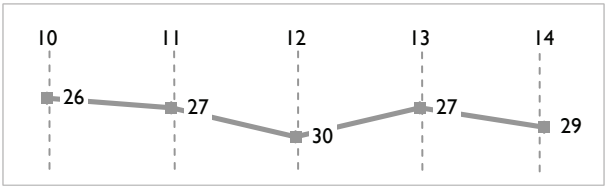
THAILAND

OVERALL PERFORMANCE



CHALLENGES IN 2014

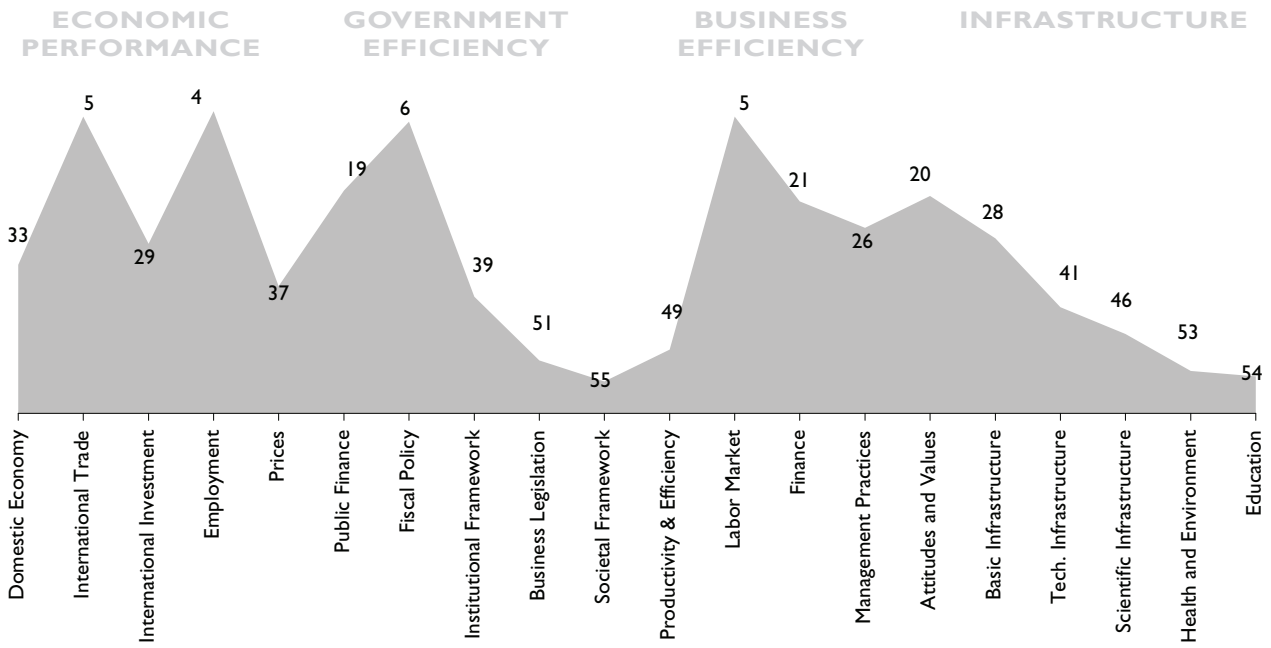
- Reform politics and governance - to promote equality and balance.
- Strengthen network of civic corruption watchdogs - to eliminate illegal enrichment at the expense of the nation.
- Strengthen people power in all areas, especially education and health - to reform social system.
- Reform the economic system - to allocate income fairly to all areas of the country.
- Cultivate sustainable development, especially environmental preservation and waste management.

Provided by :
Thailand Management Association

BASIC FACTS

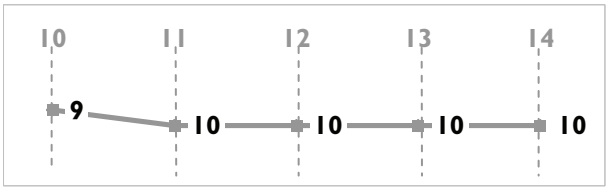
		Rank
Capital	Bangkok	
Land area (km^2 '000)	513.1 (2013)	-
Exchange rate (per $)	30.73 (2013)	-
Population (millions)	66.76 (2013)	12
GDP ($ billions)	387.2 (2013)	28
GDP (PPP) per capita ($)	9,945 (2013)	54
Real GDP growth (%)	2.9 (2013)	21
Consumer Price Inflation (%)	2.2 (2013)	35
Unemployment rate (%)	0.7 (2013)	2
Labor force (millions)	39.40 (2013)	11
Current Account Balance (%)	-0.7 (2013)	35
Direct Investment		
Stocks Inward ($ billions)	159.1 (2012)	27
Flows Inward (% of GDP)	3.3 (2013)	16

