



ABC Guide Book

Thailand Partner Conference 2009



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Agenda

Wednesday 18 th February 2009				
When	What	Who	Where	Dress code
11:00 onward	Arrival and Registration (Check In)	All	Hotel Lobby	Business Casual
14:00 - 16:00	Distributor Breakout Session	Zoe, Jittaya , Stephen, Adil, Unchalee	Cham-cha Room	Business Casual
18:00	Bus pick up to Welcome Dinner venue	All	Hotel Lobby	white color shirt /polo shirt /blouse
18:00 - 21:30	Welcome Reception Dinner	All	Rai Mae Fah Luang	white color shirt /polo shirt /blouse

Thursday 19 th February 2009				
When	What	Who	Where	Dress code
07:00 - 08:30	Breakfast	All	Latest Recipe	Cisco Polo shirt (provided)
07:00 - 08:30	CEO Breakfast	Partner's CEO with Cisco Executives	Cham-cha Room	Cisco Polo shirt (provided)
08:30 - 09:00	Registration for conference	All	Raintree Ballroom	Cisco Polo shirt (provided)
08:30 - 17:00	The New Collaborations Effect Showcase	All	Foyer of Ballroom	Cisco Polo shirt (provided)
09:00 - 09:20	Welcome & Opening	Dr.Tatchapol Poshyanonda Managing Director, Cisco Thailand	Raintree Ballroom	Cisco Polo shirt (provided)
09:20 - 09:50	Keynote	Christian Hentschel Managing Director Emerging Asia Countries	Raintree Ballroom	Cisco Polo shirt (provided)
09:50 - 10:20	Cisco Channel Vision & Strategy	Mike Allen Managing Director APAC Channels	Raintree Ballroom	Cisco Polo shirt (provided)
10:20 - 10:40	Human Network Effect Marketing Campaign	Lauren Ventura Senior Director , WW Marketing	Raintree Ballroom	Cisco Polo shirt (provided)
10:40 - 11:10	Tea Break and The New Collaborations Effect Showcase	All	Foyer of Ballroom	Cisco Polo shirt (provided)
11:10 - 11:30	Technology & Solutions for Human Network	Shankar Subramanian Senior Manager, APAC Channel , Solutions & Technology	Raintree Ballroom	Cisco Polo shirt (provided)
11:30 - 12:00	Effects from USA Economic Crisis for Business in Thailand	Cynthia Griffin-Greene Commercial Counselor, U.S. Commercial Service, USA Embassy	Raintree Ballroom	Cisco Polo shirt (provided)
12:00 - 12:15	Group Photo	All	Hotel's Lobby	Cisco Polo shirt (provided)
12:15 - 13:30	Lunch	All	Latest Recipe	Cisco Polo shirt (provided)
13:30 - 13:50	Perfect Storm	Dheeraj Mehta Asia Regional Head - Cisco Capital	Raintree Ballroom	Cisco Polo shirt (provided)
13:50 - 14:10	Maximizing customer satisfaction and profitability with services	Ernest Lai Manager, Service Sales Customer Advocacy	Raintree Ballroom	Cisco Polo shirt (provided)
14:10 - 14:30	Network Integrity: Straight to the Source	Sylvia Teo Senior Manager, Brand Protection APAC	Raintree Ballroom	Cisco Polo shirt (provided)
14:30 - 15:00	Tea Break and The New Collaborations Effect Showcase	All	Foyer of Ballroom	Cisco Polo shirt (provided)
15:00 - 15:20	Talent Management during Tough Time	Jonathan Lee Regional Consulting Manager, Training Partners Pte.	Raintree Ballroom	Cisco Polo shirt (provided)
Thursday 19 th February 2009				
When	What	Who	Where	Dress code

15:20 – 15:40	Trusted Alternative When New Cisco is not an Option	Ash Mathradas General Manager , APJ Remarketing	Raintree Ballroom	Cisco Polo shirt (provided)
15:40 – 16.00	Q&A	All	Raintree Ballroom	Cisco Polo shirt (provided)
16:00	Session End	All	Raintree Ballroom	Cisco Polo shirt (provided)
18:00 - 22:00	Partner Award Dinner	All	Hotel's Lawn area	Dinner Jacket Suit (Man) Evening Dress (Lady)

Friday 20th February 2009

When	What	Who	Where	Dress code
6:30	Breakfast	All	Latest Recipe	Casual
8:00	Networking Activity	All	Santiburi / Chiang Rai	Casual
18:00	End of Networking Activity	All		
19:00 onward	Check Out / Departure	All		

Saturday 21st February 2009

When	What	Who	Where	Dress code
06:30 - 10:30	Breakfast	All	Latest Recipe	Casual
12:00 onward	Check out and departure	All	Hotel Lobby	Casual

Activity

For leisure activity we will provide one activity of Golf or Chiang Rai & Myanmar sightseeing or partner. Please book your preferred activity in the registration form.

