

T-AB

THAI - AMERICAN BUSINESS



ASEAN Economic Community (AEC) Outlook

THIS EDITION'S FEATURES:

Automotive Opportunity under ASEAN Free Trade P. 10

Legal Aspects of the ASEAN Economic Community P. 12

Labor Outlook – Impact of AEC 2015 on the Labor Market in Thailand P. 16

The Impact of the ASEAN Economic Community on Thai Business P. 20

Millennium

RESIDENCE TOWER C & D

BANGKOK'S
MOST SPECTACULAR
SKYLINE

START 7 MB

PRIME & PRIVATE
LUXURY CONDOMINIUM
SUKHUMVIT 16 & 20



PROMOTIONS UP TO **5 MB**

ONLY 3 UNITS AT **85,000** THB/sq.m.

SUPERB LIVING PACKAGE

- FREE transfer fee
- FREE common area fee
- FREE sinking fund
- FREE mortgage fee

SUPERB OFFER FOR APPLYING HOME LOAN WITH UOB (THAI)

- Free 0% interest rate for 1 year

SUPERB PRIVILEGES

- 85,000 THB / sq.m. for ONLY 3 UNITS
- Exclusively Yours, The Ultimate Rewards with LEXUS IS250



081 401 4428 | 02 160 6700

www.millennium-sukhumvit.com

Disclaimer: While every reasonable care has been taken in the preparation of this advertisement, the developer and its agents cannot be held responsible for any inaccuracies therein. All statements are believed to be correct but are not to be regarded as statements or representations of fact. All information and specifications are current at time of print and are subject to changes as may be required and cannot form part of an offer or contract.





krungsri
กรุงศรี

Make Life
Simple

Partnering for financial success

**Krungsri... Ready to be
part of your success**
We provide full range
of financial services
that meet all your needs.
Our goal is to make
your financial life simpler.

Call 1572 | www.krungsri.com

CONTENTS

Volume 4/2011 • Covering July - August

- 10 Automotive Opportunity under ASEAN Free Trade
- 12 Legal Aspects of the ASEAN Economic Community
- 16 Labor Outlook – Impact of AEC 2015 on the Labor Market in Thailand
- 20 The Impact of the ASEAN Economic Community on Thai Business
- 22 Sector in Focus: What is the Impact of AEC on the Hospital Sector?
- 24 How Should Businesses Adapt?
- 28 The Unfair Competition Act: Leveling the Playing Field
- 32 2011 AmCham ASEAN Business Survey: U.S. Companies in Thailand Predict Expansion and Growth



REGULAR FEATURES



- 6 President's Remarks
- 34 Notes from the U.S. Commercial Service
- 36 AMCHAM Members' Activities
- 38 AMCHAM Thailand Charitable Foundation
- 40 AMCHAM Executive Director's Remarks
- 42 AMCHAM Events Roundup
- 50 AMCHAM Committee Updates
- 54 AMCHAM Welcomes New Members
- 56 AMCHAM Affinity Program
- 58 AMCHAM Membership: Not Just for Americans

Thank You to AMCHAM'S 2011 Corporate Partners

Platinum



Gold



Silver



NEW Ford Focus Sport +

Duratec 2.0 engine
Great value at **849,000.-**

ford.co.th

Free 1st class insurance*



With smart technology as standard, experience a new level of driving performance and enjoyment.



Rear skirt and spoiler



Auto on - off headlamps



Dual - zone air conditioning



Auto rain - sensing wipers

Call Center 0-2686-5899 (Bangkok) or 1-800-293-333 (toll free from up country)

Remarks : • *For hire purchase through Ford Leasing only.

• The company reserves the right to change any detail without prior notice.



Feel the difference



AMCHAM THAILAND

AMCHAM BOARD OF GOVERNORS 2011

HONORARY PRESIDENT

Kristie A. Kenney, U.S. Ambassador to the Kingdom of Thailand

PRESIDENT

Peter Eliot, Citibank

VICE PRESIDENTS

David Carden, FedEx Express

Joseph Geagea, Chevron

Joe Mannix, United Airlines

David Nardone, Hemaraj Land And Development

SECRETARY

Janice Van Ekeren, Bank of Ayudhya

GOVERNORS

Peter Fleet, Ford Motor Company

Bruce Hoppe, Emerson Electric

Brian Housh, English Solutions

Jorge Garduno, Coca-Cola (Thailand)

Pornlert Lattanan, General Electric International Operations

David Lyman, Tilleke & Gibbins International

Kenneth White, Pacific Siam Strategic Consulting

Thai-American Business is published bi-monthly by The American Chamber Of Commerce In Thailand with offices at: 7th Floor, GPF Witthayu Tower A 93/1 Wireless Road, Bangkok 10330
Tel: +66 (0)2 254-1041 Fax: +66 (0)2 251-1605
Email: service@amchamthailand.com
Website: <http://www.amchamthailand.com>

Editorial Advisory Board:
Judy Benn, Harold Vickery, Jr.

Communications Director: Caroline Espinosa
Email: comm@amchamthailand.com

Artwork & Layout: Phaisan Nangnoi

Production: Scand-Media Corp., Ltd
Tel.: +66 (0)2 943-7166/8, Fax: +66 (0)2 943-7169
Email: scandmedia@scandmedia.com

Any opinions expressed in articles in this magazine do not necessarily reflect the views of the Chamber.

T-AB Magazine welcomes story and photo contributions from AMCHAM members. Articles may be reproduced with acknowledgement, except for those taken from other sources.

PRESIDENT'S REMARKS



Dear AMCHAM Members,

I hope everyone had an enjoyable summer. The big news in Thailand is the election, which resulted in the first-time-ever appointment of a woman Prime Minister.

AMCHAM's message to newly-elected Prime Minister Yingluck, hand delivered the day after she assumed office, was one of congratulations and support. We were happy to see an election that was fair and transparent without any violence. Although some of the proposed policies of the new government have been controversial, we are waiting to see what is actually introduced. We expect the Yingluck government to be pro-business and open to foreign investment and trade, as have past Royal Thai Governments. We look forward to meeting with the Prime Minister and her cabinet in the near future, and continue to advocate for the issues that have been on the table for awhile. In addition to political stability, transparency, and respect for the rule of law, AMCHAM's list of issues we have advocated over the last years include:

- Availability of international arbitration for government contract disputes;
- Consistency, transparency, and engagement in legal reforms;
- Airport security;
- Enforcement of intellectual property laws;
- Tax and customs reforms;
- Labor reforms, including access to more labor;
- Liberalization of the financial services and insurance sectors;
- Deregulation of the telecom industry;
- Public-private partnerships in the auto, energy, and pharmaceutical industries; and
- Upgrading the road system in the Eastern Seaboard area.

AMCHAM also sent a letter to former Prime Minister Abhisit thanking him for his support of AMCHAM, not only during his three years as Prime Minister, but for many years before that as opposition leader. We will continue to dialogue with the Democrat Party to ensure that AMCHAM's views on promoting a good environment for foreign business are heard by all sides.

AMCHAM BOARD OF GOVERNOR ELECTION

AMCHAM's election for the 2012-13 Board of Governors will take place at the Annual General Meeting on October 19th. The Board of Governors consists of 15 AMCHAM member representatives who dedicate a minimum of 15 hours each month to promoting trade between Thailand and the U.S., and supporting AMCHAM events and activities. About half the Board is up for election each year; eight positions will be filled. You can meet the candidates running for the Board of Governors at the Social Networking Night on October 12.

Continued on page 8



GROW with Hemaraj

Over 650 customers have chosen our 6 world class industrial estates



Thailand's leading industrial estate developer

Six strategic locations in Eastern Seaboard (Rayong, Chonburi)
and north of Bangkok (Saraburi)

Ready Built Factories of 500 to 10,000 square meters

Hemaraj Land And Development Public Company Limited

Phone: 662 719 9555

Email: marketing@hemaraj.com

Website: www.hemaraj.com



The World Class Developer in Thailand

The nominating committee for the 2012-2013 Board consists of AMCHAM Vice President David Nardone (committee chair), Vice President David Carden, and Governor Brian Housh along with Professional Women Committee leader Jane Purananada and AMCHAM member designate Peter Fischbach. Thank you to the nominating committee for its hard work in identifying and recommending an outstanding slate of candidates.

ASEAN ECONOMIC COMMUNITY

This edition of *T-AB* Magazine focuses on the ASEAN Economic Community (AEC). Since its inception on August 8, 1967 in Thailand by the Bangkok Declaration, ASEAN has come a long way and evolved into an organization with much greater depth and breadth in its cooperation. ASEAN is now poised to become an ASEAN Community in 2015, built on three pillars: ASEAN Politico-Security Community, ASEAN Economic Community, and ASEAN Socio-Cultural Community. With a population of almost 600 million, ASEAN is the world's ninth largest economy with a 2010 GDP growth of 7.5%.

According to trade statistics from the ASEAN Secretariat, intra-regional trade and investment flows gained momentum and are projected to grow by 5.7 % and 6.4% respectively in 2011. ASEAN's merchandise trade grew at 32.9% last year, as trade value rose from U.S.\$1.54 trillion in 2009 to U.S.\$2.04 trillion last year. Foreign Direct Investment (FDI) into ASEAN reached U.S.\$76 billion last year, doubling the 2009 level. Over

the last ten years, FDI flows in ASEAN grew at an annual average of 19%.

ASEAN is the fourth largest market for American exports, the fifth largest supplier to the U.S. market, and home to more than U.S.\$153 billion of investment from the United States. This all points to exciting opportunities for our members that are investing in Thailand to take advantage of the AEC.

Additionally, the annual AmCham ASEAN survey (found on page 32) shows that AMCHAM Thailand members continue to be positive about investing in Thailand and in the ASEAN region, with 92% of respondents expecting profits to remain at or increase from 2010 levels.

During August, two members of the Board departed, Mike Cooper of Esso and Dr. Molly Zhang of Dow Chemical. Both of these Governors left Thailand due to job relocations. We wish them the best of luck in their new countries and jobs. However, we are delighted to welcome Mike McGee, new U.S. Commercial Counselor, to Thailand. Mike will attend meetings of the AMCHAM Board of Governors as the representative of the U.S. Embassy. ■

Best regards.



Peter Eliot
AMCHAM President

2011-2012 AMCHAM Membership Directory

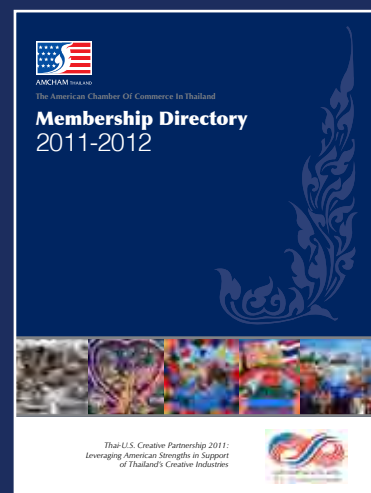
Now Available

Receive the *Oxford Business Group Thailand 2011 Report* as a special bonus when you pick up your *2011-2012 AMCHAM Membership Directory* at the AMCHAM office.

Each AMCHAM representative is entitled to one copy of the publication.

Members may purchase additional directories for Baht 2,000.

For more information, please contact Khun Orn at: orn@amchamthailand.com



MBMG Group

15 years of unparalleled investment and legal advice



“Financial Advisory of the Year 2011” and winner of 11 other ACQ Global Awards

MBMG Group has been providing a full range of investment, tax planning and legal advisory services for individuals and corporations since 1996. We are proud to have won 13 awards from independent, major industry judges in the last year, testament to our unparalleled commitment to providing highly ethical, world-class advice to clients.

We can't think of a better way to celebrate our 15th year of operations.

MBMG Group and subsidiaries continue to win widespread recognition and multiple awards including the following:

- MBMG Group, Financial Advisory Firm Of The Year
- MBMG Asset Management Limited, Investment Management Firm Of The Year
- MBMG International, Tax Advisory Firm Of The Year
- MBMG Law Office, Tax Law Firm Of The Year, Niche Advisor Of The Year, Business Advisory Firm Of The Year Asia



MBMG Group
Client Services
26th Fl., Ocean Tower 2,
Sukhumvit 19
Bangkok 10110
Tel: +66 2 665 2534-9
www.mbm-international.com



Automotive Opportunity under ASEAN Free Trade

Written by: Florina Vistal



Scale model of Ford's new U.S.\$500 million, state-of-the-art passenger car facility at the Eastern Seaboard Industrial Estate in Rayong

The ASEAN regional trading block marked a significant milestone on January 1, 2010 with the full implementation of the ASEAN Free Trade Agreement (now called the ASEAN Trade in Goods Agreement, or ATIGA) by the six largest member-economies (Thailand, Indonesia, Malaysia, Philippines, Singapore and Brunei), which eliminated their intra-regional tariffs.

The resolve of these member economies to stay the course and eliminate tariffs as agreed under ATIGA – despite the economic difficulties brought on by the global financial crisis – sent a strong message of their commitment to the ASEAN union and its future success.

It also opened a new chapter for the automotive industry, serving as a potential catalyst for accelerated growth

in a region full of opportunity. The ASEAN region as a whole represents a population of close to 600 million, is experiencing a rapidly growing middle class with rising incomes, and relatively low vehicle densities across its markets. These factors are driving total industry sales in ASEAN that are expected to grow by nearly 46% from last year to approximately 3.6 million units by 2015.

LOWER TARIFF RATES

This represents a quantum leap for the region in just a couple of short decades. Prior to the 1990s, governments aspired to attract investment and develop their domestic auto industries, in part, through policies that included import bans and prohibitive import tariffs that ran as high as 300 percent. Although this regulatory environment helped protect

local employment, drive localization, and preserve foreign exchange, it also forced automakers to maintain small-scale and duplicative manufacturing investments in each country in order to gain access to the domestic markets.

As the global trading system embraced liberalization through the WTO and the various regional FTAs, governments gradually brought down tariff walls and phased-out local content regulations. In ASEAN, the lowering of the AFTA tariff rate to the threshold five% level in 2003 provided the impetus for automakers to accelerate the rationalizing of their fragmented regional production and sourcing networks to attain economies of scale and improve operating efficiencies.

THAILAND A LEADER

Thailand has led the way in the development of a domestic auto industry, most significantly by making the one-ton pickup truck its product champion and offering attractive incentives to foreign investors that set up manufacturing and export operations. The result is a world-class industry that in 2010 accounted for about 53% of ASEAN's automotive production and represents the world's twelfth largest producer of vehicles. Roughly 1.8 million units will be built in Thailand this year, with half exported to ASEAN markets and beyond.

And it is headed for the top ten within the next few years, driven by increasing commitments from companies like Ford Motor Company, which has made additional investments of nearly U.S.\$1.4 billion over the last three years alone to expand its production and export capacity in Thailand. This includes a U.S.\$500 million, state-of-the-art second passenger car plant that will come online in mid-2012.

ASEAN OPPORTUNITIES

Other markets have also stepped up their focus on grabbing a bigger piece of the fast-materializing ASEAN opportunity. Indonesia is arguably the most ambitious. The government is being touted as the "next kid on the block", as it has successfully courted new automotive investments and is working to formalize a plan supported with incentives that would help create its own product champion and manufacturing hub status.

Thailand has led the way in the development of a domestic auto industry, most significantly by making the one-ton pickup truck its product champion and offering attractive incentives to foreign investors that set up manufacturing and export operations.

With a population of 240 million, a strong economy and burgeoning middle class, Indonesia's domestic auto industry – which will approach 800,000 units this year – is giving auto companies another compelling reason to invest in the country and set up a new, strategic ASEAN production base.

Malaysia, while currently ASEAN's biggest passenger car market, missed the first wave of foreign direct investment, as it chose in 2003 to delay AFTA tariff reductions to protect its National Car policy. The Philippine industry continues to be characterized by small scale completely knocked-down (CKD) assembly operations due to a smaller domestic market. With completely built-up exports undertaken by only Ford, it lacks the infrastructure necessary for a large-scale regional production base.

And although Vietnam does have some small CKD assembly operations geared mainly for the domestic market, its infrastructure is also inadequate to support any type of volume production and export operations. Vietnam is also on a later timeline of fully eliminating tariffs, but is

required to do so under AFTA by 2018.

ELIMINATION OF BARRIERS

AFTA is clearly strategic to the growth plans of carmakers in the region, and eliminating tariffs is just the first step. Members must now focus on the next phase of regional market integration under a broader ASEAN Economic Community 2015 vision that calls for, among others, the elimination of non-tariff and technical barriers to trade. The achievement of these goals, while ambitious, will be important to the region's long-term competitiveness and will be another test of the respective governments' political will to establish a real, single regional market.

Non-tariff barriers, or NTBs, come in various forms – unique technical regulations and complicated homologation procedures, domestic taxes and investment rules that favor locally produced vehicles or product champions, local content based tax incentives, arbitrary import permit requirements, and divergent rules of origin under the various FTAs. These measures act as greater barriers to cross border trade and in-

vestment, and increase the complexity and costs of doing business. And they are, at times, the most disruptive and vexing to deal with.

With tariff walls down, there is increasing temptation to use NTBs as a last resort to protect domestic industries. However, under the AEC 2015 vision, ASEAN leaders must demonstrate a collective political will to seriously address any outstanding intra-ASEAN trade and investment barriers to maintain investors' confidence and ensure the long-term competitiveness of the region.

