

การสำรวจธุรกิจไทยก่อนและหลังการเข้าสู่ ประชาคมเศรษฐกิจอาเซียน 2558 (AEC2015)



5 กันยายน 2554

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รักษาการกรรมการผู้จัดการใหญ่ บริษัท ไออาร์พีซี จำกัด (มหาชน) และ¹
ประธานเจ้าหน้าที่ปฏิบัติการกลุ่มธุรกิจปิโตรเลียมขั้นต้น²
และก้าวธรรมชาติ บริษัท ปตท. จำกัด (มหาชน)³

AEC2015:



The Lost Shared Vision



Continental ASEAN



The Lost “Shared Vision”

AEC: ASEAN Economic Community
The meaning:



**“Embracing market economy” and benefit from
“enlarged market size.”**

AEC Vision

What: Embracing market economy

Why: To benefit (?) from enlarged market size
(from 60 million to 600 million population)

When: 2015

How:

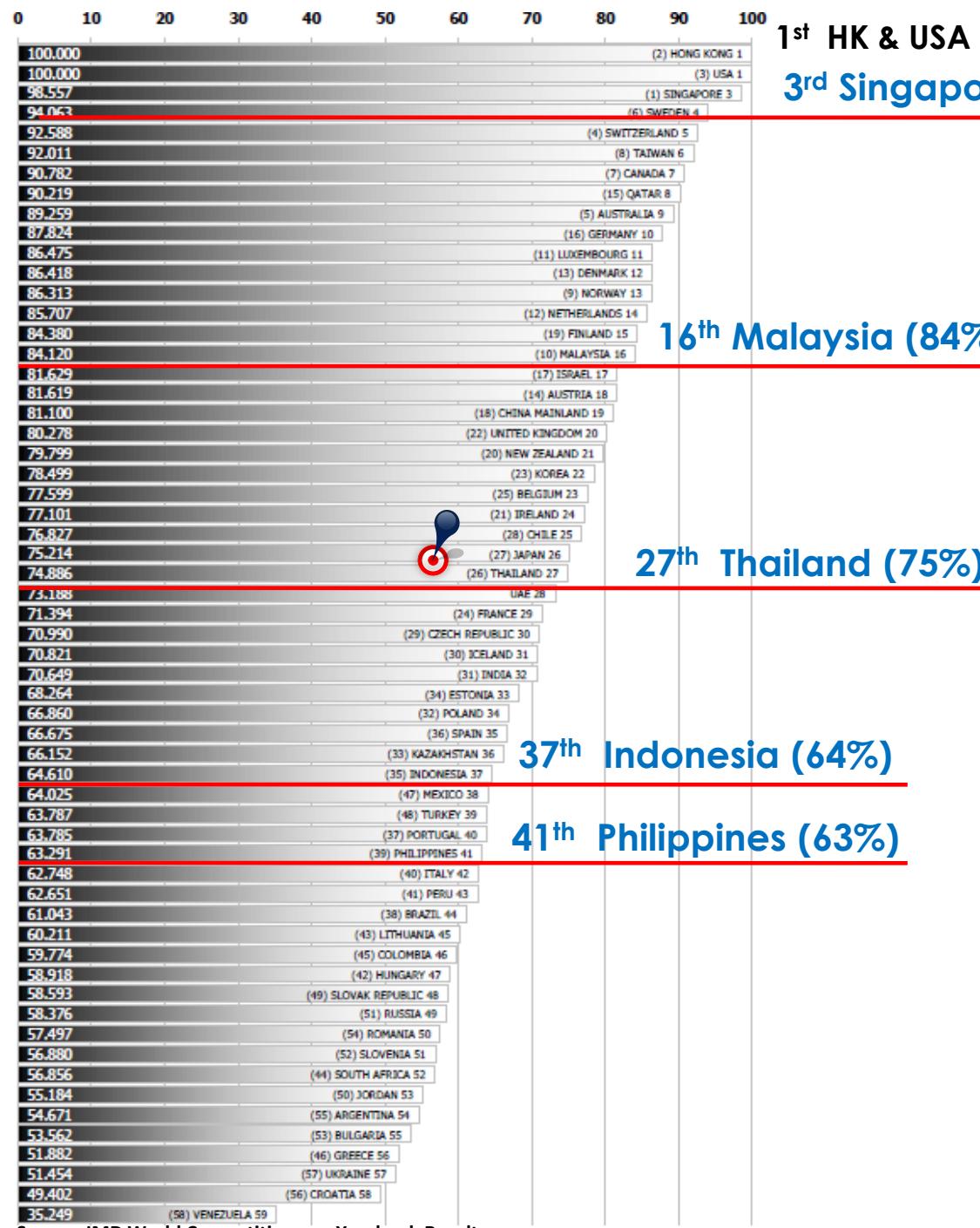
- » Increase competitiveness
- » Depart from protectionism & subsidies
- » Increase awareness
- » etc.

Asean10 Innovation Index Rankings



2011	Country	2010
1	Singapore (3)	1
2	Malaysia (31)	2
3	Thailand (48)	4
4	Brunei (75)	3
5	Philippines (91)	6
6	Indonesia (99)	5
7	Cambodia (111)	7
8-10	Vietnam	n/a
8-10	Myanmar	n/a
8-10	Lao	n/a

Remark: Global Index Ranking in Bracket.



