



---

# Thai SMEs - Going Global

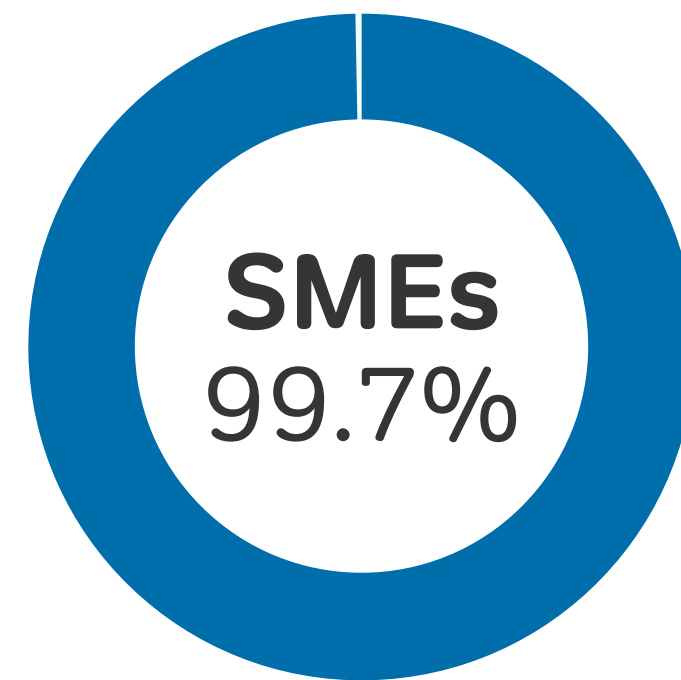
---

**Salinee Wangtal**

Director General,  
Office of SMEs Promotion  
(OSMEP)

