The 10th National Economic and Social Development Plan and Creative Economy

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Agenda

1. Emergence of Creative Economy
2. The 10th National Plan and Government Policy
3. The Creative Economy in Thailand
4. Development of Creative Economy in Thailand
5. Proposed Strategy, Critical Issues and Next Steps
Creative economy

- No unique definition, but it is being shaped.
- UNCTAD (2008) defined the creative economy as “An evolving concept based on creative assets potentially generating economic growth and development.

Source: UNCTAD (2008), Creative Economy Report

Creative economy/industries

Industries that include the cultural industries plus all cultural or artistic production, whether live or produced as an individual unit. The creative industries are those in which the product or service contains a substantial element of artistic or creative endeavor.

Source: World Intellectual Property Organization, WIPO (2003), Guide on Surveying the Economic Contribution of the Copyright–Based Industries

Note: WIPO's view focuses solely on economic activities that give rise to ‘intellectual property rights’
Existing Classification Systems for the Creative Economy

Source: UNCTAD (2008), Creative Economy Report
Details of the 5 Classification Systems

<table>
<thead>
<tr>
<th>UK DCMS model</th>
<th>Symbolic texts Model</th>
<th>Concentric circles Model</th>
<th>WIPO copyright Model</th>
<th>UNCTAD Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Advertising</td>
<td>Core Cultural Industries</td>
<td>Core Creative Arts</td>
<td>Core Copyright Industries</td>
<td>Heritage or Cultural Heritage</td>
</tr>
<tr>
<td>7. Film and Video</td>
<td>6. Television and Video</td>
<td>WIlder Cultural Industries</td>
<td>6. Publishing</td>
<td>Media</td>
</tr>
<tr>
<td>9. Performing Arts</td>
<td>Creative Arts</td>
<td>Peripheral Cultural Industries</td>
<td>8. Software</td>
<td>Functional Creation</td>
</tr>
<tr>
<td></td>
<td>14. Design</td>
<td>Related Industries</td>
<td>Partial Copyright Industries</td>
<td></td>
</tr>
<tr>
<td></td>
<td>15. Fashion</td>
<td>Related Industries</td>
<td>15. Architecture</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Related Industries</td>
<td>16. Clothing, Footwear</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Related Industries</td>
<td>17. Design</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Related Industries</td>
<td>18. Fashion</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Related Industries</td>
<td>19. Household Goods</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Related Industries</td>
<td>20. Toys</td>
<td></td>
</tr>
</tbody>
</table>

Source: UNCTAD (2008), Creative Economy Report
World’s Creative Economy
Developed countries have dominated export flows, especially the flows of services

Export of Creative Services USD 89 billion, in 2005

Export of Creative Goods USD 336 billion, in 2005

Source: UNCTAD, 2008
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The 10th National Economic and Social Development Plan

Review the past to shape the future

Current Situation
- Society
- Community
- Economy
- Natural Resources and Environment
- Good Governance

Analyzing 5 Contexts of Development
- Globalization
- Social
- Capital Flows
- Natural Resources

5 Contexts

Goal and Position of Thailand
“Green and Happiness Society”

Key Driven Strategies

Development Strategies
1. Improving Human quality
2. Strengthening Community & Society
3. Restructuring the economy
4. Conserving NR as based on Bio-diversity
5. Establishing Good Governance

Key Driven Mechanism
- Knowledge-based Learning
- Moral / Ethical
- Public / Private Collaborations

Development Stakeholders
- Public
- Private
- Local Community
- Politics
- Press
Economic restructuring:
To a More Balanced and sustained economy

Strategy on Economic Restructuring in the 10th Plan
Elements of Creativity are shown in part in ‘Real-sector restructuring’

Equality & fairness
Fair Competition
Infrastructure
Strong financial Institutions
Income Distributed

Real-sector restructuring
Agricultural
Manufacturing
Services
Supporting Factors
- Knowledge
- Infrastructure & Logistics
- International Trade Policy

Immunity
Economic Stability
Savings
-Energy Efficiency
Measures for Economic Restructuring: Some Elements Related to “Creativity”

**Restructuring in Agriculture**
- Support R&D in agricultural products to be “kitchen of the world”
- Promote value creation of non-food products in order to expand international market
- Utilize “local wisdom” and “Thainess” as to generate “value creation” in products
- Develop agricultural institutions, community plan, and community enterprises
- Promote agricultural sustainability
- Create brands and use marketing strategy to increase sales
- Enhance productivity and efficient use of water resources and land management.

