

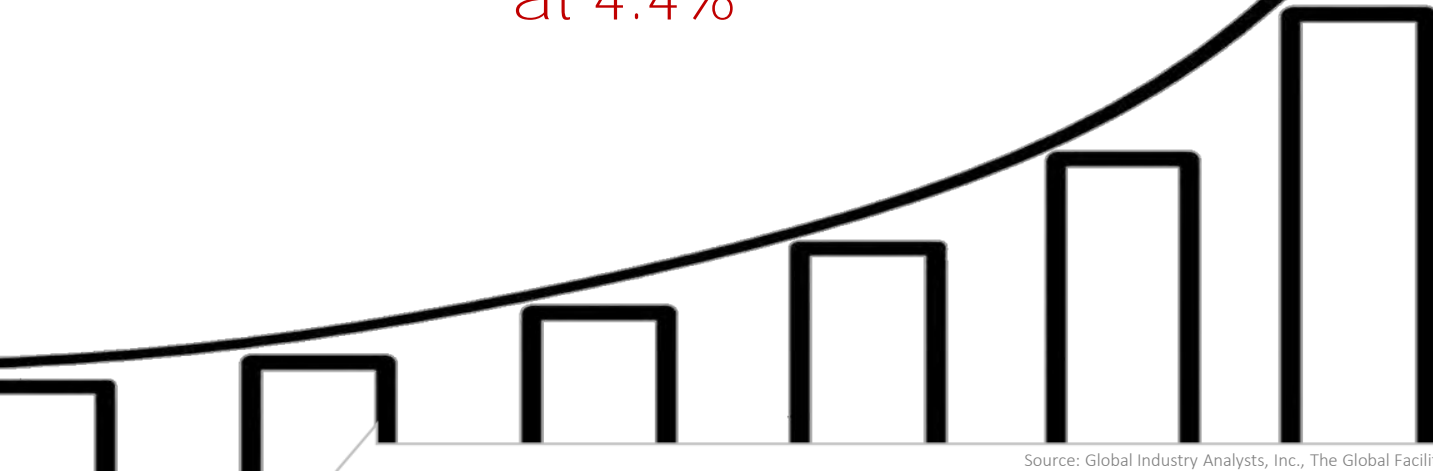
Facility Management in Thailand Opportunities beyond EEC

A panoramic view of a city skyline at night, likely Bangkok, Thailand. The sky is a deep blue, and the city is illuminated with various lights from buildings and streets. The foreground shows some greenery and lower-rise buildings, while the background is dominated by a dense cluster of tall skyscrapers with glowing windows and decorative lights. The overall atmosphere is vibrant and modern.

Global Market Potential
Market projected to reach US\$1 trillion by 2030

Europe: The Largest Market

Asia-Pacific: Fastest Growing
at 4.4%



Thailand Facility Management Association

TFMA 12 Core Competencies



TFMA Established in 2007
TFMA Official Member ~200
Master Degree Course 1
Bachelor Degree Course 4

12 Core Competencies

Effective Communication [Language / Culture / Local Context]

Risk Management and Business Continuity

Energy Management and Sustainability

Business & Finance Management

Productive Human Management

Strategy and Leadership Principles

Building Services Operation and Maintenance

Project Management

Quality & Standard Management

Real Estate & Property Management

Technology and Innovation Enhancement

Space Management & Workplace Relationships

Facility Management (FM)

[organizational function which integrates people, place, process within the built environment]

Hard Scape

[improving productivity of the core business]

Real Estate & Property Management

Project Management

Energy Management and Sustainability

Technology and Innovation Enhancement

Space Management & Workplace Relationships

Building Services Operation and Management

Soft Services

[improving the quality of life of people]

Risk Management and Business Continuity

Quality & Standard Management

Business & Finance Management

Productive Human Management

Strategy and Leadership Principles

Effective Communication
[Language / Culture / Local Context]

