

Opening and Keynote Speech  
By  
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Distinguished Delegates,  
Ladies and Gentlemen,

It is indeed a great pleasure and privilege for me to take part in Asia Regional Consultative Conference which is organized by the Donor Committee for Enterprise Development and Business Environment Working Group

According to the developing business environment, Thai Government has realized the importance of business environment for economic and enterprise development. Hence, the Minister of Commerce Agenda in developing business environment is determined and the vision statement is

“The policies for Ministry of Commerce are

1. Export & Service promotion and advantages thrusts will be driven by a dynamic private sector
2. The strength of domestic economic creates agricultural price stability which is fair for manufacturer, consumer and economic system. It reflects sufficiency economic philosophy
3. Consumer welfare protection
4. Development and promotion in effectiveness service branch for extending economic activities and serving for long competitiveness
5. Reform law and controlling trade
6. Competitive promotion and capacity building
7. Trade policy that is the liberalization, fair and having a guardian line”

To achieve the vision, the government had organizes 6 tactics in developing business environment:

1. Upgrade technology and management capabilities of enterprises.
2. Improving infrastructure and reducing the business obstacles.
3. Sustaining growth of enterprises
4. Developing potential exporters to reach international standard.
5. Increasing and developing new entrepreneurs.
6. Enforcing the potential of community enterprises in order to solve poverty problem and to distribute prosperity regionally.

In the past few years, the government has been developing business environment in many aspects. For instance,

- Setting up a Business Advisory Center
- Developing cluster network and supply chain system.
- Strengthening export market capabilities by setting up business incubator centers and SMEs Trading Firms

- Increasing the effectiveness of the financial system. For instance, establishing SMEs Bank and Venture Capital
- Creating new entrepreneurs by providing them with appropriate knowledge and education by improving their college curriculum
- Encouraging the usage of ICT among entrepreneurs.

To accomplish our goals, which are:

- To increase productivity from 42% to 50 % of total GDP by the year 2006
- To generate at least 180,000 jobs annually
- To increase export volume at least 6 percent annually
- To initiate at least 50,000 new enterprises each year

Department of Business Development (DBD) is administered under the Ministry of Commerce. Among the most important missions are to promote and to develop business environment in the country including entrepreneur development, retail-wholesale business promotion, franchise promotion, service business promotion, community business promotion, e-commerce promotion, and many functions related to business operation such as company registration, business license for foreigners, company document inquiry service and supervision of auditing practice. The missions such as the following:

#### 1. Entrepreneur development

The department set up Business Training Institute (BTI) to train both existing and new entrepreneurs focusing on entrepreneurship, management and marketing areas. The BTI has various curricular such as management and marketing areas. The BTI has various curricular such as

- Preparation to be entrepreneurs
- Start up business professionally
- Business and strategic planning
- Simple accounting
- Financing management and source of capital

#### 2. Thai Franchise Business Promotion

Department focuses on promoting and developing Thai business that have high potential growth and are suitable for franchise system with international standard. The policies are; to promote Thai business to reach international standard, to develop franchise managing system to both franchisor and franchisee, to create market opportunities by increasing marketing channels and supporting consumption of Thai business.

For this policies leads to have 3 main procedures that are:

- Setting franchise system basis for potential Thai entrepreneurs.
- Developing and strengthening franchise system to meet the international standard. This measure is a continuing step in order to support franchisor that has good principle to go to the global market.

- Increasing the market opportunities by setting activities or events such as Road Shows under the name of “Franchise B2B Thailand” and other Trade Shows both in domestic and foreign market.

### 3. E-Commerce Promotion

Encouraging doing business electronically or having e-commerce. These days everyone can access to everywhere in the world with electronic communication. The department sees this another effective marketing tool for both domestic and international markets. As a result the department has set up an e-marketplace used as a place for small entrepreneurs to present their products. Also with a “trustmark”, the department has launched the trustmark to be awarded to entrepreneur that operate their websites with standard meeting the department’s requirement in order to give consumer’s trust and confidence.

### 4. Foreign business Promotion under the Act

Department have the duties to giving permission and controlling permits allowing foreign business. Acting as a secretary of the foreign business committee and supervising the foreigners to operate the business under the alien Act.

However, the last decade, Thai enterprises have faced various problems such as marketing, management, product innovation, capacity building, technology implementation, lack of collaborative network and lack of competitiveness.

Order to achieve in having quality enterprises, international standard, competitiveness, stability and create prosperity and reduce poverty in Thailand, business environment for economic and enterprise development is one of the most crucial keywords.

I do believe that from the objective of the Donor Committee for Enterprise Development and the Business Environment Working Group. The supports from the donor will help to develop business environment, expand positive atmosphere, create prosperity and reduce poverty. There will only be positive results for many countries in the world.

On behalf of the Ministry of Commerce in Thailand, I do hope that this conference will be crucial moment for all delegations to share views as well as to exchange practical experiences and valuable information that leads to increase the effectiveness of donor support and to have the assessment and inform of the business environment for enterprise development.

Thank you.