This fully open and free-trade will allow the ASEAN auto industry to achieve economies of scale and optimize a manufacturing footprint amidst growing competition from Asia's other high growth markets, like China and India. And it will allow all member economies to truly realize the full potential of the ASEAN opportunity. ■

Florina Vistal is ASEAN Government Affairs Director, Ford Motor Company and can be reached at: fvistal@ford.com.

Before you push these buttons...

...start your work day off right with this button!

Specialty Espresso Blends • Single Origin Roasts
Commercial Coffee Machine Solutions • Barista Training

CoffeeWORKS

T. 02-634-0672-75
facebook.com/myCoffeeWORKS

Legal Aspects of the ASEAN Economic Community

Written by: Edmund Sim

The members of the Association of Southeast Asian Nations (ASEAN) are attempting to create an ASEAN Economic Community (AEC) by 2015. The AEC would create a single market of over 600 million people encompassing 10 countries. However, unlike the EU, with which the AEC is often compared, the AEC does not have a single regulator. Nor does it have the comprehensive set of laws and regulations that a nation-state would have. As a result, the AEC presents the investor with a more complex set of issues than either a nation-state or a more established regional bloc would.

OPERATING STRUCTURE OF ASEAN

The foundational document of ASEAN is the ASEAN Charter, signed in 2007. The Charter formalized many of the institutional and operational aspects of ASEAN, which had previously operated on an informal basis only.

The supreme authority in ASEAN is the ASEAN Summit of national leaders. Decisions made at the Summit represent the consensus among the ASEAN nations, although their legal authority has not been tested. The Charter establishes semiannual meetings, along with special meetings when necessary. The chairmanship of ASEAN is held each year by an ASEAN member, with the rotation based on alphabetical order of the members' names in English.

The Charter establishes ministerial level councils to handle substantive matters. The ASEAN Economic Community Council made up of economic ministers meets semiannually and coordinates the development of the AEC. The Council is supported by the Senior Economic Officials Meeting (SEOM), a grouping of ASEAN national government bureaucrats which meets frequently between Council meetings.



The Royal Thai Embassy in Washington DC flying the ASEAN and Thai flags in celebration of ASEAN's 44th Anniversary.

The Charter also establishes that each ASEAN member station a permanent representative in Jakarta, location of the ASEAN Secretariat. A committee of permanent representatives serves as the liaison with the Secretariat, ministerial councils, and national secretariats were established within the ASEAN members' national governments.

The Secretariat provides administrative support to ASEAN. The Secretary General heads the Secretariat and is appointed for a non-renewable five year term. The nationality of the Secretary General also rotates based on alphabetical order of the members' names.

The Charter establishes that the Secretariat and Secretary General enjoy the usual privileges and immunities of working for a supra-national institution, like the Commission in the EU. However, unlike what the Treaty of Rome does for the European Commission, the Charter does not

assign any coercive authority to the Secretariat or the Secretary General.

LEGAL AGREEMENTS

With the Charter providing the overall legal foundation for ASEAN, several economic agreements serve as the legal foundation for regional economic integration:

- the ASEAN Trade in Goods Agreement (ATIGA) governs the ASEAN Free Trade Area for intra-ASEAN trade in goods;
- the ASEAN Comprehensive Investment Agreement (ACIA) governs intra-ASEAN investment; and
- the ASEAN Framework Agreement on Services (AFAS) governs intra-ASEAN trade in services.

These agreements are supplemented by several subsidiary agreements covering specific sectors, such as aviation and transport. They are also supported by a dispute resolution system called the

ASEAN Protocol on Enhanced Dispute Settlement Mechanism (EDSM).

ATIGA

Unlike the EU, ATIGA does not apply a common external tariff on imported goods. Each member may impose tariffs on goods entering from outside ASEAN based on its national schedules. However, for goods originating within ASEAN, members are to apply a tariff rate of zero to five percent (the more recent members of Cambodia, Laos, Myanmar and Vietnam were given until 2015 to implement the reduced tariff rates). This is known as the Common Effective Preferential Tariff (CEPT) scheme.

As of 2010, virtually all goods are covered by the CEPT. All duties on items covered by the so-called "inclusion" list of the ASEAN-six countries (Brunei, Indonesia, Malaysia, Philippines, Singapore and Thailand) have been eliminated. The remaining items on the so-called "exclusion" list consist mainly of sensitive items such as rice and sugar, with negotiations continuing for these products. ATIGA also eliminates tariff rate quotas and quantitative restrictions but does not prevent ASEAN members from imposing trade remedies (antidumping/countervailing duties and safeguard measures).

General exceptions to the CEPT are applied to products which an ASEAN member deems necessary for the protection of national security, public morals, the protection of human, animal or plant life and health, and protection of articles of artistic, historic, or archaeological value.

The CEPT only applies to goods originating within ASEAN. To qualify for ASEAN-origin, the general rule is that either (1) local ASEAN content must be at least 40% of the FOB value of the good or (2) the product has been subjected to processing so as to change the tariff classification at the four-digit

level of the customs classification code for the product (e.g., from plastic resin to plastic bags). The exporter must obtain a "Form D" certification from its national government attesting that the good has met the origin requirement. The Form D must be presented to the customs authority of the importing government to qualify for the CEPT rate.

ACIA

The ACIA covers all investments within ASEAN unless otherwise subject to member state reservation. This differs from previous agreements which applied only to investments for which the investor formally invoked the investment protection in writing and received approval by the host country. The ACIA provides the following benefits to individuals and corporate entities with ASEAN nationality:

- National treatment – all ASEAN investors are given treatment equal to that afforded to domestic investors.
- Most-favored nation treatment – preferential treatment granted by any member under any existing or future agreement must be extended to all other members.
- Performance requirements – investors shall not be required to meet export performance requirements.
- Senior management – members cannot mandate that senior management must be made up of any particular nationality.
- Transfers – members must allow free transfer of investment proceeds except for specified circumstances such as bankruptcy.
- Expropriation – members must follow appropriate procedures and provide compensation.
- Subrogation – members must recognize the subrogation of investment assets to other entities, such as with regard to insurance.
- Movement of persons – key personnel must be allowed entry and presence by the member government.
- Dispute resolution – the ACIA

establishes the rights of states and private investors to invoke dispute resolution.

Unlike the previous agreements, the ACIA applies to portfolio investments. The ACIA allows ASEAN members to deny corporate entities coverage by the ACIA if the entity's operations are insubstantial. It also contains the usual provisions for security and protection of morals. Members have already eliminated reservations in manufacturing, agriculture, fisheries, forestry and mining, and are discussing their reservations for other sectors.

AFAS

AFAS provides the broad guidelines for members to improve market access and ensure national treatment for services suppliers among ASEAN countries. Under the AFAS, members are required to apply the rules of the WTO General Agreement on Trade in Services. Since 1995, ASEAN members have approved agreements covering business services, environmental services, professional services, health care, construction, maritime transport, distribution, telecommunication, education and tourism. ASEAN members also have agreed to reduce restrictions on foreign equity investment in service sectors, a particularly sensitive issue. ASEAN members have signed agreements on financial services, although access in this sector is not as developed as in the above referenced sectors. ASEAN members have also signed agreements on the mutual recognition of professional qualifications in the engineering, nursing, architecture, surveying, medical, dental and accounting sectors.

EDSM

EDSM governs formal dispute resolution in ASEAN. The exception is investor-state dispute resolution under the ACIA, under which an investor which feels that its investment has been impaired may invoke dispute resolution directly against an ASEAN member state. ASEAN members may seek mediation and good offices consultations. If these efforts are ineffective, they may ask SEOM to establish a panel of independent arbitrators to review the dispute. Panel decisions can be appealed to an appellate body formed by the

The supreme authority in ASEAN is the ASEAN Summit of national leaders. Decisions made at the Summit represent the consensus among the ASEAN nations, although their legal authority has not been tested.

ASEAN Economic Community Council. Notably, only ASEAN members may invoke EDSM; investors and other non-state actors may not invoke EDSM.

ISSUES FACING INVESTORS IN THE AEC

Investors thinking about the AEC as a single market rather than as ten separate national markets should understand that the legal infrastructure of the AEC remains largely at the national level rather than at the regional level. The Charter, ATIGA, ACIA, AFAS and other core agreements are legally binding agreements, but except for the ACIA, these ASEAN agreements cannot be invoked by private actors on a cross-border or regional basis. For example, a Thai company exporting to Malaysia could not invoke the ATIGA against the Malaysian government through the EDSM or otherwise. It would face the choice of either convincing the Thai government to bring an EDSM complaint or bringing a domestic court action against the Malaysian government in Malaysia.

Yet EDSM has never been invoked in full because it still requires consensus to some extent to invoke the process, and ASEAN members are reluctant to have their disputes resolved before their peers. Hence they seek dispute resolution in other fora such as the WTO (such as in the recent Philippines-Thailand WTO disputes on tobacco and liquor). This can also be frustrating for companies affected by an AEC dispute, as they have no rights

... An investor attempting to get an ASEAN-wide standard for its operations may have to pursue the matter at the ASEAN level with the Secretariat and various councils and at the national level. Identifying opportunities to interact with government officials at both levels is a priority, as is monitoring and implementing.

to invoke dispute resolution yet their home ASEAN government may not be willing to invoke EDSM.

Issues related to the AEC can also arise because of inconsistent implementation by ASEAN members. Form D documents can be rejected, and ministries may not be aware of their AEC obligations and issue conflicting regulations, for example. Because ASEAN is still in the formation stage of the AEC, coordination is imperfect. An investor attempting to get an ASEAN-wide standard for its operations thus may have to pursue the matter at the ASEAN level with the Secretariat and various councils and at the national level. Identifying opportunities to interact with government officials at both levels is a priority, as is monitoring and implementing. Again, because the AEC is a work-in-process, such efforts will be time-consuming.

Yet the AEC integration process and the "ASEAN way" of consensus do work, if one is patient, as confirmed by the recent resolution of the dispute between Thailand and its partners over the ASEAN Industrial Cooperation

(AICO) Scheme. Thailand had insisted on continuation of the scheme, even though the full implementation of ATIGA had rendered AICO redundant; Thailand had wanted to continue the application of import duties on automobiles through AICO. Eventually continued pressure from the other ASEAN members convinced Thailand to join the consensus and end AICO, without resorting to EDSM or other dispute resolution.

The AEC thus can benefit both investors and consumers who are prepared to deal with the ups and downs of creating a single market in Southeast Asia. This requires toning down expectations of Western legal norms and having great patience. Nevertheless, the rewards of investing in the region make it worthwhile. ■

Edmund Sim is a partner in the Singapore office of Appleton Luff, a trade and investment specialty law firm with other offices in Brussels, Geneva, Warsaw and Washington DC, and Adjunct Associate Professor at National University of Singapore law school. He can be reached at: sim@appletonluff.com

Sponsors needed for

The ChariTEE Thanksgiving Golf Tournament

November 25, 2011

Space available for 36 teams. Bring your own team or we can find one for you.

Book your spot today!

For more information, please contact Khun Orn at: orn@amchamthailand.com

I'm not rubbish



I'm not rubbish is one of Amway Thailand Environmental Projects
incorporation with the strong network of
over **1,000,000** Amway Business Owners and Members.



Since 1995, we've returned over **10,000,000** used plastic packagings to
the recycled process to minimize the waste and to raise the environmental awareness.

*The World Belongs to All of Us.
Let's make it a lasting livable place to live!*



Amway Call Center 0-2725-8000
www.amwaysshopping.com
www.facebook.com/amwaythailand

Labor Outlook – Impact of AEC 2015 on the Labor Market in Thailand

Written by: Tom Payne

Each year, the Global Competitiveness Report ranks approximately 139 countries in the world using a series of measures that include labor pool, banking, market size, market openness, and ease of working through government agencies. Thailand has slid backward four places in the last several years in the Global Competitiveness Report (GCI) and is currently ranked 38th out of 139 countries. (See excerpt from the 2011 GCI According to the ratings for selected countries in Asia in Table 1). Thailand is held down by education related factors ranked as follows: Health & Primary Education (80th), Higher Education (59th), Technical Readiness (68th), and Innovation (52nd). The other major factor in the declining rating is Trust in Institutions (64th) due to government instability in the recent past.

SUPPLY

Thailand has a decent sized market, and improving logistics infrastructure making it an attractive place to set up business. However, there are ongoing concerns about the labor market. Some geographic areas and some industries and functions have experienced labor shortages over the last few years. Yet, almost 25% of the approximately 400,000 college graduates entering the job market each year have difficulty finding a suitable job.

So while there are some difficulties in people finding jobs, we also see at both ends of the labor market a shortage of qualified applicants. There has been a gradual increase in the number of foreign work permits granted to bring in a larger pool of workers from neighboring countries (e.g. Myanmar and Laos) to support agriculture, fisheries, and domestic help as well as unskilled production jobs where there are provincial labor shortages. At the professional and managerial levels, there continue to be some shortages that require continued presence of expatriates in some jobs.



WAGES

As a result of localized or talent pool labor shortages, there has been intense competition between employers in given markets and this has driven up wages at both ends of the wage spectrum. For example, for entry level production staff in the Rayong and Chonburi industrial estates, there are few employers that are paying the provincial minimum wages of Baht 189 or Baht 196 per day, rather the starting wages are more in the range of Baht 240 or more per day to attract workers. This is a reflection of the upward pressure on the cost of labor from shortages in the market place. When market forces are at work, employers have fair warning to find solutions, they can redesign work to get more productivity, cut production or move to another location where they can get required resources at affordable prices.

However, in Thailand we have further upward wage pressure being applied politically through the new government's campaign promise to raise wages to Baht 300 per day across all provinces. This represents an almost 70% average increase across all provinces (current provincial wage rates are Baht 159 in Phavao to Baht

221 in Phuket per day). Whether this is implemented January 2012 or in series of significant steps over the next several years will become clearer in the next several months. What is evident is that minimum wages will go up, and historically this has set the stage for higher across-the-board increases in Thailand.

Another campaign promise to raise starting salaries for all college or university graduates entering public service jobs to Baht 15,000 per month will also create temporary increases in wages. In this scheme, there is no differentiation in pay for the major field of study and/or the universities/colleges granting the degrees. All degrees from all institutions are considered the same value, which would not be the case if it were market driven. The result will be an almost doubling of current government starting salaries that will creep into the private sector as well.

It is not only the new government that has made populist moves to attract voters. The previous administration in April of 2011 added an additional 11 job classifications to the original 11 skilled professions defined by the Labor Protection Act. All these newly identified jobs are to be paid a defined

ร้อนนี้มันสิ้น ซ่าให้สุด



Coca-Cola

Coca-Cola

minimum skill-based pay across all provinces as an exception to the provincial wage rates, establishing a national minimum wage for anyone working in these jobs. Standards for certification of individuals were determined according to a government created skills test that is to be administered by specified provincial skill development centers. There was no consultation with industry prior to the legislation passing in April

The implementation of these additions to the skilled wage scheme will raise wages with no corresponding guarantee of an increase in productivity. A real-life example is that sewing machine operators are now identified as skilled labor in this new legislation. Effective this October, sewing machine operators can go to a skill development center and take a certification test to be classified as a skilled operator. Anyone passing a government administered sewing skills test will be qualified to earn a minimum of Baht 250, 340 or 430 per day depending on their skill qualification grade one, two, or three. People employed as sewers can present a certificate to their employer and the employer will have to start paying the certified sewing operator the required wage beginning on the next pay period. How these new rates will be impacted by change in the minimum wage has yet to be worked out.

The movement to this pay rate is not based on productivity or performance on the job. Sewing machine operators who don't have the certificate are not entitled to the new higher wage their certified colleagues will enjoy regardless of job performance. Anyone who has run a factory knows how important pay equity is and differences in pay have to be explainable and understandable. Skill certificates will become very valuable to anyone who doesn't have one.

Thailand's journey towards 2015 is already mapped out in the Global Competitiveness Report and it does not involve legislation, it involves partnerships between industry and education, between industry and institutions, between institutions and education, and between communities and industries.

Table 1: Selected Countries from Asia Rankings in the Global Competitiveness Report

Country	2011	2010	Change
Singapore	3	3	
Japan	6	8	+
Hong Kong	11	11	
Taiwan	13	12	-
Korea	22	19	-
Malaysia	26	24	-
China	27	29	+
Thailand	38	36	-
Indonesia	44	54	+
India	51	49	-
Vietnam	59	75	+
Philippines	83	87	+
Cambodia	105	110	+

Continuing on the example of the sewing factory, since this skilled job classification only covers sewing operators, there will be questions from others working side by side with the sewers who do different but equally important jobs in the same facility. For instance, fabric cutters, sewing machine mechanics, supervisors, trainers, inspectors, materials handlers, etc. that work side by side in garment factories will demand their pay equity with or without having a skill classification scheme for their job. This is a potentially worrying trend that is likely to spread to other industries and could cause similar wage disparity when skill based pay is set by government mandate independent of industry input or consideration of productivity effects. Industry and labor should play an important role in any such mandatory wage

scheme so that these changes can be carefully considered and thoughtfully implemented in consultation with all stakeholders.

