

Thailand national day

Japan's old friend, modern partner

Virasakdi Futrakul
AMBASSADOR OF THAILAND

Dec. 5 is the National Day of the Kingdom of Thailand because it is the birthday of His Majesty King Bhumibol Adulyadej, Thailand's head of state.

This year His Majesty will complete the seventh 12-year cycle of his birth on His Majesty's 84th birthday. The Thai people hold a grand celebration of this auspicious occasion throughout the Kingdom of Thailand and wherever the Thai people live around the globe.

On this auspicious occasion, I, on behalf of the Royal Thai Government, have the honor to extend our best wishes for the good health, happiness and long life of Their Imperial Majesties Emperor Akihito and

Empress Michiko as well as all members of the Imperial Family, whose long and friendly relationship with the Royal Family of the Kingdom of Thailand epitomizes the friendship between the Thai people and the Japanese people for the past 500 years.

Today, Thailand and Japan are old friends and modern partners. Both countries share democratic values and have closely cooperated with each other in multidimensional fields to facilitate the peace and the prosperity of the Asia-Pacific region.

Thailand and Japan also are close economic partners. Japan is Thailand's biggest trading partner. Our bilateral trade is approaching ¥5 trillion. Japan is also Thailand's largest investor. Japanese businesspeople in Thailand now number more than 46,000, the largest in Southeast Asia and the second largest in Asia. Japanese com-

panies, numbering over 7,000, are the largest foreign employers in Thailand, employing more than 700,000 workers. Japanese companies also remitted the largest amount of profits back to Japan in Southeast Asia and the second largest in Asia. Therefore, the economic presence of Japan in Thailand is solid and still growing. The Kingdom of Thailand cherishes our old friendship and our modern economic partnership with Japan.

This year has been a difficult one for both Thailand and Japan due to natural disasters. This difficult time, however, has also revealed the depth and the strength of the friendship between our two peoples. The stream of mutual assistance between our two peoples to alleviate the suffering of each other in our respective time of need shows that we are true friends indeed. The Thai people and government will always remem-



His Majesty King Bhumibol Adulyadej of Thailand

ber that the people and government of Japan lent their hands when millions of Thais were engulfed by the greatest flood in our history. The picture of Japanese schoolchildren bringing their collections of coins to the

Thai Embassy in order to help alleviate the suffering of Thais affected by the great flood will be forever etched in our hearts and in our memory.

Thank you, Japan, old friend and modern partner of Thailand.

Royal Emblem's details

The gilt-edged yellow Royal Cipher set on a dark blue background stands at the center of the Royal Emblem. The Thai letter for the number nine above the Royal Cipher indicates that His Majesty King Bhumibol Adulyadej is the Ninth King of the Royal House of Chakri. On both sides of the Royal Cipher is a gold "Phoom Khao Bin" decorative design under the Seven-Tiered White Umbrella of State. The green oval band with gold rims signifies the color of power for His Majesty's day of birth and wealth, fertility as well as tranquility. The white rabbit marks the auspicious year of His Majesty the King's seventh cycle birthday anniversary, while the gold decorative "Kranok" symbolizes prosperity of the kingdom under His Majesty's benevolent reign.

The gilt-edged pink ribbon at the base bears the words "The Celebration on the Auspicious Occasion of His Majesty the King's Seventh Cycle Birthday Anniversary, Dec. 5, 2011."



Taking action: His Majesty King Bhumibol Adulyadej (center) visits the Huai Sai Royal Development Study Center for agricultural research and development, created under the initiative of His Majesty in Cha-am, Phetchaburi Province, on July 14, 1998. ROYAL THAI EMBASSY

King Bhumibol Adulyadej's auspicious 84th birthday

"We shall reign with righteousness for the benefit and happiness of the Siamese people."

This was the oath His Majesty King Bhumibol Adulyadej gave to the Thai people on the occasion of His Majesty's coronation on May 5, 1950, which remains true today.

