special weekend rate of 4,500 baht net per night for a deluxe room with breakfast for two persons, a choice of lunch or dinner at NEXT 2 and late check-out until 4 pm. Accompanying children under 12 years old stay free of charge and entitled to a free bed (one bed room). The offer is valid Friday through Sunday and open only to Thais and resident expats; advance booking is required. For more information, call 0-2206-8788 and 0-2236-7777 or visit [www.shangri-la.com](http://www.shangri-la.com)

### **Zeavola Resort, Koh Phi Phi, Krabi**

“Zdive@Zeavola Package” is priced from 9,900 baht per night for a Village Suite until Oct 31 with breakfast, one dive session per day including

boat transport and equipment, and access to wireless internet throughout your stay. For more information, call 07-5627-0000 or visit [www.zeavola.com](http://www.zeavola.com)

### **Grand Pacific Sovereign Resort and Spa, Cha-am, Phetchaburi**

The “Family Get Away Package” is priced at 5,900 baht and good for two adults and two children under 12 until Sep 30. Included are two nights a Deluxe Mountain View room with breakfast, late check-out until 4 pm, 15 minutes of hot sand treatment for two persons and 20% discount on spa treatment and F & B. For more information, call 0-2612-8714 to 6 and 0-3270-9899 or visit [www.sovereignresortandspa.com](http://www.sovereignresortandspa.com)

### **Renaissance Resort and Spa, Phuket**

Celebrating its opening, the hotel is offering introductory rates starting from 5,555 baht for a villa with American breakfast for two adults and access to internet. The offer is valid until the end of this month. For more information, call 07-6363-9999 or visit [www.renaissancephuket.com](http://www.renaissancephuket.com); website: [www.marriott.com/sktbr](http://www.marriott.com/sktbr)

### **Langham Place, Samui Island, SuratThani**

Available until Dec 31 is a group package priced at 1,530 baht per person ideal for full day business meetings or seminars, with the minimum

requirement being bookings of at least 10 persons. It includes use of meeting facility complete with audio-visual equipment, wi-fi, LCD screen, a choice of Thai or Western lunch, tea/coffee breaks and stationery. Also available is a half-day package priced at 1,180 baht per head. For guests wishing to stay the night, prices start from 5,935 baht and include buffet breakfast, tax and service charge. For more information, email [psmu.sales@langhamhotels.com](mailto:psmu.sales@langhamhotels.com) or call 0-2957-5813.

### **The Courtyard, Phuket**

Courtyard properties in Phuket—at Patong, Kamala and Surin beaches are offering a special deal until May 31, with prices starting from 3,199 baht net per night for a deluxe room with buffet breakfast, credit vouchers for F & B worth 500 baht and 20% discount on spa treatment. For more information, call 0-2726-9790.

### **B Lay Thong, Patong, Phuket**

Until Oct 31, the hotel is offering introductory rates starting from 4,900 baht per night for Superior Garden View room with breakfast for two persons. For more information, call 0-7634-4999 or visit [www.b-laytong.com](http://www.b-laytong.com)

## **The AETAS Bangkok**

Lose the excess. Savor the excellence. Efficient luxury, conscious simplicity. The hotel for who you are now. It's time to live the moment. You're not just traveling through this world, but are part of it. You seek connection with new places, but also with yourself. A chance to unwind, indulge, and relax, without losing access to what's out there. A place that's close to what you want to see, but sanctuary from it as well. A hotel that's efficient, practical, and smart—with all the features but none of the fuss. A home away that let you explore the way you lives. The hotel for who you are now. AETAS Bangkok. It's time. Tel. +66-2618-9000  
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## **Finnair**

The Fast Airline between Asia and Europe designed for Business

Welcome on board the youngest fleet in Europe. We fly the shorter, faster northern route from Bangkok to 50 major European cities, via Helsinki. Our excellent timetable and award-winning business class make sure you arrive at your destination sooner and well rested. By joining the Finnair Corporate Programme you are entitled to enjoy immediate cost savings and other benefits—read more at [www.finnair.com/corporate.experience](http://www.finnair.com/corporate.experience) Finnair's business class. Europe starting from 80,300 THB. Book now at [www.finnair.com](http://www.finnair.com)

## **Air Asia.com**

Have You Flown Air Asia.com Now taking reservations. The seat, not the girl.

Assigned seating has never been cooler with our Hot Seats. You get to board first and be right up front or enjoy spacious legroom. Air Asia flies to over 65 destinations across Asia, Australia and Europe. Visit [haveyouflow.com](http://haveyouflow.com) or [airasia.com](http://airasia.com) for the Air Asia experience.

## **A Fleet of Fun**

Regatta Party 2010, Beach Republic, June 2.

Get your sea legs ready because the annual Samui Regatta (May 31 - June 5) is back, featuring renowned local and international sailors competing to be the master of the waters. As a key competition in the Asian yachting scene, the races are also an excuse for non-stop partying. However, there's one official shindig you should check out and that's Beach Republic's Regatta Party 2010. The sophisticated spot features an Ibiza-style vibe, and will be hosting sailors and spectators for a day of unbridled fun. Shake things up with DJ Graham Gold's blend of soul, while Simon Solo doesn't go it alone, join up with DJ Abould to bring you house and funk. Performances include a fire show and dancers, so you definitely won't feel like a fish out of water here [www.beachrepublic.com](http://www.beachrepublic.com)

## Feel the Love

Escape Romance, Hua Hin Marriott Resort & Spa, Through Oct 31.

Hua Hin Marriot & Spa is offering a romantic weekend getaways for twosomes. Couples looking for some alone time will benefit from reduces room rates in a Deluxe Garden View or Sea View room, with breakfast offered via room service so you don't have to leave the bed. And as a sparkly bonus, you'll be bestowed with a complimentary bottle of champagne . . . you know, in case your nagging or inattentive partner has given you a drinking problem. Take the weekend for some much needed TLC, and you'll definitely be feeling the love. [reservemarriott@minornet.com](mailto:reservemarriott@minornet.com) [www.marriott.com](http://www.marriott.com)

## Figure It Out

Free Nights Package, Sheraton Pattaya Resort, Through Jun 30 What's better than a three-night vacation? Take your time to mull it over. OK, ready? That's right, paying for two nights and getting the third one free! Sheraton Pattaya Resort is giving you a reason to escape BKK with their enticing, money-saving offer. The deal also applies to four-night stays, where you'll only be charged for three nights. For five-nights or more, you'll get 25 percent off the total bill. The contemporary hotel offers luxury in the heart of wild Pattaya, where you can seek refuge in the modern surroundings. Reservations must be made by Jun 30, but the offer is valid for stay until Oct 31.

[Reservations.pattaya@sheration.com](mailto:Reservations.pattaya@sheration.com). [www.sheraton.com/pattaya](http://www.sheraton.com/pattaya)

## **Not A Hundred Percent**

Great Escape, Anantara Resorts and Spas, Through June 30.

