



# **National Competitiveness Agenda**

**Direction, Strategy and Issues: Thailand**

**1 July, 2004**

**Chakramon Phasukavanich**

**Secretary General**

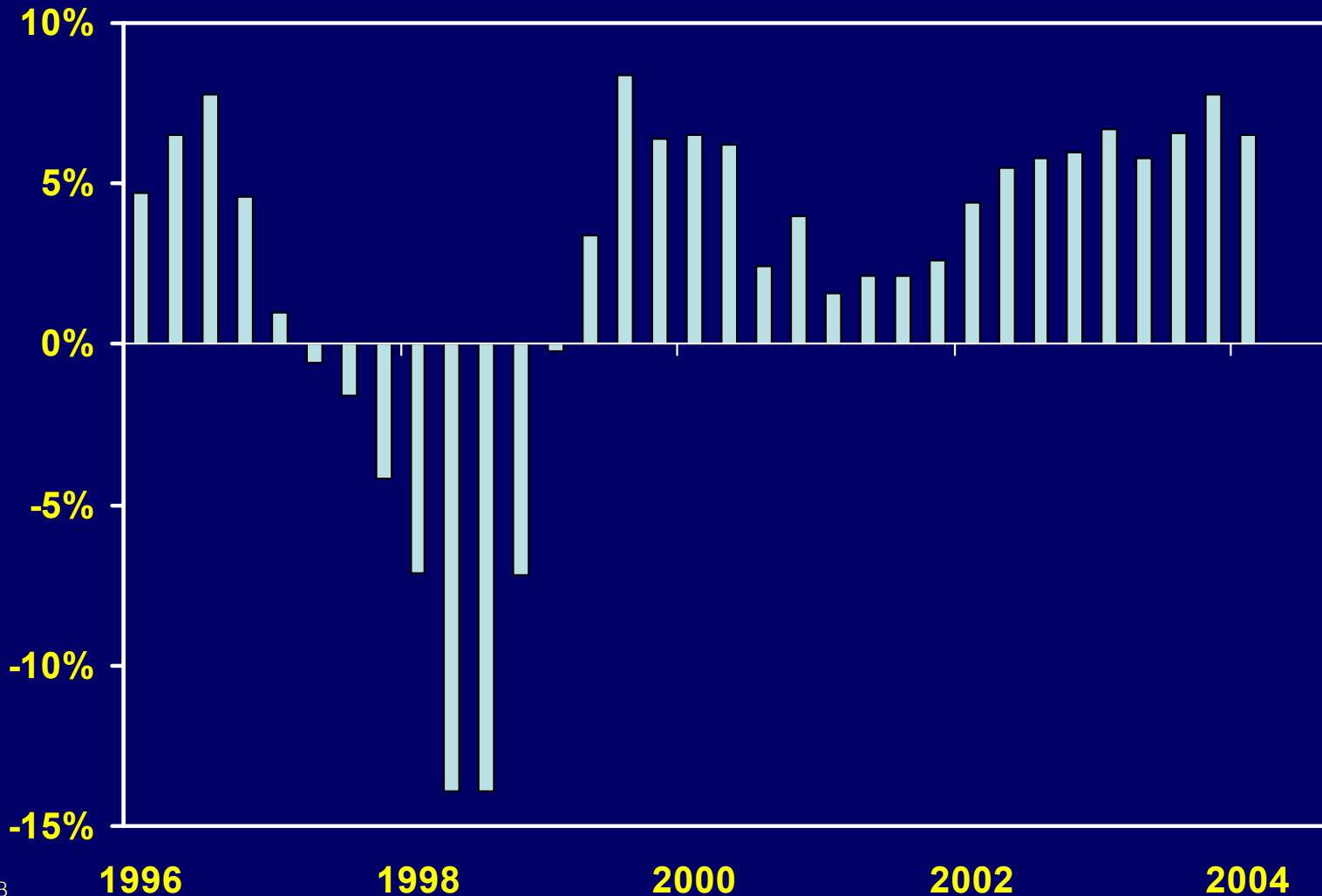
**Office of the National Economic and Social Development Board**