1st HK & USA

3rd Singapore (98.5%)

16th Malaysia (84%)

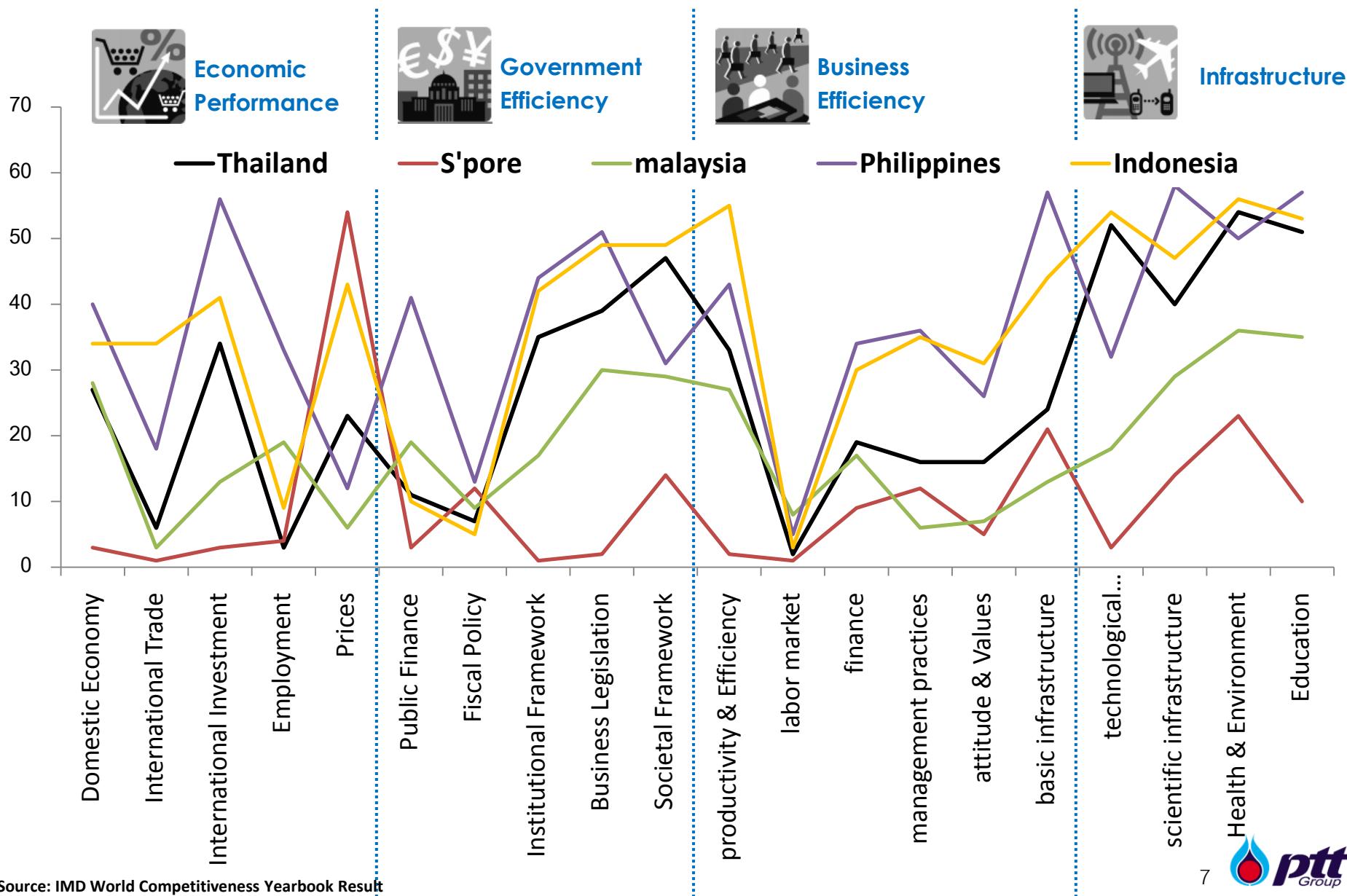
27th Thailand (75%)

37th Indonesia (64%)

