

Opportunity

- Establishment of economic corridor linking Northern Cities with GMS and South Asia
- Creating Trading route to enter into Chinese market via Vietnam and Laos
- Utilized Lanna culture in new product development
- Investment in Warehouse and Distribution for New trade route
- Potential Large investment in Software Industry supported by Government

Implications

- Poor inland Infrastructure linking GMS and South Asia
- Vietnam & Laos still lack of standard in-land infrastructure facilities to support the trading route between Thai – China
- Lanna culture does not have strong awareness in the international market

Cluster Competitive Strength

**ANG TONG, AYUTHAYA,
PATHUM THANI, NONTHABURI**

High

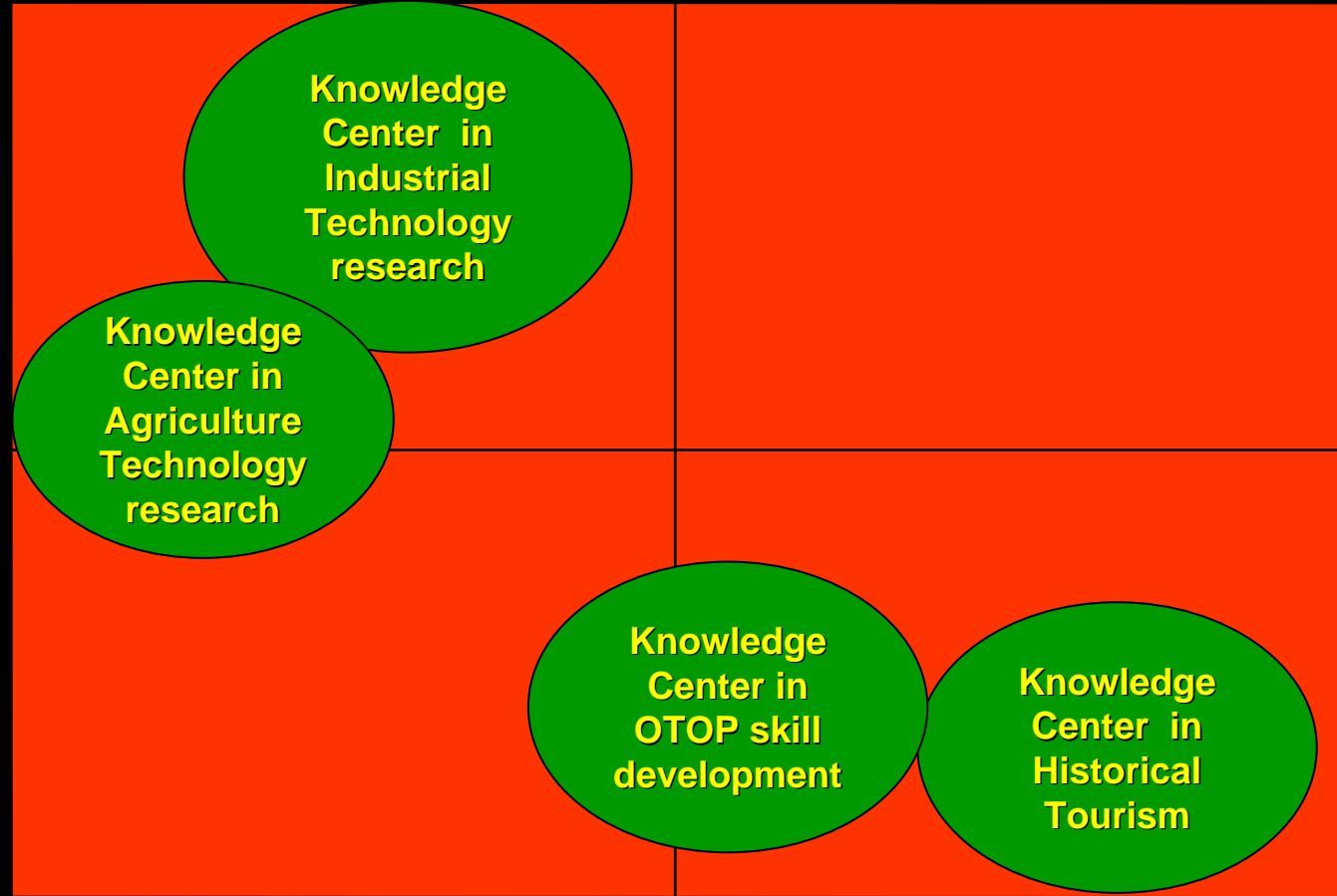
Technology

Low

Low

Touch

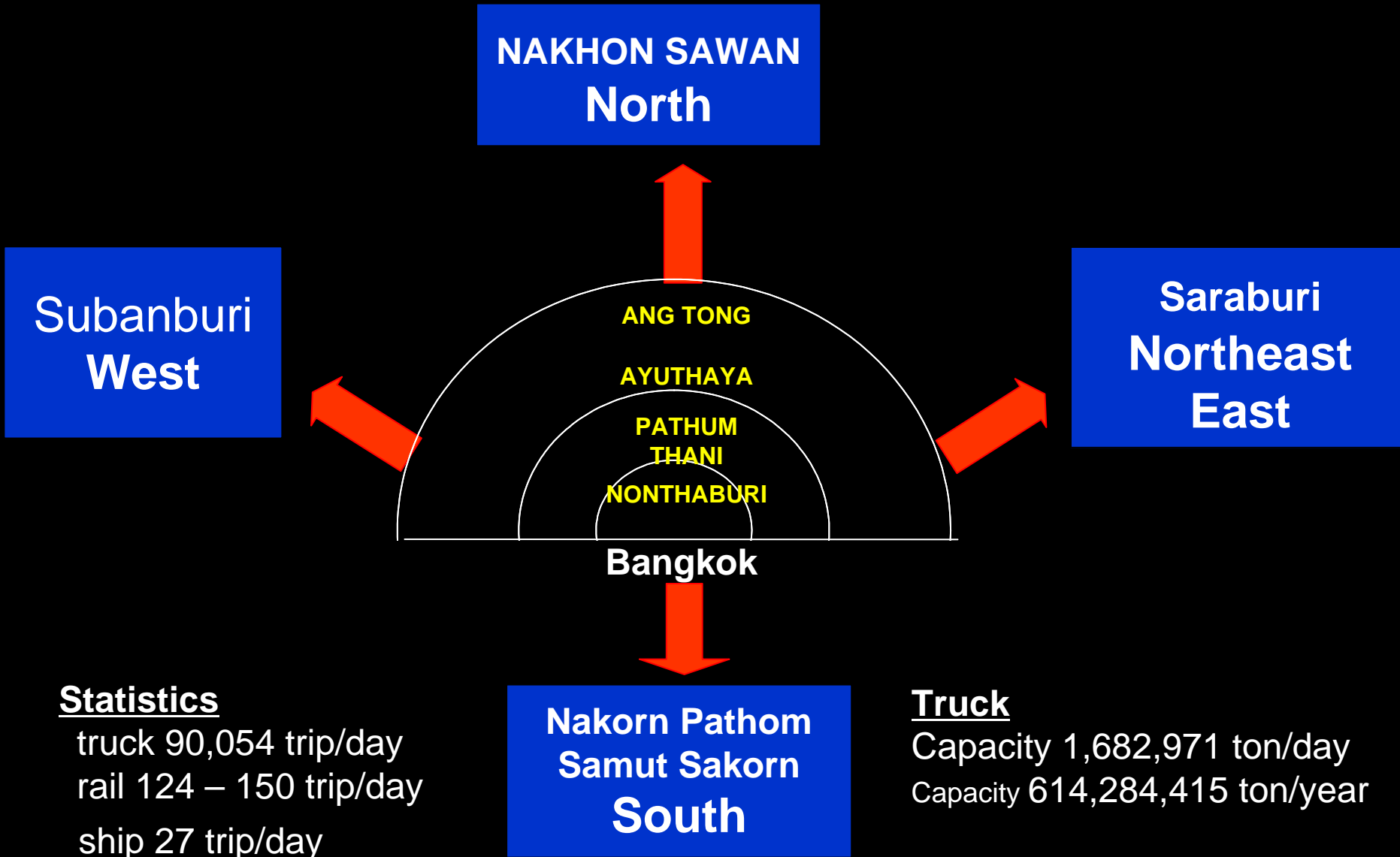
High



- **University 38**
- TU, AIT, RU, EU, BU
- Science park
- M-Tech Nectec
- Museum
- Rice research center

- **Cultural Heritage (Ayuthaya)**
- **Ayuthaya Foreign Village**
- ศูนย์แสดงสินค้าอุตสาหกรรม ศูนย์ศิลปาชีพ