# Agenda

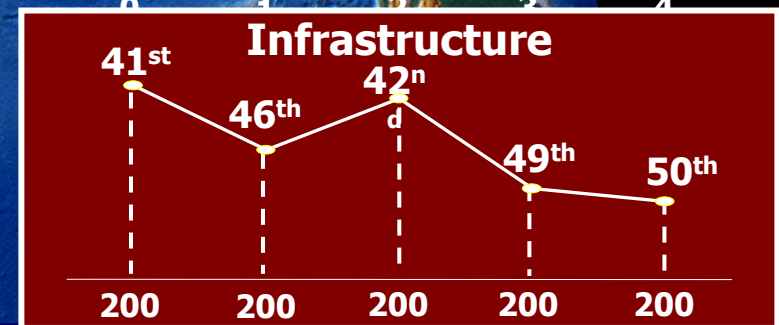
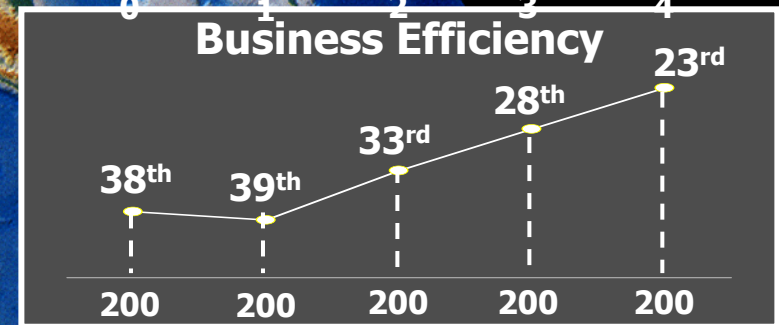
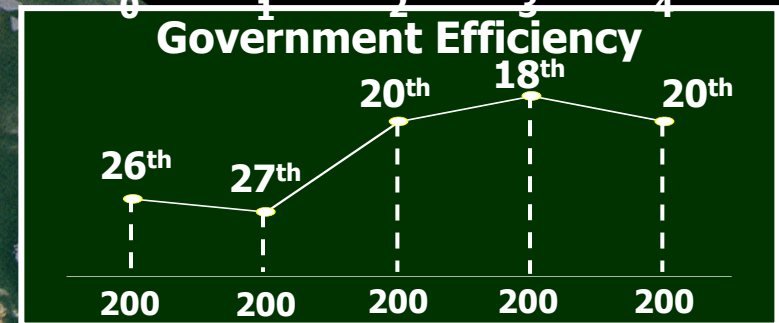
