



## Message from the Ambassador



I am glad and grateful to the Committee of the Swiss Society in Bangkok for having the honour to open the first 1998 issue of its Newsletter and thus having a chance to address its readers.

First of all I would like to convey to all of you my most sincere wishes for a happy and prosperous New Year. We all need indeed to hope that 1998

shall not be too difficult a year, although all the fortune tellers do not foresee encouraging perspectives and even a worse vintage than the one of last year. For those among our Swiss community in Thailand who represent Swiss interests, the year to come and most likely the few that will follow will be characterised by recession or stagnation in various sectors of business activities.

After three months of stay in Thailand I have been able to convince myself of the vitality of the Swiss Society in Bangkok and of the dedication of its Committee. I feel happy to note that the Swiss Society is able to keep alive the interest of its members for its program of activities despite the fact that today's life is hectic and offers a wide range of other entertainment activities. As a link between Swiss residents in Bangkok and friends of Switzerland of all ages, the Swiss Society has an important role to play and can count on the active support of the Embassy within the limits of its possibilities.

Wishing the best of success for the Swiss Society in Bangkok, I remain,

Sincerely yours,  
Bernard Freymond



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### Message from our Committee member Markus Ruprecht

Two years ago the Swiss Society was in big trouble. I still remember the AGM, where we were told that nearly the entire committee would resign.

In this very helpless situation, Philippe Guinand stepped forward and was prepared to take over as president of the Swiss Society for one year.

With fresh effort and enthusiasm he formed a new committee and with its help he put up a very interesting program. It well suited the jubilee year of the Her Majesty's ascension to the throne, and all the expatriates living in Bangkok appreciated the new direction.

Last year, Phil wanted to step down because his professional career gave him a lot of work. The committee members and the AGM pleaded with him to remain for another year, and he fortunately accepted.



In this second year I joined the committee and in this time I got to know Phil as a good friend, always helpful and full of new ideas. He gave us a lot of "Input". Therefore his second year was also a great success. All of the events from the committee were well organized and a lot of members participated.

I would really like to thank Phil for his engagement. Also, thanks to all of you who helped to organize the different events. It is a pleasure for me to stay on in the committee and I'm looking forward to our new events in the coming year.

Markus Ruprecht

## Hoher Besuch an der Schweizer Schule



Ein hoher Gast wurde am Montag, dem 17.11.97, an der Schweizer Schule in Minburi erwartet. Frau Koller, die in Begleitung ihres Gatten, des Präsidenten der schweizerischen Eidgenossenschaft, zu einem mehrtägigen Staatsbesuch in Thailand weilte, hatte ihren Besuch angekündigt. Das Besuchsjahr, 1997, soll an den 100 Jahr-

en zurückliegenden Schweizbesuch des siamesischen Königs Rama V. Chulalongkorn erinnern. Frau Koller machte sich nach ihrer zeitgenauen Ankunft in beeindruckendem Fahrzeugkonvoi nach einer schlichten Begrüssungsfeier, an der auch die Schüler, das Kollegium und Mitglieder des Schulträgers teilhatten, mit den Gegebenheiten vor Ort vertraut: auf einen Stehempfang im Lehrerzimmer folgte eine nicht minder wichtige Erfahrungsofferte, das gemeinsame Diner von Schulleitung und Gästen in der Schulkantine. Der Besuch, der sich durch die herzliche Ungezwungenheit, die die Vertreter alter, selbstgewisser Demokratien zu vermitteln wissen, geprägt



stgewisser Demokratien zu vermitteln wissen, geprägt

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Dear Reader

Since last issue of the "Swiss Echo" the festive days are over and life is nearly as usual.

This issue presents the second part of a speech given nearly 25 years ago, at a meeting held by the Intercultural Relations in Management - TMA.

I think many rules haven't changed since then. But feel free to send comments back.

Albin

war, fand seinen Abschluss in einem kurzen Rundgang durch die Schulräumlichkeiten.

Frau Koller zeigte sich beeindruckt von der Gesamterscheinung der Schule; sie lasse auf eine hohe Professionalität bei den Schulverantwortlichen schliessen. Als eindruckliche Erfahrung hob sie aber vor allem die Toleranz und Harmonie hervor, die das gemeinsame Leben und Arbeiten der Schüler verschiedenster kultureller Herkunft prägten.

## Christmas - Lunch

at the Sheraton  
Grand  
Sukhumvit  
on  
December 16th



24 person got together to celebrate and enjoyed the fantastic Flower demonstration as well as the delicious food.

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## Christmas – Lunch



## Christmas – Lunch



## Christmas – Lunch

## Annual General Meeting

1998 at the Oriental with Dinner Cruise on the River of Kings





# Family Outing: Santa Claus - Khao Yai National Park



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# Ten Commandments for Working with The Thai People

By FRED G. DORR GENERAL MANAGER  
GENERAL TELEPHONE DIRECTORY CO.