Cluster Geographic Positioning



Opportunity

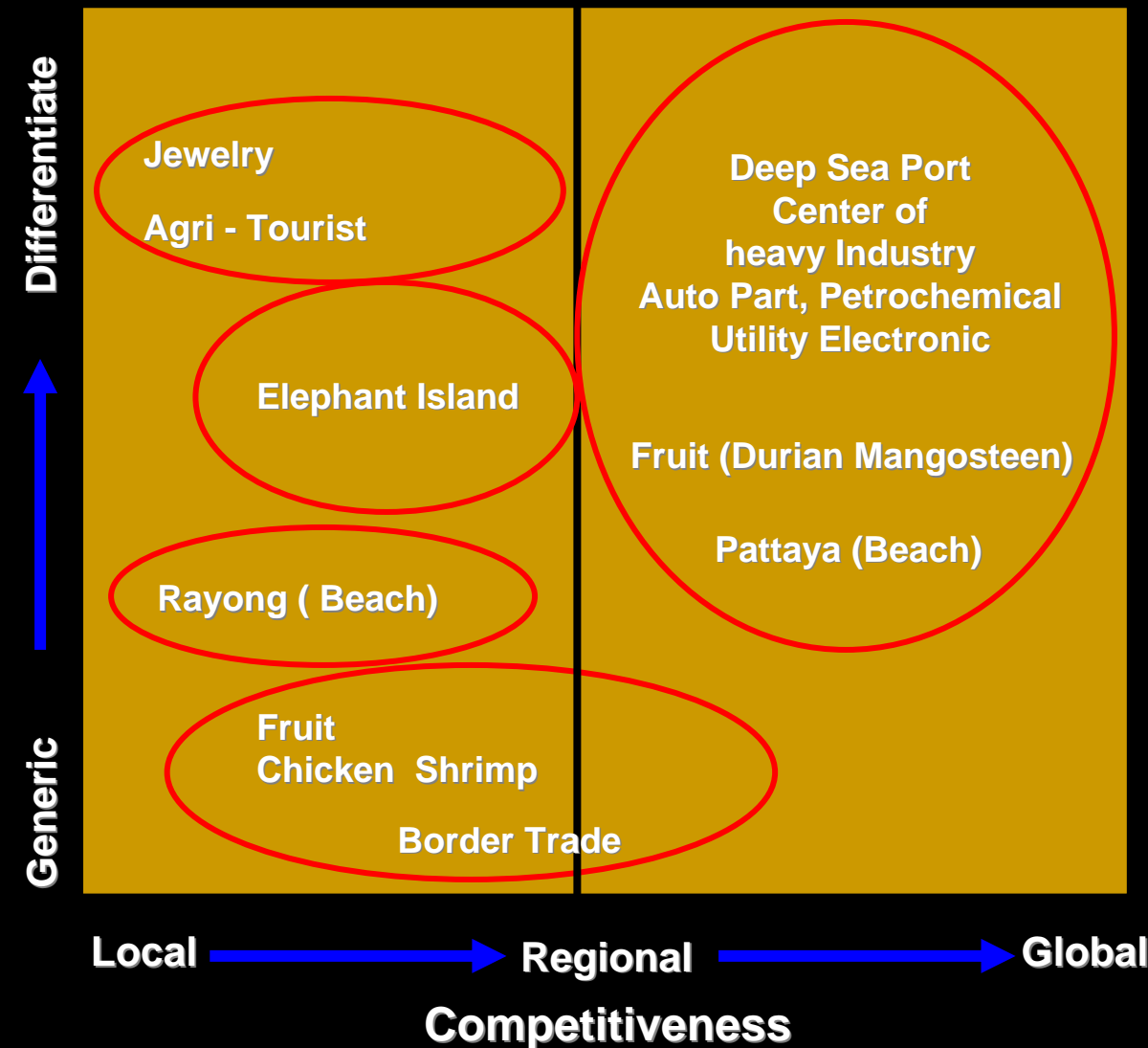
- **Setup Inter-Regional Logistic Hub support distribution particularly for 3PL providers**
- **Utilize Center of Excellent in Advance Technology and skilled labor product from this cluster group**
- **Setup trading companies to trade products from handicraft**

Implications

- **Skill uncertain about the demand for logistic originate from this cluster**

Portfolio Analysis

SARAYONG, CHON BURI, TRAT, CHANTHABURI



Strategy

- Industrial Center of Asian
- Create value enhancement of main fruit product (Durian, Mangosteen)
- Link main tourism with new attraction
- Enhance Business link with Cambodia

Opportunity

- **Tourist Attraction**
- **Logistics Hub link Deep Sea Port with New Airport Utilize Multi-transportation**
- **Opportunity for Global logistics companies**
- **Export Fruit**