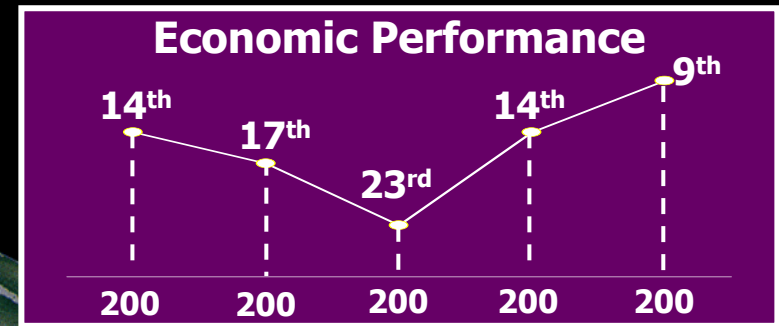
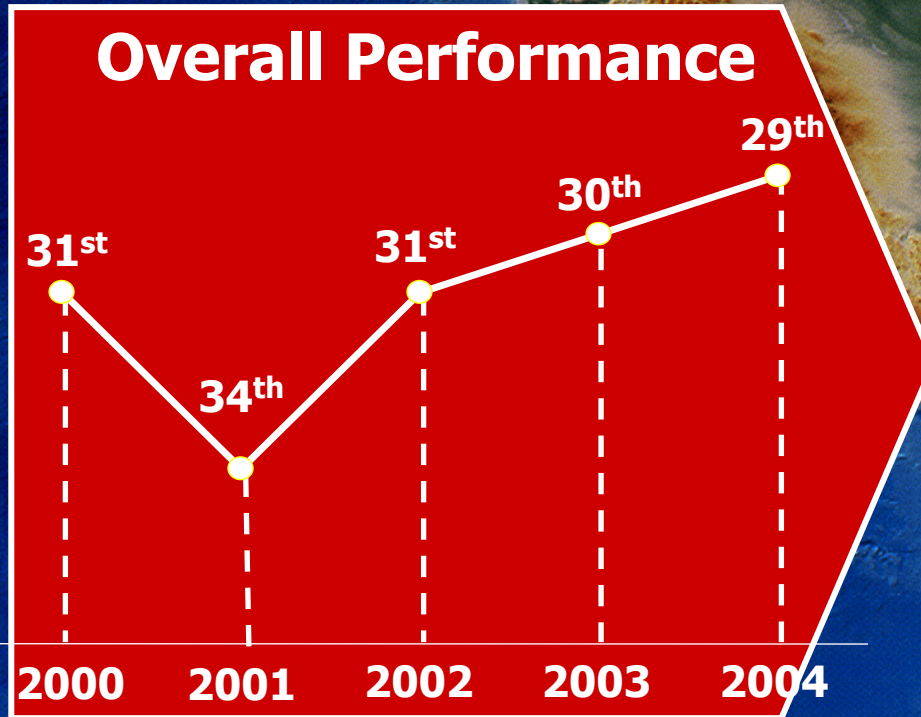
- Thailand's Competitiveness position
- Vision & Strategy
- Challenges

