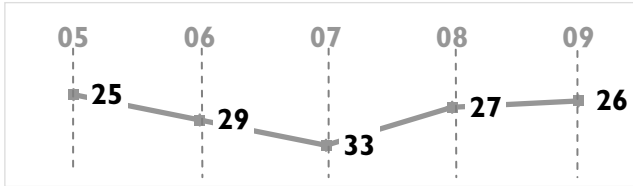


THAILAND

OVERALL PERFORMANCE



CHALLENGES IN 2009

- Address challenges of globalization and transformation to creative knowledge economy.
- Launch the program of 15- years' free basic education throughout the country.
- Boost investor confidence by developing labour skills, improving investment climate and political reform.
- Enhance regulations for SMEs to survive global downturn.
- Accelerate infrastructure improvement to reduce business cost, ie. logistics system, energy consumption efficiency etc.

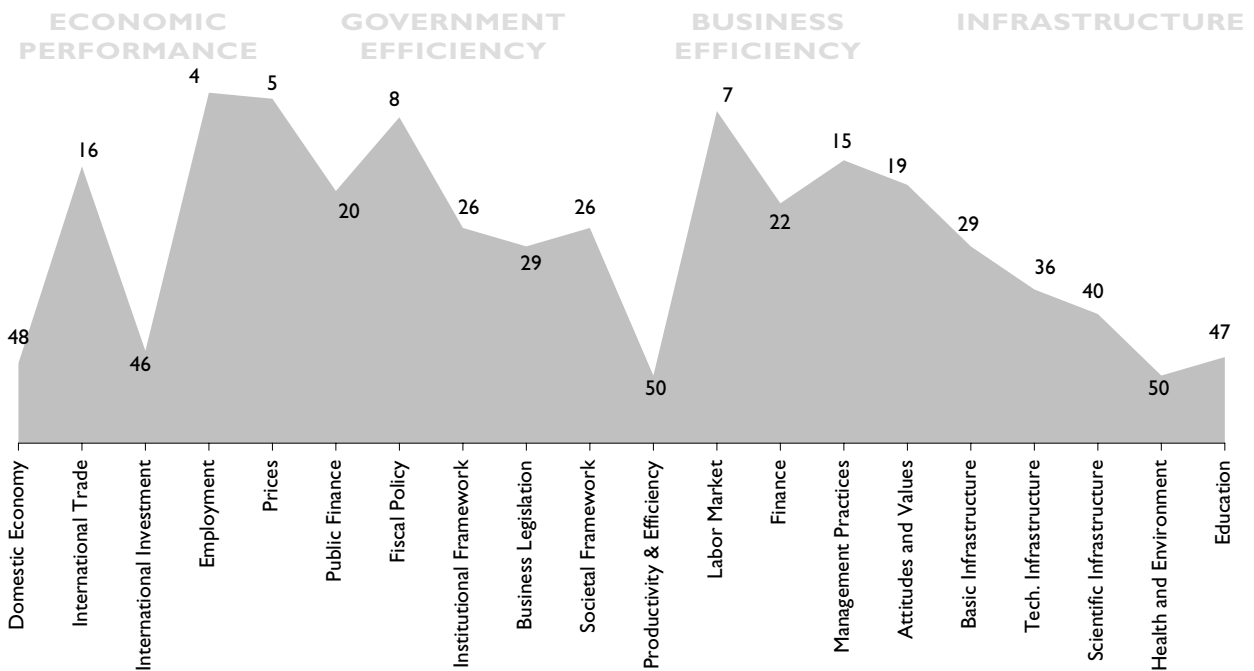
Provided by :

The Thailand Management Association

BASIC FACTS

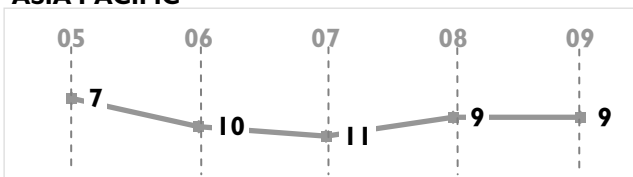
		Rank
Capital	Bangkok	
Land area (km ² '000)	513.1 (2008)	-
Exchange rate (per \$)	33.36 (2008)	-
Population (millions)	66.48 (2008)	12
GDP (\$ billions)	272.8 (2008)	31
GDP (PPP) per capita (\$)	8,013 (2008)	51
Real GDP growth (%)	2.6 (2008)	25
Consumer Price Inflation (%)	5.4 (2008)	30
Unemployment rate (%)	1.4 (2008)	2
Labor force (millions)	37.70 (2008)	10
Current Account Balance (%)	-0.1 (2008)	25
Direct Investment		
Stocks Inward (\$ billions)	81.1 (2007)	33
Flows Inward (% of GDP)	3.7 (2008)	26

