

Thailand – Market Overview

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Previous Convictions:

TNS (China) - Account Manager

Market21 (Thailand) - Category Management Consultant

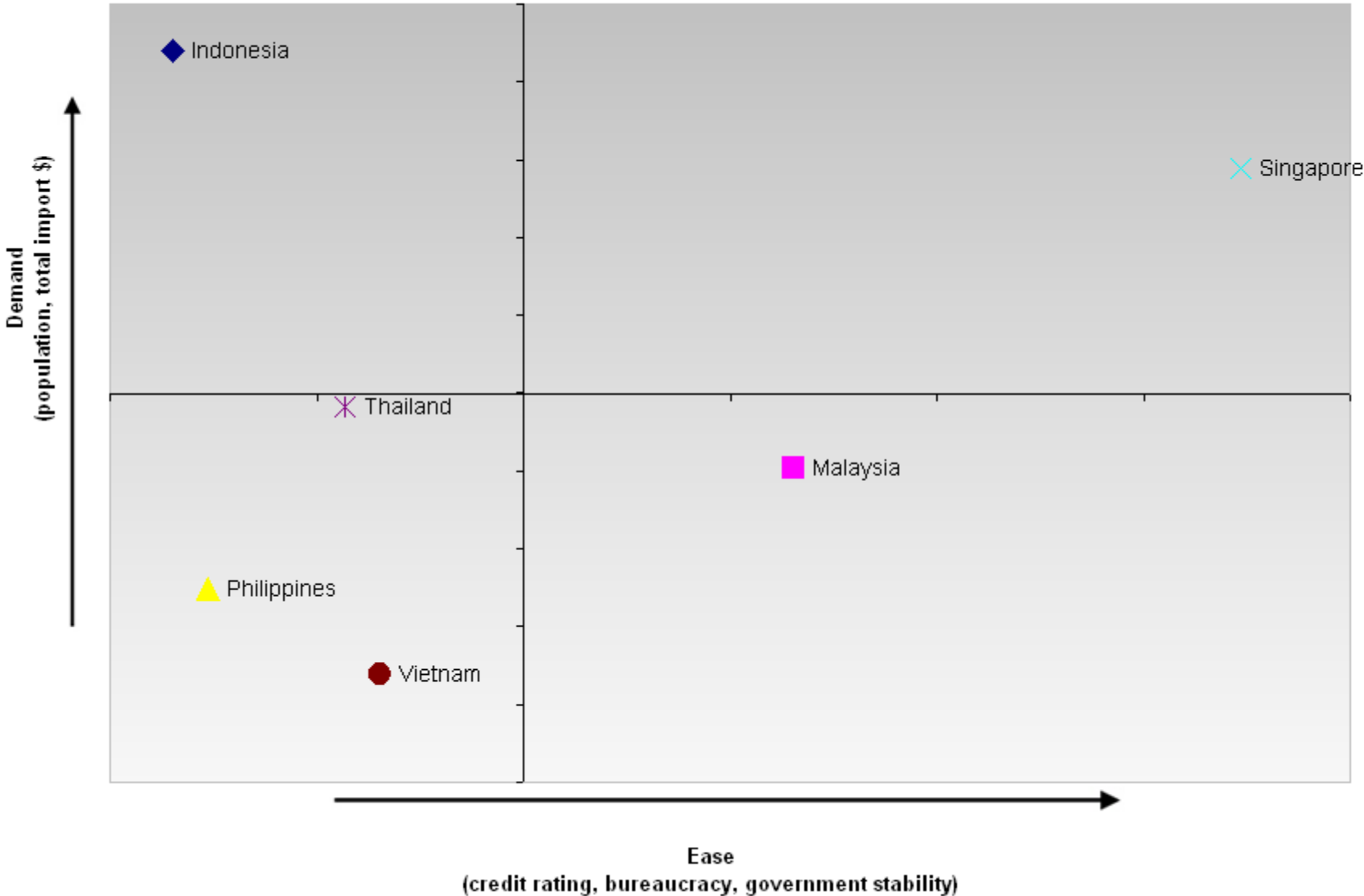
Swinburne University Of Technology (Thailand) - Head Of Industry Training

Market Overview - Contents

- **Brief market overview and current trading conditions**
- **Ease of doing business**
- **Business opportunities available for British companies**
- **Key pointers on the routes to market**
- **Common barriers and how to overcome them**
- **Key considerations for building UK-Thai relations**