# Thailand's GDP growth has increased

**Thailand's Gross Domestic Product at 1988 Prices**  
**y-o-y Growth Rate**



# Competitiveness Performance



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# Agenda

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# Thailand's 7 Strategies towards prosperity and well-being of the Nation

MACRO

1. Economic  
Development  
Platform

2. International  
Active Player

MICRO

3. World Leader in  
Niche Market

4. Innovative Nation  
with learning base

5. Entrepreneurial  
Society

SOCIAL

6. Society of  
Cultural Pride with  
Global Sense

7. Country of  
Decent Environment  
for Living

# Logistics Development Framework



Infrastructures & Regulations

Reduce  
non-value added  
cost

Technology Improvement

Increase  
efficiency and  
quality

HR Development

Build linkage  
foundation

SMEs Improvement

# Concept of Thailand Logistics Network



Conceptual

## Logistics Network

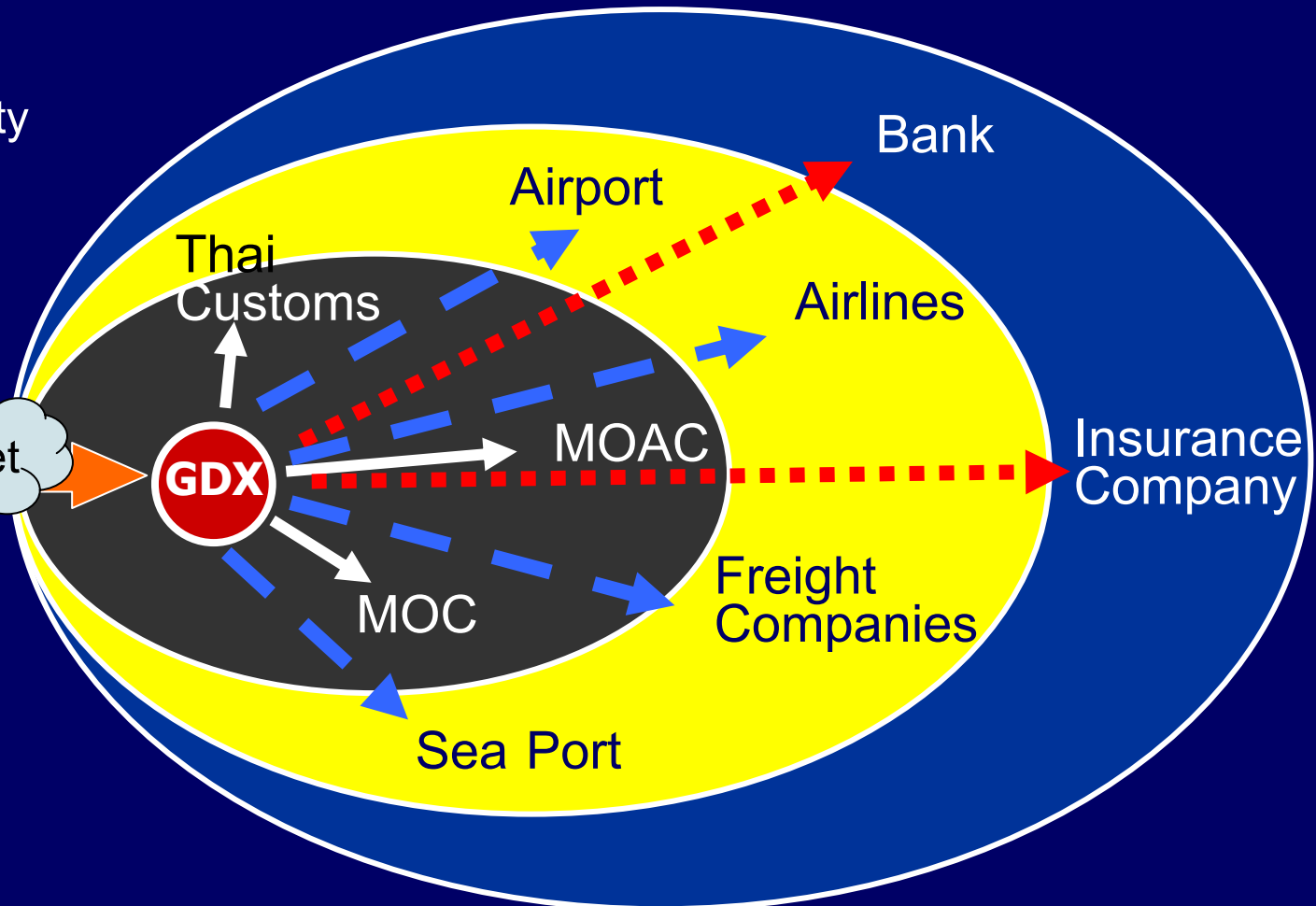
- Customs
- Shipping
- Financial Activity