Implications

- **Deteriorate environment**
- **Large establish incumbents**
- **Quality control and production control**

Opportunity for Private Sectors

1 Upper North

2 Lower North

3 Upper Central

	Cluster/ Group	Distribution Logistics	Travel Agency	Trading Company	Agriculture Processing	Software Company
1.1	CHIANGMAI LAMPANG MEA HONG SON LAMPHUN CHIANG RAI PHRAE NAN PHAYAO					
2.1	UTTARADIT PHITSANULOK SUKHOTHAI TAK PHETCHABUN					
2.2	NAKHON SAWAN KAM PHAENG PHET UTHAI THANI PHI CHIT					
3.1	ANG TONG AYUTHAYA PATHUM THANI NONTHABURI					
3.2	SARABURI SINGBURI CHAI NAT LOP BURI					

Opportunity for Private Sectors

4 Lower Central

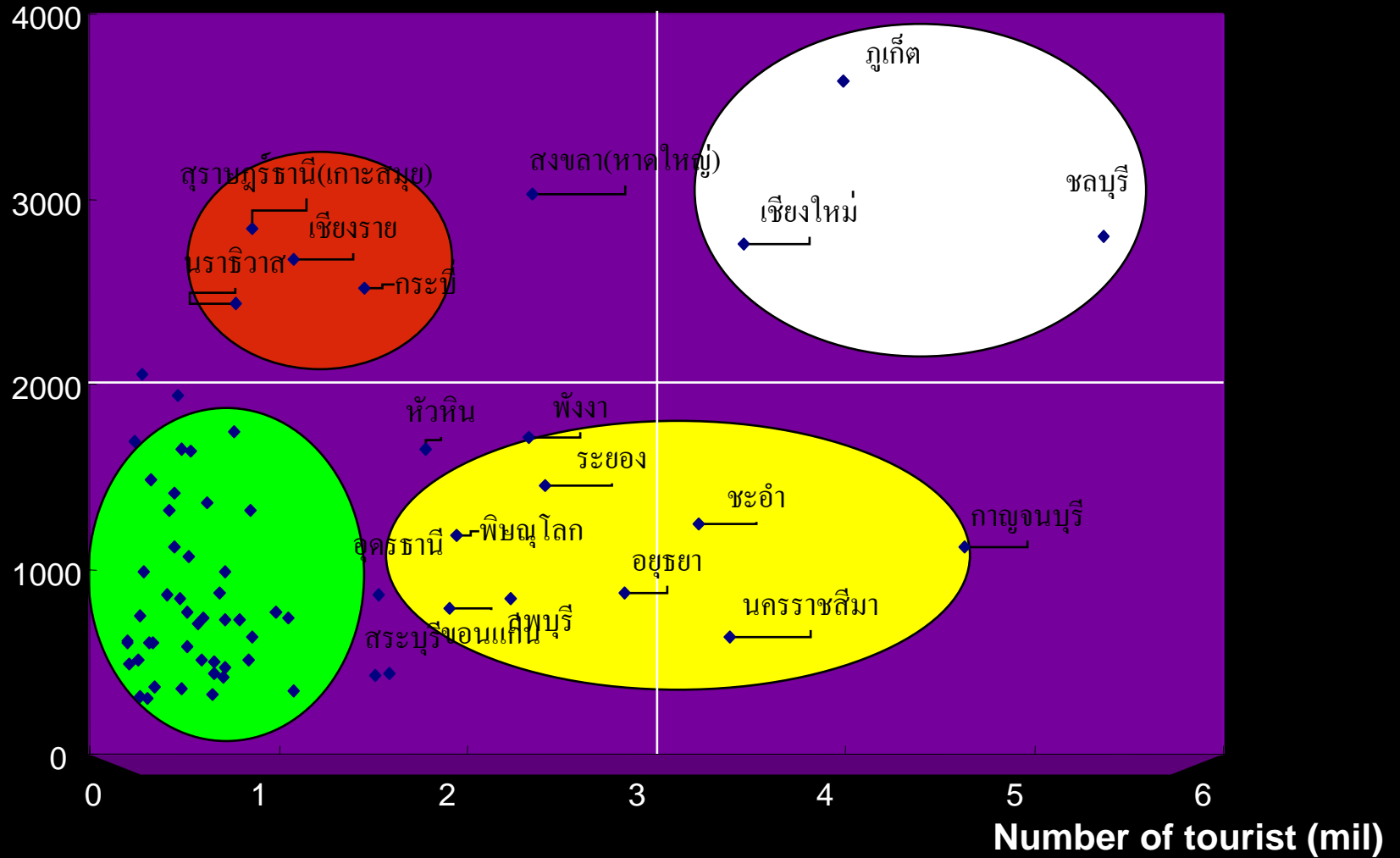
	Cluster/ Group	Distribution Logistic	Travel Agency	Trading Company	Agriculture Processing	Software Company
4.1	RATCHABURI KACHANABURI SUPHAN BURI NAKHON PATHOM					
4.2	PHACHUAP PHETCHABURI SAMUT SONGKHRAM SAMUT SAKHON					
4.3	SAMUT PRAKAN NAKHON NAYOK CHACHOENSAO PRACHIN BURI SA KAE0					
5 West	5.1	RAYONG CHON BURI TRAT CHANTHABURI				
6 Upper Northwest	6.1	UDON THANI LOEI NONG KHEI NONG BUA LAM PHU				
	6.2	MUKDAHAN NAKORN PHANOM SAKHON NAKORN KALASIN				
	6.3	KHON KAEN ROI ET MAHA SARA KHAM				