Calling all Thai citizens and residents get out of town! Seriously, get out. And go enjoy yourself at one of Anantara's posh hotels across the country, because baby, do they have a deal for you. The various properties are slashing room rates by 50 percent for the first two nights, and giving you a third night free. The deal also includes 20 percent off all food and beverages and a late checkout of 4 pm. No wonder this promotion is called the "Great Escape" we half expect to see a mass migration of Bangkokians out of the city to savour in the discounts! Offer valid at Anantara Resorts and Spas, including Hua Hin, Golden Triangle (Chiang Rai), Koh Samui, Phuket and Si Kao (Krabi). [resereanantara@anantara.com](mailto:resereanantara@anantara.com) [www.anantara.com](http://www.anantara.com)

## **Marriott Hotels & Resorts**

Tropical escapes experience Bangkok's only true resort by the enchanting riverside. Simply get away from it all as you discover idyllic seclusion besides the ocean waves at Hua Hin. Or Blend the perfect balance and treat yourself to a tropical oasis just steps from the beach in the very heart of Pattaya's captivating action. From THB 3,599/night to make reservation, call (66) 2477-0755, e-mail to [reservamarriott@minornet.com](mailto:reservamarriott@minornet.com) or visit [Marriott.com](http://Marriott.com)

## **Renaissance Phuket Resort & Spa**

What will you discover? Something to inspire you before you even get here.

A special introductory rate of THB 5,555\* Welcome to a new gem in one of world's most desirable vacation spots. Where you can lose yourself on a wide stretch of unspoiled beach yet always find us at your service. Where every room radiates the vibrant colours of a coral reef, every texture is truly inspired and every moment has the serenity of the calm blue waters outside. Experience a stay like no other. Then come back for more. Because there's always something new to discover. [www.renaissancephuket.com](http://www.renaissancephuket.com)

## **The AETAS Bangkok**

Lose the labels. Keep the luxury.

Efficient luxury, conscious simplicity. The hotel for who you are now.

It's time to live the moment. You're not just traveling through this world, but are part of it. You seek connection with new places, but also with yourself. A chance to unwind, indulge, and relax, without losing access to what's out there. A place that's close to what you want to see, but sanctuary from it as well. A hotel that's efficient, practical and smart-with all the features but none of the fuss. A home away that lets you explore the way you live. The hotel for who you are now. AETAS Bangkok. It's time.

[www.aetashotel.com](http://www.aetashotel.com)

## **Outrigger Koh Samui Resor and Spa**

We discovered our Island. All the magic of Thailand at Koh Samui's stunning new island enclave.

Fine cuisine, breathtaking views, luxurious pool villas and the genuine hospitality that has made Outrigger respected worldwide. Discover Outrigger's newest resort on Samui's Bophut Bay.

Outrigger Koh Samui Resort and Spa starting from 3,240 THB\* per night [www.outriggerthailand.com](http://www.outriggerthailand.com)

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We provide the most affordable rooms in the central heart of most attractive landmarks: Petchburi Road, Ratchthewi, Bangkok. 0.2 km from the Ratchathewi Station (BTS)

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## **Turkish Airlines**

The one and only airline in Europe with 4 stars in every class.

17.9 million frequent flyers from 100 countries have chosen us the best.

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in Economy, Business and First Class out of Skytrax's in-depth assessments in Turkish Airlines. Best airline in Southern Europe. World's best on-board catering. Best possible pre and post flight services. Comfortable seating. In Flight Entertainment System that turns every flight to a recreational activity. A crew with a sincere smile. Turkish Airlines is the only airline in Southern Europe that offers all these in a perfect harmony. That's why the best airline in Southern Europe is Turkish Airlines. [www.turkishairlines.com](http://www.turkishairlines.com)

### **Thai Airway**

Thai Smooth as Silk Five ways to Japan, now including Haneda make the most out of Thai's Japan network. Enter a new level of convenience with our expanding network in Japan with new daily service to Tokyo Haneda in addition to Tokyo Narita and double daily flights to Osaka, increasing flights to Nagoya and Fukuoka. Whether for business or leisure you can make the most out of our Japan network of 5 airports and 4 cities, while enjoying our legendary service and earning frequent flyer miles with Royal Orchid Plus. Reaching colorful Japan is easier with Thai. [www.thaiairways.com](http://www.thaiairways.com)

### **Club Med Phuket & Bali**

Club Med Where Happiness Means the World Have Fun in the Sun  
At . . . Club Med Phuket & Bali Exclusive Offer.

Stay a minimum of 3 nights and receive 40% off\* on Deluxe accommodation [www.clubmed.co.th](http://www.clubmed.co.th)

### **Regent Chalet CHA-AM**

Happy Holiday . . . Amidst the lush tropical garden on the beachfront.

Regent Chalet Regent Beach Cha-Am Special offer on Weekday.

Start from BHT 2,200/2 persons More information [www.regen-chaam.com](http://www.regen-chaam.com)

### **CHANGI Airport Singapore**

Include a Singapore Stopover Holiday for THB 1,500\*.

Enjoy a stopover in Singapore starting from THB 1,500\* for hotel accommodation. The package also includes return airport transfers, unlimited rides on the SIA Hop-on bus, complimentary admission to major attractions and vouchers for dining in the city and shopping at Singapore Changi Airport-benefits worth up to THB 3,000. To book, contact your travel agent or call 0-2353-600.

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Thank you for making us The World's best low-cost airline.

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### **Singapore Airlines, A great way to fly**

Extraordinary Australia journeys exceptional value.

Come explore Australia—a country of huge contrasts. Breathtaking beauty and unforgettable adventure. You won't just fall in love with Australia. You'll live it. Book your next flight through our appointed agents—reliance

0-2203-2800 or majestic travel 0-2652-2000 and enjoy great deals on the world's most awarded airline. For more information visit [singaporeair.com/th](http://singaporeair.com/th)

### **Dusit International**

Dusit Together for Thailand Dusit is, and will always be, a beacon for the pursuit of excellence and Thai hospitality. It is our heritage, it is our belief. In appreciation, we are sharing with you, a little part of ourselves. We will bring the magic back! Dusit Take 2 Enjoy two nights or two rooms Receive the second night or second room at 50% plus extra benefits\* Valid until 30 September 2010 \*Terms & Conditions apply Delight Your Summer Dining Receive a THB 500 voucher\* to use for your next stay with us when you spend THB 1,000 Valid at participating hotels for use until 30 September 2010 for dining in June & July \*Terms & Conditions apply [www.dusit.com](http://www.dusit.com)

### **Fly Five Star from Bangkok to Mumbai, Delhi & Kolkata**

When you choose Kingfisher Airlines, you're in for a Five Star experience like no other. On board you can enjoy gourmet cuisine, a selection of award-winning wines, warmth of our world-class cabin crew and the best-in-class in-flight entertainment. And should you wish to fly onwards to another city in India, you can choose from over 61 destinations on our domestic network. What's more, on flights from Bangkok to Mumbai and Delhi, our guests can also enjoy the Kingfisher First experience.

Fly Kingfisher. Because like you, we too believe that only the best will do. [www.flykingfisher.com](http://www.flykingfisher.com)

## **The Peninsula Bangkok**



A haven of tranquility for Thai residents located along the Chao Phraya River, The Peninsula Bangkok offers a serene retreat and haven. Enjoy the River Escape offer including daily breakfast, 25% off at any of the hotel's restaurants and bars, plus your choice of one value-added benefit:

1. Upgrade to a Deluxe Suite.
2. Set dinner for two at River Café and Terrace.
3. 50-minute Aromatherapy Body Massage for two at The Peninsula Spa by ESPA.

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flights to Clark, Philippines Sale Period: May 9-11, 2010. Travel Period: July 1 - September 30, 2010 Nancy Aviation Co., Ltd, Tel. 66-2653-1144 to 47 Thai Sky NTT Tour Co., Ltd. Tel. 66-2693-7888.

## **Renaissance**

Phuket Resort & Spa What will you discover? Something to inspire you before you even get here.

A special introductory rate of THB 5,555 \*Welcome to a new gem in one of the world's most desirable vacation spots. Where you can lose yourself on a wide stretch of unspoiled beach yet always find us at your service.

