



EMPOWERING PEOPLE TO ACHIEVE THEIR DREAMS

ANNUAL
REPORT **2018**

Thailand Charitable Organization
Registration #350
under the Ministry of Finance
US 501(c)3 Equivalency Status

VISION AND VALUES

Our Vision

Empowering people with the knowledge, technology and skills necessary for a better future.

Our Values

Partnership: We collaborate with our stakeholders to co-create and deliver services and programming that address the real challenges facing the people of the region.

Inspiration: We are passionate about creating a sustainable future and take action to make it happen. Through our actions, we inspire others to act and do the same.

Leadership: We are leaders in the field of social and economic development. We empower courageous, adaptable people to succeed in solving the challenges of globalization and provide opportunities and dignity for everyone.

Integrity: We care deeply about our work and our reputation. We do not compromise our ethics, our values, or our professionalism. We take personal responsibility and use good judgment to drive our values in everything we do.

We Achieve our Vision by

- Utilizing proven, international best practices by adapting them to local contexts to inspire students, develop skilled people, and grow strong leaders.
- Implementing engaging, exciting, hands-on activities that drive small business competitiveness, transform education, and build lasting communities.
- Establishing boundary spanning partnerships that strengthen collaboration between key stakeholders in government, the private sector, academia, and civil society.

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MESSAGE FROM THE CHAIR



As you may know, Kenan has grown tremendously over the past five years. During that time, we've opened a second office in Hanoi, added more than 30 staff, and built numerous new partnerships with public and private sector leaders. Most importantly, though, this growth has enabled us to expand and deepen our impact on the lives of individuals in Thailand and Southeast Asia. I'm delighted to write that in 2018 we surpassed a new milestone - reaching more than 1,000,000 people in a single, 12-month period.

No area will affect the future of our society more than education, and Kenan has been at the forefront of ushering high-impact, 21st century practices into the education system to prepare today's students for the dynamic, technology-driven world that awaits. The Chevron Enjoy Science Project is blazing a trail of educational transformation in all corners of Thailand. We are proud to say that the project has now reached all 76 provinces in Thailand, helping students gain access to a world-class, modern education.

In 2018, our education work didn't stop at the Thai border. With support from our long-time partner Boeing, we began piloting the Boeing Technology Enhanced Learning project in Vietnam. By recruiting and training a cohort of master trainers on the same practices that have worked so well in Thailand, we laid the groundwork for 21st century learning to take root in Vietnam.

Supporting the small business owners that play such an important role in the economy and social fabric of communities across the region has been a core part of our programming since our founding in 1996. With more and more business being done online, small businesses' survival depends on their ability to traverse the digital jungle. Our team of business experts has worked hard to stay ahead of the trend and help traditional business owners and aspiring entrepreneurs gain the knowledge and skills needed to succeed in the digital marketplace. Working closely with Thailand's Office of Small and Medium Enterprise Promotion, Kenan helped hundreds of small business owners, from Siamese fighting fish breeders to nutritional supplement suppliers, make the jump online.

Although it's easy to get swept up in the excitement of emerging technologies that are changing the ways we learn, communicate, and conduct business, we can never forget the communities left behind. As part of our commitment to building lasting communities, Kenan empowered female farmers with the financial literacy skills needed to escape debt and save for the future, built the capacity of young leaders to initiate their own community development activities across Southeast Asia, and provided health volunteers with the knowledge to effectively care for their elderly neighbors. With Thailand becoming an aging society, Kenan is building a multi-sector network to address the most pressing needs of the growing senior population to ensure that they can maintain healthy, active, and meaningful lives during their twilight years.

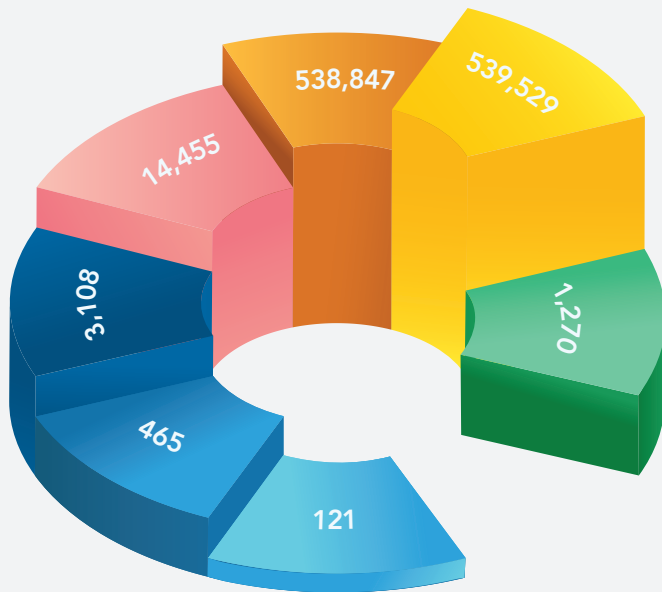
We are proud of the fact that our programs benefited more than 1,000,000 people this year; however, this is only a number. Within this year's annual report, you will find the stories of individuals we have helped. I hope that you will explore their stories, listen to their voices, and visualize the brighter future on their horizon.

None of this would be possible, of course, without the dedication of our staff in the field, the expertise and generosity of our partners, and support from our growing community. As Kenan embarks on the next phase of its organizational journey, we will continue addressing the most pressing issues facing Thailand and the region while opening up new opportunities for our community to support our mission of empowering people to achieve their dreams. I hope you will join us on this journey.

With sincere thanks,

Khunying Jada Wattanasiritham

2018 IN BRIEF



The number of direct beneficiaries reached in 2018

1,097,795

Educators: **3,108**

Students: **539,529**

Government Officials: **465**

Corporate Executives & Staff: **121**

Civil Society &

Community Members: **538,847**

Workers: **14,455**

Small Business Owners: **1,270**

MAJOR PROJECT OUTPUTS



Seminars, Workshops,
& Trainings Held

387



Plans Developed for Government and
Provincial Organizations, & Small Businesses

262



Final Reports, Studies,
& Research Papers

8



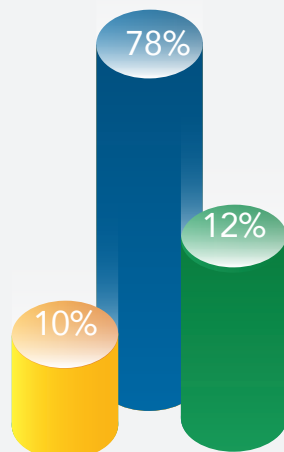
Community
Awareness Events

53



Curriculums
Developed for Schools

32



SOURCES OF FUNDING



Corporate



International Partnership



Thai Government

EXECUTIVE COMMITTEE



Khunying Jada Wattanasiritham



Mr. Piyabutr Cholvijarn



Dr. Varakorn Samakoses



Dr. John D. Kasarda



Khunying Kasama Varavarn



Mr. W. Charles Blocker



Dr. Chadamas Thuvasethakul



Dr. Supavud Saicheua



Mr. Pradap Pibulsonggram



M.L. Puntrik Smiti



Mr. Richard Bernhard

BOARD OF TRUSTEES

Mr. Anand Panyarachun

Kenan Founding and Honorary Chairman,
Former Prime Minister of Thailand

Khunying Jada Wattanasiritham

Kenan Chairperson, Independent Director,
Siam Commercial Bank

Mr. Piyabutr Cholvijarn

Kenan Vice Chair and President, Former
Deputy Minister of Industry, Thailand

Dr. Varakorn Samakoses

Former Deputy Minister of Education,
Thailand

Khunying Kasama Varavarn

Executive Board Member,
National Research Council

Dr. Chadamas Thuvasethakul

Executive Vice President, National Science
and Technology Development Agency

Dr. Woraphat Arthayukti

Chairman, Northern Gulf Petroleum Pte. Ltd.

Mr. Aidan ST. P. Walsh

Partner in Charge-International, KPMG LLP

Dr. Supavud Saicheua

Managing Director, Phatra Securities PCL

Mr. Pala Sookawesh

Chairman, Petroleum Institute of Thailand (PTIT)

Mr. Pradap Pibulsonggram

Thai Representative, ASEAN Connectivity
Coordinating Committee (ACCC)

Dr. John D. Kasarda

Director, Center for Air Commerce,
Kenan-Flagler Business School,
University of North Carolina at Chapel Hill

Ambassador William H. Itoh

Former U.S. Ambassador to Thailand

Ms. Joan Gillings

Consultant to the UNC Gillings School of
Global Public Health

Mr. W. Charles Blocker

Chief Executive Officer, IC Partners Ltd.

Mr. Owen Gwyn

Chairman, GEOCORP

Dr. Peter Coclanis

Director, Global Research Institute, University
of North Carolina at Chapel Hill

Dr. Gregory W. Brown

Director, Frank Hawkins Kenan Institute of
Private Enterprise

Ms. Suphatra Srimaitreephithak (EX OFFICIO)

Director General, Thailand International
Cooperation Agency

Mr. Richard Bernhard (EX OFFICIO)

Executive Director, Kenan Foundation Asia

HISTORY / KEY MILESTONES



1996: Kenan registered as a Thai non-profit development foundation with support from the Thai government, USAID, the William R. Kenan Jr. Charitable Trust, and the Frank Hawkins Kenan Institute of Private Enterprise at the University of North Carolina at Chapel Hill.



1998: In response to the 1997 Asian Financial Crisis, Kenan launched the American Corporations for Thailand (ACT) initiative, in which Kenan worked closely with U.S.-based companies to retrain workers who lost their jobs during the crisis. Under ACT, Kenan implemented more than 50 projects that helped some 27,000 individuals gain the skills needed to re-enter the workforce.

1999: USAID selected Kenan to manage the Thailand-component of the Accelerating Economic Recovery in Asia (AERA) program, which evolved into a 10-year, U.S. \$23 million economic recovery and reform initiative.

1999: Kenan received Thailand Charitable Organization Status from Thailand's Ministry of Finance.

1996

1998-1999

2001-2005

The history of Kenan Foundation Asia dates back to a chance encounter during the 1920s, when King Prajadhipok of Thailand and Carl Grey, a member of the prosperous Kenan family, met at a gift shop near the Grand Canyon in Arizona. With their long history of philanthropy and public service, the Kenan family has been active in Thailand ever since.

Kenan Foundation Asia was established in 1996 as an independent, locally-registered organization with the belief that long-term development can best be achieved through free enterprise mechanisms, boundary-spanning partnerships, and practical expertise. With former Prime Minister Anand Panyarachun serving as founding chairperson, Kenan began by fostering development partnerships between U.S. and Thai organizations.

Today, Kenan is a thriving international non-profit organization employing over 80 full-time staff at our offices in Bangkok, Thailand and Hanoi, Vietnam. While Kenan's focus has shifted over the years, in response to Southeast Asia's transformations, as well as natural and economic disasters, Kenan maintains the same commitment to driving sustainable social and economic development region-wide. In 2018, Kenan partnered with a variety of organizations, including the Thailand Ministry of Education, the Thailand Ministry of Science and Technology, the U.S. Department of State, USAID, ASEAN, Boeing, the Citi Foundation, Chevron, and Pfizer.

2001: Kenan completed the North Carolina-Vietnam Environmental Trade and Technologies Initiative that linked environmental technology suppliers from North Carolina to Vietnam and addressed policy and financing constraints that prevent the development of water supply and treatment systems.

2002: Kenan began new regional projects under AERA to increase business competitiveness in Cambodia and Vietnam.

2005: After the devastating 2004 tsunami, Kenan launched the Tsunami Recovery Action Initiative (TRAI), a five-year program to develop a model for community-based tourism to improve the livelihoods of people in the tsunami-affected areas of southern Thailand.



2006: Kenan piloted the Inquiry-based Science and Technology Education Program, our first STEM education project, in Phang-nga province.

2008: To empower poor, marginalized women in Thailand, Kenan and the Citi Foundation partnered to implement the Financial Literacy for At-Risk Women project. The project provided more 3,000 women with essential financial skills to manage their money effectively and build a better life. During the eight-year program, Kenan worked with women from a range of vulnerable groups, including women serving short-term prison sentences as well as women employed in temporary jobs and nightlife occupations.

2009: USAID awarded Kenan with a major grant to conduct a cross-border, public health initiative called the Greater Mekong Sub-region Responses to Infectious Disease project to combat the spread of malaria and other infectious diseases in Cambodia, Lao PDR, Thailand, China, and Vietnam.



