



Why Thailand Is a great Place To Build And Launch Your Startup

By Paul Srivorakul | Ardent Capital

Rank	Country	2011 GDP (PPP) (\$Billions)
1	United States	15,076
2	China	11,300
3	Japan	4,444
4	India	4,421
5	Germany	3,114
6	Russia	2,383
7	Brazil	2,294
8	United Kingdom	2,288
9	France	2,214
10	Italy	1,847
11	Mexico	1,667
12	Korea	1,554
13	Spain	1,406
14	Canada	1,395
15	Indonesia	1,125
16	Turkey	1,075
17	Iran	991
18	Australia	915
19	Taiwan, China	876
20	Poland	771
21	Argentina	716
22	Netherlands	701
23	Saudi Arabia	688
24	Thailand	602
25	South Africa	555

Thai Economy: Big

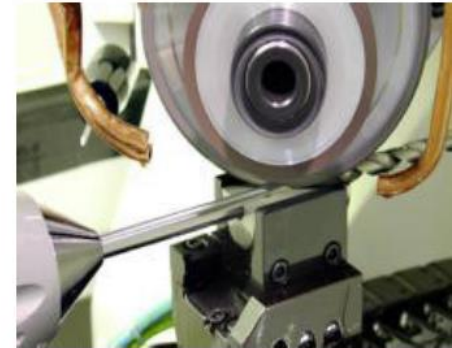
ASEAN Ranking

Rank	Country	2011 GDP (PPP) (Billions)
15	Indonesia	1,125
24	Thailand	602
29	Malaysia	464
32	Philippines	391
39	Singapore	315
41	Vietnam	300
75	Myanmar	83
102	Cambodia	34
122	Brunei	21
130	Lao P.D.R.	17

Source: IMF, World Economic Outlook Database, October 2012

Thai Economy: Sophisticated

- 10th biggest car maker (>2m cars)
- Regional hub for auto, electronics, consumer goods, processed food.
- Middle class: 12 million
 - Malaysia (12m)
 - Indonesia (2.6m)
 - Vietnam (1.6m)
- Dynamic retail sector



Corruption

Country	Ranking
Singapore	5
Brunei	46
Malaysia	54
China	80
Thailand	88
India	94
Philippines	105
Indonesia	118
Vietnam	123
Cambodia	157
Laos	160
Myanmar	172

- Corruption risk is in government sector
- Massive private sector is corruption-free

Source: Transparency International

Ease of Doing Business

1. Singapore	11. Finland
2. Hong Kong, China	12. Malaysia
3. New Zealand	13. Sweden
4. United States	14. Iceland
5. Denmark	15. Ireland
6. Norway	16. Taiwan, China
7. United Kingdom	17. Canada
8. Korea, Rep	18. Thailand
9. Georgia	19. Mauritius
10. Australia	20. Germany

ASEAN + China/India

1. Singapore
12. Malaysia
18. Thailand
79. Brunei
91. China
99. Vietnam
128. Indonesia
132. India
133. Cambodia
138. Philippines
163. Lao PDR

