



COUNTRY REPORT OF THAILAND

Ceramic Industry Club of Thailand

18TH CICA MEETING, VIETNAM
July 29, 2011

THAILAND



2010 ECONOMIC RESULT

Ceramic Industry Club of Thailand

- Thai economy expanded by 7.8 percent in 2010.
- Private investment and consumption grew by 13.8 and 4.8 percent respectively.
- Export value in US dollar term considerably expanded by 28.5 percent..
- Manufacturing sector significantly improved by 13.9 percent..
- Tourism activities (hotels and restaurants sector) also grew by 8.4
- Agricultural sector contracted by 2.2 percent .
- Interest rates remain low.
- Import value expanded by 18.8 percent.



Source : National Economic and Social Development Board (NESDB)

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2010 ECONOMIC RESULT

Ceramic Industry Club of Thailand

- The employment increased by 0.7 percent.
- Unemployment rate declined to 0.9 percent. .
- Deposit and lending rate slightly increased.
- Thai baht continued to appreciate against US dollar and regional currencies.
- Current Account continued surplus from the previous quarter.
- Headline inflation in the fourth quarter was at 2.8percent, declined from the previous quarter.
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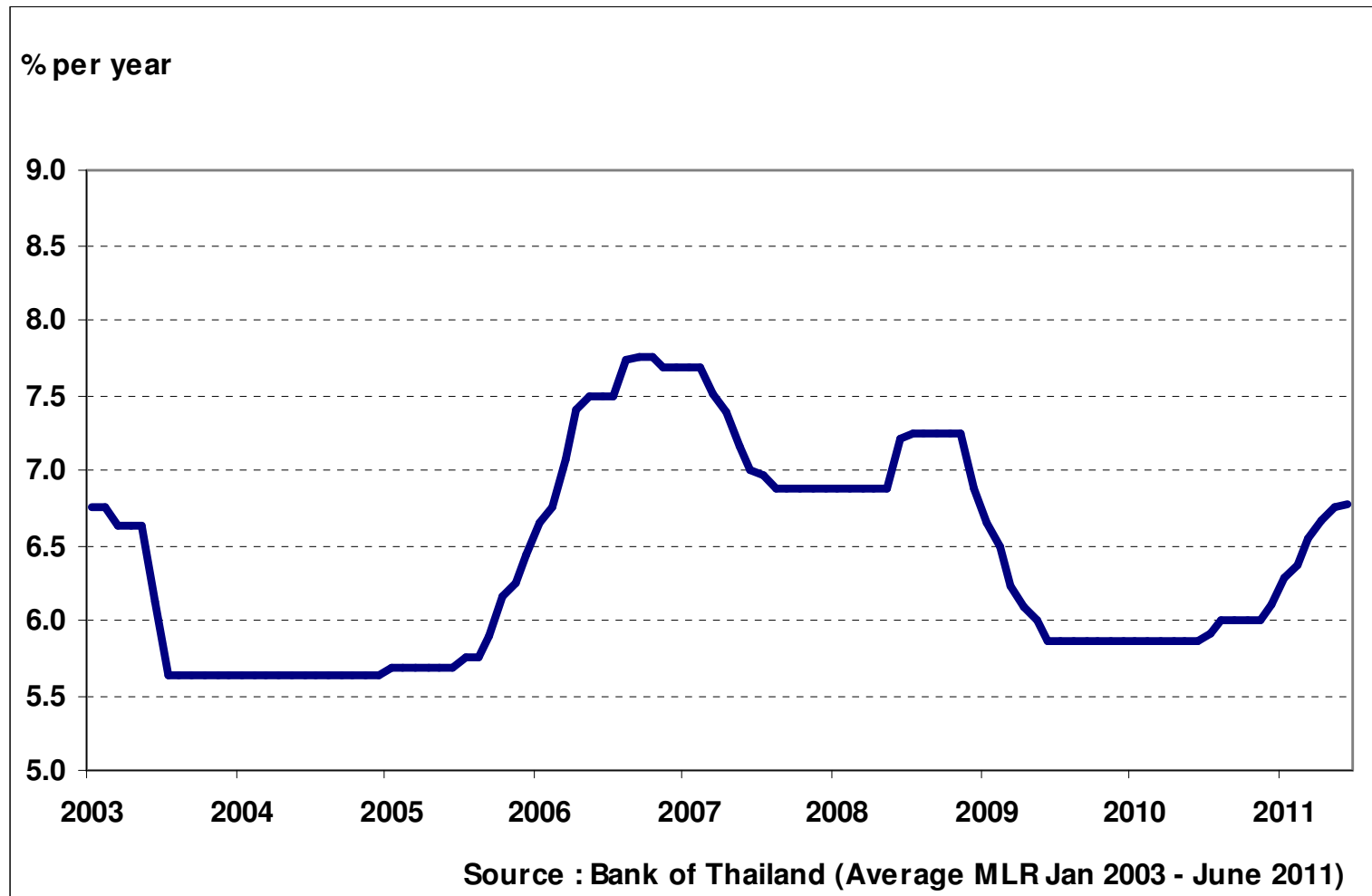
Source : National Economic and Social Development Board (NESDB)

