

Survey of Business Sentiment on Japanese Corporations in Thailand
for the Spring , the 1st half of 2010

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JCC Economic Survey Team
Press release on July 30, 2010

Survey Period

Questionnaire request issue date : May 25, 2010
Questionnaire response deadline : June 25, 2010

Questionnaires response recovery status

Number of questionnaires issued : 1,299 to JCC member companies
(Eleven governmental organizations are excluded.)
Number of responded companies : 375
Response ratio : 28.9%

Note

Please note that number of companies responded to some questions may not be sufficient for making any judgment solely based on the ratio.

Report of response to this questionnaire

Please refer to the following pages.

Industry		No.
Manufacture	Food	13
	Textile	14
	Chemical	25
	Steel/ non-ferrous metal	27
	General machinery	17
	Electric/ electronics machinery	39
	Transportation machinery	55
	Others	40
Manufacturing sector total		230
Non-manufacture	Trading	44
	Retailer	12
	Finance/ insurance/ securities	15
	Construction/ civil engineering	20
	Transportation/ communication	27
	Others	27
	Non- manufacturing sector total	
Total		375

1. BUSINESS SENTIMENT

(1) Summary

From the second half of 2009 to the second half of 2010, the target period of this survey, business sentiment turned to be “improving” in the second half of 2009, and continued to “improve” more rapidly in the first half of 2010. The improvement may slow down in the second half of 2010, but it is expected to improve continuously. (Table 1-1)

(Table 1-1) Business Sentiment

	Past Surveys										Survey this time			
	Result									Forecast		Result	Forecast	
	05H2	06H1	06H2	07H1	07H2	08H1	08H2	09H1	09H2	10H1	09H2	10H1	10H2	
Improving	58	49	37	39	49	57	21	15	64	52	71	74	59	
No change	18	27	25	30	27	23	15	17	18	36	14	14	31	
Deteriorating	24	24	38	31	24	20	65	68	19	12	16	13	10	
(Ref) DI	34	25	-1	8	25	37	-44	-53	45	40	55	61	49	

(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 sentiment is “improving” or “deteriorating”, business sentiment is compared between in this term and in the previous term. If DI, which is the balance between those two figures, is positive, it signifies that business sentiment is improving. If DI is negative, it means that business sentiment is deteriorating compared to the previous term.

(2) The second half of 2008 (July – December)

The percentage of the firms reporting that business sentiment was “improving” increased by 56 points to 71 percent from the previous term (15 percent), whereas that reporting “deteriorating” decreased by 52 points, to 16 percent from the previous term (68 percent). As a result, diffusion index (DI), which is the balance between “improving” and “deteriorating,” was calculated at +55 points, 108 points increased from the previous term (-53). The overall DI has shown a positive figure for the first time in the past three terms. (Table 1-1)

In the manufacturing sector, DI continued to be “improving” in the food industry, and improved in all industries. As a result, DI in the manufacturing sector increased by 126 points to +69 from the previous term (-57). For the non-manufacturing sector, DI continued to be “deteriorating” in the construction/civil engineering industries, but continued to be improving in the retailer industry, finance/ insurance/ securities started to improve resulting in an overall DI increase to +34, a 81-point increase from the previous term (-47). (Table 1-2)

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

The percentage of the firms reporting that business sentiment is “improving” increased by 3 points to 74 percent from the previous term (71 percent), whereas the percentage of the firms reporting “deteriorating” decreased by 3 points to 13 percent from the previous term (16 percent). As a result, DI increased by 6 points, to +61 from the previous term (+55). It increased for two consecutive terms with wider increments. *(Table 1-1)*

In the manufacturing sector, the transportation machinery and general machinery industries are expected to improve significantly, while the food industry has negative prospects. As a result, the overall DI, +69, remains the same as the previous term. In the non-manufacturing sector, the construction/ civil engineering industries will start improving, and all industries will continue to improve. Increment range of improvement will be greater in all industries but the retail industry, leading the DI point increase by 15 to +49 from the previous term (+34). *(Table 1-2)*

(4) The second half of 2010 (July – December)

The percentage of the firms reporting that business sentiment was “improving” was decreased by 15 points to 59 percent from the previous term (74 percent), whereas the percentage of the firms reporting “deteriorating” fell by 3 points to 10 percent from the previous term (13 percent). As a result, the overall DI turned to be a positive figure of +49 and will continue to improve even though the increment of improvement will be smaller than the previous term. (+61) *(Table 1-1)*

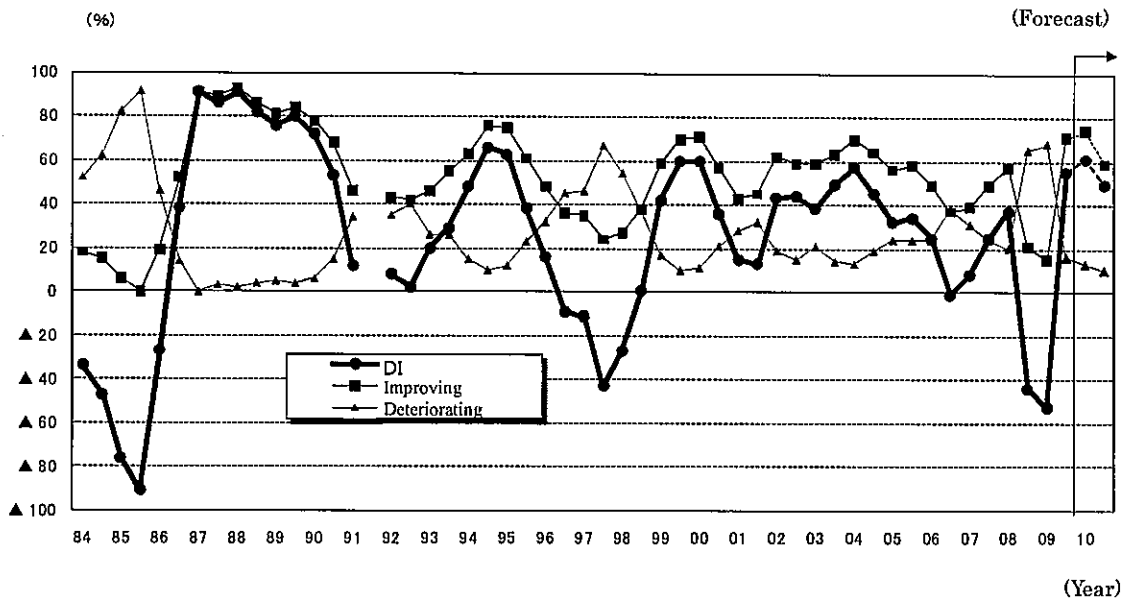
In the manufacturing sector, all industries are expected to improve. The food industry will turn to positive improvement, and all other industries are expected to improve with smaller increments compared to previous. Therefore, DI figure +41 is smaller than previous term (+69), but is expected to continue to improve. As for the non-manufacturing DI, all industries are expected to improve, and the increments will be greater in the industries other than the trading industry. Overall ID is expected to be +61, an increase from the previous term (+49). *(Table 1-2)*

(Table 1-2) DI by industry

(“Business sentiment improving” – “Business sentiment deteriorating”)

Industry		Past Surveys								Survey this time		
		Result						Forecast		Result		Forecast
		06H2	07H1	07H2	08H1	08H2	09H1	09H2	10H1	09H2	10H1	10H2
Manufacture	Food	-20	-37	-15	13	27	33	17	42	54	-15	7
	Textile	-8	-25	15	33	-28	-40	56	19	43	43	31
	Chemical	16	11	48	44	-62	-32	72	50	84	80	60
	Steel/ non-ferrous metal	19	13	21	58	-70	-88	79	55	70	77	25
	General machinery	-20	0	-15	25	-50	-57	28	28	70	88	59
	Electric/ electronics machinery	-24	-3	11	18	-55	-35	48	21	74	64	48
	Transportation machinery	6	24	53	55	-46	-88	79	63	82	95	40
	Others	16	15	41	39	-45	-68	42	29	45	52	40
	Manufacturing sector total	2	6	28	38	-46	-57	58	40	69	69	41
Non-manufacture	Trading	-22	5	28	68	-57	-43	61	49	61	72	63
	Retailer	-30	7	60	75	-16	9	42	54	75	50	67
	Finance/ insurance/ securities	25	33	0	10	-33	-47	0	46	33	54	73
	Construction/ civil engineering	0	-5	11	4	-25	-67	-45	17	-35	15	35
	Transportation/ communication	-16	-5	0	32	-67	-53	38	47	37	53	74
	Others	18	25	18	16	-20	-56	10	35	19	30	48
	Non-manufacturing sector total	-5	9	19	35	-39	-47	21	40	34	49	61
Total	13	1	18	37	-44	-53	45	40	55	61	49	

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



(Note)

1. Diffusion Index (DI) = improving - deteriorating (Compared to the previous term)
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 23 points to 33 percent from the previous year (56 percent), 11 points increase from the forecast at the time of the previous survey. The percentage of the firms expecting a "more than 20% increase" in their total sales decreased to 6 percent, 8 points decrease from the previous year (14 percent). (Table 2-1 and Table 2-2)

Regarding sales forecast for 2010, the firms anticipating an "increase" in their total sales increased by 50 points to 83 percent from the previous year; and the percentage of the firms anticipating "more than 20% increase" in their total sales increased by 29 points, from 6 percent in the previous period to 35 percent. (Table 2-1 and Table 2-3).

