


Title : An Analysis of the Potential and Methods of
Promotion of Thailand's Overseas Trade and Investment
By : Miss Saowapha Chutiteeravit
Degree : Master of Business Administration
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Thesis Adviser : 

(Dr. Vivat Shotelersuk)

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The present economic situation of Thailand is under going tremendous change . Therefore, it is essential that we are involved in both what and when to expand our investment in other countries. However, investing in foreign countries is a lot more riskier than investing in our own country. That is why one needs to know the possible paths and regulations of other countries which can be advantageous for Thais to invest in. This thesis contains information collected from Indochina countries and Asean. These countries need foreign investment because they want to improve their economic standings. We also got more information from the countries which are the investors. The countries are U.S.A., Japan, and South Korea. We chose these countries because they have been very sucessful at investing abroad. We have analyzed their plans and found out their flaws and obstacles which can be used as guidelines for Thai investors. With all of these information, Thai investors would be able to solve the problem of competitors and the payment of goods.

Our method of analyzing is based on a combination of Dunning's theories and other countries' experiences which have been adapted to suit Thailand's economy. In order to make our analysis possible, we had to gather quite a lot of data. The components of the data are primary data and secondary data, including data from the geography, economy, international relationship, trade policies and investments of those countries.

From our analysis we have found out that the Indochina countries are places where marketing and investments would be highly successful. The reason for this assumption is that these countries are rich in natural resources, furthermore the wage of labor is very low in these areas. Since these factors are the essentials of the industrial sector, one would find it tempting to invest in these countries. Better yet, there is also a large market for industrial goods. We have also found out that Asean has an abundance of natural resources and a very good location spot; but, since they have developed to a certain level, the cost of labor is higher than that of Indochina's. So it is more inviting to invest in Indochina than to invest in Asean. No matter where a country wants to invest, the main sponsor is the government. This is found out to be true in U.S.A., Japan, and Korea. Because of this, these countries have become very successful in their foreign investments.

We have found out that in Thailand, even though the government has begun to notice the importance of investing in foreign countries, but it has not taken any real action. Therefore we hope that this thesis will be able to show the government how to support investors. The government should specify the quality of

Thai investors who are entitled to invest abroad and encourage commercial banks to guarantee investment programs so that it won't be necessary to bring foreign currency out of Thailand. The government should also give commercial banks a special privilege to give out low interest loans to investors. The government can give special privileges to the investors by lowering taxes and facilitate investors bringing profits gained from foreign investments home also setting up educational centers so that Thai investors can have a chance to compete with other investors. New policies will have to be setup by the government. So that the investors will have the least possible barriers. If all of these factors are met, a lot of eager investors will emerge and take action. They will have enough trust to invest in foreign countries. No matter who the investors are, the government is the most important supporter because the government has the power to gather information about another country and the ability to change policies to suit investors' needs. The true power of investing lies in the government, so it is important that the government take immediate action.