

KENAN INSTITUTE ASIA ANNUAL REPORT

Partnering for Sustainable Competitiveness

2004



*KL*ASIA

"Your knowledge partner"

Vision

To serve as a Thai-U.S. institute of excellence that brings together the resources of the private sector, government agencies and academia in partnerships for sustainable economic and social development in Asia.

Objectives

- To promote better business practices for good governance and sustainable competitiveness
- To assist in the preservation of the environment through public-private education
- To facilitate the use of information communication technology for education and bridging the digital divide
- To support capacity building and human resource development
- To act as a "knowledge partner" to bring together and support public-private-academic partnerships towards sustainable development

Timeline

- 1993 Kenan Institute of Private Enterprise, in partnership with Chulalongkon University and the Brooker Group, wins USAID competitive bid to establish the U.S.-Thailand Development Partnership.
- 1994 Kenan Institute sets up office at the Queen Sirikit National Convention Center and awards first grants.
- 1996 Kenan Foundation Asia is founded as a Thai non-profit development foundation. A \$10.5 million endowment is established for KIASIA with donations from USAID, DTEC, and the Kenan Trust and Fund.
- 1997 USAID approves KIASIA systems and policies. USAID and the Kenan Trust contribute to the KIASIA endowment.
- 1998 American Corporations for Thailand is established under the co-chairmanship of Dr. Henry Kissinger and Mr. Anand Panyarachun with donations of \$1.1 million to support Thai training institutions and programs for the unemployed.
- 1999 KIASIA named as managers of the Thailand portion of the U.S. government program "Accelerating Economic Recovery in Asia" and Mr. Anand Panyarachun named chairman of the AERA Steering Committee.
- 2000 Institute expands staff to more than 50, implements first year of the AERA program and receives commitment from USAID to continue the program through 2002.
- 2001 KIASIA is included in the MOU on Economic Cooperation Framework between Thailand and the United States. American Corporations for Thailand, Phase II, is launched.
- 2002 USAID extends AERA project to 2005. Cornerstone Project starts. New projects start in Vietnam and Cambodia.
- 2003 The Kenan Institute Asia receives a highly favorable review of its AERA programs in a USAID evaluation.
- 2004 Institute increases work on entrepreneurship with training courses and two business incubator projects. Steps up efforts on Corporate Social Responsibility.

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Message from the Chairman



Kenan Institute Asia's objective of sustainable competitiveness sounds simple, but in practice it can be quite complex. Balancing the needs of society, the economy and the natural environment requires a wide range of skills and expertise. This is why the Institute places great emphasis on building partnerships - particularly partnerships that cross boundaries.

We have found that multi-sector collaborations that bring together various sets of experience are often far more productive than those that bring together similar organizations. Therefore, KIASia fosters cooperation among the private and public sectors, business and academia, and American and Asian organizations because, in the long run, such partnerships produce the greatest results. We at Kenan are always prepared to share our experience and networks with organizations and nations outside Thailand's borders to the greater benefit of the region.

The Institute's bi-national staff - our greatest asset - has the partnering skills, management ability and expertise needed to make such relationships work. We have learned to speak the languages of business, government and community organizations in order to facilitate joint efforts among them. We have also ensured they have the technical abilities to implement these projects.

In this report on Kenan Institute Asia's activities in 2004 we celebrate many of the productive co-ventures that have been developed since the founding of the institute in 1996. We are particularly grateful to our partners that have provided funding to convert concepts into realities. These include government organizations, private corporations, multi-national institutions and foundations.

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Multi-sector Partnerships

Competitiveness

Multi-sector partnerships lead to broader, deeper and more sustainable developmental impact. By including partners from the government, private sector, academia and community, KIASia provides the differing economic and social perspectives that help lead to the ultimate goal of sustainable competitiveness.

By partnering with U.S. organizations, KIASia facilitates the transfer of the latest technologies and methodologies and the sharing of knowledge with developing nations. Using partnerships, KIASia can adapt approaches to local needs and then expand them to a larger scale than if it worked alone.

KIASia uses several forms of multi-sector partnering.



Public-private partnering

As governments realize that the private sector has valuable resources and expertise to assist in development, public-private sector partnerships play an increasingly important role in sustainable competitiveness. KIASia's Business Advisory Center facilitates partnerships between the Thai government and Thai businesses to establish and manage incubators and to develop entrepreneurs. The government provides policy direction, infrastructure and financial resources; the private sector contributes its vision, ability to take risks, expertise and market access.

Corporate-community partnering

Corporate-community partnering is very much a two-way street. Corporations which develop good relationships with their local communities sustain their competitiveness. Communities benefit from the investment, job creation and development projects which corporations can provide. KIASia works with partners to develop sustainable mechanisms to frame this corporate-community interaction, including piloting community foundations and economic development partnerships, establishing an NGO-private sector network, and building corporate citizenship capacities.



for Sustainable

Partnering with academia

Academia contributes its expertise and knowledge to the development process. KIASia, which grew out of the Kenan Institute for Private Enterprise at the Kenan-Flagler Business Schools, University of North Carolina - Chapel Hill, today maintains valuable partnerships with various U.S., Thai and Asian institutions. For example, KIASia has successfully facilitated a partnership among Kenan-Flagler and the business schools at Chulalongkorn and Thammasat Universities to incorporate sustainable enterprise concepts into the two schools' curriculum. This has helped the Thai business schools create new teaching materials and courses that will equip Thai managers with key environmental skills and attitudes. It also has provided the U.S. two schools with new, well-researched information on sustainable management in Asia for use in American classrooms.

