



Economic Environment

Corporate

SMEs & Entrepreneurs

Community

Youth & Education

Public Health

Environment

Tsunami Recovery





Vision and Mission

The Kenan Institute Asia strives to build sustainable competitiveness in Thailand and the Greater Mekong Sub-region.

The Institute accomplishes this mission of economic, social and environmental sustainability by developing multi-sector partnerships based on true development needs and mutual benefit through the cooperation of universities, government agencies, communities and the private sector.



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Objectives in the next five years

- To promote better business practices for good governance, social and environmental responsibility, corporate responsibility and sustainable competitiveness
- To assist SMEs in the region improve their capacity to reach global markets and engage in world trade
- To develop public-private-academic partnerships and transnational linkages working towards sustainable development
- To promote sustainable tourism to contribute to raising local incomes, community participation and environmental preservation
- To enable preservation of the environment through public-private partnerships and good business practices
- To build the capacities of youth leaders in entrepreneurship, science education and social responsibility
- To provide approaches to improve public health to reduce the threat of infectious disease in the region
- To facilitate the use of information and communication technologies for better quality education and improved livelihoods

Message from the Board of Trustees



The past year was challenging for both Thailand and the Kenan Institute Asia. Although K.I.Asia stays strictly away from politics, it could not avoid some impact from the political disruption that affected Thailand in 2006 and 2007. Two of our most important trustees resigned from the board to serve in the government that has led the country back to democratic elections. At the operating level, there were some changes in government programs that impacted the Institute's work for the Thai government, which typically provides about 30% of our income.

These challenges led K.I.Asia to improve its business development process with a broader range of donors, an improved prospect database and systematic tracking of opportunities. We were particularly pleased to have expanded our sources of support to include the European Union and the UN system — both helping the Institute's community-based tourism programs.

K.I.Asia's strategy of increasing its regional activities made good progress in 2007. With support from USAID, the Institute stepped up its public health efforts in Laos, Cambodia and Vietnam. The Institute developed six USAID Global Development Alliance projects on avian influenza, partnering with the private sector to deal with a potential influenza pandemic. Other efforts improved cross border cooperation on infectious disease and drug quality information.

K.I.Asia also launched a program to transfer its microfinance expertise to the Vietnam Bank for Social Policies. With Vietnam's progress in market economic development, microfinance is an important mechanism to spread opportunities to grassroots entrepreneurs.

A particularly welcome development was K.I.Asia's inclusion in the consortium selected by USAID to provide a variety of development services to the Association of Southeast Asian Nations (ASEAN) under a five-year agreement that could reach as much as \$150 million. This program, called the ASEAN Development Vision to Advance National Cooperation and Economic Integration (ADVANCE), will be the key US government mechanism for achieving the developmental goals established under the ASEAN-US Enhanced Partnership Plan of Action.

This regional role fulfills the vision of K.I.Asia's founding in 1996 as an institute to encourage sustainable private-sector-based development in Southeast Asia. With ADVANCE up and running in 2008, a broader set of donors and a new, democratically elected government in office in Thailand, the Kenan Institute Asia looks forward to its most active year ever.

K.I.Asia Board of Trustees 2007

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Partnering for Sustainable Development:

K.I.Asia undertook activities in 8 Key Program Areas in 2007

Sustainable development requires economic competitiveness together with action to strengthen society and preserve the environment. Balancing these three may mean slower economic growth in the short term, but provides the basis for more reliable and sustainable success in the long run. Soon after its founding in 1996, K.I.Asia helped companies, government agencies, NGOs and academic institutions support Thailand's recovery from the 1997 economic crisis. We now use this experience to assist Thailand's neighbors as they

move to market economies. Our goal of balanced and sustainable development means that we undertake a wide variety of activities, using holistic approaches that lead to cost-effective progress. It also means that we need to work with a variety of partners to bring in the skills, knowledge and financial resources needed for success.

In 2007, K.I.Asia undertook the eight main types of activities described below. Current information on activities in these program areas can be found at www.kiasia.org.

"The Institute has the partnering skills, management ability and expertise needed to make partnerships work. We have learned to speak the languages of business, government and community organizations in order to facilitate joint efforts among them."

Anand Panyarachun, Honorary Chairman, K.I.Asia



Sustainable Tourism

The tourism industry in Southeast Asia offers special opportunities to provide good livelihoods to local communities while preserving both the natural environment and local culture. Starting with our program to assist the recovery of coastal communities hit by the 2004 tsunami, the Institute has developed a holistic approach to high-value tourism that brings together all of the Institute's areas of expertise. See www.kiasia.org/tourism.



SMEs and Entrepreneurship

SMEs and Entrepreneurship — Small and medium-sized enterprises (SMEs) make up the vast majority of the companies in Southeast Asia. Their needs are great. K.I.Asia trains entrepreneurs in key business skills and then, in partnerships with technical and community colleges, provides them with incubation, management advisory and financial support services. See www.kiasia.org/smesandentrepreneurs.



Corporate Social Responsibility

K.I.Asia worked with the corporate sector to improve corporate social responsibility management skills and to plan and implement strategic corporate citizenship programs. In 2007, we partnered with companies, government, universities, non-profit organizations and community groups to carry out corporate-community projects.

See www.kiasia.org/corporatecitizenship.



Community Strengthening & Microfinance

A strong and responsible private sector is critical to community development. Communities, however, need planning and networking skills to ensure that private sector development is socially and environmentally beneficial. K.I.Asia helped establish multi-sector partnerships to strengthen community business practices and improve the quality of life in communities. See www.kiasia.org/community.



Supportive Business Environment

To be competitive, business needs a supportive environment of laws, policies, agencies value chains and institutions. In this era of global competition, few companies can succeed on their own without such support. K.I.Asia helped provide the environment needed to improve competitiveness for related groups of companies. We used an array of diagnostic tools that assist in formulating and implementing cluster-based strategies. For more information see www.kiasia.org/competitiveness.



