

EXIM Thailand Leads Public and Private Sectors to Brainstorm on Thailand Export Roadmap

Mr. Sataporn Jinachitra, President of Export-Import Bank of Thailand (EXIM Thailand) said the Bank in cooperation with Fiscal Policy Research Institute Foundation (FPRI) and The Nation and Krungthep Turakij (Bangkok Business) Newspapers holds a seminar on “Thailand Export Roadmap: Opportunities and Challenges” at Shangri-La Hotel Bangkok on Thursday April 28, 2005, at 08.30-16.30 hrs. The seminar is a gathering of the key decision-makers from the government’s economic team and private sector who shape the country’s economy, with an objective to brainstorm and plan Thailand’s export roadmap in order to help SMEs and those interested in starting export operations adjust themselves to the economic changes in line with the present economic policy of Thailand as well as global trend.

According to EXIM Thailand President, the seminar is aimed to ensure the preparedness of Thai exporters and SMEs in particular, and, thereby, their competitiveness amidst domestic and international economic changes. The internal factors that may affect the Thai export growth are the spike in oil prices, drought and rise in interest rates. Meanwhile, the external factors include the sluggish economic growth of Thailand’s main trading partners; non-tariff barriers such as strict import regulations and environmental standard setting; and the termination of World Trade Organization’s textile quota systems since January 1, 2005, forcing Thai exporters to face a fiercer price competition with labor-intensive manufacturers in the global market. To win the problems and trade barriers, a comprehensive business strategy and policy as well as export roadmap must be clearly planned out through a closer collaboration between the public and private sectors in line with the domestic and global economic directions. EXIM Thailand, together with FPRI and The Nation and Krungthep Turakij Newspapers, therefore, jointly organize a brainstorming seminar where the decision-makers from both public and private sectors sit down and lay out a practical Thailand Export Roadmap to be implemented by Thai exports and entrepreneurs for their business success.

Mr. Sataporn said the forum provides an ideal opportunity for leaders from the public and private sectors to discuss and formulate the country’s economic policy and export directions in order to foster the export sector as the main engine of Thai economic recovery and growth amidst the changing environments at present and in the future. The public decision-makers attending the seminar will be led by Dr. Somkid Jatusripitak,

Deputy Prime Ministry and Minister of Finance, who will deliver special address after opening the seminar. Other honored guest speakers include Dr. Narongchai Akrasanee, Chairman of MFC Asset Management Public Company Limited and Honorary Advisor of FPRI; Miss Wilaiporn Liwgasemsan, Deputy Secretary General of National Economic and Social Development Board; Dr. Parnpree Bahiddha-Nukara, Vice Minister for Industry; and Miss Chutima Bunyapraphasara, Commercial Advisor of Commerce Ministry. The seminar moderator is Dr. Anusorn Tamajai, Managing Director of BT Asset Management Company Limited and Advisor of Research Office, BankThai Public Company Limited.

The afternoon program includes a brainstorming session on “New Practices of Thai Business towards Global Market” by the leaders from the private sector, namely, Mr. Thiraphong Chansiri, President of Thai Union Frozen Products Public Company Limited; Mr. Suwan Kongkhunthian, Managing Director of Yothaka International Company Limited, Dr. Paiboon Pilunowad, President of Aromavera Company Limited and President of the Federation of Thai Spa; Panutat Tejasen, M.D., Chief Executive Officer and Chairman of Art and Technology Company Group. The panel discussion will be moderated by Mr. Yuthana Krabuansaeng, News Anchor of Nation Broadcasting Corporation. For registration or further information, please contact Export Promotion Division, Strategy and Public Coordination Department, EXIM Thailand Head Office, at 0 2271 3700 ext. 2720-3

March 31, 2005

Public Relations Division

Office of Top Management

About Export-Import Bank of Thailand

Export-Import Bank of Thailand is a financial institution wholly owned by the Royal Thai Government under the Ministry of Finance’s supervision. The Bank was established by the Export-Import Bank of Thailand Act B.E. 2536 (1993) which empowered the Bank to engage in any financial activities customary to commercial bank practices, except for accepting deposit from the general public. The Bank’s objective is to provide financial services to strengthen the competitive edge of Thai exporters and investors abroad while contributing to the earning or saving of foreign exchange.

For further information, please contact Public Relations Division, Office of Top Management

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