2016: With Thailand fast transforming into an aging society, Kenan started the Pfizer Healthy Aging Society project, a three-year effort to establish a preventative, holistic healthcare model for pre-seniors and seniors.

2006-2009

2011-2015

2016

2018

2011: Kenan began the four-year Lao Encouraging and Applying Democracy (LEAD) project, the first ever United Nations Democracy Fund project in Lao PDR. LEAD enhanced the enabling environment for CSOs to operate effectively by increasing engagement between Lao government officials and CSOs.

2014: Kenan opened a second office in Hanoi, Vietnam to strengthen its commitment to sustainable development in the region.

2015: Kenan partnered with Chevron to launch the Chevron Enjoy Science Project, a U.S. \$30 million, five-year public-private partnership to strengthen Thailand's competitiveness and innovation by improving STEM education and technical vocational education and training (TVET) across the country.

2018: After successfully leading the Boeing Technology Enhanced Learning (TEL) project in Thailand for over eight years, Kenan expanded TEL to Vietnam to further advance STEM and 21st century education in Southeast Asia.



STRENGTHENING SMALL BUSINESSES



For decades, tens of thousands of people have operated small, community-based businesses for their livelihood. However, e-commerce, digitization, and urbanization are changing the business landscape at an unprecedented pace and putting the mom-and-pop shops that play an integral role in local communities at risk.

To succeed in the highly competitive, globalized world, small business owners urgently need to transform their operations to meet changing customer preferences. Kenan helps small business owners and entrepreneurs make the leap by inspiring entrepreneurship, developing essential business skills, and helping create an enabling environment in which small business owners can achieve their dreams.

By acquiring essential knowledge and tools, these small business owners and entrepreneurs are able to take their goods and services to the global market and contribute meaningfully to local economic growth.

In 2018, we worked closely with Thailand's Office of Small and Medium Enterprise Promotion (OSMEP) and Tourism Authority of Thailand to help 1,270 business owners and managers build fundamental skills, understand the modern business landscape, and grow their organizations.

HOW ONE FISH ENTHUSIAST TURNED HIS HOBBY INTO A SUCCESSFUL BUSINESS

After more than two decades as an office worker, Mr. Napat Tantanapon made the bold decision to turn his love for betta fish into a business. Recognizing the growth of e-commerce and the large number of betta breeders in his home province of Nakhon Pathom, Mr. Napat had the bright idea of buying the most beautiful fish from breeders and selling them in foreign markets. However, his fellow breeders and sellers in Nakhon Pathom were skeptical of this idea—reminding him that he didn't have a channel to access these markets and, furthermore, wouldn't be able to communicate with buyers if he did; after all, he knew little English.

Despite other sellers' doubts, Mr. Napat believed that by only targeting Thai customers, he would never be able to create a sustainable business and make a living doing what he loves. Because bettas are native to Thailand, there is a huge supply for limited customers. In this saturated market, sellers have to reduce their prices constantly to attract customers.

Betta fish are from the Mekong region but their luminous, majestic colors attract the interest of fish enthusiasts the world over. In what speaks to their unique beauty, the technology company Apple used photos of betta fish as the featured wallpaper when it launched the iPhone 6. While beautiful, male bettas are also known for their aggressive behavior, which forces males to be kept apart to avoid fighting, which is the reason bettas are commonly called Siamese fighting fish.

Determined to overcome the obstacles of building his business, Bettaberry Thailand, Mr. Napat enrolled in Kenan's training about online marketing and business planning for betta sellers in hopes of improving his business skills and learning more about channels to reach foreign customers. During the training, Kenan's experts helped the sellers understand business planning, pricing, the digital landscape, and the value of using digital channels to sell fish.

"It was an excellent workshop," Mr. Napat said. "Instead of thinking about selling at lower prices, we learned how to use digital channels to reach new, promising markets. This really matched our needs."

Although Mr. Napat had begun using Facebook for his business a few months before Kenan's May workshop, the experts' advice on how to effectively target international markets gave him the confidence and tools to accelerate his dream. As he became more sophisticated in his use of online channels, messages started rolling into his inbox from betta lovers around the world. More and more, Mr. Napat found himself using Google Translate to communicate with his giddy customers and then shipping his fish globally. Interestingly, bettas are a strong species that can be shipped safely in a small container through regular mail. This makes it possible for Mr. Napat to send his fish to the United States, Canada and Europe, his three largest markets.

When asked to provide advice to aspiring entrepreneurs, Mr. Napat says that "you should do what makes you happy. Whatever you are crazy about, you may be surprised how it can generate money for you. If you just keep posting about your passion on social media, people will eventually find out who you are and what you do. From my experience, I finally found my customers and, even more than that, I found Kenan Foundation Asia provided great support in teaching me about business. Eventually, you will find a good coach too, so just keep going."

Project Name

OSMEP Ornamental Fish Expo 2018

Funder: Office of Small and Medium Enterprise Promotion (OSMEP)

Amount: THB 5,000,000

Length: 6 months

Location: Bangkok, Nakhon Pathom and Ratchaburi, Thailand

Beneficiaries: 500 entrepreneurs



PUNCHING HER WAY TO SUCCESS, ONE SNACK AT A TIME

A KEMPO ATHLETE USES THE ACADEMY TO PROMOTE HER SNACK BUSINESS

Meet Yulia Prayanti, a 26-year-old Kempo athlete and entrepreneur. Yulia has always been devoted to Kempo, a martial arts form that originated in Japan. She is so devoted that she even trains her neighborhood's children in Kempo at her home in Lombok, Indonesia. Yulia and her family also own a growing snack business selling fried ice cream, potato doughnuts, and chocolate banana eggrolls.

It surprised nobody that after her graduation from university in 2015, Yulia was recruited to join the Provincial Sports Training Center. Yulia was one of the Kempo athletes representing her province at the 2016 Indonesia's National Sports Week, a nation-wide, week-long, multisport event, held every four years.

Project Name

ASEAN Connectivity through Trade and Investment (ACTI)

Funder: USAID, sub-contract from Nathan Associates**Amount:** U.S. \$1,065,000**Length:** 5 years (2013-18)**Location:** All ASEAN Countries**Beneficiaries:** 169 entrepreneurs

It was through teaching neighborhood children Kempo that Yulia first popularized her fried ice cream business. "The children love eating the fried ice cream and my mother loves making it too," she says. Both her mother and sister started to cook the fried ice cream, which is basically ice cream covered with a deep-fried shell made of bread dough. In addition to fried ice cream, the mother-daughter team also make potato doughnuts and chocolate banana eggrolls. "So far though, my mom is the only one who knows how to make these snacks exactly like they should taste, especially the fried ice cream," Yulia says.

When the children started talking about their fried ice cream, Yulia realized that it could be a good business, and she started selling the fried ice cream in the neighborhood school. These days, she also uses social media such as Facebook and Instagram to sell their snacks. More recently, Yulia and her family even opened a small café at home, able to seat up to six people.

Their snacks are in high demand, and Yulia is getting quite overwhelmed with the success of their business. She is now getting orders and requests from people beyond her own region. Orders have come from as far as Sumbawa, Kalimantan, and Central Java.

Now that orders pour in, she is uncertain how to package and send the snack items, especially the fried ice cream which must be

kept from melting. "As our orders increase, first we need to be able to produce more ice cream, and that means newer equipment with the capacity to do so," says Yulia. "Furthermore, we definitely need to know how to package the ice cream for it to last on longer journeys."

Yulia was very happy to have been introduced to Masyhur, the trainer who introduced her to the Academy. "I started using the Academy by taking the marketing and social media courses, and that has paid off," Yulia says. She is now getting orders beyond her own region. Just like her peers, Yulia is technically savvy, and she says, "It was relatively easy for me to understand how to use the Academy, from registering to enrolling in a course." Except for difficulty understanding the English words, Yulia is quite comfortable browsing through its features.

While gaining success rather easily, Yulia realizes that she needs more modern cooking and storage equipment, such as a modern mixer and additional freezers, if she wants to meet the growing demands of her ever-increasing number of customers. Therefore, she is planning to enroll in courses on branding, packaging, and raising funds for her snack business. "I continue my consultation with Pak Masyhur," she says. "I'm excited to envision a future where I can make our fried ice cream a Lombok specialty snack. That way, I can promote Lombok to the world."

**This story originally appeared in "Lessons from the ASEAN SME Academy," produced by USAID. The ASEAN SME Academy was a major initiative under the SME component, which Kenan Foundation Asia oversaw, of the ASEAN Connectivity through Trade and Investment (ACTI) project.*

Project Name

Born Global

Funder: Office of Small and Medium Enterprise Promotion (OSMEP)**Amount:** THB 5,000,000**Length:** 4 months**Location:** Thailand**Beneficiaries:** 500 entrepreneurs

THIS WOMAN'S ENTREPRENEURIAL JOURNEY WILL MAKE YOU CHEER

Kanyarat Naovaratanasopon knows what suffering looks like. A decade ago, she had to sit and watch her mother lying quietly on a hospital bed, day after day. While her mother underwent chemotherapy and radiation, Kanyarat could only look on, powerless to stop the creeping colon cancer.

Seeing the disease cause unthinkable pain and, ultimately, the premature death of her mother motivated Kanyarat to learn anything and everything she could to help herself and others live longer, happier, and healthier lives. On her journey of learning, Kanyarat discovered the importance of natural remedies, such as practicing meditation and eating organic foods, as well as a little known mushroom with a host of potential benefits.

Red reishi mushrooms (*Ganoderma Lucidum*) grow naturally in East Asia and have been used in traditional medicine for centuries. When Kanyarat started consuming the mushrooms, her health improved and the allergies she had suffered from for years evaporated. She became a believer in the power of the mushrooms, but there was a problem: they taste bad and must be consumed only in appropriate amounts.

Excited about the potential of red reishi to benefit others, Kanyarat joined hands with Nisa Pholpanich to create a safe, easily consumable capsule filled with the mushroom's natural nutrients. Their premium product quickly found a home in Thailand's niche market for healthy foods, and so the duo continued looking for new ways to make it easy for people to improve their health. Their search led to them to develop a red reishi extract that can be added to coffee and lattes, making these everyday beverages healthier and tastier.

"We love to see people change their behaviors," Kanyarat said. "We do not like to see people spend their lives without healthy or nutritious food."

After building a sustainable business in Thailand, Kanyarat and Nisa decided that it was time to help others outside their homeland. However, they didn't know much about entering new markets. Like their search for healthy foods, they soon were looking for solutions to expand their reach.

Their search led them to join Kenan's Born Global workshop, a training designed specifically to help Thai small businesses sell their products globally. Kenan's experts and successful entrepreneurs shared essential knowledge in using e-commerce platforms, digital marketing, and logistics that small business owners can use to export their goods.

Encouraged by what they learned from Kenan's workshop, Kanyarat and Nisa are now focused on selling their products in nearby Cambodia, Laos, Myanmar, and Vietnam. Kanyarat remains committed to helping as many people as possible, and so she dreams of taking her GanO KA brand as far as Europe and the United States.

Tragedies leave many people frozen, unable to move forward. Kanyarat, though, used a tragedy to fuel her passion for helping others. After all, she says the best gift you can give someone is the ability to "live long with those they love, with good health and full of happiness."

TOURISM LEADER STAYS AHEAD OF THE CURVE

Thailand began appearing on the radar of international travelers in the 1960s when a few hundred thousand people started coming each year to take in the gilded temples of Bangkok, lush valleys of Chiang Mai, and picturesque beaches of Phuket. Since that time, the Thai tourism industry has skyrocketed, now attracting upwards of 30 million visitors each year. Established in 1969, International Tours Centre Co., Ltd. (ITC) has been active in tourism since the sector's earliest days, and remains a market leader to this day.

Mr. Thanabordee Vajarasthira has seen the entirety of tourism growth in Thailand. Forty-nine years ago, his father launched ITC as a ticketing agency that specialized in corporate travel, and, today, Mr. Thanabordee serves as the company's Managing Director and has successfully ushered ITC into the modern, more technologically-advanced world. Over the past half century, ITC has moved far beyond only ticketing to offering diverse services, including both inbound and outbound travel packages, and has become proficient at using online platforms, like MakeMyTrip and Ctrip, to connect with new customers.

