

# Annual Report 2014

**ITD enhances trade and development values**



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## Message from the Minister of Education

The dynamic globalization of world economy, politic, technology, and culture has an impact on international community, including Thailand, to focus on research and development in order to formulate the policies and strategies which are appropriate to the economic and social development of the country and correspond with the dynamic nature of the world.

The International Institute for Trade and Development (ITD) constantly takes a forefront role in the human resources development of Thailand and the developing countries in Asia. The ITD's function on disseminating the cutting-edge knowledge from the international organizations to strategic agencies in public and private sectors is considered to be a meaningful locomotive for education and development which enable Thailand to respond intellectually to dynamic globalization.

I wish to express my appreciation to the ITD for its achievement to be an agency which hold a cutting-edge expertise on international trade and development in the region and possesses an extensive international network whose mission contributes to economic prosperity of Thailand and the region by enhancing the human resource development to keep abreast with the global competitiveness.

Admiral



(Narong Pipatanasai)  
Minister of Education

## Message from the Chairperson of the Board of Directors

The dynamic change is considered to be both opportunities and threats. In order to become a resilient society and formulate the cutting-edge policy, technologies and innovations are the indispensable facets to keep abreast with the changing world. On the occasion of the commencement of ASEAN Economic Community (AEC) at the end of year 2015, Thailand as an ASEAN member state is required to develop the human resources as well as to enhance its competitiveness to survive in the intensive trade liberalization and globalized world. In this regard, education and training are the key to success.

The International Institute for Trade and Development (ITD) whose operation is in compliance with policy guidance from the Ministry of Education, thus, focuses on activities supporting education administration such as seminars, training courses, researches and academic services contributing to economic cooperation in the region. Furthermore, the ITD consistently collaborates with various international organizations on arranging the training courses and workshops. As such, ideas and experiences of the developing countries' personnel have been exchanged which results in the cooperation in economic and development dimensions in the region.

Accordingly, I wish to express my appreciation to the ITD's prosperity. I am also delighted to be part of the formulation of policy guidance for the ITD which is committed to human development in trade and development. I am certain that during the transitional period of AEC in 2015, the ITD is a mechanism propelling Thailand toward sustainable society.



(Dr.Suthasri Wongsaman)

Permanent-Secretary of Ministry of Education  
Chairperson of the Board of Director of ITD

## Message from the Minister of Education

In 2015, Thailand and other ASEAN member states were in the central attention of international community owing to the challenging commencement of ASEAN Community which impacts on economic and societal aspects of ASEAN as well as the developmental strategic of Thailand and its external relation with ASEAN. The commencement of ASEAN in the dynamic globalized world drives Thailand to adjust its developmental paradigm in order to hold its status in ASEAN and World fora.

Hence, the International Institute for Trade and Development, a public organization under the supervision of the Ministry of Education, has concentrated on human resources development both in public and private sectors, with an intention to equip the personnel to keep abreast with the economic challenges. The ITD is also committed to innovation and cutting-edge expertise in order to become a center of excellence for research and capacity building in trade and development in the globalized world.

During 12 years of its operation, the ITD has propelled the capacity building for human resources of Thailand and developing countries in Asia by utilizing training courses, seminars, conferences, researches and academic publications as well as information technologies in order to enhance the capacity of Thailand and ASEAN member states to intellectually deal with dynamic globalization and benefit from international trade. In doing so, the ITD is committed to the purpose of its establishment enshrined in an Agreement between the Government of the Kingdom of Thailand and the United Nations whose intention aimed at paving a solid foundation for the ITD to successfully evolve into a true center of excellence in trade and development for the region and beyond.



(Dr. Kamalinne Pinitpuvadol)

Executive Director of the International Institute for Trade and Development



## Genesis

The idea for the establishment of the International Institute for Trade and Development originated from the initiative of H.E. Mr. Rubens Ricupero, the then Secretary-General of the United Nations Conference on Trade and Development (UNCTAD), who wished to establish a long-lasting organization disseminating knowledge in development for the benefit of developing countries.

Thus on 17 March 1997, when H.E. Rubens Ricupero called upon H.E. General Chavalit Yongchaiyudh, the then Prime Minister of Thailand, and a number of senior cabinet Ministers, to discuss the organization of the Conference and its theme, he brought up the proposal to set up what he then called an “Institute of Development”. The Thai side welcomed the proposal. UNCTAD and Thai officials thereafter held a series of talks to set up the International Institute for Trade and Development.

During 12 – 19 February, 2000, the Royal Thai Government hosted the 10<sup>th</sup> session of the United Nations Conference on Trade and Development (UNCTAD X) in Bangkok. H.E. Dr. Surin Pitsuwan, the then Minister of Foreign Affairs of Thailand, and H.E. Rubens Ricupero, the then Secretary-General of UNCTAD, signed an Agreement between the Government of the Kingdom of Thailand and the United Nations concerning the International Institute for Trade and Development on 17 February 2000. The Agreement aimed at establishing the organization whose function focuses on training the resource persons or so called “the Trainer” in the area of trade and development for Thailand and developing countries. The organization will take a leading role in creating the collaborative knowledge-based networking in order to strengthen the capacity of developing countries on the economic policy formulation and implementation. As a result, the developing countries will be able to fully benefit from the globalization and integrate into global economy, for instance; the accession to WTO membership, the negotiation on Free Trade Agreement (FTA), and the liberalization of financial and investment sectors.

The Royal Thai Government launched the Royal Decree to establish the International Institute for Trade and Development which entered into force on 1 June 2001. The International Institute for Trade and Development is an autonomous public organization that operates in compliance with policy guidance from the Ministry of Education pursuant to the Public Organization Act B.E. 2542.

The International Institute for Trade and Development (ITD) is inaugurated and become a sole organization which was established with the cooperation between the Royal Thai Government and the UNCTAD. Consequently, the ITD’s operation significantly contributes to the capacity development of human resources in Thailand and developing countries and supports the operation of several government agencies such as the Ministry of Education, the Ministry of Commerce, and the Ministry of Foreign Affairs. The ITD arranges the training courses, seminars and conferences and conducts research projects so as to enhance the capacity of human resources whose responsibilities involve with policy formulation, trade negotiation, and business operation, with a view to foster the

potential in trade, finance, investment, technology, environment and relevant fields. Owing to the operation of the ITD, Thailand retains the competitiveness in the international trade. Moreover, the ITD assists the research projects in both domestic and international fora, especially in Asia.

Hence, ITD's operation which is in compliance with policy guidance from the Ministry of Education depicts the impartial image for the ITD in terms of international political and economic contexts in the neighbouring countries' perspectives. As an institute solely responsible for knowledge development and dissemination, the ITD has no latent aim for dominating trade and investment policies of the neighboring countries in order to provide the political and economic benefit to Thailand.

Another reason of the ITD's operation in compliance with policy guidance from the Ministry of Education is for the operational convenience. the ITD can coordinate with the academic institutes for arranging the seminars in the central and regional parts. Furthermore, the ITD can disseminate the knowledge on international trade, finance, investment, and development on domestic for a, particularly the trade liberalization issues which corresponds with the strategic target of the Ministry of Education to increase human resources capacity in order to support the ASEAN Community. It also aims at bridging the connection of member states in the region for the economic and social sustainability pursuant to the 11th National Social and Economic Development.



## Functions

The International Institute for Trade and Development (Public organization) or “ITD” is established pursuant to the Royal Decree on Establishing the International Institute for Trade and Development which was entered into force on 1 June 2001. Article 6 of the Royal Decree specified the function of the ITD on educating and training as well as research conducting to enhance international trade and development and conducting relevant activities corresponding with the Agreement between the Government of the Kingdom of Thailand and the United Nations concerning the International Institute for Trade and Development.

To achieve the objective pursuant to Article 6 of the Royal Decree, the ITD is committed to enhancing and strengthening the capacity of developing countries in Asian region through training and research programmes in the areas of finance, international trade, investment, technology and development in order to enable the human resources in these countries to efficiently manage the risks and challenges of globalisation, as well as decrease arbitrary constraints in international trade.

Furthermore, the ITD consistently provides assistance to developing countries, especially in Asian region, on policy and legal framework formulations in order to synchronize the mutual benefit of all. the ITD promotes and strengthens cooperation for harmony in the integrated world economy by cooperating with the UNCTAD and other relevant agencies to deliver training, research programmes and other capacity building activities.

## Vision

“To be a center of excellence in capacity building on trade and sustainable development in the region and sub-region”

## Mission

1. To be a center of excellence in training, research and academic services in the fields of international trade, finance, investment and development for the human resources in the region and sub-region.

2. To enhance and strengthen the analytical capacity in formulating economic policies and legal measures of developing countries in the region and sub-region.

3. To support the economic cooperation by promoting experience and knowledge sharing on international trade, finance, investment and development among countries in the region and sub-region.

4. To foster the cooperation with the UNCTAD and related organizations to advocate knowledge

development, management and dissemination for countries in the region and sub-region.

## Output

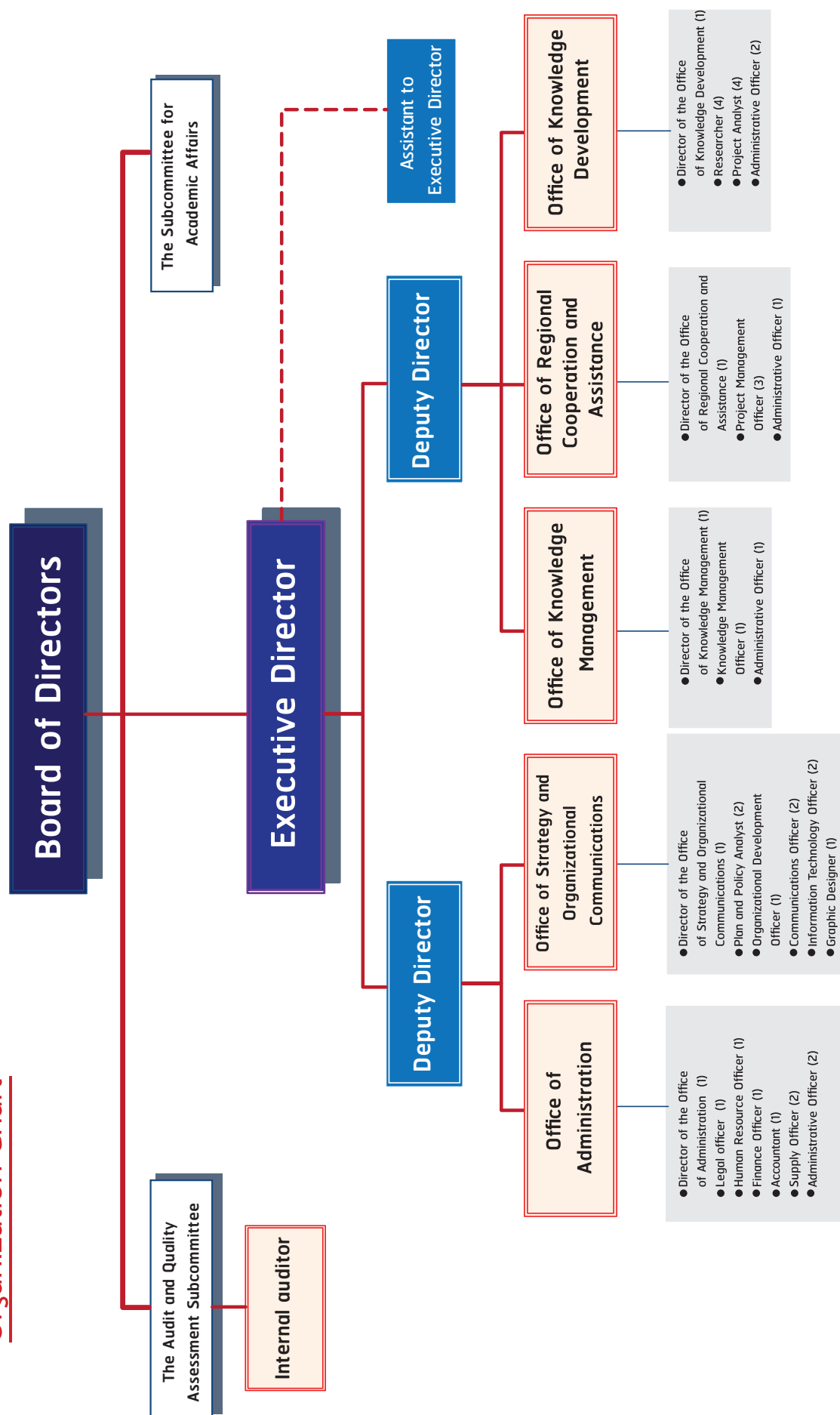
1. The development of human resources and organizations and the harmonization of economic cooperation in the region and sub-region.
2. The sustainable trade and development regime in the region and sub-region.