Thailand Facility Management Association FM Conference & Gala Dinner Activities



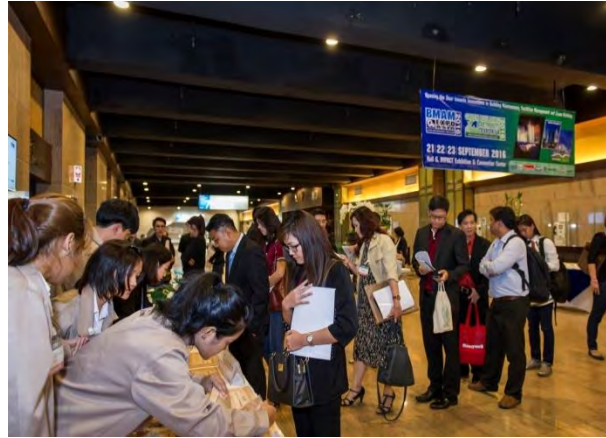
Thailand Facility Management Association FM Conference & Gala Dinner Activities



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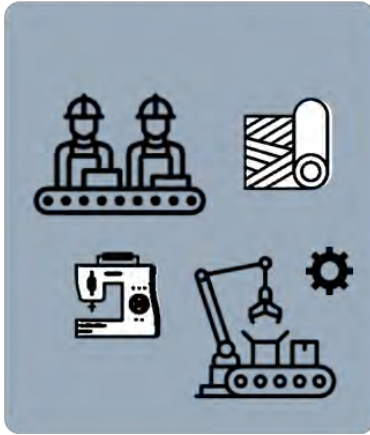
Thailand 4.0 : Economic Model unlock the country from economic challenges

ECONOMIC 4.0 = "Value-Based Economy" (SMART INDUSTRY + SMART CITY + SMART PEOPLE)