Private Sector

Web-based  
Application  
Form

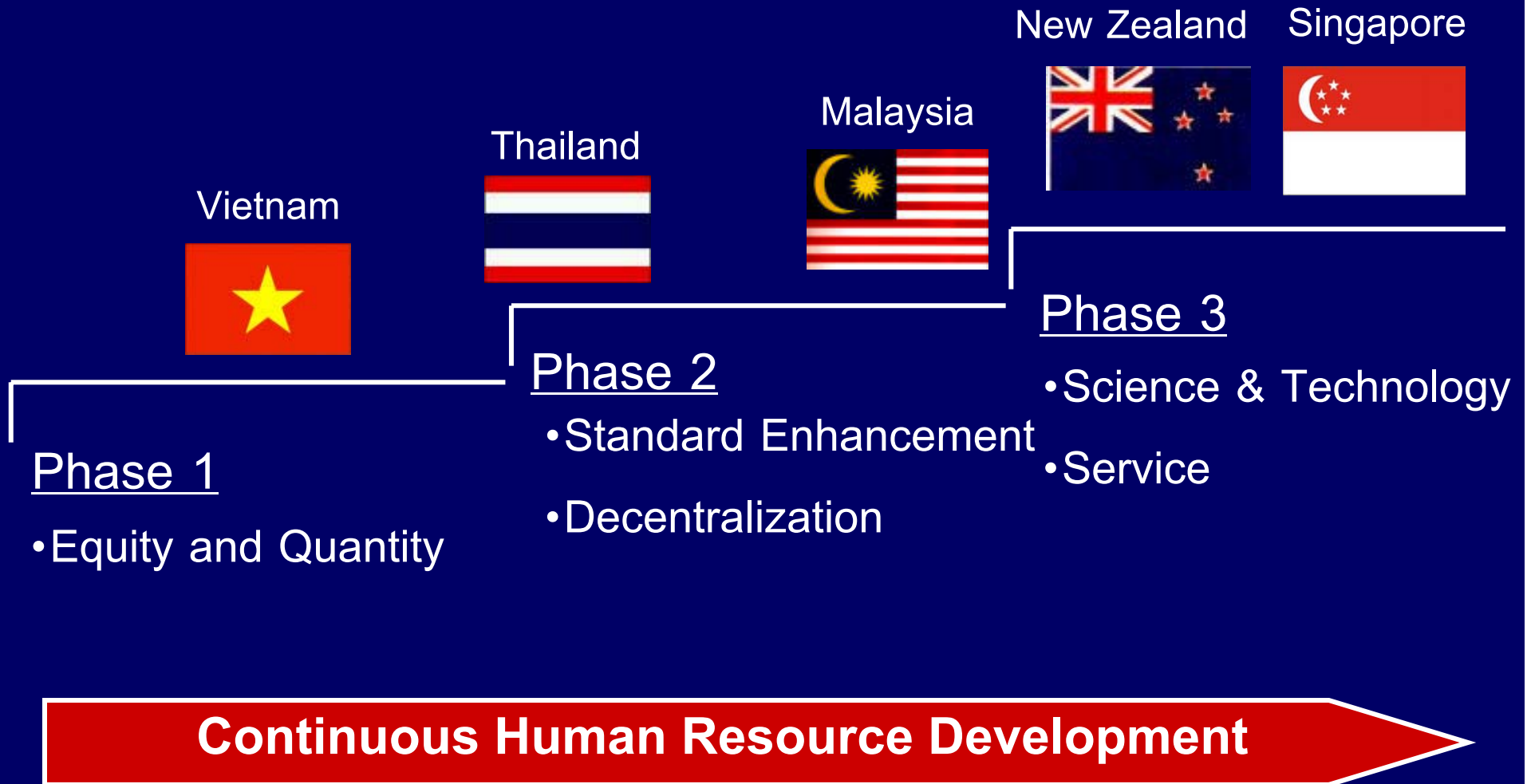


Internet

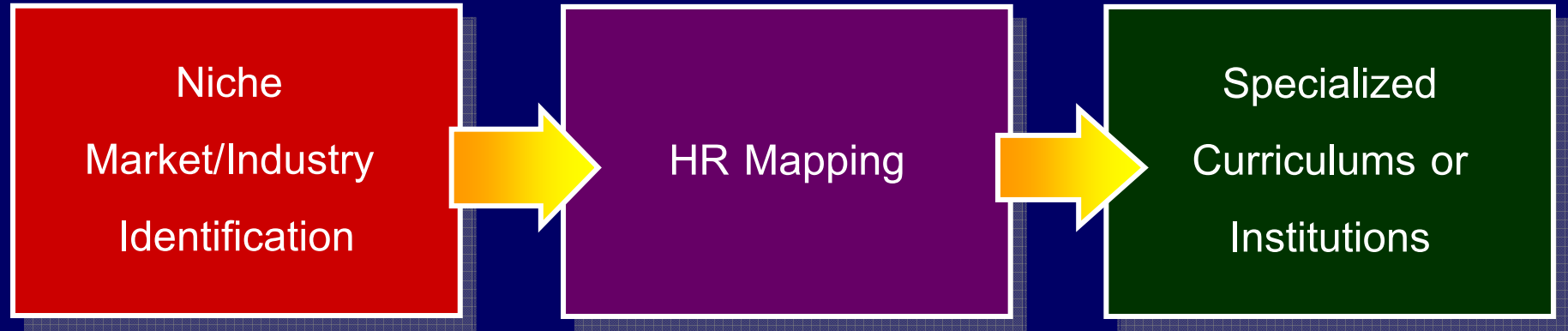




