

# Thailand

## Key indicators

Population (millions)	69.0
GDP (\$ billions)	390.6
GDP per capita (\$)	5662.3
Share of world GDP (PPP\$, %)	1.0
Current account surplus/deficit, share of GDP (%)	9.6
Tariff preference margin (percentage points)	3.1
Imports and exports (goods and services), share of GDP (%)	132.6
Services exports, share of total exports (%)	22.3
Geographic region	Asia
Country group	
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
Small	54.0	26.7	26.3
Medium	53.5	28.7	33.2
Large	69.4	51.7	52.7
All	56.1	29.2	32.8
BUSINESS ECOSYSTEM	64.6	64.3	<b>90.8</b>
NATIONAL ENVIRONMENT	65.7	61.0	58.0

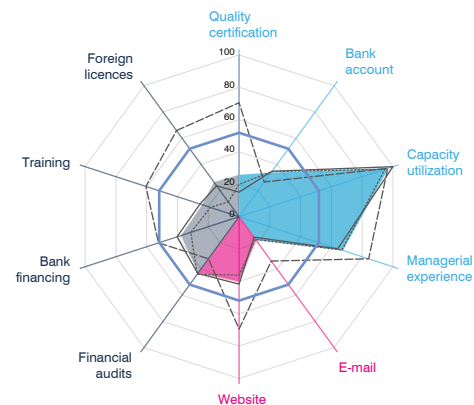
Reference level: 51.9 (a function of GDP per capita)

**Weaknesses are scores below: 25.9** | **Strengths are scores above: 77.8**

## SME Competitiveness Grid

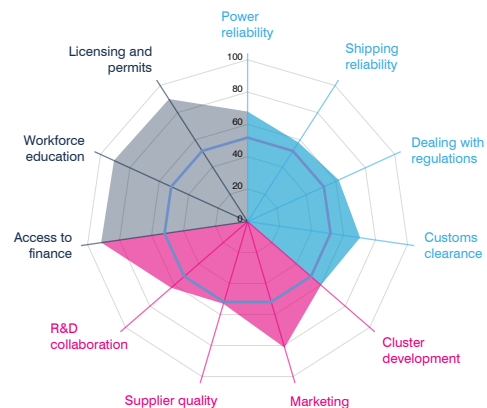
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	<b>19.9</b>	<b>15.2</b>	70.4	<b>25.9</b>
Bank account	34.4	34.7	26.5	33.7
Capacity utilization	<b>94.8</b>	<b>100.0</b>	<b>96.6</b>	<b>97.1</b>
Managerial experience	66.8	64.2	<b>84.2</b>	67.6
<b>Connect</b>				
E-mail	<b>17.3</b>	<b>15.7</b>	33.9	<b>18.0</b>
Firm website	36.1	41.7	69.4	40.3
<b>Change</b>				
Audited financial statement	44.0	43.4	32.1	42.9
Investment financed by banks	31.3	40.3	52.3	37.8
Formal training programme	<b>18.6</b>	<b>25.3</b>	60.6	<b>24.0</b>
Foreign technology licences	<b>11.3</b>	<b>23.6</b>	65.7	26.4



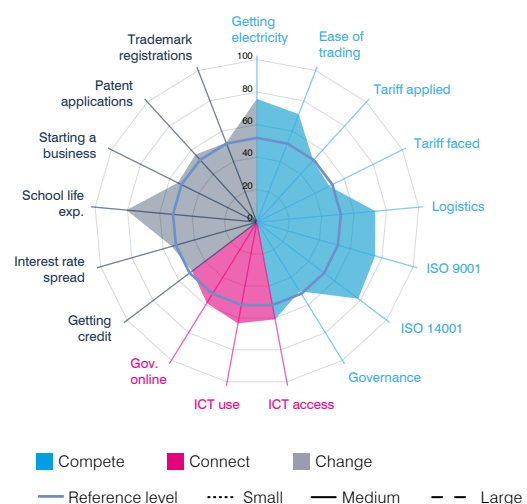
### BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	68.0	60.9	68.0	68.0
Domestic shipping reliability	50.0	72.8	72.8	58.2
Dealing with regulations	57.3	71.6	<b>81.3</b>	62.0
Customs clearance efficiency	60.7	77.3	<b>83.3</b>	70.4
<b>Connect</b>				
State of cluster development				60.1
Extent of marketing				<b>81.3</b>
Local supplier quality				53.1
University-industry collaboration in R&D				62.6
<b>Change</b>				
Access to finance	<b>89.1</b>	<b>95.6</b>	<b>97.5</b>	<b>91.5</b>
Access to educated workforce	<b>92.4</b>	<b>84.6</b>	<b>98.6</b>	<b>90.8</b>
Business licensing and permits	<b>86.5</b>	<b>100.0</b>	<b>96.3</b>	<b>90.0</b>



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	75.8
Ease of trading across borders	71.3
Applied tariff, trade-weighted average	51.4
Prevalence of technical regulations	-
Faced tariff, trade-weighted average	49.7
Logistics performance index	73.2
ISO 9001 quality certificates	75.6
ISO 14001 environmental certificates	<b>78.2</b>
Governance index	50.0
<b>Connect</b>	
ICT access	60.9
ICT use	63.4
Government's online service	58.6
<b>Change</b>	
Ease of getting credit	50.0
Interest rate spread	54.5
School life expectancy	<b>80.6</b>
Ease of starting a business	54.4
Patent applications	56.2
Trademark registrations	52.5



**Note:** Scores range from 0 to 100, a higher score indicates a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2016) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Thailand is an upper-middle income country with a population of 69 million and GDP of \$390.6 billion. Goods and services account for 77.7% and 22.3% of exports, respectively.

The country's unrealized potential to increase existing exports lies mostly within its home region and to Europe and the Americas (see table below). *Cards incorporating one or more electronic integrated circuits* have an unrealized export potential of around \$6 billion in the home region.

Regarding new export products, Thailand has diversification opportunities in the chemicals and metals sectors with products such as *dioctyl orthophthalates*, *hammers and sledge hammers with working parts of base metal*, and *chemical elements and compounds for use in electronics*. The production of these products involves a relatively strong participation of SMEs. Other products identified for diversification include *interchangeable spanner sockets*, *methanol "methyl alcohol"*, and *saccharin and its salts*.

Small firms in Thailand perform well in capacity utilization and accessing an educated workforce. They underperform, however, in using e-mails and owning foreign technology licences. The largest gap between small and large firms lies in owning foreign technology licences. The country's national environment performs well in attaining ISO certification related to environment and school life expectancy.

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators										
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology							
			0 7500 0 7500 0 7500 0 7500 0 7500															
Storage units for automatic data-processing machines	847170	15130																
Cards incorporating one or more electronic integrated circuits "smart cards"; electronic...	85XXXd	10268																
Parts and accessories of printers, copying machines, facsimile machines and other office...	84XXXd	4334																
Motor vehicles for the transport of goods, with compression-ignition internal combustion piston...	870421	7310																
Technically specified natural rubber "TSNR"	400122	3892																
Motor cars and other motor vehicles principally designed for the transport of persons, incl. station...	870323	2226																
Semi-milled or wholly milled rice, whether or not polished or glazed	100630	4532																
Miscellaneous parts and accessories, for tractors, motor vehicles for the transport of ten or more...	8708XX	3725																
Television cameras, digital cameras and video camera recorders	852580	2601																
Raw cane sugar, in solid form, not containing added flavouring or colouring matter	1701XX	1888																

**Notes: Unrealized potential table:** Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

**Source:** ITC Export Potential Map, <http://exportpotential.intracen.org>