## Objectives

Pursuant to the Agreement between the Government of the Kingdom of Thailand and the United Nations concerning the International Institute for Trade and Development, the objectives of the ITD are as followed:

1. Arrange training courses and support human resources in Asia and beyond to conduct research projects in international trade, finance, investment, development and related fields with an aim to enhance the capacity of human resources for efficient operation and response to the globalization and trade liberalization;
2. Assist developing countries in Asia and beyond to enhance the analytical capacity in formulating appropriate economic policies as well as legal measures in harmonization with the global norms;
3. Foster economic cooperation and unity among nations in the region by promoting knowledge and experience sharing;
4. To be a center of excellence in training and other capacity building activities by collaborating with the UNCTAD and relevant organizations.

## Organization Chart



## Board of Directors in 2014

1. Mrs. Suthasri Wongsaman	Permanent-Secretary of the Ministry of Education
2. Mr. SihasakPhuangketkeow	Permanent-Secretary of the Ministry of Foreign Affairs
3. Mr. Rungson Sriworasat	Permanent-Secretary of the Ministry of Finance
4. Ms. Chutima Bunyapraphasara	Permanent-Secretary of the Ministry of Commerce
5. Prof. Pirom Kamolratanakul (M.D.)	Rector of Chulalongkorn University
6. Asso.Prof. Suthipan Chirathivat	Honorary Committee on International Trade
7. Asst.Prof. Tanawat Polvichai	Honorary Committee on Administration

## Acting members of the Board of Directors

1. Mrs. Amparwon Pichalai	Deputy Permanent-Secretary of the Minister of Commerce, acting on behalf of Permanent Secretary of the Minister of Commerce
2. Mrs. Sansane Sahussaungsi	Deputy Director of the Department of International Economic Affairs, acting on behalf of Permanent Secretary of the Minister of Foreign Affairs
3. Prof. Kua Wongboonsin	Advisor to Chulalongkong University, acting on behalf of Rector of Chulalongkorn University
4. Mrs. Philaslak Yukkasemwong	Director of the Fiscal Policy Office, acting on behalf of Permanent-Secretary of Finance

## Audit and Quality Assessment Subcommittee

1. Prof. Kua Wongboonsin	Chairman of the Subcommittees
2. Asst.Prof. Tanawat Polvichai	Member
3. Mr. Rit Syamananda	Member
4. Mrs. Nantha Anaman	Member
5. Internal Auditor	Secretary of the Subcommittees

## Subcommittee for Academic Affairs

1. Asst.Prof. Tanawat Polvichai	Chairman of the Subcommittees
2. Prof. Kua Wongboonsin	Member
3. Asso.Prof. Suthipan Chirathivat	Member
4. Executive Director of ITD	Member and Secretary of the Subcommittees
5. Deputy Executive Director of ITD	Member and Assistant to Secretary of the Subcommittees

## Report of the Audit and Quality Assessment Subcommittees in 2014

The Audit and Quality Assessment Subcommittees of the ITD consist of 4 independent expert committees: Professor Kua Wongboonsin as the chairman of the Audit and Quality Assessment Subcommittees, Assistant Professor Thanavath Phonvichai, Rit Sayamonon and Nanta Anaman as members of the Subcommittee and Miss Janvilai Jaruchokethavichai, an auditor working as the secretary of Audit and Quality Assessment Subcommittees.

In annual financial statement of 2014, the Audit and Quality Assessment Subcommittees hold 5 general meetings with the Administrative Office and the internal auditor to perform their duty assigned by the Board of Directors of the ITD and pursuant to the ITD Regulation on Internal Audit 2008. The conclusion of operational performance is as followed:

### 1. Re-examine the quarter and annual financial statements

The Subcommittee, in cooperation with the Administrative Office, audited the quarterly financial statement and the annual financial statement of the ITD in order to give suggestions and useful opinions towards the organization to ensure the rightness of budget consolidation and financial statement in accordance with general accepted accounting principles to enhance trustworthiness and reliability in the Administrative Office. The Subcommittees also suggested that the financial statement of all the ITD Offices met the accounting standard and able to be submitted to Office of the Auditor General of Thailand in the due course. The Subcommittees further provided the suggestions on the correction and fluidity of budget administration, accounting control and ensure the profitability of investment.

### 2. Re-examine the adequacy of internal control and risk management

The Subcommittee re-examine the report of the internal control working group in order to assure the adequacy of internal control and risk management of the ITD in accordance with the Regulation on Standard of Internal Control of the Office of Auditor General of Thailand 2001. The Subcommittee also gave suggestions on the working method to manage the internal control and risk management to meet the standard of the Office of Auditor General of Thailand.

### 3. Re-examine the operation and performance of the ITD

The Subcommittees re-examine the performance of the Office that involve with research projects, training courses, domestic and international seminars to ensure that their performance are in accordance with the action plans, budget, financial public procurement administration and relevant management plans of the ITD. The Subcommittee further gave suggestions to increase follow-up process on efficiency, effectiveness, and transparency to ensure that the achievement of operation in accordance with budget plan.

### 4. Monitor Internal Audit

The Subcommittee monitored the Internal Audit to ensure its independence and appropriation by suggesting the plan for inspection. Moreover, the Subcommittee suggested the internal auditor to attend training courses to develop their performance. As a result, the suggestions from the Subcommittee enhanced the effectiveness and efficiency of the ITD operation. In addition,

the Subcommittee gave suggestions to ensure that the internal audit system accuracy is in accordance with the Regulation on Internal Audit and the general policies of Internal audit.

5. Re-examine the ITD relevant operation as assigned by the Board of Directors of the ITD.

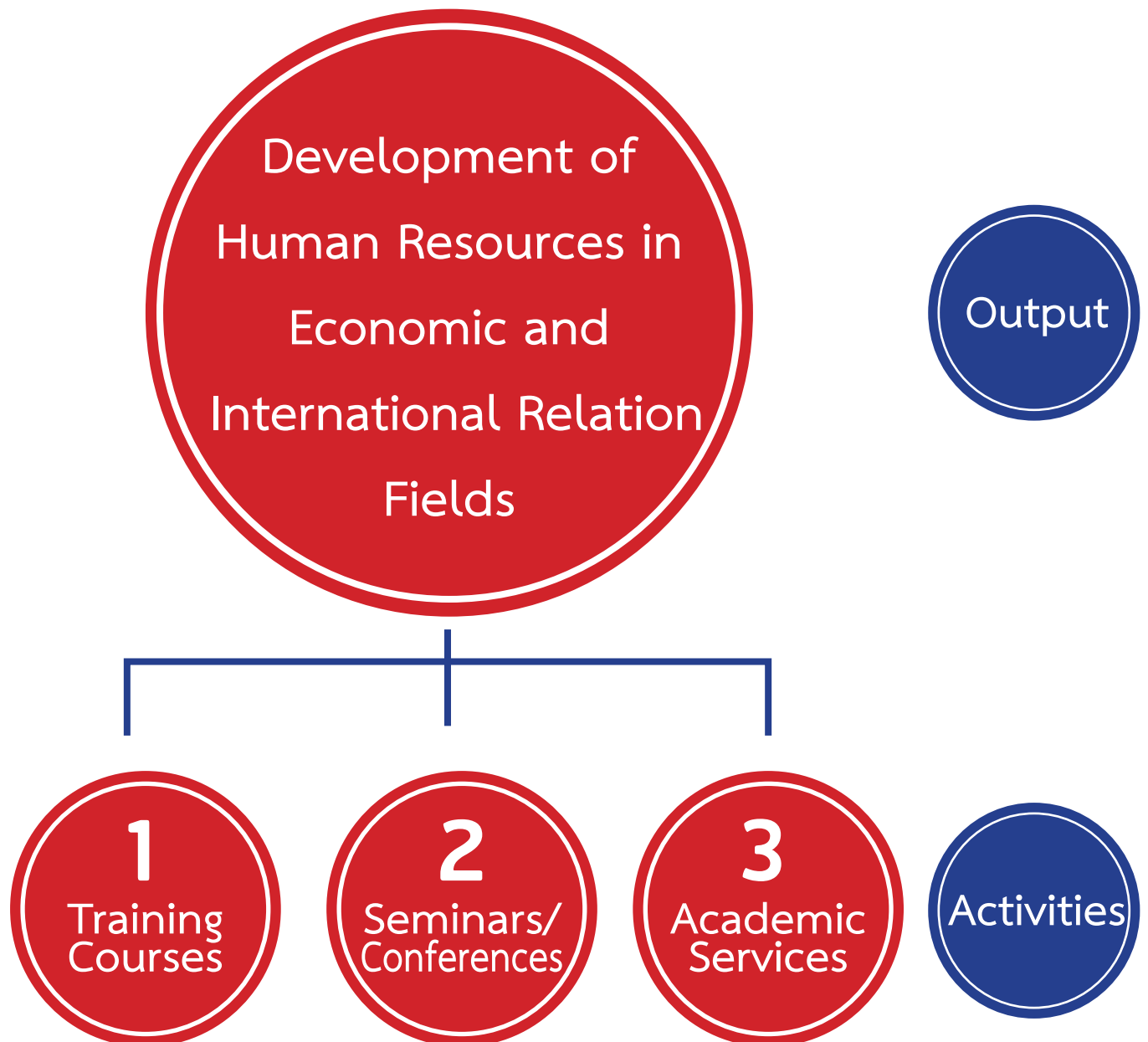
The Subcommittee agreed that the ITD hold suitable policies, adequate risk management and internal control, accurate financial report in accordance with accounting standard, appropriate operation as indicating in regulations, cabinet resolutions and policies designed by the Board of Directors of the ITD. All in all, the Subcommittee found no conflict in the overall operation of the ITD.



(Professor Kua Wongboonsin)

Director of Audit and Quality Assessment Subcommittee

## Output and Key Activities



**Remark:** Output and Key Activities are quoting in annual expenditure budget in the fiscal year 2014. The ITD has overall budget valued 36,399,700 Thai Baht in 2014.



## Framework of the action plan in 2014

The relation of budget strategic plans, projects, service delivery target at ministry level and agency level, and the key performance indicator

### Budget Strategic Plan:

The Strategy 4<sup>th</sup> Educational Strategy: virtue, morality, quality of life, and social equality

### Projects:

To enlarge opportunities and enhance quality of education

### Target of service delivery at ministry level:

The qualification of human resources at middle to high levels meet the international standard.

### Target of service delivery at agency level:

To enhance capacity of developing countries in Asia and beyond in the field of international trade, development, investment, and finance

### Output:

Development of human resources in the fields of economy and international relations

### Quantitative Indicators:

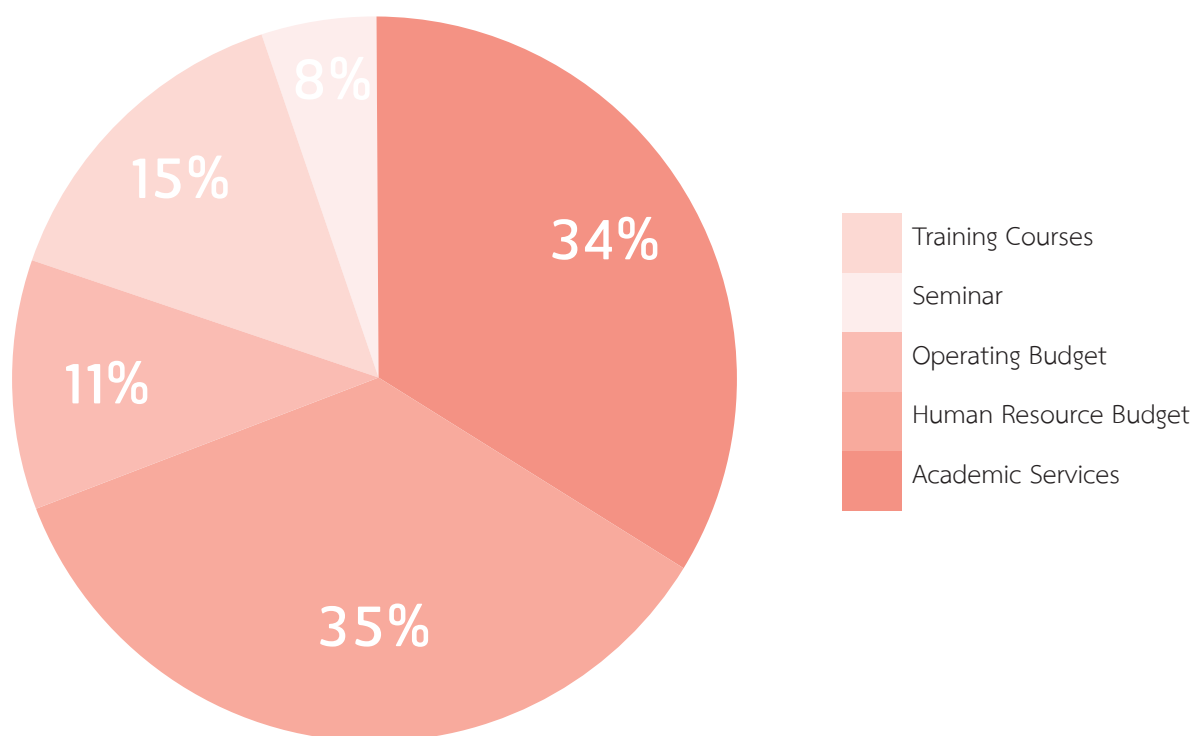
1. Number of Trainees	1,600 persons
2. Number of participants in seminars/conferences	1,200 persons
3. Number of Research projects	5 topics