Public Health

Good public health is essential to sustaining development and improving quality of life. K.I.Asia partnered with Thai agencies, donors, NGOs, research institutes, schools and communities to implement community-focused strategies to prevent infectious diseases in Thailand and neighboring countries. See www.kiasia.org/publichealth.



Youth

Development cannot be sustained without a steady supply of young people with technical and business knowledge, creative thinking skills and social and environmental awareness. K.I.Asia helps schools in four main areas: leadership, using information technology for learning, environmental education and inquiry-based science teaching. See www.kiasia.org/youthandeducation.



Environment

Thailand's rapid development over the past three decades has provided lessons learned on how to more effectively deal with industrialization and urbanization. Drawing from this experience, K.I.Asia provided technical assistance, policy advice and partnership formation to enable environmentally friendly development in the region. See www.kiasia.org/environment.

Developing tourism that benefits communities



The tourism industry offers great opportunities for sustainable development in Thailand and the Greater Mekong Sub-region (GMS). To be sustainable, tourism development must include local economic benefits, community participation and preservation of the environment. To achieve these goals, K.I.Asia provides training, consulting, action research and stakeholder dialogue services. The Institute helps with destination marketing and management, cluster competitiveness,

tourism entrepreneurship development, handicraft marketing, community-based and eco-tourism development, biodiversity and tourism development, and sustainable tourism education. These efforts are supported by the Kenan Charitable Trust, the Kenan Institute of Private Enterprise, the Bush-Clinton Tsunami Fund, the UN World Tourism Organization, USAID, the European Union, Microsoft, Merck, and individual donors.

Building Local Capacities for Sustainable Tourism

Phang-nga's Khao Lak resort area was devastated by the tsunami in Thailand in late 2004. Tourism, which once provided half of the provincial income, dropped to nearly zero. In 2007, tourists began to return to the area, but still at less than half of the rate prior to the tsunami. With initial support from USAID, the Kenan Charitable Trust and the Kenan Institute of Private Enterprise, K.I.Asia has been implementing its four-year **Tsunami Recovery Action Initiative (TRAII)** program since July 2005. K.I.Asia and its partners are building the capacities of key local stakeholders, including the Phang-nga Tourism Association (PNTA), tourism entrepreneurs, community-based tourism organizations, students and teachers to plan, implement and sustain high-quality tourism development.

As of 2007, K.I.Asia programming had reached more than 2,400 business people, community members, government officials, students and teachers. During the year, K.I.Asia worked with the

PNTA to strengthen the association, develop a tourism destination marketing plan, deliver hospitality training for hotel staff/managers, and improve its website. These efforts were enhanced with assistance from six interns from the University of North Carolina at Chapel Hill who worked on marketing Khao Lak, improving the website and bringing sustainable tourism education to local schools. K.I.Asia trained community occupational and savings groups to participate in the tourism industry through entrepreneurial efforts including community-based tours and locally produced products. Training was provided to vocational schools in sustainable tourism and hotel management in order to strengthen local capacities. Additional activities included the implementation of the Inquiry-based Science and Technology Education Program (see page 16-17) and the establishment of Community Technology Skills Centers (see page 12).

*The Long-Tail
Fishing Boat Repair
Center and Pier*



"It is good luck for Tablamu folks that Kenan brought the project here. From now on we will have a place for repairing our long-tail fishing boats instead of doing it at Tablamu beach. It looks much better. We will have our own place to park and unload fresh fish instead of paying an expensive fee for using others piers."

Khun Chuan Sripanung, president of the Lam Kaen Fisher Folk

Biodiversity and Sustainable Tourism Model Projects in Phang-nga

In June 2007, K.I.Asia, the Ministry of Sports and Tourism and the World Tourism Organization (UNWTO) launched the "Biodiversity and Tourism Development in the Phang-nga Province" project. With financial support from the Federal Government of Germany, K.I.Asia and its partners are helping to develop tourism following the Guidelines on Biodiversity and Tourism Development of the Convention on Biological Diversity (CBD). K.I.Asia is working with local communities to implement models for sustainable tourism in two areas of Phang-nga province. The partners are developing tourism management plans with local stakeholders. The program supports the national goal of attracting high-quality tourists, the provincial goal of being a leading eco-tourism destination, and local efforts to develop community-based tourism.

Community Based Tsunami Recovery Action Initiative for Phang-nga (CB-TRAI)

In 2007, K.I.Asia helped rural communities in Phang-nga under the European Union's Social Support Program – tsunami extension. The "**C**ommunity **B**ased **T**sunami **R**ecovery **A**ction **I**nitiative for Phang-nga: (CB-TRAI)"



K.I.Asia's Dr. Saisawan Vadhanapanich (3rd from right) joined the launch of the Social Support Project (SSP) - Tsunami extension

will run until December 2008, with overall project oversight being conducted by Thailand's Bank for Agriculture and Agricultural Cooperatives (BAAC) on behalf of the EU. A total of 14 community groups are receiving training in computer skills, microfinance, entrepreneurship and marketing – all with a focus on tourism. K.I.Asia helped with business matching events, a website and a store where local community groups can promote their goods and services. K.I.Asia is helping the community create business plans, and improve products and packaging. The community businesses involved sell batik clothing, craft products, coffee, eco-tours and homestay lodging. K.I.Asia is also building capability in the Eco-tourism Training Center and local vocational schools to carry on this training. Specialized training is being provided to trainers, community leaders and youth leaders in business planning, tourism guide training and business development with the objective of creating young tourism entrepreneurs.