U.S.-Thai-Asian partnering

KIASia first looks to the United States for workable paradigms, experience and expertise, then works to adapt them to fit the Asian context. For example, KIASia has helped U.S. legal organizations partner with their Thai counterparts in the areas of bankruptcy, judicial reform, mediation, case management and intellectual property rights. In turn, based on the Thai government's policy of assisting the development of its neighbors in the Greater Mekong Sub-region, the Thai and U.S. counterparts are now partnering and offering their experience to the legal systems in neighboring countries.

Collaboration across boundaries

Partnering to transfer knowledge,
technology, experience



Better Management for Competitiveness

SUSTAINABLE COMPETITIVENESS

Achieving Sustainable Competitiveness means increasing productivity and maintaining the increases over time by developing better strategies, responsible managers and skilled workers. To be truly sustainable, this increased productivity must not only lead to stronger profits, but also to the protection of the environment and the society. The overall goal of Sustainable Competitiveness is to improve the quality of life for all.



Marketing and business analysis to promote higher value foreign direct investment

Foreign direct investment (FDI) is crucial to the long-term economic health of countries. By driving development, investing in new activities, bringing in updated technology and technical expertise, foreign investment sustains development competitiveness. The Thai Government's central investment promotion agency, the Board of Investment, chose KIASIA's Business Advisory Center to provide assistance in attracting high-value, low-pollution FDI to Thailand. A Kenan team assists with business analysis, investor communications, and formulating marketing strategies, directly contributing to the improvement of Thailand's investment climate.



Sustainable

STRATEGY FOR CLUSTER COMPETITIVENESS

In today's global business, individual companies do not compete - groups of companies in a supply chain compete. These companies also depend on industry associations, government agencies, training institutions and professional associations to be effective. All the organizations in a particular area may form a cluster that can improve performance through working together. To be competitive, clusters must have a clear vision and strategy built on sound market information. In order to promote cluster-based competitiveness, USAID has funded KAsia's Thailand Competitiveness Initiative (TCI).

Among the seven clusters that TCI assisted in 2004, the high value agricultural products cluster in the western region (Nakornpathom, Ratchaburi, Karnchanaburi, and Suphanburi provinces) was one of the most successful.

In late 2000, the export vegetable business was concerned with increasing demands for quality and safety. They were faced with the threat of 100% government inspection that would have slowed deliveries in a business that depends on speed for freshness. The western cluster, responsible for more than half of Thailand's vegetable exports, asked Kasetsart University and TCI for assistance.

TCI conducted presentations to the stakeholders, introducing the concept of clustering and competitiveness, which enabled the businesses and government agencies concerned to understand the value of working together. The core of the cluster is composed of 2,000 growers, 10-20 packers, 5 large exporters, Kasetsart University, and the Ministry of Agriculture. Other concerned parties, such as chemical suppliers and transport businesses participate in cluster meetings to share their expertise and views on particular issues. In cluster meetings, members work together to enhance industry competitiveness through certified processes, higher quality, better pricing strategies, and market development.

With TCI facilitation, the cluster identified three main strategic initiatives:

1. Implementing GAP (Good Agricultural Practices) certification based on the European Union's GAP standards (EUREGAP) to avoid unnecessary government inspection and ease entry into the European market;
2. Achieving better understanding of Thai domestic market trends and requirements;
3. Improving logistics in order to bring fresh quality products from producers to consumers in the least amount of time.

Cluster formation
Market information
Strategy development
Policy initiatives
Cluster action



PARTNERING TO RAISE BUSINESS STANDARDS



Corporate Citizenship

The Business Support Organizations Partnership Program (BSOP) works with U.S., Thai and Asian organizations to raise business standards and enhance sustainable competitiveness through strengthening the enabling environment in which the private sector operates. The program works in three areas.

Supporting Legal Reform

BSOP's Administrative Court Project supported the development of a case tracking system with technical assistance from the U.S. Court of Federal Claims to share U.S. practices with Thai judges. This protocol was then extended regionally to strengthen Vietnam's Administrative Court.

Corporate Governance Capacity Building

The Intellectual Property project organized forums on IP strategies and developed a biotechnology IP roadmap in partnership with BIOTEC and the International Intellectual Property Institute. A course designed to educate internal audit officials on concepts, tools and techniques for preventing malpractice, as well as to enable management of organizational risk, was implemented in partnership with the Institute of Internal Auditors in Thailand and the U.S.

"This was a practical workshop, based on participants' experiences, especially the process by which Enterprise Risk Management is developed and concerns are faced during the process." *Mr. Pairit Srivilairit, Senior Vice President, Head of Internal Audit, TISCO Finance Public Company Limited.*

Public-Private Partnerships for Community Development

BSOP actively promotes public-private partnerships through its Corporate Citizenship Training Program, a partnership with the Center for Corporate Citizenship at Boston College, which encourages the private sector to develop strategies for engaging the community. BSOP's Economic Development Partnership (EDP) program enables the Rayong industrial sector, local government and community to work together towards sustainable economic growth.

Managing for the triple bottom line

TRAINING MANAGERS FOR SUSTAINABLE ENTERPRISES

KIAsia's Sustainable Enterprise Initiative is an example of the potential for multi-sector, international cooperation on environmental preservation. The initiative was co-funded by the U.S.-Asia Environment Partnership (US-AEP) and KIAsia. An innovative, three-year joint endeavor among the business schools at the University of North Carolina, Chapel Hill (UNC), Chulalongkorn University (CU) and Thammasat University (TU), the program addresses competitiveness and sustainable enterprise issues by integrating environmental practices into business school curricula.

After laying the groundwork in 2002-2003, the program established advisory boards comprising representatives from businesses, government agencies and NGOs, train-the-trainer workshops, and a Sustainable Enterprise Management course for the Chulalongkorn Master of International Business Management Program. UNC professors worked on-site with both Thai universities to develop case studies and research, as well as Environmental Management and Environment Finance materials.