**Restructuring in Manufacturing**
- Support investment in “potential & new wave industries”
- Set up a road map for “patent management”
- Set up integrated the national R&D system to create innovation
- Use cluster as a key-driven means through “Specialized Institutions”
- Build and/or Support entrepreneurs to create innovation
- HRD as a key to success
- Employ cluster development particularly in potential industry
Measures for Economic Restructuring: Some Elements Related to Creativity

- **Restructuring in Services Sector:**
  - Preserve and rehabilitate tourist attraction destinations
  - Promote investment in tourism related business
  - Improve quality and standards of potential services business
  - Undertake market research to capture changing demand of customers
  - Improve enabling factors/infrastructure in service sector
  - Extend links of public & private co-operations to local community level.

- **Developing Enabling Factors:**
  - **Knowledge management**
    - HRD in S&T both quantity and quality
    - Develop knowledge and technology
    - Promote R&D and innovation for commercialization
    - Develop adequate infrastructure for S&T, R&D and innovation
  - **Infrastructure/services in logistics**
    - Develop sufficient infrastructure in transportation and logistics management including telecommunication
Government Policy Statement Related to Creativity

**Education Policy:**
- Raise the quality of education in both formal and informal educational systems
- Support production and development of workforce that is responsive to the structural changes in the manufacturing and services sectors
- Expand the role of CREATIVE learning through organizations such as OKMD, a modern library system, or knowledge parks, the National Discovery Museum Institute, TCDC...

**Policy on Arts and Culture**
- Revitalize and ensure the preservation and passing on of the diverse Thai culture and arts for learning and benefiting from value creation
- Expand cultural learning and recreational spaces for Thai youth

**Policy for Industrial and Services Sectors:**
- Improve the efficiency and productivity by creating value of industrial products
- Create products of high value and standards by utilizing modern technology and building brand recognition
- Accelerate revenue generation from tourism by improving tourism quality and standard; and establishing new tourist destinations in areas with potential arisen from nature, arts and culture
- Develop service business with potential to create opportunities for expanding the manufacturing base in the region (i.e. healthcare, movie, sports and recreation)
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Overall Thai Economy

GDP at Constant Price

Export (Mil. Baht)

Sector share in GDP (Real term, 2007) is 9:41:50 (Agriculture : Industry: Services), it is noted that during 1980-2007 services share in GDP has gradually increased.

Top 10 exports from Thailand are mainly conventional commodities.

<table>
<thead>
<tr>
<th>Exports</th>
<th>'03</th>
<th>'04</th>
<th>'05</th>
<th>'06</th>
<th>'07</th>
<th>growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Computer and parts</td>
<td>10.2</td>
<td>9.5</td>
<td>10.7</td>
<td>11.5</td>
<td>11.3</td>
<td>5.4</td>
</tr>
<tr>
<td>2. Auto and parts</td>
<td>5.0</td>
<td>5.7</td>
<td>7.0</td>
<td>7.3</td>
<td>7.9</td>
<td>14.6</td>
</tr>
<tr>
<td>3. IC circuit</td>
<td>5.8</td>
<td>5.7</td>
<td>5.4</td>
<td>5.4</td>
<td>5.3</td>
<td>3.9</td>
</tr>
<tr>
<td>4. Rubber products</td>
<td>3.5</td>
<td>3.5</td>
<td>3.3</td>
<td>4.2</td>
<td>3.7</td>
<td>-5.4</td>
</tr>
<tr>
<td>5. Jewelry and precious items</td>
<td>3.1</td>
<td>2.7</td>
<td>2.9</td>
<td>2.8</td>
<td>3.5</td>
<td>32.4</td>
</tr>
<tr>
<td>6. Plastic resin</td>
<td>2.7</td>
<td>3.2</td>
<td>3.8</td>
<td>3.5</td>
<td>3.4</td>
<td>4.8</td>
</tr>
<tr>
<td>7. Steel and iron products</td>
<td>2.1</td>
<td>2.6</td>
<td>2.6</td>
<td>2.7</td>
<td>3.0</td>
<td>18.3</td>
</tr>
<tr>
<td>8. Machinery and parts</td>
<td>1.6</td>
<td>1.7</td>
<td>1.9</td>
<td>2.0</td>
<td>2.9</td>
<td>48.6</td>
</tr>
<tr>
<td>9. Petroleum</td>
<td>1.3</td>
<td>1.8</td>
<td>2.1</td>
<td>2.8</td>
<td>2.7</td>
<td>1.4</td>
</tr>
<tr>
<td>10. Chemical products</td>
<td>2.0</td>
<td>2.1</td>
<td>2.4</td>
<td>2.6</td>
<td>2.6</td>
<td>3.6</td>
</tr>
</tbody>
</table>

