

3. Sub-sessions

(1) BANGKOK

STRATEGIC APPROACHES FOR ECONOMIC GROWTH

Dr. Vallop Suwandee

The Chairman of Advisor to the Governor of Bangkok

In addition of the striving for Bangkok to be a more vital, sustainable and livable place, the Bangkok Metropolitan Administration (BMA) has attempted and anticipated the City of Bangkok to be a “Community of Good Life.” In particular, the features of good living contain 1) Community of Livability, 2) Community of Life-Long Education, 3) Community of Diversified Economic Opportunity, and 4) Community of Civic Participation. The aspects of the diversified economic opportunity could be elaborated as the development of urban economic system in terms of commerce and services, the enhancement of business opportunities to people among various areas of Bangkok Metropolis who possess skills and expertise which could be further fully developed, and the provides of technologies on production as well as fair, equitable and wide accessibilities to relating resources.

The Bangkok Metropolitan Administration has devised five main strategies for the attainment of a sustainable metropolis. Firstly, “Strengthening Infrastructures for Regional Mega-City” installing progressive infrastructure networks in its urban areas and perimeters. Secondly, “Developing Strong Economy and Knowledge-Based Society” cultivating the capabilities of Bangkok to embrace all dimensions of potentials essential for competitive knowledge and economic bases. Thirdly, “Striving for Green Bangkok” initiating well-being and improving environmental sustainability of urban aspects of living. Fourthly, “Providing Good Quality of Life in Cultural Mega-City” creating public safety and security and glorifying the wealth of cultural diversities. Lastly, “Mastering Best Services and Constructing Model for Mega-City Management” increasing levels of efficiency of services to public with an aim of becoming a model of metropolitan management.

Policies on Infrastructure Investment

BMA launches 4 transportation projects with the total investment of 1,714.29 million USD; the projects are as the followings

- Sky Train extension project: 5 lines covering Bangkok areas and boundaries with the total length of 42.95 kilometers (1428.57 million USD)
- Monorail Project: 4-line pilot projects (142.86 million USD)
- Bus Rapid Transit Project (BRT Project): 6 lines (114.29 million USD)
- Transporting Boats along 2 main canals in Bangkok (28.57 million USD)
- Installation of additional numbers of CCTV to provides security to general public

Economic Development Plans

The BMA announces the strategy on economic development plan leading towards the “Development of Strong Economy and Knowledge-based Society.” Bangkok has thus far become the Center of economy, commerce, agriculture, industry, and investment of Thailand. The economical development of Bangkok has shown strong bonds of associations with the plans of several Central Governmental units, private sectors, state enterprises and groups of Bangkok residents.

There are 5 main strategies to be utilized.

Strategy 1: Instilling people with entrepreneurial skills and encouraging them to establish their own business by providing basic knowledge in business and marketing so that the economic at grass root levels could be formed and developed to vast and strong networks of production. The forms of business mentioned could be in the form of single or community enterprises. It is anticipated that the Bangkok gross would be increased to 5% or above per year continually.

Strategy 2: Developing the qualitative products leading towards the production of all products branded “*The Bangkok Brand*.” The strategy also involves the development of standards for products to be branded so that they could be widely known and recognized at both domestic and international markets since most of small and medium enterprises, to some extents, are not financially capable and knowledgeable to conduct their own researches and to devise standards of various kinds of products. The BMA would assume the responsibilities of being the assessors, the promoters and the supporters of quality of products and services in order to be widely recognized. It is anticipated that at least 200 quality products and services could be branded by the year 2011.

Strategy 3: Establishing the Information Center for economy, finance, and investment in Bangkok Metropolitan. The Center is responsible for the compilation of the data and relevant information, e.g., sources of raw materials, specification of products or services. In addition, through the Information Center prospective buyers would be able to access to more information pertaining to the producers of all products; thus reducing unnecessary steps in completing their business correspondence and transaction. It is anticipated that the Center of Information would yield results of satisfaction from at least 80% of the users.

Strategy 4: Providing and increasing opportunities to people to start their business as well as suggesting new approaches to their investment. There has been strong evidence indicating that some numbers of small entrepreneurs start their business in traditional manners without implementation of knowledge in business and even lacking perception or understanding of prospects of conducting business. It is imperative for BMA, therefore, to play roles of being mediators as well as being investors in business.

Strategy 5: Promoting and developing ambiances of Bangkok aiming to be the regional travel destinations. The strategy purports to enhance the economy of Bangkok by establishing the gateway linking various cities as well as countries together via networks on tourism and recommendations on interesting venues for tourism of each city and country. It is anticipated that the strategy would result in an increase of tourists up to 5% per year.