As a leader in a highly-competitive market, Mr. Thanabordee is searching constantly to build new connections and gain new insights that will give ITC a competitive edge. His eagerness to learn more led him to join the Tourism Authority of Thailand (TAT) Academy 2018, implemented by Kenan. The Academy brought together 94 of Thailand's top executives in the tourism sector to share experiences and foster connections, as well as to learn about the latest international tourism strategies from leading experts. In addition, Kenan led four study tours, including one to Japan, to give the executives an up-close look at recent innovations in the sector.

Mr. Thanabordee stated that Kenan's program helped him better understand the latest trends in the tourism market, build linkages with other businesses, and leverage emerging technologies to grow his company. In the coming months and years, he looks forward to applying what he gained from the program to integrate new technology into his business and expand ITC's services to Cambodia, Laos, Myanmar, and Vietnam (CLMV).

Project Name

TAT Academy 2018

Funder: Tourism Authority of Thailand (TAT)

Amount: THB 15,500,000

Length: 7 months

Location: Thailand

Beneficiaries: 94 business leaders



BUILDING LASTING COMMUNITIES



The development needs of communities in Thailand and the region have changed over the decades and will continue to evolve in the future. Despite the changes, Kenan has stood ready to help communities solve their greatest challenges, from eradicating malaria in rural, border provinces of Thailand to building the capacity of civil society organizations across Lao PDR to advocate for the needs of local people at the national level.

Today, we're introducing a new, holistic healthcare model to communities, empowering youth leaders to become positive change agents in communities in conflict, and supplying much-needed financial literacy training to enable low-income earners to achieve financial freedom. Our work expands from the grassroots level to drive broader transformational change, including building professional learning communities of teachers to support educational reform, and helping bridge divides between workers, industrial managers, and government officials to ensure that everyone reaps the

rewards of economic growth. Although the challenges have changed, our goal remains the same – to build lasting communities where all individuals can achieve their dreams.

Over the past 12 months, we have strengthened relationships between Buddhist and Muslim communities in Thailand's Deep South to form a foundation on which enduring peace can be built, brought together factory managers and workers in Vietnam's Bac Ninh Industrial Zones to promote the practice of international labor standards, and empowered community healthcare volunteers to lead initiatives that enable the elderly in poor communities to achieve healthy aging. Our work at the community level cuts across sectors, from non-communicable disease prevention to promoting financial literacy. All these activities are tied together by our unyielding commitment to empower people at the grassroots level to build a better life for themselves and their communities.

HOW ONE WOMAN REVIVED HER HEALTH AND INSPIRED A COMMUNITY

Ms. Wanla Kamnin operated a bustling beauty salon in the heart of Bangkok's impoverished Klong Toei community for years. Her bubbly personality and proficiency as a hairdresser attracted women of all ages to her business, making the little shop a ray of sunshine in an otherwise bleak environment.

Five years ago, Ms. Wanla received a medical report that shattered her world like a porcelain teapot falling off the top shelf. She had diabetes, and so began a cascading series of problems in her life. With her health declining, she had to shutter the business that she loved dearly.

After receiving the diagnosis, Ms. Wanla began having regular check-ups with the doctor who prescribed her a battalion of medicine to stop the disease. The doctor explained the dangers of diabetes and advised her on necessary dietary and lifestyle changes. Not fully grasping the doctor's technical instruction, however, Ms. Wanla slogged on with the perilous habits that brought her to this point – a diet of desserts, sugary drinks, and sweet fruits like mangoes and durian.

Ms. Wanla continued visiting the doctor, but her medical reports revealed no improvements. She remained obese and her symptoms worsened. She soon developed intensely blurred vision caused by a condition called diabetic retinopathy. Her doctor began harshly criticizing her inaction in hopes of frightening her to change her habits before it was too late. Ms. Wanla admits she was scared but became paralyzed to change.

A COMMUNITY FORGOTTEN

The Klong Toei community quietly inhabits the shadows of Bangkok's towering skyscrapers, extravagant shopping malls, and ambitious condominiums. Klong Toei, Bangkok's largest "slum," serves as a blunt reminder of the inequality that persists in Thailand. With an ever-expanding cityscape where a new mega-project seemingly breaks ground every day, Klong Toei remains hopelessly still.

The area is rife with social problems stemming from alcohol abuse, gambling, and divorce, all of which intersect to contribute to family strife and individual stress. For fifty-seven-year-old Ms. Wanla and other pre-seniors and seniors, health and poverty present the most prominent problems.

"We do not receive adequate healthcare and, at the same time, nobody cares to help us learn the behaviors that prevent non-communicable diseases," said Ms. Wanla. "A lot of older people in this community, not only me, suffer from obesity, diabetes, and heart disease. We don't know much about proper portions of rice, the risk of consuming too many carbohydrates, or how often we can eat dessert."

A HELPING HAND

After seeing her health decline for several years, Ms. Wanla and her neighbors finally received help from people that cared when Kenan and Pfizer selected Klong Toei as a target community in 2016 under the Pfizer Healthy Aging Society project, funded by the Pfizer Foundation. The three-year project (2016-19) is working to prepare pre-seniors (aged 45-59) and seniors for their elderly years by improving their knowledge about physical health, mental wellness, and financial literacy, thereby leading to positive behavioral changes that prevent NCDs and enable seniors to lead active, stress-free, and happy lifestyles.

Whereas Ms. Wanla's doctor had scolded her behavior and tried to scare her into adopting healthier habits, Kenan's staff looked to educate and inspire. Kenan's training methods captured Ms. Wanla's attention because they were fun, hands-on, and easy to understand. As her knowledge blossomed, she felt empowered to take control over her health. To ensure that Ms. Wanla and other community members were able to put their new knowledge into practice, Kenan's staff made regular visits to Klong Toei to check-in and mentor project participants. Soon, she was examining nutrition labels to calculate her caloric intake, going for long walks, and participating in aerobics class. Ms. Wanla lost a substantial amount of weight and the effects of her once debilitating diabetic retinopathy were gone after only five months of the new routine.

"My health improved because I was inspired to change," reflected Ms. Wanla with infectious joy. "Thanks to Kenan and the Pfizer Foundation, my neighbors and I no longer dread going to the doctor and dealing with medical issues."

Project Name

Pfizer Healthy Aging Society

Funder: Pfizer

Amount: U.S. \$500,000

Length: 3 years (2016-18)

Location: Bangkok and Ubon Ratchathani, Thailand

Beneficiaries: 726 community members and 294 government officials



The health problems

Non-Communicable Diseases (NCDs)

Diabetes 15%

Hypertension 33%

Annual NCD-related Deaths in Thailand: 393,000

The health problems experienced by Ms. Wanla are all too common in Thailand, where an alarming proportion of seniors suffer from non-communicable diseases (NCDs), such as diabetes (15%) and hypertension (33%). NCDs cause the death of 393,000 Thai people every year (71% of all deaths), and the healthcare system struggles to provide adequate care to those in need. Without change today, the problems caused by NCDs will only increase, as seniors are expected to account for over 30% of Thailand's total population within the next 15 years.

CO-CREATING A SAFE AND ETHICAL FACTORY ENVIRONMENT

Project Name

Strengthening the Awareness and Practice of International Labor Rights in Vietnam (SAP-ILR)

Funder: U.S. Department of State

Amount: U.S. \$522,000

Length: 28 months (2017-19)

Location: Bac Ninh province

Beneficiaries: 1,216 workers, 27 enterprise executives, 13 CSO leaders, and 10 government officials



It was not easy for Phan Thai Van to convince the factory manager of Unigen Vietnam to halt production for 90 minutes so that workers and managers could learn about international labor standards. After all, productivity is measured in output, and, in short, time is money.

"This is the first project like this that has been organized here," said Mrs. Van, aged 35, from Ninh Binh. "Factories are driven by production, so it's a big deal for workers to stop working and join the session."

However, as the factory's HR manager, Mrs. Van recognizes that a fair and ethical workplace is essential to Unigen Vietnam's sustainable growth. Based in the Bac Ninh industrial zone, Mrs. Van seeks to build foundational knowledge about occupational health and safety to foster an ongoing conversation between workers and management regarding issues such as insufficient wages, excessive overtime, and inadequate safety measures.

On a Monday afternoon, instead of reporting to the factory floor, 135 workers filed into a room of long metal tables and got comfortable.

Some removed their caps. Before long, shouts and laughter echoed

off the walls. As dry as the topic of labor laws can seem, especially to an audience of young workers, trainers utilized creative games to elicit friendly competition among the workers.

Participants competed for small prizes while learning safety and hazard signs workers may encounter around the factory. Animations and videos challenged workers to imagine themselves in dangerous situations workers may find themselves in, such as a fire or accident, and provided interactive space to discuss how best to respond in event of emergencies.

"After the event, I interviewed workers, and all provided positive feedback that the activity allowed workers to learn for themselves how to look after their own safety," said Mrs. Van.

While the first session focused on building individual knowledge about occupational health and safety, it is the first step of a three-step plan to promote international labor laws in Vietnam.

"There were four main benefits to the workers themselves," said Mrs. Van. "To apply the knowledge from the training to protect themselves; to have a chance in the way Kenan implements the training to learn teamwork; to learn how to communicate effectively with each other; and to understand better the value they contribute to Unigen Vietnam. They also have the chance to win prizes and have fun while learning about an important subject."

Time is money, but an organization is its people. A fair and ethical workplace that produces informed and satisfied workers will also be a more productive environment where workplace issues are reported and solutions are co-created through dialogue.

A STORY OF YOUTH-LED ASEAN COLLABORATION

Project Name

YSEALI Generation: ECommunity Regional Workshop

Funder: U.S. Department of State

Amount: U.S. \$250,000

Length: 12 months

Location: Hanoi

Beneficiaries: 80 youth leaders from 10 ASEAN countries



Nophabodee Koonmongkon, known as Phuket, steps up to the stage of the U.S. Embassy in Bangkok with great anticipation, microphone at the ready, and in full view are a group of eager high school students he will need to lead as his first test of leadership since joining the Young Southeast Asian Leaders Initiative (YSEALI). With the sound of rustling breakfast boxes and chitter-chatter echoing in the background, the eager students wait with baited breathe for the day to begin.

Although a gifted engineering student, Phuket longed to make a difference in the world and to find an outlet for his passion for sustainable development. Despite his desire, he lacked the means and opportunity to pursue this goal. When he heard about the YSEALI program, he jumped at the chance to apply. Phuket's leadership potential was quickly recognized by the selection committee, and he became one of only 80 participants, out of over 2,300 applicants, selected to join the YSEALI Workshop on Economic Engagement in ASEAN (YSEALI Generation: ECommunity!) organized by Kenan. At the workshop, Phuket and the handpicked youth leaders from around the region learned firsthand that development success involves working together and the power of a regional network. According to Phuket, "We tried to find solutions to issues together. The experience with Kenan made me realize the importance of collaboration in the ASEAN region and the role of working together to strengthen our countries."

The YSEALI Workshop gave Phuket the opportunity to explore regional challenges and opportunities, alongside future leaders from nine other ASEAN countries. For him, this dialogue was a turning point, as the exchange opened his mind to the views of young people from neighboring countries.

Following the YSEALI workshop, each team was tasked with organizing an event of their own to share what they had learned. Phuket's team selected the theme of 'Youth Force on Sustainable Development Goals,' recruited 40 students from more than 30 schools across Thailand (as far as Chiang Mai) and three speakers from UNESCAP, and secured a workshop session with other education experts. The workshop, held at the U.S. Embassy in Bangkok, presented high school students with an opportunity to explore sustainable development among their peers, with minimal involvement from teachers, laying the foundations for future youth leadership. Phuket's unruffled energy was evident throughout his team's workshop, which succeeded in its goal of illustrating the sustainable development goals (SDGs) to a group of high school students. Moving forward, Phuket would like to see more opportunities for youth to have a voice and to "hold them accountable for what they say," and he would "like more students to be aware of important issues facing the region."

"A HAPPINESS THAT NEVER ENDS"

Every night before bed, no matter how exhausted, 43-year-old Thammasak Maknakorn sits down and takes out his workbooks for his daily ritual. "In the beginning, it felt tedious," he says, flipping through dozens of pages, each one filled with the thick handwritten scrawl of daily household and business expenses. "But then I began to see the changes these exercises had on me."