Source: NESDB
Proposed Classification System for Creative Economy in Thailand

Cultural Heritage
- Crafts
- Historical & Cultural Tourism

Arts
- Performing Arts

Media
- Film
- Publishing
- Broadcasting
- Music

Functional Creation
- Design
- Fashion
- Architecture
- Advertising
- Software

Source: NESDB, Draft Report on Thailand’s Creative Economy (work in progress)
Thailand’s Creative Economy

- The statistics preliminarily show a part of Thailand’s creative economy.
- A proposed classification system for the ‘Creative industry/services’ is preliminary & debatable.

Note: Based on the proposed classification model for Thai creative economy

<table>
<thead>
<tr>
<th>Year</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value (Million Baht)</td>
<td>654,780</td>
<td>678,837</td>
<td>736,038</td>
<td>789,089</td>
<td>840,621</td>
</tr>
</tbody>
</table>

Thailand’s Creative Economy

![Chart showing the growth of various creative sectors over five years (2545-2549).](chart)

<table>
<thead>
<tr>
<th>Main group</th>
<th>Sub-group</th>
<th>2545</th>
<th>2546</th>
<th>2547</th>
<th>2548</th>
<th>2549</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural Heritage</td>
<td>Crafts</td>
<td>178,479</td>
<td>182,777</td>
<td>199,824</td>
<td>222,273</td>
<td>244,225</td>
</tr>
<tr>
<td></td>
<td>Performing arts</td>
<td>5,470</td>
<td>5,060</td>
<td>4,540</td>
<td>5,220</td>
<td>5,530</td>
</tr>
<tr>
<td>Arts</td>
<td>Film</td>
<td>13,040</td>
<td>16,300</td>
<td>18,000</td>
<td>18,570</td>
<td>15,470</td>
</tr>
<tr>
<td></td>
<td>Performing arts</td>
<td>32,157</td>
<td>33,039</td>
<td>35,067</td>
<td>36,315</td>
<td>36,534</td>
</tr>
<tr>
<td>Media</td>
<td>Broadcasting</td>
<td>32,900</td>
<td>36,637</td>
<td>41,384</td>
<td>45,992</td>
<td>52,882</td>
</tr>
<tr>
<td></td>
<td>Architecture</td>
<td>21,300</td>
<td>23,332</td>
<td>26,528</td>
<td>31,412</td>
<td>34,360</td>
</tr>
<tr>
<td>Functional Creation</td>
<td>Advertising</td>
<td>32,988</td>
<td>37,449</td>
<td>43,167</td>
<td>46,575</td>
<td>49,302</td>
</tr>
<tr>
<td></td>
<td>Design</td>
<td>238,830</td>
<td>253,025</td>
<td>273,526</td>
<td>289,726</td>
<td>304,990</td>
</tr>
<tr>
<td></td>
<td>Fashion</td>
<td>175,680</td>
<td>174,933</td>
<td>186,340</td>
<td>193,236</td>
<td>199,222</td>
</tr>
</tbody>
</table>

Unit: Million Baht

Source: National Accounts Office, NESDB 2008
Thailand is rich in culture, however Thailand’s competitiveness in export of cultural goods is relatively low.

