



Public Diplomacy and Public Diplomacy Award

What is Public Diplomacy?

Public Diplomacy is a group of policies and activities that contributes to fostering friendships and understanding at people-to-people level, especially people overseas. Public Diplomacy can be conducted or participated by the public sector, private sector, non-government sector, and the people.

Conclusively, Thailand's public diplomacy seeks to foster a connection between the country and its international audiences in order to build popularity and fan clubs for Thailand, Thai people and Thainess on an international level.

Organizations that conduct Public Diplomacy

Thailand's public diplomacy is conducted by various organizations. The Ministry of Foreign Affairs of Thailand also has its organs to conduct Thailand's public diplomacy directly and indirectly; for example:

1. Thailand International Cooperation Agency (TICA) coordinates Thailand's development cooperation as well as various economic, social, technical assistance and training courses with countries and international organizations around the world.
2. The Department of Information builds an understanding of Thainess and increases its popularity at the people-to-people level in target countries through the annual Royal Kathina Robe Offering Ceremony to Buddhist temples. It also undertakes activities to promote Thai culture, in cooperation with various organizations such as the Ministry of Culture, Royal Thai Embassies and Royal Thai Consulate-Generals which are considered as a network to work with at target areas overseas.



Thailand Foundation

Thailand Foundation is a non-profit public and private entity established in 2007 under the initiative of the Ministry of Foreign Affairs of Thailand. The organization directly conducts public diplomacy with an aim to promote international understanding of Thailand, Thai people, and Thainess.

Public Diplomacy Award

The Public Diplomacy Award was established by the Ministry of Foreign Affairs and the Thailand Foundation in 2022 to annually award individuals, groups of people, or organizations whose works have prominently helped foster trust, promote a better understanding, and make known of Thailand, Thai people, and Thainess in the international community. The Award aims to honor and support those who undertake activities that contribute to Thailand's Public Diplomacy. Also, the Award promotes public understanding of the concept of Public Diplomacy. The Award opens for the nomination of candidates from the public. And the final decision on the award recipients will be made by the Thailand Foundation's Board members.

Public Diplomacy Award 2022 Recipient

The first awardee of the Public Diplomacy Award is Dr. Soontorn Antarasena. He is a senior otolaryngologist whose works includes:

- Founded the Ear Surgery Mobile Unit (ESMU) that helps treat ear diseases patients in other countries for free. The team has examined the patients, cured, performed surgery, and given hearing aids to those who needed it.
- For more than 30 years, Dr. Soontorn and his team have traveled around the world, helping more than 70,000 patients across 10 countries (Bangladesh, Bhutan, Cambodia, China, India, Kenya, Laos, Myanmar, Timor-Leste, and Vietnam). Through his works, Dr. Soontorn has created long-lasting bonds and meaningful friendships between Thailand and the world that transcend borders.