

BUSINESS OPPORTUNITIES IN THAILAND

Duangjai Asawachintachit Deputy Secretary General November 2012 Copenhagen, Denmark



THAILAND IN BRIEF

Thailand in Brief



Population: 65 Million Labor Force: 39 Million

2nd largest economy in ASEAN



THAILAND is the world's

- •17th largest manufacturer
- •20th largest exporter of goods
- •33th largest economy

Per capita GDP(2011): DKK29,577

Thailand is an upper middle income country



Note: DKK1=Bt5.27 in Q3, 2012

ECONOMIC PROJECTIONS 2011-13

Economic Projections	2011	2012	2013
1) GDP growth (percent y-o-y)	0.1	5.7	4.6
2) Export, FOB value (percent y-o-y)	14.3	4.4	9.0
3) Import, CIF value (percent y-o-y)	24.9	7.0	9.3
4) Trade account (billion US. dollar)	17.0 (DKK101.13 bn)	12.3 (DKK73.2 bn)	12.7 (DKK75.6 bn)
5) Current account (billion US. dollar)	5.9 (DKK35.1 bn)	3.7 (DKK22.01 bn)	2.3 (DKK13.68 bn)



TOP 10 IMPORTS IN 2009 – 2012 (JAN-SEPT)

Unit: DKK Billion

	2009	2010	2011	2011 (Jan- Sept)	2012 (Jan- Sept)	Growth (yoy)
Crude oil	124.2	147.8	190.4	144.0	163.9	13.84
Machinery and parts	78.9	101.5	115.7	85.7	114.2	33.23
Electrical machinery and parts	61.3	73.8	77.2	59.2	96.0	62.33
Iron, steel and products	48.0	71.1	80.6	59.0	66.8	13.23
Chemicals	56.5	76.4	85.7	66.6	66.6	0.13
Jewellery including silver bars and gold	35.7	60.5	115.3	78.9	56.7	-28.25
Electronic integrated circuites	52.9	65.4	58.4	48.6	41.4	-14.69
Parts and accessories of vehicles	22.0	35.9	37.7	27.7	39.6	43.49
Other metal ores, metal waste scrap, and products	30.9	45.5	51.8	41.2	36.4	-11.77
Vegetables and vegetable products	23.3	28.3	33.8	25.4	29.6	16.57
Others	339.0	404.4	477.6	368.6	385.8	4.71
Total	872.9	1,111.0	1,324.6	1,004.6		
urce: MOC, as of Nov 5, 2012 Exchange rate: DKK1		ed Opportunitie				

PRINCIPAL IMPORTS FROM DENMARK

Unit: DKK Million

Description	2009	2010	2011	2011 (Jan-Sept)	2012 (Jan-Sept)	% Change YOY
Machinery and parts	135.9	166.7	211.8	152.4	275.4	80.66
Electrical machinery and parts	133.4	130.8	136.2	102.0	196.0	92.17
Medicinal and pharmaceutical products	211.4	209.5	207.6	153.6	131.4	-14.44
Chemicals	118.2	114.9	123.5	92.2	89.8	-2.53
Other metal ores, metal waste scrap, and products	45.7	69.1	58.5	47.4	63.4	33.93
Others	677.8	698.7	684.1	515.6	536.4	4.03
Total	1,322.4	1,389.7	1,421.7	1,063.1	1,292.4	21.57

Unbeatable Thailand, Unparalleled Opportunities



TOP 10 EXPORTS IN 2009 – 2012 (JAN-SEPT)

					Unit: DK	K Billion
	2009	2010	2011	2011 (Jan-Sept)	2012 (Jan-Sept)	Growt h (yoy)
Motor cars, parts and accessories	71.7	106.4	97.1	80.0	97.3	21.53
Automatic data processing machines and parts thereof	103.4	113.2	97.5	80.8	85.5	5.74
Precious stones and jewellery	63.4	69.6	70.4	56.3	64.5	14.53
Refine fuels	40.6	46.7	57.7	43.8	57.3	30.51
Rubber	27.7	47.2	72.7	55.4	39.3	-29.06
Polymers of ethylene, propylene, etc in primary forms	28.8	37.9	50.3	38.5	37.7	-2.15
Chemical products	28.8	34.5	47.4	35.3	37.6	6.11
Rubber products	29.0	38.5	48.0	35.7	37.0	3.80
Electronic integrated circuits	41.7	48.4	45.1	37.2	29.0	-21.88
Machinery and parts thereof	21.4	29.2	34.9	24.8	27.3	9.50
Others	528.7	587.5	651.4	504.6	501.7	-0.55
Total	985.4	1,159.6	1,272.4	992.6	1,014.3	2.17