Overview –Thailand vs The Others

BCC Market Selection Tool East Midlands event



Source: British Chambers Of Commerce Market Selection Tool

Overview –Thailand vs The Others



INPUT DEMAND & EASE DIMENSIONS

Show Calc

Create Chart

Clear Input Country List

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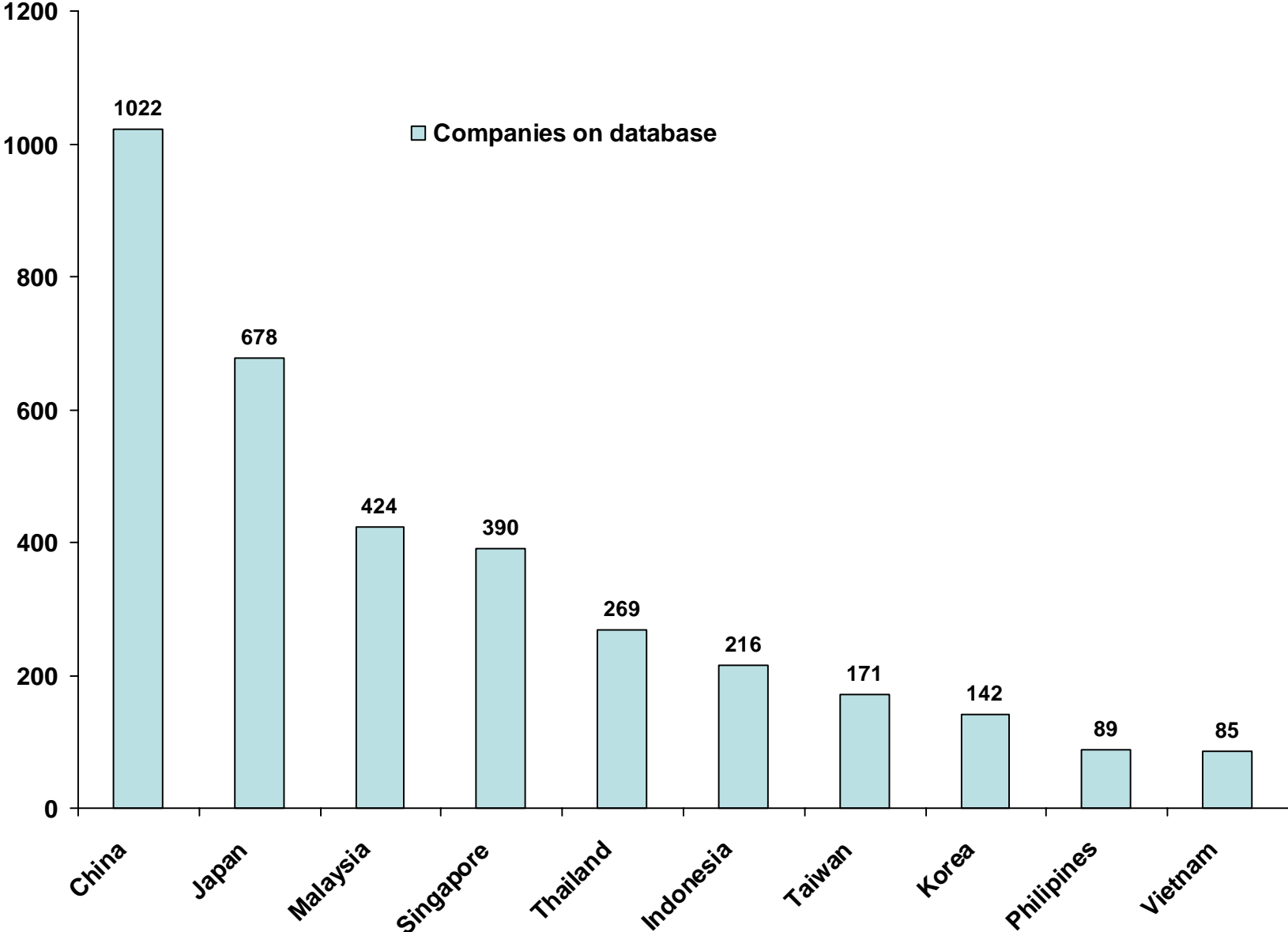
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Country
Criteria :
Weighting :