Opportunity for Private Sectors

	Cluster/ Group	Distribution Logistic	Travel Agency	Trading Company	Agriculture Processing	Software Company
7 Lower Northwest	7.1 NAKHON RATCHASIMA CHAIYAPHUM BURI RAM SURIN					
	7.2 YASOTHON UBON RATCHATHANI SI SA KET AM NAT CHAREON					
	8.1 SURAT THANI RANONG CHUMPHON					
8 South	8.2 NAKHON SI THAMMARAT TRUNG PHATTHALUNG					
	8.3 PHUKET PHANGNGA KRABI					
9 Lower South	9.1 YALA NARATHIWAT PATTANI					
	9.2 SONGKHLA SATUN					

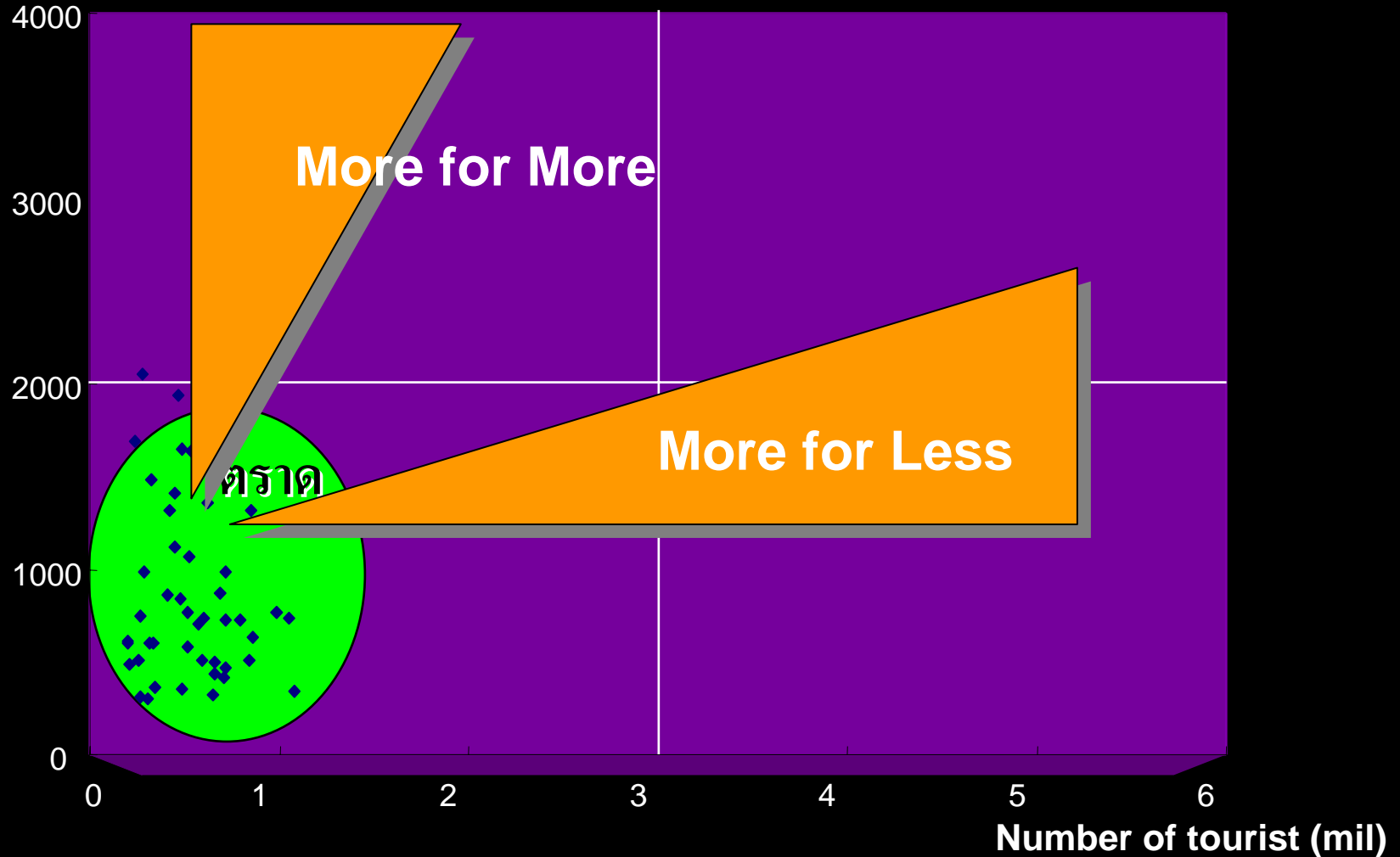
Tourism Performance by Destination

Revenue/ Head
(baht)