(Table 2-1) Changes in total sales

Unit: percent

Year	Past Surveys									Survey this time	
	Result						Forecast			Forecast	
	02	03	04	05	06	07	08	09	10	09	10
Sales Increase	74	80	82	73	65	61	56	22	73	33	83
Sales increase more than 20%	32	31	44	27	17	14	14	4	11	6	35

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

(Table 2-2) Sales in 2009

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	9 (69)	3 (23)	2 (15)	4 (31)	2 (15)	2 (15)	1 (8)	0 (0)	1 (8)
	Textile	4 (31)	1 (8)	0 (0)	3 (23)	0 (0)	9 (69)	1 (8)	6 (46)	2 (15)
	Chemical	8 (32)	0 (0)	5 (20)	3 (12)	1 (4)	16 (64)	2 (8)	7 (28)	7 (28)
	Steel/non-ferrous metal	2 (8)	0 (0)	1 (4)	1 (4)	2 (8)	21 (84)	0 (0)	8 (32)	13 (52)
	General machinery	6 (38)	1 (6)	2 (13)	3 (19)	1 (6)	9 (56)	1 (6)	1 (6)	7 (44)
	Electric/electronics machinery	14 (38)	3 (8)	4 (11)	7 (19)	1 (3)	22 (59)	8 (22)	8 (22)	6 (16)
	Transportation machinery	9 (16)	0 (0)	3 (5)	6 (11)	1 (2)	45 (82)	9 (16)	14 (25)	22 (40)
	Others	12 (32)	1 (3)	7 (18)	4 (11)	0 (0)	26 (68)	5 (13)	10 (26)	11 (29)
Manufacturing sector total	64 (29)	9 (4)	24 (11)	31 (14)	8 (4)	150 (68)	27 (12)	54 (24)	69 (31)	
Non-manufacture	Trading	19 (43)	5 (11)	6 (14)	8 (18)	3 (7)	22 (50)	6 (14)	5 (11)	11 (25)
	Retailer	6 (50)	0 (0)	2 (17)	4 (33)	2 (17)	4 (33)	3 (25)	1 (8)	0 (0)
	Finance/insurance/securities	8 (62)	3 (23)	0 (0)	5 (38)	4 (31)	1 (8)	0 (0)	1 (8)	0 (0)
	Construction/civil engineering	5 (25)	0 (0)	4 (20)	1 (5)	2 (10)	13 (65)	1 (5)	2 (10)	10 (50)
	Transportation/communication	5 (19)	2 (8)	2 (8)	1 (4)	2 (8)	19 (73)	2 (8)	4 (15)	13 (50)
	Others	11 (46)	3 (13)	5 (21)	3 (13)	4 (17)	9 (38)	2 (8)	3 (13)	4 (17)
	Non-manufacturing sector total	54 (39)	13 (9)	19 (14)	22 (16)	17 (12)	68 (49)	14 (10)	16 (12)	38 (27)
Total	118 (33)	22 (6)	43 (12)	53 (15)	25 (7)	218 (60)	41 (11)	70 (19)	107 (30)	

(Table 2-3) Sales forecast in 2010

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)	2 (15)	2 (15)	6 (46)	2 (15)	1 (8)	0 (0)	1 (8)	0 (0)	0 (0)		
	Textile	10 (77)	4 (31)	5 (38)	1 (8)	2 (15)	1 (8)	1 (8)	0 (0)	0 (0)	0 (0)		
	Chemical	23 (92)	8 (32)	13 (52)	2 (8)	0 (0)	2 (8)	1 (4)	0 (0)	1 (4)	0 (0)		
	Steel/non-ferrous metal	23 (96)	14 (58)	7 (29)	2 (8)	0 (0)	1 (4)	1 (4)	0 (0)	0 (0)	0 (0)		
	General machinery	14 (88)	8 (50)	3 (19)	3 (19)	2 (13)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)		
	Electric/electronics machinery	33 (89)	11 (30)	10 (27)	12 (32)	1 (3)	3 (8)	1 (3)	2 (5)	0 (0)	0 (0)		
	Transportation machinery	51 (93)	29 (53)	18 (33)	14 (7)	2 (4)	2 (4)	1 (2)	1 (2)	0 (0)	0 (0)		
	Others	33 (87)	15 (39)	12 (32)	6 (16)	1 (3)	4 (11)	1 (3)	2 (5)	1 (3)	0 (0)		
Manufacturing sector total	197 (89)	91 (41)	70 (32)	36 (16)	10 (5)	14 (6)	6 (3)	6 (3)	2 (1)	0 (0)			
Non-manufacture	Trading	35 (80)	17 (39)	12 (27)	6 (14)	7 (16)	2 (5)	0 (0)	1 (2)	1 (2)	0 (0)		
	Retailer	9 (75)	0 (0)	7 (58)	2 (17)	2 (17)	1 (8)	1 (8)	0 (0)	0 (0)	0 (0)		
	Finance/insurance/securities	10 (77)	3 (23)	3 (23)	4 (31)	3 (23)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)		
	Construction/civil engineering	8 (40)	2 (10)	6 (30)	0 (0)	5 (25)	7 (35)	0 (0)	2 (10)	5 (25)	0 (0)		
	Transportation/communication	21 (81)	5 (19)	14 (54)	2 (8)	1 (1)	4 (15)	3 (12)	1 (4)	0 (0)	0 (0)		
	Others	17 (74)	6 (26)	5 (22)	6 (26)	2 (9)	4 (17)	1 (4)	2 (9)	1 (4)	0 (0)		
Non-manufacturing sector total	100 (72)	33 (24)	47 (34)	20 (14)	20 (14)	18 (13)	5 (4)	6 (4)	7 (5)	0 (0)			
Total	297 (83)	124 (35)	117 (33)	56 (16)	30 (8)	32 (9)	11 (3)	12 (3)	9 (3)	0 (0)			

3. PROFIT & LOSS BEFORE TAX

The firms reporting the “profit” in their 2009 before tax profit/loss accounted for 77 percent. The firms reporting an “increase” in their net profit (including the case that their loss will diminish or improve to break-even) accounted for 36 percent, whereas those reporting a “decrease” in their net profit accounted for 50 percent. (Table 3-1)

The percentage of the firms anticipating the “profit” in their 2010 before tax profit/loss accounted for 86 percent. The firms anticipating an “increase” in their net profit accounted for 63 percent, whereas those anticipating a “decrease” in their net profit accounted for 18 percent. (Table 3-2)

**(Table 3-1) Result of Before Tax Profit/Loss in 2009
(Comparison the previous year)**

Unit: No. of firms and (%)

Industry		Profit	Balance	Loss	Total	Profit increase	No change	Profit decrease
Manufacture	Food	9 (69)	0 (0)	4 (31)	13	6 (46)	5 (38)	2 (15)
	Textile	11 (85)	0 (0)	2 (15)	13	5 (38)	1 (8)	7 (54)
	Chemical	22 (88)	2 (8)	1 (4)	25	11 (44)	2 (8)	12 (48)
	Steel/non-ferrous metal	13 (52)	3 (12)	9 (36)	25	5 (20)	1 (4)	19 (76)
	General machinery	10 (67)	3 (20)	2 (13)	15	6 (40)	3 (20)	6 (40)
	Electric/electronics machinery	31 (82)	3 (8)	4 (11)	38	16 (42)	8 (21)	14 (37)
	Transportation machinery	51 (93)	3 (5)	1 (2)	55	13 (24)	5 (9)	37 (67)
	Others	29 (73)	1 (3)	10 (25)	40	15 (38)	7 (18)	18 (45)
Manufacturing sector total		176 (79)	15 (7)	33 (15)	224	77 (34)	32 (14)	115 (51)
Non-manufacture	Trading	28 (64)	3 (7)	13 (30)	44	19 (43)	3 (7)	22 (50)
	Retailer	11 (92)	0 (0)	1 (8)	12	7 (58)	2 (17)	3 (25)
	Finance/insurance/securities	11 (85)	0 (0)	2 (15)	13	6 (46)	2 (15)	5 (38)
	Construction/civil engineering	16 (80)	0 (0)	4 (20)	20	6 (30)	2 (10)	12 (60)
	Transportation/communication	17 (68)	0 (0)	8 (32)	25	6 (24)	3 (12)	16 (64)
	Others	19 (76)	1 (4)	5 (20)	25	9 (36)	8 (32)	8 (32)
	Non-manufacturing sector total		102 (73)	4 (3)	33 (24)	139	53 (38)	20 (14)
Total		278 (77)	19 (5)	66 (18)	363	130 (36)	52 (14)	181 (50)