The recent government schemes proposed to increase wages may be rooted in the worthwhile desire to see the standard of living rise. However, when wages are raised by mandate as opposed to market forces, the effect is often rapidly increased cost and upward inflation. Thailand's average consumer price index (CPI) increase over the last 10 years has been about 2.5%. A significant increase in wages with no offset in productivity could cause the CPI to rise from an expected 4% up to 8-10% wiping out much of the wage increase benefit.

REGIONAL COMPETITORS

The new minimum wage for university graduates will make Thailand the second highest in this wage category, behind Singapore but ahead of China. On the production staff side, the newly proposed minimum wage rates in Thailand will make Thailand the highest in the region, with China and the Philippines just behind. China has the highest increase in productivity in the region at 6.8% growth per year, almost double Thailand's. However, as a result of rapid real wage inflation in

China, many factories and industries are leaving. Another country in the region that embarked on an aggressive increase in minimum wages was the Philippines, which also experienced the highest unemployment rate in the region (almost 8%) and the second highest inflation rate in the region, behind Vietnam, which is the only country in the region that has had its currency devalued against the U.S. Dollar, so the relative effect of their high CPI has been to cut back the real inflation effect to employers that are exporting. So while Thailand is pursuing raising its standard of living by increasing wages, it also has to increase its competitiveness against other countries in the region.

Cambodia, a country of 11 million people, is an increasingly interesting option for industry investors. Cambodia is a dollarized economy so those who invest, pay expenses, and ship in dollars are not exposed to currency fluctuations. Their labor laws are no more restrictive than Thailand's and their labor pool is under employed. Their entry level wage earner will earn about one-fourth of Thailand's proposed new wage structure. If they can increase their education level and build a professional/managerial talent pool to handle the first phase of market investment, they will become more attractive.

Vietnam is also a potentially good opportunity for manufacturers. The population of the country is almost 90 million and they have an adequate labor pool for manufacturing industries. Their professional and managerial pool is also growing quickly. Their entry level wage earner will earn about one-third of Thailand's

proposed new wage structure. If they can overcome their problems with customs and duty issues, they will become more attractive.

Myanmar is another country that may become viable with the easing of restrictions and warming of the government to the principles of ASEAN. With their population of approximately 50 million people hungry for jobs and the recent investments in infrastructure, they may become a desirable place to invest in the not too distant future if the leadership continues on its current path to reconciliation and expresses an openness to the outside world.

PREPARING FOR 2015

The best way for Thailand to be ready for 2015 is to improve standards of living and create economic stability by linking wage increases to productivity increases. Thailand is aware that in order to improve competitiveness, it has to improve its capability in human capital through improving availability and quality of education, fostering improvements in productivity and innovation. However, industry can and should play an important role in this effort as well. To do this, there needs to be more partnering between the government (e.g. ministries of education, industry and labor) with industry/employers in a productive dialogue on how to improve Thailand's competitiveness and raise standards of living at the same time. We are all stakeholders in the success of the country.

For both industry and government, the opportunity is to engage in productive dialogues prior to labor legislation to discuss how to work in harmony

towards a better future. For instance, one significant challenge that faces employers in industrial estates is the need for better public transportation routes to and from industrial estates. In other parts of the world, successful partnering between industry and education to locate vocational schools and skill development centers around clusters of industries has led to increased productivity, availability of a qualified labor pool, and increased standards of living. Tax incentives can be connected to skill development and employee training to encourage the training of more skilled workers that the market will be willing to pay for on the basis of improved productivity rather than providing tax holidays for selected investors.

Thailand's journey towards 2015 is already mapped out in the Global Competitiveness Report and it does not involve legislation, it involves partnerships between industry and education; industry and institutions; institutions and education; and communities and industries. We all have a vested interest in each other's work.

Significant challenges remain. How can we get education to look at business and industry as its customer? Business has to see itself as the customer of the educational process and be prepared to enter into a dialogue if the supplier is not delivering to specifications; we must help them to become better, not write complaint letters. ■

Tom Payne is the Vice President for HR Asia for Hanesbrands ROH Asia Ltd. and Co-Chair of AMCHAM's HR Committee. He can be reached at: thomas.payne@hanesbrands.com.

inlingua®
International School of Languages

▶ **Your SUCCESS**
is our goal

inlingua International is one of the world's leading language training organizations with over 300 language centers in 40 countries around the world, including 17 in Thailand.

inlingua Corporate Training is the largest provider of in-company corporate language training programs in Thailand.

We specialize in:

- Customised & General Business English Training
- Large-Scale Training Programs
- Thai And Other Languages
- Personalized Executive Training
- Qualified Professional Teachers

www.inlinguabangkok.com

Corporate Training Department 7th Floor, Central Chidlom Tower, 22 Ploenchit Road, Pathumwan, Bangkok 10330 E-mail: cto@inlinguabangkok.com **Tel: 02-254-0955-8**

The Impact of the ASEAN Economic Community on Thai Business

Written by: John Geagea and Ben Swanson

Thai-American Business | Volume 4/2011

In 2007, the Association of Southeast Asian Nations (ASEAN) agreed to establish the ASEAN Economic Community by 2015 in order to bolster the economic strength of Southeast Asian nations in a world where neighboring powerhouses, China and India, are quickly making their mark. As these ten countries merge to form a single market, they benefit themselves by implementing policies that will affect numerous sectors of each member country's economy. This is also good news for foreign companies, as they are presented with potentially lucrative investment possibilities.

As a member of the post-2015 ASEAN Economic Community, Thailand will be faced with challenges and opportunities. Here are some of the ways Thailand's economy could be impacted by the AEC in 2015:

MOVEMENT OF LABOR

One of the key aspects of the AEC is that it allows for the free movement of labor, services, and capital throughout ASEAN. Accredited professionals will be recognized and free to work in other ASEAN nations. Incentives like higher remuneration in countries such as Singapore and Malaysia could negatively impact Thailand if skilled workers are lured away. In order to prepare for the impact that this new mobility could have on the Thai economy, changes may have to be made, such as the introduction of incentives for professionals who choose to work in Thailand.

Fortunately, the free flow of labor is expected to have a positive impact on Thailand. Thai companies will have access to a much larger labor force to complement the current Thai skill set.

TOURISM

A sector of the Thai economy that will be greatly affected by the AEC is the tourism industry. The AEC will



eliminate the entry visa requirement for tourists from other ASEAN countries, which will bring more people to Thailand and reinforce the already strong tourism sector. However, up and coming countries, such as Vietnam, are poised to draw tourists away from Thailand. Without a quality tourism industry, the Thai economy will surely risk losing business to neighboring countries. In order to stay competitive after 2015, the Department of Tourism is implementing higher service standards across the industry. For example, in order to become an accredited tour guide, one must meet a minimum level for foreign language skills.

The Tourism Council of Thailand is working with local communities and tourism-related companies to raise service standards and create opportunities for tourism throughout the country. In this age of technology, the industry should focus on connecting with and communicating to an online customer base. The use of new information technology systems by SMEs could help give Thai tourism the edge it needs to stay on top once the AEC has fully launched.

CUSTOMS

Inherent within the AEC's agenda is a plan to facilitate trade between

ASEAN member nations. A move toward simplifying and harmonizing the process coupled with standardizing customs procedures should help the shift towards an ASEAN that functions more similarly to a single, uniform market for goods and services. Full-scale integration is also expected to make exports more competitive on the global market.

To implement customs integration, the AEC has set forth several actionable points, including modernizing customs techniques to be in line with worldwide standards and best practices as per the ASEAN Cargo Clearance and ASEAN Customs Declaration Document of 2007. In addition, the ASEAN Customs Transit System is set to improve transportation as well as the movement of goods. To help integrate supply chains, special entities including Outward Processing, Inward Processing, and Temporary Admission will come into effect. ASEAN will also develop an e-customs program. Finally, there will be a concerted effort to move towards international standards for homogenous tariff classification, value assessment, and origin determination of goods.

FOREIGN INVESTMENT

A significant byproduct of ASEAN's liberation of trade in services and

labor movement is the anticipated raising of the foreign share ownership ceiling. Previously, Malaysia, the Philippines, and Indonesia capped it at 30%, 40%, and 49%, respectively. A move towards a common ceiling of 70% for member countries is expected to stimulate foreign interest in local business opportunities. While Cambodia, Vietnam, and Singapore have traditionally been open to foreign investment, new prospects will open for Thailand to act as a foreign investor itself. Areas considered to be prime initial investment targets are the high-potential service industries that already exhibit large profit margins. In Singapore, for instance, most of those services are connected to trade: department stores, distributors, electronic retailers, and apparel stores. Malaysia, on the other hand, has target areas for future investment in its IT and software services.

Even though there is a promising outlook for the future of foreign investment, questions linger about the efficacy of these proposals. A dilemma that persists across

A dilemma that persists across many ASEAN initiatives is the ability to enforce regulations. More importantly, the degree with which these overarching changes clash with current domestic laws may be pivotal to their success.

many ASEAN initiatives is the ability to enforce regulations. More importantly, the degree with which these overarching changes clash with current domestic laws may be pivotal to their success. In Thailand, existing rules that limit foreigners' ability to own property, may prove a significant barrier for the new allowances to take hold and entice future investors. Although some countries have used long-term rent as a viable alternative to settle property ownership ambiguities remain.

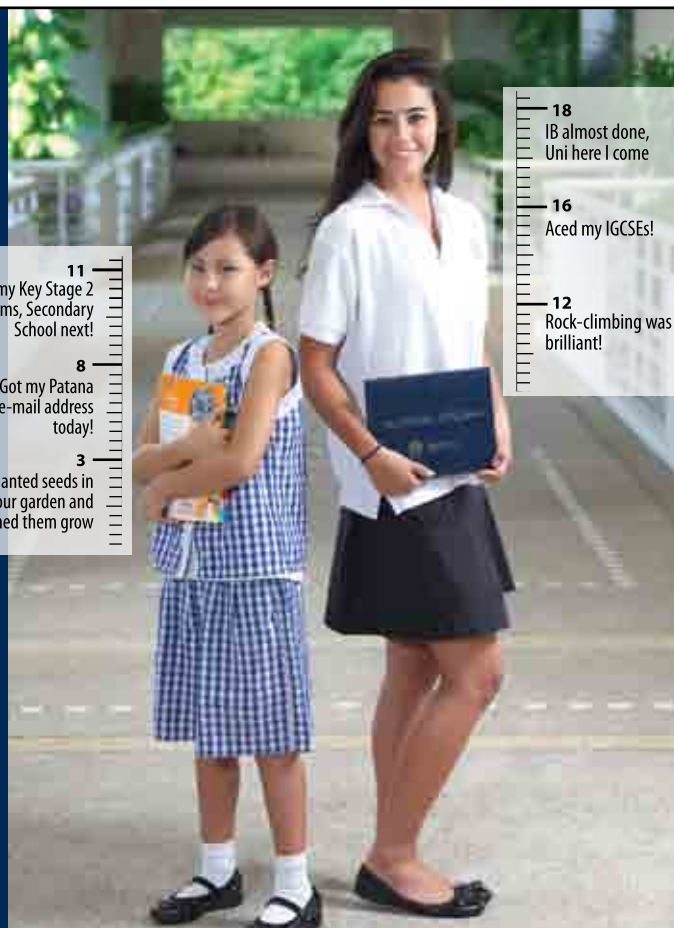
Foreign investment both within Thailand and among other countries will be heavily contingent upon providing resolutions to questions about minimum and modes of investment, board of directors composition, joint ventures, and technology transfer to name a few.

CONCLUSION

ASEAN and the AEC look forward to the promise that 2015 holds for its constituent countries. Using the European Union as a rough guideline, ASEAN has set forth a plan of action that will help promote unity and standardization within the organization. Nonetheless, unlike the EU and any other common market, ASEAN faces its own unique sovereignty issues and regional conflicts that stand in the way of singularity. The road to 2015 will show how capable it is to meet challenges and achieve its goals. ■

John Geagea and Ben Swanson were interns at AMCHAM Thailand. They can be reached by contacting the AMCHAM office at: comm@amchamthailand.com.

FOUNDATION TO GRADUATION



11 Took my Key Stage 2 exams, Secondary School next!

8 Got my Patana e-mail address today!

3 I planted seeds in our garden and watched them grow

18 IB almost done, Uni here I come

16 Aced my IGCSEs!

12 Rock-climbing was brilliant!

Bangkok Patana School prides itself on delivering British teaching traditions for an international community, from Foundation to Graduation. Following the English National Curriculum to IGCSE and the International Baccalaureate Diploma in Senior Studies, our strong academic and extra-curricular programme nurtures students of over 55 nationalities to fulfil their individual potential. Only at Patana!

If you would like to find out more please contact our Head of Admissions:

T: 02 398 0200
E: admissions@patana.ac.th
www.patana.ac.th



Bangkok Patana School
The British International School in Thailand
Established 1957

Bangkok Patana School, 643 Lasalle Road (Sukhumvit 105), Bangna, Bangkok 10260, Thailand

Sector in Focus: What is the Impact of AEC on the Hospital Sector?

ASEAN countries attach great importance to the hospital sector as it is one of the four Priority Integration Sectors. Thailand has an advantage given her international reputation and profitability in services. Integration towards the AEC will open competition which, on the other hand, also presents a greater opportunity for Thailand to exercise her existing advantages in seeking more benefits, but the country will need to find the right opportunities.

FOREIGN SHAREHOLDING

The liberalization of the hospital sector under the AEC will significantly affect the sector in Malaysia, the Philippines, Thailand, and Indonesia because of the elevation of the percentage of foreign shares ownership of ASEAN nationality

This could mean that ASEAN investors had little interest in equity participation up to the limit. Therefore, an increase in the ceiling may not necessarily result in more investment as the constraint or ceiling on investment is not a binding one at present. Thus, the opening up to a greater proportion of foreign shares in the hospital sector may not seriously affect the hospital sector in Thailand.

The more significant impact may come from greater competition for health care professionals. This is due to the limited number of professional workers in the field of healthcare, especially physicians (see Table 2). Only Singapore, the Philippines, and Brunei have physicians above the average of lower-middle income countries. This will affect investment and lead to further social problems such as

of aging population (people above the age of 60), will jump from 11% in 2010 to 15% in 2025 and 22% in 2050. Singapore will rank first among ASEAN, with a proportion of 30% in 2025 and 35% in 2050, increasing from the current ratio of 16%. Thailand will come in second with an increase from the current 12% to 27% by 2050.

OPPORTUNITIES AND BARRIERS

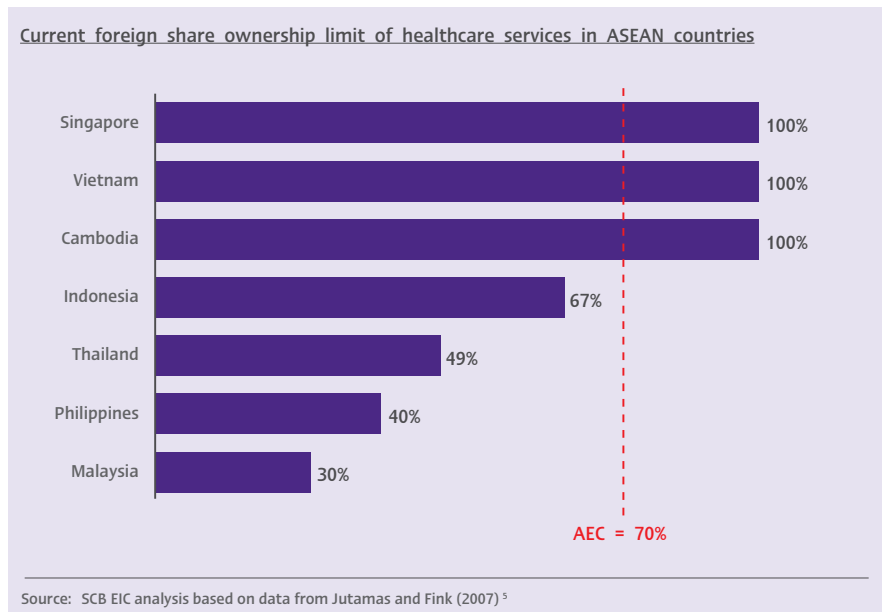
Business opportunities for hospitals in ASEAN, Indonesia, the Philippines, Lao PDR, Cambodia, and Myanmar appear attractive compared with other countries. The ratios of the number of hospital beds to population in these countries are below the average of lower-middle income countries. They also spend less on healthcare compared with Malaysia, Singapore, and Thailand.

Despite greater opportunities in the hospital sector, businesses will face other barriers, such as domestic rules and regulations. For example, in Indonesia, foreigners can only invest in hospitals with more than 200 beds and can only work as consultants. The Indonesia government intends to prevent money flowing out of the country from Indonesian patients using health services abroad. In addition, every hospital must provide 10% of their total services as third-class services to poor people, in order to enhance their accessibility to services in quality hospitals.

Nonetheless, the hospital sector in Indonesia remains tempting because of an increase in the number of people in the middle and upper classes, as well as cheap labor. During 1993-1999, the National Investment Coordinating Board authorized foreign investment in 12 projects worth about U.S.\$234 million. Most of the investors were Singaporean or Australian.

The Philippines has an advantage in possessing a large number of nurses who can communicate in English and are qualified by U.S. standards. The number of nurses from the Philippines working abroad accounts for 25% of the total number of foreign nurses around the world. In the U.S. alone, nurses from

Table 1: AEC opens a window of opportunity for further investment in healthcare services in Indonesia, Thailand, the Philippines and Malaysia



to 70% (see Table 1). The hospital sector in Singapore, Vietnam, and Cambodia will experience a smaller impact as they do not limit foreign shareholding.