**ECONOMIC
1.0**

AGRICULTURE



**ECONOMIC
2.0**

LIGHT INDUSTRY
LOW WAGES



**ECONOMIC
3.0**

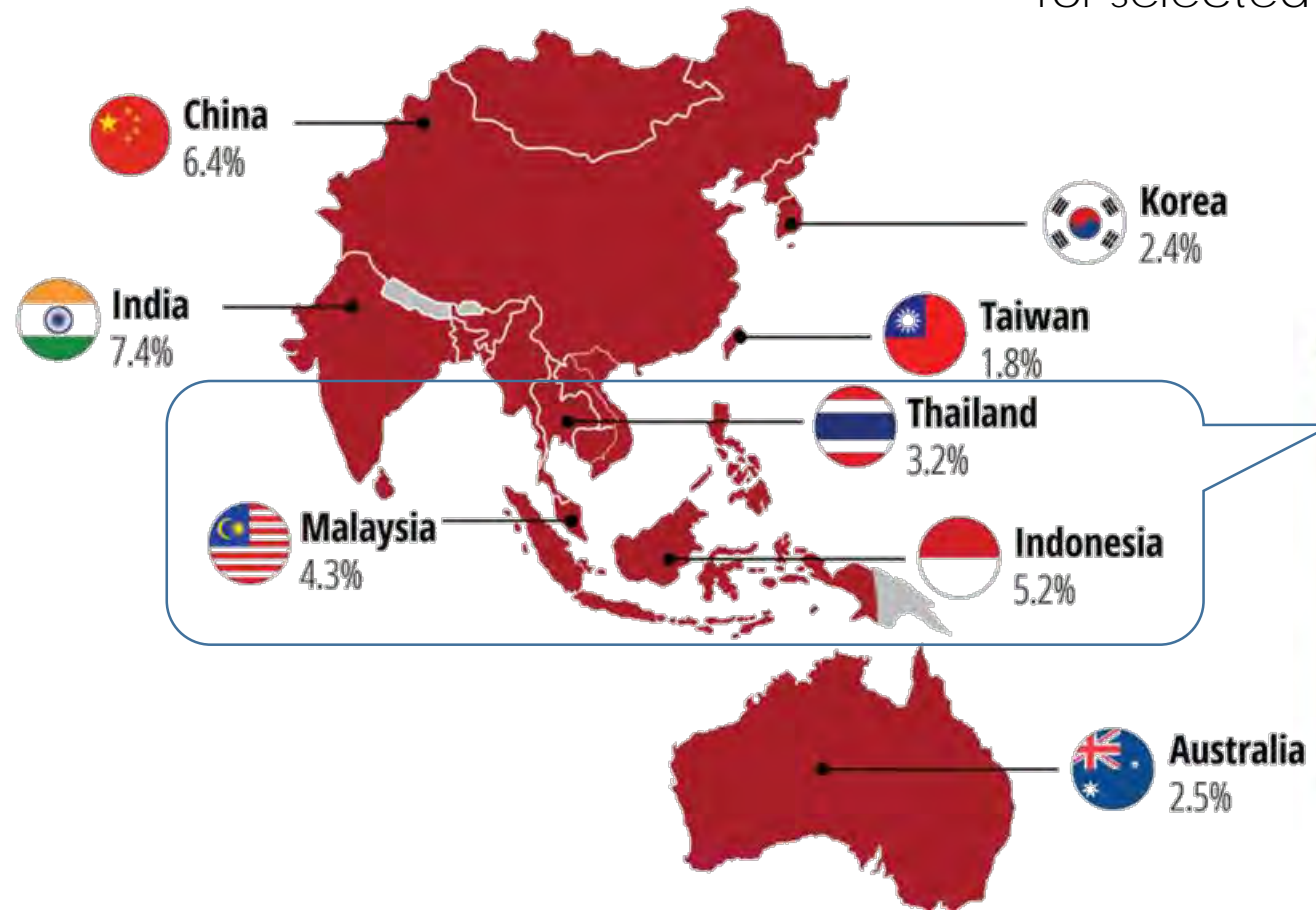
HEAVY INDUSTRY
ADVANCED MACHINE



**ECONOMIC
4.0**

CREATIVITY + INNOVATION
SMART THAILAND

GDP Growth Forecasts for selected Asia Pacific countries

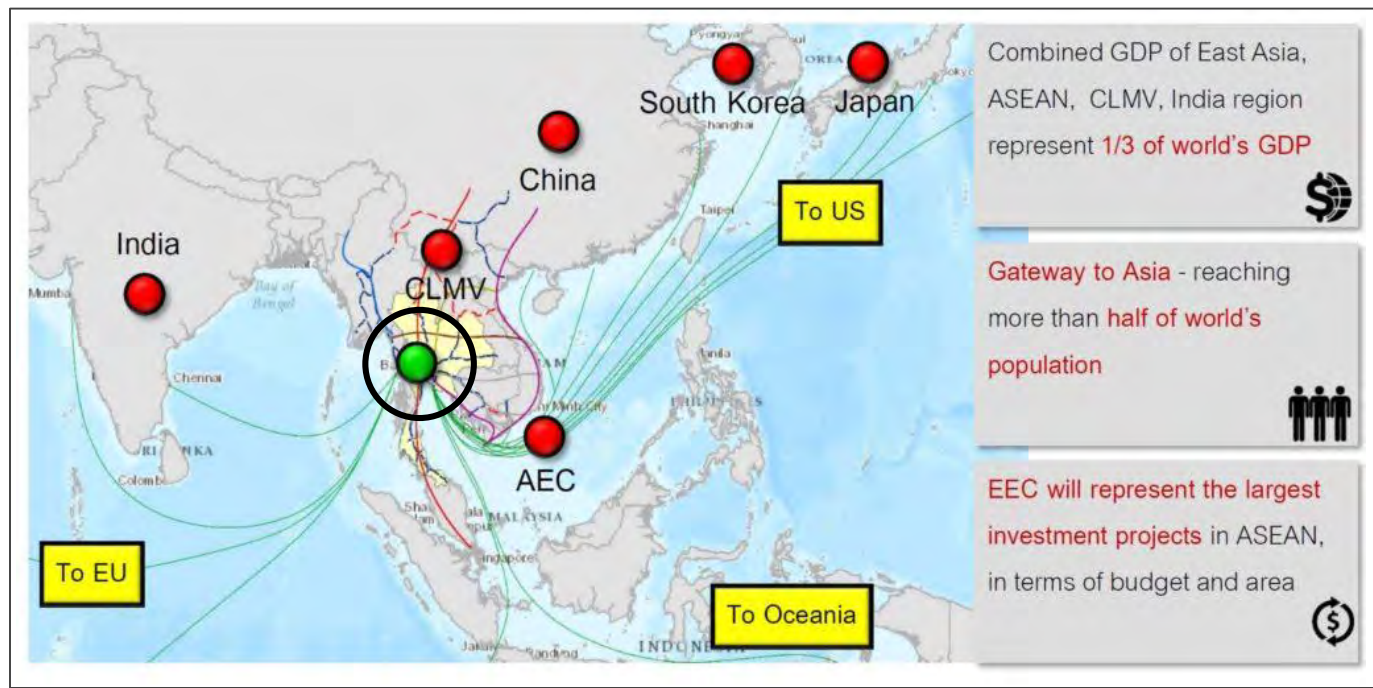


REGIONAL GDP FORECASTS

ASEAN
