

# THAILAND

*A Guide  
for Canadian Exporters*

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for Canadian Exporters*

(Publié également en français)

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STORAGE

## A Guide for Canadian Exporters

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Department of External Affairs  
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# I. HISTORY, CUSTOMS AND BUSINESS PRACTICE

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The Kingdom of Thailand, formerly Siam, has an area of 513 115 km<sup>2</sup>. Occupying a strategic position in the centre of the Southeast Asian peninsula, Thailand borders Kampuchea (Cambodia) to the southeast, Laos to the east and north, Burma to the north and west, and Malaysia to the south. Thailand's coastline borders the Gulf of Thailand to the east and the Andaman Sea to the west.

Bangkok, known in Thai as Krung Thep, and its sister city, Thon Buri, are Thailand's government, business and commercial centres. Situated 32 km inland on the Chao Phraya River, Bangkok is Thailand's major port. Other urban centres include Chiang Mai, a northern city with 104 910 inhabitants; Khorat (Nakhon Ratchasima), a city of 89 261 in central Thailand; and the southern cities of Hat Yai (108 389) and Songkhla (77 916).

## History and Government

The earliest Thais migrated into the northern part of the country from southern China during the fifth to seventh centuries A.D. Several independent kingdoms emerged, but by the thirteenth century, a unified state, the Kingdom of Sukhothai, predominated establishing the origins of Thailand. Beginning in the sixteenth century, Western seafarers established contact with Thailand which then maintained relations with the Western nations until 1668 when the kingdom closed its borders to foreigners. Thailand alone among Southeast Asian countries escaped colonization.

Thailand's isolationist policy was eliminated in the early nineteenth century and by the mid-1880s modern Western ideas were being introduced into the country by the Thai kings. In 1932 a peaceful revolution established the country as a constitutional monarchy. In recent years the country has been governed alternately by military and civilian leaders.

The reigning monarch of the Kingdom of Thailand is King Bhumibol Adulyadej, crowned in 1950. He is the

ninth monarch in the 200-year Chakri Dynasty and carries the title of Rama IX. Since 1971, Thailand's government has experienced numerous changes, but from 1979, there has been a period of considerable stability. The country has been ruled by a popularly elected coalition government under the leadership of a prime minister who is appointed by the king.

## The People

Thailand's population numbers about 52 million with an average annual growth rate of 1.9 per cent. Approximately 80 per cent of the population is Thai, 10 per cent Chinese (the majority of whom are almost fully assimilated), 3 per cent Malay, and 7 per cent other ethnic groups such as Laotian, Vietnamese, and Cambodian.

The predominant religion is Buddhism. The Thai religious tradition, which is a mixture of Theravada Buddhism, Hinduism, and Animism, is practised by 90 per cent of the population. There is also a Muslim minority in the southern region.

The national language is Thai, a complex five-tone language, but English is widely used in government and commercial circles. Most official documents and forms are in Thai which has its own distinctive script based on Sanscrit. Canadian business people may have to engage Thai associates for assistance in dealing with paperwork, making telephone calls, and locating addresses.

## Local Customs

It is useful for visitors to Thailand to be aware of the following Thai social and cultural conventions so as to avoid embarrassing *faux pas*. However, it might be noted that the Thais are an exceptionally tolerant and generous people, and will readily forgive minor, unintentional indiscretions.

Thai people, at all levels in society, display and sincerely hold a high degree of respect for religion and the monarchy. Indeed, it would be viewed as highly insulting if negative comments were made against Thailand's religious and monarchical institutions.

Respect for Buddha's teachings, the core of Buddhism, requires respect for all the visible manifestations of the religion, but particularly for monks, Buddha images, and temples.



Monks are accorded the status of superior beings regardless of their social origin. The acceptance of alms from lay people by monks is not viewed as begging, but as assisting common people in their religious and moral improvement. Females of all ages must avoid any physical contact with monks.

Buddha images should be treated with respect, not used as objects of bodily or interior decoration, nor as souvenirs.

Respect for the monarchy is demonstrated both through reverence to earlier kings in the Chakri dynasty and to the persons of the present royal family. National symbols, which are also royal symbols, such as the anthem and flag, are always accorded full respect.

Thai people normally demonstrate respectful behaviour towards elders, and would not encourage easy familiarity between generations. This approach can even transcend social class, as elderly female servants are often called "mother."

Good Thai manners require one to speak softly, smile easily, always act politely, and to display full consideration for the comfort and dignity of others.

Any show of anger or impatience, however apparently justified, is viewed as unsophisticated and unruly. Loud speech and abrupt mannerisms are associated with the behaviour of monkeys. A business person who attempts to drive a hard bargain in an overt or loud manner will find this approach counter-productive.

The public display of physical signs of affection, such as kissing or hugging, is considered improper, even between husband and wife.

For the Thai, the head is viewed as the seat of the soul, and according to tradition, if it is offended against, sickness could result. It is thus appropriate to avoid touching the heads of others, or placing objects near or over them. Even hats must be stored in high places.

By the same token, the feet are viewed as base objects. It is proper to make one's feet as inconspicuous as possible. In sitting, men should avoid sitting cross-legged so that one ankle rests on the knee, especially with the soles of one's feet pointing towards anyone or towards an image of Buddha. It is preferable to cultivate the posture of crossing one's feet at the ankle. For women, sitting on the floor, the position of the "Mer-

maid of Copenhagen," is preferred. Shoes are similarly scorned and must be removed on entering most homes and all temples. When removed, they must be stored in low places.

Thai people like to please others and will always avoid unnecessary arguing or discord. Consequently, if a sincere reply is sought, it is best to avoid leading questions such as "Don't you agree . . ." or otherwise seeking confirmation of one's views because the Thais will always oblige with a positive reply which may be mistaken for agreement.

Dividing a restaurant or taxi bill, what Canadians call "Dutch Treat," is considered unsophisticated. The Thais call this behaviour "American share" and seldom practise it. When receiving gifts, it is not necessary to open them immediately, as this would appear greedy.

One should try to keep one's head at a lower level than the heads of one's social superiors when approaching them closely. While this is often difficult, as the height of the average Canadian exceeds that of the average Thai, towering unnecessarily over senior or elderly people should be avoided.

The handshake is accepted in business circles as a concession to Westerners, but should not be practised excessively. Thais generally prefer the "wai" gesture of greeting, that is, bringing both hands together in the prayer position. In general, the younger and more junior person "wai's" the older, more senior person who then returns the "wai."

In Thai, the prefix "Khun" is used to show respect. "Khun" denotes "person" but indicates neither sex nor marital status. It is the English equivalent of "Mr., Mrs., Miss or Ms." In day-to-day contact, Thais are usually referred to by their first names, which can be used formally. Thus, Mrs. Pichitra Ratanaphanikorn would be referred to as Khun Pichitra, saving the visitor the often difficult task of coping with Thai last names. It is important to keep track of Thai family names as extensive family connections in Thai business circles are not evident when using only first names. Note, however, that the full name should be used in addressing letters.

## General Information

**Climate.** The climate is monsoon-tropical, with slight variations from north to south. There are three identifiable seasons: the cool and dry, from November to

February (night 20°C; day 33°C); the hot and dry, March to June (night 28°C; day 33°C); and the rainy season (night 25°C; day 33°C), which begins with occasional showers during June, July and August and changes to heavy downpours occurring daily around dusk throughout September and October. Widespread flooding in Bangkok often occurs during the latter half of October which significantly delays travel in the city.

**Holidays.** Holidays generally observed by the Thai business community are the following:

**New Year's Day** — *January 1*

**Chinese New Year (three days)** — *January or February (varies)*

**Magha Puja** — *February (full moon day)*

**Chakri Memorial Day** — *April 6*

**Songkran Festival** — *April 13*

**Coronation Day** — *May 5*

**Plowing Ceremony** — *May 7*

**Visakha Puja** — *May (full moon day)*

**Asalha Puja** — *July (full moon day)*

**Queen's Birthday** — *August 12*

**Chulalongkorn Day** — *October 23*

**King's Birthday** — *December 5*

**Constitution Day** — *December 10*

**Christmas Day** — *December 25*

**New Year's Eve** — *December 31*

**Measures.** The metric system is used although Siamese weights and measures are occasionally used.

**Electricity.** Electricity for domestic use is supplied at 220 volts, 50 cycles AC. The industrial supply is 220 and 380 volts, 50 cycles AC on a three-phase system.