Long-Tail Fishing Boat Repair Center and Pier

To meet the needs of coastal fishermen, K.I.Asia launched a project to provide a facility for them to unload their fish, repair their boats and sell their catch. With funding from the Bush-Clinton Tsunami Relief Fund and the



Mr. Chuan Sripanang-the president of Lam Kaen Fisher Folk Group

Kenan Charitable Trust, the project includes developmental planning, design and construction. By the end of the year construction was complete and the official opening was scheduled for mid-January 2008. The "Lam Kaen Fisher Folk Group" was set up to manage the center in cooperation with K.I.Asia and the Lam Kaen Tambon Administrative Office.

Building small companies that can compete in world markets

“It’s a good opportunity that I’ve joined the REAL Entrepreneurship training and Business Incubation training arranged by K.I.Asia. What I’ve learned during these days helps me know how to strengthen my business and to make it more competitive.”

Mr. Thongpheuane Khantivong, Managing Director - Viengthong Pharma Co., Ltd



Dr. Varakorn Samakoses, Deputy Minister of Education, talks with an entrepreneur during the visit to the business incubator.

Entrepreneurs and small companies are great at providing the innovation and income distribution essential for sustainable economic development. K.I.Asia, therefore, has developed a team of small company specialists and a set of management tools to help small companies succeed in competitive markets. Here are some of the projects the institute undertook in the past year.

infoDev Business Incubator

With a grant from the World Bank infoDev program, K.I.Asia worked with partners in Thailand, Laos, and Cambodia to design and prepare small business incubators. Program activities emphasized development of entrepreneurial traits, knowledge, and skills in targeted communities. In Thailand, the institute partnered with the Office of Vocational Education Commission to design and operate a business incubator at Suratthani Vocational College. Entrepreneurs were provided with training in basic business skills, business plan writing, and business management consulting in order to develop successful businesses. In Laos and Cambodia, the K.I.Asia team worked with local partners to introduce the fundamental concepts of entrepreneurship and business incubation and to begin designing incubators to meet local needs.

New Entrepreneurs Creation (NEC)

K.I.Asia, with funding support from the Thai Department of Industrial Promotion, taught four business training classes for the Ministry of Industry’s New Entrepreneurs Creation project. The trainees ranged from new graduates to current business owners. K.I.Asia trained these entrepreneurs in accounting, marketing and business plan writing to enable them to start and run their businesses successfully. The K.I.Asia team enhanced the learning experience by arranging site visits to successful businesses.



NEC trainees visit a successful enterprise to experience real world business.

"Smart English received benefits from this project in three key areas. Firstly, we learned a lot from the training. As Kenan invited a number of experts, both Thais and foreigners, to give us practical advice and check our readiness, this proved to be a critical turning point that encouraged us to explore foreign markets. Secondly, our participation in the project's exhibition and business matching trips was really an experience. We received benefits directly from the business matching which resulted in actual franchise deals for us. And lastly, the experience we gained from our meetings and negotiation with foreign investors enabled us to improve our franchise system."

Khun Arthit Kongnakorn, Chairman of the Smart English Group of Companies

Thai Franchise to Global Franchise Project

K.I.Asia business consultants helped Thai franchising businesses enter markets in Laos and Cambodia. The consultants assisted the companies to develop marketing strategies and activities. The K.I.Asia team set up business matching, franchising exhibitions, and a networking system. In only 12 months, the project succeeded in generating 33 new franchise agreements. The project was funded by the Thai government's Departments of Business Development, Export Promotion and Intellectual Property Rights.



An American franchise expert visits a Thai sausage franchise for a one-on-one consultation in Bangkok.

Building Export Capacity for ASEAN Foods

The USAID-funded "Building Trade Capacity in Southeast Asia: Exporting Asian Foods to Global Markets" project built the export capability of ASEAN manufacturers and exporters of packaged ready-to-eat and ready-to-cook products, seasonings and ingredients. It helped them overcome the obstacles to exporting to three key markets — Japan, the USA and China.

A three-seminar series benefited 263 ASEAN exporters who learned about market entry channels and strategies and the safety, standards and labeling requirements of the three markets from experienced practitioners. Ninety exporters directly benefited from one-on-one clinic sessions with selected experts.

The project brought in 49 ASEAN suppliers to exhibit at the THAIFEX — World of Food Asia 2007 trade show and set them up with business matching opportunities with 23 buyers from the three markets. The exhibitors reported securing orders worth \$1,944,887 with good potential to generate new business in excess of \$3 million in the following six months.

A packaging design improvement activity featured two experienced American designers who worked with four packaged food manufacturers to redesign their packages to cater to the taste of U.S. consumers and the requirements of the U.S. market. The designers then presented the new designs and tips on effective packaging development to 91 ASEAN manufacturers, many of whom sought advice from the designers during one-on-one clinic sessions.



Mr. Jovito V. Saguinsin and his colleague from Economic Development Office-BULACAN, Philippines consult with Mr. David Schmidt, President and CEO, International Food Information Council, Washington D.C.

Corporate Social Responsibility

"Kenan's CSR training has advanced my ability to develop CSR projects. Besides equipping me with a clear working process and the ability to put ideas into practice, this course is a noble platform to exchange and learn from other participants' real-life experience."

Ms.Kanjana Sookprom
CSR Manager
Somboon Group

More and more companies in Asia are developing corporate social responsibility programs to meet both their strategic objectives and the development needs of the communities in which they operate. K.I.Asia's training, research and advisory services help companies design and implement meaningful strategic corporate citizenship programs that contribute to long-term organizational objectives and to sustainable development. In addition, K.I.Asia helps government agencies, associations and non-profit organizations better understand how to support corporate citizenship. K.I.Asia also assists corporations in managing their corporate citizenship programs (see page 17-18).



