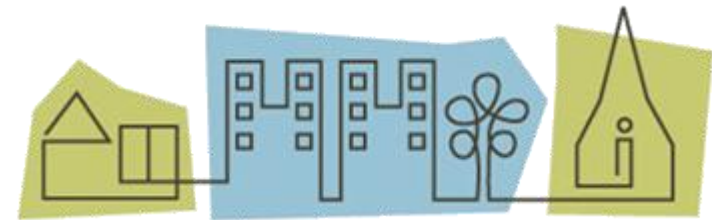


World Economic Forum on East Asia



Dr Athipong Hirunraengchok
Policy and Plan Analyst

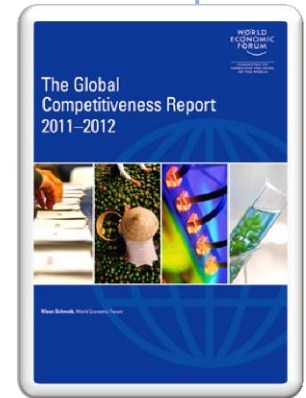
16 October 2013, 8.00-9.30 hr.
Faculty of Economics
Thammasat University



- ❑ **WEF** is an independent organization that provides thoughts and recommendations through informal meeting among leaders in various fields.

Main activities

- ❑ **International Gathering** WEF Annual Meeting at Davos, Switzerland in every January and WEF Regional Meeting
- ❑ **Research Publication** Global Competitiveness Report provides national ranking to countries across the world.
- ❑ **Networking among leaders both private and public sectors** and also new-wave leaders e.g. Young Global Leader, Global Shapers



WEF Meetings in 2012

WEF Annual Meeting 2012

The Great Transformation

: Shaping New Models

Davos, Switzerland

25-29 Jan 12

**WEF on East Asia
Bangkok, Thailand**
*Shaping the Region's Future
through Connectivity*
Bangkok, Thailand
30 May -1 June 55

Annual Meeting of the New Champions 2012

Creating the Future Economy

Tianjin, China

11-13 Sep 12

WEF on Latin America
*Regional Transformation
in a New Global Context*
Puerto Vallarta, Mexico
16 – 18 Apr 12

WEF on Africa
Shaping Africa's Transformation
Addis Ababa, Ethiopia
9 -11 May 12

**WEF on Europe, the Middle East,
North Africa and Central Asia 2012**
*Roadmaps for Reform,
Pathways to Inclusive Growth*
Istanbul, Turkey
4 – 6 June 12

แนวคิดหลักของการประชุม WEF Annual Meeting 2012 ณ เมืองดาวอส ประเทศสวิตเซอร์แลนด์

WEF Annual Meeting 2012

The Great Transformation: Shaping New Models ณ เมืองดาวอส สวิตเซอร์แลนด์ 25-29 ม.ค. 2555

Themes

The shifts of geopolitical and geo-economic power from West to East and from North to South

Live together in a multicultural, multi-ethnic and multi-religious world

Address the social impact of globalization and the new wave of technological innovation

