

# Module 2

## Background

The Thailand 4.0 development agenda is a blueprint for some heavy-duty restructuring of the national economy. Tourism is seen as a sunrise industry with a major role to play in creating jobs and distributing income, especially in the rural areas.



## Objective

Better understand the broader development directions of Thailand.

## Learning Outcome

How to align the Travel & Tourism industry with the overall development plan.



The background of the slide is a composite image. The top half features a close-up of vibrant green leaves and branches, with a soft, out-of-focus bokeh effect in shades of green. The bottom half shows a wooden surface, likely a table, with a clear vertical grain pattern in a warm brown tone. A thin black rectangular border frames the central text area.

# Thailand's Future Directions



The following slides are excerpted  
from the Economic Development  
agenda posted on the website of  
the Royal Thai Embassy in  
Washington D.C.



# Agenda 1: Prepare Thais 4.0 for Thailand becoming a first world nation

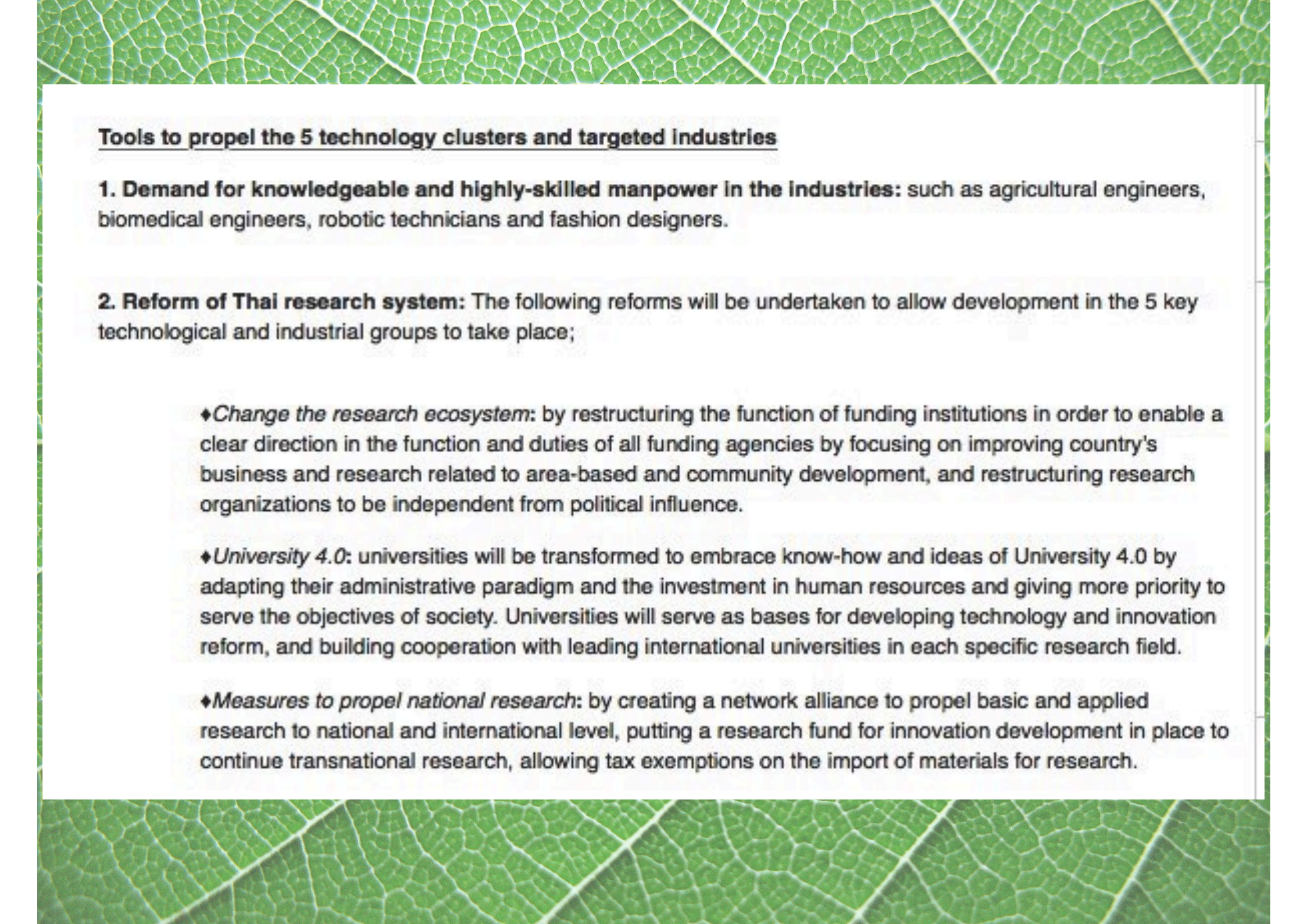
The most important element in the development of Thailand 4.0 is Thai people. The model aims to transform Thais into more competent human beings in the 21st century and develop Thais 4.0 as first world citizens through the following measures:

**1. Reform education system to prepare Thais for Thailand becoming a first world nation:** by transforming learning ecosystem to purposeful learning, generative learning, mindful learning, and result-based learning. These shifts will lead to changes in goals and administration of the education system, teachers' skills and teaching paradigm, curriculum and teaching/learning methods.

**2. Setup skills development program:** the transformation to industry 4.0 will replace routine jobs with robotics and automation. Therefore, it is necessary to develop new skills that better support Non-Routine/Non-Repetitive/Task specific/Project-based jobs. The government will set up a system to integrate education, training, and occupation development for Thais to adjust to changes and allow them to set their future paths. Measures under this sub-agenda include alternatives for education, training and occupation development, development of educational and training systems, and development of skills to meet the demands of the industrial sector.

**3. Measures to support Refill and Reform strategy to improve the status of Thais 1.0-2.0:** Development of Thais 4.0 is based upon unlocking individual limitation. Thais 1.0 and 2.0 are those who caught up in the cycle of poverty and lack opportunities. Thais 3.0 or Thais who earn moderate income but still lack security. Under Thailand 4.0, the government will help to develop Thais 4.0 who have potentials and high-level of preparedness through provision of financial supports, building and promoting social opportunities, and developing area-base mechanism.





## Tools to propel the 5 technology clusters and targeted industries

**1. Demand for knowledgeable and highly-skilled manpower in the industries:** such as agricultural engineers, biomedical engineers, robotic technicians and fashion designers.

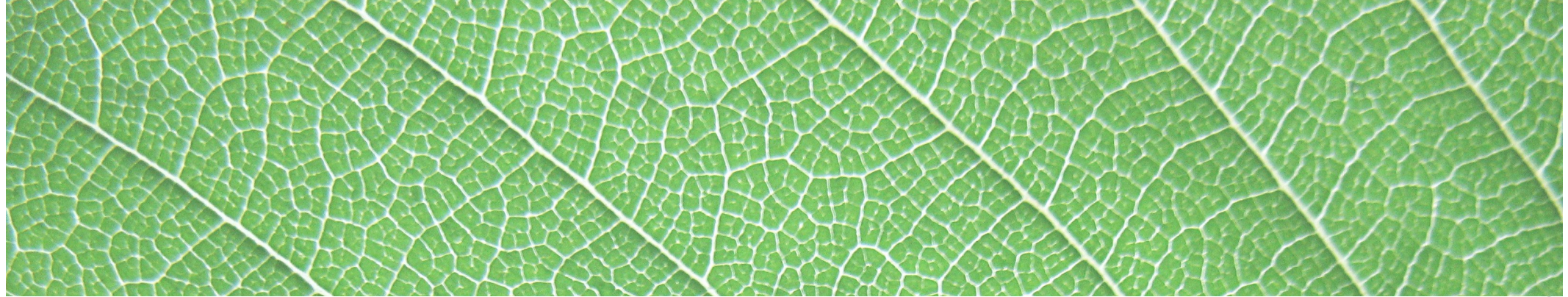
**2. Reform of Thai research system:** The following reforms will be undertaken to allow development in the 5 key technological and industrial groups to take place;

♦ *Change the research ecosystem:* by restructuring the function of funding institutions in order to enable a clear direction in the function and duties of all funding agencies by focusing on improving country's business and research related to area-based and community development, and restructuring research organizations to be independent from political influence.

♦ *University 4.0:* universities will be transformed to embrace know-how and ideas of University 4.0 by adapting their administrative paradigm and the investment in human resources and giving more priority to serve the objectives of society. Universities will serve as bases for developing technology and innovation reform, and building cooperation with leading international universities in each specific research field.

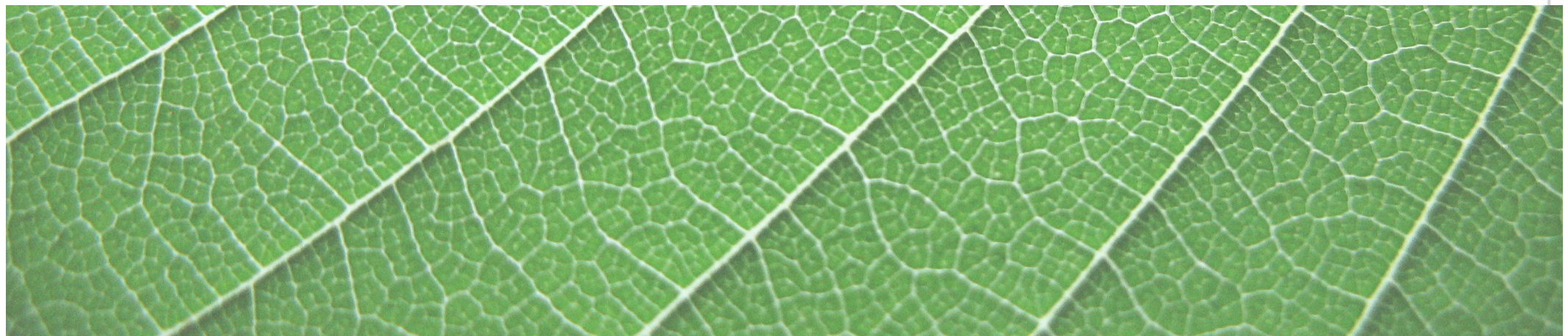
♦ *Measures to propel national research:* by creating a network alliance to propel basic and applied research to national and international level, putting a research fund for innovation development in place to continue transnational research, allowing tax exemptions on the import of materials for research.