**Post, Telex, Telephone.** International telex and telegram facilities are available in Bangkok. The telephone system is quite reliable; however, overseas calls may involve some delay. Airmail postage from Canada takes at least seven to ten days. Thailand's internal mail system and Bangkok's courier services are excellent and inexpensive. Major international courier services are available.

## Business Hours and Dress

**Business Hours.** Thailand is 12 hours ahead of Eastern Standard Time. When it is 9:00 a.m. in Toronto or Montreal, it is 9:00 p.m. in Bangkok. Thailand does not use daylight saving time; therefore, the summer time difference is plus 11 hours. The Thai calendar is based on the Buddhist System: 1986 A.D. is B.E. 2529.

Government offices are open from 8:30 a.m. until noon and from 1:00–4:30 p.m., Monday to Friday. Most businesses have working hours from 8:00 a.m.–5:00 p.m. Monday to Friday and 8:00 a.m.–12:00 p.m. on Saturday. Bank hours are from 8:30 a.m.–3:30 p.m. Monday to Friday. The Canadian embassy in Bangkok is open from 7:30 a.m.–4:15 p.m. Monday through Thursday and 7:30 a.m.–1:00 p.m. on Friday.

**Dress.** Lightweight clothes such as tropical suits are worn year-round. Business suits are usually worn only on calls to senior officials.

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## II. ECONOMIC INFORMATION

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The National Economic and Social Development Board (NESDB) is the government agency responsible for state planning and development in an economic system that is basically capitalistic. The thrust of Thailand's development strategy, the Sixth National Economic and Social Development Five Year Plan (1986-1991), deals with domestic economic stabilization and readjustment in response to changing external conditions. In the context of implementability, the Sixth Plan establishes a target growth rate of 4.5 per cent to 5 per cent per annum and is composed of 10 programs:

- economic stabilization within strict monetary and fiscal policies;
- natural resource development (focussing on lignite, gas, and petroleum) and environmental management;
- rural development to raise income in poverty-stricken and border areas;
- urban and special area development emphasizing water supply and flood control systems, transportation, housing, and development of the Eastern Seaboard, and planning for Upper South and Songkhla Lake regions;
- development of agricultural and industrial production, marketing and technology systems;
- development of basic services including improvement of existing road/transit networks and communications systems;
- increasing the efficiency of state enterprise operations;
- social and human development, including employment generation through small enterprise support in rural and urban areas;
- improving the role of government in the development management process to make it generally more co-ordinated, integrated, and systematic; and
- development of science and technology in support of economic development.

The following sectors have been identified as priority areas under the Sixth Plan:

- telecommunications;
- transportation;
- hydro and thermal electricity generation and transmission;
- water supply and flood control systems;
- oil and gas exploration and industry development;
- mineral resources development;
- agro-food processing;
- small enterprise development; and
- engineering.

Under the National Trade Strategy, the Canadian federal government acknowledges Thailand's economic potential in the Asia-Pacific region as a priority export market. More detailed information on sector marketing may be obtained by contacting the Thailand desk officer, South and Southeast Asia Trade Development at the Department of External Affairs in Ottawa at telephone number (613) 995-7662 or telex 053-3745.

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### *III. BUSINESS ASSISTANCE AND INFORMATION*

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#### **Sources of Export Assistance**

Foreign aid creates trade opportunities in Thailand for Canadian businesses not only through Canadian aid programs but also through projects financed by multilateral lending institutions such as the World Bank and the Asian Development Bank. Development projects provide for the supply of goods and services through both competitive bidding and subcontracting to contractors. Procurement systems for projects financed in Thailand by international lending agencies follow "international competitive bidding" procedures. Canadian businesses will wish to monitor those sources of information on such projects. Information on the status of projects is published by the information offices of the World Bank and the Asian Development Bank. Project information can also be obtained from the South and Southeast Asia Trade Development Division in the Department of External Affairs in Ottawa or the Commercial Division of the Canadian embassy in Bangkok.

To further Canadian export development objectives, two federal trade promotional programs are available:

1. the **Promotional Projects Program (PPP)** through which the Department of External Affairs plans and implements promotional projects abroad; and
2. the **Program for Export Market Development (PEMD)** through which repayable loans are made to individual companies to cover costs in developing export business which might otherwise not be undertaken.

Through the PPP, Canadian trade fairs abroad, trade missions, and trade visits are initiated, organized, and implemented by the Department of External Affairs. In contrast to the PPP, proposals under PEMD are made by Canadian industry rather than by government. These two programs are currently under review.

For further information regarding both the PPP and the PEMD programs, please contact the South and Southeast Asia Trade Development Division in the Depart-

ment of External Affairs in Ottawa or the nearest regional office of the Department of Regional Industrial Expansion.

The **Canadian International Development Agency (CIDA)**, under its Industrial Co-operation Program (ICP), provides direct support for Canadian companies to investigate industrial co-operation opportunities in developing countries. The program funds proposals by Canadian investors such as joint ventures, licensing agreements, management contracts, or other commercial undertakings. For more information contact:

Director General  
Industrial Co-operation Division  
Canadian International Development Agency  
200, promenade du Portage  
Hull (Québec)  
K1A 0G4  
Tel: (819) 994-4157

Of importance to Canadian business people is the **Export Development Corporation (EDC)** whose purpose is to encourage, facilitate, and develop Canadian export trade by providing credit insurance, guarantees, loans, and other financial assistance to enable exporters to meet international competition.

EDC and CIDA recently entered into agreements with the Siam Commercial Bank Ltd. of Thailand where a CIDA contribution of up to Cdn \$5.0 million and an EDC line of credit of up to Cdn \$12.0 million are blended to provide a concessional line of credit, referred to as the Associated Financing Facility (AFF). The purpose of the AFF is to help Thai private firms and government-controlled corporations to buy Canadian capital goods and services related to developmental projects in Thailand. The facility will be available until February 1989. For more information on EDC and AFF contact:

Export Development Corporation  
Head Office  
151 O'Connor Street, P.O. Box 655  
Ottawa, Ontario  
K1P 5T9  
Tel: (613) 598-2500  
Telex: Excredcorp 053-4136

By serving as prime contractor in government-to-government sales transactions, the **Canadian Commercial Corporation (CCC)** facilitates the export of a wide



range of goods and services from Canadian suppliers.  
For more information contact:

Canadian Commercial Corporation  
50 O'Connor Street  
Tower B, 11th Floor  
Metropolitan Life Building  
Ottawa, Ontario  
K1A 0S6  
Tel: (613) 996-0034  
Telex: 053-4359

## **Marketing Regulations and Controls**

### **Local Agent**

Goods may be imported into Thailand by either the end-user or through a trading company or local agent. Given the need for ongoing market activity, the importance of follow-up and the complexities of selling in the Thai market, a good local representative is of paramount importance to the Canadian exporter.

Bangkok has numerous import houses, varying from the small one-person operation specializing in specific product sectors and servicing only a few accounts or projects, to the large diversified trading companies which may trade as principals and also be involved in assembling, manufacturing, and wholesaling throughout the country. Most agent/distributors operate from Bangkok, where more than 90 per cent of import trade is handled.

The service of an aggressive and active representative in Thailand is an effective means of expanding sales in the market. The Canadian firm should ensure that the chosen agent is both knowledgeable of the product and familiar with the business practice prevailing in the particular sector. One must often rely on the representative to arrange appointments with appropriate government officials and corporate officers, as well as to clear necessary documents through bureaucratic channels. Consultants are well advised to have an arrangement with a local firm to co-operate on a project-by-project basis.