### Qualitative Indicators:

1. Satisfaction of trainees/participants in seminars/conferences	75%
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## Chart of Annual Revenues and Expense for 2014

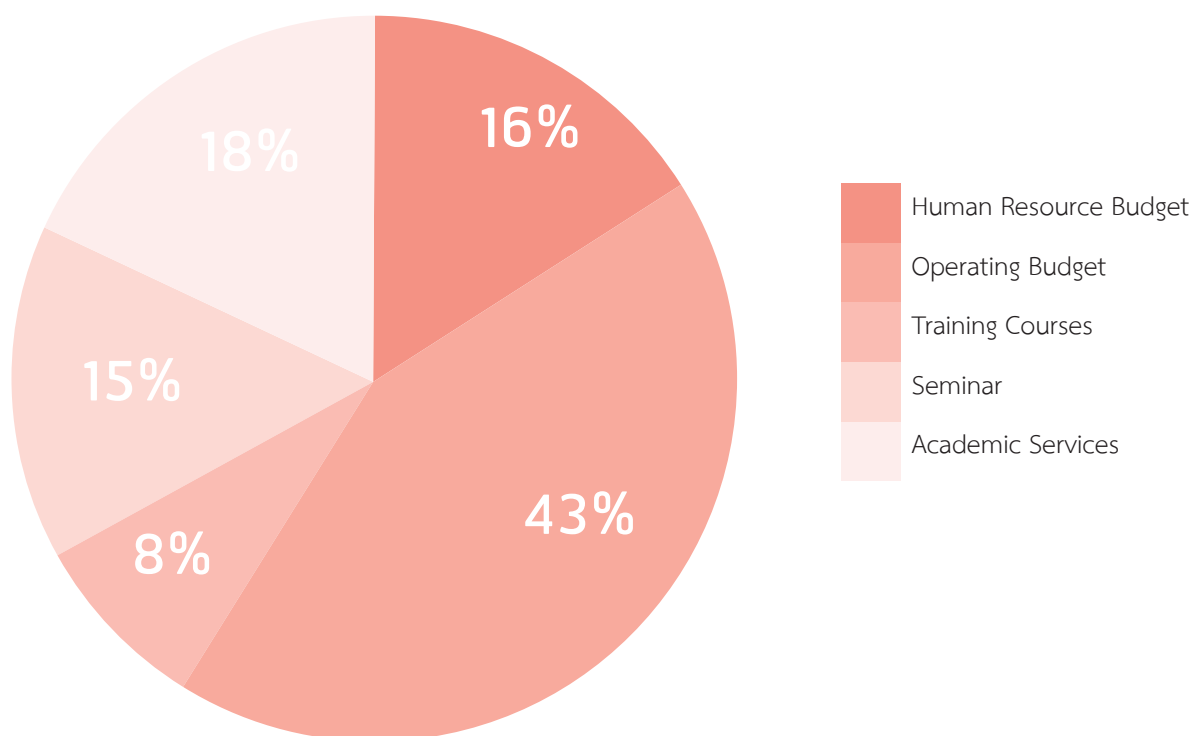
Chart shows the allocated budget and accrued budget and government budget in the fiscal year 2014 classified by expenditure budget valued 36,399,700 Thai Baht



The allocated budget, accrued budget and government budget in the fiscal year 2014 valued 36,399,700 Thai Baht can be divided as followed:

Human Resources	valued	12,640,600 THB	equal to 35%
Operating Budget	valued	4,079,600 THB	equal to 11%
Training Courses	valued	5,496,500 THB	equal to 15%
Seminars/Conferences	valued	1,683,000 THB	equal to 5%
Academic Services	valued	13,500,000 THB	equal to 34%

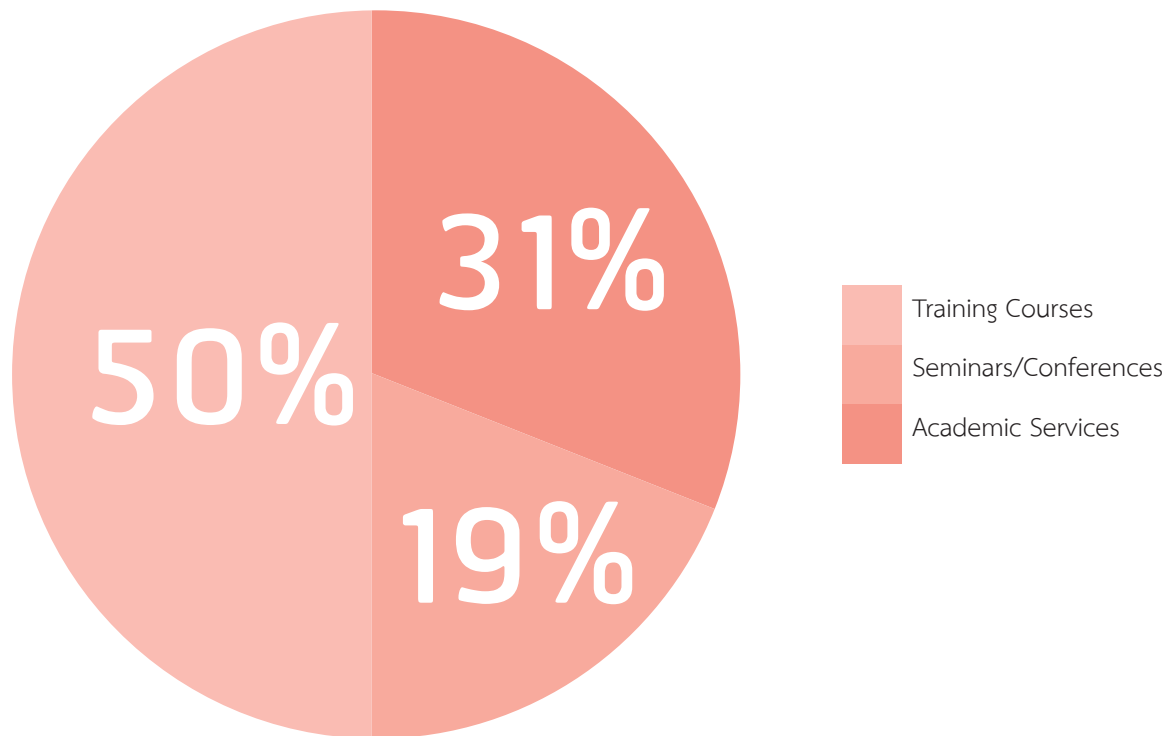
Chart of the allocated budget in the accrued budget in the fiscal year 2014 classified by expenditure budget valued 22,457,190 Thai Baht



The allocated Budget in the accrued budget in the fiscal year 2014 valued 22,457,190 Thai Baht can be divided as followed:

Human Resource	valued	3,573,590 THB	equal to 16%
Operating Budget	valued	9,683,600 THB	equal to 43%
Training Courses	valued	1,750,000 THB	equal to 8%
Seminars/Conferences	valued	3,450,000 THB	equal to 15%
Academic Services	valued	4,000,000 THB	equal to 18%

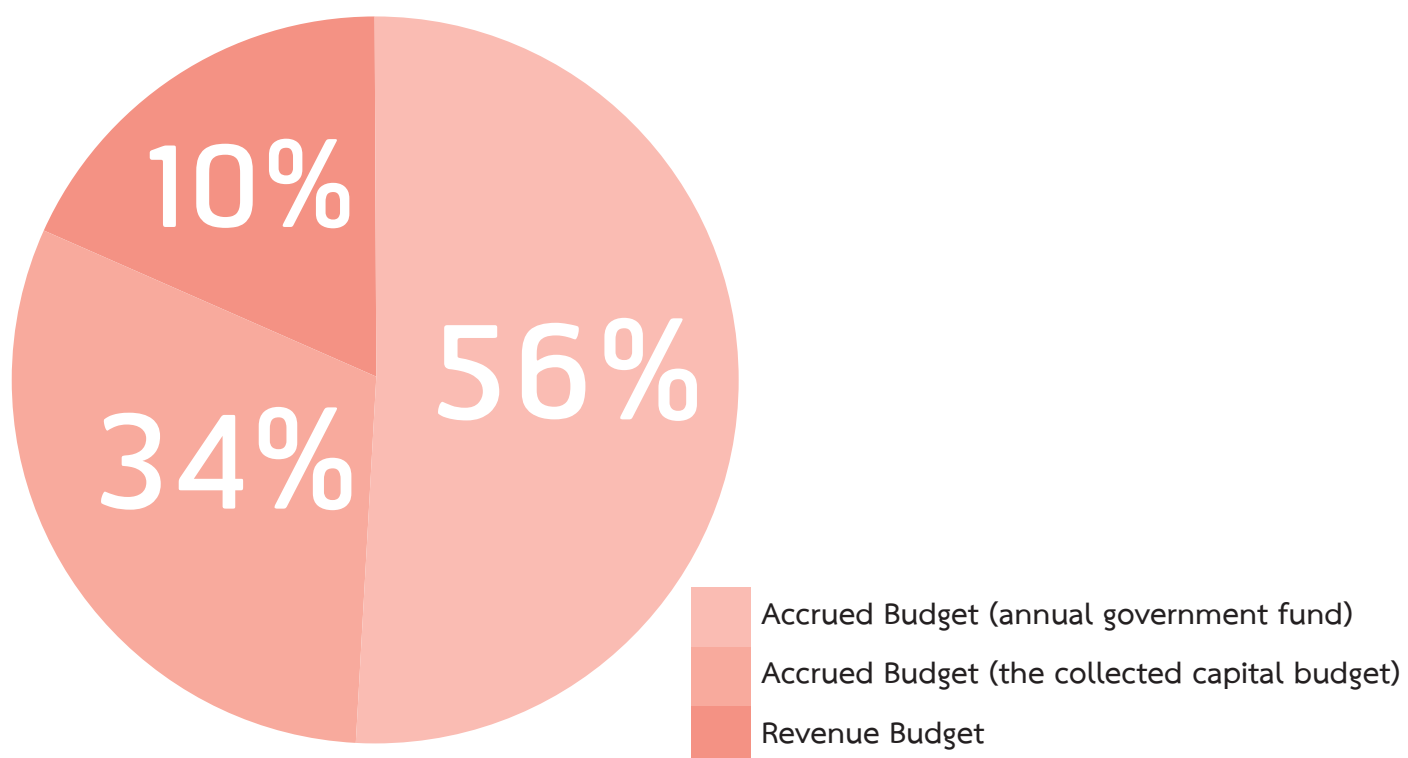
Chart of the allocated budget in the external fund budget in the fiscal year 2014 classified by budget types valued 6,743,029.57 Thai Baht



The allocated budget in the external fund budget in the fiscal year 2014 valued 6,743,029.57 Thai Baht classified by expenditure as followed:

Training Courses	valued	2,113,458 THB	equal to 31%
Seminars/Conferences	valued	1,279,571 THB	equal to 19%
Academic Services	valued	3,350,000 THB	equal to 50%