For more than six decades, His Majesty the King has carried out his duties and responsibilities both as a constitutional monarch in accordance with the country's constitution and as a Thai King in keeping with the traditions and deep-seated beliefs that have evolved over the seven centuries of the country's existence. Throughout the years, His Majesty the King has worked

tirelessly and devoted his life to aiding the development of the Kingdom and the improvement of the Thai people's livelihood. His Majesty has always placed people at the center of all developmental endeavors and ensured that benefits rendered will lead to sustainable development. For up to eight months each year, His Majesty used to travel to different parts of the country, no matter how remote or rural, to see for himself how his people lived and what could be done to better their livelihood.

Today, there exist over 4,000 royally initiated projects, from irrigation to flood alleviation and from public health to distance learning. These projects have

touched the lives of millions of Thai people, particularly those in rural areas. Among the best-known of His Majesty's projects and initiatives have been the Royal Project and the Royal Project Foundation to help promote highland agriculture through crop substitution and water resource restoration, the Royal Rainmaking Program, the Water Treatment by the Chaipattana Aerator, the Soil Acidity Acceleration Project and the Kaem Ling (Monkey's Cheek) Project. His Majesty's New Theories on Agriculture and Sufficiency Economy Philosophy have also been widely adopted as models of how to achieve balanced and sustainable development.

Beyond national boundaries, His Majesty's contributions have been recognized in a multitude of honors, including more than 30 international awards and more than 20 honorary degrees. International recognition followed when His Majesty's Royal Project was awarded the Ramon Magsaysay Award, the Asian equivalent of the Nobel Prize, in 1988 and the Colombo Plan Award in 2003. Currently, more than 300 upland villages benefit from the Royal Project and the Royal Project Foundation, working from 38 development centers and four research stations, touching the lives of no less than 30,000 households.

In 2006, the United Nations

conferred on His Majesty the first United Nations Development Program (UNDP) Human Development Lifetime Achievement Award, for his dedication to develop and industriously uplift the living conditions of Thai people all through his 60-year reign. In 2009, the World Intellectual Property Organization (WIPO) awarded His Majesty the first WIPO Global Leaders Award in recognition of His Majesty's remarkable contribution to intellectual property both as an inventor and as an active proponent of intellectual property as a tool for development.

As a prolific artist and inventor, His Majesty is the first living member of a Royal Family to be

awarded a patent. He holds 20 patents and 19 trademarks to be precise — all of which are available to the public free of charge. His Majesty's innovations for development include a patented rainmaking technology, water diversion and storage techniques,