Environmental protection
Social development
Shareholder return



DEVELOPING INNOVATIVE ENTREPRENEURS

Through strategic partnering and synergies among its Business Advisory Center (BAC) programs, KIAAsia develops the innovative entrepreneurs crucial for Thailand's future competitiveness.

InfoDev

Aimed at Thailand's rural areas, the InfoDev program is researching and developing five customized business incubators throughout Thailand. These five units will enable tenants, and the incubator, to incorporate ICT (information and communications technology) into their business models. When the project finishes in July 2005, a complete business plan will be ready for implementation.

REAL Entrepreneurship

The REAL (Rural Entrepreneurship through Action Learning) program implements rural entrepreneurship development with our strategic partner, the Community Colleges of Thailand. The beneficiaries of this program are local entrepreneurs in ten provinces. A KIAAsia team, trained in a similar program in North Carolina, are transferring teaching skills and curriculum to the community colleges.

DIP Incubator

The Department of Industrial Promotion Incubator is a year-long project under which KIAAsia manages and operates DIP's business incubator. KIAAsia recruited twenty clients, in addition to ten repeat incubatees, to receive office space, consulting, networking and other services to turn their business dreams into realities. Industries in the incubator include furniture, jewelry, ceramics, textiles and leather.

"I started with *Sa* (mulberry) paper, but after doing some market research, I came up with a new idea of mixing in other materials to create a unique product. At first, I had limited knowledge about business, but I tried to develop it by searching through the internet and visiting exhibitions. In the end, I found that there was one good source of knowledge for me: KIAAsia's business incubation center. They taught me the basic business strategies I was lacking. Now, I've registered my company and product logo, and in the future, I will create my own brand."

Mr. Vuttiporn Somman - Business Incubatee, DIP Incubator



“

I learned how to calculate my costs as well as profits and losses. The teacher recommended that I write a background history of the cloth and traditional weaving methods to help with sales. I will attend again to understand the contents better - to use them to improve my business.
Khun Suporn Korjae, Pa Ga Ger Yor Karen Hill Tribe weaving group.

”

Mobilizing local savings

Encouraging community enterprise

BUILDING MANAGEMENT CAPABILITIES IN MICROFINANCE

Well managed community microfinance schemes reduce poverty and improve quality of life. They provide reliable access to the financial services needed to build viable community enterprises and increase household income.

The Business Advisory Center's microfinance team examines the current practices of unregistered and unsupervised community finance schemes, then, with funding from USAID, develops localized training programs for microfinance personnel.

In 2004, the Best Practices in Community Finance training was launched in Chacheungsao Province for community microfinance groups seeking to help their low income members to engage in profit-generating activities. The initial Concept and Operating Process to Optimize Community Resources training was followed by an implementation stage, Improving Efficiency in Managing Community Financing Groups.

In addition, the BAC joined with the Bank for Agriculture and Agricultural Cooperatives (BAAC) to provide six training sessions for community micro enterprises and community financing groups throughout Thailand. While the BAC provided appropriate financial knowledge to build effective community enterprises, the BAAC contributed its practical expertise with credit, savings and other financial services for low income people.



Good governance

“At first I didn’t want to attend because I thought the content would be the same as the university business program I just completed. The training, however, surpassed my expectations. I felt like a frog in a coconut shell (a Thai expression meaning being naive). I would like to attend this kind of fun yet practical and hands-on entrepreneurship training again.” *Kanyarat Muanghum, after attending a five-day entrepreneurship training by KIA Asia at Mae Hong Song Community College.*

Supporting Socially Respon Public Partnerships



Skills training

Building bridges between
business and NGOs

Creating structures for community
development

CREATING COMMUNITY FOUNDATIONS

Kenan Institute Asia's Community Foundations program creates mechanisms through which business, NGOs and local government can raise funds and work together to improve their communities.

- Community Foundations allows donors to create their own "donor-advised funds" by identifying charitable organizations addressing issues according to their interests. They also act as vehicles to promote and finance service by members of the community.
- Connective Leadership Structures enables corporations to engage with non-profits for the benefit of the community.

KIAsia, with the assistance of the New York-based Synergos Foundation, has actively promoted the concept of Community Foundations to diverse audiences in Thailand and is helping to establish Thailand's first community foundation. In partnership with Kenan Institute Asia, the Friendship to Community Foundation plans to work with the Government's Health Promotion Foundation to establish community foundations programs in four provinces (Bangkok, Rayong, Lampang, and Udon Thani).

sible Private -



COMMUNITY LEADERSHIP TRAINING AND CORPORATE VOLUNTEERING

Kenan Institute Asia's Community Leadership Training in Bangkok, Songkhla and Rayong developed about 15 community leaders in each city, followed by grants to fund projects initiated by participants. Supported by grants from Unocal Foundation and USAID, the training groups each planned and launched community projects.

- Bangkok leaders initiated community training on marketing for family businesses and a Youth Leadership Training program.
- Songkhla leaders started a reading appreciation program for children in the Songkhla remand home and a project to train school children to become social and environmental reporters on issues involving Lake Songkhla.
- Rayong leaders set up a Youth Leadership Training Program and a project aimed at encouraging youth to develop an appreciation for their natural environment.

KIAsia promoted volunteerism among corporations in Thailand through the production of a weekly newsletter entitled *Employee Volunteering News* and through in-house presentations. The next step will be to work with charitable organizations and corporate sponsors to package and promote, as well as manage these volunteering opportunities.

*Training tomorrow's
leaders*

Helping business people
help their communities



PARTNERING WITH CORPORATIONS TO RAISE STANDARDS FOR WORKERS



Kenan Institute Asia's Labor Standards Advisory Service (LSAS) has developed several strategic partnerships to ensure sustainably better living standards for Thai workers in a wide range of industries. Working with the Labor Department and international brand owners, LSAS provides consulting, training and auditing to help companies in Thailand, Malaysia, Cambodia and China meet international labor standards and health and safety codes of conduct. LSAS also works with the Fair Labor Association (FLA) and independent non-government organizations in the U.S. to develop methodologies and programs to monitor labor standards. LSAS acts as an Independent External Monitor to audit manufacturers and suggest practical solutions to improve factory conditions.