	Demand			Ease		
	gdp	population	total import \$	credit rating	bureaucracy	corruption
	1.00	1.00	1.00	1.00	1.00	1.00
	Populate	Populate	Populate	Populate	Populate	Populate
Indonesia	837.80	237,512,362.00	74,473,428,731.00	3.00	2.00	2.30
Malaysia	357.40	25,274,132.00	146,910,345,623.00	6.00	3.00	5.10
Philippines	299.60	96,061,680.00	57,995,660,905.00	3.00	3.00	2.50
Singapore	228.10	4,608,167.00	238,704,170,692.00	7.00	4.00	9.30
Thailand	519.40	65,493,296.00	128,584,476,026.00	5	2.00	3.30
Vietnam	221.40	86,116,560.00	44,891,115,726.00	3.00	2.00	2.60

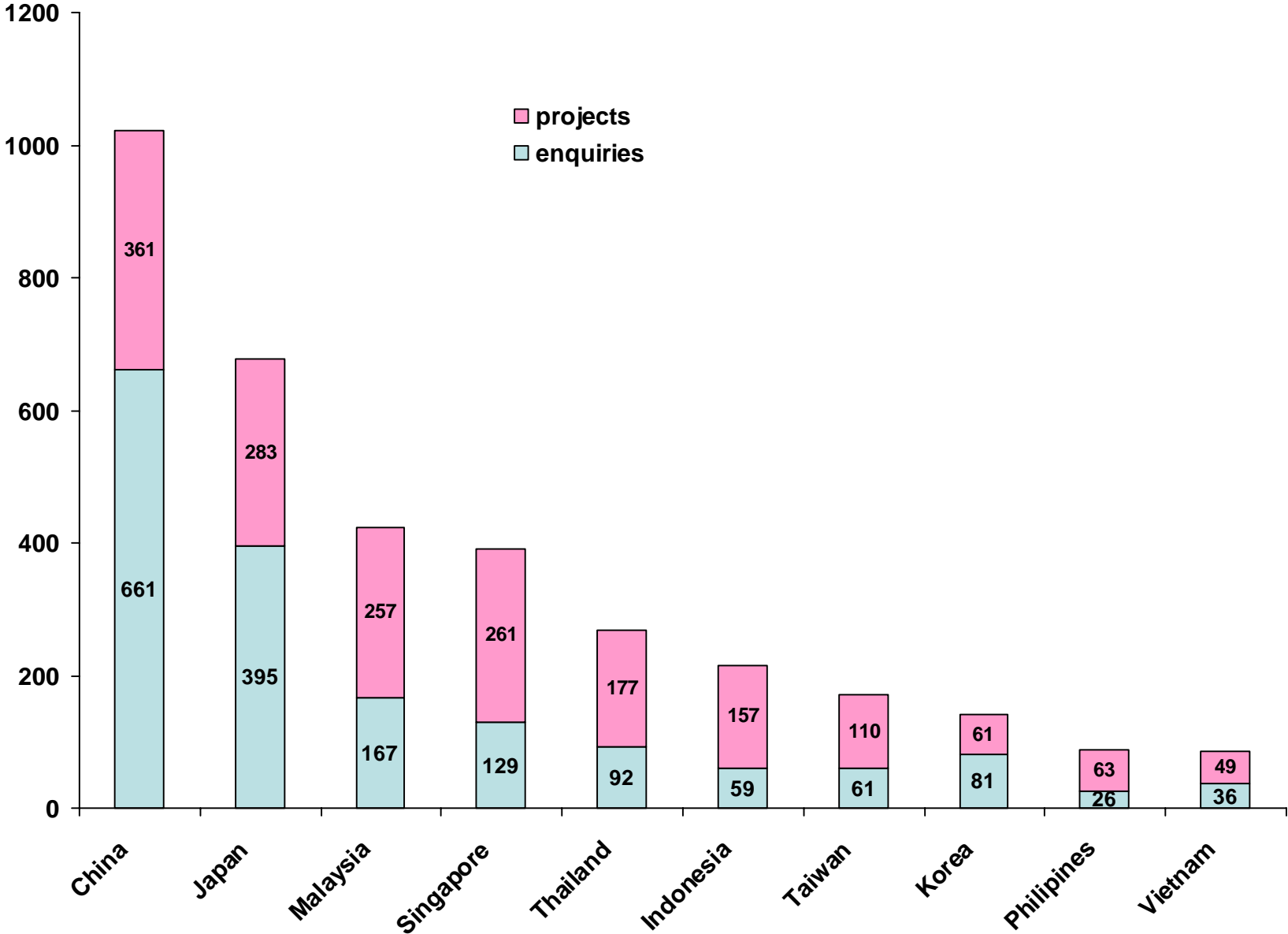
Source: British Chambers Of Commerce Market Selection Tool