Source: MOC, as of Nov 5, 2012 Exchange rate: DKK1=Bt5.27 in Q3, 2012

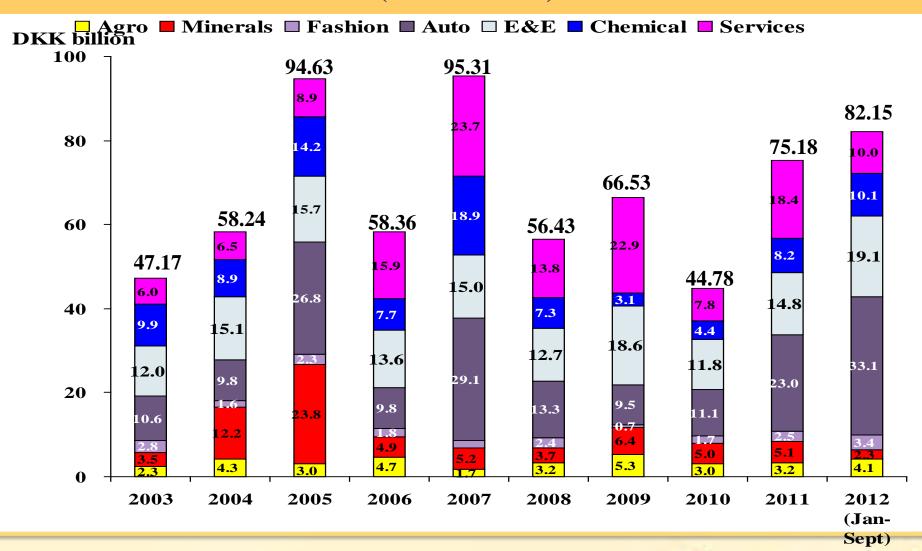
PRINCIPAL EXPORTS TO DENMARK

Unit: DKK Million

Description	2009	2010	2011	2011 (Jan- Sept)	2012 (Jan- Sept)	% Change YOY
Precious stones and jewellery	1,142.5	1,915.4	1,852.2	1,470.7	701.3	-52.31
Boards, panels of electric control	177.0	205.2	233.2	195.3	164.3	-15.85
Footwear and parts thereof	661.8	754.1	772.3	706.1	144.1	-79.60
Other electrical equipment and parts thereof	44.1	102.6	118.1	100.9	74.6	-26.12
Articles of apparel and clothing accessories	107.4	124.9	82.2	65.0	57.5	-11.50
Others	1,221.6	1,214.7	1,255.2	991.9	931.4	-6.11
Total	3,354.3	4,316.9	4,313.2	3,529.9	2,073.2	-41.27

Unbeatable Thailand, Unparalleled Opportunities

NET FOREIGN APPLICATIONS SUBMITTED 2003-2012 (JAN-SEPT) BY SECTOR



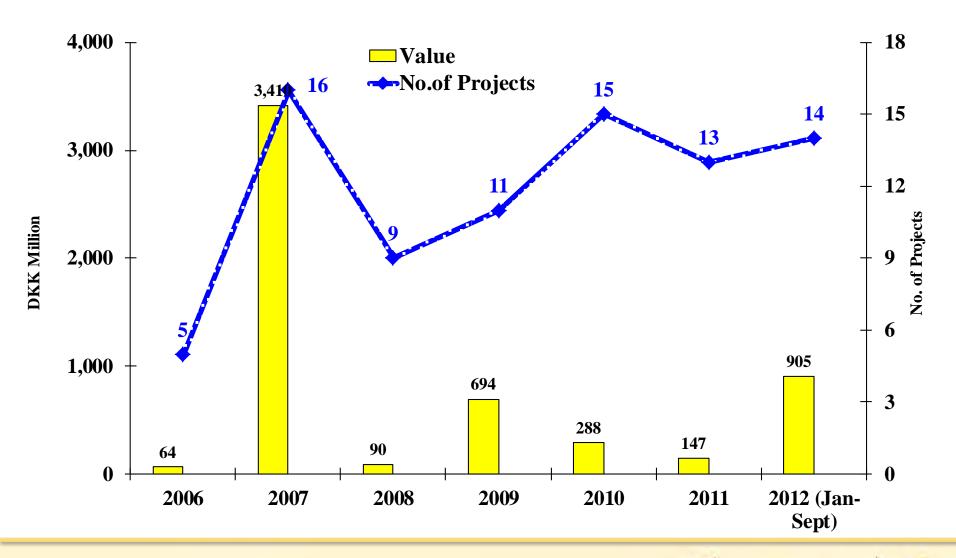
Source: BOI, as of Oct 12, 2012

Exchange rate: DKK1=Bt5.27 in Q3, 2012





TREND OF DANISH PROJECT APPLICATIONS







Danish Investment Applications Totals by Sector: 2006 – 2012 (Jan-Sept)

Sector	Projects	DKK Million
Agriculture	2	14
Minerals and Ceramics	3	66
Light Industry	17	1,327
Auto and Metal Processing	10	86
Electrical and Electronics	27	183
Petrochemicals, Chemicals	5	39
Services and Infrastructure	19	3,884
TOTAL	83	5,598



SAMPLE OF DANISH INVESTMENTS IN THAILAND







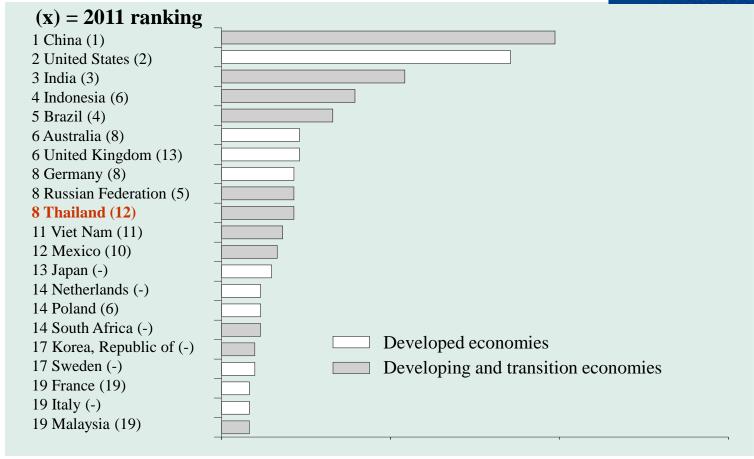
COST-COMPETITIVE LOCATION

TNCS' TOP PROSPECTIVE HOST ECONOMIES FOR

2012-2014

(PERCENTAGE OF RESPONDENTS SELECTING ECONOMY AS A TOP DESTINATION)