(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
(Comparison with the previous year)**

Unit: No. of firms and (%)

Industry		Profit	Balance	Loss	Total	Profit increase	No change	Profit decrease
Manufacture	Food	10 (77)	0 (0)	3 (23)	13	4 (31)	6 (46)	3 (23)
	Textile	12 (92)	0 (0)	1 (8)	13	9 (69)	2 (15)	2 (15)
	Chemical	23 (92)	2 (8)	0 (0)	25	18 (72)	3 (12)	4 (16)
	Steel/non-ferrous metal	21 (84)	1 (4)	3 (12)	25	22 (88)	2 (8)	1 (4)
	General machinery	13 (87)	2 (13)	0 (0)	15	12 (80)	2 (13)	1 (7)
	Electric/electronics machinery	34 (92)	2 (5)	1 (3)	37	17 (46)	12 (32)	8 (22)
	Transportation machinery	54 (98)	1 (2)	0 (0)	55	42 (76)	7 (13)	6 (11)
	Others	31 (78)	5 (13)	4 (10)	40	22 (55)	7 (18)	11 (28)
	Manufacturing sector total	198 (89)	13 (6)	12 (5)	223	146 (65)	41 (18)	36 (16)
Non-manufacture	Trading	35 (81)	4 (9)	4 (9)	43	33 (77)	6 (14)	4 (9)
	Retailer	11 (92)	0 (0)	1 (8)	12	7 (58)	3 (25)	2 (17)
	Finance/insurance/securities	12 (92)	0 (0)	1 (8)	13	7 (54)	3 (23)	3 (23)
	Construction/civil engineering	14 (70)	1 (5)	5 (25)	20	4 (20)	5 (25)	11 (55)
	Transportation/communication	21 (88)	2 (8)	1 (4)	24	16 (67)	5 (21)	3 (13)
	Others	18 (72)	2 (8)	5 (20)	25	13 (52)	5 (20)	7 (28)
	Non-manufacturing sector total	111 (81)	9 (7)	17 (12)	137	80 (58)	27 (20)	30 (22)
Total	309 (86)	22 (6)	29 (8)	360	226 (63)	68 (19)	66 (18)	

(Note) See table 3-1.

4. CAPITAL INVESTMENT (MANUFACTURING SECTOR)

The amount of planned capital investment (in the manufacturing sector) in 2010 is expected to increase by 74.7 percent from 2009. (The total number of responding firms is 205.) In terms of the number of firms, those who reported "increase" their investment (148) is greater than those who responded they will "decrease" (24).

The transportation equipment industry and electric/electronic industry have prospects to increase investments over the previous year. (Table 4-1)

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

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

Industry	2009		2010		Number of firms responded				Total
	Amount	Amount	Increase %	Increase	No change	Decrease	Undecided		
Food	2,119	2,573	21.4	6 (50)	5 (42)	1 (8)	0 (0)	12	
Textile	493	641	30.1	8 (62)	2 (15)	2 (15)	1 (8)	13	
Chemical	4,440	2,519	-43.3	14 (58)	4 (17)	5 (21)	1 (4)	24	
Steel/Non-ferrous metal	689	1,378	100.1	14 (56)	10 (40)	1 (4)	0 (0)	25	
General machinery	449	1,391	209.7	8 (53)	6 (40)	0 (0)	1 (7)	15	
Electric/Electronics machinery	8,797	16,567	88.3	30 (79)	3 (8)	3 (8)	2 (5)	38	
Transportation machinery	10,698	23,565	120.3	43 (78)	7 (13)	5 (9)	0 (0)	55	
Others	4,844	8,180	68.9	25 (63)	6 (15)	7 (18)	2 (5)	40	
Manufacturing sector total	32,528	56,812	74.7	148 (67)	43 (19)	24 (11)	7 (3)	222	

(Note) The figures in the above table show aggregation of corporations who responded in the years 2009 and 2010. 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 (Checked all that apply)

Industry	No. of firms and (%)							Total	Respond
	New	Expansion	Replacement	Streamlining	Others	Total			
Food	3 (17)	2 (11)	6 (33)	6 (33)	1 (6)	18	11		
Textile	2 (13)	2 (13)	7 (44)	4 (25)	1 (6)	16	12		
Chemical	4 (12)	5 (15)	13 (39)	11 (33)	0 (0)	33	24		
Steel/Non-ferrous metal	2 (7)	4 (14)	18 (64)	4 (14)	0 (0)	28	22		
General machinery	2 (13)	1 (7)	9 (60)	2 (13)	1 (7)	15	12		
Electric/Electronics machinery	7 (14)	11 (22)	20 (39)	11 (22)	2 (4)	51	33		
Transportation machinery	14 (18)	7 (9)	31 (40)	23 (29)	3 (4)	78	53		
Others	12 (25)	8 (17)	17 (35)	10 (21)	1 (2)	48	37		
Manufacturing sector total	46 (16)	40 (14)	121 (42)	71 (25)	9 (3)	287	204		

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

		Unit: No. of firms and (%)							
Manufacture	Industry	New	Expansion	Replacement	Streamlining	Others	Total	Respond	
		Food	3 (18)	2 (12)	5 (29)	6 (35)	1 (6)	17	11
	Textile	5 (26)	4 (21)	7 (37)	3 (16)	0 (0)	19	13	
	Chemical	7 (19)	7 (19)	15 (41)	8 (22)	0 (0)	37	23	
	Steel/Non-ferrous metal	4 (11)	11 (29)	17 (45)	5 (13)	1 (3)	38	23	
	General machinery	3 (17)	6 (33)	7 (39)	2 (11)	0 (0)	18	12	
	Electric/Electronics machinery	20 (29)	18 (26)	14 (21)	15 (22)	1 (1)	68	36	
	Transportation machinery	32 (31)	23 (22)	25 (24)	20 (19)	4 (4)	104	54	
	Others	15 (27)	14 (25)	14 (25)	10 (18)	2 (4)	55	38	
	Manufacturing sector total	89 (25)	85 (24)	104 (29)	69 (19)	9 (3)	356	210	

5. EXPORT TREND

The percentage of the firms reporting an "increase" in their export compared to the previous year (the same term) accounted for 58 percent in the first half of 2010, 50 percent in the second half of 2010, and 62 percent for the whole year of 2010 showing the strong trend of recovery. (Table 5-1, Table 5-2, and Table 5-3)

(Table 5-1) Exports in 2010 (the first half)

Unit: No. of firms and (%)

