

# THAI MANUFACTURING SECTOR

## POTENTIAL AND OPPORTUNITIES

### 泰国制造业潜力和机遇

**Achariya Tepatanapong**

Senior Expert

Office of Industrial Economics

“Unbeatable Thailand, Unparalleled Opportunities: Business Environment and Investment Policies”



Office of Industrial Economics

# TOPICS 课题

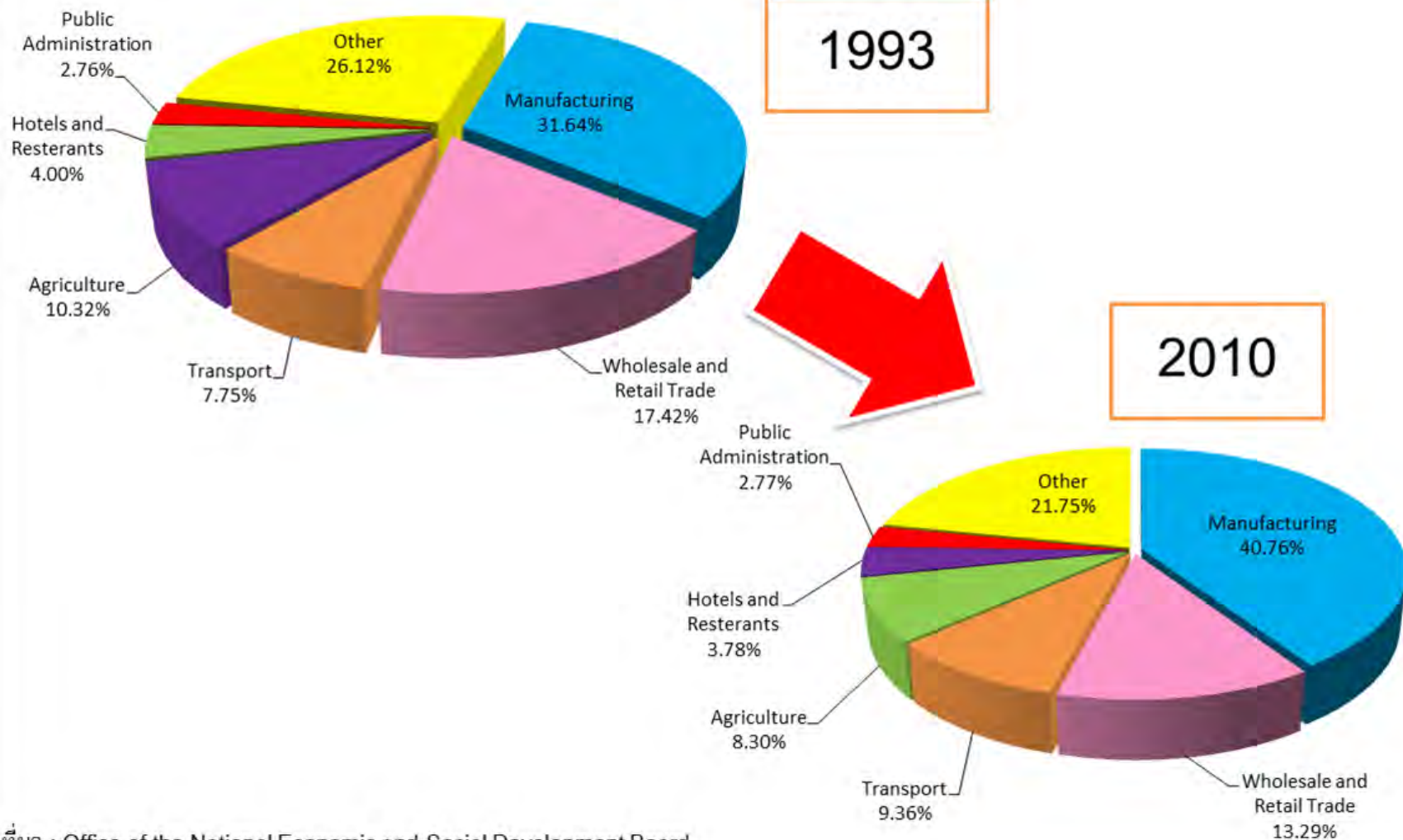
---

1. Current: Thailand Industrial Economic Outlook  
现状：泰国工业经济展望
  - Economic Structure 经济结构
  - Current Situation 目前状况
2. Future: Industrial Development Planning  
未来：工业发展计划
  - Thailand's 20 year National Industrial Development Master Plan  
泰国未来20年国家工业发展蓝图