Kenan staff lead a program on "Social Responsibility and the Government Sector"

Strategic Corporate Citizenship Training

K.I.Asia's training gives corporate executives the management tools to identify issues, build effective stakeholder engagement, communicate to the public, and evaluate the impact of their CSR programs.

To date, more than 155 corporate managers from 70 companies have been trained in corporate citizenship by K.I.Asia. This year, K.I.Asia delivered two public Corporate Community Engagement courses and three customized courses. The customized courses for officials and small business managers. were organized in partnership with the Ministry of Social Development and Human Security.

In 2007, K.I.Asia provided briefings to the Stock Exchange of



Thailand, the Thai Chamber of Commerce, the Export-Import Bank of Thailand, the Pharmaceutical Research and Manufacturers Association and other organizations.

Information Center and Social Responsibility Study

K.I.Asia is conducting a study for the Thailand Industrial Standards Institute to examine and analyze the gaps in the socially responsible practices of Thai organizations based on the draft guidelines for the ISO 26000 standard for social responsibility. This project supports the Thai government's efforts to encourage organizations in Thailand to incorporate social responsibility into their activities. The research is expected to be completed in early 2008.



"Before this training, there was no one in our village to help us with our poultry raising. Now, I can provide paravet services to my whole village."

Ms. Hoang Thi Do, a paravet in the project led by AFAP Vietnam

GDA-AI - AFAP - Paravets showing their learning materials in Vietnam



Thai elementary students participate in the Colgate-Palmolive effective hand washing campaign

K.I.Asia's Regional Role in Corporate Social Responsibility

K.I.Asia worked with companies to manage corporate social responsibility projects including the prevention and control of avian and pandemic influenza in the Greater Mekong Sub-region. This project is a part of K.I.Asia's public health program supported by the United States Agency for International Development (USAID)'s Global Development Alliance Initiative (see page 15).

Building Partnerships for the Prevention and Control of Avian and Pandemic Influenza

Through this USAID Global Development Alliance program, K.I.Asia coordinated the ideas and resources of the private, public and nonprofit sectors to combat avian flu in the Greater Mekong Sub-region. In 2007, there were six Global Alliance projects in Thailand and Vietnam. These were:

- Capacity building for 6,000 veterinarians and paraveterinarians to control avian influenza outbreaks in Vietnam led by Agronomes and Veterinaires sans Frontières in partnership with the local authorities, Pfizer Animal Health Group, Synbiotics, Evialis, Cargill and Proconco

- An effective hand-washing education program for 24,000 schools led by Colgate-Palmolive, in collaboration with the Thai Ministry of Education and the Ministry of Public Health

- Workplace education on influenza prevention and control for 30,000 people led by AgriSource, in collaboration with Internews Network, Kasetsart University and 17 agribusiness and media companies.



Vietnamese paraveterinarians inspect chickens on a family farm as part of their training under the USAID Avian Flu program managed by K.I.Asia

- Training of 330 business executives in pandemic preparedness planning, led by the Influenza Foundation Thailand, in collaboration with the Ministry of Public Health, Sanofi Pasteur, and Roche Thailand.

- Helping 1,200 families in Vietnam safely maintain small-scale poultry farms, led by Catholic Relief Services in partnership with the Vietnamese authorities and four private Vietnamese companies

- Strengthening the capacity of 4,000 Vietnamese paravets, farmers, and community members to prevent and control avian influenza, led by the Australian Foundation for the People of Asia and the Pacific (AFAP), in partnership with the local authorities and private companies.

Bridging the digital divide

Kenan volunteers teach community members how to use email at the ICT community center of Ban Ta Din Dang, Lam Kaen, Phang-nga



Community Technology and Skill Centers

Isolated communities need the connectivity offered by information and communications technologies (ICT). However, most such communities lack the knowhow to develop, manage and deliver useful services to their members. To meet these needs, K.I.Asia has designed and established Community Technology and Skill Centers (CSTC). With support from Microsoft under its Unlimited Potential program, K.I.Asia partnered with the Bureau of Community College Administration and local communities to set up the CTSCs in Mae Hong Son, Sakaew, Ranong and Phang-nga provinces. In addition, we established four sub-CTSCs in Phang-nga. The centers provided access to the Internet, computer literacy, and software tools to improve community livelihoods. Key tools included accounting templates for community savings groups and brochure-making templates for small tourism entrepreneurs. K.I.Asia applied its experience in entrepreneurship, micro-finance, education and tourism to offer a holistic approach that contributed to sustainable community development.

Microfinance Project



Assessing loans for members in microfinance training

In 2007, K.I.Asia provided training in microfinance management and vocational improvement to community leaders. Activity-based training which encouraged trainees to share ideas helped participants learn best practices of microfinance management and community enterprise manage-

ment. Trainees succeeded in improving their ability to manage their saving groups more effectively.

With European Union funding, K.I.Asia provided community finance training as part of the Community Based Tsunami Recovery Action Initiatives (CB-TRAI) project for Phang Nga. The overall objective was to manage community funds effectively and transparently. These funds provided financing for local entrepreneurs who generated income and business opportunities for local people. See www.kiasia.org/microfinance



Workshop on community microfinance training for the Vietnam Bank of Social Policy in Hanoi

Vietnam bank for social policy : Microfinance training

With USAID support, K.I. Asia developed specialized training materials on microfinance and provided IT training on system and database management to the Vietnam Bank for Social Policies (VBSP), established in 2002 to provide credit to the poor.

In 2007, K.I.Asia and Thailand's Government Savings Bank worked together to provide training to a VBSP team of 10 trainers who will serve as mentors for training additional trainers, VBSP employees, partners, poverty experts and ultimately the borrowers. The training emphasized practical participation and exercises. Each participant received training in savings mobilization, group management, clients' cash flow, risk management and monitoring performance through ratio analysis. K.I.Asia worked with VBSP to develop a microfinance curriculum especially localized and designed for VBSP employees.

