Survey on Business Sentiment of Japanese Corporations in Thailand

for the 2nd Half of 2023

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JCC Economic Survey Team
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Record

Survey Period

Questionnaire distribution date: November 28, 2023
Questionnaire submission deadline: December 20, 2023

Survey Response

Number of questionnaires distributed:
1,646 JCC member companies
(excluding 12 governmental organizations)

Number of respondents:
539 firms

Response rate:
32.7%

Remarks

- Due to the small number of firms responding to some questions, it may not be advisable to evaluate the situation by referring only to the response percentage.

Number of Firms

Industry		No.
Manufacturing	Food	13
	Textile	14
	Chemical	43
	Steel/Non-ferrous metal	34
	General machinery	21
	Electrical/Electronic machinery	42
	Transportation machinery	66
	Others	52
	Manufacturing sector total	285
Non-manufacturing	Trading	85
	Retail	8
	Finance/Insurance/Securities	29
	Construction/Civil engineering	34
	Transportation/Communication	39
	Others	59
	Non-manufacturing sector total	254
Total		539

Report of Survey Results

Please refer to the following

1. BUSINESS SENTIMENT

(1) Overview

The business sentiment (DI) is -10 in the first half of 2023, -16 in the second half of 2023 (forecast), and 10 in the first half of 2024 (forecast). The decrease of DI forecast for the second half of 2023 (-16) is influenced by several factors, such as sluggish consumption of durable goods, a slowdown in global economic recovery and a decline in export demand due to tightening monetary policy, despite positive factors such as lower energy costs and the continued inbound recovery.

The DI forecast for the first half of 2024, however, becomes more positive（-16→10）as the responding Japanese firms expect the continued recovery of inbound tourism, the effects of the new government's economic stimulus measures and a recovery in demand for exports (Table 1-1)

(Table 1-1) Business Sentiment

Unit: %

	Past Surveys								Previous Survey			Current Survey		
	Results								Result	Forecast		Result	Forecast	
	2018	2019		2020		2021		2022	2022	2023		2023		2024
	H2	H1	H2	H1	H2	H1	H2	H1	H2	H1	H2	H1	H2	H1
Improving	43	27	24	11	54	55	50	49	50	33	42	30	28	31
No Change	32	28	28	14	16	23	26	30	24	32	42	30	28	47
Deteriorating	25	46	48	75	30	22	24	22	26	36	16	40	44	21
(Ref.) DI	18	▲ 19	▲ 24	▲ 64	24	33	26	27	24	▲ 3	26	▲ 10	▲ 16	10

(Note) 1. DI = "Improving" -(minus) "Deteriorating"

2. As the decimals of percentages are rounded off, the total may not equal 100 percent. This also applies to tables below.

(2) The first half of 2023 (January-June)

The percentage of firms reporting their business sentiment was “Improving” decreased by 20 points to 30% from the previous term (50%). On the other hand, the number of those indicating their business sentiment was “Deteriorating” increased by 14 points from the previous term (26%) to 40%. As a result, the Diffusion Index (DI), a deduction balance of “Improving” and “Deteriorating” decreased by 34 points from the previous term (24) to -10. (Table 1-1)

Concerning the movement of each industry’s DI, despite some industries has improved such as food (47), the DI value for the manufacturing sector decreased by 38 points to -21 from the previous quarter (16) since the DI for industries such as the general machinery (-48) and transportation machinery (-8) industries, turned negative. For the non-manufacturing sector, the DI value decreased by 32 points from the previous term (33) to 1 as industries such as finance/insurance/securities industries (-7) turned negative. (Table 1-2)

(3) The second half of 2023（July-December）- Forecast

The percentage of firms indicating that their business sentiment is “Improving” decreased by 2 points from the previous term (30%) to 28%, while the percentage of those reporting “Deteriorating” business sentiment increased by 4 points from the previous term (40%) to 44%. As a result, the overall DI is projected to decline by 6 points from the previous term (-10) to -16. (Table 1-1)

For the manufacturing sector, since the DI values for industries other than food (47) and textile (8) industries have become negative, the overall DI forecast for the manufacturing sector, therefore, continue to be negative to -16 from the previous term (-21). For the non-manufacturing sector, as the DI value for industries such as trading (-19) fell negative, the overall DI forecast decreased by 16 points from the previous term (1) to -15. (Table 1-2)

(4) The first half of 2024 (January - June) – Forecast

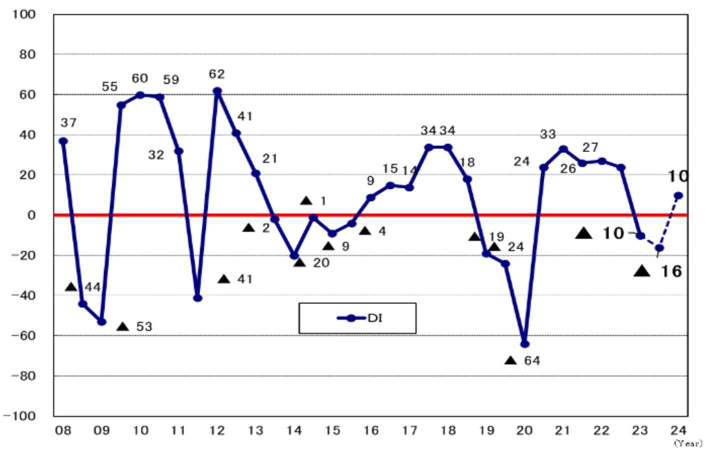
The percentage of firms expecting “Improving” business sentiment increased by 3 points from the previous term (28%) to 31%, meanwhile the percentage of firms expecting “Deteriorating” sentiment decreased by 23 points from the previous term (44%) to 21%. Thus, the overall DI forecast rose by 26 points from the previous term (-16) to 10. (Table 1-1)

For firms in the manufacturing sector, despite the DI value for textile industries turned negative (-9), the DI values for transportation machinery (-4) become less negative and the DI values for other industries have improved, the overall DI is expected to rise by 21 points from the previous term (-16) to 5. For the non-manufacturing sector, except from the DI value for transportation/communication industries (0), the DI value for other industries have increased. Therefore, the overall DI forecast rose by 31 points from the previous term (-15) to 16. (Table 1-2)

(Table 1-2) Business Sentiment (DI) by Industry ("Improving" - "Deteriorating")

Industry		Past Surveys								Current Survey		
		Results						Forecast		Result	Forecast	
		20H1	20H2	21H1	21H2	22H1	22H2	23H1	23H2	23H1	23H2	24H1
Manufacturing	Food	▲ 11	9	▲ 22	28	0	0	0	50	47	47	62
	Textile	▲ 82	38	36	8	55	55	▲ 30	31	▲ 23	8	▲ 9
	Chemical	▲ 39	51	50	5	23	23	▲ 2	10	▲ 19	▲ 21	14
	Steel/Non-ferrous metal	▲ 92	50	69	31	21	21	▲ 32	38	▲ 29	▲ 35	0
	General machinery	▲ 65	▲ 4	0	▲ 13	20	20	0	14	▲ 48	▲ 14	0
	Electrical/Electronic machinery	▲ 64	41	32	26	▲ 7	▲ 7	▲ 11	13	▲ 24	▲ 11	3
	Transportation machinery	▲ 99	64	75	35	29	29	▲ 23	35	▲ 8	▲ 23	▲ 4
	Others	▲ 49	4	26	21	44	44	▲ 31	28	▲ 37	▲ 21	4
	Manufacturing sector total	▲ 66	39	43	23	23	23	▲ 18	26	▲ 21	▲ 16	5
Non-manufacturing	Trading	▲ 66	21	50	40	45	45	0	32	7	▲ 19	15
	Retail	▲ 39	▲ 12	28	90	20	20	71	71	12	13	25
	Finance/Insurance/Securities	▲ 57	▲ 21	25	29	36	36	55	15	▲ 7	▲ 35	3
	Construction/Civil engineering	▲ 61	▲ 40	▲ 33	▲ 11	23	23	38	35	▲ 6	▲ 18	23
	Transportation/Communication	▲ 62	45	31	65	30	30	▲ 30	▲ 13	▲ 33	▲ 23	0
	Others	▲ 60	▲ 15	0	9	22	22	34	34	22	2	29
	Non-manufacturing sector total	▲ 61	3	21	30	32	32	14	25	1	▲ 15	16
Total		▲ 64	24	33	26	27	27	▲ 3	26	▲ 10	▲ 16	10

(Figure 1) Historical Change of DI According to the Surveys on Business Sentiment of Japanese Corporations



(Note) Diffusion Index (DI) = Business sentiment is “Improving” – “Deteriorating” (compared to the previous term)

2. SALES

Regarding the total sales forecast for fiscal year 2023, the percentage of firms anticipating sales "Increase" declined by 31 points from the previous fiscal year (65%) to 34% and the percentage of firms anticipating "More than 20% increase" in their total sales also decreased by 12 points to 7%, compared to the previous fiscal year (19%). (Table 2-1, 2-2)

As for the projection for fiscal year 2024, the respondents anticipating an "Increase" rose by 14 points from the previous year (34%) to 48%. On the other hand, the percentage of firms anticipating "More than 20% increase" decreased by 1 point to 6%, compared to the previous year (7%). (Table 2-1, 2-3)

(Table 2-1) Change in Total Sales

Unit: %

	Past Surveys						Previous Survey		Current Survey	
	Results						Result	Forecast	Forecast	
Fiscal year	16	17	18	19	20	21	22	23	23	24
Sales increase	54	65	62	31	22	71	65	50	34	48
More than 20% increase	15	14	11	5	6	31	19	7	7	6

(Note) Fiscal year is based on each corporation's financial year.

(Table 2-2) Total Sales Forecast for Fiscal Year 2023

Unit: No. of firms and (%)

	Industry	Increase	> 20%	10-20%	< 10%	No change	Decrease	< 10%	10-20%	> 20%
Manufacturing	Food	9 (69)	1 (8)	3 (23)	5 (38)	1 (8)	3 (23)	1 (8)	0 (0)	2 (15)
	Textile	3 (23)	1 (8)	0 (0)	2 (15)	1 (8)	9 (69)	3 (23)	5 (38)	1 (8)
	Chemical	9 (21)	0 (0)	3 (7)	6 (14)	6 (14)	28 (65)	13 (30)	10 (23)	5 (12)
	Steel/Non-ferrous metal	9 (27)	0 (0)	0 (0)	9 (27)	4 (12)	20 (61)	10 (30)	7 (21)	3 (9)
	General machinery	2 (11)	0 (0)	2 (11)	0 (0)	1 (5)	16 (84)	5 (26)	9 (47)	2 (11)
	Electrical/Electronic machinery	9 (21)	1 (2)	3 (7)	5 (12)	8 (19)	25 (60)	6 (14)	13 (31)	6 (14)
	Transportation machinery	23 (35)	3 (5)	8 (12)	12 (18)	11 (17)	31 (48)	18 (28)	11 (17)	2 (3)
	Others	11 (22)	2 (4)	5 (10)	4 (8)	9 (18)	31 (61)	15 (29)	10 (20)	6 (12)
	Manufacturing sector total	75 (27)	8 (3)	24 (9)	43 (15)	41 (15)	163 (58)	71 (25)	65 (23)	27 (10)
Non-manufacturing	Trading	37 (44)	11 (13)	8 (10)	18 (21)	8 (10)	39 (46)	14 (17)	15 (18)	10 (12)
	Retail	6 (75)	1 (13)	3 (38)	2 (25)	1 (13)	1 (13)	1 (13)	0 (0)	0 (0)
	Finance/Insurance/Securities	12 (44)	2 (7)	5 (19)	5 (19)	10 (37)	5 (19)	4 (15)	0 (0)	1 (4)
	Construction/Civil engineering	13 (39)	6 (18)	4 (12)	3 (9)	11 (33)	9 (27)	2 (6)	1 (3)	6 (18)
	Transportation/Communication	8 (21)	2 (5)	1 (3)	5 (13)	8 (21)	22 (58)	3 (8)	8 (21)	11 (29)
	Others	26 (45)	9 (16)	12 (21)	5 (9)	17 (29)	15 (26)	8 (14)	5 (9)	2 (3)
	Non-manufacturing sector total	102 (41)	31 (13)	33 (13)	38 (15)	55 (22)	91 (37)	32 (13)	29 (12)	30 (12)
Total		177 (34)	39 (7)	57 (11)	81 (15)	96 (18)	254 (48)	103 (20)	94 (18)	57 (11)

(Table 2-3) Total Sales Forecast for Fiscal Year 2024

Unit: No. of firms and (%)

	Industry	Increase	> 20%	10-20%	< 10%	No change	Decrease	< 10%	10-20%	> 20%
Manufacturing	Food	10 (77)	0 (0)	5 (38)	5 (38)	2 (15)	1 (8)	0 (0)	1 (8)	0 (0)
	Textile	6 (46)	0 (0)	3 (23)	3 (23)	5 (38)	2 (15)	1 (8)	1 (8)	0 (0)
	Chemical	23 (53)	6 (14)	4 (9)	13 (30)	10 (23)	10 (23)	8 (19)	2 (5)	0 (0)
	Steel/Non-ferrous metal	13 (39)	0 (0)	3 (9)	10 (30)	10 (30)	10 (30)	5 (15)	4 (12)	1 (3)
	General machinery	12 (63)	3 (16)	2 (11)	7 (37)	2 (11)	5 (26)	1 (5)	3 (16)	1 (5)
	Electrical/Electronic machinery	17 (41)	0 (0)	4 (10)	13 (32)	15 (37)	9 (22)	3 (7)	5 (12)	1 (2)
	Transportation machinery	27 (42)	1 (2)	6 (9)	20 (31)	17 (27)	20 (31)	14 (22)	6 (9)	0 (0)
	Others	20 (39)	2 (4)	7 (14)	11 (22)	18 (35)	13 (25)	11 (22)	1 (2)	1 (2)
	Manufacturing sector total	128 (46)	12 (4)	34 (12)	82 (30)	79 (29)	70 (25)	43 (16)	23 (8)	4 (1)
Non-manufacturing	Trading	49 (58)	6 (7)	9 (11)	34 (40)	23 (27)	12 (14)	2 (2)	8 (10)	2 (2)
	Retail	7 (88)	0 (0)	3 (38)	4 (50)	1 (13)	0 (0)	0 (0)	0 (0)	0 (0)
	Finance/Insurance/Securities	12 (44)	1 (4)	5 (19)	6 (22)	14 (52)	1 (4)	1 (4)	0 (0)	0 (0)
	Construction/Civil engineering	13 (41)	7 (22)	3 (9)	3 (9)	10 (31)	9 (28)	2 (6)	6 (19)	1 (3)
	Transportation/Communication	11 (29)	3 (8)	3 (8)	5 (13)	12 (32)	15 (39)	11 (29)	2 (5)	2 (5)
	Others	33 (59)	4 (7)	15 (27)	14 (25)	14 (25)	9 (16)	4 (7)	3 (5)	2 (4)
	Non-manufacturing sector total	125 (51)	21 (9)	38 (16)	66 (27)	74 (30)	46 (19)	20 (8)	19 (8)	7 (3)
Total		253 (48)	33 (6)	72 (14)	148 (28)	153 (29)	116 (22)	63 (12)	42 (8)	11 (2)

