



ENHANCING OPPORTUNITIES: THAILAND AS AN ASEAN HUB

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PH.D.

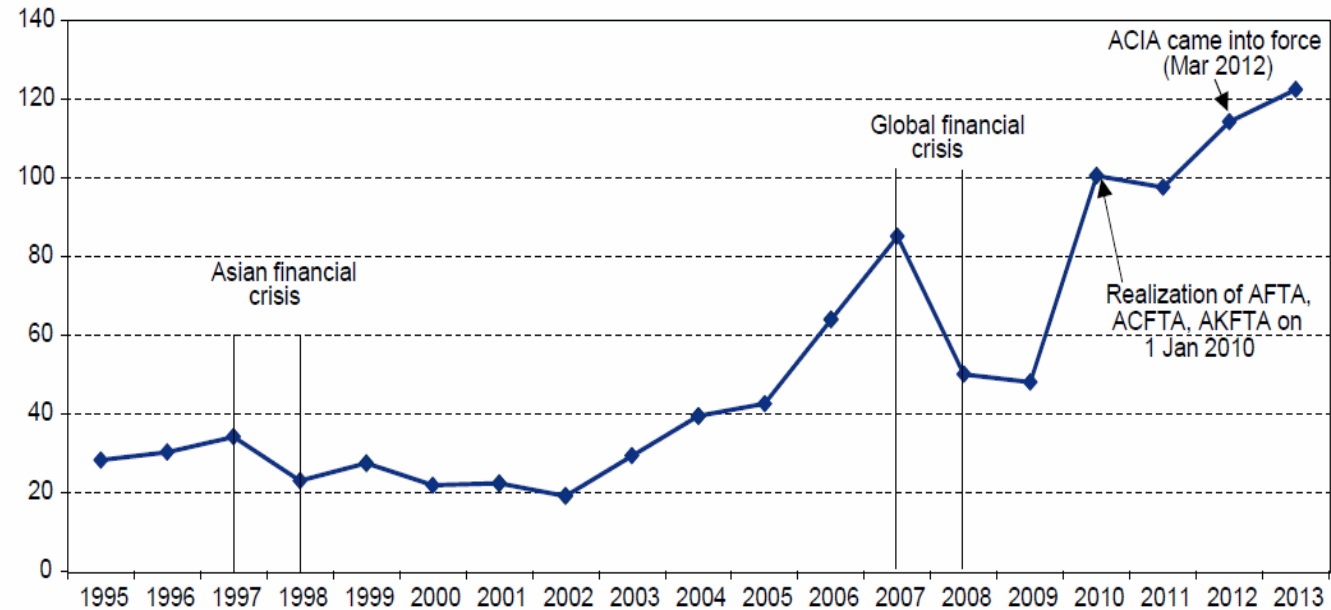
ASEAN

ASEAN Advantages



Active Consumers
 Growing middle class
 Infrastructure development/
 support
 Preferred workforce
 Integrated supply chain
 Intra-regional trade
 ASEAN FTAs
 Significant rise in FDI