Where every room radiates the vibrant colours of a coral reef, every texture is truly inspired and every moment has the serenity of the clam blue water outside.

Experience a stay like no other. Then come back for more. Because there's always something new to discover [www.renaissancephuket.com](http://www.renaissancephuket.com)

## **Renaissance**

Bangkok Ratchaprasong Hotel a new discovery, every time Discover the rest of your life. Join us for our exclusive Wedding Fair on 4th July 2010. Discover how your dream wedding can come to life at Renaissance Bangkok Ratchaprasong Hotel. Our dedicated team will ensure that your special day will be one that you and your loved ones will remember for years to come. One day only! We will be hosting an exclusive Wedding Fair on Sunday, 4th

July 2010. 10.00 am to 8.00 pm. Featuring valuable giveaways and a chance to win complimentary rooms, including airfare, at the new Renaissance Phuket Resort & Spa [www.renaissancebangkok.com](http://www.renaissancebangkok.com)

## APPENDIX E

### Samples of Service Advertisement

## **Montpelier UK**

Pension Schemes & QROPS.

Do you currently hold a UK Pension? Do you plan to retire outside of the UK? Do you realize you can now have control of you UK Pension Offshore? For clear concise advice on how to transfer your UK Pension Offshore, please call 0-2661-5150 or e-mail [Thailand@montpeliergroup.com](mailto:Thailand@montpeliergroup.com)

## **Importing with DHL**

We Make Importing Simple.

Regulations, middlemen, paperwork and so many other details can leave you tied up in knots. Why not rely on DHL Import Express Worldwide to untangle your imports? One company door-to-door. One competitive price. One invoice in one currency. That means fast delivery without excuses or hidden costs. It's that simple. Sign up on [choose.dhl.com/](http://choose.dhl.com/) Thailand or call 0-2345-5000 to start saving today. Excellence simply delivered. DHL express.

## **Fed EX Express**

18% Lower Emission Aircraft because the environment has deadlines too.

If it's more efficient, Fed EX likes it. Our new Boeing 777F aircraft uses less fuel and gets to its destination quicker. It's part of our commitment

to reduce CO2 aircraft emission by 20% by 2020, and find faster, greener ways to deliver your shipment we live to deliver. [fedex.com/th](http://fedex.com/th) Customer Service Hotline 1782 Please refer to our Global Citizenship Report at [fedex.com/th](http://fedex.com/th) for more details.

## **Standard Chartered**

Here for good can a bank really stand for something? Can it balance its ambition with its conscience? To do what it must. Not what it can. As not everything in life that counts can be counted. Can it not only look at the profit it makes but how it makes that profit? And stand beside people, not above them. Where every solution depends on each person. Simply by doing good, can a bank in fact be great? In the many places we call home, our purpose remains the same. To be here for people. Here for progress. Here for the long run. Here for good. Here for good [Standardchartered.com](http://Standardchartered.com)

## **Watch Channel 11 National Broadcasting Services of Thailand**

Every Monday-Friday 07.40-08.00 am. A daily summary in English of Thai newspaper and media reports coupled with commentary and analysis of key developments by the Bangkok Post By Pichai Chuensuksawadi, Voranai Vanijaka and Arglit Boonyai e-mail your comments to [morningfocus@postnews.co.th](mailto:morningfocus@postnews.co.th) Up to date, accurate and in-depth

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0-2687-7988 [www.homeconnect.asia](http://www.homeconnect.asia)

## **Expatriate Medical Insurance**

Why are an ever increasing number of Thailand based expats choosing NZI for their health insurance requirements? Don't let your medical condition affect your financial status.

1. Easy to understand plans.
2. Freedom to choose treatment provider.
3. Family plans: 2nd, 3rd & 4th child free.
4. No Claims Discount.
5. Corporate plans: Group discount available from only 3 employees.

For more details, contact Jay Cammack on 0-2207-1023 or e-mail:

[jay.cammack@iag.co.th](mailto:jay.cammack@iag.co.th)

## **We Make Importing Simple**

Sometime, one wrong move can undo everything you've done. Why not rely on DHL import express worldwide to solve your puzzling imports?

One company door-to-door. One competitive price. One invoice in one currency. That means fast delivery without excuses or hidden costs. Simple and smart. Sign up on [choose.dhl.com/Thailand](http://choose.dhl.com/Thailand) to start saving today, call 0-2345-5000. Excellence Simply Delivered.

### **Shopping for Help**

Today Guide can help operators who have effected from the unrest broke out recently to meet shoppers by presenting your good through Today Guide Interested persons please call for information at e-mail: [cholchaik@bangkokpost.co.th](mailto:cholchaik@bangkokpost.co.th) [www.posttoday.com/webboard](http://www.posttoday.com/webboard)

### **Correct Diagnosis Leads to Better Treatment**

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## **Are You Experiencing Chest Pain and Having Palpitations Lately?**

You might be having a heart arrhythmia we can help. Make a start today by contacting us at Vejthani Hospital. [www.vejthani.com](http://www.vejthani.com)

## **Why are an Ever Increasing Number of Thailand Based Expats Choosing NZI for their Health Insurance Requirements?**

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5. Corporate plans: Group discount available from only 3 employees.

Individual and Tailored Group Schemes Available [www.nzihealthcare.com](http://www.nzihealthcare.com)

## **Hua Hin Jazz Festival 2010**

Jazz fans should prepare themselves for the Hua Hin Jazz Festival this year that will run from June 18 to 20 on the beach and at Phonkingphet Public Park, Prachuap Khiri Khan province.

There will be performances by Thai, Asian and world famous international jazz musicians during the 3 day event including ETC, Crescendo, Ford Sobchai, Pomelo Town, Jazz Dojo, Eric Mariental (US), Jeff Lorber (US), Jimmy Haslip (US), Noon (Japan), The Brass Munkeys (Philippines), and many more. For more information, visit [www.jazzfestivalhuahin.com](http://www.jazzfestivalhuahin.com)

### **Praram 9 Hospital**

Heart disease can cut your time short! Its time for your heart check up!

“Know your heart with Cardiac MRI” in order to find out about the disease, painless investigation is the need that patients and doctors prefer to painful method of investigation especially finding out the heart disease. Recent development of the newest model of Cardiac MRI is the diagnostic tool that serves this purpose; it needs no catheter insertion in the body, no x-ray exposure, no administrative of Nephrotoxic contrast agents. So very Safe! It is a potential diagnostic tool that would assist in giving more information than conventional 64 slice x-ray computer scan. Cardiac MRI can evaluate structures and functions of the heart, valves, major vessels, coronary artery disease, size and thickness of the heart muscle and able to detect the build up of plaque and blockage of the heart vessels. Contact us for further details [www.praram9.com](http://www.praram9.com)

## **Visit Six Senses Destination Spa Phuket**

And enjoy three days of health and wellness in Paradise . . . For the price of two. A luxurious Hill Pool Villa for two and delicious, nutritious breakfast is just 9,999 THB net\* per villa per night (the third night is free) Choose treatments from this world famous spa and receive a 20% discount and savour the outstanding organic “fishetarian” menu. To book please call 0-7637-1418 or e-mail: [reservations-naka@sixdenses.com](mailto:reservations-naka@sixdenses.com) mentioning Bangkok Post.

