

11th July 2019

**Mr. Wasan Paileeklee
CEO, Thai Media Fund**

Dr. James Gomez, Regional Director, Asia Centre, Dr. Parichart Sthapitanonda, Dean of the Faculty of Communication Art, distinguished delegates, ladies and gentlemen,

I would like to extend my warmest welcome to all the participants from so many countries to the Kingdom of Thailand. At the moment, fake news is the pressing issue not only in Thailand, but it is also a global phenomenon. Spurred by the digitalization of information and changing behavior of media consumption, the malicious content of fake news has produced far-reaching and negative effects on societies.

As an organization tasked with the promotion of media literacy among Thai citizens and the development of creative, socially responsible media, Thai Media Fund does not sit idly by. Rather, we have been actively engaged with all stakeholders, both foreign and domestic, to seek for evidence-based expertise and best practices, to build partnership with collaborative networks ranging from academics, media practitioners, and civil society organizations in developing sustainable solutions to the fake news problem.

I believe that a fire-fighting strategy is not enough to remedy the harmful effects of fake news. It is necessary for relevant parties to be proactive. Hence, Thai Media Fund decided to partner with Asia Centre in organizing this “International Conference on Fake News in Asia” to build regional networks on Media Information and Digital Literacy (MIDL) and learn from each other how to address the fake news problem, be it fact-checking mechanisms, media literacy programs, legislation or any other new ideas.

I trust that this conference will serve both as an academic and practitioner exchange but also a platform for future collaboration, where the gained expertise or shared best practices are implemented or taken as inputs for policy-making.

I wish you all a successful conference.