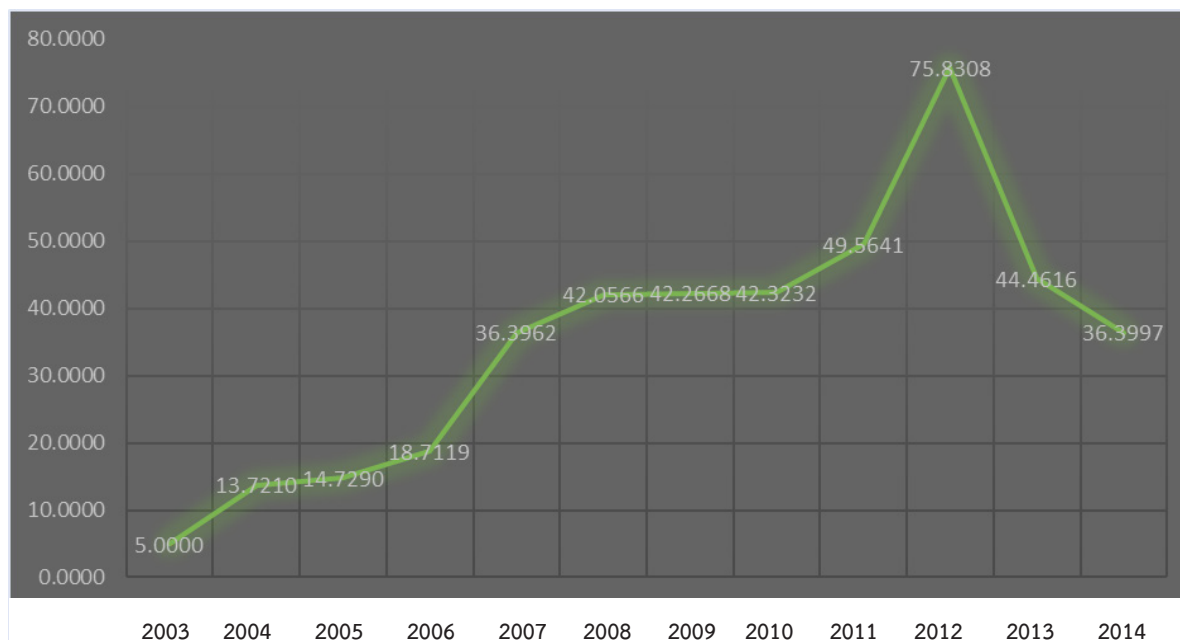
Chart of the allocated budget from all sources of fund in the fiscal year 2014 classified by budget types valued 65,599,919.57 Thai Baht



The allocated budget from all sources of fund in the fiscal year 2014 valued 65,599,919.57 Thai Baht, divided by expenditure budget as followed:

Accrued Budget (annual government fund)	valued 36,399,700.00 THB	equal to 56%
Accrued Budget (the collected capital budget)	valued 22,457,190.00 THB	equal to 34%
Revenue Budget	valued 6,743,029.57 THB	equal to 10%

## Chart of the public fund since the establishment of ITD during 2003 – 2014



### The public fund since the establishment:

Annual financial statement 2003	5.0000	Million Baht
Annual financial statement 2004	13.7210	Million Baht
Annual financial statement 2005	14.7290	Million Baht
Annual financial statement 2006	18.7119	Million Baht
Annual financial statement 2007	36.3962	Million Baht
Annual financial statement 2008	42.0566	Million Baht
Annual financial statement 2009	42.2668	Million Baht
Annual financial statement 2010	42.3232	Million Baht
Annual financial statement 2011	49.5641	Million Baht
Annual financial statement 2012	75.8308	Million Baht
Annual financial statement 2013	44.4616	Million Baht
Annual financial statement 2014	36.3997	Million Baht

## Action Plan in 2014

### 1. Training Activities

#### Training Activities Plan

- 1.1 Projects for middle-level manager development in economy and international business
  - 1.1.1 Training courses for government executives cluster to prepare for the AEC
  - 1.1.2 Training courses for producers and exporter cluster
  - 1.1.3 Training courses for logistic entrepreneur cluster
  - 1.1.4 Training courses on international economic and international trade law
  - 1.1.5 Training courses for SME cluster for the accession to ASEAN Market
  - 1.1.6 Other training courses related to the highlight of trade and development
- 1.2 Regional cooperation and assistance projects
  - 1.2.1 Training courses for international trade negotiator
  - 1.2.2 Training courses for international trade of The Greater Mekong Subregion
  - 1.2.3 Training courses for sustainable trade and development

#### Administration Plans

- 1) Administration Projects
  - Expenses for the assessment of opinion and satisfaction level of the ITD clients
  - Human Resource Expenses
  - Institute Evaluation Expenses

#### Strategic and Cooperate Communications Plans

- 1) Project for the development of four-year strategic and action plan (2015 -2018)
- 2) Project for mobile website design
- 3) Project for E-book design
- 4) Project for the ITD's research papers translation

### 2. Seminars/Conferences

#### Seminar Projects

- 2.1 Project for the launch of World Investment Report 2014
- 2.2 Project for the launch of Trade and Development Report 2014
- 2.3 Project for seminars/conferences in the highlight of trade and development
- 2.4 Project for seminars/conferences in the regional trade and development
- 2.5 Projects for international conferences



### 3. Academic Services

#### Research Projects

- 3.1 Reduction of Non-Tariff Measures (NTMs) of Agri-Food, Animal-Food and Fishery Products in ASEAN Economic Community (AEC)
- 3.2 Exploitation and Opportunity of the ASEAN Framework Agreement on Service (AFAS) in the Transportation Services & Logistics Business
- 3.3 Assessment of the Environmental Protection Chapter in the Trans-Pacific Economic Partnership Agreement (TPP) and EU-Thailand Free Trade Agreement
- 3.4 International Trade for Inequality Reduction and Balanced Growth for Thailand
- 3.5 Dynamics of China in the Great Mekong Subregion and their Implications for Thailand
- 3.6 Assessment of Industrial Competitiveness among ASEAN Member States
- 3.7 Research on Development of Export Trade Financial System for Small and Medium Enterprises

## Report on Public Organization Performance Agreement 2014

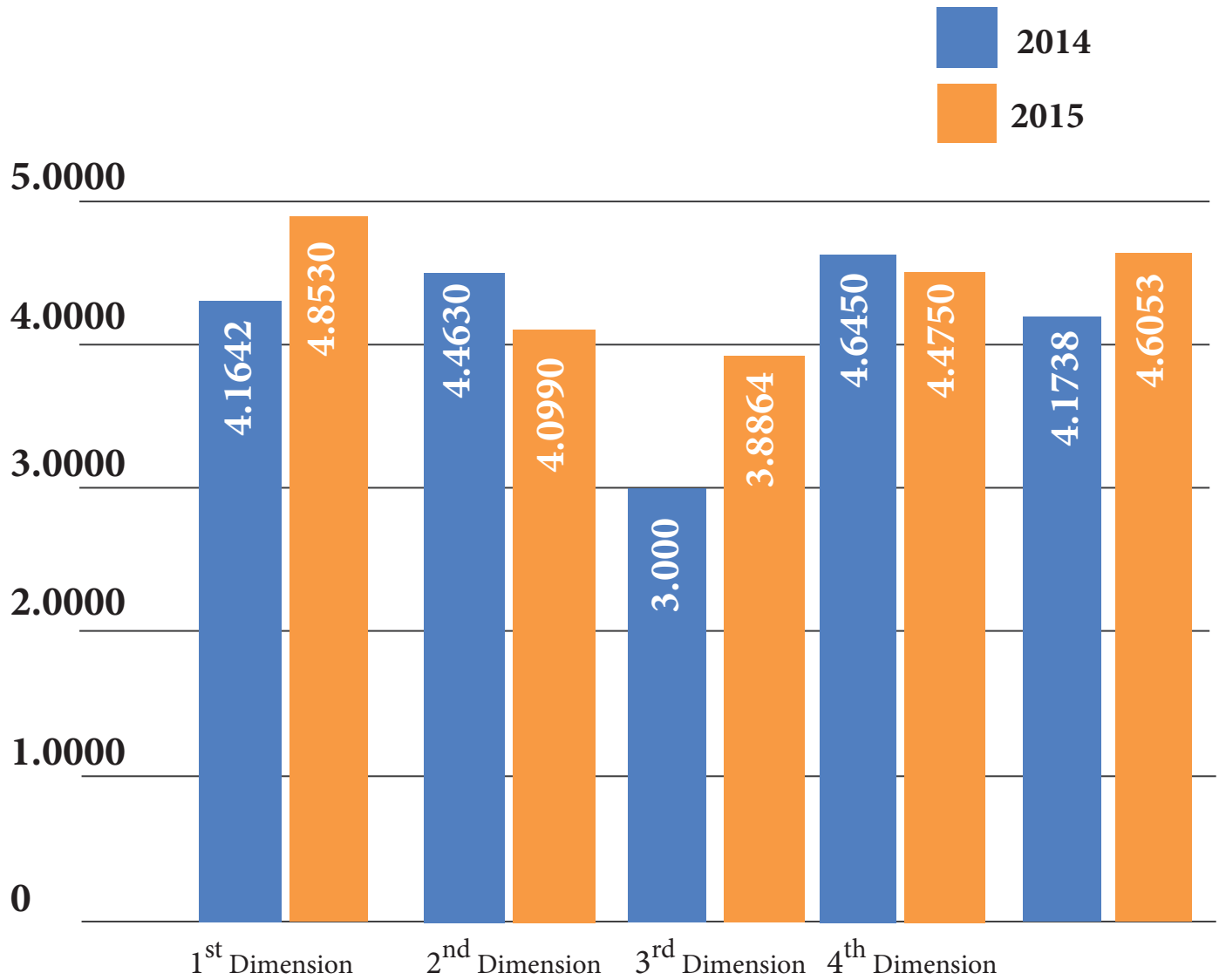
The report of Organization Performance Agreement in the fiscal year 2014 is prepared by the ITD and the Office of Public Sector Development Commission (OPDC) in order to present the effectiveness and transparency of the ITD's operation pursuant to the Royal Decree of Good Governance. The report consists of 4 main dimensions of assessment:

- 1<sup>st</sup> Dimension: Effectiveness of Operation
- 2<sup>nd</sup> Dimension: Quality of Services
- 3<sup>rd</sup> Dimension: Efficiency of Operation
- 4<sup>th</sup> Dimension: Organizational Management and Development

The ITD performs its operation according to 4 dimensions of Organization Performance Certification in the fiscal year 2014. After the end of the 4th quarter, organizational assessment is performed. The result of the performance score by the ITD self-assessment is 4.6671 while the result of the performance score shown in the report of the Organization Performance Certification is 4.1738. See details of each dimension in following table:

Dimension	Total (Percentage)	Indicators	Score of each dimension (Full mark is 5)	Average score
1. Effectiveness of Operation	60	10	4.8530	2.9118
2. Quality of Services	10	2	4.0990	0.4099
3. Efficiency of Operation	10	2	3.8864	0.8826
4. Organizational Management and Development	20	21	4.4750	0.8825
<b>Total</b>	<b>100</b>	<b>35</b>		<b>4.6671</b>

## Outputs of Organization Annual Performance Agreement Annual Financial Statement 2013 and 2014



## Key Achievements according to the ITD's 2011 – 2014 Strategic Plans

According to the ITD's Strategic Plan during the fiscal year 2011 – 2014, 2 main points are indicated: 1) Knowledge buildup in trade and development 2) Cooperation and academic services development. This Strategic Plan emphasizes on being the center of knowledge source and academic services for trade and development in Asia through training courses and research projects in order to foster trade and enhance the capacity of human resources both in Thailand and international fora, especially in Asia. Moreover, the plan also focuses on international trade, finance, public finance, investment, development and other related topics in order to improve effectiveness of human resources performance to keep abreast with challenges of globalizations and model of removing trade barriers. In addition, the ITD provides helps and supports to developing countries, especially in the region in order to heighten potential and capacity in formulating economic policies and legal measures. With regard to the strategic plan, the ITD performs its operation by focusing on 4 dimensions. 1) Dimension of Effectiveness of Operation during the fiscal year 2011 – 2014 2) Dimension of Quality of Services which emphasizes on customer satisfaction together with development and improvement of services, especially persons who attend seminars, persons who utilize research projects, trainees, persons who utilize knowledge from training courses 3) Dimension of Efficiency of Operation which focuses on the human resources management with regard to the insufficiency of human resources, annual budget as well as time frame of research and training courses. 4) Dimension of management and development which enhances internal administration, support system for operation, human resource development, and the adherence to work ethic and transparency.

The ITD utilizes the academic outputs from academic projects by synthesizing the core outcome in order to present to related agencies and to improve academic training courses for both private sectors and government officials with an aim to create an extensively successful outcome. According to the Implementation of the ITD's strategic plans in the fiscal year 2011 – 2014, participants in the training courses, meetings and seminars utilize knowledge to develop their potential and use the knowledge as references in formulating operational policies. For instance, the knowledge was used in the policy formulation for trade and special economic zone in Kanchanaburi. Moreover, the knowledge and policy recommendations assist entrepreneurs to realize their business plans and strategies. Furthermore, outputs of the ITD's operations have impacts on human resource competence in the commercial sectors by enhancing their capacity to keep abreast with the global competitiveness and supporting the realization of the special economic zone. As a result, the ITD's outputs effect on the improvement of national economy and society as well as the living condition of people in the long term.

