

Thailand Competitiveness: IMD

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CEO, TMA

March 28, 2016
Rachadamneon Hall, Royal Princess Hotel

Thailand Competitiveness Enhancement Program



Partner with
IMD World Competitiveness Center
since 1997

Initiated
Thailand Competitiveness Conference
in 2009



Established
TMA Center for Competitiveness
in 2012

Mission: TMA Center for Competitiveness

- **To drive public private sector collaboration** in Thailand Competitiveness Enhancement Program
- **To be a center for knowledge sharing** and dissemination to support Thailand competitiveness enhancement
- **To develop knowledge and platforms** to enhance competitiveness at the organizational and national level

IMD

World Competitiveness Ranking



What is Competitiveness?

Competitiveness of Enterprises

- Wealth creation takes place primarily at enterprise level whether private or state owned.

Competitiveness of Nations

- Enterprises operate in a national environment which enhances or hinders their ability to compete domestically or internationally.

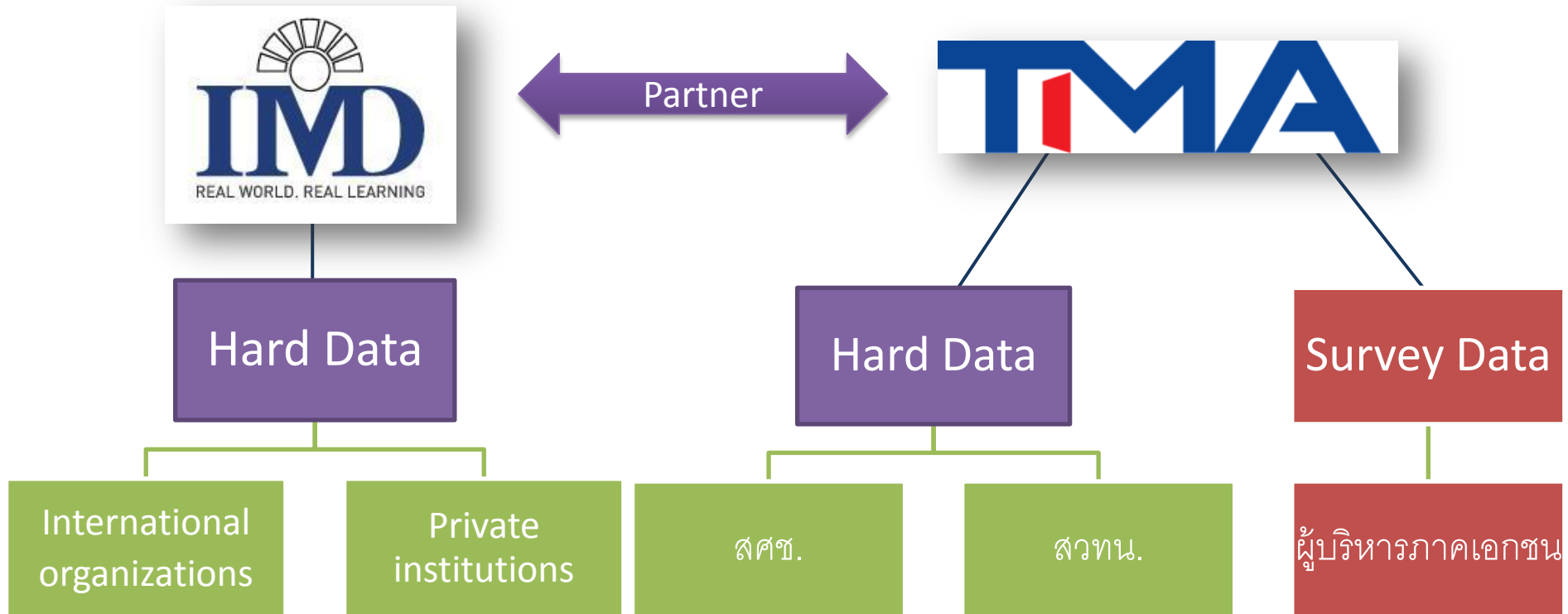


IMD WORLD
COMPETITIVENESS
CENTER

IMD World Competitiveness Center

The World Competitiveness Yearbook ranks and analyzes **the ability of nations to create and maintain an environment in which enterprises can compete.**

Evaluation Criteria



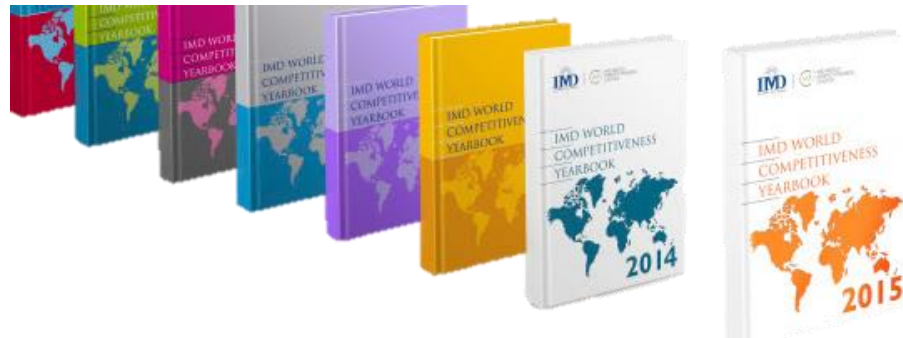
ระยะเวลาในการจัดเก็บแบบสอบถาม: 25 ม.ค. - 31 มี.ค. 59