Experienced Canadian business people have found that a properly trained local agent could also act as a translator. Despite the widespread use of English in the Thai

business community, communication may pose some problems when technical details are discussed. As a means of supporting this role, technical support, in the form of regular training sessions in the latest developments and innovations as they relate to the particular product or service is of paramount importance to the representative's training and, ultimately, the product's credibility in the market.

Canadian exporters looking for suitable representation may wish to write to the Commercial Division of the Canadian embassy in Bangkok, enclosing six sets of company brochures, to receive the names and addresses of prospective representatives. The Canadian company should then contact these Thai firms directly, and, as soon as serious correspondence takes place, a personal visit should be planned.

Canadian companies seeking reports on the credit rating and stability of local firms being considered as agents should contact the Commercial Division of the Canadian embassy. Whenever possible, a preliminary investigation will be undertaken by the Commercial Division. However, it is necessary to engage an outside firm to do a complete credit investigation and the costs involved are billed back to the Canadian company.

In selecting agents, care should be taken to ensure that conflicting agents are not appointed or that a firm is not over-committed and thus unable to give the necessary support. Any such appointments may be for a trial period of a year, to be confirmed at the end of the allotted time if performance is satisfactory. Letters of understanding should then be exchanged. It is important to support an agent by providing technical literature and visiting Thailand regularly or by bringing the agent to Canada to learn more about the product.

In summary, effective local representation is an important factor in business development in Thailand. Acquiring recognition in this market requires considerable effort, demonstration of a long-term commitment, the establishment of one's *bona fides* by a regular program of visits over an extended period of time, and lots of patience.

## Thai Import Regulations

Most goods may enter Thailand without an import licence. Rather, a simple entry declaration form presented to customs authorities is needed. For a

number of items, however, licences are required. These items include goods whose import is normally prohibited to protect local industries; goods whose import is subject to a requirement for concurrent purchase of similar goods produced domestically; and goods whose import is controlled for health, security, or other reasons.

The Thai customs tariff is based on the Customs Co-operation Council Nomenclature (CCCN). Most duties are levied on an *ad valorem* basis and assessed on the c.i.f. value of the import. Duties may also be specific or both *ad valorem* and specific. The *ad valorem* duties range from zero to 80 per cent and may be payable in baht (the Thai unit of currency) at the time the goods are cleared through customs.

In addition, a business tax ranging from 1.5 to 30 per cent is levied on almost all imports. There are also excise taxes levied on certain articles, a stamp tax levied on business transactions, and a municipal surtax of 10 per cent levied on the amount payable under the business tax.

## Documentation

Imports into Thailand require commercial invoices, containing full details and signed by the exporter, in triplicate. Three original bills of lading (for bank purposes) and three unsigned copies (two for the consignee and one for customs authorities) are required. Those goods subject to import control must be accompanied by a certificate of origin. Finally, a sanitary certificate is needed for some seeds, fruit, and live animals.

**Samples.** Commercial samples are permitted entry without duty. Samples of commercial value are admitted duty free against a bond, on the condition that the samples are re-exported within six months.

**Labelling.** Goods should be packed so as to withstand port handling, pilferage, and prolonged exposure to heat and humidity owing to delays in port clearance. Metric weights and measurements must appear on all packaged goods, and there are special labelling regulations for tinned milk and many other foodstuffs.

In short, having a local agent in Bangkok is an important asset in handling customs matters.

## Exchange Controls

The Bank of Thailand administers a system of exchange controls on behalf of the Ministry of Finance, but in practice, few restrictions are imposed. Authorized banks may approve most payments for imports and other current payments requiring foreign exchange, upon submission of necessary documents. The approval of the Bank of Thailand is, however, required for advance payments exceeding US \$1 400, for opening letters of credit with an expiration date over nine months, and for revolving letters of credit.

## Transportation and Energy

Thai law requires that certain imports be carried by Thai vessels or else be subject to a levy of twice the applicable freight. The law applies to goods purchased by Thai state enterprises and shipped or transshipped from ports served by authorized Thai vessels. For more information before Canadian goods are shipped to Thailand, contact the Commercial Division of the Canadian embassy in Bangkok.

Shipping services from Canada include the following:

1. *East Asiatic Company* schedules four sailings a month from Vancouver to Bangkok. The line is represented in Canada by Johnson, Walton Steamships Limited in Vancouver, and by Robert Reford Inc. in Toronto and Montreal.
2. *Orient Overseas Container Line (OOCL)* schedules four sailings a month from Vancouver and Halifax. The line is represented by the Manchester Liner Services in Vancouver.
3. *American President Lines (APL)* schedules eight sailings a month from Montreal and Toronto.
4. *Sealand Service Inc.* schedules four sailings a month from Vancouver. The line is represented by Sealand Shipping Service Ltd. in Vancouver.
5. *Maersk Line* schedules four sailings a month from Vancouver, Montreal, and Toronto. The line is represented by Maersk in Vancouver.
6. *Neptune Orient Line Ltd.* schedules three sailings a month from Vancouver and Saint John.

The Bangkok-Thon Buri metropolitan area has a well-developed infrastructure. Efforts are under way to develop infrastructural facilities in other areas of the

country, but some regions, except for municipal areas, lack the support services and facilities necessary for industry.

The most important mode of transportation in Thailand is the excellent highway system which consists of national highways of about 44 500 km (29 per cent) and farm to market roads of about 112 250 km (71 per cent). Cargo and passenger transport is carried out primarily by independent operators. Interprovincial trucking, however, is shared by private operators and the government-sponsored Express Transport Organization (ETO) to provide nationwide service.

The Thai Railway (State Railway of Thailand) is government-owned and operated and has a network of approximately 4 443 km of single meter gauge, mainly single track. Freight terminals in the Bangkok area are equipped with minimal but adequate mechanical handling equipment. The improvement and expansion of relatively limited facilities elsewhere is under way.

Inland waterways are Thailand's oldest and still important means of national transport. Water transport, despite its relatively cheap cost when compared to rail or truck, is slow and subject to delays. Ocean freight enters Thailand *via* one principal and 19 minor ports. The principal port, Bangkok, handles 98 per cent of Thailand's imports, but facilities are still limited.

Don Muang International Airport, near Bangkok, is a port of call for many international and regional carriers. Regular domestic air service is provided by Thai Airways to other major Thai cities. Don Muang Airport is being expanded and construction is under way.

The Electricity Generating Authority of Thailand (EGAT) is responsible for electricity generation in Thailand. The 1985 capacity, from lignite, natural gas, oil, and hydro sources, was 6 155 MW with plans to increase capacity to 8 222 000 kW by 1991.

## **Market and Financial Information**

### **Tendering on Projects**

Procurement by government agencies in Thailand may be financed through government funds or through funds made available by donor governments or international agencies. Procurement procedures, therefore,

vary with the government department, lending country (including Canada), or international agency.

Thailand's government has no central purchasing agency. Rather, each department or agency is given the responsibility for its own buying. The majority of overseas goods is procured through public tender, and bidders must register with the government. Bids in response to tenders are evaluated on the basis of price, quality, experience and level of technology, as well as on considerations such as after-sales service, credit terms, and local content. Experienced Canadian firms have found it advantageous to team up with a Thai engineering/consulting company.

Invitations to bid on government tenders usually require that a deposit of 6 per cent accompany the bid. The deposit is refunded to unsuccessful bidders, and the successful bidder's deposit is retained as a performance bond and returned once the work has been completed.

Loans from the international financial institutions, including the World Bank and Asian Development Bank, have been responsive to the Thai government's development priorities concerning almost all major sectors in the economy. The United Nations publishes a newspaper titled *Development Business* in which multilaterally funded projects in various countries are listed. In Thailand, tender announcements are published in leading news media. The Commercial Division at the Canadian embassy in Bangkok will also be able to provide Canadian firms with further information.

Successful project bidding requires close contact with those Thai government departments and international agencies responsible for project planning and implementation. Canadian firms should choose a Thai representative or associate in advance of a tender call, and preferably during the gestation process of the project, to allow involvement at the earliest possible stage. Experienced Canadian firms have suggested that consultants complete some other project(s) abroad before bidding in Thailand. Finally, only those firms that are willing to invest a significant amount of time in Thailand's market are advised to seek project work. (For more information on participating in projects funded by the international financial institutions, refer to *Developing Export Markets — The IFI Approach*, published by the Department of External Affairs.)