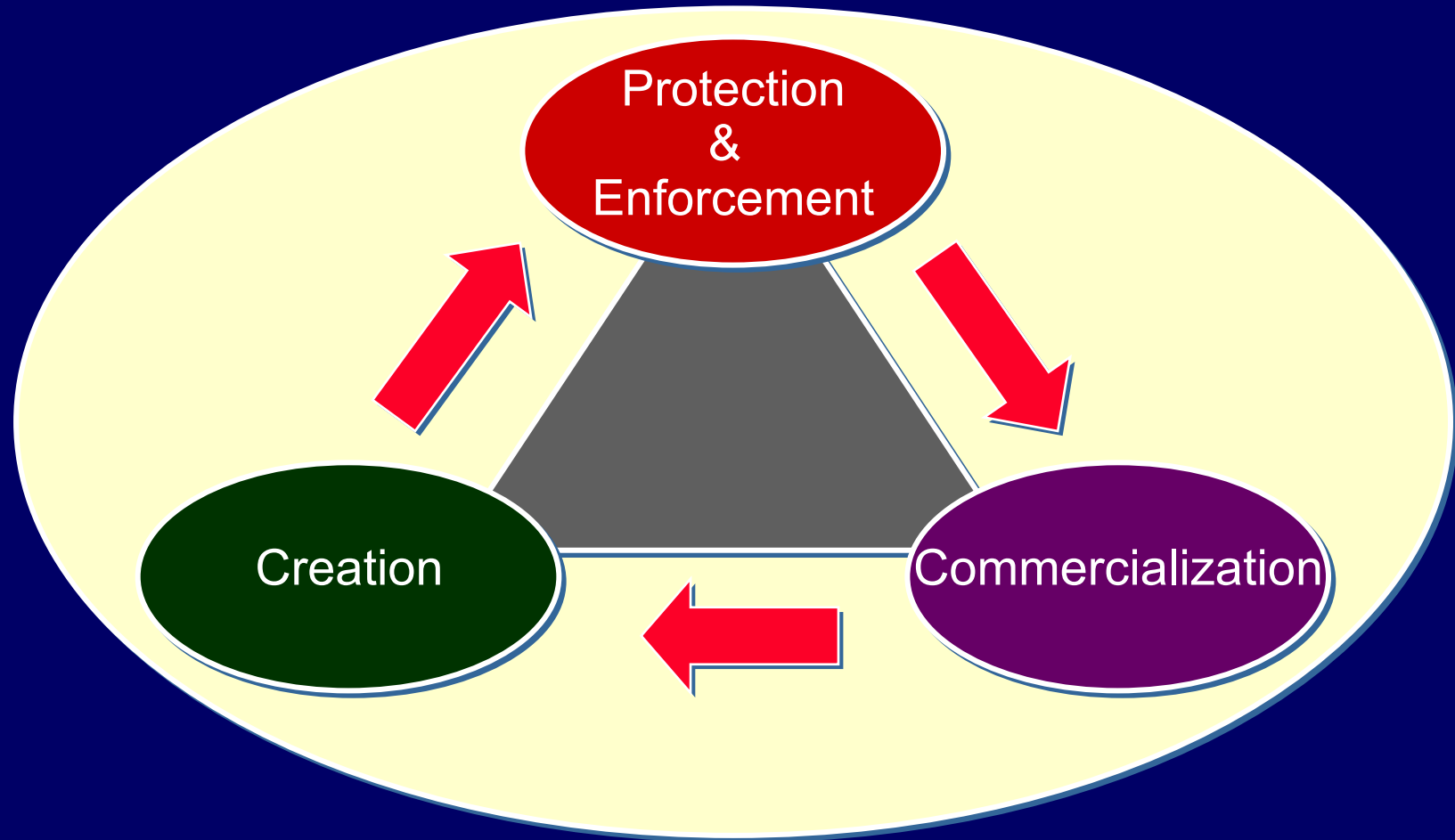
# Development in Education



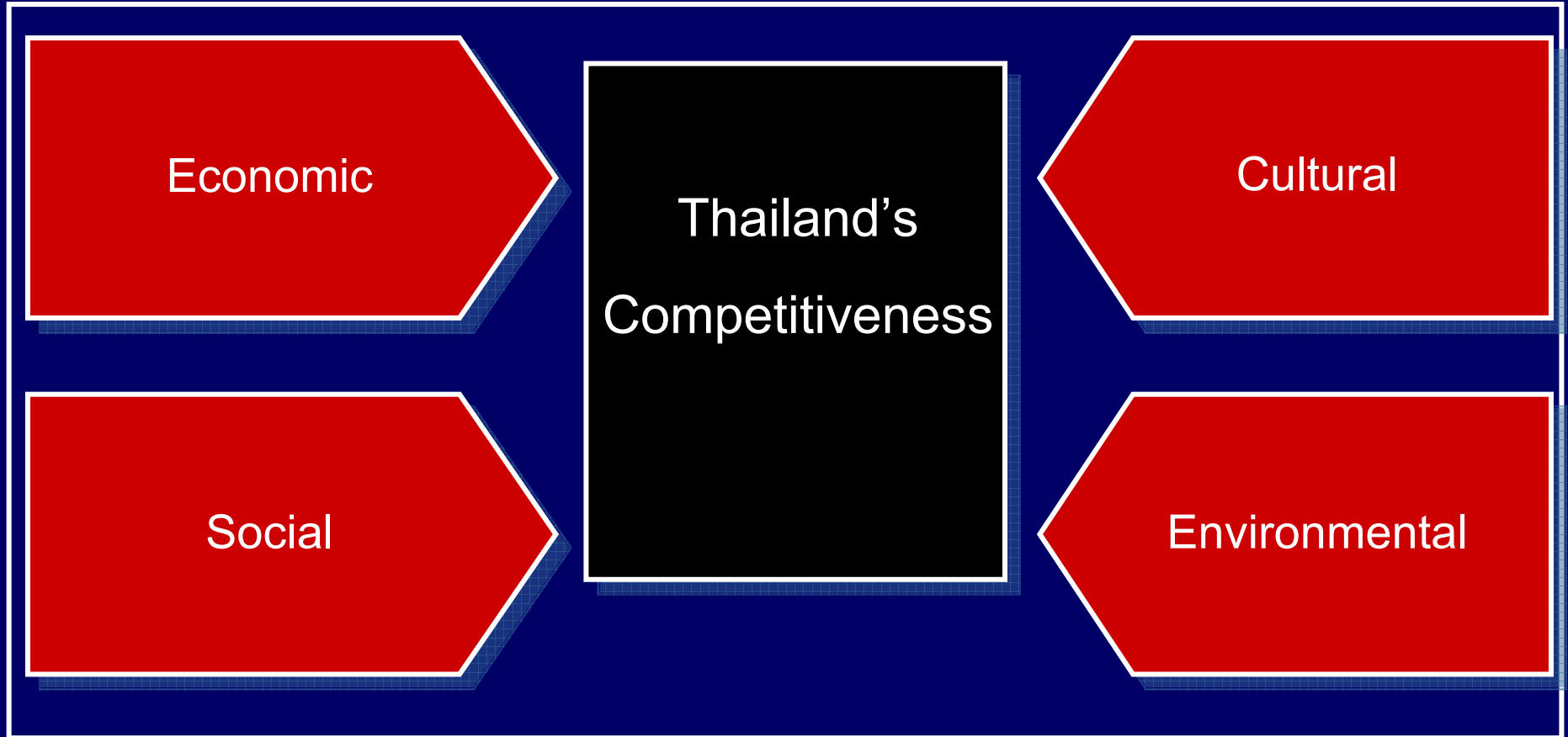
# Human Resources Development



# Innovation System