The hospital sector in Thailand may not feel that much impact from a bigger proportion of foreign shares because currently there is only an average of 15% foreign share ownership of hospitals in Thailand. The greatest percentage is 40%, which is lower than the current limit.

inequitable access to medical services because hospitals will bear greater costs in attracting and employing medical personnel. Medical service fees may increase as a result.

In terms of business growth opportunities, demand for healthcare services in ASEAN look quite positive, with an increase in the aging population as a major driving factor. The United Nations has forecast that the proportion

the Philippines account for 83% of total foreign nurses. Their salaries are as high as U.S.\$5,760 a month.

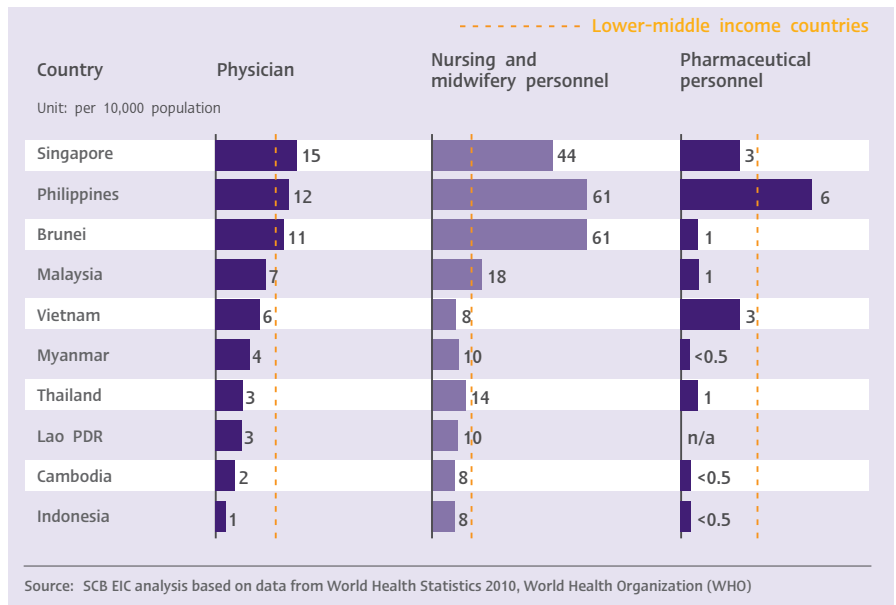
On the contrary, working in the Philippines will earn them only U.S.\$175 a month. This could lead to difficulty for hospitals in the Philippines as many nurses will flow out of the country.

Investment in healthcare services with a focus on cardiology could present a good opportunity in ASEAN because heart disease, especially, ischaemic and hypertensive heart disease, are among the top causes of death in ASEAN. Therefore, an investment in the hospital sector in ASEAN with a focus on cardio centers would attract more attention and will see greater demand.

EFFECT ON THAILAND

In conclusion, the hospital sector in Thailand may not be seriously affected by an enlarged foreign shares ownership limit for ASEAN nationals. Currently the average level of total foreign share ownership in hospital business in Thailand is 15%. The largest percentage is 40%, which is lower than the current limit set forth by

Table 2: Inadequacy of healthcare professional workforce in ASEAN



law. But the sector could be affected by the inadequacy of needed health care workers because most of the ASEAN countries, with the exception of Singapore, the Philippines, and Brunei, have an insufficient number of healthcare workers. Nonetheless, Thailand can exercise her strength and reputation in healthcare services to

extend investment to Indonesia, the Philippines, Lao PDR, Cambodia, and Myanmar, where there is a positive demand trend, while trying to focus on heart disease as it is at the top of the mortality lists in ASEAN. ■

*EIC|Economic Intelligence Center
Siam Commercial Bank PCL.*

2012 AMCHAM Gala Installation Ball

"NEW YORK, NEW YORK"

Visit 'The City That Never Sleeps'
February 11, 2012
The Grand Hyatt Erawan

Sponsorships now available

Contact sheree@amchamthailand.com for more information

How Should Businesses Adapt?

Full leveraging of core competencies will be key in maximizing benefits from emerging opportunities in the ASEAN market under AEC.

Thai businesses must step out by using the ASEAN market as a starting point in strengthening themselves before possible further market integration like ASEAN+3, where we will see even more intense competition from businesses in China, Japan, and South Korea. We need to start by fully leveraging and rolling out our core competencies or strengths as well as seeking out opportunities from trends arising from the AEC and the salient features of the ASEAN market.

A single market and production base in AEC will likely foster at least three key trends worth keeping an eye on: (1) the concentration of production to new bases with potential in terms of raw materials and markets, like the evolution of pick-up truck manufacturing in Thailand, (2) the age of new service products where non-tradables (services)

become more tradable, e.g. organizing wedding events in Thailand for foreign couples, and (3) the emergence of a new ASEAN expatriate class, resulting from labor mobility in ASEAN, as exemplified by the increasing number of Singaporean executives in Lao PDR and Cambodia.

Production will be increasingly concentrated to new bases with market advantages and natural resources, and can benefit from production networks and regional logistics webs in ASEAN. This is similar to the expansion of pick-up truck manufacturing in Thailand, which started with their popularity among Thai people and continuously developed until Thailand became a regional pickup center, benefiting related businesses. In addition, there may be a natural resource-based advantages. For instance, Indonesia has ample marine resources, especially, tuna fish and shrimp, and is the biggest overseas fishery. Although not specialized in food processing, Indonesia intensely promotes

foreign direct investment, which attract many international food processing companies .

Non-tradables will increasingly become tradable in ASEAN. For example, patients can choose their hospital in other countries; the retired can decide to live in a place with appropriate services; and couples from overseas might come to Thailand to have a grand wedding ceremony at a cheaper price. Thai tourism can build upon these new service products which, in turn, will bring greater competition in tourism and will lead to the creation of new tourist attractions and recreation developments like Marina Bay in Singapore. Wedding ceremonies and celebrations by foreign multimillionaires in Thailand, which have made the news recently, furnish examples of new service products for which borders have been expanded. Additionally, the hospitality and tourism sectors will benefit from wedding couples and guests spending extra time in Thailand.

What about the sectors where we have traditionally been strong?

The AEC will bring forth greater opportunities for advantageous and strong Thai businesses such as the hospitality, automotive and auto-parts manufacturing, and food processing sectors.

Hospitality and spa sector

The Thai hospitality sector earns more income from foreign tourists for Thailand in comparison with other ASEAN countries. During the time when tourism was not affected by the global economic crisis, Thailand made about U.S.\$18 billion from foreign tourists, 20% higher than second place Malaysia. Thailand also has advantages, as it has many renowned tourist destinations. Thus, it is likely that Thailand will benefit from the growing popularity of tourism in Asia. The World Tourism Organization (UNWTO) forecasts that in the next 10 years, the proportion of tourists traveling to Asia-Pacific will increase from the current 20% to 27%, while the proportion of tourists traveling to Europe will drop from 52% to 46%.

ASEAN integration towards a single market will top-up opportunities for the Thai hospitality sector to earn additional income. For example, the organizing of package tours throughout ASEAN instead of only in Thailand by networking with travel agencies in other ASEAN countries or establishing branches abroad. Thailand's reputation will help attract tourists to the country. On top of this, travel agencies will have an

opportunity to advertise and try to sell their package tours to other ASEAN countries.

Manufacturing sector: food processing and automotive & auto-parts

Food processing and automotive & auto-parts manufacturing tend to receive bigger benefits arising from comparative advantages in manufacturing and trading. Thailand holds the largest proportion of exports, with a percentage of 77% in food processing and 61% in automotive and auto-parts manufacturing. The automotive and auto-parts industry will especially benefit from Thailand being a big production base due to infrastructure, knowledge, and labor capacity. This will further push Thailand's benefits in a bigger market with more intense competition, and in future automotive trends. An obvious example is the growing popularity of eco-cars, of which investment worth Baht 34 billion is planned in Thailand.

Indonesia, which is the second largest automobile manufacturer in ASEAN, is promoting investment in eco-car manufacturing but has not yet had clear criteria and specification for such eco-cars. This business in Thailand will have an excellent chance to benefit more from the integration towards a single market. There is also increasing consumption in ASEAN, especially in Indonesia and Lao PDR, where food consumption is increasing as a result of the growing number of middle and high income populations. Demand for durable goods, including cars, will also increase in parallel.



International School Bangkok



International School Bangkok

A leader in education and education technology
since 1951.

www.isb.ac.th

The promotion of and support for the Malaysia My Second Home Program (MM2H) is another example of a new way of generating income from services for retired people, formerly confined to the domestic market. The focus has now shifted to an aging foreign population with high purchasing power. This leads to the development of related businesses, such as real estate and healthcare services. Another example is Singapore's big step beyond her land limitation. She overcomes the limit by investing in schools and institutions in Thailand as well as developing curriculum in accordance with her standards to accommodate both local students and Singaporean students in the future.

A new class has emerged from freer labor mobility in countries, especially those that lack skills and need highly skilled labor. For example, companies investing and locating in Lao PDR, Cambodia, and Vietnam need executives and managerial expertise from more developed countries like Singapore. This has created a new class and market with higher purchasing power than locals, as we can see from the customers of Thailand's leading hospitals.

While the AEC is facilitating the creation of a single market, businesses should hasten to tap these new markets in order to establish market share. Emerging opportunities will come from at least three areas.

1. Behavioral changes in ASEAN

Greater importance is given to children's education. More time is spent on vacation. People tend to spend for satisfaction and pleasure over utility. Obvious examples are the competition in the field of education in Singapore that has policies underscoring human resource development, and the increasing number of Lao students in Thailand. Regarding time spent on vacation, intra-ASEAN traveling has grown at an average of 7% per annum during the last 8 years compared to global traveling, which has only risen

an average of 5% a year. In addition, the group of consumers who are willing to pay for their satisfaction and pleasure has expanded, as we can see from the spawning of expensive restaurants in many cities.

2. Demographic changes in ASEAN

The working population is on the decrease while the aging population is increasing. The size of the middle-income class that has a modern lifestyle i.e. using mobile phones, living in condominiums, and spending most of their time in shopping malls, is growing.

3. Country-specific factors

For example, in Singapore, agricultural fields account for only 3% of the total land in the country and can only produce three kinds of goods which are (1) seafood (fish), (2) eggs and, (3) vegetables accounting respectively for 4%, 23% and 7% of total consumption. Indonesia has the largest Muslim population, who composes an important market for Halal food, while the Muslim population in Malaysia has the third highest purchasing power among Muslim populations, following Saudi Arabia and Turkey.

Full leveraging and rolling out of core competencies or strengths seems to be a good start to expanding business in the ASEAN market in the age of the AEC, which will create a critical mass of consumers in the region that all businesses can access. Each business needs to find its core competencies. For instance, Thailand has reputation and strength in the area of healthcare services, including hospitals and personnel. It will be a great opportunity to tap the retired population of ASEAN, of which the proportion will increase from the current 9% to 12% in the next 10 years. Both Thailand and Malaysia are voted the top 2 destinations out of 30 to spend post retirement years. We in turn begin to see the development of real estate aiming at attracting this market both in Bangsaen, Hua Hin, Chiang Mai, and Phuket.

Brand building in Thailand's hotel management is another example of expanding business from strengths and advantages. It will also create more ASEAN brands, in addition to the "Red Bull" that is the only ASEAN brand ranked in the world top 100 most valuable global brands 2010 according to Millward Brown.

Regional hotel management brands tend to have an advantage over international brands given the increase in intra-ASEAN travel. It is forecasted that intra-ASEAN travel will increase at an average of 8% yearly for the next 20 years, while travel between ASEAN and other regions will increase by 6% on average. Even though international hotel chain brands gain more recognition regarding uniform standards and excellent customer databases, the increasing number of customers who are willing to pay will be a good opportunity for Thai brands.

The expertise in the food processing sector and being a source of raw materials are advantages for moving towards becoming a center for Halal food. There are 270 million Muslims in ASEAN. Moreover, the growth rate of the global trade value of Halal food remains higher than the total food trade. In 2005-2009, the trade value of Halal food increased by 18.2% annually, higher than total food trade value, which increased by only 10.4%. Furthermore, the export of Halal food from Thailand is growing, and Thailand is now the fifth largest exporter of Halal food globally and the first in ASEAN.

From now on, the main difficulties faced by businesses may not necessarily be in finding markets, because the AEC will help create a critical mass of consumers for many businesses. From traditional service products, there will be new products which become more tradable. For example, the wedding event organizing business, which was formerly confined to the domestic market, will now attract foreign clients.

The next step for Thai businesses will be to penetrate markets and businesses in which we are competitive and can fully leverage our core competencies to be the very first to enter the market and imprint Thai brands at the ASEAN level to progress further in the global level in the future. ■

EIC|Economic Intelligence Center
Siam Commercial Bank PCL.

It will be a great opportunity to tap the retired population of ASEAN, of which the proportion will increase from the current 9% to 12% in the next 10 years. Both Thailand and Malaysia are voted the top two destinations out of 30 to spend post retirement years.

Bangkok Bank

Banking in Thailand made easy

Opening accounts, cards and internet banking.



Get all the essential information for your personal and business finances, including opening accounts, transferring funds, and investing in Thailand.

Pick up a free copy of Bangkok Bank's comprehensive expat banking guide today from your nearest Bangkok Bank branch, or download from: www.bangkokbank.com/expatservices



Bangkok Bank Today

Bangkok Bank is Thailand's largest bank, a major regional bank in Southeast Asia and Thailand's market leader in corporate and SME banking. It has the largest overseas branch network of any Thai bank in 13 economies, including wholly-owned subsidiaries in Malaysia, and China.

Opening an Account in Thailand

After arriving in Thailand—all you need is an opening deposit of Bt 500 to get a savings account underway. At the same time you can enroll for internet banking and get an instant-issued Visa debit card which opens the door to a wide range of automated bill payment and funds transfer services. Bangkok Bank has nearly 1,000 branches; many are open on weekends and evenings to make it even easier to get your account started.

Bangkok Bank also offers fixed term, cheque (current) accounts, and Foreign Currency Deposit accounts in 14 currencies.

Even if you are only in Thailand for only a short term, you can still open an account. Be sure to bring your passport and another photo identity document; and something that shows your address in Thailand. If you are also working, bring your work permit.



Debit Cards

A Be1st VISA Debit card is central to self service; in addition to withdrawing cash at ATMs you can also:

- Pay bills at Bangkok Bank ATMs
- Transfer funds to any bank account in Thailand
- Access phone banking services
- Shop at VISA merchants globally
- Shop online with confidence using Verified by Visa authentication

Internet Banking

Just as you would expect, you can use internet banking to pay bills, buy and sell mutual fund units, transfer funds to your accounts or to third-party accounts at other Thai banks, and make international funds transfers. And like anywhere else, for online security please ensure your software is legitimate and virus protection is up-to-date. Bangkok Bank's world class internet



banking service, Bualuang iBanking, supports Windows, Safari, Chrome, Firefox and iPad, and a mobile version is available for smart phones and tablets.

You can set up internet banking when you open your account, or enroll at a Bangkok Bank ATM - select "apply for service" from the main menu screen.



Your Phone Number

Your mobile phone number is an important key to internet banking and to shopping online as the bank makes use of SMS messages for sending One Time Passwords and alerts. Please make sure your mobile phone number is provided on your account and service application forms and remember to update it if necessary.



CONTACT DETAILS

email: expats@bbl.co.th

Website: www.bangkokbank.com

Phone Banking: '24 hours' 1333 or 0 2645 5555

The Unfair Competition Act: Leveling the Playing Field

Written by: Michael Mudd

Usually when a law has a title like 'The Unfair Competition Act' (UCA), most exporters from Thailand are uncomfortable; when it comes from the United States, a major trading partner, they shudder.

On April 4, 2011, the Washington State Legislature passed a bill making it a violation of the state's unfair competition laws for any business to sell products in Washington "while using stolen or misappropriated information technology in its business operations". Although this is not a U.S. Federal law, the UCA does matter, because Seattle is a major port of entry in Washington State for goods from Asia. Seattle ranks as the seventh largest U.S. port by trade volume, and second for goods imported from Asia (behind Long Beach); therefore, this law will apply to many imports from Thailand. Even if the goods are imported into the United States via another state, they may still find their way into Washington State and thus be subject to the law. In addition, a similar law has been adopted in Louisiana, and other states may be considering similar laws. This may portend a global trend for greater compliance with Intellectual Property (IP) enforcement by other major importers such as the European Union.

U.S.-ASIA TRADE

Four of the top 10 trading partners of the United States are in Asia; all four are from North Asia. Of these, China has grown over the last 30 years to be the largest by far; and ASEAN is the United States' fourth largest trading partner in aggregate with over U.S.\$150 billion in two-way trade (in ASEAN's favor). But this pales in comparison to the U.S.\$456 billion in two way-trade with China, vastly in favor of China by some U.S.\$365



billion. Of this, Thailand's exports to the United States is some U.S.\$22.7 billion (2010) with a balance of trade U.S.\$13.7 billion in Thailand's favor, despite the failure of the FTA negotiations, U.S. trade is clearly beneficial to Thailand.

