

REPORT
BANGKOK WORLD BOOK CAPITAL
2013

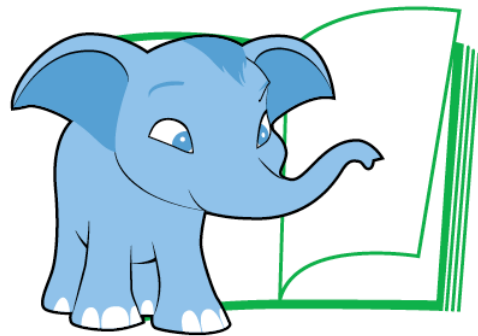


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Introduction

Because of globalization and Western influence, Thai people have had to adapt to a new way of life. Since reading is one way to achieve improvements in this area, reading habits should be encouraged.

Bangkok was selected to be the 2013 World Book Capital by the International Publishers Association (IPA), International Federation of Library Associations and Institutions (IFLA), International Booksellers Federations (IBF), and UNESCO on 27 June 2012. “Bangkok was determined to improve reading habits by bringing every book association to create reading projects and events in order to improve reading habits” was the main reason given for the selection decision.

Being chosen as World Book Capital by a world-leading organization such as UNESCO is a true honor for both Thailand and Bangkok. In addition, Her Royal Highness Princess Maha Chakri Sirindhorn also took the Bangkok Read for Life project into her Royal Patronage, giving much joy and support to the Bangkok government and Read More Know More organizers. The opportunities given to Bangkok and to citizens inspired everyone to try their best to gather as much knowledge as possible from books and build a sustainable book culture in Thai society. Bangkok has to focus immensely on the public relations sector to attract people and create cooperation. With all the effort and support, the Bangkok government is confident that the status of our capital city as a world book capital will be proven right and fruitful.

Road Map

2012–2013

General Activities of associates and Bangkok Government throughout the year and projects proposed to UNESCO

- Launching the City Library
- Launching the Museum of Thai Cartoons
- From Reading to Thinking Culture Activity
- Fostering Reading Activities among Thai Youths
- Seeking Literature for People of Bangkok
- Promoting Reading of Science Books for Scientific Minds
- Promoting Reading Habits for Mind Development
- Operation Procedure of Read More, Know More Associate
- Proposed to be a host for 30th IPA Congress

Strategies and Budget

Strategy 1: Public Communications to Shift the Social Paradigm

The city of Bangkok sees the importance of reading, which is the foundation for the development of the nation and its citizens. Therefore, the city has cooperated with all relevant authorities to promote the campaign known as "Bangkok Read for Life" since the year 2011. The campaign is a part of Strategy 1 to shift societal paradigms with enhanced public communications. The strategy seeks to develop public awareness and understanding of the importance of reading, leading to positive changes to social values while creating an appreciation for reading various forms of public announcements. This will also underscore the status of Thailand's capital city as Bangkok World Book Capital 2013.

The strategy to develop an appreciation of reading for lifelong development targeted mass communication organizations by building their experiences and expertise in public relations planning. In the years 2011-2013, MCOT PLC was selected to manage this strategic component.

Phase 1: Year 2011

In the initial phase of the strategy to achieve social paradigm shift, celebrated individuals were selected as role models to kindle public interest in reading under the campaign "Reading is the Refining of Life." The media communication channels are as follows:

1. *Selecting Brand Ambassadors*

The six selected brand ambassadors are as follows:

- Phra Maha Wutthichai Vajramedhi, a new generation author, critical thinker, scholar and preacher of Buddhism.
- M.R. Sukhumbhand Paribatra, Governor of Bangkok and President of the S.E.A. Write Award Panel
- Ms. Indra Charoenpura (Sai), actress, singer, and "Love Reading" columnist
- Wuttitorn Milintachinda (Woody), television show host
- Pattadon Gleangchan (N'Deaw), actor, show host, and winner of a national game show
- Ms. Peargarn Nirandorn (Popea), author of youth novels

2. *Television Media*

- Advertised television commercials via channels 3, 5, 7, 9, 11, with 120 advertising spots in total
- Conducted interviews on television shows twice

3. *Printed Media*

- Issued public relations announcements through magazines a total of 20 times
- Issued public relations announcements through newspapers a total of 10 times
- Distributed 7,000 stickers

4. *Radio*

- Issued 500 spots on FM radio bands

5. *Online Media*

- Distributed online content on 7 most-visited websites

6. *Billboard Content*

- Made announcements on 2 large billboards

Phase 2: Year 2012

In the year 2012, the committee implemented public relations under the theme of “Reading Builds Intelligence” through the following media channels:

1. Television media; creating public awareness through spots in various television channels

In total 595 times as follows:

Channel 3	30 times
Channel 5	152 times
Channel 7	33 times
Channel 9	300 times
Channel 11	80 times

2. Printed Media

- Issued public relations announcements through magazines a total of 4 times
- Issued public relations announcements through newspapers a total of 2 times
- Distributed 5,000 stickers
- Distributed 6,000 posters

3. Radio

- Issued 298 spots on FM radio bands
- Issued 260 spots on FM radio bands

4. Online Media

- Issued banners on 10 websites
- Announced seeding news on 50 websites

5. Billboard and Vinyl Content

- Made announcements on a large billboard
- Issued 900 vinyl banners (1.2m x 6m) for posting announcements

Phase 3: Year 2013

The committee conducted a public relations campaign on 21-23 April 2013 to raise awareness of the Bangkok World Book Capital events, celebrating the winning decision of the World Book Capital award panel. The organizing committee consisted of representatives from UNESCO, IPA, IFLA, and IBF. The public were invited to participate in the “Read Out Loud to Shake the City” campaign, with announcements made through the following media channels:

1. Television Media

- Issued 86 television spots announcing the Bangkok World Book Capital 2013 event
- Interviewed key personnel for managing Bangkok or public figures known for their passion for reading, publicizing 2 interviews on television
- Conducted a live program on channel 9 showing the grand opening of the Bangkok World Book Capital 2013
- Conducted a live news report on almsgiving with books
- Conducted a live program on the Bangkok World Book Capital 2013 awarding ceremony
- Conducted a one-hour taped program on the Bangkok World Book Capital 2013 awarding ceremony and celebration

2. Radio

- Issued 120 radio spots

3. Printed Media

- Issued 17 print advertisements in newspapers
- Issued 25 print advertisements in magazines

4. Content Announcements on Public Transportation

- Wrapped advertising content (4 colors) on a BTS train
- Installed 63 instances of Platform Trust public relations content at BTS stations
- Issued 10,320 television spots on BTS LCD screens and plasma screens at BTS stations
- Fully wrapped advertising content (4 colors) on 30 public transport buses

5. Online Media

- Posted banners on 3 most popular websites
- Made 24 posts of content related to the Bangkok World Book Capital 2013 on 3 most popular websites

6. Stickers and Posters

- Produced 200 stickers with a minimum size of 50cm x 100 cm.
- Posted 100 transparent stickers with a minimum size of 0.90cm x 3.4 cm.
- Produced 3,000 posters with a minimum size of 55cm x 80cm.

7. Billboard and Vinyl Content

- Installed 5 billboards
- Displayed 350 digital posters on plasma, LCD, or LED screens
- Installed 300 vinyl banners (1m x 4m, printed with 4 colors on ink jet)
- Installed 700 vinyl banners (1m x 12m)
- Installed 55 vinyl banners (2.4m x 4.8m)

8. Special Activities and Other Endeavors

- Produced 30 fiberglass mascots
- Produced 10 mascots for being worn
- Composed 2 songs for public relations. Artists: Yuenyong Opakul (Aed Carabao), Way Thaitanium, Bank from the band Clash
- Produced 2,000 CDs with public relations content
- Held 4 public relation sessions at the National Book Fair 2013
- Held a press conference on the Bangkok World Book Capital 2013 event
- Organized 2,000 public relation standees.

9. Venue Decoration

- Installed 450 blue flags
- Installed 50 giant pop-up books

10. Decorating Main Roads and Landmarks

- Installed 400 vinyl banners
- Installed 30 die-cut displays
- Installed a landmark display

11. Organized a Bangkok World Book Capital 2013 Art Contest, consisting of two categories – graffiti and mixed media. The artwork will be used to inspire reading under the topic “Read for Life.”

The public relations campaign received significant interest: television media received response from 16,000,000 individuals, printed media received response from about 800,000 individuals, and other types of media received response from about 1,000,000 individuals. The press was also highly interested in the

public relation endeavors, providing feedback to increase the campaign’s effectiveness. The committee appointed researchers from Sukhothai Thammathirat Open University to gather statistical data for evidence and evaluation of the campaign’s effectiveness. Results of the data gathered indicated a satisfactory performance, with the public receiving most information from television media, printed media, and Internet media respectively.

Although the Bangkok World Book Capital 2013 event has ended, the Bangkok Read for Life campaign still continues. The committee is proud of the fruits of the public relations campaign for social paradigm shift, where statistics indicate that Thais are reading 10 percent more in 2013. Citizens residing in Bangkok have a reading rate of 94.6 percent – the highest of the country. The implementation of Strategy 1 for social paradigm shift is continuous, with the objective of raising the reading rate of Bangkok citizens, creating a sustainable culture of reading.

Strategy 2: Creating Clear and Continuous Policies

The Ministry of Culture, Sports, and Tourism served as the collaboration center for all sectors to drive Bangkok to become a city of reading and learning, establishing lasting foundations of reading to Thailand. The Ministry of Education promoted reading in 435 schools in Bangkok to develop the institutions into centers for reading. The efforts received private sector support from CP All Plc.

The city of Bangkok collaborated with associate networks to organize the Bangkok Reading Assembly, brainstorming ideas with over 800 participants from over 300 organizations. The Governor of Bangkok focused on establishing new libraries, improving existing libraries, and expanding community libraries to improve the accessibility of books to citizens. The Governor announced his intention of developing Bangkok into a city of reading to associate networks from over 104 organizations, conducting activities according to the strategic plan. The goal was to increase the average number of books read by 10-20 books per year.

