

Daily Thai News Updates: 3 October 2016

1. New Accor chain Jo & Joe targets young travellers

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

Accor hotels plans to open a new chain called Jo&Joe in Thailand and elsewhere in Asia, aimed at young travellers, the group's top executive said. "Accor plans to open a total of 50 venues worldwide by 2020 in destinations popular with millennials," Sebastien Bazin, Accor global chairman and chief executive officer, said while visiting Bangkok on Friday. He added that the new brand reflected the group's overall strategy, and was based on research and in-depth analysis into the aspirations of millennials - people who reached adulthood around the year 2000. For Bangkok, the group is eyeing the Khao San, Charoen Krung and Ratchadaphisek areas for the first Jo&Joe property. Outside Thailand, the new brand is scheduled to launch in Paris and Bordeaux (in 2018) as well as Warsaw, Hong Kong, Tokyo, Budapest, Rio de Janeiro, Sao Paulo and Australia. Bazin said average room rates would start from 2,025 euros (Bt78,700) a night.

2. Oil, gas exploration company sets out 5-year expansion plan

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

Ptt exploration and Production Plc (PTTEP) has set a five-year strategy (2017-2021) to focus on Thailand, Myanmar, Indonesia and Malaysia by expanding through both organic growth, and mergers and acquisitions. "We're keeping our investment at US\$1.7 billion (Bt57.8 billion) for maintaining our existing gas and oil plants (next year), as we also have another budget for expanding our investment and for mergers and acquisitions at \$1 billion to \$1.5 billion a year," Somporn Vongvuthipornchai, president and chief executive officer, said in a group interview after a site visit to the greater Bongkot South field last weekend.

3. New travel app to woo foreigners

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

A new travel mobile application has been launched to help boost domestic tourism and draw more foreign visitors to Thailand. The app, called Destination Thailand, was jointly developed by two Thai companies, Capital Television Group and Destination Thailand News, together with Singapore-based Talisman Telecom Group, one of Asia's pioneers in mobile app development. Launched late last month, the app offers a wide range of video content and useful information about Thailand, ranging from travel experiences to tips, lifestyle, the expat life and the meetings, incentives, conventions and exhibitions (MICE) market. Capital TV director Raine Grady said the Destination Thailand app targets foreign tourists and expats living here. "They will find out what's new regarding food, entertainment, shopping and events in Thailand through

this all-in-one app," she said. Ms Grady said people have shifted their attention from TV to online media. Video content is considered a crucial media platform as people spend at least three hours a day surfing the net, and this will rise.

4. Thai Red Hat office to tap into digital drive

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

Red Hat Inc, the world's leading provider of open source solutions, has cemented its presence in Thailand by opening a local office in a drive to capitalise on opportunities in the digital transformation era. Digital transformation, the use of technology to radically improve organisations, is pressing both public and private organisations to invest in enterprise technology to enhance their competitiveness and efficiency. "Open source solutions are foundational in supporting a company's drive toward digital transformation and adapting to digital disruption," Jim Whitehurst, president and chief executive of Red Hat Inc. Damien Wong, vice-president of Red Hat Asean, said the region is important for its business growth, thanks to its solid economy and rapid pace of technological development. Thailand is the fourth country in Asean to have a local office, after Singapore, Malaysia and Indonesia.

5. Thailand gears up efforts on solar power

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

Three MoU agreements were signed in Bangkok last week for solar power research and development projects to improve the region's infrastructure for renewable energy. Signed as part of the Engineering Expo 2016 at Bangkok's International Trade & Exhibition Centre (BITEC), the agreements have the unified goal to help boost Thailand as the Asia centre of solar power. The signatories are King Mongkut's Institute of Technology Ladkrabang (KMITL), Banpu, Techen Technologies (Thailand) and Huawei Technologies. This collaboration between the four entities was in response to the increasing power energy demand across Asia, said Assoc Prof Dr Komsan Maleesee, KMITL's dean of the faculty of engineering. It originated from a shared vision to research and develop energy technology following dynamic technologies as well as the global energy trend, he said.

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