

Shifting Tides : Navigating Economic Trends in Global, Asia, and the Thai Region

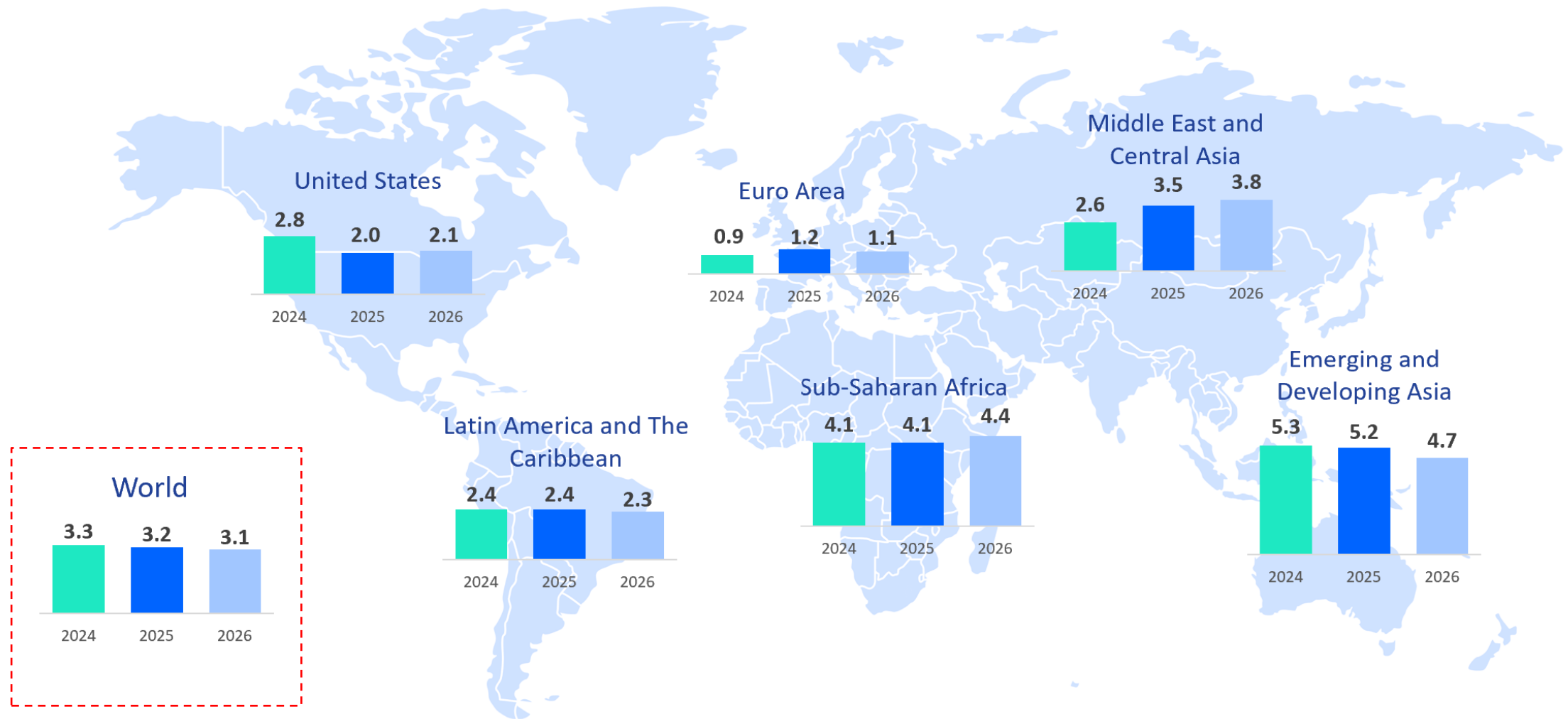
กอบศักดิ์ ภูตระกูล
28 พฤศจิกายน 2568

Agenda

- **Economic Trends**
- **Shifting Tides**
