

Distinguished guests. Ladies and Gentlemen.

It is a great pleasure to be invited to “A table that saves lives”, a fundraising event that will bring forward more corporate entities and individuals to support environmental and wildlife conservation.

I would like to take this opportunity to congratulate Stone and Style and Silestone on launching this outstanding event to support WWF-Thailand and its work. WWF-Thailand’s campaign “Kill the Trade that Kills the Elephants” and brutal truth behind the illegal ivory trade was what drew Khun Kriangsak’s and Khun Sakwut’s interest and influenced their decision to support the ban on illegal ivory trade and the environmental conservation effort. It’s gratifying to see all of you here today as it represents your care and support for the worthy cause.

The Illegal Wildlife Trade is unfortunately booming; it is now worth up to 19 billion dollars each year and rising, an alarming figure! As a result, an African elephant is killed every 15 minutes for its tusk, only to be traded to Thailand and China. We need to work together, as this is an issue that affects us all.

Environmental and wildlife protection is the main problem facing humanity nowadays. A few decades ago the word “ecology” hardly meant anything for the majority of people, but today we can’t help bearing it in our minds. It has happened because of the deleterious effect of the rapid industrial development on the natural world. Initiative of people like K. Kriangsak Jivanun and K. Sakwut Wisemanee to step forward and make a difference is an exemplar to follow by others.

Sixteen years ago at an international forum, I brought out two terms, one of which was Corporate Social Responsibility. At that time this term was not very well known in our country. When I first elaborated the term the response was not that positive. 16 years have passed and I believe Thailand has now come to a certain level of understanding, appreciation and even implementation of this idea. Today I am honored to witness a similar concept to CSR, fundraising by a corporate entity for a non-profit organization.

The fate of our environment starts from us and lies with us. Saving the planet is what everyone wants to do but people often think that their action may not be large enough to make a difference. The point is... it doesn’t have to be. It is every small action put together that makes the impact. All actions matter. Your presence here today matters!

I thank you all for being here today and I wish Stone and Style, Silestone and WWF-Thailand all the success in their efforts. Thank you.