3. PRE-TAX PROFIT/LOSS

Regarding the pre-tax profit/loss forecast for fiscal year 2023, the percentage of firms anticipating “Profit” is 74%. Additionally, firms anticipating an “Increase” in their pre-tax profit (including cases of diminishing loss and account balance due to vanishing loss) accounted for 34%, while 45% anticipating a profit “Decrease”. (Table 3-1)

As for the projection for fiscal year 2024, 80% of the respondents anticipated “Profit” and those anticipating an “Increase” in their pre-tax profit amounted to 35%, whereas 31% anticipated a “Decrease” in profit. (Table 3-2)

(Table 3-1) Forecast of Pre-Tax Profit/Loss for 2023 (Year-to-Year Comparison)

Unit: No. of firms and (%)

Industry		Profit	Balance	Loss	Total	Increase in profit	No change in profit	Decrease in profit
Manufacturing	Food	12 (92)	0 (0)	1 (8)	13	9 (69)	1 (8)	3 (23)
	Textile	11 (85)	1 (8)	1 (8)	13	6 (46)	1 (8)	6 (46)
	Chemical	35 (81)	1 (2)	7 (16)	43	18 (42)	4 (9)	21 (49)
	Steel/Non-ferrous metal	26 (79)	1 (3)	6 (18)	33	8 (24)	6 (18)	19 (58)
	General machinery	12 (63)	1 (5)	6 (32)	19	3 (16)	4 (21)	12 (63)
	Electrical/Electronic machinery	30 (71)	3 (7)	9 (21)	42	11 (26)	10 (24)	21 (50)
	Transportation machinery	55 (85)	1 (2)	9 (14)	65	22 (34)	16 (25)	27 (42)
	Others	36 (71)	4 (8)	11 (22)	51	14 (27)	8 (16)	29 (57)
	Manufacturing sector total	217 (78)	12 (4)	50 (18)	279	91 (33)	50 (18)	138 (49)
Non-manufacturing	Trading	66 (80)	6 (7)	11 (13)	83	33 (40)	12 (14)	38 (46)
	Retail	6 (75)	0 (0)	2 (25)	8	5 (63)	1 (13)	2 (25)
	Finance/Insurance/Securities	16 (62)	5 (19)	5 (19)	26	10 (38)	11 (42)	5 (19)
	Construction/Civil engineering	15 (45)	1 (3)	17 (52)	33	12 (36)	8 (24)	13 (39)
	Transportation/Communication	31 (82)	5 (13)	2 (5)	38	5 (13)	9 (24)	24 (63)
	Others	35 (60)	11 (19)	12 (21)	58	20 (34)	23 (40)	15 (26)
	Non-manufacturing sector total	169 (69)	28 (11)	49 (20)	246	85 (35)	64 (26)	97 (39)
Total		386 (74)	40 (8)	99 (19)	525	176 (34)	114 (22)	235 (45)

(Note) 1. "Increase" indicates either expanding profit, turning a profit, diminishing loss, or achieving account balance due to vanishing loss.
2. "No change" indicates that a business remains at the same level whether they were in the black, at the break-even point, or in the red.
3. "Decrease" indicates either diminishing profit, falling into the red, expanding loss, or falling to account balance due to vanishing profit.

(Table 3-2) Forecast of Pre-Tax Profit/Loss for 2024 (Year-to-Year Comparison)

Unit: No. of firms and (%)

Industry		Profit	Balance	Loss	Total	Increase in profit	No change in profit	Decrease in profit
Manufacturing	Food	11 (85)	2 (15)	0 (0)	13	10 (77)	0 (0)	3 (23)
	Textile	11 (92)	0 (0)	1 (8)	12	5 (42)	4 (33)	3 (25)
	Chemical	36 (84)	2 (5)	5 (12)	43	14 (33)	19 (44)	10 (23)
	Steel/Non-ferrous metal	28 (85)	1 (3)	4 (12)	33	10 (30)	9 (27)	14 (42)
	General machinery	15 (83)	0 (0)	3 (17)	18	10 (56)	4 (22)	4 (22)
	Electrical/Electronic machinery	36 (86)	5 (12)	1 (2)	42	14 (33)	15 (36)	13 (31)
	Transportation machinery	57 (89)	4 (6)	3 (5)	64	18 (28)	19 (30)	27 (42)
	Others	38 (75)	5 (10)	8 (16)	51	18 (35)	15 (29)	18 (35)
	Manufacturing sector total	232 (84)	19 (7)	25 (9)	276	99 (36)	85 (31)	92 (33)
Non-manufacturing	Trading	69 (84)	6 (7)	7 (9)	82	28 (34)	31 (38)	23 (28)
	Retail	7 (88)	0 (0)	1 (13)	8	3 (38)	4 (50)	1 (13)
	Finance/Insurance/Securities	16 (62)	7 (27)	3 (12)	26	5 (19)	17 (65)	4 (15)
	Construction/Civil engineering	17 (52)	7 (21)	9 (27)	33	19 (58)	6 (18)	8 (24)
	Transportation/Communication	30 (79)	6 (16)	2 (5)	38	6 (16)	13 (34)	19 (50)
	Others	45 (78)	10 (17)	3 (5)	58	23 (40)	22 (38)	13 (22)
	Non-manufacturing sector total	184 (75)	36 (15)	25 (10)	245	84 (34)	93 (38)	68 (28)
Total		416 (80)	55 (11)	50 (10)	521	183 (35)	178 (34)	160 (31)

(Note) Same as Table 3-1

4. CAPITAL INVESTMENT

Regarding the amount of capital investment planned for 2024, 24% of firms anticipated "Increase" while 15% of these firms anticipated "Decrease". (Table 4-1)

For details of the capital investment for fiscal year 2023 and 2024, "Replacement" investments are the most common investments anticipated by responding firms. (Table 4-3 and 4-2).

(Table 4-1) Capital Investment Plan for 2024

No. of firms and (%)

Industry	No. of firms								
	Increase		No change		Decrease		Undecided		Total
Food	5	(38)	5	(38)	2	(15)	1	(8)	13
Textile	2	(17)	7	(58)	3	(25)	0	(0)	12
Chemical	11	(26)	22	(51)	9	(21)	1	(2)	43
Steel/Non-ferrous metal	11	(33)	18	(55)	3	(9)	1	(3)	33
General machinery	3	(16)	7	(37)	4	(21)	5	(26)	19
Electric/Electronics machinery	12	(29)	16	(38)	12	(29)	2	(5)	42
Transportation machinery	26	(39)	24	(36)	11	(17)	5	(8)	66
Others	15	(29)	17	(33)	14	(27)	5	(10)	51
Manufacturing sector total	85	(30)	116	(42)	58	(21)	20	(7)	279
Trading	8	(10)	40	(51)	6	(8)	24	(31)	78
Retail	2	(25)	5	(63)	0	(0)	1	(13)	8
Finance/Insurance/Securities	2	(8)	17	(65)	1	(4)	6	(23)	26
Construction/Civil engineering	4	(12)	15	(45)	4	(12)	10	(30)	33
Transportation/Communication	10	(26)	14	(36)	5	(13)	10	(26)	39
Others	11	(20)	29	(52)	4	(7)	12	(21)	56
Non-manufacturing sector total	37	(15)	120	(50)	20	(8)	63	(26)	240
Total	122	(24)	236	(45)	78	(15)	83	(16)	519

(Table 4-2) Details of the Capital Investment in 2023 (multiple answers)

Unit: No. of firms and (%)

	Industry	New		Expansion		Replacement		Streamlining		DX-related		Environment-related (including decarbonization)		Others		Total	No. of firms
Manufacturing	Food	2	(17)	5	(42)	9	(75)	1	(8)	0	(0)	2	(17)	0	(0)	19	12
	Textile	0	(0)	2	(15)	9	(69)	5	(38)	2	(15)	2	(15)	0	(0)	20	13
	Chemical	6	(14)	3	(7)	30	(71)	13	(31)	1	(2)	6	(14)	5	(12)	64	42
	Steel/Non-ferrous metal	4	(13)	3	(10)	23	(74)	8	(26)	5	(16)	6	(19)	2	(6)	51	31
	General machinery	5	(29)	2	(12)	9	(53)	4	(24)	0	(0)	0	(0)	1	(6)	21	17
	Electrical/Electronic machinery	12	(29)	9	(22)	27	(66)	15	(37)	6	(15)	10	(24)	0	(0)	79	41
	Transportation machinery	26	(41)	8	(13)	41	(65)	25	(40)	6	(10)	15	(24)	1	(2)	122	63
	Others	9	(19)	7	(15)	28	(58)	14	(29)	7	(15)	3	(6)	5	(10)	73	48
	Manufacturing sector total	64	(24)	39	(15)	176	(66)	85	(32)	27	(10)	44	(16)	14	(5)	449	267
Non-manufacturing	Trading	5	(9)	3	(5)	26	(46)	13	(23)	10	(18)	3	(5)	10	(18)	70	56
	Retail	2	(29)	1	(14)	3	(43)	3	(43)	2	(29)	0	(0)	0	(0)	11	7
	Finance/Insurance/Securities	7	(35)	1	(5)	11	(55)	3	(15)	6	(30)	0	(0)	2	(10)	30	20
	Construction/Civil engineering	4	(14)	4	(14)	8	(29)	6	(21)	5	(18)	1	(4)	7	(25)	35	28
	Transportation/Communication	3	(9)	4	(13)	12	(38)	6	(19)	5	(16)	4	(13)	9	(28)	43	32
	Others	4	(10)	8	(20)	21	(51)	6	(15)	4	(10)	0	(0)	6	(15)	49	41
	Non-manufacturing sector total	25	(14)	21	(11)	81	(44)	37	(20)	32	(17)	8	(4)	34	(18)	238	184
Total		89	(20)	60	(13)	257	(57)	122	(27)	59	(13)	52	(12)	48	(11)	687	451

(Table 4-3) Details of the Capital Investment in 2024 (multiple answers)

Unit: No. of firms and (%)

	Industry	New		Expansion		Replacement		Streamlining		DX-related		Environment-related (including decarbonization)		Others		Total	No. of firms
Manufacturing	Food	5	(42)	4	(33)	8	(67)	2	(17)	0	(0)	1	(8)	0	(0)	20	12
	Textile	0	(0)	1	(8)	9	(75)	4	(33)	1	(8)	3	(25)	1	(8)	19	12
	Chemical	12	(29)	5	(12)	28	(68)	12	(29)	4	(10)	5	(12)	3	(7)	69	41
	Steel/Non-ferrous metal	4	(13)	4	(13)	24	(75)	10	(31)	4	(13)	8	(25)	1	(3)	55	32
	General machinery	6	(33)	1	(6)	8	(44)	6	(33)	0	(0)	0	(0)	1	(6)	22	18
	Electrical/Electronic machinery	13	(32)	7	(17)	23	(56)	18	(44)	8	(20)	10	(24)	0	(0)	79	41
	Transportation machinery	29	(45)	12	(19)	40	(63)	25	(39)	6	(9)	13	(20)	1	(2)	126	64
	Others	9	(19)	6	(13)	23	(48)	19	(40)	8	(17)	5	(10)	5	(10)	75	48
	Manufacturing sector total	78	(29)	40	(15)	163	(61)	96	(36)	31	(12)	45	(17)	12	(4)	465	268
Non-manufacturing	Trading	5	(9)	4	(7)	24	(42)	15	(26)	14	(25)	5	(9)	8	(14)	75	57
	Retail	3	(43)	1	(14)	3	(43)	3	(43)	2	(29)	0	(0)	0	(0)	12	7
	Finance/Insurance/Securities	6	(30)	2	(10)	10	(50)	3	(15)	6	(30)	0	(0)	2	(10)	29	20
	Construction/Civil engineering	4	(14)	0	(0)	10	(34)	6	(21)	6	(21)	1	(3)	8	(28)	35	29
	Transportation/Communication	5	(15)	4	(12)	12	(35)	8	(24)	6	(18)	4	(12)	8	(24)	47	34
	Others	5	(12)	7	(17)	23	(55)	7	(17)	5	(12)	0	(0)	5	(12)	52	42
	Non-manufacturing sector total	28	(15)	18	(10)	82	(43)	42	(22)	39	(21)	10	(5)	31	(16)	250	189
Total		106	(23)	58	(13)	245	(54)	138	(30)	70	(15)	55	(12)	43	(9)	715	457

5. EXPORT TREND

The percentage of firms anticipating an "Increase" in exports in the second half of 2023 (in comparison to the same period of the previous year) is 18%, lower than the percentage of firms expecting a "Decrease" (31%) by 13 points. For the projection for exports in the first half of 2024, the percentage of firms anticipating an "Increase" (25%) is higher than those anticipating a "Decrease" (17%) by 8 points. Meanwhile, the number of firms expecting an "Increase" in the 2023 full-year exports accounted for 20%, exceeding those anticipating a "Decrease" (30%) by 10 points. (Table 5-1, 5-2, 5-3)