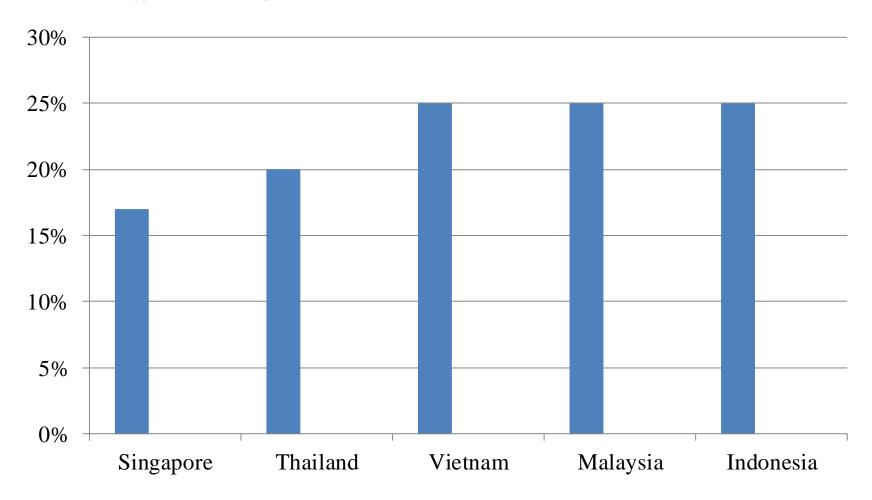
2013	2012		2013	2012	
1	1	Singapore	11	10	Finland
2	2	Hong Kong	12	14	Malaysia -
3	3	New Zealand	13	8	Sweden
4	4	United States	14	13	Iceland
5	5	Denmark	15	16	Ireland
6	7	Norway	16	25	Taiwan
7	6	United Kingdom	17	15	Canada
8	9	Korea, Rep	18	17	Thailand
9	12	Georgia	19	24	Mauritius
10	11	Australia	20	18	Germany

The World Bank Ranks
Thailand among the easiest
places to do Business in
Asia and 18th in the World





ASEAN CORPORATE INCOME TAX 2013





Source: KPMG

Map of basic infrastructure sites and industrial parks in and around Bangkok



INFRASTRUCTURE DEVELOPMENT PLAN (2012-2020)

Sector	Amount (Billion US\$)	Share (%)
1. Land transport	46.66	65
2. Air and marine transport	4.71	6
3. Energy	15.86	22
4. Telecommunications	1.12	2
5. Utility	3.72	5
Total	72.06	100

Source: NESDB and Ministry of Finance, Mar 2012





High Speed Train

Route	From	То	Distance	Budget (DKK Billion)
North	Bang Sue	Chiang Mai	745 km.	43.4
North-East	Bang Sue	Nong Khai	615 km.	18.4
East	Makkasan	Rayong	330 km.	13.7
South	Bang Sue	Hua Hin	225 km.	15.5

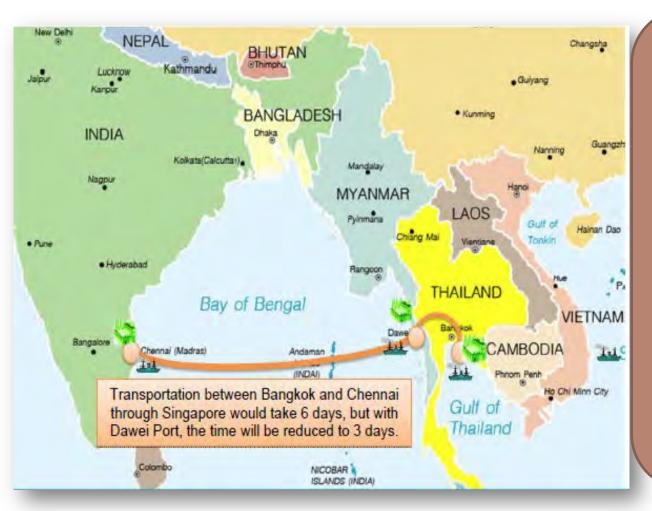


Source: NESDB, as of March 25, 2011

Exchange rate: US\$1=Bt31.36 and DKK1=Bt5.27 in Q3, 2012



"LOGISTICS SHORTCUT"- DAWEI & LAEM CHABANG PORTS



The linkage between Thailand's Eastern Seaboard and Myanmar's Dawei will provide immense business opportunities as the emerging Economic Driver in the region. With high potential to open the Western gateway for the existing production bases in East Asia, the new trade and transportation route will create "Logistics Shortcut" for the region and the supersized coproduction base will be an important Growth Nodes linking the GMS region to global market.





Source: NESDB, as of July 10,2012



MARKET POTENTIAL

ASEAN

Thailand

- •65 million population
- •GDP (2011) DKK2 billion

ASEAN

- •GDP (2011): DKK12.57 trillion*
- •GDP per capita: DKK20,083
- •GDP Growth: 5.7% and 6.4% in 2011-2012
- •Population: 600 million people
- •Area: 4.46 million km2

ASEAN+3

- •+2 billion pop.(1/3 world pop.)
- •DKK58.9 trillion GDP (18% of world GDP)