K.I.Asia also helped VBSP upgrade its existing IT systems, and created a plan to upgrade this platform to meet IT requirements in the next five years.

Business Cluster Development

Even the best businesses cannot sustain their competitiveness without a supportive business environment that includes appropriate laws, good policies, quality suppliers, supportive government agencies, strong educational institutions and active business associations. To promote such environments the Kenan Institute Asia uses a cluster approach that emphasizes cooperation among all the organizations in a business cluster. In 2007, K.I.Asia worked on projects to develop cluster activities for handicraft enterprises in Bangkok province and to train cluster development agents for the leather products cluster. The Institute also undertook research and analysis for the Thailand Board of Investment to help the board improve its policies.



Cluster members help to develop a Cluster Roadmap



CDA trainees brainstorm their cluster development strategies



STI (Skill, Technology and Innovation) entrepreneurs provided information during a focus group

The handicraft cluster development project

The Department of Industrial Promotion (DIP) provided a grant for K.I.Asia to establish the "First Craft Bangkok Cluster" comprising 25 handicraft SMEs. Cluster members developed a master plan for their cluster development along with detailed action plans. Two pilot projects were carried out to strengthen their cooperation on market opportunities. These included cluster website development and cluster participation in the 30th World Crafts Council held in Bangkok.

Cluster Development Agent Project

For the Office of SMEs Promotion (OSMEP) and the Bangkok Leather Cluster, K.I.Asia developed a training curriculum for cluster development agents (CDA) and a CDA development manual. K.I.Asia experts then trained CDAs from leather products companies and from related organizations such as the Thai Tanning Industry Association, the Thai Footwear Association, Cattle Farming and Beef Cooperatives, the Department of Industrial Promotion and OSMEP. More than 40 people were trained, with 28 demonstrating the capability to become effective CDAs. Five of the 28 have already begun work on cluster strategic planning and trade fair participation. A key strategy will be working with cattle and tanning companies to improve the quality of hides to be supplied to the cluster.

Investment Promotion Policy Evaluation Project

To support a Board of Investment (BOI) policy review, K.I.Asia conducted research to evaluate investment promotion policies, measures, operations and regulations. The work focused on machinery and equipment manufacturers, natural rubber products companies, SMEs in three agri-businesses and seven creative industries as well as business enterprises emphasizing technology and innovation. K.I.Asia used in-depth interviews, focus groups and questionnaire to collect primary data for analysis. Recommendations based on the analysis were provided by K.I.Asia expert staff supplemented by outside experts.

"During the 30th WCC exhibition, the cluster attracted the interest of a leading newspaper journalist who was impressed with the development of First Craft Bangkok Cluster. His cluster story made this cluster widely known more quickly than expected and as a result customers placed orders for cluster products."

Mrs.Rida Srilomsak, The First Craft Bangkok Cluster Leader

Preparing for a pandemic

In 2007, the Greater Mekong Sub-region countries continued to experience outbreaks of avian influenza in poultry and humans, increasing cases of dengue fever, and malaria treatment failures due to drug resistance. The revised International Health Regulations that took effect on June 15, 2007 have brought a new set of requirements to develop capacities for infectious disease control in the region.

"In Southeast Asia; exercises are demonstratively advancing the readiness of Pan Flu planning and response efforts...Of particular note is the leadership role of Jim Hopkins and the Kenan Institute Asia... in introducing and assisting to support exercises in the region."

Dr. Keith Holtermann, Special Assistant, Office of the Assistant Secretary for Preparedness and Response, US Department of Health & Human Services

Policy Change

K.I.Asia's support for monitoring the therapeutic efficacy of anti-malarial drugs in border sentinel sites in Thailand indicated that cure rates were declining for the national anti-malarial treatment regimen. The annual forum supported by K.I.Asia to consider this scientific evidence led to a policy change that mandates a new combination therapy regimen nation-wide beginning in 2008.

Pandemic Preparedness Planning

K.I.Asia supported a planning exercise for pandemic influenza between Thailand's Ubon Ratchathani province and Champasack province of the Laos, and similar exercises with provincial officials and international NGOs to integrate pandemic plans covering refugee camps in three provinces along the Thai-Burma border. To support emergency preparedness in public schools, K.I.Asia produced and disseminated guidelines for disaster management and pandemic influenza preparedness to all 32,288 public schools in Thailand, and provided training for all 179

school districts and provincial public health offices. In partnership with the Asian Disaster Preparedness Center, K.I.Asia supported a workshop on lessons learned from Asian countries in managing avian and pandemic influenza simulation exercises. This workshop provided input to development of a training curriculum for use by the ten member countries of ASEAN. These activities were made possible by a grant from the US Agency for International Development (USAID).



Thai public health and education officials learning to analyze risk related to disasters



"Kenan Institute collaborated quite effectively with Thailand's Ministries of Public Health and Agriculture and international organizations to strengthen capacity to prevent and control avian influenza outbreaks in refugee camps."

Dr. Ajchara Vararuk, Avian and Human Influenza Regional Coordinator, UNSIC-ADB

Training workshop for the Karen Education Department on adapting K.I.Asia's life skills curriculum on avian influenza for use in eight refugee camp

Disease Surveillance

With funding from USAID, K.I.Asia supported a Joint Action Program for cross border collaboration among Thailand, Cambodia, and Laos, resulting in establishment of a system for rapid exchange of information on outbreaks of infectious diseases in humans and animals among 17 border provinces. Working with WHO and Thailand's Ministry of Public Health, the Institute organized training on developing case studies on outbreak investigation to be used in training joint cross border teams. The Institute organized and facilitated negotiations between provincial public health/livestock officials and international NGOs resulting in working protocols for surveillance and response to outbreaks of avian influenza in nine refugee camps on the Thailand-Burma border.

