

## THAI NEWS UPDATE: 19 AUGUST 2022

### **1. SET to revise trading criteria, hold hearing**

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

The Stock Exchange of Thailand (SET) is preparing to revise trading criteria to suit current business conditions, to help facilitate investors and make them more consistent with international practice, the Thai bourse said recently. To support the trading system using world-class technology to increase the market trading efficiency in the first quarter of 2023, the SET is in the process of conducting a public hearing from relevant parties until Sept 16. According to the SET's statement, the threshold of opening and closing prices (equilibrium price) will be adjusted in accordance with the practice of foreign exchanges by specifying that the opening and closing prices may be outside the highest price (ceiling) and the lowest price (floor)  $\pm 1$  price range. The former is set to be within the range not exceeding the ceiling and floor.

### **2. Commerce Ministry to look into plea for price hike by noodle-makers**

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

Commerce Minister Jurin Laksanawisit has told the Department of Internal Trade to give careful consideration to a plea by five instant noodle manufacturers seeking permission to increase the price from six to eight baht. Five instant noodle manufacturers sent a letter to the department's director-general Wattanasak Sur-iam on Tuesday. They are manufacturers of several famous brands, such as Mama, Wai Wai, Yum Yum, Sue Sat, and Nissin. Wattanasak said that he is always monitoring the cost of instant noodle manufacturing and admitted that the cost of several production factors had increased. He thanked manufacturers for retaining their prices since 2021. However, he said that the department has not allowed an increase in price and will closely monitor the price. If there is any manufacturer who sells above the price, they could face a jail sentence of up to seven years or a fine of up to 140,000 baht.

### **3. Food fanatics invited to cook up dishes for the future**

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

People interested in what we will eat in the future are invited to take part in the “Future Food for Sustainability” contest for a top prize of 1 million baht. The 21 qualifying teams will see their dishes being served to Asia-Pacific Economic Cooperation (Apec) leaders at meetings hosted by Thailand. The contest under the “Plate to Planet” concept encourages participants

to use their talent to further develop Thai cuisine, which is considered the country's soft power. The event has been launched by the government's Public Relations Department. Students, food startups, chefs, farmers or people interested in future food aged between 18 and 45 are eligible to participate. Participants can enter as individuals or in groups of four. They can also have one person as an adviser, with no age restriction.

#### **4. Training programme to help boost online business skills of hill tribes**

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

Ethnic hill-tribe communities in northern Thailand are expected to benefit from a training programme on digital entrepreneurship and marketing skills. This is a collaboration between the Social Development and Human Security Ministry and mobile network operator DTAC. The ministry and DTAC signed a memorandum of understanding (MoU) on Thursday to form a partnership aimed at empowering indigenous people through digital and entrepreneurial skills while improving their economic well-being and promoting sustainable tourism. The programme focuses on residents of 24 villages in the mountainous areas of seven northern provinces — Chiang Rai, Chiang Mai, Mae Hong Son, Lamphun, Uthai Thani, Nan and Phayao, according to Anukul Peedkaew, director-general of the Department of Social Development and Welfare.

#### **5. LINE Shopping gears up to attract more merchants**

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

LINE Thailand is gearing up to attract sellers to its e-commerce platform Line Shopping to strengthen its leading position in social commerce amid intensifying competition with short-video platform TikTok recently joining the fray. Sales through social commerce accounted for 61% of Thailand's 270- billion-baht e-commerce market, according to Southeast Asia Social Commerce Report 2021, jointly conducted by data analytics firm iKala and Line. LINE Shopping provides tools that can support merchants' order management and discount marketing through LINE Points. Next year, LINE Shopping aims to launch a "Social Sales" feature that allow buyers to share merchants through their network. It also pledges to seek logistics partners for delivery services and support merchants with live commerce tools. The platform will also use artificial intelligence (AI) to recommend products to suit customers' preferences with items across product categories.