Industry	The first half of 2010										
	Increase			No Change	Decrease			Total			
	More than 20% increase	10-20% increase	Less than 10% increase		Less than 10% decrease	10-20% decrease	More than 20% decrease				
Food	8 (62)	2 (15)	4 (31)	4 (31)	1 (8)	0 (0)	1 (8)	0 (0)	13		
Textile	9 (64)	7 (50)	2 (14)	3 (21)	2 (14)	2 (14)	0 (0)	0 (0)	14		
Chemical	16 (64)	6 (24)	6 (24)	8 (32)	1 (4)	0 (0)	1 (4)	0 (0)	25		
Steel/Non-ferrous metal	9 (39)	5 (22)	2 (9)	9 (39)	5 (22)	3 (13)	1 (4)	1 (4)	23		
General machinery	7 (54)	3 (23)	3 (23)	6 (46)	0 (0)	0 (0)	0 (0)	0 (0)	13		
Electric/Electronics machinery	28 (76)	12 (32)	5 (14)	6 (16)	3 (8)	3 (8)	0 (0)	0 (0)	37		
Transportation machinery	31 (60)	18 (35)	7 (13)	14 (27)	7 (13)	3 (6)	1 (2)	3 (6)	52		
Others	24 (67)	11 (31)	5 (14)	6 (17)	6 (17)	0 (0)	4 (11)	2 (6)	36		
Manufacturing sector total	132 (62)	64 (30)	34 (16)	56 (26)	25 (12)	11 (5)	8 (4)	6 (3)	213		
Trading	19 (51)	8 (22)	6 (16)	16 (43)	2 (5)	1 (3)	0 (0)	1 (3)	37		
Retailer	0 (0)	0 (0)	0 (0)	5 (100)	0 (0)	0 (0)	0 (0)	0 (0)	5		
Construction/civil engineering	0 (0)	0 (0)	0 (0)	0 (0)	1 (100)	0 (0)	1 (100)	0 (0)	1		
Others	2 (25)	1 (13)	0 (0)	5 (63)	1 (13)	0 (0)	0 (0)	1 (13)	8		
Non-manufacturing sector total	21 (41)	9 (18)	6 (12)	26 (51)	4 (8)	1 (2)	1 (2)	2 (4)	51		
Total	153 (58)	73 (28)	40 (15)	82 (31)	29 (11)	12 (5)	9 (3)	8 (3)	264		

(Table 5-2) Exports in 2010 (the second half)

Unit: No. of firms and (%)

Industry	The second half of 2010											
	Increase					No Change	Decrease					Total
	More than 20% increase	10-20% increase	Less than 10% increase				Less than 10% decrease	10-20% decrease	More than 20% decrease			
Food	9 (69)	3 (23)	4 (31)	2 (15)	4 (31)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	13	
Textile	9 (64)	0 (0)	3 (21)	6 (43)	3 (21)	2 (14)	2 (14)	0 (0)	0 (0)	0 (0)	14	
Chemical	13 (52)	3 (12)	7 (28)	3 (12)	11 (44)	1 (4)	1 (4)	0 (0)	0 (0)	0 (0)	25	
Steel/Non-ferrous metal	4 (18)	1 (5)	3 (14)	0 (0)	9 (41)	9 (41)	3 (14)	4 (18)	2 (9)		22	
General machinery	6 (46)	2 (15)	1 (8)	3 (23)	7 (54)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	13	
Electric/Electronics machinery	29 (78)	1 (3)	17 (46)	11 (30)	6 (16)	2 (5)	1 (3)	0 (0)	1 (3)		37	
Transportation machinery	26 (50)	4 (8)	9 (17)	13 (25)	20 (38)	6 (12)	4 (8)	1 (2)	1 (2)		52	
Others	17 (47)	7 (19)	7 (19)	3 (8)	14 (39)	5 (14)	1 (3)	2 (6)	2 (6)		36	
Manufacturing sector total	113 (53)	21 (10)	51 (24)	41 (19)	74 (35)	25 (12)	12 (6)	7 (3)	6 (3)		212	
Trading	16 (43)	5 (14)	6 (16)	5 (14)	19 (51)	2 (5)	1 (3)	0 (0)	1 (3)		37	
Retailer	0 (0)	0 (0)	0 (0)	0 (0)	5 (100)	0 (0)	0 (0)	0 (0)	0 (0)		5	
Construction/civil engineering	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (100)	0 (0)	1 (100)	0 (0)		1	
Others	3 (38)	1 (13)	1 (14)	1 (13)	4 (50)	1 (13)	0 (0)	0 (0)	1 (13)		8	
Non-manufacturing sector total	19 (37)	6 (12)	7 (14)	6 (12)	28 (55)	4 (8)	1 (2)	1 (2)	2 (4)		51	
Total	132 (50)	27 (10)	58 (22)	47 (18)	102 (39)	29 (11)	13 (5)	8 (3)	8 (3)		263	

(Table 5-3) Exports in 2010 (the whole year)

Unit: No. of firms and (%)

Industry	The whole year of 2010											
	Increase					No Change	Decrease					Total
	More than 20% increase	10-20% increase	Less than 10% increase				Less than 10% decrease	10-20% decrease	More than 20% decrease			
Food	9 (69)	1 (8)	4 (31)	4 (31)	4 (31)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	13	
Textile	10 (77)	2 (15)	4 (31)	4 (31)	1 (8)	2 (15)	2 (15)	0 (0)	0 (0)	0 (0)	13	
Chemical	15 (60)	5 (20)	6 (24)	4 (16)	9 (36)	1 (4)	0 (0)	1 (4)	0 (0)	0 (0)	25	
Steel/Non-ferrous metal	8 (36)	4 (18)	4 (18)	0 (0)	7 (32)	7 (32)	4 (18)	2 (9)	1 (5)		22	
General machinery	8 (62)	3 (23)	0 (0)	5 (38)	5 (38)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	13	
Electric/Electronics machinery	30 (86)	5 (14)	13 (37)	12 (34)	4 (11)	1 (3)	0 (0)	1 (3)	0 (0)		35	
Transportation machinery	35 (67)	11 (21)	11 (21)	13 (25)	14 (27)	3 (6)	1 (2)	2 (4)	0 (0)		52	
Others	22 (61)	7 (19)	9 (25)	6 (17)	8 (22)	6 (17)	2 (6)	2 (6)	2 (6)		36	
Manufacturing sector total	137 (66)	38 (18)	51 (24)	48 (23)	52 (25)	20 (10)	9 (4)	8 (4)	3 (1)		209	
Trading	20 (54)	5 (14)	6 (16)	9 (24)	14 (38)	3 (8)	2 (5)	0 (0)	1 (3)		37	
Retailer	0 (0)	0 (0)	0 (0)	0 (0)	5 (100)	0 (0)	0 (0)	0 (0)	0 (0)		5	
Construction/civil engineering	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (100)	0 (0)	1 (100)	0 (0)		1	
Others	3 (38)	1 (13)	2 (25)	0 (0)	4 (50)	1 (13)	0 (0)	0 (0)	1 (13)		8	
Non-manufacturing sector total	23 (45)	6 (12)	8 (16)	9 (18)	23 (45)	5 (10)	2 (4)	1 (2)	2 (4)		51	
Total	160 (62)	44 (17)	59 (23)	57 (22)	75 (29)	25 (10)	11 (4)	9 (3)	5 (2)		260	

6. PROSPECTIVE EXPORT MARKET IN THE FUTURE

For the prospective export market in the future (checked all that apply), "India" (46 percent) was ranked 1st continuing from the previous term, followed by "ASEAN (Vietnam, Cambodia, Laos, and Myanmar are excluded.)" (43 percent); "Vietnam" (33 percent); and "China" (24 percent) in the same order as the previous term. CLM rose in the ranking, while Europe fell. (Table 6)

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

Unit: No. of firms and (%)

Industry	India	AEAN	Viet-na m	China	Japan	Middle East	USA	Ocea-n ia	CLM	Europe	Latin Ame-ri ca	Russia	Other	Tota l	# of Firms
Food	2 (15)	4 (31)	4 (31)	4 (31)	4 (31)	3 (23)	3 (23)	2 (15)	2 (15)	5 (38)	1 (8)	1 (8)	1 (8)	36	13
Textile	4 (29)	3 (21)	4 (29)	7 (50)	7 (50)	0 (0)	3 (21)	1 (7)	2 (14)	3 (21)	0 (0)	0 (0)	0 (0)	34	14
Chemical	13 (59)	14 (64)	9 (41)	7 (32)	4 (18)	7 (32)	0 (0)	3 (14)	2 (9)	1 (5)	0 (0)	1 (5)	0 (0)	61	22
Steel/ non-ferrous metal	13 (57)	9 (39)	6 (26)	2 (9)	1 (4)	3 (13)	3 (13)	1 (4)	3 (13)	3 (13)	0 (0)	1 (4)	0 (0)	45	23
General machinery	4 (31)	5 (38)	6 (49)	2 (15)	2 (15)	1 (8)	1 (8)	1 (8)	2 (15)	0 (0)	0 (0)	0 (0)	0 (0)	24	13
Electric/ electronics machinery	10 (28)	17 (47)	14 (39)	9 (25)	5 (14)	8 (22)	6 (17)	4 (11)	7 (19)	5 (14)	6 (17)	6 (17)	6 (17)	103	36
Transportation machinery	29 (55)	30 (57)	14 (26)	10 (19)	6 (11)	9 (17)	4 (8)	8 (15)	2 (4)	3 (6)	7 (13)	0 (0)	7 (13)	129	53
Others	17 (47)	11 (31)	8 (22)	7 (19)	9 (25)	7 (19)	5 (14)	2 (6)	2 (6)	1 (3)	1 (3)	1 (3)	1 (3)	72	36
Manufacturing sector total	92 (44)	93 (44)	65 (31)	48 (23)	38 (18)	38 (18)	25 (12)	22 (10)	22 (10)	21 (10)	15 (7)	10 (5)	15 (7)	504	210
Trading	18 (60)	9 (30)	13 (43)	10 (33)	6 (20)	3 (10)	0 (0)	1 (3)	0 (0)	0 (0)	0 (0)	2 (7)	0 (0)	62	30
Retailer	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
Construction/civil engineering	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)	1 (3)	0 (0)	0 (0)	0 (0)	2 (5)	0 (0)	81	40
Total	115 (46)	107 (43)	83 (33)	60 (24)	46 (18)	41 (16)	25 (10)	23 (9)	22 (9)	21 (8)	15 (6)	12 (5)	11 (4)	585	250
Current ranking	1	2	3	4	5	6	7	8	9	10	11	12	--		
Previous ranking	1	2	3	4	5	6	8	8	11	7	12	10			

