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# THE SET Newsletter

Globalization  
Efficiency Competitiveness

## National Capital Market Development Committee to boost Thai capital market progress

**T**he Thai government has recently established the National Capital Market Development Committee—a central body composed of key public and private sector players to coordinate and ensure the progressive and sustainable development of that country's capital market. In today's globalized, aggressive and turbulent industry, global capital markets are vigorously developing their efficiency and competitiveness to attract cross-border capital flows to the benefit of their economic expansion, and this committee will keep Thailand fully competitive and attractive to investors.

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# Thai bourse receives positive response from Japanese investors

The Stock Exchange of Thailand (SET)'s executive team received very favorable feedback from Japanese investors who, after being briefed, were more confident about investing in Thailand. SET's trip to Japan, during March 17-21, was in response to invitations from Capital Nomura Securities PCL, Nomura Securities Japan, United Securities PCL and United World Japan K.K., SET President Patareeya Benjapolchai said.

Over March 17-19, the Exchange's team met with fund managers, investment advisors and executives from securities companies, asset management firms and other financial institutions—in both one-on-one and group meetings. SET's delegation also met with senior executives of several leading Japanese financial institutions.

The trip included prominent Thai listed companies, namely Amata Corporation PCL (AMATA), Erawan Group PCL (ERAWAN), PTT PCL (PTT) and Siam Commercial Bank PCL (SCB), who held 35 one-on-one sessions in total, with at least five sessions each.

"The roadshow strengthened investor confidence by providing information on the Thai government's economic stimulus policies, the removal of the short-term capital reserve measure and investment in several mega-projects. The Japanese institutions that met SET delegates viewed Thailand as a positive investment destination and some have already increased their investment in the Thai bourse. They understand that the Thai market has provided favorable returns with relatively little fluctuation, compared with other Asian markets. I expect more investment to come from Japan," Ms. Patareeya added.




United Securities and United World Japan K.K. hosted an event on March 20-21 which was attended by about 200 individual investors, with another 650 viewing a live internet telecast.

The Japanese did not seem very concerned about the Thai political outlook and were reassured by the government's stimulus scheme and the current economic situation, SET Executive Vice President-Listing and Investor Marketing Center Vichate Tantiwanich stated.

"Japanese investors are interested in a tax reduction scheme to stimulate the economy, initial public offerings in 2008, dividend stocks and stocks relating to government investment projects, e.g. in the construction, financial, tourism and hotel industries. Not surprisingly, there's a demand for information in Japanese so, on March 17, SET launched a Japanese language page on its website, [www.set.or.th](http://www.set.or.th). There are also links to brokers' Japanese pages," Mr. Vichate added.

The roadshow enabled the Exchange to present important information on market fundamentals, including listed companies' improved operational performance and returns on investment. It firmed up links between Japanese investors and the Thai market. SET will continue to cooperate with securities firms to keep Japanese investors updated, Mr. Vichate said.

In the next outbound roadshow to Singapore on April 23-25, SET, together with 11 listed companies, will update foreign institutions about Thailand's economic, political and investment conditions and build confidence in the Thai securities market," Mr. Vichate concluded. 

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# Property fund invests in rental houses for foreigners

**P**roperty Perfect listed in the Property Development Sector of the Property and Construction Group and commenced trading on March 20, 2008, using “PFFUND” as its trading symbol.

## PFFUND...the first property fund in 2008

PFFUND is a closed-end specified property fund with an indefinite life. The fund has a total value of THB 520 million, consisting of 52 million investment units, with a par value of THB 10 each. At its initial public offering (IPO) on February 12-22, One Asset Management Ltd., which is PFFUND’s fund manager, offered all investment units to the general public at THB 10 each.

PFFUND plans to spend the money from fundraising to buy land and two-story residential houses built by Property Perfect PCL. These include 17 houses in Perfect Masterpiece Ekamai-Ramindra and 47 houses in Perfect Place Ramkhamhaeng-Suvarnabhumi Projects. Altogether there are 64 houses, worth THB 510 million, or 98.03% of total fund assets as of February 29, 2008.

All 64 houses are already built, and 57 are fully furnished. Four houses in Perfect Masterpiece Ekamai-Ramindra and three houses in Perfect Place Ramkhamhaeng-Suvarnabhumi are unfurnished. The target customers are high-income expatriate families.



Project	Occupied (houses)	Available (houses)	Number of houses to invest	Rate (%)
Perfect Masterpiece Ekamai-Ramindra	5	12	17	29.41
Perfect Place Ramkhamhaeng-Suvarnabhumi	10	37	47	21.28
Total	15	49	64	23.44

market is growing rapidly to serve the needs of foreigners. Therefore, residential houses located near international schools will continue to find renters. The Perfect Place Ramkhamhaeng-Suvarnabhumi is also located near an international school.

In the future PFFUND may invest mainly in residential freehold or leasehold rights located in the greater Bangkok area. The firm may also consider

investing in commercial buildings including offices, factories and resorts located in and around Bangkok and in potential tourist areas.

When the fund shows a net profit or retained earnings, the company will consider paying a dividend to its unit holders at least once each accounting period, totaling 90% or more of the year’s net profit.

PFFUND’s major shareholders are the Government Savings Bank PCL, which has a stakes of 28.5%; Registered Provident Fund of the Metropolitan Electricity Authority, which has a stakes of 9.62%; and Advance Finance PCL, which has a stake of 9.62%.

More information on PFFUND is available on the firm’s website at [www.pf.co.th](http://www.pf.co.th), SET’s website at [www.set.or.th](http://www.set.or.th) or Settrade.com’s website at [www.settrade.com](http://www.settrade.com)



As of December 31, 2007, 15 of the 64 houses were occupied. The occupancy rate after nine months, for the period between April 1, 2007 and December 31, 2007, was 23.44% for all 64 houses.

## Overview of the property business

Even though Thailand faced political difficulties and an economic slow-down in 2007, the government’s promotion on investment attracted more foreign investors to do business in the country. The number of foreigners’ licenses increased to 73,881 persons as of December 31, 2007, a rise of 8.2% compared to the same period in 2006. Most of the foreigners brought their families with them and sent their children to international school. Currently, there are approximately 30 international schools in Bangkok and suburban areas. The housing rental



# Market participants strongly support Thai exchange's demutualization plan



To deal with fierce competition in the global securities industry, the Thai capital market requires reforms to enhance its competitiveness and maintain the market's international significance, said representatives from key market participants at the "Surviving the Intensified Global Capital Market Competition" seminar on March 25. The event was co-hosted by the Association of Securities Companies (ASCO), The Stock Exchange of Thailand (SET), and SET Research Institute.



Mr. Pakorn Malakul Na Ayudhya  
SET Chairman

### Where is the Thai exchange heading?

Competition within the worldwide securities industry over the past five years has been intense and the Thai capital market has been marginalized because of its average annual growth rate of only 8.5%. This growth is very slow compared with other emerging markets, which have achieved average annual growth rates of 35% and, in the cases of China and India, higher. Both these countries have open economic systems that pose risks to small markets like Thailand, SET Chairman Pakorn Malakul Na Ayudhya said.

