

Branding

การสร้างแบรนด์อย่างยั่งยืนในตลาด AEC

โดย อ.อภิสิทธิ์ ไหล่ศัตรูไกล
ผู้อำนวยการศูนย์สร้างสรรค์งานออกแบบ

TCDC



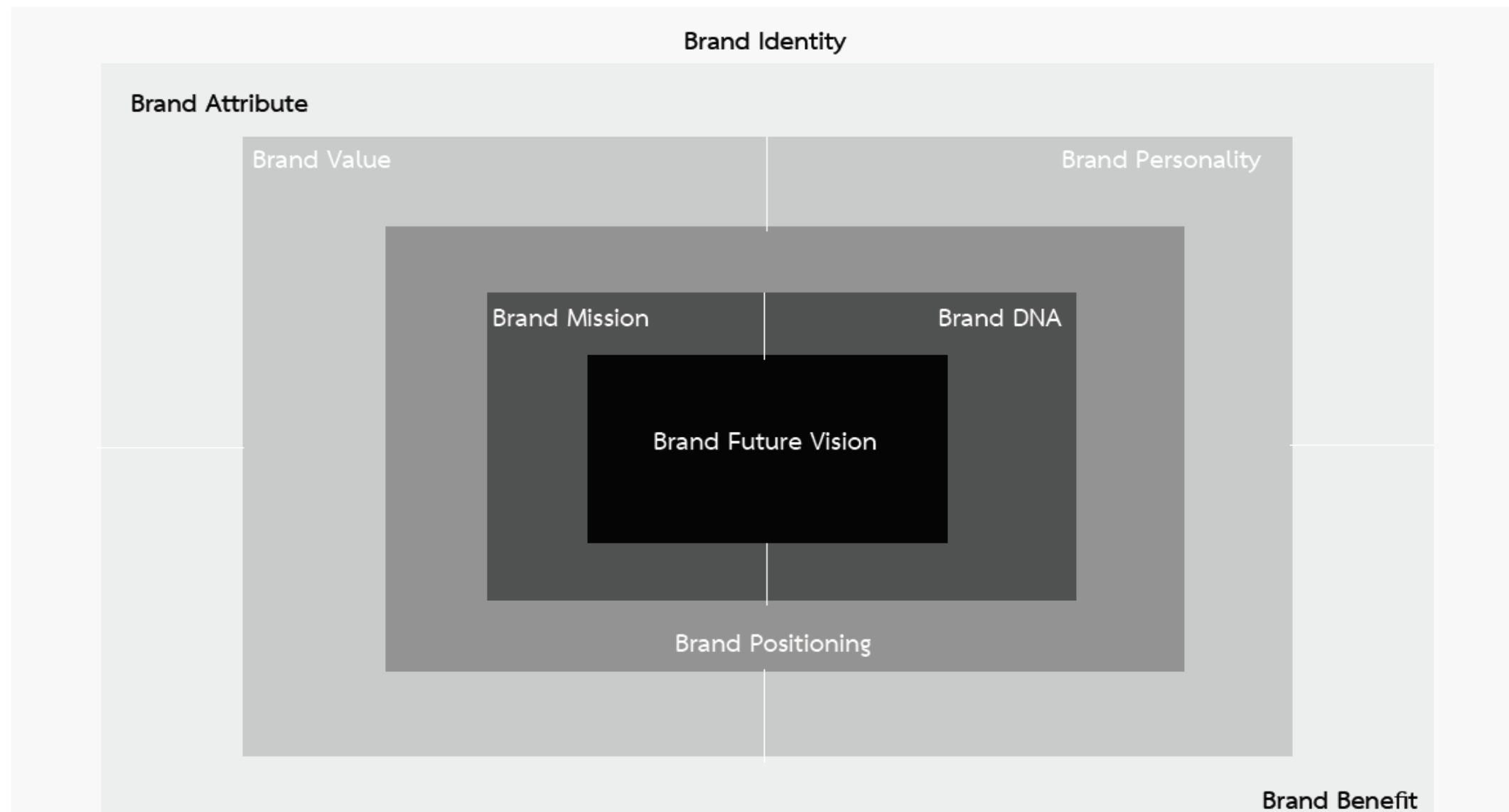
อะไรคือ Branding?

Branding หรือการสร้างแบรนด์ คือ การสร้างชื่อเสียง ให้ ส่งสมไปในทิศทางที่เรา ออกแบบไว้เรียกได้ว่าเป็นเข็ม ทิศทางธุรกิจ