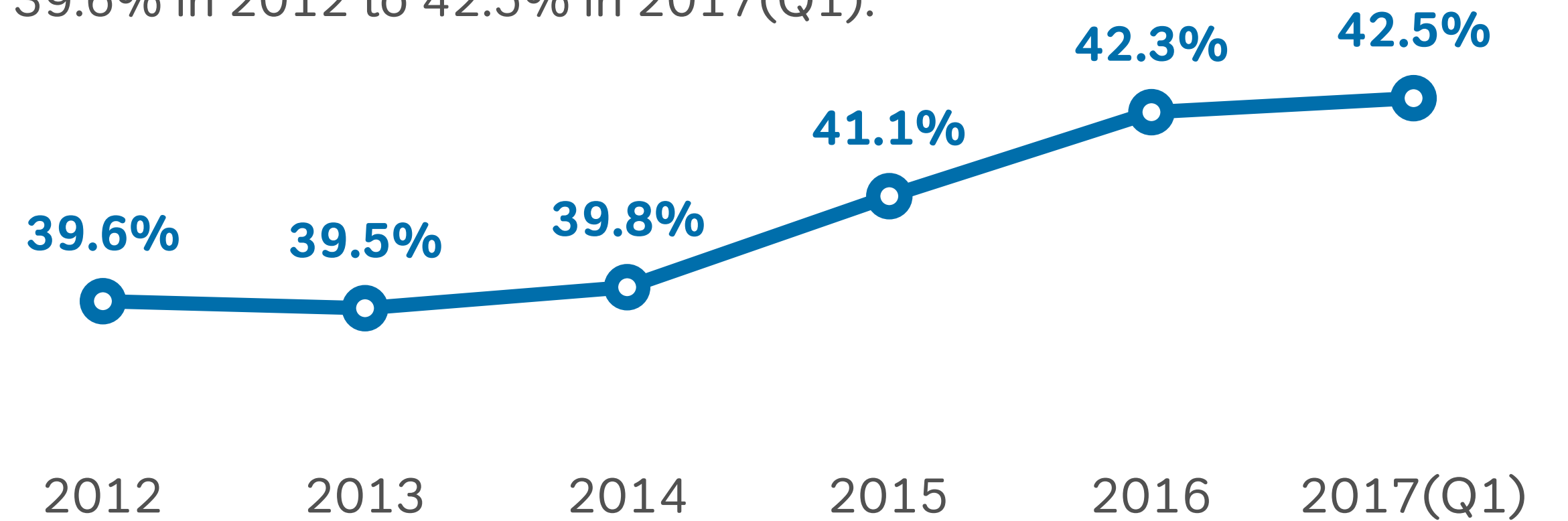
## SMEs Review

No. of Enterprises  
**2,765,986**

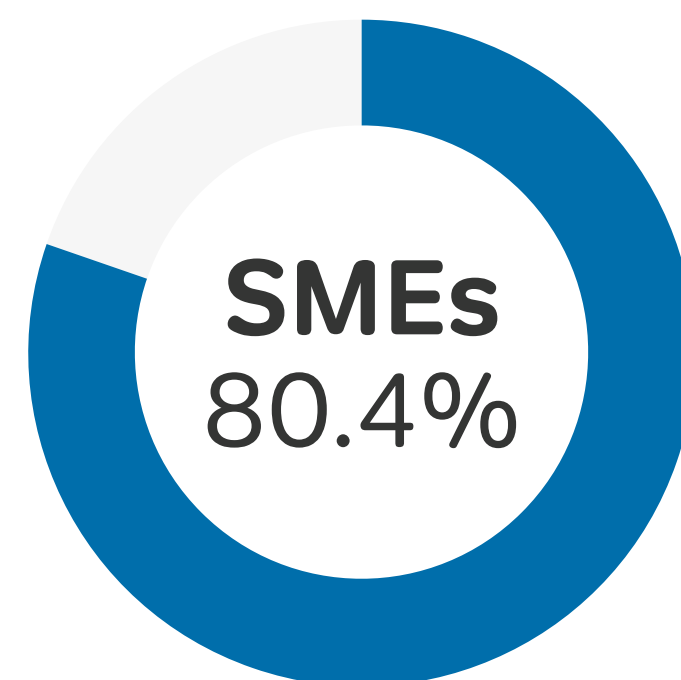


## SMEs GDP

SMEs GDP contribution to total GDP has been increasing continuously during the past 6 years from 39.6% in 2012 to 42.5% in 2017(Q1).