"With more intense global competition, the exchange has to review its strategies and structure and those of its subsidiaries to enhance competitiveness.

Currently, three options are under consideration:

1) the reform of SET, 2) the demutualization of SET and 3) the demutualization and listing of SET on the stock market. In considering the alternatives, SET has engaged international

specialists to recommend up-to-date strategies and information on global trends and to work as the Steering Committee. The National Capital Market Development Committee will act as the key platform pushing for further implementation," Mr. Pakorn stated.

The exchange will pursue three major strategies simultaneously: capital market development, SET restructuring and network creation among regional stock markets, SET President Patareeya Benjapolchai said.

"From now on, the Thai capital market will undergo a major change, with the guidelines approved by the Minister of Finance, highlighting that Thailand needs to come up with a systematic development plan for the capital market embracing all relevant dimensions," Ms. Patareeya concluded.



Ms. Patareeya Benjapolchai  
SET President



Dr. Antonio Riera

Senior partner and Managing Director  
Boston Consulting Group

### International market experts share insights about demutualization

Participating global experts, who had previously dealt with turning points in their capital markets, agreed that the Thai exchange needs to take immediate action in order to keep abreast with the fast-growing industry worldwide.

Dr. Antonio Riera, Boston Consulting Group's senior partner and managing director who has consulted for several international stock markets, pointed out four global trends that affect exchanges worldwide.

"First, globalization. Liquidity and better valuation potential induce overseas listings to join major exchanges. This also leads to a lower cost of companies' capital and higher risk-adjusted returns for investors. Second, new players and products. Products, such as derivatives and ETFs, which were considered niche, have now become mainstream and can be easily accessible. Hedge funds are growing very

fast and contributing to higher trading velocity. Private equity players have also increased market participation.

"Third, de-regulation. National border and regulation-based market access are eliminated while domestic market protection is reduced. Four, concentration. Large asset managers, brokers and dealers are becoming more dominant and have larger market shares. Also, trading, payment and settlement cost is reduced due to economies of scale," Dr. Riera added.



Mr. Andrew Cheng

Former Chairman

Hong Kong Securities and Futures Commission

He said, “to successfully survive, exchanges need to develop the scale and breadth required to compete with other global players. Consequently, increasing consolidation of exchanges has been witnessed worldwide. Nevertheless, the exchanges need to develop internal capabilities before considering acquisitions.”

In conclusion, Dr. Riera said, “The key factor of domestic excellence, a precursor for consolidation, is the strength of market infrastructure and market evolution. This includes high liquidity with sufficient demand and supply, efficient trading, clearing and depository platforms for multiple instruments, supportive disclosure and regulatory environment, and efficient capital optimization.”

The new exchange business model is a “performance game,” according to the former chairman of the Hong Kong Securities and Futures Commission, Andrew Cheng. “Overall performance depends

on building a robust institutional infrastructure. This requires the market to have high liquidity and price discovery, low transaction costs, broad market accesses, innovative product range, market transparency and risk management. Even though demutualization of exchanges has been used globally as a means to overcome threats of marginalization in the face of intense global competition, demutualization is not an end in itself. The key issue that an exchange has to think through is what the desired future business of the exchange is,” Mr. Cheng cautioned.

In addition, the exchange has to consider several other related issues and options, says Mr. Cheng, such as:

- Organizational framework and ownership structure of the exchange prior to demutualization
- Composition of the governing boards pre- and post-demutualization
- Merger with other national stock exchanges prior to or after demutualization
- Ownership of assets prior to and after demutualization
- Transfer of assets upon demutualization
- Fiscal benefits prior to demutualization
- Enactment of any special legislation to facilitate the process of demutualization

Mr. Cheng said that, so far, the experiences of the Australian Securities Exchange, Bursa Malaysia, Philippine Stock Exchange, and Singapore Exchange have suggested that demutualized and listed exchanges have seen accelerated growth. “Their market capitalization increased outstandingly. Their efficiency obviously improved as reflected in the decline of the exchanges’ cost-income ratios,” he said.

“Since demutualization is commercialization of a stock exchange into a profit-oriented organization, a transition from a utility to a business mindset of exchange personnel is very important. The management and staff are, therefore, stimulated to optimize productivity and profitability,” Singapore Exchange Ltd.’s Chief Executive Officer Hsieh Fu Hua said.



Mr. Hsieh Fu Hua

Chief Executive Officer

Singapore Exchange Ltd.

### Thai market participants cheer SET demutualization

There remains huge room for the Thai market to create more investment product variety and tap niche

markets. This year, SET and Thai Bond Market Association (Thai BMA) will jointly promote the repurchase market to boost bond liquidity. Moreover, both futures and options still have good prospects, Trinities Securities Co., Ltd. Chairman Pakhawat Kovitwattanapong said.

“It is possible to introduce products which are currently available overseas, such as transferable custody receipts (TCRs) and sectoral exchange-traded funds (ETFs). In addition, gold, oil and steel derivatives are also attractive and, as Thailand is a world major rice and rubber producer, there are opportunities for instruments based on these commodities. In doing so, Thailand might collaborate with neighboring countries, such as Malaysia and Vietnam, to promote the Southeast Asia community as a regional agricultural commodity hub. Moreover, to promote commodity products, the Thai exchange should encourage more participation from export businesses and cooperatives,” Mr. Pakhawat noted.

Concerning post-demutualization restructuring, there must be a clear separation of units responsible for market development and education, Mr. Pakhawat added.



Mr. Pakhawat Kovitwattanapong

Chairman

Trinities Securities Co., Ltd.

A good capital market should be cost-efficient and stable in a sustainable manner. If the market does not increase both the quantity and variety of institutional investors and supply, it will become expensive and uncompetitive, Phatra Securities PCL Director and Chairman Banyong Pongpanich said.




**Mr. Banyong Pongpanich**  
Director and Chairman  
Phatra Securities PCL

“Since the capital market is not merely an alternative for fundraising, but the heart of the country’s economy, affecting all stakeholders, demutualization of Thai exchange is necessary and must be done quickly. If the bourse does not improve efficiency, it will lose out completely or become a very minor player,” Mr. Banyong declared.

“The process of demutualization must be managed properly for the benefits of the nation and all stakeholders. To ensure that the demutualization is undertaken transparently and fairly, the main drivers should not be SET, other self-interested parties or politicians. The process should begin with knowledge-building, e.g., a study of all related rules and regulations, followed by an integrated and easily-understood market development plan which involves all related parties,” Mr. Banyong concluded.

There remain some legal impediments holding the market back, such as rules that limit investment channels and the number of brokers. In my opinion, the main problems lie in regulators’ attitudes towards competition, risk-taking and foreign investors, plus a lack of urgency. Consequently, there must be an attitudinal change and an increased sense of urgency among regulators, Securities and Exchange Commission Assistant Secretary-General Tipsuda Thavaramara explained.