COMPETITIVENESS LANDSCAPE

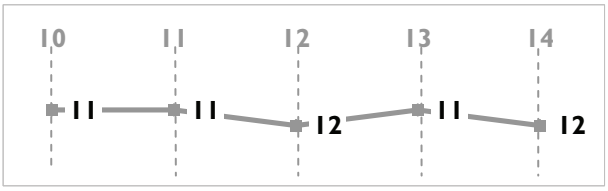


PEER GROUP RANKINGS

ASIA PACIFIC



POPULATIONS > 20 MILLION



THAILAND

COMPETITIVENESS EVOLUTION

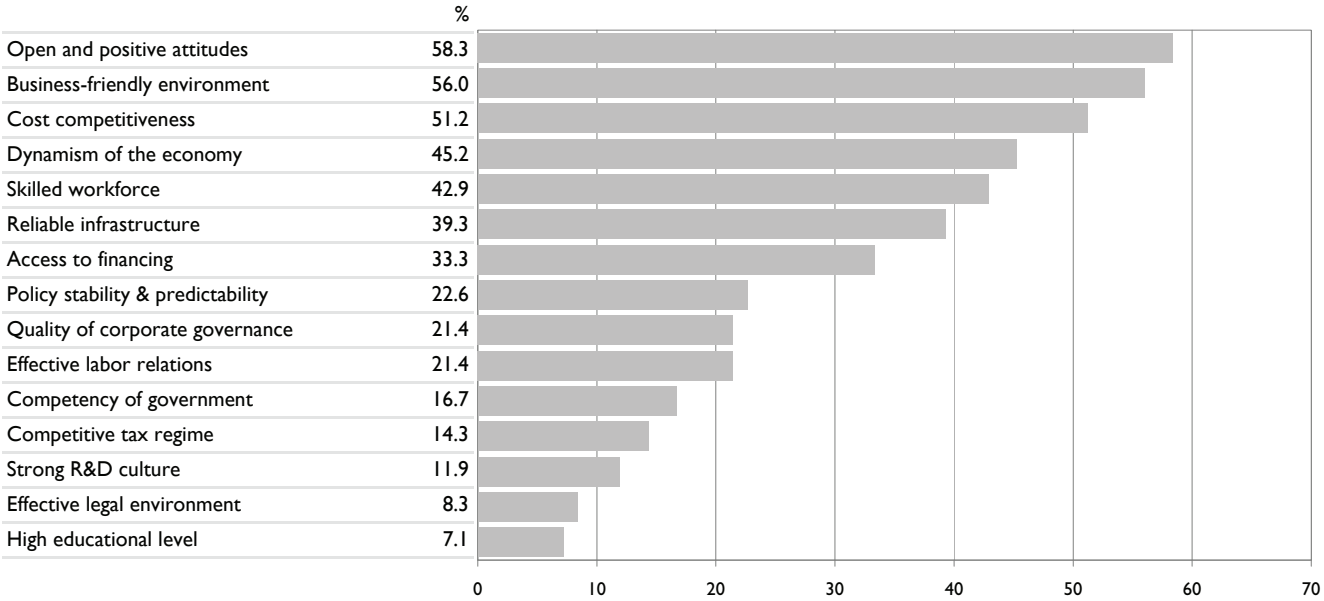
The criteria below highlight the 15 biggest Improvements and the 15 biggest Declines in the overall performance of the economy. They are determined by the largest percentage changes in the value of each criterion from one year to the next.