แบรนด์ คือ ชื่อ สัญลักษณ์ รูปแบบ ดีไซน์ หรือการสื่อสารอะไรก็ตามที่สร้างขึ้นมาเพื่อระบุสินค้าหรือบริการนั้นเพื่อสร้างความแตกต่างจาก คู่แข่งหรืออาจจะเป็นความรู้สึกของลูกค้าที่มีต่อสินค้าและบริการ ซึ่งความจริงแล้วแบรนด์ไม่ใช่แค่ชื่อ ไม่ใช่ตราสัญลักษณ์ ไม่ใช่โลโก้ ไม่ใช่ยี่ห้อหากแต่แบรนด์ คือความรู้สึกโดยรวมที่ผู้คนเก็บเล็กผสมน้อยจากประสบการณ์ ที่ผู้คนเหล่านั้นได้สัมผัสสิ่งละอันพันละน้อยรอบๆ ตัวแบรนด์ ฉะนั้นแบรนด์คือประสบการณ์รวม (Total Experiences) และการสร้างประสบการณ์รวมให้ชัดเจน ทำให้ผู้คนได้รู้สึกไปในทิศทางเดียวกัน ให้ผู้คนรู้สึกประทับใจในทุกประสบการณ์ และแบรนด์คือชื่อเสียง (Reputation)

Brand Component

คือ ส่วนต่างที่ประกอบขึ้นเป็นแบรนด์หนึ่ง ๆ ที่ผู้คนจะสัมผัสได้ตามลำดับก่อน - หลังดังนี้ Brand Attribute, Brand Benefits, Brand Identity, Brand Personality, Brand DNA, Brand Positioning, Brand Mission, Brand Value, and Brand Future Vision ดังจะเห็นความสัมพันธ์ตามภาพ

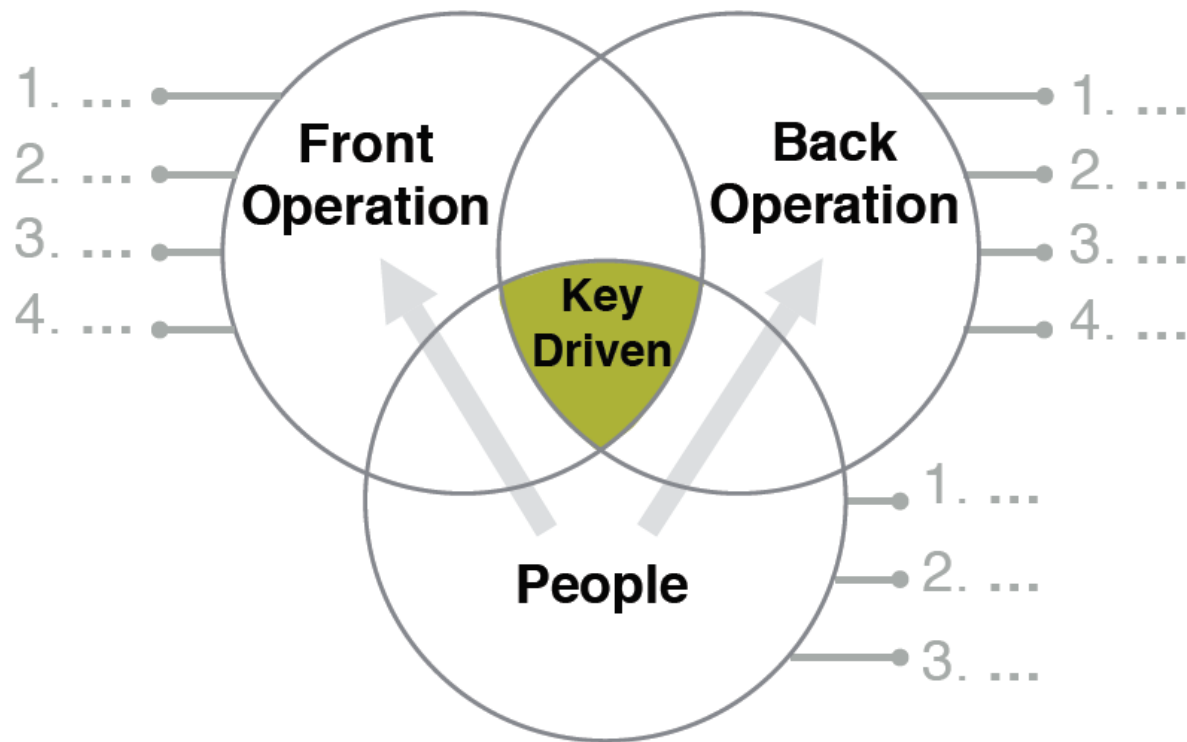


ยุทธศาสตร์แบรนด์

Brand Strategic Roadmaps

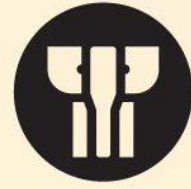
หมายถึง ยุทธศาสตร์ในการดำเนินการของแบรนด์ ที่จะทำอย่างไร ให้แบรนด์สำเร็จตามเป้าหมายของ Brand Future Vision และ Brand Mission โดยมีวิธีการเริ่มคิดจาก โจทย์ในการขับเคลื่อนแบรนด์ในแต่ละช่วงเวลา แล้วจึงใช้โจทย์นี้เป็นแกนในการผลักดันโครงการที่ตอบโจทย์ ทั้งในส่วนของ