Thailand Competitiveness- Export of Cultural Goods*

UNESCO Institute for Statistics, Cultural Goods include Heritage goods, Books, Newspapers and periodicals, Other printed matter, Recorded media, Visual arts, Audiovisual media, Equipment material and Other related cultural goods.
R&D Expenditure and GDP per capita

Source: IMD 2008
Thailand and Other Countries: Exports of Painting/Prints and Sculpture

Source: UN Comtrade 2008
Thailand and Other Countries: Exports of Toys and Ceramic Products

Source: UN Comtrade 2008
Thailand and Other Countries:
Exports of Audiovisual products (HS8524)

Source: UN Comtrade 2008
Audiovisual: Film and Television

In 2549, Thai Film shared market value of approximately 17,880 million baht

<table>
<thead>
<tr>
<th>Activity</th>
<th>2547</th>
<th>2548</th>
<th>2549</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-production</td>
<td>88</td>
<td>74</td>
<td>88</td>
</tr>
<tr>
<td>production</td>
<td>880</td>
<td>740</td>
<td>880</td>
</tr>
<tr>
<td>Post-production</td>
<td>132</td>
<td>111</td>
<td>132</td>
</tr>
<tr>
<td>Marketing</td>
<td>3,780</td>
<td>4,634</td>
<td>4,360</td>
</tr>
<tr>
<td>Distribution</td>
<td>4,500</td>
<td>4,644</td>
<td>4,520</td>
</tr>
<tr>
<td>VDO, VCD, DVD</td>
<td>15,100</td>
<td>11,840</td>
<td>7,900</td>
</tr>
<tr>
<td>Total</td>
<td>24,480</td>
<td>22,043</td>
<td>17,880</td>
</tr>
</tbody>
</table>

Source: The Federation of National Film Association of Thailand (FNFAT)

In 2549, Thai Television shared market value of approximately 10,000 million baht

<table>
<thead>
<tr>
<th>TV Production</th>
<th>2547</th>
<th>2548*</th>
<th>2549*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media of media</td>
<td>1,300</td>
<td>1,500</td>
<td>1,700</td>
</tr>
<tr>
<td>BEC tero</td>
<td>1,100</td>
<td>1,300</td>
<td>1,500</td>
</tr>
<tr>
<td>Kuntana Group</td>
<td>1,000</td>
<td>1,200</td>
<td>1,400</td>
</tr>
<tr>
<td>Workpoint</td>
<td>740</td>
<td>920</td>
<td>1,200</td>
</tr>
<tr>
<td>Grammy television</td>
<td>510</td>
<td>650</td>
<td>785</td>
</tr>
<tr>
<td>Macthing Studio</td>
<td>498</td>
<td>600</td>
<td>750</td>
</tr>
<tr>
<td>Other</td>
<td>1,452</td>
<td>2,330</td>
<td>2,665</td>
</tr>
<tr>
<td>Total</td>
<td>6,600</td>
<td>8,500</td>
<td>10,000</td>
</tr>
</tbody>
</table>

Remark * = Forecasted by Krung Thai Bank
In 2549, Music shared market value of approximately 7,300 million bath

<table>
<thead>
<tr>
<th>Company</th>
<th>2547</th>
<th>2548*</th>
<th>2549*</th>
</tr>
</thead>
<tbody>
<tr>
<td>GMM Grammy</td>
<td>3,200</td>
<td>3,600</td>
<td>4,000</td>
</tr>
<tr>
<td>RS Promotion</td>
<td>1,400</td>
<td>1,600</td>
<td>1,700</td>
</tr>
<tr>
<td>Other</td>
<td>1,400</td>
<td>1,500</td>
<td>1,600</td>
</tr>
<tr>
<td>Total</td>
<td>6,000</td>
<td>6,700</td>
<td>7,300</td>
</tr>
</tbody>
</table>

Exports of Thai multimedia rapidly grew from 1.7 bil.baht (2547) to 5.1 bil.baht (2549)

<table>
<thead>
<tr>
<th></th>
<th>2547</th>
<th>2548</th>
<th>2549</th>
</tr>
</thead>
<tbody>
<tr>
<td>Export value</td>
<td>1,767</td>
<td>3,500</td>
<td>5,190</td>
</tr>
</tbody>
</table>

Source: Software Industry Promotion Agency

Remark * = Forecasted by Krung Thai Bank

In 2549, Exports of Publishing and Printed were 3,938 million bath

<table>
<thead>
<tr>
<th></th>
<th>2547</th>
<th>2548</th>
<th>2549</th>
</tr>
</thead>
<tbody>
<tr>
<td>Export value</td>
<td>2,586</td>
<td>4,552</td>
<td>3,938</td>
</tr>
</tbody>
</table>