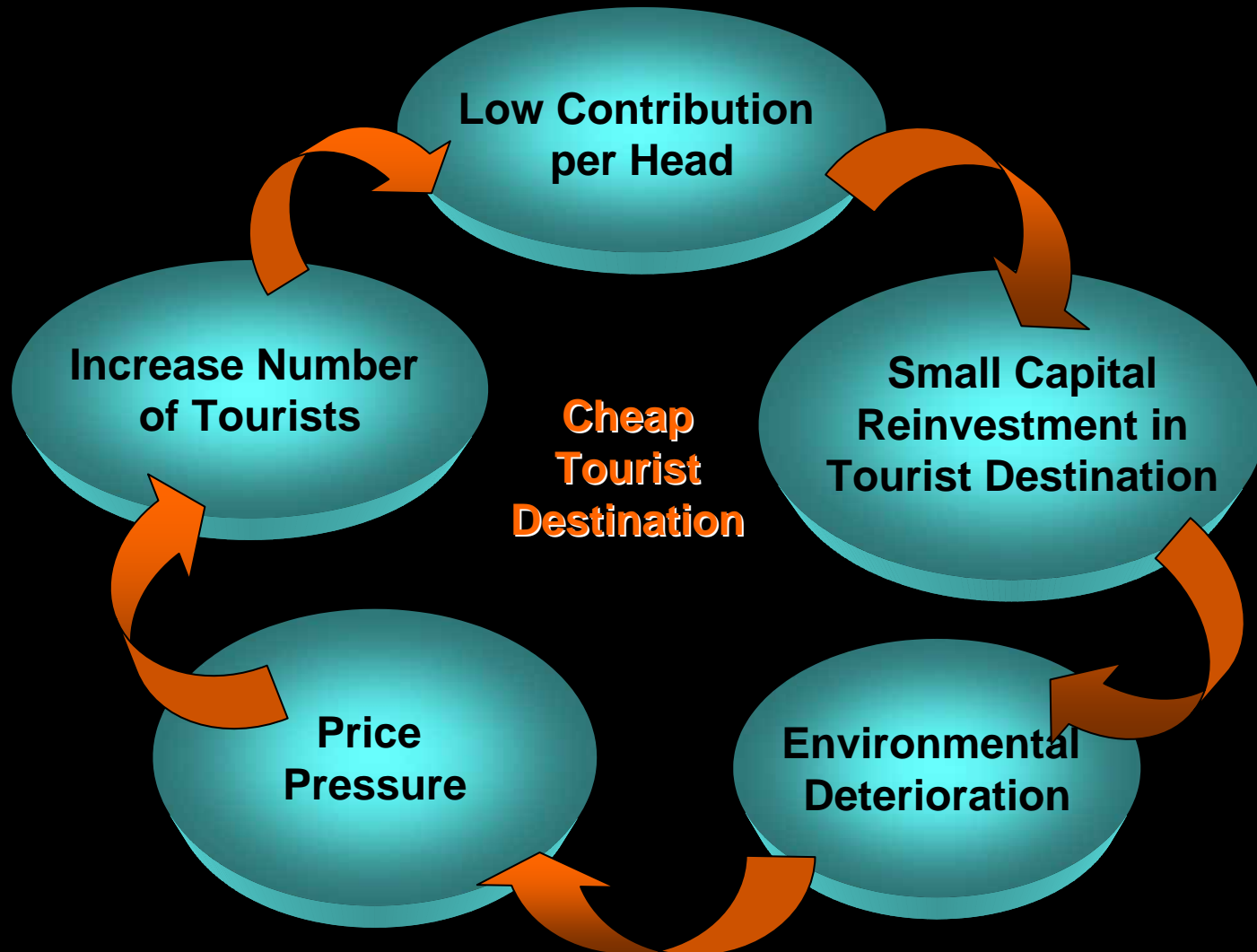


Provincial Strategy: Tourism Industry