(Table 5-1) Export Trend in 2023 (Second Half)

Unit: No. of firms and (%)

Industry	Increase				No change	Decrease				No. of firms
		> 20%	10-20%	< 10%			< 10%	10-20%	> 20%	
Food	2 (20)	0 (0)	1 (10)	1 (10)	3 (30)	5 (50)	2 (20)	1 (10)	2 (20)	10
Textile	3 (25)	0 (0)	3 (25)	0 (0)	3 (25)	6 (50)	3 (25)	2 (17)	1 (8)	12
Chemical	7 (18)	2 (5)	3 (8)	2 (5)	18 (45)	15 (38)	6 (15)	4 (10)	5 (13)	40
Steel/Non-ferrous metal	4 (14)	0 (0)	1 (4)	3 (11)	14 (50)	10 (36)	6 (21)	2 (7)	2 (7)	28
General machinery	1 (6)	0 (0)	0 (0)	1 (6)	14 (78)	3 (17)	2 (11)	1 (6)	0 (0)	18
Electrical/Electronic machinery	8 (21)	0 (0)	4 (11)	4 (11)	11 (29)	19 (50)	7 (18)	6 (16)	6 (16)	38
Transportation machinery	19 (30)	4 (6)	4 (6)	11 (17)	30 (48)	14 (22)	10 (16)	4 (6)	0 (0)	63
Others	4 (8)	0 (0)	1 (2)	3 (6)	26 (53)	19 (39)	10 (20)	4 (8)	5 (10)	49
Manufacturing sector total	48 (19)	6 (2)	17 (7)	25 (10)	119 (46)	91 (35)	46 (18)	24 (9)	21 (8)	258
Trading	15 (19)	2 (3)	5 (6)	8 (10)	45 (58)	17 (22)	7 (9)	5 (6)	5 (6)	77
Retail	0 (0)	0 (0)	0 (0)	0 (0)	1 (100)	0 (0)	0 (0)	0 (0)	0 (0)	1
Construction/Civil engineering	1 (13)	1 (13)	0 (0)	0 (0)	7 (88)	0 (0)	0 (0)	0 (0)	0 (0)	8
Others	1 (5)	0 (0)	0 (0)	1 (5)	16 (73)	5 (23)	2 (9)	1 (5)	2 (9)	22
Non-manufacturing sector total	17 (16)	3 (3)	5 (5)	9 (8)	69 (64)	22 (20)	9 (8)	6 (6)	7 (6)	108
Total	65 (18)	9 (2)	22 (6)	34 (9)	188 (51)	113 (31)	55 (15)	30 (8)	28 (8)	366

(Table 5-2) Export Trend in 2023 (Full Year)

Unit: No. of firms and (%)

Industry	Increase				No change	Decrease				No. of firms
		> 20%	10-20%	< 10%			< 10%	10-20%	> 20%	
Food	2 (20)	0 (0)	0 (0)	2 (20)	3 (30)	5 (50)	2 (20)	0 (0)	3 (30)	10
Textile	2 (17)	0 (0)	1 (8)	1 (8)	3 (25)	7 (58)	1 (8)	3 (25)	3 (25)	12
Chemical	7 (18)	2 (5)	1 (3)	4 (10)	15 (38)	18 (45)	8 (20)	4 (10)	6 (15)	40
Steel/Non-ferrous metal	3 (11)	0 (0)	1 (4)	2 (7)	15 (56)	9 (33)	4 (15)	3 (11)	2 (7)	27
General machinery	0 (0)	0 (0)	0 (0)	0 (0)	15 (83)	3 (17)	1 (6)	2 (11)	0 (0)	18
Electrical/Electronic machinery	9 (24)	0 (0)	2 (5)	7 (18)	9 (24)	20 (53)	7 (18)	7 (18)	6 (16)	38
Transportation machinery	20 (32)	5 (8)	6 (10)	9 (14)	30 (48)	13 (21)	9 (14)	2 (3)	2 (3)	63
Others	10 (20)	0 (0)	3 (6)	7 (14)	25 (51)	14 (29)	4 (8)	7 (14)	3 (6)	49
Manufacturing sector total	53 (21)	7 (3)	14 (5)	32 (12)	115 (45)	89 (35)	36 (14)	28 (11)	25 (10)	257
Trading	16 (21)	1 (1)	8 (10)	7 (9)	46 (60)	15 (19)	3 (4)	7 (9)	5 (6)	77
Retail	0 (0)	0 (0)	0 (0)	0 (0)	1 (100)	0 (0)	0 (0)	0 (0)	0 (0)	1
Construction/Civil engineering	1 (14)	1 (14)	0 (0)	0 (0)	6 (86)	0 (0)	0 (0)	0 (0)	0 (0)	7
Others	1 (5)	1 (5)	0 (0)	0 (0)	17 (77)	4 (18)	2 (9)	1 (5)	1 (5)	22
Non-manufacturing sector total	18 (17)	3 (3)	8 (7)	7 (7)	70 (65)	19 (18)	5 (5)	8 (7)	6 (6)	107
Total	71 (20)	10 (3)	22 (6)	39 (11)	185 (51)	108 (30)	41 (11)	36 (10)	31 (9)	364

(Table 5-3) Export Trend in 2024 (First Half)

Unit: No. of firms and (%)

Industry	Increase				No change	Decrease				No. of firms
		> 20%	10-20%	< 10%			< 10%	10-20%	> 20%	
Food	3 (30)	1 (10)	1 (10)	1 (10)	3 (30)	4 (40)	2 (20)	0 (0)	2 (20)	10
Textile	3 (27)	0 (0)	2 (18)	1 (9)	4 (36)	4 (36)	2 (18)	2 (18)	0 (0)	11
Chemical	16 (41)	4 (10)	3 (8)	9 (23)	13 (33)	10 (26)	7 (18)	2 (5)	1 (3)	39
Steel/Non-ferrous metal	7 (25)	1 (4)	2 (7)	4 (14)	16 (57)	5 (18)	3 (11)	2 (7)	0 (0)	28
General machinery	2 (12)	0 (0)	0 (0)	2 (12)	14 (82)	1 (6)	0 (0)	1 (6)	0 (0)	17
Electrical/Electronic machinery	12 (32)	0 (0)	4 (11)	8 (21)	14 (37)	12 (32)	8 (21)	3 (8)	1 (3)	38
Transportation machinery	17 (27)	2 (3)	4 (6)	11 (18)	34 (55)	11 (18)	7 (11)	3 (5)	1 (2)	62
Others	10 (20)	2 (4)	2 (4)	6 (12)	32 (65)	7 (14)	5 (10)	2 (4)	0 (0)	49
Manufacturing sector total	70 (28)	10 (4)	18 (7)	42 (17)	130 (51)	54 (21)	34 (13)	15 (6)	5 (2)	254
Trading	19 (25)	5 (7)	3 (4)	11 (14)	51 (67)	6 (8)	2 (3)	2 (3)	2 (3)	76
Retail	0 (0)	0 (0)	0 (0)	0 (0)	1 (100)	0 (0)	0 (0)	0 (0)	0 (0)	1
Construction/Civil engineering	1 (13)	1 (13)	0 (0)	0 (0)	7 (88)	0 (0)	0 (0)	0 (0)	0 (0)	8
Others	2 (9)	0 (0)	1 (5)	1 (5)	18 (82)	2 (9)	0 (0)	1 (5)	1 (5)	22
Non-manufacturing sector total	22 (21)	6 (6)	4 (4)	12 (11)	77 (72)	8 (7)	2 (2)	3 (3)	3 (3)	107
Total	92 (25)	16 (4)	22 (6)	54 (15)	207 (57)	62 (17)	36 (10)	18 (5)	8 (2)	361

(Note) Year-to-year comparison

6. POTENTIAL EXPORT MARKETS IN THE FUTURE (multiple answers)

Regarding potential export markets in the future, “Vietnam” (45%) ranks first on the list of future potential export markets from Thailand, followed by “India” (44%), “Indonesia” (31%), and “Japan” (17%), respectively. (Table 6)

(Table 6) Potential Export Markets in the Future (multiple answers)

Unit: No. of firms and (%)

The survey before last	Last survey	Current survey		Manufacturing									Non-manufacturing					Total
				Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Construction/Civil engineering	Others	Non-manufacturing sector total	
1	1	1	Vietnam	42 (58)	18 (34)	22 (49)	16 (40)	16 (42)	12 (43)	15 (54)	8 (44)	149 (46)	3 (30)	1 (11)	3 (60)	1 (100)	8 (32)	157 (45)
2	2	2	India	28 (39)	22 (42)	19 (42)	23 (58)	18 (47)	20 (71)	9 (32)	8 (44)	147 (46)	5 (50)	1 (11)	1 (20)	0 (0)	7 (28)	154 (44)
3	3	3	Indonesia	21 (29)	17 (32)	14 (31)	14 (35)	7 (18)	15 (54)	11 (39)	5 (28)	104 (32)	1 (10)	2 (22)	2 (40)	0 (0)	5 (20)	109 (31)
4	4	4	Japan	14 (19)	10 (19)	8 (18)	4 (10)	12 (32)	5 (18)	4 (14)	1 (6)	58 (18)	0 (0)	2 (22)	0 (0)	0 (0)	2 (8)	60 (17)
6	5	5	USA	3 (4)	9 (17)	7 (16)	9 (23)	6 (16)	2 (7)	4 (14)	2 (11)	42 (13)	5 (50)	6 (67)	1 (20)	0 (0)	12 (48)	54 (16)
5	6	6	Malaysia	13 (18)	9 (17)	10 (22)	5 (13)	7 (18)	3 (11)	2 (7)	3 (17)	52 (16)	0 (0)	0 (0)	1 (20)	0 (0)	1 (4)	53 (15)
10	10	7	Cambodia	17 (24)	3 (6)	3 (7)	4 (10)	4 (11)	1 (4)	4 (14)	4 (22)	40 (12)	1 (10)	1 (11)	1 (20)	1 (100)	4 (16)	44 (13)
9	8	8	Philippines	12 (17)	8 (15)	1 (2)	4 (10)	6 (16)	1 (4)	5 (18)	1 (6)	38 (12)	1 (10)	1 (11)	1 (20)	0 (0)	3 (12)	41 (12)
8	9	9	Europe	4 (6)	4 (8)	4 (9)	8 (20)	8 (21)	3 (11)	1 (4)	0 (0)	32 (10)	2 (20)	5 (56)	0 (0)	0 (0)	7 (28)	39 (11)
7	7	10	China	4 (6)	1 (2)	9 (20)	6 (15)	3 (8)	1 (4)	2 (7)	2 (11)	28 (9)	0 (0)	3 (33)	0 (0)	0 (0)	3 (12)	31 (9)
14	11	11	Africa	3 (4)	8 (15)	3 (7)	0 (0)	2 (5)	0 (0)	2 (7)	0 (0)	18 (6)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	18 (5)
11	11	11	Middle East	2 (3)	4 (8)	3 (7)	2 (5)	2 (5)	0 (0)	1 (4)	1 (6)	15 (5)	2 (20)	1 (11)	0 (0)	0 (0)	3 (12)	18 (5)
16	18	13	Myanmar	4 (6)	0 (0)	3 (7)	1 (3)	1 (3)	0 (0)	4 (14)	2 (11)	15 (5)	0 (0)	1 (11)	1 (20)	0 (0)	2 (8)	17 (5)
19	15	13	Bangladesh	4 (6)	1 (2)	1 (2)	2 (5)	0 (0)	2 (7)	3 (11)	2 (11)	15 (5)	1 (10)	1 (11)	0 (0)	0 (0)	2 (8)	17 (5)
17	15	15	Laos	5 (7)	1 (2)	1 (2)	3 (8)	2 (5)	0 (0)	1 (4)	0 (0)	13 (4)	1 (10)	1 (11)	1 (20)	0 (0)	3 (12)	16 (5)
12	13	16	Latin America	3 (4)	6 (11)	3 (7)	1 (3)	0 (0)	0 (0)	1 (4)	0 (0)	14 (4)	0 (0)	1 (11)	0 (0)	0 (0)	1 (4)	15 (4)
15	19	17	Pakistan	2 (3)	4 (8)	0 (0)	2 (5)	1 (3)	0 (0)	1 (4)	0 (0)	10 (3)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	10 (3)
13	14	18	Singapore	2 (3)	0 (0)	1 (2)	1 (3)	0 (0)	0 (0)	2 (7)	2 (11)	8 (2)	0 (0)	1 (11)	0 (0)	0 (0)	1 (4)	9 (3)
17	15	19	Oceania	2 (3)	2 (4)	0 (0)	0 (0)	1 (3)	0 (0)	0 (0)	0 (0)	5 (2)	0 (0)	2 (22)	0 (0)	0 (0)	2 (8)	7 (2)
20	20	20	Sri Lanka	0 (0)	0 (0)	0 (0)	1 (3)	0 (0)	0 (0)	0 (0)	0 (0)	1 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (0)
21	20	21	Russia	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
-	-	-	Others	1 (1)	2 (4)	4 (9)	0 (0)	1 (3)	0 (0)	2 (7)	1 (6)	11 (3)	0 (0)	1 (11)	0 (0)	0 (0)	1 (4)	12 (3)
			Total	186	129	116	106	97	65	74	42	815	22	31	12	2	67	882
			No. of firms	72	53	45	40	38	28	28	18	322	10	9	5	1	25	347

7. EXCHANGE RATES USED IN BUSINESS PLANNING

（1）Thai Baht/US Dollar

Regarding the exchange rates used in business planning (Thai Baht per US Dollar), the predominant rates used are in a range between “No less than 35.0 but less than 35.5” (34.2%), followed by “No less than 35.5 but less than 36.0” (15.7%), with the median rate at 35.0 baht/US dollar. (Table 7-1)