Washington State is often referred to as the most trade dependent of all the U.S. states; making the UCA significant. So is this law really negative for the region? Perhaps not, a better way to look at it is to consider what the law is intended to achieve and then examine any competitive opportunities, especially in relation to that giant in the north, China. Although U.S. exports to China are up year on year for the first three months of 2011, so are imports, so the imbalance remains almost the same.

CHINA ALTERNATIVES

Right now inflation is skyrocketing in China; this is causing companies, such as the U.S.-based luxury brand Coach, to reassess its manufacturing operations in China. They are actively looking at

Vietnam, the Philippines, Indonesia, and Thailand according to a Financial Times report in early May. Labor unrest and 20% and up salary increases are becoming more common in China. Foxconn, the contract manufacturer for Apple's popular iPhone and iPad, among others, has seen its wage bill double in 2010 alone. Another Pearl River Delta factory that exports 90% of its output to the United States has seen its wage bill increase twice in 2010 by 25% each time. These are just some factors as to why, for an increasing number of exporters, China's role as the 'factory of the world' is being reexamined. There are other factors, and for exports to the USA – China's largest single market – the UCA is now one of them.

The intention is clear: level the playing field so that all companies using IT software in their production or back office processes pay for it just as they would for any other raw material or machine used. According to a recent report from the research firm, IDC, the use of illegal software cost the copyright owners some U.S.\$59 billion in 2010. For commercial or business software, the value of illegal software was interestingly highest in the United States, but second was China at U.S.\$7.78 billion. It should be noted that Japan, Germany, the

... for an increasing number of exporters, China's role as the 'factory of the world' is being reexamined.



When is the best time for health coverage? With rising health costs, the answer is NOW.

Insure yourself early with H&S80 from AIA, the first life insurer to cover hospital and surgical expenses right up until the age of 80*. H&S80 is an option with any basic policy:

- Top up your hospital & surgery benefits
- You can apply before or at age 65.
- Yearly renewable until age 80, providing the basic life policy is still in force.

Special offer for the existing AIA H&S60 customers! You can upgrade to H&S80 without medical check-up.

Free your worries, contact your AIA agents or AIA Call Center on 1581 **NOW**.

* Conditions are as specified in policy.

UK, and Brazil all rank higher in value than most SE Asian countries, in terms of unpaid for or copied software. In Thailand, the report cites the figure at some U.S.\$777 million, with percentages dropping every year since 2006, but still at 73%, 17th in the world by dollar value.

Although the law does not explicitly target any particular country, given the trade numbers, it will naturally mean that imports will be looked at closer by Washington State authorities for compliance from major trading partners that are known or suspected of having used unpaid commercial software in the process of an exported product. It could be argued, based on the IDC study, that a greater proportion of these exports are not in compliance with the UCA, which gives a clear opportunity for exporters from Thailand that are in compliance.

OPPORTUNITIES FOR THAILAND

With “non-UCA compliant” imports being higher from China on an absolute dollar basis, this gives Thai

exporting companies a significant incentive to seek independent certification of their software assets. By working within with the UCA they can satisfy their customers concerns and gain a competitive advantage. Forward thinking business organisations may also actively participate in the certification process.

This is perhaps where there is an opportunity for Thailand to increase exports to the United States; to seize this opportunity and encourage companies to make sure they are in compliance with the UCA. Indeed, this should be addressed as a matter of some urgency to develop global standards and certification, similar, for example, to what has been done in the field of safety and environmental sustainability.

The Computer and Electronics export sector at U.S.\$9 billion (2010) is the largest Thai export sector. Imagine the benefit to a Thai PC accessories manufacturer, for example, being able to prove – through certification – to his customers in the United States that they can reduce their risk. This is, in fact,

already done by ensuring the products comply with certifications from UL, FCC etc. The exporter could also certify that the customer will not have any risk of costly litigation – a clear advantage from the customer’s perspective – who are only too aware of the cost of a lawsuit in the United States.

Governments, industry associations, and business chambers therefore have a direct interest in ensuring their members are aware of this law – and what they can do about it – as its effect goes beyond just the borders of Washington State and the Port of Seattle. ■

Mike Mudd is the Senior Partner of Asia Policy Partners, LLC (www.asiapolicypartners.com) a Hong Kong based technology consultancy specializing in trade related business. He has represented SME’s at APEC SMEWG events for over 5 years with the US delegation. He is also the representative of the Open Computing Alliance (www.opencomputingalliance.org) in the Asia Pacific region. He can be reached at: mmudd@asiapolicypartners.com.

ICS is a private, non-profit Christian school. Since its establishment in 1993, ICS has maintained a tradition of quality education. Accredited by the Western Association of Schools and Colleges (WASC) and the Association of Christian Schools International (ACSI), we offer an American system of education for 4-year-olds through grade 12.

ICS
INTERNATIONAL COMMUNITY SCHOOL
BANGKOK

College AP ADVANCED PLACEMENT ACSIS

International Community School
1225 The Parkland Road, Khwaeng Bangna, Khet Bangna, Bangkok 10260, Thailand
Tel +662-338-0777 | Fax +662-338-0778 | info@icsbangkok.com | www.icsbangkok.com

Your home away from home

Anantara Bangkok Sathorn is offering special Long Stay Rates from

Deluxe Room (64 sqm)	35,000 Baht net per month *
Two Bedroom Suite (121 sqm)	60,000 Baht net per month *

Benefit from a host of rewarding incentives...

- Electricity allowance
- Housekeeping service twice a week
- Unlimited water consumption
- One covered parking space
- Complimentary wireless throughout the hotel

Facilities include a washer/dryer machine, microwave, cooktop and utensils.

Indulge, replenish and let us take care of you with a 20% discount on food & beverage, Senses Spa and our laundry service.

Reserve your home away from home now

jandra_to@anantara.com and natsawan_la@anantara.com

Or call +66 (0) 2210 9000

anantara.com

Terms & Conditions:

- No refund for unused services
- Rates are subject to change without prior notice
- Stays must be over 6 months for special rates and benefits to apply
- All room rates are net, inclusive of 10% service charge and 7% applicable government tax, and are per one month stay

2011 AmCham ASEAN Business Survey: U.S. Companies in Thailand Predict Expansion and Growth

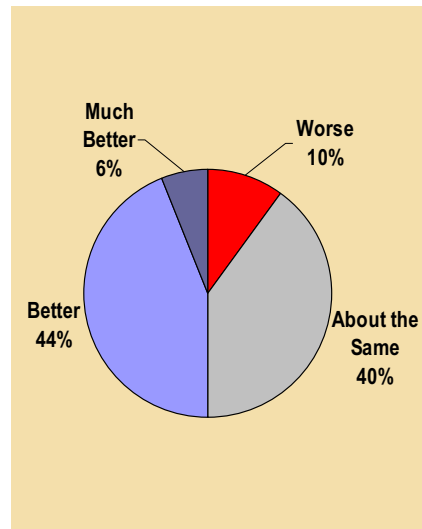
U.S. businesses operating in Thailand and ASEAN countries predict expansion and growth in 2011 and 2012, but are concerned with the availability of cheap labor, rising costs and corruption. These are the findings of the ASEAN Business Outlook Survey 2011, an annual survey of U.S. businesses conducted by the American Chamber of Commerce bureaus of Cambodia, Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

THAILAND DATA

Among Thai-based U.S. Companies, 92% of survey respondents believe profits will remain at or increase from 2010 levels and 77% of respondents expect their company to expand.

The U.S. business community's bullishness comes from a belief in Thai and ASEAN economic expansion (76%), a return to a stable Thai government and political system (59%) and a satisfaction with Thai infrastructure (59%).

Figure 1: World Economic Outlook in 2011 in Comparison with 2010 Economy



Despite the optimism, there are concerns. The satisfaction with the availability of low-cost labor dropped from 68% in 2010 to 48% in 2011. There is also a high level

of dissatisfaction with corruption (62%), local protectionism (50%) and increasing leasing cost, housing cost, and the cost of living.

ASEAN DATA

ASEAN is the place to be, according to survey respondents. Over the past two years, 74% of respondents expanded in the ASEAN region and 85% of respondents plan additional expansion within ASEAN over the next two years.

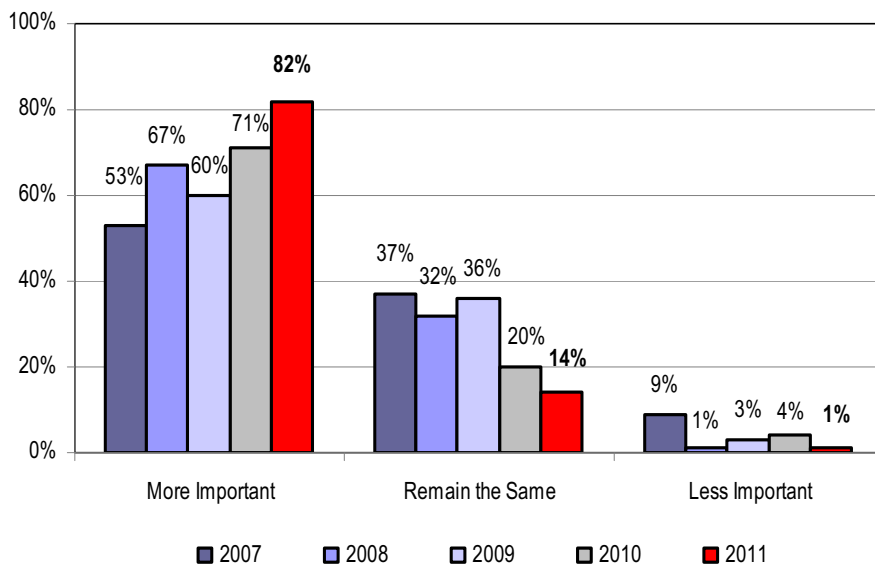
Profits, of course, are a main motivation for expansion. In 2011, 67% of ASEAN respondents expect profit increases and in 2012, 78% of respondents expect profit increases.

Respondents expect workforce expansion to accompany the rise in profits. Sixty-six percent of respondents predict an increase in their companies overall workforce in 2011.

Several reasons explain the expansion into the ASEAN region, including a belief in growing economies (76%), a positive sentiment towards the U.S. (71%) and personal security (61%). However, many cite corruption (56%) and the availability of low-cost labor (49%) as problems.

It appears the positives continue to outweigh the negatives in Thailand and the ASEAN region. Though corruption and increasing costs continue to trouble businesses, U.S. business continues to grow and flourish in ASEAN countries. Most respondents continue to find growing economies, a hospitable environment for foreign countries and positive sentiments towards the United States. With these advantages, opportunities for growth, development, and expansion in the region will continue. ■

Figure 2: Growth of ASEAN Importance over Next Two Years



View the full survey (AMCHAM members only) at: www.amchamthailand.com.

LIONS FROM CANNES HERE IN BANGKOK

Come see
the winners of
the 2011
Cannes Lions
Advertising
Festival, the

industry's top
international advertising
event - shown together for
**ONE NIGHT
ONLY** in Bangkok.

This year
the focus will be on
case studies demonstrating
not just creativity
but how effective
that creativity was.

Also in the
fragmented media world
of today we will look
beyond TV
at many other
communication channels.

Tickets include
pre-dinner cocktails,
a three-course dinner,
cash bar.

DATE:
19th October 2011

TIME:
18:00 Dinks
19:00 A three-course dinner
and show
21:30 Event concludes

VENUE:
TBC

TICKET BOOKINGS:
Open now at the AMCHAM
Events Calendar at
www.amchamthailand.com
or call Orn on

Exclusive to **AMCHAM**
members and guests,
sponsored by
Lowe Thailand,

this highlight event of
the AMCHAM calendar is
open for advance ticket
sales only. No sales will be
made at the door, so book
early for yourself and your
marketing teams!

02-254-1041
ext. 214





NOTES FROM THE U.S. COMMERCIAL SERVICE AT AMERICAN EMBASSY BANGKOK

*Michael McGee, Commercial Counselor,
U.S. Embassy Bangkok
Email: michael.mcgee@mail.doc.gov*



UPDATE ON THE NATIONAL EXPORT INITIATIVE

President Obama announced the National Export Initiative (NEI) in his 2010 State of the Union address and set the ambitious goal of doubling U.S. exports by the end of 2014 to support millions of jobs here at home. Helping U.S. companies become more competitive internationally is a critical step to “winning the future”. With 95% of the world’s consumers living outside U.S. borders and the International Monetary Fund forecasting that nearly 87 percent of world economic growth over the next five years will take place outside of the United States, U.S. businesses seeking to find their next customer should consider exporting their goods and services. There have, of course, been previous efforts by the federal government to promote exports. What sets the NEI apart is that it is the first time the United States has a Presidential-led, government-wide export promotion strategy.

The decision to export is one fundamentally made by U.S. business owners, entrepreneurs, and farmers. U.S. companies, particularly small and medium-sized enterprises, often face hurdles when trying to close an export sale, including lack of readily available information about exporting and market research, challenges obtaining export financing, strong competition from foreign companies and obstacles thrown up by foreign governments. This suggests an important role for the federal government.

The NEI is the Obama Administration’s commitment to serve as a full partner with U.S. businesses to promote American-made goods and services worldwide, within global trading rules. The NEI is focused on (1) improving trade advocacy and export promotion efforts; (2) increasing access to credit, especially for small and medium-sized businesses; (3) removing barriers to the sale of U.S. goods and services abroad; (4) robustly enforcing trade rules; and (5) pursuing policies at the global level to promote strong, sustainable, and balanced growth. U.S. companies seeking to get started exporting should visit www.export.gov for information on overseas markets, federal resources, and upcoming trade events.

AREAS OF FOCUS FOR 2011

Former Commerce Secretary, Gary Locke, on behalf of the Trade Promotion Coordinating Committee (TPCC), released to Congress the 2011 National Export Strategy: Powering the

National Export Initiative. The National Export Strategy (NES) identifies four areas of focus during 2011:

1. Collaborating with states, metropolitan areas, and border communities to help U.S. companies successfully export around the globe;

- In 2011, the Administration will focus on expanding the depth and breadth of partnerships improve trade advocacy and export promotion efforts. Increased coordination, with state and local export promotion programs, the private sector, and non-profit partners, provides significant potential for boosting U.S exports. Collaboration is underway with state, county and metropolitan leaders to encourage incorporating exporting as a core element in economic development strategies.

2. Encouraging exports by U.S. companies selling goods and services in high-growth sectors;

- ITA is leading an effort to identify the sectors and markets where U.S. companies have the greatest potential to grow their exports. Drawing on expertise from the business community, this effort will help focus Administration efforts to effectively implement the National Export Initiative.

3. Removing barriers to trade, including through passage of the South Korea, Colombia and Panama trade agreements; and

- Bolstering the third key component of the NEI mission, removing trade barriers and expanding market access, the Administration is working towards passage and implementation of the pending trade agreements, which will level the playing field abroad for goods from U.S. producers large and small, and a robust renewal of Trade Adjustment Assistance.

4. Ensuring better data and measurement of U.S. services exports.

- U.S. exports in services have grown rapidly in recent years, bringing us to a trade surplus in services. Services exports, however, have been historically difficult to measure. In 2011, the TPCC will strive to improve the collection and sharing of service industry export data across statistical agencies.

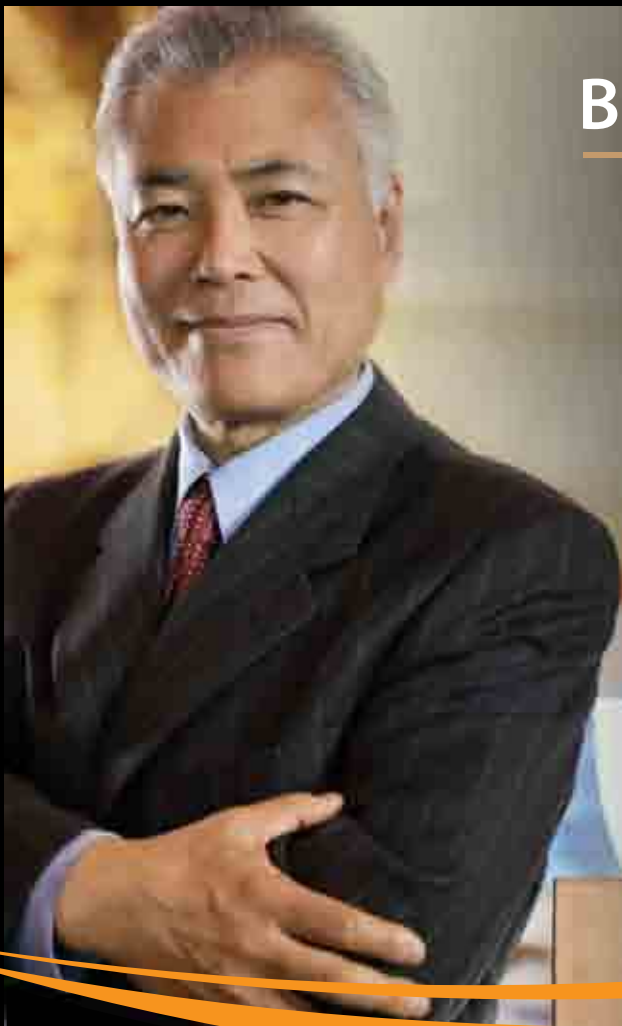
We look forward to working closely with U.S. Companies and their local partners as we expand our footprint in the Thai market. This is an exciting time to be in Thailand and Southeast Asia and our unified efforts will certainly benefit U.S. workers, stockholders, our the general population of both our countries. ■

*For more information please contact the U.S. Commercial Service at 02-205-5282.
Or, when you are at the AMCHAM offices, stop by our offices on the 3rd floor of the same building.*

Boncafe Office Coffee Systems



your **one stop coffee corner**
in the workplace



Free coffee break at your office*

Call to book now!