- **Navigating the Challenges**

I. Economic Trends

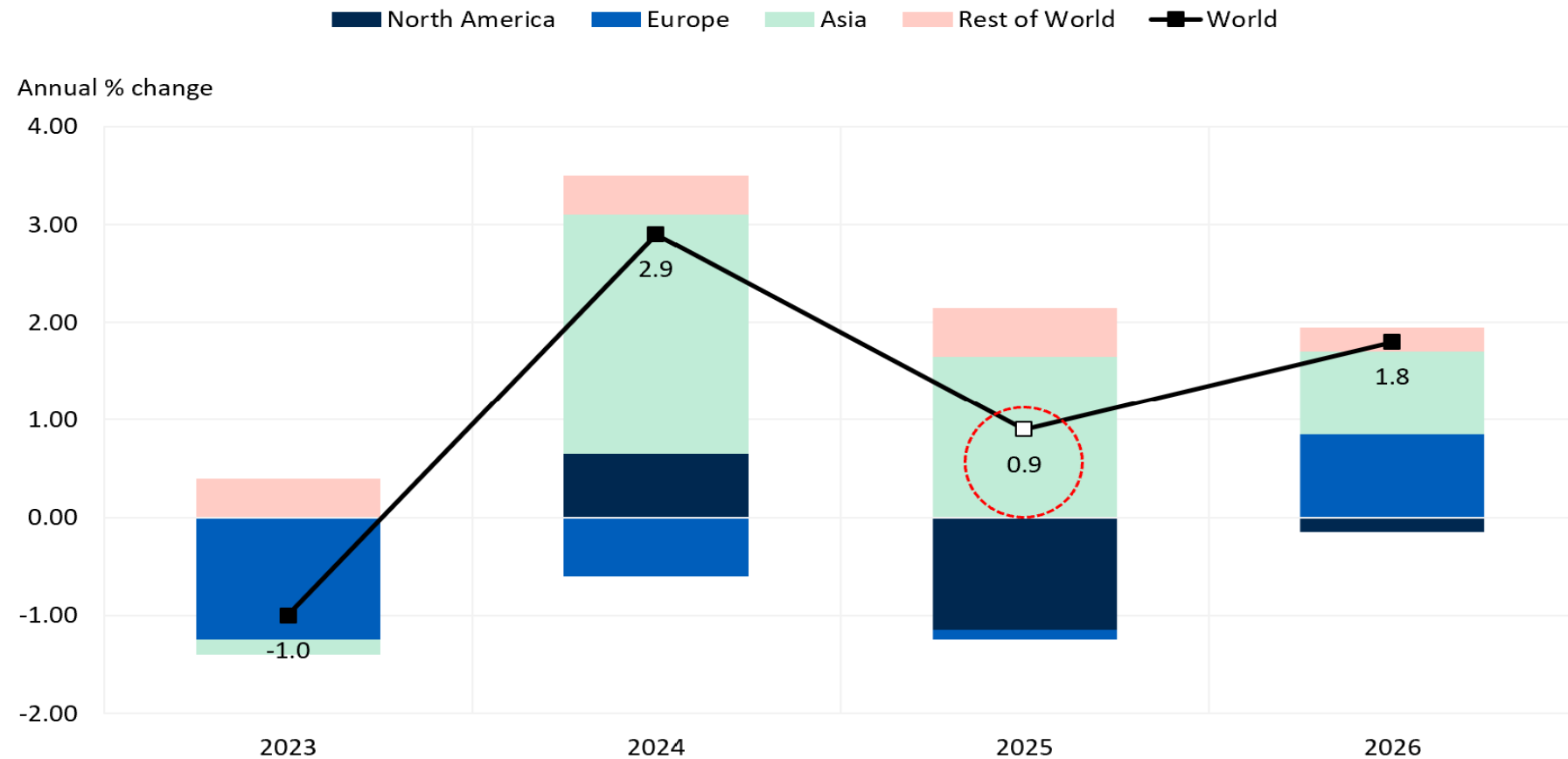
Impacts from Reciprocal Tariffs are Less Than Expected



Source: IMF World Economic Outlook, October 2025.