Overview –Thailand vs The Others



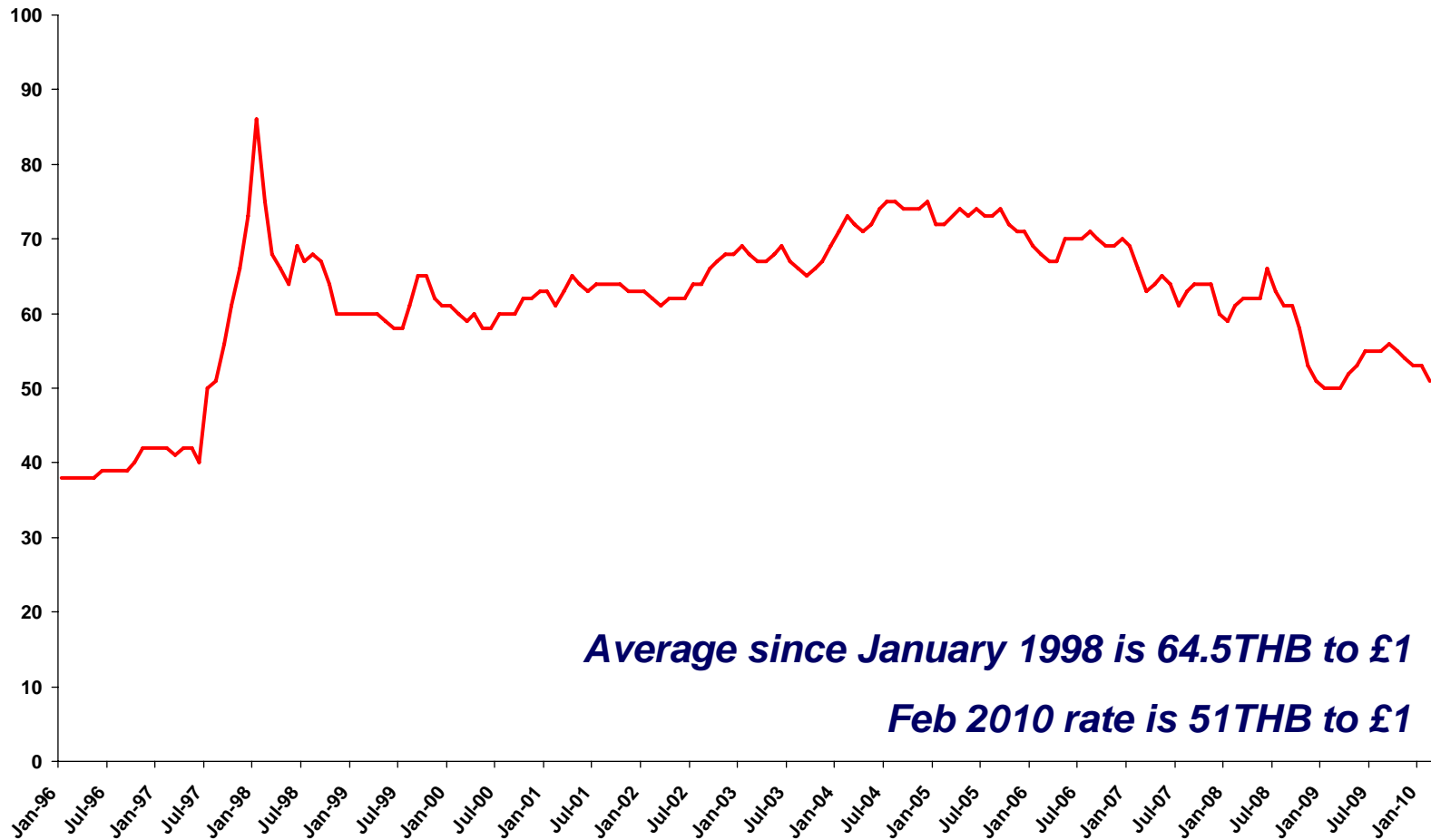
Source: Export Marketing Research Scheme

Overview –Thailand vs The Others



Source: Export Marketing Research Scheme

Current Trading Conditions – Thai Currency



THB vs GBP January 1998 to February 2010.