⇒The "5 technology and targeted industries" will be transformed into "integrated research" in order to provide possible solutions to challenges that may arise at the national and global levels, as well as identify business opportunities for the private. At the initial stage, the government will pursue the following five agendas:

- (1) Integrated research on Food and Agriculture
- (2) Integrated research on Energy
- (3) Integrated research on Aging Societies
- (4) Integrated research on Smart Cities
- (5) Integrated research on Creative Economy





⇒ Thailand 4.0 is an engine to propel new economic growth through transformation of “comparative advantage” into “competitive advantage”. This approach will fulfill the country with knowledge, creativity, innovation, science, technology, research and innovation, and build upon comparative advantage with **“5 Groups of Technology and Targeted Industries”** which comprises of:

- (1) Food, Agriculture and Bio-Tech: building a stable economy base on biodiversity and environmentally friendly biotechnology and moving Thailand toward becoming the center of premium agricultural products and food, and an exporter of technology in agriculture, seeds, vaccine.
- (2) Health, Wellness and Biomedical: building medical infrastructure and move Thailand forward to be “Medical Hub” of ASEAN within 2025.
- (3) Smart Devices and Robotics – Mechatronics: moving Thailand forward to advance as a leader in automatic system, industrial robotics, and service robotics in ASEAN.
- (4) Digital, Internet of Things (IoT), Artificial Intelligence and Embedded Technology: using digital tools and IoT as platforms to enhance productivity, quality and innovation in various economic activities within agriculture, industrial, service and education sectors.
- (5) Creativity, Culture and High-Value Services: undertaking actions that synergize basic cultural assets, innovation and technology in order to increase commercial value and ultimately enable Thailand to move forward in becoming one of ASEAN's “Creative hubs” within the next ten years.



# Agenda 2: Development of Technology Cluster and Future Industries

In order to transform Thailand's comparative advantage into competitive advantage through knowledge, technology, and innovation, a long term goal to develop **10 Future Industries** (First S-Curve and New S-Curve) has been set by the government.

**The First S-Curves**: building upon 5 old industries that already have solid foundation but still require further innovative improvement and research and development to add value and keep up with competition in the global field (Next generation Automotive, Smart Electronics, Affluent, Medical and Wellness Tourism, Agricultural and Biotechnology, Food for the Future)

**The New S-Curves**: developing the 5 new industries to enhance their capabilities to support future competitiveness (Robotics, Aviation and Logistics, Biofuels & Biochemical, Digital, Medical Hub)

⇒ In order to attract high-valued investments in the 10 future industries, the government has amended the Investment Promotion Act B.E. 2520 and endorsed the draft National Competitiveness Enhancement for Targeted Industries Act to give more benefits from investors, such as corporate tax exemption up to 13 years for business using advanced technology and innovation, or conducting R&D activities; import duty exemption for machine and raw materials; etc.



# Agenda 3: Incubate Entrepreneurs and Develop Networks of Innovation-Driven Enterprise

The 5 technology cluster, as well as newly-emerging industries will support entrepreneurs and networks of innovation – driven enterprises through the following developments:

**1. A shift from traditional farmers to "Smart Farmer"** who focus on management and technology and have the ability to convert themselves into a modern agricultural business model. Development of ecosystem for smart farmers will include educational and training, study and career support funds, database and agricultural information system development.

**2. A transformation of traditional SMEs into "Smart SMEs"** Thailand 4.0 aims to increase the revenue and contribution of SMEs from 37% of total GDP to 50% of national GDP within 10 years. The Government plans to develop SMEs through financial support for SMEs that have potential but lack of financial liquid, develop knowledge and management skills, enhance digital transformation, create Big Data and develop open innovation for SMEs.

**3. A switch from traditional services to "High Value Services"** Thailand is internationally recognized in 6 service businesses; (1) Wellness & medical services: spa and beauty services, elderly care, medical services (2) Digital content services: movie industry, advertising, animation, gaming, and software (3) Hospitality services : tourism service, hotel management, reception services, event organizations (4) Education services (5) Professional services: designers, accountants, lawyers, consultants, doctors, dentists, IT developers and (6) Logistics services: logistics, distribution centers, IT logistics, postal services. Several measures are set to enhance competitiveness of these 6 services cluster, for example, investment promotions, establishment of Service Innopolis, build global collaborative and market networks.

**4. Startup development promotion** Thailand 4.0 has set the policy to support startups development at all stages with the policy to push Thailand towards becoming "*Center of Connectivity and Destination for Startup Investment in ASEAN*" by encouraging competition for business ideas, providing clear and strong incentives to angel and venture investors, undertaking policies to support incubation and growth of startups and establishing stock exchanges for startups to sell the equity of successful startups to interested investors.

Moreover, 3 measures have been set in order to build ecosystems for incubating startups. Such measures include (1) financial support and risk management measures, (2) Capacity-Building Measures for Thai startups, and (3) Building connectivity with the regional and global community.



**3. Establishment of an Innovation Hub at a regional Level** by expanding opportunity and prosperity to the regional level through Innovation Hubs as follows:

⇒Innovation Hub for Agriculture and Food: aims at the development of “Advanced Bio-Based Economy”, shifting from basic food industry basic petrochemical industry and bio-fuels to nutraceuticals industry, bio-based medicine, specialty chemicals and bio-based plastics with high value in the future.

⇒Innovation Hub for Aging Society: aim to turn crisis to opportunity by developing an “Elderly Industry” using medical technology as the foundation, and will be supplemented by robotic, digital and other technologies.

⇒Development of a Smart City: aim to develop five smart cities within ten years using digital technology as the foundation and will be supplemented by other technologies.

⇒Innovation Hub for Smart Energy: will focus on energy technology as the foundation, and will be supplemented by other technologies such as digital and biotechnology.

⇒Creative Hub for Creative Economy: will focus on creating value added from a combination of arts, culture, food, design and creativity. The service industry will serve as the foundation, to be supplemented by other technologies such as digital, in order to utilize biodiversity and culture diversity of each location.

**4. “Province 4.0” Strategic Plan** The “Province 4.0” strategic plan is a social contract for the civil state at the local level (between the governor, commercial officers, industrial officers, chambers of commerce, federations of industry, Young FTI, local BizClub, community leaders, etc). This plan will set out the short term, medium term and long term strategic plans that connect with the 20 years national strategy. Target groups under this plan are 1) Transformation from enterprise 1.0 – 2.0 to enterprise 3.0 by improvement in productivity and standards, access to funding sources, creation of business networks, 2) Transformation from enterprise 3.0 to enterprise 4.0 by development of innovation and business models, conducting businesses on digital platforms, creation of commercial networks, and 3) Promotion of Local Startups within provinces through financial measures and risk management, building potential and capacity and the development of regional and global connectivity.



Eight mentions of tourism in this Agenda, all critical for the future development strategies.

# Agenda 4: Strengthening the Internal Economy through the Mechanisms of 18 Provincial Clusters and 76 Provinces

Thailand 4.0 will strengthen the internal economy by ensuring that the benefits of economic growth spreads to all region, promoting regional employment and regional investment, and ensuring equal distribution of economic benefits in order to promote competition and reduce social inequality;

**1. Strengthening the Economic Structure and Internal Market System** by (1) creating database on trade and connectivity at both the physical and digital dimensions that can accommodate production and trade, so that farmers, community enterprises and SMEs can have better access to reap benefits at the local, provincial and national level and, (2) setting up "Modern trade rules under Thailand 4.0" that are appropriate and fair regulatory regime in order to assist SMEs, as well as social enterprises, to gain access to free market.

**2. Strategies and Guidelines for 18 Provincial Clusters** The Government has set a strategic economic position of the 18 provincial clusters as follows:

- Upper Northern Region 1: Creative Cluster and Agricultural and Food Innopolis
- Upper Northern Region 2: Gateway to GMS and ASEAN+3 and Green Tourism Destination ←
- Lower Northern Region 1: Indo-China Trade and Service Center and Gateway to Myanmar
- Lower Northern Region 2: Rice Business Center and Heritage Tourism Destination ←
- Upper Northeastern Region 1: GMS Trading Center and Gateway to Eastern ASEAN & China
- Upper Northeastern Region 2: Agricultural and Livestock Center and Northeastern Green Tourism Destination ←
- Middle Northeastern Region: Northeastern Agricultural Food Innopolis and Logistics Hub
- Lower Northeastern Region 1: Khmer Civilization and Sport Creative Cluster and Agricultural Trading Center
- Lower Northeastern Region 2: World Jasmine Rice Production Center and Gateway to Eastern ASEAN
- Upper Central Region 1: Cultural Heritage Tourism Hub and Food Innopolis ←
- Upper Central Region 2: Organic Food Production Base
- Middle Central Region: Green Industry Hub, Green Tourism, and Gateway to ASEAN & Global ←
- Lower Central Region 1: Western Creative Tourism and Trade Destination
- Lower Central Region 2: Seafood and Agricultural Trade Center and Global Tourism Destination ←
- Eastern Region: Organic Fruits & Clean Industry, and Medical Tourism Destination ←
- Southern Region (Gulf of Thailand): Southern Agricultural Trading Center (Rubber, Oil Palm, Fruits)
- Southern Region (Andaman Coast): World Class Tourism, and Creative Cluster – City of Gastronomy ←
- Southern Border Region: Agricultural and Food Innopolis (Rubber, Fishery, Halal Food)



## 2. Economic Integration in CLMVT Context

The ASEAN economy is estimated to double in value from currently 2.6 trillion USD by 2030. To become a regional hub, Thailand must begin to shift its focus from **"Border"** to **"Bridge"** and from **"Nation to Nation"** to **"City to City"** through the concept of **"Extending Nation"**. This means borders between Thailand and neighboring countries should be gradually perceived as bridges linking economies, trade and investment together. At the same time, Thailand should view the four neighboring countries (Cambodia, Laos, Myanmar and Vietnam) as internal markets, with four major cities, i.e., Vientiane, Yangon, Phnom Penh and Ho Chi Minh, and 13 secondary cities, i.e., Mandalay, Myawaddy, Myeik, Dawei, Haiphong, Hanoi, Can Tho, Siem Reap, Sihanoukville, Koh Kong, Luang Prabang, Savannakhet, Champasak, Cebu, Davao and Selangor.

## 3. International Business Models in the 21st Century

Thailand will adopt a 'Service Sector Policy and Strategy based on Mode of Supply' to enhance the competitiveness of Thai service providers on the global stage. These 4 modes include 1) cross-border supply 2) consumption abroad, 3) commercial presence, and 4) presence of natural person. Each mode of supply have distinct 'Service Ecosystems', requiring different conditions, rules, regulations and standards, as well as different degrees of service differentiation.



# Agenda 5: Integrating with ASEAN and Connecting Thailand to the Global Community

Against the backdrop of the global geopolitics and geoeconomics of the 21st century, Thailand cannot rely solely on its geographical advantage in Southeast Asia but must position itself on key strategies to become a trading nation and one of Asia's business centers by achieving four interrelated goals.