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LOAN INTEREST RATE

Ceramic Industry Club of Thailand



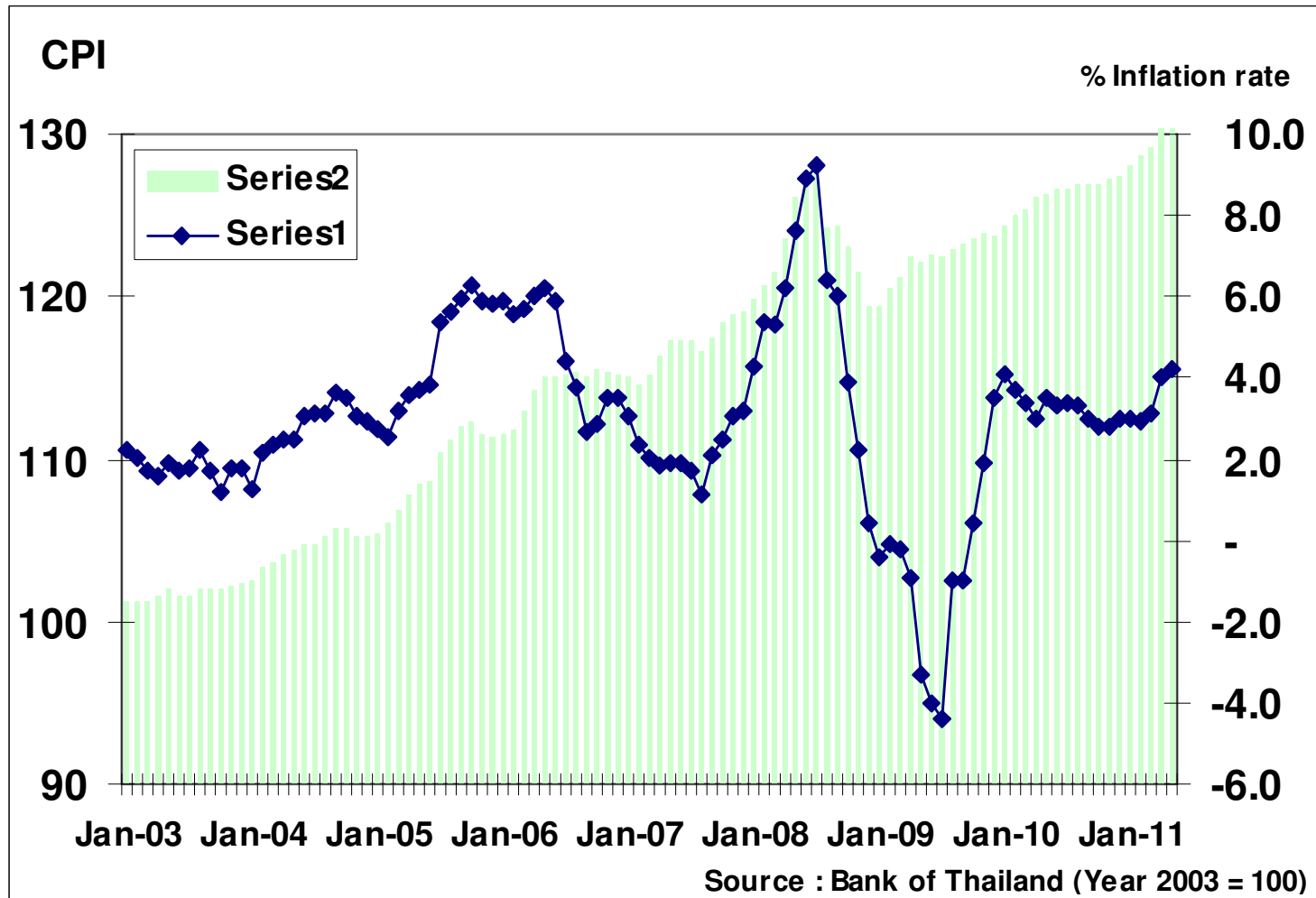
Source : Bank of Thailand (2003
Jan. — June 2011)

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Inflation Rate and CPI Year

Ceramic Industry Club of Thailand



Source : Bank of Thailand (2003
Jan - 2011 May)

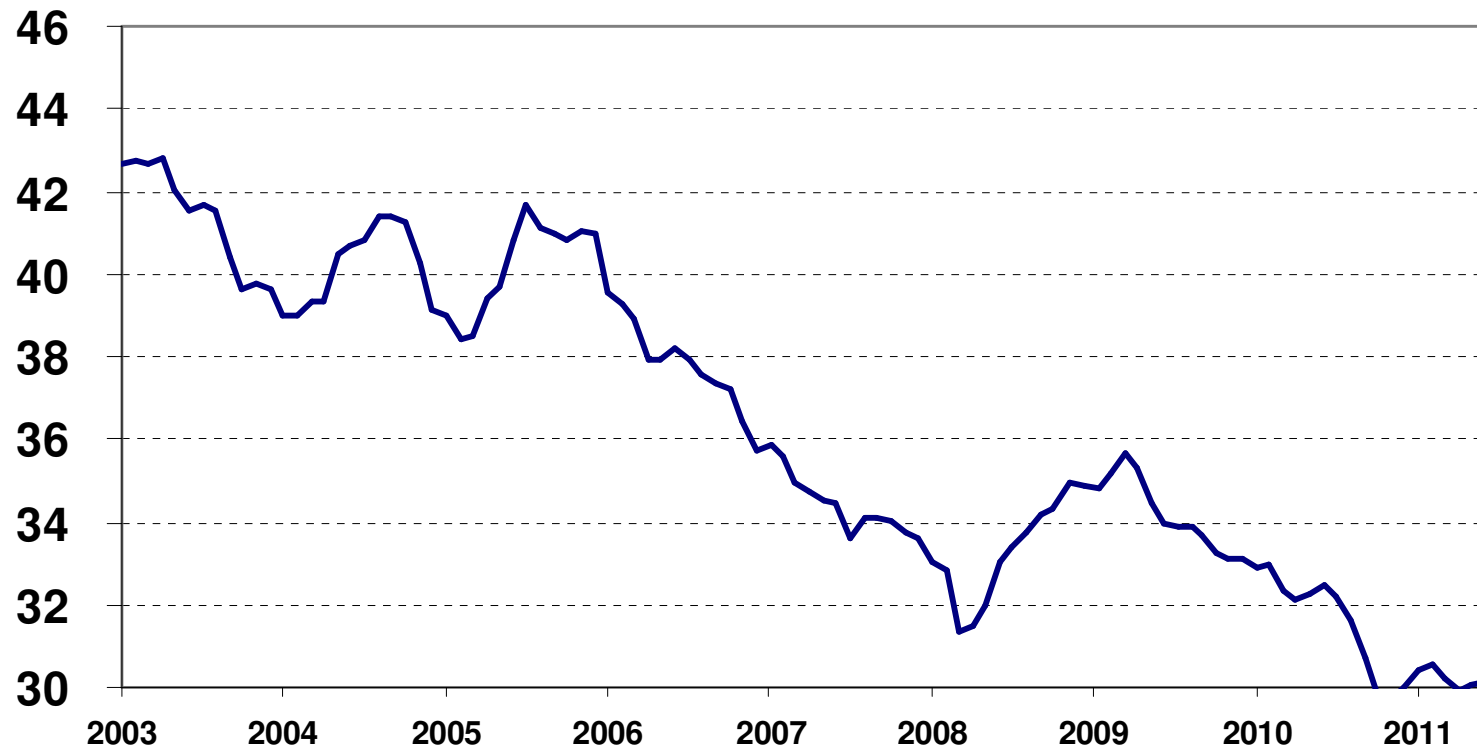
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FOREIGN EXCHANGE RATE