Life Skills Education for Disease Prevention

K.I.Asia helped Thailand's Ministry of Public Health develop a life skills education package to help community volunteers with behavior change communication related to avian and pandemic influenza. The Institute trained 68 provincial public health officials and 382 education supervisors to promote and support the use of K.I.Asia's teacher guides on avian influenza. These guides were distributed to public schools throughout Thailand with funding by UNICEF. K.I.Asia trained the Karen Education Department and the Karenni Education Department (serving people in refugee camps) and Vietnam's Ministry of Education and Training on adaptation of the Thai language materials for development of life skills curricula on avian and

pandemic influenza in partnership with UNICEF Thailand. K.I.Asia began development of a new primary school curriculum on mosquito-borne diseases such as malaria and dengue to be used in 2008 in Laos and Thailand.



Life skills communication kit for Thai village volunteers



Workshop on case study development for surveillance and rapid response team training curriculum, Chiang-Mai

Innovative Learning for Youth

Kenan Institute Asia understands that young people have great potential to contribute to social and economic development. In order to fulfill that potential, however, they need leadership and creative thinking skills, technical and business knowledge, and social and environmental awareness. K.I.Asia works with schools, families, communities, the Ministry of Education and private companies to develop youth leaders who have the desire and the skills to contribute to sustainable development. K.I.Asia works closely with corporate clients to design programs, facilitate volunteer participation and communicate program impacts. Current clients include MSD (Thailand), Microsoft, American Express, Banpu, Dow Chemical, AIA and Chevron. K.I.Asia's services include designing new approaches, building local capacities, piloting programs, and institutionalizing programs.

"This workshop is very different from other workshops I have attended throughout my 20 years of teaching. I have learned many techniques which are impressive and very valuable. I did not quite understand why I did not get the answer right away until I realized that it is not the answer that is important, but the process of finding out the answer. It's very important to ask the right question at the right time and let students to think about it rather than tell them the answer right away."

Ajam Jedsada Sriwiset, science teacher and academic head of Kho Yao Wittaya School

Secondary Science Education

Thai educators, scientists, businessmen and political leaders increasingly recognize that it is critical for Thailand to improve science teaching in order to help individual students and the nation cope with the demands of global competition. Funded by MSD (Thailand) Ltd., a subsidiary of the US-based Merck & Co., Inc., the Inquiry-based Science and

Technology Education Program (IN-STEP) offers a new model for science education in Thailand. In partnership with the Ministry of Education, the Merck Institute for Science Education, the Institute for the Promotion of Science and Technology and MSD, IN-STEP provides a proven teaching approach to build science teachers' understanding of basic

science and to encourage inquiry-based learning. In its first phase, the program is focusing on science education at middle schools in Phang-nga province. K.I.Asia distributes instructional materials, holds training workshops for teachers, provides support for school principals and teachers through mentorships, and evaluates the effectiveness of all these activities. The program involves 48 schools, 90 science teachers and 2,700 students in Phang-nga over its initial three-year period.



Students in Phang-nga learn to pose scientific questions and systematically find their own answers in the IN-STEP program.



"When we got our computer in the classroom, I could really see how this wasn't about learning computer programs, but about using the computer as a tool to help the kids learn."

Khun Bunsom Khurujarn, deputy headmaster of Ban Tha Kham School.

ICT in the classroom



Students engaged in learning activities implementing the One Computer Classroom Model

The use of information and communication technologies (ICT) for education can greatly enhance the quality of learning and narrow the digital divide between urban and rural areas. However, resources needed to use ICT in meaningful ways are often limited, particularly in rural schools. Therefore, K.I.Asia worked with the Ministry of Education's Office of the Basic Education Commission to train teachers from 18 schools throughout northern Thailand on using the computer as a tool for learning math, science and English. From that experience, the institute developed a methodology for disadvantaged schools, showing teachers how to optimize a limited numbers of computers for learning in the classroom. **The One Computer Classroom (OCC)** program helps teachers maximize the use of limited ICT resources to improve the quality of students' learning and higher order thinking skills. It emphasizes the use of the computer as learning tool. OCC activities include workshops for school principals, training and

coaching for teachers, and monitoring and evaluation. At present, 100 teachers from seven Thai provinces are members of the OCC teacher network.

The Youth Leadership and Entrepreneurship Program provides opportunities for disadvantaged, but high-potential, high school students to develop leadership skills, social responsibility and business insight. With private sector partners, K.I.Asia manages this program of scholarships, leadership camps, and corporate mentors. It covered community citizenship, social entrepreneurship, sustainable tourism and responsible leadership. The students also learned skills in communication, team building, project management and ICT. In 2007, more than 70 youth leaders expanded their network and implemented community development projects in Khon Kaen and Songkhla provinces. Forty high school students from 17 schools in Khon Kaen participated in the Sufficiency Economy Learning Camp. In Songkhla, 32 students from 8 schools attended the Global Warming Prevention Camp to learn how to reduce greenhouse gases.



Songkhla Youth Leaders study rising sea levels and land erosion at the Sathing Phra Peninsula

Environment

As a key part of sustainable development, K.I.Asia promotes environmental conservation, raises environmental awareness and encourages participation in community environmental management. Through long-term relationships with our partners, K.I.Asia has provided environmental-related training, technical assistance, policy advice and project management for educational institutions, and public and private sector organizations.

“The responsibility of the private sector in the provision and management of environmental goods and services has often been overlooked. However, increasing private sector attention to corporate social responsibility and the growing ability of community enterprises to sustain themselves while protecting the environment offer new opportunities to bring market-based mechanisms into play. There is a need, therefore for improved networking among these various types of organizations in order to allow more efficient communication and collaboration on integrated policies that lead to effective actions.”