Throughout the implementation of the ITD's strategic plan during the fiscal 2011 – 2014, the essential outputs of the ITD can be divided by activities as followed.

## 1. Academic Service Activities (Research projects)

In the period between the ITD strategic plan during the fiscal year 2011 -2014, there are 28 topics. The research projects which are considered to be the highlight are as followed.

- Impacts and Opportunities of EU Trade Measures on the Development of Goods and Technology in Thailand: Case Study of Food Traceability and Carbon Footprint Label
- Developing the Capability of Route R3A/E and its Possible Impact to Thailand
- North-Bound Land-Linked International Trade
- Opportunity and Market Access Strategy for Thai SMEs in Yunan, China: Processed Food and Tourism Sectors
- Opportunities and Threats on Investment under ASEAN Comprehensive Investment Agreement (ACIA)
- Enhancing Opportunities of Trade and Investment from GMS Economic Corridors to ASEAN Economic Community (AEC)
- Reduction of Non-Tariff Measures (NTMs) of Agri-Food, Animal-Food and Fishery Products in ASEAN Economic Community (AEC)
- Guidelines and Measures for the Development of Special Economic Zones in the Border Areas of Thailand

## 2. Training Activities

131 training activities were arranged in the period of the implementation of ITD's strategic plan: the followings are some important training activities:

- Training Course on "Trade Facilitation and Logistic Development in the Greater Mekong Sub-region Learning Program"
- Training Course on "World Trading System at Risk: Impacts and Implications on National Policies, Firms and Industries"
- Training Course on "Cross Border Trade"
- Training Workshop on "Industrial Design for ASEAN Economic Community"
- Training Workshop on "Regional Advanced Trade Negotiations Simulation Skills Course for Asian Countries and Pacific Islands"
- Training Course on "International Economic and International Trade Law"
- Training Course on "Business Development in ASEAN"
- Training Workshop on "Economics of GMS Agricultural Trade in Goods and Services Towards the Global Market"
- Training Course on "Regional Training Workshop for South East Asia: New Generation of Investment Policies for Sustainable Development"
- Training Course on "Logistic and Trade Opportunities in Myanmar, Lao PDR and Yunan County, China"
- Training Workshop for International Trade Negotiators (Intermediate Course) on "Trade in Services"

- Training Workshop on “Promoting Sustainable Investment in Agriculture: Critical Legal Issues”
- Training Workshop on “Sustainable Agriculture and Food Security”

### 3. Meeting

In the period of the implementation of the ITD’s strategic plan, 23 meetings were organized. The topics in the highlight are as followed:

- International Conference and Exhibition on Climate Change, Agriculture and Related Trade Standards
- Public Hearing on “Preparation for AEC: Agricultural, Tourism, Logistics and Retails Sector”
- International Conference “Mekong Forum 2013: Towards More Inclusive and Equitable Growth in the Great Mekong Subregion”
- International Conference on “The First Thailand – Pacific Island Countries Forum (TPIF)
- International Conference on “Thailand and Middle Income Challenges: How to address it?”
- International Conference on “Energy Forum: Investment Opportunities for Thai Business in Japan”

### 4. Seminars

In the period of the implementation of the ITD’s strategic plan, 84 seminars were arranged. The seminars in the highlight are as followed:

- Launch of “World Investment Report”
- Seminar on “Trade-related intellectual property rights issues for developing countries in Asia and the Pacific”
- Launch of “Trade and Development Report”
- Seminar on “ASEAN Professional Opportunity: Challenges of 7+1 ASEAN Skilled-Labor Movement”
- Launch of “Technology and Innovation Report”
- Launch of “World Intellectual Property Report”
- Training Workshop on “Regional Workshop for ASEAN Journalists”

### 5. Number of Participants

Throughout the period of the implementation of the ITD’s strategic plan during the fiscal year 2011 – 2014, there are 26,490 participants who participated in the ITD’s activities. The highest numbers of participants are 7,436 persons in 2012. The second rank of the participant number is 6,487 persons in 2014. The fewest numbers of participants are 5,880 persons in 2011.

## 6. The Assessment in accordance with the Organization Performance Argeement

ITD's operations during the strategic plan in the fiscal year 2011 – 2014 are assessed by the Office of the Public Sector Development Commission (OPDC). The ITD receives 4.3481 points on average during 4 years of operation. The highest score the ITD received was 4.6671 points in 2014, and 4.3125 points in 2011 while the lowest score was 4.1738 points in 2013.

## 7. The Assessment of the ITD's Services Satisfaction

During the implementation of ITD's strategic plan in the fiscal year 2011 – 2014, the ITD launches the survey to evaluate the satisfaction of services in order to utilize feedbacks to develop and improve its service as well as to provide services that matching needs of participants. The target can be divided into 4 major groups:

- Participants who attend the research dissemination seminars: average of satisfaction is 84.47 percentage
- Research output utilizers: average of satisfaction is 76.53 percentage
- Participants of training courses: average of satisfaction is 87.03 percentage
- Training output utilizers: average of satisfaction is 89.30 percentage



## ITD's Strategic Plan during the Fiscal Year 2015 - 2018

According to the strategic plan during the fiscal year 2014 -2018, there are 4 main strategies of organization development:

### The 1<sup>st</sup> Strategy: Reinforce the ITD to be a center of excellence on trade and sustainable development

**Model of Strategy:** To reinforce the ITD to be a center of excellence on trade and sustainable development in the region, the enlargement of mission in the region and in the sub region is needed as well as the development of information technology system which is able to improve the ITD operational quality and efficiency. The Information technology system reduces the operational duration which ameliorates the ITD operation to provide information and knowledge in seconds as well as to access to qualitative and quantitative academic data for conducting research projects. Furthermore, the information technology system is a platform for operational communications among ministries or government agencies, universities, networks both in domestic fora and in Asia including international organizations and other related organizations. In addition, the ITD shall reconsider its role in various dimensions to create branding, new organization image for its acknowledgment by international community: the human resources, experts, and researchers of the ITD shall be competent and renowned in their area of expertise. The ITD shall advertise its operation in several channels both in the domestic and international fora to be a well-known organization on trade and development.

### The 2<sup>nd</sup> Strategy: Develop innovation for knowledge management to deal with emerging Issues

**Model of Strategy:** According to the objectives of the ITD to support developing countries especially in Asia to enhance their capacity in formulating economic policies and legal measures in harmony, the ITD needs to systemize its academic works, compare dynamic situations of economy as well as emerging issues and modify its works to be up-to-date. Moreover, the ITD need to integrate its works with the partners (government agencies, universities, academic resources abroad) and to subscribe to academic journals, research database of renowned publisher or organizations in Thailand and abroad. The ITD shall utilize and analyze the knowledge gained to create recommendations and define suitable framework of policies and laws for Thailand and beyond. The ITD also shall increase cooperation with government agencies, private sectors, and universities through the modern information technology in order to complete the integration both in Thailand and international fora.

### The 3<sup>rd</sup> Strategy: Promote cooperation in academic and related activities

**Model of Strategy:** The ITD has established from the Agreement between the Government of the Kingdom of Thailand and the United Nations. The Royal Thai Government launched the Royal Decree to establish the International Institute for Trade and Development in 2001. the ITD's missions shall adhere to the tasks of the UNCTAD as the followings:

1. Globalization and Development
2. Trade and Commodities
3. Investment and Enterprise
4. Categories of Countries that Receive Special Attention
5. Technology and Trade Logistics

### The 4<sup>th</sup> Strategy: Strengthen human resource development and organization management

**Model of Strategy:** For strengthening human resource development and organization management, the ITD shall improve the alignment of its system for the management efficiency as the following suggestions:

1. The improvement of structure of mission management and internal human resource in ITD from management to operational level in order to strengthen the organizational structure, prevent human resource loss and problems on finding right and appropriate human resources, problems over security and trust in organization, and problems over experiences of new employees in the future.

2. The ITD is in transitional period as there are changes in many positions from director level to officer level. Thus, the ITD shall recruit experts who have capacity to lighten the load of directors of the institute. For instance, the position of vice director and consultants in various sectors can create and formulate model of human resource development both in short term and long term. In addition, value and culture of the organization are also essential in designing model of working behaviors, cooperation in organization and encouragement in employees' dedication to the ITD in the long term.

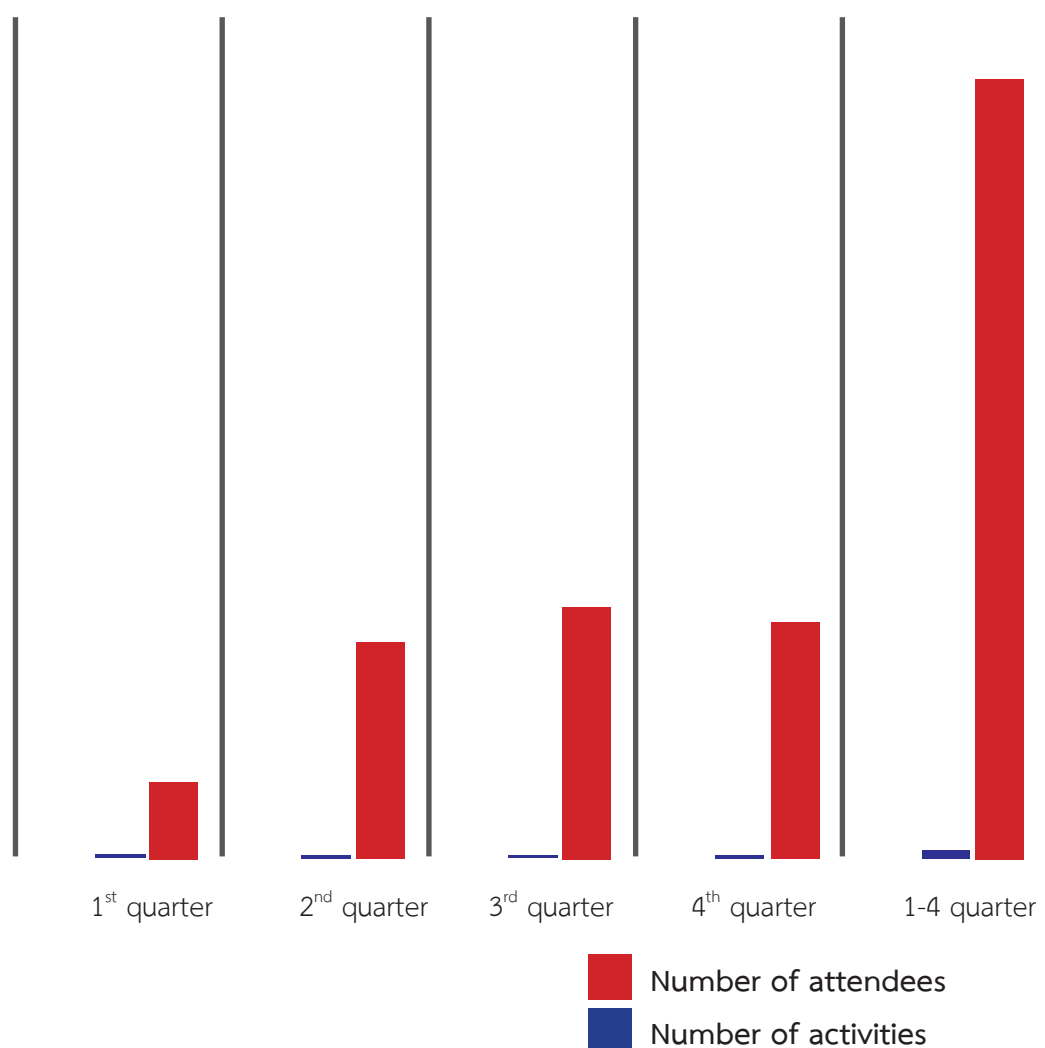
3. The creation and promotion of good value and culture of organization in the ITD can foster closer cooperation in the institute, which will eventually lead to good performance and working environment despite the societal changes.

## Overview of Major Activities Implemented in 2014

### Training courses, Seminars and Conferences

The ITD has concentrated on academic services to strengthen potential and capacity in human resources for trade and development. the ITD has continually educated Thai people in various essential sectors such as economy, international trade, finance, investment and development, which will lead to all economic development of the nation.

