

## *The Danes are back in Thailand.*



*HRH Princess Sirindhorn welcomed by DTCC President Peter Romhild to the Danish stand at "The national Dairy Cow Festival, Muek Lek. DPO Dir Gen Nopadon Tunvichien, Consul Stig Vagt-Andersen, Morrakot Na Chiangmai, Dr Charlie Chomchan.*

The DTCC Dairy Agro group and a visiting trade delegation from Danish dairy industry joined this year National Dairy Cow festival in Muek lek Saraburi. The festival was opened by HRH Princess Sirindhorn on 17<sup>th</sup> January and lasted until 22 January 2014.

After two years preparations this year finally a large danish stand was set up jointly by a group of 5 visiting Danish companies and the DTCC dairy- agro group. (which consist of 6 corporate members of DTCC). The Dairy Cow festival is combined with the national Milk day and is organized by DPO – Dairy Promotion Organization of Thailand. DPO by most in Thailand is better know for its brand name "Thai-Danish Milk" which has its origin from the Thai-Danish dairy program initiated by the Thai and Danish kings in 1962.

The fair host a number of national and international seminars and meetings related to the dairy industry as well as exhibition of dairy cows and equipment for the dairy industry. Thousands of daily visitors visit the fair, which is the largest of its kind in SEA and despite Denmark ceasing development assistance to the project in the mid 90'ies the Danish name is still remembered by the DPO (dairy Promotion organization of Thailand) which is the present day operator of the project.



*Danish delegation on field visit to the DPO farm, Morrakot Nachianmai, Lars Sigsgaard Andersen (Andersen Consult) Consul Stig Vagt-Andersen, Kurt Boegild Kristensen (vaekshus midtjylland), Michael Franklin Joergensen (PTI), Rene Meyer Johannsen (SAC), Torben Jensen (Scangolbal), Suwarat Hongyuntarachai (DPO), Soeren Foerrisdahl (PTI), Sour Sivijchai (DPO), Arno Pot (SAC) and Frank Torhus (Silkeborg maskinfabrik).*

The Danish dairy business delegation was organized by Andersen Consult (DTCC corporate member) and supported by Vaekshus Midtjylland represented by Kurt Boegild Kristensen. The participating companies were SAC (milking machinery), Paul Tarp a/s (Milk truck system and software), PTI (dairy processing), Silkeborg Maskinfabrik a/s (Stainless steel components for dairy industry) and Viking Genetics (dairy bull semen). The DPO and a number of Thai companies made the Danish visitors feel real welcome and they frankly shared their experiences and view on the Danish role in the future of Thai Dairy industry. The delegation had a hectic and hands on filled program visiting Muek Lek Dairy Cooperation, T.D dairyfoods Co. Ltd, Farm Chokchai, Premier dairy, Muek lek Cooperatives, Mahidol University Research institute and other various operations of the DPO. The group also used the opportunity to view the exhibiting companies at the large dairy fair and get an idea of the products on offer in the Thai market.



*Hands on – SAC CEO Rene Meyer Johanesen inspect one of his long serving milking systems at DPO demonstration farm.*



*The large joint Danish stand being setup – 5 visiting danish companies and DTCC dairy-agro group put Denmark back on the map at the The national Dairy Cow fair.*

Tuesday evening a wine tasting and dinner was held at the Gran Monte winery with over 40 dairy professionals attending and including acting director general of DPO Mr. Nopadon Tunvichien. The evening was held in a relaxed atmosphere and the owner of Gran Monte winery briefly explained of the challenges of growing wine grapes in tropical climate – not unlike for the king's dairy initiative 50 years ago he was also told it could not be done. Today Gran Monte is a successful winery with several international awards and the Thai-Danish dairy industry is a market leader in its field in SEA.

Thai dairy veterans Virat Promberd and Sawaeng Kongpetsak who both were trained in Denmark and speak fluent Danish the day to day, joined the event. Khun Sawaeng expressed he was happy to see Denmark back and active in the Thai dairy industry – as he expressed it he did not like to see Denmark join Thailand in setting up the industry through many years of hard work and good cooperation and then other countries just come in and skim off the cream ! The general impression of all visiting Danish companies was an overwhelming good will and friendliness from our thai colleageaus.

Long time DTCC corporate and founding member Mr. Allan Jensen CEO of Scanpro shared his decades of experiences in Thai dairy industry with the group and Thomas Hansen CEO of SKOV Asia likewise hosted the group for a valuable insight in his companies experiences in setting up operation in services to the agricultural sector in Thailand.

The other member of the DTCC dairy agro group, Rich Group with Dr. Charlie , I-Tracking with Thomas Fatzler, Admirals pub with Bent Laasholdt & Napakamon Anant, Scanglobal CEO Torben Jensen, Ms Morrakot Na Chiangmai and Stig Vagt-Andersen with their team from Ben adisti and the Royal Danish Consulate in Pattaya..... all made this possible through allocating a lot of time and resources for the project.



*DPO Ass Director Suwarat Hongyuntarachai point out a detail to Frank from Silkeborg Maskinfabrik while Michael & Soeren from PTI get into details of the DPO milk collection system.*



The new Danish Intern from Odense university Ulrik Bolvig Andersen landed in Thailand with his feet running and found himself helping out at the DTCC stand in Muek Lek on his third day in Thailand. After seeing the very positive reception of the danish companies and the obvious opporunities for cooperation within the dairy industry he quickly joining the good team work and put in long hours of work.

The next activity of the network will be a return business Delegation visit to Denmark in May / June this year and the repsonse from the Thai companies has been an overwhelming interest. Based on tentative indications of partipation there will now be two groups of each 16 participants leaving for Denmark on 28 may and 5<sup>th</sup> June and visiting Roskilde and Soenderborg dyrskue respectively. The return visit will be hands on in style with the danish visit here and the company visist will be tailor made to the interest and needs of the participants.

The many hours spent getting this project up and running over the last 3 years has paid off for the team. CEO of SAC Mr. Rene Meyer Johansen, which from company headquarter in Kolding operates export to 50 countries world wide, expressed during the final dinner at Grand Millenium Hotel that he hoped the Danish Export Council would clone this approach as it had been one of the best and most rewarding of its kind he had ever participated in.

Commercial Councillor Asbjoern O Christiansen and Jan Dam Petersen IFU representative in Thailand who joined the farewell dinner could both conclude that the companies had got positive results in Thailand. The continued work of the network was very promissing and they offered the support of the Embassy and IFU as required.



*Hans Christian Hansen & Rasmus Jerver from Viking Genetics in the research laboratory with Ass Prof Dr Kulnasan Saikhun and his research team at the Institute of Science and technology and development, Mahidol university.*



*CEO Pinich Jarikpakoen & Farm manager Kongkiat Seesuwon from farm Chokchai took the team through the operation in Muek Lek.*

Any members of the DTCC who would like to join the activities of the network or request further information are welcome to come to contact Consul Stig Vagt-Andersen at email [consul@consulatepattaya.dk](mailto:consul@consulatepattaya.dk)