New model for job creation

Drivers

Growth and Employment Models

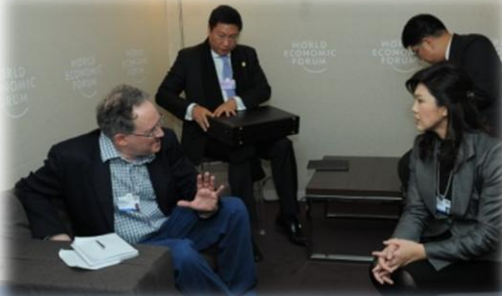
Leadership and Innovation Models

Sustainability and Resource Models

Social and Technological Models



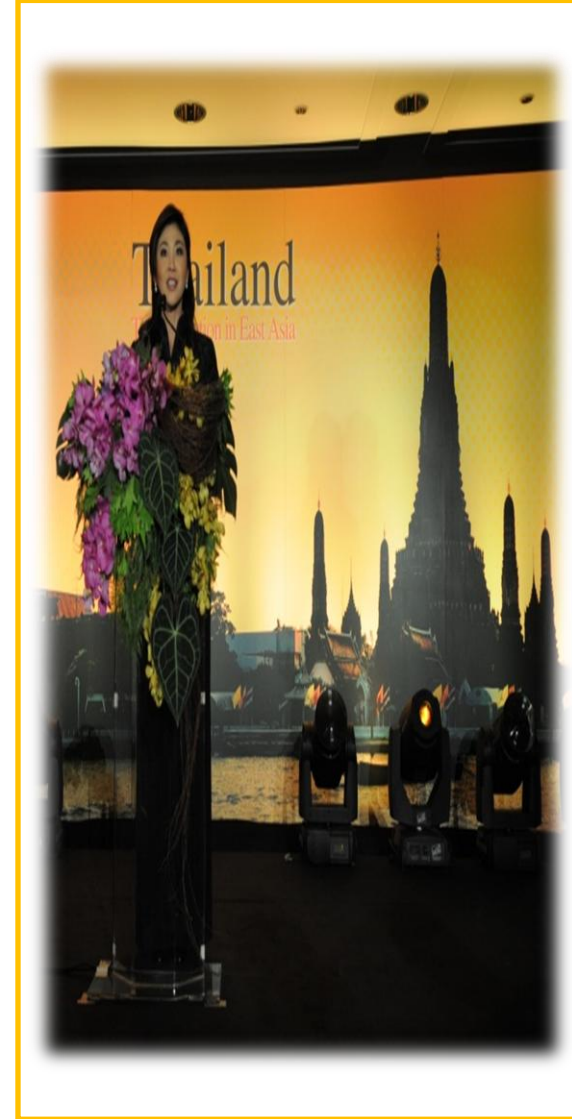
PM's Bilateral Meeting with Leaders in Davos



Panelist in 'Woman as the Way Forward' Session in Davos



Thailand Night



Main Agenda of WEF on East Asia 2012

WEF Annual Meeting 2012



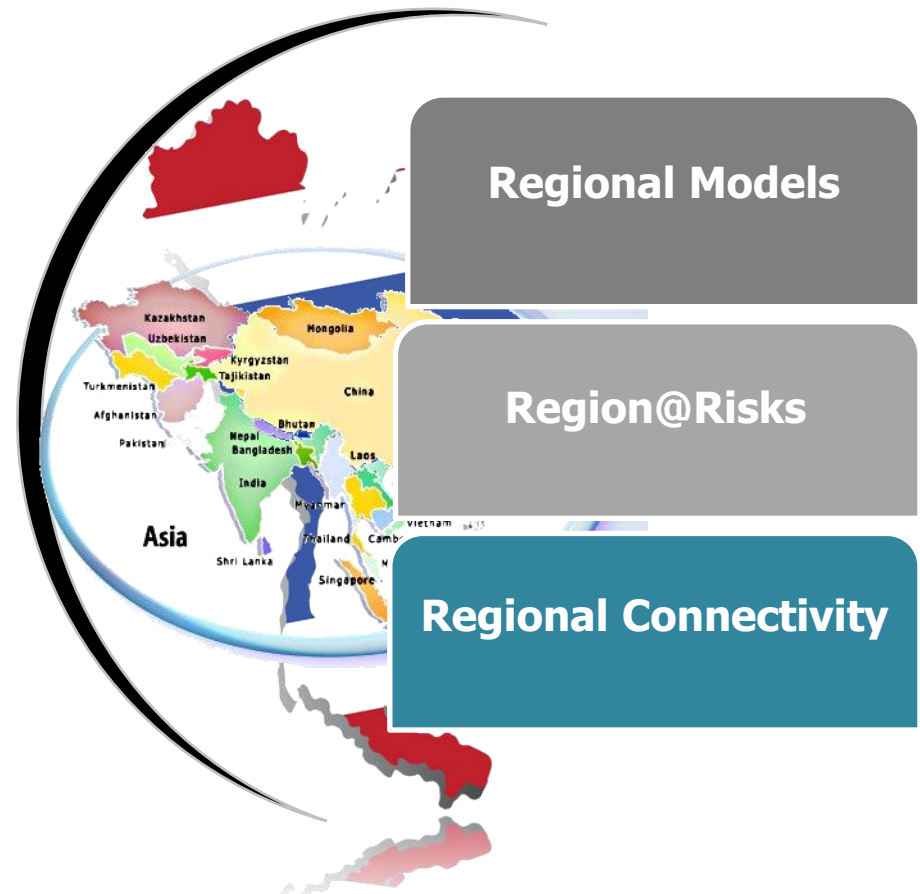
The Great Transformation: Shaping New Models

