



Thailand Market Overview

APBO: Asia Pacific
Business Outlook Conference 2017



March 27-28, 2017
Los Angeles, USA



Thailand:

IN REMEMBRANCE OF HIS MAJESTY

KING BHUMIBOL ADULYADEJ





Thailand: The Heart of ASEAN

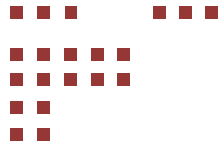
The Association of Southeast Asian Nations is a 10 member countries with 620 million consumers (9% World Population)



ASEAN Hub for:

- ☐ Tourism
- ☐ World-class healthcare services
- ☐ Medical Tourism
--\$3 billion revenue in 2015
- ☐ Automobile Manufacturing
- ☐ Fashion & Jewelry
--precious stone cutting
- ☐ Computer electronics and components
- ☐ Food Processing





Thailand at a Glance

Time of Transitions

69 million people; about the size of Texas

- ❑ Average age: 38
- ❑ Bangkok 8-10 million
- ❑ 95% Buddhist
- ❑ 96% Literacy
- ❑ King Rama IX passed away October 2016
- ❑ Global Changes
 - a. China
 - b. Japan
 - c. Europe – Brexit
 - d. Russia
 - e. U.S. Trump Administration



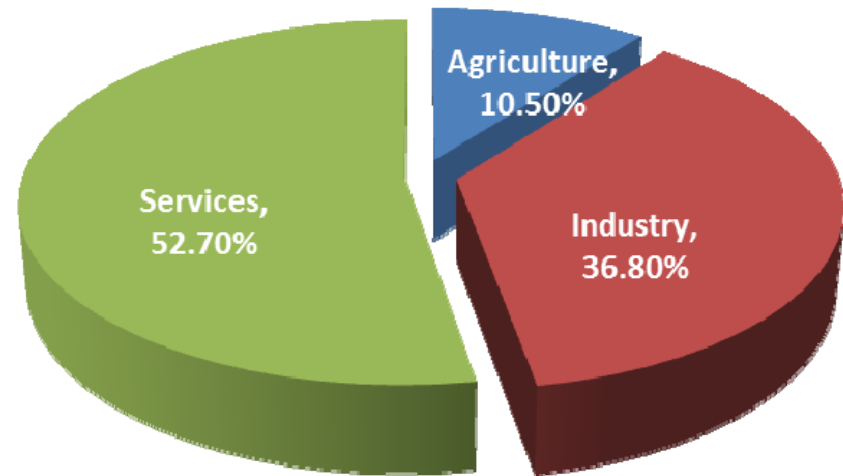


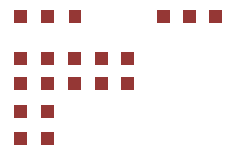
Thailand Economic Outlook

- ❑ 2017 GDP growth forecast at 3.2-3.6%
- ❑ Inflation rate: -0.9%
- ❑ Unemployment rate: 0.8 %

Infrastructure – Highly Developed

- ❑ Suvarnabhumi/Don Muang Airports
- ❑ Laem Chabang Port (20th largest in the world)
- ❑ Eastern Seaboard – Industrial Zone
- ❑ Urban Mass Transits – Electric train (BTS Skytrain), MRT (Subways)





Thailand's Market Strengths

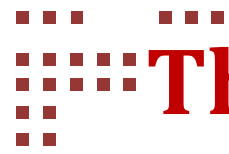
- ❑ Strategic location in the heart of Southeast Asia
- ❑ Educated/Skilled workforce
- ❑ Inexpensive property for investment & rental
- ❑ Well developed infrastructure/logistics
- ❑ Excellent healthcare & international schools
- ❑ Friendly local people



Rail infrastructure development



- ❑ Thailand plans double-track railways
- ❑ Preliminary projects already started: (Nakhon Ratchasima – KhonKaen) & others either will select contractors or type of investments (PPPs, JVs).
- ❑ Several countries expressed interest including U.S., Japan and China.
- ❑ Plan seeks reduced logistic costs & sustainable economic growth