IMPROVEMENTS		WCY 2013	WCY 2014
4.3.05	Business expenditure on R&D (%)	0.10	0.20
4.3.02	Total expenditure on R&D (%)	0.22	0.39
1.3.05	Direct investment flows inward ($bn)	7.78	12.83
1.3.03	Direct investment stocks abroad ($bn)	33.23	52.56
4.2.12	Broadband subscribers	52.80	81.88
1.3.04	Direct investment stocks abroad (%)	9.61	14.36
1.3.06	Direct investment flows inward (%)	2.25	3.31
4.2.01	Investment in telecommunications (%)	0.39	0.54
3.3.11	Stock market capitalization (%)	77.68	104.65
4.2.03	Fixed telephone tariffs	0.15	0.10
1.5.01	Consumer price inflation	3.0	2.2
2.1.02	Government budget surplus/deficit (%)	-2.77	-2.06
1.2.12	Exports of commercial services ($bn)	48.75	58.60
4.4.12	Energy intensity	13,678	11,674
4.2.04	Mobile telephone subscribers	1,116	1,273

DECLINES		WCY 2013	WCY 2014
2.3.01	Real short-term interest rate	-0.26	0.55
1.2.02	Current account balance (%)	0.75	-0.72
2.3.07	Exchange rate stability	0.015	0.030
1.1.15	Real GDP growth per capita	6.01	2.46
1.1.14	Real GDP growth	6.4	2.9
2.5.04	Risk of political instability (Survey)	3.28	1.61
2.3.11	Transparency (Survey)	3.06	1.71
4.2.05	Mobile telephone costs	0.05	0.07
2.3.10	Government decisions (Survey)	4.30	2.77
4.3.17	Number of patents in force	5.3	3.6
2.3.09	Adaptability of government policy (Survey)	5.03	3.57
1.3.02	Direct investment flows abroad (%)	2.38	1.72
2.4.04	Public sector contracts (Survey)	5.88	4.41
3.3.18	Venture capital (Survey)	5.33	4.05
2.3.13	Bribing and corruption (Survey)	1.78	1.41

KEY ATTRACTIVENESS INDICATORS

From a list of 15 indicators, respondents of the Executive Opinion Survey were asked to select 5 that they perceived as the key attractiveness factors of their economy. The chart shows the percentage of responses per indicator from the highest number of responses to the lowest.



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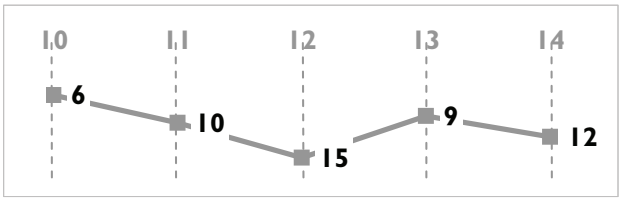
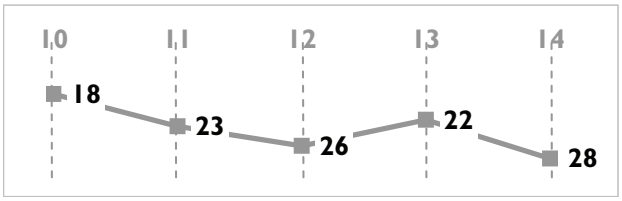
ECONOMIC PERFORMANCE



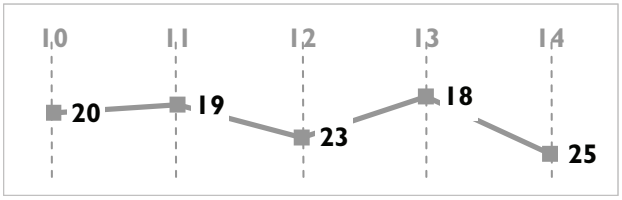
Sub-Factor Rankings :	2013	2014
Domestic Economy	14	33
International Trade	4	5
International Investment	31	29
Employment	3	4
Prices	31	37

GOVERNMENT EFFICIENCY



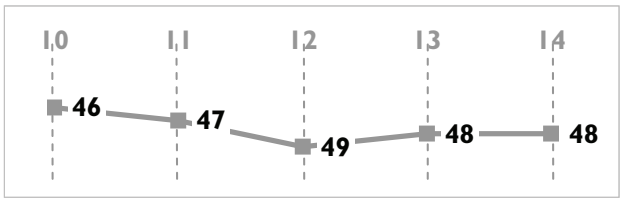
Sub-Factor Rankings :	2013	2014
Public Finance	19	19
Fiscal Policy	5	6
Institutional Framework	30	39
Business Legislation	43	51
Societal Framework	48	55