(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” (36 percent), followed by “not less than 32.0 but less than 32.5” (23 percent) and “not less than 32.5 but less than 33.0” (13 percent). (Table 7-1)

(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	0	0	0	0	0 (0.0)
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	1	0	1	0	2	0	0	1	1	3 (1.5)
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	1	1	2	1	0	0	1	3 (1.5)
Not less than 31.5 but less than 32.0	0	0	0	0	0	1	0	0	1	0	0	0	0	1 (0.5)
Not less than 32.0 but less than 32.5	2	5	8	4	1	5	7	3	35	9	0	2	11	46 (22.8)
Not less than 32.5 but less than 33.0	2	1	2	2	0	6	5	3	21	4	0	1	5	26 (12.9)
Not less than 33.0 but less than 33.5	3	6	6	7	5	14	10	10	61	9	2	0	11	72 (35.6)
Not less than 33.5 but less than 34.0	1	0	2	3	0	3	1	2	12	0	0	1	1	13 (6.4)
Not less than 34.0 but less than 34.5	1	0	2	3	0	3	2	1	12	2	0	1	3	15 (7.4)
Not less than 34.5 but less than 35.0	0	0	0	1	0	1	1	0	3	2	0	0	2	5 (2.5)
Not less than 35.0 but less than 35.5	0	0	0	0	0	0	6	2	8	2	1	1	4	12 (5.9)
Not less than 35.5 but less than 36.0	0	0	0	0	0	2	0	0	2	0	0	0	0	2 (1.0)
Not less than 36.0 but less than 36.5	0	0	0	0	0	1	0	0	1	0	0	0	0	1 (0.5)
Not less than 36.5 but less than 37.0	0	0	0	1	0	0	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	0	0	0	0	1	0	0	1	1 (0.5)
Not less than 37.5 but less than 38.0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (0.0)
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	9	12	20	21	7	36	35	22	162	30	3	7	40	202

Average	32.88	32.55	32.72	33.26	33.52	33.12	33.26	33.06	33.03	33.08	33.70	32.81	33.08	33.04
Median	33.00	32.75	32.75	33.00	33.00	33.00	33.00	33.00	33.00	33.00	33.10	32.60	33.00	33.00
Mode	32.00	32.00	32.00	33.00	33.00	33.00	33.00	33.00	33.00	33.00	#N/A	#N/A	33.00	33.00

(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” (32 percent), followed by “not less than 2.8 but less than 2.9” (32 percent). (Table 7-2)

(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	0	0	0	0	0	0	0	0	0	0 (0.0)
Not less than 2.5 but less than 2.6	0	0	2	1	0	1	2	0	6	2	1	0	3	9	9 (4.0)
Not less than 2.6 but less than 2.7	0	0	2	3	0	5	5	5	20	9	0	0	9	29	29 (13.0)
Not less than 2.7 but less than 2.8	2	2	5	4	7	13	16	9	58	11	0	3	14	72	72 (32.3)
Not less than 2.8 but less than 2.9	3	4	11	5	4	8	14	11	60	9	1	1	11	71	71 (31.8)
Not less than 2.9 but less than 3.0	2	2	0	4	0	2	1	5	16	4	0	2	6	22	22 (9.9)
Not less than 3.0 but less than 3.1	3	0	2	1	0	1	3	1	11	2	0	3	5	16	16 (7.2)
Not less than 3.1 but less than 3.2	0	0	0	1	0	0	0	0	1	0	0	0	0	1	1 (0.4)
Not less than 3.2 but less than 3.3	0	0	0	0	0	0	0	1	1	0	0	0	0	1	1 (0.4)
Not less than 3.3 but less than 3.4	0	0	0	1	0	0	0	1	2	0	0	0	0	2	2 (0.9)
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 (0.0)
Not less than 3.5 but less than 3.6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (0.0)
No. of firms	10	8	22	20	11	30	41	33	175	37	2	9	48	223	

Average	2.88	2.81	2.78	2.83	2.75	2.74	2.76	2.82	2.78	2.74	2.65	2.86	2.76	2.78
Median	2.88	2.80	2.80	2.80	2.75	2.71	2.75	2.80	2.80	2.73	2.65	2.90	2.75	2.80
Mode	2.80	2.80	2.70	2.80	2.70	2.70	2.80	2.80	2.80	2.80	#N/A	2.70	2.70	2.80

(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 SOURCE OF PARTS/ MATERIALS

The ratio of procurement source in 2009 (simple average of respondents) was 62.4 percent from the ASEAN region, including 51.4 percent from Thailand. (Table 8-1)

Regarding the ratio of planned procurement source in 2010, the percentage from Japan decreased compared to 2009, while the procurement ratio from the ASEAN region and Thai domestic are expected to increase. (Table 8-2)

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

		Unit: (%)						
	Industry	ASEAN			Japan	Others	Total	No. of firms
		Thailand	ASEAN (except Thailand)					
Manufacturing sector	Food	74.8	64.8	10.1	13.6	11.5	100.0	13
	Textile	57.6	52.3	5.3	17.7	24.7	100.0	14
	Chemical	61.7	54.8	6.8	32.8	5.5	100.0	25
	Steel/Non-ferrous metal	41.6	35.9	5.7	43.1	15.3	100.0	24
	General machinery	63.3	53.4	9.9	34.9	1.8	100.0	13
	Electric/Electronics machinery	58.9	43.7	15.2	29.6	11.5	100.0	37
	Transportation machinery	60.2	55.4	4.8	36.9	2.9	100.0	53
	Others	58.4	48.4	10.1	32.6	9.0	100.0	38
	Manufacturing average	59.6	51.1	8.5	30.2	10.3	100.0	217
Non-Manufacturing sector	Trading	50.5	40.6	9.9	47.0	2.5	100.0	38
	Retailer	57.5	47.5	10.0	35.0	7.5	100.0	6
	Construction/civil engineering	100.0	75.0	25.0	0.0	0.0	100.0	2
	Others	52.6	44.1	8.4	25.0	22.4	100.0	7
	Non-manufacturing average	65.1	51.8	13.3	26.8	8.1	100.0	53
Total		62.4	51.4	10.9	28.5	9.2	100.0	270

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

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

		Unit: (%)						
	Industry	ASEAN			Japan	Others	Total	No. of firms
		Thailand	ASEAN (except Thailand)					
Manufacturing sector	Food	75.6	65.7	9.9	13.2	11.2	100.0	13
	Textile	58.4	52.9	5.6	17.2	24.4	100.0	14
	Chemical	63.6	57.0	6.6	31.1	5.2	100.0	25
	Steel/Non-ferrous metal	44.1	37.4	6.7	41.9	14.0	100.0	23
	General machinery	63.3	53.0	10.3	35.7	1.1	100.0	12
	Electric/Electronics machinery	60.2	44.6	15.6	28.4	11.4	100.0	37
	Transportation machinery	59.9	54.9	5.0	36.0	4.1	100.0	53
	Others	58.7	48.1	10.6	33.9	7.4	100.0	38
	Manufacturing average	60.5	51.7	8.8	29.7	9.9	100.0	215
Non-Manufacturing sector	Trading	54.5	42.9	11.7	43.5	1.9	100.0	37
	Retailer	69.0	57.0	12.0	24.0	7.0	100.0	5
	Construction/civil engineering	100.0	75.0	25.0	0.0	0.0	100.0	2
	Others	56.4	47.6	8.9	19.3	24.3	100.0	7
	Non-manufacturing average	70.0	55.6	14.4	21.7	8.3	100.0	51
Total		65.2	53.7	11.6	25.7	9.1	100.0	266

(Note) See Table 8-1.

