

Personnel Management Association of Thailand (PMAT)

Bangkok, Thailand
15 October 2014

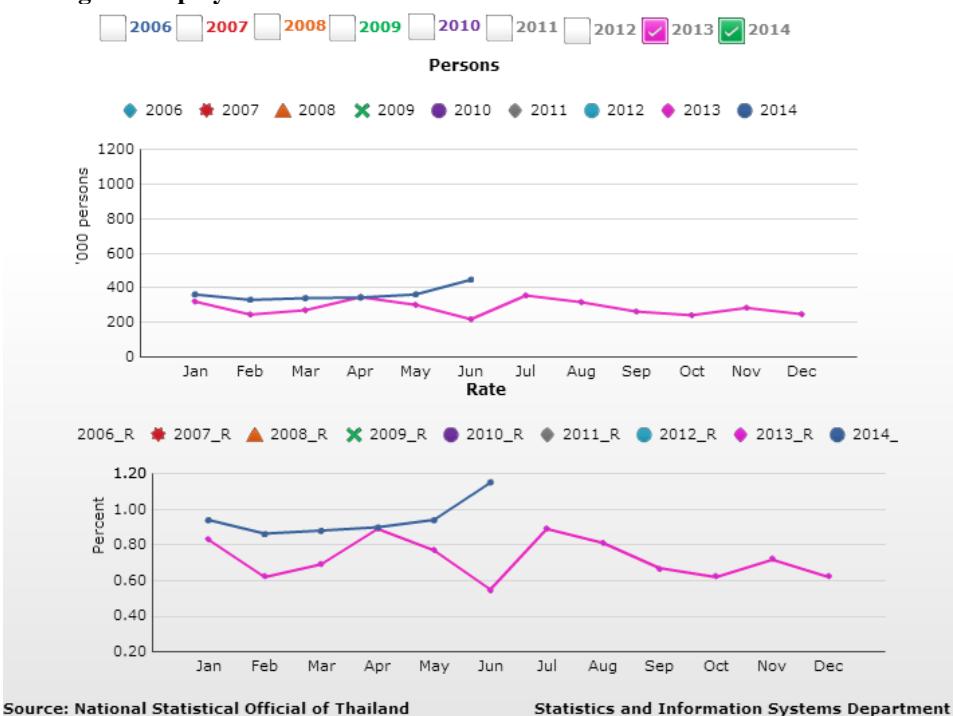
1. Current economic and political situation in the country

Economy and labour market situation

As of June 2014, overall economic activities of Thailand expanded from May owing to an increase in merchandise export. Private consumption, particularly of nondurable items, continued to rise, as the improved economic and political situation shored up private sector confidence. Nevertheless, manufacturing production declined as business satisfied higher demand partly by running down inventories that had been accumulated on the back of softened domestic demand and slow recovery in merchandise exports in the previous period. Meanwhile the tourism sector continued to be affected by political changes although there were signs of improvement towards the end of the month.

Unemployment rose particularly in the agricultural sector, but overall unemployment rate remained low. Inflation tapered off thanks to declines in energy and fresh food prices. The current account recorded a surplus as a result of export improvement and import contraction. The capital account posted a deficit owing mainly to outflows of direct investment and portfolio investment overseas by Thai investors. Overall, the balance of payments registered a deficit.

Figure 1 Average Unemployment Rate of Thailand as of June 2014



Source: National Statistical Official of Thailand

Statistics and Information Systems Department

Thailand's gross domestic product increased in the second quarter of 2014 by 0.4% year-on-year after contracting by a revised 0.5% in the previous three months. The National Economic & Social Development Board (NESDB) predicts a 2014 expansion of 1.5% to 2% with a steady recovery expected in the second half of the year. NESDB also sees GDP increasing 3.5% to 4.5% next year.

Political situation

After the coup months ago, General Prayuth Chan-o-cha, Head of the National Council for Peace and Order, has become 29th PM of Thailand. The royal endorsement will allow Prayuth to establish an interim government until elections are held sometime in late 2015. He is expected to form a new cabinet by October and described his priorities as preparing the country for national reform and establishing prosperity. General Prayuth would call for the implementation of His Majesty the King's sufficiency economy in conjunction with sustainable development in water management, agricultural zoning, tax restructure, rehabilitation of state enterprises and energy reform.

2. HR challenges

The 5 main challenges facing the HR profession in Thailand at present are:

- Leadership Development
- Recruiting, Managing, and Retaining Talent (especially millennial talent)
- Engagement
- Diversity Management
- Labour Shortage (ranging across the spectrum of human resources, from the unskilled workers needed in construction sites to managerial positions)

3. PMAT projects and initiatives

Major areas of PMAT activity include the following:

- PMAT signed MOU with Thailand Professional Qualification Institute (Public Organization) or TPQI which was established to promote professional qualification system in Thailand at Thailand HR Forum 2014 held on July 29th. TPQI facilitates collaboration among relevant entrepreneurs, governmental agencies, and private organizations in developing occupational standards; distributing information on professional qualification and occupational standards; accrediting and evaluating organizations that test individuals' competencies; and converting professional qualification to educational qualification.
- The Institute of Personnel Management conducted the 4th examination for PHR on August 23rd with the total number of examination takers of 59, the paper test result will be announced on September 25th, and the final result will be announced as soon as October 2014.

4. Scheduled Conferences

- On July 29th, Personnel Management Association of Thailand held Thailand HR Forum 2014 at Swissôtel Le Concorde with the theme "Architecting the Leadership Development Journey". This year PMAT had Mr. Robin Garingging, Learning & Development Manager, HR People Development Group of P T. Samsung Electronics Indonesia and Mrs. Parnsiree Amatayakul, Country General Manager of IBM Thailand Co., Ltd. joined with PMAT as keynote speakers on the topics "Does 'Leadership Development' Really Matter for Your Organization?" and "Leader

Can be Built Or Is It Inborn". Apart from the keynote sessions, there were a number of well-known and well-recognized speakers shared their knowledge, experience, and practices. The event was a success with approximately 500 participants both management executives, HR practitioners, academics, and the interested persons both from private sector organizations and public sector organizations.

- On November, PMAT will hold the last annual event of 2014 which is PMAT HR Day 2014 to celebrate our 49th anniversary.

Suchada Sukhvasti na Ayudhya
Advisory Board Member
Personnel Management Association of Thailand