

In addition to these manufacturers, there are over 20 companies either operating or planning to operate in the manufacturing or assembling of integrated circuit boards and other electronic components.

Section 3 : Demand Analysis

There are no statistics available either officially or unofficially which give a comprehensive and accurate picture of the size and dynamics of the market for computers in Thailand.

Some indication of the trends can however be formed from the import statistics calculated by the Thai Customs Department.

Import statistics, 1983 - 1987, are presented in Table 1.

Regrettably these statistics cannot give a wholly accurate picture because

1. Specific figures for types of computer are not available as the Customs Department statistics do not break down the number of imported computers into the various categories.
2. There have been a large number of micro-computer parts imported for local assembly under the classification of "parts & accessories for statistical machines including computers not elsewhere specified" which include parts of other types of machines.

These locally assembled computers are mainly supplied to the local market. Only small volumes are currently exported. In 1987, Thailand exported 290 units worth Baht 34 million of complete computer sets compared to 164 units worth Baht 14 million in 1986.

3. In addition, more and more smuggled micro-computers and peripherals have appeared in the Thai market. This results from the import duty structure mentioned in the following section.

Prior to 1983, the Thai computer and related market steadily increased at a rate of approximately 20-25% pa. However, the increasing popularity of micro-computers in the last four to five years has caused the growth to rise to approximately 50-100% pa.

From interviews with knowledgeable parties (Thai Computer Trader Association, major multinational manufacturers based in Thailand, local traders, etc) it can be estimated that the total Thai market for computers and peripherals was approximately Baht 4,000 million in 1987, a 20% increase from 1986. This figure includes the value of legitimate software but excludes tailored or customized and pirated software as well as smuggled hardware.