Analysts see the region growing **4.7%** this year on slower growth in Singapore.

East & South Asia
The region is expected to perform at a similar pace to that of in 2016 and grow **6.0%** this year.

Eastern Economic Corridor (EEC) Strategic Gateway to Asia



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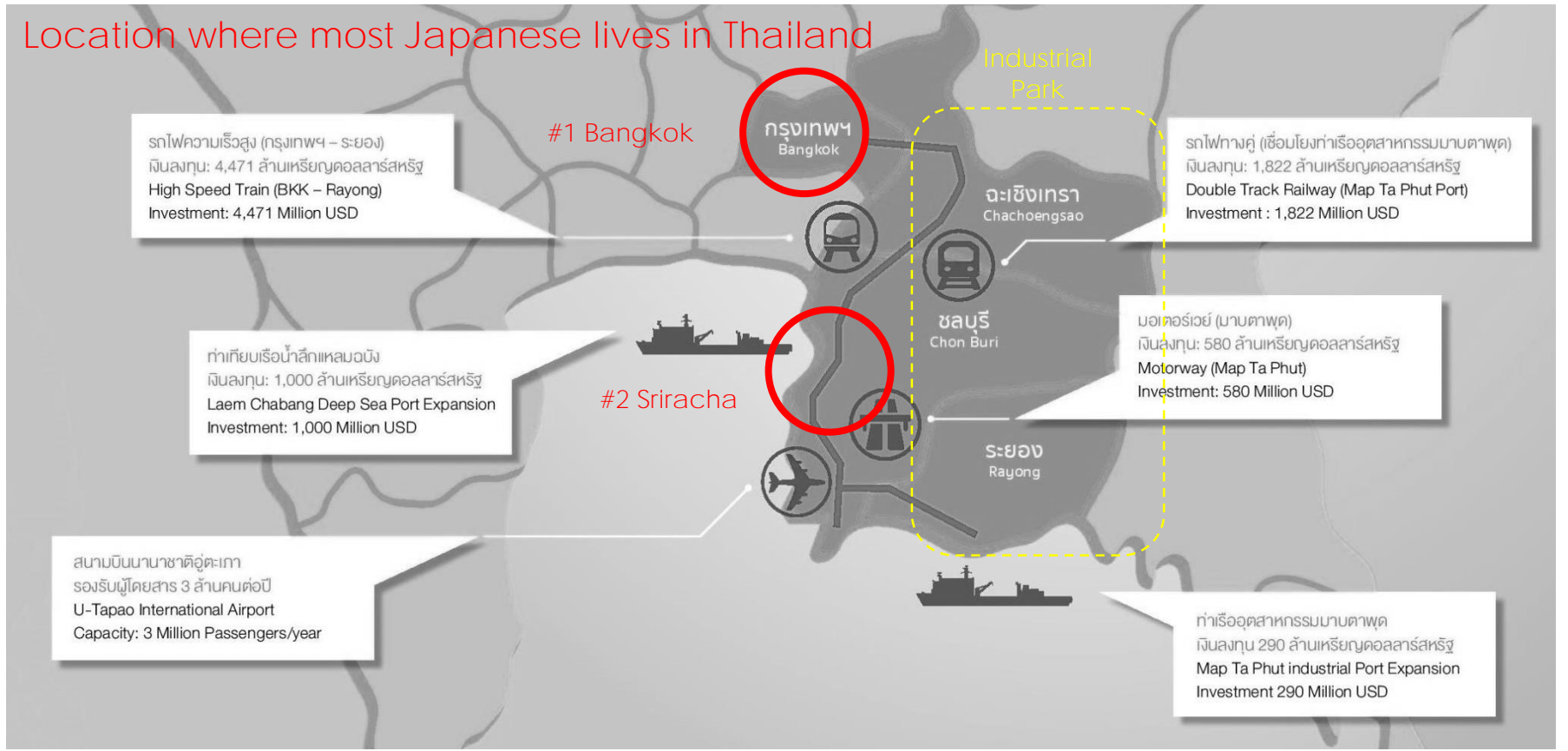
Foreign Direct Investment
Top 3 countries invested in Thailand

