



MARKET OPPORTUNITIES IN THAILAND

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Note: *Growth during 2009-2013)

Key Observations



- Use extension of BOI incentives to attract investment
- Underlying objective is also to reform border community
- Three SEZs are likely to attract sizable investment
 - Mae Sot, Aranyaprathet, and Sa Dao
- Potential additional investment of 13 billion baht in 2015 from
 - Industrial estate
 - Mid-sized to large SME in logistics, agro-industry, and labor-intensive manufacturing

Total 36 tumbol, 1.83 mn rai or 2,932 sq.km.



COUNTRY PROFILE

- POPULATION
- AVERAGE INCOME
- GDP GROWTH
- DEMOGRAPHY
- GDP GROWTH
- DEVELOPMENT PLAN

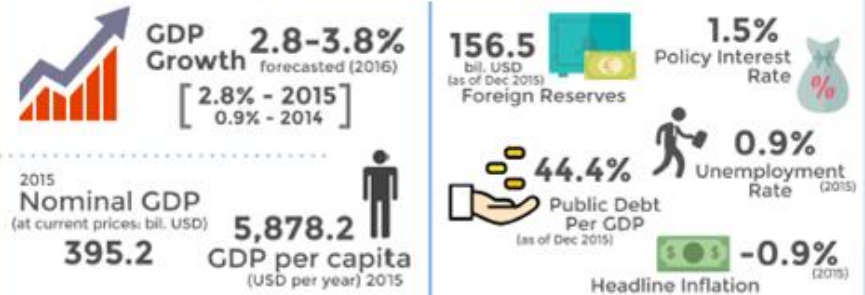
2015		
Official Name	Federation of Malaysia	The Kingdom of Thailand
Capital	Kuala Lumpur	Bangkok
Population	30.6 Million	67.9 million
Land Area	330,252 km ²	513,120 km ²
Language	Bahasa Melayu (Official) & English	Thai preferred, English
Currency	Ringgit Malaysia (RM)	Baht (THB)
GDP (2015)	US\$ 302.7 Billion	US\$ 382.6 Billion
GDP Growth Rate	4.8%	2.8%
GDP Per Capita	US\$ 26,912	US\$ 5,878

GDP by Sector (% share)

Services	49.3
Manufacturing	38.1
Agriculture	8.3
Construction & Mining	4.3

Note: Services includes financial, educations, tourism, hotels & restaurants, wholesale & retail, transportation, storage and communication etc.

Economic Figures



Trade & Tourism

Trade Statistics (2015: bil. USD)

214.37	202.65	11.72
Exports Value	Import Value	Trade Balance

Top 10 Export Destinations



Top 10 Import Origins



Top 10 Exports

1. Auto Parts & Accessories
2. Computer, Equipment, & Parts
3. Precious Stones & Accessories
4. Plastic Pellets
5. Refined Fuels
6. Electronic Integrated Circuits
7. Machinery & Parts
8. Rubber Products
9. Chemical Products
10. Iron, Steel, & Products

Top 10 Imports

1. Machinery & Parts
2. Crude Oil
3. Electrical Machinery & Parts
4. Chemical Products
5. Iron, Steel, & Products
6. Auto, Parts & Accessories
7. Electrical Integrated Circuits
8. Jewelry
9. Computers, Equipment & Parts
10. Other Metal Ores

Tourism



Top Tourists (Ranking by Number)

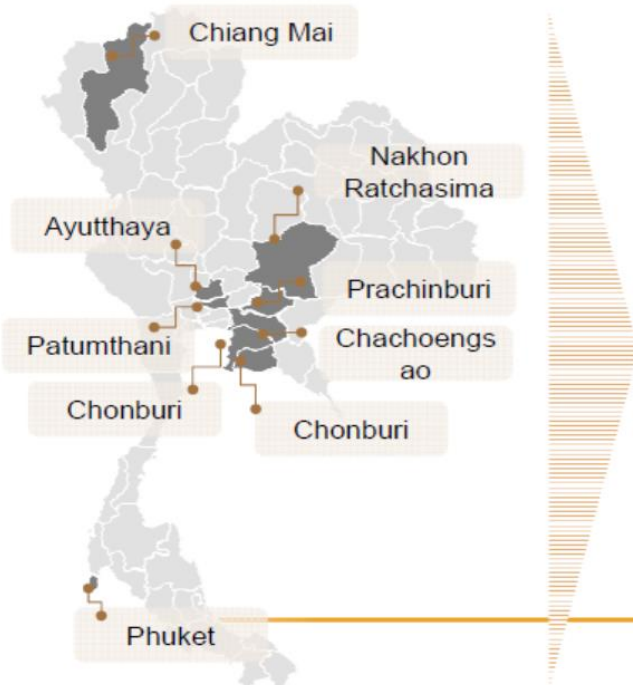


Trade Statistics (Jan-Feb 2016: mil. USD)

34,704	29,481	5,223
Exports Value	Import Value	Trade Balance

THAILAND DEVELOPMENT PLAN

Overview of Super Cluster



Super Cluster

Cluster for businesses using advanced technology and future-driven industries, e.g.