**Growth and
Employment Models**

**Leadership
and
Innovation Models**

**Sustainability
and Resource Models**

Shaping the Region's Future through Connectivity



Private Session on 30 May 12 (1st Day)

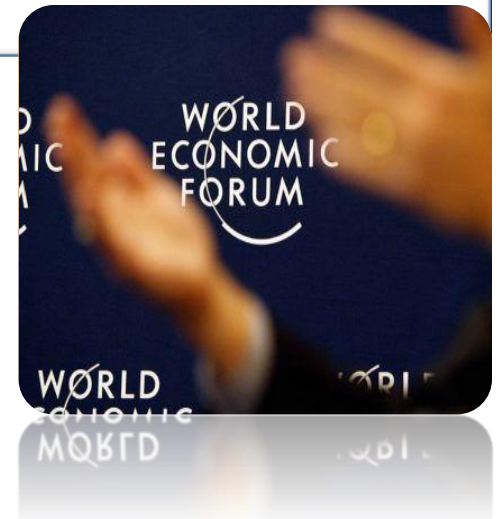
Tourism	ICT	Energy	Agriculture	Public Health
<ol style="list-style-type: none"> 1. Ensuring Competitiveness through the Dynamic Growth of Tourism 2. Reducing Obstacles to Travel Mobility 3. Enabling Trade 4. Flight Plan for Sustainable Aviation 5. A New Brand of Consumers 	<ol style="list-style-type: none"> 1. Power of Data to Fuel Technological, Social, and Economic Innovations 2. Connectivity for Growth: Digital and Physical 3. Partnering for Cyber Resilience: Individual Action, Collective Good 	<ol style="list-style-type: none"> 1. Energy Security and Infrastructure Roundtable: ASEAN: Five-Year Plan in Energy 2. New Energy Architecture for East Asia 	Putting the New Vision for Agriculture into Action in East Asia	Healthy Living: Collaborative Solutions for Maximizing Impact
5	3	2	1	1
Total 12 sessions				

Public Session on 31 May – 1 June 2012 (2nd-3rd Day)

Opening Plenary		
Regional Models	Region@Risks	Regional Connectivity
<ol style="list-style-type: none"> 1. East Asia Models for Transforming the Global Economy 2. Escape from Poverty 3. Asia Women as the Way Forward 4. Generational Legacies 5. The Education, Skill and Jobs Nexus 6. The Promise and Future of Myanmar 	<ol style="list-style-type: none"> 1. Transforming Competitiveness: The Health Advantage 2. From G2 to G3: The Evolving Geopolitics of East Asia 3. Feeding the Multitude 4. Dealing with the Extreme 5. East Asia's Growing Resilience to Risks 6. Powering the Region's Growth: the Future of Energy 7. Financing ASEAN's Future 	<ol style="list-style-type: none"> 1. Technology: Enabling Industries, Bridging Communities 2. Bridging Populations Through Culture 3. The Infrastructure Imperative 4. Driving Growth Through Travel and Tourism 5. Engaging Tomorrow's Consumer 6. New Frontiers for Supply Chains 7. ASEAN Connectivity: Road Map to 2015
6	7	7
Closing Plenary		
Total 22 sessions		

Benefits of the Host Country

- Build confidence of the country
- Thailand on the central stage and movement hi-lighted by the world press
- Extend business and attract trade and investment flows to the country
- Exchange and transfer know-how and technics



