

## THAI NEWS UPDATE: 11 OCTOBER 2022

### **1. BDMS and Minor Hotels join hands to prepare for expected rapid growth in wellness tourism**

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

Dr Tanupol Virunhagarun, chief executive officer of BDMS Wellness Clinic, stated at a press conference on 10 October that following the Covid-19 pandemic, people are more aware and prioritising preventive measures to improve their wellness and longevity. These needs drive medical and wellness tourism demand from tourists all over the world. "It is regarded as the future of Thailand's medical tourism industry, which is rapidly expanding. The trend is expected to continue once borders reopen following Covid-19. As a specialist in preventive and personalised medicine, BDMS Wellness Clinic recognises the sector's growth potential and has decided to collaborate with Minor Hotels," Tanupol said. Thailand's wellness tourism industry will experience rapid growth in the coming years, he said, citing a recent survey that found Thailand to be the second most popular medical tourist destination in the world, behind Australia.

### **2. Google leads digital skills drive**

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

Google is joining hands with the public and private sectors to provide 22,000 scholarships under "Samart Skills", a programme aiming to equip workers with digital skills for which demand is expected to reach 1 million by 2030. The digital economy prompted an urgent need to bridge the digital skills gap and Google took this initiative by launching this programme in other countries within Asia-Pacific, including Malaysia, Pakistan, Singapore, Indonesia and India. Mike Jittivanich, marketing director for brand and reputation, Southeast Asia at Google, said Thailand's internet economy will hit US\$57 billion in gross merchandise value (GMV) by 2025.

### **3. Commerce Ministry takes steps to flood Saudi Arabia with Thai exports**

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

At a press conference on Monday, Commerce Minister Jurin Laksanawisit said his ministry will make export regulations less stringent and far simpler. Jurin, who also doubles as deputy PM, was speaking after attending a meeting with the Federation of Thai Industries (FTI), senior officials from the Commerce Ministry and Foreign Ministry and the Livestock Development Department. The minister, who led a contingent of business leaders to explore

the Saudi Arabian market in late August, said the Commerce Ministry will provide establish an “export clinic” to provide consulting services to Thai businesses that are interested in tapping the Saudi Arabian market. Jurin said that apart from halal food, there is a high demand for trees and plants in the Middle East, which can prove to be another lucrative market for Thai farmers.

#### **4. Deloitte plans higher investment in Southeast Asia amid rapid growth in region**

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

Deloitte's chief executive officer for Asia Pacific, David Hill, said during an exclusive interview with The Nation that the Deloitte World Meeting in Rome in late September had approved a major investment to scale Southeast Asia, including markets in Thailand, Singapore, the Philippines, Malaysia, Indonesia, and Vietnam. The goal of this movement is to build Deloitte's capability on the ground in Southeast Asia in order to win and deliver company services to clients seamlessly. It will also serve as an announcement for talent in Thailand and its neighbouring countries, ensuring that Deloitte is the employer of choice in every market in this region. "The funding will come from both Deloitte Southeast Asia and Deloitte Global. We are committing to this region because we believe it is important," Hill noted. He explained that the Southeast Asia region will be 100 per cent more engaged in the global economy. Most developing countries in this region are becoming developed, which increases the need for professional services.

#### **5. Cargill Meats to expand Thai chicken production**

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

Cargill Meats (Thailand), the subsidiary of the US agricultural and food ingredient producer Cargill Group, is ramping up its ready-to-cook products and using Thailand as a production hub to export to the Asean market. Thiti Tuangsithtanon, the company's managing director, said the firm set up its export-targeted cooked chicken production facility in Thailand five decades ago. Now the pandemic situation has improved, the company is ready to actively expand its production of ready-to-cook chicken in the country this month, mainly via the business-to-customer (B2C) channel.