02-693-2570 Ext. 101, 102

* Offer restricted to a maximum of 50 people per office and for the duration of one day only.

www.boncafe.co.th

Boncafe (Thailand) Ltd. 21st Fl., Muang Thai-Phatra Tower 2,
252/110 Rachadaphisek Road, Huaykwang, Bangkok 10310

BONCAFE

AMCHAM Members' Happenings



Tilleke & Gibbins Holds Brand Protection Training for Customs Department

Tilleke & Gibbins hosted a four-day brand identification training seminar for Thai customs officers from August 23 to 25. The seminar provided an opportunity for international brand owners to train Thai customs officials on intellectual property infringement prevention by

teaching them better differentiate between genuine and fake products, enabling them to be more effective in their suppression of counterfeit products at Thai borders. Participating brands include: Canon, Epson, Fred Perry, Gucci, and Puma.

Thai Students Win the FedEx Express/Junior Achievement Regional International Trade Challenge

In August, a pair of teenagers from Thailand scooped the top prize in the FedEx Express/Junior Achievement International Trade Challenge (ITC) regional finals, a three-day competition designed to educate and build entrepreneurship and business skills in young people from Asia-Pacific.

The students, Phimpakarn Songsantiphap and Patsachon Kriengwatana, beat twenty-three other teams from Hong Kong, Japan, Malaysia, New Zealand, Singapore, South Korea and the Philippines with an outstanding and innovative business idea in response to this year's challenge, which was to develop a market entry strategy for promoting tourism services in Guam. The team from Thailand came up with a comprehensive integrated program to launch a 'Sabai Thai Spa'

FedEx Express, a subsidiary of FedEx Corp. (NYSE: FDX) and the world's largest express transportation company, and JA Worldwide®, the world's largest nonprofit organization dedicated to inspiring and preparing young people to succeed in a global economy, joined forces to organize



the event. The annual ITC launched in 2007, supported by a U.S.\$1.63million grant from FedEx Express over a five-year period, involving major markets in the Asia-Pacific region.

If you are an AMCHAM member and would like to publicize the good work of your company, please send press releases and photos to AMCHAM Communications Director at: comm@amchamthailand.com

WHERE ROCKERS MEET AND MEETINGS ROCK.



PENANG



PENANG



PATTAYA



BALI



BALI



PATTAYA



BALI

BALI . KUTA BEACH . +62 361 761 869 . bali.hardrockhotels.net

PATTAYA . PATTAYA BEACH . +66 38 428755-9 . pattaya.hardrockhotels.net

PENANG . BATU FERRINGHI BEACH . +60 4 8811711 . penang.hardrockhotels.net



SEE
THE
SHOW

BALI . PATTAYA . PENANG
hardrockhotels.net



FOLLOW US ON TWITTER AND FACEBOOK

© 2011 Hard Rock International (USA), Inc. All rights reserved. SeeTheShow™

มูลนิธิหอการค้าอเมริกันในประเทศไทย
AMCHAM

Thailand Charitable Foundation

Public Charitable Organization Number 632 of the Notification of the Ministry of Finance

The AMCHAM Thailand Charitable Foundation (ATCF) supports education in Thailand through its Adopt-a-School and Student Scholarship Programs. Donations provide playgrounds, water tanks and filtration systems, libraries, computers and capital repairs to schools in rural Thailand and scholarships for needy Thai university students. Donations to the Foundation are deductible for Thailand tax purposes, and we can facilitate U.S. tax deductions for U.S. citizens.

HBI Manufacturing (Thailand) Ltd. Dedication

On July 7, HBI Manufacturing (Thailand) Ltd. dedicated musical instruments and a newly painted classroom building to Suan Pah Upatham School in Chachoensao Province. HBI Manufacturing (Thailand) Ltd. donated Baht 88,160 and received an AMCHAM matching of Baht 22,040. This dedication also provided an opportunity for HBI staff to interact with students. HBI Manufacturing will continue to provide support to this school.



Tom Payne, Vice President HR Asia and Paul Robere, a member of the Charitable Foundation Committee, dedicated the newly painted classroom building to SuanPahUpatham School principal, staff, and students.



Tom Payne awarded scholarships to students



HBI staff spent the afternoon playing games with the students

HR Interviewers Needed for AMCHAM/FedEx Career Camp



From October 16 to October 19, 2011, over 50 AMCHAM scholarship recipients from 22 universities throughout the country will come to Bangkok to participate in the AMCHAM/FedEx Career Camp, a three-day career training that will focus on resume writing, interviewing, and other relevant skills such as financial planning and multicultural management.

In an effort to further enhance their prospects of stepping into that long dreamed for career, we set the morning of October 19th aside for interviews with human resource professionals from AMCHAM member companies. These interviews are mainly intended to provide these students with hands-on experience with major American companies before stepping out into the real world.

We invite you to be a part of this exciting event by providing people from your Human Resources Department to conduct a few interviews, and meet these determined young adults. We will need more than 40 volunteers.

If you would like to participate in this worthwhile event, please respond to Kate at tel: 02 254 1041 ext. 224 or email: kate@amchamthailand.com



RUAMRUDEE International School



**What is the very best gift you can give your children?
Which is the richest inheritance one can leave behind for the next generation?
What is a treasure that will never lose its value?**

- Education that fosters character development
- Education that assures a wonderfully secure future
- Education that shapes global leaders prepared for the 21st Century

Since 1957 Ruamrudee International School has stood as a hallmark of international education

Make your children part of the ongoing success story as evidenced by our unparalleled history!





Dear AMCHAM Members,

The AMCHAM office is in full gear for a very busy fall. Many of the Chamber's signature events, including our AMCHAM/FedEx Career Camp, USA Fair 2011, and AMCHAM CSR Excellence Recognition Program, are all coming up. This is in addition to our many regular meetings and programs, so get your diaries out now and mark the dates!

AMCHAM/FEDEX CAREER CAMP

For more than 35 years, AMCHAM has been sponsoring needy Thai university students with scholarships to complete their education. Funds for this program are sourced through the Chamber's social activities, including the silent auction at our Gala Installation Ball, Independence Day Picnic, and Sports Committee events. Generally, students are in the second, third, or fourth years of studies in academic fields of interest to AMCHAM members (e.g. engineering, hospitality, English, etc). The students are selected based on merit and financial need, and generally come from low-income villages upcountry. This year we are pleased to have awarded 150 scholarships worth Baht 3.75 million.

Additionally, every fall the Charitable Foundation Committee invites the students in their last year of study to travel to Bangkok for a three-day career camp to help prepare them for their future careers. The Committee hosts a variety of workshops, factory visits, Career Night and more. For

the second year in a row, FedEx has graciously offered to cover the majority of costs associated with this career camp, which include, transportation, accommodations, and meals for the 50 students who will be joining us this year. This year's Career Camp dates are October 16-19.

But we still need help from the general AMCHAM membership in conducting the mock interview sessions for the students on the morning of October 19th and in providing any promotional items for the students' goody bags. If you can help or want more details, contact the AMCHAM Thailand Charitable Foundation coordinator at: kate@amchamthailand.com

AMCHAM CORPORATE SOCIAL RESPONSIBILITY EXCELLENCE (ACE) RECOGNITION PROGRAM

Established as the AMCHAM CSR Awards in 2007 and reorganized as a Recognition Program in 2010, the ACE Program seeks to recognize outstanding CSR programs undertaken by AMCHAM members and to allow benchmarking and strengthening of current CSR programs. Companies can sign-up to have their CSR program evaluated, and if the program qualifies, the company will be recognized with an award at the November 23rd Monthly Luncheon with a certificate from U.S. Ambassador Kenney. You can view more on the program and link to the survey on the AMCHAM website home page.

USA FAIR 2011

Now in its fifth year (after taking a break in 2010), the biggest fair in Thailand for U.S. products and services will be held at CentralWorld on November 17-20. This event is co-hosted by AMCHAM and the U.S. Embassy and we are delighted to have Amway, Ford, and Citibank as event partners this year. We anticipate over 40 exhibitors showcasing the best of U.S. lifestyle products and services plus three days filled with events, activities and fun. If your company has a products or service you wish to promote, please join us as an exhibitor. Otherwise, join us for the fun and don't forget to pickup your "USA Passport"

and get it stamped to be entered into a lucky draw for United Airlines tickets to the U.S. You can view more details at www.USAFair2011.com or contact Khun Kittie at: kittie@amchamthailand.com

SOCIAL NETWORKING NIGHTS

The Monthly Social Networking Nights for October and November are special events you don't want to miss. In October, we are delighted to be visiting the new The St. Regis Bangkok Hotel for our "Meet the Board Candidates Night". Come get to know the AMCHAM members running for the 2012-2013 Board while visiting the elegance of the newly opened The St. Regis Bangkok hotel. On November 9, we will travel riverside to the soon-to-be re-branded Anantara Riverside Resort and Spa (currently the Marriott Bangkok Resort & Spa). We have invited many of the new Embassy arrivals to join us for a "Meet the Embassy" event, starting at 4:00 pm, followed by social hour. This is a great opportunity to hear from the Embassy departments about the work they are doing and to meet and greet.

2012 CORPORATE PARTNER PACKAGES

We would like to call your attention to the 2012 Corporate Partner Packages now available. The Corporate Partner Packages provide an easy way for companies to support the Chamber's many activities and reduce our constant need to solicit donations. The packages wrap up many of the event sponsorships and publications promotions into one nice bundle. We offer different tiers of support – Platinum, Gold and Silver – to suit interests and budgets. See page 53 for a complete listing of next year's Partner Packages. Please don't hesitate to contact me if you want to discuss a package tailored to your individual company needs.

Best regards.

Judy Benn
Executive Director



krungsri
กรุงศรี


Make Life
Simple



Krungsri Business Prestige MasterCard



Great Business...
Begins with the Right Card

- **Free - For - Life :** Free entrance fee and annual fee for life with no condition.
- **Business Credit Limit :** Get a credit line to meet your business need with a maximum credit limit of 3-5 times of company's income which shall not over 1.5 million Baht.
- **Prestige Rewards :** Get cash back of up to 0.5%.
- **Insurance Coverage :** Assuring you with a maximum of 10 million Baht personal accident insurance coverage for both domestic and overseas travel.
- **Royal Silk Lounge access of THAI at Suvarnabhumi Airport :** Privilege access to the Royal Silk Lounge of Thai Airways at Suvarnabhumi Airport up to 2 times a year when traveling overseas.
- **2% Gasoline Discount :** 2% discount for gasoline at participating  gas stations nationwide.

Call 0 2646 3333 | www.krungsricard.com

Service Provided by Krungsriayudhya Card Company Limited.

Please Check Relevant Terms and Conditions with Other Media of the Company.



KRUNGSRI
CREDIT CARD

L I V E S M A R T

Jim Webb Briefing

On August 23, at the Grand Hyatt Erawan, U.S. Senator Jim Webb, joined by Ambassador Kenney and U.S. Embassy staff, briefed AMCHAM members on current happenings in Washington, DC and priorities for Thailand.



AMCHAM Governor Joe Mannix, Ambassador Kenney, Senator Webb, AMCHAM President Peter Eliot, and AMCHAM Governor Pornlert Lattanan



Senator Jim Webb briefing AMCHAM members.

Thai-American Business | Volume 4/2011

July Monthly Luncheon

On July 12, AMCHAM welcomed Jim Mueller, Vice President Asia/Pacific for United Airlines, as a guest speaker at the July Membership Monthly Luncheon. Jim Mueller spoke on "The Influence of Airline Mergers in the Industry Today."



Pictured are: (from left), Doug De Weese, Bruce Hoppe, Harold Vickery, Harvey Price, Joe Mannix, Jim Mueller (speaker), Francis Peters, Jane Puranananda, and Janice Van Ekeren.



Joe Mannix presents a certificate of appreciation to Tom Payne on behalf of AMCHAM Thailand Charitable Foundation.

Jim Mueller (center) with United Airlines staff and AMCHAM Governor Joe Mannix (first from right)



Improve Back Pain Instantly and Return to a Happy Life



Return to a Happy Life

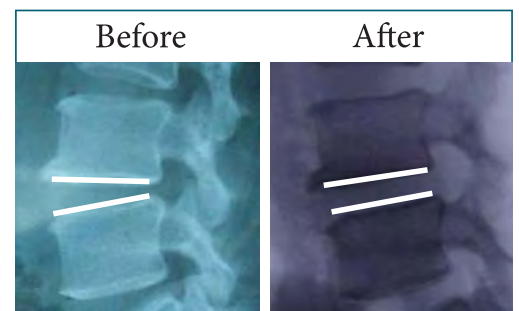
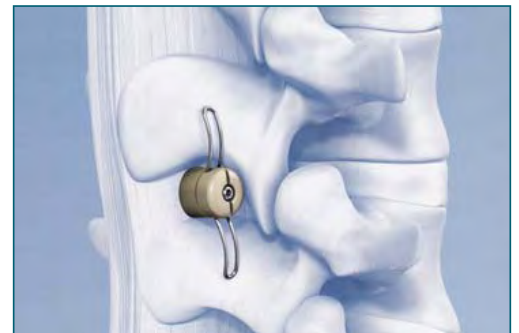
Most people tend to downplay their back pain and avoid seeking professional attention. Often analgesic drugs and some rest are the preferred choice to make the pain bearable. But not having the correct treatment can worsen the situation to the point of immobility. In modern medicine surgery time is shortened, the incision minimal and rehabilitation faster.

Associate Professor Doctor Wicharn Yingsakmongkol,
BNH's leading Spine Specialist, comments:

New methods of surgery ... Interspinous Spacer

The conventional treatment of herniated discs is to remove the problematic disc. After removal the patient might be indeed pain free, but after a couple of years the vertebral body degenerates and it might not withstand normal demands, which causes, in the long run, elevated pain. In contrast modern treatment prefers the "Interspinous Spacer" where only a small incision is used which is about one centimeter long and requires only two stitches (it could be done percutaneously). The recovery time is significantly reduced and this state-of-the-art treatment shows excellent results. In some cases the surgery takes just a couple of minutes and does not require an overnight stay in the hospital.

While modern technology can protect you from illnesses to a large extent, it is still advisable to take good care of your health and avoid situations that can be detrimental for your back. Prevention is better than cure.



The foundations for successful treatment are the

- **Right Diagnosis** - Finding the fundamental cause for the symptoms enables the doctor to determine the correct cause of action.
- **Right Time** - Regardless if it is mild or severe pain, the origin of the pain should be detected. Avoidance can only worsen the situation and an early consultation can help elucidate the symptoms in order to determine the therapy needed. Most importantly, early treatment allows the bones to heal in a more normal way as nerve damage is less advanced.
- **Right Treatment** - There are many types of treatments available. Each treatment is suitable for different symptoms and there is not only one applicable to all. It is important for the patient to understand the details of the different options to achieve the most satisfactory result.
- **Right Doctor** - Experience and expertise play a vital role in the treatment. Treatment by a specialist lessens the risk of erroneous diagnosis and needless treatments. Hence the treatment by a specialist enhances the chance of success.

August Social Networking Night



On August 15, Bed Superclub generously hosted AMCHAM members and friends at their innovative and futuristic venue. Guests enjoyed fantastic food and drinks while being entertained with highlights from one of Bed's shows based on the opera Carmen with a Thai twist. Thank you to the gracious and impeccable staff of Bed Superclub!

Thai-American Business | Volume 4/2011



Stanley Bailey and Harold Vickery



Rungnapha Kaewduangsri and Brian Housh



Joe Mannix and Sean Loiselle



Gary Woollacott and Dean Kelly Jr.



Teerapong Taweasap, Umaporn Thipthong, Justin Dunne, Polar Bear, Peter Elliott, Judy Benn



Tom Payne, Paweena Payne, Jonathon Glonek, and Milind Pant



Robert G. Boughey, John Diecker, and Thomas Hoar



Tookta Carden, Dave Carden, Doug De Weese, Patsorn Sophan



Rungnapha Kaewduangsri, Marisa Chicarelli, and Kathy Aphaivongs





an iconic dinner & clubbing experience

Say **"AMCHAM"** when you book dinner on the phone and **get 30% off** your food bill. For bookings: 088 525 0101.

BED SUPPERCLUB
26, SOI SUKHUMVIT 11
FOR BOOKINGS PLEASE CALL
02 651 3537 OR 088 525 0101

BRING ID.

Something is happening.

Ambassador's Coffee Briefing

On August 22 at the Grand Hyatt Erawan, U.S. Ambassador Kristie Kenney and senior U.S. Embassy officials briefed AMCHAM members on the economic, political, agricultural, consular, and security issues related to Thailand. AMCHAM welcomed some of the new faces at the U.S. Embassy and looks forward to getting to know them at the Meet the Embassy Social Networking Night on November 9, 2011.