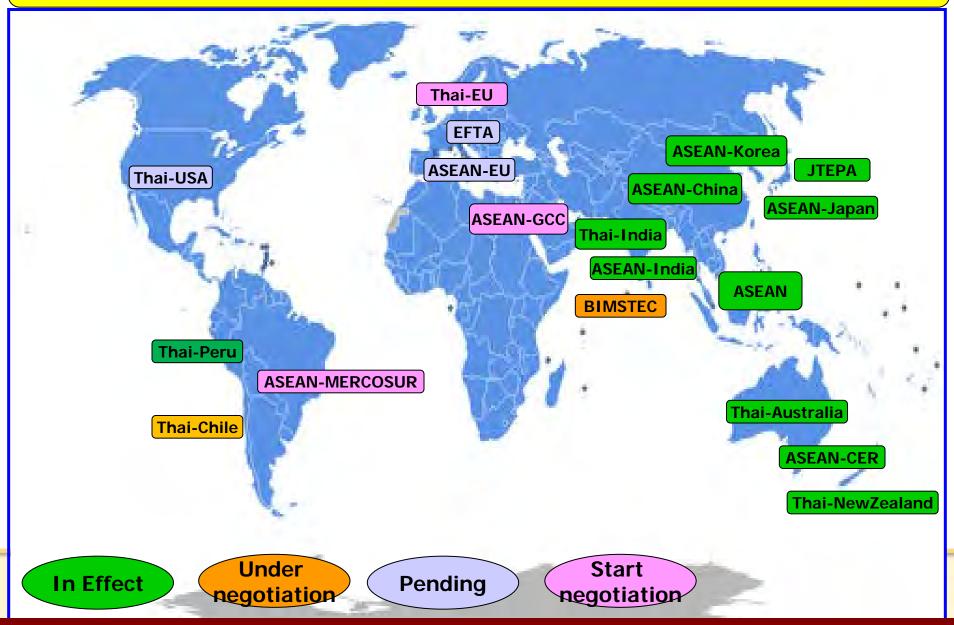








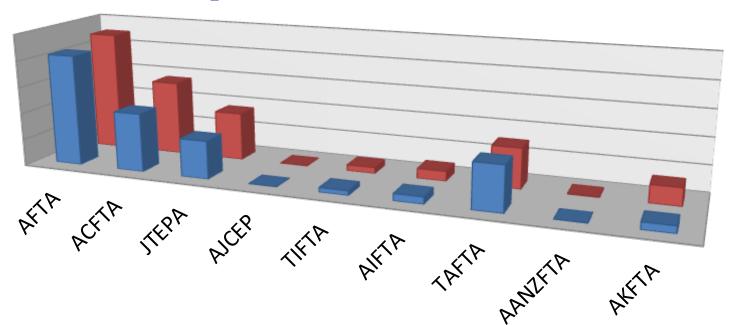
Thailand's FTA and Trade Partners



THAILAND'S EXPORTS WITH FTAS' PARTNERS, 2010-2011

Thailand's Exports with ASEAN+1 & FTAs, 2010-2011

100,000 80,000 60,000 40,000 20,000



	AFTA	ACFTA	JTEPA	AJCEP	TIFTA	AIFTA	TAFTA	AANZFTA	AKFTA
2010	83,427	43,857	28,387	155	3,368	5,208	33,390	156	5,236
2011	90,313	55,689	35,926	286	4,451	7,280	29,960	546	13,175





Exchange rate: US\$1=Bt31.36 and DKK1=Bt5.27 in Q3, 2012 Source: www.moc.go.th as of July 03, 2012



Doing Business in Thailand

Thailand and the BOI offer:

No restrictions on foreign currency

100% foreign ownership

LIBERAL INVESTMENT REGIME

No export requirements

No local content requirements



TAXATION

- Corporate income tax
 - 0, 10% for regional operating headquarters
 - 15-23% for net profits (for firms with capital of \leq 5 million baht)
 - 23% of net profits (for other firms)
- \circ VAT 7%
- Remittances: 10% of gross remittances
- Withholding: 10-15%
- Personal income:
 - 0-37% (sliding scale)
 - 15% flat rate for expats working for regional operating headquarters



Tax Package of Regional Operating Headquarters

Benefit For portion

Benefit

For portion of income from OVERSEAS OPERATIONS

For portion of income from LOCAL OPERATIONS

0% CORPORATE INCOME TAX for 15 years

10% CORPORATE INCOME TAX for 15 years

Key Conditions

- In 1st fiscal year, have one operating company in another country; a second within 3rd year; a third within 5th year
- Have annual expenses in Thailand of Bt15 million, or have invested at least Bt30 million in Thailand
- By end of 3rd year, 75% of ROH personnel to be qualified staff, and 5 persons earning at least Bt2.5 million annual salary and benefits per person
- All companies must be real operating companies with a physical presence and staff

Benefit

For income of EXPATRIATE EMPLOYEES

15% PERSONAL INCOME TAX for 8 years

Key Conditions

In addition to conditions for income from overseas and local operations:

 Income generated from services to overseas companies must be at least 50% of total revenues





BASIC BOI PRIVILEGES AND MEASURES

Tax Incentives

- □Corporate income tax holidays up to 8 yrs
 - Additional 50% reductions of corporate income tax for 5 yrs
- □ Import duty reductions or exemptions on machinery and raw materials
- ■Double deduction of public utility costs
- □ Deductions for infrastructure construction/installation costs

Non-Tax measures

- ☐ Land ownership rights for foreign investors
- ☐ One Stop Services Center (OSOS)
- ☐ Work permit/visa facilitation for foreign experts and technicians

One-Stop-Shop
Visas & Work Permits
are issued in 3 hours

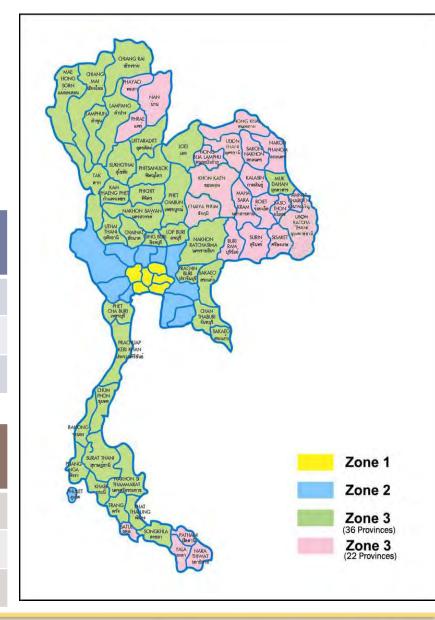


BOI ZONING AND INCENTIVES

Zone: 1 2 3
Incentives: Lower Higher

Import Duty Privileges	Outside I.E	Inside I.E
Zone 1	50% Reduction	50% Reduction
Zone 2	50% Reduction	Exempt
Zone 3	Exempt	Exempt