(Table 7-1) Exchange Rates Used in Business Planning (Thai Baht/US Dollar)

Thai Baht/US Dollar, No. of firm, and (％)

Industry / Baht/US dollar	Manufacturing									Non-manufacturing				Total	
	Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Others	Non-manufacturing sector total		
No 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)
No 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)
No less than 30.0 but less than 30.5	0	0	0	0	0	0	0	1	1	1	0	0	1	2	(0.6)
No 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)
No less than 31.0 but less than 31.5	0	0	0	0	0	1	0	0	1	0	0	0	0	1	(0.3)
No 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)
No less than 32.0 but less than 32.5	1	0	0	0	0	0	3	2	6	2	0	2	4	10	(3.2)
No less than 32.5 but less than 33.0	0	0	1	2	0	4	3	2	12	2	0	1	3	15	(4.8)
No less than 33.0 but less than 33.5	0	2	1	0	1	3	3	1	11	4	1	1	6	17	(5.4)
No less than 33.5 but less than 34.0	0	1	2	1	2	2	2	2	12	4	0	1	5	17	(5.4)
No less than 34.0 but less than 34.5	1	1	2	2	0	4	6	1	17	2	0	3	5	22	(7.0)
No less than 34.5 but less than 35.0	0	3	9	0	2	4	9	2	29	4	0	3	7	36	(11.5)
No less than 35.0 but less than 35.5	5	4	10	10	4	10	12	11	66	30	0	11	41	107	(34.2)
No less than 35.5 but less than 36.0	0	1	10	5	1	4	5	8	34	12	0	3	15	49	(15.7)
No less than 36.0 but less than 36.5	0	0	6	1	1	0	3	3	14	10	0	0	10	24	(7.7)
No less than 36.5 but less than 37.0	0	0	0	1	0	0	0	3	4	2	0	0	2	6	(1.9)
No less than 37.0 but less than 37.5	0	0	0	0	1	0	0	0	1	1	0	1	2	3	(1.0)
No less than 37.5 but less than 38.0	0	0	0	0	0	0	0	1	1	0	0	0	0	1	(0.3)
No less than 38.0 but less than 38.5	0	0	0	0	0	1	0	0	1	2	0	0	2	3	(1.0)
No. of firms	7	12	41	22	12	33	46	37	210	76	1	26	103	313	

	Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Others	Non-manufacturing sector total	Total
Average	34.43	34.41	34.95	34.82	34.89	34.37	34.60	34.80	34.68	34.87	33.00	34.57	34.76	34.72
Median	35.00	34.66	35.00	35.00	35.00	34.70	34.65	35.00	35.00	35.00	33.00	35.00	35.00	35.00
Mode	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	35.00	#N/A	35.00	35.00	35.00

（Note） Median is the value at the center of the data distribution, which would exclude any deviation resulting from the number of respondents or the irregulary. low/high values as much as possible. Mode is the value most cited by the respondents and 「#N/A」 （Not Applicable） indicates that all respondemts' values differ.

(Previous survey)

Industry / Baht/US Dollar	Manufacturing									Non-manufacturing				Total
	Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Others	Non-manufacturing sector total	
Average	33.56	34.16	33.99	33.89	34.08	34.10	32.42	34.24	33.64	34.15	34.30	34.47	34.19	33.92
Median	33.00	33.50	34.50	34.00	34.00	34.00	33.65	34.20	34.00	34.10	34.30	34.20	34.15	34.00
Mode	33.00	33.50	34.50	33.00	34.00	33.00	35.10	34.00	34.00	35.00	#N/A	#N/A	35.00	34.00

(Note) Median is the value located at the center of the data distribution, which would exclude any deviation resulting from the number of respondents or the irregulary low/high values as much as possible. Mode is the value most cited by the respondents and #N/A (Not Applicable) indicates that all respondents' values differ.

（2）Japanese Yen/Thai Baht

Regarding the exchange rates used in business planning (Japanese Yen per Thai Baht), the predominant rates used are in a range between “No less than 4.0 but less than 4.1” (33.4%), followed by “No less than 4.1 but less than 4.2” (16.9%), with the median rate at 4.0 yen/baht. (Table 7-2)

(Table 7-2) Exchange Rates Used in Business Planning (Japanese Yen/Thai Baht)

Japanese Yen/Thai Baht, No. of firm, and (%)

Industry / Yen/Baht	Manufacturing									Non-manufacturing				Total
	Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Others	Non-manufacturing	
No less than 2.8 but less than 2.9	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (0.0)
No less than 2.9 but less than 3.0	0	0	0	0	0	0	0	0	0	0	0	1	1	1 (0.3)
No less than 3.0 but less than 3.1	0	0	0	0	0	0	1	0	1	0	1	0	1	2 (0.6)
No less than 3.1 but less than 3.2	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (0.0)
No less than 3.2 but less than 3.3	0	0	0	0	0	1	0	1	2	0	0	1	1	3 (0.9)
No less than 3.3 but less than 3.4	0	0	0	0	0	0	1	1	2	1	0	0	1	3 (0.9)
No less than 3.4 but less than 3.5	0	0	0	0	0	2	1	1	4	1	0	0	1	5 (1.4)
No less than 3.5 but less than 3.6	1	0	0	0	0	4	4	3	12	5	0	0	5	17 (4.9)
No less than 3.6 but less than 3.7	0	1	2	0	2	0	0	0	5	1	0	4	5	10 (2.9)
No less than 3.7 but less than 3.8	0	0	2	0	2	2	4	5	15	5	0	3	8	23 (6.6)
No less than 3.8 but less than 3.9	0	0	4	3	1	4	9	3	24	3	0	4	7	31 (8.9)
No less than 3.9 but less than 4.0	0	1	7	2	1	6	6	7	30	6	0	1	7	37 (10.6)
No less than 4.0 but less than 4.1	5	7	9	10	3	6	17	12	69	36	0	12	48	117 (33.4)
No less than 4.1 but less than 4.2	2	2	8	4	3	7	6	7	39	11	1	8	20	59 (16.9)
No less than 4.2 but less than 4.3	1	0	4	7	5	4	5	2	28	7	1	6	14	42 (12.0)
No. of firms	9	11	36	26	17	36	54	42	231	76	3	40	119	350

	Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Others	Non-manufacturing	Total
Average	4.00	3.98	3.93	4.04	3.99	3.88	3.89	3.88	3.93	3.95	3.77	3.93	3.94	3.93
Median	4.00	4.00	4.00	4.00	4.00	3.92	4.00	3.96	4.00	4.00	4.10	4.00	4.00	4.00
Mode	4.00	4.00	4.00	4.00	4.20	4.10	4.00	4.00	4.00	4.00	#N/A	4.00	4.00	4.00

（Note）Median is the value at the center of the data distribution, which would exclude any deviation resulting from the number of respondents or the irregulary.
low/high values as much as possible. Mode is the value most cited by the respondents and 「#N/A」（Not Applicable）indicates that all respondemts' values differ.

(Previous survey)

Industry / Yen/Baht	Manufacturing									Non-manufacturing				Total
	Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Others	Non-manufacturing sector total	
Average	3.76	3.78	3.56	3.73	3.67	3.79	3.72	3.77	3.72	3.74	3.72	3.82	3.75	3.73
Median	3.80	3.80	3.80	3.80	3.70	3.80	3.80	3.80	3.80	3.80	3.70	3.85	3.80	3.80
Mode	3.90	3.90	3.80	3.80	3.90	3.80	3.80	3.80	3.80	3.80	3.70	3.90	3.80	3.80

(Note) Median is the value located at the center of the data distribution, which would exclude any deviation resulting from the number of respondents or the irregulary
low/high values as much as possible. Mode is the value most cited by the respondents and #N/A (Not Applicable) indicates that all respondents' values differ.

8. PROCUREMENT SOURCES FOR PARTS/MATERIALS

Regarding the ratios of procurement sources for parts/materials in 2023 (a simple arithmetic average of the respondents' answers), "ASEAN" accounted for 64.2% of parts/material supply, of which 58.9% was sourced in "Thailand". (Table 8-1)

As for the ratios of procurement in 2024, procurement from "ASEAN" accounts for 64.2%, of which 58.5% will be sourced in "Thailand". (Table 8-2)

(Table 8-1) Procurement Sources for Parts/Materials in 2023

Unit: %

Industry		ASEAN			Japan	China	Others	Total	No. of firms
			Thailand	ASEAN (Except Thailand)					
Manufacturing	Food	80.2	78.4	1.8	3.3	1.6	15.0	100.0	12
	Textile	55.8	49.1	6.7	11.8	16.3	16.2	100.0	12
	Chemical	58.6	46.4	12.3	26.3	6.2	8.8	100.0	37
	Steel/Non-ferrous metal	54.3	49.1	5.2	36.4	6.8	2.5	100.0	28
	General machinery	57.9	53.7	4.2	33.5	6.1	2.6	100.0	17
	Electrical/Electronic machinery	53.3	45.0	8.2	28.5	15.1	3.1	100.0	35
	Transportation machinery	73.9	67.6	6.3	19.6	2.9	3.6	100.0	60
	Others	60.8	57.5	3.2	29.1	1.8	8.3	100.0	43
	Manufacturing sector average	61.8	55.9	6.0	23.6	7.1	7.5	100.0	244
Non-manufacturing	Trading	45.7	33.3	12.4	36.1	11.7	6.5	100.0	70
	Retail	65.0	64.3	0.8	34.8	0.0	0.3	100.0	4
	Construction/Civil engineering	84.4	81.9	2.5	8.1	3.4	4.1	100.0	8
	Others	71.4	68.5	2.9	17.3	1.8	9.5	100.0	19
	Non-manufacturing sector average	66.6	62.0	4.6	24.1	4.2	5.1	100.0	101
Total		64.2	58.9	5.3	23.8	5.7	6.3	100.0	345

(Note) The ratios indicate the simple average of the respondents' answers.

(Table 8-2) Procurement Sources for Parts/Materials in 2024

Unit: %

Industry		ASEAN			Japan	China	Others	Total	No. of firms
			Thailand	ASEAN (Except Thailand)					
Manufacturing	Food	82.0	79.9	2.1	3.5	1.7	12.7	100.0	11
	Textile	56.5	49.0	7.5	10.8	16.4	16.3	100.0	12
	Chemical	58.7	47.7	11.0	25.7	6.6	9.1	100.0	36
	Steel/Non-ferrous metal	57.0	50.6	6.4	35.1	5.5	2.4	100.0	27
	General machinery	57.4	52.9	4.4	30.9	7.8	3.9	100.0	16
	Electrical/Electronic machinery	53.7	45.9	7.9	28.6	14.6	3.1	100.0	35
	Transportation machinery	72.1	65.9	6.2	19.8	3.1	4.9	100.0	60
	Others	59.8	56.3	3.4	29.8	1.5	8.9	100.0	43
	Manufacturing sector average	62.1	56.0	6.1	23.0	7.2	7.7	100.0	240
Non-manufacturing	Trading	49.0	36.1	12.9	32.2	11.5	7.2	100.0	68
	Retail	60.8	60.0	0.8	39.0	0.0	0.3	100.0	4
	Construction/Civil engineering	84.4	81.9	2.5	8.1	3.4	4.1	100.0	8
	Others	70.6	66.2	4.5	17.8	2.1	9.5	100.0	19
	Non-manufacturing sector average	66.2	61.0	5.2	24.3	4.3	5.3	100.0	99
Total		64.2	58.5	5.6	23.7	5.7	6.5	100.0	339

(Note) The ratios indicate the simple average of the respondents' answers.

9. CHALLENGES FOR CORPORATE MANAGEMENT (multiple answers)

Regarding challenges for the Japanese companies' corporate management, the predominant answer is "Severe competition with other companies" (66%), followed by "Increase in total labor cost" (46%), "Surging prices of raw materials and parts" (44%), and "Foreign exchange rate fluctuation" (30%).