9. PROBLEMS WITH CORPORATE MANAGEMENT

Regarding problems with corporate management (multiple selection), the predominant response was “excessive competition with competitors (1st rank in the previous survey)” (67 percent), followed by “decreased selling price (price war)” rose to 2nd rank (previous 5th), “hike in material prices” was the 3rd the ranking stayed the same as previous, but response ration increased from the previous 29 percent to current 47 percent. “Foreign exchange fluctuation” moved down to the 6th. (Table 9.)

(Table 9) Problems with corporate management (multiple selections)

Unit: No. of firms and (%)

Previous time	This time		Manufacture							Non-manufacture						Grand total			
			Food	Textile	Chemical	Steel/non-ferrous metals	General machinery	Electric/electronic machinery	Transportation machinery	Others	Manufacturing total	Trading	Retailer	Finance/insurance/securities	Construction/civil engineering		Transportation/communication	Others	Non-manufacturing total
1	1	Excessive competition with competitors	6 (46)	6 (43)	12 (46)	16 (64)	12 (71)	29 (74)	41 (75)	22 (55)	144 (63)	34 (77)	9 (75)	13 (87)	19 (95)	16 (62)	16 (69)	107 (74)	251 (67)
5	2	Decreased selling price (price war)	2 (15)	6 (43)	14 (56)	8 (32)	9 (53)	30 (77)	30 (55)	24 (60)	123 (54)	21 (48)	3 (25)	3 (20)	15 (75)	15 (58)	11 (41)	68 (47)	191 (51)
3	3	Hike in material prices	9 (69)	9 (64)	17 (68)	17 (68)	6 (35)	27 (69)	33 (60)	24 (60)	142 (62)	17 (39)	0 (0)	0 (0)	4 (20)	7 (27)	3 (11)	31 (22)	173 (47)
2	4	Lack of human resources of manager-level	4 (31)	7 (50)	5 (20)	10 (40)	9 (53)	13 (33)	30 (55)	19 (48)	97 (43)	25 (57)	4 (33)	8 (53)	10 (50)	8 (31)	9 (33)	64 (44)	161 (43)
6	5	Lack of human resources of workers/staffs-level	6 (46)	4 (29)	9 (36)	9 (36)	4 (24)	15 (38)	24 (44)	14 (35)	85 (37)	5 (11)	0 (0)	4 (27)	9 (45)	7 (27)	3 (11)	28 (19)	113 (30)
4	6	Foreign exchange fluctuation	3 (23)	7 (50)	6 (24)	1 (4)	5 (29)	23 (59)	11 (20)	12 (30)	68 (30)	16 (36)	3 (25)	1 (7)	0 (0)	4 (15)	4 (15)	28 (19)	96 (26)
7	7	Increased in total labor cost	3 (23)	1 (7)	8 (32)	5 (20)	3 (18)	14 (36)	12 (22)	12 (30)	58 (25)	8 (18)	2 (17)	0 (0)	5 (25)	6 (23)	8 (30)	29 (20)	87 (23)
8	8	Quality control	4 (31)	6 (43)	6 (24)	8 (32)	3 (18)	6 (15)	12 (22)	11 (28)	56 (25)	5 (11)	1 (8)	0 (0)	3 (15)	5 (19)	4 (15)	18 (13)	74 (20)
9	9	Changes in products/ users' needs	3 (23)	4 (29)	0 (0)	5 (20)	1 (6)	4 (10)	7 (13)	4 (10)	28 (12)	6 (14)	4 (33)	0 (0)	1 (5)	6 (23)	5 (19)	22 (15)	50 (13)
10	10	Job hopping of employee	3 (23)	2 (14)	7 (28)	1 (4)	1 (6)	5 (13)	7 (13)	5 (13)	31 (14)	8 (18)	1 (8)	2 (13)	2 (10)	2 (8)	2 (7)	17 (12)	48 (13)
11	11	Difficulty in collecting payment from customers	1 (8)	1 (7)	1 (4)	0 (0)	0 (0)	0 (0)	0 (0)	3 (8)	6 (3)	4 (9)	2 (17)	2 (13)	6 (30)	0 (0)	3 (11)	17 (12)	23 (6)
13	12	Excessive # of employees	0 (0)	1 (7)	1 (4)	1 (4)	0 (0)	2 (5)	0 (0)	2 (5)	7 (3)	0 (0)	0 (0)	1 (7)	2 (10)	2 (8)	1 (4)	6 (4)	13 (3)
14	13	Difficulty in funding	1 (8)	0 (0)	0 (0)	1 (4)	0 (0)	0 (0)	0 (0)	4 (10)	6 (3)	3 (7)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	3 (2)	9 (2)
12	14	Excessive equipment	0 (0)	0 (0)	1 (4)	1 (4)	0 (0)	0 (0)	0 (0)	1 (3)	3 (1)	0 (0)	1 (8)	0 (0)	0 (0)	1 (4)	2 (1)	5 (1)	
15	15	Infringement of intellectual property rights	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (3)	1 (2)	0 (0)	2 (1)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	2 (1)	
-	-	Others	1 (8)	0 (0)	0 (0)	1 (4)	0 (0)	0 (0)	3 (5)	1 (3)	6 (3)	2 (5)	1 (8)	0 (0)	0 (0)	0 (0)	1 (4)	4 (3)	10 (3)
Total			46	54	87	84	53	169	211	168	862	154	31	34	76	78	71	444	1306
No. of firms			13	14	25	25	17	39	55	40	228	44	12	15	20	26	27	144	372 (100)

10. IMPACT FROM THE DEMONSTRATION

(1) Location Status

As for the impact from the United Front for Democracy Against Dictatorship (UDD) demonstration, about 40 percent of companies had their office locations inside or close to the demonstration area, and about 60 percent of companies had them outside the demonstration area. (Table 10-1)

(Table 10-1) Office Locations

Unit: Number of firms and response ratio (%)

Industry	Inside	Near	Outside	# of responses
Manufacturing sector total	14 (6)	39 (17)	177 (77)	230
Non-manufacturing sector total	22 (15)	62 (44)	58 (41)	142
Total	36 (10)	101 (27)	235 (63)	372

(2) Impact On Business Practice

As for impact on business practice, 47 percent, the greatest percentage of the companies, responded as there has been "Some impact" on their business practice, and 21 percent "Major impact." The percentage of companies whose business practice was impacted was greater than the ratio of companies within or close to the demonstration area. 15 percent of the companies responded "Not now, but future impact." (Table 10-2)

(Table 10-2) Business Impacted by the UDD Demonstration

Unit: Number of firms and response ratio (%)

Industry		No impact	Not now but future impact	Some impact	Major impact	# of responses
Manufacture	Food	1 (8)	0 (0)	8 (62)	4 (31)	13
	Textile	1 (7)	3 (21)	6 (43)	4 (29)	14
	Chemical	4 (16)	5 (20)	14 (56)	2 (8)	25
	Steel/non-ferrous metal	7 (26)	3 (11)	11 (41)	6 (22)	27
	General machinery	6 (35)	2 (12)	7 (41)	2 (12)	17
	Electric/electronics machinery	1 (3)	8 (21)	29 (74)	1 (3)	39
	Transportation machinery	13 (24)	13 (24)	28 (51)	1 (2)	55
	Others	11 (28)	5 (13)	19 (48)	5 (13)	40
	Manufacturing sector total	44 (19)	39 (17)	122 (53)	25 (11)	230
Non-manufacture	Trading	5 (12)	5 (12)	19 (44)	14 (33)	43
	Retailer	1 (9)	2 (18)	5 (45)	3 (27)	11
	Finance/insurance/securities	0 (0)	2 (13)	3 (20)	10 (67)	15
	Construction/civil engineering	4 (21)	2 (11)	8 (42)	5 (26)	19
	Transportation/communication	5 (20)	3 (12)	9 (36)	8 (32)	25
	Others	1 (4)	4 (15)	9 (33)	13 (48)	27
	Non-manufacturing sector total	16 (11)	18 (13)	53 (38)	53 (38)	140
Total		60 (16)	57 (15)	175 (47)	78 (21)	370

(3) Impact On Business Performance

Regarding the impact on business performance, the greatest percentage, 45 percent, of the companies responded, "Not now, but future impact," and seven percent "Major impact. "No impact" was 25 percent. Manufacturers as well as Non-manufactures have their performance impacted or future concerns. (Table 10-3)