Corporate Income Tax	Outside I.E	Inside I.E
Zone 1	No Privilege	3 years
Zone 2	3 years	7 years
Zone 3	8 years	8 years







Zone 1 Zone 2

Zone-Based

Incentives:

- Zone 1
- Zone 2
- Zone 3

FROM ZONE-BASED TO SECTORAL APPROACH

Sector Matrix: Incentives to strengthen competitiveness

Strategic or Priority Activities

- Maximum incentives regardless of location
- Customized packages

EXAMPLES OF PRIORITY ACTIVITIES

- Agriculture and agro-industries
- o R&D
- Software development
- Molds & Dies
- Biotechnology
- Alternative energy
- Manufacture of hi-tech products e.g. advanced ceramics
- Waste recycling & recovery



STI INCENTIVES (OPTIONAL)

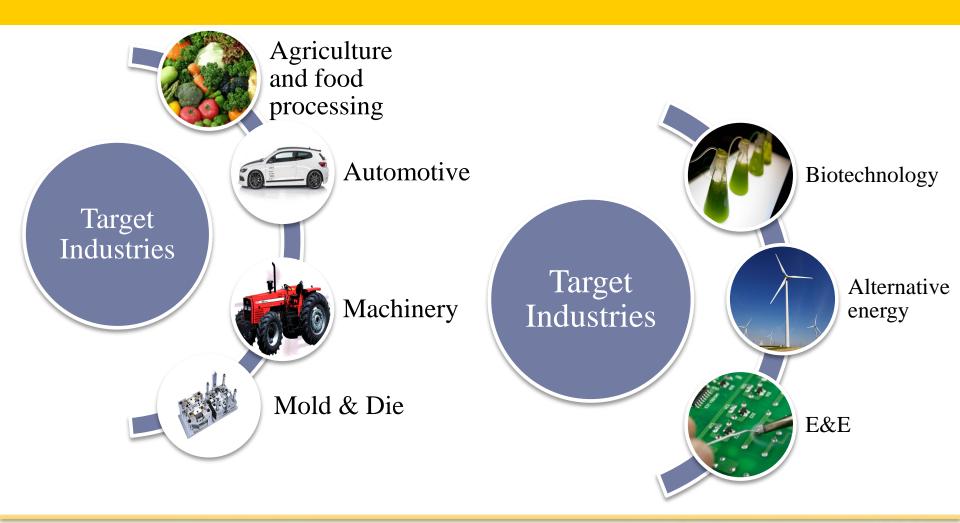
Criteria

Investments and expenditures on:

- Research and development or design
- Advanced technology training
- Funding educational and research institutions
- Contribution to Science and Technology Development Fund

Required STI Investment & Expenditures	Additional Year of Corporate Income Tax Exemption	Exemption of Import Duties on Machinery	Removal of Corporate Income Tax Exemption Cap
1% of the first 3 years' sale or at least Bt150 million, whichever is less	1	✓	✓
2% of the first 3 years' sale or at least Bt300 million, whichever is less	2	✓	✓
3% of the first 3 years' sale or at least Bt450 million, whichever is less	3	✓	✓
		2.00	A Paratoon California and California

Sectors of Opportunity









Thailand Automotive

Industry





THAILAND'S AUTOMOTIVE INDUSTRY OVERVIEW

Thailand:
15th largest automobile producer in the world in 2011

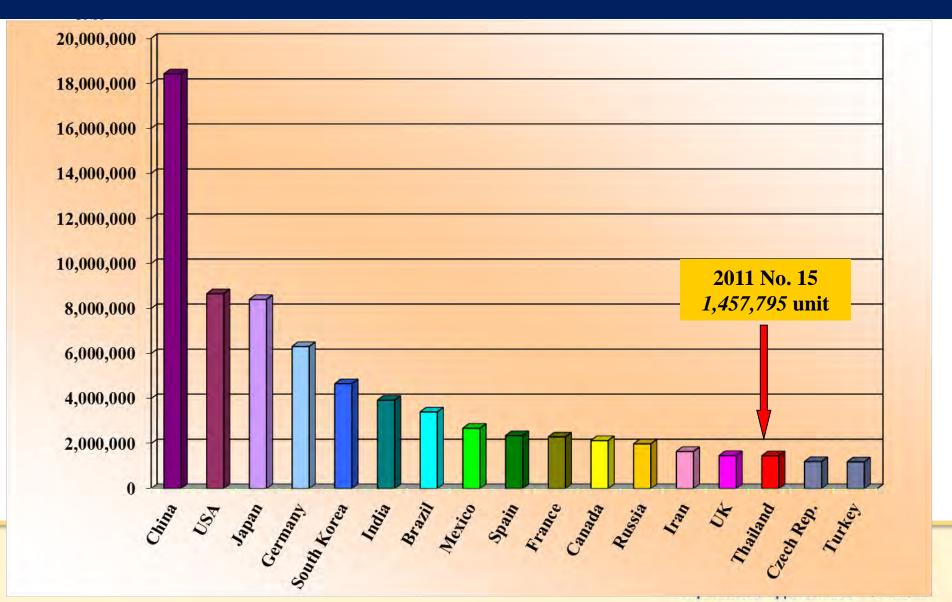
Target:
Top-10 by
2014, when
local capacity
projected at
2.43 million
units

Output: 14 assemblers with a combined production of 1,457,795 units in 2011 (50.46% forexport)

High local content:
80-90% for pick-up and 30-70% for passenger car



Thailand Ranked #15 2011 Automobile Production



Estimated Production Capacity

	2012	Investment	2015
Toyota	700,000	200,000	900,000
Ford & Mazda	500,000	-	500,000
Mitsubishi	400,000	100,000	500,000
Isuzu	220,000	100,000	320,000
Honda	240,000	-	240,000
Nissan	240,000	-	240,000
Suzuki	135,000	65,000	200,000
GM	160,000	-	160,000
Others	80,000	-	80,000
TOTAL	2,675,000	465,000	3,140,000



