

THAI NEWS UPDATE: 21 JUNE 2022

1. TAT expects ‘workation’ scheme for civil servants to be a huge hit

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

The Tourism Authority of Thailand (TAT) expects most of the 2.5 million government officials to take advantage of the “Rath Tour Tua Thai” travel scheme and generate up to 50 billion baht in revenue. This prediction was made on 20 June by TAT deputy governor Thapanee Kiatphaibool in reference to the scheme proposed by Tourism and Sports Minister Phiphat Ratchakitprakarn. Thapanee, who oversees domestic tourism marketing, said TAT is drafting details for the National Tourism Policy Committee to endorse before the minister proposes the project to the Cabinet. Phiphat revealed the plan on Sunday, saying it would be similar to the “Work from Anywhere” campaign that the government encouraged private firms to adopt to promote local tourism.

2. Japan’s latest unicorn is a Thailand mobile payments firm

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

Mobile payment gateway provider Opn Co. was valued at roughly US\$1 billion in a \$120 million funding round last month, making it one of a handful of unicorns in Japan. The Tokyo-based company, previously known as Omise, owes much of its success to its early entry into another Asian nation: Thailand. Entering the market in 2013, when it was heavily reliant on cash transactions, Opn seized a sizable share of mobile payments by helping small businesses make the digital transition and getting the major network operators to adopt its technology, the company said. The Series C+ funding marks a rare success for a Japanese startup at a time when venture capital is bracing for a sharp industry downturn. JIC Venture Growth Investments and Mars Growth Capital Pte participated in the round, while Japan’s largest bank Mitsubishi UFJ Financial Group Inc agreed to provide about \$38 million as part of a loan guarantee programme organised by the country’s trade ministry.

3. TAT hoping to woo 500,000 Koreans this year

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

As Thailand and South Korea have started to ease travel restrictions, Thai tourism has high hopes of attracting more than 500,000 Korean tourists this year before surging to 1.3 million next year, according to the Tourism Authority of Thailand (TAT). However, outbound tourists from Thailand are still encountering a glitch with the Korea Electronic Travel

Authorization (K-ETA) registration, according to the Thai Travel Agents Association (TTAA). Tourism exchange between the two countries has been gaining momentum since the TAT held its first marketing event in South Korea in two years last week, providing 15 sellers from Thailand with the opportunity to hold business matching meetings with 32 buyers from Seoul, said Thanet Phetsuwan, TAT deputy governor of marketing for Asia and South Pacific.

4. Iceland, Danish supermarkets primed for Thai delicacies

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

Commerce Minister Jurin Laksanawisit led a trade delegation to Denmark and Iceland to introduce Thai products, promote the Kingdom and boost the country's customer base. On Saturday, Jurin visited Copenhagen's ILLUM luxury shopping mall and met its owner. "ILLUM will let us set up in-store promotion booths for Thai luxury products," Jurin said. "So, I asked the trade representatives to select high-end products that can be put on display here." Later in the day, he visited the MANY supermarket, which has more than 100 outlets in Denmark and 200 worldwide. Jurin said MANY sells Asian food products, but there are not many Thai products on the shelves. Since the Danish supermarket chain gets its supplies from the Netherlands, Jurin instructed the delegation to contact the Dutch suppliers and encourage them to export more Thai products.