



THAILAND: OXFORD BUSINESS GROUP LAUNCHES 2011 REPORT

New guide indicates investor confidence as country gears up to diversify economy

Thailand, 23 June 2011: Thailand's success in boosting its exports on the back of global economic recovery and its continued appeal to foreign investors is explored in a wide-ranging report just published by Oxford Business Group (OBG) in partnership with the Thailand Board of investment.

Contributions to *The Report: Thailand 2011* have also been made by Thanachart Securities, Tilleke and Gibbins, Binder Dijker Otte (BDO), the Ministry of Information, Communications and Technology and the Ministry of Science and Technology.

The Report: Thailand 2011 maps out the government's plans to adjust the structure of the economy as part of a move to reduce dependence on foreign trade and curb rising costs triggered by an increase in oil prices as well as improve services and infrastructure.

The in-depth business guide, which provides key analysis of Thailand's economic activity and investment opportunities, also puts the country's manufacturing industry in the spotlight. It looks in detail at segments which are driving economic growth, such as the auto parts and electronics market, and charts developments at the Map Ta Phut complex, where a number of major projects have been given the green light.

The Report: Thailand 2011 includes a detailed, sector-by-sector guide for investors. It includes a wide range of interviews with the country's most prominent political, economic and business leaders, including Prime Minister Abhisit Vejjajiva, Minister of Foreign Affairs Kasit Piromya, Minister of Finance Korn Chatikavanij and the Governor of the Bank of Thailand Prasarn Trairatvorakul.

High-profile international personalities, including the Prime Minister of Vietnam Nguyen Tan Dung, the Secretary-General of the United Nations Ban Ki-Moon and the Nobel Laureate and Professor of Economics at Princeton University Paul Krugman, also give their views on Thailand's economic development.

Thailand's bid to step up oil exploration is put in the spotlight by the Report, which analyses the progress made in downstream activities and provides coverage of plans to upgrade facilities which will enable the use of ethanol in processing and facilitate the uptake of biofuels.

With ongoing reforms helping to encourage investment activity on the stock exchange, *The Report: Thailand 2011* charts the increasing number of investors who, buoyed by confidence, are returning to the market. It looks at the surge in bond sales in recent years and mulls the prospect of new listings.



OBG's new report features detailed analysis of the growth in Thailand's tourism industry, exploring figures indicating that the number of visitors reached almost 16m in 2010. There is also coverage of the government's planned drive to boost the Meetings, Incentives, Conventions and Exhibitions (MICE) segment.

Oxford Business Group's Country Director for Thailand, Anne Delarue, highlighted the resilience that Thailand's economy had displayed during 2010 when faced with both domestic and international challenges.

"Despite the unrest in Bangkok early last year and fall-out from the world financial crisis, Thailand has moved forward with its plans to diversify its economy," she said. "OBG's team of analysts has gained a reputation among the international business community for tracking developments across all sectors of Thailand's economy and documenting them as they happen. I am confident that our new report has raised the bar once again with its wide-ranging coverage of the country's changing economic landscape."

Delarue added that OBG's partners made a significant contribution to the Group's research process during the groundwork for *The Report: Thailand 2011*. "The synergies in our partnerships have undoubtedly added to the overwhelming success of our coverage of the Thai economy and provided our new publication with an edge," she said

Andrew Jackomos, Senior Partner at BDO, said that Oxford Business Group's reports on Thailand were recognised among global decision-makers as the leading guide on foreign direct investment into Thailand. "I am confident that the new report's comprehensive analysis of Thailand's various business sectors and extensive data will once again prove invaluable to business leaders," he said.

David Lyman, Chairman and Chief Values Officer of Tilleke and Gibbins, said OBG's new report gave a clear indication that national and international investors had remained committed to Thailand in 2010, helping the economy to expand by almost 8 percent.

"Informed, long-term investors are critical to the country's competitiveness," he said. "Oxford Business Group's annual report on Thailand, which features the insight and analysis of influential business leaders, is a key reference for informed investors and a roadmap for new market entrants. Tilleke and Gibbins is proud and honored to collaborate with the Group on its comprehensive annual report on Thailand."

The Report: Thailand 2011 marks the culmination of more than six months of field research by a team of analysts from OBG, assessing trends and developments in all major sectors of the economy, including energy, industry, finance, banking, tourism, transport and real estate. The report will be available in print form and online.



About Oxford Business Group

Oxford Business Group (OBG) is a global publishing, research and consultancy firm, which publishes economic and political intelligence on the markets of Asia the Middle East, Africa, Eastern Europe and the Caribbean. Through its range of print and online products, OBG offers comprehensive and accurate analysis of political, macroeconomic and sectoral developments, including banking, capital markets, insurance, energy, transport, industry and telecoms. *The Report: Thailand 2011* is produced in partnership with the Thailand Board of investment, Thanachart Securities, Tilleke and Gibbins, Binder Dijker Otte (BDO), the Ministry of Information, Communications and Technology and the Ministry of Science and Technology.

The critically acclaimed economic, political and business reports have become the leading source of business intelligence on developing countries in the regions they cover. OBG's online economic briefings provide up-to-date in-depth analysis on the issues that matter for tens of thousands of subscribers worldwide. OBG's consultancy arm offers tailor-made market intelligence and advice to firms currently operating in these markets and those looking to enter them.

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