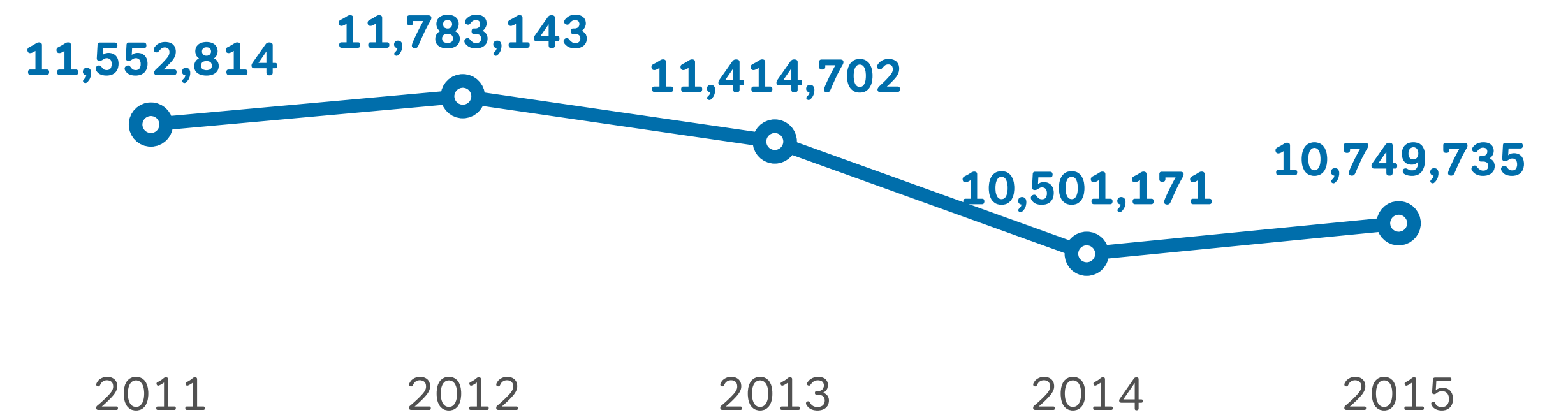


Employment by SMEs  
**10,749,735**



## Employment by SMEs

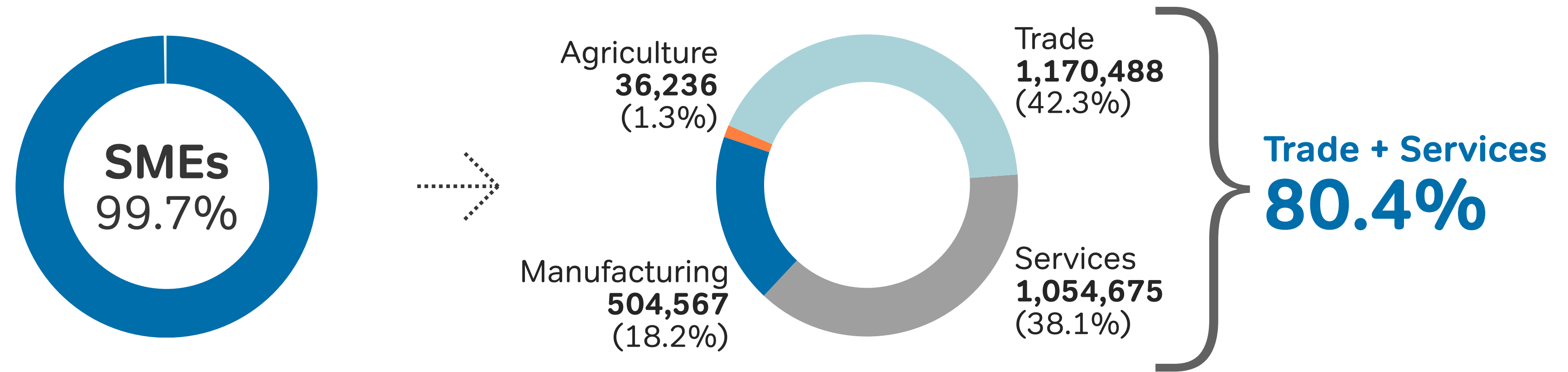
Averagely, SMEs contributed approximately 80% of total employment.



