

Daily Thai News Updates: 12 September 2016

1. KTB revamps retail loan portfolio for higher yields

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

Krungthai bank (KTB) has adjusted its retail loan portfolio and is offering seven new customer segments in a bid to offer the right products to customers and deliver a higher yield. Luechai Chaiparinya, first executive vice president and group head for the Retail Strategy Product and Segmentation Group, said that personal loans were the bank's retail banking focus. He said that KTB had learned that many pay-roll customers of government agencies and state enterprises did not have personal loans. "Personal loans are certainly high risk, so we should offer this kind of lending to people who we know well such as pay-roll customers," he added. Luechai said about 80 per cent of pay-roll accounts were employees in government agencies and state enterprises. He said the bank would highlight a multi-purpose loan and a Thanawat loan to capture pay-roll customers, with the best annual interest rate at the moment 15-16 per cent.

2. Thailand Post boost for promising local companies

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

Thailand post co is providing support to promising community products by promoting them on its e-commerce website and charging them lower delivery fees as part of its backing of the government's Pracha Rath economic stimulus policy. The state agency's chairman, Lt-General Satit Pittarat, said that Phitsanulok was the first province Thailand Post was supporting under the initiative before expanding it to other provinces. Thailand Post classifies the products it supports under A, B and C classes. The A class features high quality and appealing packaging. Thailand Post promotes the class on its e-marketplace and charges customers lower delivery fees. B-class products are good quality but need better packaging. Thailand Post seeks ways to help the product owners develop attractive packaging and then their products receive the same support as A-class products. Thailand Post works closely with the producers of C-class products to develop product quality and quality packaging so they can be classified as A-class products. Thailand Post is currently supporting seven community products in Phitsanulok. One of them is the Wink-branded leather and shoe-polish wax.

3. Kanchanaburi resort ups its competitiveness with Bt30m renovation

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

The Comsaed River Kwai Resort and Spa in Kanchanaburi has undergone a Bt30-million renovation ahead of the completion of a mega-project linking Thailand and Myanmar in five years. The overland project is expected to increase travel flowing between Thailand and Myanmar as well within the western region. The overhaul was aimed at increasing the property's

competitiveness, especially in the meeting and conference markets, amid the proliferation of hotels in the area. Dussadee Ramsomphob, representative of the hotel's owner and adviser to the hotel, said last week that the major changes to the building included the upgrading of River Wing's in-room facilities and amenities. That helped the hotel raise its room rate from Bt1,400 to Bt2,500 and gain more free individual travellers (FIT) and families. "The hotel wants to increase FIT guests and families after the renovation," he said.

4. ICT minister to hold meetings on satellite industry reform

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

The information and Communications Technology (ICT) Minister Uttama Savanayana will today hold a meeting with relevant state agencies to discuss ways to reform the satellite industry, following the Cabinet's recent acknowledgement of its reform proposal. The reform includes the ministry's plan to bring the existing licensed Thaicom 7 and 8 satellites into the concession regime. Currently both satellites operate under the single licence of the licensing system of the National Broadcasting and Telecommunications Commission (NBTC). The minister will meet with the State Enterprise Policy Office and the National Economic and Social Development Board to discuss having the Thaicom 7 and 8 satellites operate under concession contracts and get them to comply with the law, including the Public-Private Joint Venture Act of 2013. He has to clear issues with the Thaicom 7 and 8 satellites first and submit the results for the Cabinet's consideration. The ministry recently proposed to the Cabinet that both satellites will have to comply with the ministry's concession regime as the satellite concession regime still existed. It is not until 2021 that the concession that the concession regime expires.

5. THAI targets tasty catering profit source

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

Thai Airways International (THAI) plans to export baked goods and curry sauces to increase revenue streams. The airline hopes to sell frozen baked goods and curry sauces sold in cartons under its Eurng Luang brand to key markets in Japan and China. Dishes such as *pad Thai*, *krapao* and *tom kha gai* are also slated for export in frozen form.

Varangkana Luerojvong, THAI Catering's director of marketing development, said *kaeng kiew wan* is a favourite of Japanese consumers and negotiations are under way to have the curries put on supermarket shelves in Japan. THAI is also looking to market the products in Shanghai. If the products are popular, the sales will be expanded to other Chinese cities. Ms Varangkana said China represents a huge market for the airline's products, though trade restrictions are in place.

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