Source: Department of Trade Negotiation
Cultural tourism

**Strength**

- 3 UNESCO’s world cultural heritages
  (อุทยานประวัติศาสตร์อยุธยา, สุโขทัย-ศรีสัชนาลัย-ก้านแพงเพชร, และบ้านเชียง)
- Cultural Diversity
- Low cost of services

**Existing problems**

- Lack of staff (for maintenance and information)
- Lack of facilities (clean toilet, etc.)
- Some tourist sites are promoted without sufficient potential and uniqueness

Source: NESDB and CMU 3, 2007
Selected Thai Creative Industry: Characteristic & Opportunity

**Design goods**

**Strength**
- Masterpiece handicraft with story to tell
- Processed with unique methods
- Widely supported by government programme

**Existing problems**
- Non-systematic collection of local wisdom
- Technique and knowledge transfer is time consuming and complicated
- Duplication of design and brand
- Lack of financial and marketing management

Source: NESDB and CMU 3, 2007
Selected Thai Creative Industry: Characteristic & Opportunity

Film

Strength
- Location advantages (climate, scenery)
- Quality works and personnel
- Widely supported by government programme (SIPA, BOI)
- Specialized in Comedy and Horror

Existing problems
- Violation of IPRs
- Lack of creativity and diversity: mostly made to meet trends and popularity
- Lack of personnel at all level
- Lack of appropriate R&D and knowledge collection

Source: NESDB and CMU 3, 2007
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Development Path Towards Creative Economy: Still at an Initial Stage

1911 Dept. of Fine Arts
1943 Silapakorn University
1952 Ministry of Culture (Dissolved in B.E. 2501)
1960 T.P.O. Surin Elephant Show
1976 The Foundation for the promotion of supplementary occupations and related techniques under the royal patronage of her majesty the queen (SUPPORT-มูลนิธิศิลปาชีพฯ)
1979 T.A.T
1981 Sukhothai, Sri-Sat Chanalai, Kamphaengphet and Ayuthaya named UNESCO World heritage historic sites
1982 “Baan Chiang” named UNESCO World Heritage archeological site
1984 Industrial Village project
1985 “Phufah” Occupational Promotion Project
1984 Ministry of Tourism and Sport
1985 Ministry of Culture
2000 OKMD and SIPA (สนง.ส่งเสริมอุตสาหกรรม ซอฟต์แวร์แห่งชาติ)
2001 OTOP Project
2002 Ministry of Tourism and Sport
2004 Thai Silk and Handicraft Promotion and Protection Project
2008 Creative Industry Master Plan (on preparing)
2006 National Outstanding Cultural Product
2006 Cultural Incubation Project for Enterprise
2007 Folk Arts Performing and Craft Data Collection Project
2007 Research on Animation, Cultural industry, Audio visual and Software
2007 Queen Sirikit Institute of Sericulture สถาบันหม่อนไหมแห่งชาติ
2008 Queen Sirikit Institute of Sericulture สถาบันหม่อนไหมแห่งชาติ
2007 Institute of OTOP wisdom management สถาบันการจัดการภูมิปัญญา OTOP

Source: Adapted from The study on competitiveness management, 2007 commissioned by NESDB
Current Research Studies with Contents of Creative Economy

- Digital Content by Software Industry Promotion Agency สนง.ส่งเสริมอุตสาหกรรมซอฟต์แวร์แห่งชาติ SIPA (2007)
- Cultural Industry by NESDB & CMU (2007)
- Audio Visual by MOC, 2008 (work in progress)
Objective: Targeting value of Thai digital content worth up to 30,000 mil. Baht by 2010, and positioning as “Digital content and multimedia education hub in Asia Pacific”

Proposed Measures:
- Financial support on production and exhibition participation
- Non-financial support on marketing and trade negotiation
- Making use of the Northern Animation Studio in Chiang Mai and the Bangkok Digital Content Center in Bangkok
- Continue the Thailand Animation & Multimedia Award (TAM award)
- Continue the Thailand Animation Film Festival (TAFF)

