



ENHANCING OPPORTUNITIES: THAILAND AS AN ASEAN HUB

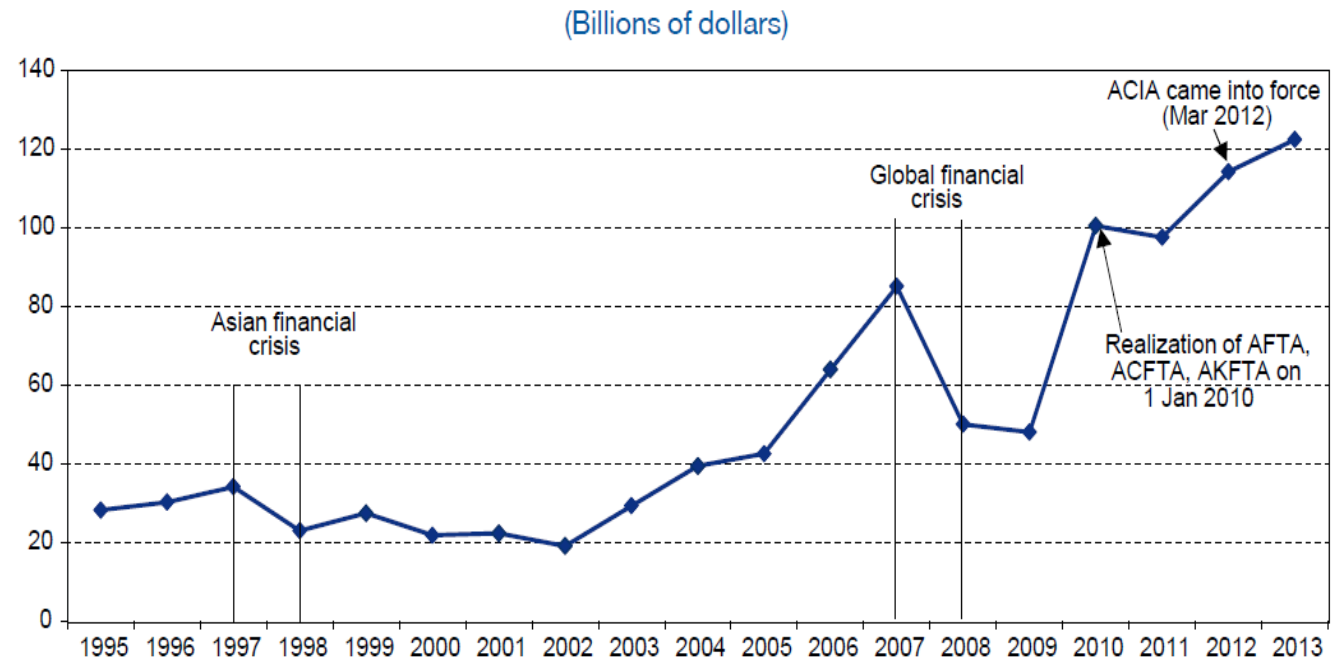
PITCHAYA
SIRIVUNNABOOD, PH.D.