LSAS completed research and development for a handbook for factory managers to help them meet Thai and international labor standards in the garment, footwear and textile industries. Distribution and training on the use of the comprehensive handbook will begin in 2005. "KIASIA effectively evaluates factories, helping managers to improve their operations to meet Fair Labor Association standards."

Ms. Tanida Disyabut-Coordinator South East Asia

*Meeting global
standards*

WORKING WITH SCHOOLS AND BUSINESSES TO PRESERVE THE ENVIRONMENT

The school —
crucial to preserving
the environment

Green Schools is a unique program focusing on the contribution of local stakeholders to environmental education for youth. With financial support from the American Corporations for Thailand, KIA Asia's Environmental Management Division developed this spearhead project in Samutprakarn Province, an industrial center adjacent to Bangkok.

Samutprakarn Province has been plagued by numerous environmental issues due to its heavy concentration of industries. The Green Schools project has successfully attacked these problems by enlisting stakeholders' involvement in secondary school curriculum and student-initiated projects in support of environmental upgrading schemes. These include wastewater, solid waste, coastal, land subsidence management and flood protection.

"This is a strong initiative to get support from key stakeholders to assist future leaders with their environmental education. The school is a crucial party to promote and help protect our environment." *Mr. Sura-at Thongniramon, governor of Samutprakarn Province*



*Informed students,
cleaner environment*

Partnering to Develop Tomorrow's Leaders

YOUTH LEADERSHIP DEVELOPMENT

KIAsia partnered with four American corporations – Unocal, AIG, American Express and Dow Chemical – to develop a unique Youth Development Program comprised of scholarship, leadership camp and mentorship components for disadvantaged students who show high potential.

The public sector partner, the Ministry of Education, assigned the provincial education districts to help KIASia screen the students,



coordinate with schools and monitor the students' scholastic performance. "This is a one-of-a-kind program that really benefits our students. I have managed several scholarship programs but none has had a greater impact than this one," said Mr. Kasem Bampenthan, Director, Rayong Provincial Education District 1.

KIAsia is also partnering with regional academic institutions to establish the leadership camps. Khon Kaen, Prince of Songkhla and Burapha Universities are helping to adjust KIASia's youth development curriculum to correspond to provincial requirements. "The curriculum is very impressive. Even as an academic, I learned a lot from it," said Dr. Rarcharneeporn Subgranon, Director, Academic Service Center, Burapha University

Staffs from the American Corporations for Thailand (ACT) donor companies have provided volunteer mentors to offer career, academic and life advice to the students via monthly correspondence.

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"This program is like a tea spoon. It stirs up the students' untapped potentials, mixes it with practical training and supplemental guidance which results in well-blended drink."

*Ms. Pranita Pensri,
scholarship recipient from
Sri Nongkow Witthaya
School in Khon Kaen
province*

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USING ICT TO IMPROVE EDUCATION

KIAsia's ICT in Education program uses Information and Communication Technology to support quality learning in Thailand, especially in areas outside major cities.

Using experts in project development, curriculum and materials development, localization, and training, the program partnered with both the government and private sectors to fill the capacity gap in this critical field.

Several partnering projects had a strong impact on the Thai education system. The Secondary Education Quality Improvement (SEQI) program, working with Thai Ministry of Education (MOE), enhanced teachers' abilities to integrate ICT in their classroom teaching and to help students use ICT as a learning tool. The Intel® Teach to the Future project encouraged innovative teaching approaches, such as Project Based Learning, in order to enhance teachers' abilities to integrate information technology into key subject areas: science, mathematics, English, and computer skills. The Animation and Multimedia workshop, in partnership with the Chiang Rai Rajabhat University, trained participants in animation skills, resulting in the Northern Animation and Multimedia Club.



Moderator explains MOHO program to students attending the Animation and Multimedia Training Program.

*Corporations
invest in students*

Business needs students with skills in
Creative thinking, teamwork and information technology

IMPROVING FINANCIAL LITERACY



Volunteer trainer from GE Capital (Thailand) sharing his business experience with Community College trainers.

Working with key partners, KIASia developed innovative curricula in personal financial management and entrepreneurship for high schools students and adults.

The Chalaad Ru Ruang Ngern (Smart Money) curriculum was developed with GE Capital (Thailand) and U.S.-based YoungBiz, Inc. It is customized to meet the needs of government officials, employees, and new entrepreneurs and features activity-based learning for personal budgeting, responsible use of credit, banking, insurance, investment, and entrepreneurship as a means to generate income. The project, delivered at ten community colleges, is based on the belief that financially capable citizens build the country's economy.

The Applied Math for Economic Literacy Course helps high school students think creatively through fun games and case studies, gaining entrepreneurial skills.

"This is a good, student-centered curriculum. The content is practical, yet still brand new to the community." Mrs. Viriya Na Pattalung, trainer from Mukdahan Community College

PARTNERING WITH COMMUNITIES FOR EDUCATION

KIASia is a strong advocate for the development of Thailand's community colleges. In close partnership with Thailand's Bureau of Community College Administration, KIASia builds capacity by linking schools with various community college systems in the United States and with corporate donors. KIASia has



A hill tribe member at Mae Hong Sorn Community College sources information on the Internet at the Microsoft-funded community technology and learning center.

established five partnerships, ten self-access language centers, two community technology centers, two curricula, and more than twenty trainings and seminars.