“Demutualization and listing the Exchange are essential to increasing value and competitiveness. Reform alone is insufficient as it does not ensure efficiency. In the meantime, adjustments to the competitive environment must include demutualization, which will force an exclusive and privileged group to abandon their special benefits in return for ownership. Nevertheless, even as a for-profit organization, SET has to maintain good governance practice to gain shareholders’ trust,” Ms. Tipsuda concluded.

The event attracted about 400 participants from several key organizations in the capital market and raised their awareness of necessary reforms to enhance Thai market’s competitiveness amid the turbulent global industry. 



**Ms. Tipsuda Thavaramara**  
Assistant Secretary-General  
Securities and Exchange  
Commission


## Thai bourse subsidizes IPO expenses for new listings in 2008

**T**he Stock Exchange of Thailand (SET) will provide funds for companies which have lodged initial public offering (IPO) information and draft prospectuses with the Securities and Exchange Commission (SEC) between April and June. This is an incentive, particularly for those 107 firms which have already submitted their listing applications, to complete the process by end-2008. The initiative will also stimulate share distribution to new investors and prevent potential bottlenecks in listing at year-end.

The Exchange will offer THB 100,000 – 300,000 subsidies to each of these companies. They may receive

THB 300,000 if they file their applications with SEC by April, THB 200,000 by May and THB 100,000 by June, SET President Patareeya Benjapolchai said.

Furthermore, to expand the investor base, the Exchange requires that, to qualify for the subsidy, firms must include as shareholders new investors who have never had a trading account and who hold at least one board lot (100 shares). The minimum number of new investors for listing on SET is 300 and on mai 100.

Further information on the SET’s initiative is available at [www.set.or.th](http://www.set.or.th) and [www.mai.or.th](http://www.mai.or.th). 

## Thai bourse to introduce equity ETF based on energy sector index in July

In line with its policy of increasing investment product variety, The Stock Exchange of Thailand (SET) will introduce a new equity exchange-traded fund (ETF) to be based on SET's energy sector index in July 2008. The Exchange selected TMB Asset Management (TMBAM) to establish and manage this innovative ETF and a memorandum of understanding (MOU) between SET and the firm's consortium was signed on May 9.

TMBAM's team consists of Phatra Securities PCL (PHATRA) as the market-maker and Capital Nomura Securities PCL (CNS) and TISCO Securities Co., Ltd. (TISCO) as participating dealers.

The Exchange and the consortium are working together in preparation for the product launch. This ETF will be the first one SET has based on a sector index. The liquidity and attractiveness of energy stocks will add to the product's appeal to locals and foreigner investors and increase our market's competitiveness, according to SET President Patareeya Benjapolchai.



“The product is attractive in that it provides an opportunity to invest in a basket of blue-chip energy stocks much at a much lower cost than direct stock investment.”

“The ETF will have an initial value of no less than THB 500 million (approx. USD 16 million), with the Exchange investing THB 30 million as seed money. The product will be quoted in real-time and prices will be in line with its sector index. The fund manager will apply an optimization, rather than a full replication, strategy to the portfolio to ensure high liquidity and efficient inventory management,” TMBAM Chief Executive Officer Jotika Savanananda said.

“Initially, the energy sector index ETF will include about 10 stocks with high liquidity and market capitalization, such as (listed by SET code) BANPU, EGCO, ESSO, GLOW, IRPC, PTT, PTTAR, PTTEP, RATCH and TOP, which collectively represent about 97.8% of the energy sector index. Should the capitalization of this group of stocks fall below a certain limit of the sector's market capitalization and consequently display increased tracking errors, the fund manager can adjust the portfolio,” Ms. Jotika added.

### **TMBAM: The new product is sure to be popular**

“At a market capitalization of 36%, the energy sector has been largest contributor to the Thai market's total capitalization. This fact attracts investors' interest. Investment in an energy sector index ETF offers the same volatility, risks and opportunities as investment in large-cap energy stocks—but without large capital outlay. The product is

attractive in that it provides an opportunity to invest in a basket of blue-chip energy stocks at a much lower cost than direct stock investment,” Ms. Jotika explained.

Equity ETFs are tradable like stocks, have the risk diversification of index funds and cost less than other funds. The brokerage fee is only 0.1% of trading value. By combining the features of stocks and open-ended funds, equity ETFs suit investors looking for alternatives with less risk than direct stock investment. They also benefit institutional investors by helping them to better manage their portfolios.

“Due to the relatively small size of the fund at this early stage, I believe that most interest will come from local and foreign retail investors, while institutional investors will enter when the fund is a bit larger,” Ms. Jotika commented.

“The consortium contains considerable expertise and experience in liquidity provision and institutional and retail investor marketing. As a market-maker, PHATRA will be providing trading liquidity to ensure that the product trades at a price close its net asset value. That firm has a competent team with a proven track record in ETF market-making. The participating dealers, CNS and TISCO, will support product growth through their strong local and foreign client bases. Together, we will ensure the product's success and increase the Thai market's diversity,” she concluded. ✍️

# National Capital Market Development Committee to boost Thai capital market progress

The government's March 25 establishment of the National Capital Market Development Committee underlines the Thai capital market's economic development role as a key pillar in the financial arena.

## Key roles of the National Capital Market Development Committee

The committee's key roles and responsibilities include:

- 1) To develop and put forward policy proposals, particularly for the strategic Thai Capital Market Development Plan that integrates Thai equity, bond and derivatives markets;
- 2) To monitor the implementation of the proposed plan and push for continual progress;
- 3) To recommend solutions to obstacles that hinder capital market development;
- 4) To coordinate with policymakers in developing macro-economic policies that support the money and capital markets.

To enable the capital market to efficiently perform its role as a key fundraising and saving source, the market needs to be supported and developed in a consistent manner. The capital market should also be driven in line with the money market's direction to maintain the kingdom's economic balance. This is the starting point of the National Capital Market Development Committee establishment, said **The Stock Exchange of Thailand President Patareeya Benjapolchai**, a member of and secretary to the committee.

The committee is comprised of senior executives from public and private organizations, representing policymaking bodies and businesses in the capital market industry. Together they will form integrated and practical plans and proposals for market development. Moreover, the committee's policies and measures will be drafted and implemented with full consideration of all stakeholders' benefits. More importantly, the committee establishment will bring about strong collaboration and information linkage among top-level executives in the capital market organizations, Ms. Patareeya remarked.

"The committee, comprised of policymakers, market gurus and stakeholders, becomes the central body responsible for plan development, implementation and progress assessment. Also, it helps promote communication and agreement among all market participants. Until now, we did not have such a central body, so market development has been lagging. In addition, the new integrated plan will bring about coherent development of the equity, bond and derivatives markets," **Public Debt Management Office Director-General Pongpanu Svetarundra**, another committee member and secretary, said.



"To enable the capital market to efficiently perform its role as a key fundraising and saving source, the market needs to be supported and developed in a consistent manner."

## The Thai Capital Market Development Plan

"A top priority of the committee is to develop the Thai Capital Market Development Plan. Currently, a sub-committee is drafting the plan, which will integrate all market components, including the equity, bond and derivatives markets. The plan is expected to be completed by end-2008. Foreign experts from the Asian Development Bank (ADB) are assisting the sub-committee working on the plan," Ms. Patareeya noted.