ASEAN

ASEAN Advantages



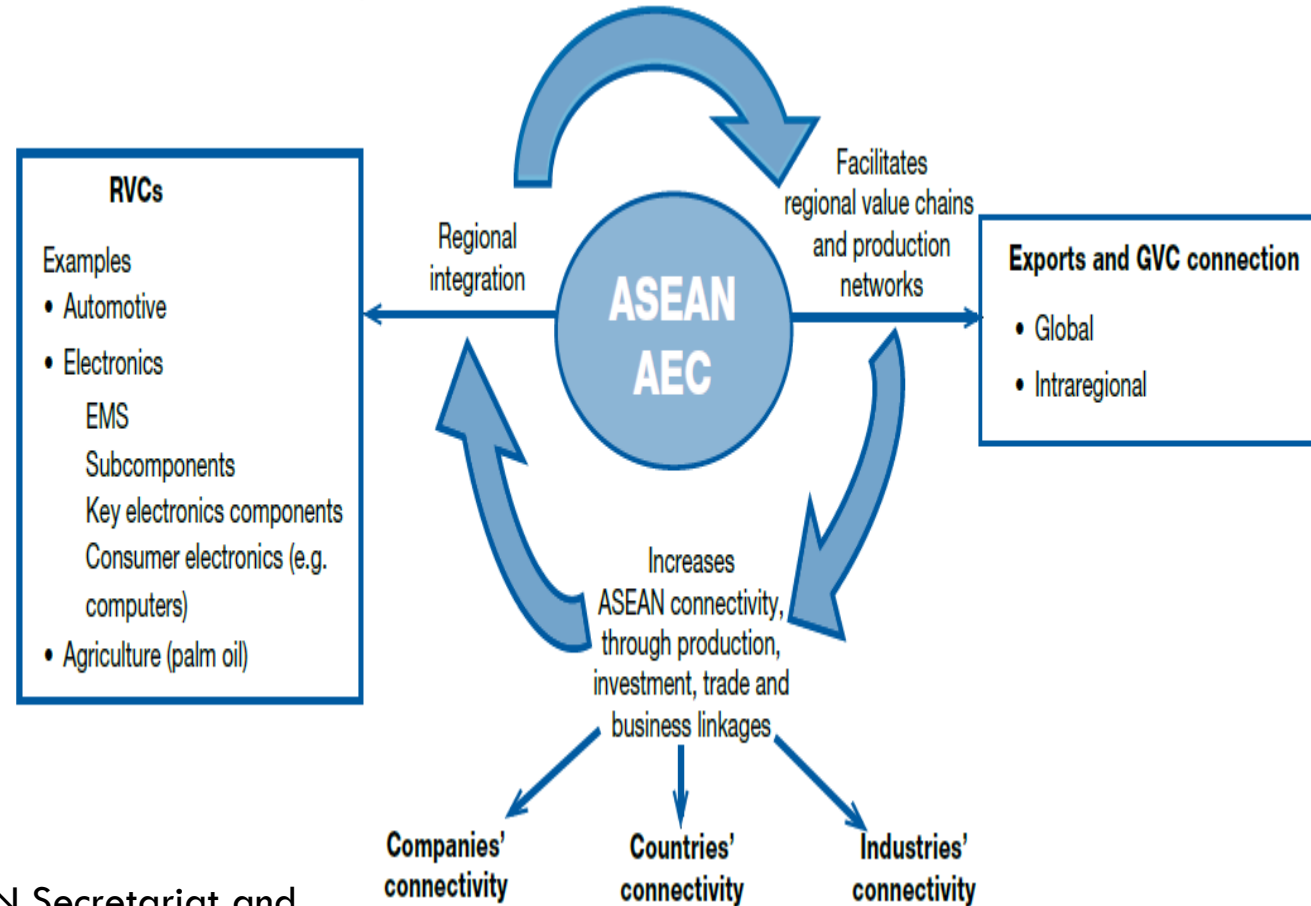
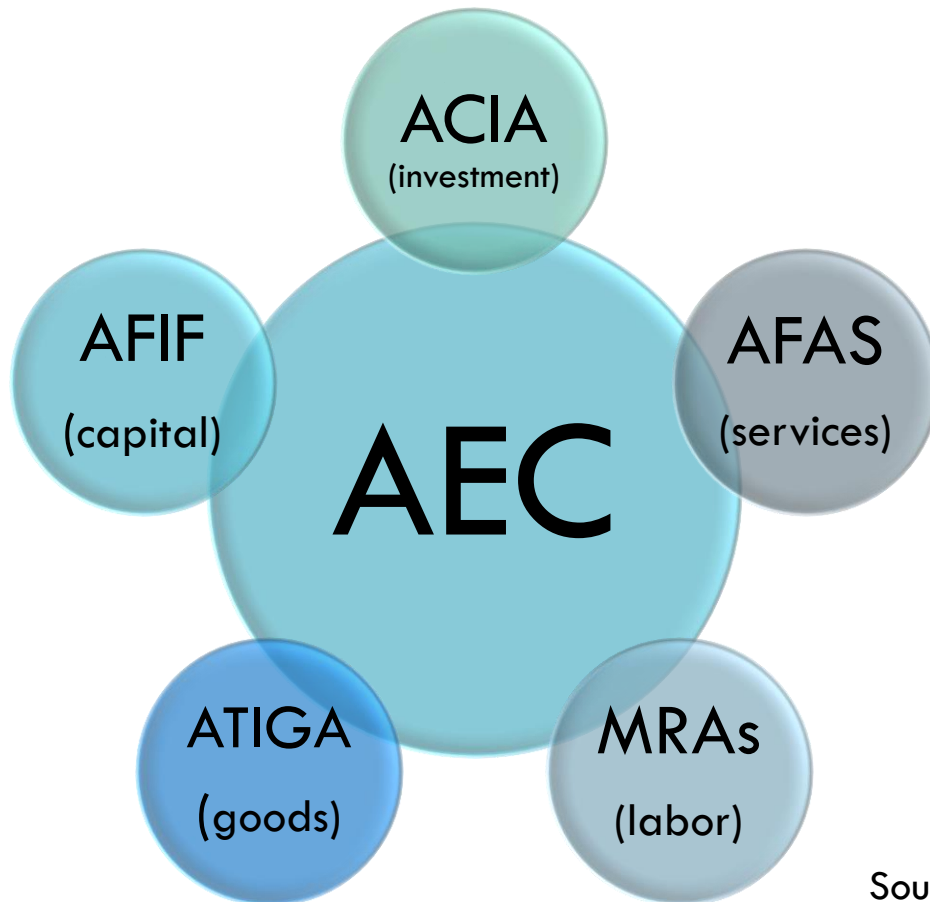
- Active Consumers
- Growing middle class
- Infrastructure development/ support
- Preferred workforce
- Integrated supply chain
- Intra-regional trade
- ASEAN FTAs
- Significant rise in FDI



