

Meet **Prof. Dave Ulrich** at the Asia Pacific HR Congress 2010
BOOK your seat NOW !



As an AHRI member, I would like to take this opportunity to inform you about Asia Pacific HR Congress 2010 which will be held on 23-25 February 2010 at Centara Grand and Bangkok Convention Centre at CentralWorld, Bangkok, Thailand. The event is hosted and organized by Personnel Management Association of Thailand (PMAT) which nowadays is the center for HRM and HRD professionals and also the representative between employer and employee. The organization has been long established for 44 years since 17 November 1965 by a group of Personnel Management Professional.

The theme "**People Transformation : The Path to Turn Down the Downturn**" is dedicated design for Asia Pacific HR Congress 2010 due to the realization of how necessary the change is for today business and any organization to become success in current economic dilemma and also global transformation. The congress's objective is to be the platform for HR professionals and leaders to gain the knowledge, insight of HR trends and strategies and practical tools that can immediately use in daily working as well as a chance to network with management associates and HR peers to share challenges and best practices and get new solutions.

There are many reasons that make Asia Pacific HR Congress 2010 become **A Must Attend Event** for all HR Professionals and the Leaders, for example :

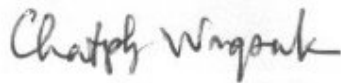
- The first and only international HR and Leadership event in Asia Pacific endorsed by APFHRM
- The first Asia Pacific forum that bring in many key speakers who are considered as global guru leader and thinker (for example, Prof. Dave Ulrich and Mr. Michael A. Potter) to Thailand for the first time
- The truly forum that gather the right target of both national and international CEO, HR professionals, and leaders
- The congress featured the networking opportunity among the peers, decision makers, policy makers throughout the entire event.

The e-brochure of Asia Pacific HR Congress 2010 is attached for your reference and kind consideration and I am pleased to advise the following benefit for AHRI delegates

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| 1. Special rate with 30% discount | | |
| Congress | : Regular rate USD1,130 | Special rate USD725 |
| Workshop | : Regular rate USD2,740 | Special rate USD1,805 |
| 2. Any registration to 5 pax get 1 pax free | | |
| 3. Free excursion to PTT Chemical Plc in Rayong on Friday 26 February 2010 | | |

Please feel free to contact Personnel Management Association of Thailand at Tel : +66 (0) 2374-0855, Fax : +66 (0) 2734-0604, website : www.asiapacifichrcongress.com, E-mail : benjapa@pmat.or.th or wachiraporn@pmat.or.th or info@asiapacifichrcongress.com for additional information.

Sincerely yours,



Mr. Chatphong Wongsuk
Executive Board and Advisor of PMAT
Immediate Past President, PMAT
Chairman of Asia Pacific HR Congress 2010