## Labour

Thai labour legislation consists of a series of acts and codes governing principal terms and conditions of employment. Under the Ministry of the Interior, the Department of Labour is charged with implementing labour laws and performing labour inspections. All labour unions must be registered with the Department of Labour in order to operate. The labour movement in Thailand is not highly developed and has little effect on business or investment.

Expatriate personnel in Thailand require a work permit; however, many occupational categories are not open to expatriates. A committee now exists "to facilitate and expedite" such visa applications. The committee normally notifies applicants of a decision within three weeks of applications, and where applications are approved, the Immigration Division and the Labour Department will attempt to issue residence and work permits within another two weeks. Applicants must possess a non-immigrant visa before entering Thailand; holders of a tourist visa will not be eligible to apply through the above procedure. Details are available from

The Thailand Management Development  
and Productivity Centre

Department of Industrial Promotion

Ministry of Industry

Rama VI Road

Bangkok 10400, Thailand

Tel: 246-0031; 246-1145

## Advertising and Research

The usual facilities and media used in Canada are available in Thailand. There are a number of advertising and promotional agencies in Bangkok, and Canadian exporters are advised to consult them before embarking on comprehensive advertising campaigns.

English-language promotional literature is acceptable to the Thai business community, although having some material available in Thai has its advantages. The English-language press, composed of three well-informed and excellent-quality daily newspapers and several business magazines, is eager to receive infor-

mation about new products and processes. The Canadian embassy can assist with placing material in these publications. Canadians are reminded that imported printed advertising matter is dutiable at 40 per cent *ad valorem* and 4 baht per net kg, whichever is higher. Printing costs in Thailand are inexpensive, although quality paper stock is costly.

There are also a number of research agencies in Bangkok offering both market research and feasibility study services. While the results of market research by local representatives are often satisfactory, in recent years several specialized firms have developed an acceptable competence in professional market research.

## Methods of Payment

Payment is usually made by letter of credit until the customer becomes well known to the exporter. "Documents of acceptance," up to 180 days, is also a widely practised method of payment.

Quotations should be in US dollars, or other currency agreed to with the buyer. For capital equipment, where costs are high and deliveries span a year or more, purchasers require both f.o.b. and c.i.f. price quotations. Suppliers of other products need only submit c.i.f. prices.

## Business Dispute Procedures

Canadian exporters are advised to thoroughly investigate the financial status of prospective customers before concluding credit transactions. Legal procedures in Thailand are complicated and usually slow. Negotiation of problem areas is always preferable. Thus, companies should only consider litigation to collect debts when all other means have failed.

## Banking and Local Finance

Approximately 30 commercial banks operate in Thailand, including the Bangkok Bank, the largest bank among the members of the Association of Southeast Asian Nations (Indonesia, Malaysia, the Philippines, Singapore, Thailand and Brunei). The following Canadian bank has a representative office in Thailand:



Bank of Nova Scotia  
Bangkok Bank Building, 14th Floor  
333 Silom Road, Suite 1401  
Kwaeng Silom  
Khet Bang Rak  
Bangkok, Thailand  
Tel: 235-0656/7  
Telex: (86) 84422

## Property Protection

Thailand's first patent law came into effect in 1979. The regulations under this law offer protection for the patents and trademarks of foreign companies, although enforcement is sometimes a problem and authorities may need assistance in bringing violators to court. Registration of a patent or a trademark should be made with the Department of Commercial Registration, Ministry of Commerce, Bangkok. Application is generally made through a local agent, as the applicant is required to have a business address in Thailand. Trademark registration, if approved, is valid for 10 years and may be renewed. Patents for an invention and a product design extend for 15 and 7 years respectively from the date of filing the application.

## Investment

### Thai Legislation for Foreign Investment

Traditionally, the government of Thailand's attitude to foreign investment has been very liberal. Despite some restrictions on foreign business activities under the Alien Business Law (1972), foreign capital and expertise are officially recognized as an important development tool. The Board of Investment (BOI) provides a number of incentives and guarantees to priority investors including tax holidays, tariff waivers, assurances against nationalization, and government protection from competition.

The BOI-defined priority areas for foreign investment generally include export-oriented, labour-intensive industries using local materials. Promotional privileges are often granted and vary in relation to the benefits that Thailand is expected to derive from the promoted project. Currently, the BOI's emphasis is on the following industries: agriculture, mining, ceramics, chemicals, electronics, construction materials, textiles, and tourism.

Foreign investment is permitted in most manufacturing industries. Under the Alien Business Law, however, there are restrictions on the proportion of foreign interest in certain industrial and commercial activities. This law is designed to promote the development of domestic enterprises and to reserve some fields of business to Thai nationals. The degree of foreign participation is restricted according to business category, and all foreign firms must apply for licences to operate.

## Forms of Business Organization

As noted above, a foreign investor may not engage in certain types of industrial and service activities unless there is Thai participation in the venture. Once this criterion is met, the Canadian investor may engage in business in the form of a single proprietorship, a corporation, a partnership, a limited partnership, or a branch of a foreign corporation. The most popular form of business for foreign investors has been the corporation. Although many foreign companies operate in Thailand through branch offices, the procedures for establishing such offices are complex and subject to a number of restrictions.

## Taxation

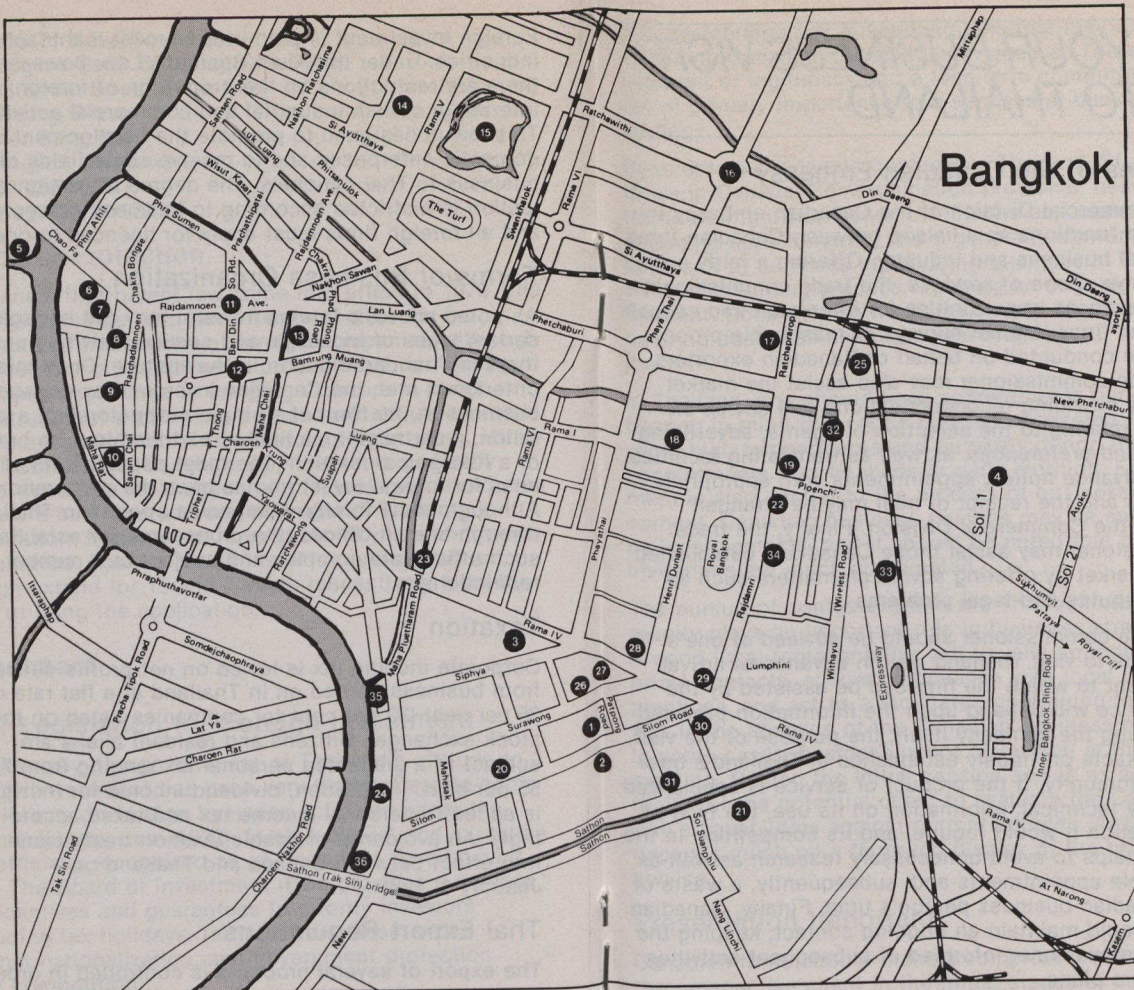
Corporate income tax is levied on net profits derived from business carried on in Thailand at a flat rate of 35 per cent (30 per cent for companies listed on the stock exchange). Citizens and resident aliens are subject to a graduated personal tax ranging from 7 to 55 per cent. In addition, dividend income for individuals is added to personal income tax and taxed accordingly. An avoidance-of-double-taxation treaty came into effect between Canada and Thailand on January 1, 1985.