- **1st - Japan = 57,466 million baht**
- **2nd - Singapore = 37,228 million baht**
- **3rd - China = 32,537 million baht**

During January-June 2017, Thai Government has boosted total project of 371 projects for Foreign Direct Investment in total value of 119.03 billion THB.

Japan still be the #1 investor in Thailand by 55% of total foreign investors.

Location where most Japanese lives in Thailand



Eastern Thailand Strategic Location



Black Mountain

ASEAN Economy

A Highly Competitive Economic Region

With a combined GDP of **US\$2.6 trillion** in 2014, ASEAN was the **7th largest in the world** and the **3rd largest in Asia**

ASEAN Population

A Fully Integrated Community

In 2014, ASEAN was the **3rd largest market in the world** with **622 million people** behind only China and India

ASEAN Trade

A More Integrated Market

Total trade increased by nearly **US\$1 trillion** between 2007 and 2014, with **intra-ASEAN** trade comprising **the largest share** of ASEAN's total trade by partner.

ASEAN FDI

A World Class Investment Destination

ASEAN attracted **US\$136 billion** in FDI in 2014, accounting for **11%** of global FDI inflows, up from only **5%** in 2007

ASEAN Connectivity

A More Connected Community

Annual tourist arrivals were up from **62 million** in 2007 to **105 million** in 2014, **almost half** of which were **intra-ASEAN**

The rate of Internet subscription **more than doubled** from **11.8** per 100 inhabitants in 2007 to **28.6** in 2014



ASEAN Market Outsourcing Trends

- Increasing of global category management drives market activities in this region.
- Emergence of more Asia-based company deals (e.g., Huawei, Alibaba, Tencent) and interest in more advance models (or so call Asian-way models).
- Greater use of more mature contracting/pricing models. (Value-based contracting models being slowly accepted, operational do not always match what is in the contract and trust in suppliers is low).
- Continued challenges unique to the region:
 - Legal system and lack of clarity. Tax complexity.
 - Inflation challenges, including overall wage growth and minimum wage increases.
 - Complex contract language can sometime be difficult to explain.
 - Retaining team and FM talents becoming big issue.

Conclusion

- ASEAN FM will adopt Global FM standard model from the beginning.
- ASEAN will be one of the fastest growing economies in the world.
- There will be a significant increase in population and urbanization.
- More buildings will be built with modern technologies.
- Most of the modern building in this region have less than 1 building life-cycle.
- The requirements of Facility Management (FM) role will significantly increase.

BUT....

