

Survey of Business Sentiment on Japanese Corporations in Thailand
for the Autumn of 2009

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Survey of Business Sentiment on Japanese Corporations in Thailand for autumn of 2009

JCC Economic Survey Team

Survey Period

Questionnaire requesting date November 3, 2009

Questionnaire response deadline December 4, 2009

Questionnaires response

This questionnaire was handed out to
1,296 JCC member corporations.
(Thirteen governmental organizations are excluded.)

No. of firms responding this questionnaire
395 corporations

The percentage of response
30.5 percent

No. of firms

Industry		No.
Manufacture	Food	13
	Textile	16
	Chemical	28
	Steel/ non-ferrous metal	34
	General machinery	14
	Electric/ electronics machinery	52
	Transportation machinery	52
	Others	43
Manufacturing sector total		252
Non-manufacture	Trading	41
	Retailer	13
	Finance/ insurance/ securities	15
	Construction/ civil engineering	24
	Transportation/ communication	21
	Others	29
	Non- manufacturing sector total	
Total		395

Note

Since the number of corporations responding this questionnaire is not sufficient, it may not be advisable to judge the situation only by seeing the percentage.

Report of response to this questionnaire

Please refer to the following pages.

1. BUSINESS SENTIMENT

(1) Summary

From the first half of 2009 to the first half of 2010, the target period of this survey, business sentiment is anticipated to be continually “deteriorating” until the first half of 2009. However, it turned to be “improving” in the second half of 2009, and continuously “improving” in the first half of 2010. (Table 1-1)

(Table 1-1) Business Sentiment

Unit: percent

	Past Surveys										Survey this time		
	Result								Forecast		Result		Forecast
	05H1	05H2	06H1	06H2	07H1	07H2	08H1	08H2	09H1	09H2	09H1	09H2	10H1
Improving	56	58	49	37	39	49	57	21	15	50	15	64	52
No change	20	18	27	25	30	27	23	15	17	23	17	18	36
Deteriorating	24	24	24	38	31	24	20	65	68	26	68	19	12
(Ref) DI	32	34	25	-1	8	25	37	-44	-53	24	-53	45	40

(Note) 1. DI = “improving” – “deteriorating”

2. Since the fraction of percentage is rounded off, the totaling may not be equal to 100 percent. This also applies to the tables below.

(Note) To determine whether business performance are “improving” or “deteriorating”, business performance is to be compared between in this term and in the previous term. If DI, which is the balance between those two figures, is above the neutral level, it signifies that business performance is improving even though the indicator declined from the previous term.

(2) The first half of 2009 (January – June)

The percentage of the firms reporting that business sentiment was “improving” decreased to 15 percent from the previous term (21 percent), whereas that reporting “deteriorating” was increasing to 68 percent from the previous term (65 percent). As a result, diffusion Index (DI), which is the balance between “improving” and “deteriorating”, was calculated at -53 percent, minus 9 points from the previous term (-44 percent). The overall DI has shown a negative figure since the second last survey. (Table 1-1)

In the manufacturing sector, DIs were continually decreasing in all industries except the food industry where the improvement seed increased. As a result, DIs in the manufacturing sector were decreasing to -57 from the previous term (-46). For the non-manufacturing sector, DIs were continually decreasing in all industries except for the retailer industry which of DI turned to be “improving,” and then the overall DI was decreasing to -47 from the previous term (-39). (Table 1-2)

(3) The second half of 2009 (June – December)

The percentage of the firms reporting that business performance are “improving” increased to 64 percent from the previous term (15 percent), whereas the percentage of the firms reporting “deteriorating” decreased to 19 percent from the previous term (68 percent). As a result, DI of -45 rose by 98 points from the previous term (-53) for the first time in the last third survey. (Table 1-1)

In the manufacturing sector, the DIs turned to be “improving” in all industries, among which significantly increased improvement is anticipated in steel/ non-ferrous metal and transportation machinery. As a result, the overall DI of +58 was higher than the previous period (-57). In the non-manufacturing sector, increased deterioration in construction/ civil engineering as well as no improvement in finance/ insurance/ securities was offset by increased improvement in trading and retailer. As a result, the overall DI of +21 was also higher than the previous period (-47). (Table 1-2)

(4) The first half of 2010 (January – June)

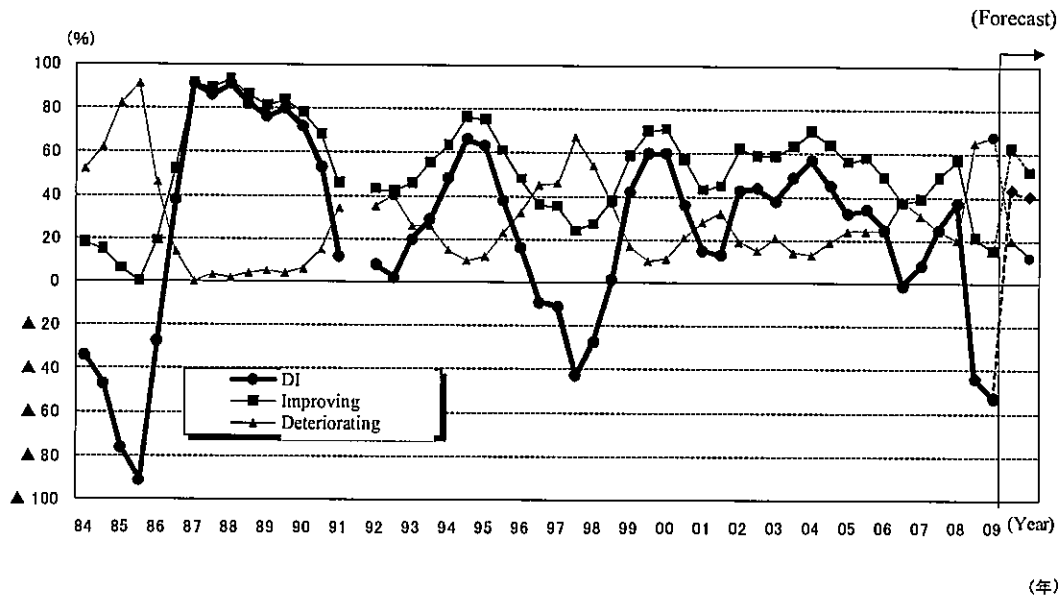
The percentage of the firms reporting that business performance was “improving” was decreasing by 12 points to 52 percent from the previous term (64 percent), whereas the percentage of the firms reporting “deteriorating” fell by 7 points to 12 percent from the previous term (19 percent). As a result, the overall DI was still a positive figure (+40), though it was lower than the previous period (+45). (Table 1-1)

In the manufacturing sector, DIs were continuingly to be increasing in all industries, whereas the improvement seed decreased in any other industries than food and general machinery. As a result, DI in the manufacturing sector decreased to +40 from the previous period (+58). In the non-manufacturing sector, DIs turned to be “improving” in construction/ civil engineering and the improvement seed increased in almost all industries. As a result, DI in the non-manufacturing sector rose to +40 from the previous period (+21). (Table 1-2)

(Table 1-2) DI by the industry (“improving” – “deteriorating”)

Industry		Past Surveys								Survey this time		
		Result						Forecast		Result		Forecast
		06H1	06H2	07H1	07H2	08H1	08H2	09H1	09H2	09H1	09H2	10H1
Manufacture	Food	0	-20	-37	-15	13	27	0	48	33	17	42
	Textile	0	-8	-25	15	33	-28	-50	50	-40	56	19
	Chemical	18	16	11	48	44	-62	-32	41	-32	72	50
	Steel/ non-ferrous metal	23	19	13	21	58	-70	-79	48	-88	79	55
	General machinery	13	-20	0	-15	25	-50	-43	0	-57	28	28
	Electric/ electronics machinery	3	-24	-3	11	18	-55	-53	-7	-35	48	21
	Transportation machinery	23	6	24	53	55	-46	-85	36	-88	79	63
	Others	40	16	15	41	39	-45	-53	47	-68	42	29
	Manufacturing sector total	19	2	6	28	38	-46	-54	31	-57	58	40
Non-manufacture	Trading	60	-22	5	28	68	-57	-31	22	-43	61	49
	Retailer	-38	-30	7	60	75	-16	-15	47	9	42	54
	Finance/ insurance/ securities	50	25	33	0	10	-33	-42	0	-47	0	46
	Construction/ civil engineering	48	0	-5	11	4	-25	-94	-43	-67	-45	17
	Transportation/ communication	9	-16	-5	0	32	-67	-67	-5	-53	38	47
	Others	24	18	25	18	16	-20	-56	34	-56	10	35
	Non-manufacturing sector total	35	-5	9	19	35	-39	-50	12	-47	21	40
Total		25	13	1	18	37	-44	-53	24	-53	45	40

(Figure 1) Trend survey of diffusion index (DI) in the Japanese corporations.



(Note)
 1. Diffusion Index (DI) = improving - deteriorating
 2. No survey was performed in the second half of 1991.

