

Part 4



Measures and Results of SMEs Promotion Plans



Conclusion of the SMEs Promotion for the
Fiscal Year 2007-2009 Under the 2nd SMEs
Promotion Master Plan (2007-2011)



Chapter 8

Conclusion of the SMEs Promotion for the Fiscal Year 2007-2009 Under the 2nd SMEs Promotion Master Plan (2007-2011)

8.1 Overview of activities and projects for SMEs promotion categorized by sources of budget

8.1.1 Budget under the SMEs Promotion Master Plan (Budget from the SMEs Promotion Fund)

The collection of results of SMEs activities and promotion under the 2nd SMEs Promotion Master Plan for the budget under the SMEs Promotion Plan (budget from the SMEs Promotion Fund) indicated that during the 2007-2009 fiscal year there were 238 activities and projects and a total budget of 3,833.49 million baht. The numbers for each fiscal year were 125 projects and 2,156.93 million baht budget in 2007, 73 projects and 1,022.74 million baht budget in 2008, and 40 projects and 653.83 million baht budget in 2009.

In term of the number of government and private agencies with roles in supporting the promotion of SMEs for the budget under the SMEs Promotion Master Plan (budget from the SMEs Promotion Fund) during the fiscal year 2007-2009, there are 88 agencies that participated in the plan, which can be classified as 38 agencies in the 2007 fiscal year, 18 agencies in the 2008 fiscal year and 32 agencies in the 2009 fiscal year.

8.1.2 Budget under the SMEs Promotion Master Plan by other Government and Private Agencies (Budget outside the SMEs Promotion Fund)

The collection of results of SMEs activities and promotion under the 2nd SMEs Promotion Master Plan for the budget under the SMEs Promotion Plan by other government and private agencies (budget from outside the SMEs Promotion Fund) indicated that during the 2007-2009 fiscal year there were 181 activities and projects and a total budget of 6,030.20 million baht. Categorized

by fiscal year, the numbers were 55 projects and 2,312.78 million baht budget in 2007, 76 projects and 2,131.45 million baht budget in 2008, and 50 projects and 1,585.98 million baht budget in 2009. In term of the number of government and private agencies with roles in supporting the promotion of SMEs for the budget under the SMEs Promotion Master Plan by other government and private agencies (budget from outside the SMEs Promotion Fund) during the fiscal year 2007-2009, there are 93 agencies that participated in the plan, which can be classified as 29, 34, and 30 agencies in the 2007, 2008, and 2009 fiscal year, respectively.

8.2 Conclusion of the SMEs Promotion under the 2nd SMEs Promotion Master Plan (2007-2011)

8.2.1 Personnel Development Aspect

The collection of results of SMEs personnel development activities and projects from 2007-2009 by owner and employee showed that both entrepreneur and employee personnel received knowledge in forms of training, seminar, and skill and expertise development for a total of 1,429,481 persons. They can be classified as 771,659 persons (54.10 percent) in 2007, 621,741 persons (43.59 percent) in 2008, and 33,081 (2.32) persons in 2009.

When considering the results of SMEs promotion for personnel development for the fiscal year 2007-2009, the conclusions were:

(1). For the personnel development in 2007, there were 771,659 SMEs personnel who received the knowledge of skill and expertise development, 20,320 persons were funded by the SMEs Promotion Fund while 751,339 persons were funded by budget from other government or private agencies.

(2). For the personnel development in 2008, there were 621,741 SMEs personnel who received the knowledge of skill and expertise development, 2,896 persons were funded by the SMEs Promotion Fund while 618,845 persons were funded by budget from other government or private agencies.

(3). For the personnel development in 2009, there were 33,081 SMEs personnel who received the knowledge of skill and expertise development, 4,953 persons were funded by the SMEs Promotion Fund while 28,128 persons were funded by budget from other government or private agencies.

8.2.2 Enterprise Development Aspect

The collection of results of enterprise development activities and projects by SMEs from 2007-2009 indicated that 67,463 enterprises received the development and enhance operation efficiency and potential. They can be classified as 10,557 enterprises (15.65 percent) in 2007, 7,211 enterprises (10.69 percent) in 2008, and 49,695 (73.66) enterprises in 2009.

When considering the results of SMEs promotion for enterprise development for the fiscal year 2007-2009, the conclusions were:

(1). For the enterprise development in 2007, there were 10,557 enterprises that received the development and enhance operation efficiency. The SMEs Promotion Fund supported 2,053 enterprises while 8,504 enterprises were supported by other government or private agencies.