One of the most successful partnerships has been the establishment of two community technology and learning centers at Mae Hong Sorn and Sakaew Community Colleges to promote ICT literacy. The two centers funded by Microsoft (Thailand), received technical assistance from KIASia. They are community-run, by committees of local business owners, government officials, NGO representatives, and community representatives. Each committee acts on local advice about social and economic development.



A SCHOOL-BASED APPROACH TO COMMUNITY LEARNING AND ACTION FOR HEALTH

The Border Action Against Malaria Project (BAAM) supports education reform to develop health-related knowledge, attitudes, life skills, and behavior change among students in 40 primary schools and members of their communities comprising 59 villages along Thailand's borders with Burma and Cambodia. The school-based participatory learning and action (PLA) process uses active inquiry-based methods for authentic learning aimed at solving community malaria problems by strengthening linkages among schools, communities, health agencies, and local government. The emphasis is on school and community participation in situation analysis. Exchange of epidemiological information among members of the affected population is encouraged for use in local decision-making and increased self-reliance in problem-solving for prevention and control of malaria.

"At first – before the project – almost all the students got malaria. After joining the project, we created resistance to malaria by increasing knowledge through various learning and impact awareness activities. We use the students as media to encourage awareness about malaria among the parents, families and community. Now, there is widespread use of various methods of prevention. Malaria has decreased and now Nong Bua village is almost malaria-free." *Ms. Pranee Bai-Thong, a primary school teacher at Nong Bua School, Tha Song Yang District, Tak Province*

Students learn biology, research processes, and communication skills while helping their communities stay healthy

2004 Projects

Programs & Projects Project Description and *Donors & Partners*

Business Advisory Center (BAC)

InfoDev Business Incubator	Fosters entrepreneurship and private sector development; Establishes a network of incubators for small and medium size ICT enterprises. <i>Donors & Partners: World Bank InfoDev Program, Vocational Education Commission, Ministry of Education</i>
Chantaburi Central Agricultural Market	Studies the feasibility of a central agricultural market for durian, rambutan, mangosteen and black tiger prawn in Chantaburi; Studies successful markets in Japan and Korea and recommends a step-by-step plan to establish the market and operate an efficient distribution system. <i>Donors & Partners: Province of Chantaburi</i>
DIP Incubator	Assists 30 start-up companies ranging from furniture and jewelry to food; Provides consulting services, training, support, and linkages to enable the companies to build sufficient strength to compete successfully. <i>Donors & Partners: Department of Industrial Promotion, Ministry of Industry</i>
Microfinance Training	Trains key personnel of microfinance schemes and community enterprises managed by saving groups throughout Thailand; Improves financial knowledge and fund management skills; Provides linkages to credit, savings and other financial services for low-income people. <i>Donors & Partners: USAID, Bank of Agriculture and Agricultural Cooperatives</i>
Business Analysis and Support to Promote Foreign Direct Investment	Provides business analysis to the Thai Board of Investment to attract foreign investment; Assists with business analysis, investor communications, and marketing strategies. Produces the monthly Thailand Investment Review. <i>Donors & Partners: Office of the Board of Investment</i>
SMEs Business Consulting	Develops competitiveness for Thai SMEs with experienced consultants. Successful projects include developing an efficient inventory management system for a leading stainless steel products maker, customizing strategies to enter the U.S. market for a handicraft manufacturer, and teaching a well-known publishing group to develop a marketing and action plan. <i>Donors & Partners: Client firms</i>

Business Support Organization Partnerships (BSOP)

Development of a Legislative Drafting Process	Delivers workshops to strengthen the legislative drafting process in Thailand and neighboring countries. <i>Donors & Partners: USAID; Thai Council of State; Office of the State Attorney General, Maryland; Office of the Legislative Council, U.S. House of Representatives</i>
IPR Management Training Program	Organizes forums on intellectual property and conducts seminars on IP commercialization; Presents information on biotech IP management and commercialization issues to IP professionals. <i>Donors & Partners: USAID; Intellectual Property Institute, Chulalongkorn University; The National Center for Genetic Engineering and Biotechnology; The International Intellectual Property Institute</i>
Capacity Building for Internal Auditors Profession	Promotes good corporate governance; Supports Thai-U.S. partnerships for internal auditors; Supported IIAT's annual conference, "The Outlook of Corporate Governance in the Age of Recovery;" Conducted training program on "Control Self Assessment and Enterprise Risk Management." <i>Donors & Partners: USAID; The Institute of Internal Auditors of Thailand; The Institute of Internal Auditors, Inc. U.S.A.</i>
Corporate Citizenship Capacity Building	Promotes Corporate Social Responsibility encouraging private sector participation in community development; Organized "The Institute on Corporate Community Involvement" to provide tools and techniques for businesses to help integrate community involvement into their overall business strategies. <i>Donors & Partners: USAID; The Center for Corporate Citizenship at Boston College</i>

Programs & Projects Project Description and *Donors & Partners*

Thailand Competitiveness Initiative (TCI)

Bangkok Digital Content

Assists the digital content industry through a series of meetings to generate Strategic Action Initiatives; *Donors & Partners: USAID; Software Industry Promotion Agency (SIPA); Bangkok Association for Computing Machinery; Special Interest Group on Computer Graphics and Interactive Techniques; University Network for Digital Content*

Western High Value Agricultural Products

Encourages the High Value Agricultural Products (HVAP) cluster in western Thailand to produce safe vegetables for export and domestic markets; Promotes Good Agricultural Practices. *Donors & Partners: USAID; Kasetsart University Kampaengsean; Provincial Agriculture Office*

Chanthaburi Gem and Jewelry Cluster

Assists gem and jewelry firms and related organizations in Chanthaburi province to move up the value chain through appropriate strategic action initiatives; Created the Chanthaburi Gem Association to lead 7 strategic initiatives formulated to fulfill the cluster's vision of becoming the center for high end, colored gemstones. *Donors & Partners: USAID; Chanthaburi Provincial Office; Chanthaburi Gem and Jewelry Traders Association*