C

Chaing Rai Information

General Information

Chiang Rai, the northernmost province of Thailand is about 785 kilometers north of Bangkok. Situated on the Kok River basin, Chiang Rai covers an area of approximately 11,678 square meters with an average elevation of 580 meters above sea level. The province, which is located within the renowned Golden Triangle area where Myanmar, Laos and Thailand converge, is also known as the gateway to Myanmar, Laos and Southern China.

Chiang Rai, which was founded in 1262 by King Meng Rai, was the first capital of the Lanna Thai Kingdom (Kingdom of a million rice fields), which was later conquered by Burma. It was not until 1786 that Chiang Rai became a Thai territory and was proclaimed a province during the reign of King Rama VI in 1910.

Today, Chiang Rai is a traveler paradise endowed with abundant natural tourist attractions and antiquities; the province itself is evidence of past civilization.



Attractions range from magnificent mountain scenery, ruins of ancient settlements, historic sites, Buddhist shrines and ethnic villages as the province is also home to several hill tribes who maintain fascinating lifestyles. For those interested in the natural side of Chiang Rai, jungle trekking is recommended along various trails.

Chiang Rai which tends to be a little more 'laid back' now competes with Chiang Mai as a tourist attraction and is fast becoming a popular escape for tourists wanting to get away from the troubles they left behind.

Geography

The average elevation of the province is 580 m. The north of the province belongs to the so-called Golden Triangle, at which the borders of Thailand, Laos and Myanmar converge - an area which was very unsafe because of the drug smuggling across the borders. The Mekong River forms the boundary with Laos, the Mae Sai and Ruak River to Myanmar. Through the town of Chiang Rai itself flows the Kok River.

While the eastern part of the province is relatively flat river plains, the western part consists of mountainous terrain. While not the highest elevation of the province, the 1322 m high Doi Tung (Flag hill) is the most important hill. The Wat Phra That Doi Tung temple on top of the hill according to the chronicles dates back to the year 911. Nearby is the Doi Tung royal villa, former residence of the Late Princess mother (mother of the present king) Somdej Phra Srinagarindra. Thanks to her activities the hills were reforested, and the hill tribes changed from growing poppy to other crops.

History



Populations have dwelled in Chiang Rai since the 7th century and it became the center of the Lanna Thai Kingdom during the 13th century. The region, rich in natural resources and textiles, was occupied by the Burmese until 1786.

Chiang Rai became a province in 1910, after being part of the kingdom of Lannathai for centuries. After Lannathai was incorporated into Thailand, it stayed an autonomous region and thus the Chiang Rai area was administered from Chiang Mai.

Chiang Rai province's Golden Triangle bordering Laos and Burma was once the hub of opium production which had much influence on cultural practices and lifestyles. Until this day, entire clans live together in bamboo houses and each village

has its own individual character.

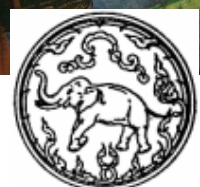
Demographics

The majority of the population is generally ethnic Thai, but 12.5% of the population belongs to the hill tribes, a minority in the North of Thailand. A minority are of Chinese descent, mainly descendants of the Kuomintang soldiers who settled in the region, notably Santikhiri.



Symbols

The seal of the province shows a white elephant, the royal symbol. It remembers that Chiang Rai was founded by King



Mengrai, according to the legend because his elephant liked the place. The provincial tree is the Tree Jasmine (*Radermachera ignea*), and the provincial flower is the Orange Trumpet (*Pyrostegia venusta*).

The provincial slogan says: "เหนือสุดในสยาม อร่ามดอยตุง ผดุงวัฒนธรรม รสล้ำข้าวสาร หอมหวานลิ้นจี่ สตรีโสภา ชาเลิศรส สับปะรดนางแล"

"Northernmost in Siam, beautiful Doi Tung, repository of culture, most delicious rice, sweet and fragrant litchi, beautiful women, the finest flavored tea, pineapple from Nang-Lae (, and source of the Giant Catfish)"

Or "เหนือสุดในสยาม ชายแดนสามแผ่นดิน ถิ่นวัฒนธรรมล้านนา ล้ำค่าพระธาตุดอยตุง"

"Farthest north in Siam, intersection of three reigns, home to the culture of Lanna"