## 1. Positioning Thailand as a Trading Nation and one of Asia's Business Centers

The key strategies to position Thailand as a trading nation and one of Asia's business centers consists of four interrelated elements:

1. Encouraging multinational corporations to establish international headquarters (IHQ) and international trading centers (ITC) in Thailand, especially in the service sector, financial management, purchasing and procurement, raw materials and components.
2. Developing the Eastern Economic Corridor (EEC) which covers three eastern provinces; Chachoengsao, Chonburi and Rayong that will connect with ASEAN-China-India through world-class infrastructure, including roads, ports, airports, high-speed trains, and freight.
3. Developing industrial clusters to promote high potential production bases for targeted industries to support business utilizing advanced technology and future industries, the so-called **"Super Clusters"**, namely Automotive and Parts Cluster, Electronic Appliances, Electronics and Telecommunications Equipment Cluster, Eco-friendly Petrochemicals and Chemicals Cluster, Digital-based Cluster, Aviation Cluster, Automation and Robotic Cluster and Food Innovation Cluster. Other targeted clusters consist of Agro-processing Cluster and Textiles and Garment Cluster.
4. Establishing Special Border Economic Zones in 10 provinces: Tak, Sakaeo, Trat, Mukdahan, Songkha, Nong Khai, Chiang Rai, Kanchanaburi, Nakhon Phanom and Narathiwat. This policy will improve economic opportunities and competitiveness, attract investment both domestic and international while simultaneously regulate the border economic areas to resolve issues such as illegal migrant workers and the trafficking of agricultural products from neighboring countries.





The following slides highlight  
the key elements of Thailand's  
future development as envisioned  
by the Board of Investment.



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# INNOVATING THAILAND

ASIA'S NEXT BIG INNOVATION HUB





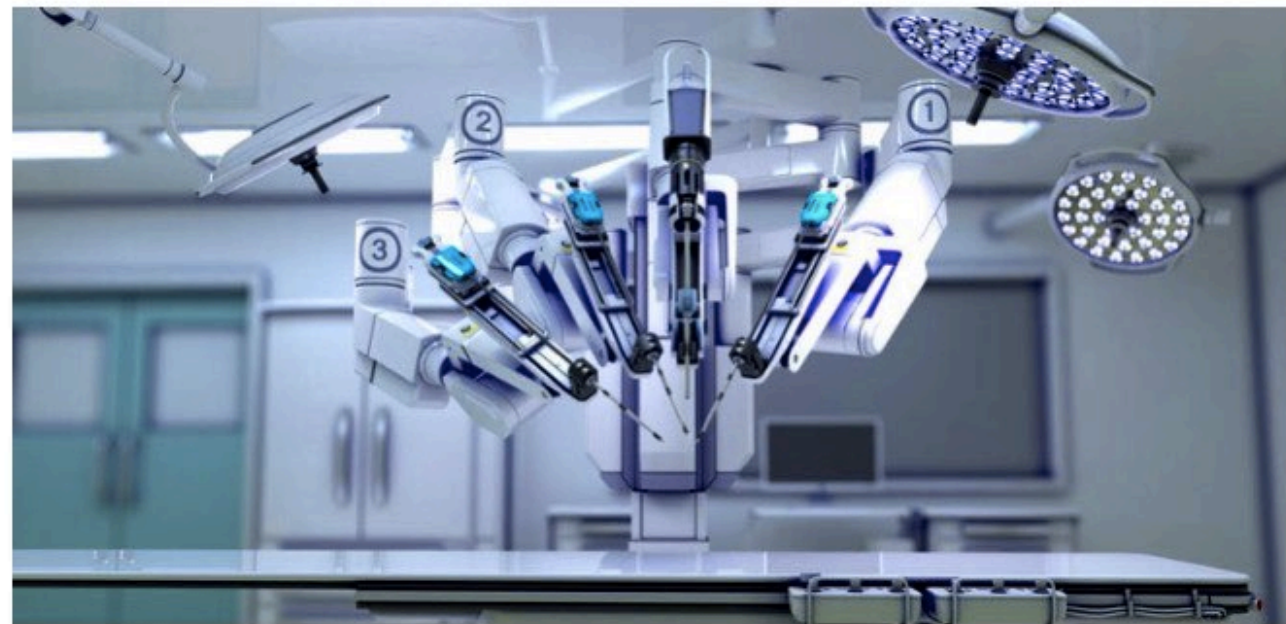
# "Level up" for Thailand's robots

ARTICLE: Robots for life

VIDEO: Medical Hub

## Robots for life

The world is ageing. With the increasing rates of longevity and low fertility in most parts of the world, ageing population and quality of life have become a global issue. The continuous progress in robotics technology and medical innovations will shed light on improvement of the people's quality of life.



Under its Thailand 4.0 vision, the country plans to leverage on its reputation and excellence in medical services and medical devices and strengthen its position as the regional medical hub. The nation is making good progress in the development and use of robotics in the field of medicine and promoting investment in robotics technology, including medical robots.

Medical robots have been used in Thailand in many areas, including surgery, diagnosis, rehabilitation and services.



# Thailand: boosting technology for growth

ARTICLE: Thailand Investment Year

VIDEO: Thailand: A New Beginning for your Business

## Thailand Investment Year

Thailand is making a remarkable move to stimulate big investments in technology advanced targeted industries that will drive economic transformation and support investors' success. "Thailand Investment Year" incentive package has been initiated as a strategic tool to support such move.

At the same time, new investment promotion measures were also introduced to attract more investment in targeted activities like rail system and digital economy development.



The new investment package will keep the country's high investment momentum going following the remarkable 25% increase in investment applications received by BOI against the 2018 target. The country earlier set a goal to attract 720,000 million investment but ended up seeing over 900,000 million baht investment application value. This is credited mainly to the country's comprehensive ecosystem for investment, ranging from concrete progress of infrastructure development, to clear national direction and continuous government support.



# The groundwork for Thailand's digital renaissance

ARTICLE: Asia's innovation hub

VIDEO: Digital Park Thailand (EECd)

## Asia's innovation hub

Thailand's ongoing efforts to create a comprehensive ecosystem to support the country's digital industry have been progressing rapidly in recent years thanks to such government flagship initiatives as Digital Park Thailand (EECD) and Smart City. The development of cutting-edge infrastructural facilities to support these initiatives has brought unprecedented opportunities for investors and business leaders, Thailand's Board of Investment (BOI) says.



With the aim of attracting foreign and domestic investments in Thailand's digital industry, BOI has continued to introduce new investment schemes and improve existing ones. As part of that effort,



# Thai aerospace industry is ready for take-off

ARTICLE: Thai aerospace

VIDEO: Aviation & Aerospace

## Thai aerospace

Aviation and aerospace industry is growing rapidly worldwide. Thailand takes the advantage from this trend as well as its aviation market leadership to bring its aerospace and aviation industry to new heights.

According to its Commercial Market Outlook 2018, Boeing forecasted that in the next 20 years, Asia Pacific will become a major market where fleet of aircraft would be increased 2.8 times from current fleet of 6,139 aircraft to 16,977 aircraft in 2036. This trend will boost demand for commercial aviation services, ranging from supply chain support (parts and parts logistics) to maintenance and engineering services, aircraft modifications and airline operation services. The center of such business, which is now in North America and Europe, will shift to Asia Pacific in the next 20 years.

## Huge opportunity is presented to Thailand

Thailand, with its strategic location in the heart of Southeast Asia, is already an aviation hub of the region. The continuous growth in the tourism industry and national economy has driven the country's air traffic to increase three times faster than the global market. In 2017, the number of aircraft movements at the main airports operated by Airports Authority of Thailand Plc (AOT) grew by 5.41% to 833,084 flights.

Considering passenger movements, the number of passengers handled at the AOT's airports grew by 9.37% while freight and postal parcel volume increased by 9.68%.





# Across Thailand, researchers, government and top firms are working together to turn plants into prosperity

ARTICLE: Bioeconomy boom

VIDEO: Opportunity Thailand:  
Bio Chemical Industry

## Bioeconomy boom

At science parks throughout Thailand's varied and fertile landscape, from the river plains of central Pathum Thani to the north-eastern plateau of Khon Kaen and the southern shores of Songkhla, researchers and entrepreneurs are hard at work commercialising technologies that turn biological materials (biomass) into valuable industrial products. At the Northern Science Park in mountainous Chiang Mai province, for example, researchers associated with Chiang Mai University are collaborating with the National Research Council of Thailand, the country's National Innovation Agency, and Thai oil and gas company PTT to create a production laboratory that makes "bioplastics" for medical use.





# Thailand 4.0 Reinvigorates ASEAN and Connects Thailand to the Global Community

ARTICLE: Thailand 4.0

VIDEO: Digital Park Thailand (EECd)

