

The computer market in Thailand is likely to expand at 30-40% over the medium term in unit volume terms. This growth however cannot be expected to be the same in terms of computer market value as the price of computers will be cheaper while hardware will be more efficient and powerful.

Future demand in the local computer market depends largely on the overall development of Thai industry. Currently, the Royal Thai Government is heavily and successfully promoting foreign investment and joint venture projects in Thailand. There is great potential that multinational companies will invest in high-technology.

Ever increasing computer awareness will lead to more computer utilization. More computer courses are available in both university and secondary education centres throughout the Kingdom which will expand the entire market (hardware, software and peopleware-wise).

It is also anticipated that the price of micro-computers in Thailand will stabilise and competition will in the future not be price based but service based. Computer traders are expected to become more specialized.

Consultancy and program design will be in higher demand. Medium and large size mini-computers will also be in higher demand in line with increases in micro-computer usage as users of micro-computers often require a larger computer to work as a data collection center and to coordinate work with other micro-computers in, for instance, distributed center systems.

Small mini-computers will face competition from large micro-computers, the so-called "super-micro" computers, while the large mini-computers will replace demand for the small mainframes, due to lower price and indistinct performance perceptions between them. Nowadays, it is becoming harder to differentiate between the "super-micro" and mini on the one hand and "super-mini" and small mainframe on the other.

#### Section 5 : Import Duty and Tax Structure

Computer and related equipments are subject to a total effective tax rate 34.09% while the corresponding figure for parts and accessories is 57.11% and computer media 33.45%.

The import tariff components and effective rates are shown as follows.