The Most Visited Cities In The World

Bangkok's rise to the top spot, with 21 million visitors in 2016

The top 5 for 2016

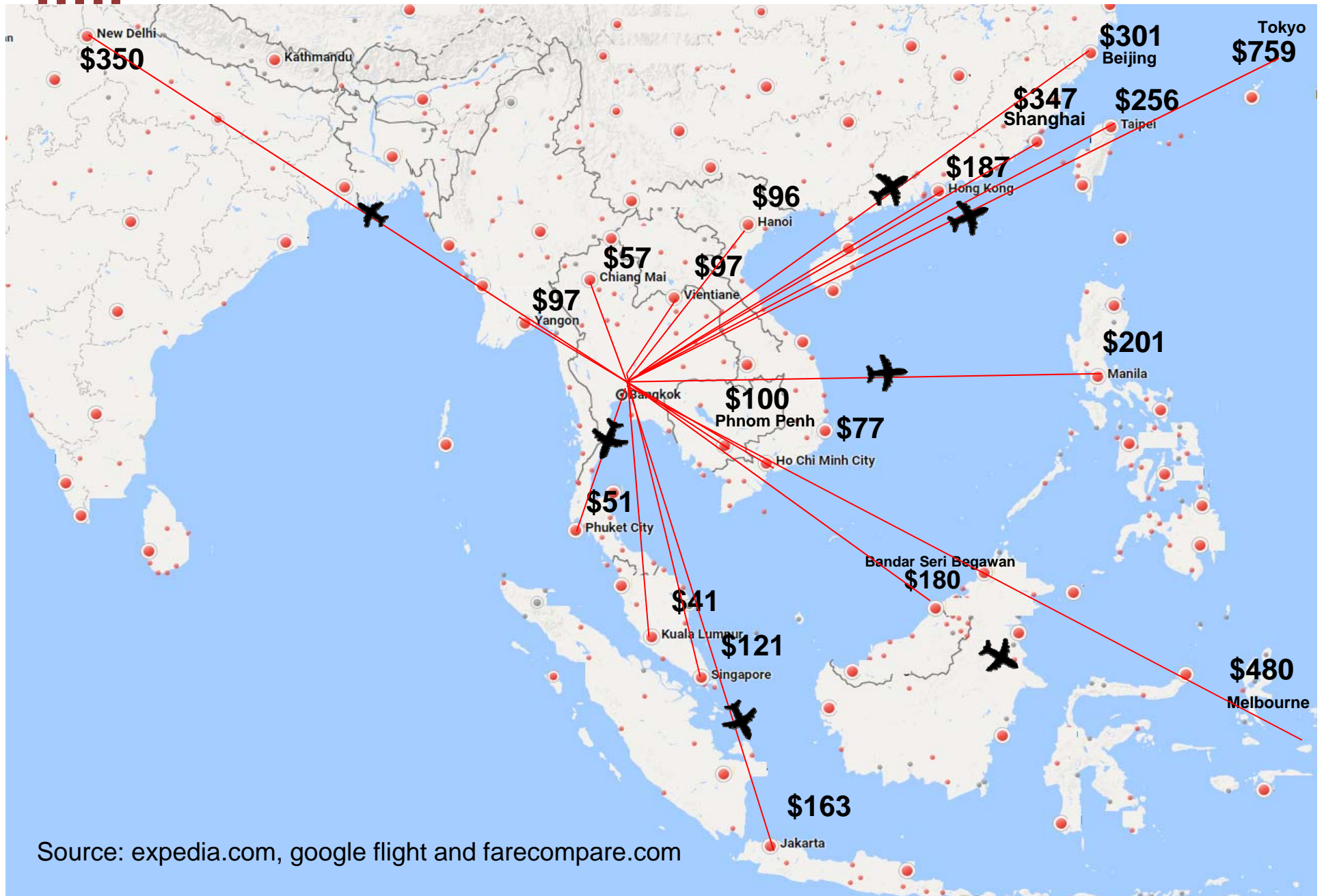
1. Bangkok – 21 million
2. London – 19 million
3. Paris – 18 million
4. Dubai – 15 million
5. New York – 12 million