(2). For the enterprise development in 2008, there were 7,211 enterprises that received the development and enhance operation efficiency. The SMEs Promotion Fund supported 119 enterprises while 7,092 enterprises were supported by other government or private agencies.

(3). For the enterprise development in 2009, there were 49,695 enterprises that received the development and enhance operation efficiency. The SMEs Promotion Fund supported 5,780 enterprises while 43,915 enterprises were supported by other government or private agencies.

8.2.3 Innovation and Intellectual Property Aspect

The collection of results of activities and projects aiming for applying information technology, innovation and research and development to develop potential, performance, and productivity of business operation as well as the extension of research findings to be a commercial innovation of SMEs in each business field from 2007-2009, showed that there were a total of 133 innovations by SMEs which participated in the activities and projects, of which 106 innovations or 76.70 percent were from 2007, 15 innovations or 11.28 percent were from 2008, 12 innovations or 9.02 percent were from 2009.

8.2.4 Major Infrastructure Development Aspect

The collection of results of activities and projects supporting factors that facilitate business operation of SMEs in terms of the promotion of system and instrument that will facilitate the usage of technology and innovation, increasing knowledge and skills of personnel, information management, monetary promotion, marketing, operation location, increasing logistics management performance,

adjustment and development of regulations, and SMEs promotion management from 2007-2009 found that there were a total of 71 projects and activities that support the factors that facilitate business operation. When classified by fiscal year, 16 projects and activities or 22.54 percent were from 2007, 14 innovations or 19.72 percent were from 2008, 41 projects and activities or 57.75 percent were from 2009.

Measures for Solving Economic Crisis Related to SMEs



Chapter 9

Measures for Solving Economic Crisis Related to SMEs

9.1 Initial Economic Stimulus Measure (Urgent Measure) in 2009

Projects in the initial economic stimulus measure aimed to help and drive 4 economic directions; **Stimulate domestic consumption** - Focus on the stimulation of spending and decreasing cost of living of the population affected by the economic crisis especially low income and senior population by directly increase income of the population and reduce cost of living; **Increase spending and government investment** - Emphasize on government investment to stimulate the economy which will increase employment and income as well as the development of economic potential and the basic level and enhance quality of life especially in the rural area; **Help and promote private investment** - Focus on helping and promoting private sector to reduce employment termination and stimulating investment and spending to create jobs in the economic system; **Reduce the impact of a slump by the export and tourism sector** - Emphasize on helping the export and tourism sector directly affected by the global economic crisis by stimulating tourism and reducing business operation risks of exporters.

9.2 Strong Thailand Project 2012 under the Second Phase of the Economic Stimulus Package (SP2): 2010 - 2012³

The government prepared the Strong Thailand Project, which is an investment project under the second phase of the Economic Stimulus Package from 2010-2012 (Stimulus Package 2) with a budget of 1,431,330 million baht to help stimulate the economy and continuously increase employment through government investment along with the creation of competitive ability in the long term to promote the sustainable growth of Thai economy under the development plan in these 7 aspects:

³The Prime Minister's Office

1. Improve the efficiency of water distribution systems and small water resources development to increase productivity for agricultural and industrial sectors.
2. Improve and modernize the transportation and logistics system to be at international level in order to reduce costs and develop Thailand as a logistics hub in the region.
3. Increase the potential to generate revenue of the tourism industry
4. To develop the potential of the creative economy to create economic value and tourism.
5. Improve the quality of education and learning system to date (Education Modernization Program) and to improve school buildings, classrooms, libraries and laboratories of the school to have the same standard and be modern across the country.
6. Reform the quality of health care system to reduce health care costs in the long term.
7. Invest to raise income levels and quality of life in the community and develop the southern border provinces. The implementation of the economic stimulus plan will help Thailand's economy continuously grows.

9.3 Strong Thailand Project by the Ministry of Industry in 2553⁴

Ministry of Industry began 4 projects for the fiscal year 2010 under the Strong Thailand Project including: The Development of Analysis and Test Room for Industrial Products Project - under the supervision of the Thai Industrial Standards Institute (TISI) and focus on improving and developing modern basic public service required for enhancing the competitive ability of industrial sector to produce quality products; Enhance Economic Value of Thai Food Industry Project - focus on product development as a creative economy; Enhance and Support for the Operation of SMEs Promotion Master Plan Project - focus on building knowledge for SMEs personnel and product development support to SMEs operators, creating market opportunities, and database development; Industry Support for Cold Storage and the Central Market of Fruits and Vegetables in Pattani Province Project - to be a quality central market for buying, selling, and exchanging products as well as to provide knowledge and expertise in business operation to co-operative members.

⁴Ministry of Industry