2. SALES

The percentage of the firms reporting an “increase” in their total sales in 2009 fell by 34 points to 22 percent from the previous year (56 percent). (At the time of the previous survey, the forecast for 2009 had been 19 percent.) The percentage of the firms reporting a “more than 20% increase” in their total sales fell by 10 points to 4 percent (14 percent). (Table 2-1 and Table 2-2)

Regarding sales forecast for 2010, the firms anticipating an “increase” in their total sales rose by 51 points to 73 percent from the previous period, and the percentage of the firms anticipating a “more than 20% increase” in their total sales rose by 7 points, from 4 percent in the previous period to 11 percent. (Table 2-1 and Table 2-3).

(Table 2-1) Change in total sales

Year	Past Surveys									Survey this time	
	Result									Forecast	
	01	02	03	04	05	06	07	08	09	09	10
Sales Increase	64	74	80	82	73	65	61	56	19	22	73
Sales increase more than 20%	20	32	31	44	27	17	14	14	3	4	11

(Note) Years are based on the financial year of each corporation.

(Table 2-2) Sales in 2009 (from the previous year)

Industry		Unit: No. of firms and (%)									
		Increase			No Change	Decrease					
		More than 20%	10-20%	Less than 10%		Less than 10%	10-20%	More than 20%			
Manufacture	Food	5 (38)	1 (8)	1 (8)	3 (23)	5 (38)	3 (23)	3 (23)	0 (0)	0 (0)	
	Textile	4 (27)	0 (0)	0 (0)	4 (27)	0 (0)	11 (73)	4 (27)	4 (27)	3 (20)	
	Chemical	7 (25)	0 (0)	2 (7)	5 (18)	0 (0)	21 (75)	3 (11)	5 (18)	13 (46)	
	Steel/non-ferrous metal	4 (13)	0 (0)	1 (3)	3 (10)	0 (0)	26 (87)	0 (0)	8 (27)	18 (60)	
	General machinery	1 (8)	0 (0)	1 (8)	0 (0)	1 (8)	11 (85)	2 (15)	2 (15)	7 (54)	
	Electric/electronics machinery	14 (27)	3 (6)	4 (8)	7 (14)	3 (6)	34 (67)	5 (10)	16 (31)	13 (25)	
	Transportation machinery	4 (8)	1 (2)	0 (0)	3 (6)	2 (4)	46 (88)	4 (8)	12 (23)	30 (58)	
	Others	8 (20)	1 (2)	2 (5)	5 (12)	3 (7)	30 (73)	7 (17)	5 (12)	18 (44)	
Manufacturing sector total		47 (19)	6 (2)	11 (5)	30 (12)	14 (6)	182 (75)	28 (12)	52 (21)	102 (42)	
Non-manufacture	Trading	13 (32)	6 (15)	3 (7)	4 (10)	2 (5)	26 (63)	4 (10)	12 (29)	10 (24)	
	Retailer	7 (58)	0 (0)	3 (25)	4 (33)	2 (17)	3 (25)	1 (8)	1 (8)	1 (8)	
	Finance/insurance/securities	3 (21)	0 (0)	2 (14)	1 (7)	4 (29)	7 (50)	2 (14)	4 (29)	1 (7)	
	Construction/civil engineering	4 (17)	2 (8)	0 (0)	2 (8)	3 (13)	17 (71)	1 (4)	3 (13)	13 (54)	
	Transportation/communication	3 (15)	0 (0)	3 (15)	0 (0)	2 (10)	15 (75)	0 (0)	6 (30)	9 (45)	
	Others	7 (25)	1 (4)	4 (14)	2 (7)	7 (25)	14 (50)	2 (7)	5 (18)	7 (25)	
Non-manufacturing sector total		37 (27)	9 (6)	15 (11)	13 (9)	20 (14)	82 (59)	10 (7)	31 (22)	41 (29)	
Total		84 (22)	15 (4)	26 (7)	43 (11)	34 (9)	264 (69)	38 (10)	83 (22)	143 (37)	

(Table 2-3) Sales forecast in 2010 (from the previous year)

Unit: No. of firms and (%)

Industry	Increase			No change	Decrease					
	More than 20%	10-20%	Less than 10%		Less than 10%	10-20%	More than 20%			
Manufacture	Food	10 (77)	1 (8)	2 (15)	7 (54)	3 (23)	0 (0)	0 (0)	0 (0)	0 (0)
	Textile	10 (67)	3 (20)	2 (13)	5 (33)	3 (20)	2 (13)	2 (13)	0 (0)	0 (0)
	Chemical	21 (75)	2 (7)	10 (36)	9 (32)	6 (21)	1 (4)	1 (4)	0 (0)	0 (0)
	Steel/non-ferrous metal	23 (74)	10 (32)	6 (19)	7 (23)	5 (16)	3 (10)	1 (3)	1 (3)	1 (3)
	General machinery	9 (64)	1 (7)	4 (29)	4 (29)	2 (14)	3 (21)	2 (14)	0 (0)	1 (7)
	Electric/electronics machinery	35 (70)	2 (4)	14 (28)	19 (38)	8 (16)	7 (14)	3 (6)	1 (2)	3 (6)
	Transportation machinery	45 (87)	8 (15)	20 (38)	17 (33)	4 (8)	3 (6)	1 (2)	2 (4)	0 (0)
	Others	31 (72)	2 (5)	18 (42)	11 (26)	8 (19)	4 (9)	0 (0)	2 (5)	2 (5)
Manufacturing sector total	184 (75)	29 (12)	76 (31)	79 (32)	39 (16)	23 (9)	10 (4)	6 (2)	7 (3)	
Non-manufacture	Trading	28 (70)	6 (15)	12 (30)	10 (25)	5 (13)	7 (18)	5 (13)	2 (5)	0 (0)
	Retailer	11 (85)	0 (0)	3 (23)	8 (62)	1 (8)	1 (8)	1 (8)	0 (0)	0 (0)
	Finance/insurance/securities	10 (71)	2 (14)	2 (14)	6 (43)	3 (21)	1 (7)	0 (0)	1 (7)	0 (0)
	Construction/civil engineering	12 (50)	3 (13)	6 (25)	3 (13)	4 (17)	8 (33)	3 (13)	3 (13)	2 (8)
	Transportation/communication	15 (75)	0 (0)	6 (30)	9 (45)	5 (25)	0 (0)	0 (0)	0 (0)	0 (0)
	Others	19 (70)	3 (11)	7 (26)	9 (33)	3 (11)	5 (19)	2 (7)	2 (7)	1 (4)
Non-manufacturing sector total	95 (69)	14 (10)	36 (26)	45 (33)	21 (15)	22 (16)	11 (8)	8 (6)	3 (2)	
Total	279 (73)	43 (11)	112 (29)	124 (32)	60 (16)	45 (12)	21 (5)	14 (4)	10 (3)	

3. NET PROFIT/LOSS

The firms reporting the “profit” in their 2009 before tax profit/loss accounted for 73 percent. The firms reporting an “increase” in their net profit (including the case that their loss will diminish or vanish) accounted for 23 percent, whereas those reporting a “decrease” in their net profit accounted for 62 percent. (Table 3-1)

The percentage of the firms anticipating the “profit” in their 2010 before tax profit/loss accounted for 85 percent. The firms anticipating an “increase” in their net profit accounted for 53 percent, whereas those anticipating a “decrease” in their net profit accounted for 19 percent. (Table 3-2)

(Table 3-1) Result of before Tax Profit/Loss in 2009 (from the previous year)

Industry		Profit	Balance	Loss	Total	Profit increase	No change	Profit decrease
Manufacture	Food	11 (85)	0 (0)	2 (15)	13	6 (46)	5 (38)	2 (15)
	Textile	11 (73)	2 (13)	2 (13)	15	6 (40)	3 (20)	6 (40)
	Chemical	23 (82)	3 (11)	2 (7)	28	9 (32)	6 (21)	13 (46)
	Steel/non-ferrous metal	16 (50)	4 (13)	12 (38)	32	1 (3)	1 (3)	30 (94)
	General machinery	6 (46)	4 (31)	3 (23)	13	2 (15)	2 (15)	9 (69)
	Electric/electronics machinery	41 (80)	2 (4)	8 (16)	51	15 (29)	10 (20)	26 (51)
	Transportation machinery	41 (79)	3 (6)	8 (15)	52	2 (4)	2 (4)	48 (92)
	Others	28 (67)	3 (7)	11 (26)	42	14 (33)	2 (5)	26 (62)
Manufacturing sector total		177 (72)	21 (9)	48 (20)	246	55 (22)	31 (13)	160 (65)
Non-manufacture	Trading	28 (68)	5 (12)	8 (20)	41	15 (37)	0 (0)	26 (63)
	Retailer	9 (75)	1 (8)	2 (17)	12	4 (33)	5 (42)	3 (25)
	Finance/insurance/securities	14 (100)	0 (0)	0 (0)	14	4 (29)	3 (21)	7 (50)
	Construction/civil engineering	17 (71)	2 (8)	5 (21)	24	5 (21)	5 (21)	14 (58)
	Transportation/communication	12 (63)	0 (0)	7 (37)	19	4 (21)	0 (0)	15 (79)
	Others	24 (86)	1 (4)	3 (11)	28	3 (11)	11 (39)	14 (50)
Non-manufacturing sector total		104 (75)	9 (7)	25 (18)	138	35 (25)	24 (17)	79 (57)
Total		281 (73)	30 (8)	73 (19)	384	90 (23)	55 (14)	239 (62)

(Note)

1. Profit increase indicates either of expanding profit, turning to the black, diminishing loss, or moving up to the break-even-point.
2. No change indicates either of remaining at the same level as before regardless of the black, the break-even-point, or the red.
3. Profit decrease indicates either of diminishing profit, falling into the red, expanding loss, or moving down to the break-even-point.