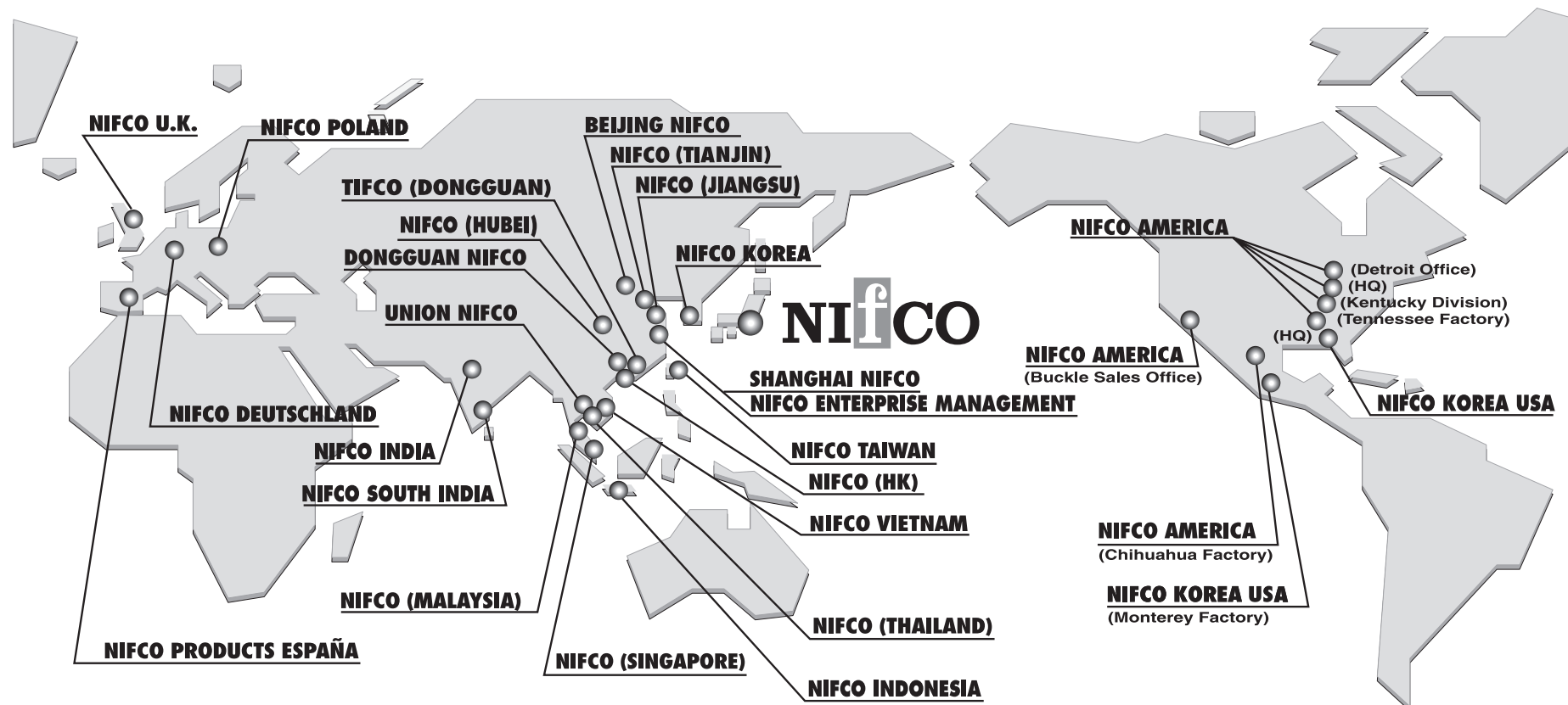
as well as turning palm oil and other crops into biogas and bio-fuel as far back as the 1980s.

Throughout his noble reign, His Majesty the King has selflessly elevated the interests of the Thai nation above personal interests. For more than six de-

cadecades, His Majesty has stood as a pillar of national stability and unity and dedicated himself to fulfilling the oath he made, to the benefit and happiness of the Thai people. For all Thais, His Majesty is truly "the King" and our "Father of the Land".

On the Auspicious Occasion of the 84th Birthday of His Majesty King Bhumibol Adulyadej of the Kingdom of Thailand

We send our heartiest congratulations and best wishes for the speedy recovery of Thailand from the flood situation



Nifco's group companies in Thailand



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Thailand national day

Enjoying friendly relations

Yukio Hatoyama
PRESIDENT, JAPAN-THAILAND
PARLIAMENTARY FRIENDSHIP LEAGUE
OF THE DEMOCRATIC PARTY OF JAPAN

On the auspicious occasion of Thailand's National Day, I humbly offer my heartfelt congratulations to His Majesty King Bhumibol Adulyadej on His Majesty's 84th birthday.

At the same time, I would like to express my sincerest condolences and sympathy for the victims and the affected people due to the flooding that occurred from July 31, causing long-lasting damage. In the aftermath of the March 11 Great East Japan Earthquake, Japan received monetary donations and humanitarian and material support from around the world, including from the Thai Royal Family and people and government of Thailand.

Although our country is still on the way toward restoration and reconstruction, we would like to repay the debt of gratitude with our humanitarian assistance and emergency aid, pray-

ing that the Thai people shall regain their undisturbed lives as soon as possible.

The history of relations between Thailand and Japan goes back 600 years. In recent years, based on the friendly ties between the Imperial Family and the Thai Royal Family, both countries have established a close relationship in a wide range of spheres — including political, economic and cultural — enjoying active interpersonal exchanges.

Especially in the economic sphere, Japan is the principal trade and investment partner and aid provider to Thailand. For Japan, Thailand is an important manufacturing base as well as a major market within the South-east Asian region. In this regard, the current flood disaster has inflicted much damage on Japanese companies in Thailand and has widely affected corporate activities around the world.