## Thai Export Regulations

The export of several products is controlled in order to preserve quality standards. Certification is required from the relevant department. These products include tapioca, Thai silk, silverware, among others.

Some products are subject to a total export ban, which might be permanent or only in effect during times of supply deficit. Currently, the following products are banned for export: teak logs, gold bullion, fertilizer, antiques, and Buddha images.

# Bangkok



- |  |                                |                                  |                                |
|--|--------------------------------|----------------------------------|--------------------------------|
| 1 Canadian Embassy                             | 10 Wat Pho                     | 20 Narai Hotel                   | 29 Chulalongkorn Hospital      |
| 2 Bank of Nova Scotia                          | 11 Democracy Monument          | 21 YMCA                          | 30 Dusit Thani Hotel           |
| 3 Mandarin Hotel                               | 12 The Giant Swing             | 22 Erawan Hotel                  | 31 Nursing Hospital            |
| 4 Ambassador Hotel                             | 13 Wat Sraket (Golden Mount)   | 23 Hua Lampong Railway Station   | 32 Bangkok Hilton Hotel        |
| 5 Royal Barge                                  | 14 Dusit Zoo                   | 24 Oriental Hotel                | 33 Imperial Hotel              |
| 6 National Theatre                             | 15 Chitlada Palace             | 25 Bangkok Palace Hotel          | 34 Regent Bangkok Hotel        |
| 7 National Museum                              | 16 Victory Monument            | 26 Tawana Sheraton Hotel         | 35 Royal Orchid Sheraton Hotel |
| 8 Weekend Market                               | 17 Indra Hotel                 | 27 Montien Hotel                 | 36 Shangri-la Hotel Bangkok    |
| 9 Wat Phra Kaeo (Temple of the Emerald Buddha) | 18 Siam Intercontinental Hotel | 28 Saowapha Institute Snake Farm |                                |
|  | 19 President Hotel             |                                  |                                |

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## IV. YOUR BUSINESS VISIT TO THAILAND

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### Services of the Canadian Embassy

The Commercial Division of the Canadian embassy in Thailand functions as a liaison between Canadian firms and local business and industry. Offering a fairly comprehensive scope of services, the trade commissioner seeks business opportunities for interested and capable Canadian firms. Market surveys of reasonable proportions are conducted on behalf of Canadian exporters. The trade commissioner may also assist the market effort by providing recommendations and advice on matters relating to the selection of agents, advertising modes and preferences, as well as translating facilities. Given advance notice, appointments with appropriate contacts and the receipt of mail may be arranged through the Commercial Division. Finally, the trade commissioner may assist those Canadians established in the market by offering advice on matters such as trade disputes and legal problems.

The trade commissioner should be advised of one's intentions to visit Thailand well in advance of arrival. The extent to which the firm can be assisted by the trade office will depend upon the information provided concerning the company itself, the purpose of the visit, and contacts previously established in Thailand's business community. If the product or service is specialized or highly technical, information on its use, the type of presentation it would require, and its competition in the market helps to avoid unnecessary research as well as unsuitable appointments and, subsequently, a waste of the Canadian business person's time. Finally, Canadian firms should maintain an ongoing contact, keeping the trade commissioner informed of subsequent activities and future plans.

### Business Calls

The best introduction to Thailand and its business opportunities is by personal visit. Local business persons usually prefer to meet and deal with their prospective clients personally. Upon arrival, Canadian business persons face a double challenge — convincing local contacts of their firm's competitiveness in the market

and overcoming any misconceptions that may exist regarding Canadian capabilities in general. The establishment of legitimacy and a long-term commitment are of primary importance to a successful business strategy.

Business methods and customs in Thailand differ from those in Canada. Communication problems, heavy traffic during office hours, difficulties associated with arranging appointments, and a generally slower-paced approach to business make doing business in Thailand a time-consuming process requiring an ongoing commitment. Considerable flexibility should be allowed in meeting deadlines and often one may have to extend the visit.

In Thailand, one should keep appointments punctually, bearing in mind that traffic is often congested. To avoid high temperatures and humidity during the day, appointments may be made in early morning. Entertainment is also central to the process of business development. Canadian business persons may be entertained by local contacts, and it should be noted that reciprocal invitations are much appreciated.

The pursuit of contacts within the Thai business community plays an important role in business strategy. A good local representative will usually arrange appropriate contacts, ensure compliance with local business practices, and act as a facilitator, continuing the contact in the absence of the Canadian business person. In some cases, business is not discussed at the first meeting. Rather, the initial session serves as an opportunity for the potential client to evaluate the Canadian firm's capabilities against current sources. Acceptance depends much on a thorough display of the product or service.

## Presentation Important

Canadian firms should make a complete presentation to the prospective client in the initial stages of contact. This may include literature, specifications, samples, and all the price, delivery, and quality-control information the contact will require for his evaluation of the Canadian firm and its product or service. Business people should also have an adequate supply of business cards at all times, preferably in Thai as well as English. Finally, in the event of an equipment demonstration, make sure that the system functions properly

in the given environment; any shortcomings will result in a loss of confidence in the product as well as the firm.

## What to Bring

Seasoned business travellers bring a number of useful business supplies. Among those recommended are the following:

- sales literature, and where applicable, samples;
- company stationery (for correspondence and thank-you notes);
- business cards in English; reverse side in Thai;
- extra passport photos (for visas, etc.);
- small give-aways with the company's name printed on them. (Once personal contact has been established through an initial visit to Thailand, the presentation of a gift is customarily welcomed upon one's subsequent visit. Gifts of knives, swords, or other sharp-edged objects are usually inappropriate.)

Canadian business persons who do not want to carry business cards and promotional material with them in their luggage can arrange to have all such material forwarded to the Canadian embassy by air freight or courier service. Arrangements should be made approximately three weeks prior to arrival in Thailand.

## Follow-up

Appropriate follow-up can be crucial to the success of a business visit. Thank-you notes as well as samples, brochures, and requested information should be quickly dispatched upon arrival in Canada. Regular correspondence with contacts and representatives established while in Thailand, as well as with the Commercial Division of the Canadian embassy, will serve to promote legitimacy and business development. A follow-up visit should be planned in the event that there is business potential.

## Travelling to Thailand

A valid passport is a basic requirement for travellers to Thailand. Visitors stopping in Bangkok *en route* to other destinations are automatically given a 15-day transit visa at immigration upon arrival if they have confirmed proof of onward transportation. This transit visa is not renewable or extendible. For visits exceeding 15 days, a tourist visa, valid up to 30 days, is required,

at a cost of \$12. Tourist visas can be obtained from the Embassy of Thailand in Ottawa.