## **Read More Pay Less**

International magazine for RENT—the brand new service offered by MAG pal. Free delivery. Wide variety with all best-seller magazines. Apply now get 2 months Free! MAG Pal Co., Ltd. Call service 08-0597-4219 [www.MagpalThailand.com](http://www.MagpalThailand.com)

## **It's Time to Get Fit**

Circuit Training is fitness made fun! Our 30 minute classes are designed for women to burn maximum calories in minimal time. Full Get Fit facilities include: 30 min. Circuit Training 9 popular styles of Yoga (2 studios) Private Pilates Training Special Workshop every month Shower, Locker

Room Relaxing Coffee Shop, and Patio Japanese, Korean, Thai, English speaking staff [www.getfitasia.com](http://www.getfitasia.com)

### **Bangkok Bank We Care For You Wherever You Are**

Perk up you overseas funds transfers and foreign currency deposit account banking

Free Bt 300 Starbucks Card Apply today for Bangkok Bank's online international Funds Transfer service or a Foreign Currency Deposit Account and receive a free Bt 300 Starbucks Card after making your first transaction via Bualuangi Banking Promotion period: Now until 31 July 2010

For more information, please call Bualuang Phone 1333 or visit [www.bangkokbank.com-ibanking](http://www.bangkokbank.com-ibanking)

### **Bangkok Post**

Open up exciting new paths to the market. Only in Classified Tours & Travel [www.bangkokpost.com](http://www.bangkokpost.com)

### **Wattanosoth Hospital**

Bangkok Cancer Hospital

What is Cancer? Cancer is a class of diseases in which a group of cells grows uncontrollably, invading and destroying healthy tissue, accumulating

into an abnormal tumor mass, and sometimes spreading to other locations in the body. No matter where a cancer is . . . we'll find it. One cancer treatment option is radiation therapy-a highly targeted, highly effective way to destroy cancer cells by damaging their DNA. Once their DNA is damaged beyond repair . . . they die. A successful treatment outcome also requires a highly trained medical team and the most advanced facilities and equipment. The external beam accelerator machine at Wattanosoth Hospital is among the few in Thailand capable of targeting and delivering high-energy X-rays to the patient's tumor, destroying cancer cells while sparing the surrounding healthy tissue. No hospital stays. You can return home and to your daily routine the same day. [www.wattanosoth.com](http://www.wattanosoth.com)

## **TMB**

Reflect to discover what's possible. Make the difference [www.makethedifference.org](http://www.makethedifference.org)

## **Bangkok Hospital Group**

Man and Technology Together as one they bring a perfect life . . .  
a symphony of life

For four decades of dedication to health-care services, the Bangkok Hospital Group has achieved a complete harmony of the potential of Man and

Technology to being a better health, a better life . . . A symphony of life.

Tel. 1719

## **Vibhavadi Hospital**

We take pride . . . in taking care of you To commemorate our 25th Anniversary, Vibhavadi Hospital extends our heartfelt appreciation to you by providing a variety of health screening programs at promotional prices:

**\*\*Good Health starts from taking good care of yourself.**

For more information, please contact Vibhavadi Hospital

[www.vibhavadi.com](http://www.vibhavadi.com)

## **Bangkok Post**

[m.bangkokpost.com](http://m.bangkokpost.com) Get the latest top stories, daily news, business news and more from Bangkok Post directly through your mobile phone, Smart phones, Blackberry or wireless device. Just type “[m.bangkokpost.com](http://m.bangkokpost.com)” into your mobile browser to stay up-to-date with the most reliable news.

## **Bangkok Post Application on iPhone**

Update with the Thailand's latest top stories, business, op-ed articles and plenty of useful information such as stocks, exchange rate and weather report. It loads fast and you can share news with your friends easily via

Facebook, Twitter and e-mail. Download Bangkok Post iPhone application from App Store for free. Search for “Bangkok Post” and tap on B icon to install Bangkok Post iPhone application on your iPhone. More information [www.bangkokpost.com/iphone](http://www.bangkokpost.com/iphone)

### **Time 2010 - Vietnam**

18th International Industrial Machinery Exhibition

Date 11-14 May 2010 Venue Saigon Exhibition & Convention Centre, HCMC, Vietnam

A powerful platform with decades of reputation! TIME is one of the most representative and reputed machinery shows in Vietnam. It provides a powerful sourcing channel for international industrial machinery manufacturers and suppliers to seek for excellent business partners. Don't miss the opportunity to visit this premier event! For further enquiry: [www.machinery-vietnam.com](http://www.machinery-vietnam.com)

### **Asia's Top Digital Multimedia & Entertainment Industry Event**

Is Here! 15-17 June 2010 10.30 am - 6 pm Event highlights:

Exhibition:

1. Meet over 650 exhibitor from more than 40 countries/regions.
2. Build alliances and network with business leaders, trade professionals & experts.

3. Experience the latest technologies from 3D & Interactive.

Technologies, Computer Graphics & Post Production Workflow, Digital Signage, HD Technology, IPTV & many more!.

Key Exhibitors:

Asiasat, Benchmark, Electrosys, Eurotel, Harries, Magna, Panasonic, Playbox, Sennheiser & many more international conference.

1. Gain insights and updated industry trends from over 70 International senior level speakers.

2. Brand new conference on Creative Content Production.

For information on Group Delegation and VIP Programmes privileges, please e-mail [pin@sesallworld.com](mailto:pin@sesallworld.com) [www.Broadcast-Asia.com](http://www.Broadcast-Asia.com)

### **Renting, Buying or Selling Property?**

Get results fast with “Property Guide” [www.bangkokpost.com/property](http://www.bangkokpost.com/property)

Click to property Online and solve your property problems fast.

### **Standard Chartered**

An account that helps finance your home Withdraw from it whenever you need.

That’s Mortgage One home financing. Own your home faster than you ever imagined with Mortgage One from Standard Chartered Bank (Thai), the only mortgage loan in the nation that lets you make mortgage overpayments

without minimum and withdrawals without penalty. Mortgages One allows you to maximize savings on interest every day, and yet remain available for withdrawals anytime. The overpayment amount can be withdrawn 24 hours a day via ATM with no service charges of drawn via check. For more information, dial 0-2724-7733.

### **Beat the Heat**

Sunshine Temptation, Sheraton Pattaya Resort, Through May 31.

Blinding heat . . . dripping sweat . . . praying for a cool breeze . . . ad, the sweltering summer is upon us. However your only refuge doesn't have to be an air-conditioned room. Award-winning Amburaya Spa at the Sheraton Pattaya Resort will rejuvenate your senses with 25 percent discount on treatments until the end of May. The spa offers a range of traditional and modern remedies that are designed to cool you from the inside and out. The offer is valid for sessions booked between 10 am to 1 pm on any day of the week. Amburay Spa, Sheraton Pattaya Resort.

### **Grand Experiences at Grand Hyatt Erawan Bangkok**

50% Discount at Selected Restaurants.

Enjoy a 50% discount on food at Tables, Spasso and Erawan Tea Room until 30 June 2010.

Earn 2X City Rewards Points when paying by Citibank Select Card issued in Thailand.

For every THB 500 we reward your loyalty.

For every THB 500 spent on lunch or dinner at our participating restaurants between now and 31 July 2010, receive a THB 100 voucher for use on your next visit. 50% discount for spa treatments for true relaxation, receive a 50% discount on spa treatments including manicure and pedicure and 20% discount for spa packages at I. Sawan Residential Spa & Club until 31 July 2010. Free Meeting at Grand Hyatt Erawan Bangkok.

Your next group's meeting with lunch and two coffee breaks is free when you book at least 10 paid rooms per night at our Best Available Rate for now until 31 October 2010. For Gold Passport members, receive Double Points on our Gold Passport Planner Rewards Programme.

For reservations and more information, please call 0-2254-1234 feels the Hyatt touch.

