

## Opening Speech

The 14<sup>th</sup> National and the 10<sup>th</sup> International PIM Conference  
“Harmony of Sustenance: Integrating Food, Health, and Wellness Across Lifetimes”



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Chairman of Panyapiwat Institute of Management Council

Respected, Mr. President, distinguished participants, ladies and gentlemen,

It is an honor to be invited and pleased to speak to you in the opening ceremony. The keynote session of this conference is very important and close to my heart.

As you all know, growth and human development go together. Mr. Amartya Sen, the 1999 Nobel Prize winner in economics, described the Asian model of human development by making the country fully literate, educated, providing health care and providing nutritional support in a way that people can work and be productive. We are now at the most challenging time of this century where health and health care face a great challenge due to the extreme climate change and climate events. Human well-being in the long term is dependent on the well-being of the earth, including living and non-living system.

As a medical doctor myself and having worked in rural and urban health issue for more than four decades, I have always prioritized health and well-being for me, my family, and my country. My mission has been a holistic approach to well-being, integrating mental, physical, and emotional harmony. I give a lot of importance to the theme of today, of harmony, of sustenance, integrating food, health, and well-being across lifetime. Staying updated in the dynamic world of health, and natural food trends, and natural supplements is a constant challenge. And we continue to evolve in superfoods, well strategies and debunking pervasive health myths. I'm also very keen on some of the agenda items here, such as the global context of health and health care, future food trends, holistic approach to food, health and well-being, and innovation for wellness, also society and food for health and wellness, and also wellness tourism.



I am sure, the papers and presentation in this conference will help shaping for the healthier future. Because people nowadays want to be healthier than healthy. I congratulate the organizer for bringing the experts and researchers in this conference and offer my best wishes for the conference. With these, may I have the honor to declare the conference open.

Ladies and gentlemen, Thank you very much.