Another popular choice for firms in the manufacturing sector is "Rising energy cost" (35%), while many companies in the non-manufacturing sector also cited "Changes in products/users' needs" (27%) as a challenge. (Table 9)

(Table 9) Challenges for Corporate Management (multiple answers)

Unit: No. of firms and (%)

Previous survey	Current survey		Manufacturing									Non-manufacturing							Total
			Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Finance/Insurance/Securities	Construction/Civil engineering	Transportation/Communication	Others	Non-manufacturing sector total	
1	1	Severe competition with other companies	8 (62)	10 (83)	34 (79)	23 (68)	14 (74)	24 (57)	39 (59)	34 (65)	186 (66)	51 (61)	7 (88)	17 (59)	25 (76)	28 (72)	35 (60)	163 (65)	349 (66)
3	2	Increase in total labor cost	7 (54)	2 (17)	28 (65)	16 (47)	7 (37)	26 (62)	39 (59)	25 (48)	150 (53)	22 (26)	5 (63)	10 (34)	7 (21)	24 (62)	27 (47)	95 (38)	245 (46)
2	3	Surging prices of raw materials and parts	9 (69)	8 (67)	26 (60)	17 (50)	8 (42)	26 (62)	36 (55)	31 (60)	161 (57)	35 (42)	1 (13)	2 (7)	19 (58)	9 (23)	7 (12)	73 (29)	234 (44)
4	4	Foreign exchange rate fluctuation	4 (31)	5 (42)	16 (37)	12 (35)	6 (32)	22 (52)	21 (32)	17 (33)	103 (37)	35 (42)	2 (25)	0 (0)	6 (18)	5 (13)	6 (10)	54 (22)	157 (30)
6	5	Changes in products/users' needs	2 (15)	4 (33)	16 (37)	7 (21)	4 (21)	11 (26)	23 (35)	18 (35)	85 (30)	32 (38)	2 (25)	9 (31)	2 (6)	8 (21)	15 (26)	68 (27)	153 (29)
12	5	Sluggish domestic demand	1 (8)	2 (17)	12 (28)	21 (62)	5 (26)	7 (17)	37 (56)	8 (15)	93 (33)	24 (29)	3 (38)	4 (14)	3 (9)	13 (33)	13 (22)	60 (24)	153 (29)
8	7	Shortage of engineers	2 (15)	2 (17)	9 (21)	10 (29)	6 (32)	13 (31)	17 (26)	16 (31)	75 (27)	7 (8)	1 (13)	1 (3)	20 (61)	4 (10)	10 (17)	43 (17)	118 (22)
5	8	Rising energy cost	5 (38)	4 (33)	15 (35)	11 (32)	6 (32)	15 (36)	29 (44)	14 (27)	99 (35)	5 (6)	1 (13)	0 (0)	2 (6)	5 (13)	4 (7)	17 (7)	116 (22)
9	9	Enhacement of business efficiency through digital transformation	1 (8)	2 (17)	7 (16)	5 (15)	4 (21)	13 (31)	11 (17)	10 (19)	53 (19)	20 (24)	1 (13)	9 (31)	3 (9)	12 (31)	5 (9)	50 (20)	103 (19)
11	10	Quality management	2 (15)	2 (17)	8 (19)	11 (32)	5 (26)	14 (33)	16 (24)	13 (25)	71 (25)	9 (11)	1 (13)	1 (3)	5 (15)	6 (15)	7 (12)	29 (12)	100 (19)
10	11	Employee's job hopping	0 (0)	1 (8)	10 (23)	4 (12)	6 (32)	5 (12)	9 (14)	5 (10)	40 (14)	23 (27)	2 (25)	8 (28)	5 (15)	8 (21)	12 (21)	58 (23)	98 (18)
13	12	Measures to address carbon neutrality	1 (8)	0 (0)	10 (23)	9 (26)	1 (5)	10 (24)	24 (36)	12 (23)	67 (24)	10 (12)	1 (13)	3 (10)	1 (3)	5 (13)	3 (5)	23 (9)	90 (17)
7	13	Increase in logistics cost	4 (31)	0 (0)	13 (30)	2 (6)	1 (5)	12 (29)	12 (18)	7 (13)	51 (18)	19 (23)	2 (25)	0 (0)	2 (6)	7 (18)	3 (5)	33 (13)	84 (16)
14	14	Shortage of manager-level administrative staff	3 (23)	1 (8)	7 (16)	1 (3)	1 (5)	5 (12)	11 (17)	6 (12)	35 (12)	18 (21)	1 (13)	5 (17)	1 (3)	8 (21)	10 (17)	43 (17)	78 (15)
15	15	Excessive employment	2 (15)	0 (0)	6 (14)	3 (9)	3 (16)	9 (21)	9 (14)	6 (12)	38 (14)	1 (1)	0 (0)	2 (7)	0 (0)	4 (10)	2 (3)	9 (4)	47 (9)
17	16	Shortage of workers/staff	1 (8)	3 (25)	3 (7)	0 (0)	0 (0)	5 (12)	5 (8)	1 (2)	18 (6)	8 (10)	1 (13)	1 (3)	4 (12)	7 (18)	6 (10)	27 (11)	45 (8)
18	17	Difficulty in collecting payments from customers	0 (0)	0 (0)	2 (5)	1 (3)	0 (0)	2 (5)	2 (3)	2 (4)	9 (3)	3 (4)	0 (0)	3 (10)	5 (15)	4 (10)	3 (5)	18 (7)	27 (5)
15	17	Environment protection measures	0 (0)	0 (0)	5 (12)	4 (12)	0 (0)	5 (12)	4 (6)	3 (6)	21 (7)	3 (4)	0 (0)	1 (3)	0 (0)	1 (3)	1 (2)	6 (2)	27 (5)
21	19	Excessive capital investment	1 (8)	0 (0)	3 (7)	2 (6)	1 (5)	2 (5)	4 (6)	3 (6)	16 (6)	0 (0)	0 (0)	0 (0)	1 (3)	0 (0)	0 (0)	1 (0)	17 (3)
21	19	Waste disposal	1 (8)	2 (17)	0 (0)	5 (15)	0 (0)	2 (5)	2 (3)	3 (6)	15 (5)	1 (1)	0 (0)	0 (0)	0 (0)	0 (0)	1 (2)	2 (1)	17 (3)
20	21	Condition concerning an employment of Thai nationals in order to obtain visa or work permit	0 (0)	0 (0)	0 (0)	1 (3)	0 (0)	0 (0)	0 (0)	0 (0)	1 (0)	4 (5)	0 (0)	1 (3)	3 (9)	0 (0)	4 (7)	12 (5)	13 (2)
23	22	Hike in rental cost	0 (0)	0 (0)	0 (0)	2 (6)	2 (11)	0 (0)	1 (2)	0 (0)	5 (2)	1 (1)	0 (0)	3 (10)	1 (3)	1 (3)	1 (2)	7 (3)	12 (2)
24	23	Stable electricity supply	1 (8)	0 (0)	0 (0)	1 (3)	0 (0)	1 (2)	3 (5)	3 (6)	9 (3)	0 (0)	0 (0)	0 (0)	1 (3)	1 (3)	0 (0)	2 (1)	11 (2)
19	24	Difficulty in obtaining financial funding	0 (0)	0 (0)	2 (5)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	2 (1)	2 (2)	1 (13)	0 (0)	2 (6)	0 (0)	3 (5)	8 (3)	10 (2)
25	25	Infringement of intellectual property rights	0 (0)	0 (0)	1 (2)	1 (3)	0 (0)	1 (2)	0 (0)	0 (0)	3 (1)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	3 (1)
-	-	Others	1 (8)	0 (0)	0 (0)	2 (6)	0 (0)	1 (2)	2 (3)	1 (2)	7 (2)	0 (0)	0 (0)	6 (21)	2 (6)	0 (0)	0 (0)	8 (3)	15 (3)
Total			56	48	233	171	80	231	356	238	1413	333	32	86	120	160	178	909	2,322
No. of firms			13	12	43	34	19	42	66	52	281	84	8	29	33	39	58	251	532

10. REQUESTS TO THE THAI GOVERNMENT

(1) Requests to the Thai Government (multiple answers)

"Improvement of customs duty and clearance regulations and its implementation" (36%) is most requested by the responding companies, followed by "Development of transportation infrastructure" (32%) and "Promotion of economic measures (consumption stimulus measures)" (31%).

"Stabilization of foreign exchange rates" (38%) is also popular among the manufacturing sector, while "Relaxation of the Foreign Business Act" (26%) is another popular request among the non-manufacturing sector. (Table 10-1)

(Table 10-1) Requests to the Thai Government (multiple answers)

Unit: No. of firms and (%)

Previous survey	Current survey		Manufacturing									Non-manufacturing							Total
			Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Finance/Insurance/Securities	Construction/Civil engineering	Transportation/Communication	Others	Non-manufacturing sector total	
3	1	Improvement of customs duty and clearance regulations and its implementation	3 (27)	6 (50)	14 (37)	12 (36)	5 (28)	12 (30)	25 (44)	18 (38)	95 (37)	37 (48)	3 (50)	2 (8)	5 (17)	22 (61)	9 (17)	78 (35)	173 (36)
1	2	Development of transportation infrastructure	3 (27)	1 (8)	15 (39)	8 (24)	6 (33)	12 (30)	20 (35)	15 (31)	80 (31)	33 (43)	1 (17)	6 (25)	7 (24)	14 (39)	14 (27)	75 (33)	155 (32)
7	3	Promotion of economic measures (consumption stimulus measures)	2 (18)	3 (25)	16 (42)	16 (48)	7 (39)	3 (8)	28 (49)	14 (29)	89 (35)	21 (27)	4 (67)	8 (33)	4 (14)	11 (31)	10 (19)	58 (26)	147 (31)
4	4	Stabilization of foreign exchange rates	3 (27)	6 (50)	18 (47)	12 (36)	7 (39)	16 (40)	20 (35)	15 (31)	97 (38)	29 (38)	1 (17)	3 (13)	3 (10)	3 (8)	7 (13)	46 (21)	143 (30)
2	5	Implementation of measures for air pollution	1 (9)	1 (8)	13 (34)	10 (30)	11 (61)	11 (28)	15 (26)	12 (25)	74 (29)	25 (32)	1 (17)	5 (21)	7 (24)	10 (28)	13 (25)	61 (27)	135 (28)
5	6	Improvement of tax system implementation (e.g. Corporate Income Tax)	2 (18)	5 (42)	12 (32)	9 (27)	5 (28)	10 (25)	13 (23)	11 (23)	67 (26)	18 (23)	1 (17)	4 (17)	7 (24)	10 (28)	14 (27)	54 (24)	121 (25)
12	7	Promotion of economic stimulus measures (tax measures)	2 (18)	5 (42)	12 (32)	11 (33)	6 (33)	7 (18)	14 (25)	6 (13)	63 (25)	17 (22)	0 (0)	2 (8)	9 (31)	12 (33)	9 (17)	49 (22)	112 (23)
8	8	Relaxation of the Foreign Business Act	0 (0)	0 (0)	4 (11)	3 (9)	5 (28)	7 (18)	9 (16)	7 (15)	35 (14)	20 (26)	2 (33)	5 (21)	8 (28)	8 (22)	15 (29)	58 (26)	93 (19)
6	9	Implementation of flood prevention measures	3 (27)	1 (8)	9 (24)	10 (30)	9 (50)	13 (33)	12 (21)	9 (19)	66 (26)	11 (14)	0 (0)	1 (4)	1 (3)	8 (22)	5 (10)	26 (12)	92 (19)
9	10	Resolution of problems concerning work permit and visa issuance	0 (0)	1 (8)	4 (11)	4 (12)	2 (11)	4 (10)	4 (7)	8 (17)	27 (11)	12 (16)	0 (0)	5 (21)	10 (34)	5 (14)	23 (44)	55 (25)	82 (17)
19	11	Promotion of economic stimulus measures (public investment)	1 (9)	0 (0)	6 (16)	8 (24)	5 (28)	5 (13)	7 (12)	6 (13)	38 (15)	16 (21)	1 (17)	6 (25)	7 (24)	6 (17)	6 (12)	42 (19)	80 (17)
13	11	Promotion of economic ties e.g. FTA and EPA	5 (45)	2 (17)	8 (21)	3 (9)	2 (11)	4 (10)	12 (21)	11 (23)	47 (18)	18 (23)	2 (33)	1 (4)	0 (0)	8 (22)	4 (8)	33 (15)	80 (17)
13	13	Maintenance of public security and safety	1 (9)	1 (8)	9 (24)	7 (21)	5 (28)	7 (18)	8 (14)	11 (23)	49 (19)	11 (14)	1 (17)	3 (13)	1 (3)	8 (22)	5 (10)	29 (13)	78 (16)
9	14	Improvement of education/human resource development	0 (0)	0 (0)	10 (26)	4 (12)	3 (17)	6 (15)	9 (16)	9 (19)	41 (16)	7 (9)	0 (0)	6 (25)	2 (7)	3 (8)	11 (21)	29 (13)	70 (15)
11	15	Digitization of administrative procedure	3 (27)	0 (0)	4 (11)	5 (15)	3 (17)	8 (20)	4 (7)	7 (15)	34 (13)	13 (17)	0 (0)	2 (8)	2 (7)	6 (17)	10 (19)	33 (15)	67 (14)
16	16	Improvement of regulations related to green energy and its implementation	2 (18)	2 (17)	6 (16)	5 (15)	3 (17)	7 (18)	12 (21)	3 (6)	40 (16)	9 (12)	0 (0)	5 (21)	2 (7)	3 (8)	3 (6)	22 (10)	62 (13)
15	17	Continuity of the government's policies	1 (9)	1 (8)	7 (18)	5 (15)	1 (6)	6 (15)	10 (18)	2 (4)	33 (13)	5 (6)	0 (0)	3 (13)	1 (3)	5 (14)	6 (12)	20 (9)	53 (11)
18	17	There is no request to the Thai government	2 (18)	2 (17)	5 (13)	1 (3)	3 (17)	2 (5)	9 (16)	4 (8)	28 (11)	6 (8)	2 (33)	3 (13)	4 (14)	3 (8)	7 (13)	25 (11)	53 (11)
17	19	Formulation of laws/regulations based on feasibility	0 (0)	0 (0)	7 (18)	3 (9)	2 (11)	4 (10)	7 (12)	2 (4)	25 (10)	7 (9)	0 (0)	2 (8)	4 (14)	4 (11)	6 (12)	23 (10)	48 (10)
19	20	Relaxation of foreign labor regulations	0 (0)	1 (8)	3 (8)	0 (0)	1 (6)	1 (3)	3 (5)	2 (4)	11 (4)	8 (10)	1 (17)	3 (13)	5 (17)	3 (8)	10 (19)	30 (13)	41 (9)
22	21	Development of communication infrastructure	1 (9)	2 (17)	2 (5)	1 (3)	2 (11)	5 (13)	3 (5)	1 (2)	17 (7)	6 (8)	0 (0)	2 (8)	2 (7)	2 (6)	7 (13)	19 (8)	36 (7)
27	22	Promotion of economic stimulus measures (finacial asisstance)	0 (0)	0 (0)	4 (11)	5 (15)	2 (11)	2 (5)	8 (14)	3 (6)	24 (9)	2 (3)	1 (17)	3 (13)	1 (3)	2 (6)	2 (4)	11 (5)	35 (7)
23	23	Development of logistics infrastructure connecting Thailand and the neighboring countries (e.g. CLMV and India)	1 (9)	2 (17)	4 (11)	1 (3)	0 (0)	0 (0)	3 (5)	3 (6)	14 (5)	6 (8)	0 (0)	0 (0)	2 (7)	9 (25)	2 (4)	19 (8)	33 (7)
21	24	Prevention of labor disputes	1 (9)	0 (0)	2 (5)	3 (9)	1 (6)	4 (10)	8 (14)	5 (10)	24 (9)	1 (1)	0 (0)	2 (8)	0 (0)	1 (3)	3 (6)	7 (3)	31 (6)
25	25	Implementation of drought prevention measures	0 (0)	1 (8)	6 (16)	5 (15)	1 (6)	2 (5)	1 (2)	3 (6)	19 (7)	1 (1)	0 (0)	1 (4)	0 (0)	1 (3)	0 (0)	3 (1)	22 (5)
29	26	Promotion of economic stimulus measures (others)	0 (0)	1 (8)	0 (0)	1 (3)	0 (0)	2 (5)	2 (4)	0 (0)	6 (2)	1 (1)	0 (0)	1 (4)	2 (7)	1 (3)	1 (2)	6 (3)	12 (2)
28	27	Promotion of regional headquarter establishment (e.g. IBC)	0 (0)	0 (0)	0 (0)	1 (3)	1 (6)	1 (3)	0 (0)	3 (6)	6 (2)	3 (4)	0 (0)	0 (0)	0 (0)	1 (3)	1 (2)	5 (2)	11 (2)
26	27	Protection of intellectual property rights	0 (0)	0 (0)	1 (3)	2 (6)	0 (0)	2 (5)	0 (0)	0 (0)	5 (2)	2 (3)	0 (0)	0 (0)	0 (0)	1 (3)	3 (6)	6 (3)	11 (2)
-	-	Others	0 (0)	0 (0)	1 (3)	2 (6)	0 (0)	2 (5)	0 (0)	0 (0)	5 (2)	2 (3)	0 (0)	0 (0)	0 (0)	1 (3)	3 (6)	6 (3)	11 (2)
Total			37	44	202	157	98	165	266	190	1159	347	21	84	96	171	209	928	2,087
No. of firms			11	12	38	33	18	40	57	48	257	77	6	24	29	36	52	224	481