Ceramic Industry Club of Thailand

Baht / USD



Source : Bank of Thailand (Jan. 2003 - June 2011)

Source : Bank of Thailand (2003
Jan. — June 2011)

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CERAMIC INDUSTRY 2010

Ceramic Industry Club of Thailand

	<i>Actual Production</i>	<i>Domestic Market</i>	
• Ceramic Tiles	159	163	M.sqm.
• Sanitary Ware	7.9	4.3	M.Pcs.
• Tableware	288	103	M.Pcs.
• Insulators	9,000	6,000	T.
• Refractory	147,000	100,000	T.



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EXPORT MARKET REVIEW 2010

Ceramic Industry Club of Thailand

Total export of ceramic products was 629 M.US\$, in 2010 increased by 16% from 2009

Product Group Export Value (M.US\$) G/R from 2009

- Tableware	152	27 %
- Sanitary ware	117	17 %
- Insulators	32	41 %
- Ceramic Tile	126	3 %
- Giftware	22	- 3 %
- Refractory	37	5 %
- Others	142	22 %



**Source : Customs
Department**

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IMPORT MARKET REVIEW 2010

Ceramic Industry Club of Thailand

Total import of ceramic products was 587 M.US\$, in 2010 increased by 56% from 2009

Product Group Import Value(M.US\$) G/R from 2009

- Insulators	15	2 %
- Refractory	79	21 %
- Ceramic Tile	177	50 %
- Tableware	7	20 %
- Sanitary ware	18	60 %
- Giftware	2	68 %
- Others	289	80 %



Source : Customs
Department

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2011 ECONOMIC OUTLOOK

Ceramic Industry Club of Thailand

- **Management under the new government to lessen the impacts on the Thai economy is the key**
- **Value of Thai baht continued to appreciate against US dollar.**
- **World crude oil price increased, driven by high**
- **LPG price extreme increasing lead to high cost of production**
- **Resolve border political conflicts**
- **Lack of workers and wages high increasing**



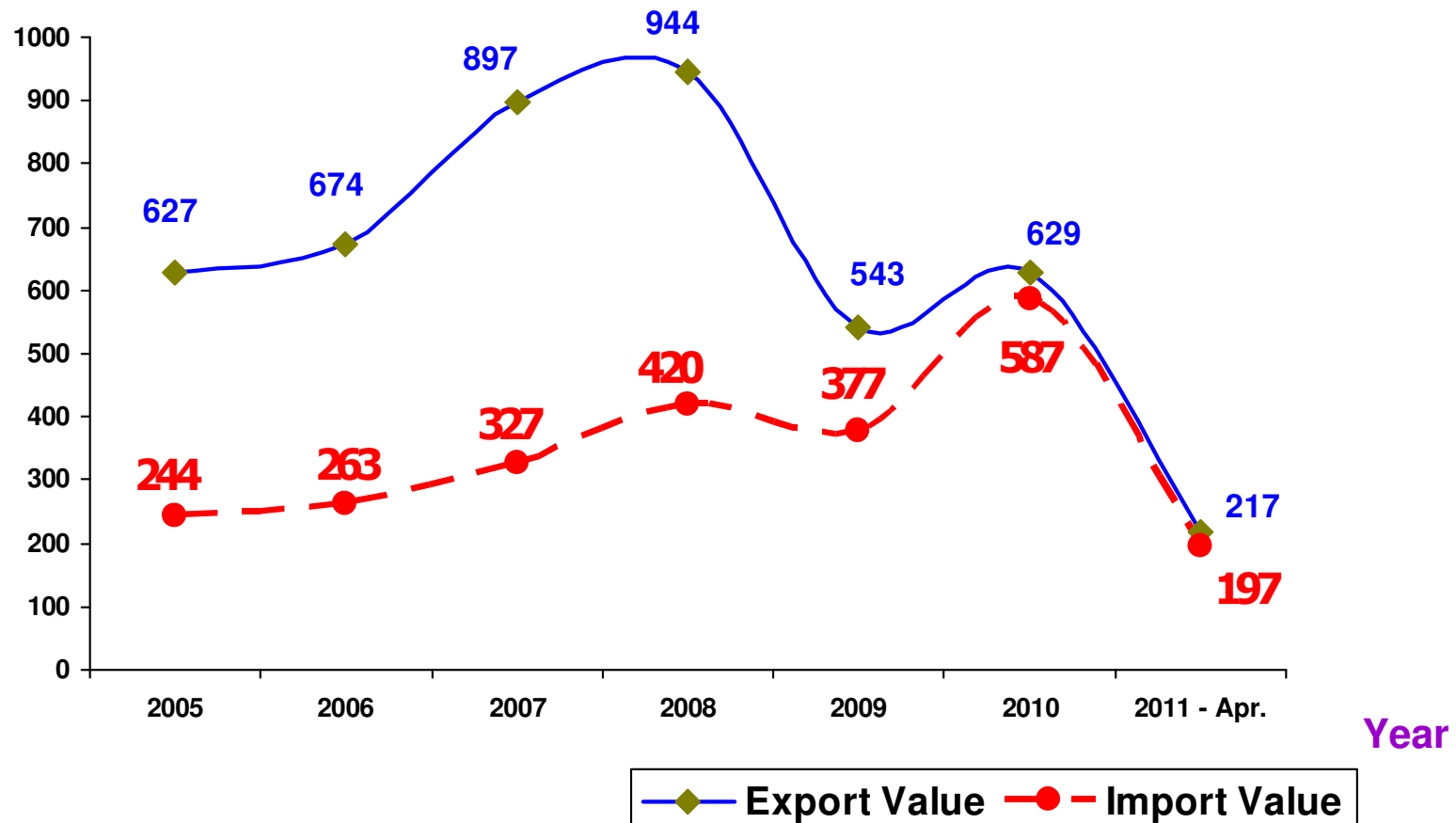
Source : National Economic and Social Development Board (NESDB)