Evaluation Criteria



There are 20 sub-factors and each sub-factor has the same weight which is 5%

Evaluation Criteria



61 Economies

Evaluation Criteria	
Hard data	138
Surveys	118
Background	86
Total	342

Evaluation Criteria	Survey	Hard Data
Economic Performance	6	78
Government Efficiency	34	37
Business Efficiency	40	31
Infrastructure	38	78
Total	118	224

Respondent Qualification

- Working in a business-related environment, not including the government sector, or academic institutions, training academies, NGOs or foundations, etc.
- Nationals or expatriates but need to have lived and worked in the country for the last 12 months.
- Top-to middle-managers, CEOs, CFOs, department heads, entrepreneurs, etc. with international experience.
- Covering a cross-section of all major economic sectors.



Panel of Experts on World Competitiveness
Executive Opinion Survey of the IMD World Competitiveness Yearbook 2016

Fill it in online at: www.imd.org/wccsurvey2016
Or complete this paper survey and return it **BEFORE MARCH 31, 2016**

to: IMD World Competitiveness Center
Ch. de Bellevue 25
CH-1001 Lausanne, Switzerland
Email: wcc@imd.org
Phone: +41 21 618 00 00 - Fax: +41 21 618 00 04

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Prof. ☐ Dr.

First name: _____
Last name: _____
Title/Position: _____
Company name: _____
Company address: _____
Postal code/City: _____
Country: _____
Direct telephone: _____
Direct fax: _____

E M A I L : _____

As a member of our Panel of Experts, you will receive a link to access the results of the IMD World Competitiveness Yearbook 2016 on the website especially prepared for our Respondents. The link will be sent to you after the Yearbook has been published.
If you fill in the survey online you will receive as a bonus an immediate access to the Executive Summary.

Please don't forget to give us your email address.

Special offer for our Panel of Experts
☐ I wish to **ORDER** the IMD World Competitiveness Package 2016
Yearbook (+CD-Rom) + Online interactive database single license (12 months)
at the SPECIAL PRICE of CHF 400.- (instead of standard price CHF 800.-)

☐ Respondent has left the company, please replace with new respondent.

Please attach your business card

If the contact information above is incorrect, please make the appropriate changes on the left.

Survey Questionnaire

Survey Questions

Circling a number between 1-6

No. 1-3 = Negative Opinion

No. 4-6 = Positive Opinion



Evaluation Criteria	Survey
Economic Performance	6
Government Efficiency	34
Business Efficiency	40
Infrastructure	38
Total	118

ECONOMIC PERFORMANCE

1. Diversification of the economy (industries, export markets, etc.)...
is limited | 1 | 2 | 3 | 4 | 5 | 6 | is extensive

2. Resilience of the economy to economic cycles...
is weak | 1 | 2 | 3 | 4 | 5 | 6 | is strong

3. Exchange rates...
hinder | 1 | 2 | 3 | 4 | 5 | 6 | support
the competitiveness of enterprises.

4. Relocation of production...
is | 1 | 2 | 3 | 4 | 5 | 6 | is not
a threat to the future of your economy.

5. Relocation of R&D facilities...
is | 1 | 2 | 3 | 4 | 5 | 6 | is not
a threat to the future of your economy.

6. Relocation of services...
is | 1 | 2 | 3 | 4 | 5 | 6 | is not
a threat to the future of your economy.

Others
Key Attractive
Factor &
Company
Information



PRELIMINARY QUESTIONS

• Key Attractiveness Factors
From the list on the right, please select the five factors that you find on the most attractive about your country. Please check only five.

• What do you expect your country's stock market to return in the whole year 2018? (Example: 12%, 0%, 20%, ...)

• Relative to other companies in your country, would you consider your company to be:
☐ much less the leading ☐ less the leading ☐ as the leading ☐ more the leading ☐ much more the leading

• Industry/Business Sector of your parent company:
☐ Agriculture
☐ Construction
☐ Manufacturing
☐ Wholesale trade
☐ Retail trade
☐ Transportation, communication, electric, gas and sanitary services
☐ Finance, insurance and real estate
☐ Health care and social assistance
☐ Educational services
☐ Other services

We encourage you to fill in the Executive Opinion Survey online at:
www.imd.org/wcsurvey2016
Including 22 language versions of the survey such as French, Spanish, Russian, etc.
Please do not fill in both the paper and online versions.

