

# MEDIA ADVISORY



## AMBASSADOR OF THAILAND TO ADDRESS ASIA PACIFIC BUSINESS LEADERS ON FINANCIAL CRISIS

**Honolulu, October 14, 1998** - His Excellency, Nitya Pibulsonggram, Ambassador of Thailand to the U.S will be addressing a gathering of leading corporate executives from throughout the Asia Pacific, at a conference on the Asian financial crisis to be held on October 19th in Los Angeles.

The conference, entitled "The Asian Financial Crisis: A Focus on Solutions", will bring together key leaders from business, government, and international institutions, to focus on solutions, and strategies to turn the situation around. This conference is presented by the Pacific Basin Economic Council (PBEC) and will be held at the Westin Century Plaza Hotel.

Ambassador Pibulsonggram has served as Thailand's Ambassador to the U.S since 1996. Prior to his current appointment, Ambassador Pibulsonggram served as Permanent Representative of Thailand to the United Nation. From 1983-1987, he was Director- General of the Department of International Organizations of the Ministry of Foreign Affairs of Thailand.

Ambassador Pibulsonggram will take part in a panel discussion entitled "Meeting the Crisis: What Should Governments Do?" Ambassador Pibulsonggram will share his insights on the role governments should take in addressing the current economic difficulties.

This one of a kind event includes a full day of substantive, solution-oriented panel discussions, lively debate, and audience interaction. Rarely before has such a select group of influential economic and business leaders been gathered in Los Angeles, at such a critical and precarious point in the evolution of the global economy.

PBEC is an international association of senior business leaders representing more than 1,100 major corporations in 20 economies around the Pacific, which account for more than US \$4 trillion in global sales and employ more than 10 million people. The unprecedented scope of PBEC's membership constitutes a broad and balanced reservoir of international business knowledge, unmatched in credibility and expertise. PBEC is the voice of business in the Pacific.

Register now for this "can't miss" event, and check the PBEC website ([www.pbec.org](http://www.pbec.org)) for conference updates, and registration materials.

**Contact:**  
**Stephen Olson**  
Pacific Basin Economic Council  
900 Fort Street, Suite 1080, Honolulu, HI 96813  
tel 808-521-9044 fax 808-521-8530 [steve@pbec.org](mailto:steve@pbec.org)  
Web Site: [www.pbec.org](http://www.pbec.org)

**October 14th-20th:**  
**Stephen Olson**  
Pacific Basin Economic Council  
Westin Century Plaza Hotel, LA, CA  
tel 310-277-2000 fax 310-551-33-55  
[steve@pbec.org](mailto:steve@pbec.org)

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