

## Thai News Update: 9 April 2019

### **1. Thailand To Support Aerospace Sector Via New Incentives**

**Source: Thailand Business News ([Link](#))**

According to the state owned agency BOI, Thailand is positioned to become the leader of MRO in Southeast Asia by supporting a rapidly expanding aerospace sector via incentives. The Thailand Board of Investment (BOI) has approved investment promotion incentives for companies that choose Thailand as their base of aircraft maintenance, repair and overhaul (MRO) activity. Thailand's MRO expenditure from 2015-2024 has been forecasted to reach a total amount of USD \$10.6 billion, with airframe, engine and component MRO being specifically targeted.

### **2. SET Launches 'Well-Being' Business Index**

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

Thailand is considered a comfortable, healthy and happy land, due partly to the country's rich natural resources. Those riches play a role in bettering the society, as well as functioning as an important mechanism to drive the country's economy. Current SET-listed companies related to health and lifestyle have consistently shown upbeat performance, along with high growth potential. These listed businesses are large and diverse, including those in the agriculture and food sector with their production lines and supply chains from farmers who sell their products to wholesalers and retailers and on to consumers world-wide, upstream manufacturers, the transportation and logistics sector, as well as medical services that include experts and facilities to accommodate global visitors.

### **3. Firms Use New Tools To Gauge Customer Sentiment**

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

Businesses are creating more advanced tools to understand customer sentiment and draw conclusions from the collection of personal data, says the head of a Germany-based enterprise

software firm. Experience management software allows the analysis of customer feedback from surveys to find out why customers are satisfied or unsatisfied with particular brands and services."Advanced technology enables businesses to capture customer sentiment to be more predictive and have a deeper understanding of the consumer experience," said Claus Andresen, president and managing director of SAP Southeast Asia

#### **4. Govt Urged To Help Farmers Shift Practices**

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

Environmental experts are calling on the food industry to shift from monoculture maize farming both within and outside Thailand in order to sustainably solve the problem of air pollution from the burning of fields. They have also called on policymakers to come up with policies that help farmers opt for more ecologically friendly farming methods. With provinces in the North again this year choking in dense smog from wildfires and outdoor burning, BioThai Foundation director Withoon Lienchamroon said the major cause of the chronic pollution problem is the widespread monoculture farming in the region and areas across the border.

#### **5. Haze Casts Shadow Over Songkran Tourism**

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

The Tourism Authority of Thailand (TAT) has forecast tourism levels during Songkran to drop by 10 per cent, partly due to the northern haze problems. Meanwhile, the Thai Travel Agents Association (TTAA) expects the strong baht to encourage Thais to travel abroad during the Songkran festival. TAT Governor Yuthasak Supasorn said the haze problem in the northern region would have a direct impact on tourism levels in the North during the Songkran festival from April 12 to 16. It is expected that the number of tourists will drop by more than 10 per cent compared to last year. Hence, tourist groups are expected to adjust their travel plans and choose to travel to other areas in the Kingdom instead.