Issue on Hard Data

- ความครบถ้วนของข้อมูล-ตัวชี้วัดบางส่วนไม่มีข้อมูล

ตัวอย่าง:

- Unit Labor Costs for Total Economy, Industrial Disputes, Science Degrees, Paper and Cardboard Recycling Rate, Waste Water Treatment Plants, Water Consumption Intensity เป็นต้น

- ความทันสมัยของข้อมูล

ตัวอย่าง:

NO.	CRITERIA	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
4.1.11	Roads	0.10	0.10	0.11	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.13	0.13	0.13	0.13	0.13	0.13	0.13	-
4.1.12	Railroads	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-

Issue on Hard Data

- ข้อมูลบางประการของประเทศไทยเป็นข้อมูลที่เก่ากว่าประเทศส่วนใหญ่ที่ IMD ใช้จัดอันดับ

GOVERNMENT EFFICIENCY	IMD	TH
Interest Payment (% of current revenue)	2014	2013
Collected Social Security Contribution (% of GDP)	2013	2012
Government Subsidies	2014	2010
Income Distribution – Lowest 10%	2011	2010
Income Distribution – Highest 10%	2011	2010
Woman on Board	2014	2013

Issue on Hard Data


















- ความสอดคล้องกับแหล่งข้อมูลสากล

ตัวอย่าง

- ข้อมูล Public expenditure on education per pupil (secondary) ของ UNESCO ซึ่งต่างกับข้อมูลของสำนักงานเลขาธิการสภาการศึกษา เป็นต้น

NO	CRITERIA	DESCRIPTION	IMD SOURCE	YEAR	IMD VALUE	ONEC VALUE	RANK 2015
4.5.03	Public expenditure on education per pupil (secondary)	Percentage of GDP per capita	UNESCO	2012	37	19.7	2
4.5.01	Total public expenditure on education	Percentage of GDP	Government Finance Statistics Yearbook 2013 Eurostat April 2015 National sources	2013	4.2	4.9	39

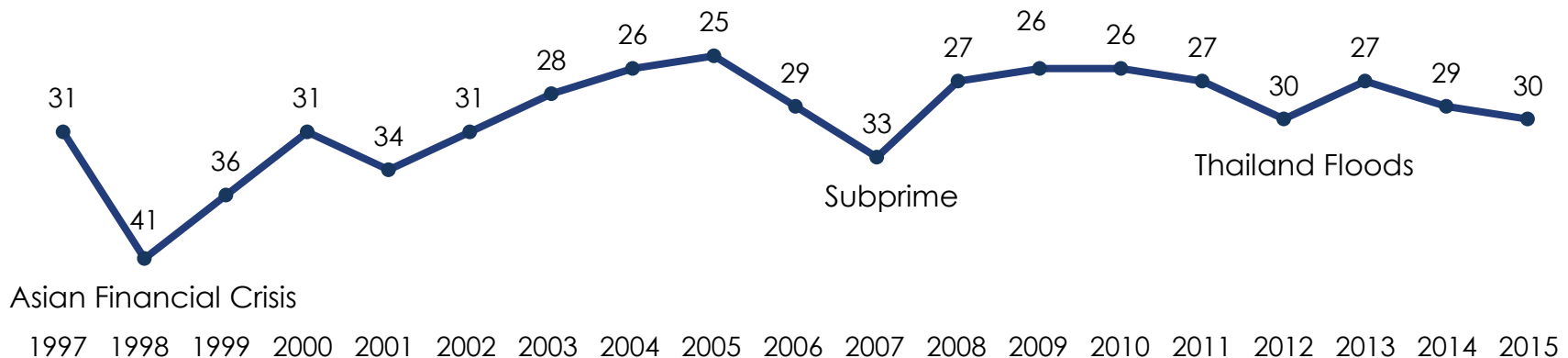
IMD and WEF top 10 Ranking 2015

<div><div>IMD</div><div>REAL WORLD REAL LEARNING</div></div>				<div><div>WORLD ECONOMIC FORUM</div></div>			
	USA	1	3		Norway	7	11
	Hong Kong	2	7		Denmark	8	13
	Singapore	3	2		Sweden	9	10
	Switzerland	4	1		Germany	10	5
	Canada	5	15		Netherlands	15	8
	Luxembourg	6	19		United Kingdom	19	9
					Finland	20	4
	Thailand	30	31		Japan	27	6