An international certificate of vaccination against cholera may be necessary. Yellow fever inoculation is required of arrivals from infected areas. If travel in rural areas is planned, it is advisable to carry medication for malaria. The following inoculations are strongly recommended: diphtheria, tetanus, polio, typhoid, and gamma globulin. Care should be taken not to drink tap water. Bottled drinking water is provided in hotels. Visitors are advised to contact the Department of Health and Welfare in Ottawa for up-to-date information on required vaccinations.

Visitors to Thailand are permitted to bring into the country one still camera and one movie camera; five rolls of still camera film and three rolls of 8 or 16 mm camera film; 200 cigarettes or 250 g of tobacco; one bottle of liquor. Narcotics, pornographic materials, or firearms are banned.

The Thai unit of currency is the baht which is divided in 100 satang. For January 1986, the baht was worth Cdn \$0.055 and US \$0.038 (Cdn \$1 equals B 18.30 and US \$1 equals B 26.06). Visitors may not import or export more than 500 baht per person. There is no restriction on the amount of foreign exchange that may be brought into the country or re-exported provided it is declared on arrival. Visitors are advised to purchase baht at commercial banks to avoid changing money at hotels where the exchange rate is low.

There are a number of first class hotels in Bangkok. It is advisable to reserve accommodation in advance. All hotel rates are subject to 16.5-per-cent government tax and a 10-per-cent service charge. Confirmation should be sought at the time of booking.

**Ambassador Hotel**

Soi 11 Sukhumvit Road

Tel: 251-5141

Telex: TH 2910

**Bangkok Palace Hotel**

1091/336 New Petchburi  
Road

Bangkok 10400

Tel: 253-0510

Telex: 82478/80

BANKHIL TH

**Dusit Thani Hotel**

Saladang Circle

966 Rama IV Road

Tel: 233-1130

Telex: TH 81170; 81027

**Erawan Hotel**

494 Rajdamri Road

Tel: 252-9100/19

Telex: TH 82189

**Hilton International**  
2 Wireless Road  
Tel: 253-0123  
Telex: TH 72206 HILBKK

**Imperial Hotel**  
6 Wireless Road  
Tel: 252-0450/7  
Telex: 82301 IMPER TH

**Indra Regent Hotel**  
Rajaprarob Road  
Tel: 251-1111/9  
Telex: TH 2723

**Mandarin Hotel**  
662 Rama IV Road  
Tel: 233-4980/9  
Telex: MANDARIN 87689

**Montien Hotel**  
54 Suriwongse Road  
Tel: 234-8060  
Telex: TH 2609; 82938;  
81038

**Narai Hotel**  
222 Silom Road  
Tel: 233-3350  
Telex: NARITEL TH 2708

**Oriental Bangkok**  
48 Oriental Avenue  
Tel: 236-0440  
Telex: TH 2297

**President Hotel**  
135/26 Gaysorn Road  
Tel: 253-0444  
Telex: TH 81194 PRESTEL

**Regent Bangkok**  
155 Rajdamri Road  
Bangkok 10500  
Tel: 251-6127  
Telex: 20004 REG BKK TH

**Royal Orchid Sheraton  
Hotel**  
2 Captain Bush Lane,  
Siphya Road  
Bangkok 10500  
Tel: 234-5599  
Telex: 84491/84492  
ROYORCH TH

**Shangri-La Hotel Bangkok**  
89 Soi Wat Suan Plu,  
New Road  
Bangrak, Bangkok 10500  
Tel: 235-6310/2  
Telex: 84265 SHANGLA TH

**Siam Intercontinental**  
Rama 1 Road  
Tel: 253-0355  
Telex: SIAMINTR TH 2527

**Tawana Sheraton**  
80 Suriwongse Road  
Tel: 233-5160  
Telex: TH 2648

Bangkok has many restaurants serving all types of cuisine. Prices for food and liquor are comparable to those in Canada, but wines are expensive. A wide variety of entertainment and nightlife is available. Major credit cards such as Visa, MasterCard, and American Express are generally accepted in tourist areas.

Most hotels and first-class restaurants add a 10-percent service charge to bills and any additional tipping is optional. Taxi drivers are not tipped. Baggage porters receive 5 baht per item. Anything under a 2-baht tip is considered rude.



Air-conditioned chauffeured cars with English-speaking drivers are available at major hotels for about \$7 per hour. Regular taxis can be hailed in the street. Meters are not used, and fare bargaining in Thai is definitely in order. Fares to most locations in the city centre are between 25 and 60 baht (\$1.50-\$3.50). It is advisable to have the exact amount on hand as taxi drivers are often unable to give change. It is also advisable to have the address of your next appointment written in Thai with directions or a map, if available, as the Bangkok street and numbering systems are haphazard.

Don Muang is a major international air terminal which can be reached in 45 minutes from central Bangkok under moderate traffic conditions.

Bangkok is not yet served directly by either Canadian Pacific or Air Canada passenger flights.

The following international airlines are represented in Bangkok:

<b>Airlines</b>	<b>Telephone Numbers</b>
Aeroflot	233-6965/7
Air Canada	233-5900/9
Air France	236-9288/91
Air India	234-7558
Air Lanka	236-0156; 236-9292
British Airways	236-8655/8
Canadian Pacific	253-0363/4
Cathay Pacific	233-6105/9
China Airlines	251-9750/2
Civil Administration of China	235-6510/11
Egypt Air	233-7601/3
Finnair	251-5012; 251-5075
Garuda	233-0981/2
Iraqi Airways	233-0569
Japan Air Lines	234-9113/18
KLM	235-5150/9
Korean Airlines	234-9283/9
Lufthansa	234-1350/9
Malaysian Airlines System	234-9790/4
Northwest Oriental Airlines	251-9652/4
Pakistan International Airways	234-2961/4
Philippine Airlines	234-2483
Polish Airlines	235-7092/4
Qantas Airways	236-0307; 236-7494
Royal Nepal Airlines	233-3921/4
Sabena Airlines	233-5940/1

SAS	252-4181
Saudi Arabian Airlines	236-9395; 236-0112
Singapore Airline	236-0440; 236-0303
Swissair	233-2935/8
Thai Airways (domestic)	281-1633
Thai International	233-3810
United Airlines	251-6006

Travellers are reminded to confirm their international flight arrangements within 48 hours of arrival in Bangkok or face the possibility of cancellation of their reservation.

Outgoing passengers on international flights from Don Muang are required to pay an airport departure tax of Baht 150 (i.e. Cdn \$8.25 or US \$5.70). The airport tax for domestic flights is 20 baht (i.e. Cdn \$1.10 or US \$0.75).

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# V. LIST OF KEY THAI GOVERNMENT AGENCIES AND DEPARTMENTS

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## **Ministry of Agriculture and Co-operatives**

Rajdamnoen Nok Road  
Bangkok 2  
Tel: 281-5955

## **The Royal Irrigation Department**

Samsen Road  
Bangkok 2  
Tel: 241-0740-9

## **Department of Livestock Development**

Phyathai Road  
Bangkok 10400  
Tel: 251-5136-8; 251-1941/2

## **Department of Fisheries**

Rajdamnoen Nok Road  
Bangkok 10200  
Tel: 281-5577; 282-8817

## **Royal Forest Department**

Phaholyothin Road  
Bangkok 10900  
Tel: 579-1151/60

## **Ministry of Commerce**

Sanamchai Road  
Bangkok 10200  
Tel: 222-0855

## **Department of Foreign Trade**

Sanamchai Road  
Bangkok 10200  
Tel: 223-1481-5

## **Department of Commercial Registration**

Maharaj Road  
Bangkok 10200  
Tel: 221-3865

## **National Housing Authority**

905 Sukhapiban Road  
Klong Chan  
Bangkapi, Bangkok 24  
Tel: 377-2010-23; 377-5461

## **Expressway and Rapid Transit Authority of Thailand**

Phaholyothin Road  
Bangkhen, Bangkok 10900  
Tel: 579-5380-9

## **Metropolitan Water Works Authority**

372 Bamrungmuang-  
Vorachak Road  
Bangkok 10100  
Tel: 233-0041-9

## **The Provincial Water Works Authority**

72 Chaingwatana Road  
Laksi  
Bangkhen  
Tel: 521-1980/1

## **Metropolitan Electricity Authority**

121 Chakrapetch Road  
Bangkok 10100  
Tel: 221-2111; 221-2121

**Provincial Electricity  
Authority**

200 Ngarmwongwan Road  
Bangkhen  
Bangkok 10900  
Tel: 589-0100

**Ministry of  
Communications**

Rajdamnoen Nok Road  
Bangkok 10100  
Tel: 281-3422

**Department of Highways**

Sri Ayudhaya Road  
Bangkok 10100  
Tel: 246-1130

**Harbour Department**

Yotha Road  
Bangkok 10100  
Tel: 233-1311-13; 233-7160/9

**Post and Telegraph  
Department**

87 Soi Sailom,  
Phaholyothin Road  
Bangkok 10900  
Tel: 271-0151/60; 279-7956

**Thai Airways International  
Ltd.**

(Thailand's international  
airline)  
89 Vibhavadi Rangsit Road  
Bangkok 10900  
Tel: 513-0121

