

Daily Thai News Updates: 6 October 2016

1. Thailand at core in Bosch's 1.2 bn euro plan

Source: **The Nation** ([Link](#))

Robert Bosch has upped its Asia-Pacific business focus with the allocation of 1.2 billion euro (Bt46.9 billion) worth of capital investment for the region this year. Peter Tyroller, member of the German engineering and electronics giant's board of management and president for Asia-Pacific, said the Asia-Pacific region had several factors that contributed to its growth going forward, especially in Southeast Asia. Bosch considers Thailand to be an important manufacturing location, with the country still the automotive hub of Asean, he said. The Kingdom will serve the integration of Asean as a single manufacturing base following implementation of the Asean Economic Community, with automotive manufacturing in Asean expected to rank fifth worldwide in terms of output by 2023, he added. "We are expanding our manufacturing footprint in Thailand to match industry growth. This includes our latest investment - a new GS [gasoline systems] plant to research, develop, test and manufacture fuel-injector system components, which is also the first fuel-injector facility for Bosch in Asean," Tyroller said.

2. Ogres take to the skies

Source: **Bangkok Post** ([Link](#))

Tourism-promoting ogre characters have taken to the skies to not only encourage Thai people to tour their motherland but also inspire foreigners to visit the country. Disputes whether it was appropriate to show the ogres, or *yak* in Thai, travelling in a van and on a multi-rider bicycle or cooking coconut cream cakes, were now irrelevant as the characters were already put on an airplane that will fly internationally to woo foreign travellers, albeit as the livery. The Tourism Authority of Thailand (TAT) commissioned AirAsia to paint the picture of the famous guardian ogres of Bangkok's Wat Phra Chetuphon as the livery of one of its A320-200 airplanes. The "Yak-Cute" picture portrayed Thai people's happiness and friendliness and invited foreigners to visit the country, TAT deputy governor Chattan Kunjara Na Ayudhaya said. The design by Cherdsak Moeikhanmak won the recent "Paint the Sky with Amazing Thailand" contest which drew more than 200 entries. Thai AirAsia chief executive Tassapon Bijleveld said the plane would fly on about 70 domestic and international routes for the tourism-promotion purpose.

3. September consumer mood improves for 3rd straight month

Source: **Bangkok Post** ([Link](#))

Consumer confidence rose for a third straight month in September, according to the latest survey by the the University of the Thai Chamber of Commerce (UTCC) released on Thursday. The overall confidence index stood at 74.2 points in September, compared with 73.2 in August and 72.5 in July. The index reflects views on the economy, job opportunities and future income. The index below 100 indicates that consumers still be careful about their spending despite the rise in confidence in the Thai economy. The survey is usually done in the last week of the month. Consumers hope that the government will focus on investment and stimulate the economy in the last quarter of the year, the UTCC said.

4. ThaiBev negotiating to acquire Ticon

Source: **Bangkok Post** ([Link](#))

Thai Beverage Group, controlled by tycoon Charoen Sirivadhanabhakdi, is negotiating to buy Ticon Industrial Connection Plc, a SET-listed developer of ready-made factories and warehouses for rent, says a senior company executive who requested anonymity. The source said ThaiBev subsidiary Thai Beverage Logistics Co is in talks with Ticon on the purchase deal but some issues are still outstanding. "If we can successfully acquire Ticon, it will help us achieve our long-term goal to become the country's largest logistics provider," the source said. An industry source said ThaiBev wants to buy Ticon because the latter has superior logistics know-how and a complete network. Thai Beverage Logistics is a mid-sized logistics company, said the source. ThaiBev has expanded its logistics network across Asean, particularly in Cambodia, Laos, Myanmar and Vietnam, the region that is its focus. ThaiBev has its own logistics operations in Vietnam via two subsidiaries: Thai An and Thai Corp. The group relies on Fraser and Neave for logistics in several countries including Malaysia, Indonesia and Myanmar. It plans to have its own logistics operation in Myanmar in the future.

5. Commerce Ministry launches scheme to take Thai brands global

Source: **The Nation** ([Link](#))

The commerce Ministry will spend Bt96 million this fiscal year to promote 2,000 new start-ups and small and medium-sized enterprises next year, while aiming to help five to 10 Thai brands become global brands. Commerce Minister Apiradi Tantraporn said yesterday that under the government's plan to drive the growth of start-ups and new enterprises, the ministry had initiated the "Thai Brand Heroes Programme". The aim is to increase value for Thai products and services. Under the project, four types of business will be focused on, as they show high potential for development. They are food and agriculture, healthcare and wellness, hospitality service and franchising, and lifestyle products and start-up. After being trained, inspired and helped to conduct a demand-driven study and helped to create added value, 120 brands will be sold in domestic markets. In each sector, about 30-40 brands will be developed. After that, among those new brands, 10-20 will be targeted for sales overseas, and finally, five to 10 should become global or international brands.

By Nandini Malhotra