Visions of Internal Economy

The economic problems could be addressed in 2 perspectives:

1. Global Perspective

The world economic crisis has brought about several consequences, namely, labor problems, limited amount and sky rocketing prices of energies, instability of monetary and financial situations, etc. These consequences have severely impacted and reduced purchasing powers of people all around the world and, thus, inevitably affect the economy of Thailand, especially revenues from tourism industries. It is imperative for Bangkok to attract tourists from abroad as well as from within with all her interesting features for tourism in addition to provide full satisfaction to every tourist.

2. Thailand Perspective

Being a democratic country, Thailand allows her people full freedom of expressions on every issue and Bangkok unfortunately has been a popular venue to stage difference in opinions of the public. The political incidents on April and May of 2010 clearly testified the above elaboration.

However, as soon as the political turmoil ended and normalcy started to reoccupy BMA was fully aware that it was imperative tasks for the City to restore public confidence by every means. The confidence would bring about impetus for economic recovery.

The campaign of “Together We can” has been initiated with all actions fully participated by practically every sectors of Bangkok Metropolitan. In particular, the campaign invited general public to take parts in renovating damaged public and private buildings, cleaning and repairing streets, public parks, etc. Household taxes, land and property taxes, and taxes levied on billboards were reduced on those affected by the unrest. Vendors, small and medium entrepreneurs affected by the incidents were assisted with the arrangement for spaces to continue their business without rental fees. BMA also established incentives upon foreign investors by setting “Team of Bangkok” to assist those investors in terms of facilitating their business as well as matching with potential prospective Thai business partners.



M.R. Sukhumbhand Paribatra
Governor of Bangkok



**“Strategic Approaches for
Economic Growth”**
by
Dr. Vallop Suwandee
Chairman of Advisors to Governor of Bangkok



Strategic Approaches for Economic Growth



Bangkok = “Community of Good Living”

The features of Good Living containing

- Community of Livability
- Community of Life-Long Education
- Community of Diversified Economic Opportunities
- Community of Civic Participation



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Community of Diversified Economic Opportunities



- The development of urban economic systems
★ Commerce★ Services
- The enhancement of business opportunities to people possessing skills and expertise which could be further fully developed
- The provides of technologies on production, equitable and wide accessibilities to relating resources.

Strategic Approaches for Economic Growth

Five Strategies for the Attainment of Sustainable Bangkok Metropolis

Five Strategies for the Attainment of Sustainable Bangkok Metropolis



1. Strengthening infrastructures for Regional Mega-City
- Installing progressive infrastructure networks in urban areas and perimeters
2. Developing Strong Economy and Knowledge-Based Society
- Cultivating the capacities of Bangkok to embrace all dimensions of potential



Five Strategies for the Attainment of Sustainable Bangkok Metropolis



3. Striving for Green Bangkok
- Initiating well being and improving environmental sustainability of living



4. Providing Good Quality of Life in Cultural Mega-City
- Creating public safety and glorifying the wealth of cultural diversities

Five Strategies for the Attainment of Sustainable Bangkok Metropolis



5. Mastering Best Services and Constructing Model for Mega-City Management
- Increasing levels of efficiency of services with an aim of becoming a model of metropolitan management



Strategic Approaches for Economic Growth

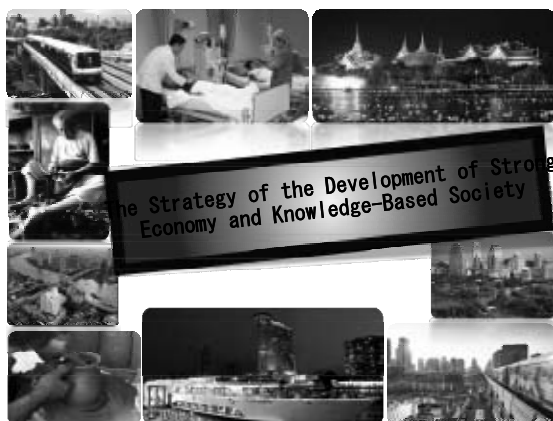
Community of Diversified Economic Opportunities

Five Strategies for the Attainment of Sustainable Bangkok Metropolis

Strategic Approaches for Economic Growth

Community of Diversified Economic Opportunities

Five Strategies for the Attainment of Sustainable Bangkok Metropolis



Five main sub-strategies to be utilized

1. Installing people with entrepreneurial skills and encouraging them to establish their own business by means of providing them with basic knowledge in business and marketing