Thammasak keeps stacks of empty and filled pages neatly in blue waterproof folders tucked under his arm as he walks down the cement road of his neighborhood, greeting neighbors along the way. On the outskirts of Bangkok, the Klong Ladpachee housing cooperative consists of 320 members with 70 houses built with loan assistance from the government's urban development agency Community Organizations Development Institute (CODI).

Many residents of Klong Ladpachee are day laborers, street vendors, contractors and other low-wage workers. With small or inconsistent incomes, a slim margin for savings, and little guarantee of a social safety net, just one unexpected accident can plunge a family into debt.

Some move into the community in dire straits after losing their homes. Other residents recount coming up short for bills at the end of a month and having to borrow from loan sharks who exploit their desperation to charge 240 percent interest.

"The loan sharks were always standing in front of the local market," said Somsri Khamri, a woman in Thammasak's community. "We began to feel devastated for being born poor."

For much of Thailand's laboring classes, financial literacy is a prerequisite for financial freedom. Recognizing this, Kenan began financial literacy training for some of Bangkok's most vulnerable communities in October 2016 in a program sponsored by the Citi Foundation. Having successfully trained 528 community members in the first year of the program, the program has expanded to reach over 1,000 trainees in the past year.

Household debt is a national concern. According to the Bank of Thailand, the country's total household debt amounted to 11.24 trillion baht (323 billion USD), or 81.3 percent of GDP, in 2016. The National Statistical Office reported that debt to income was 82.7 percent in 2015, and rose to 94.7 percent in 2017.

While the Thai government runs initiatives prioritizing debt refinancing and forgiveness for certain constituencies, they do not focus on financial education or the kind of long-term behavioral change that gives individuals a sense of agency over their own lives.

After learning and refining his own skills for household and business budgeting, Thammasak grew determined to help his community dig their way out of debt and save for large expenditures such as children's education and retirement. From the pool of over one thousand participants, Thammasak was one of sixty identified to become financial trainers themselves in order to provide sustained support to their community. He eagerly stepped into the role.

"When I was a child, I was born to a poor family," Thammasak explains. "Now that I have my own house and my own car, my thoughts are on the community." His voice swells with emotion. "I want to see everybody happy."

Page by page, Thammasak has helped bring small victories to himself, his family, and his community. Thammasak admitted that he was skeptical when he first attended a project workshop. "To be honest, government agencies had visited us before and told us we needed to write a household budget," Thammasak said. "They had good intentions, but they were very dry."

Project Name

Community-focused Financial Learning and Leadership

Funder: Citi Foundation

Amount: U.S. \$180,000

Length: 12 months

Location: Bangkok, Samut Prakan, Nonthaburi, Pathum Thani provinces

Beneficiaries: 1,050 community members



“Kenan taught us in a different way. Real-life situations like the ones presented in the ‘happy family game’ helped us see the applications of our learning. And then Kenan came back and checked: Did we actually increase our savings?”

The first goal Thammasak set at the workshop was to afford the 180,000 baht down payment on a car. Thammasak pointed to the proof of his success — in a cement driveway, a white Isuzu with a Buddha sitting cross-legged on the dashboard came into view. A golden pendant of the King dangles from the rear-view mirror in a flurry of pink ribbons.

As the manager of business operations for the community's chili sauce cooperative, Thammasak uses the car to distribute their products to broader markets and customers, expanding the reach of their sales.

When business earnings fall short, Thammasak borrows from his personal account and tracks the loan in both his personal and business books in order to pay himself back. Accounting practices have clarified their cooperative's ability to reinvest profits into growing and streamlining the business.

One such investment is a small facility down the road to house the industrial machinery purchased by the cooperative to dry and crush the chilies, which saves time and manpower as well as improves hygiene, since the products are now processed indoors.

The next goal is to save for Thammasak and his wife's retirement: 3.6 million baht over 12 years, which they have calculated amounts to 25,000 baht a month. Thammasak bursts into laughter, a playful sparkle in his eye. “I even had a small argument with my wife the other day. I said, ‘Why didn't you write down your expenses yesterday? You need to know what you're spending!’” In a serious voice, he added, “It's become a habit. I don't want to waste anything.”

While Thammasak and his wife once spent 6,000 baht on lottery tickets per month, the workbook forced them to categorize items in one of two columns: necessary or unnecessary expenditures. “It made us think about what we really needed.” The couple agreed to reduce their spending on lottery tickets.

“When I see my money increase from month to month, I feel happy,” Thammasak said. “It stimulates me to want to see it increase again and again.”

Having tasted the fruits of the exercises in his own life, Thammasak was determined to share his financial literacy skills with the community. “Instead of giving material things to others, I am giving knowledge,” Thammasak said.

Today, more and more parking spots are constructed as people are able to afford cars. Multiple small craft cooperatives thrive in the community, from chili sauce to hair accessories. Thammasak's wife has newly opened a hair salon.

“My mission is to give all community members financial well-being, and to create a long-lasting, sustainable community. To be mutually dependent and dependable, uniting as one.” Thammasak reiterates, “No debt! I have fought against a life of struggle, and I am happy to teach others how to fight against a life of struggle – it's a happiness that never ends.”



WHY THREE SUGARCANE FARMERS CAN'T STOP SMILING

Three sugarcane farmers, Ms. Bangorn Tankrue, Ms. Lantom Jaichuen, and Ms. Suwanee Tongdornnoy, and a corporate employee, Mr. Adisak Lohawattanakij, sat together on a long couch, smiling and laughing with each other as they celebrated their big win. The foursome had just showed off their skills in a financial literacy competition, taking home first prize and an injection of confidence in their ability to achieve financial freedom and improve their lives.

The competition culminated the Sustainable Business with Coca-Cola for Female Sugarcane Growers project, which improved the livelihoods of over 1,000 Thai female sugarcane growers and contributed to Coca-Cola's global '5by20' initiative to empower five million women across the company's value chain.

The past five years, according to Ms. Tankrue, had been particularly hard for sugarcane farmers in central Thailand because intense droughts slashed yields. In fact, the average sugarcane yield in the region dwindled from 2,000 tons per year to less than 800. Last year, the run of bad luck reached new heights when a disease swept across the region, wiping out entire farms. Ms. Tankrue lost all of her savings and accumulated 900,000 THB in debt during this period.

Khon Kaen Sugar Industry PCL (KSL) tried multiple schemes, including loans and buying land, to help farmers escape debt; however, yields remained too low for the growers to crawl out of the red. After seeing farmers in its supply chain struggle for years, KSL moved to a new approach – helping farmers improve their financial literacy. This decision led KSL to partner with Kenan under the Sustainable Business with Coca-Cola for Female Sugarcane Growers project with the hope of helping community members gain better financial management skills so that they may save money, clear off debt, and finally have a better life.

Before joining this program, none of the three women knew much about financial literacy. Ms. Jaichuen described how before the project she had no clear knowledge of finances and no idea how to organize her revenues and expenses. Not only did they lack financial knowledge, but Ms. Tongdornnoy admitted that they didn't even have the desire to become financially responsible, save money, or get out of debt. After joining the project and receiving training from Kenan, the women's perspective, knowledge, and behavior changed.

From the start of the project, Mr. Lohawattanakij, a KSL employee, had faith in his team. "They definitely had the potential," he said. "We just had to teach them the skills." Mr. Lohawattanakij understood that his team members knew their income, but not their expenses. So, in the early stages of the project, Mr. Lohawattanakij came up with a concrete formula about income and expenses that the team members would use each time they spent money so they would understand their revenues and expenses.

Every day, the three women would visit each other to keep themselves accountable. They would update each other about the market prices of everyday things like food and gas — Ms. Tankrue even created a chart that tracked the prices. In order to earn some extra income, the three women began selling items on the side, such as vegetables, fruits, and herbs, to expand their product portfolios. Budgeting, reducing expenses, and saving became main components of the team's plan. As the women became more conscious of their incomes and expenses, their debts gradually began to decrease.

After completing the financial literacy project, all three of the team members have new hope. Ms. Tongdornnoy said Kenan's financial literacy training has helped her and her teammates come together to learn more about finance. She was also thankful to Coca-Cola for this program and said that this project has increased her confidence in achieving her goals. For Ms. Jaichuen, before this project, she had so much debt that she could not afford education for her children. Now that she has a solid understanding of her financial situation and how to manage debts and expenses, she is spending money on her children's education for the first time. Ms. Jaichuen is still paying off her debts, but she is now saving money so she can invest in insurance. Ms. Tankrue said this project gave her the feeling that she has control over her life and can make the future better for her family.

As for Mr. Lohawattanakij, he is incredibly proud of his team's accomplishments within the scope of the project. But what he is most proud of is the bond they created together. "These women have known each other for 20 years but were never close," he said. "But now they are like a family and they can't spend a day apart from each other. The pride I feel for this team isn't from winning the competition. The pride is from seeing us overcome obstacles as a team and becoming a family."

Project Name

Sustainable Business with Coca-Cola for Female Sugarcane Growers

Funder: Coca-Cola

Amount: THB 3,120,000

Length: 12 months

Location: Uthai Thani, Kanchanaburi, and Phetchabun provinces

Beneficiaries: 741 farmers and 79 workers



LEADER UNCOVERS NEW IDEAS TO CARE FOR PEOPLE WITH DISABILITIES

Project Name

Regional Disabilities Participants Training

Funder: USAID, through a sub-contract from the Institute of International Education (IIE)

Amount: U.S. \$74,500

Length: 12 months

Location: Bangkok and Nonthaburi (participants from Vietnam)

Beneficiaries: 27 Vietnamese government officials and 2 CSO leaders



Before entering the 10th grade, Hoang Manh Hoai faced the most difficult decision of his young life. A horrible spell of weather had just wiped out all the crops on his family's farm. Worsening matters, Hoai's father had fallen dangerously ill. With the family's sources of income gone overnight, Hoai, the oldest of seven children, knew he had to help. And so he made the unenviable choice to drop out of school.

The family's luck turned a year later, but the time Hoai spent toiling for his loved ones left an indelible imprint about the value of learning in his mind.

"Knowledge is endless so we need to improve ourselves every day," said Hoai, reflecting on his family's woes over three decades earlier. "When we study, even just a little bit, it can make a huge difference on ourselves."

The mindset of perpetual learning carried Hoai through university and beyond. Over the years, he earned a medical doctorate and joined Vietnam's Ministry of Health (MOH), where he serves currently as the Head of Medical Service for the Binh Phuoc Department of Health. In this role, he is responsible for overseeing the MOH's services for the nearly one million residents in the province. Chief among his responsibilities is ensuring that disabled persons receive the care and support they need to lead healthy, active, and rewarding lives.

With limited resources and facilities available, Dr. Hoai is on an endless hunt for new knowledge that will improve the services his

department provides. Unsurprisingly, Dr. Hoai accepted an opportunity in April to join a week-long study tour of disability services in Thailand, run by Kenan Foundation Asia as part of the USAID-funded Partner Capacity Development program, led by the Institute of International Education.

The program brought 11 Vietnamese policymakers and medical practitioners to Bangkok to experience the comprehensive rehabilitation services offered in Thailand. During the tour, Dr. Hoai engaged with leading healthcare policymakers, hospital managers, and public health officials in Thailand who shared their knowledge about integrating inpatient and outpatient care and delivering high-impact rehabilitation services.

Dr. Hoai left Bangkok with new ideas to improve the efficiency of health services and gained hands-on experience using cutting-edge prosthetics and innovative technologies that are greatly improving the lives of disabled individuals. However, visiting with patients in the hospital and community made the deepest impression on Dr. Hoai.

"I found out that people with disabilities, whether you're in Vietnam or Thailand, need care from the community," Dr. Hoai said.

Interacting with community members made it apparent to Dr. Hoai that Vietnam lacked the same organized system of peer support from community and family members as well as home visits from medical volunteers and professionals that is so effective in Thailand.

Inspired by Thailand's model, Dr. Hoai began thinking about how he could develop the same community support model in Binh Phuoc. Alongside his colleagues Dr. Le Anh Tuan, Dr. Phan Van Tap, and Dr. Nguyen Thanh Hoi, Dr. Hoai assessed the potential of the model in Binh Phuoc, built key local partnerships to support the initiative (such as the local Women's Union and Elderly Union), and found the necessary resources and facilities to take action.