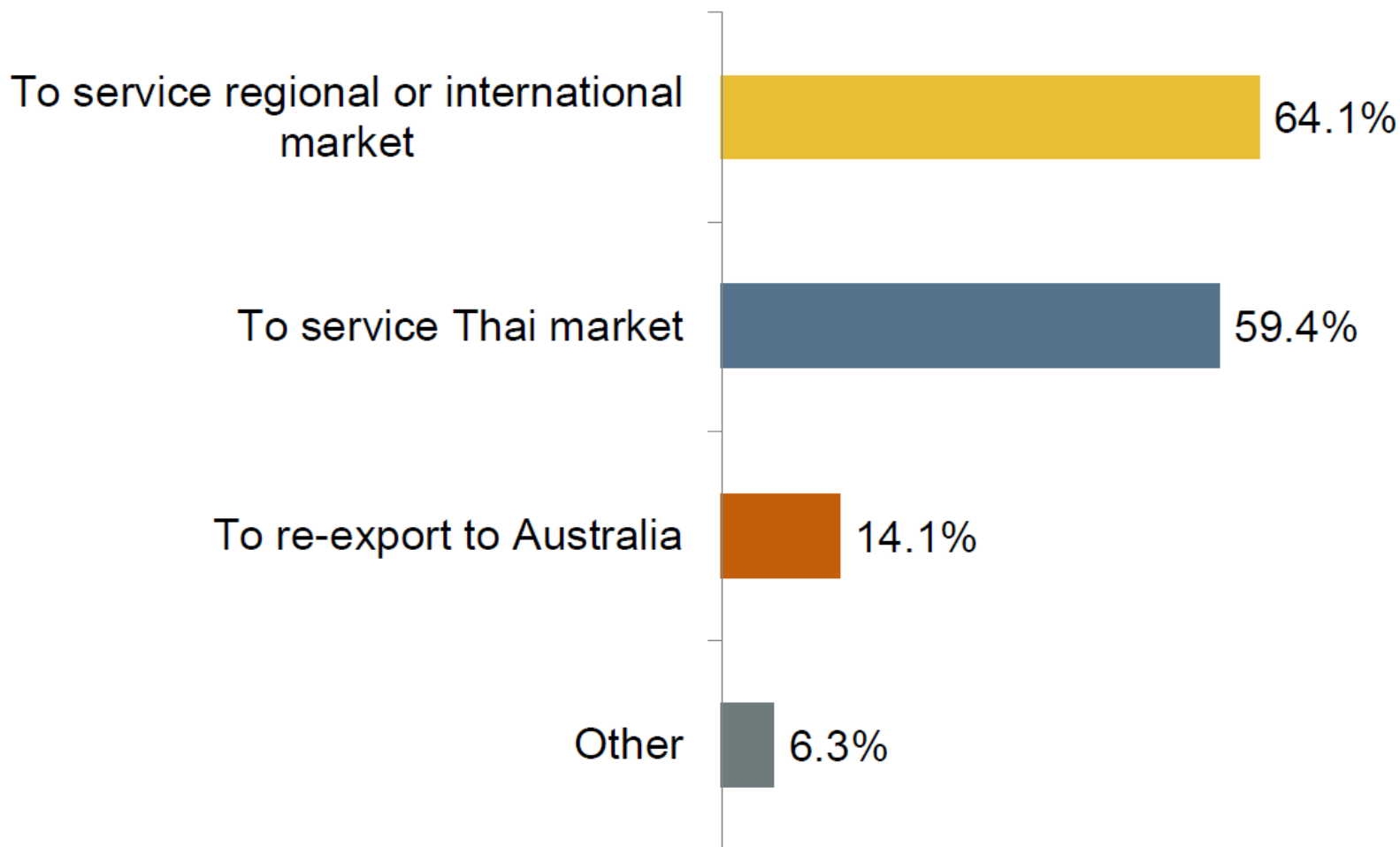
Source: The World Bank's Doing Business 2013

Bloomberg's Most-Promising Emerging Markets for Investors*

Rank	Country	Overall Score
1	China	80.2
2	Thailand	63.5
3	Peru	60.9
4	Chile	56.5
5	Malaysia	52.4
6	Poland	51.3
7	Turkey	50.9
8	Russia	50.5
9	Indonesia	49.8
10	Czech Republic	47.7
11	Hungary	47.4
12	Colombia	47.1
13	South Africa	44.7
14	Mexico	44.0
15	India	42.3

* March 2012 issue of
Bloomberg Markets

Reasons for setting up business in Thailand



Source: Online Survey by AustCham Thailand

Think Asia. Think DKSH.

We help companies to grow their business in new and existing markets in Thailand

Consumer Goods



Luxury & Lifestyle



Healthcare



Performance Materials



Technology



DKSH Thailand had 40% of the group's \$9.3 billion in sales last year.

