



# ENHANCING OPPORTUNITIES: THAILAND AS AN ASEAN HUB

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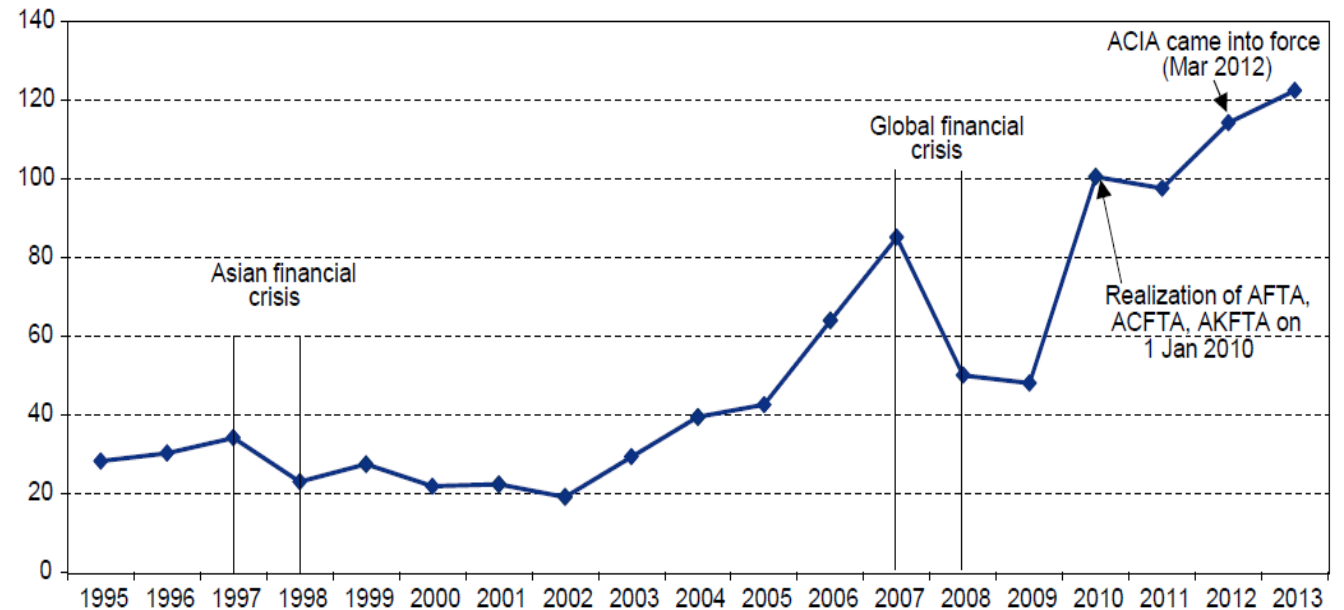
# ASEAN

