



"Thailand-Destination of Living"

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Mr. Siripakorn (Tourism Authority of Thailand)

- Pre-Pandemic: 2019 was the best year for Thailand's tourism with 17.79% share in Thailand's GDP and 4,366,392 total employment in tourism sector. Total receipt from tourism was 3.01 TB, roughly one-third from domestic tourist and two-third from foreigners.
- Post-Pandemic strategic direction: In Q3/2021, there was balancing health and economic factors by initiating Phuket sandbox. In Q4/2021 – 2022, Thailand has been reopening with strategic directive of value over volume, and 2023 – 2028 with a high value & sustainable tourism to create a new tourism ecosystem. Total international tourist arrivals during the first 7 months of 2022 was 3.15 million with an aim to have an approx. 8 million tourists towards the end of 2022. And the targets are 20 million tourists with a revenue of 2.4 TB in 2023, and 3.0 TB in 2024, while Bangkok ranked 2nd in the world best city for digital nomads in 2022. Potential target segments are family, digital nomads, health & wellness, millennials and active senior.
- TAT determined 3 Strategic Directions as follow
 - Create Demand: Stimulating qualitative demand by prioritizing safety with an emphasis on high-income and high-quality consumers.
 - Shape Supply: Enhancing tourism ecosystems by focusing on quality and sustainability.
 - Drive collaboration: Stakeholder collaboration to create sustainable and responsible tourism.

- TAT planned to promote Amazing New Chapters, featuring soft power, rather than promote the destination or product, to promote the new experiences menu for tourists through A-Z alphabet campaign called "From a-z Amazing Thailand has it all".

Dr. Atip (Digital Council of Thailand)

- Technology investment in Thailand has been declining reflected by number of unicorns and startups of only 3% in 2022, decreased from 14% in 2015. 80% of Thai startups at growth stage were asked to leave Thailand from the investors due to laws and regulations such as capital gains tax for investment in startups, lack of digital skills and English proficiency in Thailand.
- To remain the top choice of destination, Thai government issued a new law that exempt capital gains taxes for investment in startups including direct investors and those who invest through VCs for both Thai and foreign entities and will be in effect until 30 June 2032
- The government will announce Long-Term Resident (LTR) Visa that will address 4 groups which are wealth global citizen, wealthy pensioner, work from Thailand professional and highly-skilled professional.
- The LTR Visa is a 10 years renewable visa with a special reduction in income taxes, giving convenience to re-entry the country and other privileges. The combination of capital gains taxes exemption and LTR Visa will help to attract investments and bring highly-skilled workers to Thailand.

Ms. Poramaporn (Bangkok Dusit Medical Services)

- Medical tourism is very well known in Thailand and ranked top 3 in global medical tourism revenue, while Bangkok is the most popular destinations. The key advantages are government support to be medical hub of Asia, affordability rate (approx. 40-70% cheaper than other medical tourist destinations), clinical and technology excellence, Thai hospitality, and top tourist destination.
- Disruptive forces such as covid-19 are changing the healthcare landscape causing the digitally emerged in medical sector such as tele-consultation, tele-pharmacy and home care services.
- The existing projects of BDMS provide a wide range of programs specifically focused on the early detection and prevention of disease such as regenerative wellness clinic, digestive wellness clinic and holistic health and wellness resort.
- For future plans for wellness & residence project, BDMS aims to become the leader in the preventive medicine, longevity and anti-aging in Asia, these will be supported by the BDMS wellness clinic and BDMS silver wellness & residence. BDMS Silver Wellness & Residence is the mixed uses project to combine the health-conscious theme and the green environmental living style that will help

create a relaxing atmosphere for the customers. Our target customers of wellness center are wealthy silver age, highly-skilled professional and wealthy global citizen.

Mr. Peerapong (Origin Property)

- The key trends in global property development are serving demand of Digital Nomads, Health & Wellness tourism destination, Smart city and Aging Society. Main advantages of Thailand are the top choice of destination for living, good food, low cost of living, affordable property price, and very high standard of health care services.
- Origin Property has developed a total of 125 projects in residential condominium & housing, also grabbed an opportunity on recurring hospitality & tourism in hotel, retail space, office space, other service and healthcare, industrial solutions, insurance, and more.
- For new opportunities in economic zones (EEC), Origin Property will have new industrial and residential hubs connecting to EEC in Chachoengsao, Pattaya, and Chonburi. Additionally, the company started expanding the smart cities, smart wellness residences in Chiang Mai and Phuket. The strategic plan for being the top choice of destination includes upgrading advanced technology facilities, enhancing human resources, improving service quality to achieve world-class standards, and policies to drive real estate demand.