

กรมส่งเสริมการค้าระหว่างประเทศ
กระทรวงพาณิชย์
เลขที่ 3021
วันที่ 9 S.A. 2553
เวลา 11:00



บันทึกข้อความ

ส่วนราชการ งานวิเทศสัมพันธ์ โทร. ๓๐๓๘ ๓๐๔๐

ที่ ศธ ๐๕๒๙.๕.๑/๑. ๕๒๐ วันที่ ๕ ธันวาคม ๒๕๕๓

เรื่อง ประชาสัมพันธ์การจัดประชุม "Going Global Conference"

เรียน คณบดี คณะเศรษฐศาสตร์

- () เพื่อโปรดพิจารณา
- () เพื่อโปรดพิจารณาดำเนินการในส่วนที่เกี่ยวข้อง
- () เพื่อโปรดทราบและถือปฏิบัติตามนัยหนังสือดังกล่าว
- () เพื่อโปรดทราบและแจ้งผู้เกี่ยวข้องทราบ
- () เพื่อแจ้งเวียนให้ทราบโดยทั่วกัน
- () อื่น ๆ หรือความจำเป็นอย่างอื่นที่ประชุมคณะมนตรี 24 ธันวาคม 2553

www.britisrcouncil.org/
goingglobal

(นางสาวพิชรินทร์ ตั้งสุภากร)

นักวิเทศสัมพันธ์

รักษาการหัวหน้างานวิเทศสัมพันธ์

เรียน คณบดี

- เพื่อโปรดพิจารณา
- เรียนคณบดีคณะเศรษฐศาสตร์

๙๖.๙.๕๓

เรียน คณบดี

โปรดแจ้งคณบดี
ดำเนินการประชาสัมพันธ์
โดยทั่วกัน

๙๖.๑.๕๓

กบวทิทศสอหัม

01/12/2010 11:37

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เลขรับ	๗๕๗๕
วันที่	3 ธ.ค. 2553
เวลา	11.22.33 น.

Education 

งานวิเทศสัมพันธ์	
เลขที่รับ	๕๑๔
วันที่	7 ส.ค. 2553
เวลา	10.10 น.

Global 5 world conference organised by the British Council,

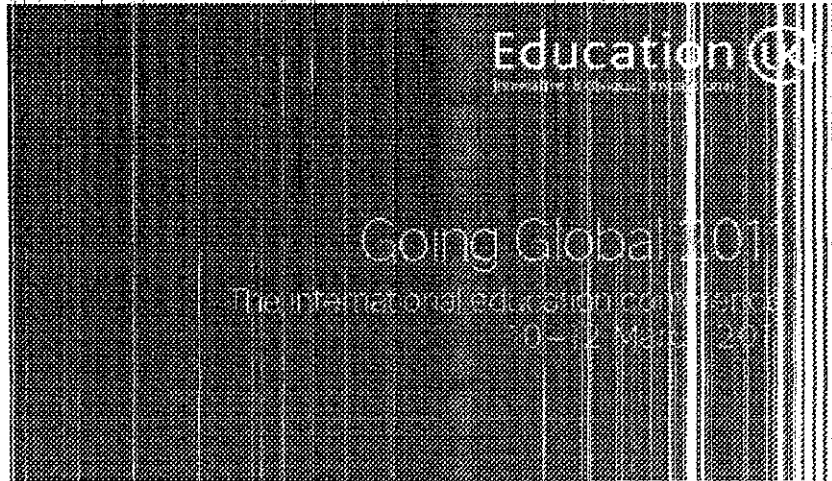
the Going Global conference between 10 and 13 March ^①
is a major international education conference attracting
countries. It consists of a series of seminar sessions
in a number of areas related to education. This conference also
provides an opportunity with policy makers, administrators and academics

Global in 2011 is **World education: the new powerhouse?**
Key areas:

- Increasing the investment in education
- Meeting global aspirations
- Addressing challenges?
- Education and change

Global 5 conference is enclosed. Registration for the
February 2011 or until **10 December 2010** to qualify for the
conference and registration can be found at
<http://global-gg5-general-information.htm>

More convenient for participants from Thailand, British
Council will introduce **"Special Service for Going Global 5 by British"** ^②
for participants from Thailand in registering for the conference and
arranging flights. We hope that this added service will make it
easier for participants to join the conference by reducing time-consuming



for Going Global 5 by the Thailand

participants to Going Global 5 from Thailand by offering the

by bird rate for registration by 10 December 2010)