K.I.Asia paper on environmental cooperation in the Greater Mekong Subregion

EGAT's Public Communications in Corporate Social and Environmental Responsibility Program

K.I.Asia advised the Electricity Generating Authority of Thailand (EGAT) on its strategic plan for EGAT's corporate social and environmental responsibility. The strategic plan has been continuously developed in cooperation with consulting partners since 2005. Project activities included defining the terms of reference for technical consultants, developing related community environment plans, advising EGAT executives, building the capacity of EGAT staff, developing an evaluation tool for the project, and improving the organizational structure of the public communications division. With this assistance, EGAT was able to run its program in corporate social and environmental responsibility more systematically.

GMS Environmental Conservation Network

K.I.Asia and the Blue Moon Fund, a US Foundation based in Charlottesville, Virginia, worked together to improve collaboration on integrated environmental policy tools in the Greater Mekong Subregion (GMS). In 2007, K.I.Asia organized two brainstorming sessions, and a focus group meeting with environmental NGOs, project developers and international donors. K.I.Asia and partners also conducted research and produced case studies as input papers for a roundtable on policy mechanisms to support environmental protection. Key policy tools included conservation concessions (CC), payment for ecological services (PES), conservation incentive agreements, strategic environmental impact assessments (SEA) and public participation.



EGAT staff consults with community members on the use of social mapping as a tool to identify public needs for community development at, Nam Pong Dam, Khon Kaen.

The 2007 Kenan Conference: Stylish SMEs — Getting Ready to Go Global



1. A participant asks a question during 2007 Kenan Conference
2. Exhibitor gives an information to clients
3. Key sponsors and partners of the Kenan Conference

This year's Owen G. Kenan conference, titled "Stylish SMEs — Getting Ready to Go Global" focused on improving design, marketing and innovation in order to compete in global markets. It provided participants with an opportunity to meet successful entrepreneurs, learn the secrets of their success and hear how the new government planned to help Thai SMEs. Named in memory of one of the Institute's founding trustees, Mr. Owen G. Kenan, this annual conference has provided important input for Thailand's development strategies for the past six years.

Co-hosted with the Ministry of Commerce, Ministry of Industry and the Office of Small and Medium Enterprises Promotion, participants heard government officials promise to improve market information for SMEs and make it easier to find that information online.

Opening the conference, Deputy Industry Minister Piyabutr Chonvijarn pledged to support small businesses with the information, funding, and design assistance needed to succeed in highly competitive world markets. He said that innovation, in process and marketing as well as in product, was necessary for competitiveness.

Top Thai entrepreneurs played a key role in the conference, explaining their success in using design and creativity to succeed in world markets. Mr. Narongsak Phajharoen, the Managing Director of the King Collection, explained how he gathered market information to anticipate market trends. "Innovation does not come out of the heavens and hit us in the head," he said. "It comes through in-depth research and a good understanding of creating value for particular customers — not just functional value, but also emotional value."

The conference offered a platform for discussion, questions, answers, and knowledge-sharing by successful entrepreneurs including Ms. Supornthip Chuangrungsri — CEO of Tippy&Matthew Jewelry, Mr. Chatchai Boonyarat — Chairman of Malee Sampran PCL, Mr. Somchai Songwattana, CEO of FLY NOW, Ms. Kantaleewan Chuayboon, Business Communication Director for Propagandist Co., Ltd.

Participants also learned about the latest financial services for SMEs from leading financial companies, OSMEP Venture Capital, Kasikorn Bank, Siam Commercial Bank, Export-Import Bank and the SME Development Bank of Thailand.

Kenan Foundation Asia Balance Sheets "As at September 30, 2006 and 2005"

Assets	2006 Baht	2005 Baht	LIABILITIES AND FUND BALANCE	2006 Baht	2005 Baht
CURRENT ASSETS			CURRENT LIABILITIES		
Cash and deposits at financial institutions	47,258,306	28,589,237	Accrued expenses - UNC contract	772,562	3,165,622
Accounts receivable	9,348,672	14,729,830	Accrued expenses and other current liabilities	<u>9,928,703</u>	<u>19,531,844</u>
Advance payment	4,056,976	1,939,424	Total Current Liabilities	<u>10,701,265</u>	<u>22,697,466</u>
Other current assets	<u>1,847,416</u>	<u>857,691</u>			
Total Current Assets	<u>62,511,370</u>	<u>46,116,182</u>			
NON-CURRENT ASSETS			FUND BALANCE		
Equipment - net	7,240,687	8,817,178	Initial donation	500,000	500,000
Long-term investments	204,309,404	212,524,107	Unrealized gains on investments in available-for-sale marketable securities	(972,747)	6,523,772
Other assets	<u>1,282,337</u>	<u>1,419,485</u>	Accumulated excess of revenues over expenditures	<u>265,115,280</u>	<u>239,155,714</u>
Total Non-Current Assets	<u>212,832,428</u>	<u>222,760,770</u>	Total Fund Balance	<u>264,642,533</u>	<u>246,179,486</u>
TOTAL ASSETS	<u>275,343,798</u>	<u>268,876,952</u>	TOTAL LIABILITIES AND FUND BALANCE	<u>275,343,798</u>	<u>268,876,952</u>

Kenan Foundation Asia

Statements of Changes in Fund Balance
For each of the years ended September 30,
2006 and 2005

