



# The Current Situation and Needs

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**THAILAND'S INVESTMENT ENVIRONMENT**

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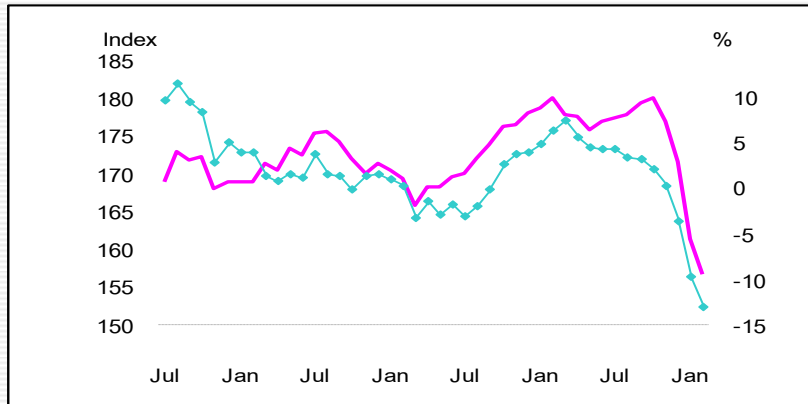


## Topics

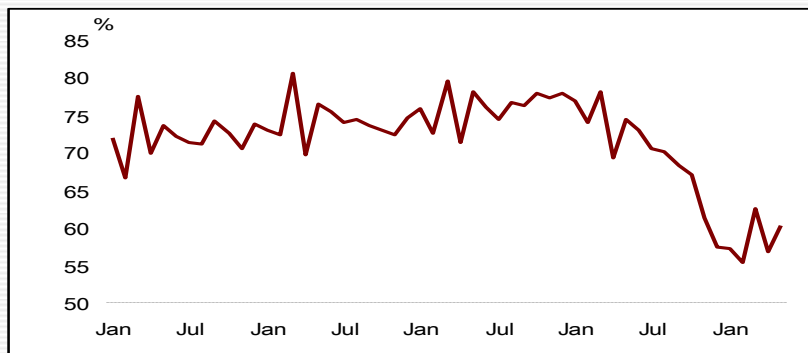
- Current Investment Situation : still needs time to recover
- Factors Concerned : both negative and positive
- Investment Prospect : a chance of recovering
- What Government has to do? : initiator of investment
- Roles of Banking Sector : helps in stimulating investment
- Adjustment of the Business Sector : for present survival and future advancement

# Current Investment Situation : still needs time to recover

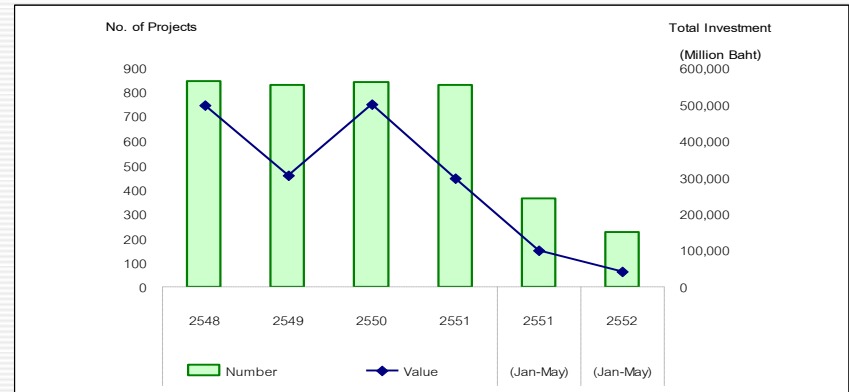
- Continuous shrinkage of private investment index



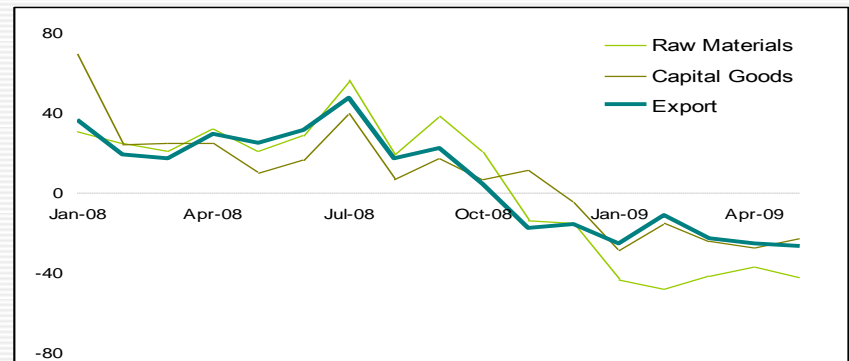
- Industrial capacity utilization is low