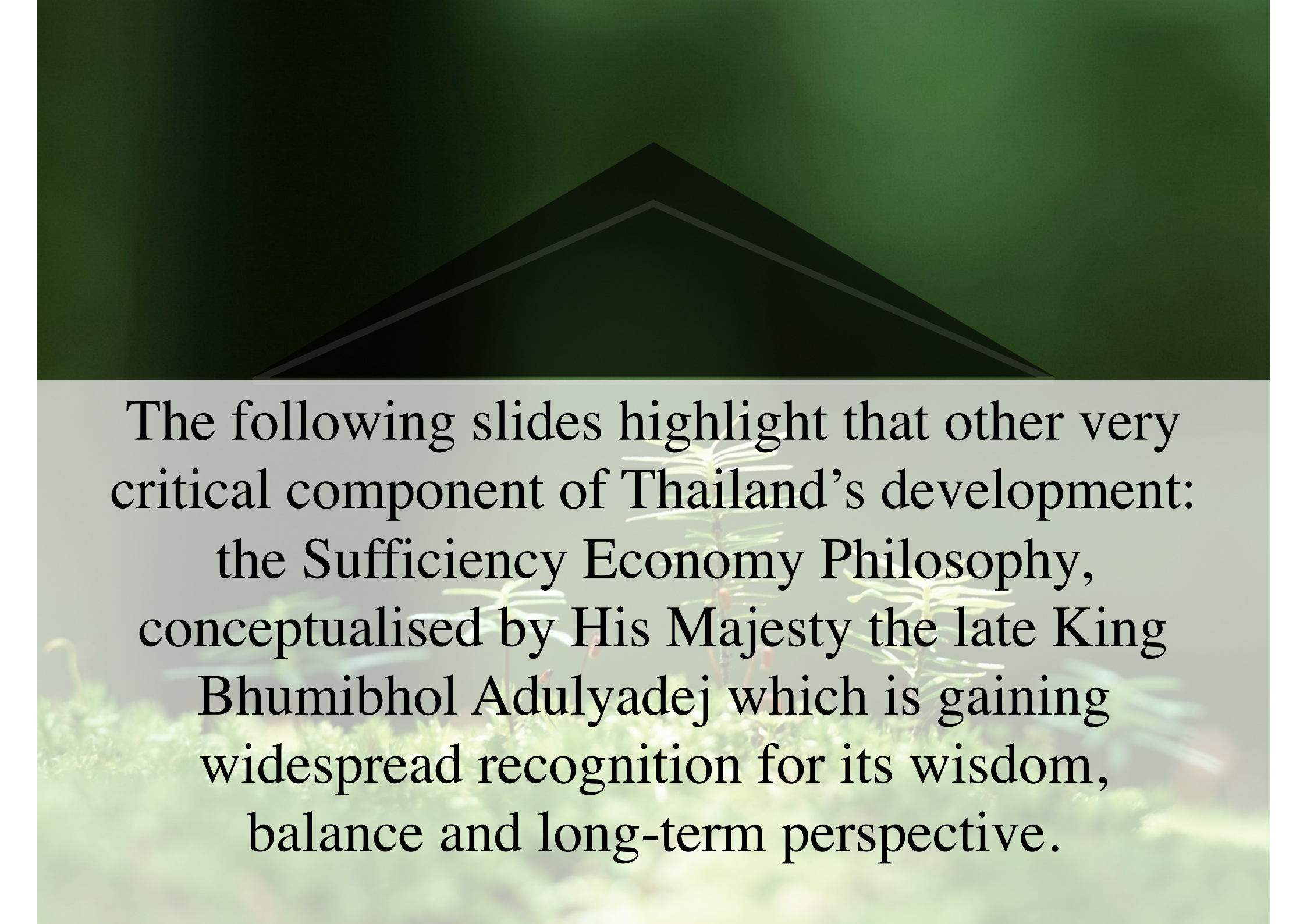
## Thailand 4.0

As it takes on the mantle of chair of the ASEAN in 2019, the Kingdom of Thailand has maintained an extremely favourable business environment. The IMD World Competitiveness Centre (a Swiss think tank) ranks Thailand at 25th position in its 2019 index (consisting of 63 countries) – only Singapore and Malaysia are placed ahead of it within the ASEAN. Thailand is also among the pioneering countries in the ASEAN to have a dedicated economic plan for the adoption of fourth-generation technology. Moreover, the government of Thailand has operated favourable policy towards foreign investors – providing them with incentives to ramp up the country's industrial base. As a result, the Economist Intelligence Unit estimates that the stock of FDI stood at the equivalent of 50% of GDP at end-2018—one of the highest levels in ASEAN. All this puts the kingdom in an excellent position to foster inclusive technology-driven development across the entire country.



Concurrently, 2019 will also be marked as the “Thailand Investment Year” – especially aimed at encouraging the private sector to invest in targeted industries the country is keen to develop over the long term. The particular focus this year will be on activities that will concentrate on the use of advanced technology and the development of the knowledge-based industry. These will propel new economic growth through the transformation of “comparative advantage” into “competitive advantage”





The following slides highlight that other very critical component of Thailand's development: the Sufficiency Economy Philosophy, conceptualised by His Majesty the late King Bhumibhol Adulyadej which is gaining widespread recognition for its wisdom, balance and long-term perspective.





# Sufficiency Economy Philosophy: Thailand's Path towards Sustainable Development Goals

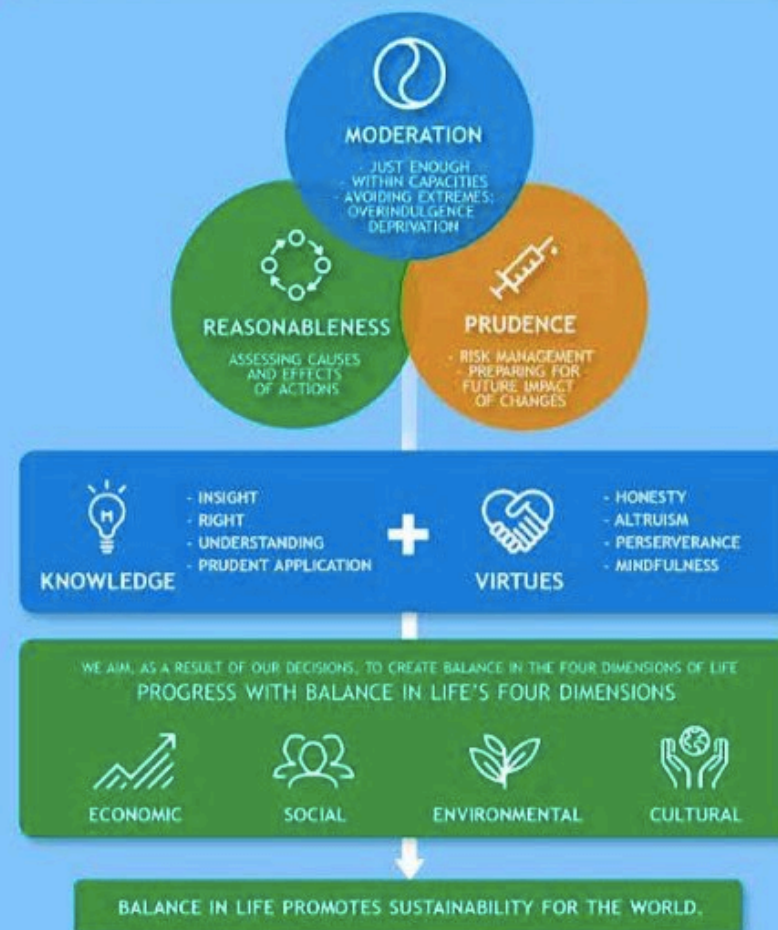
Second Edition

A special publication of the Bangkok Post  
for the Ministry of Foreign Affairs of Thailand

## HOW "SEP" GETS US TO "SUSTAINABILITY"

WE USE OUR KNOWLEDGE AND VIRTUES  
IN MAKING DECISIONS IN OUR LIVES

WE USE THREE PRINCIPLES TO GUIDE OUR DECISION-MAKING



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Special Interview with

*Her Royal Highness  
Princess Maha Chakri Sirindhorn*

On His Majesty King Bhumibol Adulyadej's  
Guiding Principles for National Development

Her Royal Highness Princess Maha Chakri Sirindhorn graciously granted an audience to Dr. Sumet Tantivejkul, Secretary-General of the Chaipattana Foundation, in his capacity as adviser to the working group on the production of a commemorative book, *The Development King: for the Benefit of the People*, and other executives of the Office of the National Economic and Social Development Board (NESDB) and members of the working group comprising Mr. Arkhom Termpittayapaisith, Mrs. Penja Onchit, Mr. Poramatee Vimolsiri, Mr. Sutin Leepiyachart, Ms. Kanyarak Srithongrung and Mrs. Chantip Palanandana, on Monday 20 June 2011, at Chaipattana Building, Chitralada Palace. They conducted an interview with Her Royal Highness on His Majesty King Bhumibol Adulyadej's method of operating and guiding principles in development work, and Her Royal Highness's experience in accompanying His Majesty on various royal visits.



## Two very important quotes from the interview

### Developing with a view to achieving sustainable development

The objective of His Majesty's development approach is to achieve "sustainable development" to improve people's livelihoods without destroying the environment and to make people happy with due consideration to geographical conditions, religious beliefs, racial groups, economic and social backgrounds. Although there are various development approaches, the most important attributes of a development practitioner are love, caring, responsibility and respect for fellow human beings. It is plain to see that development directly relates to mankind and is a matter of having the right mindset.

Development work is not only about sacrifice but is also about self-interest. As humans are social animals, we all have to live together. If we lead easy and happy lives with all creature comforts while others suffer, we simply cannot go on living. Development practitioners should have a public mindset and care about others, wanting to see others have better lives and well-being.

### Some thoughts on development

Having had opportunities to accompany Their Majesties King Bhumibol Adulyadej and Queen Sirikit on visits to many areas from a young age, and to engage in serious development work, I have observed and analysed the ways of life and needs of various groups of people in different environments. Some group lives in remote areas, in environments unconducive to normal living conditions, lacking in such public services as education, health and sanitation, etc. In many cases, people lack even the basic necessities.

**So I have gained an important perspective on development, that national development by "modernisation" is different from "westernisation", while unbalanced and unsustainable development may cause more troubles than they solve.**

For example, crop cultivation that uses hazardous fertilisers and insecticides excessively damages the health of both humans and animals in that area, degrades the soil and lowers yields. This kind of production is what we might call a get-rich-quick scheme.





## **G77's Ministerial Declaration 2016 accepts SEP as a practical approach for Sustainable Development**


32. The Ministers welcomed the convening of the G-77 Bangkok Roundtable on Sufficiency Economy: An Approach to Implementing the Sustainable Development Goals, held in Bangkok, Thailand on 28-29 February 2016 and the Sufficiency Economy Philosophy in Business: A G-77 Forum on the Implementation of the Sustainable Development Goals, held in Bangkok, Thailand on 1-2 June 2016. They noted that there are different approaches, visions, models and tools available to each country to achieve sustainable development, in accordance with its national circumstances and priorities as well as its own development context, and in this regard welcomed the initiative by the Kingdom of Thailand to share its development experience and **promote partnership among G-77 members on implementing the Sustainable Development Goals, in particular through applying the Sufficiency Economy Philosophy (SEP) as an approach for sustainable development that focuses on transforming the economics of exploitation into the economics of moderation, resilience and self-immunity guided by knowledge as well as ethics and moral consideration with a view to harmonizing the economic, social, environmental and cultural aspects of development.**

33. The Ministers welcomed the fruitful and productive discussion from the interactive thematic dialogue on SEP for Sustainable Development Goals convened on the occasion of the Fortieth Annual Meeting of the Ministers for Foreign Affairs of the Group of 77 under the leadership of the Prime Minister of the Kingdom of Thailand as chair country of the Group of 77. They noted the various experiences and home-grown approaches to achieve the Sustainable Development Goals and the importance of learning and sharing of best practices including through North-South, South-South and triangular cooperation. **They recognized the SEP as a practical approach that can support the implementation and achievement of the Sustainable Development Goals and its universality underscored by its successful application in various development projects in a number of G-77 countries, including "SEP for SDGs Partnership".**

