

## Daily Thai News Updates: 30 December 2016

### 1. Tourism industry expected to generate over Bt600 bn in Q4

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

The number of foreign tourists and domestic travellers is expected to increase in the final quarter of this year with a total revenue expectation of Bt628.4 billion. Tourism and Sports Minister Kobkarn Wattanavrangkul has predicted that foreign tourists will generate revenue of Bt400.4 billion this quarter, marking a 2-per-cent increase from the fourth quarter last year. Meanwhile, local travellers are expected to contribute Bt228 billion in revenue, marking an 8.8-per-cent increase. The total tourism revenue for the October-to-December period is expected to be Bt628.4 billion, representing a 4.4-per cent increase from the last three months of 2015. Kobkarn said cumulative international arrivals since January 1 until December 27, 2016, were 32.1 million, up 8.9 per cent from the same period last year, and generated revenue of Bt1.6 trillion, up 12.6 per cent. The ministry has promised to make this country a top destination for five segments, namely sports, medical and wellness, weddings and honeymoons, marine travel, and Asean Connect – a regional connectivity programme.

### 2. 2017 rice exports forecast at 10m tonnes

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

Thailand is expected to export between 9.5 million and 10 million tonnes of rice next year. The forecast is close to the Commerce Ministry's prediction of rice exports of 10 million tonnes next year. Charoen Laothammatas, president of the association, said rice exports in 2017 should benefit from rising demand in some markets such as the Middle East, where higher oil prices will increase purchasing power. The increase last month was largely due to the sale of rice to COFCO in China under a G2G contract, as well as exports to Malaysia, Japan and the Philippines. The volume of rice exports to some countries in Africa also increased. For December, the association has projected rice-export volume of about 800,000 tonnes

### 3. Push for foreign investment

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

Investment remained a government priority in 2016, mostly through strong promotion by the Board of Investment (BoI). The government plans stronger investment promotion in 2017, plus legal amendments and (BoI). Deputy Prime Minister Somkid Jatusripitak increased the 2016 target for foreign investment value from 450 billion baht to 550 billion. The target appears to be within the BoI's reach. The government has insisted it will continue to support new investment in the 10 targeted industries, such as robotics, logistics and aviation, and the digital sector.

#### **4. DKSH unit to market Scotch industrial products**

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

Market-Expansion services provider DKSH has been appointed by Scotch Industrial (Thailand) Co exclusively to market, sell and distribute the company's products nationwide. Scotch was founded in 1983 in Bangkok, employs 1,000 specialists and produces around 700 million bottles of drinks per year. The company is the market leader for bird's-nest tonics. The market for food supplements has seen a sustainable and dynamic development all over Southeast Asia. To leverage on these opportunities, DKSH Business Unit Consumer Goods and Scotch have signed an additional memorandum to expand their partnership to further Asian markets such as Malaysia, Singapore or Vietnam. DKSH successfully introduced Scotch's products in Myanmar five years ago, DKSH president and chief executive officer Joerg Wolle said. He added that the agreement was a strategic success for DKSH in one of the most relevant markets in Asia and at the same time an impressive proof of his company's expertise.

#### **5. E-commerce to help drive air cargo industry, opportunities seen abroad**

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

'Myriad overseas trade opportunities for Thai businesses': executive DHL Express Thailand expects international air cargo volumes to continue growing in the coming year, while new trends will be good for Thai entrepreneurs wanting to expand into a wider market. DHL Express has partnered with public and private [enterprises] such as the Support Arts and Crafts International Centre of Thailand and comGateway to stimulate SMEs' growth and enhance competitiveness, which are key contributors to the country's economic sustainability.

**By Shreya Chopra**