Just months after the study tour, Dr. Hoai and his colleagues officially acquired the permits to proceed with the Tan Hiep Community-based Rehabilitation Center, the first such center in the province. The center, which is expected to open later this year, will serve as the focal point for rehabilitation care for the elderly and people with disabilities in Tan Hiep Commune. The center will house both the equipment and resources needed to provide quality rehabilitation care as well as a team of dedicated doctors and health volunteers who will make regular visits to patients' homes, thereby providing personalized care and reducing the burden on families.

Dr. Hoai's spirit for helping others and quest for constant improvement was reinvigorated thanks to the study tour. The community-based rehabilitation center will lead to real improvements to the care available to people with disabilities in Tan Hiep, and Dr. Hoai has even bigger plans for the future.

TRANSFORMING EDUCATION



The very nature of jobs and work is changing rapidly, and our education systems need to adapt, or else an entire generation will be left unprepared for the 21st century economy. To thrive in the modern world, today's students must develop "smart" skills like critical thinking, creativity, and collaboration, which are the building blocks of innovation and essential to modern work.

With the advancements in technology and computing power, the rote memorization-based learning methods still put forward in many classrooms are insufficient to prepare students for high-value careers. Kenan knows there is a better way to develop students, and we're at the forefront of bringing the best international, high-impact teaching practices to Thailand and the region.

Our programming elevates teachers' ability to deliver hands-on, real-world learning that brings science, technology, engineering and math (STEM) content to life, resulting in students who have the "smart" skills, STEM knowledge, and inspiration to pursue their dreams.

Our work to transform education in not only Thailand but Southeast Asia as a whole reached new heights in 2018. The Chevron Enjoy Science Project continued expanding high-impact STEM and technical vocational education and training (TVET) across Thailand at an unrivaled pace. To date, the project has established 12 STEM and six TVET hubs nationwide, trained nearly 10,000 teachers and school leaders, and reached over 1.2 million students.

In addition, we introduced our highly-effective Boeing Technology Enhanced Learning (TEL) project, which we have implemented in Thailand for over eight years, to Vietnam to upgrade STEM education in middle schools in the Hanoi area. Finally, Thailand's Ministry of Education enlisted Kenan to conduct a regional study of the STEM capacity of the 11 countries of Southeast Asia and produce a feasibility report on the potential of a regional STEM education research and training center for the Southeast Asian Ministers of Education Organization (SEAMEO).

Project Name

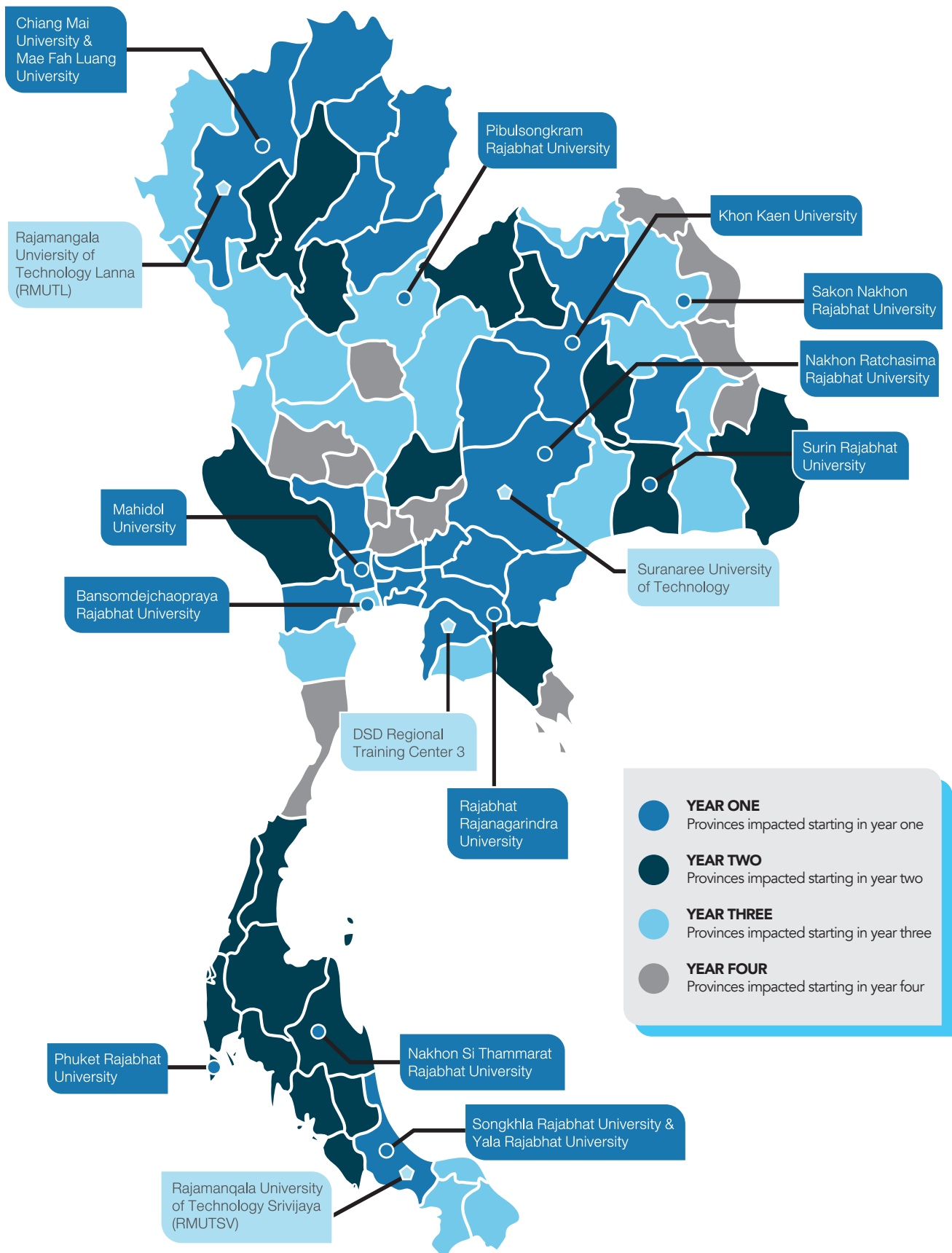
Chevron Enjoy Science Project

Funder: Chevron **Amount:** U.S. \$30,000,000

Length: 5 years (2015-20)

Location: Thailand

Beneficiaries: 1,239,961 students, 8,709 educators, 23,959 workers, 434 government officials, and 611,744 community members



"I DREAM ABOUT BUILDING A SPACE STATION ON MARS"



Ninth-grader Peson Suksabai removed his virtual reality headset in a daze, a smile still plastered on his face. "I saw a globe," he announces to a friend, who snatches the headset over to try on himself.

Peson, who goes by the nickname "Fac," is at the satellite engineering booth of Enjoy Science Careers, a hands-on science exhibition introducing ten STEM-related careers ranging from smart farming to nanomaterials research. At each booth, a large display of the skills and knowledge required for each career is accompanied by hands-on activities and demonstrations.

"Ever since I was a young kid, I've been interested in flying and space," Fac says. "My mother liked to look at the stars in the galaxy, and there were many aircrafts in the sky. So when I reached lower secondary school, I started learning about aerospace, the Big Bang, and the origins of space." His eyes widen.

As a student at the Pongkram School in the eastern province of Sa Kaeo, Fac was given a chance to enrich and deepen his knowledge about STEM through hands-on activities outside of the classroom when the Science Caravan set up a three-day exhibition in his region. "Today, I learned about careers, experiments, and theories of natural science. I feel very excited to be here and see many new things that I have not seen in class," Fac says, gesturing to the monitor showing an animation of THEOS, Thailand's first earth observation satellite launched into orbit in 2008.

Run by the National Science Museum (NSM) under the Ministry of Science and Technology (MOST), the Science Caravan brings hands-on learning materials to provinces across Thailand, partnering with local universities to plant the exhibition on campus. For the week in Sa Kaeo, dozens of buses full of schoolchildren arrive every morning, who cross the field to enter a bustling gymnasium.

For the last two years, Chevron Enjoy Science has collaborated with the National Science Museum to augment the traveling exhibition with the Enjoy Science Careers, which presents real-world applications of STEM concepts and encourages students to pursue a career in various STEM-related fields.

The Enjoy Science Careers exhibition has already reached nearly 100,000 students this semester, and almost 450,000 students since the program's inception in 2016. This semester alone, the exhibition has traveled to Ubon Ratchathani, Mukdahan, Roi Et, Uttaradit, Phijit, Chainat, Trat, Sa Kaeo, Krabi, and Patthalung.

The careers highlighted this year are: (1) health, environment and safety specialist; (2) satellite engineer; (3) robotic and mechatronic engineer; (4) nano material researcher; (5) strength and conditioning coach; (6) railway systems engineer; (7) sound engineer; (8) investment analyst; (9) smart farmer; and (10) data scientist.

At the robotics and mechatronics booth, two girls shout the correct answer to a math problem. A smart robot with voice recognition capabilities blinks and then responds, "Cool!" and the girls erupt into gleeful chuckles. At the investment analyst booth, participants formulate a strategy to deduce a hidden pattern of colors, faces scrunched in quiet concentration.

Meanwhile, Fac is absorbed in the satellite engineering booth, eagerly nodding and asking questions to the science educator at the booth about how the THEOS satellite's cameras can be used to pinpoint GPS coordinates for travel directions.

"I need to study science and math and be accepted into a university. Later, I need to work at NASA," Fac muses. "I dream about building a space station on Mars."

"THIS ROBOT WILL CHANGE EVERYTHING."

Before Mr. Atorn Koomchaya had a family, he would regularly sleep at the school.

"It's been twenty years already. I will go nowhere," Mr. Atorn said of his tenure as a teacher at Suphanburi Technical College. Even when he was invited to join the school management, Mr. Atorn turned the opportunity down, citing his belief that he could do more good for his students and for Thailand as a classroom teacher.

"In my lifetime, society has changed, industry has changed, manufacturing methods have changed," stated Mr. Atorn. "If Thailand can't adapt to these changes, our country will not be competitive. I think that my teaching can help students to change our country."

Mr. Atorn manages his own automation enterprise, and contracts regularly for companies alongside his teaching. With a foot in both education and industry, he worries that a significant gap exists between skills needed by industry and the students the technical education system is sending into the workforce.

One of the most pressing factors is a broad disconnect between the way students are taught and the skills that are relevant to their future jobs.

"Why study?" a student asked Mr. Atorn last year.

Mr. Atorn recounted that many students' eyes glazed over when it came to digesting abstract, theoretical knowledge. Many teachers at the school found it difficult to retain students' attention in class.

When the student confided in Mr. Atorn that he was considering dropping out, Mr. Atorn searched for ways to engage his students in learning scientific, mathematical and technical knowledge while emulating the demands of their future careers.

Last semester, Mr. Atorn arranged to borrow a robot from a friend who worked at a company. When he brought the robot into his classroom, eyes opened wide. The once-bored student jumped at the opportunity to program the robot to move in a specific pattern.

Given the opportunity to devise their own solutions to a problem using a real robot, Mr. Atorn explained, "Students become proactive and say, 'Teach me, teach me. What can it do?'"

Mr. Atorn recognizes what a difference working with a real robot can make in a student's education. The Chevron Enjoy Science project's new ABB IRB 120 robot will be the first industrial grade robot to live at Suphanburi Technical College, along with 27 other schools across Thailand participating in the industrial robotics program.

Even as manufacturing fields are witnessing an increasing need for students with the knowledge and skills to operate complex modern machinery, under-resourced technical schools often lack the resources for pedagogical tools resembling real industrial machinery. When students enter factories for the first time, many lack the confidence at first to operate the machines due to lack of hands-on experience.

Mr. Atorn said, "This robot will change everything."

"First things first, students will have a target. They'll know that they will be in a real industrial environment because they will use a real industrial robot. For teachers, many teachers who have never worked in a factory will also get real experience using the robot."

Mr. Atorn also believes positive effects will extend beyond his own department. "For teachers in other departments, they will find ways to integrate it into their classes. And for management, it will strengthen the industrial engagement policy of Office of Vocational Education Commission."

As for the once-bored student, Mr. Atorn beamed proudly, "Not only did he stay in school, but he now competes in national robotics competitions." Mr. Atorn flipped through photos on his phone, showing pictures of the student.