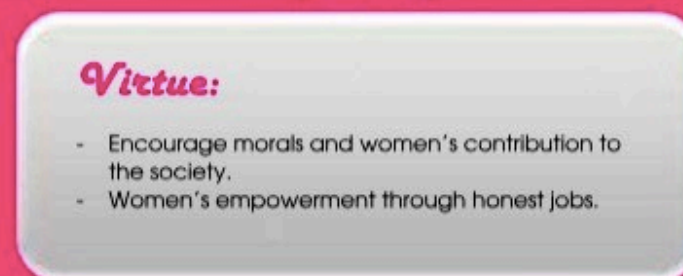
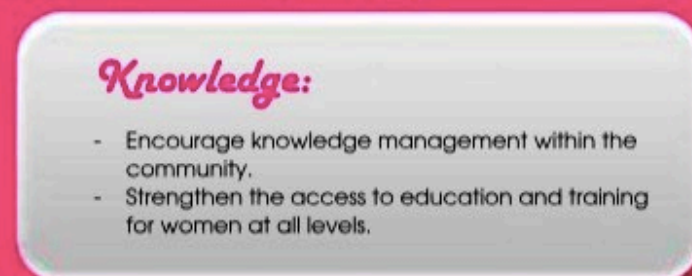
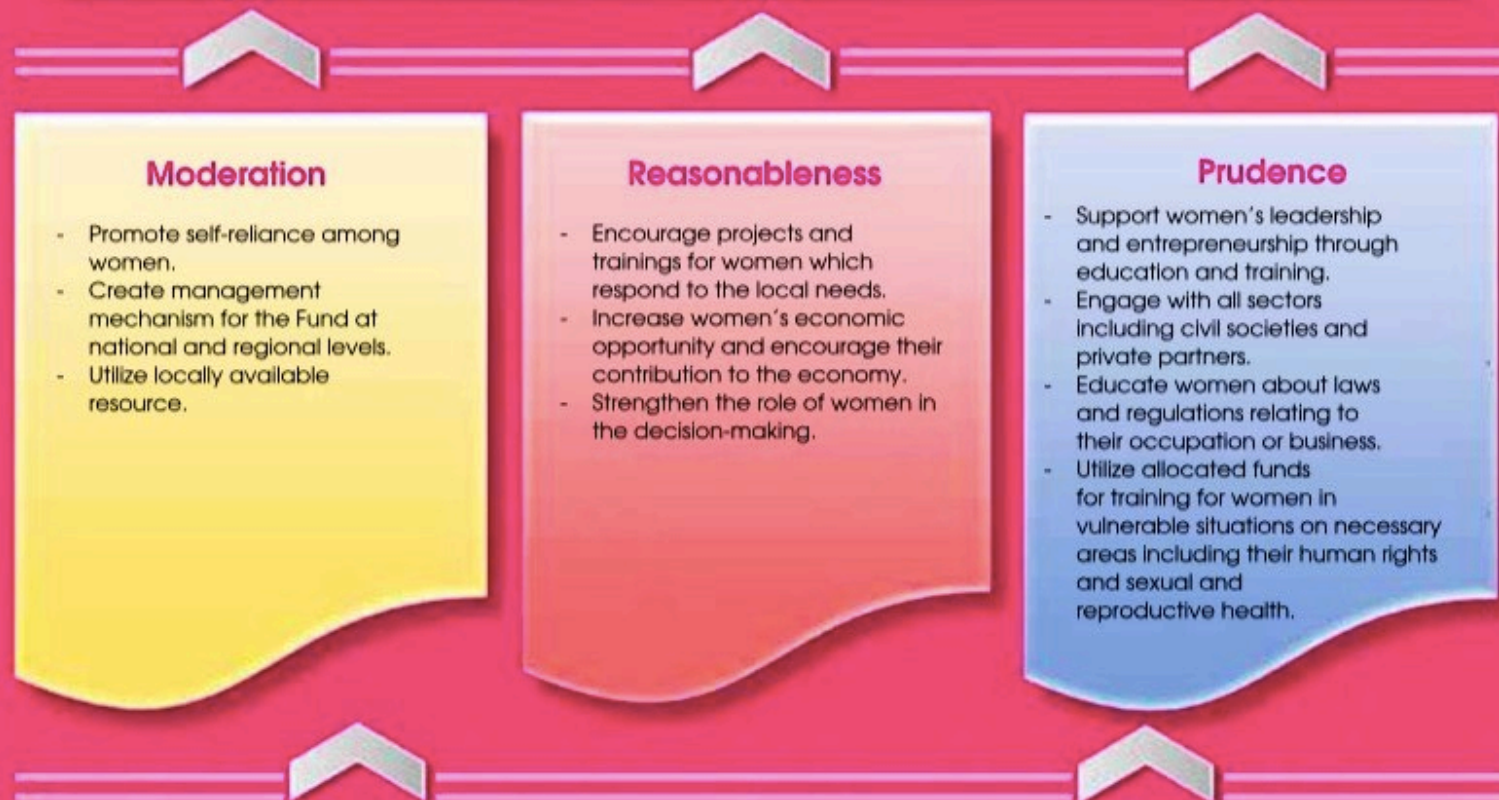


One of the greatest gifts that His Majesty the Late King bestowed upon us is the Sufficiency Economy Philosophy (SEP). A myriad of projects and initiatives have been borne out of His Majesty's working precepts under SEP. As the torch bearers of His Majesty's legacy for development and the betterment of the nation, all Thais should strive to apply the philosophical framework of SEP in each and every aspect of our lives to honour His Majesty's memory. On the international level, we shall continue to actively promote SEP to the world, as Thailand's valuable contribution to the principles and practice of sustainable development.

Ultimately, we must work together as one to help carry forward His Majesty the Late King's greatest legacy that is the Thai nation, to realise his vision and hard work.

General  (Ret.)  
(Prayut Chan-o-cha)  
Prime Minister of the Kingdom of Thailand











## CHUMPHON CABANA HOTEL

Hit by the 1997 economic crisis, the Chumphon Cabana Hotel first used Sufficiency Thinking to cut expenses by going organic, but the practices stuck.

The hotel grows its own rice and organic vegetables as well as raises hens for organic eggs. The hotel makes its own organic fertiliser to nourish its gardens and produces herbal shampoo and soaps for the customers. Used cooking oil is turned into biodiesel for hotel use. Using appropriate technology based on natural ways, wastewater is treated in multiple ponds, the organic matter being absorbed by water plants.

Sufficiency thinking at Chumphon Cabana saves jobs while going organic improves staff health. Inclusive decision-making also boosts staff morale and sense of ownership.

Going organic has also become a magnet for health-conscious customers. The hotel is now a learning centre on holistic health and organic farming. It also teaches visitors on how to make herbal consumer products for household use.



## JIM THOMPSON SILK

A pioneer in ethical and sustainable silk industry, Jim Thompson Silk Farm in Nakhon Ratchasima province allows local weavers flexible work hours at its factory so they can fulfil their household and farming obligations.

Instead of building large silk farms to increase efficiency and profits, the company distributes silkworm eggs to some 500 families in the Northeast so they can raise them at home and sell the raw silk cocoons back to the company.

This ethical sourcing stems from the company's respect for local way of life and thankfulness. The company believes it should give back to the villagers because the unique silk materials which make Jim Thompson silk famous come from the Northeast villagers' traditional sericulture expertise.

## KHIRI TRAVEL

Khiri Travel specialises in sustainable tourism focusing on cultural, natural, and educational excursions. With offices throughout Southeast Asia, Khiri Travel has a code of conduct which keeps its operations and tour programmes eco-friendly with minimum impacts on the environment and local communities. The company also chooses partners in destination countries based on sustainability principles. Their triple bottom line – people, planet, profit – is in line with Sufficiency Thinking.

Khiri Travel also has a charity organisation called Khiri Reach to give back to local communities through development and empowerment projects.

## SUSTAINA ORGANIC RESTAURANT

All ingredients for Sustaina come from its own farm called Harmony Life Organic Farm which also produces noodles, teas, tonics – and even organic detergent – for restaurants and distributes organic products to more than 10 countries. The farm also teaches organic farming techniques to hundreds of farmers from Southeast Asia every

## SAMPRAN MODEL

**Sampran Resort Network**  
Established since 1962, Sampran Riverside is an eco-cultural tourism destination featuring a cultural centre, cultural performances and exhibits in a lush river delta area west of Bangkok. Recently it re-cast its programme in coordination with the national campaign for sustainable development. With a vision honed by the Sufficiency Economy Philosophy, its programme is themed on the value chain "from farm to firm" for agricultural and other products of the local economy, recognising the needs for local involvement in sustainable development.



year.

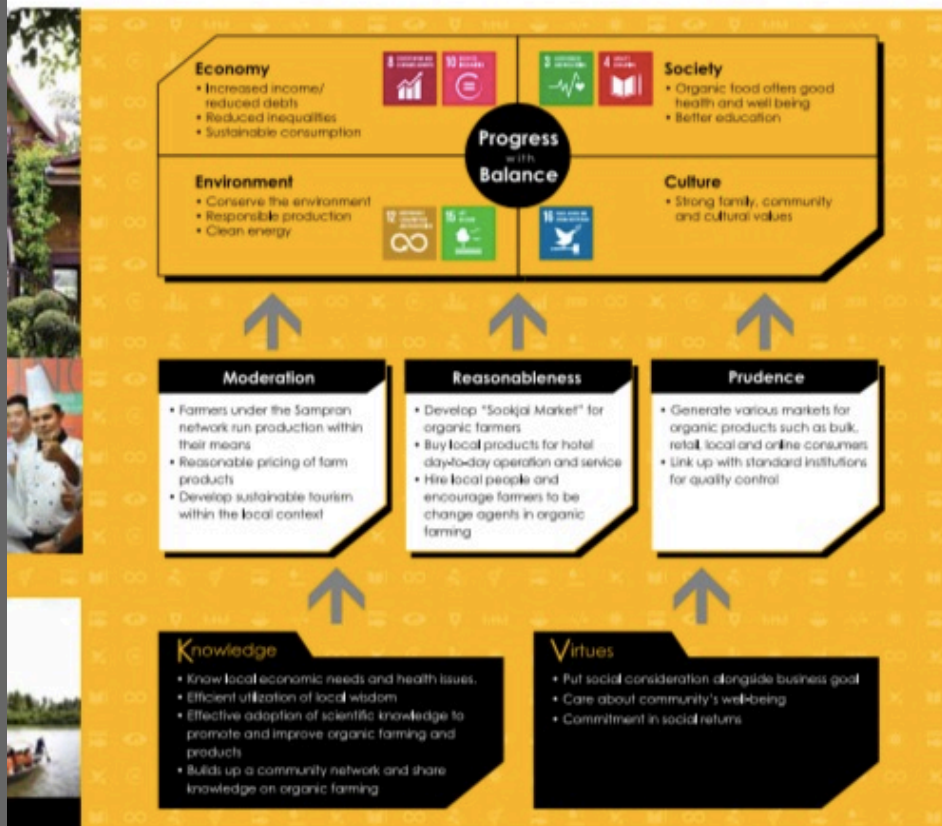
The popularity of organic restaurants such as Sustaina epitomises an increasing awareness of responsible consumption in Thailand. In line with Sufficiency Thinking, restaurant owners give farmers fair prices and use the ingredients that come from sustainable farming.

## CHANGEFUSION

Many innovative social enterprise ideas to tackle environmental and social problems remain just that, ideas, due to lack of financial support. ChangeFusion is set to change that.