M.R. Sukhumbhand Paribatra, Governor of Bangkok, organized the following budgets for a sustainable plan to creating a culture for reading:

Year	Mission	Budget (Baht)
2011	Preparations for Becoming a Host	47,000,000
2012	Year-round public relations campaign for the Bangkok World Book Capital 2013 event	53,713,400
2013	Becoming a host and implementing activities of the 9 missions	216,478,300
2014	Continuously organize activities of the 9 missions, passing the World Book Capital status to Port Harcourt, Nigeria	87,385,489
	Total	404,577,189

Strategy 3: Participation of Associate Networks for Fostering a Culture of Reading

A “World Book Capital” is a city that implements all forms of support and opportunities to foster a culture of reading for its citizens. Bangkok collaborated with numerous organizations from the public and private sectors, consistently organizing conferences with associate networks. Collaborations took place with many departments in Bangkok, including education, medical care, healthcare, social development, traffic control, environment, as well as 50 district departments. The purpose of the joint efforts was to strengthen the culture of reading in all sectors, fostering support, unity, and human resource development for optimal performance.

All sectors were unified upon the basis of “Thinking, Doing, Learning, Fixing, and Taking Responsibility Together.” This theme stimulated mutual support from all stakeholders, leading to sustainable development in establishing the culture of reading. The associate network cooperated in a

variety of settings, including knowledge exchange for the creation of a shared vision. Best practices were discussed between closely-linked networks marked by effective communication and continuous informational exchange. The associate networks constantly sought new knowledge and expansion, balanced by strong personal support for all members. Examples of associate network activities to foster a culture of reading are as follows:

TK Park

- Organized activities for integrated learning
- Organized activities for supporting the concepts of reading and learning outside the class
- Organized the “Inspire by Idol” activity
- Organized the “Have Fun Reading and Thinking” activity
- Organized the TK Young Writer 2013 campaign (training youths to foster creativity in the Read Me E-Gazine)

The Publishers and Booksellers Association of Thailand (PUBAT)

- Organized the 17th Book Expo Thailand
- Organized the Family’s Book Festival

SCG

- Organized the Story in the Garden Festival
- Organized a specialized book fair for the blind

Chula Book Center

- Exhibition for sharing robotic knowledge with children, selling books at discounted prices
- Sold books from leading publishers at special prices with souvenirs
- Donated gift vouchers/books/educational media/academic materials to children at Nonthapoom Home for Children with Disabilities, Thungmahamek School for the Deaf, and Soon Ruam Nam Jai Klong Toey School
- Provided books of love for Valentine’s Day
- Provided special books for Christmas and New Year’s Day

Thai Health Promotion Foundation

- Organized a press conference on books for children with learning disabilities, encouraging the public to participate in a contest to create specialized books for children with LD
- Organized a workshop for teaching English
- Organized a session on “Mediation and Reading during Pregnancy”

The Mirror Foundation

- Organized a campaign with quality books at cheap prices to promote national reading
- Organized a volunteer activity to select books for donating to communities
- Organized the “Refrigerator of Books” project, rotating the collection of books in the refrigerator

Sikkha Asia Foundation

- Established a community library and organized activities with children in the Klong Toey slums
- Organized a Thai Cultural Square activity at the Klong Toey slums
- Organized the “Map of Reading” field trip
- Organized the Art Week
- Organized the Library Week
- Organized the Community of Reading project (Loxley’s project)
- Organized reading promotion activities in 38 pre-school children’s centers and Myanmar refugee learning centers. The activities were held 3 times a year in each center.

- Organized a press conference and orientation for participants of the library design for slums contest
- Organized the “I Love Reading” day camp

Happyland Group Company and Foundation

- Collaborated with Happyland Group to establish DAISY, a facility to record audio clips for reading for the blind

Library for the Blind

- Accepted volunteers for reading for the blind
- Collaborated with Kasetsart University to foster a passion for community service and develop reading skills of student volunteers
- Organized books and reading for the blind

Strategy 4: Developing and Expanding Facilities for Reading

Bangkok currently has approximately 1,000 libraries, including the National Library of Thailand, libraries at over 50 universities, libraries at 660 schools, approximately 200 specialized libraries and those of public and private sectors, 162 book resource centers for communities, and 7 mobile library buses that constantly serve at key locations. In order to effectively support the demand of the city’s population of 6,000,000, Bangkok needs to establish additional facilities for reading that are easily accessible for the public. The facilities must support the lifestyle and diversity of the Bangkok population.

Activities organized by Bangkok and associated networks are as follows:

- Read on the Move: The campaign was a joint effort between Bangkok, associated networks for reading promotion, Thai Health Promotion Foundation, Grand Prix International Public Company Limited, Free Magazine, SESA International Co., Ltd., Thailand Taxi Group, Bangkok Taxi Group, Charoenmuang Taxi Group, Siam Taxi Group, Sahamitr Taxi Group, Volunteer Taxi Group, Suvarnabhumi Taxi Group, Taxi Authority Group, and the Free Taxi Group. The vehicles were to have campaign stickers and pockets for inserting short, easy-to-read books for passengers to enjoy during transportation. The books were to also be rotated every 3 months.
- Bangkok established an additional 47 book resource centers in 24 districts. The city also improved the image of 4 libraries for learning.
- Center, Ratchada Thidtan Worawihan Temple Library Learning Center, Ladprakao Temple Library Learning Center, and Prawet Library Learning Center.
- Established additional reading areas in 37 youth centers. The reading areas are located in front of the activities room, easily accessible for families and members who are waiting.
- Established reading areas in public locations such as BTS and bus stations
- Organized activities in communities to foster a sustainable culture of reading
- Motivated collaboration and establishment of networks for reading. Activities were organized according to the following zones of Bangkok: Central Bangkok, Northern Bangkok, Southern Bangkok, Eastern Bangkok, Northern Old Bangkok, and Southern Old Bangkok. Cabinets and books were donated to communities.
- Promoted reading in hospitals and health service centers. Added carts to deliver books in 68 health service centers and 9 hospitals to support learning, pleasure, and relaxation of patients and their visitors while waiting for services.
- Promoted reading in government offices. Established reading corners in government one-stop service centers of 50 districts as well as Bangkok Express Service Centers at department stores. This was to encourage visitors to read while waiting for services of the offices. The reading corners were organized as book stands.

- Garden Book Club: Established areas for exchanging books and a location in the garden designated for reading as an example for other organizations to develop.
- Easy Buy PLC, an associate network, organized the “Easy Buy...Libraries for Children” campaign to distribute 50 mobile libraries (book stands with wheels) to promote readings to 50 children’s foundations and Im-Jai House.

Strategy 5: Diversity in Reading

The new generation is characterized by diversity, requiring various methods to effectively inspire a culture of reading. Bangkok and associate networks provided opportunities for the public to share their opinions on reading, favorite books, and effective reading activities to encourage participation from citizens. The strategy included meeting with the Board of Strategic Development to foster a culture of reading in Bangkok. The strategic activities implemented are as follows:

1. Generational Reading

“4 Gens: Read to Shake the City” activity: The activity encouraged participation from citizens of all generations, organized by Bangkok, Sasin Alumni Association, and DMG Company. Results of the activity are as follows:

Generation Z (Year 2011-current, ages: newborn-12 years):

- Trained children to properly utilize tablets for reading
- Host point collection activities in school libraries to promote reading
- Urge seniors to encourage children to read
- Host weekly question games to win prizes
- Establish reading corners in every classroom
- Award top readers with certificates and gift vouchers

Generation Y (Year 1980-2010, ages: 13-33 years):

- The first book was read to them by their mothers during childhood years
- Parents bought books with images of animals, fostering appreciation for reading and wildlife
- Harry Potter was a highly popular and influential book for this generation
- Reading and writing was a challenge; teachers are responsible for kindling the students’ interest for reading

Generation X (Year 1965-1979, ages: 34-48 years) is characterized by their appreciation of simplicity and avoidance of formality. The generation values work-life balance, with an independent work ethic where each individual is expected to be able to know and complete tasks on his or her own. Generation X is open to new ideas, accepting criticisms as opportunities to improve.

- Appearance and format of books must be interesting
- Simplify complex ideas with visual aids or diagrams
- Develop authors to sustainably produce quality literature
- Develop a strategic approach to promote reading, such as reading for exploration and research
- Read with a purpose; reading must inspire thinking
- Integrate arts with knowledge, keep content concise to make reading interesting
- Certain content must not be excessively rigid to satisfy the demand of youths who read to meet their curiosity
- Encourage active reading
- Publicize Thai role models who are excellent readers
- Create books that are cheap and easily accessible, both hard copies and digital books
- Create scientific books that are easy to digest
- Create an inspiring environment for reading

Baby Boomers (Year 1946-1964, ages: 49-67 years):

- Parents must be role models for their children, organizing a reading corner at home while providing freedom for the children to select the books they want to read. Start by using books with entertaining material.
- Kindle the children's interest for reading with entertaining books
- Parents and teachers are responsible for fostering children's reading habits, creating environments that stimulate reading
- Set a fiscal budget for developing a sustainable culture of reading. For example, use budgets from the Thai Health Promotion Foundation obtained from excise tax to support national strategies for reading.
- Adapt international cultures for reading, where parents also follow what their children read
- The media and the press should instill a culture of reading for the public
- Support professional authors to produce quality literature
- The government should support the establishment of additional libraries, such as having TK Park in every province with easily accessible facilities. Activities should be organized by location, tailored to the characteristics of those locations (e.g. urban setting, rural setting).
- Establish the Young Book World Project to encourage youths to read

Cartoon Festival: An activity organized for youths who enjoy reading comics, also featuring cosplay and art contests

Book Start: An activity targeting children (infants-6 years of age) to foster a lasting foundation of the reading culture. Parents and teachers were informed of effective methods to teach children to appreciate reading. Participants were given materials and handbooks for developing children's reading habits in 16 districts of Bangkok.