Extensive natural calamities disrupt the longtime efforts of development and affect society seriously, especially preying on the weak. Japan has developed effective systems, such as those to provide early warnings of earthquakes and predictions of typhoon paths. Also, Japan has

established Sept. 1 as National Disaster Prevention Day, when emergency drills are conducted nationwide to raise people's awareness of disaster prevention. I think Japan should share such knowledge and lessons with the international society for further cooperation in the future, which I believe is important for the development of the Japan-Thailand friendship as well.

During my time as prime minister, I attended the meeting of the heads of government of the Association of Southeast Asian Nations (ASEAN), held in 2009 in Hua Hin, Thailand, where I was attracted by the Thai people's warm hospitality and the beautiful natural environment. I was also impressed by the intelligence of then Prime Minister Abhisit Vejjajiva. I wish the Thai people regain their serene lives under the leadership of new Prime Minister Yingluck Shinawatra.

In my capacity as the president of the Japan-Thailand Parliamentary Friendship League of the Democratic Party of Japan, I pledge every effort to further develop our economic partnership into a win-win relationship for both countries.



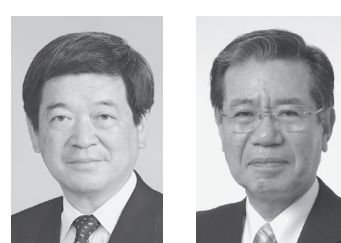
Still at rest: Traces of the floodwater level at nearly 2 meters remain on the reclining Buddha at the temple of Wat Lokayasutha in the Ayutthaya Historical Park. TOURISM AUTHORITY OF THAILAND

Economic ties grow in strength in overcoming natural disasters

Eizo Kobayashi and Ichiro Itoh
CHAIRMAN AND COCHAIRMAN,
JAPAN-THAILAND TRADE AND
ECONOMIC COMMITTEE, KEIDANREN

On behalf of the business community of our country, we humbly offer respectful congratulations to His Majesty King Bhumibol Adulyadej on his 84th birthday. As 84 years is the seventh period of the 12-year cycle of the Thai Zodiac, this is said to be a lucky year. We offer best wishes for continued good health, happiness and prosperity to His Majesty.

Looking back on this year, Japan and Thailand faced difficult times: the March 11 Great East Japan Earthquake on the one hand, and the unprecedented floods in Thailand this autumn on the other. Both countries recorded a number of victims and economic losses. Through mutual cooperation between Thailand and Japan in such difficult times, we both realized our strong bonds again. The disasters caused disruptions to the supply chain that affected



Kobayashi



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both countries' economies, which let us know that we are strongly tied together.

In the aftermath of the earthquake, we received prompt and numerous supports from your country. Taking this opportunity, we would like to extend our appreciation to His Majesty and the Thai people again. With your support, our production activities were restored with unexpected speed. Also, we are most delighted to see more signs of recovery from the flooding in Thailand, and we hope for the earliest restoration of the devastated areas.

While doing its best for the

restoration of the country, Japan's business sector will also carry out our duty to the global economy. Above all, we would like to emphasize the importance of your country as a production base of the growing Asia. On the occasion of the fifth anniversary of the Japan-Thailand Economic Partnership Agreement, which has supported the bilateral economic relationship, review of the agreement will start in the fields of trade, investment and services, and movement of persons. We expect that this review will lead to advanced liberalization, a deepened economic relationship between both countries and economic integration in Asia.

Finally, we again would like to offer best wishes for continued good health, happiness and prosperity to His Majesty and the Thai people, and hope the relationship of mutual trust fostered between Japan and Thailand over a number of years will continue to grow even more from now on.

Looking forward to an increase in social, cultural exchanges

Ken-ichi Suematsu
PRESIDENT, THE JAPAN-THAILAND
ASSOCIATION

On the auspicious occasion of the 84th birthday of His Majesty King Bhumibol Adulyadej, I humbly offer my cordial and sincere congratulations to His Majesty, and best wishes for even better health, happiness and prosperity to His Majesty the King, the Royal Family and the Thai people.