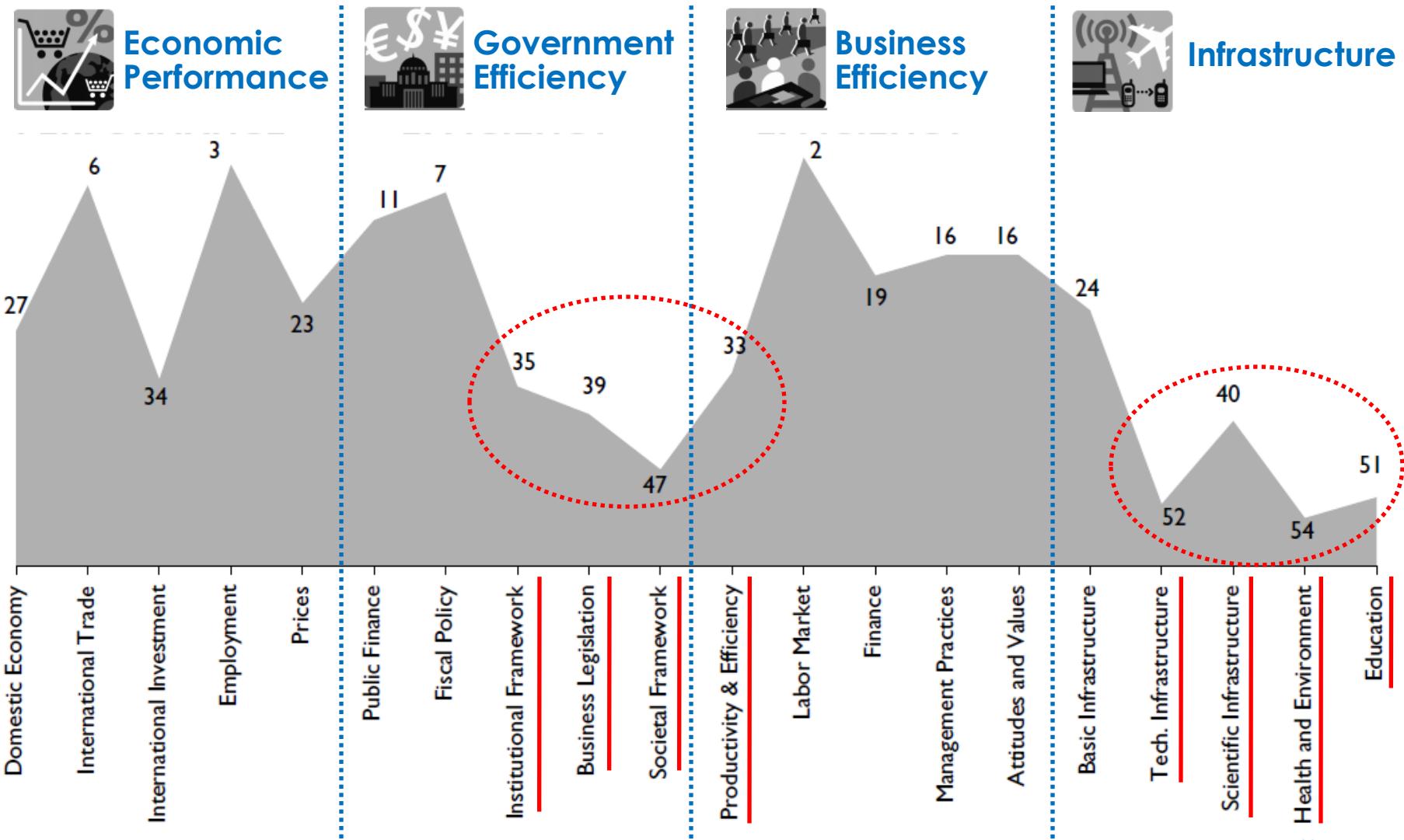
41th Philippines (63%)