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EXPORT & IMPORT VALUES OF CERAMIC PRODUCTS

Million Baht



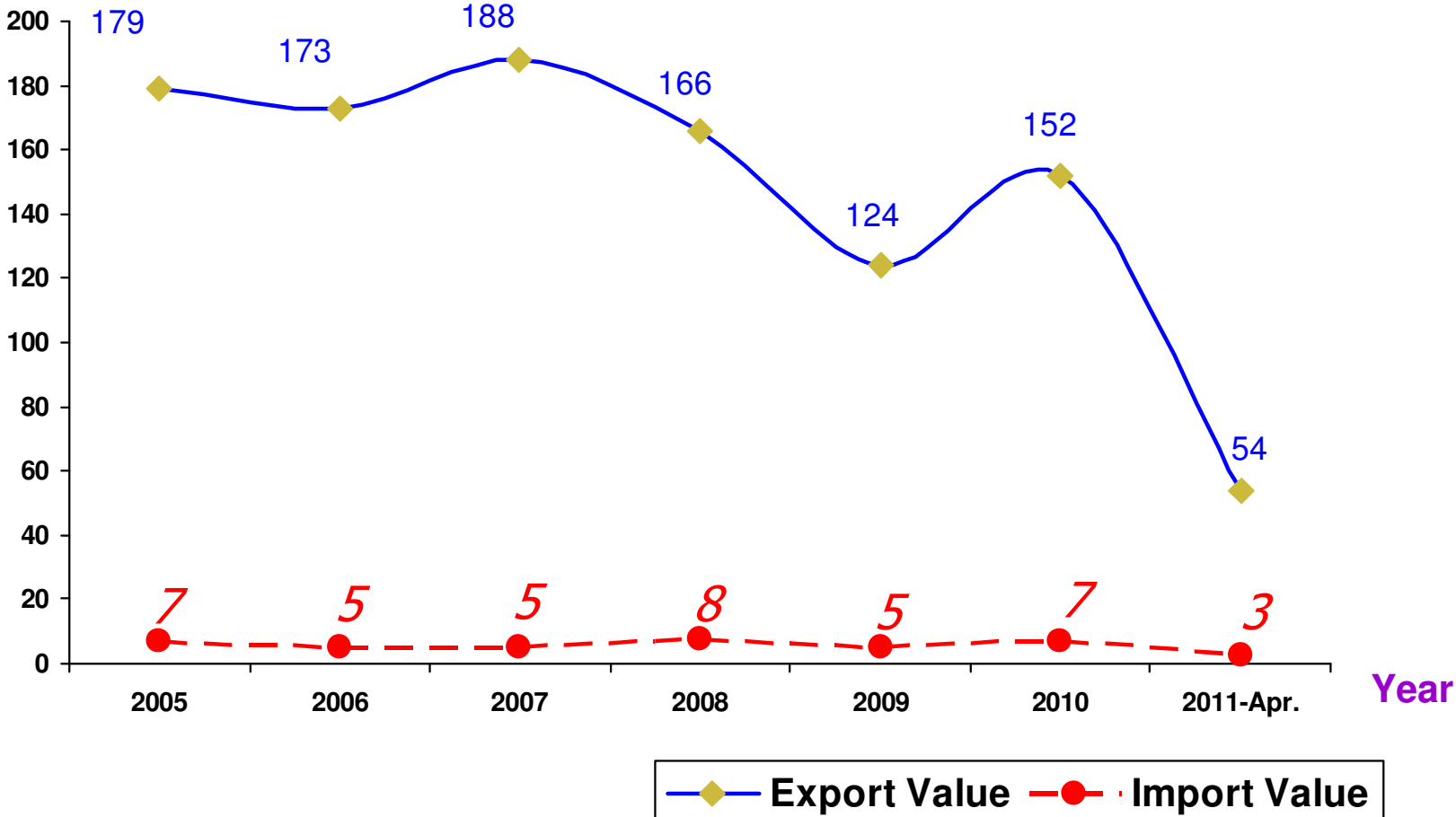
Source : Customs Department (Values effected by both Volume and Currency changes)

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EXPORT & IMPORT VALUES OF TABLEWARE