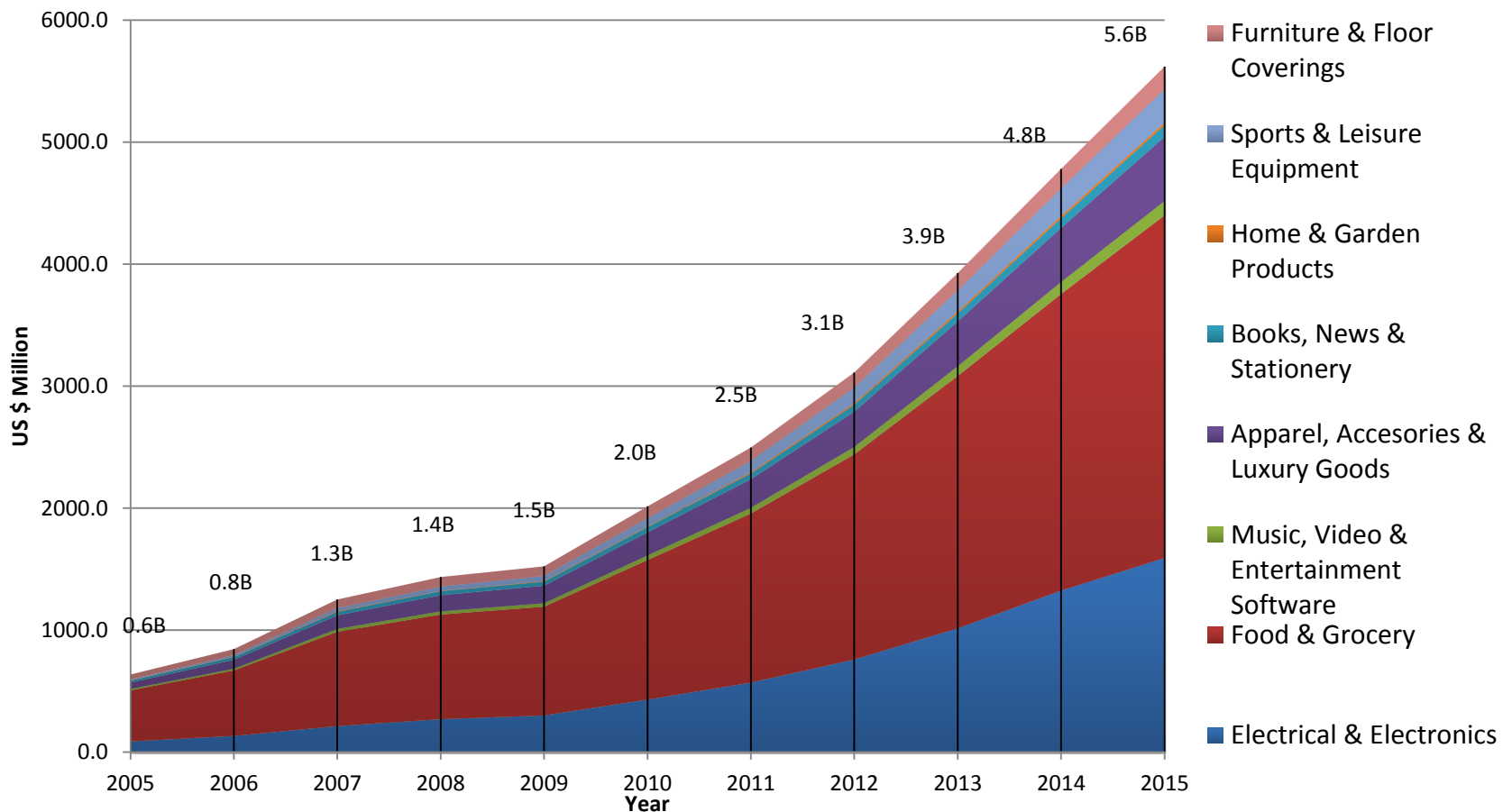
The Business Unit Technology in Thailand is a leading provider of Market Expansion Services in the fields of Energy, Infrastructure, Research, ... [> more](#)