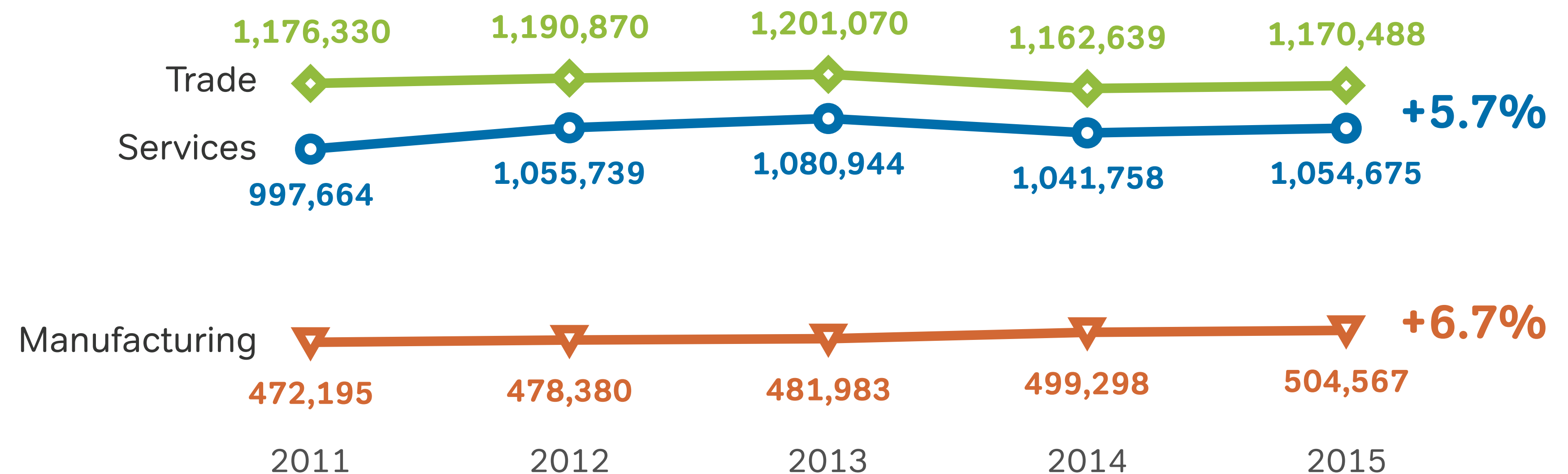
SMEs Review

No. of Enterprises  
**2,765,986**

Approximately, 80% of all SMEs are in service sector and trade sector. Manufacturing has been increasing at decent rate.



Trend of SMEs Number Classified by Business Sector



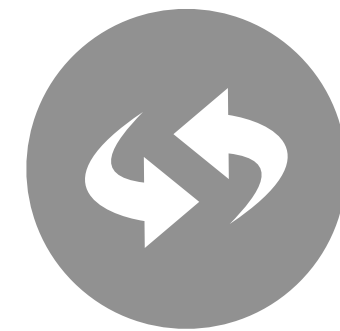
## By What Approaches Can Thai SMEs Go Global ?



