

<p>Thai News Update: 10 December 2019</p>
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1. Thailand works to attract more Vietnamese tourists

Source: Vietnam Plus ([Link](#))

The Tourism Authority of Thailand (TAT) plans to tap second-tier cities and provinces in Vietnam to bring in more first-time visitors to the country. Bangkok Post newspaper quoted Director of the TAT's Ho Chi Minh City office Napasorn Kakai as saying that Hai Phong, Nha Trang of Khanh Hoa province, Da Lat in Lam Dong province, and Can Tho city offer direct flights with affordable tickets to Thailand. She said the TAT since October has been working with agencies in Nha Trang and Can Tho to promote tour packages to Thailand, and 1,000 people have already bought the packages. Next year, the agency plans to partner with Vietnamese online travel agents like TripU, the travel application provider operated by Vietravel, and iVIVU.com, Vietnam's first online hotel and tour booking website, to let people book their trips online. Thailand has been a top destination of Vietnamese travellers since 2017.

2. Thailand supports SMEs to expand overseas

Source: Vietnam Plus ([Link](#))

The Federation of Thai Industries (FTI) and the Bank of Thailand (BoT) have agreed to launch new measures for Thai small and medium-sized enterprises (SMEs) to encourage them to expand overseas. The two agencies will select 50 competitive companies from five industrial sectors: auto parts, rubber, food and processed food, home appliances and electronics, and furniture, local media reported. The firms have to be capable of developing a foothold in other countries. Kriangkrai Tiannukul, vice-chairman of the FTI, said the measure is a pilot project to support Thai SMEs in overseas investment aspects such as finance, marketing and regulation. "We have to listen to the problems they face in doing business in other markets," the Bangkok Post quoted Kriangkrai as saying. The FTI and BoT will work together to support SMEs and provide knowledge on how to use financial management and enter targeted markets overseas, he added.

3. Thai tourism celebrates 2 million inbound tourists from Laos

Source: Xinhua Net ([Link](#))

The Thai state tourism body on 9 December announced its achievement of targeting 2 million inbound tourists from Laos. In a thank you party hosted by the Tourism Authority of Thailand (TAT) for its Lao and Thai partners, the TAT expressed its gratitude, rejoicing its success in a record high of Lao visitor arrivals in the first 11 months of this 2019. "Two million Lao tourists visit Thailand this year, ranked third after China and Malaysia respectively," said Chattan Kunjara Na Ayudhya, TAT deputy governor for international Marketing (Asia and the South Pacific). "Comparing to the past few years, the number of Lao tourists did not even make the top five in the annual ranking." Chattan said Thailand's neighboring country of Laos is now the rising star, generating tourism income of more than 50 billion baht.

4. One Bangkok's intricate launch strategy

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

The developers behind One Bangkok, the 120-billion-baht megaproject being built next to Lumpini Park, are placing big bets on standing out in an area seeing a notable uptick in mixed-use development. Constructed on a 167,000-square-metre plot on the corner of Rama IV and Wireless roads, One Bangkok strives to stand out with art-heavy concepts and towering skyscrapers, one of which will be the city's tallest. "I don't want to make some glossy building that looks like it could be anywhere in the world," said Su Lin Soon, chief executive of One Bangkok, a Singapore real estate developer who moved to Bangkok to spearhead the project. The joint venture between TCC Assets and Frasers Property Holdings Thailand will include five office buildings, five luxury hotels (including the first Ritz Carlton in Thailand), three residential towers and about 180,000 sq m in total for four retail zones, dispersed throughout the buildings.

5. MQDC executive highlights India's opportunities for Thai innovation

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

Ms. 'Amy' Chulamas Jitpatima, Director of MQDC India, underscored India's potential for young Thai entrepreneurs at her keynote address to 'Vibrant India', a seminar at Thammasat University, Bangkok to mark India's Constitution Day. Ms. Jitpatima, who has recently launched MQDC's 'Whizdom Club' in New Delhi, said that young Thais often overlook India's huge potential for innovative services and products. "India is the world's youngest major economy

and recent reforms make it far easier to invest there,” she said. “India has a thriving startup culture, for example. There are 50,000 startups in India and several ‘unicorns’ – startups valued over \$1 billion. These companies open up a host of opportunities for products and services that Thailand’s entrepreneurs can help provide.” Ms. Jitpatima introduced Bangkok-based property developer to India with ‘Whizdom Club’. This 400-seat co-working space and ‘inspiration hub’ launched in August in New Delhi’s upscale ‘GK2’ district.

6. TAT sees steady growth in tourist arrivals from Vietnam

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

The Tourism Authority of Thailand (TAT) is looking to fast growth in tourist arrivals from Vietnam following the expansion of direct flights between the two countries by several carriers. Napasorn Kakai, director of TAT office in Ho Chi Minh city, said on December 9 that it will benefit the first-time visitor market, especially from secondary cities in Vietnam, such as Hai Phong, Nha Trang, Da Lat, and Can Tho. After Thai Vietjet, Thai AirAsia, Bangkok Airways, and Vietnam Airline have all launched new direct routes and added flights from Vietnam to Thailand’s tourist destinations, such as Bangkok, Chiang Mai, and Phuket. The total number of direct flights has now risen to 301 per week, from 288 last year.