Hong Kong (with conference discount rate)

hotel in Bangkok to equip participants with information on
l advice

for Thai participants to wrap up, design an action plan and
support the initiatives

is below incorporate the necessary expenses for joining the

at Hong Kong Convention and Exhibition Centre is

Four Seasons Hotel Hong Kong, on 10 March

ramme

Hotel in Bangkok

Harbour View Hotel, a five star hotel
venue

person
persons (shared room)

of the impressive Hong Kong Convention and Exhibition
it. A favourite hotel for both leisure and business travellers
amenities and signature Renaissance savvy service

is available in all rooms and suites, as well as wireless
ver Lobbies. A heated outdoor swimming pool, fitness centre
um garden is available to soothe and help relax, or the
lining experience at Scala or Dynasty Restaurant. Air
water, for a fee Coffee maker/tea service, Crib Electrical
ol, iron and ironing board. Pillows (down/feather) safe,
/satellite tv, mini-bar and movies/videos (pay-per-view)

ury Hong Kong Hotel, a four star hotel
venue

person
persons (shared room)

ntury Hong Kong is a 4 star hotel located in the heart of
l, shopping and entertainment district. Stay right here in
g holiday or board the nearby MTR to explore more of Hong
are close to the Hong Kong Convention and Exhibition

meeting facilities, three restaurants, a bar, health club,
le of leisure facilities. WiFi access is available in all rooms
ntary Internet access in the Novotel Mac Corner

Hotel, a three star hotel 53,000 Baht
venue

Princess Hotel, Bangkok

Hong Kong by Cathay Pacific flight CX708

Travel to the hotel accommodation

at the Four Seasons Hotel, Hong Kong

Global 2011 will be held in the Grand Ballroom of the Four Seasons Hotel, Hong Kong, with a spectacular waterfront location

Convention and Exhibition Centre

Convention and Exhibition Centre

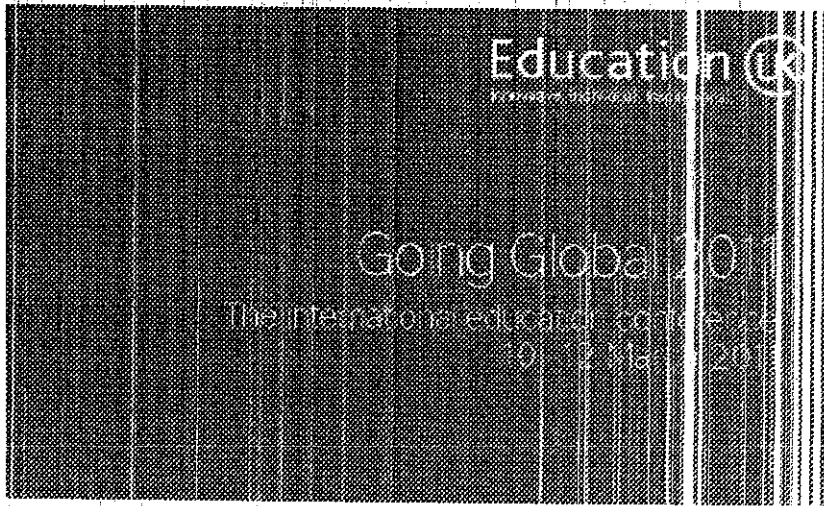
Hong Kong by Cathay Pacific flight CX701

(Day)

at the Siam Princess Hotel, Bangkok

conference from 11th December until 24th February, but the total cost is 5,200 Baht

Council Thailand to your institution within seven days after the payment is received. The payment should be made by bank transfer or cash



**Registration form for Going Global 2011
by British Council Thailand package**

What type of organisation do you work for?

- Association, educational organisation
- Education provider (private)
- Government
- Media

How did you hear about Going Global?

