



Competition can sharpen your intellect.

“Competition will urge people to think at all times and stay alert, thus leading to continuous development of skills.”

Competition can eliminate inertia. The application of competition principles has contributed to the growth of the company in many ways, and keeps every employee enthusiastic and alert at all times. It also means that any capable and motivated person can grow here, as well as promoting love and loyalty for the organization. In return, it creates an atmosphere that encourages all employees to continue improving their working standards.

When a business grows, one should not worry that your employees will leave the company and establish their own businesses to compete. Such an idea is also possible here. Hence, if they are capable and promising, they should be ready to prosper. Also, they should have an opportunity to become managers or shareholders, because when competing, whoever is the winner, the total sales turnover will remain within the company.

Competition will always make some leeway in an impasse in the market. Additionally, everyone will try new techniques when competing, so paving the way to improve their thoughts and intellect.

Commemoration of 20th-Year Post Death of Dr. Thiam Chokwatana Founder & First Chairman of Saha Group

Born : June 14, 1916 in Bangkok.

Died : June 29, 1991 in Chonburi.

Honors Received :

1. Decorations

- 1963 : The Most Noble Order of the Crown of Thailand (Fifth Class)
- 1978 : The Most Noble Order of the Crown of Thailand (Fourth Class)
- 1979 : The Most Exalted Order of the White Elephant (Fourth Class)
- 1981 : The Most Exalted Order of the White Elephant (Third Class)
- 1982 : The Most Noble Order of the Crown of Thailand (Second Class)
- 1985 : The Third Order of the Sacred Treasure from Japan.

2. Other Honors

- 1985 : An Honorary doctorate degree in Business Administration from Srinakharinwirot University.
- 1988 : A Thai Marketing Man of The Year Award (Hall of Fame)
- 1989 : An Outstanding Thai Industrialist Award.

Dr. Thiam Chokwatana, a founder and former Chairman of the SAHA Group, sustained his untiring quest for knowledge throughout his life. He was a perpetual reader, thinker and performer. He lived his life in a smart way under profound philosophies, which are simple and applicable for everyday life.

He set a good example for people with less opportunity in education, with marked success in living and ethical standards. He lived during 1916-1991. Throughout his life, he unified life and work, under support, encouragement and inspiration from a large number of people, which prospered prominently as the SAHA Group, in a unique and distinguished fashion.

June 29th, 2011 marked the 20th post death of Dr. Thiam Chokwatana. He wrote his autobiography during 1971-1978 to tell his working experience and conducts in society, as lessons, right or wrong, for his children, including the management of the SAHA Group in the discharge of duties with ethical and moral standards.

His lessons are valuable for all SAHA employees, thanks to his philosophies to maintain strength, perseverance, loyalty, positive thinking, and creativity for happiness, success and prosperity for oneself and close friends until now.