**Thai Airways Co. Ltd.**

(Thailand's domestic  
airline)  
6 Larn Luang Road  
Bangkok 1  
Tel: 281-1633; 282-7640

**Port Authority of Thailand**

Sunthornkosa Road,  
Klong Toey  
Phrakanong, Bangkok  
10110  
Tel: 249-0419; 249-0361

**Airports Authority of  
Thailand**

Bangkok International  
Airport, Don Muang  
Bangkok 10210  
Tel: 523-6201; 523-7222

**Telephone Organization of  
Thailand**

977 Ploenchit Road  
Pathumwan, Bangkok  
10500  
Tel: 257-1000; 257-1190

**State Railway of Thailand**

Rongmuang Road  
Pathumwan  
Bangkok 10100  
Tel: 223-0341

**The Communications  
Authority of Thailand**

1160 Charoenkrung Road  
Bangkok 10500  
Tel: 223-1050

**General Post Office**

1160 Charoenkrung Road  
Bangkok 10500  
Tel: 223-1050

**Ministry of Education**

Chandrakasem Palace  
Rajdamnoen Nok Road  
Bangkok 10300  
Tel: 281-7644

**Ministry of Finance**

NaPhra Lan Road  
Bangkok 10300  
Tel: 223-2715

**Customs Department**

Sunthornkosa Road  
Klong Toey, Bangkok 10110  
Tel: 249-0431/40

**Excise Department**

Nakornchaisri Road  
Bangkok 10300  
Tel: 241-5600/4

**Revenue Department**  
Chakraphong Road  
Bangkok 10200  
Tel: 281-5777; 282-2064;  
282-5365

**The Bank of Thailand**  
273 Samsen Road  
Bangkok 10200  
Tel: 281-3311; 282-3322

**Ministry of Industry**  
Rama VI Road  
Bangkok 10400  
Tel: 246-1137; 281-1067;  
245-8085; 245-9829

**Department of Mineral  
Resources**  
Rama VI Road  
Bangkok 10400  
Tel: 246-0034

**Department of Industrial  
Promotion**  
Rama VI Road  
Bangkok 10400  
Tel: 246-0033; 245-9433;  
246-1155

**Industrial Estate Authority  
of Thailand**  
618 Nikhom Mahkasan  
Phyathai  
Bangkok 10400  
Tel: 253-3384; 253-4085/6

**The Industrial Finance  
Corporation of Thailand  
(IFCT)**  
Business Development  
Department  
1770 New Petchburi Road  
Bangkok 10310  
Tel: 251-7181/90;  
251-8243/5; 251-8401/2;  
252-0838; 251-8248

**Petroleum Authority of  
Thailand**  
14 Vibhavadi Rangsit Road  
Bangkok  
Tel: 279-5010/9

**Ministry of Public  
Health**  
Devaves Palace,  
Samsen Road  
Bangkok 10200  
Tel: 282-2121

**Department of Health**  
Devaves Palace,  
Samsen Road  
Bangkok 10200  
Tel: 281-7166; 281-5399;  
281-7382

**Ministry of Science,  
Technology and  
Energy**  
6th and 7th floors  
Department of Science  
Service Building  
Yothi Road, Phyathai  
Bangkok 10400  
Tel: 246-0064; 246-1386;  
245-9592

**The National Research  
Council of Thailand**  
196 Phaholyothin Road  
Bangkok 10900  
Tel: 579-1121-30

**Office of the Prime  
Minister**

**The Electricity Generating  
Authority of Thailand**  
53 Charansanitwong Road  
Nonthaburi  
Bangkok  
Tel: 424-0101-11

**The Board of Investment  
(BOI)**

16th Floor, Thai Farmers  
Bank Building  
400 Phaholyothin Road  
Bangkok 10400  
Tel: 270-1400; 270-1410;  
270-1420

**Department of Technical  
and Economic  
Co-operation**

962 Krung Kasem Road  
Bangkok 10100  
Tel: 281-7555; 281-7251

**Office of the National  
Economic and Social  
Development Board**

962 Krung Kasem Road  
Bangkok 10100  
Tel: 282-1151; 282-3861

**Tourism Authority of  
Thailand**

4 Ratchadamnoen Avenue  
Bangkok 10100  
Tel: 282-1143/7

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## VI. OTHER USEFUL ADDRESSES

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### In Canada

#### **South and Southeast Asia Trade Development Division**

Department of External Affairs

125 Sussex Drive

Ottawa, Ontario

K1A 0G2

Tel: (613) 995-7662

Telex: 053-3745

#### **Embassy of Thailand**

85 Range Road, Suite 704

Ottawa, Ontario

K1N 8J6

Tel: (613) 237-1517

#### **Office of the Thai Commercial Counsellor**

396 Cooper Street, Suite 310

Ottawa, Ontario

K2P 2H7

Tel: (613) 238-4002/4

#### **Consul General of Thailand**

Bank of Canada Building

250 University Avenue, 7th Floor

Toronto, Ontario

M5H 3E5

Tel: (416) 593-5511

#### **Consul General of Thailand**

736 Granville Street, Suite 106

Vancouver, British Columbia

V6Z 1G3

#### **Thai Trade Centre**

736 Granville Street, Suite 105

Vancouver, British Columbia

V6Z 1G3

Tel: (604) 687-6400

#### **Consulate General of Thailand**

740 Notre Dame Street W., 14th Floor

Montreal, Quebec

H3C 3X6

Tel: (514) 871-3948

### **Vice Consul of Thailand**

9637 - 41 Avenue  
Edmonton, Alberta  
T6G 5V7  
Tel: (403) 463-8053

### **Asia Pacific Foundation of Canada**

Suite 666, 999 Canada Place  
Vancouver, British Columbia  
V6C 3E1  
Tel: (604) 684-5986

### **Health and Welfare Canada**

Overseas and National Capital Region Headquarters  
Medical Clinic, Bonaventure Building  
301 Elgin Street  
Ottawa, Ontario  
K1A 0L3  
Tel: (613) 990-0641

## **In Thailand**

### **Canadian Embassy**

The Boonmitr Building  
11th Floor, 138 Silom Road  
P.O. Box 2090  
Bangkok 5  
Tel: 234-1561/8  
Telex: (86) 82671 DOMCAN TH

### **Bangkok Bank Limited**

333 Silom Road  
Kwaeng Silom  
Khet Bang Rak  
Bangkok  
Tel: 234-3337; 234-2068; 234-2120; 234-2103/9

### **Krung Thai Bank**

260 Yawaraj Road  
Bangkok  
Tel: 222-0131

### **Siam Commercial Bank**

1060 Phetburi Road  
Bangkok  
Tel: 251-3114

### **Thai Farmers Bank**

142 Silom Road  
Bangkok  
Tel: 234-7050



## Board of Trade of Thailand

150 Rajbopit Road

Bangkok

Tel: 221-0555

## World Bank Regional Mission in Thailand

The World Bank

Udom Vidhya Building

956 Rama IV Road

Sala Daeng

Bangkok

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## VII. REGIONAL CONTACTS

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If you have not previously marketed abroad, contact any regional office of the Department of Regional Industrial Expansion at the addresses listed below.