Songkhla Marine Food Cluster Nakorn Ratchasima Silk Cluster Chiang Mai Tourism Cluster

Assists these three clusters to form and undertake strategic initiatives. *Donors & Partners: USAID; Federation of Thai Industries; Prince of Songkhla Sericulture Research Institute; Suranaree University of Technology; Pakthongchai Silk Club; Nakorn Ratchasima Provincial Office, Prince of Songkhla University, Songkhla Provincial Office; Chiang Mai Tourism Business Association; Chiang Mai Provincial Office*

Labor Standards Advisory Service (LSAS)

Combined International Voluntary Labor Standards Comprehensive Manual and Labor Standards Auditing

Developed a manual combining key voluntary labor standards; provides training in the use of the manual to management, health/safety officers, worker committees and other factory employees. Helps businesses prepare for labor standards certification; assists management to comply with selected labor standards. Audits factories to confirm compliance with standards. *Donors & Partners: Departments of Occupational Health and Safety and Public Administration, Mahidol University; Department of Labor Protection and Welfare, Ministry of Labor; major brand-name manufacturers*

Corporate Community Citizenship

Cornerstone Project

Trains business people to become involved in the economic and social development of communities in Bangkok, Songkhla and Rayong; provides small grants for community development projects; assists multi-sector stakeholders develop self-sustaining communities through fundraising and grant-making. *Donors & Partners: Unocal Foundation; Industrial Estate Authority of Thailand; Dow Chemical Thailand Ltd.*

Youth Development Project Skill Training Project

Develops Thai youth through scholarships, mentorships, and leadership camps; Provides training on student-centered learning and activity-led teaching styles; Promotes participatory school-community partnerships based on environmentally-focused curriculum. *Donors & Partners: American Corporations for Thailand [Unocal Thailand, Ltd.; American International Group; American Express (Thai) Co., Ltd.; Dow Chemical Thailand Ltd.]; Khon Kaen University; Prince of Songkhla University; Burapha University; Nation Multimedia Group PCL; Office of Basic Education Commission; Mae Fah Luang University*

2004 Projects

Programs & Projects Project Description and *Donors & Partners*

University Linkages Program (U-LINKS)

Self-Access English Language Centers for Thai Community Colleges

Helps develop the English language skills of the Thai workforce by establishing self-access English language centers at ten community colleges. *Donors & Partners: USAID; Office of Community College Promotion, Ministry of Education; King Mongkut's University of Technology Thonburi; Oregon State University; U.S. Embassy in Thailand*

U.S. - GMS English Academic Fellowship Program

Promotes a network among higher educational institutions and academia in the GMS region in the field of English language teaching and learning; fosters exchange of new initiatives, knowledge and mutual understanding among scholars in the six GMS countries through a fellowship program. *Donors & Partners: USAID; Mae Fah Luang University*

REAL Entrepreneurship Training for Thai Community Colleges

Assists entrepreneurship education and new business creation in Thailand; localizes a successful entrepreneurship curriculum from the U.S. to Thailand by training Thai Master Facilitators who train trainers and students from the 10 Thai community colleges. *Donors & Partners: USAID; Bureau of Community College Administration, Ministry of Education; North Carolina Community College System*

GE Capital's Personal Finance Management Training for Thai Community Colleges

Promotes the knowledge and better practice of personal financial management to high school students, government officials, employees, and new entrepreneurs. *Donors & Partners: GE Capital (Thailand) Ltd.; Bureau of Community College Administration, Ministry of Education; Knowledge Plus; YoungBiz Inc.*

Microsoft Unlimited Potential

Improves ICT skills to upgrade communities by establishing community technology learning centers (CTLs) to contribute to local and national economic development. *Donors & Partners: Microsoft (Thailand) Ltd.; Bureau of Community College Administration*

UNC-Singapore Summer Program

Provides better understanding of Thailand among American students; strengthens the partnership between Mahidol University International and University of North Carolina at Chapel Hill. *Donors & Partners: University of North Carolina at Chapel Hill; Mahidol University International College*

Alliances for Study Abroad and Internships in Thailand (ASIT) program

Helps American students work in Thai schools and businesses. *Donors & Partners: Ministry of University Affairs; Department of Export Promotion, Ministry of Commerce; Commission on Higher Education, Ministry of Education; Kenan Institute-Washington Center; USAID*

ICT for Education Program

Information and Communication Technology Training for Educational Purposes

Trains teachers and staff from 17 Lab School teachers from Surin Province and Rajabhat Surin University; encourages the trainees to motivate other education staff for a total participation of approximately 1,000 students. *Donors & Partners: USAID; Rajabhat Surin University*

Animation and ICT Workshops Workshop

Enhances computer skills in the making of animation and multimedia for students in Chiangrai Province; Trains 200 teachers how to use courseware management, e-learning web-site design, and web-site development programs; approximately 20,000 students will benefit from this training. *Donors & Partners: USAID; Rajabhat Chiangrai University*

Secondary Education Quality Improvement (SEQI)

Strengthens the national education system, particularly in rural areas, through a World Bank - funded project, the Secondary Education Quality Improvement (SEQI) project, to enhance teachers' abilities to help integrate key subject areas through the use of information technology. *Donors & Partners: The World Bank; Office of the Basic Education Commission, Ministry of Education*

Intel® Teach to the Future

Helps in-service and pre-service teachers use technology in their classrooms to enhance student learning as part of a project of Intel Microelectronics (Thailand) and the Ministry of Education. *Donors & Partners: Intel Microelectronics (Thailand) Co., Ltd, Ministry of Education*

Programs & Projects Project Description and *Donors & Partners*

Border Action Against Malaria Project (BAAM)