ASEAN- TO BE THE WORLD'S 8TH LARGEST AUTOMOTIVE MARKET

Automotive Sales

	Country	Sales 2010
1	China	17,212,891
2	USA	11,562,701
3	Japan	4,891,452
4	Brazil	3,363,445
5	Germany	3,109,641
6	India	2,712,587
7	France	2,669,402
8	UK	2,260,881
9	ASEAN	2,226,965
10	Italy	2,128,492

		Sales 2015
1	China	29,010,852
2	USA	16,466,283
3	India	5,788,462
4	Brazil	5,364,935
5	Japan	4,591,476
6	Germany	3,850,511
7	Russia	3,429,031
8	ASEAN	3,140,684
9	France	2,704,451
10	Italy	2,563,360

		Sales 2018
1	China	33,391,276
2	USA	16,970,585
3	India	9,039,806
4	Brazil	6,287,188
5	Japan	4,517,218
6	Russia	4,025,975
7	Germany	3,968,411
8	ASEAN	3,634,697
9	UK	2,897,909
10	Italy	2,793,822



Source: ASEAN-The Final Frontier, Frost & Sullivan

OPPORTUNITIES: COMPONENTS NEEDED IN THAILAND

- ✓ Automatic Transmissions
- ✓ Continuously Variable Transmissions (CVT)
- ✓ Traction motors for automobiles; e.g. Hybrid or fuel cell cars
- ✓ Regenerative Braking System
- ✓ Electronic Stability Control (ESC)
- ✓ Rubber tires for vehicles





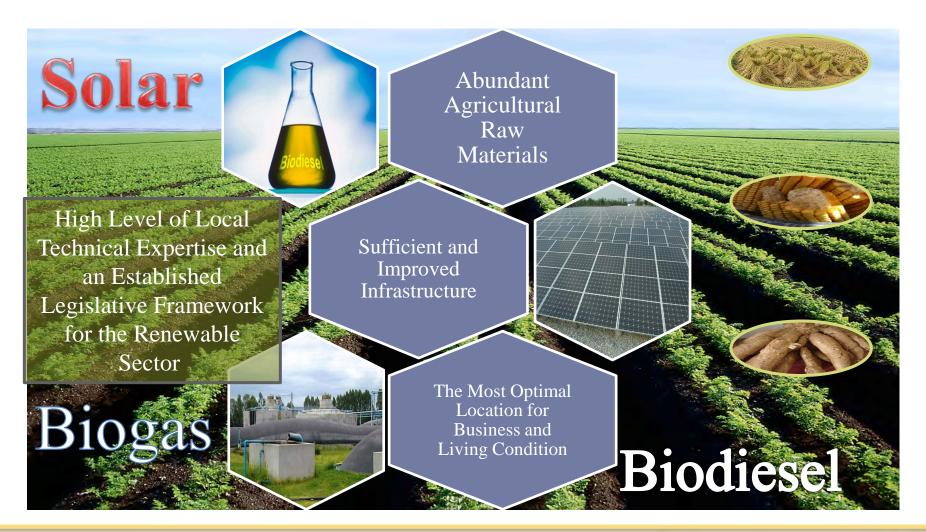






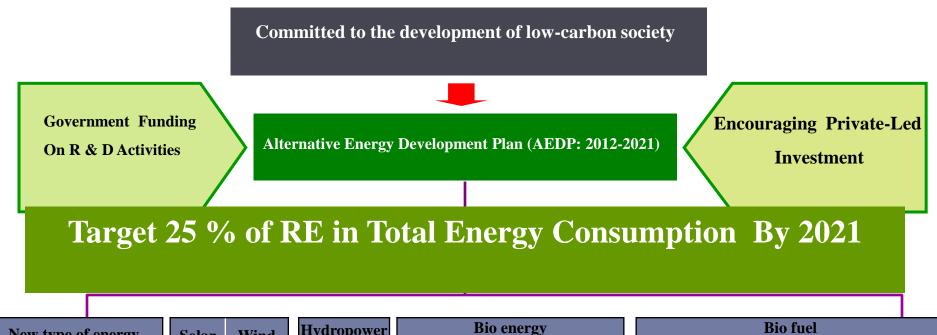
Renewable Energy

GROWING OPPORTUNITIES: RENEWABLE & ALTERNATIVE ENERGY





Thailand Renewable Energy Development Plan



New type of energy		
Tidal Wave Geothermal		
2MW	1MW	
3MW*		

Solar	Wind	
2,000	1,200	
MW MW		
3,200MW		

Hydropower
1,608MW

	Bio energy					
	Biomass	Biogas	Solid waste			
	3,630MW	600MW	160MW			
1	4,390MW					

Bio fuel			
Ethanol	Bio-diesel	New types to replace diesel (hydrogen)	
9ML/d**	5.97ML/d	25ML/d	

To substitute for fossil fuels by 44%





Current Situations and targets (1/2)



Туре	unit	Current capacity	New Target 9,201 MW	Old Target 5,607.5 MW
Electricity				
1.Wind	MW	7.28	1,200	800
2.Solar	MW	120.14	2,000	500
3.Hydro	MW	86.39	1,608	324
4.Biomass	MW	1,751.86	3,630	3,700
5.Biogas	MW	138		120
6.MSW	MW	13.45	600	160
7.Tidal & Geothermal	MW	0.35	160 3	3.5



Source: Ministry of Energy



Current Situations and targets (2/2)