In 2014, the ITD has been focusing on providing knowledge of research projects to general human resource with an intention to prepare the personnel to keep abreast with the AEC, the capacity promotion of human resource for nation economic development and international investment supports. 10 topics of research projects have been employed to educate Thai human resources. Also the ITD integrated cooperation between 41 agencies of government, education and private sector in Thailand to arrange 57 academic activities. There are total 5,583 attendees: 2,534 students, 3,049 human resources from public and private sectors. 2,764 persons attended training courses and 2,819 persons attended seminars and conferences.



## The ITD's Activities: the preparation for ASEAN Community

### ASEAN Trade Strategic Projects

► The cooperation between the ITD and Ministry of Education: the Office of the Basic Education Commission, Maejo University, Ubon Ratchathani University, and Kasetsart University arranges the training workshop on “ASEAN Trade Strategy” in February 2014 in Chiangmai Province, Ubonratchathani Province, and Phra Nakhon Si Ayutthaya Province respectively.

► The cooperation between the ITD and the Ministry of Education: the Office of the Basic Education Commission arranged a workshop on “Development of Economics Knowledge in Basic Education Management” in April, 2014 in Chonburi Province and Chiangmai Province.

► The cooperation between the ITD and the Federation of Thai Industries in Central Region, the Federation of Thai Industries in Kanchanaburi Province, Chamber of Commerce in Nakhon Pathom Province arranged a training workshop on “Development of Entrepreneur and Investor Knowledge of Thailand in ASEAN” in September 2014 in Republic of the Union of Myanmar.

### ASEAN Business Development Projects

► The cooperation between the ITD and the Ministry of Education: the Office of the Basic Education Commission and the Primary Educational Service Area Office arranged a training workshop on “ASEAN Business Development” in March 2014 in Chonburi Province, in May 2014 in Kanchanaburi Province, and in July 2014 in Kalasin Province.

#### The Preparation of Teacher to ASEAN Community

► The cooperation between the ITD and the Ministry of Education: Primary Educational Service Area Office arranged a seminar on “Thai Education to AEC of 2015: Information on ASEAN Community in Education Sector” in May 2014 in Sing Buri Province, in July 2014 in Chanthaburi Province and Suphanburi Province.

► The cooperation between the ITD and the Ministry of Education: Primary Educational Service Area Office arranged a seminar on “Personnel Financial Management in Globalization Period” in May 2014 in Sing Buri Province.

► The cooperation between the ITD and the Ministry of Education: Primary Educational Service Area Office arranged a seminar on “Techniques of How to Teach Information about ASEAN Economic Communication in Classes” in July 2014 in Chanthaburi Province.

### Build Understanding on Free Flow of Labour Project

► The cooperation between the ITD and Kasetsart University Sriracha Campus, Faculty of Economics arranged a seminar on “Economics and ASEAN Community” and “AEC and Challenge of Thai Graduates” in August 2014.

► The cooperation between the ITD, Ramkhamhaeng University, Kasetsart University Sriracha Campus, and King Mongkut's University of Technology Bangkok: Faculty of Engineering arranged a seminar on “Build Understanding on Free Flow of Labour” in August and September 2014.

## Activities to Enhance Capacity of Human Resource on Economic Development of Thailand

### Promote SMEs Network to ASEAN

► The cooperation between the ITD, the Thai Credit Guarantee Corporation, The Udonthani of Chamber Commerce and Kasikornbank Public Company Limited Prajak Branch arranged a training workshop on “Strengthening SMEs Business Network for entering ASEAN” in March 2014 in Khon Kaen Province, in May 2014 in Udonthani Province, and in June 2014 in Bangkok.

► The cooperation between the ITD and the Federation of Thai Industry in Kanchanaburi arranged a training workshop on “Increase Potential and Enlarge OTOP Market of Thailand to ASEAN” in August 2014 in Singapore.

### Facilitate Trade and Develop Logistics

► The cooperation of the ITD, Bank of Thailand: Northeastern Region Office, Northern Region Office, and Southern Region Office, the Chamber of Commerce of Khon Kaen, Chiangmai, and Songkla, and Thai National Shippers’ Council arranged a training on “Facilitate Trade and Develop Logistics” in December 2013 at Khon Kaen Province, in February 2014 in Chiangmai Province and in March 2014 in Songkla Province and Bangkok.

► The cooperation between the ITD and University of the Thai Chamber of Commerce arranged a training on “Logistics and Opportunities of Trade to Myanmar, Laos, and Yunnan” in June and July 2014 in Bangkok.

### Economic Law and International Trade

► The cooperation between the ITD and the Ministry of Commerce arranged a training on “Economic Laws and International Trade” in January, March, and June 2014 in Bangkok.

► The cooperation between the ITD and the Employers Confederation of Thai Trade and Industry arranged a training on “Standard of Labour and International Trade” in August 2014 in Bangkok.

### Activities for Enhancing and Promoting International Trade and Investment

► The cooperation between the ITD and the the Ministry of Interior: Community Development Department and Bureau of Capital and Community Financial Organization Development arranged training workshops on “SMEs Business Development to ASEAN” and on “Logistics Management for SMEs” in January 2014 in Petchabun Province, and on “Community Financial Development to Creative Economy: Cooperation and Trade with ASEAN” in May 2014 in Pathumthani Province.

► The cooperation between the ITD and the Thai-European Business Association arranged a brainstorming forum on “Risk Management in Crisis Situation” in March 2014 in Bangkok.

➤ The ITD arranged a brainstorming forum on “Preparation Thailand: Climate Change Negotiation” in May 2014 in Bangkok.

➤ The cooperation between the ITD, Electrical and Electronics Institute and the Federation of Thai Industry: Electrical Electronics, Telecommunications and Allied Industry Club and the Electronic and Computer employers Association arranged an academic seminar on “Strategy of Electrical and Electronics Industry of Thailand to AEC” in June 2014 in Bangkok.

➤ The cooperation between the ITD and Chulalongkorn University: the Institution of Asian Studies arranged a brainstorming forum on “Opportunity of Halal Food of Thailand to AEC: Especially in Indonesia” in July 2014 in Bangkok

➤ The cooperation of the ITD and University of Thai Chamber of Commerce arranged a brainstorming forum on “In-Depth of Myanmar” in July 2014 in Bangkok.

➤ The ITD arranged training on “International Business Negotiation Skill” in August 2014 in Bangkok.

➤ The ITD arranged a training workshop on “Capacity Development in SMEs: the Office of Strategy Management Upper Northern Provincial Cluster 1 (Chaingmai, Maehongson, Lampoon and Lampang) to ASEAN: The Lao People’s Democratic Republic” in August 2014 in Chaingmai.

## Academic Services

The operation of academic services in 2014 of the ITD significantly contributes to the integration of knowledge on opportunities, problems, obstacles, and suggestions on development of trade and investment in neighbouring countries in the region. The ITD cooperated with resources from universities who have knowledge, expertise and experiences in various majors of research projects. The followings are some abstract of the research projects.

### **1. The Research Project on “Assessment of Competitiveness of Thailand’s Major Industries in ASEAN Economic Community (AEC)”**

The main objective of this research is to analyze the situation and assess the capacity of industry competition in Thailand comparing to other countries in ASEAN Economic Community. In addition, factors, which have effects on the situation and the capacity of major industry competition of Thailand also will be analyzed and assessed in order to find suggestions in terms of policy and strategy to augment capacity of Thai competition level.

9 industries have been chosen 1) Food Processing Industry 2) Automobiles and Auto Parts Industry 3) Computer and Electronics Industry 4) Electronic Appliance Industry 5) Tire and Tire Manufacturing Industry 6) Jewelry and Accessories Industry 7) Chemical and Plastic Industry 8) Textile and Garment Industry and 9) Furniture Industry. The first 7 industries are the most significant to the enlargement of Thai economy growth as the industry perform high proportion of production and high export range of the country while number 8 and number 9 have an important role in regional level.

Research reveals that Thailand has the capacity to compete in the region, especially the capacity of Food Processing Industry, Automobiles and Auto Parts Industry, Jewelry and Accessories Industry, Electronic Appliance Industry and Tire and Tire Manufacturing Industry. The indicators are capacity of Thailand’s export and score of competitive capacity of industries in Thailand.

The support of industries in Thailand focuses on promoting international investment and infrastructure development such as logistics system and accommodation system. Whereas Malaysia and Indonesia emphasize on internal development of entrepreneurs, augment of industrial standard together with development of product standard based on research projects and development, design and lastly increase of product value. Vietnam focuses on building up infrastructure in order to promote industries and development of entrepreneur in the country. Computer and Electronics industry, Electronics Appliance Industry, and Tire and Tire Manufacturing Industry receive more support from Thailand than Malaysia, Indonesia and Vietnam.

The Policy recommendations to enhance competitiveness of major industries of Thailand reveal that both public and private agencies should develop infrastructure and basic facilities to accommodate trade and reduce cost as well as increase production capacity of entrepreneurs. It also strengthen the capacity of entrepreneurs to enable them to adjust themselves to the global



industrial trend. In the meantime, government should promote and support the development of product, design, and development research projects on production technology in order to increase value of product and capacity in industrial competition through cooperation with private sector. Besides, government should support and promote entrepreneurs to utilize the consolidation of ASEAN Economics Community and the consolidation of supply in the region such as education for entrepreneurs, formulation of international investment support policy, especially with neighboring countries.

## 2. The Research Project on “International Trade for Inequality Reduction and Balanced Growth for Thailand”

The research project’s objectives are to analyze the effects of international trade in various dimensions towards poverty and income distribution of Thailand. The research has been divided into 3 major parts. The first part emphasizes on international trade and income distribution for inequality reduction. The second part concentrates on international trade to reduce inequality by classified into branches: role of cross-border trade for inequality reduction, international trade and income unfair in industry sector, contract farming for trade creation and inequality reduction, trade in service and tourism sectors for poverty reduction, and the role of entrepreneur and SMEs in inequality reduction. And the third part focuses on international trade and balanced growth.

The research found that policy on international trade and investment of Thailand in general cannot reduce inequality as the policy gives more support to high-income people than to low-income people. The effects can be divided and analyzed specifically in agricultural, industrial, service sectors and cross-border trade. The result further reveals that international trade and investment contributes to the augmentation of inequality.

According to the findings, economic system, which relies on imported technology, cannot truly leverage Thailand from middle-income trap as the economic system hinders enthusiasm in the formulation of technology and innovation development policies, which fosters the completion of production process cycle for Thailand as well as promote fundamental technology researches, productions and export to other countries both in form of product and labors. The independent economic system not only assists in reducing dependence of international technology but also supports in the inequality reduction. Technology created by internal research projects and development includes agriculture, commerce and tourism, which major populations of Thailand are in these three groups.

The Inclusive Trade Policy should concentrate on the analysis of all stakeholders in the international trade. The government should prevent low-income people from negative effects, as they are the majority of our population. In addition, the government should emphasize on community development and contract farming and also on utilization of the special economic zones and cross-border trade. Moreover, in the long term, government should concentrates on development

of technology and innovation by revising economic system from dependence on capital and technology from international resources to the economic system supported by Thai innovation. Plus, government can also utilize international trade as a channel to export our innovation with a purpose of increase value of international trade. Every sector shall cooperate to set up trade facilitation to reduce obstacles and difficulties on importation. Lastly the development of labor capacity and of human resource should be included to build up sustainable development in the Thai economy.

### 3. The Research Project on “Dynamics of China in the Great Mekong Subregion and their Implications for Thailand”

The objectives of this research are to analyze and assess policy and strategy on economy and international relationship with China and the Greater Mekong Subregion: GMS and compare with the Situation in Thailand. This research focuses on role and strategy on trade, investment and assistance of China and Thailand towards GMS such as Cambodia, Lao, Myanmar, and Vietnam or CLMV group. The research includes policy formulation of public sector and role of private sector in the present days. The attitudes of local community, local and international competitors reaction are also studied so that Thai public and private sectors can make use of the results to formulate policy of economy, commerce, relationship and cooperation between Thailand and China.

The Project of economics cooperation development in the Greater Mekong Subregion is performed by 6 countries: Thailand, Lao's People Democratic Republic, Cambodia, Vietnam, Myanmar and China (especially Yunnan and Guangxi Zhuang Autonomous Region). The project was launched in 1992 by Asian Development Bank: ADB as a founder and major supporter. The Main objectives are to promote the enlargement of commerce, investment, industry, agriculture, tourism, energy and to support as well as to develop linkages of technology cooperation. The strategy of the Greater Mekong Subregion concentrates on creating linkages community which shared responsibility and promoting capacity in economic competition. The ultimate goal is to elevate the living standard of 326 millions people in the subregion.

