

Executive Speech By
Mr. Kittiratt Na-Ranong
President of the Stock Exchange of Thailand
“Building e-Learning Culture in Thai Capital Market”

Practitioners in the securities industry are considered the most valuable assets as they have direct contact with investors who are accountable for the growth of the market. It is, therefore, very necessary for those practitioners to possess extensive knowledge and profound expertise in order to deliver quality service to investors. Realizing the fact, the Stock Exchange of Thailand has constantly sought ways to increase quality and competency of practitioners, and established Thailand Securities Institute (TSI) in 2001 to serve as the center of knowledge development for practitioners in the securities industry.

The mission of TSI is to develop training programs and arrange licensing examinations for both current and prospective practitioners in the industry as well as interested publics. From the first day TSI was opened to the public, more than 1,500 individuals have participated in TSI's programs. TSI has also played a major role in producing documents, textbooks, as well as teaching and learning materials for practitioners and interested publics who seek to acquire further knowledge of the capital market.

And today, TSI has brought in a modern Internet technology to introduce the revolutionary learning channel for practitioners in the industry called “TSI e-Learning.” In TSI e-Learning channel, knowledge of the capital market is delivered through the Internet, thereby providing learners with greater flexibility and convenience.

Online distant learning or e-Learning is considered a new self-learning channel for practitioners who seek to gain further knowledge with no constraints in time and place. Participants in TSI e-Learning sessions will be provided an opportunity to discuss and exchange opinions with other participants through the discussion board. Also, cost for attending an e-Learning program is lower than that for attending classroom training. The greater flexibility, convenience and cost effectiveness offered by e-Learning channel will benefit a larger number of practitioners and ultimately advantage the industry as a whole. This new service is indeed the answer to the needs of practitioners whose lifestyle requires much of the flexibility.

Apart from practitioners in the securities industry, TSI e-Learning is also offered to practitioners in other industries, students, investors, as well as interested individuals, in order to extend capital market knowledge to a larger public, thus resulting in expanded investor base and ultimately the sustainable development of Thai capital market.