

WINGS CHAMBER

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Tourism Authority of Thailand

amazing
THAILAND
Amazing Value

THOUSANDS OF VISITORS EXPECTED AT RATCHAPHRUEK FESTIVAL 2009

More than 200,000 visitors are expected to attend a grand festival designed to celebrate and honour His Majesty the King, now the world's longest reigning monarch, who will be celebrating his 82nd birthday on 5 December, 2009.

The opening ceremony will be held on 1 December, but the entire festival will run from 30 November to 10 December, 2009, at the Ratchaphruek 2006 Garden in the northern Thai city of Chiang Mai. His Majesty the King ascended the throne in June 1946 and was coronated in May 1950.

Organised by the Tourism Authority of Thailand (TAT), Ministry of Agriculture and Cooperatives, and Chiang Mai Provincial Administration, the festival is expected to attract thousands of Thais, expatriate residents of Thailand, and international visitors to the northern region of Thailand.

Mrs. Juthaporn Rerngronasa, TAT Deputy Governor for Marketing Communications, said "TAT is very proud to host such a magnificent event for our beloved King. The event is designed to honour His Majesty the King and to publicise and promote tourism to Northern

Thailand, especially the "Ratchaphruek 2006" Garden. It fits in perfectly with our plans to diversify our range of destinations, spread visitors around the country, and raise the incomes of rural people."

The festival will help boost domestic tourism, raise hotel occupancies in Chiang Mai, and give extensive exposure to North Thailand, projected to be a bridgehead for Thailand's future economic development plans and linkages with the Greater Mekong Subregion.

The official opening ceremony will be on 1 December, 2009, with welcoming parades from all four regions of Thailand. Prime Minister Abhisit Vejjajiva will deliver the opening address and then join the people in releasing 999 *Kom Loi* (Sky Lanterns). This will be followed by Thai classical dances from the four regions, with 99 performers from each region.

The number nine is considered lucky for the Thai people. A slight variation of its pronunciation also means "progress" or "advancement" in Thai.

The grandest part of the festival will be held on His Majesty's birthday on 5 December, with the lighting of thousands of candles, offering of prayers and blessings for his continued good health, and singing of congratulatory songs, followed by a magnificent display of fireworks and a light and sound show.

Throughout the festival, visitors will be able to enjoy a wonderful horticultural exhibition of flowers, trees and fruits, and sales and competitions of agri-products, handicrafts and village made souvenirs. Orchid lovers will find this festival a particular delight.

The Ratchaphruek Garden was originally built for the Royal Flora Ratchaphruek 2006, an international horticultural expo, held in the northern Thai city of Chiang Mai as part of the celebrations commemorating the 60th Anniversary of His Majesty the King's Accession to the Throne. Roughly 2.5 million plants and flowers, including some rare species of orchids, were on display at the expo and received over two million visitors.

"Ayutthaya World Heritage and Red Cross Fair 2009"

Miss Chutathip Chareonlarp, Director of the Tourism Authority of Thailand (TAT) Phra Nakhon Si Ayutthaya Office said that, Phra Nakhon Si Ayutthaya province, in cooperation with the Phra Nakhon Si Ayutthaya Provincial Administrative Organization, Phra Nakhon Si Ayutthaya Municipality, Fine Arts Department, TAT Phra Nakhon Si Ayutthaya Office, and relevant public and private agencies, will arrange the "Ayutthaya World Heritage and Red Cross Fair 2009", during 11-20 December, 2009, at Phra Nakhon Si Ayutthaya Historical Park to celebrate the occasion that the UN World Heritage Committee announced the Phra Nakhon Si Ayutthaya Historical Park as a Cultural World Heritage Site in 1991.

In this event, there will be many interesting activities. Firstly, the Lord Buddha relics at Chao Sam Phraya National Museum for the public to pay respect. Furthermore, there will be exhibitions and booths to sell

OTOP products and well-known goods from 16 districts. Visitors can see an agricultural exhibition, flowering and decorative plants, and attend a food fair. The Community and Village Leaders' Thai Country Song Singing Contest, floating market activities, cultural performances, Thida Krungkao Contest, Red Cross booths, as well as buying a Red Cross lottery for donation, are also some other features of this event.