This year proved to be a year of unprecedented crises for both Thailand and Japan. When the Great East Japan Earthquake struck in March, many lives were claimed from the ensuing tsunami, and people suffered from blackouts and a shortage of supplies. Many victims of the hardest-hit areas still have not been able to go back to their former lives, often living in great inconvenience. In such a situation, we are very thankful for and sincerely appreciate the relief money and supplies that His Majesty King Bhumibol Adulyadej and the Thai government along with the Thai people had sent to us.

On the other hand, it is greatly unfortunate that Thailand suffered from large-scale flooding shortly after the Thai economy regained momentum after the inauguration of Prime Minister Yingluck Shinawatra. I pray for the country's recovery from the devastating damage in northern and central Thailand, including in the capital,

Bangkok. It is with great sorrow that I continue to pray for the many lives that were claimed; I also hope that Thailand recovers from the blow to the many industries that were affected, which subsequently sent ripples all throughout the world economy, including in Japan. I strongly believe that under the aegis of the wise leadership of His Majesty King Bhumibol Adulyadej and mutual cooperation among the Thai people, the flood can be overcome.

It goes without saying that Japan and Thailand have long enjoyed a close relationship in all spheres, including in the spheres of government — including, of course, the Imperial Family of Japan and the Royal Family of Thailand, economy, and culture. Not only is Japan the biggest investment partner to Thailand, the Japanese people are also very eager to learn about Thai culture and many Japanese continue to visit Thailand. In addition, it is my sincere hope that social and cultural exchanges between the two countries continue to increase. In this regard, The Japan-Thailand Association will promote such exchanges in whatever capacity it can.

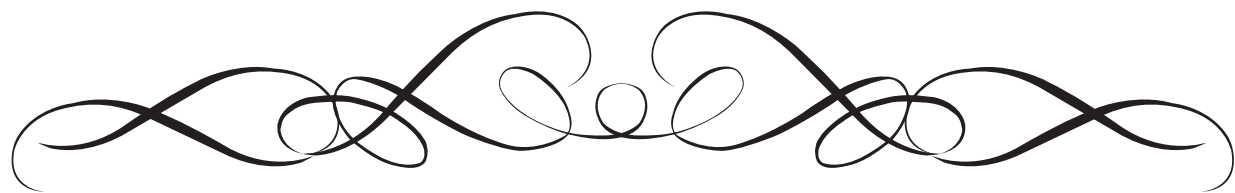
On the occasion of the birthday of His Majesty King Bhumibol Adulyadej, I once again humbly offer my cordial and sincere congratulations to His Majesty, hope that the Japan and Thailand will continue to establish even stronger trust between the two countries, with the long-time friendship between the two countries serving as the foundation of such sentiment.



Standing firm: Built in the 14th century, the temple of Wat Mahathat is known for its Buddha's head nestled in a tree, a symbol of the Ayutthaya Historical Park, which is a UNESCO World Heritage site, seen in November, after the floodwaters had receded. TOURISM AUTHORITY OF THAILAND

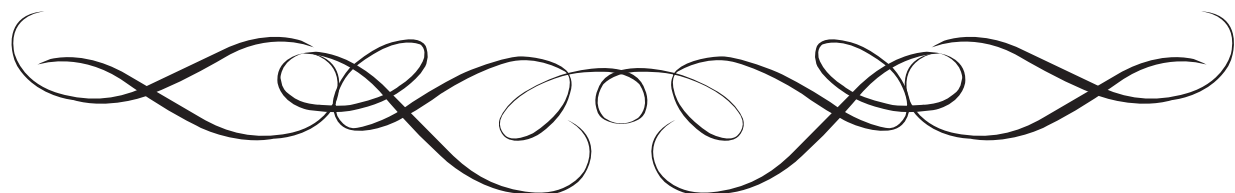


Good views: Tours of the ruins around Ayutthaya by elephant have resumed after the flood receded. TOURISM AUTHORITY OF THAILAND



