

## THAI NEWS UPDATE: 8 OCTOBER 2021

### **1. Agencies join hands to help Thai SMEs up their standing in Middle East**

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

The Federation of Thai SMEs has joined up with the Department of South Asian, Middle East and African Affairs to help local SMEs boost their market share in the Middle East. Federation chairman Sangchai Theerakulwanich told the reporters on Thursday that the federation had organised an online training with more than 300 SMEs participating. The training was in cooperation with the government and private sectors to support and promote Thai SMEs to gain access to export markets to the Middle East.

### **2. TAT maps out new targets for tourism**

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

The tourism industry is expected to hit rock bottom this year with total revenue of 328 billion baht but will rebound next year and reach 80% of its 2019 level in 2023, according to the Tourism Authority of Thailand (TAT). The kingdom has been rocked by global travel restrictions caused by the novel coronavirus, resulting in only 100,000 inbound tourists expected this year, down from 6.7 million last year, said TAT governor Yuthasak Supasorn. However, these receipts will rebound to 50% of their 2019 level by next year and improve another 30% in 2023 as Thailand moves to attract higher-spending tourists, he said. Meanwhile, domestic trips are expected to stand at 60 million by year-end, down 34% from 90.52 million trips last year. This market has also been affected by waves of Covid-19 outbreaks since last year, particularly over Songkran.

### **3. Ministry to launch special measures to manage Thai fruit supplies**

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

Commerce Minister Jurin Laksanawisit announced on 7 October that his ministry was launching a set of proactive measures to better manage fruit supplies next year. The minister was speaking at a meeting with agencies related to agriculture and commerce as well as representatives of farmers, exporters and logistics service providers. The measures will include boosting distribution, promoting local consumption, promoting online and offline sales, matching up businesses, improving farmers' and exporters' potential and controlling the price of fruit.

#### **4. Economic recovery in motion**

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

Thailand's plan to attract 1 million quality tourists by the first quarter of next year is to serve as a key blueprint to drive the economic recovery after almost two years of being hit by the coronavirus pandemic. Deputy Prime Minister and Energy Minister Supattanapong Punmeechaow said Thailand has learned from past lessons and now it will optimise the tourism sector by focusing on quality rather than quantity, which poses a threat to the environment and ecosystem. "Instead of relying on 40 million tourists to generate 2 trillion baht in revenue, we will turn to focus on quality tourists who can spend more," Mr Supattanapong said. "This will be good for the country's environment and natural resources." Speaking on Thursday at the Bangkok Post Forum 2021 under the theme of "Resilient Thailand: Ways to Bounce Back" to mark the Post's 75th anniversary this year, the deputy premier urged all parties to cooperate with the kingdom's reopening plans.

#### **5. UK eases travel rules for countries including Thailand**

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

Britain will scrap tough Covid-19 quarantine requirements for 47 destinations including South Africa and Thailand on Monday and make it easier for people to arrive from countries including India and Turkey in the latest relaxation of the rules. Britain's tourism industry has essentially lost two full summers after travel restrictions imposed to contain the spread of Covid-19 deterred many people from going abroad. Many countries with high infection levels were put on a red list, requiring arrivals to spend 10 days in a government provided quarantine hotel, while the need for a PCR test and other tests often cost more than the flight itself.

#### **6. Siam Piwat to open store in Malaysia**

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

Siam Piwat Co, a large Thai mall operator, has forged a partnership with Pavilion Group, a Malaysian retailer, to open its first concept store outside Thailand at Pavilion Bukit Jalil in Kuala Lumpur. Usara Yongpiyakul, Siam Piwat's chief executive for retail business, said that under this partnership the company will debut three of its curated Thai brands that are popular with foreigners: Iconcraft, Absolute Siam and Ecotopia. The project covers 1,200 square metres in a "Discover Siam" zone on the third floor of Pavilion Bukit Jalil, a fully integrated lifestyle mall scheduled to open on Dec 3, 2021.