



The Government Public Relations Departments Foreign Office organized a press briefing and study tour on the topic Sustainable Life under the Shade of Royally Initiated Projects on 13-15 June 2017 at Chiang Rai province for 21 media members from 19 international news agencies.

On the first day, media members attended a press briefing on the Doi Tung Development Project, visited the Hall of Inspiration, explored Doi Tung Royal Villa, stopped by Doi Chang Mub Military Base on the Thai-Myanmar border, and learned about after-school Chinese language classes for children in a village in Mae Fah Luang district. Media members were also enthusiastically engaged in a special talk session with five speakers, who represented their ethnic minority groups in the area, by asking questions and exchanging their thoughts on the success of the Doi Tung Development Project.

The next day, the group observed the planting of economic crops Arabica coffee and macadamia nuts at Navuti Company, one of Thailand's first socially responsible commercial entities. The PRD media relations team then took media members to visit the Cottage Industries Center and Outlet of the Doi Tung Development Project. The group later visited Prince Chakrabandh Pensiri Center for Plant Development, talked to a village headman and villagers who have benefited from the project, and ended the day by visiting the Tea Oil and Plant Oils Development Center.

On the last day of the program, the group went to the Second Royal Food Processing Factory, under the brand Doi Kham. They learned that this social enterprise purchases produce from local farmers and promotes agricultural plantations, to prevent middlemen from taking advantage of Thai farmers. Moreover, Doi Kham has also carried out the continuation of the royal philosophy to support business management in four dimensions: economy, environment, culture, and community. Before traveling back to Bangkok, the group also observed factory processing lines that had been certified to world standards.