Bangkok Reading Contest: A contest for children (ages 6-12 years) to support their reading competencies. Genres of the contest included storytelling and news reporting.

Reading to Change Lives: An activity that gathered role models and successful individuals to inspire youths about the significance of reading. The guest speakers were to provide advice on reading and recommend interesting books, underscoring the theme that reading can change lives for the better.

Kid Diary: The project took children to various learning centers throughout Bangkok. The children participated in group activities while hosting interviews with adults to compile a list of recommended books. Project participants were encouraged to read together.

1. Diverse Reading Activities in Numerous Locations

Reading in Temples, Mosques, and Churches: An activity supported by religious facilities to develop reading corners, encouraging religious participants to read.

ENNIC-Bibliobus: An activity supported by the Goethe Institute to establish Bibliobuses distributing European books to the public as a mobile library.

Promoting Reading in Communities: An activity held in 6 districts of Bangkok to promote reading, involving the donation of book cabinets to the communities.

Promoting Reading in Gardens: An activity targeted to individuals who enjoy visiting parks, promoting the culture of reading while selling books at the discounted prices.

Promoting Reading in Academic Institutions: A campaign that distributed stories and books to schools and their libraries, encouraging students to read a diverse array of books.

Promoting Reading in Hospitals and Health Service Centers: A campaign to make reading more accessible to patients and visitors while waiting for medical services.

Promoting Reading in Public: A campaign under the concept of “reading anywhere, anytime.” Public transportation vehicles such as taxis and buses contain books for passengers to enjoy.

The responsible committee collaborated with 108 organizations in the associate network to sustainably create activities that promote a lasting reading culture in Bangkok.

Budget Details for Mission Activities of the Year 2012

Activities	Budget (Baht)
<ul style="list-style-type: none"> – Announcing Bangkok’s Role Model Area for Reading – Organizing a Practical Seminar for Developing Knowledge and Reading – “Read on the Move” campaign: adding pockets for inserting books in taxis and vehicles under the Bangkok Mass Transit Authority. The books are rotated throughout the year. – Organizing “Reading Street” events – Developing human resources and improving the reading areas – Organizing road shows to encourage children and youths to start a habit of reading – Organizing a Practical Seminar on “Improving Reading Habits of Children and Youth” – Designing and Producing Souvenirs and Public Relation Documents – Organizing the Image of the Ambassador for Reading Campaign – Designing and Organizing Events for Supporting Endeavors of Associate Networks for Promoting Reading – Organizing Meetings with the Board of Strategic Development Representatives (Bangkok) 	53,713,400

Budget Details for Mission Activities of the Year 2013

Activities	Budget (Baht)
Establishing the Office of Bangkok World Book Capital 2013	11,600,000.00
Implementing public media for announcing and decorating Bangkok World Book Capital 2013	50,000,000.00
Public relations of the campaign at the Frankfurt Book Fair 2012	5,000,000.00
Issuing books and printed materials on Bangkok World Book Capital 2013	4,999,990.00
Creating post cards for use as souvenirs	999,000.00
Establishing the Thai Cartoon Museum	-
Organizing the Cartoon Festival	1,860,000.00
Read & Share Activity	1,989,000.00
“Reading Culture, Thinking Culture” Hiring consultants to organize “Book Start,” a campaign promoting reading for infants	16,000,000.00
“Reading Culture” Activities promoting children and youths to read. Hiring consultants to examine the formats and factors that support children and youths to read under the concept of “Shake the City by Helping the Young Read”	12,000,000.00
“Enjoy Thinking, Enjoy Reading” campaign for children	1,000,000.00
“Read Sky High” activity	1,000,000.00
Transportation for children and youths to the activities	2,250,000.00
Bangkok Reading Contest	1,672,410.00
Decorating 7 mobile libraries	2,000,000.00
“Reading to Change Lives” activity	2,000,000.00
“Bangkok’s Search for Literature” activity Hiring consultants for studying and analyzing language and literature. Consultants also manage activities of Bangkok World Book Capital 2013.	50,000,000.00
35 th Anniversary of the S.E.A. Write Award Celebration	10,600,000.00
Activities for promoting the reading of SunthornPhu’s literature	2,000,000.00
“Kid Diary” activity to promote reading	1,990,000.00
“Bangkok’s Search for Literature” activity	6,000,000.00
“Exploring the Civilization of Literature” activity	1,627,000.00
Organizing the Scientific Book Fair for the Development of the Science Mind	4,906,000.00
Distribution of Mind Development Books	
Almsgiving with books	2,000,000.00
Spiritual Book Fair	4,173,000.00
Promoting reading in temples, mosques, and churches	1,991,000.00
Activities for promoting reading with associate network BMA Family Book Festival 2013	1,980,000.00
“4 Gens: Read to Shake the City” activity	400,000.00
Mobile Car: Eunic – Bibliobus	195,100.00
National Thai Language Day	300,000.00
Bangkok World Book Capital 2013 Stamp	995,800.00
Expenses for welcoming and entertaining foreign guests to the Bangkok World Book Capital 2013 event Accommodation Expenses, Plane Tickets (Roundtrip) Activities for supporting tourism and experiencing arts and culture	10,950,000.00
Campaign evaluation (external)	2,000,000.00
Total	211,483,310.00

Budget Details for Mission Activities of the Year 2014

	Budget (Baht)
Managing the Public Media Related to the Bangkok World Book Capital 2013	9,990,000
Improving and managing the Bangkok World Book Capital 2013 website	1,242,410
Organizing an Event Sharing Information on the Bangkok World Book Capital 2013	4,000,000
Announcing Information on Bangkok World Book Capital 2013 at the Frankfurt Book Fair 2014	3,950,000
Announcing Information on the IPA Congress 2014 at the Taipei International Book Fair Exhibition 2014	957,000
Designing the Thai Cartoon Museum	3,500,000
Activities to Promote Reading in Communities	1,625,200
Activities to Support the Garden Book Club	1,520,470
Poetry and Novels Night	800,000
“Read a Million Books, Thailand” Activity	1,961,200
Promoting Reading in Academic Institutions <ul style="list-style-type: none"> – Finding stories for children – Finding books for libraries of academic institutions 	1,900,000
Promoting Reading in Hospitals and Public Health Service Centers	1,850,000
Organizing a Reading Corner at Service Centers Promoting Reading in Government Offices	1,650,000
Organizing Reading Corners at Government Offices, One-Stop Service Centers, and Bangkok Express Service Centers at department stores	-
Promoting Reading in Public <ul style="list-style-type: none"> - Establishing reading corners at bus, BTS, and MRT stations - Creating pockets for holding books in taxis and public buses - Producing souvenirs for passing on the World Book Capital title to the distinguished country 	2,000,000 950,000
The Ceremony of Passing the World Book Capital 2014 title to Port Harcourt, Nigeria	13,000,000
The 80 th IFLA World Library and Information Congress	4,096,467
National Thai Language Day	338,250
Purchasing Literary Pieces of each District	3,208,654
Young Poets’ Day	112,000
Hosting the IPA Congress	20,200,000
Public Relations for the IPA Congress	900,000
Organizing an IPA Congress Exhibition at the Family Book Festival 2013	1,500,000
Promoting the IPA Congress 2014 at the Seoul International Book Fair 2013	3,046,950
Promoting the IPA Congress 2014 at the Beijing International Book Fair 2013	3,086,880
Total	87,385,489

Bangkok World Book Capital 2013 Inauguration Program

Sunday 21 April 2013

- 09.00 International Summit for “Future of Reading, Reading for Future” at World Ballroom, Centara Grand and Bangkok Convention Center, Central World
- 14.00 Opening Ceremony for S.E.A. Write 35th Anniversary Exhibition at Bangkok Art & Culture Center (Exhibition held until 18 May 2013)
- 16.00 Awards Ceremony for Arts Competition for Bangkok World Book Capital 2013 (Competition took place on 20 April 2013 and exhibited on 21-30 April 2013)

Monday 22 April 2013

- 09.00 Opening Ceremony for Bangkok World Book Capital 2013 by Her Royal Highness Princess Maha Chakri Sirindhorn
 - 10.00 Bangkok World Book Capital 2013 Festival Sing, Play, Preach, and Talk at Royal Paragon Hall, Siam Paragon (21-23 April 2013)
 - 11.00 Opening Ceremony for Reading in the Sky at Skywalk, Siam Paragon to Central World (21-25 April 2013 at 13.00 – 20.00) “Good Thought, Good Read” Activity at 1st floor (Eden) Central World (20-22 April 2013 at 13.00 – 20.00)
- “Set Them Free” Activity at Skywalk, Bangkok Art and Culture Center (21-23 April 2013 at 13.00 – 17.00)

Tuesday 23 April 2013

- 07.00 Making Merit with Books / Launch of Bangkok World Book Capital 2013 Stamp / “Bangkok World Book Capital” activity at Sanam Luang
- 18.00 World Book Capital 2013 Succession from Yerevan to Bangkok and International Cooperation Activity for world book culture

Mission 1

The Establishment of the City Library

The City Library is a center for modern knowledge for Thai youths and adults of every age and gender. The library is equipped with the following facilities:

- General knowledge books
- Thai literature, ASEAN literature and world literature library
- International children's literature library
- Thai history library
- Information technology center (i.e. e-books and QC codes)
- Hall of Fame: a collection of autobiographies of both domestic and international historical figures in Bangkok
- Bangkok Archives: records of events that took place in Bangkok
- Sectorial innovation center of Bangkok studies: a collection of sectorial innovation from 50 different regions of Bangkok

The City Library is a public library with a modern atmosphere, vast and beautifully decorated both inside and out. The library's attractive decoration is designed to intensify the reading experience and inspire in children and adults. The main goal is to make them aware of the undeniable significance of reading.