The result of this research shows that China and the Greater Mekong Subregion share benefits together. For China, development of the Greater Mekong Subregion has direct effect on development of Yunnan and Guangxi Zhuang Autonomous Region. The relation between the subregion and China guarantee resources of energy, entrance and exit to east side of the ocean of China. In the meantime, the Greater Mekong Subregion has more commercial channels because they can enlarge their marketplace to Southern of China. For the implication of Thailand, the benefits are that it help strengthening competitiveness of Thailand duet to our geographic vicinity of this subregion. China supports projects such as high-speed rail project. However, there are some disadvantages. In the long term, the potential of Thai products will be decreased, as Chinese products will steal marketplace in the neighboring countries. Also, there will be problem over competition of natural resources between Thailand and China.

The Thai government shall set up investment strategy that supports the State Enterprises of Thailand to invest more in the subregion, strengthens cooperation between local and bordering provinces, provides financial support for investment in the subregion and enhances greater cooperation between Thailand and China in the public sectors in order to become investment partners in the subregion. Moreover, the Thai private sectors shall urgently increase competitiveness to cope with product competition from China. The strong businesses should invest in the neighboring countries or in the special economic zone (borderlands) and shall compete with China by elevating the quality of Thai products. The attitudes of Thai businessperson towards Chinese should be changed from competitor to partner to expand opportunity in investment in CLMV group and take advantage of economic growth from ASEAN.

#### **4. The Research Project on “Reduction of Non-Tariff Measures (NTMs) of Agri-Food, Animal-Food and Fishery Products in ASEAN Economic Community (AEC)”**

The objectives of this research are to analyze policy and effects of non-tariff measures in ASEAN Economic Community: agri-food, animal-food and fishery products for Thai entrepreneurs and utilize the results as information for public sectors on the negotiations of trade liberalization agreements in order to reduce or repel some barriers in ASEAN members and spread the knowledge to entrepreneurs as well as to provide recommendations to the government.

The non-tariff measures are set up for similar export in the region. The topography and atmospheric conditions of this region are perfect for farming thus major products of the region are agricultural products. Countries, which perform high capacity of agricultural products, can maintain their places in the market by limiting the number of import products to protect their own entrepreneurs. Due to the limitation of life-cycle of agricultural products, strict measures on product safety from the production process cause longer duration for product inspection which eventually effects the quality of agricultural products.

Another strategy to support Thai entrepreneurs is to launch ONESTOP Export Service Center: OSEC in every region to provide complete services of export and consultancy, information and suggestions on NTMs. Now there is only one ONESTOP Export Service Center in Bangkok. Thus, government should launch more centers which can be responsible in setting up regulations, standard, and assessment center to guarantee product's quality and to acknowledge entrepreneurs and farmers. In addition, the center should give support on research for development of product's quality to reduce barriers over quality of Thai products. The government shall urgently consider concluding mutual recognition agreement (MRA) over standard of agricultural product's quality with countries in ASEAN to reduce non-tariff measures effectively.

## 5. The Research Project on “Exploitation and Opportunity of the ASEAN Framework Agreement on Service (AFAS) in Logistics Business, Wholesale and Retail Business”

The research project’s objectives are to analyze business situation of logistics, wholesale, and retail business, to analyze potential in competition, and advantages and opportunities and effects from AFAS. In addition, the researchers also pay attention to find suggestions of development and model of adaptation of logistics, wholesale, and retail business.

The research reveals that there is a lack of labours in logistics business both management and manual labours. The World Bank Logistics Assessment indicated that in 2014 Thailand was classified as members in Consistent Friendly. This means capacity of Thailand in intense competition is reducing. Entrepreneurs in logistics sector should promote potential immediately because it is inevitable to avoid intensive competition at the time of free trade launching. Another important issue is that entrepreneurs might not know their real potential or they have to solve facing problems all the time. Risk of SMEs for both logistics service providers and clients is not product or quantity competition, but it is supply-chain competition, utilization of logistics as strategy to satisfy customers and to create long-term relation. For instance, delivery-date guarantee and one-stop service enhance customer’s experience from the beginning. As a result, customers show more satisfaction.

The policy recommendations for related agencies in logistics sectors are indicated. For example, the integration of strategy of all related agencies shall be made with study of objectives and different utilization level of logistics system classified by level of relation and usefulness. Building up correct understanding on logistics of each business types that logistics do not solely represent transportations and distributions but also cover management to increase supply chain capacity and response to customers’ need from finding materials, procurement, production, stock management, distributions and transportations. There should be the agency like JETRO of Japan to promote information and investment in ASEAN.

There shall establish models to increase capacity in logistics management and supply chain of logistics service provider such as the understanding of customer needs and skills to response to the need correctly and quickly with reasonable price. Focusing on the right customer targets and creating expertise in management in each sectors, organization’s core value with excellent directors as a role model and leader, and lastly clear standard in logistics operation.

The trade liberalization of AFAS promotes wholesale and retail sectors of Thailand’s opportunity in internal marketplace, especially enlargement of retailers in borderlands as changing customer behaviours, more purchasing power, and enlargement of city, tourism of ASEAN. The important obstacle of wholesale and retail entrepreneurs in creating free trade is the role of entrepreneur, which is reducing by Internet and social media. SMEs entrepreneurs’ problem is a lack of capital, public assistance and clear policy.

The policy recommendations for related wholesale and retail sectors include creation of standard for retail business operation, formulation of growth route for retails, increase competitiveness

for retail entrepreneurs of Thailand. In the meantime, retailing entrepreneurs shall improve their potential and response to customer needs.

## 6. The Research Project on “Guidelines and Measures for the Development of Special Economic Zones (SEZs) in the Border Areas of Thailand”

The objectives of the research are to analyze the overall picture of economic situations around the border of Thailand, to monitor development of related policy on economic development around border of Thailand and to analyze the effects of mentioned development in various dimensions. According to in-depth interview and questionnaire analysis from 300 community and entrepreneur samples from 5 provinces, 7 districts: Sa Kaeo Province (Arayanprathet), Tak, Chiangrai (Mae Sai, Chaing Saen, Chaing Khong), Kanchanaburi, and Songkhla (Sadao). The results of this research can be divided into 4 dimensions. 1) Effects on economy: local people earn more income from the investment of other places. 2) Effects on society: positive effects on local economic development are indicated; however, problems over immigration of labours and alien labours, criminals and drugs exist too. 3) Effects on security and management: the launch of special economic zone committees from representatives of public and private sectors. 4) Effects on environmental issues: concerns over traffic jams, conserved forest invasion, and air pollution from industrial factories.

The policy recommendations for special economic zone are also mentioned such a development of basic public utility to get ready for special economic zone, transportation to be ready for fast and safe travel, natural disaster protection and strategy are need to be improved immediately. In long terms, transport station is significant to support economic enlargement.

There is also a problem over law on enactment of special economic zone as it is only conceptual framework, not code or substantial methods. The status of the law is not equivalent to the Act or the constitution that have rights to launch administrative procedure effect. In addition, there are conflicts in previous regulations and law. Hence, the government shall formulate clear code of conduct to prepare for upcoming projects.

There are many forms of special economic zones, depending on appropriation of each area. For the borderland of Thailand, special economic zone for production and of service and commerce are recommended. The objectives over labour utilization in industry are intensive under special economic zone. Some privileges are provided for entrepreneurs only such as relaxation of alien labour use and registration, etc. Alien labour use should follow its rules: preventing illegal labour entry as it is hard to control.

## Regional Cooperation and Assistance

The ITD has been concentrating on promoting and developing capacity of human resources in Asia in several sectors: economy, international trade, finance, and development, which will lead to sustainable economic development in the region.

In the fiscal year 2014, the ITD focused on transferring the knowledge from research projects to general public and related agencies. The knowledge covers the preparation for ASEAN Community (AEC), creation of human resource's capacity for national economic development, and promote and support for international investment. The integration between the ITD and the international agencies such as the International Institute for Sustainable Development (IISD), Mekong Institute (MI), the United Nations Conference on Trade and Development (UNCTAD), United Nations Economic and Social Commission for Asia and the Pacific (UN ESCAP), World Trade Organization (WTO) and etc. There are 24 times of conferences: total number of attendees is 1,157 persons (794 Thai persons and 363 international persons). The following are some activities:

1. The cooperation between the ITD and International Institute for Sustainable Development (IISD) arranged a training workshop in Promoting Sustainable Investment in Agriculture: Critical Legal Issues on 31 March – 2 April 2014 at the Sukhosol Hotel, Bangkok.

2. The cooperation between the ITD and 7 academic networks (1) School of Agriculture Resources, Chulalongkorn University (2) Mae Jo University (3) Food and Agriculture Organization – FAO (4) German International Cooperation Agency – GIZ (5) Mekong Institute – MI (6) Stockholm Environment Institute – SEI and (7) United Nations Development Programme – UNDP arranged a training workshop on Sustainable Agriculture and Food Security on 1 -2 July 2014 at the Sukhosol Hotel, Bangkok.

3. The cooperation between the ITD, the Department of Trade Negotiations, the Ministry of Commerce and United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) arranged a training course for mid-level international trade negotiator on “Trade in Goods” First Group for Thai international trade negotiator on 16 -18 July 2014 at the Sukhosol Hotel, Bangkok.

4. The cooperation between the ITD, Department of Trade Negotiations, the the Ministry of Commerce and United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) arranged a training course for mid-level negotiators on Trade Remedies’ Law” First Group for Thai international trade negotiator on 5 – 6 August 2014 at the Sukhosol Hotel, Bangkok.

5. The cooperation between the ITD, Thailand International Cooperation Agency and United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) arranged a Training Course on Trade and Negotiation Skills for Myanmar on 25 – 29 August 2014 at the Sukhosol Hotel, Bangkok.

6. The cooperation between the ITD and the World Trade Organization (WTO) arranged a training course for high-level international trade negotiators on Regional Trade Negotiations Simulations Skills Course for Asia-Pacific Countries for negotiators and senior officers from Asia and Pacific regions 16 countries on 8 -12 September 2014 at the Sukhosol Hotel, Bangkok.

7. The cooperation between the ITD and the World Intellectual Property Organization arranged

the Launch of the World Intellectual Property Report 2013 on Brands – Reputation and Image in the Global Marketplace on 26 November 2013 at the Sukhosol Hotel, Bangkok.

8. The cooperation between the ITD, the United Nations Conference on Trade and Development (UNCTAD) and National Science Technology and Innovation Policy Office organized a National Workshop on Innovation and Industrial Development on 31 March 2014 at the Sukhosol Hotel, Bangkok.

9. The cooperation between the ITD and the United Nations Conference on Trade and Development (UNCTAD) arranged the Launch of the World Investment Report 2014 on Investing in the Sustainable Development Goals – SDGs on 26 June 2014 at the Sukhosol Hotel, Bangkok.

10. The cooperation between the ITD, the Department of Trade Negotiations, Ministry of Commerce, United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) and Foreign Trade Policy Department (FTPD), Ministry of Industry and Commerce (MOIC) Lao People's Democratic Republic hold a workshop seminar on "Lao PDR towards the AEC" Number 1 on Tuesday 6 May 2014 at Vang Thong Hotel, Luang Prabang, Lao People's Democratic Republic and Number 2 on Tuesday 8 May 2014 at Mitrapap Hotel, Oudomxai, Lao People's Democratic Republic.

11. The cooperation between the ITD, the World Trade Organization (WTO) and United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) hold a regional workshop seminar for ASEAN Journalists to Economic journalists in 5 countries, which includes Cambodia, Indonesia, Malaysia, the Philippines and Thailand on 13-15 August 2014 at Novotel Siam Square Hotel, Bangkok.

12. The cooperation between the ITD, the World Trade Organization (WTO) and United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) organized a regional workshop for ASEAN NGOs to non-public representatives from 4 countries consisting of Indonesia, Malaysia, the Philippines and Thailand on 18-20 August 2014 at Novotel Siam Square, Bangkok.

13. The cooperation between the ITD, the Department of American and South Pacific Affairs and Pacific Islands Forum (PIF) consisting of 14 countries in Pacific Islands organized an international conference on "The First Thailand - Pacific Island Countries Forum (TPIF)" on 9-10 August 2014 at the Sukhosol Hotel, Bangkok.

14. The cooperation between the ITD, the Ministry of Foreign Affairs and the Organisation for Economic Co-operation and Development (OECD) arranged an international conference on "Thailand and the Middle Income Challenges: How to address it?" on 23 August 2014 at Amari Watergate Hotel, Bangkok.