- Front Operation หรือโครงการที่เข้าถึง ผู้ใช้บริการให้สอดคล้องกับแบรนด์ ซึ่งโครงการเหล่านี้จะทำให้แบรนด์สามารถส่งมอบคุณค่าแบรนด์ได้ตามจุดยืน, Vision, Mission และ Back Operation
- Back Operation โครงการที่พัฒนาให้สอดคล้องกับแบรนด์องค์กรและโครงสร้างองค์กร เช่น โครงการที่ทำให้คนในองค์กรเข้าใจกลยุทธ์แบรนด์
- People โครงการที่ทำให้คนในองค์กรเข้าใจกลยุทธ์แบรนด์ Brand Future Vision, Brand Mission, Brand Positioning และทำให้คนในองค์กรพัฒนาไปในทิศทาง ที่สอดคล้องกับ DNA, Brand Mission และ Brand Positioning และทำให้คนในองค์กรพัฒนาไปในทิศทางที่สอดคล้องกับ DNA โครงการที่มักจัดทำ ได้แก่ ระบบ HRD, HRM เมื่อพิจารณาอย่างรอบด้านแล้วจึงกำหนดออกมาเป็นยุทธศาสตร์ที่กระชับ มีเป้า หมายที่ชัดเจน และภายใต้ยุทธศาสตร์เหล่านั้นจึงนำมาซึ่งโครงการต่างๆ ที่ช่วยขับเคลื่อนยุทธศาสตร์ให้บรรลุผล



VIDEO Clip การสร้างแบรนด์

Case studies



Thailand



Modern Thailand

MONTH	April					May					June				July				August						
WEEK	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26			
RESEARCH	Contract signed			PM's office to agree on research agenda					Audience profiles document				Draft report delivered				Final report delivered								
SETTING OBJECTIVES						Internal workshop design				Internal workshop				External workshop				Final document: workshop outcomes, agreed objectives, KPIs							
MESSAGING / BRAND / COMMUNICATIONS				Media strategy for 1st round of advertising					Overall narrative document																
CREATIVE PRODUCTION						Present Thai Design products & benchmarks																			
1st set of ads						1st set of ads: concepts				1st set of ads: concept revision				1st set of ads: art-worked & delivered to media outlets											
2nd set of ads																						2nd set of ads: concepts			
TVC						TVC concept proposal: 60, 30 & 15 second spots				TVC concept proposal: 60, 30 & 15 second spots				TVC production: 60, 30 & 15 second spots											
Short film						Initial concept: 10 min film for website				Concept: 10 min film for website				Production: 10 min film for website											
Website						New website design delivered																			

แผนการดำเนินแคมเปญ

MONTH	September					October				November				December					January			
WEEK	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27
RESEARCH																						
SETTING OBJECTIVES																						
MESSAGING / BRAND / COMMUNICATIONS																						
CREATIVE PRODUCTION																						
1st set of ads																						
2nd set of ads																						
TVC																						
Short film																						
Website																						

แผนการดำเนินแคมเปญ

Thailand

THE LOCK-UPS

CONSTRUCTION & EXCLUSION ZONE

16

When constructing a lock-up, consisting of the logotype and an icon, please ensure you adhere to the following:

The height of the icon is to be the same as the cap-height of the logotype, shown by value 'x' in the diagram.

Both the icon and logotype should be centred to each other, with a gap equal to value 'x' from the top of the cap-height to the base of the icon.

A minimum exclusion zone of value 'x' is given to each edge of the lock-up. No other matter should encroach on this area.