1. Thailand Industrial Economic Outlook  
泰国工业经济展望

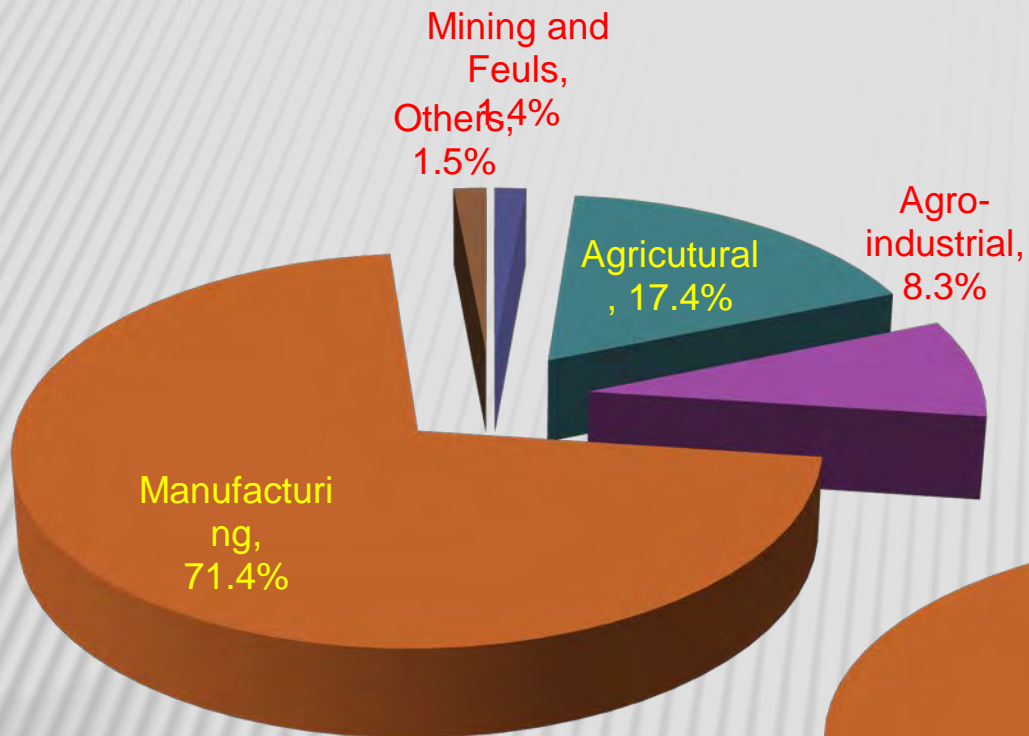
**ECONOMIC STRUCTURE**  
经济结构

# ECONOMIC STRUCTURE 经济结构