Speech given at Pataya Saturday March  
24th 1973

INTERCULTURAL RELATIONS IN  
MANAGEMENT. THE THAILAND  
MANAGEMENT ASSOCIATION

1. THOU SHALT NOT SHOUT
2. SMILE THOUGH THY HEART IS BREAKING
3. RESPECT THY ELDERS
4. YOU MAY LOOK BUT DO NOT TOUCH
5. AID CHARITY SO AS TO MAKE MERIT
6. SPEAK SLOWLY THAT YOU MAY BE HEARD
7. YOU DO HAVE TO KNOW THE LANGUAGE
8. INVOLVE THY ASSOCIATES
9. PULL DON'T PUSH
10. STICK TO THY FIELD, OH EXPERT

continued from Swiss Echo 97/2

## II. SMILE THOUGH THY HEART IS BREAKING:

No one, least of all your associates, expects you to go about with a blinding open mouthed smile pasted on your face at all times. What the Thai does expect is that the daily interchanges which occur be conducted in a pleasant atmosphere. They will call it "Snuk" which has no direct translation to English. When applied to an office or plant setting it approximately means congenial or pleasant or fun or all three. The Farang can best contribute to this by smiling. I do not mean that you want to create a "Fun House" at your place, but perhaps as no where else in the world, the adage, "A happy office is a productive one" is true here.

And conversely, if you want to see output fall, just let something happen which upsets the staff.

If you enter a room full of brooding, sour faced employees, react quickly to find out what is wrong for you have a serious problem on your hands.

But why is smiling so important? It is because the smile is used to express approval, affection and

acknowledgement and joy. The handshake is used in the west as an exchange of greeting and has no direct counterpart in this culture. The wai's and the smile play a vital part in human interchange.

So much for the Thai side of this. Let us now look at the Farang side. In the European or American setting, we tend to look on smiling as an outward manifestation of inwardly not being very serious or worse, not concentrating. If you are thinking seriously about a problem you are expected to frown to exhibit the weightiness of your contemplation. There are, I suspect, precious few smiles in boardrooms of Frankfurt, London or New-York irrespective of the condition of the profit and loss statement. This notion is, of course, nonsense but if you are schooled to a wrinkled brow you have some work to do to correct your habit. May I suggest a small desk reminder? My daughter kept the work printed on the mirror in her room.

Apart from habit, there are some other very serious barriers to approaching your job with a happy optimistic outlook. Let us look at a few.

Whether you are a first timer outside your own country, an intermittent foreign resident or an old pro veteran of many assignments, it has been said correctly, I believe, that you are never more a national of your own country than on the day you arrive in a new one. You will have brought along, in addition to your luggage, a load of 'Mental Baggage' which you have picked up piece by piece along your life's road. Psychologists are deep in the study of the effect of relocation on individuals. Management consultants are as well, for it is so important to industry. They have isolated a phenomena which is now commonly referred to "Culture Shock" I am not a management consultant and even less of a psychologist but I can tell you for sure that culture shock is real and because it is real, a potentially serious obstacle (sometimes insurmountable) to effective functioning. I am sure Dr. Ayer can refer to some professional works on the subject. For the few comments I'll make today, I'll turn to the American author, Robert Hopkins, and his book, I've had it published by Hold Rinehart & Winston.

Culture shock is the common but sometimes severe reaction to culture and environmental change. Some of the inputs to the phenomenon are: absence of the affection of parents, children, other relatives or friends; a change in physical atmosphere such as hard beds, cold water, hot food, noise (or its absence) humidity, Temperature, and many others; the requirement of concentrating on functioning in a new culture (remembering not to shout) versus being able to relax in the old environment; and the discovery, to your dismay, that the new culture contains very good alternatives to the attitudes and ways you know. There are more but these contribute most heavily.

Because culture shock is so common, and normally so mild and of short duration it is viewed, with the common cold, as an unavoidable evil.



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Only rarely does it take on proportions which are dangerous and require professional treatment. But the effects are uneven and of varying duration. Some symptoms are sometimes long lasting and some fade quickly. It is perhaps helpful to know some of the common symptoms, the outward expressions of what is wrong--especially helpful since you can attribute the problem to what it really is and not to what it appears to be.

One very normal sequence is the so-called elation/depression syndrome. Fresh off the plane the place looks great. The temple roofs glitter, bright fabrics adorn, flowers abound, swim every day of the year, etc. etc... This is followed by an equally pronounced depression. Almost everyone suffers it but in myriad ways. The ways of Thailand (or whatever country) are bad because I feel bad and I can blame those ways as the cause.- Frustration at all that is not understood and therefore not controlled produces the tension that exhibits itself in anger, disgust or antagonism. People in culture shock find themselves doing and saying things very alien to their normal behaviour. Railing against what are not more than normal, incidental inconveniences is a sample. The paranoid response;

everybody is out to get me, my phone is tapped, my servants are spies, they're all trying to steal, they all hate me; is another. Excessive hand washing and undue concern over health and sanitation are sure symptoms.