COMPETITIVENESS LANDSCAPE

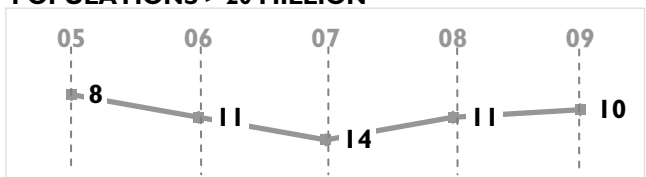


PEER GROUP RANKINGS

ASIA PACIFIC



POPULATIONS > 20 MILLION



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 2008	WCY 2009
4.2.04	Mobile telephone subscribers Number of subscribers per 1000 inhabitants	630	1,238
1.2.21	Exchange rates support the competitiveness of enterprises. (Survey)	3.49	5.58
1.3.01	Direct investment flows abroad US\$ billions	1.86	2.84
2.1.02	Government budget surplus/deficit % of GDP	-2.30	-1.13
2.3.10	Transparency of government policy is satisfactory (Survey)	2.70	3.97
1.3.02	Direct investment flows abroad % of GDP	0.76	1.04
2.3.05	Central bank policy has a positive impact on economic development. (Survey)	4.81	6.45
1.3.03	Direct investment stocks abroad US\$ billions	6.04	7.90
4.5.06	Higher education achievement % of population that has attained at least tertiary education for persons 25-34	14.0	18.0
2.3.07	The legal and regulatory framework encourages the competitiveness of enterprises. (Survey)	3.78	4.78
2.5.05	Social cohesion is a priority for the government. (Survey)	5.21	6.52
1.2.07	Exports of goods US\$ billions	152.10	177.84
3.3.11	Stock market capitalization % of GDP	68.25	79.78
1.3.08	Direct investment stocks inward US\$ billions	69.87	81.11
4.4.11	Health problems do not have a significant impact on companies. (Survey)	6.00	6.93

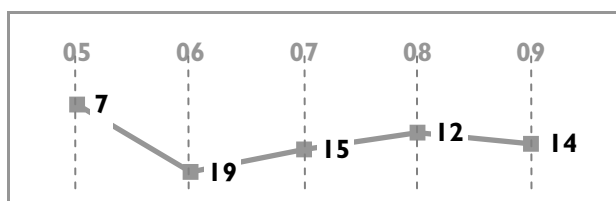
DECLINES

		WCY 2008	WCY 2009
1.5.01	Consumer price inflation Average annual rate	2.3	5.4
1.2.02	Current account balance % of GDP	5.72	-0.07
1.1.16	Real GDP Growth per capita % change, based on national currency in constant prices	4.19	1.43
1.1.14	Real GDP Growth % change, based on national currency in constant prices	4.9	2.6
1.3.07	Direct investment flows inward % of GDP	4.57	3.70
3.3.18	Venture capital is easily available for businesses. (Survey)	5.04	4.09
4.1.25	Electricity costs for industrial clients US\$ per kwh	0.066	0.078
4.3.02	Total expenditure on R&D % of GDP	0.24	0.20
4.3.19	Number of patents in force Per 100,000 inhabitants	12	10
2.4.08	Government subsidies To private and public companies as a % of GDP	0.34	0.40
3.5.02	The image abroad of your country encourages business development. (Survey)	6.67	5.67
2.2.13	Real corporate taxes do not discourage entrepreneurial activity. (Survey)	5.43	4.75
3.2.09	Employee training is a high priority in companies. (Survey)	6.46	5.67
1.1.13	Diversification of the economy is sufficient. (Survey)	5.06	4.48
1.3.17	Relocation of services is not a threat to the future of your economy. (Survey)	4.81	4.27

THAILAND



ECONOMIC PERFORMANCE



Sub-Factor Rankings :	2009
Domestic Economy	48
International Trade	16
International Investment	46
Employment	4
Prices	5

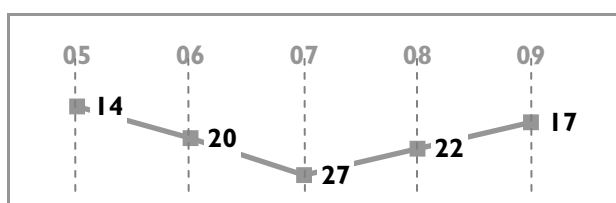
Strengths

1.4.06	Unemployment rate Percentage of labor force	2
1.4.08	Youth unemployment Percentage of youth labor force (under the age of 25)	3
1.4.02	Employment Percentage of population	6
1.5.02	Cost-of-living index Index of a basket of goods & services in major cities, including housing (New York City = 100)	7
1.2.20	Tourism receipts International tourism receipts as a percentage of GDP	7