Thailand's Existing WEF Foundation Member



Global Growth Company



Thailand's New Members

1. IRPC	FM
2. Siam Commercial Bank	FM
3. Choreon Pakchapun	FM
4. Ban Poo	GGC
5. (AIS)	GGC
6. Bangchak Petroleum	GGC
7. Mitrphol	GGC
8. Sri Thai Superware	GGC

Existing Members

9. Bangkok Bank	FM
10. Thai Airways	FM
11. Thai Beverage	FM
12. Electricity Generating Authority of Thailand	FM
13. Krung Thai Bank	GGC
14. Ch Karnchang	GGC
15. Central Patana	GGC
16. PTT	Industry Partner

Selection Criteria and Member Priviledges

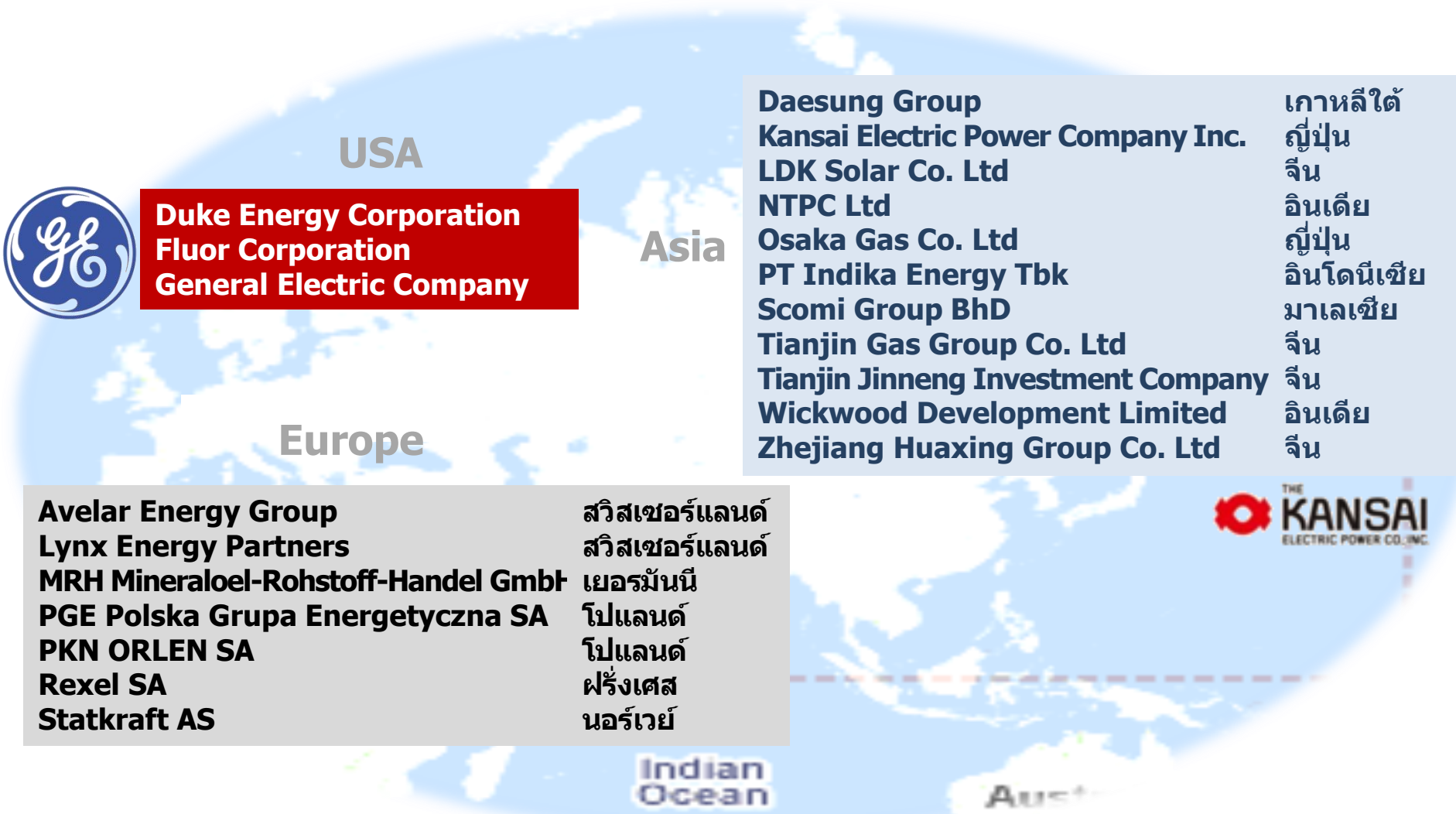
ประเภทสมาชิก	รายละเอียด	
Foundation Members (FM)	Criteria App. Fee Privileges	Total revenue more than 5,000 Mil US \$ (150,000 Mil Baht) ต่อปี 50,000 Swiss Franc (1.5 Mil Baht)/year (1) WEF AM (2) WEF Regional Meetings (3) The Meeting of the New Champions
Global Growth Companies (GGC)	Criteria App. Fee Privileges	Total revenue 100-5,000 Mil US \$ (3,000-150,000 Mil Baht) /year and 15% grow rate in 2 consecutive years เป็นเวลา 2 ปี 25,000 Swiss Fran (750,000 Baht)/year (1) WEF Regional Meetings (2) The Meeting of the New Champions

