

Daily Thai News Updates: 30 September 2016

1. Isuzu tops latest vehicle sales satisfaction index

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

Isuzu has retained its favoured position with buyers, followed by Honda and Toyota, and then Suzuki, in the latest annual sales satisfaction index. The index is compiled by J D Power, which provides consulting services for the automotive, information technology and finance industries in the Asia-Pacific region. Its 2016 Thailand Sales Satisfaction Index (SSI) Study for the mass market segment, released on Friday, shows that overall satisfaction with the sales process has improved to 811 (on a 1,000-point scale) in 2016 from 801 in 2015. The proportion of delighted customers - those who rate their overall purchase experience 10 (on a 10-point scale) - has increased to 22% from 8% a year ago. Isuzu ranks highest in sales satisfaction for a second year running, with a score of 822. Isuzu performs particularly well in the sales initiation, dealer facility, deal, salesperson and delivery process factors, according to the report. Honda and Toyota tie for second with 814 each, while Suzuki ranks fourth with 813.

2. New developments lined up for year-end launch

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

Property developers are set to supply an estimated 150 billion baht worth of new housing in the fourth quarter to spur year-end market sentiments. Prasert Taedullayasatit, president of the Thai Condominium Association, said most developers are now ready to launch new projects after focusing on selling housing stock that was ready to transfer during the six months that the government was offering property tax incentives. The tax break ran from Oct 29 of last year until April this year. "The incentives helped stimulate sales of completed housing units, so most developers focused on selling their inventory in the first four months, while putting on hold new launches until the second half of the year," he said. In the first half, 11 large SET-listed developers launched a total of 86 new projects worth about 100 billion baht, from a total of 220 projects worth 300 billion baht they planned to launch in 2016. The first-half amount accounted for 33% of the total. In July and August, Mr Prasert estimated the value of new launches totalled around 30-35 billion baht, mainly in the high-end segment. Over 150 billion baht of completed housing units in the pipeline were waiting to be launched in the fourth quarter.

3. TCEB to push Asean as quality MICE destination

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

THE Thailand Convention and Exhibition Bureau (TCEB) has unveiled the “10-Year Asean Tourism Strategy”, aimed at promoting the region as a single MICE destination and tapping more quality visitors. Wiparat Tharateerapab, director of government and corporate affairs, said yesterday that the regional grouping's vision for 2016-2025 aimed to develop Asean as a quality destination for MICE (meetings, incentives, conventions and exhibitions). She said the TCEB would be a leader in driving the regional plans by playing two major roles. The first of these is to enhance the competitiveness of Asean as a single market for MICE business by intensifying promotion and marketing, diversifying tourism products, attracting MICE investments, raising the capacity and capability of human resources and the workforce, and expanding Asean MICE standards. The second entails ensuring sustainability and inclusivity, such as upgrading local communities and public-private sector participation, improving safety and security, prioritising the protection and management of heritage sites, and increasing responsiveness to environmental protection and climate change, Wiparat explained.

4. Thai franchisee of The Face Shop to open Laos store

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

The Thai franchisee of The Face Shop, a well-known South Korean beauty-store chain, is set to open its first overseas store in a joint venture with a partner in Laos. Pithan Ongkosit, president of TFS (Thailand), distributor and licensed operator of The Face Shop in the Kingdom, said the company would open the Laos store this year. It will be the debut of The Face Shop in the CLMV (Cambodia, Laos, Myanmar and Vietnam) market. Pithan said TFS was negotiating with LG Household & Health Care Co, a South Korean cosmetics and beauty giant and The Face Shop owner, on a plan to penetrate the Asean market together. "In Thailand, we plan to increase the number of The Face Shop stores from 63 currently to 70 by the end of this year, and up to 100 by the end of 2017," he said.

5. Thailand, China to cooperate in five new areas to drive growth

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

Thailand will develop closer ties with China under a strategic partnership covering five more areas that aim to be driven by innovation and promote economic growth for both countries. After the first meeting of the Thai-Chinese trade and investment sub-commission in Bangkok this week, Deputy Commerce Minister Suwit Maesincee said the Thailand and China already cooperated in 14 areas. The new areas are basic infrastructure with technology, new industries, information technology and communications, science and technology, and alternative energy. The working plans for the new areas are expected to be discussed in December during a meeting of officials from the two countries. After Thailand and China agreed to continue the five-year economic development plan covering the original 14 areas from 2017-2021, they are tightening

the cooperation through the five new additions. They believe that driving the sectors by innovation and technology promotes sustainable development.

By Nandini Malhotra