Source: <http://www.traveller.com.au/worlds-most-popular-cities-for-2016-bangkok-named-worlds-favourite-city-grob6s>



Bangkok as a Regional Hub



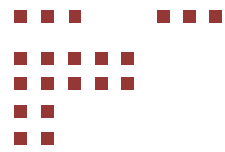


Challenges in Thailand



- ❑ Political Reform
- ❑ Corruption/transparency
- ❑ IPR protection/enforcement
- ❑ Customs/tariffs issues
- ❑ Aging population
- ❑ English language & STEM ability
- ❑ Unrest in Southern provinces

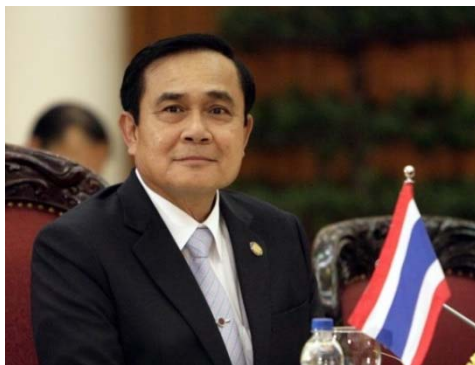




Thailand Political Transition



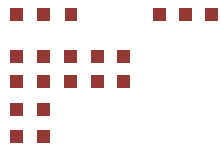
King Maha Vajiralongkorn



PM Prayut Chan-o-cha

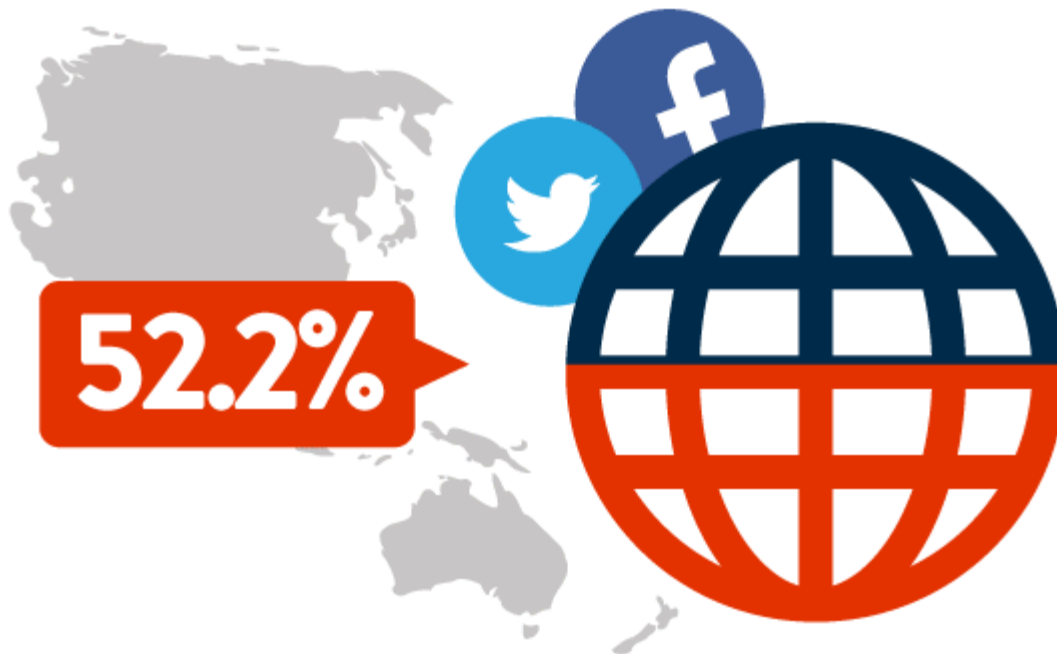
- ❑ Politics: Constitutional Monarchy
- ❑ Head of state: King Rama X
- ❑ Prime Minister: Prayut Chan-o-cha
- ❑ National Council for Peace and Order





Social Media Users in ASIA

The Asia Pacific region accounts for **52.2%** of global social media users.



