



**REPORT OF VISIT TO  
TECHNOLOGY PROMOTION ASSOCIATION (TPA) &  
THAI – NICHII INSTITUTE OF TECHNOLOGY (TNI),  
BANGKOK, THAILAND**

**8-9 SEPTEMBER 2011**

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## **Preamble**

A 4 members delegation from Bangladesh AOTS Alumni Association (BAAS) visited Bangkok and met Bangkok AOTS Alumni Society Executives on September 8, 2011. The team then visited TPA & TNI in Bangkok on 9 September 2011. The delegation comprised of following members.

1. Dr. A K M Moazzem Hussain, Chairman BJTI & Advisor, BAAS
2. Engr. Mokarram U Ahmed, President, BAAS
3. Engr. Mohammad Ali Jinnah, Member BAAS EC & BJTI Council
4. Engr. Jawaherul Ghani, Vice Chairman, BJTI & Advisor, BAAS

Visit of the delegation was morally supported by AOTS, Japan. Mr. Hideo Yoshihara, Adviser to President, TNI and Ex-General Manager of AOTS was actively involved in organizing this visit. Mr. Masafumi Sato, Advisor of Japan-Thailand Economic Co-operation Society (JTECS) and Ex-President of AOTS was instrumental in organizing this visit. Mr. Sozo Yamamoto, Advisor of TPA & Representative of JTECS co-ordinated this visit. Members of the delegation expressed their heartfelt thanks to all the above concerned persons and the management of TPA & TNI for giving opportunity to share commendable experiences in establishing TPA & TNI.

## **Technology Promotion Association (TPA)**

### **Establishment of TPA**

TPA was officially established on 24 January 1973 with the strong intention, co-operation and sincere efforts of those Alumni who were trained in Japan with ABK & AOTS scholarships. The then Thailand Finance Minister as well as an alumni was President of the TPA Establishment committee. Establishment of TPA was possible through all out active supports from Prof. G Hosumi, President of The Board of Japan Thailand Economic Co-operation Association. At that time Mr. M Sato was posted in Bangkok to operationalize the functions of TPA, Under the umbrella of ABK & AOTS Alumni Association, Thailand TPA started growing through dedications of Mr. Masafumi Sato under patronization by Prof. G Hosumi. Establishment funds were made available by various Japanese organizations (including ABK, AOTS, MITI) and Thailand-Japan joint venture company operating in Thailand. The objectives for establishment of TPA at Bangkok were promotion of knowledge, disseminating & transmitting new technology to Thai personnel for the growth & advancement of Thai economy & industry.



### **Present Management of TPA**

TPA has continuously grown and became a large organization to-day. It is totally an independent organization now having no relation to ABK AOTS Alumni Association, AOTS Japan or for that matter with any other Japanese organizations. Members of TPA

are individuals (mostly entrepreneurs) and organizations (mostly Thai – Japan joint venture industry operating in Thailand). Members in categories of ordinary members, extra-ordinary member and corporate member enjoy different privileges assigned to respective categories. However, membership fees are comparatively low such as yearly 200, 400 & 3,000 baht for ordinary, extra-ordinary & corporate members respectively. At present TPA is absolutely a self sustaining organization with a considerable fund available every year for re-investment. TPA owns two independent building and a commercial space. Head Office is located at Soi 29, Sukhumvit Road, Bangkok within one 4-storied building built 30 years back. At Pattanakarn, Bangkok TPA built one 8-storied beautiful building about 10 years back. Commercial space is located at Zeer Street Shopping complex, Bangkok. TPA is managed by a Board of Directors whose members are elected by members of TPA. There is one paid CEO having designation of Director General. Under DG there are 3 business units headed by General Manager having specific areas of operations which are as follows.

Business Unit – 1

- Education & Training
- Consultancy & Diagnosis

Business Unit – 2

- School of language & culture
- Publishing

Business Unit – 3

- Industrial instrument calibration centre
- Quality & supports
- Lab equipment calibration & environmental analysis centre

Besides above there are separate department for Web-based Business development, Marketing & Member Relationship, Accounts and HR.