(2) Recent Improvement in Investment Environment (Policy Evaluation, multiple answers)

The policy area that most of the Japanese firms recognized some improvement recently is the "Development of transportation infrastructure" (33%), followed by "Development of communication infrastructure" (13%), "Problems concerning work permit and visa issuance" (12%), "Flood prevention measures" (10%), and "Digitization of administrative procedure" (10%). (Table 10-2)

(Table 10-2) Recent Improvement in Policy (multiple answers)

Unit: No. of firms and (%)

Previous survey	Current survey		Manufacturing: Food	Manufacturing: Textile	Manufacturing: Chemical	Manufacturing: Steel/Non-ferrous metal	Manufacturing: General machinery	Manufacturing: Electrical/Electronic machinery	Manufacturing: Transportation machinery	Manufacturing: Others	Manufacturing sector total	Non-manufacturing: Trading	Non-manufacturing: Retail	Non-manufacturing: Finance/Insurance/Securities	Non-manufacturing: Construction/Civil engineering	Non-manufacturing: Transportation/Communication	Non-manufacturing: Others	Non-manufacturing sector total	Total
1	1	Development of transportation infrastructure	3 (27)	3 (25)	15 (39)	9 (27)	4 (22)	16 (40)	17 (30)	22 (46)	89 (35)	23 (30)	3 (50)	4 (17)	12 (41)	12 (33)	14 (27)	68 (30)	157 (33)
2	2	Development of communication infrastructure	1 (9)	0 (0)	5 (13)	5 (15)	0 (0)	5 (13)	6 (11)	5 (10)	27 (11)	15 (19)	1 (17)	1 (4)	6 (21)	4 (11)	10 (19)	37 (17)	64 (13)
6	3	Problems concerning work permit and visa issuance	0 (0)	2 (17)	2 (5)	3 (9)	2 (11)	4 (10)	12 (21)	10 (21)	35 (14)	11 (14)	0 (0)	3 (13)	1 (3)	3 (8)	5 (10)	23 (10)	58 (12)
4	4	Flood prevention measures	2 (18)	0 (0)	6 (16)	6 (18)	2 (11)	7 (18)	7 (12)	5 (10)	35 (14)	4 (5)	2 (33)	3 (13)	1 (3)	1 (3)	4 (8)	15 (7)	50 (10)
3	5	Digitization of administrative procedure	3 (27)	1 (8)	1 (3)	3 (9)	0 (0)	4 (10)	8 (14)	8 (17)	28 (11)	7 (9)	0 (0)	1 (4)	2 (7)	1 (3)	8 (15)	19 (8)	47 (10)
7	6	Economic ties e.g. FTA and EPA	2 (18)	4 (33)	4 (11)	4 (12)	1 (6)	2 (5)	5 (9)	3 (6)	25 (10)	15 (19)	0 (0)	0 (0)	0 (0)	3 (8)	3 (6)	21 (9)	46 (10)
10	7	Promotion of economic stimulus measures (consumption stimulus measures)	0 (0)	0 (0)	2 (5)	2 (6)	2 (11)	3 (8)	2 (4)	7 (15)	18 (7)	8 (10)	2 (33)	2 (8)	0 (0)	1 (3)	4 (8)	17 (8)	35 (7)
13	8	Customs duty and clearance regulations and its implementation	0 (0)	2 (17)	3 (8)	2 (6)	0 (0)	6 (15)	6 (11)	7 (15)	26 (10)	4 (5)	0 (0)	1 (4)	0 (0)	0 (0)	3 (6)	8 (4)	34 (7)
7	9	Maintenance of public security and safety	0 (0)	1 (8)	2 (5)	4 (12)	3 (17)	0 (0)	2 (4)	4 (8)	16 (6)	6 (8)	2 (33)	1 (4)	1 (3)	3 (8)	1 (2)	14 (6)	30 (6)
15	10	Promotion of economic stimulus measures (public investment)	2 (18)	0 (0)	1 (3)	2 (6)	0 (0)	3 (8)	1 (2)	2 (4)	11 (4)	6 (8)	1 (17)	3 (13)	4 (14)	0 (0)	3 (6)	17 (8)	28 (6)
4	10	Regulations related to green energy and its implementation	1 (9)	0 (0)	3 (8)	3 (9)	0 (0)	0 (0)	5 (9)	7 (15)	19 (7)	3 (4)	0 (0)	0 (0)	1 (3)	2 (6)	3 (6)	9 (4)	28 (6)
9	12	Stabilization of foreign exchange rates	1 (9)	2 (17)	3 (8)	1 (3)	1 (6)	3 (8)	0 (0)	3 (6)	14 (5)	7 (9)	0 (0)	4 (17)	0 (0)	0 (0)	2 (4)	13 (6)	27 (6)
17	13	Promotion of economic stimulus measures (tax measures)	0 (0)	4 (33)	3 (8)	2 (6)	0 (0)	2 (5)	3 (5)	4 (8)	18 (7)	0 (0)	0 (0)	1 (4)	1 (3)	1 (3)	3 (6)	6 (3)	24 (5)
17	14	Implementation of tax systems e.g. Corporate Income Tax	1 (9)	2 (17)	1 (3)	1 (3)	0 (0)	2 (5)	3 (5)	3 (6)	13 (5)	3 (4)	0 (0)	1 (4)	2 (7)	0 (0)	1 (2)	7 (3)	20 (4)
14	15	Facilitation of regional headquarter establishment (e.g. IBC)	0 (0)	0 (0)	1 (3)	2 (6)	1 (6)	2 (5)	1 (2)	3 (6)	10 (4)	3 (4)	0 (0)	4 (17)	1 (3)	1 (3)	0 (0)	9 (4)	19 (4)
11	15	Development of logistics infrastructure connecting Thailand and the neighboring countries (e.g. CLMV and India)	0 (0)	0 (0)	0 (0)	0 (0)	1 (6)	0 (0)	3 (5)	2 (4)	6 (2)	3 (4)	0 (0)	3 (13)	1 (3)	3 (8)	3 (6)	13 (6)	19 (4)
11	17	Continuity of the government's policies	0 (0)	1 (8)	1 (3)	2 (6)	1 (6)	1 (3)	0 (0)	2 (4)	8 (3)	6 (8)	0 (0)	1 (4)	2 (7)	1 (3)	0 (0)	10 (4)	18 (4)
17	18	Education and human resource development	0 (0)	0 (0)	2 (5)	0 (0)	1 (6)	0 (0)	3 (5)	0 (0)	6 (2)	2 (3)	0 (0)	1 (4)	2 (7)	3 (8)	0 (0)	8 (4)	14 (3)
15	19	Regulations related to the Foreign Business Act and its implementation	0 (0)	0 (0)	1 (3)	1 (3)	0 (0)	3 (8)	0 (0)	1 (2)	6 (2)	4 (5)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	4 (2)	10 (2)
23	19	Foreign labor regulations	0 (0)	0 (0)	1 (3)	0 (0)	1 (6)	0 (0)	1 (2)	1 (2)	4 (2)	3 (4)	0 (0)	1 (4)	0 (0)	1 (3)	1 (2)	6 (3)	10 (2)
26	21	Measures to address air pollution	0 (0)	0 (0)	1 (3)	0 (0)	0 (0)	1 (3)	0 (0)	3 (6)	5 (2)	0 (0)	0 (0)	1 (4)	1 (3)	1 (3)	1 (2)	4 (2)	9 (2)
27	22	Promotion of economic stimulus measures (finacial asisstance)	0 (0)	0 (0)	0 (0)	0 (0)	1 (6)	0 (0)	2 (4)	2 (4)	5 (2)	0 (0)	0 (0)	1 (4)	1 (3)	1 (3)	0 (0)	3 (1)	8 (2)
24	22	Promotion of economic stimulus measures (others)	0 (0)	1 (8)	2 (5)	1 (3)	0 (0)	1 (3)	1 (2)	0 (0)	6 (2)	0 (0)	0 (0)	1 (4)	1 (3)	0 (0)	0 (0)	2 (1)	8 (2)
21	22	Drought prevention measures	0 (0)	0 (0)	2 (5)	2 (6)	1 (6)	1 (3)	1 (2)	1 (2)	8 (3)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	8 (2)
22	22	Formulation of laws/regulations based on feasibility	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (2)	2 (4)	3 (1)	1 (1)	0 (0)	0 (0)	0 (0)	1 (3)	3 (6)	5 (2)	8 (2)
24	26	Protection of intellectual property rights	0 (0)	1 (8)	1 (3)	0 (0)	1 (6)	1 (3)	0 (0)	0 (0)	4 (2)	1 (1)	1 (17)	0 (0)	0 (0)	1 (3)	0 (0)	3 (1)	7 (1)
20	26	Prevention of labor disputes	1 (9)	0 (0)	2 (5)	1 (3)	0 (0)	0 (0)	1 (2)	0 (0)	5 (2)	0 (0)	0 (0)	0 (0)	1 (3)	1 (3)	0 (0)	2 (1)	7 (1)
-	-	Others	0 (0)	2 (17)	1 (3)	2 (6)	0 (0)	2 (5)	5 (9)	4 (8)	16 (6)	2 (3)	0 (0)	1 (4)	0 (0)	1 (3)	2 (4)	6 (3)	22 (5)
Total			17	26	66	58	23	69	96	111	466	137	12	39	41	46	74	349	815
No. of firms			11	12	38	33	18	40	57	48	257	77	6	24	29	36	52	224	481

11. Business development in Thailand and neighboring countries

(1) Company's situation on business development in Thailand and neighboring countries (multiple answers)

Regarding the company's situation on business development in Thailand and neighboring countries, most firms stated that they "have no plan for business development" (57%), and 32% stated that they "have already developed (in case of business development after 2021)". Meanwhile, 9% pointed out that "business development is under consideration". (Table 11-1)

(Table11－1) Company's situation on business development in Thailand and neighboring countries (multiple answers)

Unit: No. of firms and (%)

Ranking		Manufacturing									Non-manufacturing						Total
		Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Construction/Civil engineering	Transportation/Communication	Others	Non-manufacturing sector total	
1	Have no plan for business development	2 (20)	9 (75)	30 (70)	22 (67)	9 (45)	29 (74)	39 (63)	33 (66)	173 (64)	43 (54)	4 (50)	11 (38)	15 (41)	42 (53)	115 (49)	288 (57)
2	Have already developed (in case of business development after 2021)	8 (80)	3 (25)	10 (23)	9 (27)	8 (40)	8 (21)	17 (27)	12 (24)	75 (28)	28 (35)	1 (13)	15 (52)	14 (38)	30 (38)	88 (38)	163 (32)
3	Business development is under consideration	0 (0)	0 (0)	1 (2)	2 (6)	2 (10)	1 (3)	4 (6)	4 (8)	14 (5)	10 (13)	3 (38)	2 (7)	6 (16)	9 (11)	30 (13)	44 (9)
4	Have plan for business development	0 (0)	0 (0)	2 (5)	0 (0)	1 (5)	1 (3)	3 (5)	2 (4)	9 (3)	1 (1)	0 (0)	1 (3)	3 (8)	4 (5)	9 (4)	18 (4)
	Total	10	12	43	33	20	39	63	51	271	82	8	29	38	85	242	513
	No. of firms	10	12	43	33	20	39	62	50	269	80	8	29	37	80	234	503

(2) Destination for business development (Including those under consideration) (multiple answers)

Concerning destination for business development, "Vietnam" (48%) is the respondents' top choice, followed by "Indonesia" (39%) and "Bangkok Metropolitan Region" (36%). (Table 11-2)

(Table 11-2) Destination for business development (Including those under consideration) (multiple answers)

Unit: No. of firms and (%)