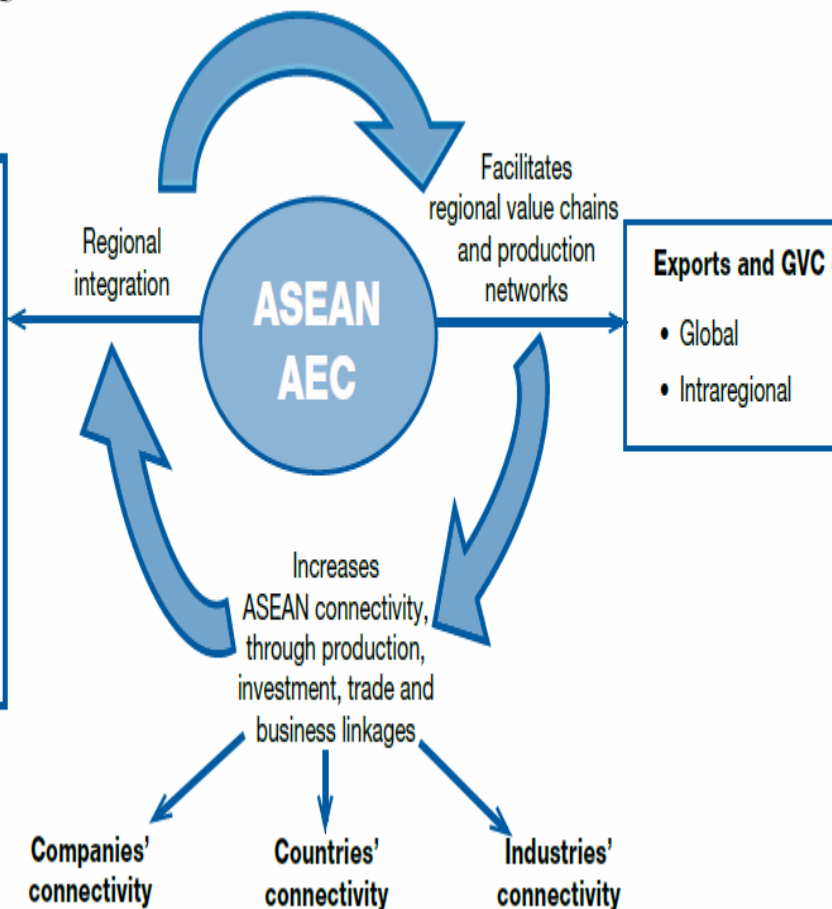
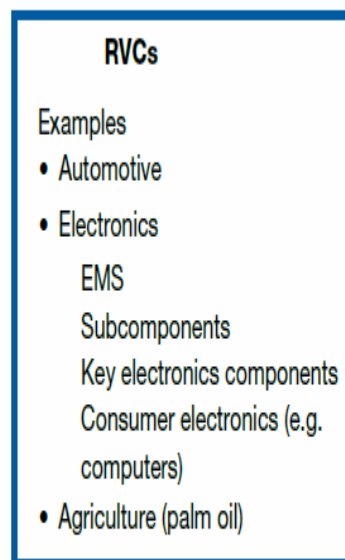
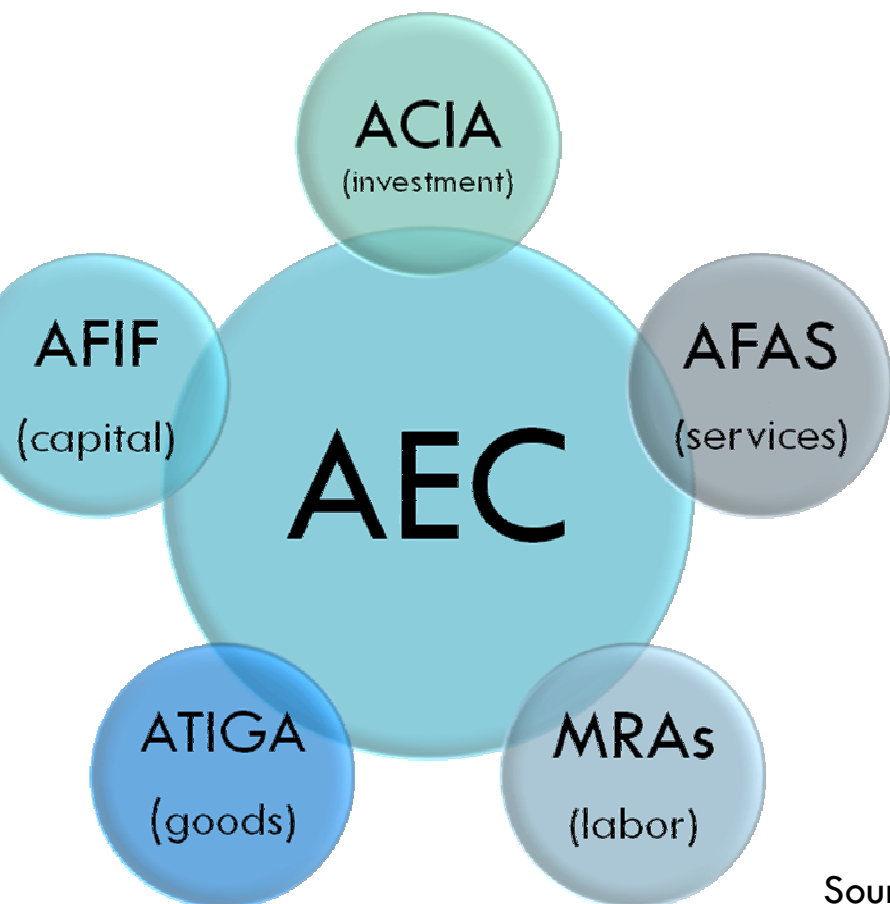
(Billions of dollars)