Comparison of WEF Members in ASEAN

Country	Foundation Members	Global Growth Companies	Industry Partner	Total (Company)
Indonesia	12	5	-	17
Vietnam	3	10	-	13
Malaysia	4	2	-	6
Thailand	7	8	1	16

สมาชิก WEF ในแต่ละสาขา

สาขาพลังงาน



USA



Duke Energy Corporation
Fluor Corporation
General Electric Company

Asia

Daesung Group
Kansai Electric Power Company Inc.
LDK Solar Co. Ltd
NTPC Ltd
Osaka Gas Co. Ltd
PT Indika Energy Tbk
Scomi Group Bhd
Tianjin Gas Group Co. Ltd
Tianjin Jinneng Investment Company
Wickwood Development Limited
Zhejiang Huaxing Group Co. Ltd

เกาหลีใต้
 ญี่ปุ่น
 จีน
 อินเดีย
 ญี่ปุ่น
 อินโดนีเซีย
 มาเลเซีย
 จีน
 จีน
 อินเดีย
 จีน

Europe

Avelar Energy Group	สวิสเซอร์แลนด์
Lynx Energy Partners	สวิสเซอร์แลนด์
MRH Mineraloel-Rohstoff-Handel GmbH	เยอรมันนี
PGE Polska Grupa Energetyczna SA	โปแลนด์
PKN ORLEN SA	โปแลนด์
Rexel SA	ฝรั่งเศส
Statkraft AS	นอร์เวย์



Indian Ocean

Australia

สมาชิก WEF ในแต่ละสาขา

สาขาน้ำมันและก๊าซ



USA

Chevron Corporation
Exxon Mobil Corporation
IHS



Pertamina (Persero)
Reliance Industries Limited
SK Holdings

อินโดนีเซีย
 อินเดีย
 เกาหลีใต้



Shell

Europe

BP Plc
Eni SpA
Mercuria Energy Group Ltd
Royal Dutch Shell Plc
Statoil ASA
Total

อังกฤษ
 อิตาลี
 สวิสเซอร์แลนด์
 เนเธอร์แลนด์
 นอร์เวย์
 ฝรั่งเศส

Asia



Saudi Aramco

Crescent Petroleum
Essar Global Ltd
Kuwait Petroleum Corp.
Saudi Aramco

UAE
UAE
 คูเวต
 ซาอุดีอาระเบีย

Indian Ocean

Aust

สาขาสินค้าอุปโภคบริโภค

Archer Daniels Midland Co. (ADM)
 Cargill Incorporated
 Corn Products International Inc.
 Darden Restaurants Inc.
 Del Monte Foods Company
 Diageo North America Inc
 General Mills Inc.
 Kraft Foods Inc.
 Land O'Lakes Inc.
 Monsanto Company
 PepsiCo Inc.
 The Coca-Cola Company
 Yum! Brands Inc.