**Available services from TPA**

Initially starting with providing language courses, TPA is to-day placed as most prestigious organization in Thailand as management & technological training provider. Besides, TPA is one of the accredited organizations in Thailand for instrument calibration services. Services provided by TPA may be listed as below:

1. Education & Training

- Business Management
- Skill Development
- Human Resource Management
- Purchasing Management
- Sales & Marketing management
- Computer Software
- Computer aided product design
- Database
- Auditing for ISO implementations
- Environment
- Energy & safety
- Instrumentation
- Laboratory accreditation
- Calibration
- Manufacturing management
- Productivity improvement & cost reduction
- Inventory control
- 5S
- TPM
- Maintenance
- General quality and problem solving
- TQM
- Statistics
- Standardization
- QC circle & tools

- Factory automation
- 2. Language teaching and culture
  - Japanese language for Thai
  - Thai language for Japanese & others
  - English language
  - Thai cooking
  - Doll making
- 3. Publishing
- 4. Calibration service and Environment analysis
- 5. Consultancy and diagnosis
- 6. Web based business development
- 7. Marketing & distribution of published materials
- 8. Marketing and member relationship
- 9. Thailand quality promotion
  - Thailand quality prize
  - Kano quality award
  - Thailand kaizen award
  - Thailand lean award
  - Thailand 5-S award
- 10. Corporate social responsibility
  - TPA robot contest
  - TPA grand prix
  - Cultural festivals

### **How BJTI can be benefitted**

Many of TPA activities / services are appropriately befitting with the objectives of BJTI. Hence, an association (executed through MOU and or economic/financial co-operation) with both short term as well as long term vision should be quite beneficial for BJTI.

Short term vision should comprise of the followings:

- Select few courses/training program out of 390 courses/training program of TPA which would be appropriate for our present requirement.
- Implement the selected courses /training program with resource persons from both in-house & TPA.
- Some course/training program may be implemented jointly (one part in Bangladesh while other part in Thailand).
- BJTI can act as link organization for TPA for all industrial services such as consultancy and calibration of instruments.

Long term vision should comprise of the followings:

- BJTI should add on to the list of course / training program.
- Permanent linkage program with TPA may be concluded.
- With the help of TPA accredited facilities for instrument calibration may be developed.
- Diploma as well as degree curriculum may be implemented in BJTI with technical assistance from TPA.

## **Thai – Nichi Institute of Technology (TNI)**

TNI was established by TPA in June 2007 to pursue higher studies both at undergraduate as well graduate levels focusing on engineering technology, information technology and business management for industrial sector in Thailand. TNI adopted Japanese Monozukuri (the art, science, craft and joy of making things) style of educating pupils. TNI students also become competent in language skills including English and Japanese that benefit them in business communications.

In Thailand more than 400 Thai-Japan joint ventures companies are in operation besides many 100% Japanese companies. Most of these companies are in the manufacturing sector having export market to countries other than Japan. All these companies have huge work force quite proficient in Japanese language besides technical qualification. Thus TNI stands out as the most suitable source of manpower for such companies. Interestingly most of such companies are member of TPA & TNI besides being donor. TNI Board of Council and Executive Committee are elected by general members and donors. TNI is located at a very well set up premises comprising of 4 buildings. Total investment is 1 billion baht plus. After starting operation in 2007, TNI has already generated surplus fund by way of its specified activities. It is already a top ranking private university in Thailand. There are many faculty members who are Japanese. Mr. Hideo Yoshihara, ex-General Manager of AOTS is now an advisor of TNI.



Currently TNI is offering following courses:

Undergraduate program

Faculty of Engineering

- Bachelor of Engineering (Automotive Engineering)
- Bachelor of Engineering (Production Engineering)
- Bachelor of Engineering (Computer Engineering)

Faculty of Information Technology

- Bachelor of Science (Information Technology)
- Bachelor of Science (Multimedia Technology)
- Bachelor of Science (Business Information Systems)

Faculty of Business Administration

- Bachelor of Business Administration (Industrial Management)
- Bachelor of Business Administration (Japanese)
- BBA (Business & Industrial Management credit transferred)

Graduate program

- Master of Engineering (Engineering Technology)
- Master of Science (Information Technology)
- MBA (Industrial Management)
- MBA (Executive Enterprise Management)

At the moment BJTI has little scope to associate itself with TNI except for obtaining resource person under an executed MOU. However, TNI management expressed their sincere willingness to cooperate with BJTI and wish this venture great success in future.

**Engr. Jawaherul Ghani**  
Vice President, BJTI & Adviser  
BAAS