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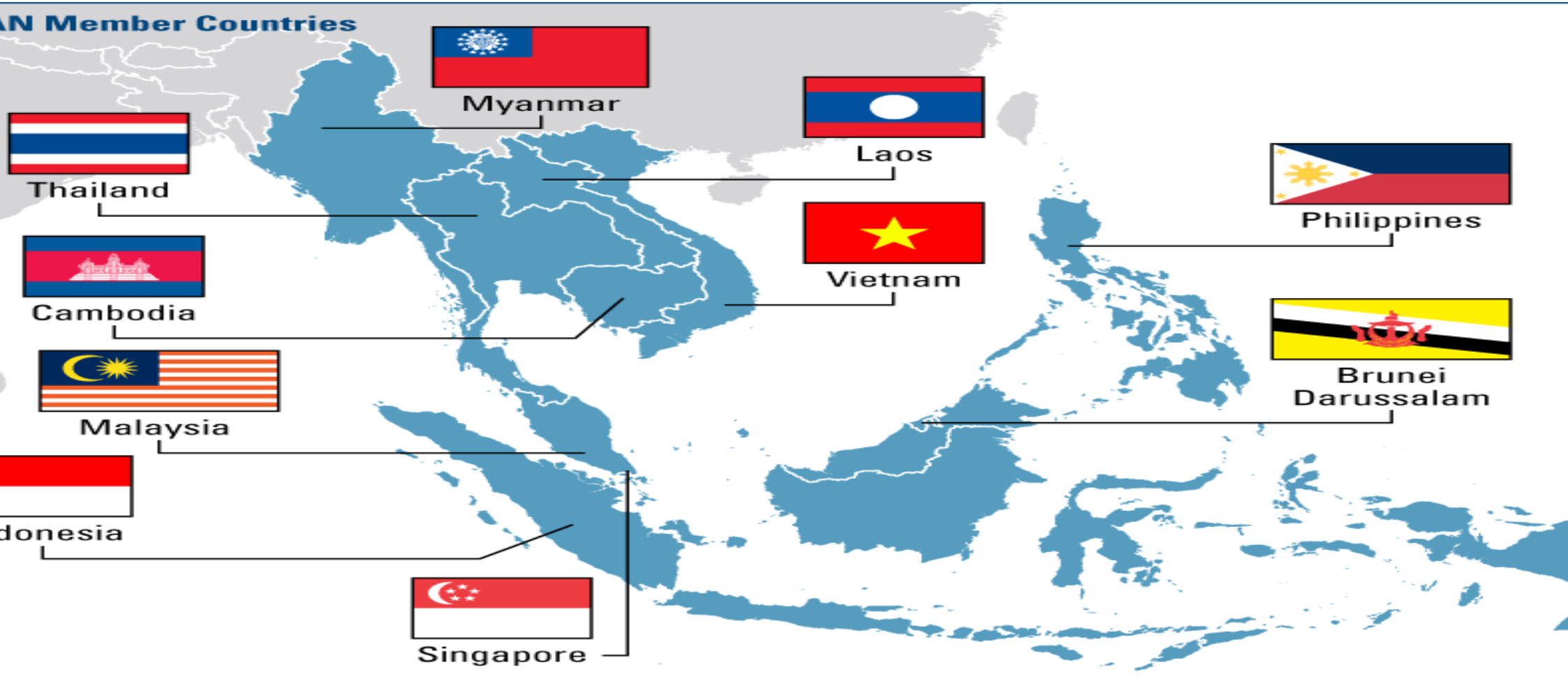
ASEAN Economic Community 2015