» Competitiveness
2011 World
competitiveness ranks

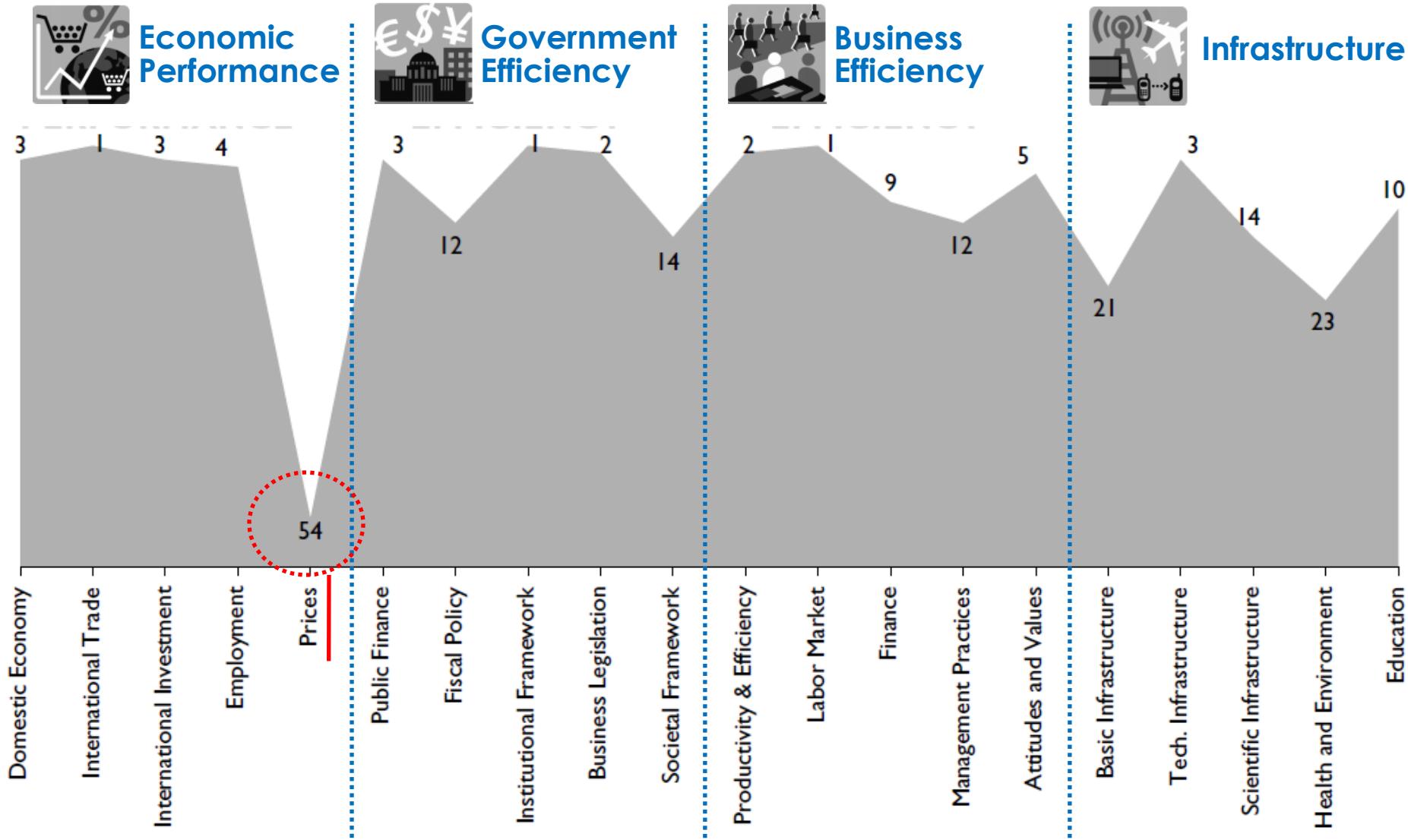
2011 Competitiveness Rank



2011 Competitive Ranking of THAILAND



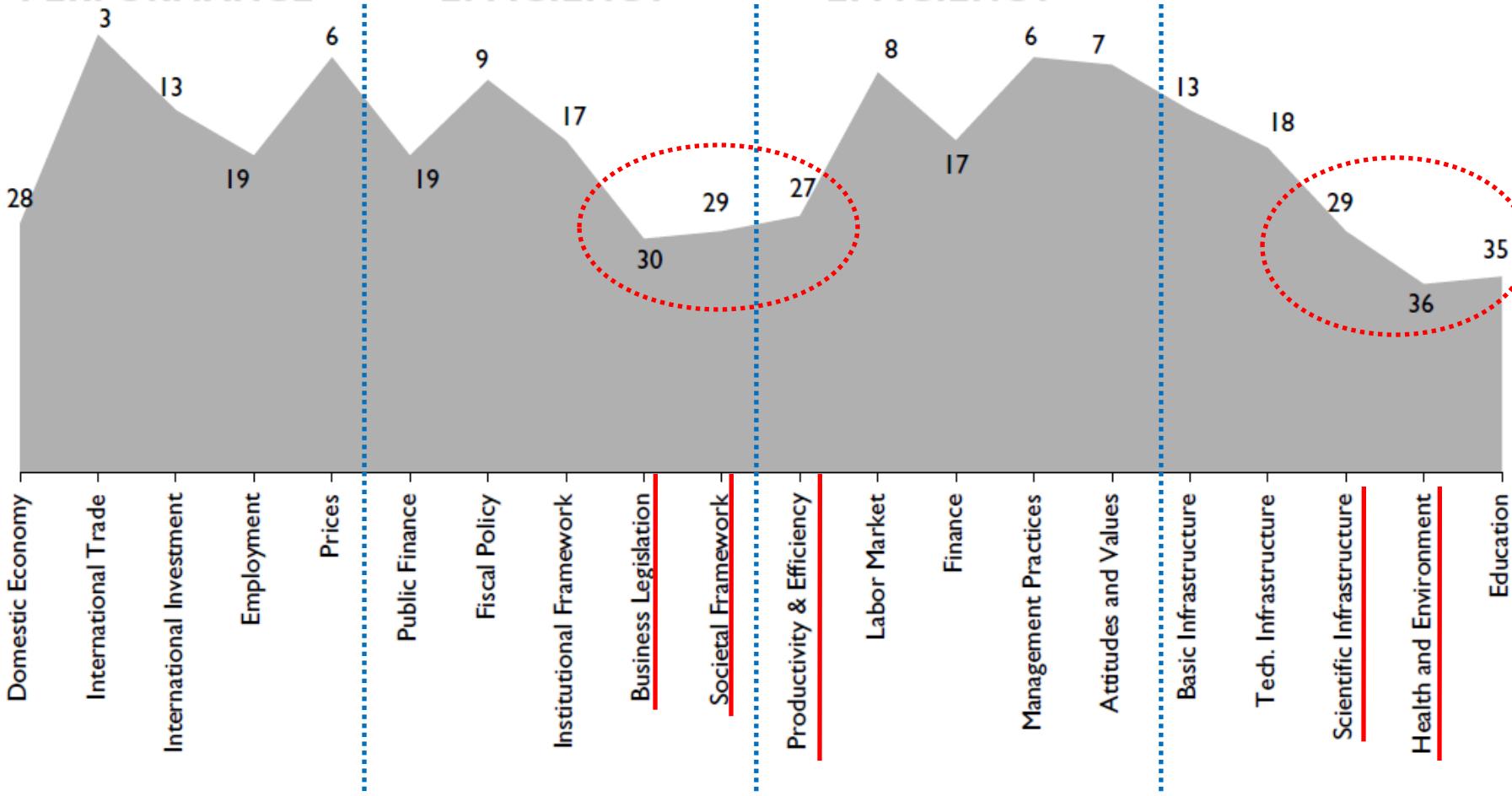
2011 Competitive Ranking of Singapore



2011 Competitive Ranking of Malaysia