- > Energy
- > Food & Beverage
- > Industry
- > Infrastructure
- > Research

Thailand - Online Retail Sales Forecasts

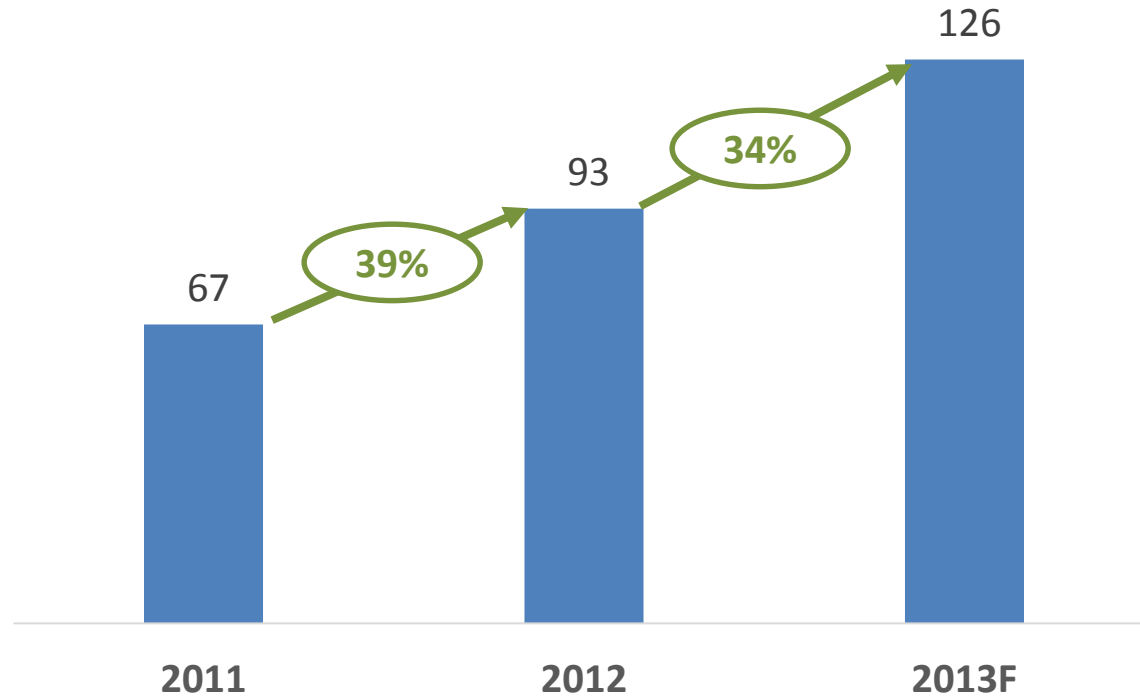
2010-2015: Compound Annual Growth Rate of 22.78%

Thailand- Online Retailers Segmentation, Sales Forecast by Category (US\$ Million), 2005- 15. Source: ICD Research



Digital ad spending is growing very fast

Thailand's Digital Spending (mil. USD)