Thailand: Performance over time

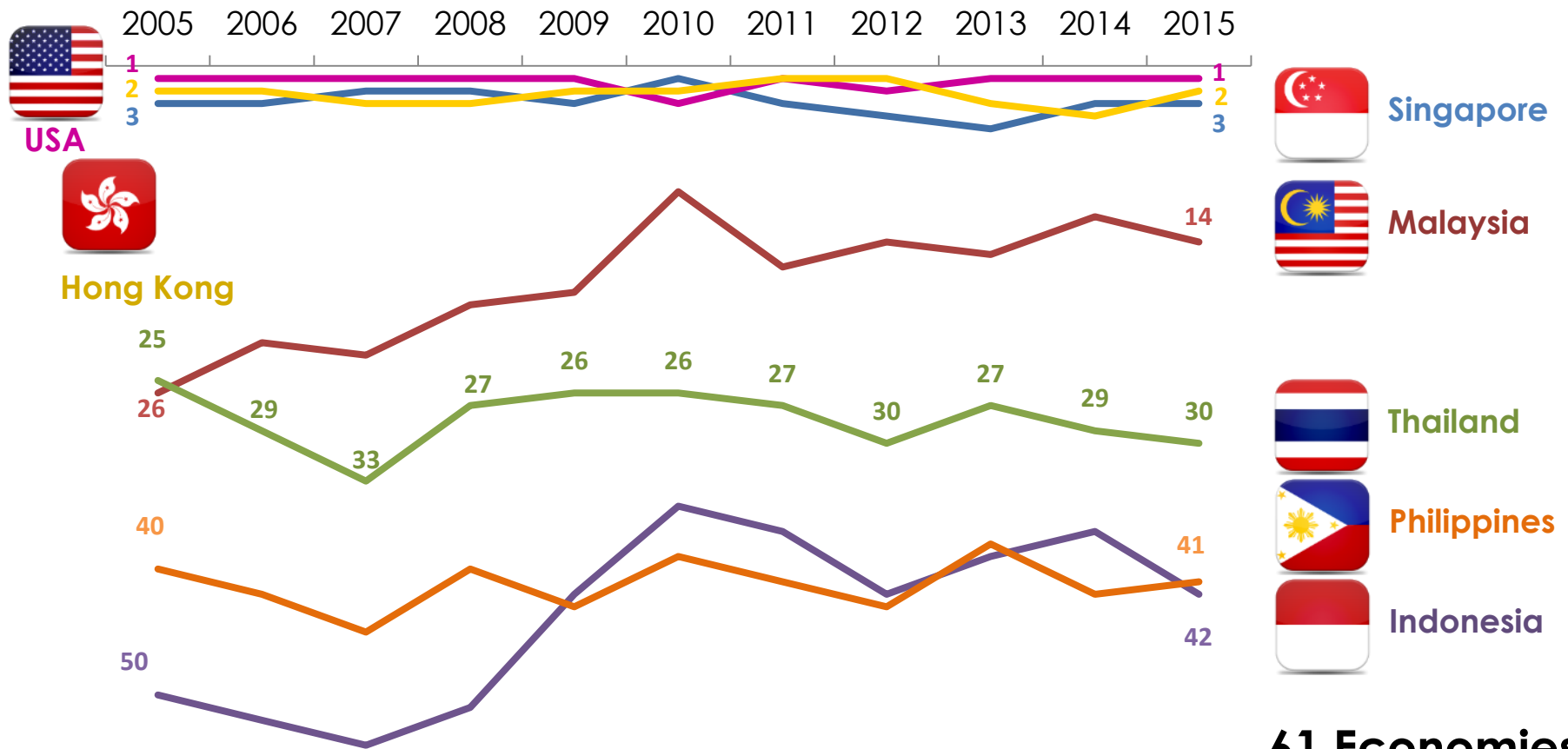


Thailand: Ranks 1997-2015 in WCY overall ranking



ASEAN Competitiveness Trend

Thailand is in the middle range of ASEAN Ranking



61 Economies

Thailand Competitiveness Landscape



Economic Performance 13

Domestic Economy
International Investment

International Trade

Employment
Prices

Government Efficiency 27