Bangkok planned to relocate government offices in 2014 and renovate the current office building into the "City Library". However, due to the delay of the new office building completion, the plan has been called off. The Bangkok governor then decided to rent a building from the Crown Property Bureau at Kok Wua intersection in Phra Nakhon to use as the Bangkok library. The building is 4,880.34 square metres in size. It is in the center of Bangkok, easy to travel to, and near other learning centers such as the Queen's Gallery, Royal Pavilion Mahajetsadabodin, Rattanakosin Exhibition Hall, Sanam Luang, the Grand Palace, universities, schools, and so on. The building is currently being redesigned and redecorated with a budget of 300 million baht, and is scheduled to be complete in two years.

Mission 2

The Establishment of the Museum of Thai Cartoons

The Museum of Thai Cartoons is a place where the history and development of Thai cartoons and cartoon artists are showcased. The museum is a place for exhibitions and activities concerning Thai cartoons. It is also a “stage of opportunity” for young aspiring cartoon artists to display their work in public, which is especially important at a time like today when cartoons have diversified into many different sub-categories. Bangkok appointed Sukhothai Thammathirat Open University, one of the associates in this project, to conduct research to prepare for the museum's establishment. This research has shown that the site of the future museum should be easily accessed and needs to have adequate space to host exhibitions and activities outside and inside. The museum should also be able to withstand continuous showcases and events. Fundamental design and zoning are as follows: There will be a permanent exhibition space, a hall of fame for renowned artists, temporary exhibition space, a room for films and animation, a cartoon library, cartoon archives, a cartoon research center, and activity facilities.

Using the information from research, Bangkok has decided to use the area at the Thai-Japanese Bangkok Youth Center in Din Daeng, which is approximately 4,000 square metres. Wang Thonglang District Library is going to be replaced with the museum as the area is a better fit for the museum, with its location and size, than the library. The Museum of Thai Cartoons is currently in the design process. Its estimated value is of 200 million baht and is expected to open in 2016.

During the museum's design process, Bangkok has renovated Huai Khwang Discovery Learning Library to host a cartoon library as well as organising a cartoon festival in every year. The goal is to create and promote reading culture using cartoons as a medium of inspiration. The festival exhibited cartoons and held a cartoon-drawing workshop, highlighting art forms such as animation, design, drawing, and making handmade comic books. It also featured a talk between famous Thai artists and their fans, a cosplay competition, and other forms of entertainment. Another featured talk was on how to choose the right comic books and other cartoon-related products from different publishers. The event attracted as many as 10,000 visitors.

Mission 3

Reading Culture, Thinking Culture

The city of Bangkok perceives reading as the foundation for all learning. It is imperative for parents to foster a habit of reading for children since infancy and even while in the womb. Frequently reading to children will naturally establish a lifelong appreciation of the habit, with the children maturing to become effective readers and learners. Bangkok and associate networks organized the Reading Culture, Thinking Culture activity to instill a culture of reading to Bangkok residents at an early age. The Ministry of Culture, Sports, and Tourism organized the Book Start activity to support this strategy, aiming to expand networks with 436 Bangkok schools and 50 district offices.

Three Phases of Reading Culture, Thinking Culture

Phase 1: Hiring consultants for the Book Start project in Rasadornburana and Dusit districts. The research compiled by Kasetsart University was used for managing the Book Start activity.

Phase 2: Hiring consultants for the Book Start project to implement findings of research in Phase 1 to the following 6 districts:

- Central Bangkok: Phayathai and Wang Thong Lang districts
- Southern Bangkok: Bang Ko Laem and Suan Luang districts
- Northern Bangkok: Laksi and Don Mueang districts
- Eastern Bangkok: Prawet and Bueng Kum districts
- Northern Old Town Bangkok: Klongsan and Talingchan districts
- Southern Old Town Bangkok: Bang Khun Thian and Bang Khae districts

Phase 3: Applying research findings and recommendations from Phase 2 to improve the Book Finding activity, aiming to develop the project to correspond with the Governor of Bangkok’s strategy to make Thailand’s capital the city of reading.

Phase 1:

Hospitals for Children Ages 0-3 Years	Schools for Children Ages 4-12 Years	Communities for Children Ages 13 Years and Above
<ul style="list-style-type: none"> • The hospitals gave book sets (Book Start) to the parents to read to their children. A knowledge exhibition and reading corners were established. • The hospitals hosted a creative reading workshop to equip parents with techniques for effective reading, providing participants with Book Start gift sets. 	<ul style="list-style-type: none"> • Developed competencies of teachers, librarians, and pre-school institution staff • Organized school tours to promote the use of stories to equip children with new knowledge. Held creativity contests for the Best Young Reader and an art contest for story illustrations. • Distributed book sets and cabinets to schools 	<ul style="list-style-type: none"> • Organized field trips to communities, fostering learning through research and making books by hand • Established libraries to inspire youths and members of the community to read and learn • Family of Readers activity: an activity for answering questions based on the content previously read

Phase 2:

Hospitals for Children Ages 0-3 Years	Schools for Children Ages 4-6 Years
<p>Studied the methods for promoting reading in hospitals, health service centers, child development centers, pre-school children development centers in 12 districts.</p> <ul style="list-style-type: none">• Distributed 2,000 sets of books to mothers who recently gave birth at hospitals in the 12 districts• Distributed 6,200 sets of books to parents and guardians of child development centers and pre-school children in 12 districts• Organized reading corners for promoting reading to children ages 0-3 years old at 60 hospitals, health service centers, and child development centers (37 child development centers, 15 health service centers, and 8 hospitals)• Organized the “Reading to Stimulate Exceptional Intelligence for Your Children” workshop for 600 parents, staffs, and personnel affiliated with health service centers and child development centers.	<p>Studied the methods for promoting reading in kindergarten schools, presenting the methods that best fit with the characteristics of the target groups within the 12 districts.</p> <ul style="list-style-type: none">• Organized activities underscoring the importance of storytelling for building knowledge foundation at 60 schools• Organized reading corners at 60 kindergarten schools consisting of cabinets with selected books. Hosted activities promoting students to read.• Organized a practical workshop on “Creative Techniques to Build Young Quality Readers” for 360 teachers and relevant parties.

Mobility of Sustainable Reading Habit

A sustainable reading habit must be developed from a very young age, with the support of families, communities, educational institutions and business organizations. There are several important factors that can stimulate a sustainable reading habit, particularly among children. It is immensely important to rely on the effectiveness of instructional media and surrounding people, requiring the assistance of the district office, medical service office, public health office, bureau of social development, hospital and public health center, preschool child development center and school under the Bangkok Metropolitan Administration. Therefore, it is necessary to encourage parents, teachers and other people in different communities to have greater awareness in promoting the development of children’s skills and behaviors, with a clear focus on the environmental management appropriate for integrated learning goals and competencies.

Delivery Details of Children’s Storybooks

The Ministry of Culture, Sports and Tourism implemented the publication of 3 children’s storybooks, totaling 300,000 units, including:

1. A Leprous Dog – 100,000 units
2. The Three Millionaires – 100,000 units
3. A Forgetful Butterfly – 100,000 units

The three storybooks were delivered to the following places, totaling 993 locations, described as follows.

- Bangkok Discovery Learning Public Library – 37 locations
- Bangkok Mobile Library – 7 locations
- Bangkok Book House – 161 locations
- Bangkok Youth Center – 38 locations
- Library of the Preschool Child Development Center – 312 locations
- Library of Schools under the Bangkok Metropolitan Administration – 437 locations

Mission 4

Fostering Reading Activities among Thai Youths

The Bangkok Metropolitan Administration (BMA) recognizes the importance of reading tradition to be evolved in the Thai society, emphasizing the concept “Reading can create a better life and society.” For the greater learning development and better quality of life, it is very significant to encourage Thai children and adolescents to improve their reading behaviors. The BMA is strictly committed to promoting a sustainable reading habit both inside and outside school. Both public and private sectors are required to collaborate in developing reading promotion activities, as part of the strategy to build fundamental reading skills as well as create sustainable reading habits. As a result, a large number of activities have been launched to facilitate the aforementioned purposes.

4.1 Reading Activities Inside School

Several reading activities were launched in 438 schools under the Bangkok Metropolitan Administration with the following reading promotion strategies.

Developing desirable reading habits in young students

The Department of Education under the Bangkok Metropolitan Administration, in collaboration with CP ALL Public Company Limited, conducted the assessment of reading promotion activities launched in 438 schools under the Bangkok Metropolitan Administration. According to the assessment result, 306,285 students paid greater attention to reading for pleasure, particularly outside the school hours, and intended to consistently participate in reading promotion activities.

Maximizing reading competency in young students

The BMA came up with strategic methods to develop reading competency among young students, with the introduction of various interesting books appropriate for students from different educational levels. As the activity was targeted to be organized the whole year round, the BMA had set its sights on seeing successful results described as follows:

- The One Book One Play Project – The project was launched to promote the organization of the One Book One Play club with a wide range of creative dramas produced by 20 schools under the Bangkok Metropolitan Administration. More than 8,400 secondary students participated in this fun-filled project.
- The Reciting in Concert Project – This project aimed to develop students’ writing and reading skills via recitations and live music participated by 120 upper-primary students from 20 schools. With a massive crowd of more than 2,000 attending the event, a large number of students became more aware of the importance of reading while being inspired to improve their reading and writing skills via rhyming recitations.
- The reading preferences for young student project – To stimulate good attitudes towards the development of reading and writing skills for high-school students, this project introduced several writing masterpieces varying in folk tales, fictions and reality-based stories. Participated in by 1,245 students from 105 secondary schools, 60 selected masterpieces were recognized in this project.
- The young press reporter project – With a concrete support from Isra Institute and the United Nations Children’s Fund (UNICEF), the project was launched to encourage students to seek further writing skills through the making of school newspaper focusing mainly on children’s rights, starting from 2014. More than 100 students from 5 schools participated in this project.
- The reading of Thai legacy project – This was another successful project launched by the BMA to promote the significance of Thai legacy via literary arts and dramas. This project also introduced Thai art activities, targeting Primary 5 students from 431 schools and lower-secondary students from 106 schools around Bangkok.