Source: <http://www.adweek.com/digital/social-media-asia-pacific-stats/>

TIME SPENT ON SOCIAL MEDIA BY COUNTRY (HOURS PER DAY)



 Philippines



 Taiwan



 Thailand



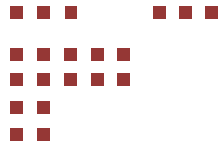
 Vietnam



 Malaysia



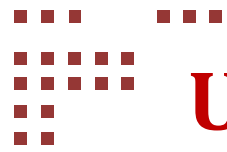
 Singapore



U.S. Investment in Thailand

- ❑ USA is the **3rd largest investor** in Thailand, after Japan and China with total bilateral trade valued at more than USD 50 billion
- ❑ U.S. Companies in Thailand provide 200,000 local jobs
- ❑ Key areas for U.S. Investment:
 - Petrochemicals
 - Financial Services
 - Consumer products
 - Automotive Industry
 - Computer components (hard disk drive)
 - Food Processing

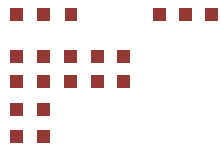




U.S. Exports to Thailand: Priority Sectors

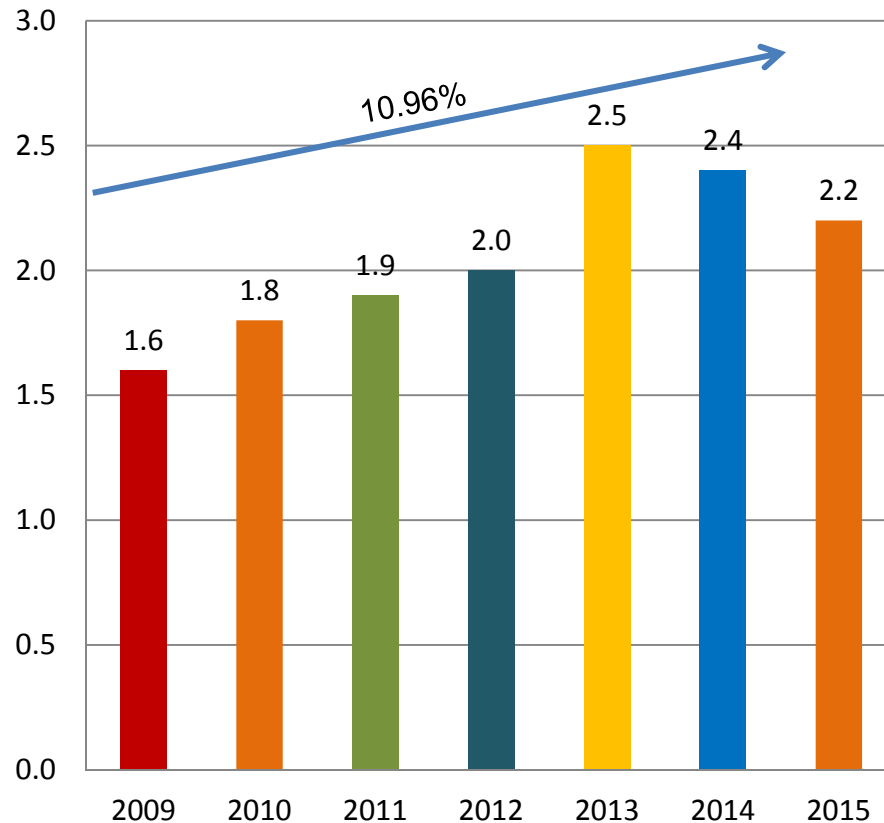
- ❑ Defense & Aviation
- ❑ Safety and Security Technology
- ❑ Education Services
- ❑ Franchising
- ❑ Information Communication Technology
- ❑ Food and Agribusiness
- ❑ Medical Devices
- ❑ Cosmetics and beauty products