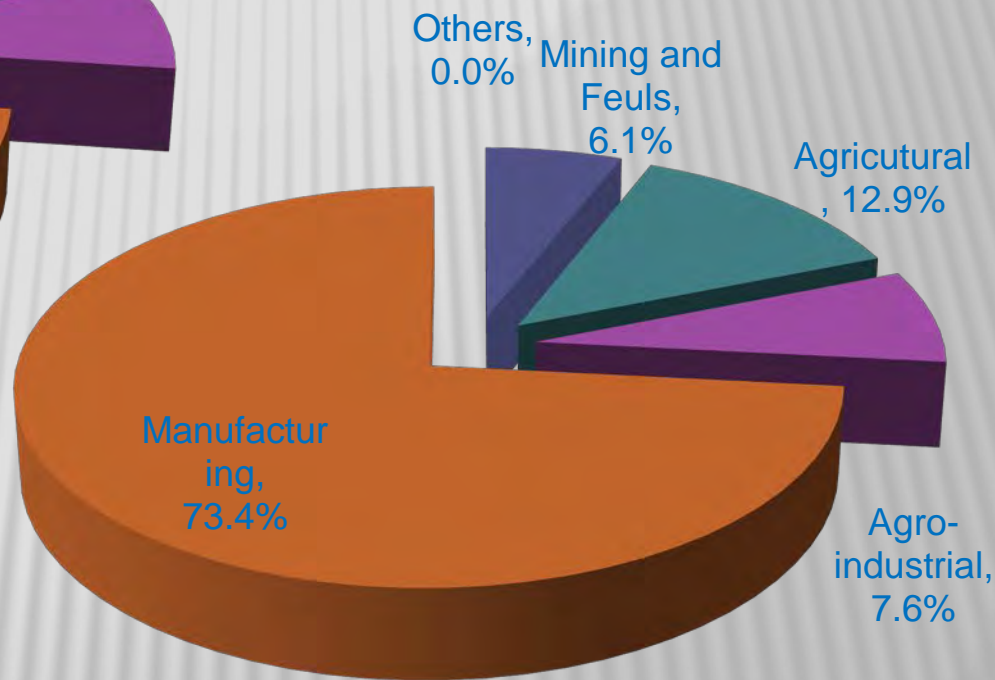


ที่มา : Office of the National Economic and Social Development Board

# 1993

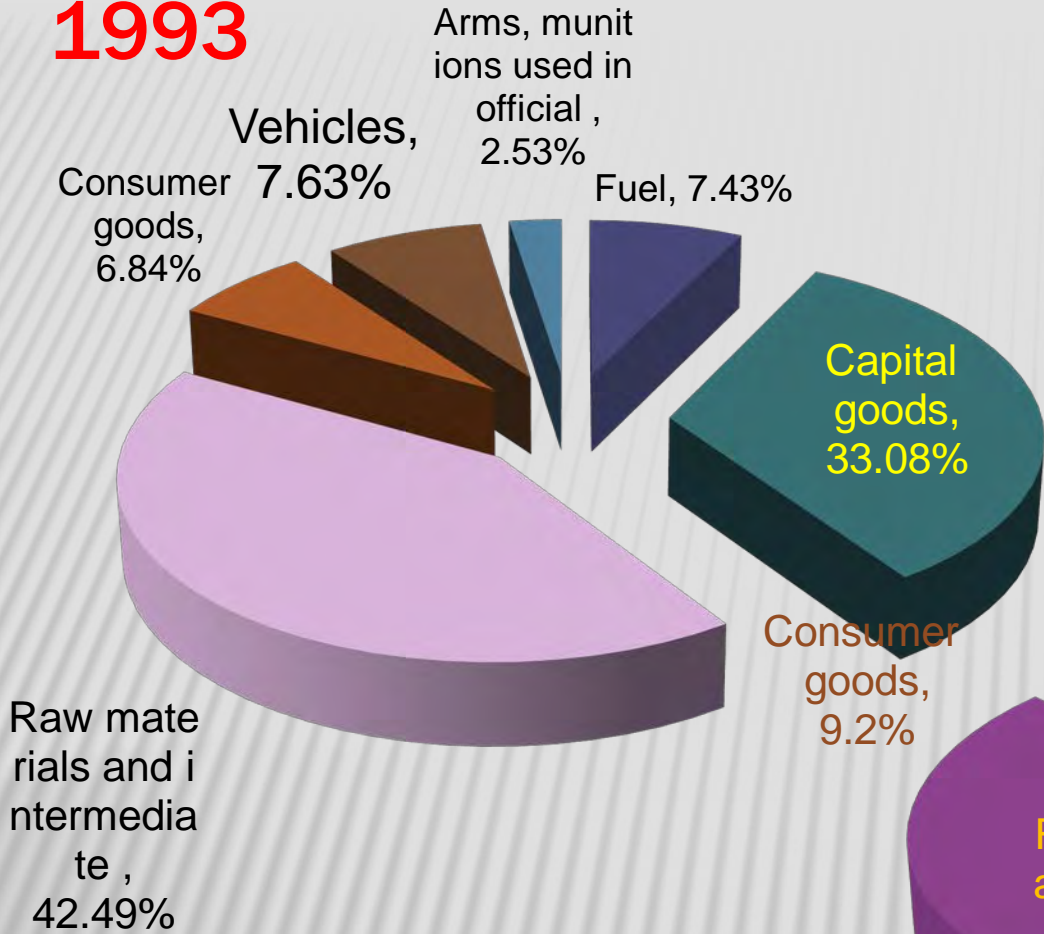