Thai-American Business | Volume 4/2011



U.S. Commercial Counselor Michael McGee, Karen Hochhauser, and Ross Marks



Carl Rubin and Carol Hanlon



Vorapong Vorasuntharoso and Rose Marie Wanchupela



Peter Fleet, Thomas Chambers, and Florina Vistal



Jirawat Poomsrikaew, Somchai Laohverapanich, and Julie Chung



U.S. Ambassador Kenney addressing the meeting.

Joint AMCHAM and Thai-Canadian Chamber of Commerce Luncheon



On August 10 at the JW Marriott Hotel, AMCHAM and the Thai-Canadian Chamber of Commerce held a joint luncheon with guest speaker, Dr. Thitinan Pongsudhirak, Director, Institute of Security and International Studies, Chulalongkorn University, who spoke on “Thailand in 2010s: In Search of Synthesis”. Dr. Thitinan shared insights on the new government, putting recent events in context, and talked about issues facing Thailand in this decade and what direction Thailand could take in the future.



Wanlapa Charoonthum, Lyn Kok, Mike Cooper (AMCHAM Governor), Graham Macdonald (British Chamber of Commerce Thailand Chairman), Dusit Nontanakorn (speaker), Dale Lee, James Vessey, John Anderson (AustCham President)

Joint Chambers Luncheon

On July 7 at the Sheraton Grande Sukhumvit, Khun Dusit Nontanakorn, Chairman of the Thai Chamber of Commerce (TCC) and Board of Trade of Thailand (BOT) spoke on “Post-Election Business Prospects” to a joint luncheon of AMCHAM, Australian-Thai Chamber, and the British Chamber members.

Stars and Stripes Sundowners

On July 3 at the Centara Grand & Bangkok Convention Centre at CentralWorld AustCham invited AMCHAM members to join their July “Stars & Stripes” Sundowners monthly business networking function. Guests were able to meet, network and exchange views in a social environment. Thank you to AustCham for graciously hosting this event!



Janice Van Ekeren (AMCHAM Secretary) and John Anderson (AustCham President)



John Pollard, H.E. James Wise (Australian Ambassador to the Kingdom of Thailand), Janice Van Ekeren (AMCHAM Secretary), John Kendes, John Anderson (AustCham President)

Business Mission to Laos



On August 30 and 31, AMCHAM, along with the U.S. Embassy in Vientiane, Laos and the U.S. Commercial Service in Thailand, welcomed U.S. business representatives to explore potential investment opportunities that Laos has to offer and meet with leading foreign businesses and Lao government officials.

Minister of Planning and Investment, H.E. Mr. Somdy Douangdy, provided opening remarks, which was followed by U.S. Ambassador to Laos Karen B. Stewart's presentation on the political and economic climate in Laos. In addition, Mr. Nam Vihnaket, Minister of Industry and Commerce, and Dr. Sommad Pholsena, Minister of Public Works and Transportation, elaborated on the benefits of doing business in Laos.

The trade delegation included members of the American Chambers of Commerce in Thailand, Vietnam, and Singapore and represented U.S. small businesses and major corporations such as the Coca-Cola Company, General Electric, and Citibank. One of the goals of the trade mission is to increase trade between the U.S. and Laos, which reached the level of U.S.\$71 million in 2010.

Delegates attended presentations by the Ministry of Industry and Commerce, the Ministry of Planning and Investment, the Lao National Chamber



Visit to Laos Ford City



The panel addresses participants.



The group at Ambassador Stewart's residence

of Industry and Commerce, and other Lao government officials. The event also included panel discussions with business consultants and entrepreneurs

currently operating in Laos, giving the delegation an opportunity to hear firsthand how to successfully conduct business in Laos. ■



Visits the Beer Lao Brewery

Join us at

USA FAIR 2011

November 17–20 at Central World Bangkok



AMCHAM Thailand extends you an invitation to join USA FAIR 2011, November 17–20 at Bangkok's premier retail location, Central World Bangkok.

For the fifth year, the USA Fair will provide U.S. companies the ideal Thai venue to promote and sell their products and services.

Located with-in Central World Bangkok, USA Fair 2011 will have access to thousands of weekend shoppers, as well as the Fair's loyal following of premium-income Thais, expatriate families, young professionals and students.

To register as an exhibitor, please contact AMCHAM at kittie@amchamthailand.com or (66) 02-254-1041.

For more information visit:
<http://www.usafair2011.com>

See you at the Fair!



SPONSORED BY:



ORGANIZED BY:





AMCHAM THAILAND

2011 AMCHAM Committee Leadership

The following members devote their time to support the Chamber's efforts to make Thailand a better place for companies to do business. Contact committees@amchamthailand.com for more information.

AUTOMOTIVE COUNCIL

- Philip Cook, Thai Summit Harness
- Michael Diamente, Dana Spicer
- Antonio Zara, General Motors

BUSINESS ECONOMICS

- Peggy Creveling, Creveling & Creveling
- Teera Phutrakul, JTFP

CHARITABLE FOUNDATION

- Jennifer Erickson, Tilleke & Gibbins
- Paul Marks, American School of Bangkok

CORPORATE SOCIAL RESPONSIBILITY (CSR)

- Richard Bernhard, Kenan Institute
- Alex Mavro, Social Impact Ventures Asia

CUSTOMS & EXCISE

- Kittipong Jangkamolkulchai, Bryan Cave
- Paul Sumner, PricewaterhouseCoopers
- Florina Vistal, Ford

ENERGY

- Mongkolnimit Auacherdkul, Esso
- Pairoj Kaweeyanun, Chevron

FOOD & AGRI-BUSINESS

- Nathan Christoff, Litehouse
- George Fuller, Asia Food Solutions
- Daleen Richmond (Dee), AgriSource

HEALTHCARE

- Ian Brookes, Indochina Healthcare
- Kenneth Mays, Bumrungrad Hospital
- Paul Russell, Tilleke & Gibbins
- Kittima Sriwatanakul, MSD

HUMAN RESOURCES

- Animesh Mukherjee, Hewitt Associates
- Tom Payne, Hanesbrands

INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT)

- Kriengkrai Bhuvanij, IBM
- Sean Loiselle, Teradata (Thailand)
- Carl Rubin, Thai-Fi
- Siripat Patrangul, Certiport

INDEPENDENCE DAY PICNIC

- Doug de Weese, Vektor Telematics
- Tom Whitcraft, R.M.A. Trading

LEGAL

- Christopher Knight, Everett Knight
- Buchan Love, Mead Johnson
- Douglas Mancill, Deacons
- Michael Ramirez, Tilleke & Gibbins

MANUFACTURING

- Michael Diamente, Dana Spicer
- Paul Robere, Robere & Associates
- Vorapong Vorasuntharoso, Dow Chemical

MARKETING

- Ken Lambert, Xulu
- Abhijeet Ray, TNS Research International

PROFESSIONAL WOMEN

- Karen Hochhauser, Santa Fe
- Jane Puranananda, Dej-Udom & Associates

SMALL-MEDIUM SIZE ENTERPRISES (SME)

- Douglas Harrison, Texan
- Douglass MacLean, T&N Technologies
- Charles Kathrein, Mustang Technologies

SPORTS

- Michael Moir, Fenix Apparel
- Edward Strauss, Grant Thornton

- Kevin Windfield, Manhattan Asset Management

TAX

- John Andes, KPMG
- J. Bayani Lauraya, Baker Tilly
- Greg Lamont, Pricewaterhouse Coopers

TRANSPORTATION & LOGISTICS (TLC)

- Dennis Berkompas, PB Agencies
- Ian Hamilton, Ticon
- Douglas de Weese, Vektor Telematics

TRAVEL & TOURISM

- Charles Blocker, Zinc InVision Hospitality
- Francis Zimmerman, Marriott Resorts & Spas

YOUNG

PROFESSIONALS

- Peter Moore, CoffeeWORKS
- Trinh Sajjachaiyanont, Servcorp
- Kochakorn Sookprayoch, Capital Relocations

Committee Meetings: July & August



Information & Communications Technology (ICT)

On July 19, the committee met at Marriott Cafe, JW Marriott Bangkok Hotel. A presentation was given by Mr. Simon Davies, Salesforce.com's Regional Vice President for ASEAN and Greater China. Pictured (from left) are: Mr. Simon Davies and Sean Loiselle (Committee Leader).



Marketing

On July 19, the committee met at the Sheraton Grande Sukhumvit for a presentation by Mr. Bob Pickard, CEO, Burson-Marsteller Asia-Pacific, on "Corporate PR in the Digital Age". Pictured (from left) are: Jeremy Plotnick, Chantana Hinkaew, Thitiporn Unchurit, Bob Pickard (Speaker), Abhijeet Dutta Ray (committee leader), Ken Lambert (committee leader), Jeremy Hine, and Jim Yarbrough.



Energy

On July 20, the committee met at Marriott Cafe, JW Marriott Bangkok Hotel for a presentation by Dr. Songpope Polachan, Director-General of the Department of Mineral Fuels. Pictured (from left) are: Mr. Pornlert Lattanan (Board Liaison) and Dr. Songpope Polachan (Speaker).



Charitable Foundation

On July 28, the committee met at the AMCHAM Office, Ford Boardroom for a presentation on the "Fulbright Program in Thailand" by Kenneth L. Foster, Counselor for Public Affairs, U.S. Embassy Bangkok; Chotima Chaitiamwong, Outreach Officer, Thailand-United States Educational Foundation; and Chaiwat Kaewphanngam, Fulbright Alumnus. Pictured (from left) are: Chaiwat Kaewphanngam, Bruce Cohen, Chotima Chaitiamwong, Kenneth L. Foster.



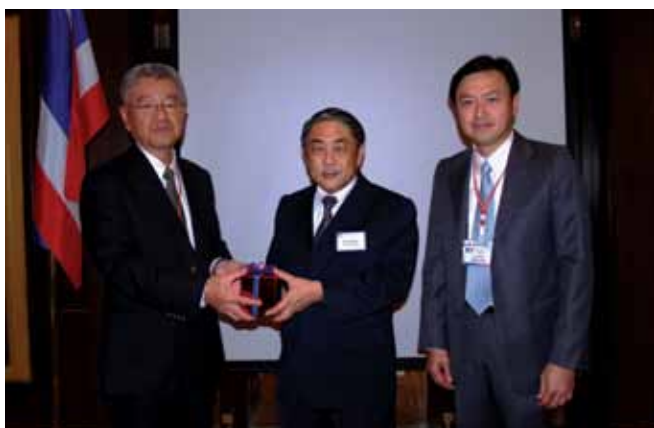
Young Professionals

On July 28, the committee met at Dean & DeLuca Bangkok. With over 100 in attendance, the committee raised Baht 14,600 for the AMCHAM Thailand Charitable Foundation. Pictured (from left) are: Mr. Peter Moore (Committee Leader), Laura De Monchy (Lucky Draw Winner), John Barton (General Manager), and Roan Estrada (Lucky Draw Winner).



Transportation & Logistics (TLC)

On Aug 11, the committee met at Marriott Cafe, JW Marriott Bangkok Hotel. Presentation was given by Mr. Mr. Alan Miu, Managing Director of TNT Express Worldwide (Thailand) Co., Ltd. Picture from left are Ian Hamilton (committee leader), Alan Miu, (Speaker), Dennis Berkompas (committee leader) and Doug H. de Weese (committee leader)



Energy

On Aug 15, the committee met at Marriott Cafe, JW Marriott Bangkok Hotel. A presentation was given by Professor Emeritus Dr. Direk Lavansiri, Chairman of the Energy Regulatory Commission. Pictured (from left) are: Mongkolnimit Auacherdkul (committee leader), Professor Emeritus Dr. Direk Lavansiri (speaker) and Pairoj Kaweeyanun (committee leader).



Information & Communications Technology (ICT)

On Aug 16, the committee met at Marriott Cafe, JW Marriott Bangkok Hotel. A presentation was given by Mr. Wichai Saenghirunwattana, Assistant General Manager, ESRI (Thailand) Co., Ltd. Pictured (from left) are: Carl Rubin (committee leader), Thomas Arthur Hoar, Peter Fischbach, Wichai Saenghirunwattana (speaker) and Sean Loiselle (committee leader).



Small-Medium Size Enterprises (SME)

On August 19, the committee met at the office of Tilleke & Gibbins for a presentation by Alan Adcock, Partner & Dep. Dir. of the Intellectual Dept., and Darani Vachanavuttivong, Co-Managing Partner & Head of the Intellectual Property Dept., both of Tilleke & Gibbins, on "Intellectual Property Law & Protection for SMEs". Pictured (from left) are Douglas Harrison (committee leader), Darani Vachanavuttivong, and Alan Adcock.



Legal

On Aug 22, the committee met in the Ford Boardroom at the AMCHAM office. A presentation was given by Khun Sorachon Boonsong, Partner of Baker & McKenzie. Pictured (from left) are: Jerrold Kippen, Duensing Kippen Limited, and Sorachon Boonsong.



Business Economics

On Aug 23, the committee met at the AMCHAM Office, Ford Boardroom, for a presentation on "Outlook for Energy: a View to 2030" by Mongkolnimit Auacherdkul (MAC), Director, Thailand Public and Government Affairs at Esso (Thailand) Public Company Limited. Pictured (from left) are: Jim Yarbrough, Teera Phutrakul (committee leader), Mongkolnimit Auacherdkul (speaker), Peggy Creveling (committee leader), Ken White (board liaison).



Marketing

On August 23, the committee met at the Sheraton Grande Sukhumvit for a presentation by Ms. Varidda Voraakom, Consumer Insights Director, McCann WorldGroup and Ms. Pathamawan Sathaporn, Head of Business Planning, Mindshare on "Understanding the Thai Rural Consumer 2011". Pictured (from left) are: Abhijeet Dutta Ray (committee leader), Ken Lambert (committee leader), Ms. Varidda Voraakom (speaker), and Ms. Pathamawan Sathaporn (speaker).



Joint Manufacturing and Energy

On Aug 25, the committee met at Marriott Cafe, JW Marriott Bangkok Hotel. A presentation was given by Mr. Kongkiert Tankayura, Managing Director, NBA Intertrade. Pictured (from left) are: John Dicker, Bruce Hoppe (board liaison), Paul Robere (committee leader), Kongkiert Tankayura (speaker) Mongkolnimit (committee leader) Vorapong Vorasuntharosoth (committee leader) Michael Diamente (committee leader).



Young Professionals

On July 28, the committee met at Kitchen and More (Than I can say) Restaurant. With over 50 in attendance, the committee raised Baht 10,500 for the AMCHAM Thailand Charitable Foundation. Pictured (from left) are Dr. Siremon Thongsima (Lucky Draw Winner) and Peter Moore (Committee Leader).



2012 AMCHAM Corporate Partner Packages

AMCHAM is now offering three Corporate Sponsorship Packages for 2012, which allow companies to do one-time budgeting and payment for support of the Chamber. In addition to obtaining all the regular benefits of membership, these packages offer great visibility and outstanding marketing opportunities including:

- Logo on AMCHAM website home page as 2012 AMCHAM Corporate Partner
- Logo on AMCHAM Banner to be displayed at all regular AMCHAM events
- Acknowledgement with logo on the contents page of each edition of T-AB Magazine
- Acknowledgement with logo in premier section in the annual Membership Directory
- Table privileges brochures or promotions at all monthly luncheons in lobby area
- Six additional coupons to be used for the Monthly Membership luncheons

Platinum Membership Package - Baht 650,000

- 2012 AMCHAM Membership including unlimited representatives
- Platinum sponsorship of Installation Ball, including 1 VIP table
- Six full standard page advertisements in the 2012 T-AB Magazines
- Platinum sponsorship of ChariTEE golf tournaments including teams at two tournaments
- Platinum sponsorship of ChariBowl tournaments including teams at two tournaments
- Star Sponsorship at the Independence Day picnic
- One full page listing in the annual Membership Directory
- One full page premier (Baht 65,000 value) ad in the annual Membership Directory
- Two reserved spaces at VIP table (next to Head Table at monthly luncheon (note 2)
- First offer of refusal for sponsorship for any special upcoming events

Gold Membership Package - Baht 400,000

- 2012 AMCHAM Membership including unlimited representatives
- Gold sponsorship of Installation Ball, including 1 VIP table
- Three full standard page advertisements in the 2012 T-AB Magazines
- Gold sponsorship of one ChariTEE golf tournament including team at one tournament
- Gold sponsorship of one ChariBowl tournament including team at one tournament
- Star Sponsorship at the Independence Day picnic
- One full page listing in the annual Membership Directory
- One full page premier (Baht 60,000 value) ad in the annual Membership Directory
- One reserved space at VIP table at each monthly luncheon (note 2)
- Second offer of refusal for sponsorship for any special upcoming events

Silver Membership Package - Baht 250,000

- 2012 AMCHAM Membership including unlimited Representatives
- Silver sponsorship of Installation Ball, including 1 VIP table
- One full standard page advertisement in the 2012 T-AB Magazine
- Silver sponsorship of one ChariBowl tournament including team at one tournament
- Star Sponsorship at the Independence Day picnic
- One full page listing in the annual Membership Directory
- One full page ad (Baht 50,000 value) in the annual Membership Directory
- One reserved space at VIP table at monthly luncheon (note 2)
- Third offer of refusal for sponsorship for any special upcoming events

All packages subject to 7% VAT

Notes:

- (1) All T-AB Magazine and Membership Directory advertising positions can be upgraded, based on availability, with payment of price differential.
- (2) Reserved seating only, does not include lunch cost, which may be covered by cash or a 2012 luncheon coupon.