Example

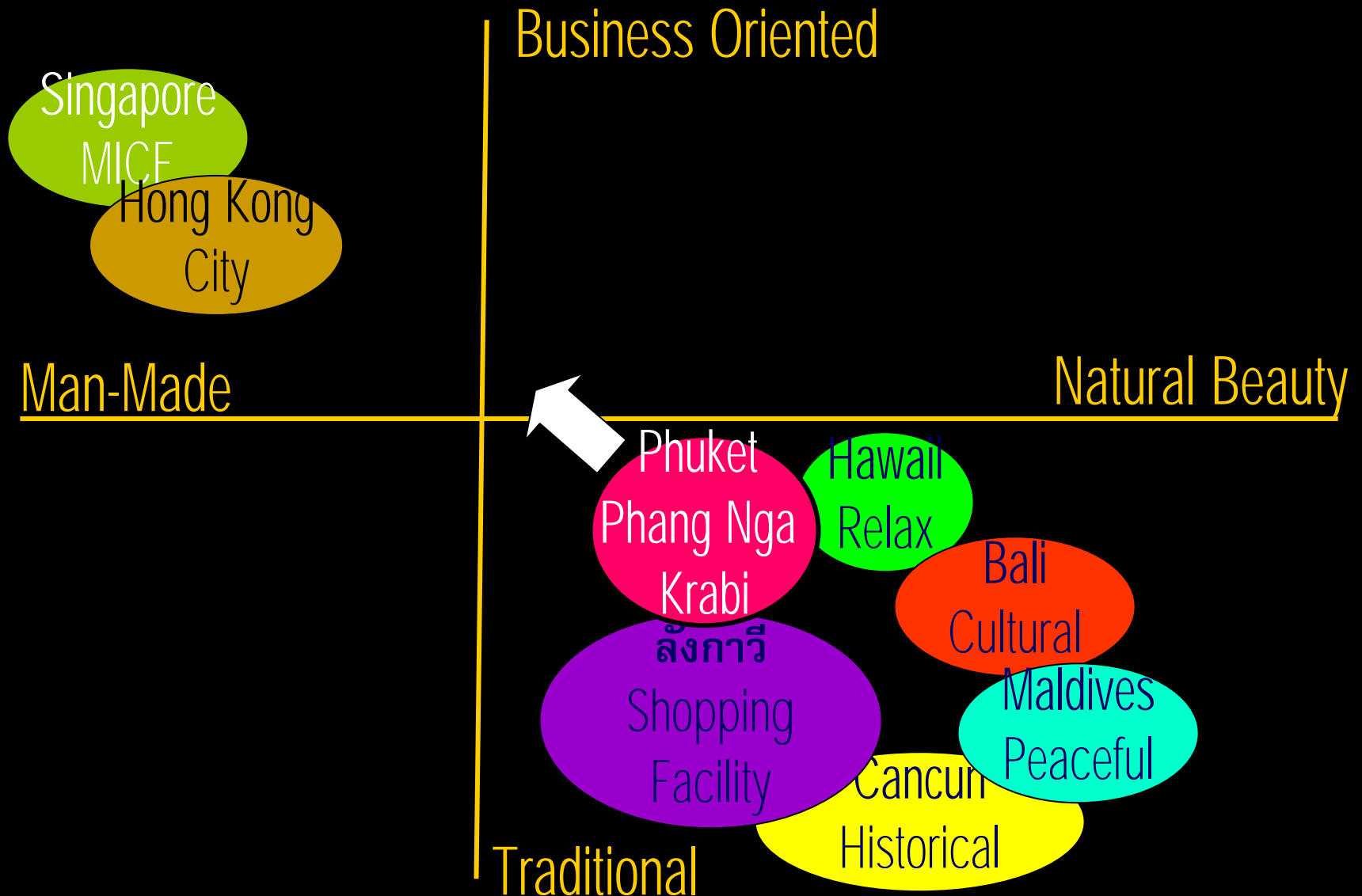
Revenue/ Head
(baht)