	Initial Donation	Unrealized gain (loss) on investment in available- for-sale marketable securities	Accumulated excess of revenues over expenditures	Total
	Baht	Baht	Baht	Baht
Balance at October 1, 2004	500,000	15,211,277	235,447,009	251,158,286
Changes in unrealized gain on investment in available-for-sale marketable securities	-	(8,687,505)	-	(8,687,505)
Excess of revenues over expenditures	-	-	<u>3,708,705</u>	<u>3,708,705</u>
Balance at September 30, 2005	500,000	6,523,772	239,155,714	246,179,486
Changes in unrealized loss on investment in available-for-sale marketable securities	-	(7,496,519)	-	(7,496,519)
Excess of revenues over expenditures	-	-	<u>25,959,566</u>	<u>25,959,566</u>
Balance at September 30, 2006	<u>500,000</u>	<u>(972,747)</u>	<u>265,115,280</u>	<u>264,642,533</u>

KENAN FOUNDATION ASIA

Statements of Revenues and Expenditures For each of the years ended September 30, 2005 and 2004

	2006 Baht	2005 Baht
REVENUES		
Donation income	128,963,596	94,393,998
Interest income	8,441,561	6,376,297
Other income	<u>43,549,558</u>	<u>55,093,121</u>
Total Revenues	<u>180,954,715</u>	<u>155,863,416</u>
EXPENDITURES		
Grants to projects	90,471,588	114,096,698
Administrative expenses	<u>64,523,561</u>	<u>38,058,013</u>
Total Expenditures	<u>154,995,149</u>	<u>152,154,711</u>
Excess of Revenues over Expenditures	<u>25,959,566</u>	<u>3,708,705</u>

We have audited the balance sheets of Kenan Foundation Asia as at September 30, 2006 and 2005, and the related statements of revenues and expenditures and changes in fund balance for each of the years then ended, and have reported thereon dated January 15, 2007 that the financial statements referred to above present fairly, in all material respects, the financial positions of Kenan Foundation Asia as at September 30, 2006 and 2005 and the results of its operations for each of the years then ended in accordance with generally accepted accounting principles.

The balance sheets at September 30, 2006 and 2005, and the related statements of revenues and expenditures and changes in fund balance for each of 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 preceding paragraph.

KPMG Phoomchai Audit Ltd.
KPMG Phoomchai Audit Ltd.
Bangkok
January 15, 2007

Donors and Partners



**United States Agency for
International Development**



**Kenan Family
Foundations**



**Thailand International Cooperation
Agency, Ministry of Foreign Affairs**

Major Donors and Clients

- American Express Foundation
- American International Assurance
- Banpu Public Company
- Blue Moon Fund
- Board of Investment
- Bush-Clinton Tsunami Relief Fund
- Chevron Thailand
- Dow Chemical (Thailand)
- European Union
- Electricity Generating Authority of Thailand
- Kenan Charitable Trust
- GE Money
- K-Bank
- MSD Thailand
- Microsoft (Thailand)
- Pfizer
- STARR Foundation
- Thai ministries of commerce, industry
- UNICEF
- UN World Tourism Organization
- USAID

Project Partners

International Agencies

- Asian Development Bank
- Asian Pacific Philanthropy Consortium
- Association of Southeast Asian Nations
- ASEAN Foundation
- Asian Productivity Organization
- Fair Labor Association
- US Department of Justice
- US Department of State
- US Patent and Trade Office
- US Trade and Development Agency
- World Bank
- World Health Organization
- Vietnam Bank for Social Policy

Thai Governmental Agencies

- Administrative Court
- Bank of Thailand
- Bank for Agriculture and Agricultural Cooperatives
- Chantaburi Provincial Government
- Central Intellectual Property and International Trade Court
- Institute for Small and Medium Enterprises Development
- Ministries of: Agriculture, Commerce, Education, Environment, Finance, ICT, Industry, Labor, Public Health, Social Development and Human Security, Sports and Tourism, Transportation
- National Economic and Social Development Board
- National Science and Technology Development Agency
- Office of the Judiciary
- Office of Small and Medium Enterprises Promotion
- Office of Atomic Energy for Peace
- Phang-nga Provincial Government
- Security Exchange Commission
- Small Industry Finance Corporation
- Thai Industrial Standards Institute (TISI), Ministry of Industry
- Tourism Authority of Thailand
- Government Saving Bank
- Export and Import Bank of Thailand

Companies

- Amata
- Bangkok Bank
- Bank of Ayudhya
- Coca Cola Thailand
- Laem Chabang International Terminal
- Mitr Phol Sugar
- Ratchaburi Holdings
- Siam Commercial Bank
- Somboon Group
- United Standard Terminal

Universities

- Bangkok University
- Burapha University
- Boston College
- Chinese University of Hong Kong
- Chulalongkorn University
- Dusit Thani College
- Dhurakij Pundit University
- Khon Kaen University
- King Mongkut 's University of Technology Thonburi
- Mae Fah Luang University
- Mahidol University
- Prince of Songkla University
- Rajabhat Suan Dusit
- Srinakharinwirot University
- Surattani Rajaphat University
- Thammasat University
- Thai Community Colleges
- University of North Carolina at Chapel Hill

Non Profit Organizations

- American Bar Association
- American Bankruptcy Institute
- American Chamber of Commerce in Thailand
- Corporate Social Responsibility Institute (CSRI)
- East-West Center
- Eisenhower Fellowship
- Electrical and Electronic Institute
- Federation of Thai Industries
- International Intellectual Property Institute
- James HW Thompson Foundation
- Laos Chamber of Commerce and Industry
- Phuket Tourism Association
- Phang-nga Tourism Association
- Population Development Association
- SME Cambodia
- Social Venture Network (Thailand)
- Stock Exchange of Thailand
- Thai Chamber of Commerce
- Thai Health Fund
- Thailand Logistics and Production Control Society
- Thai National Shippers Council
- Thai Rural Net

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Public Health Program
Tsunami Recovery Action Initiative
Strategic Corporate Citizenship
Innovative Learning for Youth
Business Development

2007

Annual Report



" Partnering for Sustainable Development "



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