

THAI NEWS UPDATE: 1 JULY 2021

1. Thais top list of shoppers most likely to spend online

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

Thais lead the world in online shopping following a behavioural shift during the pandemic as people move towards e-marketplaces, says Wunderman Thompson, a global marketing communications agency. This was reported in the company's Future Shopper 2021, a global survey of 28,000 respondents in 17 markets, including 1,025 from Thailand across the X, Y and Z generations. "Thais lead the global trend of online shopping, indicating a pivotal shift in shoppers' mindset that will help establish a healthy and strong e-commerce mentality and behaviour in the post-pandemic world," said Maureen Tan, chief executive of Wunderman Thompson Thailand.

2. PM highlights 7-point plan to drive the country forward

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

Prime Minister General Prayut Chan-o-cha sent a special article to Nation Multimedia Group on the occasion of The Nation newspaper's 50th anniversary on July 1, writing that 2021 is a challenging year for the government as "we have to rehabilitate the economy amid the uncertainty of the Covid-19 situation" both domestic and overseas. Despite all these obstacles, the government is committed to moving the country forward and ensuring the economy can grow steadily again after the crisis is over," he wrote. "Looking forward into the future, the government has outlined a 7-point plan to achieve long-term goals under six national strategies – national security, social cohesion, sustainable development, human capital enhancement, good governance and competitiveness promotion," he added.

3. Transport Ministry unveils plans for national shipping line

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

Transport Minister Saksayam Chidchob has revealed that the Port Authority of Thailand is studying the possibility of establishing a national shipping line. The move would reduce Thailand's dependence on foreign ships, cut transportation costs and the freight deficit, and enhance the competitiveness of Thai shipping, said Saksayam. He was speaking after 30 June meeting of the ministry's national shipping line committee, chaired by Deputy Transport Minister Atirat Rattanaset. The meeting agreed on an action plan to launch the national shipping line within one year. The Port Authority of Thailand was tasked with conducting a

feasibility study and presenting the results to the National Shipping Line Preparation Committee. The project will then be proposed to Cabinet.

4. LHFG ranked among ESG100 listed companies by Thaipat Institute for 7th consecutive year

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

LH Financial Group Public Company Limited (LHFG), represented by Mr. Vichian Amornpoonchai, Acting Chief Executive Officer and President, received the "Certificate of ESG100 Company" from Thaipat Institute, represented by Dr. Pipat Yodprudtikan, Chairman, ranking LHFG among the top 100 listed companies with outstanding ESG performance in terms of environmental, social and governance (ESG100) for the 7th consecutive year. Moreover, LH Financial Group Public Company Limited (LHFG) has been included in the Universe of ESG100 securities group of 2021.

5. Model citizens: Central Pattana launches new safe tourism drive in Phuket

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

Central Pattana, operator of Central Phuket, has joined forces with other businesses in the Central Group to roll out the "Phuket Model for Safe Tourism City" campaign to boost Thai and international confidence, stimulate the economy, promote the tourism industry and support SME entrepreneurs across the country. The scheme sees Central Phuket partner with 100 hotels to offer accommodation discounts of up to 70%, with the "Hug Thais, Love Thais, Help Thais" campaign. In addition, Central Phuket will offer "Phuket's Welcome Pack" comprising store promotions and benefits worth more than 10,000 baht, as well as special "WE'RE VACCINATED" discounts for customers who visit the shopping centre for vaccination.