Million Baht

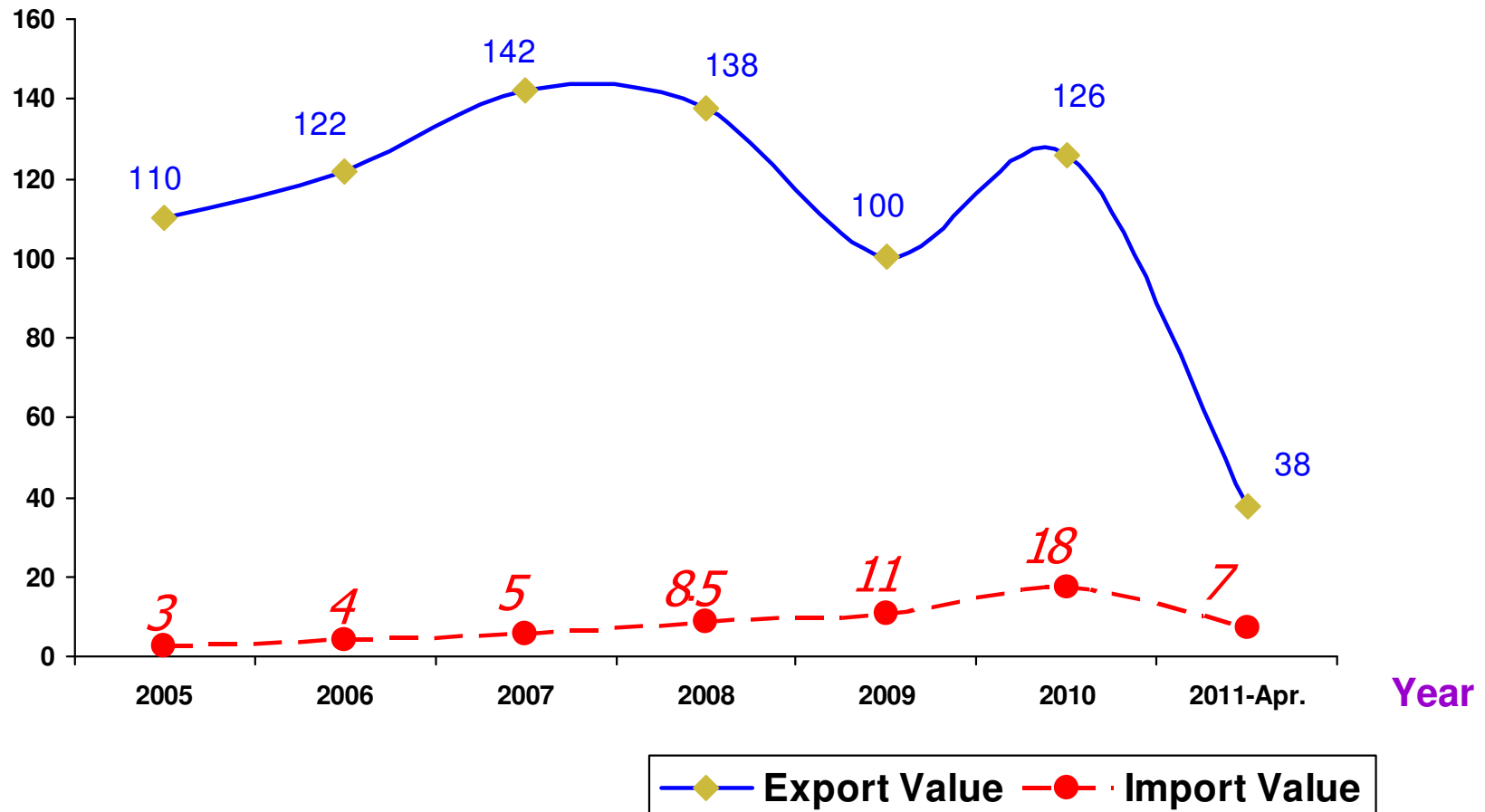


Source : Customs Department



EXPORT & IMPORT VALUES OF SANITARYWARE

Million Baht



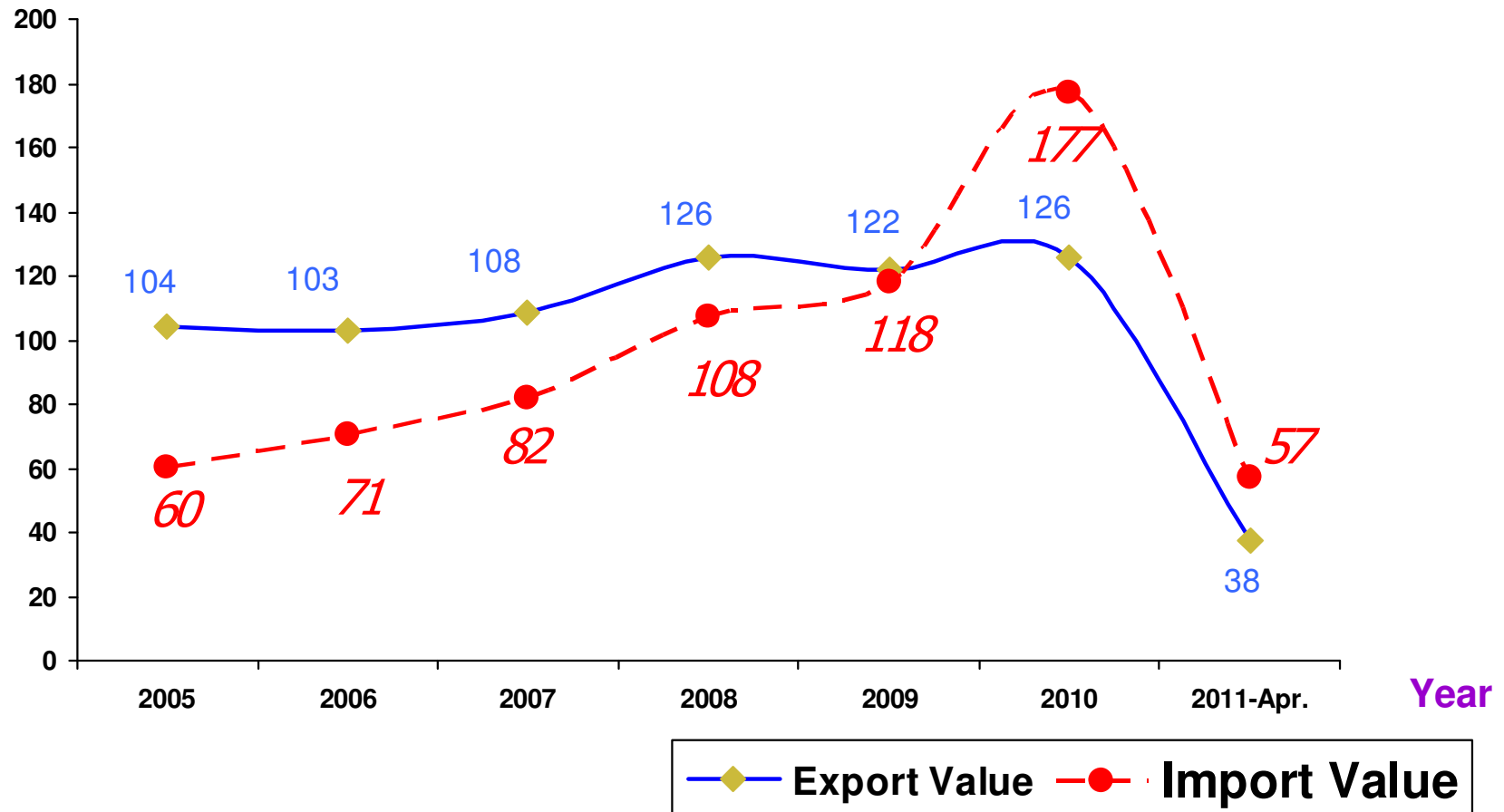
Source : Customs Department

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EXPORT & IMPORT VALUES OF TILES