Ranking		Manufacturing									Non-manufacturing						Total
		Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machiner	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Construction/Civil engineerin	Transportation/Communicatio	Others	Non-manufacturing sector tot	
1	Vietnam	5 (63)	1 (33)	5 (36)	7 (64)	5 (45)	4 (40)	9 (39)	6 (35)	42 (43)	20 (53)	1 (33)	7 (39)	14 (64)	20 (50)	62 (51)	104 (48)
2	Indonesia	4 (50)	2 (67)	4 (29)	6 (55)	3 (27)	2 (20)	13 (57)	3 (18)	37 (38)	13 (34)	0 (0)	3 (17)	11 (50)	21 (53)	48 (40)	85 (39)
3	Bangkok Metropolitan Region (Note1)	4 (50)	1 (33)	5 (36)	4 (36)	6 (55)	5 (50)	5 (22)	5 (29)	35 (36)	13 (34)	1 (33)	6 (33)	8 (36)	16 (40)	44 (36)	79 (36)
4	India	3 (38)	2 (67)	1 (7)	6 (55)	4 (36)	4 (40)	11 (48)	4 (24)	35 (36)	12 (32)	0 (0)	3 (17)	9 (41)	14 (35)	38 (31)	73 (33)
5	EEC (Note2)	1 (13)	0 (0)	6 (43)	5 (45)	2 (18)	0 (0)	6 (26)	3 (18)	23 (24)	5 (13)	0 (0)	5 (28)	11 (50)	13 (33)	34 (28)	57 (26)
6	Malaysia	2 (25)	1 (33)	4 (29)	3 (27)	3 (27)	3 (30)	3 (13)	2 (12)	21 (22)	10 (26)	0 (0)	2 (11)	11 (50)	9 (23)	32 (26)	53 (24)
6	Singapore	3 (38)	1 (33)	2 (14)	4 (36)	2 (18)	3 (30)	2 (9)	1 (6)	18 (19)	9 (24)	0 (0)	4 (22)	10 (45)	12 (30)	35 (29)	53 (24)
8	Philippines	1 (13)	1 (33)	1 (7)	4 (36)	3 (27)	2 (20)	7 (30)	3 (18)	22 (23)	6 (16)	0 (0)	2 (11)	10 (45)	10 (25)	28 (23)	50 (23)
8	Myanmar	1 (13)	1 (33)	1 (7)	1 (9)	3 (27)	1 (10)	1 (4)	1 (6)	10 (10)	3 (8)	1 (33)	5 (28)	6 (27)	13 (33)	28 (23)	38 (17)
10	Ayutthaya and surrounding areas (Note3)	3 (38)	0 (0)	0 (0)	5 (45)	1 (9)	2 (20)	2 (9)	2 (12)	15 (15)	3 (8)	0 (0)	3 (17)	6 (27)	6 (15)	18 (15)	33 (15)
11	Cambodia	2 (25)	1 (33)	1 (7)	0 (0)	1 (9)	1 (10)	1 (4)	0 (0)	7 (7)	5 (13)	0 (0)	2 (11)	9 (41)	9 (23)	25 (21)	32 (15)
12	Laos	1 (13)	0 (0)	0 (0)	0 (0)	1 (9)	2 (20)	0 (0)	1 (6)	5 (5)	3 (8)	1 (33)	0 (0)	7 (32)	8 (20)	19 (16)	24 (11)
13	Northern region such as Chiang Mai	1 (13)	0 (0)	0 (0)	1 (9)	0 (0)	2 (20)	1 (4)	1 (6)	6 (6)	3 (8)	1 (33)	1 (6)	5 (23)	4 (10)	14 (12)	20 (9)
14	Bangladesh	1 (13)	1 (33)	0 (0)	0 (0)	1 (9)	0 (0)	0 (0)	0 (0)	3 (3)	3 (8)	0 (0)	2 (11)	5 (23)	4 (10)	14 (12)	17 (8)
15	Northeastern region such as Nakhon Ratchasima, Khon Kaen	1 (13)	0 (0)	0 (0)	1 (9)	0 (0)	1 (10)	1 (4)	0 (0)	4 (4)	3 (8)	1 (33)	1 (6)	2 (9)	4 (10)	11 (9)	15 (7)
16	Central region other than Bangkok Metropolitan, Ayutthaya or EEC	2 (25)	0 (0)	1 (7)	0 (0)	0 (0)	0 (0)	1 (4)	0 (0)	4 (4)	1 (3)	0 (0)	1 (6)	2 (9)	5 (13)	9 (7)	13 (6)
17	Southern region such as Phetchaburi	1 (13)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (1)	2 (5)	0 (0)	1 (6)	1 (5)	5 (13)	9 (7)	10 (5)
-	Others	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	2 (9)	1 (6)	3 (3)	1 (3)	0 (0)	0 (0)	0 (0)	0 (0)	1 (1)	4 (2)
	Total	36	12	31	47	35	32	65	33	291	115	6	48	127	173	469	760
	No. of firms	8	3	14	11	11	10	23	17	97	38	3	18	22	40	121	218

(Note1) Nakhon Pathom, Nonthaburi, Pathum Thani, Bangkok, Samut Sakhon and Samut Prakan
(Note2) Chachoengsao, Chonburi, Rayong
(Note3) Chainat, Singburi, Lopburi, Saraburi, Angthong, Ayutthaya and Suphanburi

(3) Reasons for company's business development in Thailand (multiple answers)

"Business expansion" (72%) is most cited by the respondents as a reason for company's business development in Thailand, followed by "Market size and growth potential" (51%) and "Industrial concentration" (16%).

(Table 11-3) Reasons for company's business development in Thailand (multiple answers)

Unit: No. of firms and (%)

Ranking		Manufacturing									Non-manufacturing						Total
		Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Construction/Civil engineering	Transportation/Communication	Others	Non-manufacturing sector total	
1	Business expansion	3 (75)	1 (100)	6 (75)	5 (56)	4 (67)	2 (33)	6 (60)	10 (83)	37 (66)	16 (80)	2 (100)	4 (57)	13 (100)	14 (67)	49 (78)	86 (72)
2	Market size and growth potential	3 (75)	1 (100)	3 (38)	4 (44)	2 (33)	2 (33)	4 (40)	4 (33)	23 (41)	12 (60)	2 (100)	5 (71)	5 (38)	14 (67)	38 (60)	61 (51)
3	Industrial concentration	0 (0)	0 (0)	1 (13)	3 (33)	2 (33)	1 (17)	1 (10)	0 (0)	8 (14)	5 (25)	0 (0)	0 (0)	3 (23)	3 (14)	11 (17)	19 (16)
4	Preferential policies for foreign investment such as BOI	0 (0)	0 (0)	4 (50)	3 (33)	1 (17)	2 (33)	1 (10)	2 (17)	13 (23)	1 (5)	0 (0)	0 (0)	1 (8)	2 (10)	4 (6)	17 (14)
5	Expatriates' living environment	0 (0)	0 (0)	1 (13)	1 (11)	3 (50)	1 (17)	2 (20)	0 (0)	8 (14)	3 (15)	0 (0)	1 (14)	0 (0)	3 (14)	7 (11)	15 (13)
6	Lower labor costs	0 (0)	0 (0)	1 (13)	1 (11)	0 (0)	3 (50)	4 (40)	3 (25)	12 (21)	0 (0)	0 (0)	0 (0)	1 (8)	0 (0)	1 (2)	13 (11)
6	Quality of employees	0 (0)	0 (0)	2 (25)	1 (11)	1 (17)	2 (33)	1 (10)	1 (8)	8 (14)	1 (5)	0 (0)	0 (0)	1 (8)	3 (14)	5 (8)	13 (11)
6	Good infrastructure	1 (25)	0 (0)	2 (25)	0 (0)	1 (17)	1 (17)	1 (10)	0 (0)	6 (11)	2 (10)	0 (0)	0 (0)	0 (0)	5 (24)	7 (11)	13 (11)
9	Development of connectivity with neighboring countries	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	2 (20)	2 (17)	4 (7)	2 (10)	0 (0)	0 (0)	0 (0)	1 (5)	3 (5)	7 (6)
10	An abundance of labor	0 (0)	0 (0)	1 (13)	1 (11)	1 (17)	0 (0)	0 (0)	0 (0)	3 (5)	0 (0)	0 (0)	0 (0)	1 (8)	1 (5)	2 (3)	5 (4)
11	Efficiency of administrative procedure	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (14)	0 (0)	3 (14)	4 (6)	4 (3)
12	Reduction of greenhouse gas emissions	0 (0)	0 (0)	1 (13)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (2)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (1)
13	Suppress energy cost	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
-	Others	1 (25)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (2)	0 (0)	0 (0)	1 (14)	1 (8)	1 (5)	3 (5)	4 (3)
	Total	8	2	22	19	15	14	22	22	124	42	4	12	26	50	134	258
	No. of firms	4	1	8	9	6	6	10	12	56	20	2	7	13	21	63	119

(4) Reasons for company's business development in neighboring countries (multiple answers)

Regarding the reasons for company's business development in neighboring countries "Market size and growth potential" (73%) is the most popular choice, followed by "Business expansion" (69%) and "Lower labor costs" (19%). (Table 11-4)

(Table 11-4) Reasons for company's business development in neighboring countries (multiple answers)

Unit: No. of firms and (%)

Ranking		Manufacturing									Non-manufacturing						Total
		Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Construction/Civil engineering	Transportation/Communication	Others	Non-manufacturing sector total	
1	Market size and growth potential	4 (67)	3 (100)	7 (100)	5 (56)	7 (88)	2 (25)	17 (74)	7 (58)	52 (68)	25 (81)	1 (50)	13 (87)	11 (58)	27 (79)	77 (76)	129 (73)
2	Business expansion	4 (67)	1 (33)	4 (57)	5 (56)	7 (88)	4 (50)	13 (57)	7 (58)	45 (59)	25 (81)	2 (100)	13 (87)	17 (89)	21 (62)	78 (77)	123 (69)
3	Lower labor costs	3 (50)	2 (67)	0 (0)	2 (22)	1 (13)	5 (63)	8 (35)	6 (50)	27 (36)	1 (3)	0 (0)	1 (7)	1 (5)	3 (9)	6 (6)	33 (19)
4	Industrial concentration	0 (0)	0 (0)	0 (0)	2 (22)	1 (13)	0 (0)	2 (9)	0 (0)	5 (7)	2 (6)	0 (0)	0 (0)	3 (16)	4 (12)	9 (9)	14 (8)
5	Expatriates' living environment	1 (17)	0 (0)	0 (0)	2 (22)	1 (13)	1 (13)	3 (13)	0 (0)	8 (11)	0 (0)	0 (0)	0 (0)	1 (5)	3 (9)	4 (4)	12 (7)
6	Development of connectivity with Thailand	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	4 (13)	1 (50)	2 (13)	1 (5)	3 (9)	11 (11)	11 (6)
7	An abundance of labor	2 (33)	1 (33)	0 (0)	0 (0)	0 (0)	1 (13)	1 (4)	0 (0)	5 (7)	2 (6)	0 (0)	0 (0)	0 (0)	3 (9)	5 (5)	10 (6)
8	Good infrastructure	0 (0)	0 (0)	1 (14)	1 (11)	1 (13)	1 (13)	0 (0)	0 (0)	4 (5)	0 (0)	0 (0)	1 (7)	0 (0)	3 (9)	4 (4)	8 (5)
8	Preferential policies for foreign investment	1 (17)	0 (0)	1 (14)	1 (11)	1 (13)	2 (25)	1 (4)	0 (0)	7 (9)	0 (0)	0 (0)	0 (0)	0 (0)	1 (3)	1 (1)	8 (5)
10	Effectuation of FTA/EPA	2 (33)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	2 (3)	2 (6)	0 (0)	0 (0)	2 (11)	0 (0)	4 (4)	6 (3)
11	Quality of employees	1 (17)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	2 (9)	0 (0)	3 (4)	1 (3)	0 (0)	0 (0)	0 (0)	1 (3)	2 (2)	5 (3)
11	Suppress energy cost	1 (17)	0 (0)	0 (0)	0 (0)	0 (0)	1 (13)	1 (4)	2 (17)	5 (7)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	5 (3)
13	Efficiency of administrative procedure	0 (0)	0 (0)	0 (0)	1 (11)	0 (0)	1 (13)	0 (0)	0 (0)	2 (3)	0 (0)	0 (0)	1 (7)	0 (0)	0 (0)	1 (1)	3 (2)
14	Reduction of greenhouse gas emissions	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
-	Others	1 (17)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (8)	2 (3)	1 (3)	0 (0)	0 (0)	0 (0)	2 (6)	3 (3)	5 (3)
	Total	20	7	13	19	19	18	48	23	167	63	4	31	36	71	205	372
	No. of firms	6	3	7	9	8	8	23	12	76	31	2	15	19	34	101	177

(5) Reason for not having plan on business development (multiple answers)

Regarding the company's reason for not having plan on business development, "For the time being, focus on business at the present location" (91%) is the most popular choice, followed by "Existence of trained employees" (11%) and "Expatriates' living environment" (4%). (Table 11-5)

(Table 11-5) Reason for not having plan on business development (multiple answers)

Unit: No. of firms and (%)

Ranking		Manufacturing									Non-manufacturing						Total
		Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Construction/Civil engineering	Transportation/Communication	Others	Non-manufacturing sector total	
1	For the time being, focus on business at the present location	2 (67)	5 (100)	22 (92)	15 (88)	7 (88)	24 (92)	31 (94)	23 (85)	129 (90)	34 (100)	3 (75)	10 (91)	10 (91)	24 (86)	81 (92)	210 (91)
2	Existence of trained employees	0 (0)	0 (0)	0 (0)	2 (12)	1 (13)	5 (19)	7 (21)	5 (19)	20 (14)	3 (9)	0 (0)	1 (9)	0 (0)	2 (7)	6 (7)	26 (11)
3	Expatriates' living environment	0 (0)	0 (0)	1 (4)	1 (6)	1 (13)	1 (4)	1 (3)	2 (7)	7 (5)	3 (9)	0 (0)	0 (0)	0 (0)	0 (0)	3 (3)	10 (4)
4	Good infrastructure	0 (0)	0 (0)	1 (4)	0 (0)	0 (0)	1 (4)	2 (6)	2 (7)	6 (4)	2 (6)	0 (0)	0 (0)	0 (0)	0 (0)	2 (2)	8 (3)
4	Preferential policies for foreign investment such as BOI	0 (0)	0 (0)	0 (0)	1 (6)	1 (13)	2 (8)	2 (6)	2 (7)	8 (6)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	8 (3)
6	Industrial concentration	1 (33)	1 (20)	1 (4)	1 (6)	0 (0)	1 (4)	0 (0)	0 (0)	5 (3)	1 (3)	0 (0)	1 (9)	0 (0)	0 (0)	2 (2)	7 (3)
7	Development of connectivity with neighboring countries	0 (0)	0 (0)	0 (0)	1 (6)	1 (13)	0 (0)	2 (6)	0 (0)	4 (3)	0 (0)	0 (0)	0 (0)	0 (0)	1 (4)	1 (1)	5 (2)
8	Effectuation of FTA/EPA	0 (0)	0 (0)	0 (0)	0 (0)	1 (13)	0 (0)	1 (3)	1 (4)	3 (2)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	3 (1)
8	Growing domestic market	1 (33)	0 (0)	1 (4)	0 (0)	0 (0)	0 (0)	0 (0)	1 (4)	3 (2)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	3 (1)
-	Others	0 (0)	0 (0)	1 (4)	1 (6)	0 (0)	1 (4)	3 (9)	0 (0)	6 (4)	0 (0)	1 (25)	1 (9)	1 (9)	1 (4)	4 (5)	10 (4)
	Total	4	6	27	22	12	35	49	36	191	43	4	13	11	28	99	290
	No. of firms	3	5	24	17	8	26	33	27	143	34	4	11	11	28	88	231