A non-profit organisation under royal patronage, ChangeFusion gives low-interest loans and consultancy for social entrepreneurs so their





Source: Thailand Sustainable Development Foundation

projects become a reality.

To encourage businesses to practice sustainability, ChangeFusion helped set up Thailand's first ESGC (Environment, Society, Good Governance, and Anti-Corruption) mutual fund to invest in public companies that meet sustainability criteria. It also organises social enterprise initiative competitions and works with other organisations to address environmental and social concerns.

## SAMPRAN MODEL

The Sampran Riverside, a resort and hotel in Nakhon Pathom, encourages farmers in the area to engage in organic farming by supporting them

with know-how and marketing channels.

Many farmers want to stop using toxic farm chemicals, but they need initial assistance with organic fertiliser and pest control. They also need access to fair-trade markets to ensure income stability.

Sampran Riverside then connects them to agricultural experts and set up an organic fresh market at the hotel premise to link farmers directly to consumers. The market called Talad Sukjai, meaning market of happiness, has become a popular market for organic produce. The number of organic farmers in the province is growing as a result.



## MANGROVE FORESTS STUDY CENTRES

Mangrove biodiversity demands knowledge about mangrove species and rehabilitation techniques to suit different varieties and geographical topographies. This is what the mangrove study centres are doing in various parts of the country to serve the locals' mangrove rehabilitation efforts. Initiated by His Majesty King Bhumibol Adulyadej, these centres are:

- Community Mangrove Forest Development Project at Singhanakorn district, Songkhla province;
- Mangrove Forest Study Project at Yaring district, Pattani province;
- Mangrove Restoration Feasibility Study Project at Nong Chik district, Pattani province;
- Research and Development Project at Laem Pak Bia Cape, Petchaburi province;
- Royal Development Study Centre at Huay Sai, Petchaburi province;
- Royal Development Study Centre at Kung Krabaen Bay, Chanthaburi province;
- Pak Nam Pranburi Development Project, Prachuab Khiri Khan province.



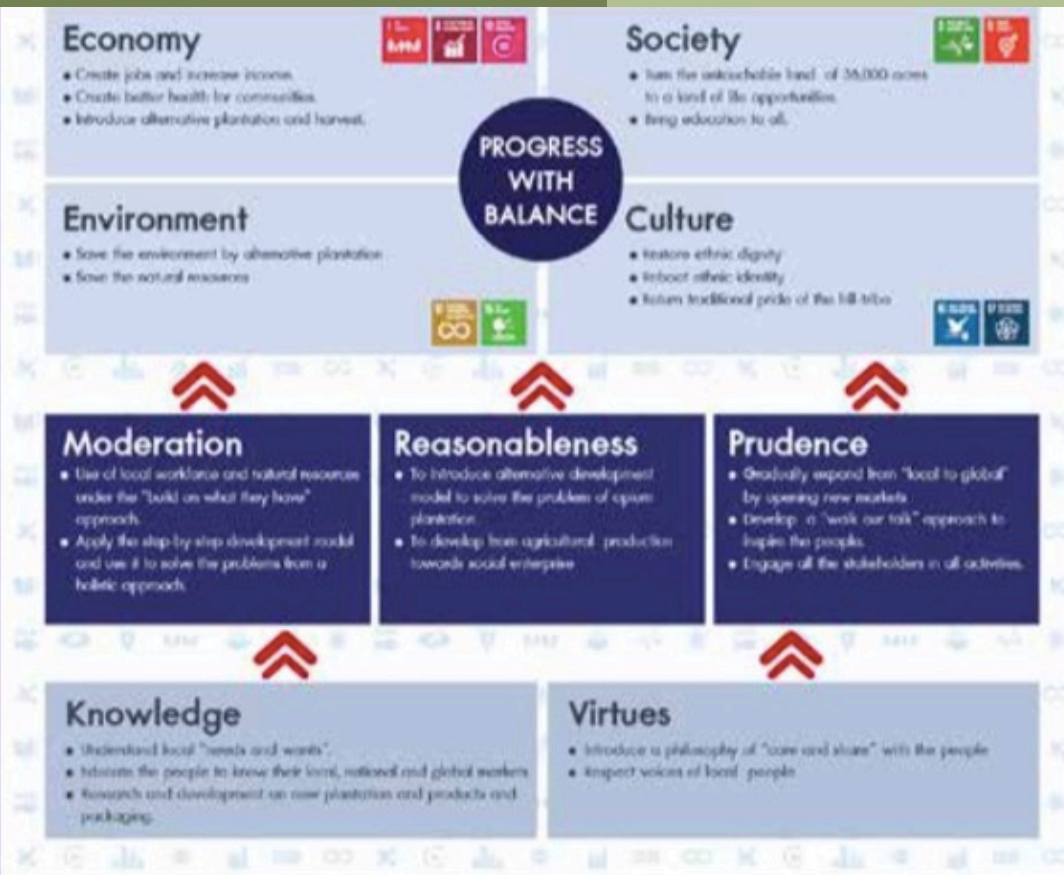
# MAE FAH LUANG FOUNDATION

Chiang Rai Province, Thailand



Founded in 1972 by Her Royal Highness the late Princess Srinagarindra (Princess Mother) originally as the Thai Hill Crafts Foundation, it was renamed in 1995 the Mae Fah Luang Foundation. It manages numerous projects within Thailand as well as other countries in Asia, focusing on improving social and economic development, preserving the environment and supporting local arts and culture in the Golden Triangle and the surrounding areas.

SEP in Community



Source: Thailand Sustainable Development Foundation

## SUSTAINABLE ALTERNATIVE LIVELIHOOD DEVELOPMENT

The Mae Fah Luang Foundation is running international outreach programmes to help partner countries tackle drug problems through crop substitution and alternative sources of livelihoods.

The operative Sustainable Alternative Livelihood Development (SALD) model is based on SEP's people-centred and environmentally-friendly principles. By helping the locals to gain food security, better health and steady income from eco-friendly sources of livelihoods, the SALD approach has previously proved successful in eradicating opium cultivation and restoring the denuded Doi Tung mountains in northern Thailand.



## CORAL REEF TRANSPLANT

The transplant technique is simple. Coral fragments are attached to window-sized frames made from easily available PVC water pipes which are safe and recyclable. Then the frames are put in the seabed. Once the corals grow back, the fish and other marine life return.

Developed by a professor at the Rambhai Barni Rajabhat University, the transplant technique uses SEP principles on appropriate technology following nature's way and community participation. The transplant team has transplanted more than 40,000 corals around islands in the eastern part of Thailand.

## THAI SEA WATCH ASSOCIATION

Based in Songkla, this outspoken marine conservation association works closely with fishing communities in the southern part of Thailand to fight against bottom trawling which annihilates the seabed and wipes clean the seas.

Its campaigns over the years have raised consumer awareness against destructive fishing and brought about legal amendments to better protect the seas.

One of the main campaign messages is the need for sustainable use of the seas through moderation and appropriate technology.

Apart from fighting overfishing, the association and small-scale fishermen network are active in regenerating crab populations through community crab banks.

Under this scheme in line with SEP principles on bottom-up initiatives and appropriate technology, fishermen donate pregnant crabs to the crab bank and release baby crabs back into sea later. Learning from the network's success, coastal villages in other provinces now have their own crab banks.

The association also uses social media to link small-scale fishermen and their organic catch with city consumers to campaign for sustainable fishing and to increase the fisher folks' income.





## ANTI-CORRUPTION ORGANISATIONS

Taking the bottom-up approach guided by SEP, the business sector has set up a number of organisations to tackle graft. They include:

The Anti-Corruption Organisation of Thailand (ACT) comprising 47 private companies with a shared goal of accelerating social pressure on the government to tackle graft.

ACT members signed the integrity pact not to offer or take bribes in government procurement projects. It is also active in monitoring corruption to draw state intervention while promoting good governance practices in the business sector to state bureaucracy and political arena. Apart from public awareness-raising campaigns, the network calls for the streamlining of bureaucratic procedures to increase efficiency and cut opportunities for graft.

**The Private Sector Collective Action Coalition against Corruption (CAC)** has certified about 177 companies for their effective anti-corruption policies and implementation. Nearly 500 more companies have declared their intentions to run graft-free businesses.

**The Institute of Directors** has trained more than 1,000 company directors, executives and secretaries in good governance and best management practices as well as how to take a firm stand against corruption. Consequently, Thailand ranked top in corporate governance in ASEAN between 2013 and 2015.



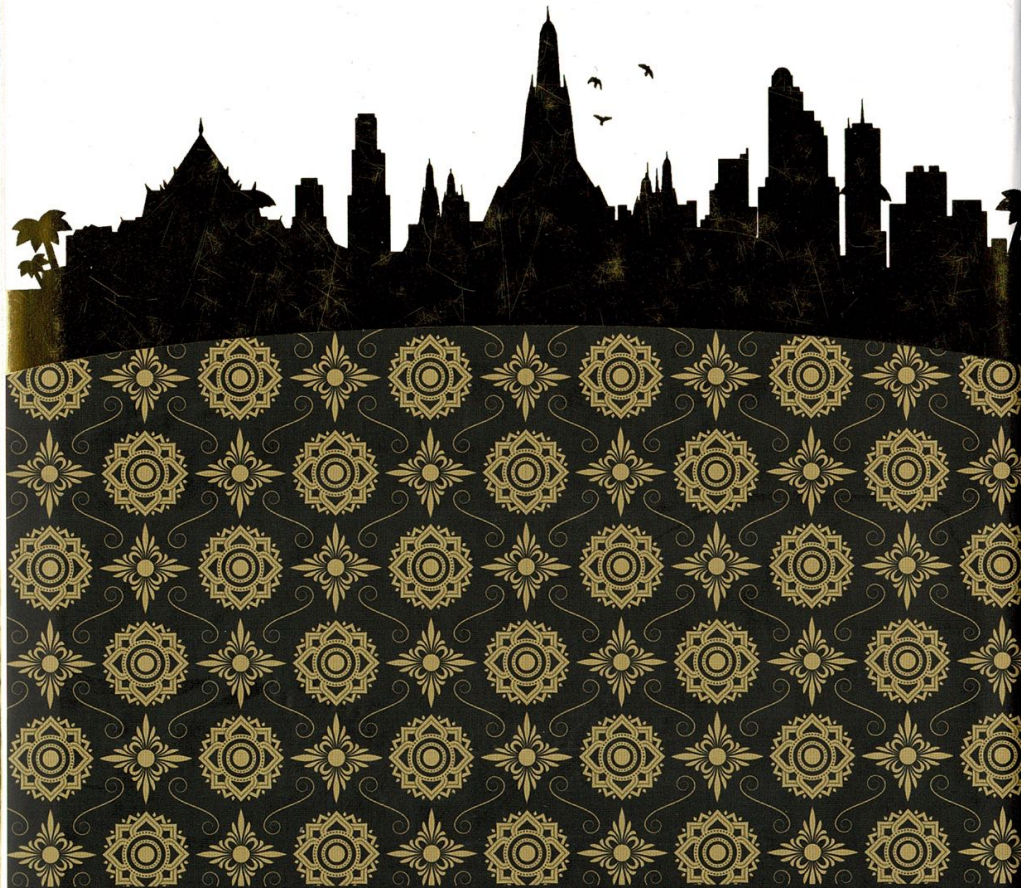


The following slides show the covers of a number of publications issued by the Ministry of Foreign Affairs to advance the SDGs and Sufficiency Economy agendas.