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

## ASEAN Advantages



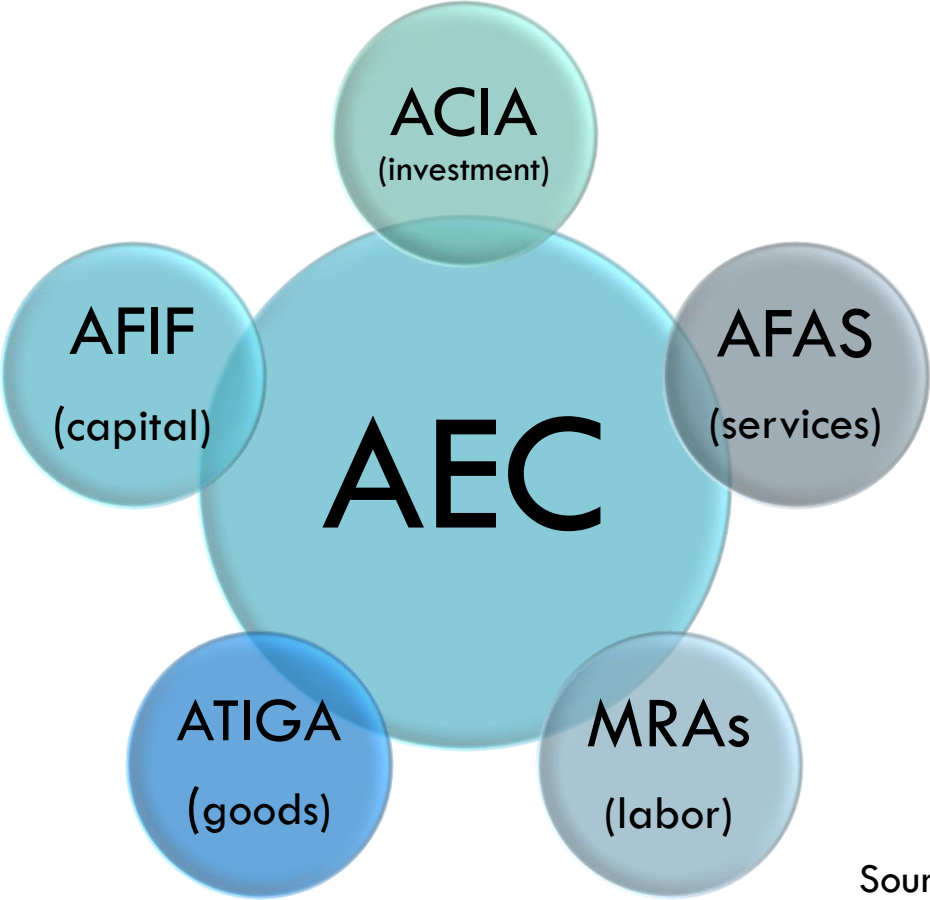
(Billions of dollars)