The Brand Guideline



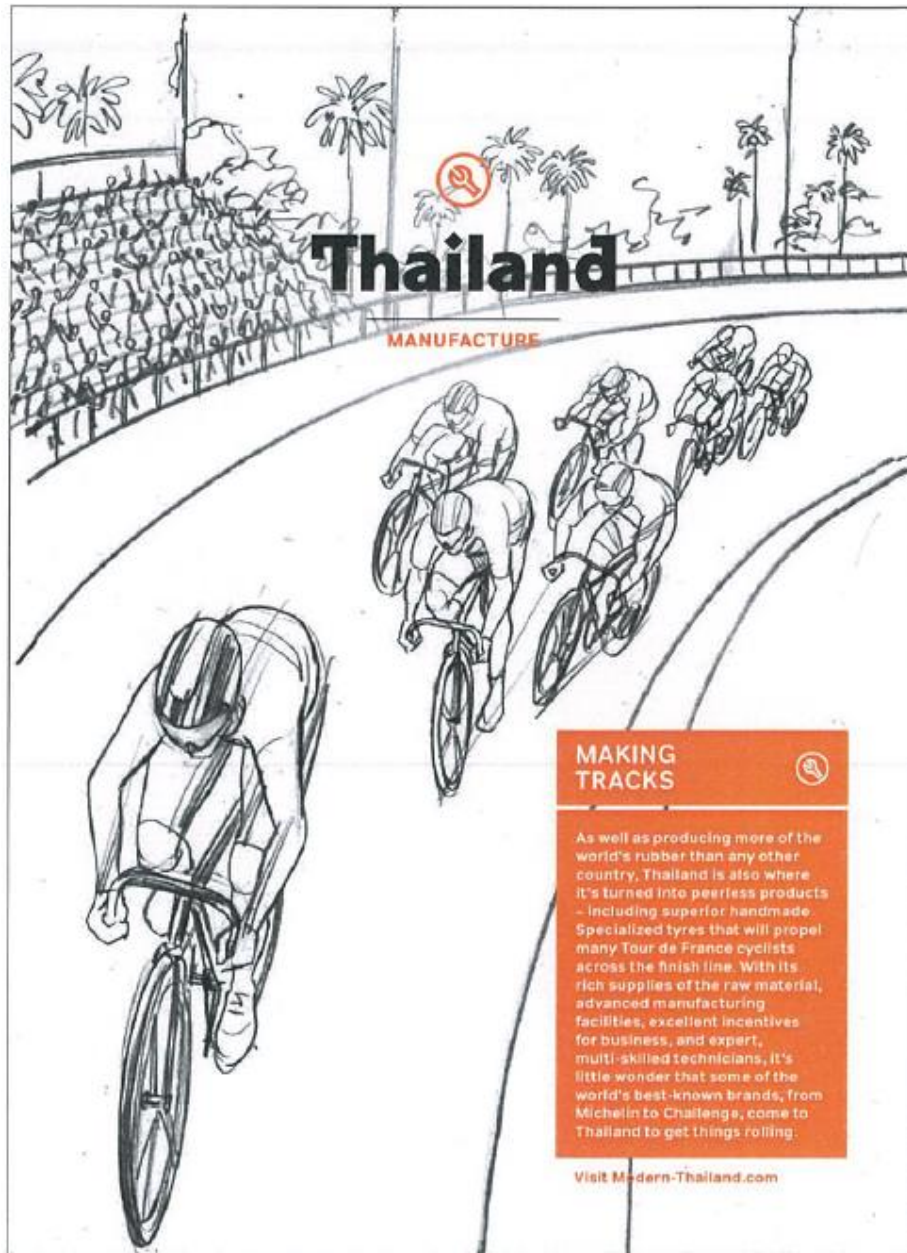
Thailand



Strategic Approach

Strategic Approach

ตัวอย่างที่1 อุตสาหกรรม



แสดงถึงศักยภาพของอุตสาหกรรมไทย
ผ่านการแสดงถึงขนาด และความสามารถในการ
ผลิตของโรงงานอุตสาหกรรมในไทย

โฆษณาในสื่อสิ่งพิมพ์

เป็นการโฆษณาเพื่อบอกว่า

- ในอนาคต ประเทศไทยจะเป็นผู้ส่งออกยาง
อันดับ 1 ของโลก
- ประเทศไทยจะเป็นแหล่งผลิตยางรถยนต์ขนาดใหญ่
- ในรายการแข่งขันจักรยาน Tour De France
จะใช้ยางสำหรับจักรยานแบบพรีเมียมที่ทำใน
ประเทศไทย
- ประเทศไทยมีความสามารถในการเป็นผู้ผลิต
ตั้งแต่ต้นน้ำจนถึงปลายน้ำ ตั้งแต่วัตถุดิบไป
จนเป็นสินค้าสำเร็จรูป

Strategic Approach

ตัวอย่างที่2 วัฒนธรรมอาหาร



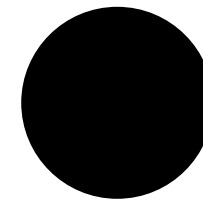
● เพื่อเน้นและแสดงถึงความน่าสนใจ
ของอาหารไทย

ถึงแม้ว่าส่วนประกอบของอาหารต่างๆจะดูธรรมดา
สำหรับคนไทย แต่ว่าสำหรับชาวต่างชาตินั้น
นับเป็นสิ่งที่น่าตื่นเต้น และน่าสนใจ

● เพื่อแสดงความสามารถของประเทศ
ไทยด้านความอุดมสมบูรณ์ด้านอาหาร
ประเทศไทยสามารถจัดได้ตั้งแหล่งผลิต..จนมาถึง
ในจาน (From farm to plate) เพื่อแสดงถึง
ความพร้อมและความสามารถในการเป็นครัวของ
โลก

Strategic Approach

ตัวอย่างที่3 การท่องเที่ยวและการเชื่อมต่อ



เพื่อให้นักท่องเที่ยวใช้เวลาท่องเที่ยวอยู่ในประเทศไทยนานขึ้น

โดยใช้ความสวยงามของแหล่งท่องเที่ยวในประเทศไทยเป็นจุดขาย และความสะดวกในการเดินทางไปยังแต่ละสถานที่ท่องเที่ยว

Strategic Approach

ตัวอย่างที่4 ความคิดสร้างสรรค์ และการแลกเปลี่ยนความรู้



แสดงสถานะประเทศไทยให้เป็น
ศูนย์กลางเพื่อการแลกเปลี่ยนความรู้
ของภูมิภาค

โดยใช้ข้อได้เปรียบทางภูมิศาสตร์ สิ่งอำนวยความสะดวกต่างๆ และวัฒนธรรม

การเน้นด้านความคิดสร้างสรรค์ จะช่วย
ดึงดูดกลุ่ม นักท่องเที่ยว/นักธุรกิจ
สร้างสรรค์





Thailand

MANUFACTURE

C-23

C-22

C-2

DRIVING THE FUTURE



The elephant isn't Thailand's only low-emission form of transport – in fact, we've become one of the world's top producers of eco-cars since, recognising a powerful opportunity, the government launched a determined policy to encourage investment. Now, drawn by our skilled workforce, engineering expertise and business friendly incentives, big names like Mitsubishi, Suzuki and Honda are making their next-generation, sustainable cars here that will steer the global automotive future.