## Knowledge Dissemination

The ITD's activities for knowledge dissemination in 2014 have been divided into 2 parts. The first part is about information technology. The objective is to develop Information Technology of the ITD to increase development of capacity in academic services. The second part is about academic publications. The main objectives are to extend public relations and corporate communications and to promote information and academic services to external agencies through meetings, training courses, seminars and other public communications. Details of activities are as followed:

### 1. Information Technology

To provide, develop, and improve Information Technology to enhance potential of academic services:

1) Provide and develop budget and financial management system by providing and developing programme to manage budget and financial system more effectively.

2) Provide and upgrade software copyright: to provide and upgrade programmes which are up-to-date and suitable for present operation to prepare for the ITD's operation in the future, which have to be copyright programme.

3) Provide and formulate policy and code of conduct in Information Technology Security: policy and code should be in accordance with Thai Royal Decree on code and method in electronic business of public sectors 2006 Section 5, Section 6, and Section 7 and to ensure the safe utilization and security of IT and communications. Hence, IT concentrates on formulating policy and code of conduct to protect security of ITD Information Technology.

### 2. Academic Publications

The ITD has been promoting information and corporate communications by directors and academic persons of the ITD in order to acknowledge people continually through meetings, seminars, conferences, and talks both activities organized by the ITD and invited by other agencies and includes general public media such as radio, television, newspaper, etc.

#### Radio

The ITD distributes news, activities, academic research projects of the institute and also other knowledge through radio such as Live Interview with Ruam Duay Chuay Kan station, Feel Good Radio, and application "Ruam Duay Chuay Kan" of Dtac Smartphone, FM 102.75 MHz in programme: AEC 2015, programme: Good Morning ASEAN, and programme: Roo Kin, Roo Chai such as on "Trade



Market and Investment in Border areas, Case Study of Ranong Province, on “Non-Tariff Measures in AEC”, on “FTA ASEAN-Hong Kong: Opportunity and Challenge of Thailand”, on “Opportunity for Industrial Investment in Furniture of Thailand in AEC”, and also Live Interview with CU Radio FM 101.5 MHz on “Monitor World-Trade Negotiation in Bali, Indonesia, with Defense Energy Department Radio, Nation Radio FM 90.5 MHz on “West Countries Group and Asia on Green Taxes” and live interview with Radio Thailand FM 92.5 MHz and AM 891 KHz on “Results of research projects on utilization on Southern Economy and Suggestions to reduce capital for infamous industry” etc.

#### Television:

The ITD does publicity of news, activities and academic research of the institute through television such as “Franchise in ASEAN” via VOICE TV station, “Trade Enlargement and Investment in AEC” via NBT station, “ITD’s concern on Negative Effects of Politics on FDI in 2013” via Money Chanel, “Incoherence between Politics and Thai Commerce” via Money Chanel, “Incoherence between Thai Politics and Vietnam indicating by ITD” via Nation Chanel and ASEAN Knowledge on the topic of “Readiness of Trade and Development of Investors due to the Launch of ASEAN Community” via NBT.

#### Printing Media:

There are several ways that the ITD uses to publish news, activities, articles, and academic research projects:

- Articles

1. “Non-Tariff Measures: Barriers of Free Trade” published in Bangkok Biz Newspaper, Section: ASEAN+ 3<sup>rd</sup> year, Volume 107 on Tuesday 8 October 2013 page 2 Column: Ru Khea Ru Rea Ru ASEAN.
2. “Free Trade Negotiation between ASEAN and Hong Kong: Opportunity and Challenges of Thailand” published in Bangkok Biz Newspaper, Section: ASEAN+ 3<sup>rd</sup> year, Volume 109 on Tuesday 22 October 2013 page 2 Column: Ru Khea Ru Rea Ru ASEAN.
3. “Role of China in GMS and Implication for Thailand” published in Bangkok Biz Newspaper, Section: ASEAN+ 3<sup>rd</sup> year, Volume 111 on Tuesday 5 November 2013 page 4 Column: ASEAN-China, Trade without Border.
4. “Tourism Market for Muslims: Opportunity of Southern of Thailand in AEC” published in Bangkok Biz Newspaper, Section: ASEAN+ 3<sup>rd</sup> year, Volume 112 on Tuesday 12 November 2013 page 1 Column: ASEAN Business Forum.
5. “Telecommunication Business of Thailand in Free Trade of ASEAN” published in Bangkok Biz Newspaper, Section: ASEAN+ 3<sup>rd</sup> year, Volume 114 on Tuesday 26 November 2013 page 2 Column: Ru Khea Ru Rea Ru ASEAN.
6. “ASEAN and Direct Investment form International Sectors (1)” published in Bangkok Biz Newspaper, Section: ASEAN+ 3<sup>rd</sup> year, Volume 116 on Tuesday 10 December 2013 page 2 Column:

Ru Khea Ru Rea Ru ASEAN.

7. “ASEAN and Direct Investment from International Sectors (End)” published in Bangkok Biz Newspaper, Section: ASEAN+ 3<sup>rd</sup> year, Volume 117 on Tuesday 17 December 2013 page 1 Column: ASEAN Business Forum.

8. “When Powerful Countries Talk, ASEAN should Pay Attention” published in Bangkok Biz Newspaper, Section: ASEAN+ 3<sup>rd</sup> year, Volume 119 on Tuesday 31 December 2013 page 1 Column: ASEAN Business Forum.

9. “Capacity and Role of Myanmar in AEC (1), published in Bangkok Biz Newspaper, Section: ASEAN+ 3<sup>rd</sup> year, Volume 122 on Tuesday 21 January 2014 page 2 Column: Ru Khea Ru Rea Ru ASEAN.

10. “Capacity and Role of Myanmar in AEC (End), published in Bangkok Biz Newspaper, Section: ASEAN+ 3<sup>rd</sup> year, Volume 124 on Tuesday 4 February 2014 page 2 Column: Ru Khea Ru Rea Ru ASEAN.

11. “Seize Opportunities from Lao’s Economy 2014: House Year”, published in Bangkok Biz Newspaper, Section: ASEAN+ 3<sup>rd</sup> year, Volume 126 on Tuesday 18 February 2014 page 2 Column: ASEAN Business Forum.

12. “Seize Opportunities from Malaysia: Tiger year”, published in Bangkok Biz Newspaper, Section: ASEAN+ 3<sup>rd</sup> year, Volume 129 on Tuesday 11 March 2014 page 2 Column: Ru Khea Ru Rea Ru ASEAN.

13. “Stock of Agricultural Products: for Food Security or Flood the Market and Role of ASEAN” published in Bangkok Biz Newspaper Section: ASEAN+ 3<sup>rd</sup> Year, Volume 132 on Tuesday 1 April 2014, Page 2 Column: Ru Khea Ru Rea Ru ASEAN.

14. “Contract on Electronics and Opportunity in ASEAN Trade (1)” published in Bangkok Biz Newspaper Section: ASEAN+ 3<sup>rd</sup> Year, Volume 134 Tuesday 15 April 2014, Page 2 Column: Ru Khea Ru Rea Ru ASEAN.

15. “Seize Opportunity of Lao’s Economy 2014: Year of the Horse” published in Bangkok Biz Newspaper Section: ASEAN+ 3<sup>rd</sup> Year, Volume 135 Tuesday 22 April 2014, Page 1 Column: ASEAN Business Forum.

16. “Contract on Electronics and Opportunity in ASEAN Trade (End)” published in Bangkok Biz Newspaper Section: ASEAN+ 3<sup>rd</sup> Year, Volume 137 Tuesday 6 May 2014, Page 2 Column: Ru Khea Ru Rea Ru ASEAN.

17. “Research and Development: Key to Progress in ASEAN” published in Bangkok Biz Newspaper Section: ASEAN+ 3<sup>rd</sup> Year, Volume 139 Tuesday 20 May 2014, Page 2 Column: Ru Khea Ru Rea Ru ASEAN.

18. “ASEAN: Destination of Tourist Market, especially for Honeymoon and Wedding” published in Bangkok Biz Newspaper Section: ASEAN+ 3<sup>rd</sup> Year, Volume 141 Tuesday 3 June 2014, Page 2 Column: Ru Khea Ru Rea Ru ASEAN.

19. “Singapore: Case Study of Success in Trade from Rule of Law” published in Bangkok Biz

Newspaper Section:ASEAN+ 3<sup>rd</sup> Year, Volume 143 Tuesday 17 June 2014, Page 2 Column: Ru Khea Ru Rea Ru ASEAN.

20. “ASEAN Economic Community: Yuan” published in Bangkok Biz Newspaper Section:ASEAN+ 3<sup>rd</sup> Year, Volume 147 Tuesday 15 July 2014, Page 2 Column: Ru Khea Ru Rea Ru ASEAN.

• Articles/News Scoop

1. “ACIA helps Investment” published in Post Today 11<sup>th</sup> year volume 3914 Column: ASEAN Economic Community on Friday 25 October 2013.

2. “The ITD indicates Development of Capacity in World Competition” published in Pim Thai 19<sup>th</sup> year volume 5174 Wednesday 30 October 2013.

3. “Thailand focus on Environmental Service in AEC” published in Post Today 11<sup>th</sup> year volume 3927 Thursday 7 November 2013.

4. “Brand Creation and Value Adding” published in Post Today 11<sup>th</sup> year volume 3948 Thursday 28 November 2013.

5. “Monitor Southern Zone Economic Corridors” published in Post Today 11<sup>th</sup> year volume 4012 Friday 31 January 2014.

6. “The ITD focus on Border Trade between Thailand and Cambodia” published in Daily World Today 15<sup>th</sup> year volume 9262 Friday 31 January – Sunday 2 February 2014.

7. “Support of Loan Cambodia for Barricade Development” published in Bangkok Biz Newspaper 27<sup>th</sup> year volume 9266 Tuesday 4 February 2014.

8. “Support of Base Production in Thailand-Cambodia” published in Bangkok Biz Newspaper 27<sup>th</sup> year volume 9266 Tuesday 4 February 2014.

9. “Trade between Thailand–Cambodia” published in Siam Turakij Newspaper 20<sup>th</sup> year volume 1473 8-14 February 2014.

10. “Open Bypass between Aran-Poipet: Stimulate Border Trade between Thailand-Cambodia” published in Thansettakij Newspaper 34<sup>th</sup> year volume 2921 9-12 February 2014.

11. “The Launch of Results of Research on Border Trade of Thailand-Cambodia: opportunity, obstacles and investment” published in Prachachat Newspaper 36<sup>th</sup> year volume 4600 (3800) 10-12 February 2014.

12. “The ITD indicates Positive Factors of Trade of Thailand-Cambodia” published in Thansettakij Newspaper 34<sup>th</sup> year volume 2921 9-12 February 2014.

## Networking and Partnership:

### • Internal Cooperating Organizations

1. Department of Trade Negotiations, Ministry of Commerce
2. Bureau of Capital and Community Financial Organization Development, Community Development Department, Ministry of Interior.
3. The Office of the Basic Education Commission (Signburi, Kanchanaburi, Kalasin, Chantaburi and Supanburi), Ministry of Education
4. National Science Technology and Innovation Policy Office, Ministry of Science and Technology
5. Faculty of Economics, Kasetsart University Srisacha Campus
6. Faculty of Engineering, Kasetsart University Srisacha Campus
7. Faculty of Business Administration Chiang Mai University
8. Faculty of Engineering, King Mongkut's University of Technology Bangkok
9. The College of Interdisciplinary Studies, Thammasat University
10. Faculty of Engineering, Ramkhamhaeng University
11. Bank of Thailand
12. Thai Credit Guarantee Corporation
13. Software Industry Promotion Agency (Public Organization)
14. Electrical and Electronics Institute
15. Employers' Confederation of Thai Trade and Industry
16. Thai National Shippers' Council
17. the Federation of Thai Industries in Kanchanaburi Province
18. Thai-European Business Association
19. The Udonthani Chamber of Commerce

### • International Cooperating Organizations

1. Asia Pacific Energy Centre (APERC)
2. Food and Agriculture Organization (FAO)
3. Foreign Trade Policy Department (FTPD), Ministry of Industry and Commerce (MOIC), Laos PDR
4. German International Cooperation Agency (GIZ)
5. International Institute for Sustainable Development (IISD)
6. Mekong Institute (MI)
7. Ministry of Economy Trade and Industry (METI), Japan
8. New Energy and Industrial Technology Development Organization (NEDO)
9. Organization for Economic Co-operation and Development (OECD)
10. Pacific Islands Forum (PIF)
11. Stockholm Environment Institute (SEI)

12. Tokyo Gas Co., Ltd.
13. United Nations Conference on Trade and Development (UNCTAD)
14. United Nations Development Programme (UNDP)
15. United Nations Economic and Social Commission for Asia and the Pacific (UN ESCAP)
16. World Intellectual Property Organization (WIPO)
17. World Trade Organization (WTO)



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