Strengthening of Sentinel Surveillance System for Anti-malarial Drug Resistance in Thailand	Establishes a network of sentinel surveillance sites to monitor anti-malarial drug resistance in Thailand, annual reviews of results, and changes in drug treatment regimens based on evidence from 9 sites on Thailand's borders; resulted in a new national combination therapy treatment policy and issuance of a new treatment manual. <i>Donors & Partners: USAID; The Malaria Sub-Division of the Bureau of Vector-Borne Diseases, Department of Disease Control, Ministry of Public Health</i>
Study of Antimalarial Drug Use Practice in Thailand	Builds the capacity of national and local counterparts to systematically identify and monitor problems related to community-level drug management practices; uses this information to develop programmatic interventions. <i>Donors & Partners: USAID; The Malaria Sub-Division of the Bureau of Vector-Borne Diseases, Department of Disease Control, Ministry of Public Health</i>
Development of a Rapid Diagnostic Test for Malaria Antigen Detection	Assists local production of a rapid and reliable dipstick test for detecting malaria in human blood. <i>Donors & Partners: USAID; National Institute of Health, Department of Medical Sciences, Bureau of Vector-Borne Diseases, Department of Disease Control, Ministry of Public Health</i>
Partnerships for Community Action Against Malaria	Builds partnerships for a school-based approach to community action against malaria; provides knowledge, attitudes, skills and behavior necessary for community-based action against malaria; Improves the ability of community and local agencies to address the malaria problem with support from the public health system. <i>Donors & Partners: USAID; Education Service Area Offices in Tak, Mae Hong Son, Chiang Mai, Chantaburi, Trat Provinces; Provincial Health Offices; Regional Offices of Disease Control; Vector Borne Disease Control Centers; The Life Skills Development Foundation; Chiang Mai Rajabhat University; Village Health Volunteers</i>

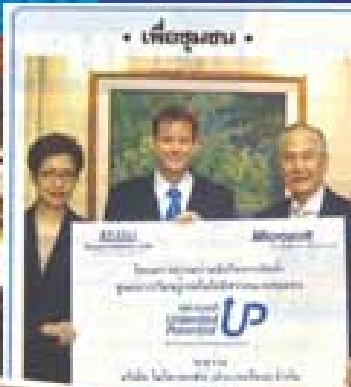
Environmental Management Division (EMD)

Green School	Develops a "green" curriculum for primary schools using participatory approaches; encourages environmental awareness among educators, students, and local communities. <i>Donors & Partners: ACT; Education District Samutprakarn Zone2; Thailand Environmental Institute, Somboon Group of Companies; Environmental Society Samutprakarn; Samutprakarn Municipality</i>
Sustainable Enterprise Initiative	Promotes a linkage between Thai and U.S. business schools to strengthen sustainable enterprise practices in Thailand by injecting environmental skills and understanding into the teaching of MBA and executive education courses. <i>Donors & Partners: U.S.-Asia Environmental Partnership (US-AEP); University of North Carolina; Chulalongkorn University; Thammasat University</i>
Value-added Wood Composite Processing and Development	Supports collaboration between Oklahoma State University and Thai partners for a waste utilization project to develop value-added composite panels from under-utilized species and agricultural waste; provides classes and workshops for wood products manufacturers. <i>Donors & Partners: Oklahoma State University; Kasetsart University; Royal Forest Department; Thai Plywood Inc.</i>
Sustainable Development Indicators	Develops National Sustainable Development Indicators and a composite index for development (economic, social, and environmental) at the national and provincial levels. Develops Sustainable City Indicators for Chiang Mai; develops frameworks for development and a database for the indicators. <i>Donors & Partners: The National Economic and Social Development Board; Chiang Mai Municipality; Thailand Environment Institute</i>
Emission Trading Study	A feasibility study for the use of an economic tool to manage air pollution on the Eastern Seaboard; recommends steps to implement the tool. <i>Donors & Partners: Pollution Control Department; Consultant of Technology; U.S. EPA; South Coast Air Quality Management District</i>

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สร้างผู้ประกอบการ หน้า ๕

คณบดีเสริมกระตุกชุมชน
ก้าวข้าม “โมโครโฟแบบบับ”

ศูนย์บ่มเพาะธุรกิจ
คอร์สเซอร์เชอร์ เอดเอ็มซีเอ็มใหม่



Financial Report

Kenan Foundation Asia Balance Sheets "As at September 30, 2004 and 2003"

Assets	2004 Baht	2003 Baht	Liabilities and Fund Balance	2004 Baht	2003 Baht
Current Assets			Current Liabilities		
Cash and deposits at financial institutions	39,490,622	34,554,628	Accrued expenses - UNC contract	4,445,199	3,435,716
Accounts receivable	8,404,333	2,439,895	Accrued expenses and other current liabilities	<u>15,126,122</u>	<u>14,409,612</u>
Advance payments	6,866,699	7,001,011	Total Current Liabilities	<u>19,571,321</u>	<u>17,845,328</u>
Other current assets	<u>972,975</u>	<u>975,550</u>			
Total Current Assets	<u>55,734,629</u>	<u>44,971,084</u>			
Non-Current Assets			Fund Balance		
Equipment - net	9,934,032	9,616,367	Initial donation	500,000	500,000
Long-term investment	203,608,959	193,455,448	Unrealized gains on investment in available-for-sale		
Other assets	<u>1,451,987</u>	<u>1,577,237</u>	marketable securities - net	15,211,277	12,855,950
Total Non-Current Assets	<u>214,994,978</u>	<u>204,649,052</u>	Accumulated excess of revenues over expenditures	<u>235,447,009</u>	<u>218,418,858</u>
			Total Fund Balance	<u>251,158,286</u>	<u>231,774,808</u>
Total Assets	<u>270,729,607</u>	<u>249,620,136</u>	Total Liabilities and Fund Balance	<u>270,729,607</u>	<u>249,620,136</u>