BUSINESS EFFICIENCY



Sub-Factor Rankings :	2013	2014
Productivity & Efficiency	44	49
Labor Market	2	5
Finance	10	21
Management Practices	16	26
Attitudes and Values	17	20

INFRASTRUCTURE



Sub-Factor Rankings :	2013	2014
Basic Infrastructure	25	28
Technological Infrastructure	47	41
Scientific Infrastructure	40	46
Health and Environment	55	53
Education	51	54

THAILAND

STRENGTHS

Economic Performance	Rank
1.4.08 Youth unemployment	2
1.4.06 Unemployment rate	2
1.2.25 Tourism receipts (%)	4
1.4.07 Long-term unemployment	4
1.4.02 Employment (%)	5
1.2.18 Export concentration by product	11
1.2.17 Export concentration by partner	12
1.2.23 Trade to GDP ratio	15
1.2.09 Exports of goods (%)	15
1.1.15 Real GDP growth per capita	15

Government Efficiency	Rank
2.2.07 Effective personal income tax rate	4
2.2.11 Employer's social security contribution rate	4
2.2.09 Consumption tax rate	7
2.2.10 Employee's social security contribution rate	11
2.3.06 Foreign currency reserves ($bn)	13
2.4.16 Start-up procedures	13
2.2.01 Collected total tax revenues (%)	15
2.4.18 Unemployment legislation (S)	15
2.2.08 Corporate tax rate on profit	16
2.4.07 Investment incentives (S)	18

Business Efficiency	Rank
3.2.06 Working hours	2
3.2.13 Labor force (%)	5
3.2.01 Compensation levels ($)	6
3.2.03 Remuneration in services professions ($)	7
3.5.03 National culture (S)	10
3.5.01 Attitudes toward globalization (S)	12
3.4.08 Social responsibility (S)	13
3.3.11 Stock market capitalization (%)	14
3.1.09 Large corporations (S)	15
3.3.01 Banking sector assets (%)	16

Infrastructure	Rank
4.2.05 Mobile telephone costs	6
4.1.10 Dependency ratio	8
4.1.25 Electricity costs for industrial clients	9
4.2.22 High-tech exports (%)	12
4.2.01 Investment in telecommunications (%)	14
4.2.11 Fixed broadband tariffs	20
4.2.04 Mobile telephone subscribers	22
4.2.03 Fixed telephone tariffs	24
4.4.19 Green technology solutions (S)	25
4.1.19 Energy infrastructure (S)	26

WEAKNESSES

Economic Performance	Rank
1.1.20 GDP per capita	55
1.1.21 GDP (PPP) per capita	54
1.5.05 Food costs	52
1.3.16 Relocation threats of services (S)	46
1.3.04 Direct investment stocks abroad (%)	36
1.3.03 Direct investment stocks abroad ($bn)	36
1.2.02 Current account balance (%)	35
1.5.01 Consumer price inflation	35
1.3.14 Relocation threats of production (S)	32
1.3.01 Direct investment flows abroad ($bn)	29

Government Efficiency	Rank
2.4.20 Redundancy costs	58
2.5.04 Risk of political instability (S)	58
2.3.11 Transparency (S)	57
2.4.05 Foreign investors (S)	56
2.5.06 Gini index	55
2.3.13 Bribing and corruption (S)	55
2.4.15 Start-up days	54
2.4.01 Tariff barriers	53
2.4.04 Public sector contracts (S)	53
2.3.10 Government decisions (S)	50

Business Efficiency	Rank
3.1.04 Labor productivity (PPP)	57
3.1.01 Overall productivity (PPP)	56
3.1.10 Small and medium-size enterprises (S)	49
3.3.04 Investment risk	42
3.2.18 Skilled labor (S)	40
3.3.18 Venture capital (S)	39
3.1.08 Workforce productivity (S)	38
3.2.19 Finance skills (S)	36
3.5.06 Value system (S)	35
3.4.01 Adaptability of companies (S)	35

Infrastructure	Rank
4.4.08 Medical assistance	57
4.5.06 Secondary school enrollment (%)	55
4.4.10 Human development index	55
4.2.09 Computers per capita	55
4.3.02 Total expenditure on R&D (%)	55
4.2.10 Internet users	54
4.4.01 Total health expenditure (%)	54
4.5.05 Pupil-teacher ratio (secondary education)	54
4.3.21 Intellectual property rights (S)	53
4.3.15 Patent applications per capita	52