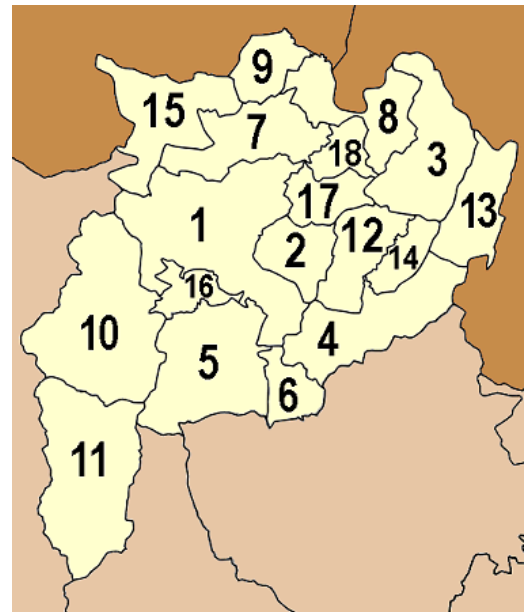


Orange Trumpet

Administrative divisions

The province is subdivided in 18 districts (Amphoe). These are further subdivided into 124 sub districts (tambon) and 1510 villages (muban).

1. Mueang Chiang Rai
2. Wiang Chai
3. Chiang Khong
4. Thoeng
5. Phan
6. Pa Daet
7. Mae Chan
8. Chiang Saen
9. Mae Sai
10. Mae Suai
11. Wiang Pa Pao
12. Phaya Mengrai
13. Wiang Kaen
14. Khun Tan
15. Mae Fa Luang
16. Mae Lao
17. Wiang Chiang Rung
18. Doi Luang



Weather

Average	January	February	Mar	April	May	June
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Avg. Temp	66°F 19°C	70°F 21°C	75°F 24°C	80°F 27°C	81°F 27°C	80°F 27°C
Rain	0.5 in. 1 cm.	0.3 in. 1 cm.	0.8 in. 2 cm.	3.5 in. 9 cm.	8 in. 20 cm.	8.3 in. 21 cm.
Average	July	August	September	October	November	December
Avg. Temp	80°F 26°C	79°F 26°C	78°F 26°C	76°F 25°C	72°F 22°C	66°F 19°C
Rain	- in. - cm.	- in. - cm.	- in. - cm.	5.6 in. 14 cm.	2.4 in. 6 cm.	1 in. 2 cm.

Chaing Rai Transportation

Bangkok - Chiang Rai

>>By Air

Thai Airways and Air Asia have daily flights connecting Bangkok with Chiang Rai. For more information, contact their

Thai Airways: Bangkok office at tel. 0 2280 0060, 0 2628 2000, the Chiang Rai Office tel. 0 5371 1179, 0 5371 5207, or view their website at www.thaiairways.com

Air Asia: Bangkok office 0 2515 9999, or view their website at www.airasia.com

>>By Bus

The coach ride from Bangkok to Chiang Rai is probably best made overnight since passengers can avail themselves of sleep prior to an early morning arrival. There are both air-conditioned and non-air-conditioned bus services from Bangkok's Northern Bus Terminal (Mochit 2 Bus Terminal) on Kamphaengphet 2 Road. The journey may take approximately 9-11 hours.

>>By Car

Take Highway No. 1 (Phahonyothin Road), turn to route No. 32 passing Ayutthaya, Angthong and Singburi Provinces and change to route No. 11 passing Phitsanulok, Uttaradit and Phrae Provinces then turn left to Highway No. 103, drive through to Ngao District and turn right onto Highway No. 1 which takes you to Phayao and Chiang Rai Provinces. The total distance is 785 km.

>>By Rail

There is no direct train to Chiang Rai. You have to take a train to Lampang (9 hrs. from Bangkok) or Chiang Mai (11 hrs.) and then take a bus to Chiang Rai. (2 hrs. from Lampang and 1.30 hrs. from Chiang Mai) For more details, call the State Railway of Thailand, 1690 (hotline), or 0 2223 7010 or 0 2223 7020.

>>By Boat

The capital may also be reached from Tha Thon in Chiang Mai province by a scenic 4-6 hour (depending on climatic conditions, such as rain, and other factors such as high waters and fast currents) long-tail boat ride along the Mae Kok River.

Chiang Mai - Chiang Rai

>>By Bus

Chiang Rai is 182 kilometers north of Chiang Mai. Air conditioned buses leave 12 times daily from Chiang Mai Arcade Bus Terminal to Chiang Rai. Some buses continue to Mae Sai and Chiang Saen.

