

Daily Thai News Summary: 9 July 2015

1. Four key sectors picked in drive for export growth

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

The Commerce Ministry aims to drive exports in four key sectors - heavy industry, agricultural products and foods, petrochemicals, and jewellery and ornaments - in an ambitious bid to achieve overall export growth of 1.2 per cent to US\$230.23 billion (Bt7.83 trillion) this year.

"Although many organisations have revised down their export shipment targets to negative growth, the ministry will maintain its goal [1.2 per cent] as it foresees brighter export opportunities for some high-potential sectors, while the depreciation of the baht should benefit export expansion in the remaining months of the year," Commerce Minister General Chatchai Sarikalya said yesterday. The goal is to generate an additional \$80.86 billion from the four priority sectors, bringing their combined full-year shipments to \$141.56 billion.

This accounts for 57 per cent of the total export-shipment target for this year, said the minister. In heavy industry, which includes automobiles and parts, computers and parts, construction materials, rubber products, electrical circuits, machinery, air-conditioners and electrical appliances, the ministry now aims to drive exports to \$53.63 billion this year, from the earlier target of \$33.08 billion. For agricultural products and food, the ministry hopes to drive shipments from \$7.57 billion to \$12.41 billion, while for petrochemical products, the goal is to lift exports from \$6.29 billion to \$9.99 billion. For jewellery and ornaments, meanwhile, exports are now targeted to increase from \$2.97 billion to \$4.82 billion.

2. Plans to attract big yachts given green light

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

The Joint Public-Private Consultative Committee has approved in principle the development plan for cruise tourism, aiming to raise revenue from the segment to 3.6 billion baht by 2016-17. The committee, chaired by Prime Minister Prayut Chan-o-cha, has authorized Deputy Prime Minister MR Pridiyathorn Devakula to take charge of the development.

The committee, chaired by Prime Minister Prayut Chan-o-cha, has authorized Deputy Prime Minister MR Pridiyathorn Devakula to take charge of the development. The plan covers the development of three ports and related facilities to accommodate large yachts in Phuket,

Phangnga and Koh Samui in Surat Thani. The development is expected to be complete by 2016-17.

3. Bangkok office market on the rise

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

The Bangkok office market looks like growing by 10 per cent this year despite the lack of a strong economic recovery, says CBRE Thailand.

"If the political situation in the country is positive, the office-for-rent businesses will enjoy strong growth," Nithipat Thongpun, executive director and head of office services at CBRE Thailand, told a news conference yesterday. Meanwhile, the outlook for next year looks even better, as foreign investors seek to expand their interests in Asean, with some selecting Thailand for their regional headquarters, he said.

"As a centre of the Asean region geographically, low office rents will attract international companies to Thailand next year," he said. There are no significant differences in the quality of offices between Thailand and neighboring countries, and yet rents in places like Singapore are considerably higher. Average rental rates in the city-state are around Bt3, 000 per square metre, while a Grade A office in Bangkok's central business district (CBD) goes for about Bt870 per square metre. This makes Thailand an attractive choice for foreign firms needing a regional HQ, Nithipat said.

4. Chinese bourse slump hits Thai funds

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

If China sneezes, the rest of the world catches a cold. This investment saying has proved to be true again after a rout of Chinese shares hit Thai investors who put money in the stock market of the world's second largest economy.

China's market crash has hurt the performance of Thailand's foreign investment funds (FIFs) with interests in China, particularly the mainland, said Teeranat Rujithapass, managing director of Tisco Asset Management. Stock markets on the mainland have felt a deeper impact than Hong Kong's stock market, he said.

5. Thailand lags in the cloud

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

Thailand ranks 12th out of 14 in terms of cloud computing attractiveness to small and medium-sized enterprises in Asia-Pacific, says the Asia Cloud Computing Association (Acca).

A new study by the Acca showed that Japan, Singapore, Hong Kong, South Korea and China are the top five adopters of cloud computing in the region, based on the SME Cloud Computing Market Attractiveness Index 2015. Thailand only ranked ahead of India and Vietnam.

By Harsha Hazarika