(Table 10-3) Business Performance Impacted by the UDD Demonstration

Unit: Number of firms and response ratio (%)

Industry		No impact	Not now but future impact	Some impact	Major impact	# of responses
Manufacture	Food	2 (15)	2 (15)	7 (54)	2 (15)	13
	Textile	2 (14)	9 (64)	3 (21)	0 (0)	14
	Chemical	8 (32)	12 (48)	5 (20)	0 (0)	25
	Steel/non-ferrous metal	12 (44)	10 (37)	2 (7)	3 (11)	27
	General machinery	5 (29)	8 (47)	3 (18)	1 (6)	17
	Electric/electronics machinery	13 (33)	15 (38)	10 (26)	1 (3)	39
	Transportation machinery	14 (26)	30 (56)	9 (17)	1 (2)	54
	Others	12 (30)	19 (48)	9 (23)	0 (0)	40
Manufacturing sector total		68 (30)	105 (46)	48 (21)	8 (3)	229
Non-manufacture	Trading	8 (18)	23 (52)	10 (23)	3 (7)	44
	Retailer	1 (9)	4 (36)	3 (27)	3 (27)	11
	Finance/insurance/securities	2 (13)	2 (13)	9 (60)	2 (13)	15
	Construction/civil engineering	1 (5)	12 (63)	6 (32)	0 (0)	19
	Transportation/communication	7 (27)	13 (50)	3 (12)	3 (12)	26
	Others	5 (19)	8 (31)	5 (19)	8 (31)	26
Non-manufacturing sector total		24 (17)	62 (44)	36 (26)	19 (13)	141
Total		92 (25)	167 (45)	84 (23)	27 (7)	370

(4) Impact On Investment Decision

As for impact on investment decision, 67 percent, the highest percentage of the companies responded, "Not now, but future impact." The 14 manufacturers and 10 non-manufactures (7%) responded that they "Increased investment criteria in Thailand," "No impact" was 26 percent. (Table 10-4)

(Table 10-4) Investment Decision Impacted by the UDD Demonstration

Unit: Number of firms and response ratio (%)

Industry		No impact	Not now but future impact	Increased investment criteria in Thailand	Postponed investment plan	Cancelled investment plan	# of responses
Manufacture	Food	5 (38)	7 (54)	1 (8)	0 (0)	0 (0)	13
	Textile	3 (21)	11 (79)	0 (0)	0 (0)	0 (0)	14
	Chemical	2 (8)	19 (76)	4 (16)	0 (0)	0 (0)	25
	Steel/non-ferrous metal	8 (30)	18 (67)	1 (4)	0 (0)	0 (0)	27
	General machinery	8 (47)	8 (47)	1 (6)	0 (0)	0 (0)	17
	Electric/electronics machinery	6 (16)	29 (78)	2 (5)	0 (0)	0 (0)	37
	Transportation machinery	19 (35)	34 (62)	1 (2)	1 (2)	0 (0)	55
	Others	12 (30)	24 (60)	4 (10)	0 (0)	0 (0)	40
Manufacturing sector total		63 (28)	150 (66)	14 (6)	1 (0)	0 (0)	228
Non-manufacture	Trading	10 (24)	28 (68)	3 (7)	0 (0)	0 (0)	41
	Retailer	4 (36)	6 (55)	1 (9)	0 (0)	0 (0)	11
	Finance/insurance/securities	2 (13)	12 (80)	1 (7)	0 (0)	0 (0)	15
	Construction/civil engineering	4 (20)	16 (80)	0 (0)	0 (0)	0 (0)	20
	Transportation/communication	6 (24)	18 (72)	1 (4)	0 (0)	0 (0)	25
	Others	7 (28)	13 (52)	4 (16)	1 (4)	0 (0)	25
Non-manufacturing sector total		33 (24)	93 (68)	10 (7)	1 (1)	0 (0)	137
Total		96 (26)	243 (67)	24 (7)	2 (1)	0 (0)	365

(5) Impact On The Thai Economy

As for the impact on the Thai economy, the highest percentage, 61 percent, of the companies responded that there was a "Slight impact." "More impact than recovery" was 23 percent and "Major impact" 15 percent. Only five companies (1%) selected "no impact." (Table 10-5)

(Table 10-5) Impact on the Thai Economy

Unit: Number of firms and response ratio (%)

Industry		No impact	Slight impact	More impact than recovery	Major impact	# of responses
Manufacture	Food	0 (0)	7 (54)	2 (15)	4 (31)	13
	Textile	0 (0)	12 (86)	2 (14)	0 (0)	14
	Chemical	1 (4)	13 (52)	7 (28)	4 (16)	25
	Steel/non-ferrous metal	0 (0)	15 (56)	8 (30)	4 (15)	27
	General machinery	0 (0)	12 (71)	3 (18)	2 (12)	17
	Electric/electronics machinery	1 (3)	29 (76)	7 (18)	1 (3)	38
	Transportation machinery	2 (4)	35 (65)	10 (19)	7 (13)	54
	Others	0 (0)	19 (48)	15 (38)	6 (15)	40
Manufacturing sector total		4 (2)	142 (62)	54 (24)	28 (12)	228
Non-manufacture	Trading	1 (2)	29 (69)	8 (19)	4 (10)	42
	Retailer	0 (0)	7 (64)	1 (9)	3 (27)	11
	Finance/insurance/securities	0 (0)	12 (80)	3 (20)	0 (0)	15
	Construction/civil engineering	0 (0)	7 (35)	7 (35)	6 (30)	20
	Transportation/communication	0 (0)	13 (50)	8 (31)	5 (19)	26
	Others	0 (0)	14 (52)	4 (15)	9 (33)	27
	Non-manufacturing sector total		1 (1)	82 (58)	31 (22)	27 (19)
Total		5 (1)	224 (61)	85 (23)	55 (15)	369

11. OUTLOOK FOR THE OVERSEAS ECONOMY

(1) Outlook For The Overseas Economy

As for the outlook for the overseas economy (multiple selections), 34 percent of the companies responded that there were "Concerns in the European market." 19 percent of the companies had "Concerns in the Japanese market, and 31 percent selected, "Overseas economy is strong. (Table 11-1)

(Table 11-1) Overseas economy outlook (Multiple selections)

	Manufacture								Non-manufacture							Grand total	
	Food	Textile	Chemical	Steel/non-ferrous metals	General machinery	Electric/electronics machinery	Transportation machinery	Others	Manufacturing Total	Trading	Retailer	Finance/insurance/securities	Construction/civil engineering	Transportation/communication	Others		Non-Manufacturing Total
Overseas economy is strong	6	3	10	6	5	12	22	17	81	10	4	1	1	8	5	29	110 (31)
Concerns in the North American market	1	3	3	2	0	3	7	6	25	4	0	0	0	3	1	8	33 (9)
Concerns in the Japanese market	2	4	4	3	3	6	11	10	43	11	1	1	6	2	3	24	67 (19)
Concerns in the ASEAN market	1	1	3	4	1	3	2	2	17	3	0	0	5	0	0	8	25 (7)
Concerns in the Middle Western market	1	0	2	0	2	5	1	1	12	1	0	0	0	0	2	3	15 (4)
Concerns in the European market	4	6	12	12	7	21	23	8	93	11	0	3	2	11	1	28	121 (34)
Concerns in other markets	0	0	1	2	0	0	1	0	4	3	0	0	0	0	0	3	7 (2)
No export	1	0	2	3	3	1	5	6	21	11	7	10	9	8	13	58	79 (22)
Total	16	17	37	32	21	51	72	50	296	54	12	15	23	32	25	161	457
Number of firms responded	13	14	25	26	16	37	54	40	225	41	11	14	19	26	24	135	360 (100)

(2) Impact from Overseas Economy

Regarding the Impact from overseas economy, the highest percentage, 45 percent, of the companies considered that “No impact on their companies’ performance, while “33 percent of the companies selected “Negative impact on Thai economy.” (Table 11-2)

(Table 11-2) Impact from Overseas Economy (Multiple selections)

Unit: Number of firms and response ratio (%)