### **Newfoundland and Labrador**

Parsons Building  
90 O'Leary Avenue  
P.O. Box 8950  
St. John's, Newfoundland  
A1B 3R9  
Tel: (709) 772-5511  
Telex: 016-4749

### **Nova Scotia**

P.O. Box 940, Station M  
Halifax, Nova Scotia  
B3J 2V9  
Tel: (902) 426-6125  
Telex: 019-22525

### **New Brunswick**

Assumption Place  
770 Main Street  
P.O. Box 1210  
Moncton, New Brunswick  
E1C 8P9  
Tel: (506) 857-6440  
Telex: 014-2200

### **Prince Edward Island**

Confederation Court Mall  
134 Kent Street, Suite 400  
P.O. Box 1115  
Charlottetown, Prince  
Edward Island  
C1A 7M8  
Tel: (902) 566-7442  
Telex: 014-44129

### **Québec**

Tour de la Bourse  
800, Place Victoria —  
38e étage  
C.P. 247  
Montréal, Québec  
H4Z 1E8  
Tel: (514) 283-6796  
Telex: 055-60768

### **Ontario**

1 First Canadian Place,  
Suite 4840  
P.O. Box 98  
Toronto, Ontario  
M5X 1B1  
Tel: (416) 365-3777  
Telex: 065-24378

### **Manitoba**

3 Lakeview Square,  
4th Floor  
185 Carlton Street  
P.O. Box 981  
Winnipeg, Manitoba  
Tel: (204) 949-4099  
Telex: 07-5767724

### **Saskatchewan**

105 - 21st Street, 6th Floor  
Saskatoon, Saskatchewan  
S7K 0B3  
Tel: (306) 975-4343  
Telex: 074-2742

**Alberta**

Cornerpoint Building  
10179 105th Street,  
Suite 505  
Edmonton, Alberta  
T5J 3S3  
Tel: (403) 420-2944  
Telex: 037-2762

**British Columbia**

Bentall Centre, Tower IV  
1055 Dunsmuir Street,  
Suite 1101  
Vancouver,  
British Columbia  
V7X 1K8  
Tel: (604) 666-0434  
Telex: 04-51191

**Northwest Territories**

P.O. Box 6100  
Yellowknife,  
Northwest Territories  
X1A 1C0  
Tel: (403) 920-8575

**Yukon**

108 Lambert Street,  
Suite 301  
Whitehorse, Yukon  
Tel: (403) 668-4655

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# APPENDIX — SOURCES OF ADDITIONAL INFORMATION

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## General

*Business Opportunities Under Projects Financed by the Asian Development Bank*; published by the AsDB, April 1985.

*Business Directory of Canadian Trade Representation Abroad*; published twice annually by the Department of External Affairs, Ottawa.

*Countertrade Primer for Canadian Exporters*; published by the Department of External Affairs, Ottawa, 1985.

*Developing Export Markets — The IFI Approach* (two volumes)

— *Equipment and Civil Works*

— *Consulting Services*

published by the Department of External Affairs, Ottawa, 1985.

*Far Eastern Economic Review*; published weekly by the Far Eastern Economic Review Limited, Hong Kong.

## Thailand

### Newspapers

*The Bangkok Post*; circulation 40,000, English Daily, Allied Newspapers Limited, Bangkok.

*Business in Thailand*; circulation 75,000, English Monthly, Bangkok.

*The Nation*; circulation 35,000, English Daily, Business Review Co. Ltd., Bangkok.

*Prachachat Thurakit*; circulation 60,000, Thai Daily, Bangkok.

*Thai Rath*; circulation 800,000, Thai Daily, Bangkok.

## **Other References**

- Annual Economic Report*; Bank of Thailand, Bangkok.
- Businessman's Visa for Thailand*; Siam Cement Group, Bangkok.
- Doing Business in Thailand*; SGV-NA Thalang & Co. Ltd., Bangkok.
- Economic Review — Year-end 1985*; published by *The Bangkok Post*, January 1986.
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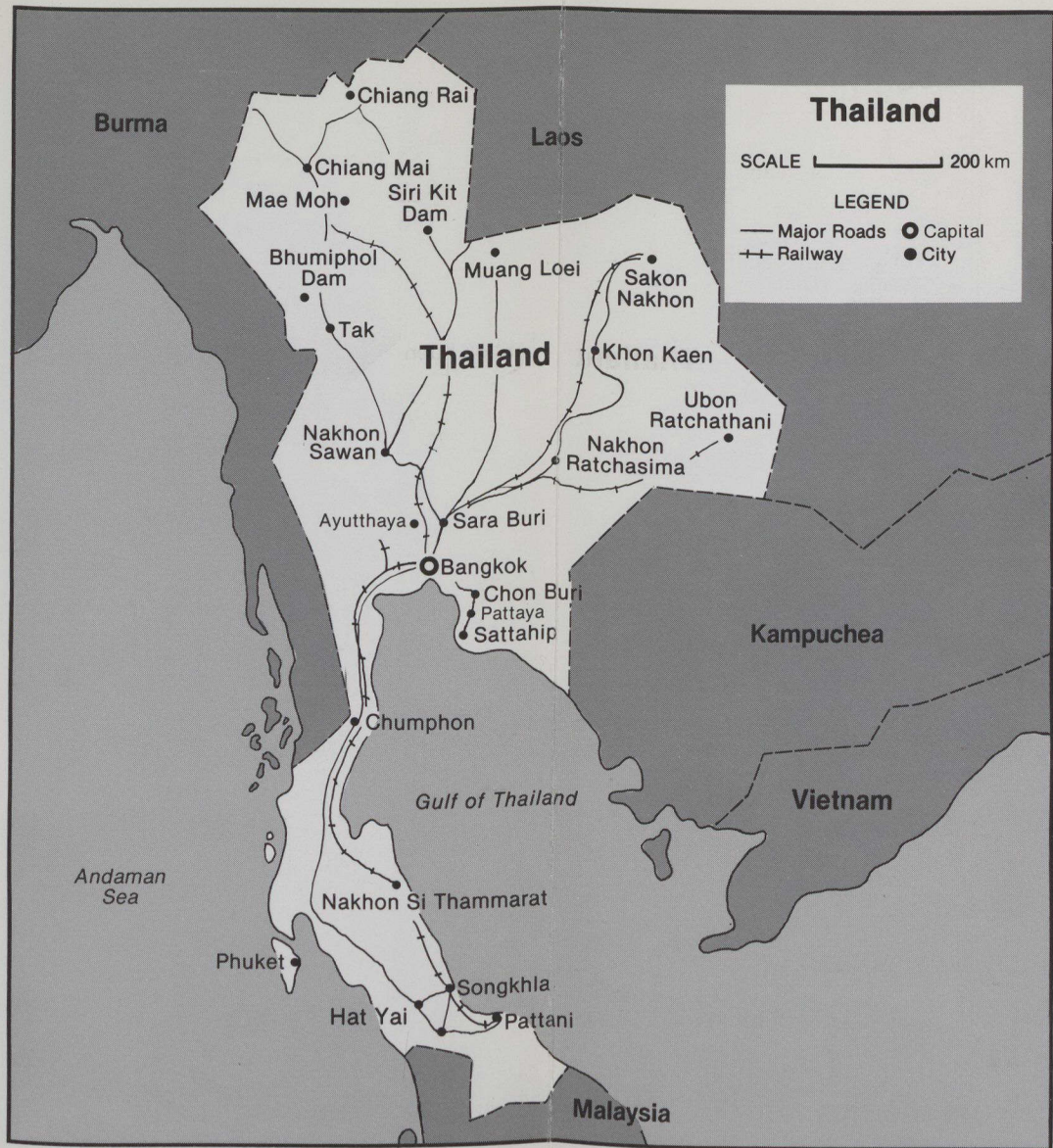
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