Thailand: Gateway to the ASEAN Community

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Ambassador of Thailand to the U.S.
at Brigham Young University
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ASEAN
(Association of Southeast Asian Nations)
The ASEAN Journey to Community Building

- **1967**: Bangkok Declaration
- **1997**: ASEAN Vision 2020
- **2003**: Bali Concord II
- **2007**: Cebu Declaration
- **2015**: Dec 31st Realisation of the ASEAN Community
ASEAN Community Building

ASEAN: A people-oriented community

ASEAN Political-Security Community (APSC)

ASEAN Economic Community (AEC)

ASEAN Socio-Cultural Community (ASCC)

Narrowing the Development Gap (NDG)
Pillar 1

ASEAN Political-Security Community (APSC) Blueprint 2025

Rules-based, people-oriented, people-centred Community

A resilient Community in a peaceful, secure and stable region

ASEAN Centrality in a dynamic and outward-looking region

Strengthened ASEAN institutional capacity and presence
Pillar 2

ASEAN Economic Community (AEC) Vision 2025

“ASEAN Economic Community by 2025 shall be a highly integrated and cohesive economy, a competitive, innovative and dynamic ASEAN, a resilient, inclusive and people-oriented, people-centred ASEAN, enhanced connectivity and sectoral cooperation, and a global ASEAN.”
Pillar 2
ASEAN Economic Community (AEC) Blueprint 2025

Highly integrated and cohesive economy

Competitive, innovative and dynamic ASEAN

Enhanced connectivity and sectoral cooperation

Resilient, inclusive, people-oriented and people-centred ASEAN

Global ASEAN
Milestones

- Tariffs near zero
- ASEAN Trade in Goods Agreement (ATIGA)
- ASEAN Framework Agreement on Services (AFAS)
- ASEAN Comprehensive Investment Agreement (ACIA)
- Movement of professionals
- Trade facilitation
- ASEAN Stock Exchanges
If ASEAN were a single country, it would already be the seventh-largest economy in the world, with a combined GDP of $2.4 trillion in 2013. It is projected to rank as the fourth-largest economy by 2050.

McKinsey & Co. – May 2014
Pillar 3
ASEAN Socio-Cultural (ASCC) Blueprint 2025

- Human Development
- Environmental Sustainability
- Building ASEAN Identity
- Social Welfare & Protection
- Social Justice & Rights
- Narrowing the Development Gap
Benefits of Engaging with ASEAN Community

- Opportunities from the 3rd largest consumer market in the world (measured by population).
- Opportunities from a population of 622 million, 53% of which are below 30 years old.
- Opportunities from a highly connected region, conducive to trade and investment.
- Opportunities from a vibrant economy (GDP growth projected at 4.9% in 2015 and 5.3% in 2016).
- Opportunities from rich cultural diversity.
How and Why ASEAN Matters

US-ASIA DIRECT INVESTMENT

INDIA
$28
$5

CHINA
$51
$5

SOUTH KOREA
$35
$24

JAPAN
$134
$308

HONG KONG
$48
$6

TAIWAN
$16
$5

ASEAN
$190
$27.5

US Direct Investment in Asia
(Stock in US$ Billions)
ASEAN is the largest recipient of US
investment in Asia

Foreign Direct Investment in the US
(Stock In US$ Billions)
6% of Asian investment in the United
States comes from ASEAN
ASEAN Connectivity

- 41 International Airports
- 233 mil. passenger throughout in 2014
- 1,050 commercial aircrafts will be increased to 3,150 by 2030.
- Predicted market value of the fleet increase is US$ 410 billion.
ASEAN Connectivity

Land Transport and Transit Routes
Thailand’s Rankings

- # 1 “Misery Index” - The World’s Least Miserable Country (2015)
- # 34 in the UN World Happiness Report 2015
  (# 2 in Asia after Singapore)
- One of the World’s Best Places to Retire in 2016
  (International Living Magazine)
- One of the World’s 7 Most Retiree-friendly Nations
  (Huffington Post 2014)
- # 7 Top Destination for Expats (HSBC Expat Explorer 2014)
- # 8 Best FDI Host Economy for 2014-2016
- # 11 Most Promising Emerging Market for 2014-2016
- # 32 in the Global Competitiveness Report 2015-2016
- # 49 Ease of Doing Business by the World Bank (2016)
Thailand’s Rankings

- **Bangkok**
  - #1 Asia Pacific Destination (MasterCard Asia Pacific Destinations Index)
    (# 5 Phuket and # 8 Pattaya)
  - #1 Leisure Destination in the Asia-Pacific
    (Business Traveler Asia Pacific 2015)
  - # 1 the World's Best City from 2010 to 2013 by Travel + Leisure Magazine
  - # 11 Best Shopping Destination (Frommers.com 2014)
  - # 18 Traveler’s Choice Destination (Trip Advisor 2015)
    - Wat Pho: # 21 Traveler’s Choice Landmark
    - Ao Nang: # 10 Destination on the Rise in the World

- **Thai Massaman curry was rated the World's Most Delicious Food** by CNN Travel (# 8 Tom yum gung, # 19 Nam tok moo and # 46 Som tam)
Thank you