- The reading solution project – As a solution for reading problems, this project was launched as a workshop, participated in by 1,861 primary education teachers from 432 schools and 438 Thai language teachers of upper-primary and secondary levels under the Bangkok Metropolitan Administration, to help students overcome reading difficulties.
- The leading school of reading project – This project aimed to promote the effective use of library, serving as a significant learning center for students of all levels. The project was also considered as a training program designed to maximize knowledge of school librarians, with the assistance of 80 leading schools of reading. Impressively, 480 school librarians had been selected to participate in this knowledge-sharing program.

Creating desirable environment for reading efficiency

Building a favorable image of modern school library and community library could stimulate greater user services and a learning atmosphere aiming for the highest reading efficiency.

Mobility of Consistency and Sustainability

- Encouraged all students under the Bangkok Metropolitan Administration to use the library or book house as a learning center at least 4 times per month and read up to 15-20 books per year.
- Cooperated with public schools under the Office of the Basic Education Commission, the Office of the Non-Formal and Informal Education and private schools to effectively and consistently promote reading activities.

4.2 Reading Activities Outside School

All reading activities were developed to promote reading for pleasure among Thai children, youth and other people in different communities. In doing so, it was necessary to maximize the location of learning centers including school and community library, book house and youth center. It was also necessary to introduce fun-filled reading activities in several interesting forms to attract larger groups of people who were exposed to reading for pleasure and enjoyment. There were 37 discovery learning public libraries, 7 mobile libraries, 161 book houses and 38 Bangkok youth centers operating in Bangkok.

Bangkok Discovery Learning Public Libraries

The BMA developed brand-new strategies to promote 37 locations of the Bangkok Discovery Learning Public Library, with the application of modern instructional media and technology that helped facilitate all users. Each learning public library possessed its own identity and uniqueness, referring to 8 remarkable locations described below.

Discovery Learning Public Library Name	Identity and Uniqueness
Soi Phranang Discovery Learning Public Library	Literary works of Professor Ajin Panjapan
Phasi Charoen Discovery Learning Public Library	Folk literature, tales and Jataka stories
Minburi Discovery Learning Public Library	Science
Bang Bon Discovery Learning Public Library	Health and sports
Green Library	Energy and environmental conservation
Huay Kwang Discovery Learning Public Library	Cartoons and comics
Klong Sam Wa Discovery Learning Public Library	Careers and tourism
Jirayu-Poonsap Knowledge Service Center	Linguistics and educations

The Bangkok Discovery Learning Public Library also introduced several other activities varying in information technology, reading and learning development, drawing and painting contest, 3-word library slogan contest, handwriting contest, storytelling contest, bookmark making, workshop of handwork invention, knowledge exhibition, reading family and BMA Book & Library Fair. According to the introduction of those fun-filled activities, the Bangkok Discovery Learning Public Libraries achieved an increasing number of 370,383 participants.

(number in 2012 = 2,144,821 participants / number in 2013 = 2,515,204 participants)

Bangkok Youth Center

The Bangkok Youth Center was allocated as part of the welfare for people of Bangkok aiming to facilitate various entertaining activities launched exclusively for children and youths. As Bangkok had been designated the World Book Capital of 2013, 38 locations of the Bangkok Youth Center participated in a project launched to promote the development of libraries for children and youth, equipped with a number of informational books and hi-tech items. Considered one of the most successful events, the number of targeted users was increased by 4,442,774 (number in 2012 = 7,684,793 participants / number in 2013 = 12,127,567 participants)

Bangkok Book House

The Bangkok Book House, totaling 161 locations, was renowned for the quality of being a small community library providing an opportunity for local people to have a better and easier access to various types of knowledge. With a clear focus on the development of reading skills, the Bangkok Book House offered a variety of knowledge-based services in the form of magazines, newspapers, general books, online music and movies, the Internet and other reading promotion activities.

Bangkok Mobile Library (Mobile Library Bus)

The Bangkok Mobile Library was another strategic project providing proactive information services aiming to encourage people to acquire greater knowledge via outside learning activities as well as foster desirable reading habits among young children. In addition, this service was targeted to cover 50 communities within Bangkok. Available at various private schools and schools under the Bangkok Metropolitan Administration, the Bangkok Mobile Library service was launched to create pleasure and happiness for those who join knowledge-based reading activities to ensure personal and social development corresponding to the “Bangkok Read for Life” concept.

- Bangkok Mobile Library 1 – Science
- Bangkok Mobile Library 2 – Comics
- Bangkok Mobile Library 3 – Psychological Development
- Bangkok Mobile Library 4 – Literature
- Bangkok Mobile Library 5 – ASEAN
- Bangkok Mobile Library 6 – ASEAN
- Bangkok Mobile Library 7 – Comics

Achievement of Bangkok Mobile Library

Impressively, 17,995 interested people were exposed to this strategic mobile library service, which was available at different locations around Bangkok.

1. The Bangkok Mobile Library service was available once a week at 24 schools under the Bangkok Metropolitan Administration.
2. More than 60 locations of schools and relevant authorities requested for the participation of the Bangkok Mobile Library.
3. Bussarin Ram Indra Village and Klong Lat Mayom Floating Market were the 2 new communities having a great interest in establishing the Bangkok Mobile Library.

Mobility of Consistency and Sustainability

The BMA intended to generate the expansion of the Bangkok Mobile Library covering all 50 communities in Bangkok. Focusing on proactive services, the project would consistently be developed to ensure greater quality and uniqueness while maximizing the quantity of mobile libraries and vehicles aiming for better and easier knowledge exploration.

Reading Promotion Activity

The “We Love Reading” activity was successfully held with the cooperation of Srinakharinwirot University in studying important information and implementing the operational plan required for the project.

- 1) A reading development and encouragement activity was conducted by more than 2,000 senior volunteers at the Gymnasium Building 2, the Bangkok Youth Center (Thai-Japanese). The activity was held on 21-22 March 2013 and more than 1,000 people participated in the activity each day.
- 2) The “We Love Reading” activity was introduced in the World Book Capital 2013, participated in by 12,000 people, held during 21-23 April 2013 at Royal Paragon Hall of Siam Paragon, BTS Skywalk, Sanam Luang, Bangkok Art & Culture Center and King Rama III Memorial Park. It was reported that 2,400 participants joined the activity on April 21, 2,400 on April 22 and 8,000 on April 23.
- 3) The “Reading for Knowledge” activity was launched under the “We Love Reading” activity to promote the significance of reading and sources of knowledge for 1,200 students. The activity was held during 12 July -9 August 2013 at 4 major locations in Bangkok.
 1. 12 July 2013 – Thung Khru Discovery Learning Public Library
 2. 15 July 2013 – Huay Kwang Discovery Learning Public Library
 3. 2 August 2013 – Klong Sam Wa Discovery Learning Public Library
 4. 9 August 2013 – Bang Khun Thian Discovery Learning Public Library
- 4) A large number of interested people consistently participated in those newly launched activities varying in the exploration of knowledge sources, young poet, book almsgiving, reading knowledge forum and reading contest.

The achievement of the activities was able to generate greater reading development for more than 2,570 organizations and 15,000 people as the significant of reading was fostered by individuals and their families.

Bangkok Reading Contest

The Bangkok Reading Contest was launched for young students aged 4-15 to manifest their reading skills via a storytelling contest, recitation reading contest, drawing and painting contest, Thai language contest, ASEAN knowledge. Held during 4 February - 9 March 2014 at Bangkok Discovery Learning Public Library, Bangkok Book House and various public areas around Bangkok, the activity achieved a massive number of 2,446 participants who had keen interests in reading development.

Read for Life Activity

Children and youth tend to imitate famous people’s physical and mental behaviors. As a result, it would be highly beneficial to bring some of those great people to share their reading experiences and achievements. The Read for Life activity was introduced to provide young students with the inspiration for successful reading, encouraging them to recognize the importance of reading. This activity was held

during August-November of 2013 at 8 Bangkok Discovery Learning Public Library locations and was broadcasted on The Nation channel totaling 8 stories participated in by 800 people.

Fun Kids Fun Reading Activity

The Fun Kids Fun Reading activity was launched to promote consistent reading habits among young students, with the assistance of parents, teachers and librarians. The activity was held during 20-23 April 2013 at Eden Zone of Central World, with the participation of more than 35,000 people. Meanwhile, several core ideas were also featured in this activity.

BMA Family Book Festival 2003

The BMA Family Book Festival 2003 was introduced to foster desirable reading habits and sustainable reading skills among young students and other people from different careers via several reading promotion activities while making Bangkok the role model for reading development in Thailand. The activity, participated by more than 42,000 visitors, was held during 17-23 July 2013 at Queen Sirikit National Convention Center.

Mission 5

Seeking Literature for People of Bangkok

As part of the goal to foster mental development and increase happiness in life via the reading of literary works, the BMA has determined to encourage all people living in Bangkok to have greater interest in the concept of “reading for pleasure”, not just “reading for facts”.

5.1 Integrating creative reading towards ASEAN literature

5.1.1 The 35th S.E.A. Write anniversary

Her Majesty Queen Sirikit graciously granted her royal permission to Her Royal Highness Princess Maha Chakri Sirindhorn to preside over the S.E.A. Write award presentation according to its 35th anniversary in 2013. The celebration, held at Royal Ballroom, Mandarin Oriental Hotel Bangkok, was also attended by Bangkok Governor Sukhumbhand Paribatra, Amanda Hyndman, Assoc. Prof. Thaweesak Pinthong and Jane Songsomphan.

The celebration of the 35th S.E.A. Write anniversary also marked Bangkok for being the World Book Capital for 2013, officially honored by the Science Education Center and the United Nations Educational, Scientific and Cultural Organization (UNESCO). This was the first time in 11 years that representatives from all 10 ASEAN countries had promptly participated in the honorable event, thanks to the cooperation of the SEA Write committee and the Writers Association of Myanmar and Cambodia.

5.1.2 The S.E.A. Write Award – Anthology

The best literary works were selected to be translated into English and published as an anthology of 35 selected works totaling 319 pages.