% of digital in total
advertising spend

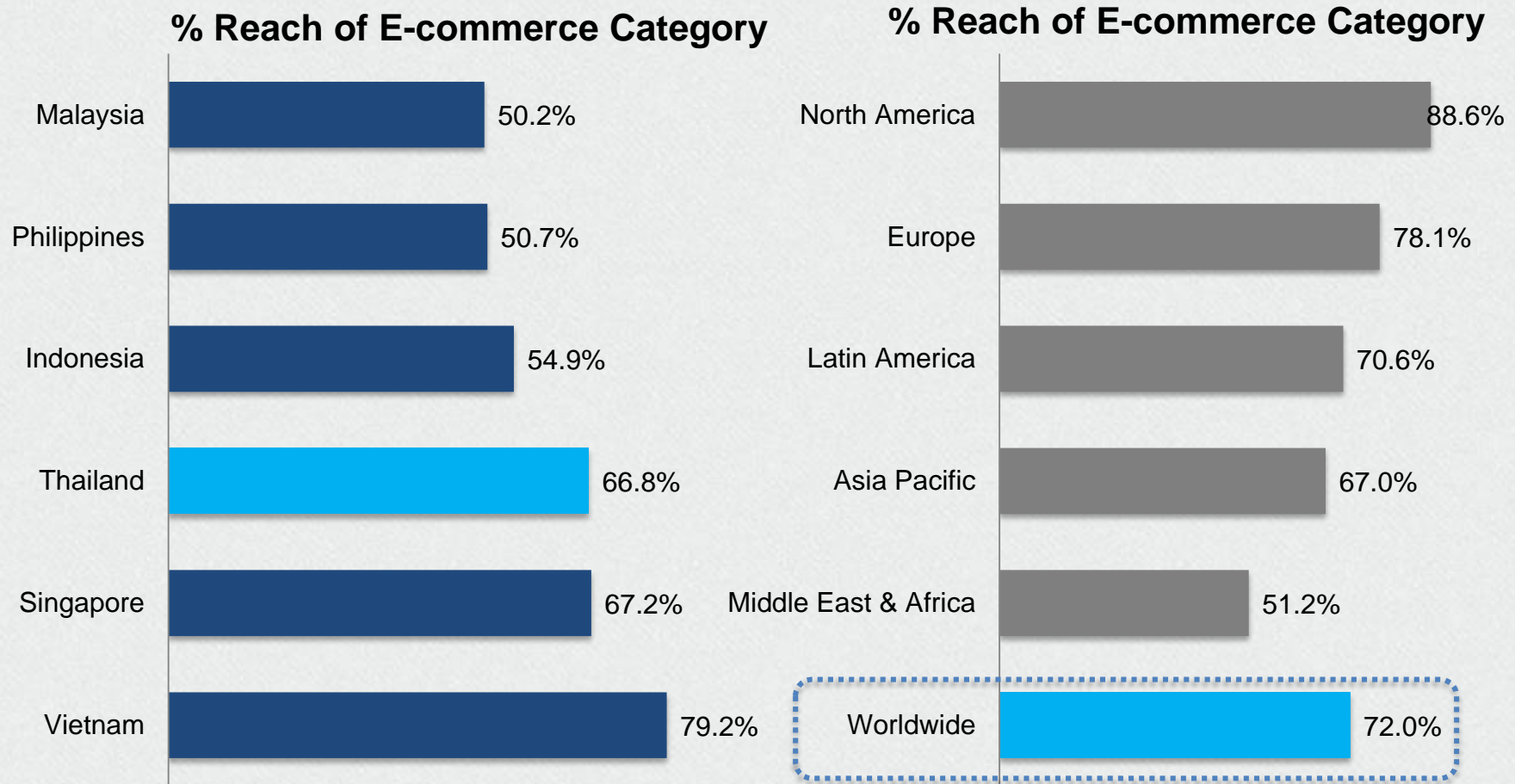
2.34%

>3%

Source: Digital Advertising Association Thailand

E-commerce in SEA still has so much room to grow

% reach of e-commerce category in Southeast Asia is still below the world's average of 72% of total internet users.



- We do not start in Singapore, because the exits are too small and the market is too small.
- We do not start in Indonesia, because it is too difficult as a first market, with too many challenges.
- We start in Thailand, because it is difficult, but not too difficult.



Language use to be a big barrier, but more Thais speak English today (especially in Tech space)



Strong middle class with an appetite to spend (big shopping culture)



Good quality of life and a culture that knows how to have fun and relax



Good public transportation



A very trendy culture willing to experiment and try new things



The “open” culture and freedom of expression attracts people (both good and bad)

Pad Thai No Egg 25 .-
Pad Thai + Egg 30 .-
Pad Thai + Egg + Chicken 50 .-
Pad Thai + Egg + Shrimp 50 .-
Spring Roll 10 B FOR 1



FAST, RELIABLE
WORLDWIDE MONEY TRANSFER

It's cheap to live here
and start a company

Pad Thai No Egg 25 .-
Pad Thai + Egg 30 .-
Pad Thai + Egg + Chicken 50 .-
Pad Thai + Egg + Shrimp 50 .-
Shring Roll 10 B FOR 1



Welcome to TechCrunch

#hackath_n

PARTNER SPONSORS



Competition is relatively low, but that is changing rapidly (rocket refugees)

It is possible to succeed in Thailand, and learn very valuable lessons for expanding into emerging markets.

- **Closed language issues**
- **Banking issues such as cash on delivery, logistics**
- **Working with global and regional brands**
- **Proof of concept applicable to other markets**
- **Market dynamics similar to other markets (ie Internet/mobile penetration, ad spend, ecommerce)**

After Thailand and Indonesia, we tackle Philippines, Malaysia, Singapore, and Vietnam



InVent OokBee

g a r n w



Regional Expansion: Thai e-publishing firm Ookbee continues regional expansion with Singapore Press Holdings



agoda



smarter hotel booking

interview with
agoda CEO
Robert Rosenstein

I've always loved Thailand ever since I visited as a backpacker in 1991... It is really a unique culture, known for its food, considerate people, and comfortable lifestyle."



ensogo[®]
Let's save together .com

ลดสูงสุด 50-80%

Our first ensogo office in Bangkok
Rent = 50,000 Baht / month

Second office and warehouse in Bangkok



Central Office Entrance



Production Team



Customer Service



Office Storage & Warehouse



Offsite Picking & Packing Office



Offsite Warehouse



Our first office in Philippines



Our first office in Indonesia

In June, we launched aCommerce with an office and warehouse

Central Bangkok Office, Thailand



Marketing Team



Events & Publicity



Secure, AC Warehouse in Bangkok



Order Fulfillment



Next Day Delivery



aCommerce launches at Echelon Singapore

Ecommerce End-to-End Solutions



Marketing



**Design &
Production**



**eCommerce
Development**



Call Center



**Payment
Gateways**



**Channel
Management**



ERP & CRM



**Warehousing
& Fulfillment**



Delivery



**Collection
on Delivery**

Our first clients



No. 1 Japanese TV Shopping
Network



NEW! PopShop is an eCommerce platform for publishers to launch and manage an eStore on their own media site



Our eCommerce platform and services include:

- Warehousing
- Shipping & Delivery
- Creative & Production
- IT Development
- Call Center Services
- Payment & Accounting
- Merchandising & Buying

PopUp Shops - A smart sales & retailing strategy



Experiment



Execute

Online and offline Pop-Up shops are a great way for retailers to test the sales and marketing potential of their products before heavily investing ecommerce.