Million Baht



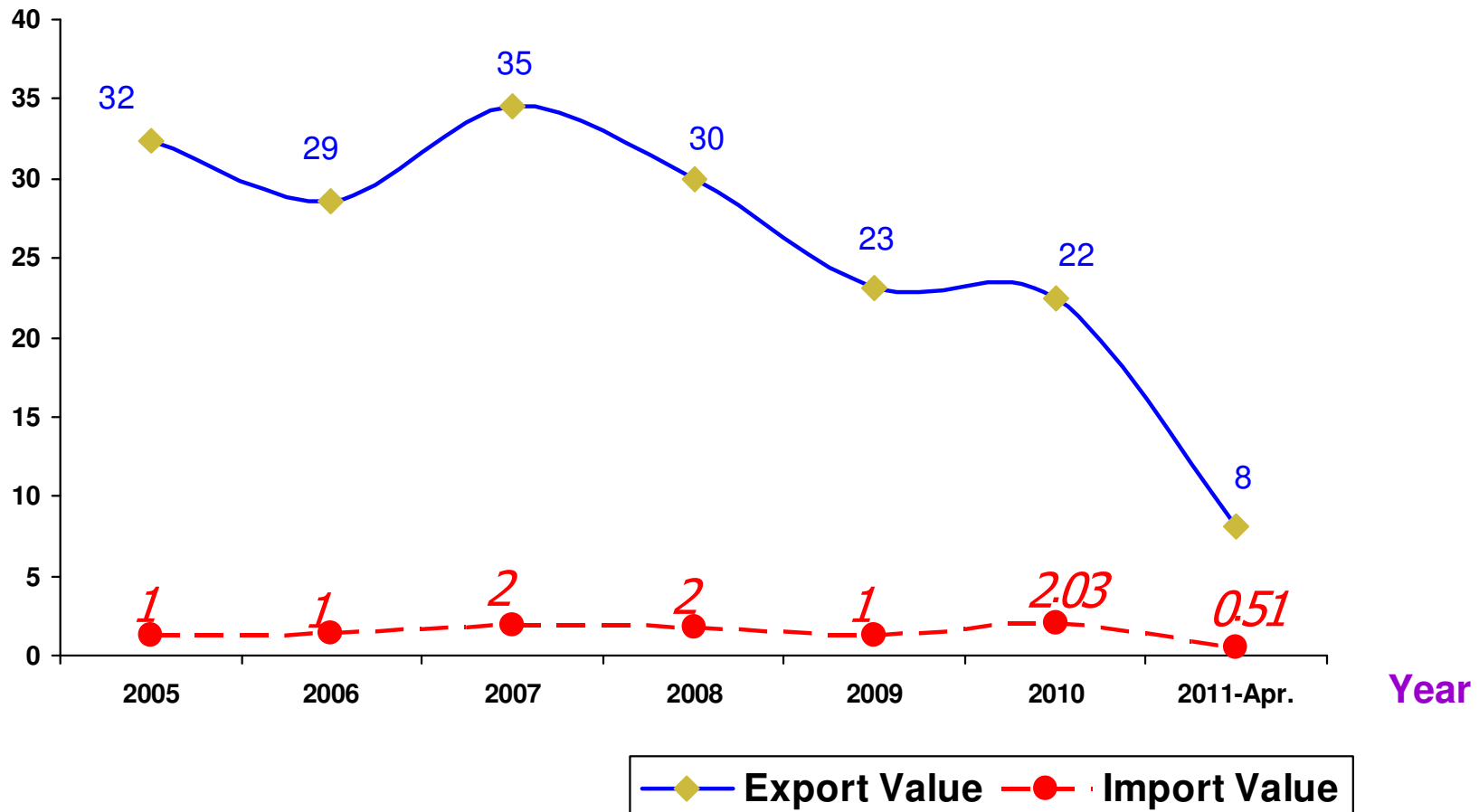
Source : Customs Department

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EXPORT & IMPORT VALUES OF GIFTWARE