>>By Air

SGA Airlines (Nok Air's Alliance) has daily flights connecting Chiang Mai with Chiang Rai. For more information, contact their at tel. 1318 (hotline) or 0 2664 6099, the Chiang Mai Office tel. 0 5328 0444, 0 5328 4433, or view their website at <http://www.sga.co.th/main/index.php>

D

Dress Code

1. Cisco Polo Shirt is appropriate for meeting and group photo on Feb, 19.
2. Please prepare white of color shirt or polo shirt or blouse to wear during Welcome Reception Dinner on Feb, 18.
3. Please prepare dinner jacket suit for man and evening dress for lady to wear during Partner Award Dinner on Feb, 19.
4. Smart Business Casual is appropriate for all events.
5. Please wear your conference badge at all time.

E

Event Website

Online information of the Thailand Partner Conference 2009 can be found at www.ciscothailand.com/thpc2009

F

FAQ

Event Q&A

Q: When and where is the event taking place?

A: The Thailand Partner Conference 2009 is held on February 18-20, 2009, at Le Meridien Chiang Rai Resort, Thailand.

Address: 221/2 Moo 20, Kwaewai Road, Tambon Robwieng, Amphur Muang

Town: Chiang Rai

Country: Thailand

Tel: +66 (0) 5360 3333

Fax: +66 (0) 5360 3310

Website:

www.starwoodhotels.com/lemeridien/property/area/index.html?propertyID=316

Q: What if I have questions about the Thailand Partner Conference 2009 or my registration?

A: You may contact the Thailand Partner Conference 2009 registration team at:

Telephone: +66 (0) 2683 5480 # 107, +66 (0) 2683 5479

Mobile: +66 (0) 8 9410 1664, + 66 (0) 8 5119 1119

Fax: +66 (0) 2683 5338

E-mail: thpc2009@external.cisco.com

Q: When will I receive confirmation of my registration?

A: An e-mail confirmation will be sent to you as soon as your attendance has been confirmed. Your hotel reservation and other inquiries will be confirmed approximately 2-3 weeks prior to the conference date.

Q: May I register on behalf of another person?

A: Yes, you may register another person if they have been invited to attend the event. Ensure that each eligible person is registered separately via the web registration system.

Q: Do I need to wear my badge during the entire Thailand Partner Conference 2009 event?

A: Badges must be worn during the entire event so that you can be readily identified as an attendee of the Cisco Thailand Partner Conference 2009.

Q: May I bring a guest? What functions are guests allowed to attend?

A: Spouse or guest may only attend the Welcome Reception on February 18, 2009, Lunch, Award Dinner on February 19, 2009 and special activity on February 20, 2009. Casual attire is recommended for guest. All meeting sessions are limited to conference attendees only.

Q: What should I wear to the Thailand Partner Conference 2009?

A: All dress code should refer to agenda.

Q: How can I get copies of the material presented at the conference?

A: Presentation will be provided upon request after conference.

Travel Q&A

Q: Do I have to pay for my own travel and accommodations?

A: Yes, you are responsible for paying for your transportation to Chiang Rai and for part of your hotel accommodations. Please see the Hotel & Travel Information for hotel and flight information.

Q: Are there any transportation available to get to/from the airport to the hotel and how long does it take?

A: The transportation for conference activities and Chiang Rai Airport transfer will be provided during Thailand Partners Conference 2009 period (February 18-20, 2009). To/from Chiang Rai Airport and Le Meridien Chiang Rai Resort takes approximately 10 minutes.

Q: How can I find travel information?

A: Travel information can be found at the Thailand Partner Conference 2009 website.

Hotel Q&A

Q: What hotel accommodations have been made for partners and what is the cost to me?

A: Accommodations for the Cisco Thailand Partner Conference 2009 have been reserved for Cisco Partners and Cisco Team at Le Meridien Chiang Rai Resort. Please do not call the hotels directly to book your reservation. Your hotel reservations will be booked through the Thailand Partner Conference 2009 registration system. The room rate for Cisco conference group in this event is

USD 162 net/night (based on 34 THB/USD)

THB 5,500 net/night (From THB 8,500 ++/Night)

Note: *If you require additional stays, please contact Thailand Partner Conference Team for reservation. Cisco Group Special Rate is available 3 days before and after event (February 15 – 23, 2009)*

Q: Do I need to contact the hotel to book my reservation?

A: No, when you register on-line for the Thailand Partner Conference 2009, you may submit your hotel accommodation request. The registration team will reserve your room.

Q: Do I need to give my credit card information to complete my online registration?

A: No, your credit card is not required to complete your online registration. However, the hotel will require your credit card details upon check-in in order to guarantee your reservation and some for other possible expenses i.e. telephone and mini bar charge. The following credit cards are accepted: American Express, MasterCard and Visa.

Q: What time is check-in and check-out at the hotel?