# 2011

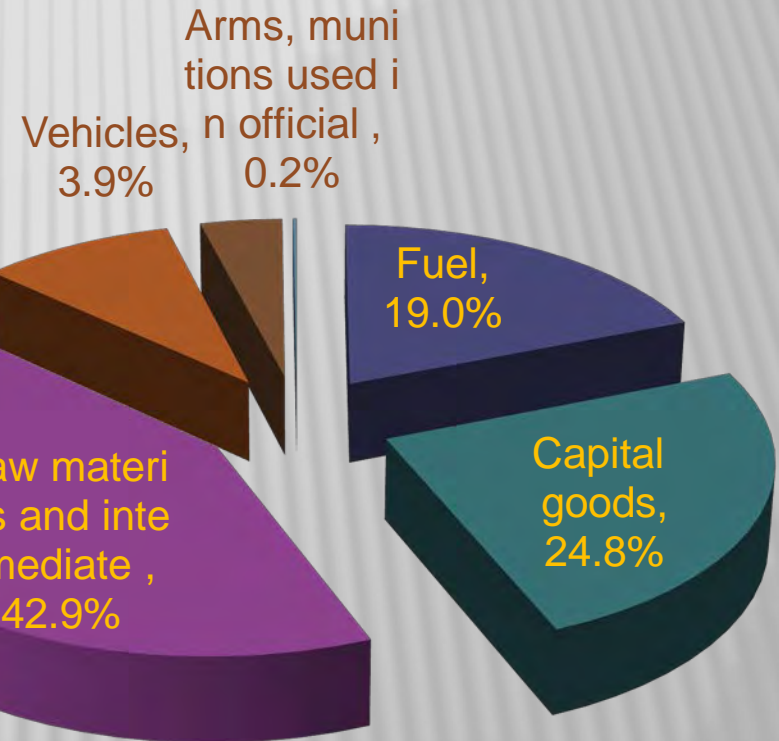


## EXPORT STRUCTURE 出口行业结构

1993



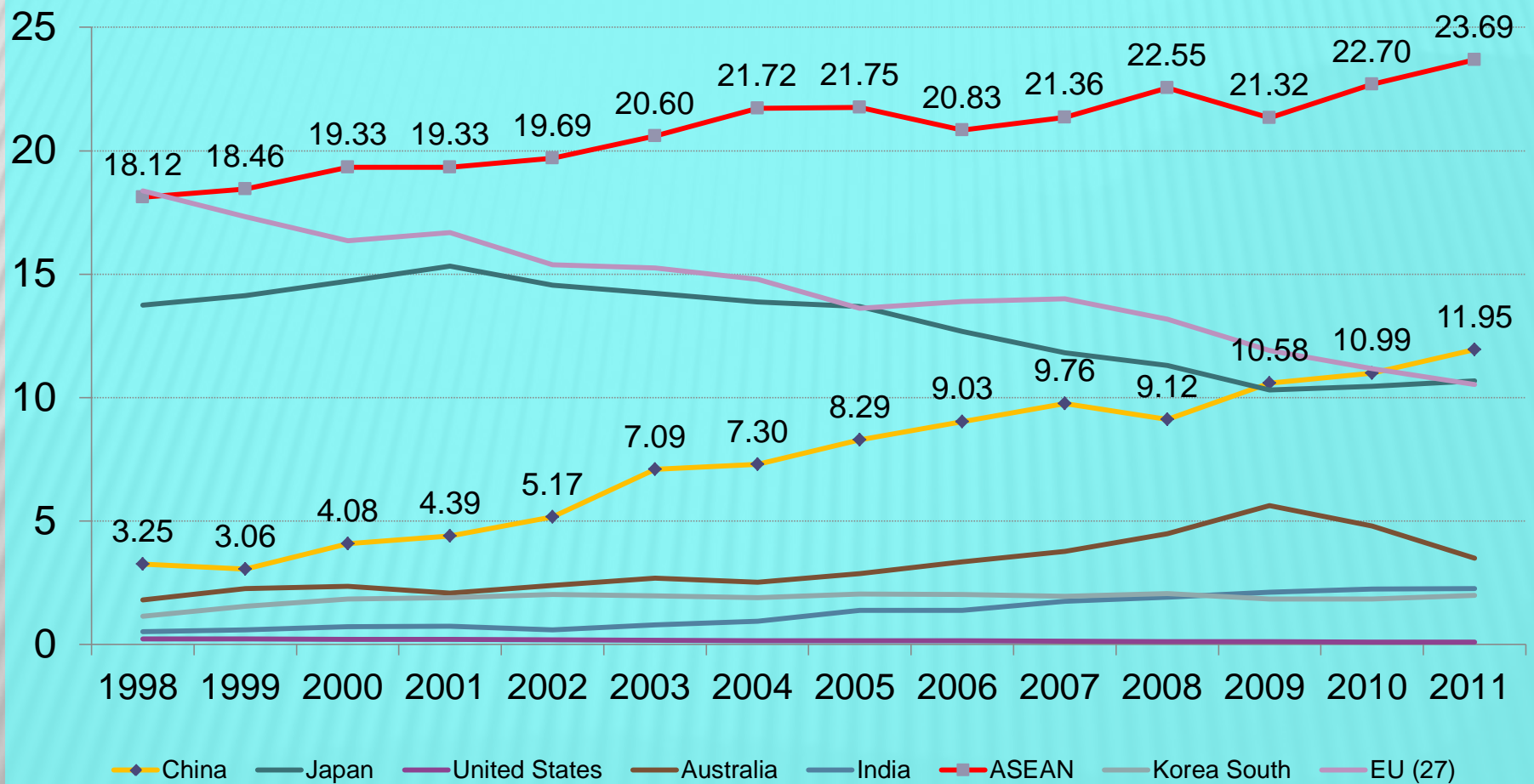
2011