Million Baht

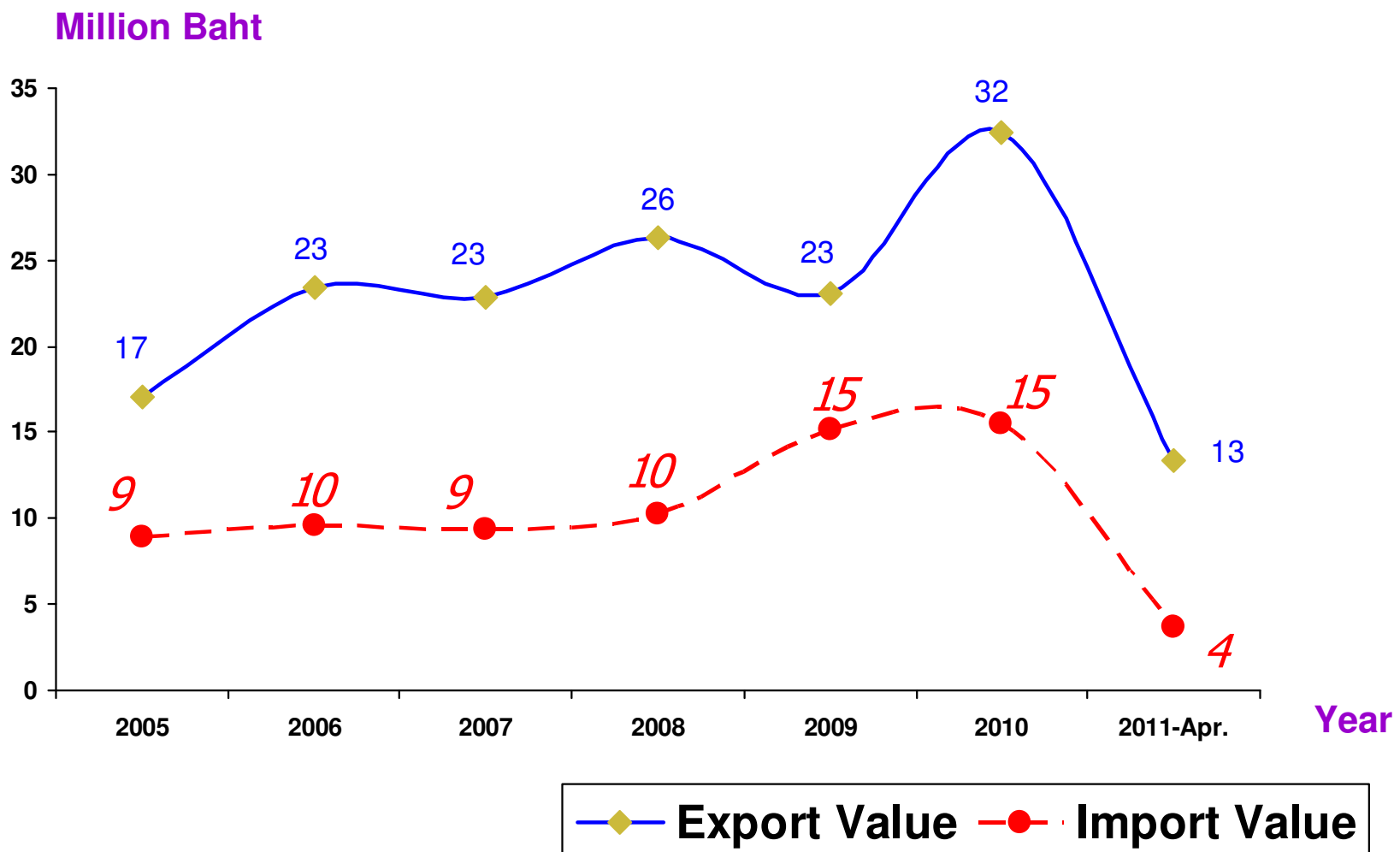


Source : Customs Department

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EXPORT & IMPORT VALUES OF INSULATORS



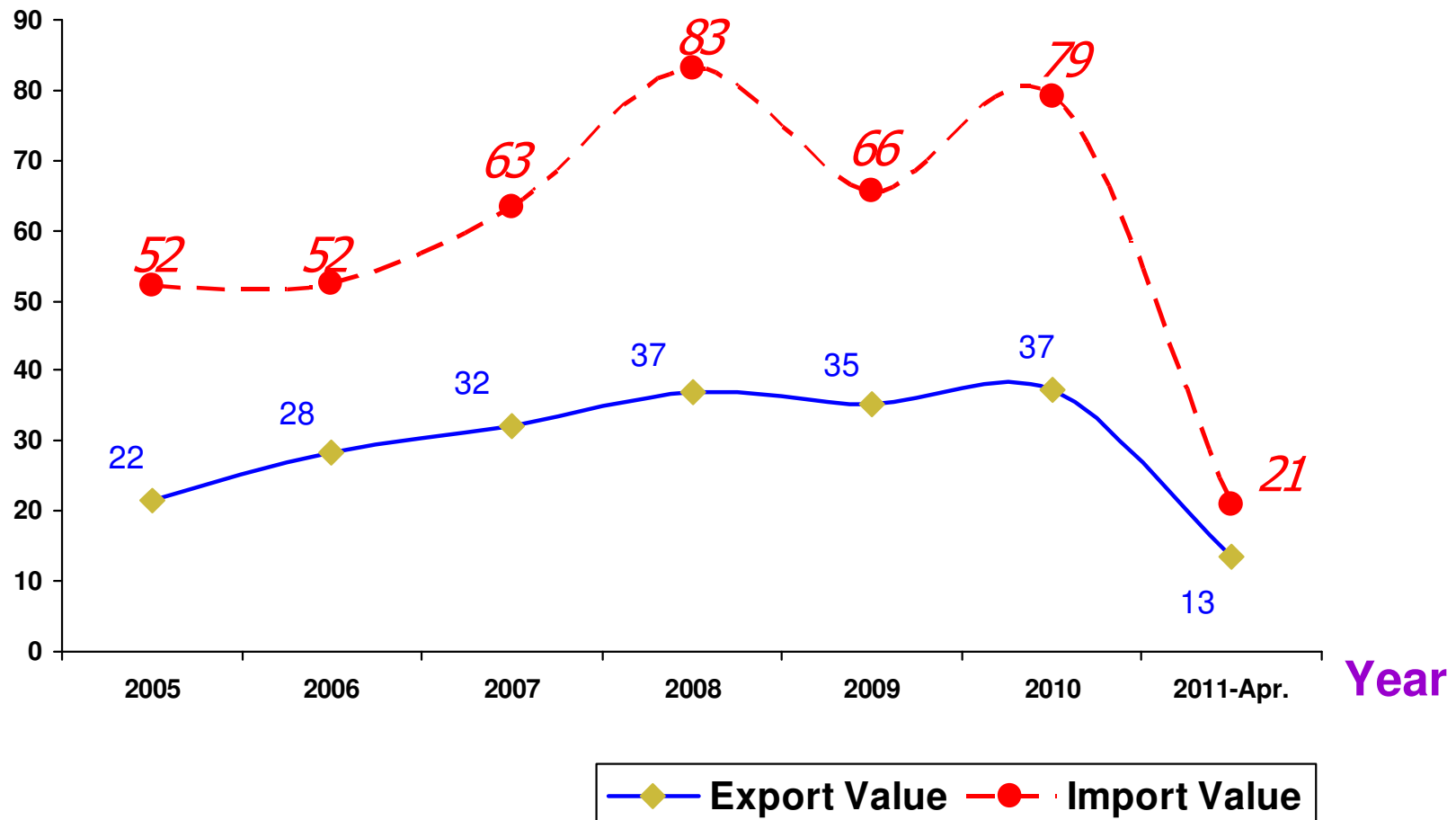
Source : Customs Department

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EXPORT & IMPORT VALUES OF REFRACTORY

Million Baht



Source : Customs Department

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Ceramic Tiles

- Exports market increases in Asian and USA. Market.
- The competition both of severely from domestic produce and import especially from China .
- Imports from China continue increasing market share.
- **Anti dumping 2.18%-35.49% (2 Jun 2011 – 1 Jun 2016)**

Sanitary Ware

- Exports market increases in Asian and European market .
- Imports from China continue increasing market share.