Type	Unit	Current capacity	New Targets	Old Targets
Heating 8. Solar 9. Biomass 10. Biogas 11. MSW	Ktoe	3.25	100	35
	Ktoe	4,493	8,200	6,760
	Ktoe	421.34	1,000	600
	Ktoe	1.71	35	35
Biofuel 12. Ethanol 13. Biodiesel 14. 2 nd Gen. Biofuels for Diesel market	ML/Day	1.24	9.0	9.0
	ML/Day	2.78	5.97	4.5
	ML/Day	-	25.0	-



Source: Ministry of Energy

Unparalleled Opportunities

Plentiful Supply of Raw Materials/Feedstock

- ☐ Thailand is # 1 exporter of cassava/tapioca products and # 2 exporter of sugar in the world
 - → availability of raw materials for ethanol (Forecast cassava production of 24.85 million tons in 2012)
- ☐ Thailand is # 1 exporter of rice and other crops e.g.
 - Rice straw
 - Sugarcane leaves
 - Cassava finger, root, trunk & rhyzome
 - Oil palm leaves and bunch
 - Corn cob & trunk
 - Wood chips & pellets
 - →availability of biomass feedstock if technology from cellulosic to liquid fuel is commercial.
- Large agro-industry such as tapioca, palm oil, modern farming & food processing
 - → opportunities for bio-gas business combined with waste treatment units
- Promoting plantation of fast growing crops for power generation
- Yearly average photometry of 18.2 MJ/ m2 per day

Strong Government Support

- Attractive tax incentives for alternative power producers
- Adder scheme
- Some direct subsidy (10-30%) on biogas, MSW,
 Solar-hot water projects
- Government Co-investing scheme ("ESCO Fund")



BOI POLICIES TO PROMOTE RENEWABLE ENERGY

Incentives:

- Import duty exemption on machinery all zones, except Bangkok
- 8-year-corporate income tax exemption without being subject to a corporate income tax exemption cap, all zones except Bangkok
- 50% reduction of CIT on the net profit generated from investment for 5 years after the exemption period
- Double deductions for transportation, electricity and water costs for 10 years from the date of first income derivation from promoted activity
- Deduction of infrastructure installation or construction costs from net profit in addition to normal depreciation of not more than 25% of the project
- Applications must be submitted within Dec 31, 2012





Source: BoI Announcement No.2/2553, April 23, 2010

"ADDER": FEED-IN PREMIUMS

Fuel	Adder (B/kWh)	Supporting period (Year)
Biomass - Installed capacity <= 1 MW - Installed capacity >1 MW	0.50 0.30	7 7
Biogas (all categories of production sources) - Installed capacity <= 1 MW - Installed capacity > 1 MW	0.50 0.30	7 7
Waste (community waste, not hazardous industrial waste, and inorganic waste) - AD &b LFG - Thermal Process	2.50 3.50	7 7
Wind power - Installed capacity <= 50 kW - Installed capacity > 50 kW	4.50 3.50	10 10
Mini and micro hydropower - capacity 50-200 kW	0.80	7



10

1.50

6.50

- capacity < 50 kW

Solar power



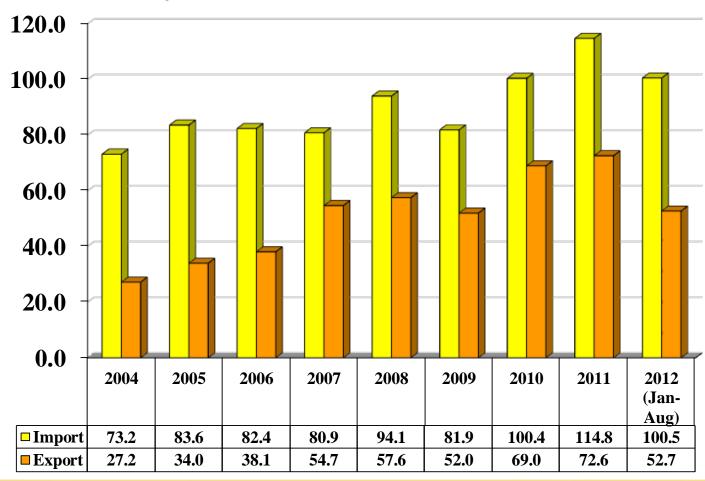


Machinery

Economic transition from labor intensive to knowledge-based is creating great demand

MACHINERY AND PARTS: IMPORTS AND EXPORTS, 2004 – 2012 (JAN-AUG)

DKK Billion





Source: Ministry of Commerce, Oct 1, 2012 DKK1=Bt5.27 in Q3, 2012

OPPORTUNITIES IN MACHINERY

• Thailand continues to industrialize, but is dependent on foreign industrial machinery for immediate future.

- High demand for:
 - Food and farm machinery
 - Alternative energy/energy conservation machinery
 - Textile machinery
 - Automotive machinery
 - Mould & Die Industry