# IMPORT STRUCTURE 进口行业结构

# EXPORT MARKET STRUCTURE

## 出口市场结构

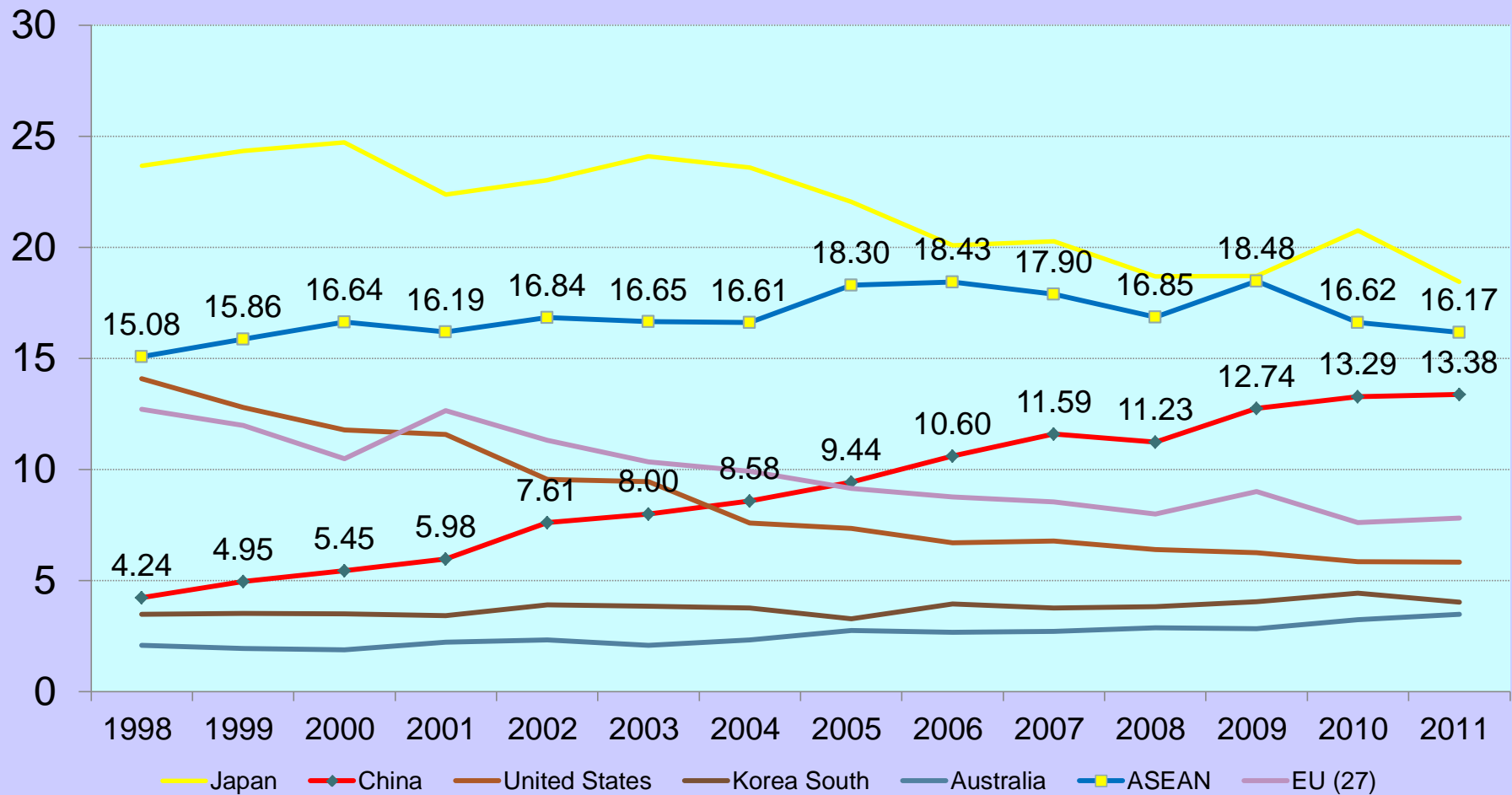


Unit : %

Source: Global Trade Atlas