A: The hotel official check-in time is 12:00 pm or could be earlier (upon hotel room availability) and the check-out time is 12:00pm.

City Q&A

Q: What is the weather in Chiang Rai, Thailand in February?

A: Chiang Rai's average temperature in February is 21 °c (highs 30.9 °c, lows 12.9 °c (Celsius)).

Q: What electrical supply is offered in Chiang Rai?

A: All of Thailand uses 220 Volt AC, 50 Hz.

Q: What local attractions are available in Chiang Rai?

A: Please visit the page <http://chiangrai.sawadee.com/> for links to local attractions in and around Chiang Rai.



Le MERIDIEN

Le Meridien Chiang Rai Resort, Thailand

Address: 221/2 Moo 20, Kwaewai Road,
Tambon Robwieng, Amphur Muang
Town: Chiang Rai
Country: Thailand
Tel: +66 (0) 5360 3333
Fax: +66 (0) 5360 3310

Hotel Check-in/Check-out

The hotel official check-in time is 12:00 pm or could be earlier (upon hotel room availability) and the check-out time is 12:00pm. For late check-out, please contact the hotel front office

Hotel Layout



Information for hotel layout

- C : Cham-cha Room for Distributor Breakout Session and CEO Breakfast
- G : Group photo
- H : Hotel Lobby for Check in - Check out and Bus pick up
- L1 : Latest Recipe Restaurant for Breakfast and Lunch
- L2 : Lawn for Partner Award Dinner
- R : Raintree meeting room for Conference



Hotel Map

Destination

- Located on the banks of the Mae Kok River
- 5 minutes to the city centre of Chiang Rai
- 10 minutes from Chiang Rai airport
- 1 hour drive to and from the

Golden Triangle where the
Myanmar converge

borders of Thailand, Laos and

Hotel Transportation

The transportation for conference activities and Chiang Rai Airport transfer will be provided during Thailand Partners Conference 2009 period (February 18-20, 2009). To/from Chiang Rai Airport and Le Meridien Chiang Rai Resort takes approximately 10 minutes.

P

Phone Numbers

Event Management Contacts

For any question you may have regards to the event, please contact

Event registration Team

Telephone: +66 (0) 2683 5480 # 107, +66 (0) 2683 5479

Fax: +66 (0) 2683 5338

E-mail: thpc2009@external.cisco.com

Or contact **Mrs. Amporn Tothanasrungraj** at + 66 (0) 85 119 1119
Ms. Suthatip Promlee at + 66 (0) 89 410 1664

Event Organizer Contact

Mrs. Amporn Tothanasrungraj at + 66 (0) 85 119 1119

Ms. Suthatip Promlee at + 66 (0) 89 410 1664

Cisco Thailand Channel Team

Ms. Jittaya	Jitprapai	+ 66 (0)81 752 0081
Ms. Kwanrat	Lohacheep	+ 66 (0)83 983 4949
Mr. Nara	Plitponkarnpim	+ 66 (0)81 755 8816
Mr. Pawin	Yousook	+ 66 (0)83 206 2252
Ms. Supaporn	Boonmuan	+ 66 (0)81 697 2072
Ms. Unchalee	Thoopkerd	+ 66 (0)81 905-2323
Mr. Veerachet	Kangsadal	+ 66 (0)81 840-0101
Ms. Yanawan	Poovanakijjakorn	+ 66 (0)81 809-4554

R

Room Rate

Cisco Group Special Rate:

USD 162 net/night (based on 34 THB/USD)

THB 5,500 net/night (From THB 8,500 ++/Night)

Note: If you require additional stays, please contact Thailand Partner Conference Team for reservation. Cisco Group Special Rate is available 3 days before and after event (February 15 – 23, 2009)

S

Suntiburi Country Club Chiang Rai



Address: 12 Moo 3 Tumbol Wiang-Chai, Wiang Chai District
Town: Chiang Rai
Country: Thailand
Tel: +66 (0) 5366 2821-6
Fax: +66 (0) 5371 7377
E-mail: golf_reservation@santiburi.com
Web Site: <http://www.santiburi.com/SantiburiGolfChiangRai/>

Santiburi Country Club Chiang Rai, Chiang Rai's first and grandest golf course was design by one of the world's finest, Robert Trendt-Jones II. For a stunning experience, tee off early one winter morning. The first few holds are a dream as the light fog shrouds the course in blanket of white. As the suns burn away the fob, the rolling fairways set amidst the Chiang Rai's hill, prepared with bunkers, lakes and trees come into shaper definition.

T

Traveling within Chiang Rai

1. Tourism

Chiang Rai is rich in tourism resources in terms of natural attractions and antiquities, evidence of its past civilization. It is also home to various hill tribes who follow fascinating ways of life. Chiang Rai is also a tourism gateway into Myanmar and Laos.