(Table 3-2) Forecast for before Tax Profit/Loss in 2010 (from the previous year)

Industry		Unit: No. of firms and (%)						
		Profit	Balance	Loss	Total	Profit increase	No change	Profit decrease
Manufacture	Food	11 (85)	1 (8)	1 (8)	13	6 (46)	4 (31)	3 (23)
	Textile	14 (93)	1 (7)	0 (0)	15	8 (53)	5 (33)	2 (13)
	Chemical	26 (96)	1 (4)	0 (0)	27	14 (52)	9 (33)	4 (15)
	Steel/non-ferrous metal	27 (84)	3 (9)	2 (6)	32	22 (69)	6 (19)	4 (13)
	General machinery	9 (69)	3 (23)	1 (8)	13	7 (54)	2 (15)	4 (31)
	Electric/electronics machinery	45 (88)	3 (6)	3 (6)	51	23 (45)	16 (31)	12 (24)
	Transportation machinery	49 (94)	1 (2)	2 (4)	52	32 (62)	16 (31)	4 (8)
	Others	32 (74)	5 (12)	6 (14)	43	23 (53)	10 (23)	10 (23)
Manufacturing sector total		213 (87)	18 (7)	15 (6)	246	135 (55)	68 (28)	43 (17)
Non-manufacture	Trading	37 (90)	4 (10)	0 (0)	41	25 (61)	8 (20)	8 (20)
	Retailer	12 (92)	0 (0)	1 (8)	13	7 (54)	4 (31)	2 (15)
	Finance/insurance/securities	14 (100)	0 (0)	0 (0)	14	8 (57)	4 (29)	2 (14)
	Construction/civil engineering	14 (58)	8 (33)	2 (8)	24	8 (33)	4 (17)	12 (50)
	Transportation/communication	15 (79)	4 (21)	0 (0)	19	11 (58)	8 (42)	0 (0)
	Others	24 (86)	3 (11)	1 (4)	28	10 (36)	12 (43)	6 (21)
Non-manufacturing sector total		116 (83)	19 (14)	4 (3)	139	69 (50)	40 (29)	30 (22)
Total		329 (85)	37 (10)	19 (5)	385	204 (53)	108 (28)	73 (19)

(Note) See table 3-1.

4. CAPITAL INVESTMENT (MANUFACTURING SECTOR)

The amount of planned capital investment (in the manufacturing sector) in 2010 plans to increase by 19.6 percent from 2009. In terms of the number of firms, reporting "increase" (91) is larger than "decrease" (47). (The total number of responding firms is 230.) The planned capital investment was increased in transportation machinery, electric/ electronics machinery, steel/ non-ferrous metal etc. (Table 4-1)

The predominant reason for capital investment was "replacement of equipment" in both 2009 and 2010, while the percentage of responding "new," "expansion" and "streamlining" increased in 2010. (Table 4-2 and Table 4-3)

(Table 4-1) Actual capital investment in 2009 and planned capital investment in 2010 (manufacturing sector)

Industry	2009		2010		No. of firms					
	Amount	Amount	Amount	Increase %	Increase	No change	Decrease	Undecided	Total	
Food	2,142	2,192	2,192	2.3	5 (38)	6 (46)	2 (15)	0 (0)	13	
Textile	549	502	502	-8.6	2 (14)	7 (50)	3 (21)	2 (14)	14	
Chemical	4,438	3,926	3,926	-11.5	13 (48)	7 (26)	5 (19)	2 (7)	27	
Steel/Non-ferrous metal	1,991	3,279	3,279	64.7	12 (38)	9 (28)	5 (16)	6 (19)	32	
General machinery	583	832	832	42.8	4 (31)	6 (46)	1 (8)	2 (15)	13	
Electric/Electronics machinery	7,515	10,548	10,548	40.4	19 (40)	15 (31)	11 (23)	3 (6)	48	
Transportation machinery	20,245	24,538	24,538	21.2	24 (47)	18 (35)	5 (10)	4 (8)	51	
Others	4,858	4,781	4,781	-1.6	12 (29)	9 (21)	15 (36)	6 (14)	42	
Manufacturing sector total	42,320	50,598	50,598	19.6	91 (38)	77 (32)	47 (20)	25 (10)	240	

(Note) The figures in the above table show just totaling the data from corporations responding the questionnaire. The capital-investment amount in the above does not equal to that of the Japanese corporations as a whole.

(Table 4-2) Details on actual capital investment in 2009 (check all that apply)

		Unit: No. of firms and (%)							
Manufacture	Industry	New	Expansion	Replacement	Streamlining	Others	Total	Respond	
	Food	4 (21)	2 (11)	9 (47)	3 (16)	1 (5)	19	13	
	Textile	5 (25)	2 (10)	8 (40)	3 (15)	2 (10)	20	14	
	Chemical	6 (15)	6 (15)	18 (46)	7 (18)	2 (5)	39	26	
	Steel/Non-ferrous metal	7 (18)	6 (15)	16 (41)	7 (18)	3 (8)	39	29	
	General machinery	3 (20)	4 (27)	7 (47)	1 (7)	0 (0)	15	11	
	Electric/Electronics machinery	13 (19)	12 (17)	30 (43)	15 (21)	0 (0)	70	45	
	Transportation machinery	22 (28)	14 (18)	27 (35)	13 (17)	2 (3)	78	52	
	Others	10 (17)	10 (17)	21 (36)	14 (24)	3 (5)	58	39	
	Manufacturing sector total	70 (21)	56 (17)	136 (40)	63 (19)	13 (4)	338	229	

(Table 4-3) Details on planned capital investment in 2010 (check all that apply)

		Unit: No. of firms and (%)							
Manufacture	Industry	New	Expansion	Replacement	Streamlining	Others	Total	Respond	
	Food	3 (17)	3 (17)	9 (50)	3 (17)	0 (0)	18	13	
	Textile	2 (12)	0 (0)	11 (65)	4 (24)	0 (0)	17	14	
	Chemical	7 (18)	8 (21)	16 (42)	6 (16)	1 (3)	38	26	
	Steel/Non-ferrous metal	7 (17)	8 (20)	17 (41)	8 (20)	1 (2)	41	29	
	General machinery	4 (29)	4 (29)	5 (36)	1 (7)	0 (0)	14	11	
	Electric/Electronics machinery	15 (21)	11 (15)	30 (41)	17 (23)	0 (0)	73	52	
	Transportation machinery	27 (33)	15 (19)	22 (27)	16 (20)	1 (1)	81	47	
	Others	10 (16)	9 (15)	25 (41)	14 (23)	3 (5)	61	39	
	Manufacturing sector total	75 (22)	58 (17)	135 (39)	69 (20)	6 (2)	343	231	

5. EXPORT TREND

The percentage of the firms reporting an "increase" in their export accounted only for 25 percent in the whole year of 2009, whereas it was increased to 51 percent in the first half of 2010. (Table 5-1, Table 5-2 and Table 5-3)

In the meantime, the non-manufacturing sector has been also included from this survey.

(Table 5-1) Export in 2009 (the second half)

Unit: No. of firms and (%)

Industry	The second half of 2009										Total
	Increase					No Change	Decrease				
	More than 20% increase	10-20% increase	Less than 10% increase				Less than 10% decrease	10-20% decrease	More than 20% decrease		
Food	4 (33)	0 (0)	2 (17)	2 (17)	5 (42)	3 (25)	2 (17)	1 (8)	0 (0)	12	
Textile	9 (56)	1 (6)	4 (25)	4 (25)	3 (19)	4 (25)	0 (0)	2 (13)	2 (13)	16	
Chemical	10 (36)	3 (11)	2 (7)	5 (18)	7 (25)	11 (39)	2 (7)	6 (21)	3 (11)	28	
Steel/Non-ferrous metal	5 (17)	3 (10)	1 (3)	1 (3)	15 (52)	9 (31)	2 (7)	1 (3)	6 (21)	29	
General machinery	4 (31)	0 (0)	2 (15)	2 (15)	5 (38)	4 (31)	2 (15)	1 (8)	1 (8)	13	
Electric/Electronics machinery	19 (40)	2 (4)	6 (13)	11 (23)	8 (17)	21 (44)	8 (17)	6 (13)	7 (15)	48	
Transportation machinery	14 (29)	1 (2)	3 (6)	10 (20)	15 (31)	20 (41)	6 (12)	5 (10)	9 (18)	49	
Others	11 (29)	1 (3)	4 (11)	6 (16)	12 (32)	15 (39)	3 (8)	4 (11)	8 (21)	38	
Manufacturing sector total	76 (33)	11 (5)	24 (10)	41 (18)	70 (30)	87 (37)	25 (11)	26 (11)	36 (15)	233	
Trading	10 (34)	2 (7)	2 (7)	6 (21)	13 (45)	6 (21)	1 (3)	2 (7)	3 (10)	29	
Retailer	0 (0)	0 (0)	0 (0)	0 (0)	4 (100)	0 (0)	0 (0)	0 (0)	0 (0)	4	
Construction	0 (0)	0 (0)	0 (0)	0 (0)	1 (50)	1 (50)	0 (0)	0 (0)	1 (50)	2	
Others	2 (40)	1 (20)	1 (20)	0 (0)	2 (40)	1 (20)	0 (0)	0 (0)	1 (20)	5	
Non-manufacturing sector total	12 (30)	3 (8)	3 (8)	6 (15)	20 (50)	8 (20)	1 (3)	2 (5)	5 (13)	40	
Total	88 (32)	14 (5)	27 (10)	47 (17)	90 (33)	95 (35)	26 (10)	28 (10)	41 (15)	273	