Medical Tourism in Thailand

Foreign Patients to Thai Hospitals: 2009-2015

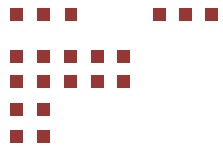


Thailand's Medical Tourism Strengths

-  Hospital+ Hotel Service
-  56 JCI accredited hospitals highest in ASEAN (Singapore 22, Malaysia 14), higher than Japan 23 or S. Korea 30
-  Availability of internationally-trained, experienced doctors
-  Consistent adoption of cutting-edge medical technologies
-  Highly developed tourism infrastructure

Source: Department of International Trade Promotion, Ministry of Commerce, Thailand: Healthydietbase, 2015





Popular Medical Treatments

1. Medical check up program	17%
2. Cosmetic surgery	14%
3. Orthopedic surgery	11%
4. Dental procedures	11%
5. Cardiac surgery	7%
Others	40%

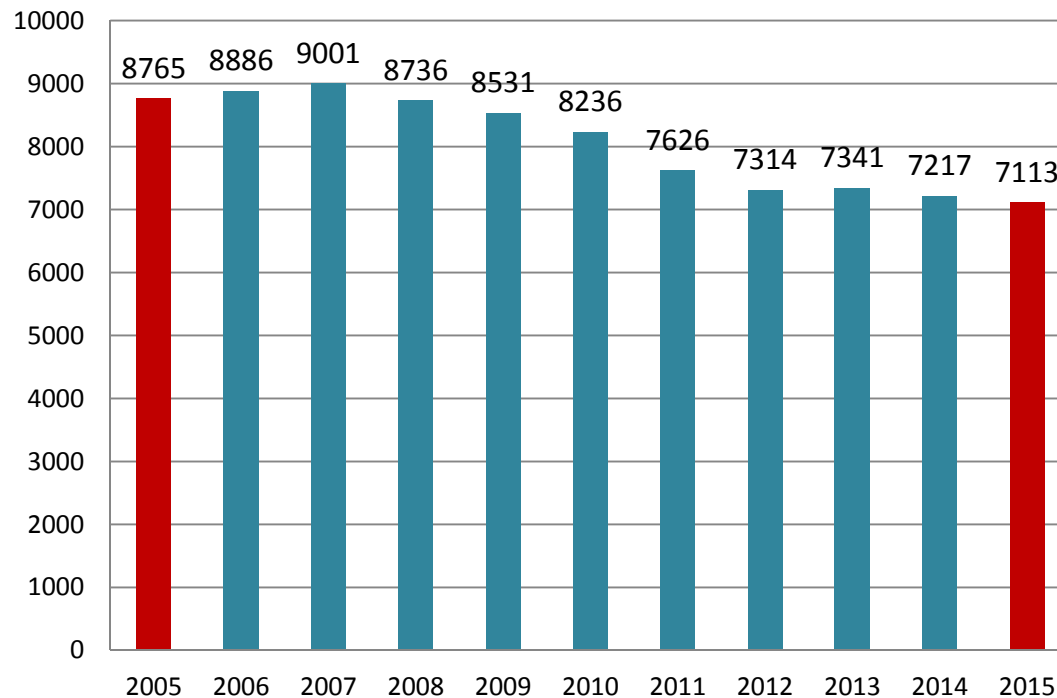
Source: Kasikorn Research Center





Education

#Students from Thailand



Source: Open doors / www.iie.org/opendoors

Market Situation

- 18% decrease over 10 years
- Price sensitive
- Strength in graduate students
- Need vocational educations

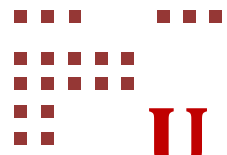
Market Entry

- Familiarization Tours
- Education Trade Fairs

Upcoming Event – November

- U.S. Education Roadshow in Thailand (Bangkok, Chiang Mai)





U.S.-Thai Treaty of Amity



Signed in 1833 & Amended in 1966

- ❑ Unique treaty that allows American citizens to wholly own businesses in Thailand to engage in business on the same basis as would a Thai national.





THANK YOU



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