Regional Value Chains in ASEAN



Source: ASEAN Secretariat and UNCTAD, 2014

ASEAN Member Countries



THAILAND AS AN ASEAN HUB



THAILAND AS A HUB

Strategic Geographic Location

- ASEAN Connectivity Master Plan
- ASEAN Highway Network Project
- Open Skies Policy
- ASEAN Single Window (ASW) and National Single Window (NSW)

Strong Transport and Logistics Infrastructure via Thailand's 8-years (2015 – 2022) Transportation Development Strategic Plan



THAILAND AS A HUB

Thailand ranked in the upper band in terms of infrastructure development in ASEAN

Investment Promotion Scheme

- International Headquarter (IHQ) and International Trading Center (ITC)

Logistics and Business Hub for ASEAN

Infrastructure Quality Ranking 2014-15

	Road	Railway	Port	Air Trans
Hong Kong	7	3	4	3
Singapore	6	n/a	2	1
Korea	18	10	27	31
Taiwan	12	7	25	36
Malaysia	19	12	19	19
Thailand	50	74	54	37

Source: The Global Competitiveness Report (WEF, 2014)



THE THAI MARKET

Thai-Bulgaria Trade Overview

BILATERAL TRADE

Investment Potential

Sectors with Potential to Attract Investment - Thailand

Industry	Export	Share in World	Import	Tariff
Electrical and electronic equipment	46,167.0	1.9%	42,429.4	6.9
Chemicals and chemical products	23,628.4	1.2%	26,531.1	4.0
Rubber and plastic products	12,775.7	2.8%	5,334.5	8.9
Mining and quarrying	513.8	0.1%	2,116.9	4.2
Food, beverages and tobacco	27,954.2	2.8%	9,873.7	16.5
Wood and wood products	3,609.3	1.1%	2,891.6	7.4
Agriculture and hunting	11,535.6	2.3%	3,994.1	10.9
Coke, petroleum products and nuclear fuel	11,976.0	1.1%	5,825.6	4.0

THE THAI MARKET

Thai-Bulgaria Trade Overview

Bulgarian Exports to Thailand - 2013

Item	USD	Annual Value growth 2009-2013
Electrical, electronic equipment	9.33 M	28%
Residues, wastes of food industry, animal fodder	6.09 M	44%
Machinery	2.41 M	30%
Cereals	2.04 M	N.A
Pharmaceutical products	1.96 M	49%

- Value of Bulgarian Exports to Thailand in 2013 was more than USD 30.625 Million
- 20% average growth for Bulgarian Exports to Thailand between 2009-2013

Source: International Trade Centre

THE THAI MARKET

Thai-Bulgaria Trade Overview

Thai Exports to Bulgaria - 2013

Item	USD	Annual Value growth 2009-2013
Rubber and articles thereof	7.10 M	16%
Electrical, electronic equipment	5.95 M	17%
Machinery	2.76 M	3%
Manmade staple fibres	1.89 M	27%
Meat, fish and seafood preparations	1.89 M	38%

- Total Thai Exports to Bulgaria in 2013 was valued at more than USD 30.06 Million
- 15% average growth for Thai Exports to Bulgarian between 2009-2013

Source: International Trade Centre

THE THAI MARKET

Thai-Bulgaria Trade Overview

Opportunities for Bulgarian Companies

- Potential Investment Sectors
 - Transportation
 - Healthcare and Tourism
 - Energy and energy efficiency
- Thailand and Bulgarian Agreement on Promotion and Protection of Investment

THANK YOU

THE EUROPEAN ASSOCIATION FOR
BUSINESS AND COMMERCE