# IMPORT MARKET STRUCTURE

## 进口市场结构



Unit: %

Source: Global Trade Atlas



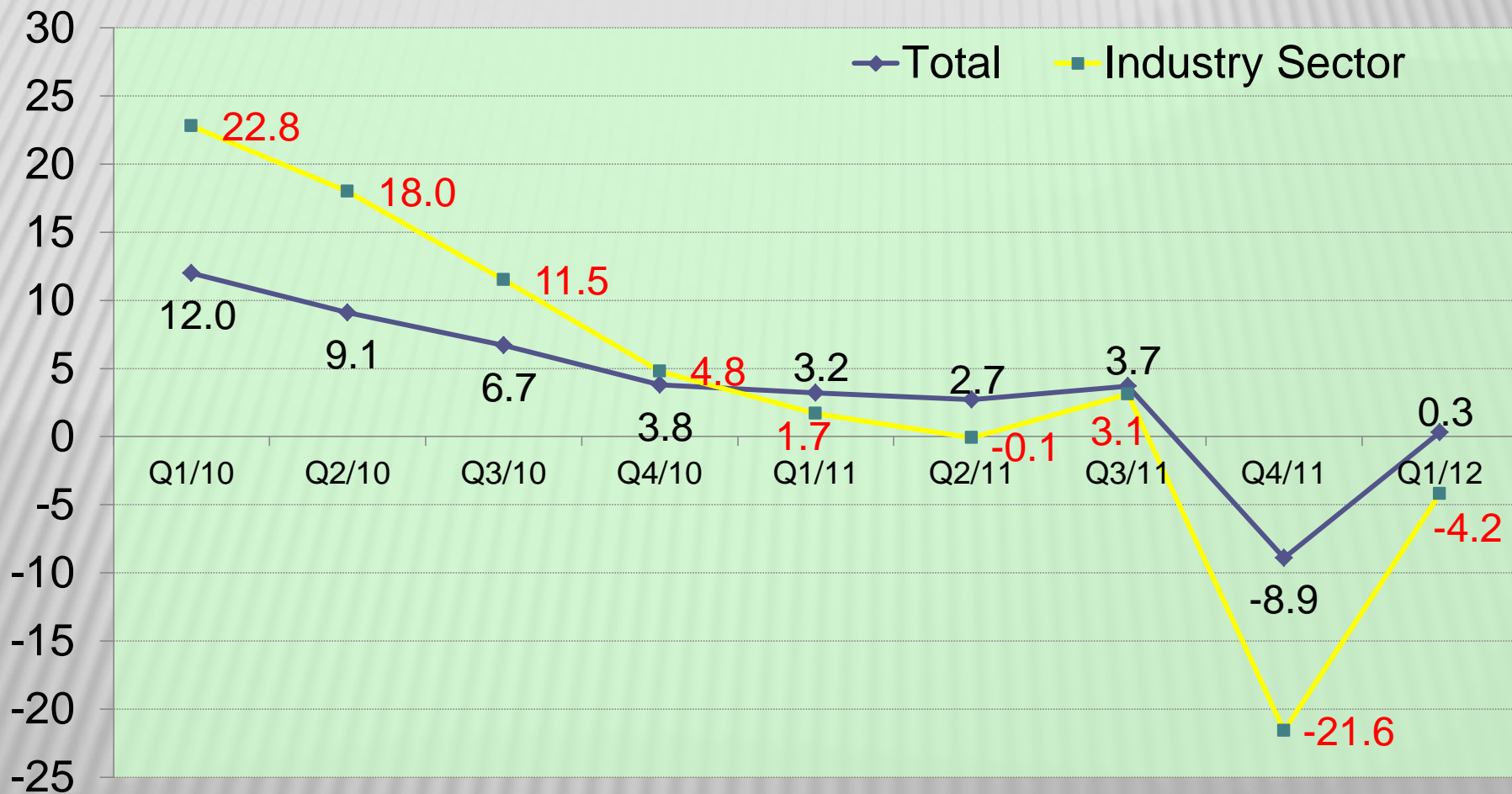
# 1. Thailand Industrial Economic Outlook