The plan will be divided into two phases.

**Phase I (2009-2010):** During this period, the objective is to develop the Thai market infrastructure to meet the demands and expectations of local fundraisers and investors and enhance the Thai capital market's competitiveness in the global arena.

**Phase II (2011-2018):** During this period, the objective will be to raise Thai market standards to be on a par with

those of international markets and build links with global capital markets.

Simultaneously, a sub-committee working on bond market development is reviewing the implementation of the current Bond Market Development Plan Vol. II, Mr. Pongpanu said.

"To enable the capital market to efficiently perform as a fundraising center for real sector investment, particularly amid the current global credit crisis, the Ministry of Finance (MOF) will regularly issue benchmark bonds," Mr. Pongpanu explained. "The MOF issued 30-year maturity bonds—the longest maturity period ever. We received impressive feedback. The market will continue to launch long-term bonds to raise funds for the government's mega-projects, which are expected to require THB 1.7 trillion of investment during the next four years."

In addition, this sub-committee will promote the creation of a bond yield curve over a longer time span. This means the bond market will be regularly supplied with a number of issues at a variety of maturity periods, he added.

## Room for improvement in Thai capital market

Although the capital market has played an outstanding role as a key long-term fundraising source for businesses and as a pool for savings and investment, there remains huge room for improvement to enhance the Thai market's competitiveness in the turbulent global market.



Ms. Patareeya said, “The Thai stock market has developed at a relatively slow pace, when compared with international markets. The three key areas that need to be improved are the market size, insufficient supply and the small number of investors.”

- **Small market size**

The Thai stock market’s capitalization accounts for only 69% of the country’s gross domestic product (GDP). This means the market is quite small, and therefore less liquid, when compared with international markets. The daily average turnover is approximately USD 478 million, which is only 50% of the size of the Malaysian market and 30% of Singapore’s. This low turnover makes the Thai market less appealing to global investors than its neighboring markets.

- **Limited investment product range**

There are only 81 listed companies with over THB 10 billion (USD 316.54 million) in market capitalization in the Thai stock market. This means local and foreign investors have limited choices. Moreover, most products available in Thai market are equity instruments. Hence, the market has to actively develop the quantity and quality of listed companies while promoting investment innovations in the stocks, bonds and derivatives, to provide investors with more alternatives.

The MOF will allow more flexibility of non-resident issuance of Thai baht bonds to increase bond market products and enlarge the issuer and investor bases, according to Mr. Pongpanu.

- **Small number of investors**

The number of shareholders in Thai stock market represents only 1.45% of the kingdom’s population. This is extremely low when compared with Singapore, which has 30% of the country’s population as shareholders. Also, it shows that Thais are not yet well aware of the importance of the capital market as a major saving and investing alternative.

Moreover, the Thai stock market is dominated by retail investors who are likely to invest in a short-term manner and

be affected by ever-changing market environment. Local retail investors account for over 50% of total market turnover, while local institutional investors’ share of transactions is only 16%. To increase market stability, the stock market should expand the institutional investor base.

The MOF is proposing to set up a national pension fund, a compulsory saving scheme for all employees. This will increase the number of institutional investors in the Thai market, Mr. Pongpanu noted.

“The National Capital Market Development Committee will also urge efficiency improvement in all market components. The committee chairman, Deputy Prime Minister and Finance Minister Surapong Suebwonglee, gave the committee directives to actively tackle immediate obstacles or any investment-related issues, such as rules and regulations, that hinder market efficiency,” Ms. Patareeya said.

Mr. Pongpanu added, “For example, the committee will study capital gains taxes from investing in a variety of financial instruments. This study will lead to standardized treatment of capital gains on all types of investments, whether they be equities, bonds, or bank savings.”

“Market intermediaries, particularly brokerage and asset management firms, will also be encouraged to provide clients with comprehensive advisory and investment

banking services. To remain competitive in the globalized, aggressive and turbulent industry, they should have a more diversified revenue structure, with less dependence on commissions,” Mr. Pongpanu said.

“To enable the capital market to carry out its mission of being a center for efficient capital mobilization and a key economic driver on par with the money market, all components of the Thai capital market—the marketplaces, market intermediaries, demand and supply—need to be developed in an integrated manner. The National Capital Market Development Committee will thus become a key driver for such progressive and sustainable development,” Ms. Patareeya concluded. ✍️



### The National Capital Market Development Committee is comprised of:

1. Minister of Finance	Chairman	12. A representative from Association of Securities Companies	Member
2. Permanent Secretary, Ministry of Finance	Vice-chairman	13. A representative from Thai Listed Companies Association	Member
3. Director-General, Department of Business Development, Ministry of Finance	Member	14. A representative from Association of Investment Management Companies	Member
4. Governor, Bank of Thailand	Member	15. Mr. Banyong Pongpanich	Member
5. Secretary-General, Securities and Exchange Commission	Member	16. Mr. Paiboon Nalinthrangkum	Member
6. Secretary-General, Office of Insurance Commission	Member	17. Mr. Somjate Moosirilert	Member
7. Secretary-General, Government Pension Fund	Member	18. Mr. Kanit Sangsubhan	Member
8. Chairman, Federation of Thai Capital Market Organizations	Member	19. Mr. Kitipong Uraepatanapong	Member
9. Chairman, Capital Market Development Fund	Member	20. Director-General, Fiscal Policy Office	Member and Secretary
10. Chairman, The Thai Bond Market Association	Member	21. Director-General, Public Debt Management Office	Member and Secretary
11. Chairman, The Thai Bankers’ Association	Member	22. President, The Stock Exchange of Thailand	Member and Secretary



“The Exchange employs ‘customer-centric’ marketing strategies, catering for diverse investor groups with very different levels of risk aversion and sophistication.”

## Thai bourse launches multiple marketing campaigns to boost investment

To increase local and overseas retail and institutional investment, The Stock Exchange of Thailand (SET) has initiated a range of marketing strategies and product promotions. SET’s 2008 marketing campaigns include the *Employee Joint Investment Program*, *Mini/Cyber Branch*, *SET Click2WIN*, *SET in the City*, *SET Visit*, *The Star Marketing* and *Wealth+* program.

“The Exchange employs ‘customer-centric’ marketing strategies, catering for diverse investor groups with very different levels of risk aversion and sophistication. By classifying investors into market segments, we can more finely target our product promotions. For example, we propose stocks and debt instruments with attractive dividend yields to savers, while advising novice investors to invest in long-term funds and use professional fund managers to manage their portfolios. To those who are more financially sophisticated, we promote stocks and derivatives products,” **SET Senior Vice President Kengkla Ruckphaopunt** said.

“We offer investors quality services through professional securities marketers and easy-to-access trading outlets. To promote a better understanding of investing, SET continues to organize educational activities, investment fairs and roadshows,” Mr. Kengkla added.