Electronics & Electrical **Products** Integrating Innovation & Technology

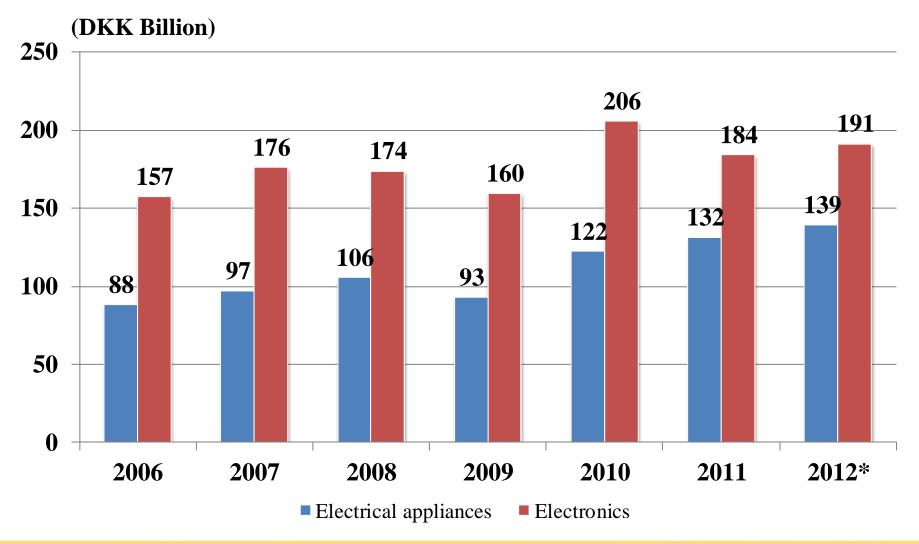
Rank	Country	Export Value (DKK Billion)
1	China	3,983.5
2	Hong Kong	1,453.1
3	United States	1,299.8
4	Germany	1,081.5
5	Japan	1,012.3
6	Singapore	908.0
7	South Korea	816.6
8	Netherlands	737.6
9	Taiwan	680.3
10	Mexico	558.5
11	Malaysia	478.0
12	France	331.7
13	Thailand	316.6
14	Italy	273.0
15	Czech Republic	257.5

TOP 15 COUNTRIES FOR GLOBAL ELECTRICAL & ELECTRONICS INDUSTRY IN 2011

In 2011,
Thailand is
ranked # 13 for
World's
Exporting value
in E&E market

Source:

THAILAND'S E&E EXPORT FORECAST





Thailand's Food Industry



















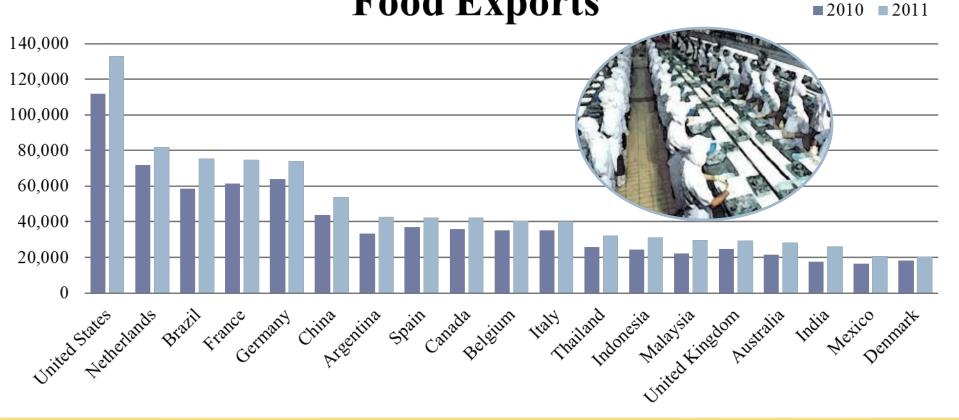
2011 THAILAND'S TOP FOOD EXPORT CATEGORIES AND WORLD'S RANKING



Source: National Food Institute 2012

THAILAND'S TOP FOOD EXPORT CATEGORIES AND RANKING (2011)

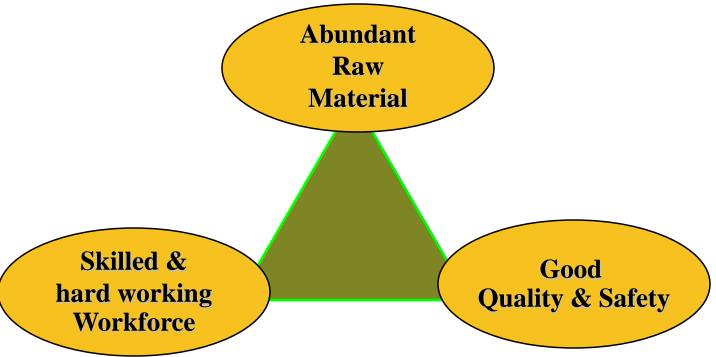
Thailand is Ranked #12 for World's Food Exports



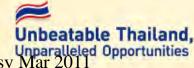


STRENGTHS OF THAI FOOD INDUSTRY

> 80% of raw materials used by the food industry are locally sourced at low prices



Size of workforce now > 39.5 million Minimum Daily Wage Bt300 (Bangkok) GMP and International Standard Good Manufacturing Practices is a mandatory measure for 54 types of food products





MAJOR AGRICULTURAL COMPANIES



บริษัท สุรพลฟู้ดส์ จำกัด (มหาชน)

In Food Safety...We Care In Food Traceability...We Know www.surapon.com





















HIGH VALUE-ADDED SERVICES







The Land of Smiles at Your Service

SERVICES INDUSTRY

- Services account for about 50% of GDP
- Many opportunities exist in this growing sector:
 - Hospitality business
 - Film & Entertainment
 - Regional Operating Headquarters
 - Business process outsourcing
 - Distribution Centers
 - Logistics
 - Aircraft repair and maintenance







1	Bangkok	
2	Florence	
3	Istanbul	
4	Cape Town	
5	Sydney	
6	Rome	
7	New York City	
8	Hong Kong	
9	Kyoto	
10	Paris	

2012 Top 10 Cities

Source: Travel +Leisure Magazine



SOME ROH INVESTMENTS IN THAILAND

























BOI SERVICES

BOI SUPPORT SERVICES



Investment Matchmaking Program

1-Stop for visas & work permits: work permits in 3 hours

Industrial Subcontracting Services Vendors meet customers program (BUILD Unit)

ASEAN Supporting Industry Database

Interaction with other govt. agencies on behalf of investors

Country desks

Overseas offices



ASEAN SUPPORTING INDUSTRY DATABASE (ASID)

www.asidnet.org

• Information and profiles of companies in supporting industries and manufacturers of parts and components in 10 ASEAN countries



One Start One Stop Investment Center





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THANK YOU

