



THE UNIVERSITY OF
WESTERN AUSTRALIA
Achieving International Excellence

BUSINESS SCHOOL

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To Whom It May Concern:

RE: AUSSIE EXEC TOURS BANGKOK

I am writing this letter to confirm that I was a participant in a tour organised by "Aussie Exec Tours Bangkok". The tour comprised Australian business executives (male and female) and commenced on the 28th of November, 2010 with a return-trip from Perth to Bangkok.

The concept of this tour revolved extensively around the objectives of team building, hospitality rejuvenation, business networking and cultural exchange. I found this tour concept to be cutting-edge, where participants gained an immensely greater appreciation of interpersonal skills and group dynamics resulting from team building activities. This helped to build better rapport within the organisation. I observed that not only did the executives find fresh perspectives about their colleagues, but they also rejuvenated their impression of the wholesome hospitality that is unique to Thailand and Thai culture. The tour host also offered introductions to trade links, thus creating a platform for import/export opportunities.

The integration of local Thai Personal Assistants (P.A.) into the team was a significant factor in localising the experience. The P.A. helped immersed executives in the culture by providing local knowledge, translation and orientation services. All of us enjoyed a seamless cultural bond as the P.A. participated in all team events including team building activities. Certainly for me, this served to enrich the unique experience of cultural exchange and extended friendships. *I enjoyed my visit to Bangkok thoroughly because the P.A. made the tour seamless and memorable. I look forward to my next trip to Bangkok, hopefully with my group of International Marketing students.*

On a related note, I have been asked to provide a statement attesting the skills set of Arwee Manigluck, as well as her competency in English. To my surprise and dismay, I have been notified that Arwee was not successful in her visa application to visit Perth, on the basis that both her fluency in English and her Thai-English translation ability are doubtful. It is my clear understanding that her intention to visit Perth is to, among other things, promote this executive tour concept and/or collaborate with the Australian business community that seeks business with Thailand.

To this end, I have no hesitation in providing both my assessment and recommendation of her competency and skills set. Arwee's fluency in English is well above-

average and more than sufficient to perform her role in Perth. In my seven-day executive tour of Thailand, I had no difficulty in conversing with her. She was very capable in communicating and interacting with all participants of the tour group. In several circumstances, Arwee demonstrated significant maturity and problem-solving skills. This was most obvious during the occasional logistical hiccups, which would be expected of a pilot tour. These skills set enabled her to perform effectively in her role of Tour Manager, Translator, and Liaisons Officer.

This achievement also speaks volumes of her translation skills. I was made aware that there is a proposed seminar on "Doing Business in Thailand", in which Arwee would play a key role. Apart from being a translator, her duties include taking business enquiries from the WA business community. *Given her bilingual fluency (Thai-English) coupled with bi-cultural competency and experience, I am confident that she will be an effective translator.*

I am aware that she will be applying for a visa to visit Perth under the direction of her employer; therefore, I have no hesitation in endorsing Arwee for her visa application and offer her my full support. In fact, I look forward to having discussions with Arwee when she visits Perth, as we have previously discussed the possibility of creating a student project for my International Marketing class at the University of Western Australia in the first half of 2011.

In closing, I would like to take this opportunity to acknowledge the good work and promising endeavours of AUSWATHAI in creating and promoting community, business, and travel links between Western Australia and Thailand. I will be more than happy to participate in any future seminars.

Should you have any further questions about my endorsement for Arwee Manigluck and AUSWATHAI, please feel free to contact me on +61-8-6488-5876, +61-404-951-606, or on kenneth.yap@uwa.edu.au.

I thank you kindly for your attention.

Kind regards,



Dr. Kenneth Yap, Assistant Professor of Marketing
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