### **Amazing Thailand Amazing Value**

Discover what you've been missing.

In this wonderful country where smiles seem to be the national language, where welcomes are always heartfelt, and where making new friends is so easy, here you'll discover true warmth.

[www.tourismthailand.org](http://www.tourismthailand.org)



## **Yo-Chi: Healthy Body Relaxed Mind**

The Olympic Club, the most comprehensive fitness center in the Kingdom proudly presents “Yo-Chi”, a natural extension of two wonderful health imparting activities, Yoga and Tai Chi. Balance, stamina, breathing in harmony with action and movements, practitioners will develop stronger bodies and minds. Hot Promotion: In May-July 2010, offer a 40% discount for full time members. For more information, please call 0-2216-3700 ext. 20805.

## **Next Year’s Fashion Hard to Predict Easy to Import**

With DHL Import Express Worldwide, it’s simple.

DHL brings sanity and reliability to the crazy, unpredictable world of fashion. With DHL Import Express Worldwide, you can rely on one company serving 214 countries, one competitive price and one invoice in one currency. Next year’s fashion? Anybody’s guess. Importing it? No guessing whatsoever. Sign up on [choose.dhl.com/Thailand](http://choose.dhl.com/Thailand) or call 0-2345-5000 to start saving today. Excellence simply delivered. DHL express.

## **Bistro 33@Tenderloins**

Sunday brunch 11.00-3.00 pm “All You Can Eat” @500 Baht “Eat & Drink” @1,000 Baht.

Lunch Specials Mon-Fri @250 Baht/350 Baht Great Place for Parties-  
Group Rates!. Great place for Sports 7 screens. [www.thebistro33.com](http://www.thebistro33.com)

### **Blue Sky Bar & Dining**

Blue Sky, a whole new perspective from a birds eye view over the City of Angels, is located on the top of the hotel with a 360 panoramic view over Bangkok's Skyline. It offers a dazzling range of cocktails, wines, spirits and beers along with delicious Tapas, Western and Asia menus. The perfect place to meet friends, have a romantic rendezvous, entertain guests or just relax and enjoy the view.

Open daily from 18.00 to 2.00 hrs. For reservation, call 0-2541-1234 ext. 4603.

### **Oodles of Noodles!**

Friday 4th-Sunday 13th June 2010 from 6.30 pm to 10.30 pm.

Join us to experience the show "Stretching Performances" of Chinese Guest Chef Wan Jun Hong, flying in from Shanghai especially for the occasion. Chef Hong will prepare the noodles dishes in front of you in various styles in addition to the extensive international buffet served daily.

Everyday 50% discount at Lunch and Dinner Buffet Pullman Bangkok King Power [www.pullmanhotel.com](http://www.pullmanhotel.com)

## **Live Marine Lobster Anyway You Like . . .**

The world's finest lobsters from cold clean water of the North Atlantic directly to you, specially at Coca Restaurant For more information please call +668-5123-4575.

## **Crystal Design Center**

The Ultimate Lifestyle Design District Enjoy . . . New trendy & chic café and international theme restaurants from around the world including Thai, Italian, Japanese, Chinese, German, USA etc.

Tel. 0-2101-5999 [www.crystaldesigncenter.com](http://www.crystaldesigncenter.com)

## **Bangkok Heart Hospital**

Comprehensive care, each step of the way the best cardiac care is comprehensive cardiac care in order to ensuring the right diagnosis and providing innovative treatments leading to faster recovery. Bangkok Heart Hospital's team of expert physicians, kind caring nurses and support personnel are with you each step of the way. Make Bangkok Heart Hospital your trusted partner in healthcare.

[www.bangkokhearthospital.com](http://www.bangkokhearthospital.com)

## **A Little More for Less**

Discount Promotion, Am Café, Through May 31.

Discover superb cuisine from around the world at the Am Café lunch buffet and rejoice in a 15 percent discount! Let your appetite guide you through the salad bar, along with Thai, Chinese, Indian, Japanese, French and Italian cooking stations. Enjoy great food in a cosy atmosphere, complemented by the house pianist playing jazz and popular tunes. Tue-Sun, noon - 2 pm; The Ambassador Hotel, 171 Sukhumvit Soi 11. Tel. 02-254-0444.

## **Arribai Arribai**

Cinco de Mayo Promotion, The Oyster Bar Bangkok & The Seafood Bar, May 5-8.

It's time to commemorate the Mexican army's unlikely victory over the French at the Battle of Puebla on May 5, 1862 with a double celebration at sister outlets, The Oyster Bar Bangkok and The Seafood Bar. Mexican-themed seafood delicacies on offer include Fish taco with pico de gallo and guacamole, Scallop ceviche with mango lime and Habanero chill, Grilled Mahimahi with mango salsa, and so much more. Both restaurants open Tue-Fri 6-11 pm; Sat-Sun noon - 3 pm, 6-11 pm; The Seafood Bar, Somerset Place. Sukhumvit Soi 16; the Oyster Bar 395 Narathiwat Ratchnankarin Soi 24. Tel. 0-2663-8863.

## **Children are the Future**

Fantastic Sunday Brunch, Cascade, Ongoing.

Enjoy a meal for all the family at Cascade's self-title Fantastic Sunday Brunch. This is an international, all-you-can-eat affair, and includes a chocolate fountain and fun activities for kids such as painting, candle-making, batik, cooking classes, and much more!.

Sun 11.30 am - 2.30 pm, Amari Atrium, 1880 New Phetchaburi Road.

Tel. 0-2718-2000 B789 net per adult and two children under 12.

## **Hope I Die Before I Get Old**

Generation X Buffet Promotion, Café De Nimes, Through May 31.

Welcoming the school summer holidays and the nation's youth, café De Nimes introduces its Generation X Buffet Promotion. Fresh seafood, salad bar, pasta station, Thai, Chinese, Japanese and European cuisine await those on holiday, along with a special discount of 50 percent for all patrons aged under 23. Mon-Sat, noon-3 pm, Grand Sukhumvit Hotel Bangkok, Sukhumvit Soi 6. Tel. 0-2207-9999 B707 (prices subject to tax and service charge).

## **A Sticky Situation**

The Sticky Rice Ball II, Long Table, May 7.

Synonymous with contemporary Thai cuisine and the terrace that has become one of Bangkok's favourite spots for city gazing and people watching, Long Table celebrates its second year at this glutinous bash! The Sticky Rice Ball II brings free flow of drinks, a pool-top acrylic dance floor, and funk beats by guest DJs. Dress code: Red, yellow and all the colours of the rainbow (multi-colour, eh?). 10 pm onwards. Long Table, 25/F, Column Building, 48 Sukhumvit Soi 16 [www.longtablebangkok.com](http://www.longtablebangkok.com)

## **Comfortable Lodgings**

A bed of green has blossomed in Thong Lor with the opening of Grass, a retail-cum-residential space. You can expect the funky area to become home to a number of hip joints, including none other than Rakuza restaurant, and whaddya know, we're giving away 20 vouchers, valued at B500 each, for readers to try out the delicious Japanese fare on offer. Giveaway prizes courtesy of Rakuza (264/1 Grass Thong Lor between Thong Lor Soi 10 and 12), Sukhumvit Soi 55, 02-714-9897; Open Tue-Sun 6 pm - 1 am). The Tokyo-style food on offer is sure to be a crowd-pleaser, and you can find out more about the Oishi delights by checking out Wine Me Dine Me.

## **The Curry Mile**

Weekend Brunch Promotion, Indus, Ongoing.