Anticipating that economic at grass root levels could be formed vast and strong networks of production could be developed single or community enterprises could be formed Bangkok Gross would be continually increased to 5% or above annually

Five main sub-strategies to be utilized

2. *Developing qualitative products leading to products of "BANGKOK BRAND"*



*Developing products standards to be widely known and recognized at domestic and international markets
Assuming the roles of assessors, promoters and supporters of quality of products and services in order to be widely recognized
Anticipating that at least 200 products and services could be branded by 2011*

Five main sub-strategies to be utilized

3. *Establishing Information Center for Economy, Finance and Investment in Bangkok Metropolitan*

*Compiling data and relevant information to assist prospective buyers to access to information pertaining products, sources of raw materials, specification of products and services, etc.
Anticipating that satisfaction of 80% of the users would be revealed.*



Five main sub-strategies to be utilized

4. *Providing and Increasing Opportunities for People to Start Business as well as Suggesting New Approaches to Their Investment*



Acknowledging that some number of small entrepreneurs start their business in traditional manners without knowledge in business and even lacking perception of understanding prospects of conducting business.

Five main sub-strategies to be utilized

5. *Promoting and Developing Ambiences of Bangkok with an Aim of Becoming the regional Travel Destination*

*Establishing the gateway linking various cities and countries together via networks on tourism
Recommending interesting venues for tourism of each city and country
Anticipating that an increase of tourists up to 5% per year*



The Campaign of Together We can



1. Participated by every sectors of Bangkok metropolitan invited to
 - * renovate damaged both public and private buildings
 - * clean and repair streets, public park
2. Reduced household taxes, land and property taxes on those affected by the unrest



The Campaign of Together We can



3. Provided arrangement for spaces to vendors, small and medium entrepreneur affected by the incident to continue business without rental fees
4. Established incentives upon foreign investors by setting "Team of Bangkok" to assist those investors in facilitating their business as well as matching them with potential prospective Thai business partners.



THANK YOU

(2) BUSAN

A Bigger and Better City - Busan, World-class Metropolis

Mr. Kim Dong-wook

Secretary General, Busan Foundation for International Activities

Asian Pacific cities have built up a regional identity and values as a community over a long history. The contemporary world is being integrated into a global state transcending the borders of ethnic nation states. As we have entered this globalized period without borders in the 21st century, the competition among nations has become more severe. If the Asian Pacific cities which have many similarities in their culture and history are able to create closer ties for cooperation, we are likely to be able to take more effective and powerful measures to address these situations, compared to global economic cooperative groups established regionally, such as the European Union.

1. Profile of Busan and the goals of its administration

Busan is home to the largest international trade port in South Korea and is a gateway city for many countries in Europe, as well as Japan. It has a population of 3.574 million and an area of 766.1 km². Its budget was approximately 10.68 trillion won for 2010 and its regional gross domestic product for 2008 was approximately 56.384 trillion won. Despite being in the midst of a global economic slowdown, Busan attracts 2.02 million tourists annually as the most beautiful resort and tourist city in South Korea.

The container handling capacity at the Busan Port amounts to 13.45 million TEU, ranking 5th in the world, with making Busan a hub city for transportation logistics. As you see on the map, Busan is a hub in terms of maritime services and other transportation logistics in Northeast Asia and holds an important geopolitical position as a gateway connecting the Asian continent and the Pacific Ocean. Currently, Busan is connected to 24 cities in 9 countries via 206 international flights per week.

2. Busan's vision for city development

Busan has set up three basic objectives for development: smart growth, green growth, and a creative city. It has placed importance on policies such as the establishment of infrastructure for sustainable economic growth through nurturing a new renewable energy industry and building green villages, and the upgrading of the city's status as a prestigious city by improving the quality of residents' lives.

All policies of the city administration have been focused on "making Busan a world-class global city," under these visions.

Let me go into a little more detail about our vision. Smart growth means focusing on qualitative and substantive growth of the city and improving the quality of life of residents through well-planned

management of growth.

The green growth policy facilitates sustainable growth with globally discussed eco-friendly development methods, which creates jobs and leads to growth as a low-carbon society.

As you know, Busan is a city with a long history, including a 600-year history since the opening of Busan Port in 1407.

As a result, Busan is capable of solving problems of housing, culture and welfare with comprehensive approaches and also making efforts to regenerate itself as a creative city making full use of its history and creativity.

3. Busan's International Exchange Activities

Busan's international exchange policies focus on improving its status as an international city through stronger cooperation with other major cities in the Asian Pacific region. It also aims to continue expansion of international activities, vitalize relationships with its sister cities and live up to its reputation as a true hub city for international exchanges in the Asian Pacific region.

