

## Thai News Update: 29 January 2019

### 1. 41.1m Tourists Eyed For 2019 Worth B2.2 Trillion

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

Tourism will continue to be a powerful driver for economic growth this year, expected to generate 2.21 trillion baht in income from 41.1 million international arrivals. The 38.3 million visitors welcomed last year that brought in 2.01 trillion baht are projected to rise 7.5% and 10%, respectively. The revenue places Thailand fourth globally for tourism expenditure, according to Tourism and Sports Minister Weerasak Kowsurat. The higher growth in tourism expenditure than visitor numbers may indicate Thailand is adapting higher-quality tourism, he said.

### 2. Exporters Alerted To Row Toll

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

Thai exporters are being urged to shift their focus to alternative markets, especially in Asia, which represents about 60% of Thailand's exports, as the trade row between the US and China is unlikely to end in the near future. Speaking at a seminar jointly held by the Trade Negotiations Department and Thai National Shippers' Council (TNSC), Auramon Supthaweethum, director-general of the department, said the escalating trade dispute will definitely take a toll on international trade, including Thai export prospects. Thai exporters should prepare for uncertainty from this spat, she said.

### 3. Somkid: Baac Farm Measures Necessary

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

The Bank for Agriculture and Agricultural Cooperatives (BAAC) should continue with agricultural reforms to help raise farmers' income and reduce production costs, says Deputy Prime Minister Somkid Jatusripitak. Although Thailand's agricultural industry is vast, Thai farmers are riddled with poverty because of high production costs and low adoption levels of technology. Most farmers do not own farmlands and grow do not own farmlands and grow single

crops, said Mr Somkid. Farmers have been victim to political machinations as they still rely on the government for farm subsidies, he said.

**4. Dmht Aims To Raise Thai Awareness About Alcohol With Drinkiq E-Learning Tool**  
**Source: The Nation ([Link](#))**

Diageo Moët Hennessy (Thailand), or DMHT for short – the leading importer and distributor of premium wines and spirits in the country – is launching a new consumer-facing e-learning platform to raise collective awareness about alcohol and provide people with comprehensive information that will help them make positive decisions about drinking responsibly. The initiative is the first-of-its-kind within the alcohol industry and uses interactive learning to provide a solid foundation of alcohol knowledge, including the truth about common myths.