Institutional Framework
Business Legislation
Societal Framework

Public Finance
Fiscal Policy

Business Efficiency 24

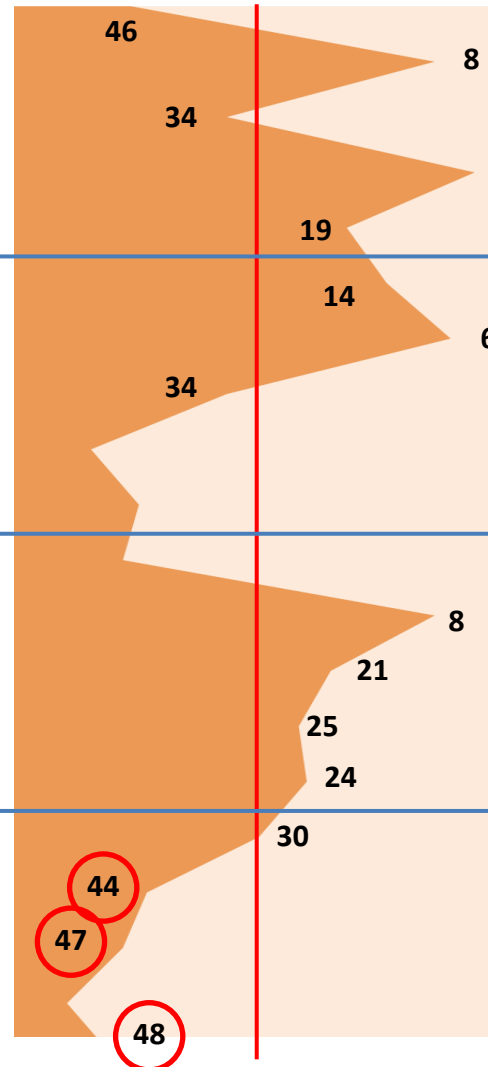
Productivity & Efficiency

Labor Market
Finance
Management Practices
Attitudes and Values

Infrastructure 46

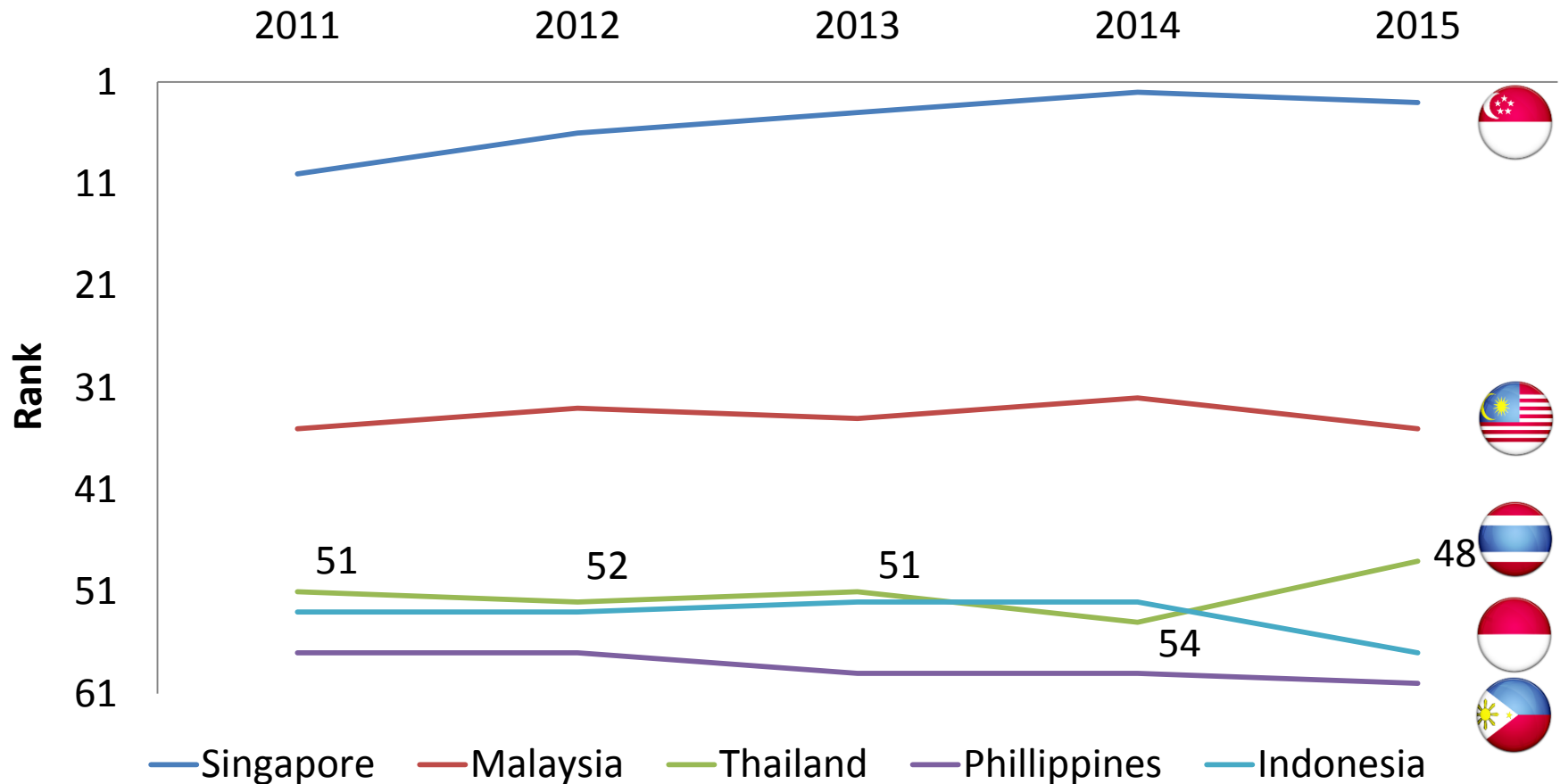
Tech. Infrastructure
Scientific Infrastructure
Health and Environment
Education