Major policies for Busan's international exchanges include annual overseas visits by city delegations for promoting Busan as a global city, attracting foreign direct investments and expanding economic relationships with foreign cities.

Busan also tries to engage in activities with major strategically based cities in Europe in order to expand on sister-city relationships.

Busan has established the Busan Foundation for International Activity as an affiliated organization to facilitate international activities at the private level. It hosts the annual UN Day Ceremony at the UN Memorial Cemetery, a symbol of preserving world peace, where soldiers who sacrificed their lives in the 6.25 Korean War were laid to rest.

Busan tries not only to establish relationships with new cities but also to strengthen ties with existing sister cities by holding a speech contest, supporting Korean speech contests in those cities, organizing farm tours and dispatching volunteers to the sister cities.

This year we are planning celebrations in honor of the 1st anniversary of the sister-city relationship with Phnom Penh and the 15th anniversary of that with Ho Chi Minh City. In order to maintain sustainable friendships with our sister cities in North America and Europe and elsewhere, which are distant from Busan, cities such as Montreal, Dubai and Vladivostok in Russia, we have promoted active exchange activities, including cultural exchanges and city photo exhibitions.

4. Cooperative interchanges with major cities in the Asian Pacific region

Busan has established a close relationship with Fukuoka in order to seek out measures for regional economic cooperation and developing the Busan-Fukuoka Cross-Border Mega-City Region. On August 26, 2010, the Busan-Fukuoka Economic Cooperation Office opened and started full-range

operations in both Korea and Japan. We also participate in the Asian-Pacific City Summit and the general assembly of the Association of North East Asia Regional Governments (NEAR) every year.

We have participated in the UCLG ASPAC Congress and the annual general assembly of the Organization for East Asia Economic Development (OEAEED). In addition, this November Busan will host the 19th Japan Korea Strait Coastal Region Governors' Conference. Just last weekend, a two-day working-level meeting was held in Busan to prepare for the conference.

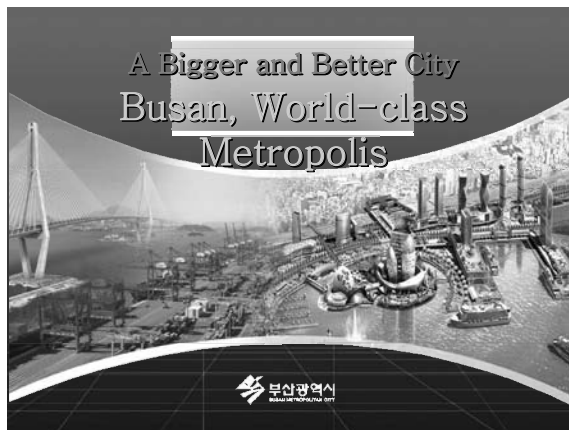
5. Busan's policies to promote cooperation in the Asian Pacific region

In the wake of the end of the Cold War between the U.S.A. and the Soviet Union, the European Union was launched with the aim of creating one Europe. We see a trend towards building such regional blocs in the globalized world of the 21st century.

If we, the Asian Pacific cities, work together to build up a cooperative and integrated system based on regional identity and common values that we share, we will be able to establish a system which can match the EU. With this vision in mind, Busan has been actively engaged in cooperation among East Asian cities by becoming a member city in various conferences held by regional organizations.

In order to maximize the common interests in the Asian Pacific region, we need to make every effort to establish an economic community in the region through mutual utilization of capital investment, technology and labor forces.

In this context, Asian Pacific cities have to recognize the fact that homogeneity and heterogeneity coexist in their politics, economies, societies and cultures. We must also try as hard as possible to increase people-to-people exchanges and exchanges of other things as well, promoting intergovernmental interchanges in the fields of culture, sports and academia.



Objectives of International Exchange Programs in Busan



Advanced Global City Open to the World

Hub of International Exchanges in the Asia-Pacific Region

Stronger cooperation
with major cities
in the Asia-Pacific
region

Promoting Busan
as a global city
& expanding
international
exchanges

Increasing
exchanges
with sister cities

Major Policies on International Exchange

1 Busan City Delegation's Visit to Overseas Countries

- The official delegation composed of city officials, councilors, members of Busan Sister City Committee, businessmen and journalists undertakes a biannual visit, to promote Busan as a global city, attract FDI and expand exchanges in tourism, economy, science and technology.

2 Establishment of Sister-City Relationships with Major Cities

- Busan seeks a sister-city relationship with European municipalities to help local companies set up their operations in the European market by taking the advantage of the Korea-EU FTA, which will soon be ratified.
- The contact with candidate sister cities are preceded by full understanding of specific areas of cooperation and mutual interest.