泰国工业经济展望

**CURRENT SITUATION**

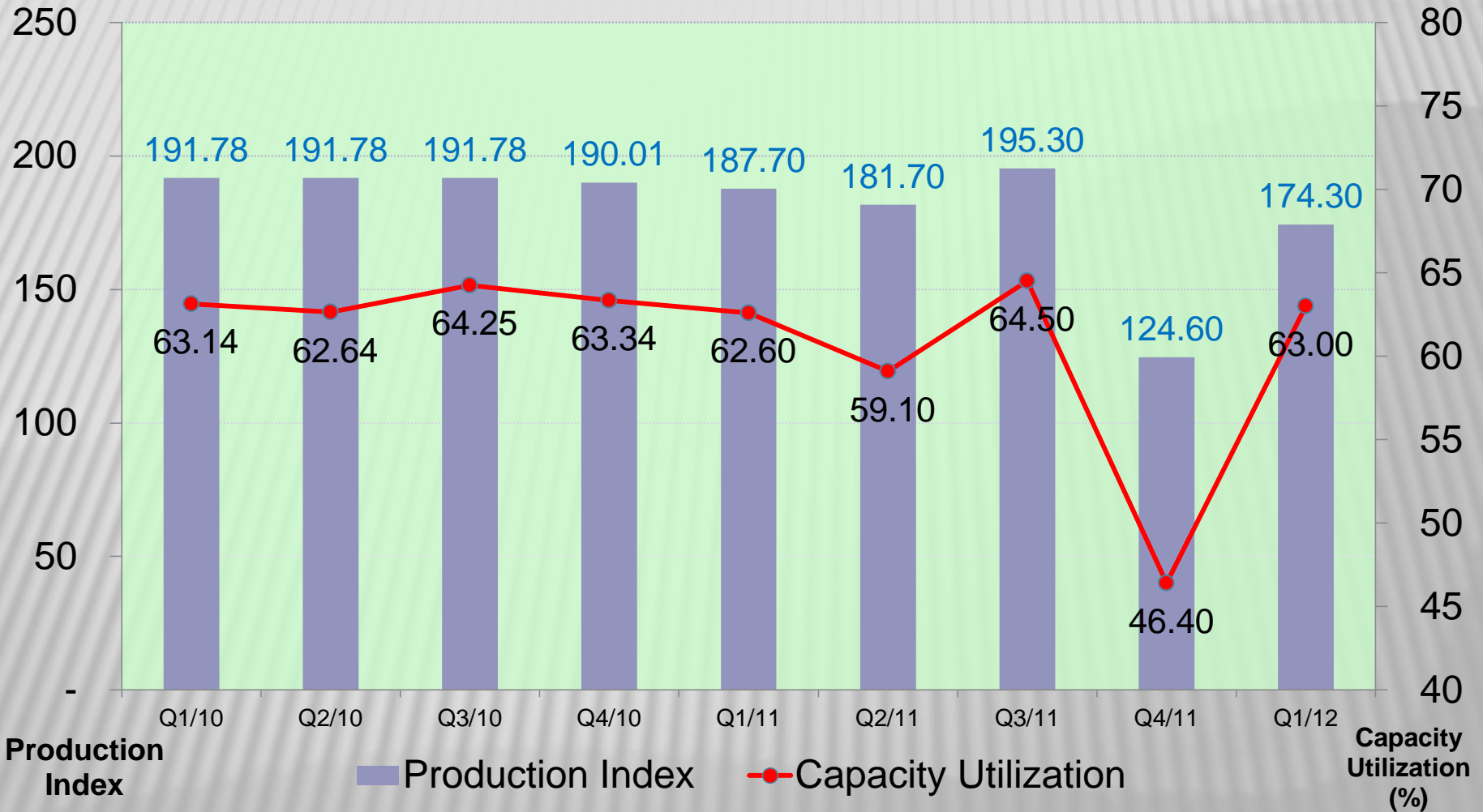
**目前状况**

# GDP GROWTH (2011-12) 国内生产总值增长(2011-12)



Source: Office of National Economic and Social Development Board

# PRODUCTION: 生产 :



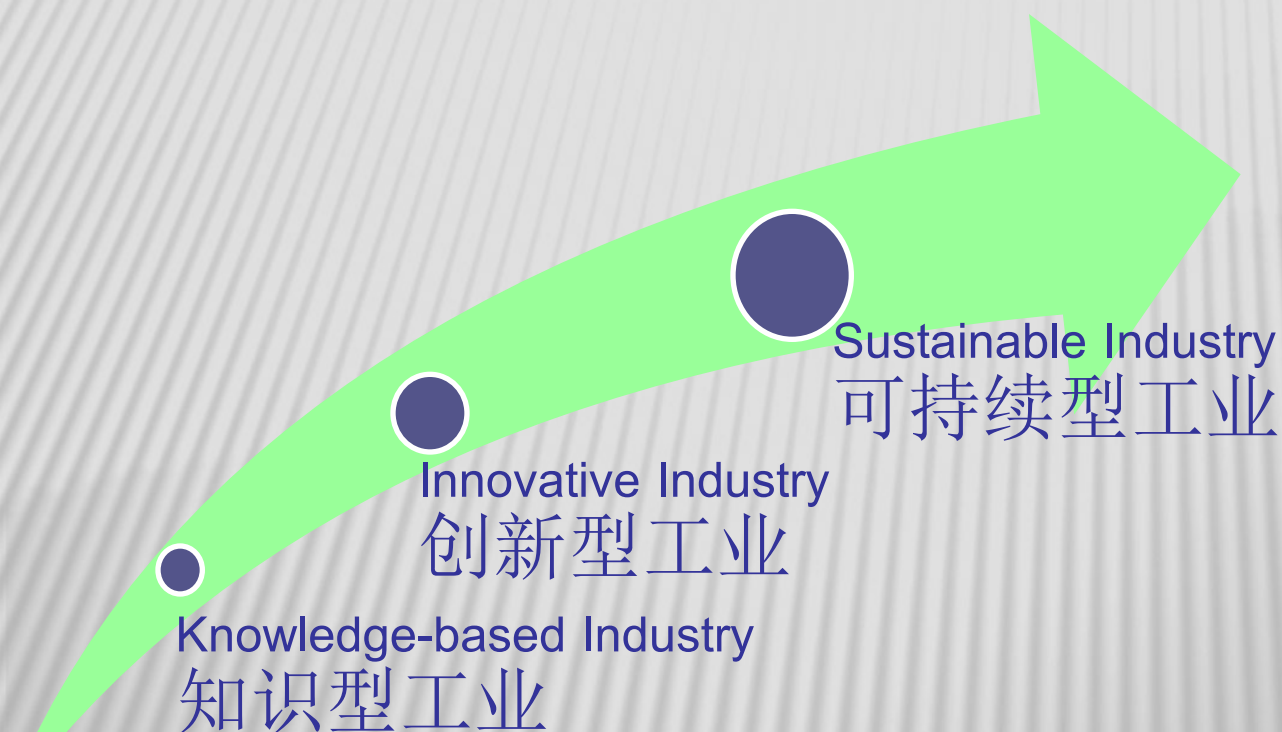
Source: Office of Industrial Economics

2. Future: Industrial Development Planning  
未来：工业发展计划

**THAILAND'S 20 YEARS NATIONAL  
INDUSTRIAL DEVELOPMENT MASTER PLAN**  
**泰国未来20年国家工业发展蓝图**

# Development Direction 发展方向

## National Industrial Development Master Plan (2012 - 2031) 国家工业发展蓝图 (2012-2031)



5 Yrs (2012-2016)

10 Yrs (2012-2021)

20 Yrs (2012-2031)

# Development Targets 发展目标

5 Yrs (2012-2016)

10 Yrs (2012-2021)

20 Yrs (2012-2031)

## Preparation for AEC Integration

为东盟经济共同体融合  
做好准备

- Amend laws and regulation that hinder trade and development
- Development of necessary infrastructure for human resources , raw material, technology and R&D Development
- Development Industrial Cluster and its linkages.
- Build ASEAN Supply Chain

## Well-Accepted Supply Chain in ASEAN and this Region

在东盟和该区域提供广泛接受的供应链

- To be a production hub in the region
- Enhance and create more value added in agricultural related production
- Development of Innovation and Thai IPR.
- Improve image of Thai Products
- Installation of environmental friendly production system

## Crate "Thai Brand" in Global Market

在全球市场创建  
"泰国品牌"

- To be a manager of world wide recognized brand and production network .