We Enjoy Profitless Growth



Strategic Positioning: Phuket, Phangnga, Krabi



Strategic Positioning

World-Class Tropical Paradise

Phuket

Premium Tropical Beach & Resort

Phangnga

World-class Marine & Eco-tourism
Destination

Krabi

Natural Beach & Resort with Serenity

The Image of Place

1 2 3 4 5 6 7

Innocent

Feminine

Friendly

Romantic

Old

Safe

Clean

Interesting

Vibrant

Pretty

Sophisticated

Natural

Harmonious

Sinful

Masculine

Cold

Boring

New

Unsafe

Dirty

Boring

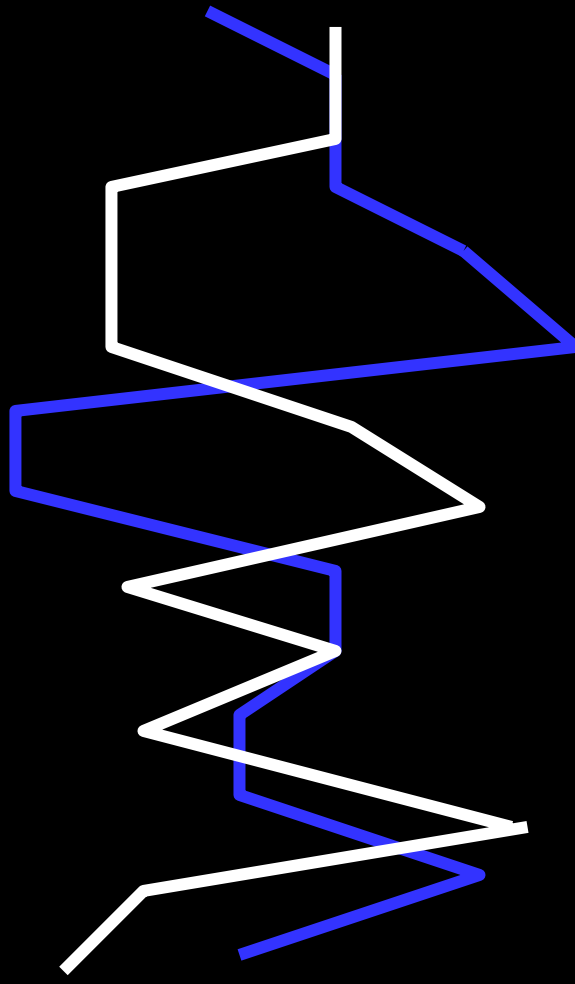
Stagnant

Ugly

Simple

Artificial

Conflicting



Value Proposition

New Zealand

Greater Phuket

What the brand
is

Freedom
and Purity

?

What the brand
does

New Pacific
Freedom

?

Tagline
articulation

100% Pure

?

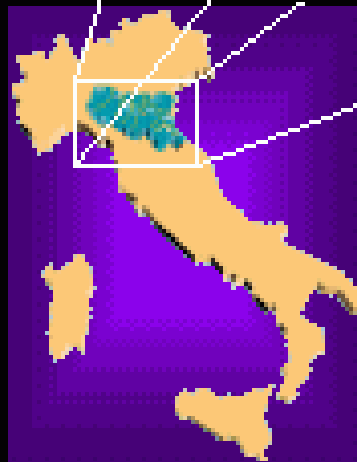
Making Our Provinces Globally Attractive

Characteristics	Old	New
Labor	Low cost, unskilled	Quality, Higher skilled
Tax Climate	Low tax, low service	Modest tax, high service
Incentives	Least cost production, cheap land and labor	Value-added adaptable labor force, professionals
Amenities	Housing and Transportation	Culture, recreation, museums, shopping, airport
Schools	Availability	Quality Schools
Higher Education	Not Key	Quality schools and research facilities
Regulation	Minimum	Compatible quality of life and business flexibility
Energy	Cost/Availability	Dependability/reliability
Communication	Assumed	Technology access
Business	Aggressive chamber of commerce	Partnership

Northern Italy

Example

Emilia-Romagna



Key Features

- Population 4 millions
- 90,000 SMEs covering 40% of employment
- Stand alone and subcontractors SMEs
- Supporting infrastructure: transports, research center, financial institutes, university, laboratories
- Gain advantages of economies of specialization
- Export-oriented and has capacity to respond to market changes and compete globally

**High Performance
Province**

**High Performance
Cluster**

**High Performance
Economy**