(Table 5-2) Export in 2009 (the whole year)

Unit: No. of firms and (%)

Industry	The year 2009														Total
	Increase						No Change	Decrease							
	More than 20% increase	10-20% increase	Less than 10% increase					Less than 10% decrease	10-20% decrease	More than 20% decrease					
Food	4 (33)	0 (0)	2 (17)	2 (17)	6 (50)	2 (17)	1 (8)	1 (8)	0 (0)	12					
Textile	6 (38)	0 (0)	3 (19)	3 (19)	3 (19)	7 (44)	1 (6)	3 (19)	3 (19)	16					
Chemical	9 (33)	2 (7)	3 (11)	4 (15)	6 (22)	12 (44)	1 (4)	4 (15)	7 (26)	27					
Steel/Non-ferrous metal	4 (14)	1 (3)	1 (3)	2 (7)	14 (48)	11 (38)	1 (3)	2 (7)	8 (28)	29					
General machinery	4 (31)	0 (0)	2 (15)	2 (15)	5 (38)	4 (31)	0 (0)	2 (15)	2 (15)	13					
Electric/Electronics machinery	17 (35)	1 (2)	5 (10)	11 (23)	7 (15)	24 (50)	6 (13)	8 (17)	10 (21)	48					
Transportation machinery	7 (14)	0 (0)	2 (4)	5 (10)	9 (18)	33 (67)	6 (12)	11 (22)	16 (33)	49					
Others	7 (19)	2 (5)	1 (3)	4 (11)	11 (30)	19 (51)	4 (11)	6 (16)	9 (24)	37					
Manufacturing sector total	58 (25)	6 (3)	19 (8)	33 (14)	61 (26)	112 (48)	20 (9)	37 (16)	55 (24)	231					
Trading	6 (21)	2 (7)	1 (3)	3 (10)	14 (48)	9 (31)	3 (10)	3 (10)	3 (10)	29					
Retailer	1 (25)	0 (0)	0 (0)	1 (25)	3 (75)	0 (0)	0 (0)	0 (0)	0 (0)	4					
Construction	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	2 (100)	1 (50)	0 (0)	1 (50)	2					
Others	2 (40)	1 (20)	1 (20)	0 (0)	2 (40)	1 (20)	0 (0)	0 (0)	1 (20)	5					
Non-manufacturing sector total	9 (23)	3 (8)	2 (5)	4 (10)	19 (48)	12 (30)	4 (10)	3 (8)	5 (13)	40					
Total	67 (25)	9 (3)	21 (8)	37 (14)	80 (30)	124 (46)	24 (9)	40 (15)	60 (22)	271					

(Table 5-3) Export in 2010 (the first half)

Unit: No. of firms and (%)

Industry	The first half of 2010												
	Increase						No Change	Decrease					
	More than 20% increase	10-20% increase	Less than 10% increase			Less than 10% decrease		10-20% decrease	More than 20% decrease			Total	
Food	6 (50)	0 (0)	2 (17)	4 (33)	6 (50)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	12	
Textile	10 (67)	0 (0)	4 (27)	6 (40)	4 (27)	1 (7)	0 (0)	1 (7)	0 (0)	1 (7)	0 (0)	15	
Chemical	18 (69)	2 (8)	8 (31)	8 (31)	8 (31)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	26	
Steel/Non-ferrous metal	10 (34)	3 (10)	3 (10)	4 (14)	16 (55)	3 (10)	0 (0)	1 (3)	2 (7)	1 (3)	2 (7)	29	
General machinery	7 (54)	0 (0)	3 (23)	4 (31)	5 (38)	1 (8)	0 (0)	0 (0)	0 (0)	1 (8)	1 (8)	13	
Electric/Electronics machinery	26 (54)	0 (0)	10 (21)	16 (33)	14 (29)	8 (17)	3 (6)	2 (4)	3 (6)	3 (6)	3 (6)	48	
Transportation machinery	28 (58)	3 (6)	12 (25)	13 (27)	13 (27)	7 (15)	3 (6)	3 (6)	3 (6)	1 (2)	2 (4)	48	
Others	17 (45)	2 (5)	8 (21)	7 (18)	17 (45)	4 (11)	0 (0)	3 (8)	1 (3)	1 (3)	3 (8)	38	
Manufacturing sector total	122 (53)	10 (4)	50 (22)	62 (27)	83 (36)	24 (10)	6 (3)	10 (4)	8 (3)	8 (3)	3 (1)	229	
Trading	12 (41)	1 (3)	2 (7)	9 (31)	16 (55)	1 (3)	0 (0)	1 (3)	0 (0)	1 (3)	0 (0)	29	
Retailer	0 (0)	0 (0)	0 (0)	0 (0)	3 (75)	1 (25)	1 (25)	0 (0)	0 (0)	0 (0)	0 (0)	4	
Construction	2 (100)	0 (0)	0 (0)	2 (100)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	2	
Others	2 (40)	0 (0)	2 (40)	0 (0)	2 (40)	1 (20)	0 (0)	0 (0)	0 (0)	1 (20)	1 (20)	5	
Non-manufacturing sector total	16 (40)	1 (3)	4 (10)	11 (28)	21 (53)	3 (8)	1 (3)	1 (3)	1 (3)	1 (3)	1 (3)	40	
Total	138 (51)	11 (4)	54 (20)	73 (27)	104 (39)	27 (10)	7 (3)	11 (4)	9 (3)	9 (3)	3 (1)	269	

6. PROSPECTIVE MARKET IN THE FUTURE

For the prospective market in the future (check all that apply), “India” (46 percent) rose to the 1st rank from the 2nd rank in the previous survey, followed by “ASEAN (Vietnam, Cambodia, Laos, and Myanmar are excluded.)” (41 percent) which ranked 1st. The ranks of “Vietnam” (34 percent) (3rd rank) and “China” (28 percent) (4th rank) remain unchanged. (Table 6)

The non-manufacturing sector has been included meanwhile ‘Russia ‘ and ‘ Latin America ‘ have also been included from this survey as well.

(Table 6) Prospective market in the future (check all that apply)

Unit: No. of firms

Industry		India	ASEAN	Vietnam	China	Japan	Middle East	Europe	USA	Oceania	Russia	CLM	Latin America	Others	Total	No. of firms
Manufacture	Food	2 (15)	5 (38)	2 (15)	3 (23)	3 (23)	2 (15)	5 (38)	1 (8)	3 (23)	1 (8)	0 (0)	0 (0)	0 (0)	27	13
	Textile	5 (31)	4 (25)	6 (38)	6 (38)	8 (50)	0 (0)	5 (31)	6 (38)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	40	16
	Chemical	18 (67)	13 (48)	12 (44)	6 (22)	6 (22)	5 (19)	2 (7)	1 (4)	3 (11)	0 (0)	0 (0)	1 (4)	0 (0)	67	27
	Steel/ non-ferrous metal	15 (56)	11 (41)	7 (26)	4 (15)	4 (15)	4 (15)	1 (4)	1 (4)	1 (4)	0 (0)	1 (4)	0 (0)	1 (4)	50	27
	General machinery	7 (64)	3 (27)	2 (18)	2 (18)	1 (9)	5 (45)	0 (0)	1 (9)	0 (0)	0 (0)	2 (18)	0 (0)	2 (18)	25	11
	Electric/ electronics machinery	17 (36)	15 (32)	18 (38)	23 (49)	6 (13)	7 (15)	6 (13)	7 (15)	1 (2)	3 (6)	4 (9)	3 (6)	4 (9)	114	47
	Transportation machinery	20 (40)	27 (54)	13 (26)	8 (16)	11 (22)	5 (10)	3 (6)	3 (6)	9 (18)	2 (4)	1 (2)	3 (6)	1 (2)	106	50
	Others	15 (43)	16 (46)	13 (37)	10 (29)	9 (26)	6 (17)	4 (11)	2 (6)	4 (11)	3 (9)	2 (6)	2 (6)	2 (6)	88	35
Manufacturing sector total		99 (44)	94 (42)	73 (32)	62 (27)	48 (21)	34 (15)	26 (12)	22 (10)	21 (9)	9 (4)	10 (4)	9 (4)	10 (4)	517	226
Non-manufacture	Food	18 (60)	9 (30)	13 (43)	10 (33)	6 (20)	3 (10)	0 (0)	0 (0)	1 (3)	2 (7)	0 (0)	0 (0)	0 (0)	62	30
	Textile	3 (75)	0 (0)	2 (50)	1 (25)	1 (25)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	7	4
	Chemical	2 (100)	2 (100)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	4	2
	Others	0 (0)	3 (75)	3 (75)	1 (25)	1 (25)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	8	4
Non-manufacturing sector total		23 (58)	14 (35)	18 (45)	12 (30)	8 (20)	3 (8)	0 (0)	0 (0)	1 (3)	2 (5)	0 (0)	0 (0)	0 (0)	81	40
Total		122 (46)	108 (41)	91 (34)	74 (28)	56 (21)	37 (14)	26 (10)	22 (8)	22 (8)	11 (4)	10 (4)	9 (3)	11 (4)	598	266
This time		1	2	3	4	5	6	7	8	8	10	11	12	-		
Previous time		2	1	3	4	7	6	5	8	10	-	9	-	-		

(Note) 1. Vietnam, Cambodia, Laos, and Myanmar are excluded from ASEAN.
2. CLM stands for Cambodia, Laos, and Myanmar.

