

Thai News Update: 9 May 2019

1. CPF Encourages All Business Units To Undertake SHE&EN Standard

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

Sooksunt Jiumjaoswanglerg, chief executive officer- Agro-Industrial Business and Co-President, Charoen Pokphand Foods PCL (CP Foods), presented Safety Health Environment and Energy Standard Certification to 13 units of the company. The certification was assessed by its internal auditor and independent auditor, according to its press release. The 13 units included Chicken Manufacturing Plants, Food Processing Plants, Processed Foods, Shrimp Hatcheries, Roi Phet Closed Operation Shrimp Farm, Wild Shrimp Research Centre, Breeding Duck, Broiler Chicken and Kasetphand Industry Company.

2. KVision Offers Seed Money For Thai

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

KASIKORN Vision (KVision), an investment holding company of Kasikornbank, plans to invest US\$100 million (Bt3.19 billion) in seed money for Thai startups entering the Vietnamese market in the upcoming year. The sum will be taken from KVision's current startup investment budget of \$245 million. The rest of the budget will go to funding Thai and foreign startups elsewhere in the Asean region. In its business plan to target startups in Vietnam, a fast-growing market in the Asean region, KVision has joined hands with the Vietnamese government to support Thai startups in Vietnam.

3. TAT Gazes Across Pacific

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

The Tourism Authority of Thailand (TAT) is gearing up for high-end travellers from the US and Canada this year by partnering with luxury department store chains to promote tourism. The TAT is talking with some department stores in Canada, presenting post-production film shoots after successfully launching the marketing campaign "Art of Travel" at Neiman Marcus, a high-

end American department store chain, in February. "The main challenge for the US and Canada markets is the lack of direct flights to Thailand, so we have to maintain tourism momentum in these markets," said Runjuan Tongrut, TAT executive director of the Americas region.

4. MPC Unanimous On Firm Policy Rate

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

The Bank of Thailand on 8 May maintained its current policy rate while hinting at prioritising growth amid several weaker-than-expected economic indicators. The seven-member Monetary Policy Committee (MPC) voted unanimously to keep the policy rate on hold at 1.75%. "For the short-term cycle over the next two years we will trade off between growth and [financial] stability," said Titanun Mallikamas, secretary of the MPC. "The central bank has already implemented several instruments to supervise financial stability."