

## Daily Thai News Summary: 29 September 2015

### 1. State support for 70,000 SMEs

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

Deputy Prime Minister Somkid Jatusripitak has set a target of supporting 70,000 small and medium-sized enterprises (SMEs) next year. The goal includes helping to create 10,000 start-ups. Among the 70,000 companies, 50,000 are healthy but need some help from the government to expand, while 10,000 are in a critical financial situation and urgently need government help.

The remaining 10,000 will be start-ups the government intends to create in order to help move the economy into modern trade and the digital economy, Mr Somkid said. *"We need to create such start-ups urgently because these companies will help to drive the economy,"* he said, referring to the goods, service and creative industries that constitute online and other modern business.

### 2. MICE industry "set for rebound"

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

The MICE (meetings, incentives, conventions and exhibitions) business looks like bouncing back in the final quarter of the year after plunging since the bomb attack in central Bangkok last month.

The Union of International Associations is holding an educational event for the first time in Thailand. Union Pan Exhibitions, a big local travel-trade organiser, is scheduled to host "One Stop Shopping Expo" from October 10-18 at Impact Muang Thong Thani. From October 19-23, the "Bangkok International Gifts and Housewares Fair" will take place at Bangkok International Trade and Exhibition Centre (Bitec), then "PEA Presents EcoLightTech Asia" is planned for November 19-21 at Queen Sirikit National Convention Centre. The "Freight Talks Convention" is confirmed for November 26-29 at Ramanda Ramada Plaza Riverside.

*"The bomb blast at Erawan Shrine in August is expected to hit tourism and MICE business through the current quarter but it is hoped to begin to recover in the last quarter, not only because of high season but thanks to more measures on safety and security,"* Vachira Jitsakdanont, said a director of Union Pan Exhibitions.

### **3. Thai-Japanese vehicle hub takes shape following talks**

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

Japan is teaming up with Thailand to develop the latter as a manufacturing hub for pickup trucks, hybrids and electric vehicles. The National Economic and Social Development Board (NESDB) and the Science and Technology Ministry yesterday signed a record of discussions (RD) with the Japan External Trade Organization (Jetro) and the Embassy of Japan.

The deal will focus on upgrading human resources and research and development at Thai industries. NESDB secretary-general Arkhom Termpitayapaisith said Japanese companies were willing to promote Thailand as a production centre for one-tonne pickup trucks, hybrids and electric cars if the Thai government offered import tariff and excise tax waivers for imported car prototypes and auto parts that had yet to be made in Thailand.

### **4. BoI expects bright prospects for software industry**

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

The Board of Investment says it is pleased with investments in the software industry in the first seven months of this year after the approval of more than 107 projects with combined value in excess of Bt668 million. The BOI is ready to support major software investors, such as electronic smart cards that cover all mass-transit segments (buses, Skytrain and MRT), and software for comprehensive corporate financial evaluation, summary and analysis.

BOI secretary-general Hirunya Sujinai said investment in the government's "target industries" in accordance with the state's "digital economy" policy continued to receive strong interest, especially from software-development firms. Most of the projects approved by the BOI were related to software development for transport and logistics (tracking devices), corporations and banks (billings and payments), fourth-generation mobile telecommunication technology to support mobile devices, apps for price comparisons, online shopping, multimedia advertising, education, and animation.

The investments in software businesses comprised both value-added and new investments in order to keep up with changes in technology. The investment for each project may not be very high, but it will add considerable business value and fulfils the BOI's aim of supporting new technologies and innovations in Thailand, it said. Foreign interest in investing in the Thai software industry continues to grow, such as the cross-segment electronic smart cards for mass transit and software for comprehensive corporate financial evaluation, summary and analysis. Foreign investment will create a considerable number of jobs for local software developers, the BOI said.

## 5. Malee to get a Filipino twist

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

MALEE Sampran (Malee), the leading juice and canned fruit brand in Thailand, yesterday announced an aggressive move into the international beverage market by establishing a joint venture with Monde Nissin Corporation of the Philippines.

The new joint venture company, Monde Malee Beverage Corporation (MMBC), will have 100 million pesos (Bt77.61 million) in paid-up capital. Both Malee and Monde Nissin will hold 49 per cent in the joint venture and the remainder will be owned by individual investors. In its first move into the Asean market, Malee believes the joint venture will allow it to expand its business and product line to target Filipino consumers.

Under the joint venture, Malee Sampran will be responsible for product development and manufacturing, which are its key strengths, while Monde Nissin will handle marketing, sales, distribution and logistics in the Philippines.

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