Can't get enough of Indian food? The latest promotion from Indus offers a delectable selection of kebabs, curries, freshly baked breads and more, continuously served at your table instead of a conventional buffet. The meal includes dessert and hot Masala Chai, however, should you prefer other beverages, Domaine-Chandon sparkling wine, Heineken beer, Lassi and fresh juices all go well with Indian food and are also available at an additional price. Available Sat-Sun 11am-3pm, 71 Sukhumvit Soi 26 Tel. 0-2258-4900, [www.indusbangkok.com](http://www.indusbangkok.com)

## **4 Way Chocolate Shower**

Come 4, Pay 50% Promotion, Atelier, Ongoing.

Atelier's latest promotion might be useful if you're planning on dining with four or more people. If you only have two friends then, not so much. Slicing 50 per cent off the total price for the group (only for food though), the international buffet now includes the Seafood & Sauvignon Blanc Buffet (Fri/Sat nights), and the New Asian Sunday Brunch. And of course, the delicious desserts are not to be missed. Chocolate fountain, anyone? Available daily 12 pm - 2 pm (lunch); 6-10 pm (dinner), Grand Millennium Sukhumvit, 30 Sukhumvit Soi 21 (Asok). Tel. 0-2204-4161.

## **A Yummy Hat Trick**

World Cup Cupcakes, t@Lobby. Through Jun 30.

Satisfy your sweet tooth with these delightful cupcakes, baked in honors of the 2010 FIFA World Cup. As a bonus, all bakery items are half price 7.00-10.30 pm. Now we have another reason to be upset about Thailand failing to qualify! Open daily 6.30 am - 10.00 pm, Pathumwan Princess Hotel, MBK Center 444 Phaya Thai Road 0-2216-3700.

## **A Morning Quickie**

Breakfast Express, Zing Pastry Shop. Through Jun 30.

Executive pastry chef Otto Jurscha can't wait for you to sample his express breakfast. This speedy version of the most important meal of the day includes a freshly baked warm butter croissant of Danish pastry, a cup of Douwe Egberts coffee and a glass of orange juice.

Open daily 7 am - 9 pm, Centara Grand at Central World, 99/99 Rama 1 Road 0-2100-6255.

**APPENDIX F**

**Samples of the Education Advertisement**

## **Education Advertisement**

Thai-Chinese International School.

Thai-Chinese International School is a private, no-profit, day school for boy and girls. TCIS offers a PreK-12 curriculum that is drawn from the United States. The mission of the school is to provide a strong educational program base on American standards with the addition of three required languages (English, Chinese and Thai). English is the medium of instruction in all courses other than Thai and Mandarin. TCIS offers a number of Advanced Placement (AP) courses and has Music, Art and Sports departments which ensure a well-rounded program of study for all students.

TCIS is accredited by the Western Association of Schools and Colleges (WASC) and is licensed and accredited under the Private Education Commission of the Thai Ministry of Education as well as the Ministry of Education, Republic of China. For more information please visit [www.tcis.ac.th](http://www.tcis.ac.th)

Registration and payment are made at the front desk of the administrative office at TCIS.

## **Singapore International School of Bangkok**

The first Singapore Education Base in Thailand. Scholarship Secondary Level.

Academic Year 2010-2012 The Singapore International School of Bangkok, Ekamai 14, was established since 2001. The SISB adopts the

highly acclaimed and widely respected Singapore curriculum. We provide the holistic education. SISB is officially registered as IGSLE exam center in Thailand. At Secondary school, we use the Singapore curriculum with inclusion of the 3 core components of IB curriculum for the last two final years. One of the major goals our school today is to ensure that students progressing to Universities are well prepared for the academic vigor and become a global citizen.

The SISB proudly offers a scholarship for students who qualify as follows:

1. Studying at upper elementary level (Primary 6) or Secondary 1.
2. Has the talent of sports, music or arts. A demo is required.
3. Letter of recommendation from a professional expert (sports, music or arts).

A scholarship consists of a discounted tuition fee and waiving of other fees. An English and Chinese Intensive program are provided depending on the level of English proficiency. You can download the scholarship package and an application form from [www.sisb.ac.th](http://www.sisb.ac.th) or Admission Office the closing date for the application is on 31st May 2010.

### **Australian Government Department of Education**

Employment and Workplace Relations Australia Award Endeavour Awards Thailand's leading researchers, students and professionals can broaden your horizons through the Endeavour Awards, the Australian Government's

internationally competitive merit-based scholarship program. Take the next step in your academic or professional career with an international experience.

Application period 5 April - 31 July 2010.

1. Endeavour Executive Awards.
2. Endeavour Research fellowships.
3. Endeavour Vocational Education and Training (VET) Awards.
4. Endeavour Postgraduate Awards.

[www.endeavour.deewr.gov.au](http://www.endeavour.deewr.gov.au)

### **UK Boarding School Last Chance Application for September 2010!**

There are still a few places available at leading UK boarding schools for entry in September 2010. Bedford School, Lancing College, The Leys College, Malvern College and Strathallan School and others apply now and look forward to a bright and successful future in schools that provide outstanding facilities and educational excellence within safe and secure learning environments.

For more information, please contact Mentor International Khun Lanchana at visit [www.mentor.ac](http://www.mentor.ac)

## **Mentor International**

Important Notice Due to the present protest in Central Bangkok Mentor International is setting up a temporary office in The Westin Grande Sukhumvit.

Website: [www.mentor.ac](http://www.mentor.ac)

We are concerned that our students and staff are in a safe and accessible environment.

Mentor International is a leading overseas educational consultancy representing over 40 UK, 12 Australia and many US universities, and a whole range of private high schools and English language schools. We are working to ensure your ongoing access to international education. If you have any problems do contact us. Please look at our website for updates.

## **Swiss Hospitality**

Starts an international Bachelor, Postgraduate or Master program in one of the leading Hospitality management institutions.

1. Industry hiring managers rank Glion and Les Roches among the top 3 hospitality management schools in the world for an international career (TNS, UK, Global Research 2007).
2. Wide choice of program in the field of Hospitality, Tourism, Event, Sport and Entertainment Management.
3. Excellent relationships with the industry that translate into great career opportunities worldwide.

4. Transfer options around the world to campuses in Switzerland, Spain, USA, China and Australia.

Please contact: Ekthan Hospitality Education Services  
[www.laureatehospitality.com](http://www.laureatehospitality.com)

### **University of Leeds**

Here at Leeds we are proud of what we can offer you. Whether you want to further your studies, enhance your career opportunities or take a new direction in life, we have a programme to suit you. Feel free to contact us to find out more about exciting programmes, first-class facilities, diverse and multicultural campus, comfortable university accommodation, excellent student support services, and of course the vibrant and bustling city centre. The University of Leeds is a dynamic and successful centre of higher education with a global reputation for high quality teaching and research in a wide range of disciplines. We look forward to meeting you!.

Contact us: University of Leeds South East Asia Regional Office  
(Malaysia) [www.leeds.ac.uk](http://www.leeds.ac.uk)

### **ST Teresa International College**

Doctor of Business Administration (DBA).

Reach the Top Course taught in English by lecturers for the UK, Australia and the US.

Classes held evenings and weekends 3 year program: 1 year course work, 2 year dissertation.

Scholarships Available Starts June 2010 [www.stic.ac.th/dba](http://www.stic.ac.th/dba)

### **British International School, Phuket Leaders for Tomorrow**

The British International School, Phuket Primary and Secondary.

