

# Strategic Plan 2021 - 2025







## Our Vision

The ATBCWA is the peak body facilitating the development of a **strong, collaborative and vibrant business community** between Western Australia and Thailand.

## What We Do

We foster, support and promote opportunities to increase and strengthen bilateral trade, investment and cultural ties between Western Australia and Thailand, through:

- Fostering long-term mutually beneficial relationships between the business communities of Western Australia and Thailand.
- Providing ATBCWA members and stakeholders with invaluable business and cultural support to engage effectively.
- Working collaboratively with businesses, communities, government and the consular corps.
- Engaging across all tiers of government advocating for political, economic and cultural cooperation between Western Australia and Thailand.

## Our Values



### Respect & Understanding

Demonstrate understanding and respect for all cultures, perspectives and stakeholders.



### Commitment

Commitment to ongoing improvement and dedication to ATBCWA members and vision.



### Empowerment

Empower ATBCWA members and stakeholders to actively engage in the Western Australian and Thai business communities.



### Relationships

Build sustainable relationships and partnerships based on trust, shared understanding and focus to achieve collective benefits.



### Transparency

Engage and operate transparently with all stakeholders.



### Communication

Listen, communicate and provide clear and concise information.



### Collaboration

Work with stakeholders to achieve mutual benefits.





## Key Opportunities in Thailand

Thailand stands at the heart of the Association of Southeast Asian Nations (ASEAN) — one of the world's fastest-growing economic regions.

Thailand's strategic location also connects the rapidly growing economies of Southeast Asia to China, India, South Korea and Japan. Its major investment in infrastructure is reducing logistics and transportation costs, solidifying Thailand's reputation as one of Asia's leading investment destinations.

Western Australian businesses are well-positioned to help Thailand transform its traditional companies into smart companies, and its traditional services into high-value services.

The Western Australian Government supports economic diversification and businesses can contribute to Thailand's industry 4.0 policy in sectors such as advanced manufacturing (innovation and automation), digital economy (e-commerce, enterprise solutions), smart cities (building technology, intelligent transport), primary industries (food and beverages), mining engineering, and education (vocational and higher education).

Further examples of how Western Australia and Thailand can benefit from each other's economic development can be found in Western Australia's Economic Development Framework: Diversify WA. It provides a blueprint for collaboration between government, industry and the community to unlock the state's economic potential.

Population of Thailand <b>66.56 million</b> in 2019	<b>7</b> international airports	A land area of <b>513,000</b> square kilometres
Roads <b>390,026 km</b>	Railway <b>4,429 km</b>	<b>12 ports</b> with 8 international deep-sea ports
Workforce population <b>38.2 million</b> majority under 35 years of age (March 2020)	GDP 2019 <b>us\$543.7 billion</b>	

## Trade

Thailand is an important market for Western Australia. Its market size, the diversity of its industrial sector and its position as a regional manufacturing hub provide significant opportunities to further grow our two-way trade.

- In 2019-20, WA exported \$1.5 billion and imported \$3.2 billion of merchandise from Thailand.
- WA accounted for 35% of Australia's merchandise exports to Thailand.
- Thailand was WA's third largest import market in 2019-20, accounting for 9.4% of the state's merchandise imports.
- In 2019-20, Thailand was WA's 22nd largest market for international visitors by number of visits in 2019-20.
- Thailand was WA's 22nd largest market for international students, accounting for 1% of international student enrolments in 2020.
- Australia and Thailand have two free trade agreements: Thailand – Australia Free Trade Agreement (TAFTA) and ASEAN – Australia – New Zealand Free Trade Area (AANZFTA).
- Australia and Thailand elevated their diplomatic relationship to a Strategic Partnership on 13 November 2020.

## Investment

There are more than 200 Australian businesses operating in Thailand. Significant tax and non-tax incentives are available to Australian businesses that invest in Thailand. In 2020, Thailand has identified 12 targeted industries for investment that are essential to the country's development and attract significant investment. In some cases, Australian businesses could receive up to 13 years of corporate income tax exemption through the Thailand Board of Investment.

- Major Australian investments into Thailand include automotive, logistics, advanced manufacturing, technology and services.
- Major Thai investments into Australia include hotels, energy and resources, agribusiness and industrial services.
- In 2019, there were 11 Australian investment projects in Thailand, worth over A\$200 million.
- WA companies that have business links with Thailand include Woodside, Clough, Worley, Goldcorp and Bristle.



# Why Thailand



## International Competitiveness

- Thailand was ranked No. 1 for the second consecutive year on the US News & World Report's chart of the Best Countries to start a Business 2020.
- It is ranked 21st in the World Bank's Ease of Doing Business Index 2020 as a result of a significant investment in human capital and improved government efficiencies.
- Thailand was rated 26th in the 2020 edition of the US News & World Report's Best Countries report, which evaluated 73 countries based on 75 metrics such as quality of life, economic influence, power, education and eco-friendliness.