Visit Modern-Thailand.com



Thailand

TRADE

FIRST PORT OF CALL



At Laem Chabang, one of the world's busiest seaports, it's easy to see why Thailand is such a dynamic trading hub within the region and across the seas. Entrepreneurial by nature and boasting a multi-skilled workforce, we're busy making sure that vital goods get to market on time, every time. With the third-lowest unemployment rate in the world, it's our hands-on approach that's made us the globe's fifth-largest container-shipping nation.

Visit Modern-Thailand.com



Thailand

HOSPITALITY

BUSINESS CLASS



Thailand's hospitality extends far beyond unwinding at luxurious spas and pristine beaches. This year alone, 792,000 international business travellers are expected to touch down here for meetings or events, hosted at some of the region's largest and most modern facilities by our famously welcoming people. So from cosy conferences to colossal conventions, our world-class infrastructure, convenient geographic location and commitment to service make Thailand the ideal place to do business.

Visit Modern-Thailand.com



Thailand

HOSPITALITY

RECIPE FOR SUCCESS



Thailand's famous hospitality is ingrained in our culture, from the warmest of welcomes to our culinary skill. That's why hospitality businesses like the world's best cooking school, Le Cordon Bleu, which opened its only Southeast Asian school in Bangkok, come to Thailand to sample our unique mix of exquisite cuisine, from French to Halal, and transcendent service.

Visit Modern-Thailand.com



AUTUMN 2013

MODERN THAILAND

A BIENNIAL ON THAILAND'S PEOPLE, BUSINESSES, PLACES, BRANDS AND PLANS

SPOTLIGHTS
Friendship bridges,
Chiang Mai's cultural
and business wins and
top-gear automobiles

PROFILES
One ground-breaking
architect, a paper
pioneer and a unique
restaurateur

Q&As
The minister of
transport's grand
ambitions and the chefs
firing up Thai cuisine



MODERN MARVELS
Thai architecture
takes a bow
33



56 **Tourism** The jewel of the kingdom
comes of age



40 **Creativity** Artists, artisans and
auteurs reign



10 **Infrastructure** Radical transformation of the country's transportation
is redrawing the world map