The British International School, Phuket is a co-educational day and boarding school which delivers a British and International Curriculum to children of all nationalities from 18 months to 18 years of age, from pre-school to pre-university with external examinations being offered in IB, IGCSE, Cambridge ESOL, SAT [www.bisphuket.ac.th](http://www.bisphuket.ac.th)

IB World School Delivering the highest quality international education programmes since 1996.

Located in a safe and beautiful environment conducive to learning and producing leaders for tomorrow.

### **Unfair Advantage**

A seriously Life is all about communicating, influencing and persuading. You can have an unfair advantage if you know how. We show you how. In 4 weekends you can learn how to use non-verbal and covert communication, micro-expressions, NLP and waking state suggestion. Are you a sheep or a wolf?. [booking@BangkokLifeManagement.com](mailto:booking@BangkokLifeManagement.com) Tel. 088-467-7223.

## **AIGS**

Asian Institute of Gemological Sciences.

32 Years of Dedication in Education Excellence.

Your Passport to a GEM Career!.

AIGS Accredited Gemologist (AG) Diploma Program.

1. Recognized worldwide.
2. Providing you the best gem education that money can buy!.
3. AIGS, first and foremost authority in colored gems, founded since 1978.
4. Includes exclusive guided field trips!.

To Reserve Your Seat: Please call 02-267-4315.

## **KIS International School**

KIS International School is an IB world school through and through. The school is authorized for all three International Baccalaureated programmes for students from 3-18 years (Primary Years, Middle Years and IB Diploma). KIS lives and breathes the IB philosophy, offering a high-quality education, encouraging international-mindedness, and instilling a positive attitude to learning.

KIS guides students to be engaged global citizens and lifelong learners by offering a broad and balanced international curriculum of high academic

standards. KIS is a leading light in IB education. Contact us for more information or to visit our spacious campus, located near Asoke-Ratchadapisek.

info@kis.ac.th www.kis.ac.th

## **The University of Manchester**

Manchester Business School Think Global Great Leaders are Made,  
Not Born.

A world-class, international MBA programme which focuses on you as a leader from the very beginning. Prove your ability and reap the rewards. For more information, please visit <http://mbs.replyhub.com/global/> or email to [mbsenquiries@mbs-worldwide.edu.sg](mailto:mbsenquiries@mbs-worldwide.edu.sg)

## **Bangkok University**

Creative University to Become a Creative Leader, Choose a Master's or a Doctoral Program at Bangkok University Professional Leaders require visions for creative management.

Our curricula have always been developed to be in line with the current economic trends. BU graduates, therefore, possess outstanding and divergent perspectives, and become successful managers who are well accepted and sought after by all sectors including business, mass media, law, design, and information technology. New Student Admission for the Master's and Doctoral Programs.



1. Doctoral Programs (international program).
  - 1.1 Ph.D. in Business Administration.
  - 1.2 Ph.D. in Communication.
2. Master's Programs (international program) Evening program.
  - 2.1 Master of Business Administration (MBA).
  - 2.2 Master of Communication Arts (M.Com. ARTS).
3. Weekend Program.
  - Master of Business Administration (MBA-SMEs).
4. Master's Program (Thai program) Day program
  - 4.1 Master of Business Administration (MBA).
  - 4.2 Master of Communication Arts (M.Com. ARTS).

For more information, please contact the Admission Office at City Campus.

Website: [www.bu.ac.th](http://www.bu.ac.th) e-mail: [admission@bu.ac.th](mailto:admission@bu.ac.th)

### **PTIS Chiang Mai, Thailand**

1. One of the leading international boarding schools of Asia.
2. PTIS is located on a safe, secure and serene campus in the foothills north of Chiang Mai . . . yet with direct daily flights to Bangkok and regional Asian cities.
3. Teaching tomorrow's global citizens today.
4. PTIS is a fully-accredited IB World School.
5. A comfortable "home-away-from-home" boarding environment.

6. Facilities designed to encourage families to visit and to participate with their loved ones.

7. Professional sports training academies for tennis, golf, cricket and football.

8. A superb Art House, an organic farm and Cooking School, and facilities for drama, yoga, dance . . .

9. Academic and sporting scholarship are now available for suitable candidate.

Please join us for an informal [www.premcenter.org](http://www.premcenter.org)

### **Thammasat University**

B.A. Business English Communication (BEC) International Program  
Faculty of Liberal Arts, Thammasat University Another alternative for high school students seeking excellence in using English for business communication in their further professional settings for more information, contact: BEC Program, Room 141, Faculty of Liberal Arts [www.tubec.org](http://www.tubec.org)

### **Sasin**

The only world-class business school in Thailand Sasin has now officially been accredited not only by AACSB, but also by EQUIS which are the world's most demanding accreditation bodies. As a result, Sasin is your

guarantee of graduate management study that is globally recognized and respected. Submit your application now [www.sasin.edu](http://www.sasin.edu)

### **Thai-Chinese International School**

Thai-Chinese International School is a private, non-profit, day school for boys and girls. TCIS offers a Pre K-12 curriculum that is drawn from the United States. The mission of the school is to provide a strong educational program based on American standards with the addition of three required languages (English, Chinese and Thai). English is the medium of instruction in all courses other than Thai and Mandarin. TCIS offers a number of Advanced Placement (AP) courses and has Music, Art and Sports department which ensure a well-rounded program of study for all students. TCIS is accredited by Western Association of Schools and Colleges (WASC) and is licensed and accredited under the Private Education Commission of the Thai Ministry of Education as well as the Ministry of Education, Republic of China. Admission Contact [www.tcis.ac.th](http://www.tcis.ac.th)

### **Mahidol University International College**

Mahidol University International College (MUIC), celebrating its 25th anniversary of academic service, is Thailand's very first international degree program at a public university.

It is the only public international program that maintains an inclusive liberal arts focus, promoting a culture of learning that prepares its students to meet the challenges of living and working in a diverse and globalized world. Tel. 02 441 5090 or e-mail: [icwww@mahidol.ac.th](mailto:icwww@mahidol.ac.th)

### **If You are Looking for the Place at Ivy League and Other Top US Schools no Matter Your Grades or Background**

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### **Assumption University**

The Interdisciplinary Program between Finance and Economics Master's of Science Program in Financial Economics the 18 - month program aims to meet the industry's needs for graduates with strong theoretical and practical experiences.

Graduates can seek several promising positions in both private and public sectors which include.

1. Financial Analyst.
2. Risk Managers.
3. Financial Advisors and Managers.
4. Investment Analyst.
5. Investment Bankers.
6. Stock Analyst.
7. Economic or Financial Researcher.

For further information and inquiry e-mail: [msfe@au.edu](mailto:msfe@au.edu)

[www.sm.au.edu](http://www.sm.au.edu)

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Application form can be download from [www.naeus.grad.chula.ac.th](http://www.naeus.grad.chula.ac.th)

## **Australian Government**

The Australian Government is pleased to announce education scholarships for the Asia-Pacific region including Thailand.

1. Australian Leadership Award (ALA) Scholarships.

Provide funding for study at Masters and Doctoral levels in Australia. ALA Scholarships are designed to develop leadership skills, enhance mutual

understanding, knowledge and innovation, and build partnerships and linkages within the Asia-Pacific region, candidates from Narathinwat, Pattani and Yala, or those who work on issues relating to these three southern provinces in Thailand are especially encouraged to apply.

Application for ALA Scholarships in academic year 2011 open on 10th March 2010 and close on 30th June 2010.

For detailed information on ALA Scholarships please visit:

[www.ausaid.gov.au/scholar](http://www.ausaid.gov.au/scholar)

2. The Endeavour Awards is the Australian Government's internationally competitive, merit-based scholarship program enabling citizens of Thailand to undertake study, research or professional development in Australia. Awards are also available for Australians to do the same abroad. Applications for the 2011 round of Endeavour Awards open on Monday 5th April 2010 and close on 31 July 2010.