# ASEAN

## ASEAN Economic Community 2015

### Regional Value Chains in ASEAN



**RVCs**

Examples

- Automotive
- Electronics

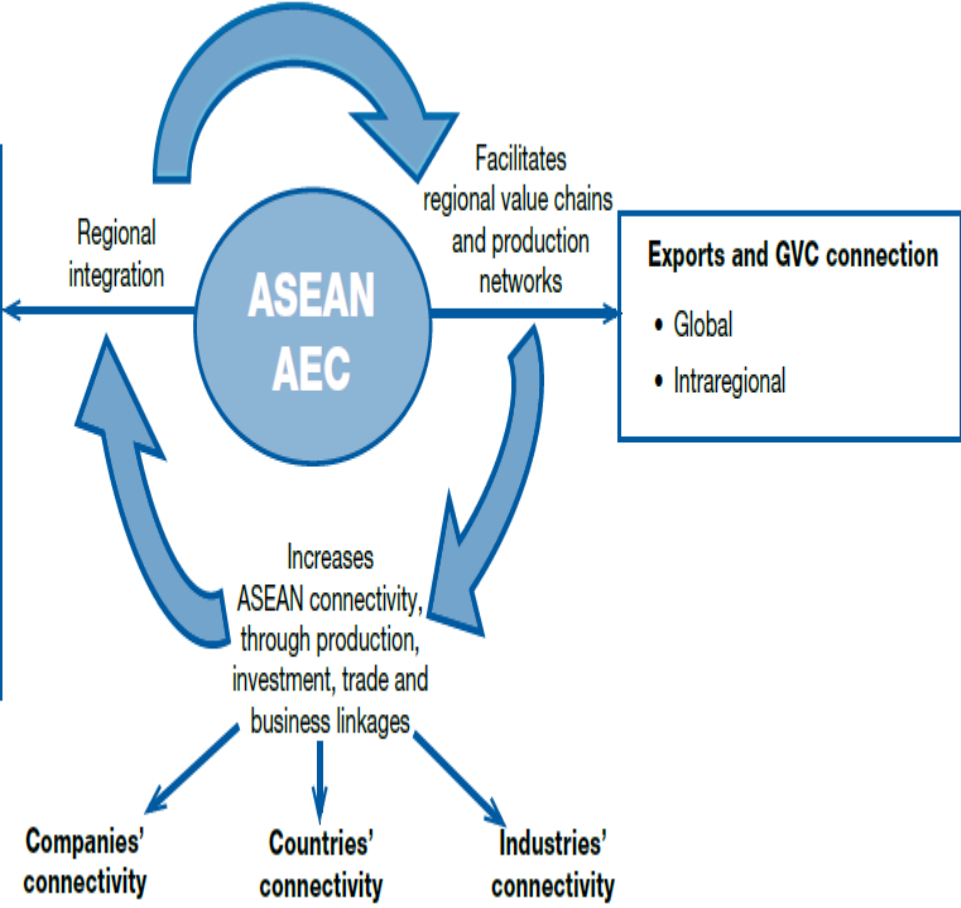
EMS

Subcomponents

Key electronics components

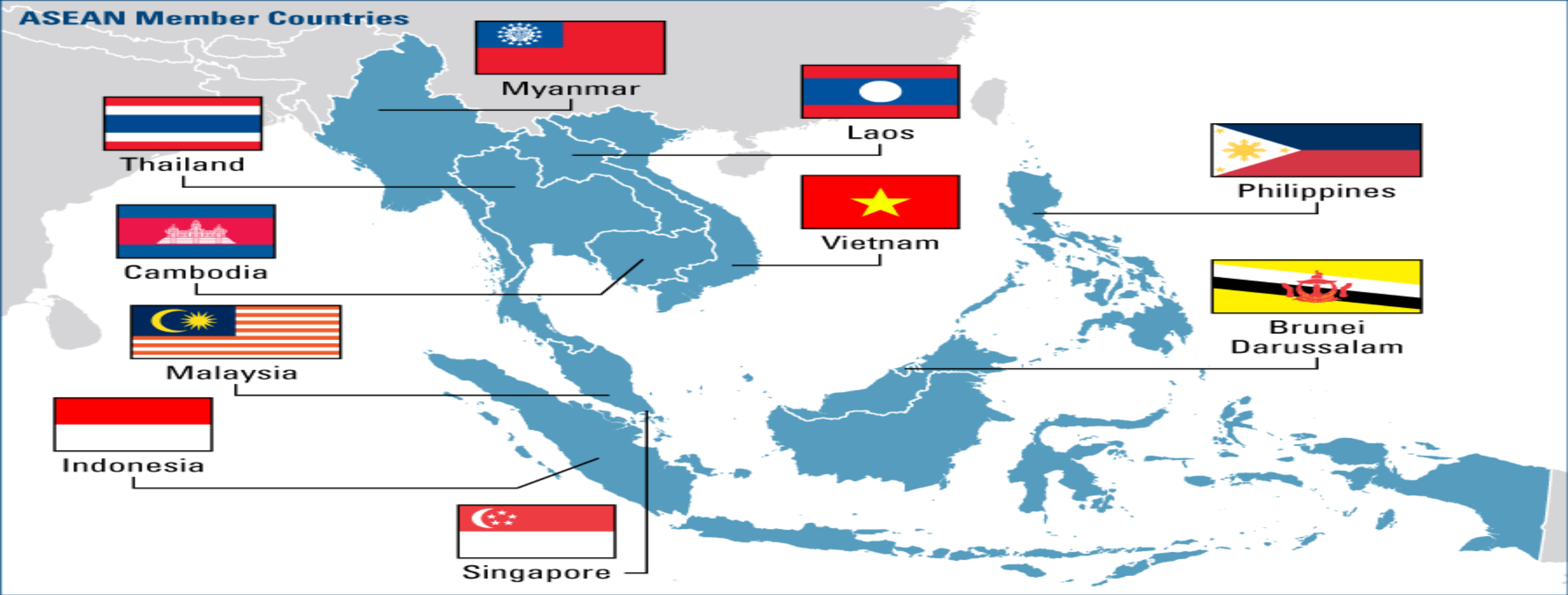
Consumer electronics (e.g. computers)

- Agriculture (palm oil)



Source: ASEAN Secretariat and UNCTAD, 2014

## ASEAN Member Countries



# 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
<b>Thailand</b>	<b>50</b>	<b>74</b>	<b>54</b>	<b>37</b>

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  
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