Flipping through albums on his phone, Mr. Atorn points out various students who have gone on to work internships and jobs where their studies have begun to pay off. He emphasizes that students are eager to develop deep conceptual understanding when they can see the direct connection between their lessons and their future careers.

Mr. Atorn eagerly awaits the arrival of the Chevron Enjoy Science robot at Suphanburi Technical College, where the robot will live full-time in his department for all of the students to get their hands on. "This will help close the gap between the education system and new technologies used in industry," said Mr. Atorn.

"Sometimes, students send me questions at two in the morning," Mr. Atorn said, showing a picture students sent of themselves huddled in a classroom with dark windows.

"They're very dedicated students," he declared with a warm smile, "so I need to be an even more dedicated teacher."



"IF THE TEACHER IS OPEN TO CRITICISM AND TRANSPARENT FEEDBACK..."

Mr. Sathit Wannaphop, a science teacher from Takuapa Senanukun School in Phang-nga, is among the Chevron Enjoy Science Project's most passionate mentors and dedicated participants. He is steadfast in his belief that it is a teacher's responsibility not only to teach the content set out in the curriculum, but also to spark curiosity and instill 21st century skills in students. Committed to continuously improving his skills in order to fulfill his responsibilities as a teacher, it is little surprise that Mr. Sathit jumped at the opportunity to join Enjoy Science's new Professional Learning Community (PLC) initiative. After participating in a recent PLC workshop, he reflected on his experience from the training:

"Although I have been continually participating in the project's training and am one of the project's mentors, I still face problems in the classroom. One issue that I especially wanted a solution to address was how my science students struggle to summarize the findings from their experiments in class."

At the PLC training, Mr. Sathit opened up his classroom and invited mentors and specialists from the project to observe his class and his teaching methods, so that he could receive feedback about how to help his students better understand lessons and then articulate their findings in their reports.

"A classroom observation under the PLC approach involves a clear assignment of responsibilities. There will be a teacher, a note taker, observers, and specialists, each of whom performs different tasks. The notes are filled onto a form so that once the class observation is finished, the results are presented to the teacher through a knowledge exchange method. This method focuses on improving lesson planning to achieve greater results with students."

In conclusion, he said that the PLC process can be successful "if the teacher is open to criticism about his or her teaching practices and respects transparent feedback. Constructive feedback brings about impactful results and helps teachers resolve various issues through the suggestions of colleagues and specialists. Of course, the issues might not be solved instantaneously because it takes time to adapt one's lesson planning and delivery; however, this period is required so the teacher and the students can develop an appropriate understanding of the new lessons."

To date, 2,760 teachers from 569 schools nationwide have participated in the project's PLC trainings. This year, the Chevron Enjoy Science Project will support 1,200 teachers through PLC training in order to develop the capacity of education personnel and reinforce the importance of knowledge exchange within the Thai education sector.



IBM, KENAN SPARK STUDENTS' INTEREST IN STEM

Imagine you're a teacher who has experienced the frustration of seeing rows of yawning faces day after day, year after year – and then you are introduced to a new learning approach accompanied by great resources. Before your eyes, the classroom atmosphere changes as your once reluctant students suddenly are asking questions, searching for answers, and participating passionately in activities. What caused the sudden shift? Bringing the learning to life.

This is what happened to Ms. Sunee Daosuk and her 5th grade science students after she joined the IBM Thai Teachers TryScience (TTS) project. Like many teachers in Thailand, Ms. Sunee relied on a teacher-centric approach that emphasized students learning through rote memorization. Under TTS, however, Ms. Sunee was introduced to project-based learning (PBL), a pedagogy that enables students to dive deeply into a subject and search for answers to complex, real-world problems. PBL gives students the space to explore, ask questions and develop outside-the-box solutions. High-impact, student-focused pedagogies like PBL are particularly effective for delivering integrated STEM lessons and building students' 21st century skills. By shifting to a student-focused approach, Ms. Sunee immediately recognized a new spirit for learning among her students.

"Students' lack of enthusiasm had been a key problem for me," recalled Ms. Sunee. "The project-based learning activities helped my students become more eager and enthusiastic to learn." Understanding Thailand's essential need to develop students with STEM knowledge and 21st century skills, IBM partnered with Kenan in 2015 to launch IBM Thai Teachers TryScience. The project equipped teachers with the knowledge and resources needed to create dynamic classroom environments that foster high-level STEM learning and 21st century skills among students. To achieve the aims of the project, IBM and Kenan built the capacity of teachers to deliver effective STEM lessons through PBL as well as localized IBM's global Teachers TryScience resources to fit with the Thai curriculum.

In total, the project trained 1,178 teachers from Bangkok and Samut Prakan province who used the high-impact practices to enhance the learning of 121,400 students. Critically, a post-project evaluation found that these teachers are now confident in delivering integrated-STEM lessons through advanced pedagogies, such as PBL, which has resulted in increased student engagement.

The IBM Thai Teachers TryScience project empowered dedicated teachers like Ms. Sunee with the knowledge and resources required to develop students with strong STEM foundations and 21st century skills. By promoting technical skills and an innovative mindset, the project has helped usher thousands of students into the Thailand 4.0 era.

Project Name

Thai Teachers TryScience

Funder: IBM

Amount: U.S. \$35,000

Length: 4 months

Location: Samut Prakan and Bangkok

Beneficiaries: 287 educators

INNOVATION CAMPS

As Thailand charts a new path in its development under Thailand 4.0, no group will have a greater impact on whether the nation sinks or swims than today's students. For these kids to reach their potential and thrive in the modern, technology-infused world, they need to gain STEM knowledge and 21st century skills now.

To open up opportunities for more Thai kids to participate in Kenan's high-impact education programming, we introduced Innovation Camps in 2018.

During Innovation Camps, kids perform a series of hands-on, team-based activities in which they apply fundamental STEM knowledge to solve challenging, real-world problems. In a vast departure from the ordinary classroom, kids ask probing questions, challenge conventional thinking, and test out-of-the-box theories.

The process helps kids unleash their hidden 21st century skills, such as critical thinking, creativity, and teamwork, with guidance and support from Kenan's education experts. The fun, exciting learning environment of Innovation Camps provides the perfect entry point for kids to learn key STEM knowledge, practice 21st century skills, and get excited about the amazing careers available to those who study in STEM fields.

Innovation Camps, most importantly, feed into our broader work to transform Thailand's education system from rote memorization to 21st century learning. Kids that participate in an Innovation Camp have access to Kenan's nationwide school network, where teachers and principals are trained and mentored on the very best education practices and have access to critical resources for the classroom. This ensures that the knowledge and inspiration students gain at the Innovation Camp will be deepened in their formal classroom.



You can learn more about
our Innovation Camps at

EDUCATION LEADER SHOWS STUDENTS THE PATH TO THE ULTIMATE PRIZE

On a sizzling April afternoon in Nakhon Nayok, Thailand, Mrs. Sutchaya Bumrungrkit sits down at a picnic bench to discuss her outlook on education and explain why she's optimistic about the future of schools under her supervision. With every word and gesture oozing with passion, spectators cannot help but be captivated when Mrs. Sutchaya speaks. As someone who has committed her life's work to brightening the prospects of students in Thailand's rural, disadvantage schools, she understands the enormity of the challenge of making education work for all.

In Thailand, students in wealthy, urban schools are taught by highly-trained, experienced teachers who have access to cutting-edge resources. Conversely, their rural peers learn by memorizing information from antiquated textbooks and only have outdated equipment at their disposal. In the modern world, in which students must develop 21st century skills, such as critical thinking, creativity, and teamwork, and apply them to solve complex problems that integrate STEM subjects, the status quo of learning in rural schools won't cut it.

Mrs. Sutchaya long understood that she must move her teachers away from rote learning towards a more hands-on approach, but the challenge was how to do so. In 2010, she found her answer when her district was invited to join Kenan's Technology Enhanced Learning (TEL) project, sponsored by Boeing. Eight years later, Mrs. Sutchaya remains a steadfast supporter of Kenan and continues to recruit new teachers to TEL each year for one simple reason – it works.

Under TEL, teachers are immersed into Kenan's 21st century education model that features professional development training, continuous mentorship support to help teachers bring pedagogical theory into practice, and the provision of research-based, internationally-proven materials and resources that have been localized to match the Thai curriculum. The model forwards student-centered pedagogies, such as inquiry and project-based learning, that put students in the driver's seat of their education, and, by doing so, shift teachers from lecturers into coaches who spur students' curiosity and guide, rather than dictate, the path of their learning.

Since her schools began implementing Kenan's model at the 4th-6th grade level, Mrs. Sutchaya has noticed students developing key 21st century skills as well as a genuine joy for learning. From her perspective one unit that exemplifies the power of the model is a long-term water filter project. In its first stage, students are tasked with cleaning cloudy water. The teacher never tells the students how to do it, but instead asks probing questions, such as what materials may be useful for collecting sediment while the water still trickles through? The students come up with all sorts of solutions – from tattered t-shirts to fishing nets – and after some trial and error find a way to clean the water.

And now the real fun begins. Rather than ending the project with this lesson on water purification, teachers ask their students to take the sediments they collected and sculpt something (popular items include toys and door signs) of their choice. Students then create their items which invariably fall apart. Why? The teacher explains that the sculptures must be heated to hold together. Mrs. Sutchaya says that some students become so excited that they then bring ovens from their homes to school to heat their creation!

After the sculptures are heated, the students again find that they crumble. Why? The teacher explains that heat needs to be disbursed evenly throughout the object, and then asks another inciting question – how can we spread the heat? Again, the students analyze the situation and come up with solutions. Eventually, they discover that putting the sculpture on a rotating plate, like a microwave, does the trick.

Mrs. Sutchaya loves this unit because it forces students to think deeply about hard science content while building fundamental skills, such as team work, problem solving, and creativity. Moreover, the iterative nature of the project helps students learn from their failures and keep pushing to find solutions. For Mrs. Sutchaya, this latter point is critical because "in the past, kids quit after failure because teachers blamed them for not memorizing well enough."

The TEL project has helped Mrs. Sutchaya develop outstanding teachers who empower students with the inspiration and 21st century skills to build a brighter future. When reflecting on her eight years with TEL, Mrs. Sutchaya expressed that "this project opens students' minds to what is possible. Ultimately, they learn that the process of learning is the ultimate prize. This is the heart of education."

Project Name

Boeing Technology Enhanced Learning (TEL)

Funder: Boeing

Amount: U.S. \$100,000

Length: 9 months

Location: Nakhon Nayok, Bangkok, Nonthaburi, and Samut Prakan provinces

Beneficiaries: 6,984 students and 91 educators



MASTER TEACHER HELPS BRING VIETNAMESE EDUCATION INTO THE 21ST CENTURY

Project Name

Boeing Technology Enhanced Learning (TEL) - Vietnam

Funder: Boeing

Amount: U.S. \$50,000

Length: 12 months

Location: Hanoi

Beneficiaries: 70 educators



Four women lean eagerly over a circular table. Their eight arms jostle with the wires, batteries, tape, and scissors that lay before them. The women hypothesize, test, and iterate at a speed mirroring their lively hands. At last, the bulb connected to the circuit springs to life, giving off a bright, golden light.

Ms. Nguyen Thi Thuan looks on with a quiet smile. The four women are her “students” and they aced the lesson.

By ending the practice of rote learning in favor of hands-on, project-based learning, Ms. Thuan, a master teacher under Kenan’s Boeing Technology Enhanced Learning (TEL) project as well as a physics lecturer at Hanoi Metropolitan University, is helping to move education in Vietnam into the 21st century.

Whether she knows it or not, Ms. Thuan along with trailblazing entrepreneurs, highly-skilled professionals, and innovative policymakers are among the vanguard ushering Vietnam into the 4th Industrial Revolution. As technology becomes embedded into our products, services, and systems in ways that even the most imaginative science fiction writer could not have predicted, it’s no secret that we need to adjust the way we educate the next generation.

“In Vietnam, as well as in many countries, one of the requirements in preparation for the 4th Industrial Revolution is to improve human capital to meet changing knowledge and skills required for the new working environment,” explained Ms. Thuan. “Thus, the education and training sector has a big mission to prepare our human resources to meet the development requirements of the country.”

