

Thai News Update: 26 February 2020

1. 9,000 matching seen at Subcon Thailand 2020

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

SubconThailand 2020 is expected to see 9,000 matching between Thai and foreign enterprises, compared to 8,029 last year, said Sonklin Ploymee, executive director of the Board of Investment (BOI)'s Industrial Linkage Development Division. The fair is the leading industrial parts and business matching event in Asean, co-organised by the BOI's Industrial Linkage Development Division, Infoma Markets, and the Thai Subcontracting Promotion Association. It will be held during May 13-16 at Bitec.

2. Economy to expand 1.5%: Krungsri Research prediction

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

Krungsri Research forecasts that the economy will expand by 1.5 per cent despite a previous prediction that gross domestic product (GDP) will rise by 2.5 per cent as the government is trying to drive investment and boost tourism. Krungsri head of research and chief economist Somprawin Manprasert said the key factors that have affected the economy are the budget bill postponement, the Covid-19 outbreak and a severe drought.

3. Erawan looks to domestic zone, Asean

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

SET-listed Erawan Group Plc (ERW) plans to rely on the domestic market, aiming for 50 Hop Inn hotels across Thailand. Petch Krainukul, president of ERW, said local travellers are considered the lowest risk segment, unfazed by external factors unlike the international market. He believes this is the right strategy for the group to cope with recent challenges such as the Covid-19 outbreak. Thailand is the biggest source market for ERW's portfolio, making up 20%, followed by China (12%) and the US (9%). The group also chose to diversify risk by expanding to the Philippines as it shows the strongest potential with a high GDP, sizeable middle class and sufficient air connectivity as well as low competition.

4. Dino bones site eyed as tourist spot

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

Local residents and experts have agreed to push the government to develop a site in Mancha Khiri into a tourism attraction after dinosaur bones were dug up 10 years ago. Geological experts from Kalasin and Khon Kaen University met with locals at Wat Suan Pa Sai Chon in Mancha Khiri district yesterday to discuss the proposed development of the tourist site. The meeting followed a complaint by Nan Promrin, 52, on whose land in tambon Phon Pek the dinosaur bones were discovered a decade ago. The bones were confirmed by experts at the Sirindhorn Museum in Kalasin to belong to three species of dinosaur, one of them a large, plant-eating Sauropod.

5. TikTok seeks out ad revenue routes

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

TikTok, a short-form mobile video app from China, is exploring ad opportunities in Thailand where the platform's popularity is gathering steam, particularly among youngsters. "Thailand, Vietnam and Indonesia are the top three markets in Southeast Asia for TikTok," said Pakorn Vatanachalearmvutikon, TikTok Thailand's head of marketing. The number of users in Thailand doubled from 2018 to 2019. Unlike YouTube, TikTok has no revenue-sharing model with influencers or content creators. TikTok helps influencers by connecting them with brands to reach out to a targeted audience.