5.1.3 The 35th S.E.A. Write anniversary exhibition under the theme “One Unity of ASEAN”

The exhibition reflected the abundance of wisdoms and collaborations among ASEAN member countries, with the completion of literary masterpieces. Held during 21 April – 19 May 2013, several masterpieces of the S.E.A. Write Award winners from all 10 ASEAN nations were exhibited under the concept “The New Power of the East World, One Unity of ASEAN”. The exhibition also displayed various Thai literary works honored in the National Book Award, the Narathip Award, the Sriburapha Award and other honorable awards over 35 years of the S.E.A. Write Award.

International Literature Discussion (Reaching the World)

A lecture/workshop was held at the Faculty of Arts, Chulalongkorn University, from 3 to 6 October 2013, and an exhibition was held at Bangkok Art and Culture Center on 6 October. In addition, there was a welcoming party for international writers “International Literary Night” on 4 October 2013 in the ballroom of the Mandarin Oriental Hotel in Bang Rak. Around 150 international writers, diplomats, and prominent figures in the book industry from 20 countries attended the party.

Encouraging the young to compete for S.E.A. Write recognition and take an interest in reading and writing can be aided by selecting representatives from ASEAN countries to attend a writing camp on novel and short-story writing and by presenting the Young S.E.A. Write award for outstanding works, selected by S.E.A. Write winners.

5.2 Literature for festivals

Sunthon Phu Reading Around Bangkok Campaign

Bangkok is the capital city of Thailand and the center of Thai culture including language and literature, which were especially charming and unique in the golden age of literature in the Rattanakosin era. The

authors and poets are seen as important people who created valuable works that serve as cultural heritage and inspiration for later authors.

On Sunthon Phu Day (26 June) 2013, the Reading Around Bangkok campaign was launched, not only celebrating and glorifying eminent poet Sunthon Phu's position of prestige in the history of Thai literature, but also supporting ongoing reading in Thailand. The campaign also aimed to encourage the community and people to appreciate his works and understand Thai society, economy, culture, and historical background better. All these efforts were to encourage people to read more Thai literature. Activities including an exhibition and lecture on reading in the community sought to deepen people's understanding of their roots.

The S.E.A. Write Talks

On 28 March 2014, M.R. Sukhumbhand Paribatra, Bangkok Governor and Chairman of the S.E.A. Write Award Committee, presided over the S.E.A. Write Talks held to mark the achievement of the Bangkok Read for Life project, joined by Dr. Vallop Suwandee, Advisor of Bangkok Governor, Mr. Manit Techaapichok, Deputy City Clerk, BMA executives and other S.E.A. Write winners, at Grand Ballroom, Four Seasons Hotel Bangkok.

Several S.E.A. Write Award winners were invited to exchange their insights towards the guidelines and roles of the S.E.A. Write Award. In the very near future, Thai youths would be offered a greater opportunity to take part in the ASEAN Young Writers Award to create inspirational literary works, which could pave the way for the success of an outstanding ASEAN writer and lead to a better quality of life.

A variety of interesting activities were featured in the event. The biggest highlights were the poetry reading and Thai flute performance by the S.E.A. Write Award-winning poet of 1980 and 1993 and national artist Naowarat Pongpaiboon, the classic guitar solo performed by the S.E.A. Write Award-winning poet of 1992 Saksiri Meesomsueb and the talks on the S.E.A. Write literary and art hosted by Assoc. Dr. Treesil Boonkhajorn, Head of the Faculty of Arts, Chulalongkorn University, Jane Songsomphan, President of the Thai Writers Association, Assoc. Prof. Thaweesak Pinthong, President of the P.E.N. International Thailand Center, Zakariya Amataya, the S.E.A. Write Award winner of 2010, and Angkarn Chanthathip, the S.E.A. Write Award winner of 2013.

5.2.2 The 36th Young Poets Anniversary

On 27 August 2013, the Department of Culture, Sports and Tourism, in collaboration with the Young Poets Community of the Poet Society, organized an activity to promote Thai art, culture and language aiming to celebrate the 36th Young Poets Anniversary and mark the Young Poets Day. Many entertaining programs, such as the orally improvised poetry contest and Thai language quiz, were featured in the event, which was held at Gymnasium Building 2, Bangkok Youth Center (Thai-Japanese).

5.2.3 National Thai Language Day

July 29 of every year is observed as National Thai Language Day. In 2013, the Department of Culture, Sports and Tourism, in collaboration with the Young Poets Community of Poet Society, held a fun-filled activity focusing on the conservation of Thai language and the promotion of desirable reading habits to mark the importance of the day, at the Bangkok Art & Culture Center.

The activity aimed to promote greater awareness of the conservation and correct use of Thai language among Thai people while reinforcing the empowerment of reading habits, where the practice of language skills and the development of reading culture could be fostered, following the success of the Bangkok Read for Life project and the reputation of the World Book Capital 2013.

There were different categories of Thai language contest featured in the event.

5.3 Seeking Literature for People of Bangkok

5.3.1 The Kid's Diary Activity

This fun-filled activity was launched to stimulate desirable reading habits among young students and all Thai people to be promoted via several communication channels including television, social network, daily newspaper, kids' favorite TV programs and public relations columns in local magazines. The activity video was also released on DVD totaling 12 stories from the beginning to the end.

The Literature Seeking Activity: The 1 Literary Work for 1 District Project

Suan Sunandha Rajabhat University was assigned to assist in the literature seeking activity for people of Bangkok, with the implementation approaches specified below.

- Study and analyze all selected literary works for people of Bangkok.
- Arrange the collected data of all selected literary works with the use of social network, printing media and press conference.
- Develop effective learning approaches to encourage desirable reading habits.
- Proceed with the publication of selected literary works.

Procurement of Literary Works

The Department of Culture, Sports and Tourism proceeded with the procurement of literary works to mark the achievement of the 1 Literary Work for 1 District project, totaling 50 literary works to be distributed to 50 districts around Bangkok.

District	Name of District	Name of Literary Work	Author
District 1 (Central Bangkok)	1. Din Daeng 2. Dusit 3. Pom Prap Sattru Phai 4. Phayathai 5. Phra Nakhon 6. Ratchathewi 7. Wang Thong Lang 8. Samphanthawong 9. Huay Kwang	Fah Krachang Dao Somdet Phra Nang Chao Sunandha Kumareerat Kularb Haeng Pan Din Ar Ma Bon Condo Klang Jai Rath Chao Krung The Story of Thong Daeng Letters from Thailand Phol Nikorn Kimnguan	Kingchat M.R. Saengsun Ladawan Chamaiporn Saengkrachang Chamaiporn Saengkrachang Chris Bathory and Friends Krisana Asokesilp His Majesty King Bhumibol Adulyadej Botan Por Intharapalit
District 2 (Southern Bangkok)	10. Klongtoey 11. Bang Kho Laem 12. Bang Na 13. Bang Rak 14. Pathumwan 15. Phra Khanong 16. Yannawa 17. Wattana 18. Suan Luang 19. Sathorn	Kang Lang Pap Lod Lai Mungkorn Fah Sang Tee Klang Jai Phoo Dee Soi 3 Siam Square Mae Nak Phra Khanong Wela Nai Kuad Kaew Kho Mon Bai Nan ... Tee Ther Fun Yam Noon Kham Sri Than Dorn Ying Fah Maha Natee	Sri Burapha Prapassorn Sewikul Narawadee Dok Mai Sod Kanokwalee Pojanapakorn Anake Navikamul Prapassorn Sewikul Prapassorn Sewikul Krisana Asokesilp Kanokwalee Pojanapakorn
District 3 (Northern Bangkok)	20. Chatuchak 21. Don Mueang 22. Bang Khen 23. Bang Sue 24. Lat Phrao 25. Saimai 26. Laksi	Jinta Nakhon Sai Daeng A Red Bicycle and the Green Fence When Grandpa and Grandma Were Young Jak Fun Soo Nirundorn Dek Chai Maliwan The Gentlemen of Chutathep Series	Somdej Phra Yannasangwon, Somdej Phra Sangkarat Sor Boonsaner Damrong Areekul Thipwanee Sanitwong Na Ayutthaya Kaew Kao Prapassorn Sewikul Prae Nat
District 4 (Eastern Bangkok)	27. Klong Sam Wa 28. Kannayao 29. Bangkapi 30. Bung Kum 31. Prawet 32. Minburi 33. Ladkrabang 34. Saphansoong 35. Nong Chok		
District 5 (Northern Thonburi)	36. Klong San 37. Jom Thong 38. Taling Chan 39. Tawi Wattana 40. Thonburi 41. Bangkok Noi 42. Bangkok Yai 43. Bang Phlat	Song Fang Klong Prissana Kaew Jom Kaen Klai Baan (Far From Home) Burapha Khu Kam Four Reigns Natang Ban Raek	Vor Vinichaiikul Vor Na Pramualmark Wan Kaew King Chulalongkorn Vor Vinichaiikul Tommayantee M.R. Kukrit Pramoj Krisana Asokesilp
District 6 (Southern Thonburi)	44. Bang Bon 45. Thung Khru 46. Bang Khun Thian 47. Bang Kae 48. Phasi Charoen 49. Rat Burana 50. Nong Khaem	Cheevit Thai Phra Maha Chanok Mae Nam Lam Klong Sai Prawatsart Waew Wan Lom Tee Plien Tang Kien Fun Duay Cheevit Cheevit Nai Wang	Anake Navikamul His Majesty King Bhumibol Adulyadej Sujit Wongthes Botan Krisana Asokesilp Prachakom Lunachai M.L. Nueng Nilrat

Mission 6

Promoting Reading of Science Books for Scientific Minds

Science is playing a vital role in our society nowadays and will in the future as it directly concerns our daily lives and work. Also, science is a key to the development of technology, stimulating the progress of human's skills and abilities. Science has been developed in the culture of today's modern world while facilitating a learning society through new technologies. However, science is always expected to progress with creativity, fairness and morality. The knowledge of science not only helps develop the quality of life and surrounding environments, but it also enhances economic efficiency for the country to be more competitive in the global market.

