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<th>AMIC 7th Annual Conference : Asia's Information Marketplace, Race for Technology, Content and Competence, Bangkok, May 21-23, 1998 : [welcoming speech]</th>
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<td>Orasa Khunawat</td>
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Paper No. 16
Welcoming Speech
by
Mrs. Orasa Khunawat
Director General
The Mass Communication Organization of Thailand
at the Opening Ceremony
of the AMIC Seventh Annual Conference
Novotel Hotel, Siam Square
May 21, 1998

Your Excellency Khunying Supatra Masdit,
Minister of Office of the Prime Minister;
AMIC Administrators; Distinguished Guests;
Ladies and Gentlemen:

On behalf of the Mass Communication Organization of Thailand, I am greatly honored to co-host the AMIC Seventh Annual Conference. As a state media, the Mass Communication Organization of Thailand or the MCOT is responsible for radio and television broadcasting, Cable Television networks and the Thai News Agency. Being equipped with modern technological apparatus, the organization can reach a large number of people in most parts of the country, thus making it possible to fulfil its goal in serving the public by broadcasting news and entertainment programs as well as disseminating knowledge. This is done with concern for the greatest benefit of the country.
In co-hosting this academic conference, the MCOT has realized how the flow of news and information has absorbed the distinctive characteristics of the Thai nation and race, and the Thai way of thinking. I am sure that other countries in this region have also shared the same experience. I, therefore, earnestly hope that all participants at this conference will take this opportunity to share views and express opinions so that we can reach guidelines in appropriate use of mass media technology and in news broadcasting for the common good of the human race.

As a state media organization, the MCOT also realises its role and responsibility to serve the public for their utmost interest especially in this borderless society. We attach great importance to this conference during which all kinds of discussion will be addressed.

Your attending this conference is much appreciated and may I express my sincere hope that this conference will achieve all its objectives.
Hybrid Technologies Of Tomorrow:
The Sky's Not The Limit

John Pavlik