- Applications for investment promotion from BOI drop much lower from previous year

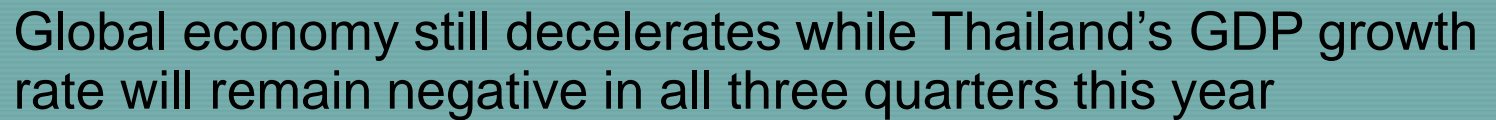


- Import of capital goods and raw materials continue to drop





## Factors Concerned : both negative and positive



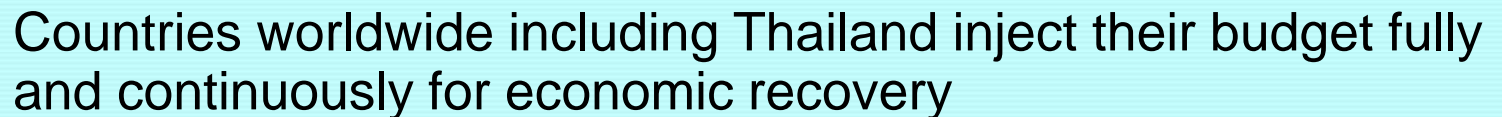
Global economy still decelerates while Thailand's GDP growth rate will remain negative in all three quarters this year



Commodity prices fluctuation prevail



Entrepreneurs lack sources of funds



Countries worldwide including Thailand inject their budget fully and continuously for economic recovery



## Investment Prospect : a chance of recovering

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Economic indicators have improving signs

Banking sector remains strong and ready for providing financial support to business sector



## What Government has to do? : initiator of investment



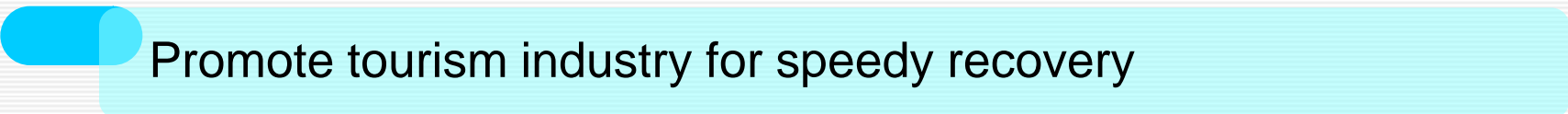
Issue measures for cost cutting to help entrepreneurs



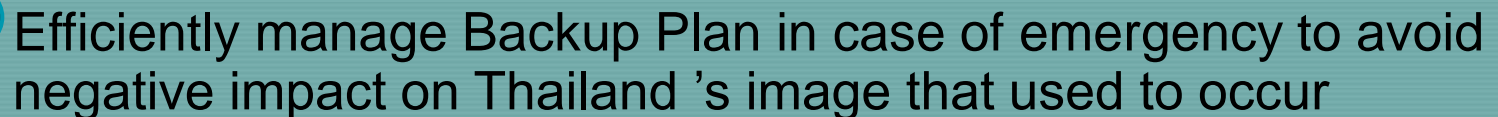
Expedite SP2 as economic stimulus program and mega projects



Oversee foreign exchange rates to be appropriate and competitive



Promote tourism industry for speedy recovery



Efficiently manage Backup Plan in case of emergency to avoid negative impact on Thailand's image that used to occur

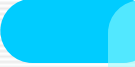


## Roles of Banking Sector : helps in stimulating investment

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Boost liquidity for public sector through lending



Extend credit to business sector including both credit-worthy customers and problem customers so as to bail them out of economic crisis



## Adjustment of the Business Sector : for present survival and future advancement

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Tighten the belt and spend wisely

Enhance internal processes and develop human resources to boost operating efficiency

Seek emerging markets with potential

Properly adjust target customer segments

Study and fully utilize trade cooperation agreements