

Report to the Deputy Prime Minister  
By  
Mr. Rongphol Charoenphundhu  
Thailand's Secretary-General to the Cabinet  
On the Occasion of the Opening Ceremony of the  
International Conference on Happiness and Public Policy  
18-19 July 2007  
United Nations Conference Center  
Bangkok, Thailand

Your Excellency, Deputy Prime Minister Paiboon Wattanasiritam,

On the occasion of the opening ceremony of this International Conference on Happiness and Public Policy, being organized by the Public Policy Development Office (PPDO) today and tomorrow at this United Nations Conference Center, I am indeed honored and privileged to report to Your Excellency as follows.

Your Excellency,

The Public Policy Development Office has been set up as a new policy unit in the Government House and has been earmarked to analyze and synthesize knowledge with implications on public policies.

The Public Policy Development Office has been studying and recommending direction for development that brings happiness for the Thai people and the Thai society. Since last year, the Public Policy Development Office had begun working with many Thai partner organizations to initiate happiness development approaches. This year, the Office has found the need to broaden the knowledge base of this subject by organizing a forum in which views and knowledge on happiness issues can be internationally and comprehensively exchanged, particularly happiness as the goal of public polices – which would be useful for policy makers to design policies for happy societies. In this regard, knowledge from researchers is needed. With this in mind, the “Study and International Conference on happiness and Public Policy” Project has been launched as a part of the Public Policy Development Office’s long-term plan to broaden and strengthen its work on this subject.

It is therefore a great pleasure to all concerned to see this international conference materialize with active participation from all regions of the world and the opening ceremony that Your Excellency has so graciously accepted to preside over today. I am confident that this conference will be successful in providing significant guidance and contributions to us in Thailand as well as to the world at large.

Your Excellency,

May I now invite Your Excellency to deliver the opening address.\

Thank you.