# Sufficiency Thinking

Thailand's gift to  
an unsustainable world



Gayle C. Avery  
Harald Bergsteiner



SECOND  
EDITION



Thailand's  
**SUSTAINABLE  
DEVELOPMENT**

Sourcebook



ISSUES & INFORMATION • IDEAS & INSPIRATION





# THAILAND'S SUSTAINABLE BUSINESS GUIDE


HOW TO FUTURE PROOF  
YOUR BUSINESS IN THE NAME  
OF A BETTER WORLD





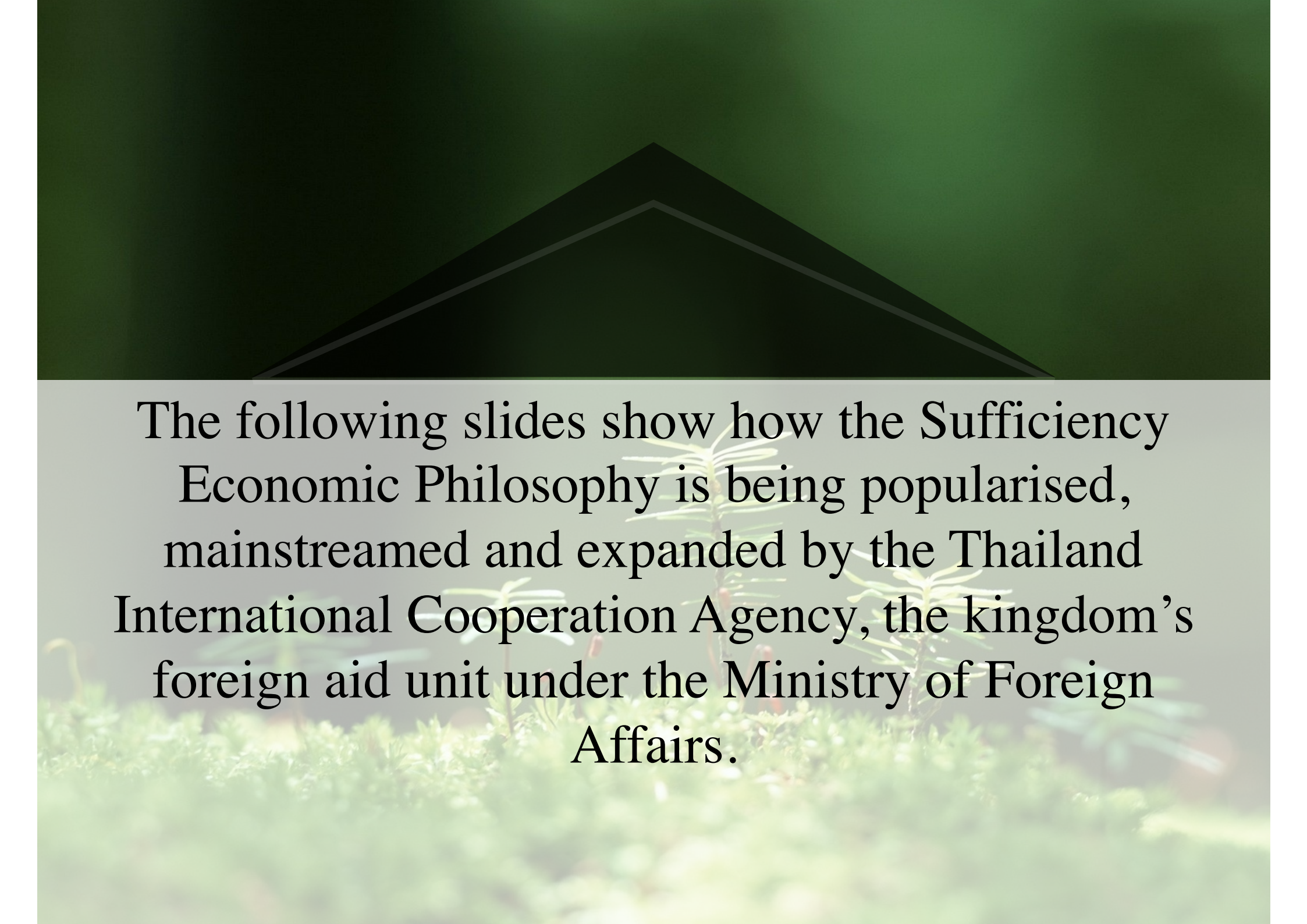
# THAILAND'S VOLUNTARY NATIONAL REVIEW

on the Implementation  
of the 2030 Agenda for  
Sustainable Development 2018



Thailand's Voluntary National Review  
on the Implementation of the 2030 Agenda  
for Sustainable Development 2017



The background of the slide features a lush green field with various plants and flowers, including some red ones. A large, solid black triangle is superimposed on the upper half of the image, pointing downwards. The text is centered within a semi-transparent white rectangular area that covers the lower half of the slide.

The following slides show how the Sufficiency Economic Philosophy is being popularised, mainstreamed and expanded by the Thailand International Cooperation Agency, the kingdom's foreign aid unit under the Ministry of Foreign Affairs.





# Development Diplomacy & SEP for SDGs Partnership

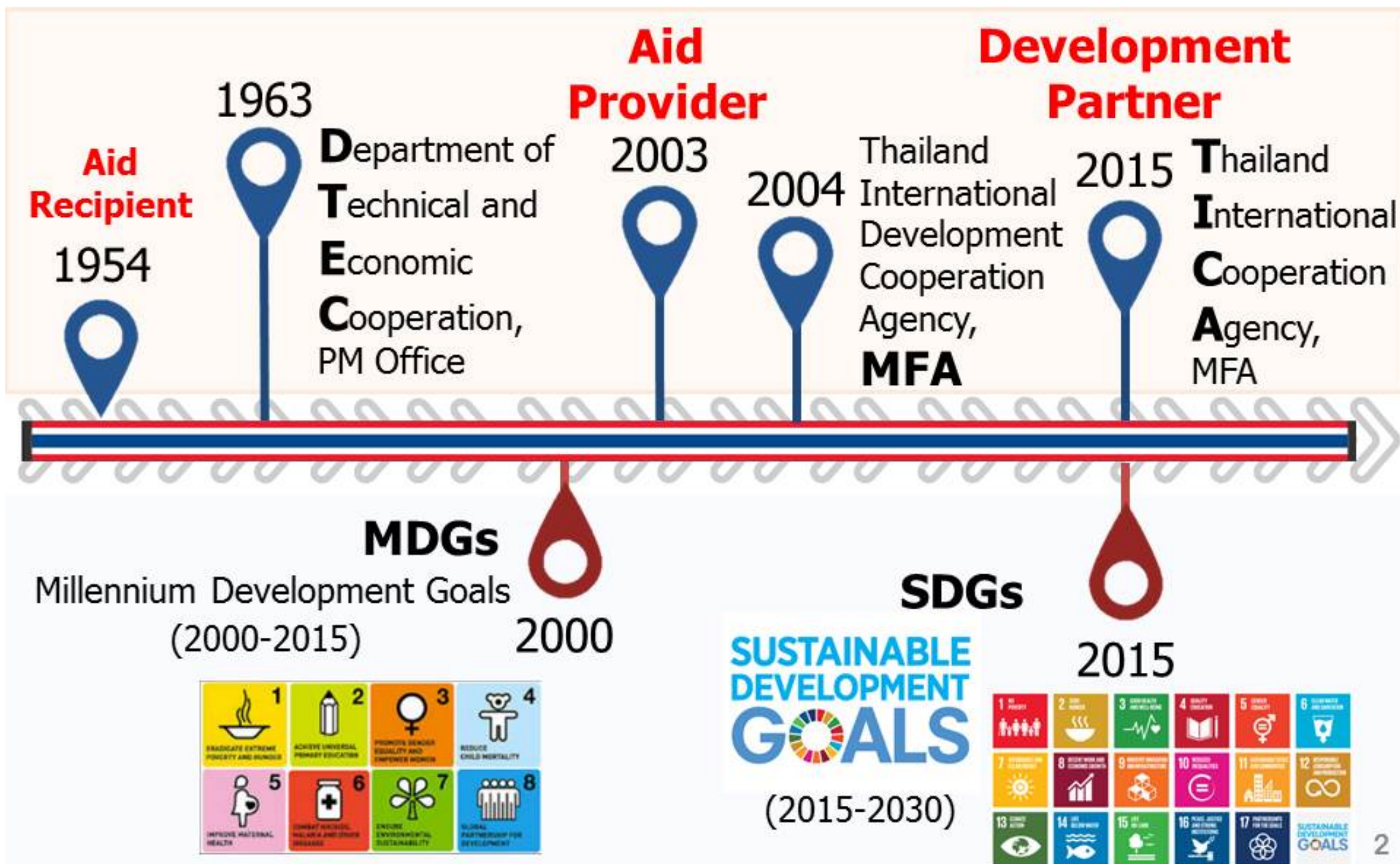
Thailand International Cooperation Agency (TICA)  
Ministry of Foreign Affairs of Thailand