Thailand

THAI SHOWCASE



Fashion

Cosmetics

Ceramics

Food from Thailand
& furniture



Kiosk

Stationery

Coffee booth

Café seating

THAI SHOWCASE

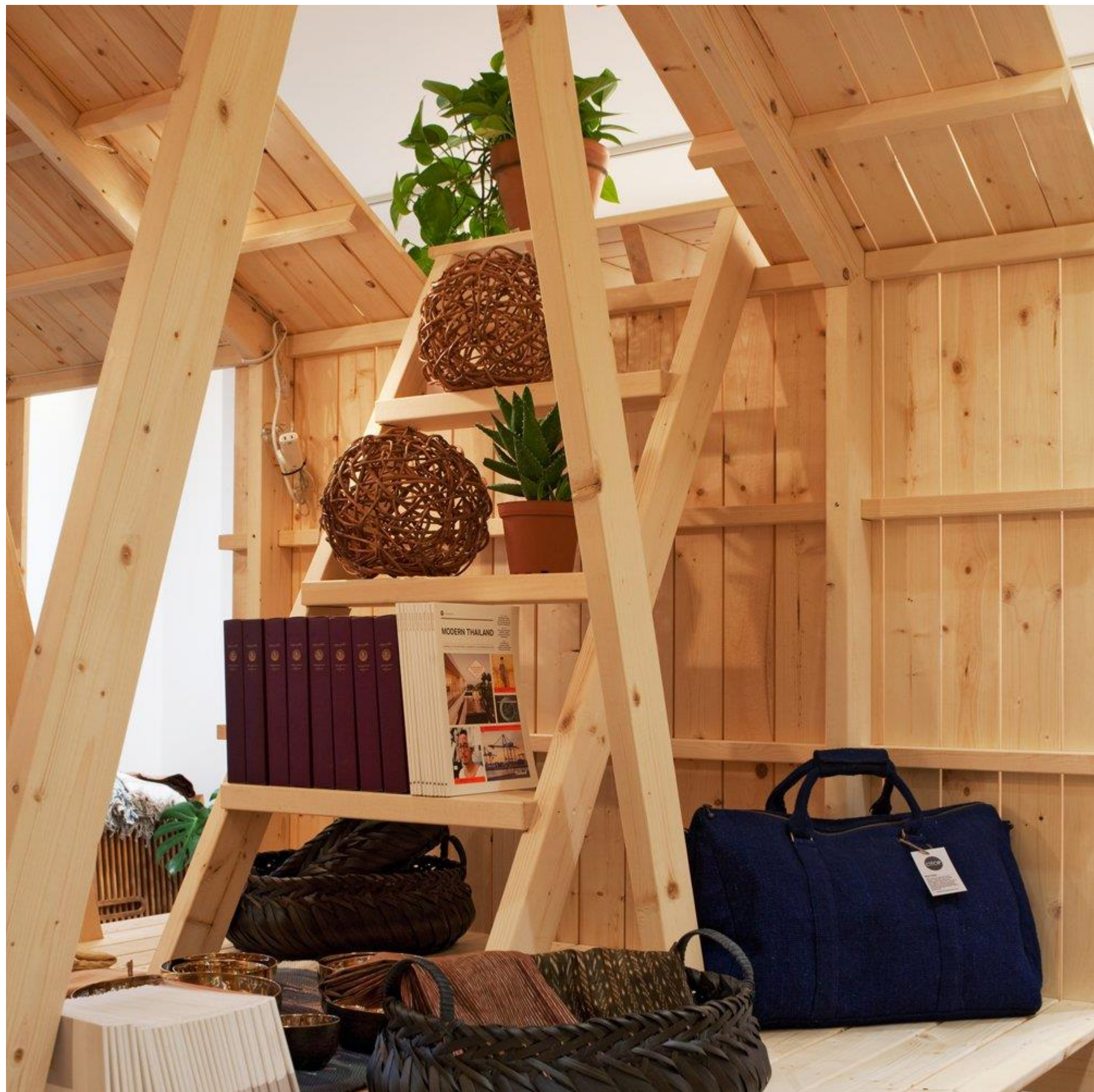
5 STAR 4A
AI SABAI
AKHA AMA COFFEE
ARCHIMYCHEAL
ASAVA
BAAN KHUN PRANEE
BORRIBOON
BORBUNGLERTNUEA
BANBUNGLERTNUEA
HOUSEWIVES GROUP
BANGKOK PEWTER
BANTE YANTE
CHAIYO AND FRIE
CONTAINER
ERB
FILL COCONU
HYGGE
INCLAY ST
JAREEPAT
JBB*
JAM S
BRON
KAE
KA
ST

THAI SHOWCASE

Open hours: 11:00 - 19:00
2013.11.11 Sat - 2014.1.11 Sat

Thai
The Office of the Prime Minister
The Ministry of Culture





THE MONOCLE THAILAND SURVEY 2012



THE MONOCLE THAILAND SURVEY 2012



Economy, transport, retail, tourism, food & drink, technology, design, fashion and architecture:
a national survey of the people and businesses behind Thailand's success

TOURISM REVENUE
HAS INCREASED BY

24%

YEAR ON YEAR, WITH MEDICAL
TOURISM REPRESENTING
AROUND 12% OF THIS

IT IS ESTIMATED THAT
THE VALUE OF THE MEDICAL
TOURISM INDUSTRY WILL
REACH US\$3 BILLION BY
THIS YEAR



Thailand

modern-thailand.com

THAILAND: A MONOCLE TRAVEL GUIDE

No04
2012

Contents:

- 01 Essential information
- 02 Bangkok and surrounds
- 03 Northern regions
- 04 People and customs
- 05 Food and drink
- 06 The coast



A Monocle
Special Edition



FINANCE & ECONOMY

Overview:

Thailand's "Teflon economy" has again lived up to the nickname it earned from some analysts a few years ago after bouncing back from strife and natural disasters including the 2004 tsunami. This time, 2011's flood crisis paralysed industry and destroyed hundreds of thousands of homes between July and October. It flattened economic yearly growth to 0.1 per cent – a huge comedown for a country that was until recently seen as one of Asia's fastest-growing economies, with annual expansion of 7.8 per cent in 2010. Indeed, the floods hit everything from Thailand's vast manufacturing to its tourism industry which is one of the biggest in Asia. Nevertheless, by early 2012, government and private sector economists revised their predictions for full-year growth to a more optimistic 6 per cent this year. At the same time the prime minister has been shuttling to the capitals of key economic partners (Seoul and Tokyo) to reassure the biggest investors in the nation. It appears Thailand's economy may be recovering from unusual circumstances rather than any structural shortcomings. Moody's, the credit-rating agency, agrees that "a rapid V-shaped recovery is currently underway". — GR

Attractive figures

Thailand by numbers

GDP 2011: €257bn
Exports 2010: €146bn
Imports 2010: €122bn
Education 2012: €10bn
Culture budget 2012: €134m
Defence budget 2012: €4bn
Tourism revenue 2011: €18bn

Exports by region

Asean: 25 per cent
European Union: 9 per cent
US: 10 per cent
Japan: 10.4 per cent
South Asia: 3.8 per cent
South Africa: 0.9 per cent
China: 12 per cent
Taiwan: 1.3 per cent
Korea: 1.8 per cent
Australia and New Zealand: 3.3 per cent
Other: 22.5 per cent



The big three

Thailand's largest industries

01 Tourism
Thailand relies heavily on foreign investors and tourists. The World Bank estimated that manufacturing accounted for 36 per cent of GDP in 2011, about half of that from Japanese companies. Tourism accounts for 6 to 7 per cent of GDP. After the 2011 floods it is back on track – with 19 million visitors expected for 2012.

