

## Daily Thai News Summary: 31 March 2016

### 1. Spending on digital advertising forecast to soar by 23% this year

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

Total Spending via digital media this year is estimated to pass Bt9.9 billion, up by 23 per cent, while the most popular online channels for brands and advertisers are Facebook and YouTube, followed by online display ads, according to the Digital Advertising Association (Thailand). *"Although overall advertising spending early this year saw a drop of 6.73 per cent compared with the same period last year, marketers and brands continue to spend heavily on digital channel, where there was a significant increase. So we forecast Bt9.927 billion in digital advertising spending this year,"* DAAT president Siwat Chawareewong said yesterday. He said advertisers had changed their communication strategy by shifting from traditional to digital media because these communication channels allow them to hit their targeted audiences with cost-effectiveness. *"Amid the economic slowdown, brands and marketers are putting more focus on short-term strategies by using digital media to lead customers to make a purchase, including e-commerce, rather than building brand awareness,"* he explained. The DAAT forecasts that spending on digital advertising will rise by 23 per cent to Bt9.927 billion this year from Bt8.064 billion in 2015. Encouraged by the surge of online video consumption and active mobile Internet users after the full launch of third- and fourth-generation wireless broadband, social-media networks have become the most popular tools to engage directly with target audiences and boost sales.

### 2. E-payments ready for soft launch

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

The First phase of Thailand's e-payment system will kick off nationwide in July, Finance Minister Apisak Tantivorawong said yesterday. This includes use of the Any-ID scheme, which will allow anyone to transfer money by using their ID card, mobile number or e-mail address. It also involves promotion in the private and public sectors of the use of the e-payment system, such as for the payment of value add tax, and payment between the private and public sectors by expanding electronic data capture/chip terminals. For the latter, the aim is to expand the number of card-receiving machines from 200,000 currently to 500,000 around the country by the end of July. The first phase also includes introduction of an e-tax invoice system by the Revenue Department, an e-payment system for government and state agencies, and promotion among the

public to register to use the e-payment system for the purpose of receiving tax incentives, the minister said.

### **3. Rice exports on track for 9.5M tonnes**

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

The government remains upbeat about Thailand's rice exports, predicting an average of 700,000-800,000 tonnes a month to reach an annual total of 9.5 million tonnes, as expected. Duangporn Rodphaya, director-general of the Foreign Trade Department, said potential rice buyers are expecting lower rice output from the drought, igniting demand for rice and raising prices. The free-on-board 5% white rice prices are now quoted at US\$390-400 a tonne compared with \$370 a tonne early this year.

### **4. TCEB maps out 2<sup>nd</sup> year for successful trade show campaign**

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

After the success of last year's initial "Asean Rising Trade Show" (ART), the Thailand Convention and Exhibition Bureau (TCEB) has developed another campaign for nine selected international exhibitions. The bureau expects 30-per-cent growth in the number of international trade visitors to more than 190,000, generating Bt15.6 billion in revenue for the 2016 fiscal year. Supawan Teerarat, the TCEB's vice president for strategic and business development, said the ART campaign was aimed at upgrading the Thai exhibition industry, providing financial support for international marketing activities, developing the exhibition network through collaboration with key government bodies, and collaborating with the private-sector organisations and exhibition-industry associations to help identify market opportunities.

Under the criteria set by the TCEB in partnership with the Thai Exhibition Association and the Global Association of the Exhibition Industry (UFI), nine trade shows have been selected for the ART campaign. They are GRTE 2016 (Global Rubber, Latex & Tire Expo), Automotive Manufacturing 2016, Assembly and Automation Technology 2016, Food & Hotel Thailand 2016, SIMA Asean Thailand 2016, Thailand Lab International 2016, Beyond Beauty Asean Bangkok 2016, Asean Sustainable Energy Week 2016, and 3W Expo 2016. The TCEB has developed a three-year (2015-2017) ART campaign with a target to drive 30-per-cent annual growth in the international-exhibition industry, focusing on five fundamental industries according to the Asean Economic Community's growth trends, namely automotive, energy, food and agricultural products, health and beauty, and infrastructure.

## **5. Thailand still second most popular destination among Muslim travelers**

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

Thailand has maintained its position as the second most popular destination in the global Muslim travel market, a new study has found. The MasterCard-CrescentRating Global Muslim Travel Index (GMTI) 2016, which covers 130 destinations, saw Thailand come second again behind Singapore on the list of non-Organisation of Islamic Cooperation (OIC) destinations. The UK, South Africa and Hong Kong make up the top five. Malaysia kept hold of the top spot for OIC destinations with the UAE moving up to second place while Indonesia jumped two places to take fourth spot. The study also revealed that in 2015 there were an estimated 117 million Muslim visitor arrivals globally, representing close to 10 per cent of the entire travel market. This is forecast to grow to 168 million visitors by 2020, equal to 11 per cent of the market segment, with a market value projected to exceed US\$200 billion (Bt7 trillion).

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