

## Daily Thai News Summary: 29 June 2016

### 1. Somkid looks to foreign investments

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

Deputy Prime Minister Somkid Jatusripitak has instructed officials to devise attractive investment packages in an attempt to get foreign investors to set up operations in new industrial estates, including those planned for U-tapao and the Eastern Economic Corridor. Speaking yesterday while visiting the pilot Shanghai Free Trade Zone in China, Somkid said he had ordered his economic team to create appropriate investment solutions and benefit packages to attract more foreign direct investment. He said several areas needed to be improved urgently, including industrial management, financial services and investment law.

The deputy premier escorted Thai businessmen on a visit to the special economic zone in Shanghai to learn how China was seeking to drive its economy through the special project. An economist said the Thai government was determined to boost foreign investment at some of the Kingdom's new industrial estates, including the planned U-tapao Industrial Estate and in the East Economic Corridor. Somkid intends proposing attractive investment packages to the Cabinet soon, in order to boost foreign investment. Shanghai Free Trade Zone was established in 2013 as a pilot industrial-estate area with the aim of becoming a major driver of China's economy. The 120-square-kilometre area comprises a free-trade zone, trading port, logistics park and airport free-trade zone. Wang Xinling, deputy director-general of the board of Shanghai Free Trade Zone, said China's central government offered benefits and had relaxed major investment conditions in order to draw investment from overseas in sectors on both the country's negative and non-negative lists.

### 2. PWO plans community mall on riverfront plot

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

The Commerce Ministry's Public Warehouse Organisation plans to open bidding for development of a community mall on its 19-rai (3-hectare) parcel along the Chao Phraya River in Bangkok's Thon Buri district with initial investment projected at Bt1 billion to Bt5 billion. Pol Maj-General Kriboon Suadson, chairman of the PWO, said yesterday that the organisation would soon propose this plan for the Cabinet's approval after Commerce Minister Apiradi Tantraporn visits the site on July 14. This land is known as the "Thon Buri Warehouse". The project is part of the PWO's strategy to rely on its own revenue after facing losses for managing agricultural stockpiles under the previous elected government's pledging project for too long,

Kriboon said. The PWO would like to manage its assets more efficiently to earn more income and to rely on its own operation rather than wait for the government's intervention projects. *"The land development will aim to create sustainable income for the organisation in the future. The Thon Buri land has old warehouses that can be renovated and constructed as a community mall like the Asiatique the Riverfront project,"* he said. The PWO will ask the Cabinet to approve bidding under the Private Investment in a State Undertaking Act of 2013, which allows for joint investment of the PWO with interested parties from the private sector.

### **3. RATCH acquires wind farm in Australia**

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

Ratchaburi Electricity Generating Holding has acquired an additional 50 per cent stake in Mount Emerald Wind Farm in Australia at the value of 10 million Australian dollar or approximately Bt260 million. The transaction involves RATCH-Australia Corp (RAC), a subsidiary owned 80 per cent by RATCH, and Port Bajool. Mount Emerald Wind Farm is developing a 180-megawatt Mount Emerald wind farm. The project was approved by relevant authorities in November 2015. A 13-year power purchase agreement (PPA) was struck with Ergon Energy --the state-owned enterprise of Queensland who will purchase electricity and Green Energy Certificates produced by the project until 2030.

The project increases RAC's capacity to 654MW and RATCH's capacity to 6,957MW. *"The transaction does not only strengthen RAC's financial position, but also extends our renewable business where Australia is our main investment destination. To date, RATCH's equity renewable capacity in Australia reaches 198MW from RAC's four wind farms. In addition, RAC has other two renewable projects in development pipeline, including a wind farm and a solar farm, with combined capacity of 232MW,"* said Rum Herabat, chief executive officer of RATCH.

### **4. Krungsri uses fortune teller to boost online Car for cash**

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

KRUNGSRI AUTO, the automotive finance arm of Bank of Ayudhya, has launched an interactive electronic application form for its Car for Cash title-based loan service via [www.car4cash.com](http://www.car4cash.com), in an effort to drive loan growth from the digital channel by more than 150 per cent. Car for Cash enables customers to use their auto title as collateral to receive a short-term loan from the company. Krungsri Auto launched the online channel two years ago as an informative website for its car-title loans, before adapting it into a responsive website last June by adding more features, including auto- price assessments by customers. In the 12 months since

introducing the responsive e-application form, the number of Car for Cash applications has surged by 237 per cent, with new loan bookings soaring from Bt70 million to Bt302 million, said Pairote Cheunkrut, head of Krungsri Auto. However, he said the conversion rate from e-application forms was only 9 per cent, which presented a challenge to Krungsri Auto in terms of getting data properly completed by customers, many of whom who think the online form is complicated.

The company has therefore had to find a creative way to enable customers to fill out the online form so that they can get the funds they need and boost Krungsri Auto's conversion rate, he added. *"From our search-engine survey, we found that people want fortune tellers to predict the future based on their car's licence number, so we have created an interactive e-application form that uses a famous fortune-teller as the gimmick,"* he explained. Under the innovative online service, customers applying for a Car for Cash loan are required to fill in each step of the e-application form in order to get a prediction from Tossaporn Sritula - widely known as "Mor Chang".

## **5. Two firms collaborate on programmatic ad-media buying**

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

IPG MEDIABRANDS has joined forces with VGI Global Media, one of the country's largest out-of-home media agencies, to launch a programmatic buying service to improve utilisation of digital advertising screens. Programmatic buying is the use of technology to automate the purchase of advertising or ad media in real time. Wannee Rattanaphon, chairwoman of IPG Mediabrands, said yesterday that the new service aimed to attract new advertisers as well as to stimulate demand from existing clients to use available inventory amid the sluggish economy.

The service will work effectively if her agency gets enough advertising inventory from local providers of out-of-home media service such as VGI Global Media, she said. Currently, VGI Global Media manages about 500 outdoor digital screens, 135 digital screens in office buildings in Bangkok, and a number of clock towers in the provinces. *"IPG will initially implement the system with VGI Global Media next month before extending it to other major vendors,"* Wannee said. Manee Eabe, managing director of IPG Mediabrands' Magna Global service, explained that programmatic buying would integrate all relevant data and details of all outdoor media in the existing inventory. For example, the types of media available in the market, target groups, the number of target groups available during a specific time period, and the positioning of each medium outside the home would be categorised automatically.

.....