

Tap into the promising Thai market

Hong Kong IT Mission to Thailand

27 – 29 January 2010

New business opportunities emerge around the globe every day. Not far from Hong Kong in Thailand, its Government approved the country's Second ICT Master Plan (2009-2012) in August 2009. The plan encourages greater use of ICT across the whole country, involving many sectors, poses huge business potential for Hong Kong ICT companies.

On 27 January 2010, the **Hong Kong IT Mission to Thailand**, which consisted of 16 delegates from 13 Hong Kong companies, visited Thailand to explore business opportunities in the fast growing market. The 3-day business mission, led by Hong Kong Government Chief Information Officer Mr. Jeremy Godfrey, helped Hong Kong delegates understand the local market, seek new business deals and expand business network.



The Hong Kong delegation met Ministry of Information and Communication Technology of Thailand.



Business matching meetings created business opportunities for Hong Kong delegates

Understand the market

On the first day of the mission, the delegates attended **briefing sessions and roundtable meetings** with senior executives from the Ministry of Information and Communications (MICT) of the Thai Government, the Software Industry Promotion Agency (SIPA) and Association of Thai ICT Industry (ATCI). Through these meetings, the delegates were able to understand the latest policy and the business environment in Thailand, laying a more solid foundation to start or expand their business.

Seek new business deals

Core part of the mission came on the second day when Hong Kong delegates met potential business partners and end-users through tailor-made **business matching meetings**. The meetings were set up with reference to Hong Kong delegates' business profile in order to make the meetings as fruitful as possible. In total, over 100 meetings, which involved 45 Thai companies, were arranged for the delegates.



Participants from Hong Kong and Thailand got to know each other during the networking lunch.

Expand business network

Hong Kong delegates were also able to meet with a wide spectrum of local ICT players through **networking events**. Hong Kong delegates got to know their counterparts in Thailand and obtain market intelligence.

Promoting the strengths of Hong Kong ICT

To promote Hong Kong ICT Industry, a **seminar** named "Hong Kong – Your Best Partner for Asia ICT Business" was held during the mission. The seminar feature prominent figures from the Hong Kong ICT Industry, highlighting the strengths of Hong Kong ICT. The seminar attracted more than 120 participants from various ICT sectors in Thailand who have shown interests in Hong Kong ICT services and solutions.



An incubatee of Software Park Thailand introduced his latest invention to the Hong Kong delegates.

See how local businesses operate

A series of **company and site visits** were organised on the third day of the mission. The delegates visited TOT Public Company Limited and TrueMove, two of the leading mobile operators in Thailand, to explore the opportunities posed by the launch of 3G services in Bangkok and surrounding area in late 2009, as well as the long-awaited 3G licenses auctions which were expected to take place in 2010.

Software Park Thailand (SPT) to understand Thai government's initiatives to support the development of local ICT industries.

More opportunities ahead

The Hong Kong Trade Development Council would continue to organise business missions to explore promising markets around the world. For more information, please contact Mr. Andrew Tsui at andrew.ky.tsui@hktdc.org.

The delegates also visited