### Listed companies’ employees encouraged to invest in their firms

To expand the investor base in large corporations, the Exchange initiated the *Employee Joint Investment Program* (EJIP), targeting listed companies’ employees. The program encourages them to invest part of their salaries in these firms which, in turn, add a portion to the employees’ investment—like a provident fund.

“EJIP benefits the company and its employees. As shareholders in the firm, staff are more committed to lifting the business’s performance, which adds value to its stocks.

“As employees, they have a good understanding of a company’s business operations and associated risk factors. They obviously know the business well,” Mr. Kengkla explained.

Currently there are about 1 million people employed by listed firms. This group is a major opportunity for investor base expansion. By end-2008, about 2,000 employees from five listed companies will have joined the program, Mr. Kengkla noted.

### Thai bourse highlights long-term fund investment

To promote investment in long-term equity funds (LTFs) and retirement mutual funds (RMFs), SET, in collaboration with Krung Thai Bank (KTB) and its subsidiaries, is conducting the *Wealth+* (Wealth Plus) program among the group’s employees. The program will tap a pool of about 100,000 people initially and then be extended to other employees. The bourse expects at least 5,000 people to participate, investing THB 500 million (USD 15.83 million), in 2008.

Krung Thai Asset Management (KTAM) will advise KTB group employees participating in the *Wealth+* program. Under this program, THB 500 will be deducted, on a voluntary basis, from each participating employee’s monthly salary. Initially *Wealth+* will serve 14 corporations in the KTB group and firms that are using KTAM as their provident fund manager. These companies together have 144,000 employees.

Meanwhile, in liaison with provident fund managers and human resources departments of other firms, SET will host

educational sessions on investment in LTFs and RMFs for corporations with more than 500 employees.

“The program augurs well for future product development and promotes good money management. The Exchange will work with other financial institutions to further boost investment by employees, particularly after the government has increased the income tax deduction for LTF and RMF investors to THB 500,000 annually from the current THB 300,000,” Mr. Kengkla said.

Furthermore, SET, in collaboration with the Association of Investment Management Companies, Capital Market Development Fund Foundation, Office of Securities and Exchange Commission and the asset management firms, will continue the *Let’s Activate Your LTF* campaign in 2008.

“This very successful program has been going for six years. In 2007, the net asset value of LTFs totaled THB 49.41 billion (USD 1.43 billion), a 96% year-on-year increase,” Mr. Kengkla added.

This year, SET targets to increase the number of unit holders by 75,000, from the current 1.2 million fund members nationwide. The bourse will collaborate with related parties to enlarge the mutual fund investor base while increase institutional investors’ participation to create a more stable market, Mr. Kengkla said.

### Online investment simulation game to boost internet trading

To expand online investment, SET and Settrade.Com will co-host the online investment simulation game, *SET Click2WIN 2008*. Both novice and experienced investors can compete for more than THB 2 million in prizes, by applying to enter the contest from April 30 to September 30, 2008 at [www.settrade.com/click2win](http://www.settrade.com/click2win). The competition will run from July 1 to October 31, 2008.

“*SET Click2WIN 2008* will familiarize investors with internet trading and give members of the public the opportunity to execute bids and offers in real-time with simulated stock market information and conditions. Therefore, it is important that they become familiar with the stock analyses, covering about 240 listed

stocks, distributed through [www.settrade.com](http://www.settrade.com). In last year's event, over 17,200 applicants joined the competition and contributed to the 1,500 new trading accounts opened shortly thereafter. We expect 20,000 applicants this year," Mr. Kengkla said.

The prizes for *SET Click2WIN 2008* winners include more than THB 2 million in investments in ThaiDEX SET50 ETF. The winner in the professional investor category will receive a prize worth THB 300,000, while the novice investor winner will receive one worth THB 100,000. There will be 100 special prizes, each worth THB 5,000, for the first 500 contestants with the highest monthly scores and the top scorer overall. There will be prizes for each month's winner and the five contestants who have brought the most friends into the program.

**The Star Marketing encourages securities marketers to enlarge the investor base**

Another investor base expansion strategy, *The Star Marketing 2008* campaign, involving SET and 24 securities companies, kicked-off for its second year in April 2008. The promotion reaches 4,000 securities firms' marketing officers and encourages them to actively recruit investors not only in equities, but also in bond and derivatives products.

The 2007 project yielded about 20,000 new accounts from July to December, of which 16,000 were opened by first-time investors. This spectacular

success was due to the hard work of 4,000 marketers, or 73% of all such employees nationwide, Mr. Kengkla noted.

"Feedback from investors and marketers was better than expected and the number participating was twice our original target. This year's competition started on April 1 and will run until December 31. Prizes totaling over THB 6 million include 100 funded study tours to Japan and other benefits, such as gold and cash prizes and Single License and Stock Options training courses," Mr. Kengkla added.

There are seven prize-winning categories:

- 1) *Top Broker* for the top marketers in all products from each securities firm
- 2) *Top 20 Marketer* for the top marketers in all products across all securities firms
- 3) *Lucky Star* for 50 lucky marketers who score over 10 points
- 4) *Top Wealth Creation Star* for marketers whose clients' portfolio values have increased the most (based on securities researched by Securities Analysts Association)
- 5) *Fastest Star* for the first 50 marketers who gain the most new accounts in all products (more than 25 accounts)
- 6) *BEX Star* for the three marketers with the highest score in bond marketing (above 50 points)

7) *TFX Star* for the three marketers with the most points in derivatives marketing.

*The Star Marketing* will benefit both investors and securities firms. While investors will receive improved services, the securities firms will have more competent marketers who are up-to-date on new products and services and able to provide sound investment advice, Mr. Kengkla said.

**Forty new trading outlets to attract potential investors**

To provide more convenient access for potential investors, SET, in collaboration with brokers and commercial banks, plans to open 40 "mini-branches" and/or "cyber-branches" in banks in 2008. This is in line with a recent investor survey, undertaken by SET Research Institute, which revealed that potential investors want more accessible and convenient trading locations.

"The expansion of mini-branches will advantage securities firms by giving them increased contact with potential retail investors. The cost of establishing a branch starts at about THB 300,000 and they can provide account-opening and trading services, with staff assistance," Mr. Kengkla said.

In 2007, there were a total of 27 cyber-branches in Thailand—10 in the Central region, eight in the South, four in the North, four in the Northeast and one in the East. Banks currently involved include Krung



Wealth+ program



SET Click2WIN simulation game



The Star Marketing campaign



SET in the City fair

Thai, Siam City and Thanachart.

**Regular SET Visits and roadshows keep investors updated**

To provide investors with direct and up-to-date information, SET and participating securities firms are continuing with their successful *SET Visit* and *SET in the City* programs in 2008.

"Feedback from the 21 securities firms participating in the *SET Visit* monthly program has been very positive and all want to continue their involvement in 2008," Mr. Kengkla said.

