

Daily Thai News Updates: 6 January 2017

1. Infrastructure plan to change logistics landscape, boost property developers

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

The Government's policy to commence investment in infrastructure projects worth nearly Bt1.8 trillion this year means a major change for the country's logistics system and a boost for property businesses, with developers expanding their investment focus from the central business districts of Bangkok to suburban areas and neighboring provinces. "Investment in public infrastructure projects will lead to the development of land around the projects into community and workplace areas," Thongma Vijitpongpun, chief executive officer of residential developer Pruksa Real Estate, said in a recent interview with The Nation. "This will increase the number of people moving from their current place of residence to be located close to their new workplace. This presents a [welcome] challenge for property firms to develop residential projects in locations close to the new mass-transit routes."

2. Cerebos taking up full ownership of value chain

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

Cerebos (Thailand), a wholly owned subsidiary of Japan-based Suntory Holdings and manufacturer of Brand's Essence of Chicken and Bird's Nest, yesterday announced a major reshuffle of its business model at a cost of Bt480 million to establish full ownership of its end-to-end value chain. The new business model entails recruitment and training of its own sales and marketing team, as well as the setting up back-end information-technology systems and the development of new business process and cross-functional collaborations, plus massive office expansion. Neerja Sewak, executive vice president and chief commercial officer of the health supplement division of Cerebos Pacific, said the new business model had already been rolled out in Taiwan, Singapore and Malaysia and had proved successful, with sales increases of 10-20 per cent. "With the new business model, we are getting closer to customers and consumers. We are able to build better relationships with them, conduct a joint strategy and response faster" he said.

3. Phyathai 3 aims to boost vaccine centre

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

Bangkok's Phyathai Hospital 3 plans to further develop its vaccine centre after the business generated 6 per cent revenue growth last year. Suraphol Losirawat, the hospital director, said that the average number of people treated in its outpatients department was 1,500, while the inpatients department cared for 180 to 200 patients. To achieve its goal of becoming the best private hospital in western Bangkok, Phyathai Hospital 3 will focus on medical services and medical capability. The key standard in the sector is the Hospital Accreditation and Distinguished Service Cross awarded by the Healthcare Accreditation Institute (Public Organization). Suraphol said the Mother and Child Department was the largest unit at the hospital, earning the highest popularity among patients.

4. Network expansion to fuel TAA's 2017 growth

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

Greater penetration of India and the Cambodia, Laos, Myanmar and Vietnam (CLMV) sub region will constitute the main growth drivers for Thai AirAsia (TAA) in 2017. Expanding the network with the launch of new routes, boosting flight frequencies and upgrading connections will be the order of the day this year for Thailand's largest low-cost carrier. TAA chief executive Tassapon Bijleveld divulged this strategy, which he said would propel growth of up to 25% for the airline in 2017. He told the Bangkok Post that Thailand's political stability will continue through the year, benefiting the entire spectrum of the tourism industry both in terms of domestic travel and wooing foreign visitors. This year, TAA aims to carry 19.5 million passengers, up from a projected 17 million in 2016, acquiring six new additional aircraft for its Airbus 320 fleet.

5. SME export aid measures en route

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

The Industry Ministry has planned further measures to raise the competitiveness of small and medium-sized enterprises (SMEs) in the export market, says Industry Minister Uttama

Savanayana. He said the ministry is working with related government agencies to draft stimulus packages that will help cut costs and increase SME exports, yielding more revenue from overseas markets. The government also wants to encourage Thai SMEs to rely more on e-commerce to help increase their export channels. "This year, we want to see concrete success for Thai SMEs in terms of competitiveness. The prime minister also assigned us to figure out more measures to improve SMEs businesses, encouraging them to export more, especially to Asean members and the CLMV countries," said Mr Uttama, referring to Cambodia, Laos, Myanmar and Vietnam.

By Shreya Chopra