Please check the Endeavour Awards website for further information.

For more information visit the Endeavour Awards website at:

[www.endeavour.deewr.gov.au](http://www.endeavour.deewr.gov.au)

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## **Mahachulalongkornrajavidyalaya University**

Master of Arts Degree in Buddhist Studies International Programme,  
Graduate School.

1. Two-year full-time programme, conducted in English.
2. Open to all university graduates.
3. Designed to respond to the new challenges of globalization.
4. Distinguished international faculty.
5. Excellence in Buddhist Studies.
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For further information, please contact: International Master of Arts  
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## **PTIS International School Chiang Mai**

PTIS International School and the International Baccalaureate:  
Gateway to Universities of the World!.

The PTIS boarding community teaches skills for a lifetime. The IB  
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At PTIS International School, we offer students in Grade 11 and 12  
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PTIS International School in Chiang Mai offers outstanding education through the International Baccalaureate and a caring family boarding experience.

For further information contact: [enquiry@threeneration.org](mailto:enquiry@threeneration.org)  
[www.threeneration.org](http://www.threeneration.org)

## **The Petroleum and Petrochemical College in Academic Partnership with Chulalongkorn University**

In 2009, the petroleum and petrochemical college, Chulalongkorn university was rated excellent in research quality in “material science and technology and mining, materials and multidisciplinary engineering” by the Thailand research fund.

Programs International MS Degree Petroleum Technology Petrochemical Technology Polymer Science International Ph.D. Degree Petrochemical Technology Polymer Science For more information please visit [www.ppc.chula.ac.th](http://www.ppc.chula.ac.th)

## Faculty of Law Chulalongkorn University

LL.M. (Business Law) Program in English Notice Of Oil And Gas Law Training Courses The Faculty of Law at Chulalongkorn University is offering two specialized courses in oil and gas law, policy, and economic as part of its LL.M. (Business Law) Program for 2010:

Course 1: International Oil and Gas Law: History Technology Policy and Economics Weeks 1-4: 2-26 August 2010.

Course 2: International Oil & Gas Law: Negotiation and Contracting Weeks 5-8: 6 September - 2 October 2010.

The objective of these new courses is to promote the training and education of Thai lawyers, petroleum engineers, negotiators, economists, commercial and financial managers and other professionals and regulators in the area of oil and gas law, policy and economics, in order to create a group of qualified professionals who will serve the interests of Thailand and its petroleum industry. Presently, there is no post-graduate oil and gas law/economics/policy program offered by any university in Thailand.

The courses will be offer in the evenings, Monday through Thursday, with occasional sessions during the day on Fridays and Saturdays. Certificates of Achievement by Chulalongkorn University will be given to all students completing the courses.

Applicants from private and government sectors are welcome. Applications are subject to an interview and approval by a selection committee.

Participation in the courses will be limited to approx. 40 students. Applications should be submitted no later than 21 May 2010.

Detailed course information and an application form can be found at [www.law.chula.ac.th/web/llm](http://www.law.chula.ac.th/web/llm)

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### **GSPA NIDA**

Doctor of Philosophy Program in Development Administration  
(International) Graduate School of Public Administration National Institute  
of Development Administration (NIDA) The Graduate School of Public  
Administration, NIDA, Bangkok, Thailand, invites qualified Thai and foreign  
students to apply for the Doctor of Philosophy Program in Development  
Administration conducted in English. The program combines coursework  
with management research designed to improve the management and research

skills of academicians, researchers, executives and professionals from public and private agencies.

1. 2 Major Fields:

1.1 Policy and Management.

1.2 Development Management.

Application Submission: Apply Now until June 30, 2010.

2. General Requirements:

2.1 M.A/M.S. in any fields from an accredited institution by RCSC.

2.2 A minimum TOEFL scores of 550 or IELTS scores of 6.5.

2.3 Application Fee of 1,300 Baht.

Scholarships are also available to qualified Thai and Foreign students.

Class Hours: Evening Class (6 pm - 9 pm) 2 days a week.

Further information and application forms can be download from

<http://gspa.indu.ac.th>, [www.indu.ac.th](http://www.indu.ac.th)

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Where Innovation Meets Application.

An idea is but a thought until it can be applied to solve the problems we face today and to change the world we live in. At the Hong Kong Polytechnic University, we not only impart knowledge to our graduates, but also empower them to innovate and solve real world problems. Over the years, Poly U has equipped more than 280,000 graduates to bring about changes to make our world a better place.

Since 2001, our ability to transfer cutting edge knowledge to industry and business had led to more than 140 life-changing inventions and innovations which have reaped international awards, including 40 Gold Awards. Through education and research, we at Poly U transform society and individuals, for the betterment of mankind. Poly U technology have contributed to the development of this electric vehicle, my car. For further information on my car, please visit [www.mycar-euauto.com](http://www.mycar-euauto.com)

### **Summer Courses@Boarding Schools**

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Admissions - 2010 Diploma, Graduate & PG Course Eligibility: As per University Rules and Regulations. Please send Demand Draft for USD 50 in favour of "Dayananda Sagar Institutions: payable at Bangalore indicating the Course & Postal Address towards costs of Prospectus & application form.

Please Contact Admission Office for more information [www.dayanandasagar.edu](http://www.dayanandasagar.edu)

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## **Bangkok Campus**

Music Scholarships 2010 Scholarships are available for talented orchestral musicians, at The Regent's School, Bangkok, in all section but especially woodwind and brass. Students will receive an excellent education in a British Curriculum/IB diploma school with opportunities to enable them to develop further skills. The Regent's Schools Thailand have adopted a holistic approach to education embracing the Round Square IDEALS and preparing student for their leadership role in the future.

For more entry information and application form, please call 02-690-3777 or visit [www.regents.ac.th](http://www.regents.ac.th)

## **Aston University**

“Advice and Application day” Aston University Monday 14th March 2010 at 4th floor, The Novotel, Siam Square, Bangkok Ms. Wendy Yip will be very pleased to meet students interested in Bachelors, Master and Ph.D. Degrees, in Business, Finance, Science, English, Biomedicine, Law, Economics, Management, Engineering and all other subjects. Please contact Euro Education Services for an appointment e-mail: [info@euroedthail.com](mailto:info@euroedthail.com)

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## **The University of Manchester**

Shape Your Future Education Prof. Geraint Howells, School of Law representative and Dr. Stuart Holmes School of Engineering representative will be visiting Bangkok, conducting interviews and issuing spot offers for September 2010. There are a wide range of Master courses available including:

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1.2 Intellectual property law.

1.3 International financial law.

2. Engineering:

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2.2 Chemical Engineering.

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### **Assumption University**

The Interdisciplinary Program between Finance and Economics.

Master of Science Program in Financial Economics.

Application submission period: Now-March 31, 2010.

The 18 month program aims to meet the industry's needs for graduates with strong theoretical and practical experiences. Graduates can seek several promising positions in both private and public sectors which include. For further information and inquiry [www.sm.au.edu/MSFE](http://www.sm.au.edu/MSFE)

### **Webster University**

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### **Satit Prasarnmit International Programme**

Please are still available for the first year of the Cambridge IGCSE programme (G9 & 10) and for G7 for the British Curriculum to start in June at affordable fees. Please contact our admissions office now on e-mail [admissions@satiprasarnmitinter.net](mailto:admissions@satiprasarnmitinter.net)

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