

Regarding competition, for most of EGAT's project, suppliers from Japan, Germany, France, U.K and USA have been dominating the market with the Japanese controlling more than 60% of the market. Potential competitors at PEA and MEA are relatively smaller in size with the Japanese capturing less than 50 percent market share and the remaining share was captured by the Korean, Taiwanese, French, Italian, new commers from Eastern Bloc countries and a number of experienced local manufacturers.

The basic rule of success in doing business in Thailand are to plan one's marketing strategy on a long term basis and to be presented in the country as frequently as possible. The Canadian companies can choose to set up representative office, branch office, local agent and joint venture.

Opportunities for Canadian products and technologies exist in the areas where local manufacturers lack knowledge and experiences. They are power plant simulator, dispatching centre, high voltage direct current transmission, extra/ultra high voltage (EHV/UHV) transmission, turnkey thermal power plant, EHV substation and switchyard, control and measuring instrument, communication and telecommunication equipment etc. EGAT is the largest potential client of Canadian suppliers in the power generation and transmission system, whereas opportunities for Canadian suppliers at the PEA and MEA are limited.