Basic Infrastructure

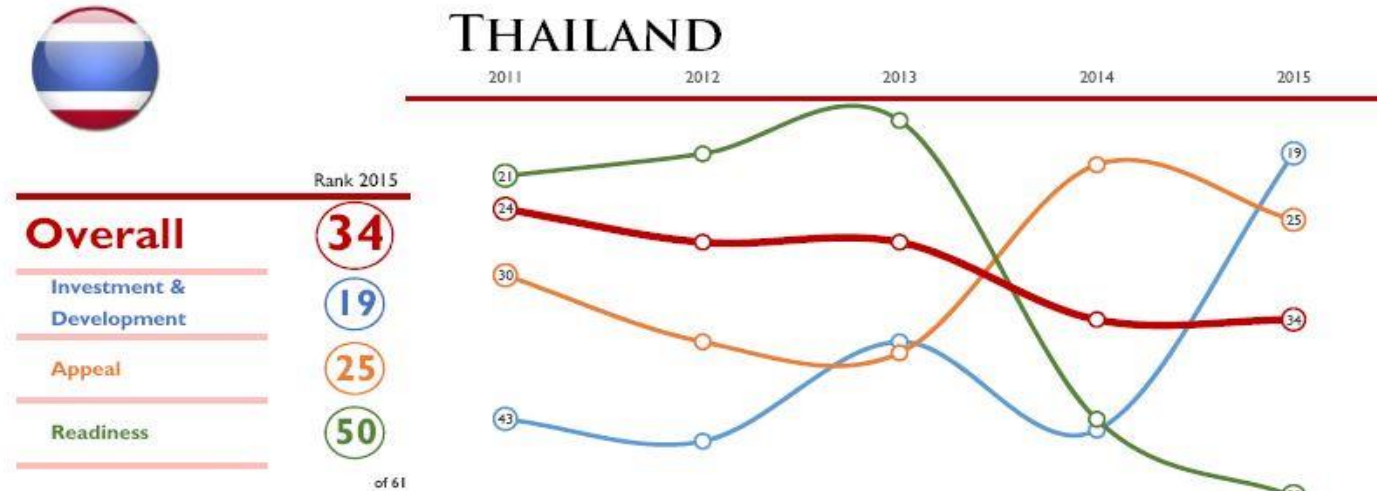


ASEAN Education Ranking

Education



World Talent Ranking



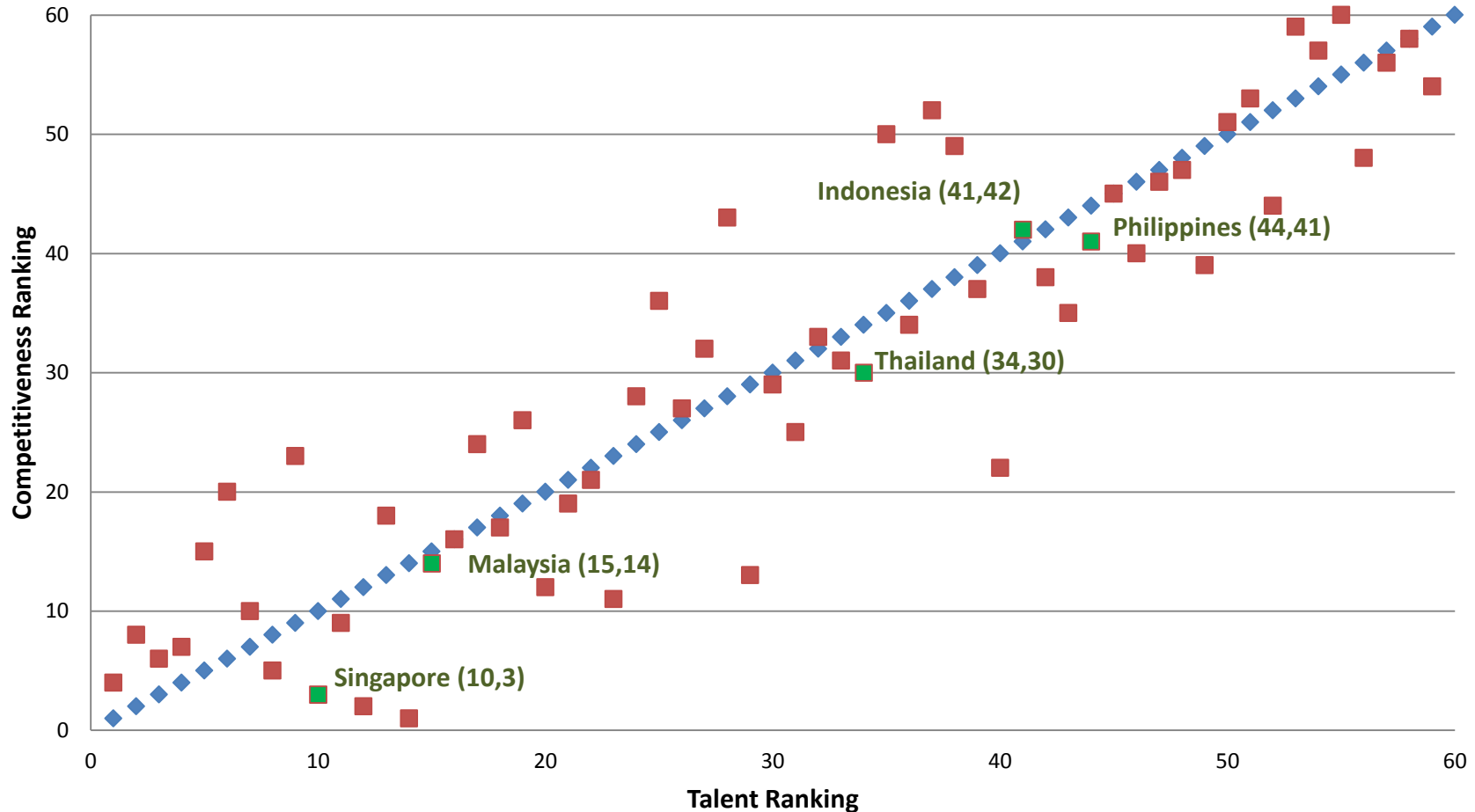
Country	Compet. Ranking	World Talent Ranking	Investment and development factor	Appeal factor	Readiness factor
Singapore	3	10	29	18	2
Malaysia	14	15	13	19	16
Thai	30	34	19	25	50
Indonesia	42	41	49	28	42
Philippines	41	44	60	35	22