So what has all this to do with our second commandment? Certainly our Thai associates will be patient with our foibles and follies as we begin our associations in the kingdom but as time passes, even their very considerable patience will be tried by circumstances. And if we, the Farangs, are uncomfortable and unhappy and find that our discomfort is breaking our hearts, smile anyway, just as the commandment says.

Let us now turn to a happier commandment. It is no less important but is perhaps easier to understand. Let's call commandment No.. 3

### III. RESPECT THY ELDERS

(will be continued )

## New staff at the Swiss Embassy Bangkok



Mr. Heinrich Schellenberg  
Deputy Head of Mission



Mrs. Karin Rüger  
Accounting



Ms. Raphaëlle Bessard  
Secretary to the Ambassador



Mr Daniel Rüger  
Chancery  
Registration of Swiss citizens, passports,  
ID-cards, Legislations, registration of births,  
marriages, divorces, deaths, etc.)



#### For those who would like to obtain the "SIAM SWISS CENTENARY BOOK"

(It is not for sale) can contact the : Ministry of Foreign Affairs  
Cultural and Public Affairs Division  
Information Department, Saranrom Place  
In charge: Khun Ruyaporn Tel: 222-6871

## In the next issue:

The new committee 1998



#### Swiss Society on line

Our Home Page:

<http://ksc.goldsite.com/~risswiss/ssb.html>

Please visit us!

If you have something to sell, rent or offer -  
we put it here (For members free of charge)

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## Coming events:

### PLANED EVENTS AND ACTIVITIES FOR 1998

- 1.) MARCH 13: BOWLING
- 2.) MARCH 28: DOEST - FEST AT SWISS SCHOOL
- 3.) APRIL 24: ARTS EXHIBITION RITA HADORN PLUS DINNER AT HILTON
- 4.) MAY 1-3: SPORTS WEEKEND AT SEASIDE  
Probably at Royal Cliff Hotel, Pattaya
- 5.) MAY 30: SHOOTING IN AYUTTHAYA
- 6.) JUNE 13: JASS - EVENING WITH SOIREE SUISSE AT HELVETIA "Roesti a go-go"
- 7.) JULY: PROBABLY 2ND JASS - EVENING
- 8.) AUGUST 1st. NATIONAL DAY AT HYATT ERAWAN
- 9.) SEPTEMBER 12: SINGHA BEER OUTING  
"Feuchffroehliches" Visiting at Singha - Brewery
- 10.) SEPTEMBER 24/25/26/27: FORMAL DINNER WITH THAI GUEST-SPEAKER

- 11.) OCTOBER: WEEKEND OUTING TO CHANTABURI  
Visit Markus pottery factory where everyone can make a clay pot, visit of Ruby - market etc.
- 12.) NOVEMBER: RACLETTE EVENING AT SWISS LODGE
- 13.) DECEMBER 5-7: SAMICHLAUS OUTING  
Possibly at Khao Yai
- 14.) DECEMBER 10: CHRISTMAS LUNCH WITH FAMILY

We won't organize a Loi Krathong evening this year as the day is a bit inconvenient (Tuesday)



### MARCH 28 from 5p.m. to .....

#### DOEST - FEST AT SWISS SCHOOL

With many food stalls (Grill, Chinese, Spaghetti, Raclette, Baquette, Chicken, Salade, Sweets, "Wein- und Sekt Bar.")  
Games and lots of fun for children, Bazaar.....

Raclette will be organised by the  
Swiss Society Bangkok

#### Contact for Information and membership

our president, Dr. Philippe C. Balankura (Tel: 236-1389 Fax: 236-1401)

our secretary, Esther Kaufmann (Tel: 711-2962 / 381-1257; Fax: 711-2936)

or at the Swiss School Albin Ruffner (Tel: 518-0340; Fax: 518-0341; Email: ruffnera@ksc.net.th)

our Home Page: <http://ksc.goldsite.com/~risswiss/ssb.html>

## New members

Mrs. Sabrina Tobler  
Mr. & Mrs. Martin & Sabine Stacher  
Mr. Goetz & Mrs. Anette Scheel  
Mr. Adrian Rudin  
Mr. Heinrich Schellenberg  
Mrs. Mayuree Ryser  
Mr. Christoph Ochsenbein

#### Impressum:

The Swiss Echo is a publication of the Swiss Society Bangkok

4 issues yearly

Editor: Albin Ruffner

Advertisements: Markus Ruprecht

Print shop: Bernd Mueller

