

Daily Thai News Updates: 22 December 2016

1. TAT to tap Vietnamese market

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

Vietnam has become a rising star of Thailand's tourism source market with arrivals projected to break the 1-million barriers next year. The Tourism Authority of Thailand (TAT) projects visitors from Vietnam this year will reach a record 900,000, up from 700,000 last year. The flood of Vietnamese arrivals is in sharp contrast. Spending per head per day of Vietnamese visitors is also on the rise as is the length of their stay. The average Vietnamese tourist spends about 4,200 baht a day and stays 5-6 days per trip, according to Dr Walailak. She said the TAT is heavily promoting outbound Vietnamese visitors to Thailand by forging cooperation and alliances with tourism-related agencies as well as airlines such as the low-cost carrier VietJet Air. The drive to attract tourists is not only confined to Ho Chi Minh City, where most of the arrivals come from, but includes Hanoi and cities in the central region such as Danang and Haiphong, which now have direct air links with Bangkok. Most Vietnamese tourists head to Bangkok and the challenge is for the TAT to diversify to other destinations.

2. Thailand 4.0 to ensure high-speed Internet access

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

The Ministry of Digital Economy and Society aims to support “Thailand 4.0” with various projects including high-speed Internet access for all villages, develop the digital gateway to connect with the outside world, and something called “Thailand Digital Big Bang” in the middle of next year. Pichet Durongkaveroj, the first minister of digital economy and society, said the ministry aimed for all of its agencies to work as a single team to reduce the complexity of their operations. He said the ministry was committed to making sure every village in the Kingdom was served by high-speed broadband next year. To that end, it will sign memoranda of understanding with all stakeholders in the project such as TOT and the Provincial Electricity Authority next Monday.

The ministry also aims to use digital gateways to enhance connectivity with other countries in the Asean region. This will engage people, businesses and governments involved in digital content, digital services and logistics, which will add value and advantages to the country and the region.

3. VN company's high-tech facility to make components for Samsung

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

Minh Nguyễn Supporting Industries Joint Stock Company has become one of the first domestic companies to supply components to the Samsung Electronics HCMC CE Complex at the Sai Gon Hi-tech Park in HCM City. Earlier this week the company inaugurated the first phase of its Phuoc Thanh High-tech Research, Application and Production Complex at the Sai Gon Hi-Tech Park. The 36,000sq.m, VND800 billion (US\$36 million) facility has a capacity of 20 million products a year. According to the company, in the first phase it will operate a plastic injection, mechanical and plastic component assembly plant each as well as research laboratory with equipment imported from Japan, South Korea, Germany, and the US. Le Van Khoa, deputy chairman of the HCM City People's Committee, said Minh Nguyen is one of eight companies in supporting industries to received support from the city. "This is a good sign for firms in the country, especially the city, to develop globally."

4. Ha Noi seeks software park funds

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

The People's Committee of Ha Noi is seeking financial support from the central budget to build a software park project under the 2016-20 national target programme on information and technology. The city wants a supporting budget to build the infrastructure of the research and development (R&D) zone, which will be carried out in 2017 and 2018.

The park aims to develop a knowledge-based economy and the information and technology industry, especially the software sector of the capital city. The park is also expected to create favorable opportunities for investment activities in and outside the country; create a modern international-standard working environment to attract high-quality employees; enhance the competitive capacity of software companies and contribute to the country's economic growth.

5. Sompo Insurance eyes retail customers

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

Sompo Insurance (Thailand) is embracing innovation and digital channels as key strategies to build brand awareness among individual Thais, who are a new customer base for the Japan-based firm, which aims to be in the top 10 in Thailand's insurance market by 2020. Sompo Insurance eyes retail customers. The company has been in Thailand for 19 years, tapping only corporate clients before starting to expand its customer base to individuals three years ago with motor insurance by partnering with Japanese auto companies.

By Shreya Chopra