Vietnam, currently, isn’t ready for the 4th Industrial Revolution because of the limitations of its human resources and innovation base. The World Economic Forum, for example, in its analysis of 100 countries published in its Readiness for the Future of Production Report 2018, found that Vietnam ranked in the bottom half on a number of key

indicators, including the quality of math and science education (68th), critical thinking in teaching (63rd), and availability of scientists and engineers (70th). Overall, Vietnam ranked 70th in terms of human capital and 90th in technology and innovation.

As an educator responsible for preparing secondary teachers to deliver 21st century education across Vietnam, Ms. Thuan finds herself at the frontlines of developing her country for a better future. Knowing that she needs to give her students the knowledge and skills needed to apply new approaches, like project-based learning and science, technology, engineering, and math (STEM) education, in the classroom, Ms. Thuan joined Boeing TEL in January 2018. Through the project, she has received training on STEM and high-impact practices from Kenan’s experts and now applies this knowledge as a Boeing TEL master teacher who helps secondary teachers in the Hanoi area bring these practices into their classrooms.

“These approaches create engaging learning activities that enhance higher order thinking skills, maximize the use of technology, and encourage students to understand content knowledge by solving real-life, STEM challenges in which they gain valuable 21st century skills,” exults Ms. Thuan about the TEL model’s transformative impact.

The four women who built the electrical circuit are school teachers who participated in Kenan’s Boeing TEL workshop guided by Ms. Thuan. The teachers gained experience performing the same project-based learning activities their students are now doing every day in the classroom. As Ms. Thuan watched the teachers activate their critical thinking skills and integrate STEM knowledge to complete the circuit, she sees the 21st century education light bulb come alight in each of the participants’ minds.

Since joining the project, Ms. Thuan says that she has been “very happy to see how excited the teachers are who have received the knowledge, skills and experiences in the training.”

And now hundreds of students are experiencing the excitement that accompanies a transformative, 21st century education, thanks to the Boeing TEL project and the dedication of educators like Ms. Thuan.

RESEARCH, PUBLICATIONS, AND CONFERENCES



Kenan's experts led a number of studies, seminars, and conferences that contributed to society's understanding of key development challenges and brought together stakeholders from the public and private sectors to forge new partnerships and generate innovative solutions to the most pressing challenges we face. Our research and events helped small businesses make the jump to the digital economy, the public understand the challenges and opportunities of an aging society, and education leaders make informed decisions on how to improve STEM education across Southeast Asia.

APEC RIDING THE WAVE OF THE E-COMMERCE TREND: EMERGING AND EXPANDING BUSINESS OPTIONS FOR MSMEs

Project Name

Riding the Wave of the E-commerce Trend: Emerging and Expanding Business Options for MSMEs

Funder: Asia-Pacific Economic Cooperation Secretariat

Amount: U.S. \$40,000

Length: 8 months

Location: Bangkok

Beneficiaries: 101 entrepreneurs, 29 government officials, and 8 CSO leaders

Kenan, alongside its longtime partner the Office of Small and Medium Enterprises Promotion (OSMEP), organized the Asia-Pacific Economic Cooperation (APEC) Riding the Wave of the E-commerce Trend: Emerging and Expanding Business Options for MSMEs workshop from 4-5 June 2018 in Bangkok. The workshop helped micro, small, and medium-sized enterprise (MSME) owners and policymakers adjust to the digital era. The workshop featured lectures from e-commerce experts and successful entrepreneurs as well as site visits and participatory breakout sessions, all of which enabled the 166 participants to gain an in-depth understanding of e-commerce trends and success factors. The workshop's comprehensive agenda made participants familiar with the key dimensions of e-commerce, such as logistics, online payment systems, and digital marketing, as well as proven practices that governments can adopt to create the right environment for small businesses to succeed online.

After the workshop, Kenan issued a set of policy recommendations for member economies to consider adopting APEC-wide to foster a sustainable and inclusive e-commerce ecosystem across the region. Key recommendations include developing initiatives to increase digital penetration, supporting small businesses in acquiring digital knowhow, leveraging global e-commerce platforms, strengthening consumer protection laws, and harmonizing tariff schedules. Overall, the workshop enabled policymakers and small business owners to come together to discuss the key issues and trends of e-commerce and generate solutions to help small businesses thrive in the 21st century economy.



ENHANCING COMPETITIVENESS OF ASEAN SMES THROUGH CLUSTER DEVELOPMENT AND INTERNATIONAL QUALITY STANDARD ADHERENCE

Project Name

Enhancing competitiveness of ASEAN SMEs through Cluster Development and International Quality Standard Adherence

Funder: ASEAN Secretariat

Amount: U.S. \$240,000

Length: 8 months

Location: ASEAN

The Association of Southeast Asian Nations (ASEAN) Secretariat selected Kenan to conduct the Enhancing Competitiveness of ASEAN SMEs through Cluster Development and International Quality Standard Adherence project in June 2018. Under the project, Kenan is strengthening ASEAN SMEs' competitiveness through cluster development and raising awareness about international quality standards. To open the project, Kenan conducted a situational analysis of the international competitiveness and potential of ASEAN SMEs in five industries: automotive,

agriculture, medical devices, textiles, and tourism.

After examining the five industries, Kenan selected health and wellness tourism for in-depth study. Based on the in-depth study, Kenan will deliver capacity building workshops in 2019 for SMEs in four countries to share best practices in clustering and help them raise their standards to meet the expectations of high-value health and wellness tourists. Additionally, Kenan will create e-learning resources based on its study to distribute valuable knowledge to SMEs across Southeast Asia. Finally, Kenan will produce a policy brief to help governments across the region induce growth in the tourism sector through clustering and international standards adherence.

FEASIBILITY STUDY ON THE ESTABLISHMENT OF SEAMEO REGIONAL CENTER FOR STEM EDUCATION

During the 49th Southeast Asian Ministers of Education Organization (SEAMEO) Council Conference held in July 2017 in Indonesia, Thailand's Ministry of Education (MOE) proposed establishing a SEAMEO Regional Center for STEM Education (SEAMEO STEM-ED). To understand the potential and scope of the proposed SEAMEO STEM-ED Center, the MOE, through the Institute for the Promotion of Teaching Science and Technology (IPST), called on Kenan, because of our deep organizational expertise in STEM education, partnerships with key government bodies, and presence across the region, to conduct a comprehensive feasibility study.

Project Name

Feasibility Study on the Establishment of SEAMEO Regional Center for STEM Education

Funder: SEAMEO Secretariat

Amount: THB 4,300,000

Length: 2 months

Location: ASEAN

In October 2017, Kenan began the study by conducting a comprehensive literature review of key issues in STEM education, assessing the capacity development needs in STEM education of the 11 Southeast Asian countries, and running a strategic planning workshop that brought 33 regional education leaders to Bangkok to share their vision for the proposed center. In late November 2017, Kenan submitted its report and presented its findings at the 40th SEAMEO High Officials Meeting to justify the establishment of the center. Subsequently, both the SEAMEO High Officials and SEAMEO Council endorsed Kenan's report, paving the way for the establishment of the SEAMEO STEM-ED Center in Thailand. The Center, which will open next year, will foster regional collaboration, build the capacity of educators, and advocate for the adoption of evidenced-based policies and practices in order to enhance student achievement and increase the competitiveness of the STEM workforce throughout Southeast Asia.

KRUNG THAI BANK WHITE SEEDLING

Project Name

Krung Thai Bank White Seedling

Funder: Krung Thai Bank

Amount: THB 1,100,000

Length: 6 months

Location: Rayong and Chonburi provinces

Beneficiaries: 60 youths

Kenan provided capacity building and mentoring support to 15 youth teams participating in Krung Thai Bank's White Seedling program, which gives youth the opportunity to implement their own projects based on the late King Bhumibol Adulyadej's sufficiency economy philosophy (SEP). Kenan's team helped the youth efficiently manage their projects based on the principles of SEP and provided training on communication skills to enable the teams to effectively present their projects during the final competition.

In addition, experts from Kenan conducted a Social Return on Investment (SROI) evaluation on the previous year's White Seedling program.



NEW MANUFACTURING TECHNICIANS – RESPONDING TO INDUSTRY 4.0

For Thailand to climb out of the middle income trap, it needs to move into high-value, innovation driven production. The Thai government developed the Thailand 4.0 policy as a roadmap to build a globally competitive workforce, infrastructure, and industrial base that can thrive in the fourth industrial revolution, or Industry 4.0. Thailand 4.0 envisions the creation of an advanced manufacturing sector. Achieving this vision, however, will require the country to develop a new base of manufacturing technicians who possess cross-disciplinary skillsets and the ability to use cutting-edge IT systems.

The Chevron Enjoy Science Project commissioned the New Manufacturing Technicians – Responding to Industry 4.0 policy paper, which was produced by the Chisholm Institute (Australia) in partnership with the Office of the Vocational Education Commission, the Federation of Thai Industries, the National Science Technology and Innovation Policy Office, and Kenan. The paper identifies policies to guide human resource development in Thailand, with an emphasis on promoting a skilled technical workforce that can respond to the needs of Thailand 4.0. Kenan and its partners issued several recommendations, most notably creating a STEM through Technology program that emphasizes applied learning in which vocational students gain experience using modern technology and apply STEM skills to solve relevant, real-world projects.



The full policy brief
is available here:



INFORMAL STEM EDUCATION POLICY

STEM education has become increasingly recognized around the world as a catalyst for workforce development and economic growth. While formal education is essential to imparting conceptual knowledge on students, learning outside the classroom plays an important role in developing a complete STEM education system and should not be overlooked. Informal education offers students and lifelong learners with experiential learning opportunities that help them expand their STEM knowledge, become inspired to pursue STEM careers, and develop an identity as a “STEM person.”

As part of our commitment to promoting informal STEM education, Kenan, under the Chevron Enjoy Science Project, organized a study of the current informal STEM ecosystem in Thailand and issued Informal STEM Education Policy, a publication that detailed recommendations to improve informal STEM education in Thailand. Kenan and a team from Arizona State University (USA) led the research and issued several policy recommendations to improve informal STEM education in support of the government’s Thailand 4.0 initiative. Recommendations include engaging families and communities in STEM activities, increasing access and equity to all Thais, strengthening partnerships with schools, and promoting awareness and participation in STEM activities among the public.



The full policy brief
is available here:



BUILDING TVET 4.0 FOR THAILAND’S FUTURE

On July 14th, 2018, the Chevron Enjoy Science Project hosted the Building TVET 4.0 for Thailand’s Future conference to discuss how technical and vocational workforce development can drive sustainable and inclusive economic development in Thailand. During the conference, experts detailed the government’s Thailand 4.0 vision, modern industrial trends in Thailand’s S-curve industries, and international best practices in vocational education. Over 500 educators, industry leaders, and government officials, including H.E. Air Chief Marshal Prajin Juntong (Deputy Prime Minister cum Minister of Justice) who provided the keynote address, attended the conference.



The full event brief can be found here:



JUSTJOBS NETWORK GLOBAL VALUE CHAIN

In 2018, Kenan began a yearlong research project on the situation of Thailand's electronics industry with a specific focus on the industry's current integration and trend in global value chains. The study also evaluates the impact of the government's current approaches to attract foreign direct investment and policies, such as Thailand 4.0, on the development of the electronics sector. In addition, the study examines the capacity of the labor force, working conditions, and opportunities for social upgrading. By combining both quantitative and qualitative analysis, the study will ultimately provide a comprehensive look into the status and potential of Thailand's electronics sector. After concluding the study in 2019, Kenan will issue a report with its recommendations for improving the efficiency and effectiveness of the sector within global value chains.

Project Name

JustJobs Network Global Value Chain

Funder: JustJobs Network

Amount: U.S. \$52,000

Length: 12 months

Location: Thailand



COMMUNITY PERCEPTION SURVEY ON VINYTHAI PUBLIC COMPANY LIMITED'S CSR ACTIVITIES

Kenan, a leader in Thailand's corporate social responsibility (CSR) space, evaluated the impact of Vinythai's eight CSR activities in Rayong and Chonburi provinces on community stakeholders. Kenan's team compiled inputs from 515 informants in the community and then analyzed the data from a social, cultural, and economic perspective using the Statistical Package for the Social Sciences (SPSS) program. Based on the findings, Kenan identified the level of satisfaction with Vinythai's community stakeholders, compared the communities' satisfaction against the benchmarks of other leading Thai companies' CSR programs, and presented specific recommendations to improve the efficacy of Vinythai's future CSR programs.