USA

Amira Foods (India) Limited
 CHIC Group Global Co. Ltd
 Dalian Zhangzidao Fishery Group Co. Ltd
 Itochu Corporation
 JiuSan Oils and Grains Industries Group Co. Ltd
 Karuturi Global Limited
 Kikkoman Corporation
 Kirin Holdings Company Limited
 KRBL Limited
 LT Foods Ltd
 Nissin Foods Holdings Co. Ltd
 Ruchi Soya Industries Ltd
 Thai Beverage Public Company Limited



อินเดีย
 จีน
 จีน
 ญี่ปุ่น
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 อินเดีย
 ไทย

Europe

AGCO Corporation
 Heineken International
 illycaffè SpA
 Louis Dreyfus Commodities B.V.
 Nestlé SA
 SABMiller Plc
 Syngenta International AG
 Unilever
 Yara International ASA



สวิสเซอร์แลนด์
 เนเธอร์แลนด์
 อิตาลี
 เนเธอร์แลนด์
 สวิสเซอร์แลนด์
 อังกฤษ
 สวิสเซอร์แลนด์
 เนเธอร์แลนด์
 นอร์เวย์

Asia

Ocean

Aust

OVERALL DESIGN CONCEPT & DIRECTION

/01.1 Format

PAPER FORMAT

Dimension & Paper Type



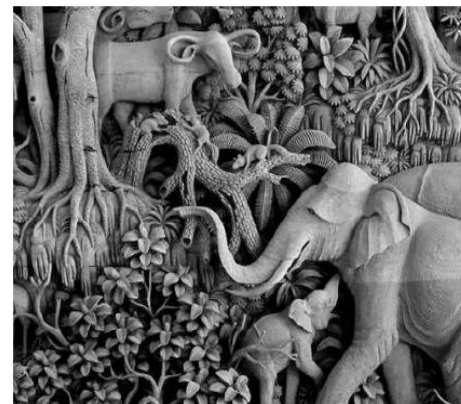
PRODUCTION TECHNIQUE

Die-cut



**BOOKBINDING
TECHNIQUE**
Spiral Binding

DETAIL ORIENTED REGION



Description ค่ายเอกลักษณ์ที่โดดเด่นของประเทศไทยคือ ความประณีต วิจิตร ความละเอียดลออในการทำสิ่งต่างๆ ที่สร้างความประทับใจให้ชาวต่างชาติ จึงนำเอาคุณลักษณะนี้มาประยุกต์ใช้ในการออกแบบหนังสือ โดยใช้เทคนิคการ Die-cut ในงานพิมพ์มาทำให้นั่งถือเสมือนเป็นงานแกะสลักที่ประณีต