2. Attractions

Doi Tung (ดอยตุง)

A revered mountain which includes the Doi Tung Palace and the Mae Fa Luang Flower Garden. The Wat Phra That Doi Tung Holy Relic, an old religious site on top of the mountain, is about 2,000 meters above sea



level

Wat Rong Khun (วัดร่องขุน):

Wat Rong Khun is also known as the White Temple. Whereas most temples visited by tourists have a history going back many centuries, this magnificent place of worship was built only recently. It is the realization of a dream for Thailand's noted artist, Mr Chalermchai Kositpipat, who designed and is supervising the construction of this beautiful white temple and its many statues of figures based on religious beliefs. The construction started in 1998 and is expected to be completed in 2008. In addition, there is a gallery nearby exhibiting his paintings. To get there from the city of Chiang Rai, drive north along Asia Highway.



Golden Triangle (สามเหลี่ยมทองคำ):

A trip to Chiang Rai province would not be complete without seeing the notorious Golden Triangle first hand! This famed border location where Thailand, Laos and Myanmar meet on the Mekong River was once supposed to be the center of all the poppy cultivation in Thailand.

Travel approximately 9 kilometers north of old town Chiang Saen, along the road parallel to the Mekong River to the area where the borders of Thailand, Myanmar and Laos converge. This area where the Mekong River meets the Ruak River is locally referred to as "Sop Ruak". Within this area are remains of many ancient places and structures attesting to the fact that the area had been settled by people in the past. It is also the area where various legends concerning the Lanna ancestors originate.

Boats can be hired in order to view the upstream scenery of the Golden Triangle and to travel downstream to Chiang Khong. The trip to the Golden Triangle and Chiang Khong would take approximately 40 minutes and 1 hour respectively, depending on river currents and water levels.



Doi Mae Salong (ดอยแม่สลอง)

Doi Mae Salong is the site of Santi Khiri village, a community settled by the former Chinese 93rd Division who moved from Myanmar to reside on Thai territory in 1961. The village became well known for its enchanting scenery and tranquil atmosphere. Today it is a major tourist attraction with its small-town ambience, delicious native Chinese dishes, small hotels and guesthouses catering to visitors and tea, coffee and fruit tree plantations. The scenery is especially picturesque in December and January when sakuras are in full bloom. Scattered with many hill tribe villages, Doi Mae Salong is ideal for trekking.



To reach Doi Mae Salong, take the Chiang Rai-Mae Chan route for 29 kilometers, then turn left and proceed for another 41 kilometers (passing a hot spring). The return trip can be taken on routes nos. 1234 and 1130 which wind through Yao and Akha hill tribe villages. From Doi Mae Salong a road leads to Tha Thon, the starting point for the Kok River cruise, a distance of 45 kilometers. There are hotels and guesthouses to accommodate tourists and a paved road leading to the village.



Wat Phra Kaeo (วัดพระแก้ว)



Wat Phra Kaeo, which is located on Trairat Road on the northwest side of town, is the best known of the northern temples. It once housed the Emerald Buddha, Thailand's most important Buddha statue which was discovered in 1444. The statue had been moved by various state rulers to be placed in their capitals including Lampang, Chiang Rai and Vientiane before finally being enshrined in Bangkok's royal Wat Phra Kaeo. There is now a green jade replica of the image on display. The temple also houses a 700-year bronze statue of Phra Chao Lan Thong, which is housed in the Chiang Saen style ubosot.

Kok River (แม่น้ำกก)

Flows through the town of Chiang Rai and is 130 kilometers long. Long-tailed boats and cruises can be made from town to travel. Hill tribe villages in the area are popular with travelers.



Amphoe Mae Sai: Mae Sai (แม่สาย)

Borders on Burma's Tha Khi Lek (ท่าขี้เหล็ก) marked by the Mae Sai River with a bridge spanning both sides. The area has a market selling lots of different goods.

The Hall of Opium, Golden Triangle Park (หอพิพิธภัณฑ์สามเหลี่ยมทองคำ)



The Hall of Opium at the Golden Triangle Park houses several sections to be explored and various exhibitions to be contemplated. For example, the 5,600 square-meter Hall of Opium presents An Invitation to the Mysterious World of Opium from Darkness to Light, the history of opium as of 5,000 years ago from its natural properties to its uses. It traces opium's global journey through trade routes in the age of imperialism, culminating in the Opium Wars—an event that disgraced both winners and losers that led to the fall of the Manchu Dynasty.

It also features Siamese wisdom in confronting the West and the eventual control of opium problems.