Kenan Foundation Asia

Statements of Changes in Fund Balance
For each of the years ended September 30,
2004 and 2003

	Initial Donation Baht	Unrealized gain on investment in available- for-sale marketable securities - net Baht	Accumulated excess of revenues over expenditures Baht	Total Baht
Fund Balance as at October 1, 2002	500,000	-	208,804,116	209,304,116
Changes in unrealized gain on investment in available-for-sale marketable securities	-	12,855,950	-	12,855,950
Excess of revenues over expenditures	-	-	<u>9,614,742</u>	<u>9,614,742</u>
Found Balance as at September 30, 20039	500,000	12,855,950	218,418,858	231,774,808
Changes in unrealized gain on investment in available-for-sale marketable securities	-	2,355,327	-	2,355,327
Excess of revenues over expenditures	-	-	<u>17,028,151</u>	<u>17,028,151</u>
Found Balance as at September 30, 2004	<u>500,000</u>	<u>15,211,277</u>	<u>235,447,009</u>	<u>251,158,286</u>

Kenan Foundation Asia

Statements of Revenues and Expenditures
For each of the years ended September 30,
2004 and 2003

	2004 Baht	2003 Baht
Revenues		
Donation income	133,516,817	164,449,711
Interest income	3,923,537	4,524,722
Other income	<u>51,683,844</u>	<u>25,399,906</u>
Total Revenues	<u>189,124,198</u>	<u>194,374,339</u>
Expenditures		
Grants to projects	127,772,348	138,874,922
Administrative expenses	<u>44,323,699</u>	<u>45,884,675</u>
Total Expenditures	<u>172,096,047</u>	<u>184,759,597</u>
Excess of Revenues over Expenditures	<u>17,028,151</u>	<u>9,614,742</u>

We have audited the accompanying balance sheet of Kenan Foundation Asia as at September 30, 2004, and the related statements of revenues and expenditures and changes in fund balance for the year then ended and have reported thereon dated December 3, 2004 that the financial statements referred to above present fairly, in all material respects, the financial position of Kenan Foundation Asia as at September 30, 2004 and the result of its operation for the year then ended in accordance with generally accepted accounting principles. The financial statements of Kenan Foundation Asia for the year ended September 30, 2003, which are presented for comparative purposes, were audited by other auditor, whose report thereon dated November 20, 2003, expressed an unqualified opinion on those statements.

The accompanying balance sheets at at September 30, 2004 and 2003, and the related statements of revenues and expenditures and changes in fund balance for the years then ended, prepared for publication purpose, have been drawn from the audited financial statements which have been reported thereon as discussed in the preceeding paragraph.

KPM& Phoomchai Audit Ltd.

KPMG Phoomchai Audit Ltd.
Bangkok
December 3, 2004

Donors and Partners

Founding Organizations



United States Agency for
International Development



Kenan Family
Foundations



Thailand International Development
Cooperation Agency (TICA)

Corporate Donors



Unocal Thailand Ltd.
Unocal Foundation



American Express
(Thailand) American
Express Foundation



Dow Chemical
(Thailand) Ltd.



Intel Microelectronics
Thailand Co., Ltd.



Microsoft (Thailand) Co., Ltd.
Microsoft Corporation



GE Capital
(Thailand)



Asian Development Bank



World Bank

Project Supporters and Partners

International Agencies

Asian Productivity Organization
Fair Labor Association
U.S. Department of Justice
U.S. Patent and Trade Office

Central Intellectual Property and International Trade Court
U.S. Asia Environmental Partnership (US AEP)
U.S. Department of State
Vietnam's Supreme Peoples Court

Thai Governmental Agencies

Administrative Court
Bank for Agriculture and Agricultural Co-Operatives
Chantaburi Provincial Government
Office of Council of State
Ministries of: Environment, Finance, Labor, Public Health
Institute for Small Medium Enterprises Development (ISMED)
National Science and Technology Development Agency
Office of SMEs Promotion (OSMEP)
Phuket Tourism Association
Small Industrial Finance Corporation
Supreme Court

Bank of Thailand
Board of Investment
Chiang Mai Municipality
National Competitiveness Committee
Ministries of: Agriculture, Education, ICT, Industry
National Economics and Social Development Board (NESDB)
Office of the Judiciary
Office of Atoms for Peace (OAP)
Pollution Control Department
Small Medium Enterprises Development

Universities

Bangkok University
Burapha University
Chinese University of Hong Kong
Dhurakitbundhit University
Mae Fah Luang University
Prince of Songkhla University
University of North Carolina at Chapel Hill

Kasetsart University,
Center for Corporate Citizenship, Boston College
Chulalongkorn University
Khon Kaen University
Mahidol University, King Prajadhipok's Institute
Thammasat University

Non Profit Organizations, Associations and Clubs

Agricultural Futures Exchange
American Bankruptcy Institute
East-West Center
Electrical & Electronic Institute (EEI)
Institute of Certified Accountants and Auditors of Thailand
International Intellectual Property Institute
Samut Prakarn Environmental Society
Stock Exchange of Thailand
Thailand Environmental Institute (TEI)
Thailand Logistics and Production and Inventory Control Society

American Bar Association
American Chamber of Commerce in Thailand
Eisenhower Fellowship
Federation of Thai Industries
Institute of Internal Auditors
Population Development Association
SME Cambodia
Thai Chamber of Commerce
The Asia Foundation

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KENAN INSTITUTE ASIA ANNUAL REPORT

2004

Kenan Institute Asia (KIASia) is the operational name of the Kenan Foundation Asia, a Thai non-profit foundation with a Thai-U.S. Board of Trustees. It has been approved as a Thai charitable organization, tax exempt #350.