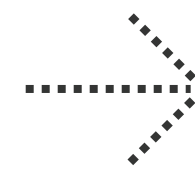
**Product Selling**



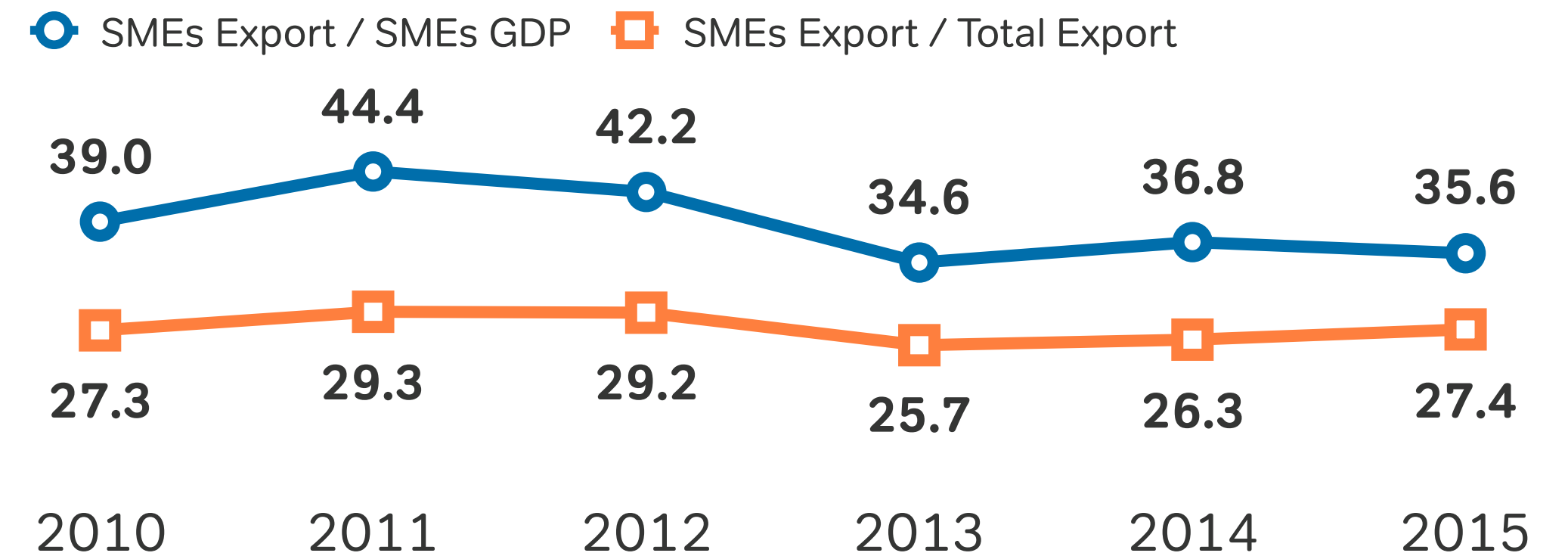
**Service Selling**



**Trader**



- ▶ A typical approach but in declining trend, the ratio of SMEs exports to SMEs GDP has been falling.



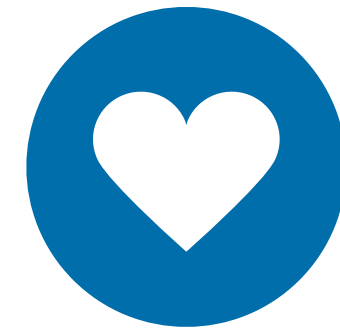
- ▶ There are some chances to boost Thai SMEs exports. The possibility is to focus on some categories that Thai brand has been strong in global market, such as, food, spa products, and fashion.
- ▶ Export of manufacturing products, that are in supply chain of electronics or auto parts, are highly fluctuated.

**By What Approaches  
Can Thai SMEs Go  
Global ?**

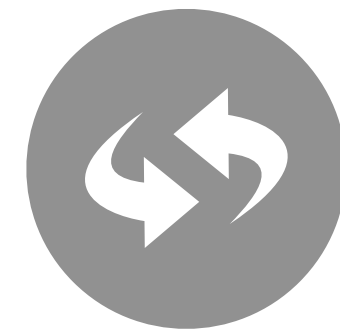
---



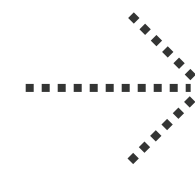
**Product  
Selling**



**Service  
Selling**



**Trader**



- ▶ For Thai SMEs to go global, export of services is their opportunity.
- ▶ Thailand is very strong on tourism-related industries with good reputation on hosting international conferences and events.
- ▶ Export of services are different from traditional exports. However, tourism is number one foreign exchange earner for Thailand. Moreover, tourism creates very high value added to the country.

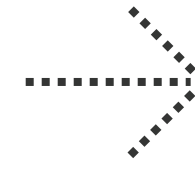
## By What Approaches Can Thai SMEs Go Global ?

---

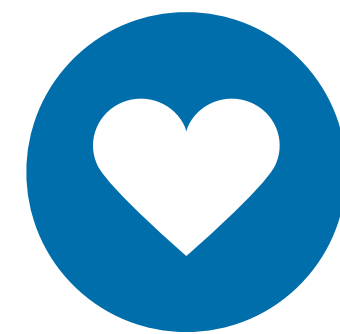
### SUMMARY



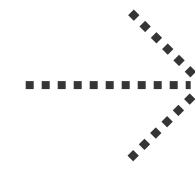
#### Export of Goods



- ▶ Promotion should be granted to strengthen Thailand's comparative advantages, such as, food, spa products, fashion.
- ▶ Moreover, R&D should be focused on future foods.



#### Services



- ▶ The private sector is performing well so far.
- ▶ The government should support by building good infrastructure, overseeing safety of tourists, and providing tax incentives.