02 Automotive industry
Not called the Detroit of Asia for nothing, the automotive industry is Thailand's third-largest sector, accounting for 12 per cent of GDP. Chevrolet, Toyota and Mitsubishi among others have all set up plants in the country.

03 Rice exports
At 25.5 per cent of the world-market, Thailand is one of the world's largest rice-exporters. It shipped a record 10 million tonnes last year. — GR/LI

Market leaders

Thailand's top 10 by revenue

- 01 PTT TXTX**
€60.8bn
- 02 The Siam Cement Public Co** €9.5bn
- 03 Charoen Phokpand Group** €5.1bn
- 04 Kasikornbank**
€3.7bn
- 05 Central Group**
€3.4bn
- 06 The Siam Commercial Bank** €3.3bn
- 07 Banpu**
€3.1bn
- 08 Bangkok Bank**
€2.7bn
- 09 Krung Thai Bank**
€2.5bn
- 10 Bank of Ayudhya**
€1.8bn

Through the flood disaster of 2011 and political upheavals of 2010, Thai companies have held up well, as has Thailand's resilient stock market.

Nearly 84 per cent of the 471 listed companies reported net profits in 2011, while total sales saw an annual increase of 22 per cent to THB9.1 trillion (\$223bn).

According to Stock Exchange of Thailand figures, the top performing companies by industry groups in 2011 were resources, financial, and property and construction, in descending order.

By sector, energy and utilities, banking, and information and communication technology were the top three profit makers bringing in THB395.8bn (€9bn).

Thai companies are increasingly eyeing overseas acquisitions. Although PTT's bid for the UK's Cove Energy earlier this year was unsuccessful, you can expect more in the future. — GR

Good sport

Jaroenthong Kiatbanchong

Thai kickboxing legend Jaroenthong Kiatbanchong (left) started boxing as a 12-year-old. Now 42 and retired from the spotlight, he runs a kickboxing school in Bangkok. A colourful graffiti portrait of him by a group of French fans covers the outside of the gym and dozens of youngsters are kicking away in the ring inside. Set up eight years ago, Kiatbanchong has trained 2,000 students and is now pleasantly surprised to see many female fighters putting on kickboxing gloves. In an overwhelmingly male sport it's an opportunity to make Thai kickboxing an even bigger export to promote Thailand overseas. — LI

Top tip 01: Thailand has the manufacturing, textile and design skills to launch another potent soft-power asset – its own global fashion week. — GR

LOGISTICS & TRANSPORT

Overview:

Suvarnabhumi Airport is one of the busiest in Asia and it runs at over-capacity. The State Railway of Thailand operates with well over 4,000km of track but doesn't run a single high-speed train. Take a snapshot of the country's transport infrastructure now and you'd see a country in need of a bit of TLC. And, in fact, that's exactly what it's getting as the government prepares investments in air, rail and sea transport over the next decade that amount to tens of billions of baht.

Today, Thailand is heavily reliant on its roads, both commercially and for passenger transport. But there's a massive push to get goods and people moving through the country more efficiently. On the horizon are five new ports, four high-speed rail lines, a smattering of air traffic solutions and, of course, strategies to ensure they're all working together perfectly.

National carrier Thai Airways is currently in the midst of a significant fleet upgrade and is launching a new regional airline to serve more niche destinations. — DM

Q+A

Jarupong Ruangsawan
Minister of transport

What is the state of transport in Thailand?
Land is the major mode of commercial transportation, accounting for 86 per cent overall, followed by sea transport at 12 per cent. Rail is only at 2 per cent and air at 0.02 per cent. We want to alleviate our dependence on roads, so we are trying to grow our rail and marine infrastructure.

And what about passenger transport?
Definitely. We have several high-speed rail projects under study. And we've kept state railway fares frozen since 1986 – we want to make sure that it is an affordable means of transportation for the masses. The State Railway of Thailand (SRT) is a major landholder, so despite the debt it has incurred we're not worried about bankruptcy.



What is your vision for transportation in Thailand?
We need more cooperation between all of the transportation authorities if we're to have an infrastructure that works. We need to think 100 years ahead and then break it down into what should happen five, 20, 50 years from now. In Japan, when people travel from Osaka to Tokyo they never use their own car – that's a goal for the whole nation. — DM

Rapid response

High-speed rail

Thailand is planning its first four high-speed rail lines and is ready to spend up to THB5.7bn (€139m). To be completed by 2019, the government hopes for an airport link in Pattaya and three routes that reach out from Bangkok (to Chiang Mai, Nakhon Rachasima and Hua Hin) totalling 1,359km.

