



ThaiCraft News

17TH JANUARY 2009

The Art of Self-Reliance

THAICRAFT FAIRS EARLY SEASON 2009

Saturday

February 7th 10am-2pm
Ambassador Hotel Bangkok

Saturday

February 28th 10am-2pm
Ambassador Hotel Bangkok

Saturday

March 28th 10am-2pm
Ambassador Hotel Bangkok

Saturday

April 25th 10am-2pm
Ambassador Hotel Bangkok

Main ThaiCraft Fair location:

Ambassador Hotel (3rd fl Tower Wing)

Sukhumvit Rd. Soi 11, Bangkok

Skytrain: BTS: Nana Stn (exit 3)

Subway: MRT: Sukhumvit Stn (exit 3)

www.thaicraft.org

There's a ThaiCraft Fair every month!



16 YEARS OF
THAICRAFT FAIRS!

- ◆ We are a self-supporting, independent organisation.
- ◆ Our Fairs have been held monthly since September 1992
- ◆ We also sell wholesale locally and overseas: please contact export@thaicraft.org
- ◆ Since 1995, we have been a member of IFAT - The World Fair Trade Organisation (its new name)

A BRIGHT NEW YEAR !

CARVING A MODEL FOR GOOD TIMES AHEAD

Everywhere, we read and hear predictions that 2009 will be a difficult year. Certainly, there seems cause to justify a mood of continuing gloom and doom in several ways but, surely, progress can never be achieved by thinking negatively. We allow ourselves to get stuck in Bangkok's traffic jams, usually a pretty depressing experience, because we optimistically believe that we will eventually reach our chosen destination.

Problems are never solved by concentrating on our misfortunes. Instead, those of us who feel we are living in hard times need to learn from our experiences and those of others and, after taking stock of our many blessings, make the readjustments necessary in our lives. These times force us to reflect and seek new opportunities which just might lead us to something even better in our lives than before!



We can learn from *holding the buffalo horn in the toes, a pattern is etched with a homemade chisel and a horn mallet* how others weather bad storms. Village people, like seafarers, expect frequent storms in their lives and learn to steer through them for a better tomorrow. Storms are never perfect - there has to be a way out and, for those who find it, better days of the future are all the more fruitful and long-lasting.

At today's Fair, an artisan group from **Cha-choeng-sao**, some 100 kilometres east of Bangkok, are demonstrating how they make animal and bird ornaments as well as everyday items, such as combs and backscratchers and serving spoons, from the horn of buffalo. Many families in two adjacent villages benefit from a decent income from their work, which is appreciated not just by ThaiCraft's customers but by shoppers in Chiang Mai as well as overseas in Japan, Europe and America.

These artisans work amazingly fast but with no compromise in high quality, which is a recipe for success in any manufacturing business.

But it hasn't always been like this. When Khun Somnuek Yeampudchong, leader of the group, decided to learn from and extend the hobby of his father, who made objects from the horns of their deceased farm buffaloes, he was motivated to do it because times had become very difficult.

His family could not make ends meet with just their subsistence farming. Neither factory nor labouring work proved to be a better substitute. It took the experience of a very tight economic situation to seek and create a new opportunity and make it a success.

While many are put off starting new ventures because they lack capital investment, Khun Somnuek was not to be daunted. Looking around him, he identified a source of raw material that was

both plentiful and cheap and a craft needing simple, self-made or affordable tools. Furthermore, he correctly surmised that no-one else was doing this type of craft commercially. More recently, he has understood that utilising hitherto wasted resources helps to improve the environment.

From this example of the horn carvers' group and from similar stories of our other artisan partners, ThaiCraft confidently wishes you a Bright New Year!

May we all, in 2009, find new directions for ourselves as well as provide new hope for others through support of their endeavours. Let's put difficult times behind us and make 2009 an exciting year of new enterprise creation and new trading opportunities — Fair Trade, of course!



**THAICRAFT FAIR TRADE CO. LTD.
& PHU PHIANG CO. LTD.**

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Email: info@alliedpickfordsthailand.com

Tel: **02 361 3961**(please refer ThaiCraft)

THAICRAFT FAIRS AIM TO:

- ◆ Present a **wide variety of high-quality, attractive hand-made craft products**, traditional & modern, direct from village artisans in all parts of Thailand
- ◆ Offer **fixed prices** that are reasonable for customers as well as providing **fair wages** to producers
- ◆ Enable small village-run groups to develop and flourish as well as to **achieve Self-Reliance** through Fair & Ethical Trade practices.



A LITTLE LENDING HAND CAN MAKE A HUGE DIFFERENCE AT THAICRAFT

ThaiCraft is a partnership - between ourselves and our community artisan groups (producers). We also create a partnership between our customers and the producers. We seek volunteers to help us to build and enhance these partnerships further. Volunteers help in Fair administration and as well as working with producers, helping them to display and sell their products. Volunteers can also help artisans with business and/or design development, etc.

INTERESTED? Please contact Khun Pitchsinee (Peach) by email: volunteer@thaicraft.org or
Khun Peach will be happy to chat about how you could help: Telephone 02-676-0636 Ext 231 (office hours)

THAICRAFT TOURS...



ThaiCraft & Phu Phiang invite you to join our much acclaimed.....

"Meet the People Tours" - You can experience fascinating local life, observe traditional crafts being made and see how **Fair Trade** can make a real difference to village artisans.

Let us be your guide to the Real Thailand!!

Our speciality is **tailor-made Craft and Cultural Tours** run for both special and general interests.

Holidays coming up? Visitors from overseas?

We run regular weekday and weekend one-day and two-day tour packages and longer. If you are interested in receiving our itineraries and/or joining any of our tours, please contact us directly and let us take care of your local travel needs.

To learn more about Craft & Culture tours please visit the ThaiCraft Fair information desk or contact.....

Khun Rosalind by email: rosalind@phuphiang.com

or Tel: 02 676 0636 ext.130 (if no reply, dial 0) Fax: 02 286 0675

www.phuphiang.com (new revised website uploading soon!)

(Phu Phiang Co. Ltd. is a part of ThaiCraft and is registered with Tourism Authority of Thailand, TAT)

QUOTE FROM RECENT TOUR PARTICIPANTS:

"The whole trip was fantastic and we thoroughly enjoyed it all..."

"It was all so worthwhile and interesting - as well as great fun - and we met such lovely people."

Anne and Mike from Hampshire, England

ThaiCraft & Phu Phiang Tours



PhuPhiang
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