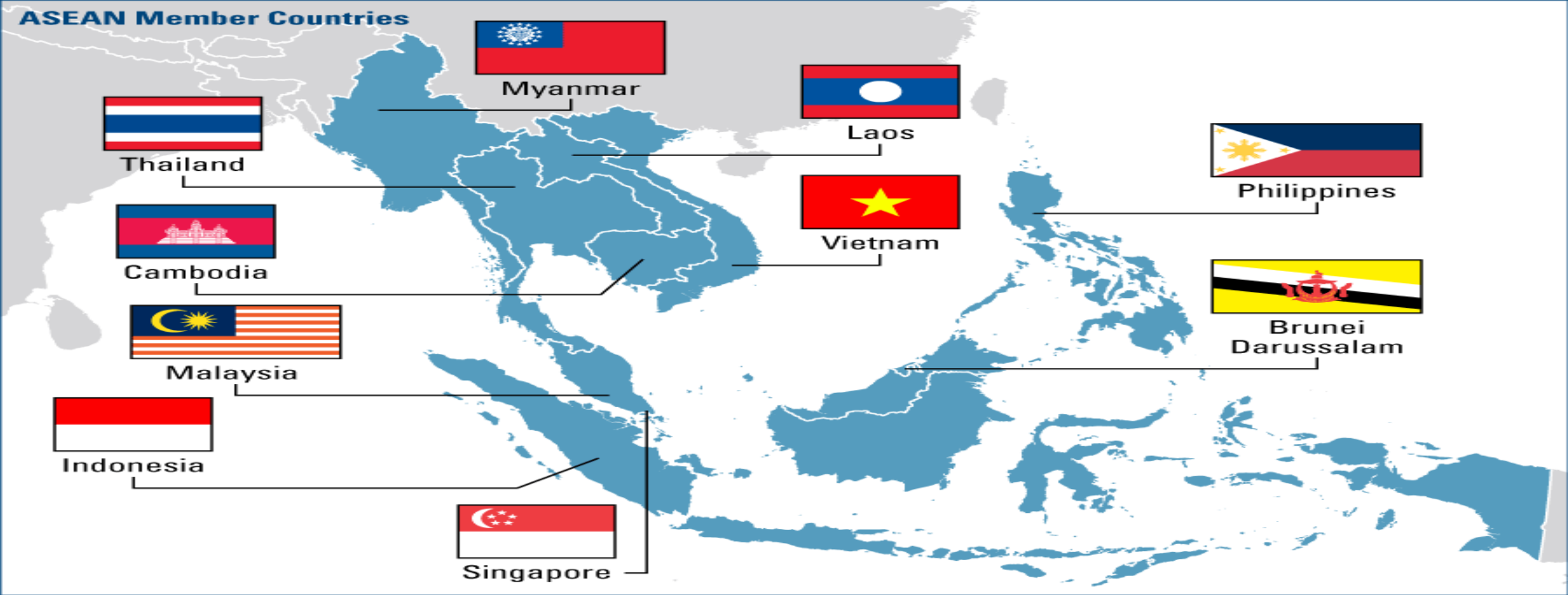
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ASEAN Economic Community 2015

Regional Value Chains in ASEAN



Source: ASEAN Secretariat and UNCTAD, 2014



THAILAND AS AN ASEAN HUB

THAILAND AS A HUB

- 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

Strategic Geographic Location



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 Transport
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 EUROPEAN ASSOCIATION FOR BUSINESS AND COMMERCE

Policy Advocacy

WHAT WE DO

Advocacy Working Groups

What We Offer

- “European Business Voice” in Thailand
- Policy Dialogues
- Position Paper 2012, 2013, 2015



THANK YOU

THE EUROPEAN ASSOCIATION FOR
BUSINESS AND COMMERCE