7. EXCHANGE RATE USED IN BUSINESS PLAN

(1) Thai baht / US dollar

With reference to the exchange rate used in business plan (Thai baht / US dollar), the predominant response was “not less than 33.0 but less than 33.5” (28 percent), followed by “not less than 34.0 but less than 34.5” (26 percent) and “not less than 33.5 but less than 34.0” (14 percent). The percentage of firms using the exchange rate of 33 baht range accounted for more than 40 percent of respondents.

(Table 7-1) Exchange rate used in business plan (Thai baht / US dollar)

Unit: Thai baht / US dollar, No. of firms and (%)

	Manufacture								Non-manufacture				Grand total	
	Food	Textile	Chemical	Steel/non-ferrous metals	General machinery	Electric/electronics machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retailer	Others		Non-manufacturing sector total
Not less than 29.0 but less than 29.5	0	0	0	0	0	0	0	0	0	1	0	0	1	1 (0.5)
Not less than 29.5 but less than 30.0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (0.0)
Not less than 30.0 but less than 30.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (0.0)
Not less than 30.5 but less than 31.0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (0.0)
Not less than 31.0 but less than 31.5	0	0	0	0	0	0	0	1	1	0	0	0	0	1 (0.5)
Not less than 31.5 but less than 32.0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (0.0)
Not less than 32.0 but less than 32.5	0	1	1	0	0	0	0	0	2	1	0	0	1	3 (1.4)
Not less than 32.5 but less than 33.0	0	2	0	0	0	1	1	3	7	0	0	0	0	7 (3.2)
Not less than 33.0 but less than 33.5	2	2	7	6	2	15	10	6	50	9	2	0	11	61 (28.0)
Not less than 33.5 but less than 34.0	2	5	5	7	2	3	1	2	27	3	0	0	3	30 (13.8)
Not less than 34.0 but less than 34.5	7	1	7	5	3	11	5	10	49	6	0	2	8	57 (26.1)
Not less than 34.5 but less than 35.0	1	0	0	1	0	3	4	1	10	1	1	0	2	12 (5.5)
Not less than 35.0 but less than 35.5	0	1	1	4	2	7	6	5	26	3	2	2	7	33 (15.1)
Not less than 35.5 but less than 36.0	0	0	1	1	0	1	0	1	4	0	0	0	0	4 (1.8)
Not less than 36.0 but less than 36.5	0	0	0	0	0	1	0	1	2	0	0	0	0	2 (0.9)
Not less than 36.5 but less than 37.0	0	0	0	0	0	1	0	0	1	0	0	0	0	1 (0.5)
Not less than 37.0 but less than 37.5	0	0	0	0	0	2	0	1	3	1	0	0	1	4 (1.8)
Not less than 37.5 but less than 38.0	0	0	0	0	0	0	0	0	0	0	0	1	1	1 (0.5)
Not less than 38.0 but less than 38.5	0	0	0	0	0	0	1	0	1	0	0	0	0	1 (0.5)
No. of firms	12	12	22	24	9	45	28	31	183	25	5	5	35	218

Average	33.82	33.29	33.63	33.90	33.96	34.14	34.08	34.11	33.95	33.62	34.27	35.10	33.93	33.94
Median	34.00	33.50	33.50	33.60	34.00	34.00	34.00	34.00	34.00	33.67	34.96	35.00	34.00	34.00
Mode	34.00	33.50	34.00	33.50	34.00	34.00	33.00	34.00	34.00	34.00	#N/A	34.00	34.00	34.00

(Note) The median indicates the value located at the center of distribution to exclude deviation due to the number of respondents or the lowest/highest value as much as possible. The mode indicates the value that has the largest number of respondents. If there are more than one values that has the largest number of respondents, “#N/A” (not applicable) is described.

(2) Japanese yen / Thai baht

With reference to the exchange rate used in business plan (Japanese yen / Thai baht), the predominant response was “not less than 2.7 but less than 2.8” (42 percent), followed by “not less than 2.8 but less than 2.9” (24 percent).

(Table 7-2) Exchange rate used in business plan (Japanese yen / Thai baht)

Unit: Japanese yen / Thai baht, No. of firms and (%)

	Manufacture									Non-manufacture				Grand total
	Food	Textile	Chemical	Steel/non-ferrous metals	General machinery	Electric/electronics machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retailer	Others	Non-manufacturing sector total	
Not less than 2.4 but less than 2.5	0	0	0	0	0	1	0	0	1	0	0	0	0	1 (0.4)
Not less than 2.5 but less than 2.6	0	0	1	0	2	1	2	2	8	2	2	1	5	13 (5.4)
Not less than 2.6 but less than 2.7	3	0	3	3	0	9	6	5	29	8	0	3	11	40 (16.5)
Not less than 2.7 but less than 2.8	5	5	12	12	6	18	17	12	87	10	3	2	15	102 (42.1)
Not less than 2.8 but less than 2.9	1	5	8	5	3	14	6	6	48	7	2	2	11	59 (24.4)
Not less than 2.9 but less than 3.0	1	0	0	0	0	0	3	1	5	1	0	0	1	6 (2.5)
Not less than 3.0 but less than 3.1	0	0	0	0	1	2	2	4	9	1	0	2	3	12 (5.0)
Not less than 3.1 but less than 3.2	0	0	0	1	0	0	0	1	2	0	0	0	0	2 (0.8)
Not less than 3.2 but less than 3.3	0	0	0	0	0	0	2	1	3	0	0	0	0	3 (1.2)
Not less than 3.3 but less than 3.4	0	0	0	0	1	1	0	1	3	0	0	0	0	3 (1.2)
Not less than 3.4 but less than 3.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (0.0)
Not less than 3.5 but less than 3.6	0	0	0	0	0	0	0	1	1	0	0	0	0	1 (0.4)
No. of firms	10	10	24	21	13	46	38	34	196	29	7	10	46	242

Average	2.73	2.77	2.74	2.74	2.77	2.74	2.76	2.82	2.76	2.71	2.68	2.74	2.71	2.75
Median	2.74	2.77	2.72	2.70	2.70	2.70	2.70	2.74	2.72	2.70	2.70	2.70	2.70	2.70
Mode	2.75	2.80	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.60	2.70	2.70

(Note) The median indicates the value located at the center of distribution to exclude deviation due to the number of respondents or the lowest/ highest value as much as possible. The mode indicates the value that has the largest number of respondents.

8. PROCUREMENT DESTINATION OF PARTS/ MATERIAL

The ratio of procurement destination in 2009 (simple average of respondents) was 59.3 percent for ASEAN, including 44.7 percent for Thailand. (Table 8-1)

Regarding the ratio of planned procurement destination in 2010, the percentage of Thailand and ASEAN (except Thailand) rose, whereas the percentages of Japan fell, compared to those of 2009. (Table 8-2)

In the meantime, the non-manufacturing sector has been also included from this survey.

(Table 8-1) Suppliers of parts and materials in 2009

		ASEAN			Japan	Others	Total	Unit: (%)	
Industry		Thailand	ASEAN (except Thailand)					No. of firms	
Manufacturing sector	Food	80.6	67.8	12.8	8.0	11.4	100.0	13	
	Textile	67.4	57.6	9.8	15.9	16.7	100.0	14	
	Chemical	59.3	49.1	10.3	35.8	4.8	100.0	26	
	Steel/Non-ferrous metal	38.8	33.7	5.1	50.4	10.8	100.0	29	
	General machinery	40.2	36.2	4.0	47.0	12.8	100.0	14	
	Electric/Electronics machinery	58.3	45.5	12.8	33.9	7.8	100.0	46	
	Transportation machinery	59.3	55.1	4.2	38.2	2.5	100.0	50	
	Others	52.7	45.0	7.7	35.2	12.0	100.0	37	
Manufacturing average		57.1	48.8	8.3	33.1	9.9	100.0	229	
Non-manufacture	Trading	55.0	42.9	12.1	41.2	3.8	100.0	26	
	Retailer	55.0	23.3	31.7	40.0	5.0	100.0	6	
	Construction	90.0	56.7	33.3	6.7	3.3	100.0	3	
	Others	46.0	40.0	6.0	44.0	10.0	100.0	5	
	Non-manufacturing average		61.5	40.7	20.8	33.0	5.5	100.0	40
Total		59.3	44.7	14.6	33.0	7.7	100.0	269	

(Note) The ratio indicates the simple average of those of respondents.