Industry		No major impact on Thai economy	Negative impact on Thai economy	No impact on your company's performance	Negative impact on your company's performance	# of responses
Manufacture	Food	7 (54)	1 (8)	6 (46)	4 (31)	13
	Textile	3 (23)	3 (23)	6 (46)	6 (46)	13
	Chemical	7 (28)	8 (32)	15 (60)	7 (28)	25
	Steel/non-ferrous metal	7 (27)	9 (35)	10 (38)	8 (31)	26
	General machinery	6 (35)	3 (18)	10 (59)	2 (12)	17
	Electric/electronics machinery	12 (32)	11 (30)	13 (35)	12 (32)	37
	Transportation machinery	17 (32)	18 (34)	22 (42)	12 (23)	53
	Others	9 (23)	15 (38)	18 (45)	11 (28)	40
	Manufacturing sector total	68 (30)	68 (30)	100 (45)	62 (28)	224
Non-manufacture	Trading	8 (19)	15 (36)	22 (52)	7 (17)	42
	Retailer	1 (10)	4 (40)	6 (60)	0 (0)	10
	Finance/insurance/securities	1 (7)	7 (50)	6 (43)	2 (14)	14
	Construction/civil engineering	1 (5)	7 (37)	8 (42)	6 (32)	19
	Transportation/communication	4 (16)	12 (48)	8 (32)	10 (40)	25
	Others	8 (33)	6 (25)	11 (46)	3 (13)	24
	Non-manufacturing sector total	23 (17)	51 (38)	61 (46)	28 (21)	134
Total		91 (25)	119 (33)	161 (45)	90 (25)	358

12. IMPACT FROM THE MAP TA PHUT PROBLEM

In relation to the administrative tribunal of the Map Ta Phut industrial development, some companies in the chemical, general machining, and trading industries had "Direct impact concerns." 31 companies in the manufacturing industries and 30 companies in the non-manufacturing industries, 17 percent of the total, had "Indirect impact concerns." (Table 12)

(Table 12) Impact from Map Ta Phut Problem

Unit: Number of firms and response ratio (%)

Industry		Direct impact concerns	Indirect impact concerns	Investment plan may be re-examined	Unknown	Other	# of responses
Manufacture	Food	0 (0)	1 (8)	0 (0)	11 (85)	1 (8)	13
	Textile	0 (0)	2 (14)	0 (0)	13 (93)	0 (0)	14
	Chemical	4 (16)	9 (36)	1 (4)	12 (48)	0 (0)	25
	Steel/non-ferrous metal	1 (4)	4 (15)	0 (0)	21 (81)	1 (4)	26
	General machinery	4 (24)	4 (24)	0 (0)	9 (53)	0 (0)	17
	Electric/electronics machinery	0 (0)	5 (14)	1 (3)	30 (83)	0 (0)	36
	Transportation machinery	1 (2)	4 (7)	1 (2)	49 (89)	0 (0)	55
	Others	0 (0)	2 (5)	0 (0)	38 (95)	0 (0)	40
Manufacturing sector total		10 (4)	31 (14)	3 (1)	183 (81)	2 (1)	226
Non-manufacture	Trading	3 (7)	8 (20)	0 (0)	31 (76)	0 (0)	41
	Retailer	0 (0)	2 (18)	0 (0)	9 (82)	0 (0)	11
	Finance/insurance/securities	0 (0)	4 (27)	0 (0)	10 (67)	1 (7)	15
	Construction/civil engineering	0 (0)	7 (35)	0 (0)	13 (65)	0 (0)	20
	Transportation/communication	1 (4)	6 (24)	1 (4)	17 (68)	2 (8)	25
	Others	2 (9)	3 (13)	0 (0)	17 (74)	1 (4)	23
Non-manufacturing sector total		6 (4)	30 (22)	1 (1)	97 (72)	4 (3)	135
Total		16 (4)	61 (17)	4 (1)	280 (78)	6 (2)	361

(Reference) Last Survey Results of Impact from Map Ta Phut Problem (November 2009)

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	

13. REQUESTS TO THE THAI GOVERNMENT

Regarding the requests to the Thai government (checked all that apply), the predominant response was “Development and implementation of customs-related system” (45 percent), followed by “Implementation of tax-related system” (31 percent) indicating that taxation is their major concern. The third highest ranked item was “Enhancement of training / human resources development.” The H1N1 flu concerns were slightly less than previous. (Table 13)

(Table 13) Requests To The Thai Government (Multiple selections)

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

Previous time ranking	Current ranking		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	Improvement in the system and operation about customs duty	6 (50)	7 (50)	12 (50)	11 (42)	4 (27)	20 (56)	30 (56)	15 (38)	105 (48)	28 (64)	3 (27)	0 (0)	3 (16)	14 (56)	9 (35)	57 (41)	162 (45)
2	2	Improvement in the operation about tax system, such as corporate tax	3 (25)	5 (36)	3 (13)	7 (27)	6 (40)	18 (50)	18 (33)	11 (28)	71 (32)	13 (30)	4 (36)	4 (27)	10 (53)	6 (24)	5 (19)	42 (30)	113 (31)
4	3	Enhancement of training / human resources development	4 (33)	5 (36)	4 (17)	6 (23)	2 (13)	16 (44)	26 (48)	21 (53)	84 (38)	11 (25)	2 (18)	3 (20)	2 (11)	5 (20)	5 (19)	28 (20)	112 (31)
5	4	Relaxation of the Foreign Business Act	1 (8)	3 (21)	7 (29)	7 (27)	4 (27)	7 (19)	12 (22)	7 (18)	48 (22)	22 (50)	2 (18)	9 (60)	9 (47)	7 (28)	10 (38)	59 (42)	107 (30)
3	5	Development of infrastructure in Bangkok metropolis and surrounding areas	1 (8)	2 (14)	8 (33)	7 (27)	3 (20)	7 (19)	14 (26)	9 (23)	51 (23)	17 (39)	4 (36)	5 (33)	5 (26)	5 (20)	8 (31)	44 (31)	95 (26)
7	6	Work permit/ visa-related issues	1 (8)	5 (36)	3 (13)	5 (19)	2 (13)	5 (14)	1 (2)	5 (13)	27 (12)	14 (32)	1 (9)	8 (53)	8 (42)	5 (20)	7 (27)	43 (31)	70 (19)
8	7	Development and implementation of legal system (except customs duty, customs clearance or tax system)	3 (25)	2 (14)	9 (38)	8 (31)	0 (0)	7 (19)	9 (17)	8 (20)	46 (21)	5 (11)	1 (9)	2 (13)	3 (16)	5 (20)	1 (4)	17 (12)	63 (17)
9	8	Customs clearance procedures (except customs duty)	0 (0)	1 (7)	5 (21)	4 (15)	2 (13)	10 (28)	5 (9)	7 (18)	34 (15)	12 (27)	1 (9)	0 (0)	0 (0)	8 (32)	1 (4)	22 (16)	56 (16)
10	9	Broad-based infrastructure development linking Thailand with neighboring countries	2 (17)	3 (21)	3 (13)	3 (12)	1 (7)	7 (19)	2 (4)	7 (18)	28 (13)	8 (18)	0 (0)	0 (0)	1 (5)	8 (32)	0 (0)	17 (12)	45 (12)
6	10	Measures to prevent an outbreak of the H1N1 flu and bird flu	1 (8)	1 (7)	2 (8)	2 (8)	1 (7)	7 (19)	5 (9)	6 (15)	25 (11)	1 (2)	0 (0)	2 (13)	0 (0)	4 (16)	2 (8)	9 (6)	34 (9)
11	11	Revision of the Wholesaling/ Retailing Act	1 (8)	0 (0)	0 (0)	1 (4)	1 (7)	1 (3)	0 (0)	0 (0)	4 (2)	3 (7)	2 (18)	0 (0)	0 (0)	0 (0)	1 (4)	6 (4)	10 (3)
12	12	Price control by the government	1 (8)	0 (0)	0 (0)	2 (8)	0 (0)	0 (0)	1 (2)	0 (0)	4 (2)	0 (0)	0 (0)	0 (0)	0 (0)	2 (8)	0 (0)	2 (1)	6 (2)
13	13	Progress of the Southern Seaboard development	0 (0)	0 (0)	0 (0)	1 (4)	0 (0)	0 (0)	0 (0)	0 (0)	1 (0)	1 (2)	0 (0)	0 (0)	1 (5)	1 (4)	0 (0)	3 (2)	4 (1)
-	-	Others	0 (0)	2 (14)	4 (17)	3 (12)	1 (7)	6 (17)	7 (13)	2 (5)	25 (11)	3 (7)	1 (9)	0 (0)	3 (16)	3 (12)	2 (8)	12 (9)	37 (10)
Total			24	36	60	67	27	111	130	98	553	138	21	33	45	73	51	361	914
No. of firms			12	14	24	26	15	36	54	40	221	44	11	15	19	25	26	140	361 (100)