- Create good reputation of Thai Industrial sectors/products with balancing of economic, social, environment and human resources development.

1

**Industrial Cluster**  
产业集群

*Internationalized Industrial Structure and Clusters to Capture Global Opportunities*  
国际化工业结构和集群获取全球机遇

2

**Entrepreneur**  
企业家

*Upgrade and Create Sustainable Entrepreneurs*  
更新和创建可持续性的企业家

3

**Industrial Enabling**  
产业推动

*Enhance Competitive Industry Platform*  
建立具有竞争性的工业平台

# Example of Development Strategies 发展策略案例

## Industrial Cluster 产业集群

- Create Production network with ASEAN
- Promotion of Innovation Investment
- Cooperation with Regional Cluster of big corporation.
- Improve cluster and distribution system management
- Promoting Thai Brand in ASEAN Market
- Promote investment service and world-wide product distribution

## Entrepreneur 企业家

- Strengthening SMEs in terms of production and product standard
- Promotion commercialization of R&D
- Joint venture with world leading R&D and marketing firms.
- Develop Green Industry
- Promote Thai SME to international market
- Create Thai owned brand in world market

## Industrial Enabling 产业推动

- Improve Laws and regulations
- Build up work force
- Build testing lab
- Establish industrial Green zone
- Develop an integrated infrastructure and logistic system with ASEAN
- Enhance Human resource capacity to World Level.



# Thank You Very Much for Your Attention 非常感谢您的关注

For More Information Please e-mail to

[achariya@oie.go.th](mailto:achariya@oie.go.th)