This year will see six *SET in the City* and *Money Expo* investment fairs in Bangkok and the provinces. In addition, the Exchange will undertake outbound roadshows to Asia, Europe, the Middle East and the United States to attract foreign investment. At end-May, SET will host a roadshow in the United Arab Emirates, which is one of the world's richest sources of investment. In June, the Exchange's executives and representatives from leading listed companies will participate in a whirlwind three-country tour to Singapore, the United Kingdom and the United States to provide overseas fund managers with direct, in-depth corporate and market information, Mr. Kengkla concluded. ✍️



## New AIMC Chairperson outlines her top priorities



*“Price competition is not the final answer. I strongly believe that, to survive in the long run, all asset management firms should apply blue ocean marketing strategies.”*

To keep updated and gain more insights about the current trends in Thailand's asset management industry, *The SET Newsletter* interviewed **Ms. Voravan Tarapoom**, who was appointed chairperson of the Association of Investment Management Companies (AIMC) on March 31, 2008 for a two-year term.

**Q:** Please tell us a little about your experience in this industry.

**A:** I have served as Managing Director of BBL Asset Management Co., Ltd. since 2002, working in banking, finance, securities and asset management for over 23 years. These decades have given me extensive experience in and understanding of the Thai financial industry.

**Q:** How do you feel about your new position?

**A:** I feel thankful for all AIMC members who consider me competent and trust in my ability to represent all members. I am determined to work for the benefit of all in an equitable and transparent manner. I believe that strong collaboration from all members is the key to fruitful results and that it will enable the association to perform efficiently as the central body speaking for the industry. AIMC's job is to promote public awareness about personal financial management for the sustained development of the asset management business and Thai capital market.

**Q:** Which tasks are AIMC's top priorities?

**A:** First, we will develop more effective communication between members and their regulator, the Securities Exchange Commission (SEC). Next, to build trust among market participants, AIMC and SEC should jointly promote understanding about business development, highlighting the importance of good governance. To harmonize the benefits of business operators, investors and the overall market, we will support compliance with regulations that are beneficial and practical while proposing amendments for rules that could be improved upon to benefit all stakeholders. In doing so, AIMC will give full support to SEC in organizing meetings as a two-way communication channel on a regular basis.


AIMC will also promote better understanding about investment products and services among investors and practitioners. To expand the investor base, AIMC will co-host the "Let your money work through mutual funds" campaign with the support of The Stock Exchange of Thailand (SET). The campaign has proven to be a great success in the past, widely promoting public awareness about long-term investment. AIMC plans to organize numerous seminars and workshops to let market gurus and professionals exchange experiences and insights on how to develop the industry. Also, the association will develop practitioners' expertise in wealth management, asset allocation, risk management and tax management to enable them to deliver quality services. AIMC plans to collaborate with the Listed Companies Association to organize forums where public firms' chief financial officers will be invited to discuss cash management. These forums will directly benefit participating public companies by offering them a variety of alternatives for effective corporate financial management.

Moreover, we will support the establishment of an education mutual fund (EMF) in Thailand and try to make it come true within the next year. The initiative will promote financial planning for children's education while providing investors and parents with tax incentives. This will benefit not only the asset management firms, but also investors and Thai society. In addition, AIMC will promote the government's mandatory provident fund program, which will develop post-retirement financial planning for employees. Currently, only 8,944 companies provide provident fund services for 1.96 million employees. There is a huge room for expansion. Expanding the number of provident fund participants will create more assets for asset management firms and increase the number of institutional investors in the market, leading to a more stable capital market.

**Q:** How do you view the asset management industry at present and in the years to come?

**A:** I notice that most asset management firms' customers come from the existing investor base. They are not first-time investors. This therefore leads to a red ocean with aggressive competition. In my opinion, there remains a huge untapped market of customers. Currently there are a 5.42 million saving accounts holding at least THB 100,000 each. They are worth a total of THB 6.22 million. Meanwhile, assets of mutual funds, private funds and provident funds totaled THB 2.19 million as of January 31, 2008. This represents only 35% of the bank deposit accounts with a vast untapped market of the other 65%. Consequently, I think price competition is not the final answer.

Moreover, some asset management companies that are not under a commercial bank's umbrella might find it difficult to compete, since the industry's key customer group is depositors. However, I believe they have their niche and strong marketing staff to retain their competitiveness.

I strongly believe that, to survive in the long run, all asset management firms should apply blue ocean marketing strategies. They should not worry about competing among themselves. On the contrary, they should expand their business horizons and investor bases to increase higher market exposure by introducing new products and expanding market coverage. AIMC, as a central body, is willing to cooperate with the government and related parties to support product innovation that will benefit investors, asset management firms and the capital market as a whole. 

# Thai bourse adopts new methodology for calculating key market ratios

To bring Thai securities calculation into line with international standards, The Stock Exchange of Thailand (SET) has adopted a new approach for calculating key market ratios for SET and the Market for Alternative Investment (mai), by using the same set of securities calculated in the SET and mai indices which conforms to the World Federation of Exchanges (WFE)'s methodology. The new approach will come into effect on May 2, 2008; the formulae used will remain the same as now, but the securities used will differ, as shown below:

## Formulae for key statistical data for securities and indices<sup>1</sup>

Statistics		Formulae for all historical data up to June 30, 2004	Formulae for data from July 2, 2004
Book Value Per Share <sup>2</sup>	BVS	$\frac{\text{Shareholder equity}}{\text{Number (No.) of common shares}}$	$\frac{\text{Shareholder equity (including company's shares held by subsidiaries)}}{(\text{No. of common shares} + \text{No. of preferred shares}) - \text{No. of treasury stocks}}$
Price/Book Value	P/BV	$\frac{\text{Closing price of common shares X}}{(\text{No. of common shares} - \text{No. of treasury stocks})}$ Shareholder's equity	$\frac{\text{Closing price of common shares X}}{[(\text{No. of common shares} + \text{No. of preferred shares}) - \text{No. of treasury stocks}]}$ Shareholder's equity (including company's shares held by subsidiaries)
<p>➤ <b>Current method (effective from May 2, 2008 onward) for all indices<sup>3</sup> :</b> Calculated from all common stocks on SET and mai indices, including total shareholder equity (including company's shares held by subsidiaries).</p> <p>⊖ <b>Previous method for all indices :</b> Calculated from all common stocks listed on SET and mai, excluding those stocks that have negative shareholder equity, regardless of whether held by subsidiaries or not.</p>			
Price/Earning	P/E	$\frac{\text{Closing price of common shares X}}{(\text{No. of common shares} - \text{No. of treasury stocks})}$ Earnings for the latest 12 months	$\frac{\text{Closing price of common shares X}}{[(\text{No. of common shares} + \text{No. of preferred shares}) - \text{No. of treasury stocks}]}$ Earnings for the latest 12 months
<p>➤ <b>Current method (effective from May 2, 2008 onward) for all indices<sup>3</sup> :</b> Calculated from all common stocks on SET and mai indices, including all net profit of the last 12 months operation.</p> <p>⊖ <b>Previous method for all indices :</b> Calculated from all common stocks listed on SET and mai, including only those common stocks that have positive earnings for the last 12 months of operation.</p>			
Dividend Yield	Yield	$\frac{\text{Total dividends paid during last 12 months}}{\text{Closing price of common shares X}} \times (\text{No. of common shares} - \text{No. of treasury stocks})$	$\frac{\text{Total dividends paid during the latest annual operating period}}{\text{Closing price of common shares X}} \times (\text{No. of common shares} - \text{No. of treasury stocks})$
<p>➤ <b>Current method (effective from May 2, 2008 onward) for all indices<sup>3</sup> :</b> Calculated from all common stocks on SET and mai indices.</p> <p>⊖ <b>Previous method for all indices :</b> Calculated from all common stocks listed on SET and mai.</p>			

Notes : <sup>1</sup> Indices include SET, mai, SET50, SET100, Industrial and Sectoral Indices.