- Automotive parts
- Electrical appliances, Electronics and Telecommunication equipment
- Petrochemical, eco-friendly chemical products
- Digital
- Food Innopolis
- Medical Hub

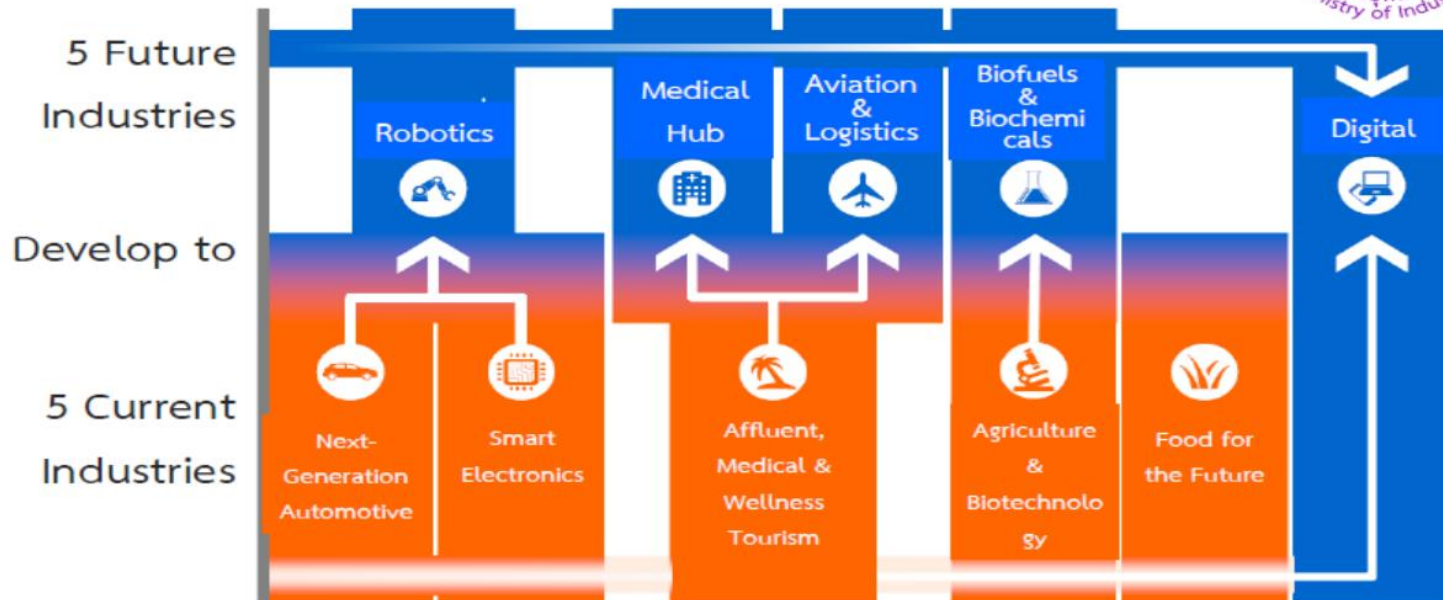
9 Target Provinces

- | | |
|----------------|---------------------|
| ▪ Ayuttaya | ▪ Prachinburi |
| ▪ Patumthani | ▪ Nakhon Ratchasima |
| ▪ Chonburi | ▪ Chiang Mai |
| ▪ Rayong | ▪ Phuket |
| ▪ Chachoengsao | |

Thai Super Cluster

THAILAND DEVELOPMENT PLAN

DEVELOP FUTURE INDUSTRIES FROM CURRENT INDUSTRIES



The 10 Future Industries

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MARKET OPPORTUNITIES FOR PRODUCTS AND SERVICES

NO	PRODUCTS/SERVICES	JUSTIFICATION	CHALLENGES
1.	Food & Beverages	<ul style="list-style-type: none"> Market size of US\$30 billion Leveraging on good local distributors, attractive pricing and packaging and adhere to local FDA process. 	<ul style="list-style-type: none"> Strong Competition Thai FDA approval.
2.	Halal related	<ul style="list-style-type: none"> Market value THB 10 billion Thailand's Industry Ministry is set to increase the country's Halal food production and marketing standards to boost exports. 	<ul style="list-style-type: none"> Thai FDA approval. Thai have more registered Halal products. Level of awareness
3.	Medical & Healthcare	<ul style="list-style-type: none"> Market for medical devices US\$900 million. Thailand offers world-class medical facilities. Market size of medical devices expected to grow 40% in the next four years. 	<ul style="list-style-type: none"> Local regulations – Cost & Time Treatment cost & packages much more cheaper
4.	ICT	<ul style="list-style-type: none"> Growth rate 8.6 % US\$9.3 bil. (Thai domestic IT spending to reach by 2016) 10.6% (ICT Industry & Investment growth) 	<ul style="list-style-type: none"> Customized according to the Thai local content Language
5	Automotive and parts	<ul style="list-style-type: none"> Market Value US\$ 90 billion Growth rate 5% 10% of Thailand's GDP 	<ul style="list-style-type: none"> Exercise tax based CO2 emission Difficult excess to Tier 1 Price war

Others : Green Technology, Building Materials, Lifestyle - Gifts & Premium, Apparels, Jewelry etc., Transportation & Logistics, High Value Exports – Oil & Gas, MRO etc.

THE TIME
TO EXPORT
IS NOW



KHOB KHUN KRAB THANK YOU



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