As Bangkok was honored as the World Book Capital of 2013, the BMA was determined to celebrate the achievement by consistently launching reading promotion activities to cover all districts throughout the year. With a concrete support from the United Nations Educational, Scientific and Cultural Organization (UNESCO), the BMA also underscored the importance of organizing reading promotion activities that focused on science and technology aiming to fully comply with the newly launched reading campaign "Promoting the Reading of Science Books for Scientific Minds".

Implementation Process

The BMA strategically promoted its newly launched reading campaign "Promoting the Reading of Science Books for Scientific Minds", in collaboration with Nanmeebooks, an associate member from the private sector, with the introduction of various activities as described below.

1. Press conference on the reading promotion activity under the campaign "Promoting the Reading of Science Books for Scientific Minds" held on 14 August 2013 at Bangkok City Hall (Sao Chingcha). The press conference was hosted by Treedao Apaiwong, the BMA Spokeswoman, who presided over the campaign "Promoting the Reading of Science Books for Scientific Minds". In the event, there was a discussion titled "The Importance of Reading" attended by Ms. Pornpima Yontaraluck, outstanding youth of 2013 who wrote a book about exploratory science, edible insects and natural food sources, Mr. Thanakorn Siritaweechai and Ms. Pornlada Likkasitwattanakul, gold-medal Olympic students - biology field of 2013, and Mr. Ornchai Meethong, outstanding science teacher of 2013.

2. Reading contest under the campaign "Promoting the Reading of Science Books for Scientific Minds" held for schools, libraries and bookstores in Bangkok during August-September 2013.

3. The book exhibition "Science Book Fair" held to promote the reading of science books for 7 consecutive days during 19-25 August 2013 at the BTS Skywalk.

4. The national conference under theme "Interest in Science Books among Students" held on 26 August 2013 at Queen Sirikit National Convention Center.

Implementation Process and Achievement

Several activities were held to promote the campaign "Promoting the Reading of Science Books for Scientific Minds" for schools, libraries and bookstores in Bangkok. Promoted via the public relations channel, the contest application was publicly opened during August-September 2013 while the competition criteria and judgment would be conducted by a group of professional referees from the field of science and library.

The competition criteria will consider the following qualifications.

- Creativeness and tidiness of the arrangement of scientific books.
- Surrounding environment appropriate for reading enthusiasm.
- Contents to stimulate creative ideas acquired from the reading of science books.

All schools, libraries and bookstores participated in the contest were required to set up the science book corner according to the specified competition criteria, in which the awards would be presented to the winners from 3 contest categories including school, library and bookstore. More than 200 locations of the aforementioned places expressed their interest in joining the competition.

Achievement

School Category Winner – Wattanawittayalai School

Library Category Winner – Green Library

Bookstore Category Winner – 20 bookstores were awarded with honorable plaque.

1. Nai-in Bookstore – The Mall Ngamwongwan
2. Nai-in Bookstore – Paradise Park, 2nd floor
3. Nai-in Bookstore – Seacon Square, ground floor
4. Nai-in Bookstore – Paradise Park, ground floor
5. Nai-in Bookstore – MBK Center
6. Se-ed Books – Central Plaza Pinklao
7. Se-ed Books – Fashion Island
8. Se-ed Books – Central Plaza Bangna
9. Se-ed Books – Central Plaza Rama 2
10. Se-ed Books – The Mall Bangkae
11. Se-ed Books – The Mall Bangkapi
12. Se-ed Books – Book Center Ramkhamhaeng University
13. Se-ed Books – Central Plaza Ratchada – Rama 3
14. Se-ed Books – Big C Pracha Uthit
15. Se-ed Books – Seacon Square, 3rd floor
16. Se-ed Books – Tesco Lotus Minburi
17. Se-ed Books – Tesco Lotus Rama 4
18. Se-ed Books – Big C Ramkhamhaeng
19. Se-ed Books – Tesco Lotus Rama 2
20. Se-ed Books – Amarin Plaza

The award presentation ceremony was held on 9 October 2013 at Rattanakosin Exhibition Hall, Bangkok City Hall (Sao Chingcha). Apart from the presentation of honorable awards, the BMA also reiterated its intention in promoting the scientific knowledge by presenting a bookshelf with 100 science books to all winners.

Scientific Book Fair and Reading of Scientific Books for 7 Consecutive Days

The activity was held during 19-25 August 2013 at the BTS Skywalk, with the allocation of 6 science learning stations and exhibitions.

Station 1 – Exploration of fossils and amazing animals

Station 2 – Wonderful nature

Station 3 – Scientific force and movement

Station 4 – Scientific viscosity

Station 5 – Earth and outer space

Station 6 – “Why?” technology

Achievement of Reading of Scientific Books for 7 Consecutive Days

Station 1: Exploration of fossils and amazing animals

The activity included the duplication of dinosaurs' footprints and fossils together with the life cycle of other animals. There were 8,800 students attended in the activity.

Station 2: Wonderful nature

Students were welcomed to enjoy a fun-filled study of duplicated ecosystem model where various amazing plants could be found. About 8,500 students participated in the event.

Station 3: Scientific force and movement

There were some interesting experiments of scientific force and movement featured in the activity joined by more than 8,200 students.

Station 4: Scientific viscosity

Viscosity was experimented with via several activities. There was a total of 8,800 students participating in the event.

Station 5: Earth and outer space

This exhibition featured a short movie about the earth and outer space showed in a dark room. A total of 9,200 students took part in this activity.

Station 6: "Why?" technology

The "Why?" technology introduced several technological activities concerning with the development of microchips and robotic innovations, with more than 8,800 students participated in the exhibition.

A total of 52,300 students participated in the activities held during the 7 consecutive days.

National Conference on Reading of Scientific Books for Scientific Minds

The national conference was held to support young students to have greater interest in reading scientific books, on 26 August 26 2013 at Queen Sirikit National Convention Center. Various researchers, academicians and teachers from scientific fields totaling 400 participated in the conference.

- Prof. Dr. Albrecht Beutelspacher, outstanding German scientist who accomplished several writings of mathematics and science books and established the first-ever museum of mathematics in Germany in 2004.
- Prof. Dr. Yongyuth Yuthavong, outstanding Thai scientist who was honored in the chemistry field of 1984.
- Dr. Laddawan Kanhasuwan, outstanding writer and higher-education science teacher of 1984, was invited as a guest speaker of the conference.

Achievement

The conference was achieved with the attendance of 400 participants from various fields of study. According to feedback and comments from the audience, people would pay greater attention to science via the reading of scientific books. Therefore, school libraries were encouraged to promote the significance of such reading ideas.

Mobility of Reading Consistency and Sustainability

1. A science book reading activity was held on Children's Day in January 2014.
2. The BMA also launched a renovation project for the Minburi Library aiming to promote the uniqueness of its science library.
3. The purchase of science books to be distributed to 37 locations of Bangkok Discovery Learning Public Library and 161 locations of Bangkok Book House, totaling 213 and 150 books for each location, respectively.

Mission 7

Promoting Reading Habits for Mind Development

In recognizing the importance of reading for mental development among young children and other people in the Thai society, the BMA determined to announce the launch of the following activities.

7.1 Reading Activity in Temples, Churches and Mosques

The idea was to promote religious places to serve as reading centers, which could easily be reached by people in different communities. A total number of 454 temples, 282 churches and 192 mosques was targeted to support the BMA's reading activity. However, 4 major religious places were initially selected to comply with the campaign.

1. Santa Cruz Church, in collaboration with Wat Prayurawongsawas and Bangluang Mosque in Thonburi district, gained up to 750 members.
2. Darul Moa Sinean Mosque (Ban Don) in Wattana district was joined by 500 members.
3. Wattana Church in Wattana district received 450 members.
4. Wat Saket Ratcha Wora Maha Wihan (The Golden Mount of Bangkok) in Pomprab Sattru Phai district achieved the attendance of 600 members.

A variety of reading promotion activities were featured in the event.

7.2 Spiritual Book Fair and National Conference

The "Spiritual Book Fair" activity was organized to promote the reading for mental development joined by several publishing houses, government organizations, private companies and other associate members. The activity was scheduled to be held on every national religious holiday, and more than 2,000 interested people participated in the activity on each day.

The national conference was held at Royal Paragon Hall, Siam Paragon to focus on mental development and the reading of spiritual books. Many reputed people were invited to join the event.

7.3 Collaboration of Public and Private Sectors

The BMA had collaborated with associate members from both public and private sectors to introduce several activities to promote the reading for mind development as follows:

1. Almsgiving of Books
 - Cooperated with DMG Books in promoting the almsgiving of books, particularly on national religious holidays. The books would charitably be presented to religious schools in Thailand's remote areas.
 - Join forces with 6 district offices to promote the almsgiving of books on Mother's Day on 12 August 2013.
2. Sky temple fair to promote reading activities and national conferences.
3. Publication of the book titled "Without and Within" totaling 20,000 copies.

Mission 8

All missions could not have succeeded without help from the network of reading organizations and individuals that supported Bangkok in its selection from UNESCO to be the World Book Capital and nurtures the roots of reading habits in Thai society. On 13 February 2013, Bangkok arranged a conference for 89 reading organizations. Permanent-Secretary of the Bangkok Metropolitan Administration, Ninnat Chalitanont, presided over the event. Later 16 more organizations were added to the Reading Capital campaign, making the total number 104 organizations. An MOU was signed on 28 June 2013 at Imperial Queen's Park. Reading events were arranged every month as follows:

8.1 Events in April 2013

8.1.1 Book donation to monks

This occurred on 23 April 2013 at Sanam Luang. In the event there was a sermon about book donation and an offering to 400 monks, which would be sent on to libraries in Bangkok to support reading campaigns. Sukhumbhand Paribatra, the governor of Bangkok, attended with other administrators of Bangkok and more than 5,000 people.