Project Name

Community Perception Survey on Vinythai's CSR Activities

Funder: Vinythai Public Company Limited

Amount: THB 1,300,000

Length: 17 months

Location: Rayong and Chonburi provinces

THAILAND RESEARCH FUND SOCIAL RETURN ON INVESTMENT (TRF-SROI)

To help the Thailand Research Fund understand the impact of its work from a social, economic, and environmental perspective, Kenan's experts conducted a SROI analysis of TRF's projects. The analysis covered TRF's projects in three research areas: 1) Impact of China's Rise on the Mekong Region; 2) Logistics and Supply Chains; and 3) Eri Silkworms. In total, the analysis covered the impact of 40 TRF projects and calculated the cumulative academic value of TRF's work. Based on the findings, Kenan's experts issued recommendations to TRF about how they can increase the social return on investment of their work.

Project Name

Thailand Research Fund Social Return on Investment

Funder: Thailand Research Fund

Amount: THB 1,800,000

Length: 6 months

Location: Nakhon Sawan, Bangkok, Chiang Mai, Chonburi, and Amnat Charoen

AGING SOCIETIES: CHALLENGES AND OPPORTUNITIES – SHARING THAI AND GLOBAL LESSONS LEARNED



In February, Kenan, in partnership with the University of North Carolina at Chapel Hill's alumni club, convened the Aging Societies: Challenges and Opportunities – Sharing Thai and Global Lessons Learned seminar where stakeholders from the government, business, and academic sectors exchanged ideas about one of the key challenges facing Thailand and countries around the world. Because of rising life expectancy combined with the declining fertility and mortality rates, the average age of many societies is increasing rapidly. For example, in Thailand, one out of every four citizens is expected to be 65 years or older by 2040. The United States, Japan, Singapore, and Germany are among the countries undergoing a similar demographic transformation. Unlike these economic heavyweights, however, Thailand remains a developing country. Many experts have remarked that "Thailand is getting old before getting rich."

This seminar opened up a dialogue about the issues of an aging society from an economic, social, and public health perspective. During the seminar, Dr. Noel Greis from UNC's Kenan-Flagler Business School detailed the impact of aging on economic production as well as the potential of innovative technology to provide much-needed services for the senior population. Dr. Ed Fisher from UNC's Gillings School of Global Public Health and Dr. Chanuantong Tanasugarn, Dean of Mahidol University's Faculty of Public Health, shared the power that peer support programs can have on helping individuals develop behaviors that prevent non-communicable diseases and lead to quality aging. Peer support programs have proven effective in multiple contexts across the globe, including Thailand, as the experts demonstrated. Finally, Mr. Daniel Holmes, CEO of Otium Living, spoke about how the demographic changes present exciting opportunities for businesses that recognize the trend and develop products and services needed by the elderly.



To learn more about the seminar,
you can download our event brief here:



RECOGNITION IN 2018

With support from government and corporate partners, Kenan works tirelessly to drive sustainable development in Southeast Asia. Our organization, staff, and knowledge and capacity building services are regularly recognized for excellence by leading organizations.



AMCHAM

The American Chamber of Commerce in Thailand

Excellence in CSR Project Award Winner



DSD

Department of Skill Development, Thailand

Partnership Recognition Award for Chevron Enjoy Science



IPST

Institute for the Promotion of Teaching Science and Technology, Thailand

Silver Level Sponsor of the International Science, Mathematics and Technology Education Conference (ISMTEC)



NSM

National Science Museum, Thailand

National Science Faire Partner Recognition Award for Chevron Enjoy Science



NSM

National Science Museum, Thailand

Partnership Award for Chevron Enjoy Science

STAFF RECOGNITION AWARDS

Every year, Kenan honors four outstanding individuals with Staff Recognition Awards. Congratulations to this year's winners for their exemplary performance and dedication.



Rohimah Hehmat
Young Talent Award



Bui To Van
Spirit Award



Sivipha Chaladkid
High Achievement Award



Jarusri Jiravisitkul
Project Manager of the Year

LONG SERVICE AWARDS

Kenan's Long Service Awards mark and celebrates the long-term commitment and loyalty of employees with significant milestone years of service.

15 Years of Service



Paradee Sangrayub
Senior Account

15 Years of Service



Methaphan Kiratipetmaneelamka
Senior Supervisor - IT & IS

15 Years of Service



Chodok Panyavaranant
Education Manager

10 Years of Service



Paiboon Suttisirikul
Senior Manager
Finance and Accounting

10 Years of Service



Chalit Phankow
IT & IS Coordinator

10 Years of Service



Phan Kieu Anh
Program Manager
Vietnam

10 Years of Service



Sofia Jeana
Deputy Chief of Party
Chumchon Harapan

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2 MISSIONS : 1 GOAL

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- Ministry of Labour, Thailand
- Ministry of Labour, Invalids and Social Affairs, Vietnam
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- Nakhon Ratchasima Rajabhat University
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- Nathan and Associates, Inc.
- National Health Security Office, Thailand
- National Science Museum, Thailand
- National Science and Technology Development Agency, Thailand
- National Science Technology and Innovation Policy Office, Thailand
- New York Hall of Science
- Office of the Basic Education Commission, Thailand
- Office of Vocational Education Commission, Thailand
- Pfizer/Pfizer Foundation
- Phuket Rajabhat University
- Pibulsongkram Rajabhat University
- Prince of Songkhla University Pattani Campus
- Rajabhat Rajanagarindra University
- Rajamangala University of Technology Lanna
- Rajamangala University of Technology Srivijaya
- Sakon Nakhon Rajabhat University
- Smithsonian Institution
- Songkhla Rajabhat University
- Southeast Asian Ministers of Education Organization (SEAMEO)
- Srinakharinwirot University
- Suranaree University of Technology
- Surattani Rajabhat University
- Surindra Rajabhat University
- Teachers College, Columbia University
- Thai - German Institute
- Thailand Automotive Institute
- Thailand International Cooperation Agency, Ministry of Foreign Affairs
- Thaksin University
- Tokyo Shoseki
- Tourism Authority of Thailand
- Ubon Ratchathani Provincial Health Office
- United States Agency for International Development
- United States Department of State
- University of North Carolina at Chapel Hill
- US-ASEAN Business Council
- Vietnam Chamber of Commerce and Industry
- Vietnam General Confederation of Labor
- Vinythai Public Company Limited
- William R. Kenan Jr. Charitable Trust
- Yala Rajabhat University

INDEPENDENT AUDITOR'S REPORT

To the Board of Trustees of Kenan Foundation Asia

My opinion

In my opinion, the financial statements of Kenan Foundation Asia ('the Foundation') present fairly, in all material respects, the financial position of the Foundation as at 30 September 2018, and its financial performance for the year then ended in accordance with Thai Financial Reporting Standard for Non-Publicly Accountable Entities (TFRS for NPAEs).

What I have audited

The Company's financial statements comprise:

- the statement of financial position as at 30 September 2018;
- the statement of changes in equity for the year then ended; and
- the notes to the financial statements, which include a summary of significant accounting policies.
- the statement of income for the year then ended;

Basis for opinion

I conducted my audit in accordance with Thai Standards on Auditing (TSAs). My responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of my report. I am independent of the Foundation in accordance with the Federation of Accounting Professions under the Royal Patronage of his Majesty the King's Code of Ethics for Professional Accountants together with the ethical requirements that are relevant to my audit of the financial statements, and I have fulfilled my other ethical responsibilities in accordance with these requirements. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Responsibilities of management for the financial statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with TFRS for NPAEs, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Foundation's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Foundation or to cease operations, or has no realistic alternative but to do so.

The finance committee assists management in discharging their responsibilities for overseeing the Company's financial reporting process.

Auditor's responsibilities for the audit of the financial statements

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with TSAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with TSAs, I exercise professional judgment and maintain professional scepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Foundation's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Foundation's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Foundation to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with the management regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

Pai boon Tunkoon

Certified Public Accountant (Thailand) No. 4298
PricewaterhouseCoopers ABAS Ltd.
Bangkok

KENAN FOUNDATION ASIA

STATEMENT OF FINANCIAL POSITION AS AT 30 SEPTEMBER 2018

	2018	2017
	Baht	Baht
Assets		
Current assets		
Cash and cash equivalents	109,679,895	102,118,850
Short-term investments	2,616,472	5,568,888
Guarantee deposit	3,000,000	-
Accounts receivable and other current assets	20,937,313	10,086,294
	<u>136,233,680</u>	<u>117,774,032</u>
Non-current assets		
Long-term investment - restricted fund	83,891,625	74,926,327
Long-term investment - unrestricted fund	93,192,815	109,023,867
Property and equipment	3,186,636	3,929,442
Computer software	855,090	-
Other non-current assets	4,884,971	2,242,340
	<u>186,011,137</u>	<u>190,121,976</u>
Total assets	<u>322,244,817</u>	<u>307,896,008</u>
Liabilities		
Current liabilities		
Accounts payable and other current liabilities	24,783,949	38,857,963
	<u>24,783,949</u>	<u>38,857,963</u>
Non-current liabilities		
Other employee benefits	947,297	1,891,628
	<u>947,297</u>	<u>1,891,628</u>
Total liabilities	<u>25,731,246</u>	<u>40,749,591</u>
Fund balance		
Initial donation	500,000	500,000
Restricted fund	83,891,625	74,926,327
General unrestricted fund	198,141,375	186,664,123
Fair value changes on investments	13,980,571	5,055,967
	<u>296,513,571</u>	<u>267,146,417</u>
Total fund balance	<u>296,513,571</u>	<u>267,146,417</u>
Total liabilities and equity	<u>322,244,817</u>	<u>307,896,008</u>

INCOME STATEMENT FOR THE YEAR ENDED 30 SEPTEMBER 2018

	2018	2017
	Baht	Baht
Income		
Donation income	264,832,651	345,889,745
Other income	38,888,948	32,054,543
Total income	<u>303,721,599</u>	<u>377,944,288</u>
Expenditures		
Program expenses	232,730,172	291,446,503
Administrative expenses	59,195,045	60,884,315
Total Expenditures	<u>291,925,217</u>	<u>352,330,818</u>
Surplus of income over expenditures	<u>11,796,382</u>	<u>25,613,470</u>

STATEMENT OF CHANGES IN FUND BALANCE FOR THE YEAR ENDED 30 SEPTEMBER 2018

	Initial donation	Restricted fund	General unrestricted fund	Unrealised gain/(loss) of fair value changes	Total
	Baht	Baht	Baht	Baht	Baht
As at 1 October 2016	500,000	72,496,607	162,779,990	1,442,418	237,219,015
Unrealised gain of fair value changes in available-for-sale investments	-	700,383	-	9,505,643	10,206,026
Transfer to income statement upon the sale of investments	-	-	-	(5,892,094)	(5,892,094)
Transfer of realise gain on investment to restricted fund	-	1,729,337	(1,729,337)	-	-
Surplus of income over expenditures	-	-	25,613,470	-	25,613,470
At 30 September 2017	<u>500,000</u>	<u>74,926,327</u>	<u>186,664,123</u>	<u>5,055,967</u>	<u>267,146,417</u>
As at 1 October 2017	500,000	74,926,327	186,664,123	5,055,967	267,146,417
Unrealised gain of fair value changes in available-for-sale investments	-	9,675,322	-	28,872,872	38,548,194
Transfer to income statement upon the sale of investments	-	-	-	(19,948,268)	(19,948,268)
Transfer of realise loss on investment to restricted fund	-	(710,024)	710,024	-	-
Fund return to donor	-	-	(1,029,154)	-	(1,029,154)
Surplus of income over expenditures	-	-	11,796,382	-	11,796,382
At 30 September 2018	<u>500,000</u>	<u>83,891,625</u>	<u>198,141,375</u>	<u>13,980,571</u>	<u>296,513,571</u>

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รณรงค์ #ChevronEnjoyScience

High-Impact Practices

แนวปฏิบัติสู่ผลสัมฤทธิ์สูง

More effective
Lesson structure | 01

Selection of tasks with
appropriate cognitive demand | 02

Appropriate use of group
partner-based instruction

Effective use of
technology/adaptive instruction

Facilitator
discussion

Writing

Thailand Charitable Organization
Registration #350
under the Ministry of Finance
US 501(c)3 Equivalency Status



EMPOWERING PEOPLE TO ACHIEVE THEIR DREAMS

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