



Message from the President

Dear friends, our national day celebration is over, hopefully with good memories of those who attended. Let me extend a big thank to the participants and our sponsors. This event left us with one negative feedback: the time spent on speeches and drawing of prizes was too long thus allowing not enough time for dancing. Other comments were rather positive regarding the setup, the food, the music and the general entertainment. If there are other suggestions or comments, especially: negative ones, please send us a note so that the future organizing committee knows what you like and dislike. These suggestions or comments can be sent to us by fax to Mrs. Esther Kaufmann, fax # 711 29 36 or to me personally at fax # 236 14 01.



Mr Hauser.....What an interesting ar-

ideas and suggestions, so that we can pass them on to the next organizing committee, or even better, why some of you do not join the next committee which will be elected late January or early February next year. We need young blood and new ideas, the present committee consists of only 8 people, and the rules of the Swiss Society allow up to 15 members in the committee. So there is plenty of room for new committeemembers. That's it for now. I wish you all a very happy and successful last trimester of 1998.

Best regards.

Philippe Chassot-Balankura
MD.

President, SSB.

Next year, the first of August will be a Sunday, the celebration of our national day should therefore be totally different; may be an open-air afternoon party, very casual, so that our children could participate and at a much lower cost. Again, please send us



Our President, H.E. Swiss Ambassador and family

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Dinner talk with Khun Mechai



Dr. Meechai, H.E. the AMBASSADOR
and members of SSB

A Dinner talk took place on the 2nd October 1998 at the Sheraton Grand Sukhumvit Hotel having Dr. Mechai Viravaidya as the speaker and presided by the Swiss Ambassador HE. Mr. Frymond and his Family. This event was organised by the Swiss Society with the support of Mr. Paul Somm, President of the Swiss-Thai Business Association. The evening was attended by around 80 guests who really enjoyed the speech as well as the delicious dinner.



If desired, we shall try to organise a similar event in future with other prominent personalities from Thailand or Switzerland.

It is good food for the brain!



Ilona and two "beaux"



Two beautiful, faithful
committee members



Esther la belle



Kurt & Claude
"1 glass for 2" Le verre de l'amitié



Dr. Meechai and members / guests



3 distinguished members Phil / Paul / Max



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SWISS
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Café SWISS
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THE SWISS LODGE

THE AUTHENTIC SWISS CHALET EXPERIENCE
3 Convent Road, Silom, Tel 233 53 45
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Dinner Talk with Dr. Mechai Viravaidya Swiss Society Bangkok 2 October 1998



Don't forget!!!

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Raclette evening at
The SWISS EMBASSY
Friday, November 13.



Swiss Society T-shirt for sale

Adult Baht 320.-

Child Baht 250.-

Order from Esther Kaufmann

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Fax 711-2936



This year's event will be

BIGGER

than ever!

**The Ambassador of
Switzerland**

Cordially invites you for a
pre-sale of Swiss product in
benefit of the Thai Red Cross
Bazaar, to be held on
Saturday, November 28,
1998

from 9:00 to 17:00 hrs.,
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1. August celebration 1998



Compliments to the ... for the Swiss Chalet

<<Sunee and the two pretty "Heidis"

Dr. Niti Meyer and his lovely family >>>

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<<<The happy winner, Mr Claude



Mr W.L.Meyer and Mr Kronenberg



"Raclette à gogo" the most wanted



Pierre & Isabelle taking off to



One of the lucky winner



A beautiful trio



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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, O EXPERT

continued from Swiss Echo 98/2

IV. YOU MAY LOOK BUT DO NOT TOUCH: In the now classic work on behaviour, "Games people play," its author, Dr. Berne, cited the ancient adage "If the spine is not stroked, it will wither away". He was not, as those who have read his work know, talking about the literal act of stroking the spine. He referred, instead, to emotional attention. Attention, good or bad, favorable or unfavorable, reflects acknowledgement. Absence of acknowledgement is a very emotionally debilitating disease. Now let us look at how this acknowledgement is accomplished in the Thai setting. We have seen that the very complex "Wai" is an instrument of communication. We can call it an acknowledgement and to the Farang, especially, note that it is done at a distance. No physical contact takes place. The smile of commandment number two is also at a distance although both media are direct and personal. I am not certain if the character of these social instruments accounts for a fact of Thai life but I am aware of the fact. Direct physical contact among the Thai is limited to very intimate, very personal situations which are almost always in private.

Thus, though the modern Thai will shake hands with his Farang friend, and the massage girl will do. I'm told, considerably more,

anything more in the way of touching is simply not done. So if you're a back slapping, arm thumping, knee slapping type, forget it in Thailand. And as the foregoing applies to men it applies intensely more so to contacts with women.

For a shift of scene, commandment number five takes us to an area of activity which can be one of the most rewarding of Thai-life activities. Number five is,

V. AID CHARITY SO AS TO MAKE MERIT: Buddhists believe, and the idea is prevalent in many other religions and philosophies, that in giving, the giver is the real receiver. The receiver gets something he merely physically needs, while the giver - having disposed of something he did not need anyway or can get along without - is none the poorer and has gained the personal satisfaction of giving and doing good. It is, I think, a sound doctrine and one that the Farang working with Thai people should understand. You will probably not know of multiple private acts of charity your Thai contacts perform. They would certainly never tell you anymore than they would acknowledge and thank you for gifts you give them. Why should they? The concept of the giver as receiver makes response absurd.

