



สภาอุตสาหกรรมแห่งประเทศไทย
THE FEDERATION OF THAI INDUSTRIES

Mr. Yuttana Silpsarnvitch

Board of The Federation of Thai
Industries



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Confidence Building Measures : **Industrial point of view during COVID-** **19 Pandemic** (CICA Business Council Board Meeting)

**Impact of COVID-19 on Thai
Economy especially Thai SMEs**

**A Global Challenge towards an
inclusive and sustainable future**

**Global Vaccination
Distribution**

**Global Trade war and Competition
of Economic Recovery**



Create tighten
collaboration of
CICA members to
Economic Revival



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Confidence Building Measures : Industrial point of view during COVID-19 Pandemic (CICA Business Council Board

Demand Side

- high decreasing of purchasing power
- Lock down policy towards lock down economic
- Broken supply chain
- Quick change of consumer behavior



Supply Side

- lack of financial liquidity
- supply chain disruption and high cost of logistic
- World travelling shock
- Delay of investment both short and long term



Operation

- confidence in healthcare system and handling for COVID-19 pandemic control for business sector
- Online and quick growth of online penetration including online security concerns



Uncertainty

- New normal working and reform of new business model according to global COVID-19 pandemic control policy





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Directions and Concerns of CICA member

Proposal planning

- Online Business Matching between member countries
- Create Informative platform on CBM issues in which can do online accessing
- Looking for new economic opportunities through a clear challenge of CBM

Member collaboration issue

- SME Opportunity
- Finding host for Informative online website for SMEs regarding CBM issue
- Best Practice Sharing

