**Address to**

**HRH Princess Maha Chakri Sirindhorn**

**On the Ceremonial Opening of ICONSIAM**

**by Chadatip Chutrakul**

**Friday, 9 November 2018**

Your Royal Highness

May I Chadatip Chutrakul, Chief Executive Officer of Siam Piwat Company Limited and Director of ICONSIAM Company Limited humbly inform Your Royal Highness that, on behalf of the many parties that have contributed to bringing to life ICONSIAM, I would like to extend our most sincere gratitude to Your Royal Highness for having accepted to grace the ceremonial opening of ICONSIAM, today.

It is my privilege to report that ICONSIAM has been created through the resolve of many thousands of people who love Thailand and who share a desire to extol the virtues of being Thai and of everything Thai. We have endeavoured to do that in a manner that is timeless, sensitive, graceful, and true to the Thai way.

To complement these, we have also selected and brought together the very best that the world has to offer. We present both, the best of Thailand and the best of the world, in a single, all-inclusive venue that we hope may become a city of prosperity and a global landmark shining as a beacon to the world.

ICONSIAM was born of a national collaboration undertaken on an unprecedented scale that brings together the creative talents and the passions of Thai people from all walks of life. They include people who are the best at what they do, from local communities around the country, to people in government agencies and business, as well as experts and artists with unique skills, and across many nations, united by a common love of Thailand.

They have come together and shared their special abilities to create a new icon of our era that may represent the very best that we are capable of and which may make all Thais proud of their nation. Their creation illuminates the many great aspects of our country and reminds everyone of what it means to be Thai and how fortunate we are to be born Thai. They also aim to fulfill a duty to pass our heritage on to future generations as well as to endear Thailand and our culture to visitors from around the world, as we have done for so many centuries past.

ICONSIAM, truly, is a symbol of united national collaboration that is fully inclusive, embracing everyone, from every sector, from every part of the country, and from every calling and from every life standing.

Because ICONSIAM was conceived in a way that is unlike a traditional major development project, we made it a cornerstone of the project that important benefits to local communities, to society at large, and to our nation were embedded everywhere. The diversity of stakeholders that ICONSIAM aims to serve challenged us greatly in our project implementation, and it required us to initiate further many more groups relevant projects that will enhance more benefit to all, which never before has been created and invested by private sector. ICONSIAM is different.

It serves the people. It serves communities. And it serves society at large.

Our concept and project development included designing many aspects that would directly help elevate the quality of life of people both directly and indirectly involved with the project, or in its vicinity, or affected by it in a larger frame. It is the first time that a project of this type and scale has undertaken and succeeded with such a clear mission. We have supported communities and stakeholders in developing a model that enables all parties to benefit in a sustainable manner and in a way that encourages collaboration and inter-dependence.

With the diversity of stakeholders and with ideas that are globally innovative, of course, we had our fair share of challenges and obstacles to overcome. But no one involved with ICONSIAM was ever discouraged because we have always been mindful that our endeavours are for our country.

I bow to Your Royal Highness in deep gratitude for having been a guiding light to us all, to help us persevere against all challenges and to do what is right for everyone and what is best for our beloved country; to act with patience and with wisdom; to respect and collaborate with all parties without prejudice or pre-conception; and to firmly believe in the sincere love that we all hold for our nation and which binds us all as Thais. You have been the most powerful inspiration to us all and may ICONSIAM shine and glorify the values that you have taught us.

May ICONSIAM also shine and glorify Thailand to the world, to let them see and admire our country’s most extraordinary beauty.

I humbly deliver ICONSIAM to your Royal Highness and pledge our everlasting commitment to develop and operate ICONSIAM for the best benefit of our county in the years to come.

May it please Your Royal Highness.