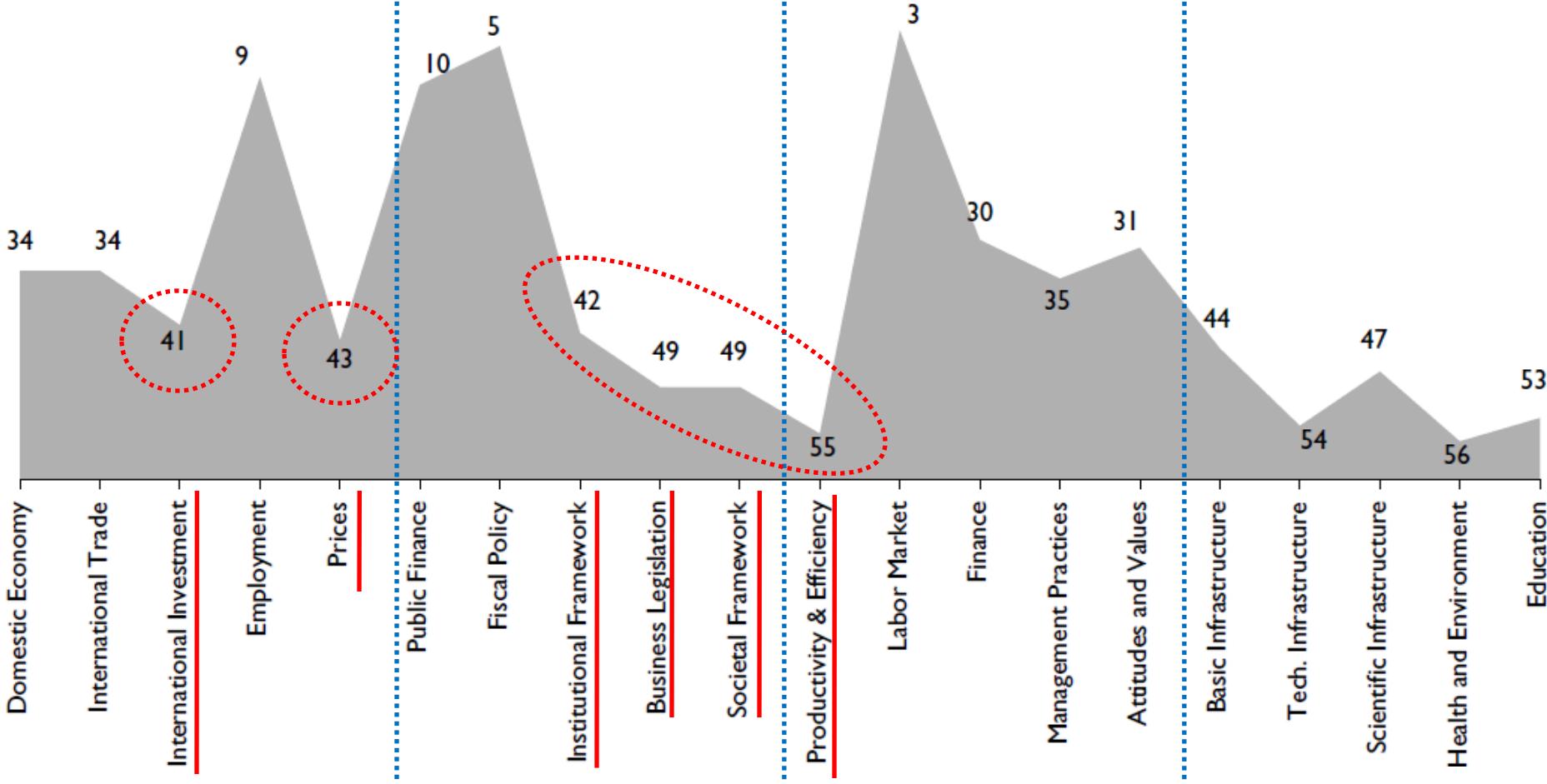
Economic Performance



2011 Competitive Ranking of Indonesia



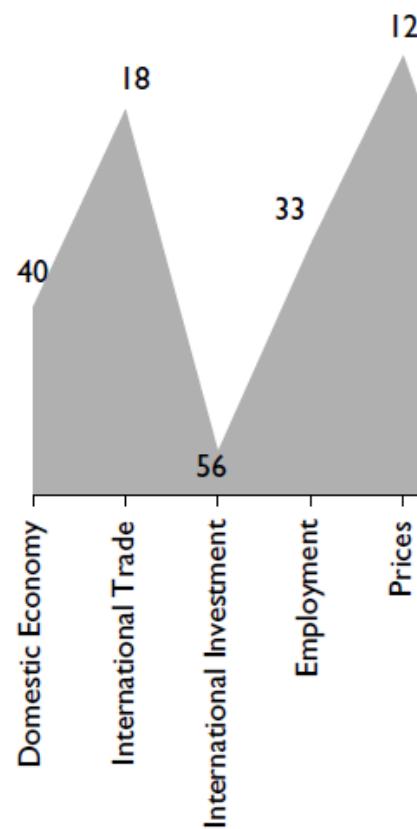
Economic Performance



2011 Competitive Ranking of Philippines



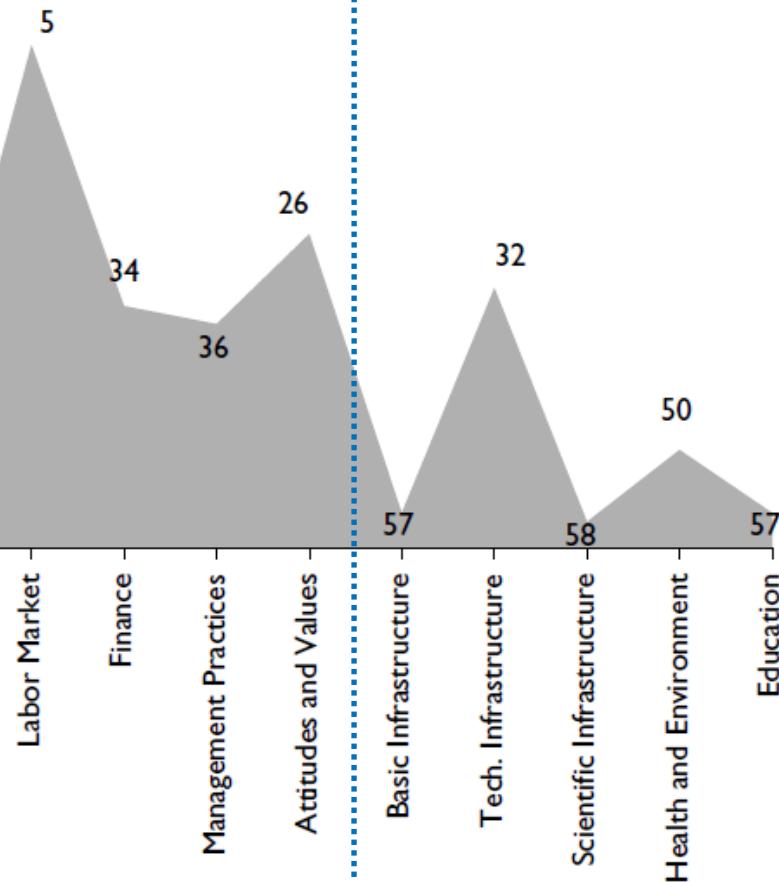
Economic Performance