<sup>2</sup> BVPS for all indices are not calculated.

<sup>3</sup> Including historical statistics for all indices since January 1, 2003.

## Benefits of the new calculation approach

The new approach better reflects market value and will attract issuers to list their securities on the Thai Exchange. Moreover, under the new methodology, the Thai market's P/E ratios will increase, while changes to P/BV and Dividend Yield are not significant.

Current and previous key market ratios value have been published on [www.set.or.th](http://www.set.or.th) from March 31, 2008 and can be accessed as follows:

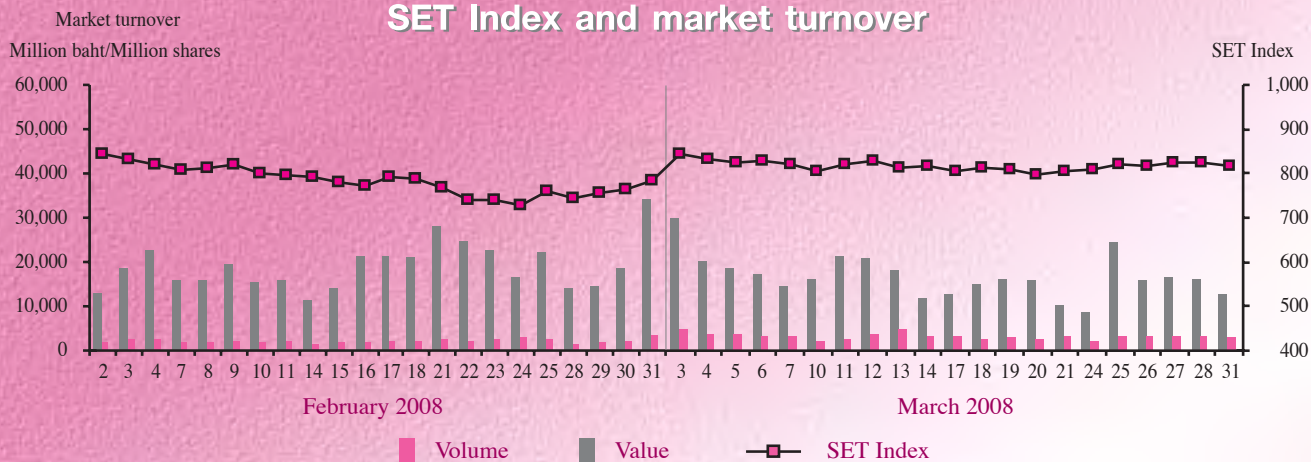
- Price and Statistics > Market Overview > At a Glance: *statistics displayed for the end of the trading day.*
- Price and Statistics > Statistics > Market Statistics > Monthly Statistics for Fundamental Analysis (data will be updated on the first working day of each month): *five-year historical data provided.*

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## Change in listed company name

Effective Date	Previous name		New name	
21/5/2008	Traffic Corner Holdings Public Company Limited	TRAF	M Pictures Entertainment Public Company Limited	MPIC
13/5/2008	Body Glove (Thailand) Public Company Limited	BGT	BGT Corporation Public Company Limited	BGT
12/5/2008	Siam2you Public Company Limited	S2Y	Evolution Capital Public Company Limited	E
21/4/2008	Shin Satellite Public Company Limited	SATTEL	Thaicom Public Company Limited	THCOM
10/3/2008	Grande Asset Development Public Company Limited	GRAND	Grande Asset Hotels And Property Public Company Limited	GRAND

## SET Index and market turnover



		March 2008	February 2008	Change (%)
<b>The Stock Exchange of Thailand (SET)</b>				
Total volume	(million shares)	64,333.52	63,230.05	1.75
Daily average volume	(million shares)	3,063.50	3,161.50	-3.10
Total value	(million baht)	348,563.46	422,136.99	-17.43
Daily average value	(million baht)	16,598.26	21,106.85	-21.36
<b>SET Index</b>				
• Close		817.03	845.76	-3.40
• High (date)		842.92 (3)	845.76 (29)	-0.34
• Low (date)		798.11 (20)	793.17 (7)	0.62
<b>SET50 Index</b>				
• Close		587.61	614.37	-4.36
• High (date)		610.73 (3)	614.37 (29)	-0.59
• Low (date)		573.61 (20)	570.63 (7)	0.52
<b>SET100 Index</b>				
• Close		1,267.68	1,321.40	-4.07
• High (date)		1,315.25 (3)	1,321.40 (29)	-0.47
• Low (date)		1,237.11 (20)	1,231.43 (7)	0.46
<b>TDEX</b>				
Total volume	(million shares)	149.77	178.07	-15.89
Daily average volume	(million shares)	7.13	8.90	-19.89
Total value	(million baht)	900.33	1,064.16	-15.40
Daily average value	(million baht)	42.87	53.21	-19.43
Net asset value (NAV)	(million baht)	2,986.71	3,036.02	-1.62
• Close		6.02	6.18	-2.59
• High (date)		6.21 (3)	6.20 (29)	0.16
• Low (date)		5.85 (24)	5.73 (7)	2.09
<b>Market for Alternative Investment (mai)</b>				
Total volume	(million shares)	2,748.32	2,207.74	24.49
Daily average volume	(million shares)	130.87	110.39	18.55
Total value	(million baht)	6,946.91	8,551.51	-18.76
Daily average value	(million baht)	330.81	427.58	-22.63
<b>mai Index</b>				
• Close		272.81	269.36	1.28
• High (date)		272.81 (31)	274.21 (12)	-0.51
• Low (date)		262.78 (17)	264.33 (1)	-0.59
<b>Bond Electronic Exchange (BEX)</b>				
Total volume	(shares)	2,100	8,300	-74.70
Total value	(million baht)	3.05	9.50	-67.89
Total outstanding value	(million baht)	3,959,587.80	3,850,733.88	2.83
<b>Thailand Futures Exchange (TFEX)</b>				
<b>SET50 Index Futures</b>				
Total volume	(contracts)	145,244	127,527	13.89
Daily average volume	(contracts)	6,916	6,376	8.47
Total value	(million baht)	85,442.54	75,467.33	13.22
Daily average value	(million baht)	4,068.69	3,773.37	7.83
Month-end open interest	(contracts)	15,647	23,456	-33.29
<b>SET50 Index Options</b>				
Total volume	(contracts)	4,986	4,188	19.05
Daily average volume	(contracts)	237	209	13.40
Total value	(million baht)	23.04	19.45	18.46
Daily average value	(million baht)	1.10	0.97	13.40
Month-end open interest	(contracts)	2,386	10,624	-77.54

