

Daily Thai News Updates: 29 September 2016

1. VGI joins to operate ad in new MRT in Malaysia

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

Listed media firm VGI Global Media Plc has joined with three Malaysian out-of-home advertising firms in a joint venture to win a 10-year contract to manage advertising platforms at a new MRT in Malaysia. The new joint venture, Titanium Compass Sdn Bhd (TCSB), will cover advertising at 31 stations and 58 trains on the new 51-kilometre SBK line, which will begin first-phase operation by the year-end and become fully operational in mid-2017. TCSB is 19% owned by VGI, with Puncak Berlian Sdn Bhd, Utusan Airtime Sdn Bhd and Ikatani Asli Sdn Bhd holding 51%, 20% and 10% equity stakes, respectively, in the company.

2. Carabao seek growth from Chelsea sponsorship

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

Carabao Group Pcl, currently ranked as the world's best-performing energy drink stock, has signed to sponsor Chelsea Football Club of the English Premier League to fight Red Bull and go global. Carabao, named after the iconic rock band, hopes to increase the share of revenues from abroad to 50% from about a third currently, partly by leveraging its sponsorship of Chelsea, managing director Nutchamai Thanombooncharoen said. "We chose to spend a huge amount of money in the Chelsea partnership as a platform to build our brand worldwide," she said in an interview in Bangkok after an investor presentation. "It's a key stepping stone for us." The company reportedly plans an outlay of £30 million (1.354 billion baht; \$39 million) on the three-year sponsorship deal.

3. Bangkok Hospital buys Nai Lert Park hotel

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

Bangkok Dusit Medical Services, Thailand's largest hospital operator under the brand Bangkok Hospital, will spend 10.8 billion baht to buy Nai Lert Park hotel to develop it into a holistic services medical centre with a 2-billion-baht investment. In its statement filed to the Stock Exchange of Thailand on Wednesday night, the company said it had entered into the transaction to acquire the 15-rai land in the Nai Lert Park project on Withayu Road (Wireless Road). The total amount is 10.8 billion baht, with 1.08 billion baht already paid on Wednesday. The company said it planned to spend another 2 billion baht to develop the BDMS Wellness Clinic. The acquisition includes the land, a six-storey hotel totalling 40,300 square metres, a 12-storey Promenade office building of around 31,000 sq m and a one-storey building used for a staff cafeteria of around 400 sq m. The company believes that a wellness clinic will receive

positive feedback as there are few medical services centres that provide the service. It claims to be the first in Asia to offer wellness services.

4. 'Must-see market' scheme to cover 231 venues by 2018

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

The government is expanding the "must-see market" initiative to promote community markets and tourism in the 76 provinces plus Bangkok. The goal is to broaden the initiative to cover 231 markets nationwide by 2018. Deputy Commerce Minister Suwit Maesincee said the ministry's Internal Trade Department, which launched the initiative, plans to add 77 markets to the scheme in 2017 and a further 77 in 2018. The must-see market scheme was introduced late last year on the order of Prime Minister Prayut Chan-o-cha to promote the link between community markets and tourism and raise the income of local people, community enterprises and small and medium-sized businesses. The government has earmarked 200,000-300,000 baht to improve each market's landscape and sanitary standards, promote the community's unique identity and launch tourism campaigns for those markets. The must-see market scheme has been quite successful, with an estimated 200 million baht in circulation in August.

5. PM aims for 'developed nation' status

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

Prime Minister Prayut Chan-o-cha did not rule out the possibility that he could become the next prime minister while he said his current task was to map out the country's reform process to transform Thailand into a "developed country" over the next 20 years. The government's ambitious plan targets a broad set of reforms in a variety of fields including human resources, education and social reconciliation to spur a shift towards innovative technologies and take advantage of Thailand's geography to transform it into a regional connectivity centre, said Gen Prayut. "These measures are aimed at assisting Thailand to escape the middle-income trap and become a developed country by 2036," he told around 500 participants, including businessmen, state officials and diplomats, at the Bangkok Post Forum 2016 under the theme "Moving Thailand Forward" organised Wednesday by Post Publishing Plc at the Vibhavadee Ballroom, Centara Grand at Central Plaza Ladprao.

By Nandini Malhotra