- Personal recommendation
- British Council website
- Advertising (e.g. the Guardian, THES), please specify:

Specify the details in your name badge

Family Name:

is

Friday 11 and Saturday 12 March. On Thursday 10 March
conference session Please select below if you would like to
be limited and will be allocated on a first come first served

Market Intelligence - Global Launch
10 March 2011

Convention and Exhibition Centre

Director Education Marketing, British Council
Market Intelligence and Research Manager, British Council
Launch of the British Council's new "International Education
Market Intelligence" platform, outlining the exciting portfolio of Market
Intelligence products on offer

on Thursday 10 March, 2011

Special requirements

entary Opening Reception on Thursday 10 March 2011 from

ong Kong Hotel, a four star hotel
rice venue

one person
two persons (shared room)

el, a three star hotel 53,000 Baht
rice venue

erson
two persons (shared room)

ed by 10 December 2010. The cost will increase by
1 December 2010 to 24 February 2011. The cost quoted
nding on the availability of the air tickets and the hotel
ipants will be informed of any changes before we proceed

Additional cost will be advised before we proceed with the

ass

book and pay for the Going Global packages above. Please
t stated above to following address.

n to:

anya Tangsuk
Square

oil.or.th or chanya.tangsuk@britishcouncil.or.th



to go global in March 2011 with
 once taking place in Hong Kong
 al policy makers and practitioners
 e world to debate
 on: the new powerhouse?

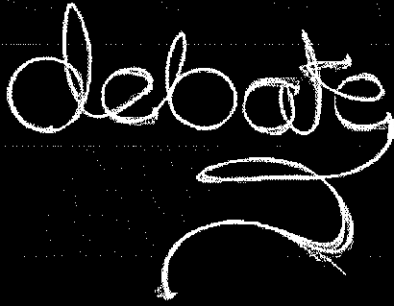
at the
 at
 world famous
 tracking
 practitioner
 exhibition
 and
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 title

Who attends?

We call for all policy makers, thought leaders, professionals, heads of universities and colleges, senior managers, academic staff, international directors and practitioners, and business leaders.

Featuring 250+ high profile speakers from around the world, 1,000+ delegates from 80+ countries, speakers already confirmed include:

- Prof Cheng Kai-Ming**, University of Hong Kong;
- Prof Dzulkifli Abdul Razak**, Universiti Sains Malaysia;
- Chris Humphries**, UK Commission for Employment and Skills;
- Prof John Hudzik**, Michigan State University;
- Dr Gwang-Jo Kim**, UNESCO Asia-Pacific Regional Bureau for Education;
- Dame Ruth Silver**, Learning and Skills Improvement Service;
- Prof Steve Smith**, Universities UK;
- Ben Watson**, Microsoft Learning;
- Prof John Ssebuwufu**



Going Global 2011

The international education conference
10–12 March 2011

Special Service for Going Global 5 by the British Council Thailand

The service is designed to help participants to Going Global 5 from Thailand by offering the following services:

1. Conference booking (early bird rate for registration by 10 December 2010)
2. Air ticket booking
3. Hotel accommodation in Hong Kong (with conference discount rate)
4. Orientation at a four star hotel in Bangkok to equip participants with information on the conference and travel advice
5. Post conference meeting for Thai participants to wrap up, design an action plan and see how the BC can help support the initiatives.

Cost

The different conference packages below incorporate the necessary expenses for joining the conference including:

1 The Going Global 5 conference at Hong Kong Convention and Exhibition Centre is inclusive of:

- Opening reception at the Four Seasons Hotel, Hong Kong, on 10 March
- Agenda builder
- Conference bag and programme
- Morning and afternoon refreshments
- Lunches (on 11 and 12 March)
- Networking opportunities
- Access to 3 plenary sessions
- Access to 33 parallel sessions
- Exhibition
- Internet café
- Post conference proceedings
- Spot me device

2. Return economy air ticket Bangkok-Hong Kong by Cathay Pacific Airways, the conference airline partner. This is inclusive of tax and surcharge.

For participants wishing to fly Business class, please let us know on the application form. The additional cost will be advised before we proceed with the booking.

3. Hotel accommodation in an en suite/superior room for sole or double occupancy for three nights and breakfast (10, 11 and 12 March)

4 Orientation in a hotel in Bangkok

5. Post conference meeting in a hotel in Bangkok

**Package A: Renaissance Harbour View Hotel, a five star hotel
0.6 KM from conference venue**

**Package A1: 72,000 Baht/one person
Package A2: 114,200 Baht/two persons (shared room)**

A first class hotel situated on top of the impressive Hong Kong Convention and Exhibition Centre on the Wanchai waterfront. A favourite hotel for both leisure and business travellers with elegant decor, full-service amenities and signature Renaissance savvy service.