8.1.2 Bangkok World Book Capital 2013 stamp launch

Bangkok, along with Thailand Post, launched the Bangkok World Book Capital 2013 stamp on 23 April 2013. The Bangkok governor, M.R.Sukhumbhand Paribatra, together with the manager of Thailand Post, representatives of the International Publishers Association (IPA), International Federation of Library Associations and Institutions (IFLA), and International Booksellers Federation (IBF), affixed the stamp to a giant postcard to launch the new stamp and postcard. Thailand Post also launched a special stamp collection for Bangkok Book Capital 2013, a small edition of "Kaew Jom Kan", a children fiction by Her Royal Highness Princess Maha Chakri Sirindhorn, and printed news about the World Book Capital in both Thai and English.

8.2 Events in May 2013

"Book Sharing" event

The purpose was to promote reading to as many people as possible. Whoever wanted to share a book could donate at BTS stations, train station, park, and other locations, so that people would have an opportunity to find books they wanted to read and take them without paying.

8.3 Events in June 2013

"5th Chamchuri Square Book Fair: Wonderful Book Day"

Bangkok, with Chulalongkorn University, Chulabook, CU Property, and book associations, hosted the 5th Chamchuri Square Book Fair: Wonderful Book Day on 21 June 2013 to encourage reading habits. The event consisted of a book exhibition from many publishers and "Books for Children", which entailed distributing gift vouchers to buy books or educational media. There was also an event for the Pak Kret Foster Home (Ban Nontha Phoom), Sot Suksa School (Thung Maha Mek), and Soon Ruam Namjai School (Klong Toey).

8.4 Events in July 2013

"4 Gens: Reading Around Bangkok"

Bangkok, with Sasin Graduate Institute of Business Administration of Chulalongkorn University and DMG publishing, hosted a discussion under the theme "4 Gens: Reading Around Bangkok" on 6 July 2013, 10am-4pm, at Sasin Hall. Book-related people of four generations: Gen B (45-63 years old), Gen X (30-44 years old), Gen Y (9-29 years old), and Gen Z (1-16 years old), attended the discussion to encourage Thai people to read more. The target number was 15 books per person per year.

8.5 Events in August 2013

“Be Trend Read Town”

Bangkok with The Mall group and book association, hosted the third “Be Trend Read Town”, under the concept “books create life” to encourage people to read and support the Book Capital efforts. The event consisted of more than 100 publishers, a mobile library car, a book rental service, and book donation.

“EUNIC-Bibliobus: Literary Car of Europe”

This campaign was led by Goethe Institute, along with representatives of the EU in Thailand and European organizations, on 7 August 2013. Six hundred books representing 200 stories were introduced to Thai children to introduce European literature. Mostly the books came with illustrations so that they would be easier to understand and children would be able learn about their culture from literature.

8.6 Events in September 2013

“1 Million Read in Thailand Project”

Because statistics indicated that Thai people read less than other countries in ASEAN, Bangkok with the Old Japan Students Association, Thailand (OJSAT), Dhammdee Foundation, and DMG Publishing started “1 Million Read in Thailand Project” to encourage Thai people to become aware of the importance of education as in Japan and also to support reading habits in the future. The “Thailand Master Reader” campaign was created to adapt Japanese reading culture to Thai culture.

8.7 Events in October 2013

“Scientific Book Library for Scientific Minds” Award

Bangkok, with UNESCO, IPA, IBF, and IFLA, hosted the “Scientific Book Library for Scientific Minds” award ceremony to promote and encourage scientific book reading for scientific and logical thinking. The award was for a beautiful, creative library with a good atmosphere.

“Reading Around Bangkok”: King Rama V literature

“Reading Around Bangkok”: King Rama V literature was on 22-24 October 2013 at Atrium 2 in Central World. The purpose was to encourage people to read literature by King Rama V. The event consisted of a discussion about literature in that period, book recommendations, painting, book trading and sharing, cultural performances, and music.

8.8 Events in November 2013

“Cartoon 2013: World Book Capital 2013”

“Cartoon 2013: World Book Capital 2013” was connected to the mission to establish a Thai cartoon museum. Today people read cartoons more often, and cartoons likewise are diversifying. Reading cartoons is one way to encourage reading habits, because cartoons are easy to understand and not complex.

8.9 Events in December 2013

CDG Company hosted “Knowledge Sharing” on 2 December 2013 at Pariwas School, Bang Kho Laem, Bangkok, to encourage education for kids. The event consisted of an essay contest and a Thai reading contest. The winners received entrance tickets to Kidzania, Siam Paragon for their award.

8.10 Events in January 2014

On Children’s Day (11 January) 2014, Sikkha Asia Foundation, together with the Japan Embassy in Thailand, hosted children in Klong Toey. The event featured an essay writing activity on the theme “Why I love Thai culture”, Look Chup dessert baking, and more.

8.11 Events in February 2014

“Book Association Conference”

The “Book Association Conference” on 18 February 2014 at the Thai- Japan Youth Center was a continuation of the “Bangkok Read For Life” drive for Bangkok to be a capital of reading. This event consisted of project evaluations, a conference, and exhibitions from more than 104 book foundations.

8.12 Events in March 2014

“The World’s Novel” event

Bangkok and PUBAT hosted the exhibition “World of Sriburapha” along with “The World’s Novel” at the Ballroom Hall of the Queen Sirikit Center as part of the 42nd national book fair and 12th international book fair during 12 March – 7 April 2014. The purpose was to show how novels relate to life and history, as novels by Sriburapha reflect how the society was at that time. In addition to a discussion on the topic “Life as we want it to be” by Sri Daoruang, Sriburapha Award winner in 2014, Jaroonporn Porapakpralai, literary critic, and Roongthip Suwanapichon, there was an exhibition about Sriburapha.

Mission 9

Hosting IPA Congress 2014

The International Publishers Association (IPA) was established in 1896 to operate the publishing business, voicing people's opinions corresponding to the publication of study books, academic magazines and instructional collections. With more than 60 member associations from 50 nations worldwide, the IPA is strictly committed to promoting the integrity of its publications, protecting them from being misused and fostering the importance of publications towards the development of national economy, culture and politics.

In addition, the IPA also organizes several remarkable activities aiming to return benefits to the society. The most recent activity, known as the Trusted Intermediary Global Accessible Resource or TI-GAR, was held by the cooperation of the World Intellectual Property Organization (WIPO), with the intention to establish the international library network for the blind while offering knowledgeable programs to its members.

The IPA Congress was first held in 1896 in Paris. After that, the conference was agreed to be scheduled every 4 years, and every 2 years after the 30th conference.

The IPA Congress aims to promote desirable visions for effective reading, particularly for education, with a clear focus on the concepts of "Freedom of Expression" and "Freedom to Publish", recognized as fundamental human rights, while urging the government sector to ensure the protection of writers' copyrights.

The 30th IPA Congress

The United Nations Educational, Scientific and Cultural Organization (UNESCO) had honored Bangkok as the World Book Capital for 2013 and the city subsequently requested to host the 30th IPA Congress following the honorable reputation.

In the IPA Congress held on 25 January 2012, Mr. Youngsuk "Y.S." Chi, chairman of the IPA Congress committee, revealed that Bangkok was officially selected to host the 30th IPA Congress scheduled in 2014. Consequently, the memorandum of understanding (MOU) was signed by the 2 parties including the Bangkok Metropolitan Administration (BMA), represented by Bangkok Governor M.R. Sukhumbhand Paribatra, and the International Publishers Association (IPA), represented by Mr. Youngsuk Chi, on 29 March 2012 at Queen Sirikit National Convention Center.

Her Royal Highness Princess Maha Chakri Sirindhorn graciously granted her royal permission for Bangkok to host the 30th IPA Congress and to celebrate her 5th Cycle Birthday Anniversary on 2 April 2015.

Due to the prolonged political crisis in several business districts of Bangkok, the 30th IPA Congress, which was previously scheduled to be held during 25-27 March 2014 at the Intercontinental Hotel, Bangkok, was postponed to be held during 24-26 March 2015 instead. Meanwhile, Her Royal Highness Princess Maha Chakri Sirindhorn would graciously be honored to preside over the opening of the event on 24 March 2015 at 9 a.m.

The BMA officially selected NCC Management and Development to take complete responsibility for organizing the 30th IPA Congress and providing updates on the event via www.ipa2015bangkok.com.

1. Local Promotion of IPA Congress 2014

As part of its strategic public relations, the BMA promoted the IPA Congress 2014 to public in the Family Book Festival 2013 held during 17-23 July 2013 at Queen Sirikit National Convention Center.

2. International Promotion of IPA Congress 2014

2.1 The International Publishers Association invited the BMA and Thai publishing companies to attend the 29th IPA Congress held during 12-14 June 2012 in Cape Town, South Africa. In the event, Thailand also received a flag as a symbol to host the next IPA Congress.

2.2 The IPA Congress 2014 was promoted in the Seoul International Book Fair 2012 held during 19-23 June 2013 in Seoul, South Korea.

2.3 The IPA Congress 2014 was promoted in the China International Exhibition Center held during 28 August - 1 September 2013 in Beijing, China.

2.4 The IPA Congress 2014 was promoted in the Frankfurt Book Fair 2013 held 7-15 October 2013 in Frankfurt, Germany.

2.5 The IPA Congress 2014 was promoted in the Taipei International Book Exhibition 2014 held during 4-10 February 2014 in Taipei, Taiwan.

What do we gain from the 30th IPA Congress?

The acceptance of IPA agendas can ensure high confidence in recognizing the importance of reading development while stimulating greater quality in Thai society. It can be said that the book industry is more than just a business, but it is also considered a key to promote the educational progress of Thai youths.

The IPA Congress is organized to promote the exchange of significant insights and visions in reading development corresponding to the existence of the “Knowledge Economy” as well as encourage desirable reading habits via the “Read for Life” concept aiming for a better quality of life of all people.

The IPA Congress will directly benefit those who are in the book and publication industry. It certainly helps accelerate confidence and creativity while creating the development of culture industry. In addition, Thai writers and publication companies can take this opportunity to sparkle in the ASEAN and global markets.