Other exhibits are presented in a manner that encourages visitors learn how drugs become a part of everyday life and understand the impact of opium on society in terms of crime, conflict and illegal drugs. Additionally, the Hall of Opium presents efforts to curb drugs through actual case studies that offer alternatives and opportunities in fighting against the temptation of drugs.



The Hall of Opium also displays paraphernalia associated with opium smoking and trading, along with many photographs, films, and videos about opium and other illegal drugs from countries around the world.

Phu Chi Fa (ภูชี้ฟ้า)

Phu Chi Fa is approximately 25 kilometers to the south of Doi Pha Tang in Thoeng District. The cool climate produces colorful flowering shrubs and the large meadow on the top provides breathtaking views of Laos. In addition, spectacular scenery can be seen from the sheer cliff of Phu Chi Fa, especially the sea of mist at sunrise. Visitors can stay overnight at Ban Rom Fa Thong and Ban Rom Fa Thai.



3. Activities

Trekking

The trekking area in Chiang Rai covers Amphoe Mueang, Amphoe Mae Suai, and the banks along the Mae Kok River. Prices include guide, basic meals, transportation, accommodation, boat, and elephant. Different prices depend on the condition of accommodation, food, vehicle, insurance etc.

Trekking Advices

1. Trekking alone or with unauthorized tour guide/ operator is not recommended.
2. Trekker is advised to contact an authorized tour operator who provides: brochure with detailed information on trekking program, prices, accommodation, transportation; well-trained guide and licensed by TAT; and advice on how to get ready for trekking including necessary trekking accessories.
3. Some trekking guides may encourage customers to try a sample of opium, or make a side trip into Myanmar. These sound very exciting but any of these can be very dangerous. Taking narcotics is illegal (may lead to imprisonment) and smoking opium may lead to death. Tour operators, guides, as well as tourists are all requested to cooperate in this regard and notify the Tourist Police of such blameworthy behavior.
4. Malaria exists only in hill and forest areas. During the trip protect yourself with mosquito repellent, sleep under mosquito net. If having a fever within 15 days following, one must have a blood check at the nearest hospital.



Golf

There are plenty of golf courses around Chiang Rai province.

1. Mae Kok Golf Club

Address : Mengrai Maharaj Camp, Roiwiang, Muang District,
Chiang Rai 57000

Telephone : (053)711-200, (053) 713-672

Holes : 9

Par : 36

2. Santiburi Country Club

The golf course with 18 holes developed outside Chiang Rai town and it takes about 20 minutes to reach the course from the city of Chiang Rai by car. The 18 holes designed by Robert Trent Jones Jr. spread out vast fields in a good placement of holes with water hazards and bunkers. Players can enjoy the exciting holes with undulating fairways and greens in a quiet condition and they are satisfied with a good maintenance of the golf course.

Address : 12 Moo 3 Huadoi-Sobpao Rd. Tambol Wiang-Chai
Amphur Wiang-Chai Chiang Rai 57210

Telephone : (053) 662821-6

Holes : 18

Par : 72

3. Waterford Valley Chiang Rai

The golf course with 18 holes located outside of Chiang Rai town. It takes about 45 minutes to reach the course from the city of Chiang Rai by car. The 18 holes are laid out on a hilly country and players have a good view of the surroundings from club house in the suburbs of Chiang Rai. Players can enjoy hitting long shots on wide fairways and holes with undulating fairways and greens.

Address : 333 Moo 5 Tambon Pasang, Wiangchiangrung
Subdistrict, Chiangrai 57210

Telephone : (053) 953425-7, (053) 953-440

Holes : 18

Par : 72

Mountain Biking

Since Chiang Rai has scenic mountain landscape and fresh air, it is a nice place for mountain biking.

Rafting

One of the oldest rafting destinations in the country, Chiang Rai continues to draw adventure seekers from all over the globe. In Chiang Rai, bamboo rafts and inflatable boats are available for the journey down the Mae Kok, the province's major artery.

Elephants Riding

Elephants riding are possible through out at Chiang rai.

4. Local Products

Chiang Rai is rich in handicraft items such as hand-woven cotton materials, dresses and hill tribe silver ornaments, as well as wood-carving products. Certain food items are quite popular such as Naem

and Mu Yo (preserved and fermented pork sausages). Agricultural products include litchi (April-May), pineapples, tea, and other products from the royal projects.

5. Nightlife

The provincial town (amphoe muang) has a few live music pubs and discotheques. Aimed at foreign tourists, there is traditional music in the Night Bazaar. There are also plenty of beer bars, some with hostesses, around town.