(Table 8-2) Planned suppliers of parts and materials in 2010

		ASEAN			Japan	Others	Total	Unit: (%)	
Industry		Thailand	ASEAN (except Thailand)					No. of firms	
Manufacturing sector	Food	81.0	68.7	12.3	7.6	11.4	100.0	13	
	Textile	67.1	57.1	10.0	15.4	17.5	100.0	14	
	Chemical	61.2	50.8	10.4	35.2	3.7	100.0	26	
	Steel/Non-ferrous metal	41.7	36.4	5.3	48.2	10.0	100.0	29	
	General machinery	45.8	42.5	3.3	44.3	9.9	100.0	14	
	Electric/Electronics machinery	60.8	47.6	13.2	31.6	7.5	100.0	46	
	Transportation machinery	60.6	55.9	4.7	36.8	2.6	100.0	49	
	Others	54.8	46.9	7.9	33.0	12.2	100.0	37	
Manufacturing average		59.1	50.7	8.4	31.5	9.4	100.0	228	
Non-manufacture	Trading	57.8	43.0	14.8	38.8	3.4	100.0	26	
	Retailer	55.0	23.3	31.7	40.0	5.0	100.0	6	
	Construction	90.0	56.7	33.3	6.7	3.3	100.0	3	
	Others	55.0	47.5	7.5	30.0	15.0	100.0	4	
	Non-manufacturing average		64.5	42.6	21.8	28.9	6.7	100.0	39
Total		61.8	46.7	15.1	30.2	8.0	100.0	267	

(Note) See Table 8-1.

9. PROBLEMS WITH CORPORATE MANAGEMENT

Regarding problems with corporate management (check 4 that apply), the predominant response was “excessive competition with competitors (1st rank in the previous survey)” (72 percent), followed by “lack of human resources of manager-level” (44 percent) and “hike in material prices” (29 percent) which is one of the factors to deteriorate the business sentiment. “Foreign exchange fluctuation” is also one of the common problems especially in the manufacturing sector. The percentage of firms responding “decreased selling price (deflation)” accounted for 26 percent. (Table 9)

(Table 9) Problems with corporate management (check 4 that apply)

Unit: No. of firms and (%)

Previous time	This time		Manufacture							Non-manufacture							Grand total		
			Food	Textile	Chemical	Steel/non-ferrous metals	General machinery	Electric/electronics machinery	Transportation machinery	Others	Total	Trading	Retailer	Finance/insurance/securities	Construction/civil engineering	Transportation/communication		Others	Total
1	1	Excessive competition with competitors	8(62)	7(44)	16(57)	26(76)	11(79)	41(79)	38(76)	25(58)	172(69)	25(61)	11(85)	15(100)	22(96)	14(67)	22(76)	109(77)	281 (72)
-	2	Lack of human resources of manager-level	3(23)	11(69)	15(54)	9(26)	5(36)	18(35)	31(62)	18(42)	110(44)	21(51)	6(46)	4(27)	10(43)	12(57)	11(38)	64(45)	174 (44)
4	3	Hike in material prices	9(69)	5(31)	14(50)	9(26)	4(29)	25(48)	12(24)	16(37)	94(38)	6(15)	2(15)	1 (7)	3(13)	2(10)	5(17)	19(13)	113 (29)
2	4	Foreign exchange fluctuation	6(46)	7(44)	13(46)	6(18)	9(64)	22(42)	19(38)	13(30)	95(38)	10(24)	0(0)	0(0)	0(0)	2(10)	5(17)	17(12)	112 (29)
-	5	Decreased selling price (deflation)	3(23)	5(31)	8(29)	7(21)	9(64)	17(33)	12(24)	15(35)	76(30)	7(17)	2(15)	2(13)	4(17)	6(29)	4(14)	25(18)	101 (26)
-	6	Lack of human resources of workers/ staffs-level	4(31)	7(44)	9(32)	8(24)	4(29)	7(13)	11(22)	11(26)	61(24)	10(24)	2(15)	3(20)	3(13)	5(24)	4(14)	27(19)	88 (22)
-	7	Increased in total labor cost	3(23)	2(13)	8(29)	4(12)	2(14)	15(29)	12(24)	10(23)	56(22)	6(15)	0(0)	1(7)	3(13)	7(33)	7(24)	24(17)	80 (20)
5	8	Quality management	3(23)	5(31)	6(21)	10(29)	6(43)	8(15)	16(32)	9(21)	63(25)	2 (5)	0(0)	0(0)	4(17)	5(24)	2 (7)	13 (9)	76 (19)
-	9	Changes in products/ users' needs	2(15)	3(19)	3(11)	3 (9)	1 (7)	10(19)	7(14)	4 (9)	33(13)	6(15)	3(23)	4(27)	2 (9)	4(19)	6(21)	25(18)	58 (15)
9	10	Job hopping of employee	2(15)	1 (6)	2 (7)	1 (3)	2(14)	5(10)	5(10)	5(12)	23 (9)	7(17)	1 (8)	2(13)	2 (9)	1 (5)	4(14)	17(12)	40 (10)
7	11	Difficulty in collecting money from customers	0 (0)	1 (6)	2 (7)	2 (6)	3(21)	1 (2)	0(0)	0(0)	9 (4)	4(10)	2(15)	3(20)	3(13)	2(10)	1 (3)	15(11)	24 (6)
10	12	Excessive capital investment	0 (0)	2(13)	2 (7)	2 (6)	1 (7)	5(10)	4 (8)	2 (5)	18 (7)	1 (2)	1 (8)	0 (0)	0 (0)	1 (5)	0 (0)	3 (2)	21 (5)
8	13	Excessive employment	1 (8)	1 (6)	2 (7)	1 (3)	0(0)	4 (8)	1 (2)	1 (2)	11 (4)	1 (2)	0(0)	2(13)	3(13)	2(10)	1 (3)	9 (6)	20 (5)
11	14	Difficulty in obtaining financial support	1 (8)	1 (6)	0(0)	0(0)	0(0)	3 (6)	3 (6)	2 (5)	10 (4)	1 (2)	0(0)	0(0)	0(0)	0(0)	3(10)	4 (3)	14 (4)
-	15	Infringement of intellectual property rights	0(0)	0 (0)	1(4)	2 (6)	0(0)	1 (2)	0(0)	0(0)	4 (2)	0(0)	0(0)	0(0)	0(0)	0(0)	1 (3)	1 (1)	5 (1)
-	-	Others	1 (8)	2 (13)	1(4)	1 (3)	0(0)	1 (2)	5(10)	1 (2)	12 (5)	3 (7)	0(0)	0(0)	6(26)	2(10)	1 (3)	12 (8)	24 (6)
Total			46	60	102	91	57	183	176	132	847	110	30	37	65	65	77	384	1231
No. of firms			13	16	28	34	14	52	50	43	250	41	13	15	23	21	29	142	392 (100)

(Note) Due to the revision of variable problems ,the specified rankings are shown for the contents which were in the previous survey only.

10. COMPETITION STATUS (check all that apply)

(1) Current status

With reference to the current competition status of products/ services (check all that apply), the predominant response was “competition with Japanese enterprises in domestic market” (57 percent), followed by “competition with local enterprises in domestic market” (41 percent). This means that competition in domestic market is more severe. On the other hand, it was confirmed that many of Japanese corporations are facing competition with Chinese products, as shown in the percentages of firms reporting “competition with imported products from China in domestic market” (25 percent) and “competition with Chinese products in export market” (22 percent). (Table 10-1)

(Table 10-1) Current competition status of products/services (check all that apply)

Unit: No. of firms and (%)

Market and countries competing with own products/ services (current)	Manufacture								Non-manufacture							Grand total	
	Food	Textile	Chemical	Steel/non-ferrous metals	General machinery	Electric/electronics machinery	Transportation machinery	Others	Total	Trading	Retailer	Finance/insurance/securities	Construction/civil engineering	Transportation/communication	Others		Total
Competition with Japanese enterprises in domestic market	2	7	14	20	6	23	39	16	127	25	5	11	17	15	17	90	217 (57)
Competition with local enterprises in domestic market	9	8	12	12	8	12	13	15	89	15	9	12	12	12	8	68	157 (41)
Competition with foreign enterprises in domestic market	2	0	6	1	3	7	5	4	28	5	6	2	2	9	6	30	58 (15)
Competition with imported products from China in domestic market	0	4	7	9	4	18	11	13	66	22	2	0	1	1	2	28	94 (25)
Competition with imported products from ASEAN in domestic market	2	2	4	2	0	4	6	5	25	9	0	0	0	0	1	10	35 (9)
Competition with imported products (except China and ASEAN) in domestic market	0	0	3	10	0	5	5	4	27	4	1	0	1	0	4	10	37 (10)
Competition with Japanese enterprises in export market	3	8	10	3	2	23	10	6	65	9	0	0	0	1	1	11	76 (20)
Competition with Chinese enterprises in export market	3	10	6	4	3	27	7	14	74	7	0	0	1	0	1	9	83 (22)
Competition with Western enterprises in export market	1	1	7	2	3	8	8	6	36	2	0	0	0	1	1	4	40 (11)
Competition with foreign enterprises in export market (except China, US and Europe)	3	2	4	4	2	15	7	4	41	4	0	0	0	0	0	4	45 (12)
Total	25	42	73	67	31	142	111	87	578	102	23	25	34	39	41	264	842
No. of firms	13	16	27	33	14	51	51	42	247	40	13	14	22	18	26	133	380 (100)

(2) Future status

With reference to the future competition status of products/ services (check all that apply), the predominant response was “competition with Japanese enterprises in domestic market” (55 percent).