Wired broadband Internet access is available in all rooms and suites, as well as wireless internet access in Upper and Lower Lobbies. A heated outdoor swimming pool, fitness centre and jogging trail on the 11/F podium garden is available to soothe and help relax, or the guests can have a pleasant fine dining experience at Scala or Dynasty Restaurant. Air conditioning, alarm clock, bottled water, for a fee Coffee maker/tea service, Crib Electrical adapters, individual climate control, iron and ironing board. Pillows (down/feather) safe, bathrobe, hair dryer, colour cable/satellite tv, mini-bar and movies/videos(pay-per-view).

**Package B: Novotel Century Hong Kong Hotel, a four star hotel
0.8 KM from conference venue**

**Package B1: 63,000 Baht/ one person
Package B2: 103,400 Baht/ two persons (shared room)**

The newly renovated Novotel Century Hong Kong is a 4 star hotel located in the heart of Wanchai, the bustling commercial, shopping and entertainment district. Stay right here in Wanchai for the ultimate shopping holiday or board the nearby MTR to explore more of Hong Kong. For business travellers, we are close to the Hong Kong Convention and Exhibition Centre.

Facilities: Equipped with modern meeting facilities, three restaurants, a bar, health club, swimming pool, sauna and a range of leisure facilities. WiFi access is available in all rooms, while guests can enjoy complimentary Internet access in the Novotel Mac Corner.

**Package C: South Pacific Hotel, a three star hotel 53,000 Baht
1.7 KM from conference venue**

**Package C1: 53,000 Baht/ person
Package C2: 94,000 Baht/ two persons (shared room)**

The hotel offers comprehensive facilities to meet every need of the guests with the state-of-the-art design and facilities. With all the conveniences coming along with its location, South Pacific Hotel is the choice for both business and leisure travellers whether they come to Hong Kong for attending fairs and exhibitions or shopping and relaxing.

Facilities: Private bathroom, air conditioning with temperature control, wireless broadband internet access (subject to charge) cable tv multi-channel radio, IDD telephone system, duvet, free minibar in-room, safe-deposit box, coffee / tea making facilities, hairdryer, quick-boil jug, working desk, alarm clock, slippers.

Remark: Early Bird Rate is valued by 10 December 2010. The cost will increase by approximately 5,200 baht from 11 December 2010 to 24 February 2011. The cost quoted above is subject to change depending on the availability of the air tickets and the hotel accommodation. However, participants will be informed of any changes before we proceed with any bookings.

Draft programme

Fri 4th March 2011 (half day)

Orientation at Pathumwan Princess Hotel, Bangkok

Thursday 10th March 2011

10 50 Depart Bangkok for Hong Kong by Cathay Pacific flight CX708

14 30 Arrive Hong Kong and travel to the hotel accommodation

1830-2030 Opening reception at the Four Seasons Hotel, Hong Kong

The opening reception for Going Global 2011 will be held in the Grand Ballroom of the prestigious Four Seasons Hotel Hong Kong, with a spectacular waterfront location overlooking Victoria Harbour

Fri 11th March 2011 (all day)

Going Global 5 Hong Kong Convention and Exhibition Centre

Sat 12th March 2011 (all day)

Going Global 5 Hong Kong Convention and Exhibition Centre

Sun 13th March 2011 (all day)

16 00 Depart Hong Kong for Bangkok by Cathay Pacific flight CX701

17 55 Arrive Bangkok

Monday 21st March 2010 (half day)

Post conference meeting at Pathumwan Princess Hotel, Bangkok

Deadline

10th December 2010

It is still possible to apply for the conference from 11th December until 24th February, but the cost will be increased by approximate 5,200 Baht

Payment

An invoice will be sent by British Council Thailand to your institution within seven days after the application has been submitted. The payment should be made by bank transfer or cash within 30 days

Cancellation

Cancellations must be confirmed in writing before Thursday 10th February 2011 and will be refunded minus an administration charge of 1,000 Baht and the airfare which is non-refundable. We regret that no refund can be made after Friday 11 February 2011.

Further information

Khun Pasiwat Sutthirak, Tel: 02-657-5628

Khun Chanya Tangsuk, Tel: 02-657-5633