Source: x-rates.com

Current Trading Conditions

Key Business Zones



Source: maps-thailand.com

Opportunities – The UKTI View

“There are generally opportunities across the board for UK companies but it is felt that the government’s recent stimulus package aimed mostly at consumers offers potential opportunities to UK companies along the following lines:

Better prospects for sale of consumer goods

Some prospects for sale of medical/health products for the old

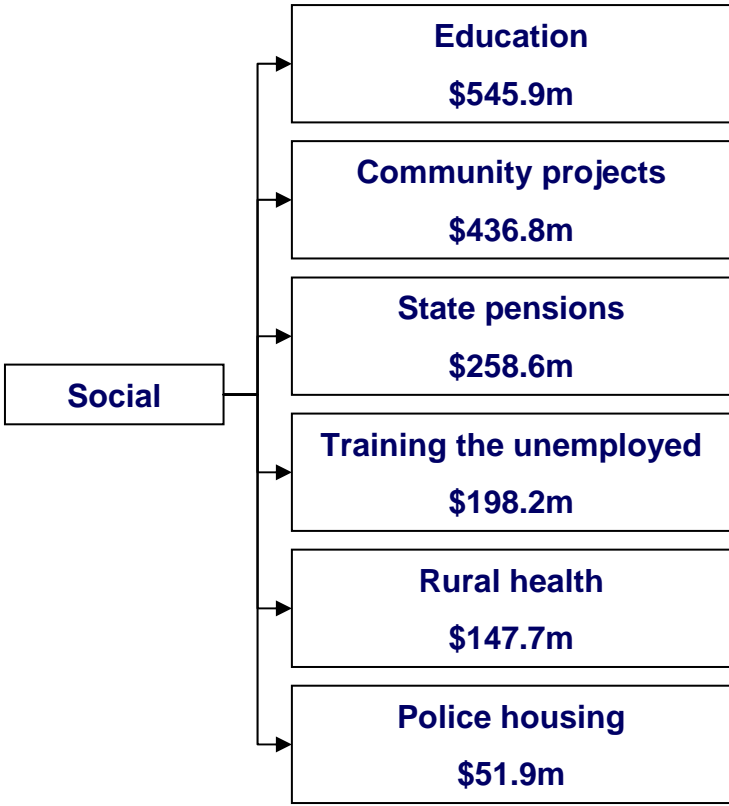
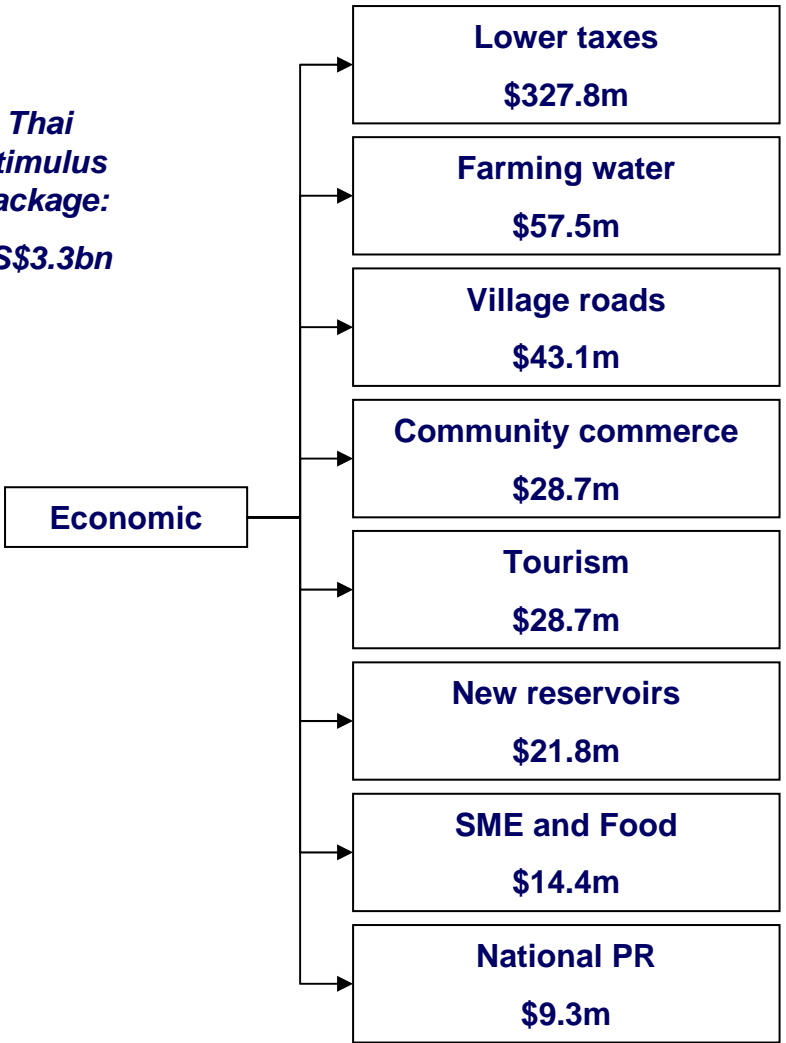
Prospects for opportunities in the field of education (as a greater number of the population will get schooling)