Investment and development factor	Appeal factor	Readiness factor
<ul style="list-style-type: none"> • Total public expenditure on education • Total public expenditure on education (per pupil) • Pupil-teacher ratio (primary) • Pupil-teacher ratio (secondary) • Apprenticeship • Employee training • Female labor force 	<ul style="list-style-type: none"> • Cost of living • Attracting and retaining • Worker motivation • Brain drain • Quality of life • Foreign skilled people 	<ul style="list-style-type: none"> • Labor force growth • Skilled labor • Finance skills • International experience • Competent senior managers • Educational system • Science in schools • University education • Management education • Language skills

Source: IMD World Talent Report 2015, IMD World Competitiveness Center

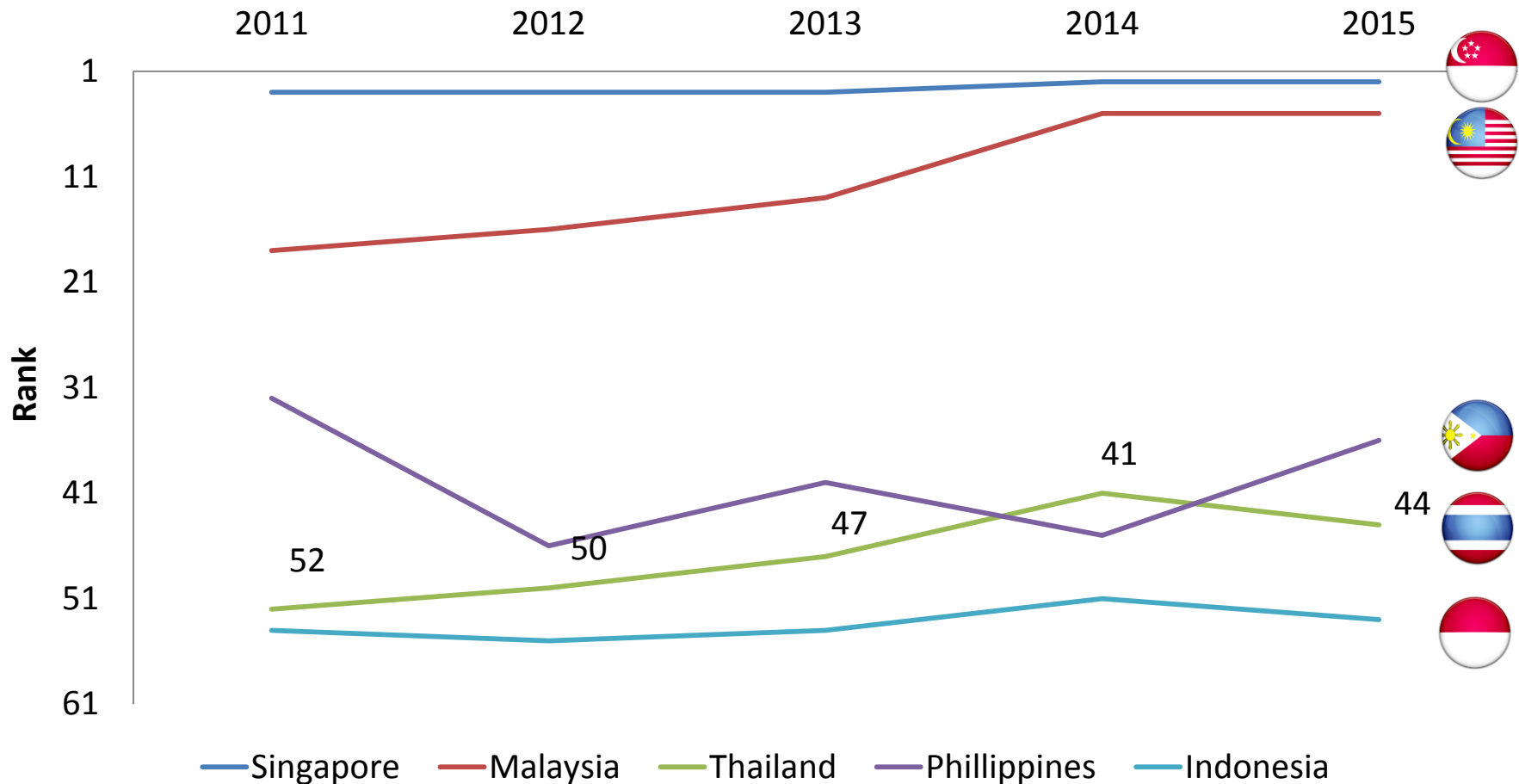
World Talent Ranking & Competitiveness Ranking 2015