On the auspicious occasion of the Anniversary of His Majesty's Birthday, we humbly offer our respectful felicitations and abiding loyalty to

**HIS MAJESTY KING
BHUMIBOL ADULYADEJ.**



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お誕生日に際して、
敬意を表し、
心からのお祝いを申し上げます。

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We send our heartfelt congratulations and best wishes for the speedy recovery of Thailand from the flood situation

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We send our heartfelt congratulations and best wishes for the speedy recovery of Thailand from the flood situation

The Japan Thailand Association
President: Ken-ichi Suematsu
2-19-3, Jinbocho, Kanda, Chiyoda-ku, Tokyo 101-0051

We Send Our Heartiest Congratulations to His Majesty King Bhumibol Adulyadej of the Kingdom of Thailand on the Auspicious Occasion of His 84th Birthday

We would also like to sympathize with all in Thailand and hope for a speedy recovery from the floods

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On the Auspicious Occasion of the 84th Birthday of His Majesty King Bhumibol Adulyadej of the Kingdom of Thailand

We send our heartfelt congratulations and best wishes for the speedy recovery of Thailand from the flood situation


TOYO ENGINEERING

Thailand national day



Flights of fancy: Named for its resemblance to an airport, Terminal 21 in Bangkok is a new shopping mall that opened in October, featuring themes based on cities around the world on each floor. TOURISM AUTHORITY OF THAILAND

Both countries persevere in the face of extraordinary challenges

Teisuke Kitayama
CHAIRMAN, JAPAN-THAILAND
BUSINESS FORUM

On behalf of the Japan Thailand Business Forum, I would like to extend my heartfelt congratulations and best wishes to His Majesty King Bhumibol Adulyadej, the Royal Family and the people of Thailand on the auspicious occasion of the 84th birthday of His Majesty.



It has been a very difficult and unfortunate year for Thailand and Japan. Both countries experienced unprecedented disasters, and many lives were lost, and homes and livelihoods were destroyed. Thailand was badly hit by a massive flood covering the whole country and is still suffering damage. The northeastern part of Japan was devastated by an earthquake and a tsunami, which also caused an accident

at the Fukushima nuclear power plant.

In their time of extraordinary challenges, the people of Thailand and Japan have been praised and respected around the world for their strength, perseverance and positive attitudes. Furthermore, both countries and their people have been more than willing to offer their assistance and support to each other. Such warm and genuine gestures of people of both countries exemplify the close relationship between Thailand and Japan.

Thailand has always been gracious to welcome and accept Japan's major manufacturing companies and their businesses, allowing them to build their overseas core business bases in Thailand. Since Thailand is a crucial manufacturing base and a key part of the supply chain of Japanese manufacturers, the post-disaster recovery and reconstruction of Thailand is essential for the reconstruction of the Japanese economy. The



Holy site: Erawan Shrine, a popular tourist spot in Bangkok, is usually crowded with worshippers. TOURISM AUTHORITY OF THAILAND

Japanese Embassy in Bangkok recently started issuing short-term visas for Thai employees of Japanese companies to go to Japan and help manufacture their products.

There are many difficult challenges on the road to recon-

struction for both Thailand and Japan; however, I am confident that the two countries will overcome the challenges by helping and supporting each other and because of the strength and spirit of their people.

The Japan-Thailand Business Forum (JTBF) was established in August 2002 under the patronage of the Royal Thai Embassy in Tokyo for the purpose of strengthening the relationship between Thailand and Japan. JTBF members are top executives of leading Japanese companies who have worked in Thailand, and current and former Thai government officials have honored us by becoming JTBF counselors and honorary counselors. As an organization dedicated to enhancing the relationship, between the two countries, we would like to contribute to the recovery and rebuilding of Thailand.

In closing, I would like to once again express my sincerest congratulations to His Majesty, the Royal Family and the people of Thailand for the auspicious occasion of the 84th birthday of His Majesty.

On the Auspicious Occasion of the 84th Birthday of His Majesty King Bhumibol Adulyadej of the Kingdom of Thailand

We send our heartfelt congratulations and best wishes for the speedy recovery of Thailand from the flood situation



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