Challenges

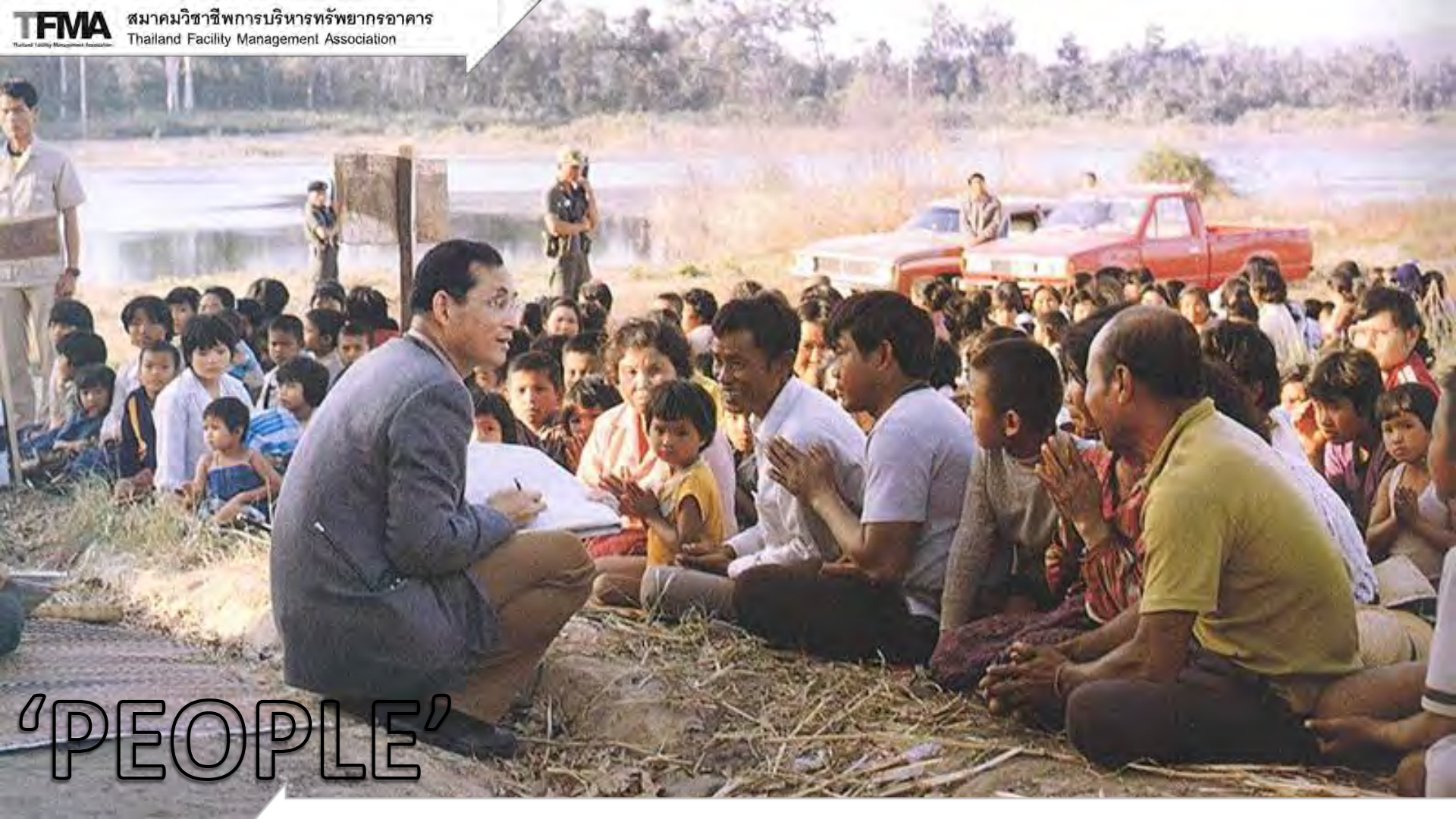
- Few people understand FM industry and difficult to define in local languages.
- There is no role model or idol to encourage young talent into the industry.
- Very few education providers offer FM courses.
- Building owners / developers are not aware the benefits of FM.
- There are very few regulations from authorities concerning building life-cycle, employee welfare and well being and such like.
- Compared to ASEAN wages, it is more costly to invest in technology.

AWARE & SHARE





'PLACE'



'PEOPLE'



'PROCESS'



Facility Management
(FM) - organizational function which integrates **people**, **place**, **process** within the built environment with the purpose of improving the quality of life of people and the productivity of the core business.



THANK YOU