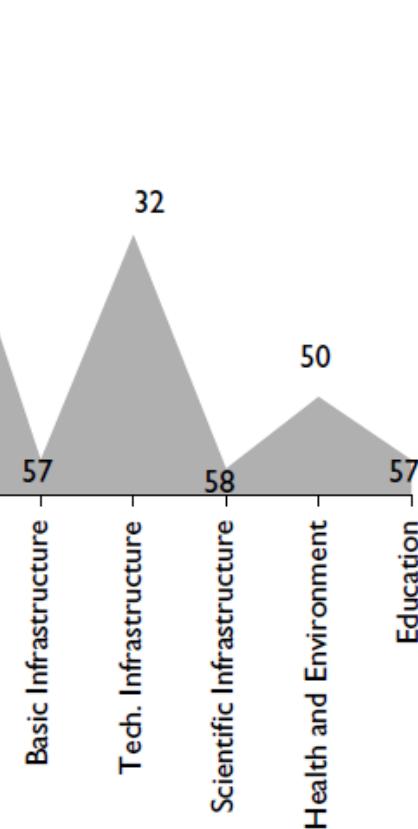
Government Efficiency



Business Efficiency



Infrastructure



» Protectionism & Subsidies

- Financial sector ?
- Energy sector ?
- Agricultural sector ?
- Telecommunication sector ?
- Commercial sector ?
- Etc.

AEC2015:



The Lost Shared Vision



Continental ASEAN

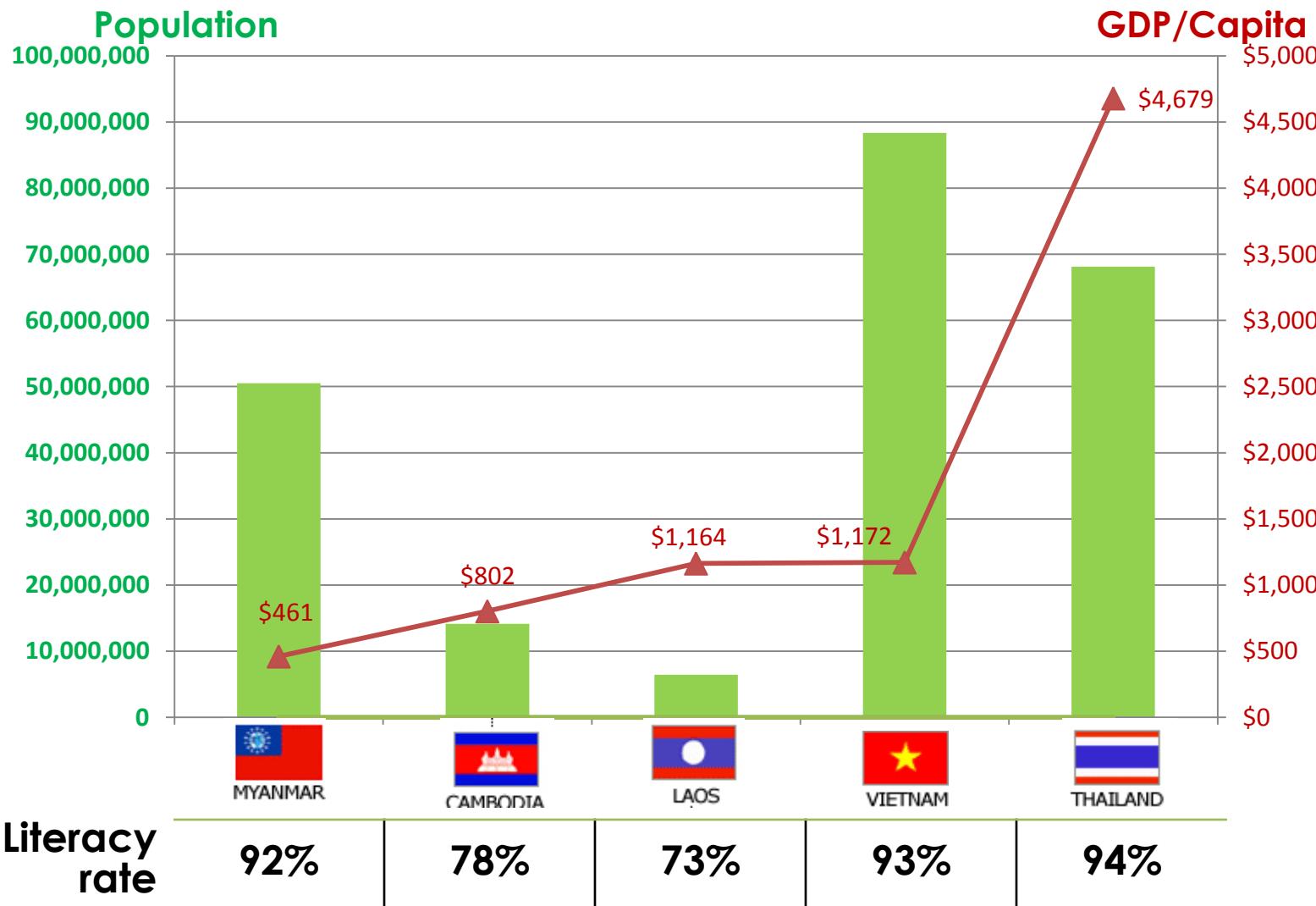


Continental ASEAN Concept

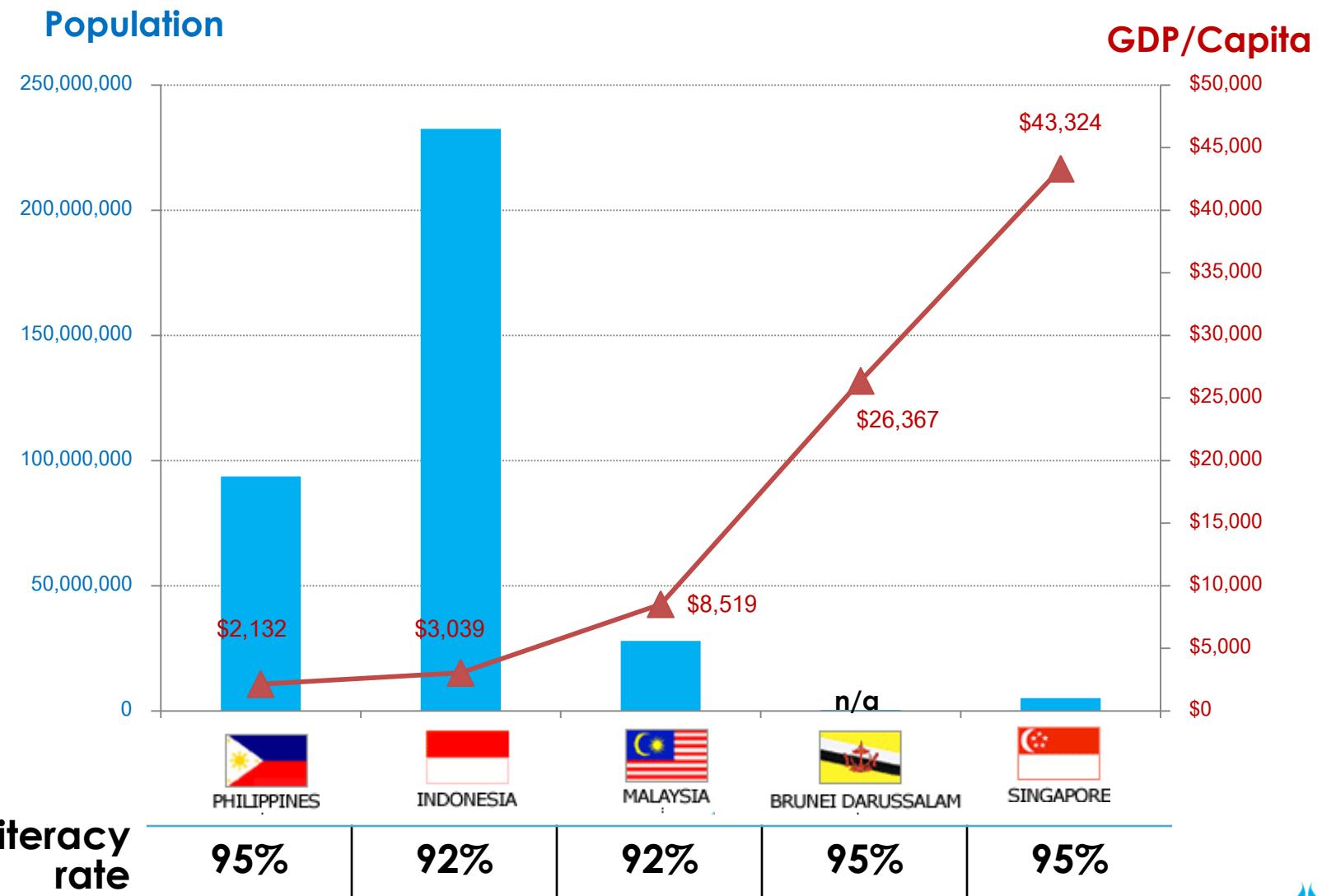
Continental



Continental ASEAN



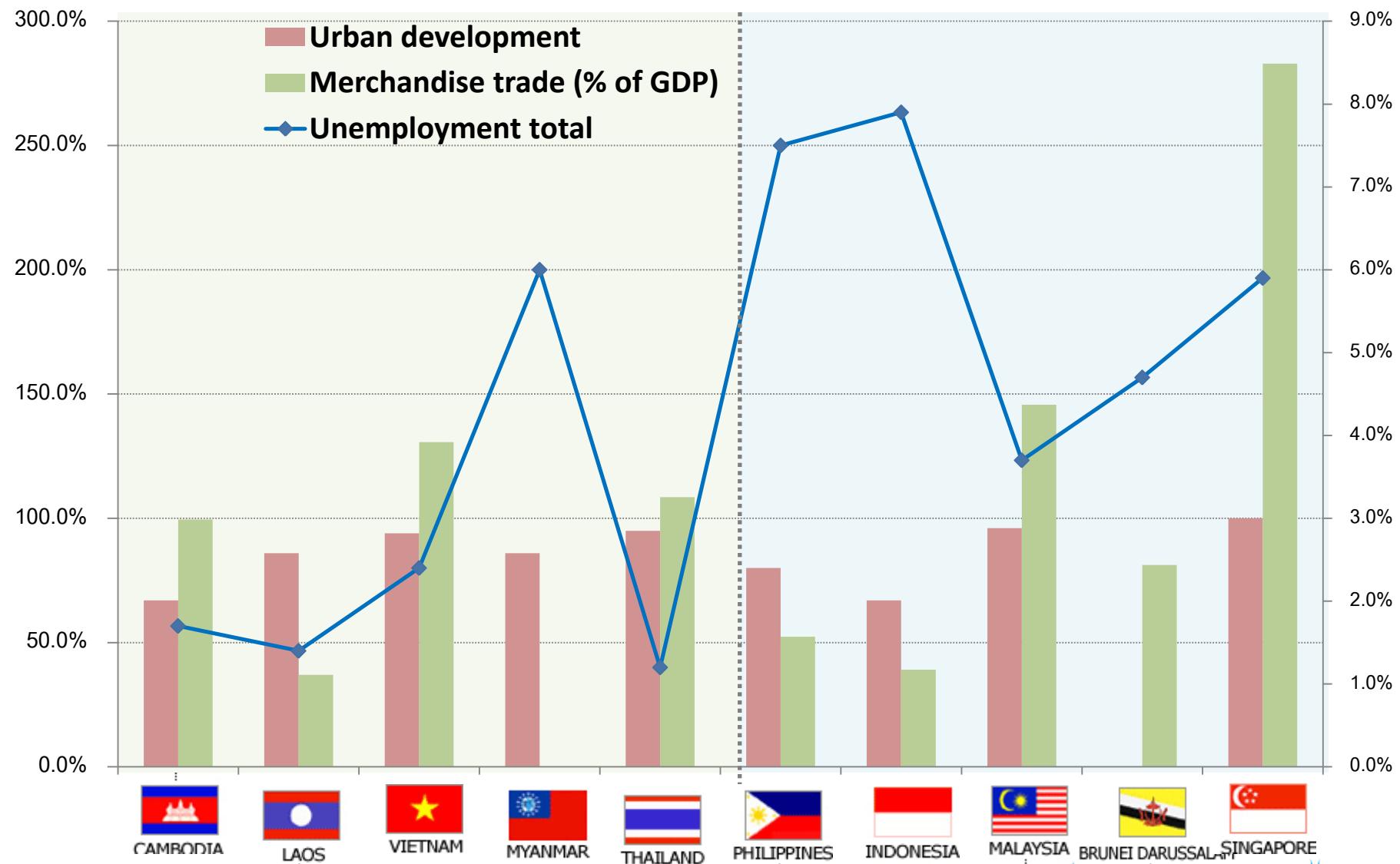
Islander ASEAN





Continental

Islander



Continental vs. Islander ASEAN

Agenda	Continental ASEAN	Islander ASEAN
Religious >	Buddhism	Islamic / Catholic
Race >	Mongoloid	Malay
Transportation >	Land Link	Sea Link
Population >	240 Million	360 Million
GDP/Capita >	\$500 - \$4,500	\$2,000 - \$42,000
Competitiveness >	Low	Moderate/High
Wealth >	Low	Medium/High
Income Level >	Lower / Middle	Middle / High

Continental ASEAN: Sea link vs. Land Link

Continental



Thank You