AMCHAM THAILAND

2012 Corporate Partners

Platinum

Your LOGO here

Gold

Your LOGO here

Your LOGO here

Silver

Your LOGO here

Your LOGO here

The Voice of American Business in Thailand

Contact AMCHAM membership for more information at 02-254 1041 x212 or sheree@amchamthailand.com

AMCHAM Welcomes New Members



MAXIM INTEGRATED PRODUCTS (THAILAND) CO., LTD.

Maxim makes highly integrated, analog and mixed-signal semiconductors. With revenues of U.S.\$1.92 billion, they are one of the fastest growing analog semiconductor companies.

Designate: *Pichest Boonchanya*
- General Manager
Alternate: *Smith Sampattacavija*
- HR Manager
Website: <http://www.maxim-ic.com>



IVY BOUND INTERNATIONAL SCHOOL

Ivy Bound International School is a newly founded progressive school located in the heart of Bangkok. The mission of the school is to cultivate individuals to become dynamic leaders and responsible citizens of the world. The school believes that by empowering children to think for themselves, they become life-long learners who contribute to and thrive in today's global society. The school's culture teaches children to be mindful and respectful of themselves and others.

The educational approach of our school is to provide high quality educational programs that are culturally appropriate for children living in Bangkok. The curriculum is based on principles of developmentally appropriate practice that is cognizant of the uniqueness of individual child's developmental pathways, interests, and socio-cultural backgrounds. Ivy Bound's curriculum offers children with learning experiences and teaching methods that are grounded in accepted principles of child development, and yet incorporate cutting-edge research based curriculum practice.

The school prides itself in offering an individualized, caring learning environment for children. Thus, one of the essential features of Ivy Bound is its small class size. The school will not allow more than 10:1 teacher to child ratio.

Designate: *Jiraorn Assarat - Principal*
Alternate: *Sikan Assarat*
- Assistant Principal
Website: www.ivy-bound.com

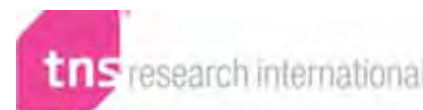


KRABI CONSULTANTS COMPANY LIMITED

Krabi Consultants provides legal, accounting, and business consulting services. It is also Krabi's largest real estate agency, being licensed by the National Association of Realtors (NAR) and a Certified Residential Specialist. The accounting team of four is headed by Ms. Nate Sengnate, registered C.P.D. and legal services provided by Surasak International Law firm of Phuket.

Mr. Robert Reynolds, graduate of University of Virginia M.B.A. program and retired Director of Credit Suisse Bank provides financial consulting for project finance and real estate development investments. The firm has been consultant and project manager for many high profile projects in Krabi Province.

Designate: *Robert Reynolds*
- Managing Director
Website: www.krabiconsultants.com



TNS RESEARCH INTERNATIONAL (THAILAND) LTD.

TNS Research International is a global market insight and information group, delivering innovative thinking and excellent service across a network of over 75 countries. Working in partnership with clients, TNS Research International provides high-quality information, analysis and insight that improve understanding of consumer behavior.

TNS Research International is the world's largest custom research business, combining sector knowledge in Consumer (Fast Moving Consumer Goods), Healthcare, Technology,

Automotive, Finance, Political & Social, with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management, Segmentation & Positioning, Retail & Shopper and Customer Intelligence.

Kantar Worldpanel in Thailand is the country's largest syndicated household panel, measuring an extensive list of Fast Moving Consumer Goods commodity groups and answering the 'who, what, where and why' questions in sales and marketing.

TNS Research International is a part of the Kantar Group, one of the world's largest research, insight and consultancy networks, which aims to become the pre-eminent provider of compelling and actionable insights for the global business community.

Designate: *Abhijeet Dutta Ray*
- Managing Director
Alternate: *Khalid Khan - Client Service Director, Custom*
Website: www.tnsglobal.com



HOLIDAY INN RESORT PHUKET MAI KHAO BEACH

Holiday Inn Resort Phuket Mai Khao Beach offers a four-star premium resort to the tranquil northwest coast of Phuket, embracing the pristine and scenic Mai Khao Beach.

With unique Thai hospitality, we cater to all types of travelers, from couples on a peaceful romantic getaway, to families seeking the perfect holiday, or for those requiring an executive retreat. The resort features 246 rooms and suites in six distinctive room categories, with choices of garden view, ocean facing view, terrace or pool access.

Guests can experience in a variety of lifestyle activities together with recreational facilities and indulge in our sophisticated cuisine. The resort is perfectly positioned to meet your conference and event needs offering five function rooms with flexible configurations. With the resort located

directly on the beachfront, you are ensured a truly memorable stay with real value.

A memorable resort experience awaits at Holiday Inn Resort Phuket Mai Khao Beach.

Designate: Simon Morley
 - General Manager
Alternate: Anutin Kraitong
 - Director of Sales and Marketing
Website: www.holidayinnresorts.com/phuketmaikhao



JP-ONE ASSET COMPANY LIMITED

JP-One Assets engages in supply of aviation fuel to the new international airport currently under construction in Bangkok. The company was incorporated in 2003 and is based in Thailand. JP-One Assets Co., Ltd. operates as a subsidiary of Bangkok Aviation Fuel Services Public Co. Ltd.

Designate: Dr. Pakdee Manahirunvet
 - Managing Director
Website: www.jpone.co.th



IRVING SEMINAR & TRAINING LIMITED

IRVING Seminar & Training is a professional organizer of business seminars, workshops and in-company training courses in Thailand, Cambodia and Vietnam. It is the leading specialist on regulatory issues such as business law, taxation, accounting, customs law and also provides management, finance and sales training.

Designate: Franck Daviniere
 - Managing Partner
Website: www.irvingseminar.com



ASIA INJURY PREVENTION FOUNDATION

The Asia Injury Prevention Foundation (AIP Foundation) is a U.S. registered 501 (c)(3) non-profit organization that creates public-private partnerships, develops mass media education and school curricula, and implements school-based helmet

use and traffic safety education programs to reduce the pervasive and devastating rate of road traffic crash injuries and fatalities in developing countries.

Traffic crash related deaths and serious brain injuries are preventable and this tragic, yet rising, trend is reversible. Our ambition is to form generations of safe and smart road users. Founded in 1999 in Vietnam, AIP Foundation has offices in Hanoi and Ho Chi Minh City, Vietnam, in Bangkok, Thailand, and in Phnom Penh, Cambodia. In 2001, AIP Foundation built its nonprofit helmet assembly plant, V-SPEC that manufactures Protec-brand 'Tropical' helmets.

AIP Foundation programs include school-based Helmets for Kids, Safe Routes to School, Click on Safety, and mass media public awareness education. Our efforts to improve road and road user safety also include advocacy, the provision of technical assistance and expertise, and the provision of high quality, culturally appropriate and affordable helmets to the market.

Representative: Ratanawadee Winther
 - Country Director
Website: www.asiainjury.org

2012-2013 AMCHAM Board of Governors Election

Exercise your right to select the future leaders of AMCHAM - vote on the October 19 Board of Governors election. Vote before or at the Annual General Meeting at the October Membership Monthly Luncheon.

HOW IS THE SLATE OF CANDIDATES ESTABLISHED?

- The AMCHAM Board of Governors consists of 15 senior level executives who are respected members of the American business community and who possess the ability to think strategically and contribute to a developing vision for AMCHAM.
- Each year, AMCHAM elects approximately half of the Board of Governors to a two-year term. For the 2012-2013 term, eight board seats are up for election.
- A nominations committee solicits nominations and recruits individuals who they believe have the ability to serve the best interests of AMCHAM and its members. Candidates will be announced at the September Membership Monthly Luncheon.
- Each candidate for the board signs a responsibility statement confirming that he or she is committed to



the mission of AMCHAM. Board nomination guidelines and responsibilities are posted on the AMCHAM website under Libraries (AMCHAM Organizational Policies and Procedures).

WHO IS ELIGIBLE TO VOTE?

- Each Ordinary Regular or Ordinary Special AMCHAM member company is allowed one vote, to be cast by the designate or alternate of the company. Special representatives, affiliates, associates and honorary members are not allowed to vote.

HOW DOES ONE VOTE?

- Official ballots will be mailed out to all designates. The ballots may be submitted in person at the Annual General Meeting held in conjunction with the October Membership Monthly Luncheon.
- If you are unable to attend the Annual General Meeting, you may mail or fax the ballot to the AMCHAM office.



AMCHAM Affinity Program

The Following Fine Establishments Offer Discounts or Incentives to AMCHAM Members



American School of Bangkok

- 50% off registration fees
- 10% off first year's tuition



Asia World Enterprise

- 3% discount from IATA published fares
- 4% discount on worldwide hotel booking

Bangkok Marriott Resort and Spa

- 20% discount for dinner (only) at Trader Vic's, Benihana and Manohra Cruises (gold menu) + Logo provided



BNH Hospital

- 10% discount on medications
- 20% discount on ward rooms



Cascade Club

- 10% discount on Individual Membership
- Baht 3,000 discount on Gold Membership



Bourbon Street

10% discount on food at Bourbon St. (Located in Washington Square, Sukhumvit 22)



Execshirts

30% discount off listed prices

CoffeeWORKS

CoffeeWORKS
20% off all La Cimbali espresso machines



Creatus

5% discount on goods when paying with cash



Hard Rock Hotel & Café Pattaya

- 10% discount from published room rate
- 10% discount on beverage at Hard Rock Café Pattaya



Mayfair Marriott Bangkok

- 10% discount off best available room rate
- 10% off food and beverage



English Solutions

10% discount



Global Union Express

- 5% discount on Thai's Royal Orchid Holidays at regular price
- 4% discount from all international IATA published fares ex Bangkok including RTW



Piyavate Hospital

- 10% discount on medicine, lab and x-ray fees
- 10% discount on ambulance fees
- 10% discount on specific dental treatment items
- 40-45% discount on health check up

Le MERIDIEN

Le Meridien Bangkok

- Special price of Baht 600 net at Latest Recipe
- Book a table for 10 persons, get free lunch for 2 persons
- 20% beverage discount
- Book a table for 2-8 persons, get complimentary 4-hour use of meeting room (Max capacity – 8 persons, subject to availability)
- Celebrate a special event (e.g. graduation, jubilee, etc.) with a minimum of 4 friends and you eat for free
- Celebrate your birthday at the venue and get a 1-pound cake as a present

PLAZA ATHENEE BANGKOK A ROYAL MERIDIEN

Le Club Plaza

- Special price of Baht 5,999 net for Le Club Plaza or
- Baht 6,999 net for Le Club Plaza with Wine Ambassador Club status



Crowne Plaza Lumpini

20% discount at restaurants



LMG Insurance

15% discount on motor and other insurance



Rose Marie Academy

One year free tuition to the Saturday English Program for dependents (4-14 years) of employees of AMCHAM member companies



Sinclair Paint

Discount of 25% (before VAT) on all paint products for decorative and architectural purposes



Sunrise Tacos

10% discount



The Duke's

10% discount



Robere and Associates

15% off all training programs



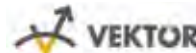
Tour de Thailand

- Discounts for multiple riders
- 50% off all bike rentals



TRIA

First visit privilege: Buy two get three Bodywork services



Vektor Telematics

15% discount on products and one free month of service for using GPS to track commercial vehicles

Your Promotion Here

For information on participating in the Affinity Program contact Khun Kittie at: kittie@amchamthailand.com



Tahitian Noni International

- Annual membership fee waived
- Purchase products at discounted member pricing
- Free shipping on orders of Baht 6,000 or more

Your Promotion Here

Restrictions apply. Member must present AMCHAM membership card to receive discounts. Offer is subject to change or termination; new offers, changes and terminations will be announced in T-AB Magazine and on the AMCHAM website. If you have not yet received your AMCHAM membership card, please contact the AMCHAM office. For details and restrictions on these offers please visit: www.amchamthailand.com

2011 CSR Excellence Recognition (ACE) Program



AMCHAM THAILAND

The Corporate Social Responsibility Committee is pleased to announce the 2011 CSR Excellence Recognition (ACE) Program. ACE will recognize AMCHAM members' CSR best practices that demonstrate an understanding of the linkages between business operations and society and conducting business in a way that creates both long term economic and social value.

The ACE Recognition program will raise awareness of CSR among AMCHAM members, gather information on CSR best practices to share with all AMCHAM member companies, provide recognition to companies with best practice CSR programs, and continue AMCHAM's CSR leadership among foreign chambers in Thailand.

The Fifth Annual ACE Recognition Features:

- Simplified online application process
- All companies achieving a high level of performance will be recognized
- Emphasis on overall CSR approach, not a specific CSR project
- Automated scoring process; no judges

Benefits of AMCHAM ACE Recognition

- Recognition at the AMCHAM Monthly Luncheon in November
- Permanent recognition at AMCHAM office for Silver, Gold and Platinum levels
- Featured on the AMCHAM website
- Recognition in AMCHAM's *T-AB* Magazine and press releases



Photo courtesy of Qualcomm Int'l

The mark of ACE Excellence

- ACE Silver level : a company achieves the baseline score for 3 consecutive years
- ACE Gold level : a company achieves the baseline score for 5 consecutive years
- ACE Platinum level : a company achieves the baseline score for 10 consecutive years

How to apply for ACE Recognition

Applications are in the form of an online questionnaire and scoring is automated. The CSR Recognition Committee retains the right to ask for additional details. Please access the questionnaire at: www.surveymonkey.com/s/T6W9RB6

Submission deadline – October 14, 2011

The CSR Excellence Recognition Event

Presentation of the Recognition awards will be announced and certificates awarded at the November 23, 2011 AMCHAM monthly luncheon.

For more information on the CSR Excellence Recognition (ACE) Program, contact: kate@amchamthailand.com

AMCHAM Membership: Not Just for Americans



Participants of the May 2011 Customs Workshop Training hosted by AMCHAM and the U.S. Embassy

Benefits of AMCHAM Membership

ADVOCACY

Through its committees and the Board of Governors, AMCHAM works to address matters affecting members' ability to do business in Thailand. Join with other AMCHAM members experiencing similar issues, create position papers and other advocacy pieces and engage Thai and U.S. government officials under the banner of AMCHAM. The AMCHAM Board of Governors is committed to creating synergy amongst stakeholders and connecting industry and government.

MEMBER SERVICES

Network and make business contacts with representatives of AMCHAM's 650 member companies. Attend presentations by prominent U.S. and Thai speakers, monthly membership luncheons and social networking events, golf and bowling tournaments and the annual



AMCHAM members and guests at the August 2011 Social Networking Night held at Bed Supperclub

Installation Ball. Participate in over 20 AMCHAM committees covering various sectors. Membership privileges also include up to ten coupons for AMCHAM monthly luncheons and, subject to certain conditions, expedited appointments for U.S. business visa interviews.

CORPORATE SOCIAL RESPONSIBILITY

Give back to the community where you live and do business by donating to the AMCHAM Thailand Charitable Foundation. Direct your donation to needy Thai public schools, scholarships for Thai university students and/or fellowships for teachers.

For more information on these and the many other benefits of AMCHAM membership, contact Khun Orn at: orn@amchamthailand.com, call +66 (0) 2254-1041, or visit the AMCHAM website at: www.amchamthailand.com and click on Join AMCHAM.



Students at Baan Kao Kling School in Petchburi Province testing out the new computers donated by Dow Corning (Thailand) Ltd. through the ATCF on February 21, 2011.

i think, therefore IB



KIS International School is an IB world school through and through. The school is authorized for all three International Baccalaureate programmes for students from 3-18 years (Primary Years, Middle Years and IB Diploma). KIS lives and breathes the IB philosophy, offering a high-quality education, encouraging international-mindedness, and instilling a positive attitude to learning.

KIS guides students to be engaged global citizens and lifelong learners by offering a broad and balanced international curriculum of high academic standards.

KIS is a leading light in IB education. Contact us for more information or to visit our spacious campus, located near Asoke-Ratchadapisek.



Area map only. For directions see www.kis.ac.th/location.html



www.kis.ac.th



info@kis.ac.th

TEL +66 (0) 2274 3444

kis
International School
Knowledge Inspiration Spirit

Erawan Field's 30th Anniversary Power up Thailand



Believe it or not,

it is here in the Gulf of Thailand that these items take shape: household lighting, cooking gas, 24/7 television, electric trains, NGV-powered buses and vehicles, PVC pipes, plastic products, assorted synthetic materials, and countless other everyday items. Since 17 August 1981, the Erawan field's output of natural gas has fueled Thailand's economic growth and ushered in a modern lifestyle for Thais. Equally important, condensate (a liquid byproduct of natural gas) spurred the growth of downstream industries that have yielded numerous materials and products that are domestically manufactured and exported around the world. Above all, Erawan remains a critical offshore academy for Thai petroleum personnel - whether they are engineers, geologists, or other technical professionals. These highly skilled people play an indispensable role in sustaining the growth of Thailand's energy industry and its economy. **Chevron believes that all Thais can look back over the past three decades with great pride at the growth in Thailand's energy sector. We at Chevron pledge to remain committed to the noble mission of supporting energy security for our country.**



Human Energy™