



**Message from Dr. Arthit Ourairat  
President of Rangsit University  
On the occasion of  
the 7<sup>th</sup> International Conference on e-Business (INCEB 2008)  
at the Grand Mecure Fortune Bangkok Hotel  
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Ever since the time I assumed post of the Minister of Science and Technology in the years 1999-2000 I have been one of the pioneers and promoters who work tirelessly for establishing the firm groundwork, institutional support and infrastructure development for the comprehensive development of e-Thailand to meet with new challenges of the IT driven globally integrating economy. This was in response to trade liberalization since the 1960s, following by the shift toward services and technology-driven economies, the emergence of highly skilled IT workforce all across the world and the rapidly expanding global networked infrastructure.

At present, we could observe in our daily living how everything is connected-businesses, workflows, transactions and billions of individuals. Samuel J. Palmisano, IBM Chairman and Chief Executive Officer stated on July 31, 2008 that currently there are 1.2 billion people, millions of businesses and perhaps a trillion devices connected to the World Wide Web. By 2011, it is estimated that the internet will reach 2 billion people or nearly one-third of the world's population. The 70 percent of the computer chips being produced today do not necessary go into computers, they are going into cars, planes, appliances of essentially every type, roadways, shipping containers, pacemakers, hospital emergency rooms, etc.....all "intelligent" and all connected.

When everything and everyone is connected, heavy competition essentially looms the horizon. When global integration is the new playing field, education and innovation lead the way to win the game. So I am extremely happy that today we have a rich and resourceful international participants, education community, scholars and practitioners in all related professions, most particularly experts in IT and e-Business to share ideas and experiences on the latest development of the state-of-the-art, to acknowledge the challenges we face and work together to find means to win the game. *"Not merely responding by playing defense, but by going on the offense", I suppose".*

May I wish all distinguished participants all the best for your forthcoming deliberations!