## Trading turnover by type of investors\*

Unit : Million baht

Type of investors	March 2008				February 2008			
	Buy	%	Sell	%	Buy	%	Sell	%
Foreign investors	122,237.71	34.38	132,214.52	37.19	145,774.10	33.85	114,444.58	26.57
Local institutional investors**	54,033.44	15.20	55,303.01	15.56	59,010.77	13.70	71,275.80	16.55
Local retail investors	179,239.22	50.42	167,992.84	47.25	225,903.62	52.45	244,968.11	56.88
<b>Total</b>	<b>355,510.37</b>	<b>100.00</b>	<b>355,510.37</b>	<b>100.00</b>	<b>430,688.49</b>	<b>100.00</b>	<b>430,688.49</b>	<b>100.00</b>

\* Including transactions of mai

\*\* Including securities companies, mutual funds, banks, finance firms, insurance companies, juridical entities and provident funds

## Top ten securities with highest market value in March 2008

Rank	Securities		Market value	
			Million baht	% of total
1	PTT	PTT	890,547.54	13.86
2	PTT Exploration and Production	PTTEP	498,043.71	7.75
3	Advanced Info Service	ADVANC	296,031.08	4.61
4	Bangkok Bank	BBL	257,693.79	4.01
5	The Siam Cement	SCC	256,800.00	4.00
6	Kasikornbank	KBANK	215,393.42	3.35
7	Siam Commercial Bank	SCB	172,005.32	2.68
8	PTT Chemical	PTTCH	157,140.02	2.45
9	Thai Oil	TOP	142,801.95	2.22
10	Siam Commercial Bank	SCB-P	139,368.03	2.17
<b>Total</b>			<b>3,025,824.85</b>	<b>47.10</b>

## Top ten most actively traded securities (main board)\* in March 2008

Rank	Securities		Number of securities	Turnover value	
				Million baht	% of total
1	PTT	PTT	97,282,600	31,772.12	10.30
2	PTT Exploration and Production	PTTEP	127,169,000	19,710.82	6.39
3	Banpu	BANPU	39,624,500	16,877.76	5.47
4	Thai Oil	TOP	214,793,100	15,393.67	4.99
5	Siam Commercial Bank	SCB	159,763,000	14,227.18	4.61
6	Kasikornbank	KBANK	160,731,400	14,043.31	4.55
7	PTT Aromatics and Refining	PTTAR	317,263,700	12,890.07	4.18
8	Bangkok Bank	BBL	92,955,500	12,135.46	3.93
9	Thoresen Thai Agencies	TTA	262,915,900	11,464.09	3.72
10	Advanced Info Service	ADVANC	78,558,700	7,839.70	2.54
<b>Total</b>			<b>1,551,057,400</b>	<b>156,354.19</b>	<b>50.67</b>

\* Excluding transactions on Foreign Board and mai

## Top ten most actively traded securities (foreign board)\* in March 2008

Rank	Securities		Number of securities	Turnover value	
				Million baht	% of total
1	Bangkok Bank	BBL-F	64,939,467	8,549.44	40.92
2	Kasikornbank	KBANK-F	69,809,498	6,132.32	29.35
3	The Siam Cement	SCC-F	10,757,915	2,291.64	10.97
4	Banpu	BANPU-F	3,888,932	1,657.59	7.93
5	Land and Houses	LH-F	111,927,104	1,097.73	5.25
6	Bank of Ayudhya	BAY-F	11,596,559	273.95	1.31
7	Electricity Generating	EGCO-F	1,858,633	182.96	0.88
8	Advanced Info Service	ADVANC-F	1,255,500	125.17	0.60
9	Italian-Thai Development	ITD-F	12,702,788	104.12	0.50
10	PTT	PTT-F	273,200	87.51	0.42
<b>Total</b>			<b>289,009,596</b>	<b>20,502.43</b>	<b>98.14</b>

\* Excluding transactions of mai

## Top ten outstanding non-voting depository receipts (NVDRs) in March 2008

Rank	Securities	Number of NVDRs	% of paid-up capital	
1	Delta Electronics (Thailand)	DELTA-W2	1,400	37.86
2	Golden Land Property Development	GOLD	232,897,915	36.96
3	Raimon Land	RAIMON	1,012,001,654	36.93
4	LP.N. Development	LPN	438,953,042	29.75
5	Asia Plus Securities	ASP-W1	128,143,608	27.01
6	Bangkok Bank	BBL	475,349,660	24.90
7	Tisco Bank	TISCO	133,680,685	24.55
8	Thoresen Thai Agencies	TTA	157,113,393	24.41
9	Land and Houses	LH	2,072,472,611	23.87
10	Phatra Securities	PHATRA	48,890,291	22.90



## Thai and Taiwan bond markets sign MOU

On March 13, The Stock Exchange of Thailand (SET)'s Bond Electronic Exchange (BEX) signed a memorandum of understanding (MOU) with Taiwan's secondary bond market—Gretai Securities Market—covering information exchange, system development, research and training. The collaboration is expected to enable the Thai bond market to learn more from the Taiwanese market's impressive success and further develop itself.

At the co-hosted seminar, "Taiwan Fixed-Income Market: Experiences," Taiwanese speakers shared their experience in developing primary and secondary markets among Thai participants. They also discussed the possibility of establishing a bond research institute in Thailand. The seminar was held on March 13-14 at the Conrad Hotel, Bangkok. ✍



## MOF reasserts public confidence in the Thai economic outlook

Deputy Prime Minister and Finance Minister Surapong Suebwonglee reassured the public of 2008's Thai positive economic trends, driven by the government's policies and several huge investment projects. He spoke on March 14 at the seminar, "Thai Economic Trends in 2008." Meanwhile, other key speakers discussed trends in Thai exports, investment and overseas businesses.

The Export-Import Bank of Thailand, Federation of Thai Industries, mai and SET co-hosted the forum at Queen Sirikit National Convention Center. ✍

## Deutsche Bank delegates visit Thai Depository

On March 28, top executives of Thailand Securities Depository (TSD) welcomed Mr. Roger Harrold, the global head for custody services at Deutsche Bank, and other delegates. During the visit, the delegates observed TSD's operations and discussed TSD's role in developing back-office services, including the plan to reduce the clearing and settlement transaction period from T+3 to T+2. ✍



## Thai bourse's Nakhon Sawan roadshow attracts THB 20 million



SET's economics, savings and investment extravaganza, SET in the City, held in Nakhon Sawan Province on March 22, drew about 600 participants from throughout the area. Two hundred new trading accounts were opened during the event and THB 20 million was placed in new mutual fund accounts. Twenty-three major local entrepreneurs attended a seminar on tax benefits companies listed on the Market for Alternative Investment (mai).

In 2008, SET will host more roadshows in the provinces to provide residents with the same access to current news and information that people in Bangkok have. The next provincial event will be held in Chiang Mai in June. ✍