The answers with larger number of respondents than those of the current status include “competition with foreign enterprises in domestic market” (58 firms → 63 firms), “competition with imported products from ASEAN in domestic market” (35 firms → 46 firms) and “competition with Chinese enterprises in export market” (83 firms → 90 firms). (Table 10-2)

(Table 10-2) Future competition status of products/ services (check all that apply)

Unit: No. of firms and (%)

Market and countries competing with own products/ services (future)	Manufacture								Non-manufacture							Grand total	
	Food	Textile	Chemical	Steel/non-ferrous metals	General machinery	Electric/electronics machinery	Transportation machinery	Others	Total	Trading	Retailer	Finance/insurance/securities	Construction/civil engineering	Transportation/communication	Others		Total
Competition with Japanese enterprises in domestic market	2	4	12	20	6	23	37	20	124	23	5	11	16	15	17	87	211 (55)
Competition with local enterprises in domestic market	8	7	12	10	8	12	12	14	83	13	8	13	14	12	7	67	150 (39)
Competition with foreign enterprises in domestic market	2	0	4	3	4	8	4	6	31	5	6	2	1	11	7	32	63 (17)
Competition with imported products from China in domestic market	0	4	7	11	4	16	12	13	67	24	2	0	1	0	2	29	96 (25)
Competition with imported products from ASEAN in domestic market	0	3	3	5	1	6	9	6	33	11	0	0	0	1	1	13	46 (12)
Competition with imported products (except China and ASEAN) in domestic market	0	0	3	6	0	7	8	5	29	7	0	0	1	1	2	11	40 (10)
Competition with Japanese enterprises in export market	2	8	9	2	2	23	10	6	62	6	0	0	0	1	1	8	70 (18)
Competition with Chinese enterprises in export market	4	11	8	5	4	27	8	14	81	8	0	0	1	0	0	9	90 (24)
Competition with Western enterprises in export market	1	1	6	2	2	10	9	6	37	0	0	0	0	1	1	2	39 (10)
Competition with foreign enterprises in export market (except China, US and Europe)	1	1	5	4	2	14	7	4	38	2	0	0	0	0	0	2	40 (10)
Total	20	39	69	68	33	146	116	94	585	99	21	26	34	42	38	260	845
No. of firms	12	16	27	32	14	52	52	43	248	39	13	14	22	19	26	133	381 (100)

11. FUTURE BUSINESS PLAN

(1) Countries/ areas

With reference to the countries areas to be emphasized in future business plan (check all that apply), the predominant response was “business expansion in Thailand without operation transfer” (48 percent), followed by “business expansion in Thailand as part of overseas development from Japan” (44 percent).

On the other hand, the percentage of firms reporting “expansion of export business to ASEAN” and “expansion of export business to India” are 26 percent and 14 percent respectively. (Table 11-1)

(Table 11-1) Countries/ areas to be emphasized in future business plan (check all that apply)

Unit: No. of firms and (%)

Countries areas to be emphasized	Manufacture								Non-manufacture						Grand total		
	Food	Textile	Chemical	Steel/non-ferrous metals	General machinery	Electric/electronics machinery	Transportation machinery	Others	Total	Trading	Retailer	Finance/insurance/securities	Construction/civil engineering	Transportation/communication		Others	Total
Business expansion in Thailand as part of overseas development from Japan	3	6	13	12	6	20	32	19	111	17	7	5	6	8	8	51	162 (44)
Business expansion in Thailand through operation transfer from China or other countries	0	4	1	2	1	5	2	4	19	3	0	1	1	1	0	6	25 (7)
Business expansion in Thailand without operation transfer	8	8	7	20	5	24	22	21	115	19	4	10	12	5	12	62	177 (48)
Expansion of export business to China	0	2	2	0	0	8	2	1	15	1	0	1	0	1	2	5	20 (5)
Expansion of export business to ASEAN	7	2	8	6	4	12	19	6	64	10	2	0	5	7	8	32	96 (26)
Expansion of export business to India	0	1	7	4	2	9	9	5	37	8	0	1	1	4	1	15	52 (14)
Business contraction in Thailand (e.g. operation transfer to other countries)	0	0	2	0	0	0	2	3	7	0	0	0	0	0	0	0	7 (2)
Business withdrawal from Thailand	0	0	1	0	0	2	0	1	4	0	0	0	2	1	0	3	7 (2)
Others	1	0	1	0	1	3	1	3	10	1	0	0	1	2	1	5	15 (4)
Total	19	23	42	44	19	83	89	63	382	59	13	18	28	29	32	179	561
No. of firms	13	16	25	32	13	49	51	43	242	38	12	13	21	19	26	129	371 (100)

(2) Consumer groups

With reference to the consumer groups to be emphasized in future business plan for both domestic sale and export (check all that apply), the predominant response was “middle-class which affords durable or pleasure goods” (193 firms or 54 percent of the respondents). The percentage of firms reporting “middle-class” is higher in textile, retailer and food, and the same trend was observed in transportation machinery and electric/ electronics machinery.

On the other hand, certain number of firms reporting “wealthy/ high-income class which afford high-end or luxury goods” was observed in all industries. (Table 11-2)

(Table 11-2) Consumer groups to be emphasized in future business plan (check all that apply)

Unit: No. of firms and (%)

Industry		Wealthy/ high-income class	Middle-class	BOP	Unknown	Others	No. of firms
Manufacture	Food	4 (31)	10 (77)	0 (0)	0 (0)	1 (8)	13
	Textile	4 (27)	13 (87)	1 (7)	0 (0)	0 (0)	15
	Chemical	6 (23)	12 (46)	4 (15)	6 (23)	3 (12)	26
	Steel/non-ferrous metal	10 (32)	15 (48)	5 (16)	11 (35)	2 (6)	31
	General machinery	5 (38)	3 (23)	2 (15)	3 (23)	1 (8)	13
	Electric/electronics machinery	18 (37)	29 (59)	11 (22)	11 (22)	0 (0)	49
	Transportation machinery	9 (18)	33 (65)	5 (10)	11 (22)	4 (8)	51
	Others	9 (22)	22 (54)	6 (15)	9 (22)	6 (15)	41
	Manufacturing sector total	65 (27)	137 (57)	34 (14)	51 (21)	17 (7)	239
Non-manufacture	Trading	10 (26)	22 (58)	7 (18)	6 (16)	6 (16)	38
	Retailer	4 (31)	11 (85)	2 (15)	1 (8)	0 (0)	13
	Finance/insurance/securities	2 (15)	7 (54)	0 (0)	5 (38)	1 (8)	13
	Construction/civil engineering	2 (12)	2 (12)	0 (0)	3 (18)	11 (65)	17
	Transportation/communication	3 (18)	4 (24)	0 (0)	8 (47)	3 (18)	17
	Others	7 (32)	10 (45)	4 (18)	5 (23)	3 (14)	22
	Non-manufacturing sector total	28 (23)	56 (47)	13 (11)	28 (23)	24 (20)	120
Total	93 (26)	193 (54)	47 (13)	79 (22)	41 (11)	359	

(Note) Each consumer group is defined as follows:

Wealthy-class: Group which affords high-end or luxury goods.

Middle-class: Group which affords durable or pleasure goods (i.e. “volume zone”)

BOP (bottom of the pyramid): Group which affords a small number of cheap consumable goods only (group having lower income than that of “volume zone”)

12. REQUESTS TO THE THAI GOVERNMENT

Regarding request to the Thai government (check all that apply), the predominant response was “development and implementation of customs-related system” (42 percent), followed by “implementation of tax-related system” (34 percent). This indicates that the Japanese corporation have great concern about taxation.