61 COUNTRIES



ASEAN Technological Infrastructure Ranking

Technological Infrastructure

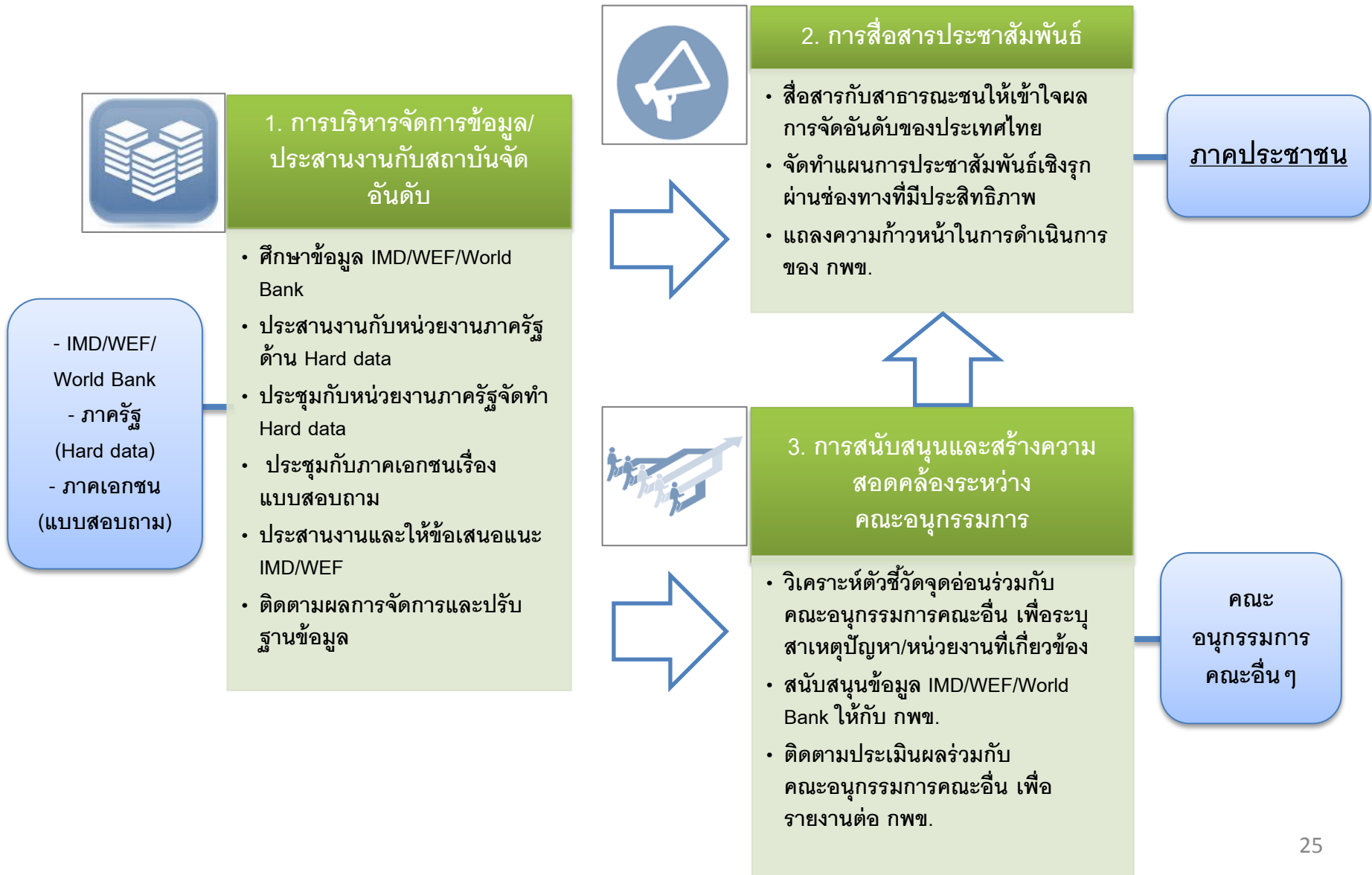




National Competitiveness Committee



The sub-committee on data management and communication



Information Management Working Group

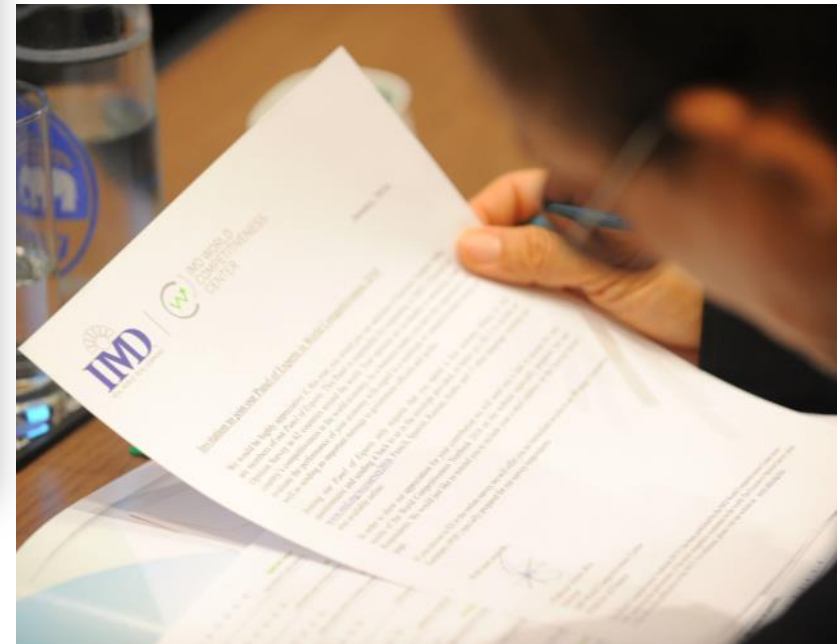


Executive Forum on Competitiveness

February 4th, 2016 Grand Hall Plaza Athenee Bangkok



Thailand Competitiveness Factbook 2015





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www.thailandcompetitiveness.org