China and Japan have already submitted feasibility studies but South Korea and Germany are also said to be interested in the contracts. For Thailand, the dream is shinkansen. Japan is already a major investor in Thailand and they're a top choice to help rejuvenate the ageing rail infrastructure. — DM



Top tip 03: All aboard the Siam Shinkansen. Imagine a Thai-speed express that one day stretches out from Bangkok to Singapore, Yangon and Hanoi.



Hub appeal

Five things Bangkok needs to do to strengthen its hub status

- 01 **Something old:** retrofit the existing terminal at Suvarnabhumi.
- 02 **Something new:** build a new terminal that has the ambition to be Asia's best.
- 03 **Make it faster:** improve the immigration process – it should be swift and seamless.
- 04 **Make it further:** add frequencies and extend the reach of airport rail link.
- 05 **Be the best:** Thai should focus on being Asia's most innovative, forward-thinking airline.

To the max

Suvarnabhumi Airport, Bangkok

Suvarnabhumi Airport in Bangkok is only six years old but already it's bursting at the seams. Every year, it handles around 47 million passengers – two million over capacity. Though there's a plan for expansion of the terminal and an additional runway in the next five years, an interim solution is needed. Using the city's secondary airport, Don Muang, for international flights will be key – but at the moment getting from one to the other, if needed, means facing Bangkok's notorious traffic. — DM

Double trouble: Of over 4,000km of railway tracks in Thailand, only 300km are double track – meaning most often trains heading in opposite directions cannot pass each other.

Crowd pleaser: It's getting easier for employees at Suvarnabhumi Airport to get to work. The transport minister has proposed reduced fares for the Express Line airport link in rush hour.



Top tipple

Singha beer

Singha is the oldest and most popular beer in Thailand. A subsidiary of Hoon Rong Brewery, it's been around since 1933. Distributed in nearly 20 countries, it's also big abroad, while its main domestic competitor, Chang Beer (made by ThaiBev), is relatively unknown globally. Singha has three breweries in Thailand and is set to invest in facilities abroad. — DM

The hot stuff

Sriracha sauce

Named after a southern Thai coastal town, the hot chili sauce known as Sriracha in the United States is actually a variant made by California-based Huy Fong Foods, set up by Vietnamese David Tran. Thai Sriracha sauce is sweet, smooth and orange, and is meant as a dipping sauce to accompany the grilled seafood that is central to Sriracha cuisine. — CN



Badges of honour

Street vendor signs

Stickers or plaques displayed by some street vendors mean they can be trusted. A smiling plate marked "Clean Food Good Taste" is government certification that the vendor has passed a hygiene test. A green bowl is the symbol of prominent Thai food writer MR Thanasart Sait and is the highest endorsement available. — CN



Organic growth

Lemon Farm

Suwanna Lungsarn has big plans for organic food in Thailand. Though she doesn't rush into things, her company, Lemon Farm, which she launched 13 years ago, is now poised to go big. Working together with 200 organic farms around Thailand and employing 160 people, Lungsarn runs nine Lemon Farm organic supermarkets in Bangkok. Here the shelves are stuffed with made-in-Thailand produce and her own soap and tea ranges. Three of the supermarkets also have the small macrobiotic carts called Be Organic attached to them. The Thai Ministry of Commerce recently (pictured above, standing with Lungsarn) signed her up to be part of the government's push to roll-out organic food in schools and hospitals. "We need to promote healthy food and a healthy environment. Thailand is a medical hub. The idea is to have

retail-style hospitals serving organic food. We're increasing organic food production and educating people about it," says Piamol Chantaporn, deputy permanent secretary at the Ministry of Commerce (pictured above, standing with Lungsarn). "Go- ing organic nationwide is an excellent way of taking advantage of the country's agricultural riches while giving a much needed impetus for local farmers to keep producing." — LT



Stinky business: Also known as the "stink bean", mung is a southern Thai staple, frequently sold road-side and served stir-fried with shrimp and a handful of chilies.

Sweet home: Big roadside stalls advertising kumquat wine (steamed coconut custard) south of Bangkok mean you are near Petchburi, known as "Thailand's Dessert Capital".



Thailand

WELCOME TO MODERN THAILAND

Modern Thailand is a nation on the rise. After a challenging half-decade, Thailand and its people are moving forward with a vision for the future and a commitment to regional economic development. With ambitious plans for boosting infrastructure, the government's announcement of a US\$73 billion investment programme proves that this small but perfectly formed country is pulling its money where its mouth is.

Drawn by its highly skilled workforce and business-friendly policies, new and established enterprises are setting up shop here, from small start-ups to booming multinationals,

putting Thailand on the map as the ideal business base for everything from tech manufacturing to filming a blockbuster.

Of course, its legendary hospitality continues to attract tourists in droves, sandy-footed sunseekers and international conference delegates alike flocking through the nation's doors.

From manufacture to infrastructure, and trade to hospitality, one thing is certain: Modern Thailand is facing the future with a smile on its face and a clear blueprint for playing an increasingly important role as the region's connective hub.