6. Local Culture

The north of Thailand's culture is Lanna in origin and the people are very proud of their northern roots. The region is home to distinctly different food, music, arts, way of life and even language. Chiang Rai is also a melting pot of hill tribes and their own unique cultures.

7. Lifestyle

Khon Muang are the city folk who originally came from Chiang Mai, Lamphun, Lampang and Phrae. Culturally, they design their houses having only one floor with wooden gable-decorations called Ka-Lae. They are known for their craftsmanship in wood carving, weaving, lacquer ware and musical instruments.

Tai Yai Burmese in origin, harvest rice, farm, raise cattle and trade. Their craftsmanship lies in weaving, pottery, wood carving and bronze ware.

Akha have the largest population of any hill tribe in the region. Originating from Tibet and Southern China, they dwell on high grounds around 1,200 meters above sea-level. Within their villages they build a Spirit Gateway to protect them from evil spirits.

Lahu are also from the Yunnese area and live in high areas. They are known as hunters and planters. Karen lives in various areas of the region which have valleys and riverbanks.

Chin Hor, these are the former Kuomintang who took refuge in the area, mainly Doi Mae Salong Hmong from southern China are located on high land. They raise livestock and grow rice, corn, tobacco and cabbage. They are also known for their embroidery and silver.

Tai Lue live in dwellings of usually only a single room wooden house built on high poles. They are skilled in weaving.

Lisaw from southern China and Tibet are renowned for their colorful dress and also build their dwellings on high poles. They harvest rice and corn and their men are skilled in hunting.

Yao reside along mountain sides and grow corn and other crops. They are skilled blacksmiths, silversmiths and embroider.

8. Events & Festivals

Wai Sa Phaya Mengrai or Phokhun Mengrai Maharat Festival

(งานไหว้สาพญาเม็งราย หรือ งานพ่อขุนเม็งรายมหาราช)

is held during 23 January – 1 February. The Buang Suang worshipping ceremony is to commemorate Phokhun Mengrai Maharat.

Dok Siao Ban or Blooming Siao Flower Festival at Phu Chi Fa (งานดอกเสี้ยวบานที่ภูชี้ฟ้า)

is held during 13-15 February. There are sports competitions and cultural performances from hill tribes at Ban Rom Fa Thai in Amphoe Thoeng.

Songkran Festival and Boat Races of Mueang Chiang Saen

(งานประเพณีสงกรานต์และแข่งเรือเมืองเชียงแสน)

is held during 13-18 April of each year. In this festival, there is a parade, water bathing ceremony of the Phrachao Lanthong Buddha image, boat races and folk performances.

Litchi Fair (งานเทศกาลลิ้นจี่และของดีเมืองเชียงราย)

is held around the middle of May every year. There is a float competition, Litchi beauty contest and booths of many products at the provincial stadium of Chiang Rai. Buatong Ban or Blooming

Mexican Sunflower Festival (งานเทศกาลดอกบัวตองบาน)

is held in November, affording people the opportunity to see the sunflower fields, waterfalls and mist at Ban Hua Mae Kham, Amphoe Mae Fa Luang. There are also hill tribe performances.

Chiang Rai Flower Festival (งานเทศกาลเชียงรายดอกไม้บาน)

is held during the end of December to January every year. There are flower processions, flower gardens, Miss Thinn Thai Ngarm Contest and also the fair of agricultural products and the variety of flowers.

Chiang Saen, Mae Chan, and Doi Mae Salong are three substantially different places. Chiang Saen's culture has been influenced by its collection of Buddhist scriptures and temples. It was once the provincial capital. Mae Chan's name lies in its silver and tribal handicrafts. Once officially unrecognized by the Thai government, Doi Mae Salong is a Chinese KMT (Kuomintang) area renowned for its natural beauty and unique Yunnanese culture. Besides the Chinese 93rd Infantry of the Kuomintang, several other ethnic minorities have settled down in the region including the Tai Yai, Tai Lue, Tai Khoen and Tai Yuan.

9. Art

- The area is known for its traditional Lanna music with instruments such as the sau (fiddle) and kaen (panpipe).
- The north of Thailand has its own distinctive art and crafts including bronze casting, carving, mulberry paper, Buddha Images and sign painting.
- Local handmade items popular with tourists are clay charcoal stoves, tea sets, brooms and dust-pans, and umbrellas for shade and decoration.
- Some of the craftwork is made for spiritual purposes.

10. Local Food

The staple diet of local people consists of sticky rice (glutinous rice) which is rolled into balls and served in small hand-made bamboo containers. Typical dishes in the area are khan khanoon (spicy jackfruit curry), khaeng yuak (banana palm leaves), sai oo-a (pork sausages) and Yunnese and Burmese rice noodles.