However, you as a manager and a person of position are rightfully expected to contribute to society. No one for a moment thinks you should raid the company kitty and disburse all the surplus in an orgy of giving. But you are reasonably called upon to support an activity or service which qualifies as an outlet for charitable acts. There are many social service functions which fill this purpose. Searching out one that is of interest and rewarding to you is a fairly simple matter and volunteers are always eagerly accepted. Remember, money is not the major element. You may give only time, or effort, or moral support, or unsaleable old stock but whatever it is, it will be well received. And a huge plus benefit for you is that joining in such activities may provide you with the principle social contact with Thai society that you will have, outside your profession. The Thai-Farang friendship formed through service clubs or charities is a real friendship unrelated to pursuing, profit and that is the greatest benefit of all.

Commandment Number Six states the maxim.

VI. SPEAK PLAINLY THAT YOU MAY BE UNDERSTOOD:



FioTec (Thailand) Co., Ltd.
#6A Kamol Villa No. 5
Ekamai Soi 2, Sukhumvit 63
Bangkok 10110

Tel: (02) 381 1060
Fax: (02) 381 1061
E-mail: fiotec@loxinfo.co.th

We are a Thai company under Swiss management with its own representative office in Switzerland. We work together with a Thai partner experienced in special machinery and with its own workshop. If you are looking for a reliable partner for your project on following fields, please contact Mr. Marcel Fiochi:

System integration - industrial automation

Process engineering (Converting industries, solvent recovery, process heat generation)

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Engineering, manufacturing and commissioning of complete computer control systems.



Assembling of complete converting system including process heat, solvent recovery and dryers for filter paper factory in South Korea

WANTED: New board members for the SSB in 1999

As such a mixed society like the SSB should be vivid, changing but nevertheless honouring certain traditions, funny, entertaining, informing, and cater to a wide range of different individual wishes, we are already now starting to look out for interested persons to be elected at the next annual general meeting of the SSB as new board members. Please don't be shy and contact us if you yourself think you would like to help next year or if you know a suitable person within your circle of friends/business associates that would be an ideal and willing candidate. No restrictions whatsoever - Swiss or Thai, businessman/woman, housewife/man, bachelors, devoted mothers, "Jass"-addicts, sang/hip-lovers, wine-connoisseurs, bird-watchers, self-made millionaires, lower budget citizens, accountants, secretaries - please let us know so we can get in contact with you soon. You or he/she should be willing to reserve at least one evening per month for board meetings as

well as help organize one or several monthly events next year, contribute new ideas or even be willing to do some paper work on behalf of the SSB.

Dr. Philippe, our President, is looking forward to get your proposals until end of November 1998. He will then contact you or all proposed persons to discuss the matter. Looking forward to getting many replies!

Your SSB board 1998

Dr. Philippe C. Balankura
P.S.E. Clinic, Lab & X-Rays
1 Nares Road, Bangkok 10500
Tel. 236 1389, 236 1489
Fax 236 1401

The Swiss Society Bangkok deeply regrets the death of one of its long time member, Mr. Alois Fassbind, very well known to many. Following is an article, which appeared in the Bangkok post dated 4/08/98.

GOD BLESS HIM

Alois Fassbind, pioneer of the tourism industry

Hotelier helped put Pattaya on the map

A key figure in Thailand's tourism industry, Alois X. Fassbind, executive vice-president of the Royal Cliff Beach Resort, passed away yesterday in Pattaya.



Fassbind

Mr. Fassbind, 62, had just returned from a month-long vacation in Switzerland and Turkey. He died of natural causes.

The Swiss-born hotelier had been with the resort since it first opened in 1973. Over a quarter century he worked tirelessly to promote travel to Thailand and to put Pattaya on the world tourism map.

Dubbed "Mr. Pattaya", he also played a major role in representing Thailand and Pattaya in the Pacific Asia Travel Association (Pata). He was named chairman of the Pata Thailand chapter in 1997.

Throughout his career Mr. Fassbind received many awards. Most recently he was named Hotelier of the Year by the Pacific Asia Travel Writers' Association at the ITB travel fair in Berlin in March. He also received the Pata Award of Merit in Beijing last year for his contribution to Pata activities and for the Royal Cliff's role in hosting the 1996 Pata Travel Mart.



Swiss Society on line

Our Home Page:

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

Please visit us!

Located at Amarin Plaza 2nd floor
Grand Hyatt Erawan Bangkok





Weihnachtsfeier an der Schweizerschule Bangkok

Mittwoch den 16.12.98

ab 17 Uhr Kaffeestube, Buffet "By Otto"

18.00 Uhr Thai Dance

18.45 Uhr Weihnachtsfeier in der Arena

ab 20.00 Uhr gemütliches Zusammensein.

Reinerlös zu Gunsten "Spatzenheim" ("Sparrow-H



Swiss School calendar:

3.11. Loykratong (Workshop "Kratong" at the school)

4.12.98 Nikolaus coming to the Ice-Range (grades 1-6)

7.12.98 - 11.12.98 Field trip to different places

17.12.98 - 10.1.99 Christmas Holidays

Coming events:

- 12.) NOVEMBER 13: RACLETTE EVENING AT
The SWISS AMBASSY
- 13.) DECEMBER 4 - 7: SAMICHLAUS OUTING
to Khao Yai



New at the Swiss Embassy



Wyss Rudolf

Consular officer
in charge of chancery matters
(registration, passports, births,
marriages, divorces, death etc.)

Schneeberger René replaces Mrs. Lin
Leon

New members

Mr. Reinhard Murer

Outgoing members

Mr. & Mrs. Dieter & Marisa Garbade

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