12. FTA partners which company prefers

"EU" (36%) is most cited as FTA partners which Japanese company prefers, followed by "CPTPP" (33%) and "European Free Trade Association (EFTA)" (31%) (Table 12-1)

(Table 12-1) FTA partners which company prefers (multiple answers)

Unit: No. of firms and (%)

Ranking		Manufacturing									Non-manufacturing						Total
		Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Construction/Civil engineering	Transportation/Communication	Others	Non-manufacturing sector total	
1	European Union (EU)	4 (57)	3 (33)	10 (38)	8 (33)	2 (29)	6 (24)	12 (27)	15 (45)	60 (34)	15 (36)	0 (0)	3 (30)	14 (67)	9 (29)	41 (39)	101 (36)
2	CPTPP	3 (43)	1 (11)	4 (15)	10 (42)	3 (43)	9 (36)	13 (30)	11 (33)	54 (31)	15 (36)	1 (50)	5 (50)	5 (24)	12 (39)	38 (36)	92 (33)
3	European Free Trade Association (EFTA)	2 (29)	3 (33)	9 (35)	9 (38)	3 (43)	10 (40)	5 (11)	11 (33)	52 (30)	14 (33)	0 (0)	3 (30)	12 (57)	6 (19)	35 (33)	87 (31)
4	Pacific Alliance	1 (14)	1 (11)	5 (19)	5 (21)	3 (43)	9 (36)	9 (20)	5 (15)	38 (22)	9 (21)	1 (50)	1 (10)	6 (29)	4 (13)	21 (20)	59 (21)
5	African Continental Free Trade Area (AfCFTA)	1 (14)	1 (11)	1 (4)	1 (4)	2 (29)	3 (12)	9 (20)	3 (9)	21 (12)	4 (10)	0 (0)	1 (10)	4 (19)	3 (10)	12 (11)	33 (12)
6	United Kingdom	2 (29)	2 (22)	1 (4)	1 (4)	2 (29)	1 (4)	4 (9)	3 (9)	16 (9)	3 (7)	0 (0)	1 (10)	2 (10)	3 (10)	9 (8)	25 (9)
7	Turkey	0 (0)	2 (22)	5 (19)	3 (13)	0 (0)	2 (8)	1 (2)	0 (0)	13 (7)	3 (7)	1 (50)	0 (0)	1 (5)	3 (10)	8 (8)	21 (7)
7	Pakistan	0 (0)	2 (22)	2 (8)	1 (4)	0 (0)	2 (8)	7 (16)	2 (6)	16 (9)	3 (7)	0 (0)	0 (0)	2 (10)	0 (0)	5 (5)	21 (7)
9	Gulf Cooperation Council (GCC)	0 (0)	1 (11)	1 (4)	0 (0)	0 (0)	1 (4)	4 (9)	2 (6)	9 (5)	3 (7)	0 (0)	1 (10)	1 (5)	1 (3)	6 (6)	15 (5)
10	Canada	3 (43)	1 (11)	1 (4)	0 (0)	0 (0)	0 (0)	1 (2)	2 (6)	8 (5)	0 (0)	0 (0)	0 (0)	0 (0)	2 (6)	2 (2)	10 (4)
11	Sri Lanka	0 (0)	1 (11)	1 (4)	1 (4)	0 (0)	0 (0)	2 (5)	2 (6)	7 (4)	1 (2)	0 (0)	0 (0)	1 (5)	0 (0)	2 (2)	9 (3)
-	Others	0 (0)	1 (11)	2 (8)	0 (0)	0 (0)	0 (0)	4 (9)	3 (9)	10 (6)	4 (10)	0 (0)	3 (30)	0 (0)	5 (16)	12 (11)	22 (8)
	Total	11	9	29	33	13	37	48	45	225	57	2	13	41	34	147	372
	No. of firms	7	9	26	24	7	25	44	33	175	42	2	10	21	31	106	281

13. AI

(1) Company's AI utilization situation

In respond to a question concerning the company's AI utilization situation, 40% of the companies indicated that "While the company sees the necessity, it has not worked on it.", while 29% stated that "The company sees the necessity and has a plan to work on it." and 18% stated that "The company sees that it is unnecessary and has not worked on it.". (Table 13-1)

(Table 13-1) Company's AI utilization situation

Unit: No. of firms and (%)

Ranking		Manufacturing									Non-manufacturing						Total
		Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Construction/Civil engineering	Transportation/Communication	Others	Non-manufacturing sector total	
1	While the company sees the necessity, it has not worked on it	5 (71)	4 (36)	16 (48)	10 (42)	9 (60)	14 (41)	24 (44)	13 (30)	95 (43)	25 (41)	1 (20)	12 (41)	11 (39)	20 (30)	69 (37)	164 (40)
2	The company sees the necessity and has a plan to work on it	1 (14)	6 (55)	7 (21)	5 (21)	2 (13)	14 (41)	17 (31)	13 (30)	65 (29)	13 (21)	1 (20)	8 (28)	11 (39)	22 (33)	55 (29)	120 (29)
3	The company sees that it is unnecessary and has not worked on it	1 (14)	1 (9)	6 (18)	5 (21)	2 (13)	3 (9)	6 (11)	11 (25)	35 (16)	18 (30)	2 (40)	7 (24)	5 (18)	5 (8)	37 (20)	72 (18)
4	The company has already utilized AI and recognized the results	0 (0)	0 (0)	2 (6)	3 (13)	2 (13)	3 (9)	7 (13)	5 (11)	22 (10)	2 (3)	1 (20)	1 (3)	1 (4)	12 (18)	17 (9)	39 (9)
5	The company has already utilized AI but still not recognized the results	0 (0)	0 (0)	2 (6)	1 (4)	0 (0)	0 (0)	0 (0)	2 (5)	5 (2)	3 (5)	0 (0)	1 (3)	0 (0)	7 (11)	11 (6)	16 (4)
	No. of firms	7	11	33	24	15	34	54	44	222	61	5	29	28	66	189	411

(2) Company's purpose of AI Utilization (multiple answers)

"Visual inspection and defective products detection" (33%) is most cited as company's purpose of AI Utilization, followed by "Assist in writing" (31%) and "Anomaly detection, such as in factories and machinery" (31%) (Table 13-2)

(Table 13-2) Company's purpose of AI Utilization (multiple answers)

Unit: No. of firms and (%)

Ranking		Manufacturing									Non-manufacturing						Total
		Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Construction/Civil engineering	Transportation/Communication	Others	Non-manufacturing sector total	
1	Visual inspection and defective products detection	3 (60)	5 (63)	6 (30)	10 (63)	5 (42)	15 (54)	31 (70)	21 (60)	96 (57)	0 (0)	0 (0)	2 (8)	2 (11)	3 (5)	7 (5)	103 (33)
2	Assist in writing	1 (20)	0 (0)	5 (25)	0 (0)	3 (25)	10 (36)	10 (23)	6 (17)	35 (21)	21 (51)	0 (0)	9 (38)	6 (32)	26 (47)	62 (43)	97 (31)
3	Anomaly detection, such as in factories and machinery	2 (40)	4 (50)	10 (50)	12 (75)	8 (67)	12 (43)	19 (43)	15 (43)	82 (49)	3 (7)	1 (25)	4 (17)	1 (5)	5 (9)	14 (10)	96 (31)
4	Sorting and management, such as in production lines and/or warehouses	1 (20)	4 (50)	7 (35)	10 (63)	3 (25)	9 (32)	15 (34)	14 (40)	63 (38)	4 (10)	0 (0)	1 (4)	5 (26)	3 (5)	13 (9)	76 (24)
5	Demand forecasting	2 (40)	4 (50)	6 (30)	5 (31)	0 (0)	10 (36)	9 (20)	9 (26)	45 (27)	11 (27)	2 (50)	3 (13)	3 (16)	9 (16)	28 (20)	73 (23)
6	Security measures (e.g., facial recognition, suspicious person detection)	1 (20)	1 (13)	5 (25)	2 (13)	3 (25)	6 (21)	6 (14)	7 (20)	31 (18)	12 (29)	1 (25)	5 (21)	8 (42)	11 (20)	37 (26)	68 (22)
7	Improving products and services, high-value adding	0 (0)	0 (0)	4 (20)	1 (6)	3 (25)	1 (4)	4 (9)	4 (11)	17 (10)	13 (32)	2 (50)	5 (21)	5 (26)	24 (44)	49 (34)	66 (21)
8	Equipment inspection	1 (20)	1 (13)	7 (35)	6 (38)	1 (8)	5 (18)	11 (25)	10 (29)	42 (25)	1 (2)	1 (25)	8 (33)	5 (26)	5 (9)	20 (14)	62 (20)
9	Using chatbot to handle inquiries	0 (0)	0 (0)	0 (0)	2 (13)	0 (0)	3 (11)	3 (7)	4 (11)	12 (7)	9 (22)	1 (25)	2 (8)	1 (5)	22 (40)	35 (24)	47 (15)
10	Replacement for technical skills	1 (20)	3 (38)	1 (5)	7 (44)	1 (8)	3 (11)	8 (18)	6 (17)	30 (18)	1 (2)	1 (25)	5 (21)	2 (11)	3 (5)	12 (8)	42 (14)
11	Control systems, such as for robots and/or autonomous car	0 (0)	1 (13)	3 (15)	3 (19)	3 (25)	5 (18)	10 (23)	7 (20)	32 (19)	2 (5)	0 (0)	1 (4)	2 (11)	2 (4)	7 (5)	39 (13)
-	Others	0 (0)	0 (0)	1 (5)	0 (0)	0 (0)	2 (7)	2 (5)	1 (3)	6 (4)	1 (2)	0 (0)	3 (13)	1 (5)	2 (4)	7 (5)	13 (4)
	Total	9	17	34	37	19	56	84	65	321	39	3	19	17	46	124	445
	No. of firms	5	8	20	16	12	28	44	35	168	41	4	24	19	55	143	311

(3) Issues regarding AI promotion (multiple answers)

Concerning issues regarding AI promotion, “Risk of leakage of internal information and personal information, data management” (41%) is the most popular choice, while 39% stated that they “Unable to foresee cost-effectiveness”. Moreover, 26% admitted “Not knowing what should be worked on”. (Table 13-3)

(Table 13-3) Issues regarding AI promotion (multiple answers)

Unit: No. of firms and (%)

Ranking		Manufacturing									Non-manufacturing						Total
		Food	Textile	Chemical	Steel/Non-ferrous metal	General machinery	Electrical/Electronic machinery	Transportation machinery	Others	Manufacturing sector total	Trading	Retail	Construction/Civil engineering	Transportation/Communication	Others	Non-manufacturing sector total	
1	Risk of leakage of internal information and personal information, data management	1 (17)	4 (40)	13 (41)	12 (50)	5 (33)	12 (36)	19 (37)	12 (27)	78 (36)	25 (45)	2 (50)	10 (37)	13 (52)	29 (50)	79 (47)	157 (41)
2	Unable to foresee cost-effectiveness	2 (33)	5 (50)	13 (41)	10 (42)	6 (40)	11 (33)	19 (37)	15 (33)	81 (38)	21 (38)	3 (75)	6 (22)	15 (60)	23 (40)	68 (40)	149 (39)
3	Not knowing what should be worked on	2 (33)	2 (20)	7 (22)	5 (21)	6 (40)	5 (15)	13 (25)	13 (29)	53 (25)	22 (40)	0 (0)	12 (44)	4 (16)	10 (17)	48 (28)	101 (26)
4	Difficult to determine where responsibility lies in case of trouble	1 (17)	1 (10)	6 (19)	4 (17)	3 (20)	10 (30)	10 (20)	6 (13)	41 (19)	11 (20)	0 (0)	6 (22)	5 (20)	6 (10)	28 (17)	69 (18)
5	Differences of opinion between the head office and local offices	0 (0)	0 (0)	6 (19)	3 (13)	0 (0)	5 (15)	4 (8)	8 (18)	26 (12)	11 (20)	0 (0)	6 (22)	1 (4)	7 (12)	25 (15)	51 (13)
6	Differences of opinion between management and job site	0 (0)	1 (10)	3 (9)	4 (17)	1 (7)	3 (9)	5 (10)	6 (13)	23 (11)	5 (9)	0 (0)	3 (11)	3 (12)	6 (10)	17 (10)	40 (10)
-	Others	1 (17)	0 (0)	1 (3)	2 (8)	0 (0)	5 (15)	7 (14)	2 (4)	18 (8)	2 (4)	0 (0)	1 (4)	1 (4)	7 (12)	11 (7)	29 (8)
	Total	7	13	49	40	21	51	77	62	320	97	5	44	42	88	276	596
	No. of firms	6	10	32	24	15	33	51	45	216	55	4	27	25	58	169	385