Major Policies on International Exchange

3 Partnership with Other Organizations

- Joint projects with the Busan Foundation for International Activity (BFIA) and other private organizations for international exchanges
- Collaboration with the Governors Association of Korea
Through the KZH program, Busan City invited public officials from Hamburg, Ho Chi Minh, and Phnom Penh to work in Busan for 6 months.

4 The 65th UN Day Ceremony

- Busan will host the 65th UN Day Ceremony (Oct. 22) inviting diplomats and delegates from countries that fought under the UN flag.
- Performances, including chorus performances, and Chrysanthemum Festival to commemorate the UN Day
→ Promote the UN Memorial Cemetery in Korea (UNMCK), the symbol of world peace, as a world-renowned destination.

Promotion of Exchanges with Sister Cities

1 Strengthening Ties with Sister Cities

- Building the foundation for a friendly cooperation to realize the Busan-Fukuoka Cross-Border Mega-City Region (MCR)
- Participating in international events hosted by sister cities
- Inviting public officials and citizens of sister cities to Busan
- Dispatching volunteers to sister cities
- Arranging commemorative events celebrating an anniversary of the establishment of the sister-city ties

Promotion of exchanges with sister cities

2 Promoting Cooperation with Sister-Cities at a Distance

- Visit to Hamburg, Germany in February
- Sending the cultural delegation to Istanbul in February, featuring a photo exhibition on Busan City and Taekwondo demonstration
- To visit St. Petersburg for cultural exchanges in September
- To attend the World Cultural Forum in Valparaiso, Chile in October
- To celebrate the 10th anniversary of the sister-city relationship between Busan and Montreal in September with a photo exhibition and Taekwondo demonstration
- Bolstering exchanges with far-away sister cities such as Dubai

III. Exchange Projects with Major Cities in Asia-Pacific

Exchange Projects with Major Cities in Asia-Pacific

1 Cross-border Cooperation Projects (64 projects)

- Joint projects for practical exchanges between Busan and Fukuoka
- Active participation of the citizens: Participating in each other's marathon competition, Korean Speech Contest, etc.

2 The Asian-Pacific City Summit

- Mayors from 26 cities in 3 countries to attend the meeting in Vladivostok
- To discuss how to address the urban issues and strengthen cooperation for a common prosperity in Asia-Pacific region.

3 The 8th NEAR General Assembly

- Mayors from 70 cities in 6 countries to attend the meeting at KINTEX, Korea in October
- To promote the continued development for member cities and to lay the groundwork for a common development in Northeast Asia

Exchange Projects with Major Cities in Asia-Pacific

4 The 3rd UCLG ASPAC Congress 2010

- About 110 member cities to convene in Hamamatsu, Japan in October
- Exchanging valuable information and technologies for the further development of local governments across the world

5 The 4th OEAED General Assembly

- Mayors and Presidents of Chambers of Commerce from 10 cities in 3 countries to meet in Qingdao, China in November
- Creating a new Mega-City Region through a closer networking among cities in East Asia

6 The 19th Korea-Japan Strait Coastal Region Governors' Meeting

- Mayors and governors from 8 cities and provinces along the Korea-Japan Strait to meet in Busan in 2010
- Presentations on areas of common interest, Dialogue with Residents

IV. Ways for Asia-Pacific Regional Cooperation

Ways for Asia-Pacific Regional Cooperation

Global Changes

- The end of the Cold War → "One Europe" with the launch of the European Union (EU)
- The trend of building a regional bloc

Necessity

- For a prosperous Asia-Pacific region that can match the EU
- Building a cooperative and unified system among Korea, China, Japan and other Asia-Pacific countries, based on regional identity and common values
 - To maximize common interests in the region

Regional Organizations

- The Korea-Japan Strait Coastal Region Governors' Meeting, the Organization for the East Asia Economic Development (OEAE), the Association of North East Asia Regional Governments (NEAR), UCLG ASPAC, the Asian-Pacific City Summit, ASEAN, etc.

Ways for Asia-Pacific Regional Cooperation

Goals

- Collaborating to build an Asia-Pacific economic community through complementary capital, technologies and labor force
 - To maximize common interests
- Respecting the differences and diversity in politics, economy, society and culture → "One Community"

Challenges

- Cities in Asia-Pacific region recognize the coexistence of homogeneity and heterogeneity in areas of politics, economy, society and culture
 - To increase people-to-people and physical exchanges as much as possible
 - To expand the scope of exchanges to culture, sports, academics, etc.

Thank You