**27 March 2018**





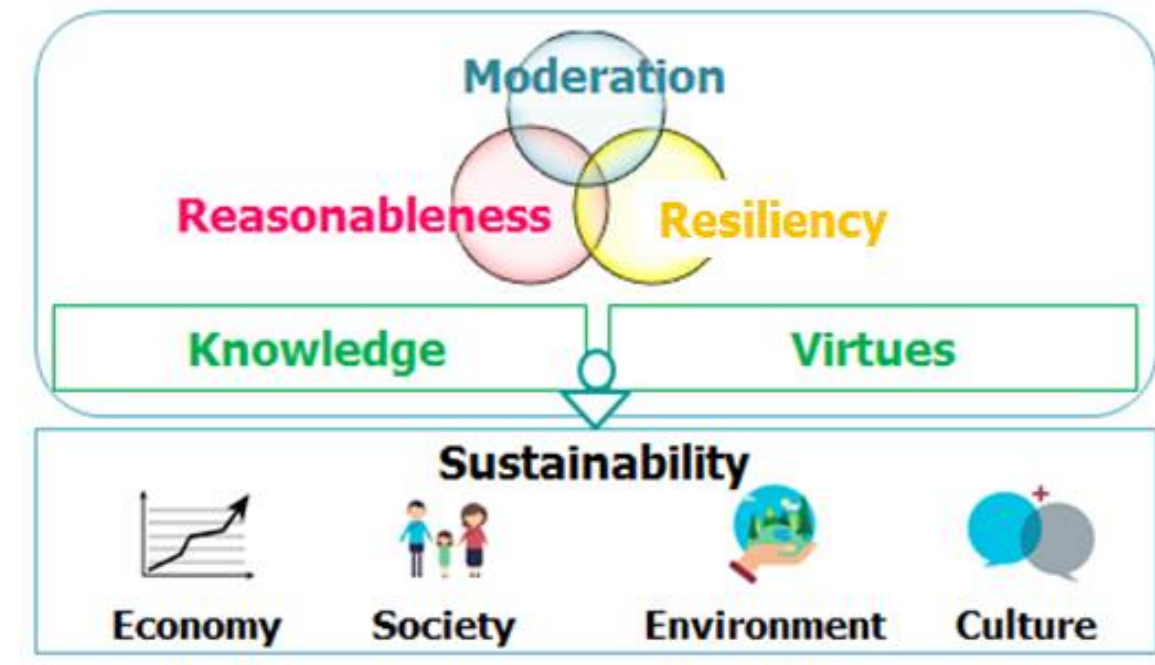
# Thailand's Development Cooperation





# Thailand's Path to Sustainable Development

## “Sufficiency Economy Philosophy (SEP)”



**Self-reliance**

**Participatory  
Process**



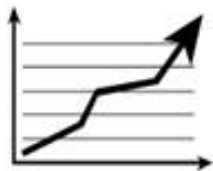
# SEP is a Thinking Process

## Progress with Balance



## Sustainability

through balancing 4 dimensions of life



**Economy**



**Society**



**Environment**



**Culture**



# Path to Sustainable Development: Thailand's Experience

**S**ufficiency  
**E**conomy  
**P**hilosophy



SEP introduced in **1974**



Since the **1997** economic crisis, SEP has become guiding light and Thailand's development compass

Thailand proves to be the least miserable economy, ranked by Bloomberg **(2015-2017)**

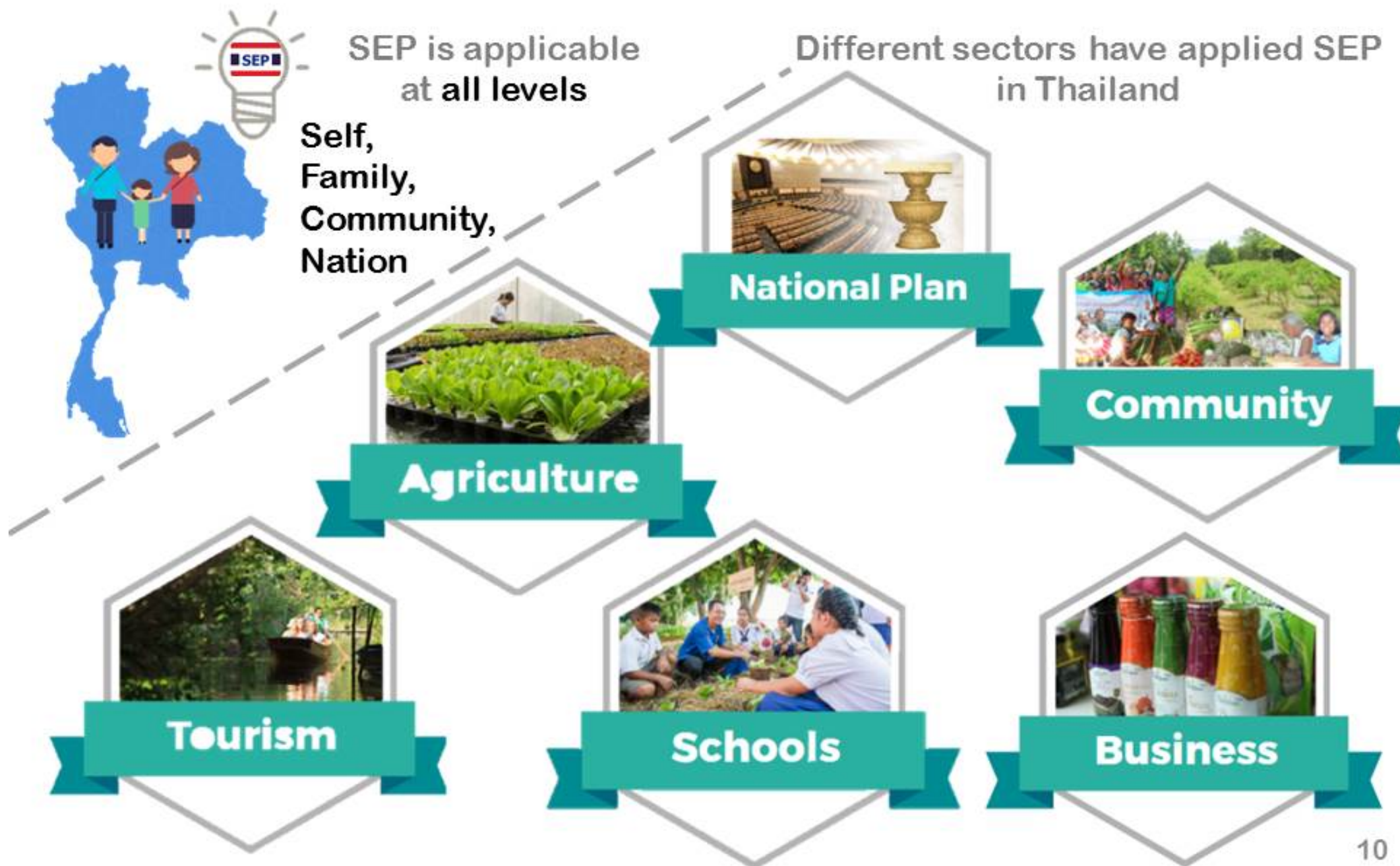


SEP has become a new rural development strategy in Thailand since the 9<sup>th</sup> Plan of Socio-economic Development since **2002**





# The Application of SEP in Thailand





# Community Development based on the Application of SEP in Thailand

## Type I: Study Centres

**6 study centres** established across Thailand serving as living museums of SEP



Sustainability  
Mindset

## Type II: Model Villages



**> 9,000**

SEP Model villages

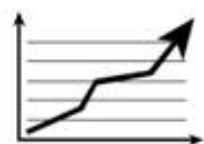
Community Development Department  
has applied SEP to community  
development in Thailand since 2006

Source:  
[rdpb.go.th](http://rdpb.go.th)

Source: [cdd.go.th](http://cdd.go.th)



# SEP Model Villages : 23 Indicators



## Economy

- 1 Household account /book keeping
- 2 Expense reduction & income creation
- 3 Occupational group
- 4 Saving activities
- 5 Community enterprise



## Society

- 6 Unity & cooperation among villagers
- 7 Village regulation
- 8 Membership of welfare fund
- 9 Adhering to democratic principle
- 10 Moral & ethic code
- 11 Free from all vices
- 12 Application of SEP in daily life



## Environment

- 13 Natural resource preservation
- 14 Active natural conservation groups
- 15 Utilization of alternative energy
- 16 Adding value into natural resources and environment



## Culture

- 17 Community data
- 18 Community plan
- 19 Application of local wisdom
- 20 Learning centres
- 21 Utilization of appropriate technology
- 22 Building development networks
- 23 Adhering to mindset towards sustainability and self-reliance practice



# SEP for SDGs



**Agricultural sector:**  
**SEP** encourages a holistic farm management system



**Healthy communities:**  
**SEP** promotes well-being of people, environment, society and culture



**Human capacities and capabilities:**  
**SEP** fosters good business practices, good governance



**Water resources:**  
**SEP** highlights the importance of improving water quality, restoring water-related ecosystems



**Climate change:**  
**SEP** promotes green production and conserving ecosystems



**Economic stability:**  
**SEP** encourages risk management becoming resilient to uncertainties



**Strong government institutions:**  
**SEP** inspires enlightened leadership and encourages people-centred development



**Partnerships towards sustainable development:**  
**SEP** is a guiding light at TICA



# Mechanisms to promote SEP4SDGs



National



Regional



Global

National Committee for  
Sustainable Development (CSD)  
chaired by Prime Minister

The 20-Year National Strategies  
(2017-2036)

The 12<sup>th</sup> National Economic  
and Social Development Plan  
(2017-2021)



SEP for SDGs Partnership

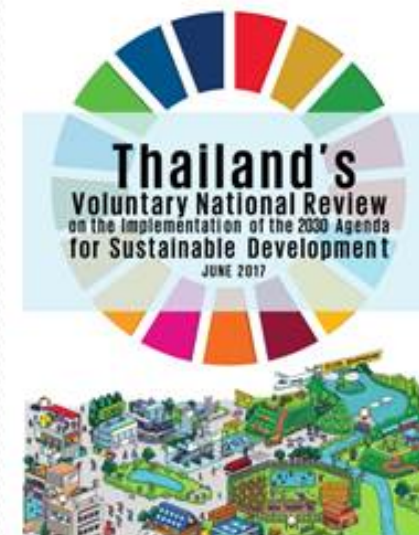


Thailand as  
**ASEAN's** coordinator  
on sustainable  
development



Thailand is  
Prime Mover  
in **ACD** and **CICA** to  
promote sustainable  
development

SUSTAINABLE  
DEVELOPMENT  
GOALS



Thailand  
presented  
Voluntary  
National  
Review (**VNR**)  
in June 2017



# SEP for SDGs Partnership Projects





# SEP Model Villages in International Practice



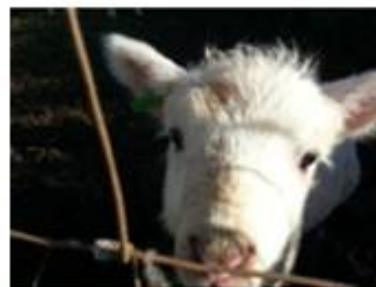
## “Self-reliance” SEP Model Village in Koh Kong Province, Cambodia



## SEP Model Villages in Timor-Leste (bilateral and trilateral projects)



## SEP Model Village in Chile (self-applied by TICA alumni of SEP course)





The image features a close-up, shallow depth-of-field shot of a terrarium. The foreground is filled with a dense carpet of bright green moss. Several small, young coniferous plants with thin, needle-like leaves are scattered across the moss. Some of these plants have small, reddish-brown, cone-like structures at their bases. The background is a soft, out-of-focus green. Overlaid on the top half of the image is a large, solid black triangle pointing downwards. Centered within the white space created by the triangle is the word "THINK!" in a bold, black, sans-serif font.

**THINK!**