



*Participants in the 20-week training course demonstrate some of the skills which they developed while under the guidance of highly-experienced department heads and supervisors.*

meals while UNICEF provides support to cover their accommodations during the 20 weeks and travel expenses from their provinces.

PPHB and UNICEF will meet regularly with participation NGOs and the Ministry of Education's Saema Pattana Cheewit Project for continuous evaluation of this training programme. They will also consult with participation youth on a regular basis during the course of the training.

PPHB is striving to become a better community member and help children in difficult circumstances to develop skills that will give them a new start in life. At other Pan Pacific properties, community outreach programmes have also been introduced to assist young people in gaining a new start.

"Pan Pacific Hotel and Resorts has as one of its most cherished values to help and support the local community" said Andrew McBurnie, General Manager.



"We started this innovative youth development programme to help Thai youth acquire valuable career skills. Our training programme has been highly acclaimed, receiving special commendation earlier this year from our Pan Pacific Head Office."

Mr McBurnie said he would like to see other members of the local business community follow this educational programme.

"Programmes like this help young people break out of the unfortunate cycle of hopelessness and despair. Any business interested in doing this is welcome to come talk to us and we will be happy to help in any way we can. Since the business community already has in-house training programmes, it is easy to enter into such projects. It's time for everybody to take a look around them and see how they can create positive change in the community."

Added Dr Kittiya Phornsadja, UNICEF Project Officer for Children in Especially Difficult Circumstances, "It is gratifying to see many in the business sector willing to take part in working toward the better life of children, particularly those who have less opportunity. UNICEF is fortunate to have been able to find allies for children in the private sector whom we can work with to ensure that the rights of these children are promoted. Land and Houses, Plc, for example, has an exemplary project for the children of construction workers and would like to contribute much more. Not only will young people in Thailand benefit as we share this innovative and valuable experience, both within Thailand and with other countries through our UNICEF offices worldwide, we believe that by working in partnership with the business community, we can effect real change and provide new hope and opportunity for many young people."