Weaknesses

1.1.22	GDP (PPP) per capita Estimates; US\$ per capita at purchasing power parity	51
1.1.21	GDP per capita US\$ per capita	51
1.3.03	Direct investment stocks abroad US\$ billions	43
1.3.02	Direct investment flows abroad Percentage of GDP	39
1.3.01	Direct investment flows abroad US\$ billions	37

GOVERNMENT EFFICIENCY



Sub-Factor Rankings :	2009
Public Finance	20
Fiscal Policy	8
Institutional Framework	26
Business Legislation	29
Societal Framework	26

Strengths

2.2.07	Effective personal income tax rate Percentage of an income equal to GDP per capita	4
2.2.09	Consumption tax rate Standard rate of VAT / GST	6
2.2.11	Employer's social security contribution rate Compulsory contribution as a percentage of an income equal to GDP per capita	9
2.2.01	Collected total tax revenues Percentage of GDP	11
2.4.21	Labor market flexibility Index on rigidity of employment (index 0-100)	13

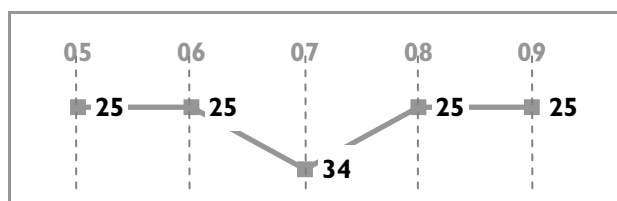
Weaknesses

2.5.04	The risk of political instability is very low (Survey)	55
2.3.04	Country credit rating Rating on a scale of 0-100 assessed by the Institutional Investor Magazine ranking	45
2.4.01	Tariff barriers Tariffs on imports: Most favored nation simple average rate	44
2.4.20	Firing costs Number of weeks of salary	40
2.2.08	Corporate tax rate on profit Maximum tax rate, calculated on profit before tax	38

THAILAND



BUSINESS EFFICIENCY



Sub-Factor Rankings :	2009
Productivity & Efficiency	50
Labor Market	7
Finance	22
Management Practices	15
Attitudes and Values	19

Strengths

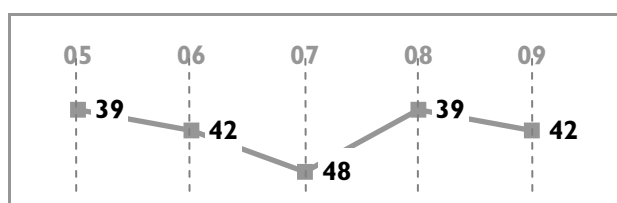
3.3.17	Credit is easily available for businesses. (Survey)	4
3.2.03	Remuneration in services professions Gross annual income including supplements such as bonuses, in US\$	7
3.2.11	Labor force Percentage of population	7
3.2.04	Remuneration of management Total base salary plus bonuses and long-term incentives, US\$	14
3.2.05	Working hours Average number of working hours per year	16

Weaknesses

3.1.01	Overall productivity (PPP) Estimates: GDP (PPP) per person employed, US\$	53
3.1.04	Labor productivity (PPP) Estimates: GDP (PPP) per person employed per hour, US\$	53
3.3.04	Investment risk Euromoney country credit-worthiness scale from 0-100	46
3.1.10	Small and medium-size enterprises are efficient by international standards. (Survey)	46
3.3.11	Stock market capitalization Percentage of GDP	33



INFRASTRUCTURE



Sub-Factor Rankings :	2009
Basic Infrastructure	29
Technological Infrastructure	36
Scientific Infrastructure	40
Health and Environment	50
Education	47

Strengths

4.2.05	Mobile telephone costs Mobile cellular tariffs - US\$ per minute local call, off-net (peak)	1
4.2.10	Fixed Broadband Tariffs Monthly fee (residential), US\$	7
4.2.20	High-tech exports Percentage of manufactured exports	9
4.1.10	Dependency ratio Population under 15 and over 64 years old, divided by active population (15 to 64 years)	11
4.2.04	Mobile telephone subscribers Number of subscribers per 1000 inhabitants	12

Weaknesses

4.4.01	Total health expenditure Percentage of GDP	54
4.4.08	Medical assistance Number of inhabitants per physician and per nurse	53
4.2.09	Internet users Number of internet users per 1000 people / Source: Computer Industry Almanac	52
4.5.05	Secondary school enrollment Percentage of relevant age group receiving full-time education	49
4.3.07	Total R&D personnel nationwide per capita Full-time work equivalent (FTE) per 1000 people	47