Source: SIPA (2007)
TCDC’s Creativity Promotion

- Permanent Exhibitions
- Temporary Exhibitions

One of Asia’s largest design libraries

- **Material Connexion®** Bangkok
  - Asia’s first innovative design materials libraries
- **Mini TCDC** (regional)
  - A learning center for regional creativity (8 provinces)

**e.g.** Building Thailand's Economy with Creativity
(29 - 30 May 2008)

NESDB-TCDC Joint Creative Industry Master Plan Proposal
(on preparing)
Overseas Practices: Prospective Development Strategy for Thailand

- Established financial supporting agency: Korea Culture and Arts Foundation
- Local community to participate in promotion program, financially supported by central government
- Launched “Five Year Plan for New Korea Culture”

- Specialize in Film and Design
- One-stop complex to support Film and Design such as HKDC (Hong Kong Design Centre and Cyber Port)

Source: NESDB and CMU 3 Analysis
Self reliance of local community under OVOP (one village one product) principles:
1. Think Globally, Act Locally
2. Self reliance and creativity
3. HR development

Consistent plan and promotion since 1961

Local cluster development

New generation leader training

Marketing by central government

Started from “cultural advantages” to “contemporary creativity”

Took 150 years to be a creative consumption society

Took 10 years to develop creative entrepreneur to be able to respond to creative consumer

Creative Economy Mapping by 3 parties (Government, Local community and Entrepreneur)
Turning from “Information Economy” to “Creative Economy”

- Established “Mediapolis@one-north”, a creative industry complex
- Created value from 0.8 billion US in 1986 to 4.8 billion US in 2000
- Created employment from 30,700 persons in 1986 to 72,200 persons in 2000

Targets for 2012

1. Double GDP contribution of creative cluster from 3% in 2000 to 6% by 2012
2. New Asia Creative Hub:
   - A Renaissance city (Arts and Culture)
   - A Global Cultural and Business Hub for the Design (Design)
   - A Global Media City (Media)

- Principle legal to protect cultural heritage
- Zoning to separate old town from modern town
- Established design complex in Beijing and Shanghai
- Host to one of the world fashion exhibitions: China Fashion & Design Expo
Agenda

1. Emergence of Creative Economy
2. The 10th National Plan and Government Policy
3. The Creative Economy in Thailand
4. Development of Creative Economy in Thailand
5. Proposed Strategy, Critical Issues and Next Steps
Proposed Thailand’s Strategic Mapping for Creative Industry

<table>
<thead>
<tr>
<th>Build</th>
<th>Cultivate</th>
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<td><strong>High</strong></td>
<td><strong>Promote domestic market</strong></td>
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<td><strong>- Exhibition</strong></td>
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<td><strong>- Cultural tourism</strong></td>
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<td><strong>Low</strong></td>
<td><strong>Promote domestic market and build up competitiveness capability</strong></td>
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<td><strong>- Exhibition</strong></td>
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<td><strong>- Cultural tourism</strong></td>
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Source: NESDB and CMU 3 Analysis
Critical Issues for Development of Creative Economy:
- Infrastructure for Creativity
- Creative Clusters both at national and local level
- Human Resource Development
- Finance and Investment
- Marketing
- Intellectual Property Rights (IPRs) and related laws
- Data Systematic Collection
- Integrated Policy to cover R&D, Production, Marketing, HR and Cultural Restoration and Inheritance

A Next Step to Further Develop the Creative Economy:
- Creative Industry Development **Master Plan**: as a guideline framework for cooperation between relevant governmental agencies and private sector.
Proposed Study Issues

Conceptual Framework
- Concept framework of the creative economy (worldwide)
- Detailed contents of the creative economy (worldwide)
- Review of creative economy in Thailand (definition & coverage)
- Define scope and objective of further study (Thailand’s creative economy)

In-depth Analysis
- Study on strategic issues:
  - Delphi technique, In-depth interview and quantitative preliminary-survey
  - Positioning Thailand’s creative economy
  - Gap Analysis
  - Best practice analysis
- Formulation of strategic direction
- Proposed strategy for enhancing the creative economy in Thailand

Strategic Planning & Implementation
- Strategy Envisioning Workshop
- Strategic Architecture
- Critical Success Factor
- Strategic Alliance (division of labor)
- Risk Assessment

Situation Analysis

Strategy Formulation

Strategy Planning & Implementation
Thank you

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