Prospects for conducting skills training classes/courses

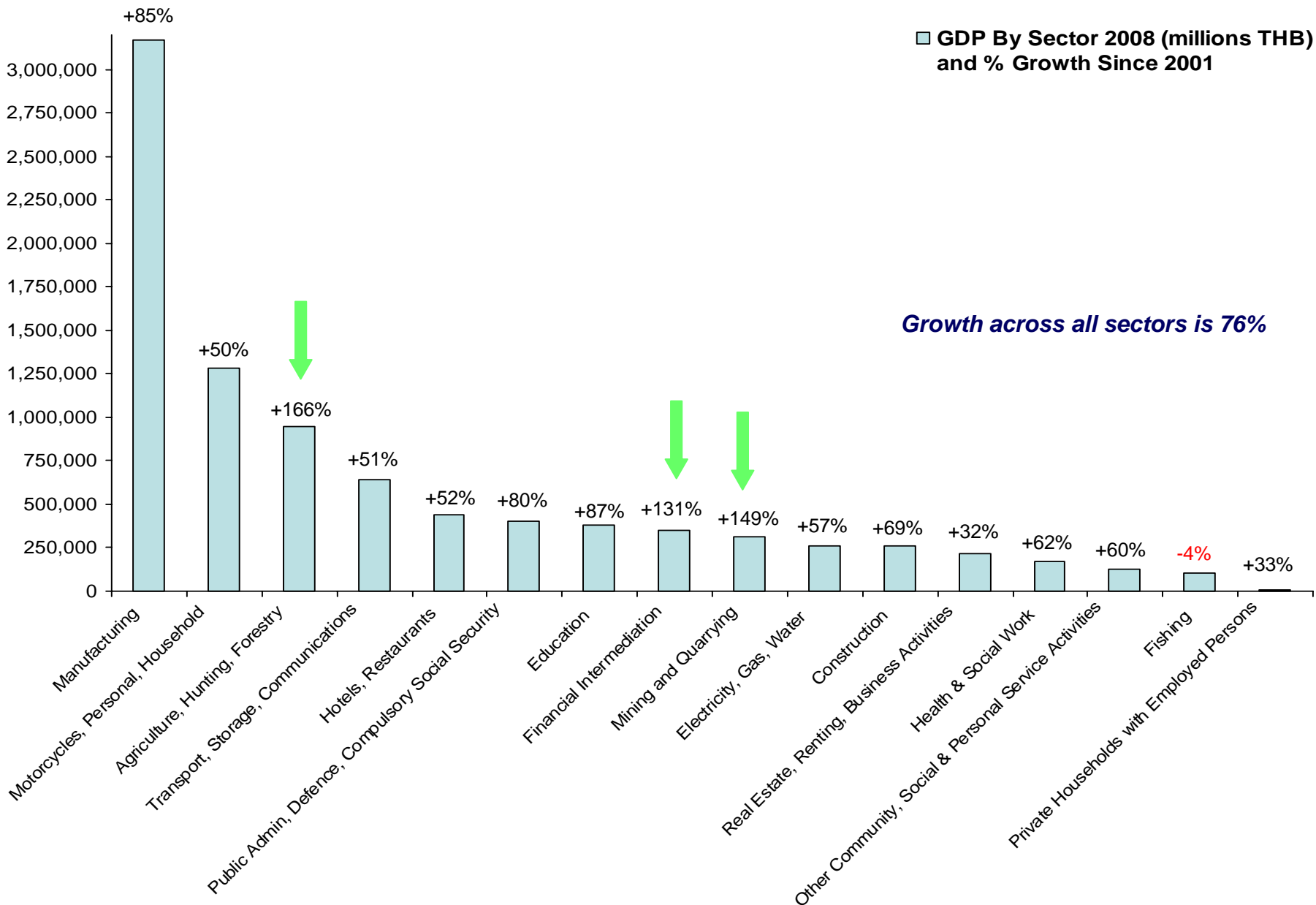
Some scope for sale of light-infrastructure goods/services”