## Education

- Thailand is supporting investment by boosting its domestic talent pool, raising education standards across the spectrum from vocational education to research and higher education. This investment is providing significant opportunities for Western Australian higher and vocational education institutions.



## Digital Economy

- Thailand's digital economy is expanding at a rapid rate, following major investments in ICT infrastructure. The country is now implementing its Thailand 4.0 strategy, to upgrade the economy and transition into a digital innovation hub.
- Over the past five years more than 25 Australian digital and services companies have established operations in Thailand, with significant incentives available for further investment in the country.



## Health and Technology

- Thailand has cemented its reputation as the medical hub of Asia. It is among the top five destinations for inbound medical tourism spending globally, with around 3.3 million foreign patients travelling to Thailand each year for medical treatments.
- Western Australia's medical device, biotechnology and pharmaceutical businesses are well placed to take advantage of Thailand's growing medical tourism hub and digital health transformation.
- Thailand's healthcare is ranked 6th best in the world in CEOWORLD's 2019 survey of 89 countries.
- John Hopkins University also ranked Thailand 6th best among 195 countries providing the strongest health security, as was reported at the Global Health Security Agenda Steering Group Meeting in November 2019. Thailand was the only developing country among the global top 10.



## Food and Wine

- Thailand is the manufacturing, processing and distribution centre of Southeast Asia, with more than 10,000 food manufacturers alone. It is also home to one of the biggest agribusiness conglomerates, the Charoen Pokphand Group (CP), which has extensive investments and production in over 20 countries.
- The Thai Government's policy to present Thailand as the 'kitchen of the world' provides Western Australian exporters with an opportunity to supply quality raw materials for the manufacture of food products.

# Our Focus

Our key focus is to expand bilateral trade, investment and cultural exchange between Western Australia and Thailand. From 2021 to 2025, we plan to implement the following initiatives to support our key focus:

## 1. ATBCWA Membership

- 1.1 Provide opportunities and events to establish and foster authentic relationships between members and stakeholders to increase business opportunities and cultural exchange between Western Australia and Thailand.
- 1.2 Develop an online portal for members to access current and relevant information to enhance decision making and identify opportunities to strengthen economic and cultural ties between Western Australia and Thailand.
- 1.3 Facilitate business introductions for ATBCWA members.
- 1.4 Facilitate industry-specific integrated business and cultural tours in Western Australia and Thailand, to increase cultural understanding and exploration of business opportunities.
- 1.5 Provide a 'Business Fitness Test' service for ATBCWA members to assess readiness to successfully engage, trade and invest in Western Australia or Thailand. This includes action planning to address identified opportunities.
- 1.6 Facilitate a mentoring program to connect mentors and mentees in Western Australia and Thailand.
- 1.7 Provide cross-cultural business coaching to members.
- 1.8 Provide blended learning cross-cultural training for members.
- 1.9 Provide Thai-English translation services to members.
- 1.10 Represent members' views on significant issues to appropriate and relevant stakeholders including federal, state, and territory governments in Australia and Thailand.

## 2. Advocacy and Collaboration

- 2.1 Engage with all tiers of government to advocate for and support political, economic, commercial and cultural cooperation between Western Australia and Thailand.
- 2.2 Complement and support the Western Australian Government's focus on Asian engagement as outlined in Western Australia's Asian Engagement Strategy 2019-2030: Our Future with Asia.
- 2.3 Raise awareness within business communities of the benefits of increasing bilateral trade, investment and cultural ties between Western Australia and Thailand.
- 2.4 Foster collaborative partnerships between the ATBCWA, Chamber of Commerce and Industry WA and the Australian-Thai Chamber of Commerce in Thailand (AustCham) to benefit all members.
- 2.5 Cultivate networks and relationships with government agencies, businesses, organisations and communities who share strategic interests and support working collaboratively to increase and enhance economic and cultural ties between Western Australia and Thailand.

## 3. How We Will Measure Success

We will use the following indicators:

- 3.1 Increased bilateral trade and investment between Western Australia and Thailand.
- 3.2 High satisfaction levels and feedback from members, sponsors, partners and key stakeholders.
- 3.3 Number of Western Australian businesses supported by ATBCWA to engage successfully in Thailand.
- 3.4 Number of Thai businesses supported by ATBCWA to engage successfully in Western Australia.
- 3.5 Online engagement with members. Increase in membership, sponsorship and partnerships.

## ATBCWA Founding and Executive Committee



**H.E. Ms. Busadee Santipitaks**  
**Ambassador of the Kingdom of Thailand**  
**to Australia**  
**Patron**



**Reuben Kooperman**  
**Honorary Consul Royal Thai**  
**Consulate Perth and**  
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**Dale Foody**  
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**Praphassara (Patty)**  
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**Treasurer**



**Kanet**  
**Katchasuwanmanee**  
**Representative in**  
**Thailand**



**Christopher Byles**  
**Committee Member**



**Colin Lynch**  
**Vice President**

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