and IP management



# Social Pillar





# Social: Informal Economy

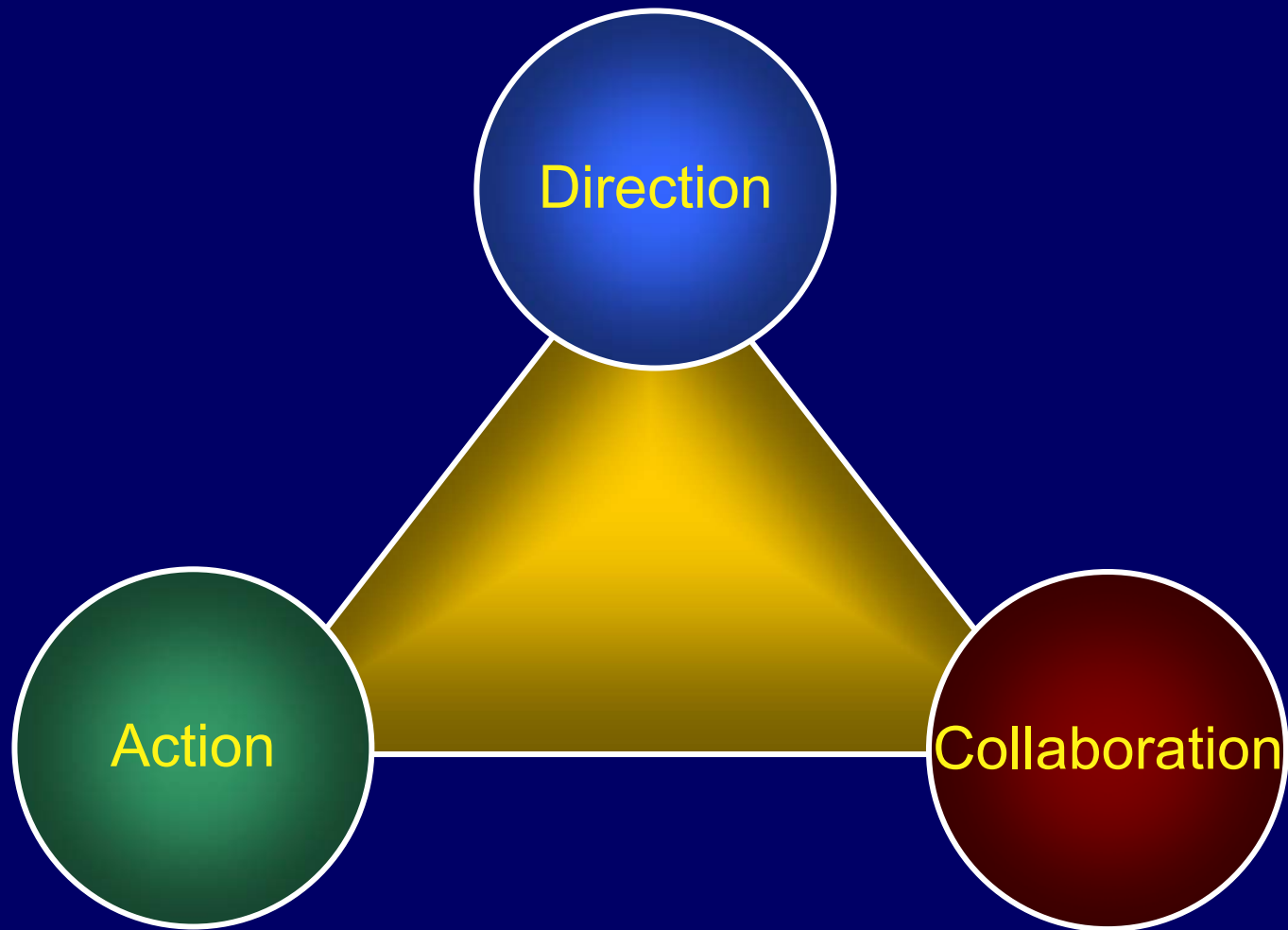


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# Challenges of Thailand





*“Competition is a marathon, not a sprint...  
...requires an active participation at all level”*



*Thank You...*