Visitors should NOT MISS to experience the peaceful atmosphere of the ancient people's way of life in the imitation marketplace of the Ayutthaya Period and use a replica of an ancient coin, Phot Duang, to exchange for food and desserts. Admire the light and sound performance, "*Krung Si Ayutthaya: The Great Kings*" (15 rounds; 10 days 10 nights). The opening ceremony will be arranged on Friday, 11 December, 2009. The ticket costs 200 baht and 500 baht.



WORLD
TRAVEL
AWARDS

TEN PERCENT RISE IN WORLD TRAVEL AWARDS VOTING REGISTRATIONS

More travel industry professionals than ever have enrolled to vote for the World Travel Awards which has recorded a phenomenal 10% rise in registrations since April this year.

Federation of Indian Export Organization

INDO- CHINA TRADE TO REACH US \$ 60 BILLION BY 2010 A.SAKTHIVEL, PRESIDENT, FIEO

Speaking at a symposium organised by China Council for Promotion of International Trade (CCPIT) and Consulate General of India in Guanzhou, China, which was attended by over 200 delegates from 30 countries, Mr A. Sakthivel, President, Federation of Indian Export Organisations (FIEO) said that there has been marked improvement in the relationship between two Asian Giants who will be instrumental in steering the world economy out of the present crisis. President, FIEO said that we are on our course to raise the bilateral trade to US\$ 60 billion by 2010.

FIEO DELEGATION LEAVES FOR HONG KONG

A delegation of more than 60 participants representing 42 companies under the aegis of Federation of Indian Export Organisations (FIEO) is leaving for Hong Kong for participation in India Sourcing Fair Home Products during October 20-23, 2009.

FIEO participated with 45 companies in April 2009 edition of the fair in which Indian companies received very encouraging response. The

April 2009 edition of India Sourcing Fair attracted 13,581 buyers from 112 countries.

Some of the regular buyers at the fair are Carrefour; Kingfisher; Tesco; ThreeSixty Sourcing; Auchan; Coles Myer; Li & Fung etc.

The India specific fair is being organized to give the exclusive look to Indian companies. The Indian participation includes companies dealing in Stainless Steel Cutlery; Handicrafts of Aluminum & Brass; Handloom Products; Kitchen ware, Table Accessories, Jute Products, Hand made Paper Products; leather gift items etc. Buyer Seller Meets will also be organized during the fair which will give the exhibitors the unique opportunity of interacting with the buyers. A seminar on "How to source from India" is also being organized to educate buyers about India products, quality aspects, and financial regulations with a view to facilitate exports from India.

FIEO has been active in participating international trade fairs around the world for providing exposure to Indian MSME segment and giving thrust to India's exports. For the year 2010-11, FIEO is planning to participate in 20 leading exhibitions across the world to provide a platform to Indian SMEs to exhibit their products to world buyers.

Welcoming RBI notification just issued including garments for 2% interest subvention with effect from 1st Dec 2008, Mr A Sakthivel, President, Federation of Indian Export Organisations (FIEO) said that this will provide relief to apparel sector which is facing exports contraction and tough price competition. Mr Sakthivel said that lowering of interest rate through subvention will also give respite from recent appreciation. FIEO took up the matter with DOC, MOF and RBI which led to issuance of this notification and FIEO chief thanked CIM, FM and Governor RBI.

ASIAN
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2009



Surprises and special promotions lined up to make Al Hamra Mall a focal point of Ramadan observance in Ras Al Khaimah



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Khiri Travel Enhances Thailand's Forest Guide Standards

RAK Tourism to unveil Ras Al Khaimah's latest hospitality projects at World Travel Market in London

Trade show to boost RAK Tourism's marketing campaign in European markets which account for up to 75 per cent of visitors in Ras Al Khaimah



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