Tableware

- Market has faced intensifying competition from rivals like China and Indonesia, who can sell products at lower prices due to lower production cost.
- Domestic production and sales of Tableware to slightly decline.
- The competition in the world market severely.
- Imports from China continue increasing market share.



Insulators

- Domestic market production and sales are expected to increase.
- Continues to grow continuously. Mega Projects, driven by government policy.
- Exports market increases in Asian and European market .



Giftware and Decorative

- Exports market decreases in U.S.A. and European market .
- Increased market competition more intense. Especially in terms of price competition and product design.
- Higher production costs. Since the baht set High-interest loans. And rising oil prices. Disadvantage to competitors like China, and Vietnam.



Trading partners and competitors of Thai ceramic products in 2010

Ceramic Industry Club of Thailand

Products	Trading partners	Competitors
Ceramic Tiles	U.S.A. , Laos , Australia , Malaysia , Myanma	China ,Indonesia , Malaysia ,Italy ,Spain
Sanitary Ware	U.S.A. , Japan , China , Laos , United Kingdom	China , Germany , Italy
Tableware	U.S.A. , United Kingdom, Japan , Germany , Australia	China Taiwan Japan Indonesia United Kingdom
Giftware and Decorative	U.S.A. , Germany , Japan , United Kingdom , Italy	China ,Indonesia , Vietnam, Italy
Insulators	China , U.S.A. , Japan , Taiwan , Malaysia	China, India, Japan

Source : The Office of Industrial Economics

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Industry Club Profile

Ceramic Industry Club of Thailand

Year Established :	1978
No. of Members :	56 companies
Chairman :	Mr.Kovit Thareratanavibool
Vice Chairman :	Mr.Sujin Phitak
Vice Chairman :	Dr.Parinya Sainamthip
Vice Chairman :	Mr.Somyod Tangmeelarp
Secretary	Mr.Amnart Yasothorn
Deputy Secretary	Mr.Nattee Seneeyapar
Treasurer	Mrs.Pongchawee Sirimongkol
Honorary President / Committee	Mr.Chokchai Lerttiendumrong
Honorary President :	Mr.Kitti Sonamai
Honorary President :	Mr.Pichit Maipoom
Honorary President :	Dr.Somchai Wongaroon
Honorary President :	Mr.Kyd Rojanapenkul
Honorary President :	Mr.Narong Thareratanavibool

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Industry Club Profile

Ceramic Industry Club of Thailand

Honorary President :	Mr.Rapee Sukhyanga
Honorary President :	นายวีระชัย สาครวงศ์วัฒนา
Consultant :	Mr.Thongchai Watanasakdakul
Consultant :	Mrs.Kantika Pichayanan
Consultant :	Mr.Anan Ansathammarat
Consultant :	Dr.Somnuk Sirisoonthorn
Consultant :	Mr.Viroon Nundhapana
Consultant :	Mr.Suvit นางวังเมือง
Consultant :	นายนงศ์ หนูเกื้อ
Committee :	Mr.Somchai Horwongratana
Committee :	Mrs.Varangkana Klinsukhon
Committee :	Mr.Virach Prompradit
Committee :	Mr.Vachrakorn Kitporka
Committee :	Mr.Chaichana Kupkarn
Committee :	Mr.Chusak Prachayangprecha
Committee :	นายวิวัฒน์ ศุภธรรม

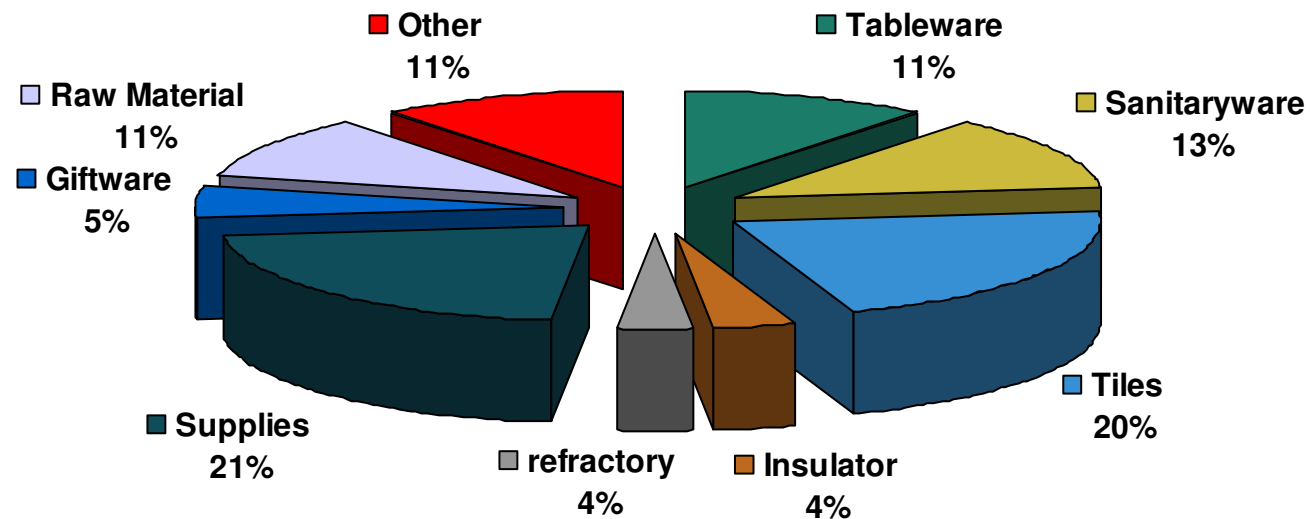
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Member of Ceramic Industry Club

Ceramic Industry Club of Thailand

No. of Members : 56 companies



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Mediate coordination between the operators with the government.

- Request Anti-Dumping Measures for Ceramic Tiles from China. By the Ministry of Commerce announced to use of Anti-Dumping Measures for Ceramic tiles for China began to take effect on June 2, 2011.
- Improvement Standard ceramic products with Thai Industrial Standards Institute (TISI).





Thank You !