Opportunities – Government Activity

*Thai
Stimulus
Package:
US\$3.3bn*



Opportunities – Sector Growth



Source: National Statistic Office Of Thailand

Opportunities - Trade Shows

Building Maintenance

Gifts

Packaging, Printing, Paper x 2

Metalworking x 2

Glass

Instrument, Measurement, Analytical & Control Engineering

Robotics

Mold & Die Manufacturing

Woodworking and Furniture Production Machinery

Automotive x 4

jewellery x 2

Retail & Hospitality Supply

Franchising

Shipping

Plastic & Rubber Technology

Subcontracting

Animal Feed

Food & drink x 3

Education x 2

Environment x 2

Furniture x 2

Pumps & Valves

Textiles

Health, Safety & Security x 2

Machine Tools

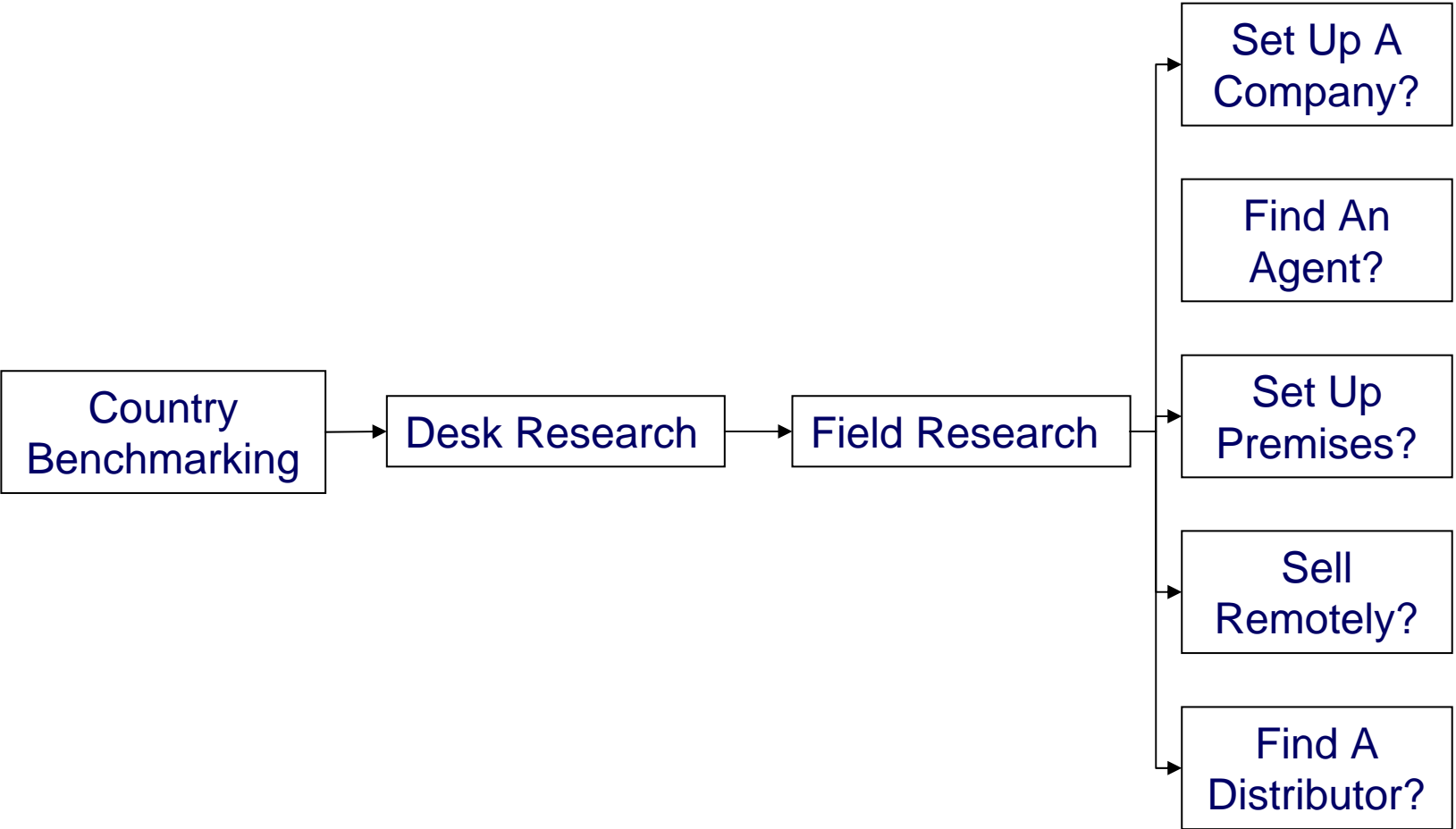
Fashion

Automated Manufacturing & Assembly Technology x 3

petroleum

Cosmetics

What is my route to market?



Office Space Costs

5 most expensive places to rent

1. London (West End)
2. Tokyo (Inner Central)
3. Tokyo (Outer Central)
4. Hong Kong (Central District)
5. Moscow



151. Bangkok



179. Jakarta

Setting up a Ltd Company.

- Up to approx £600 if you do it alone
- At best 30 days
- Lawyers are cheap in this field – use them, as it is actually a minefield!
- Be prepared for vague laws that are often exploited

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[edit] Guidelines for business etiquette

Executive Planet™ provides valuable tips on business etiquette, customs and protocol for doing business worldwide.

[edit] Essential business culture guides for the international traveller

 Argentina	 Australia	 Austria	 Belgium
 Brazil	 Canada	 Chile	 China
 Colombia	 Denmark	 Egypt	 Finland
 France	 Germany	 Greece	 Hong Kong
 India	 Indonesia	 Iran	 Ireland
 Israel	 Italy	 Japan	 Jordan
 Malaysia	 Mexico	 Netherlands	 Norway
 Peru	 Philippines	 Poland	 Portugal
 Russia	 Saudi Arabia	 Singapore	 South Africa
 South Korea	 Spain	 Sweden	 Switzerland