The latest phone from Google.

Google Nexus 4. Speed and power to spare.

With your favorite Google Apps, an amazing Photo Sphere camera, cutting edge hardware, and access to your favorite entertainment on Google Play - Nexus 4 puts the best of Google in the palm of your hand; all with no carrier commitment or contract.

[Buy now](#)

from \$199 [Find a retailer](#)



SP หน้าแรก > สินค้าโปรโมชันพิเศษ

SP Store

00:00:00
D H M S
Only 0 left.

COLOURS



Google Nexus 4 (16GB)

11,900 บาท (เครื่องเปล่า - ราคาสุทธิรวมภาษีมูลค่าเพิ่ม 7% แล้ว)

ราคาปกติ 15,900 บาท ประหยัดพื้นที่ 25%

PROMOTIONS:

แถมฟรี! ของขวัญพิเศษมูลค่ารวม 1,390 บาท



- Power Booster รุ่น Exclusive Collection จาก dtac มูลค่า 990 บาท
- บัตรชมภาพยนตร์ 2 ที่นั่ง ในเครือโรงภาพยนตร์ SF Cinema มูลค่า 400 บาท

SOLD OUT

กรอกรหัสของคุณเพื่อรับสิทธิพิเศษในครั้งต่อไป :

Email :

SUBMIT

OVERVIEW

SPECIFICATION

PROMOTION

SUPPORT

HOW TO ORDER

HELP

วิธีการสั่งซื้อ

1.

BUY NOW

CLICK BUY

คลิกซื้อ หรือ โทรสั่งซื้อ
สินค้าได้ทันที
02 636 2233

2.



ENTER DETAILS

กรอกข้อมูลส่วนตัว
แล้วรอจัดส่งสินค้าเพื่อ
ยืนยันคำสั่งซื้อของคุณ

3.



DELIVERY

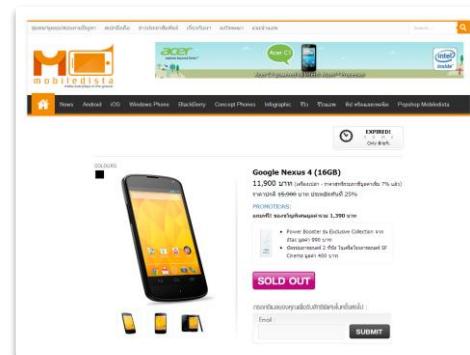
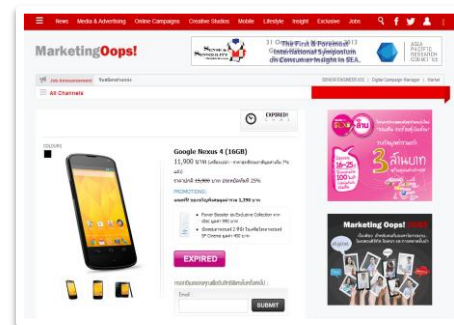
จัดส่งสินค้า 1-2 วันทำการ
ในเขตกรุงเทพฯ และ 2-3 วัน
ทำการในพื้นที่ต่างจังหวัด

4.



PAY

ชำระค่าสินค้า
ปลายทางได้ทั้งเงินสด
และบัตรเครดิต



Why Thailand?

- Reasonable legal setup (BOI is a great structure)
- Reasonable payments infrastructure
- Good credit card and banking penetration in the population
- Reasonable logistics (transport and traffic are OK)
- High mobile phone penetration including very
- High smartphone penetration,
- High quality mobile broadband, large market, closed language market, price premium on exit.

The **ASEAN Economic Community (AEC)** represents a tremendous opportunity to do business in Southeast Asia

In 2015, Southeast Asia will transform into an integrated market, making it easier for businesses in Southeast Asia to expand.

What it comprised of...

What it means...

Free flow of goods

Cheaper and easier to sell goods across borders

Free flow of services

Easier to provide services and establish companies in the region

Free flow of investment

More attractive to foreign direct investment

Free flow of capital

Easier to obtain/move capital across the region.

Free flow of skilled labor

Easier to recruit talent from countries in Southeast Asia

Thank you