It was confirmed that “infrastructure development in Bangkok metropolitan area” (29 percent) which ranked the 3rd is one of the common concerns, whereas the percentage of firms reporting “broad-based infrastructure development linking Thailand with neighboring countries” accounted for 10 percent of the respondents. (Table 12)

(Table 12) Potential factors affecting on the Thai economy (check all that apply)

Unit: No. of respondent, in () percentage to total firms (%)

Previous time	This time		Manufacture							Non-manufacture							Grand total		
			Food	Textile	Chemical	Steel/non-ferrous metals	General machinery	Electric/electronics machinery	Transportation machinery	Others	Total	Trading	Retailer	Finance/insurance/securities	Construction/civil engineering	Transportation/communication		Others	Total
-	1	Development and implementation of customs-related system	8(62)	7(50)	15(56)	17(50)	6(46)	27(54)	25(49)	12(28)	117(48)	20(50)	7(58)	0(0)	1(4)	9(43)	8(29)	45(32)	162 (42)
-	2	Implementation of tax-related system	5(38)	5(36)	9(33)	11(32)	6(46)	21(42)	15(29)	13(30)	85(35)	14(35)	2(17)	3(20)	10(42)	7(33)	8(29)	44(31)	129 (34)
-	3	Infrastructure development in Bangkok metropolis area	2(15)	6(43)	8(30)	5(15)	0(0)	17(34)	16(31)	18(42)	72(29)	11(28)	4(33)	7(47)	5(21)	5(24)	9(32)	41(29)	113 (29)
-	4	Improvement of education/ human resource development	4(31)	9(64)	10(37)	9(26)	4(31)	17(34)	22(43)	16(37)	91(37)	6(15)	1(8)	2(13)	2(8)	5(24)	5(18)	21(15)	112 (29)
-	5	Relaxation of the Foreign Business Act	4(31)	5(36)	5(19)	9(26)	3(23)	6(12)	7(14)	6(14)	45(18)	21(53)	4(33)	8(53)	10(42)	4(19)	10(36)	57(41)	102 (26)
-	6	Measures to prevent expansion of new-type or flu influenza	1(8)	2(14)	4(15)	10(29)	2(15)	17(34)	14(27)	7(16)	57(23)	6(15)	5(42)	4(27)	3(13)	5(24)	4(14)	27(19)	84 (22)
-	7	Work permit/ visa-related issues	1(8)	3(21)	2(7)	5(15)	3(23)	11(22)	3(6)	4(9)	32(13)	10(25)	1(8)	5(33)	9(38)	5(24)	11(39)	41(29)	73 (19)
-	8	Development and implementation of legal system (except those related to customs, customs clearance or tax)	2(15)	1(7)	0(0)	15(44)	0(0)	8(16)	7(14)	8(19)	41(17)	7(18)	1(8)	3(20)	1(4)	1(5)	3(11)	16(11)	57 (15)
-	9	Customs clearance procedures (except customs)	0(0)	1(7)	8(30)	4(12)	4(31)	10(20)	5(10)	5(12)	37(15)	8(20)	0(0)	0(0)	1(4)	7(33)	0(0)	16(11)	53 (14)
-	10	Broad-based infrastructure development linking Thailand with neighboring countries	3(23)	3(21)	3(11)	2(6)	1(8)	6(12)	4(8)	5(12)	27(11)	6(15)	0(0)	3(20)	0(0)	3(14)	0(0)	12(9)	39 (10)
-	11	Revision of the Wholesaling/ Retailing Act	0(0)	0(0)	1(4)	2(6)	0(0)	0(0)	1(2)	2(5)	6(2)	5(13)	4(33)	0(0)	0(0)	0(0)	3(11)	12(9)	18 (5)
-	12	Price control by the government	2(15)	0(0)	0(0)	1(3)	0(0)	0(0)	2(4)	4(9)	9(4)	0(0)	0(0)	0(0)	0(0)	0(0)	1(4)	1(1)	10 (3)
-	13	Development of the Southern seaboard	0(0)	1(7)	1(4)	0(0)	0(0)	0(0)	0(0)	0(0)	2(1)	1(3)	0(0)	0(0)	1(4)	0(0)	0(0)	2(1)	4 (1)
-	-	Others	2(15)	2(14)	3(11)	2(6)	1(8)	3(6)	6(12)	4(9)	23(9)	4(10)	2(17)	0(0)	4(17)	3(14)	1(4)	14(10)	37 (10)
Total			34	45	69	92	30	143	127	104	644	119	31	35	47	54	63	349	993
No. of firms			13	14	27	34	13	50	51	43	245	40	12	15	24	21	28	140	385 (100)

(Note) This section replaces “POTENTIAL FACTORS AFFECTING ON THE THAI ECONOMY” included in the previous surveys

13. EFFECTS OF ECONOMIC MEASURES

With reference to the effects of economic measures taken by the government of each country under the current global economic downturn (check all that apply),

about 21 percent of the respondents (83 firms) reported “direct/ indirect positive effects by economic measures of other countries than Thailand, Japan or China”. The percentages of firms reporting “indirect positive effects by economic measures of the Thai government (e.g. increased orders, improved reliability of Thai economy)” and “direct positive effects by economic measures of the Thai government (e.g. increased sales)” are 16 percent (63 firms) and 5 percent (21 firms) respectively. In the meantime, the predominant response was “no effect in particular” (44 percent). (Table 13)

(Table 13) Effects of economic measures (check all that apply)

	Manufacture								Non-manufacture						Grand total		
	Food	Textile	Chemical	Steel/non-ferrous metals	General machinery	Electric/electronics machinery	Transportation machinery	Others	Total	Trading	Retailer	Finance/insurance/securities	Construction/civil engineering	Transportation/communication		Others	Total
Direct positive effects by economic measures by the Thai government	0	1	1	2	0	4	3	2	13	4	1	0	0	2	0	7	20 (5)
Indirect positive effects by economic measures by the Thai government	1	2	5	5	3	4	17	6	43	7	1	6	2	3	1	20	63 (16)
Direct positive effects by economic measures by the Japanese government	0	0	0	1	0	2	2	1	6	0	0	0	0	2	0	2	8 (2)
Indirect positive effects by economic measures by the Japanese government	1	3	1	7	0	7	7	2	28	2	0	1	2	1	0	6	34 (9)
Direct positive effects by economic measures by the Chinese government	0	0	4	0	0	7	1	2	14	1	0	0	0	1	1	3	17 (4)
Indirect positive effects by economic measures by the Chinese government	0	0	3	6	0	4	2	0	15	4	1	2	1	3	1	12	27 (7)
Positive effects by economic measures by other countries than Thailand, Japan or China	2	3	6	9	1	14	25	5	65	8	1	0	2	6	1	18	83 (21)
Negative effects	1	0	2	3	1	4	3	1	15	1	0	0	2	2	1	6	21 (5)
No effect in particular	9	10	8	14	7	22	11	23	104	14	7	6	13	3	23	66	170 (44)
Unknown	0	2	3	2	2	2	5	12	28	8	3	2	3	5	3	24	52 (13)
Total	14	21	33	49	14	70	76	54	331	49	14	17	25	28	31	164	495
No. of firms	13	16	26	34	13	52	51	41	246	40	13	14	24	21	29	141	387 (100)

14. IMPACT OF THE MAP TA PUT ISSUE

In connection with the decision of administrative court case regarding industrial development in Map Ta Put, there is concerned that negative impacts will spread among not only the enterprises directly affected but also suppliers or financial institutions of such enterprises, or investment environment will be deteriorated. With reference to impacts of this issue (check all that apply), "direct impact concerned" was confirmed in many industries including chemical, construction/civil engineering, steel/non-ferrous metal, general machinery and trading. The number of firms reporting "indirect impact concerned" was 48 in the manufacturing sector and 52 in the non-manufacturing sector. Of the respondents, 4 firms answered "possible review of investment plan in Thailand." (Table 14)

(Table 14) Impact of the Map Ta Put issue (check all that apply)

Unit: No. of firms and (%)

Industry		Direct impact concerned		Indirect impact concerned		Possible review of investment plan		Unknown		Others		No. of firms
Manufacture	Food	0	(0)	0	(0)	0	(0)	12	(92)	1	(8)	13
	Textile	0	(0)	2	(13)	0	(0)	13	(81)	1	(6)	16
	Chemical	3	(11)	9	(33)	2	(7)	16	(59)	0	(0)	27
	Steel/non-ferrous metal	2	(6)	11	(32)	0	(0)	21	(62)	0	(0)	34
	General machinery	2	(14)	2	(14)	0	(0)	10	(71)	0	(0)	14
	Electric/electronics machinery	1	(2)	8	(16)	0	(0)	41	(82)	1	(2)	50
	Transportation machinery	1	(2)	11	(22)	0	(0)	38	(76)	1	(2)	50
	Others	2	(5)	5	(12)	1	(2)	34	(79)	2	(5)	43
Manufacturing sector total		11	(4)	48	(19)	3	(1)	185	(75)	6	(2)	247
Non-manufacture	Trading	2	(5)	12	(32)	0	(0)	21	(57)	2	(5)	37
	Retailer	0	(0)	2	(18)	0	(0)	9	(82)	0	(0)	11
	Finance/insurance/securities	1	(7)	7	(47)	0	(0)	7	(47)	0	(0)	15
	Construction/civil engineering	3	(15)	12	(60)	0	(0)	7	(35)	0	(0)	20
	Transportation/communication	1	(6)	9	(50)	0	(0)	9	(50)	0	(0)	18
	Others	1	(4)	10	(38)	1	(4)	16	(62)	0	(0)	26
Non-manufacturing sector total		8	(6)	52	(41)	1	(1)	69	(54)	2	(2)	127
Total		19	(5)	100	(27)	4	(1)	254	(68)	8	(2)	374