 Taiwan	 Thailand	 Turkey	 United Arab Emirates
 United Kingdom	 United States	 Venezuela	 Yemen

[edit] Cultural Quick Tip

Cultural Quick Tip is provided courtesy of [4] Culture Coach.

Observe the World Around You

Our cultural background is part of the filter through which we see the world. It impacts how we perceive events

Discussions not available on http://www.executiveplanet.com/

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What Thais Think Of Expats

- Bossy and jump to conclusions.
- Underestimate the ability of local staff.
- Think they know everything even after only a short period of time in Thailand.
- Some make fun of accents or Thailand.
- Expats always think Thais are lazy and don't think much.
- Their culture teaches them to be more mature than Thais from an early age.
- Their survival attitude pushes them to be more opportunist.

What Thais Think Expats Think Of Them

- Too compromising -unconfrontational
- Thais like to blame their lateness on traffic jams.
- Not very direct with bosses
- Not following through on some particular jobs thoroughly.
- Play more than work

What Expats Think Of Thais

- Poor Time management
- Failure to separate personal and professional life
- Lack of assertiveness in negotiations
- Personal Chitchats,
- Thai Staff generally learn to work "just enough",
- Thai Staff generally don't get very excited to see the rest of the world Thais like to bring friends into their business.
- Not taking responsibility for workloads at critical times.
- Reactive work methods rather than proactive
- Telling you what they think you want to hear rather than the truth

What Expats Think Thais Think Of Them

- Work like the army style
- Favouritism
- Not smiling enough when they greet me.
- Not to issue corrections in front of their colleagues. Too serious
- Bad tempered Too straight and outspoken

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