



BANK OF THAILAND NEWS

Communications and Relations Office, Management Assistance Department
Tel. 0-2283-5016-7 FAX 0-2281-5648 www.bot.or.th

No. 8/2002

The BOT's response to the use of the Thai currency in the advertising campaign of a foreign bank

The Bank of Thailand revealed that it has contacted Deutsche Bank's branch in Thailand to convey to its Singapore office the inappropriateness of Deutsche Bank's use of the Thai currency in its advertisements. The advertisements, featured in the latest edition of The Economist, make inappropriate allusions to the Baht in its captions. Such references made under the bank's current advertising campaign are extremely inappropriate and offensive to Thailand and indicate a lack of ethical consideration in its implementation. The BOT has also requested that Deutsche Bank cease circulation of the offending advertisement.

Deutsche Bank's Singapore office today has contacted the BOT by telephone to apologise for the use of the advertisement, indicating that it has already been cancelled. The Singapore branch also added that an official apology would be made once it re-opens after the Chinese New Year holiday celebrations.

Bank of Thailand

February 13, 2002