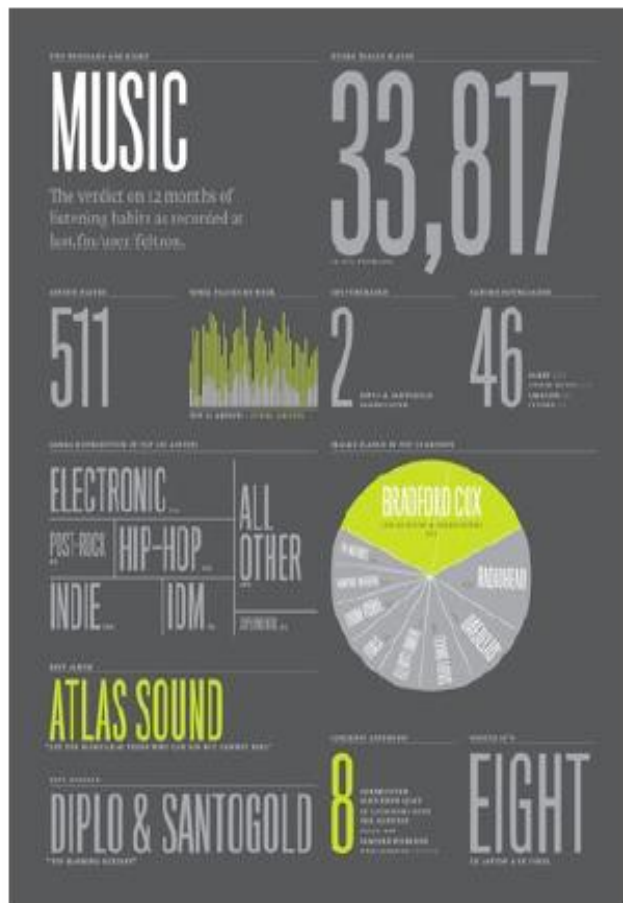
/01.2 Graphic Style

GRAPHIC

Using Information graphic

Style

Duo Tone



/01.3 Sample Page [Opening Page]

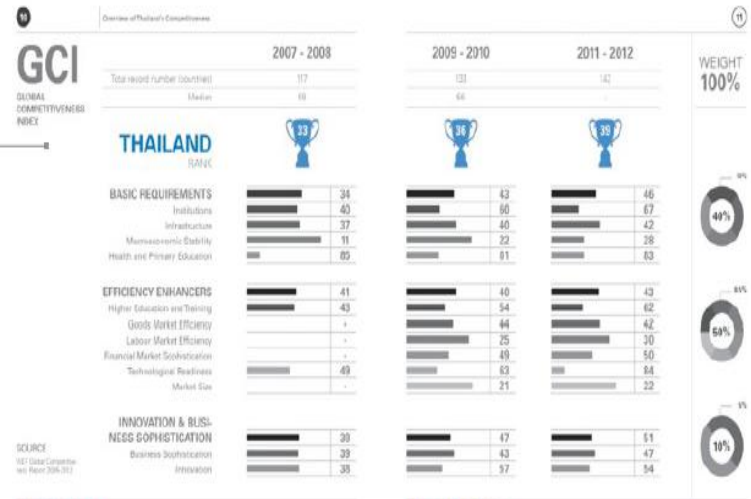
OVERVIEW OF THAILAND'S COMPETITIVENESS

Thailand ranks 39th in the World Economic Forum Global Competitiveness Report 2011-2012. The country has maintained its ranking after dropping in performance several years back. To upgrade the Kingdom's positioning in global competitiveness, Thailand's strengths and weaknesses to be addressed are as follows:



Section Pattern
Die-cut technique

/01.4 Sample Page [Content Page]



STRENGTHS

In recent years, Thailand's overall competitiveness score has been relatively stable. It is supported by strengths such as macro-economic stability, a large domestic market, strong labour market conditions, and good infrastructure.

Solid economic development, underpinned by sound monetary and fiscal policies, as well as by general macroeconomic stability and management. Pioneering and levels of employment have also been stable. In addition, diversification of strong sectors industries help shield the Thai economy from external volatility.

Improvements in infrastructure, and consider able investments from the government for further infrastructural development, continues to be a supporting factor to the country's unimpaired competitiveness ranking. Road, rail and sea transportation routes continue to be developed in terms of strengthening facility and making participation from different sectors.

Additionally, the relatively immense size of domestic regional and international markets enables Thailand to achieve economies of scale due to lower costs of production. Market efficiency, including resource allocation mechanisms for production and services, remains at an adequate level.

WEAKNESSES

While Thailand's economy has consistently grown, weaknesses lie in poor health-related factors (GUCHAD), technological readiness, and quality of regional institutions. National income per capita remains low, with small savings and poor investment volume. This reflects the majority of the population's limited access to capital and capability of income generation.

Progress in science and technology is a great concern, especially since technological readiness has drastically dropped over the past few years. It is vital that new technologies to promote productivity and revenue innovation be adopted. However, efficient organization management and innovation development in production processes require investment, and in becoming scientific and technological infrastructure, it is also necessary for increasing national competitiveness.

Information Graphic

Body Text



—●
Thank you