Global Trade Slows Down but Continues to Grow in 2025

Contributions to world merchandise trade volume growth by region, 2023-2026



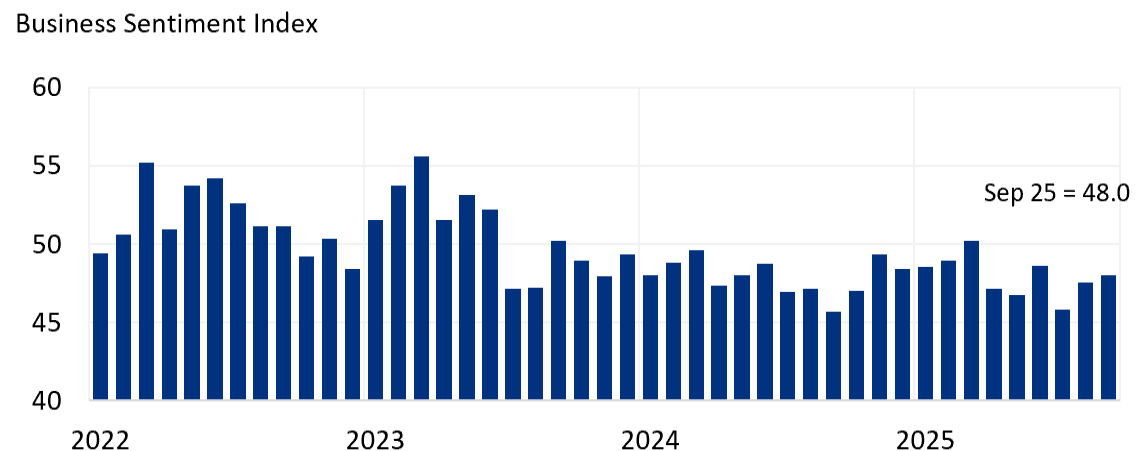
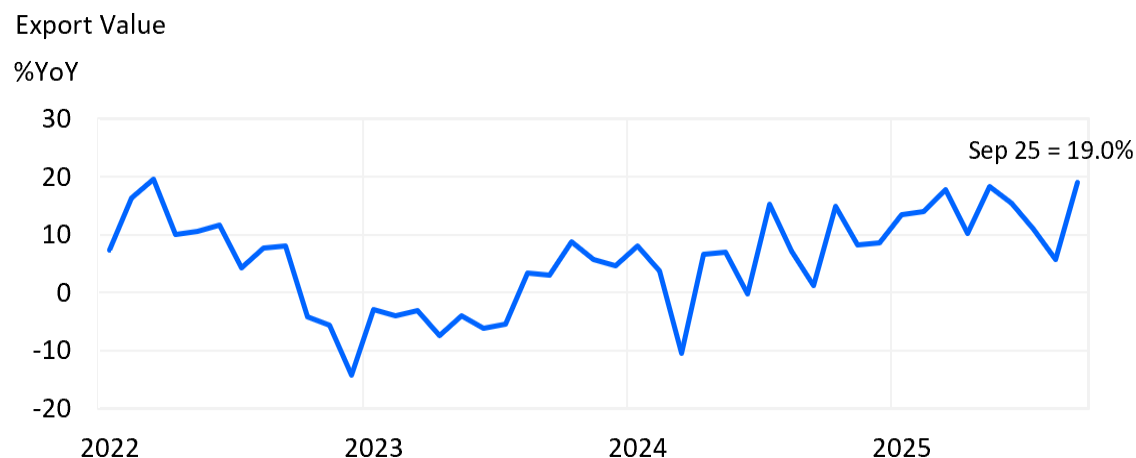
Note: Trade refers to sum of exports and imports. Figures for 2025 and 2026 are projections.

Source: WTO Secretariat Estimates.

ASIA Continues to Grow Satisfactorily Despite Headwinds

		PROJECTIONS	
	2024	2025	2026
Asia	4.6	4.5	4.1
Advanced economies	1.6	1.6	1.4
Brunei Darussalam	4.1	1.8	2.4
Cambodia	6.0	4.8	4.0
China	5.0	4.8	4.2
India ²	6.5	6.6	6.2
Indonesia	5.0	4.9	4.9
Lao P.D.R.	4.3	3.5	2.5
Malaysia	5.1	4.5	4.0
Mongolia	5.1	5.5	5.5
Myanmar	-1.1	-2.7	3.0
Nepal	3.7	4.3	5.2
Philippines	5.7	5.4	5.7
Thailand	2.5	2.0	1.6
Vietnam	7.1	6.5	5.6
Pacific island countries ³	3.6	2.9	2.9
ASEAN ⁴	4.8	4.3	4.3

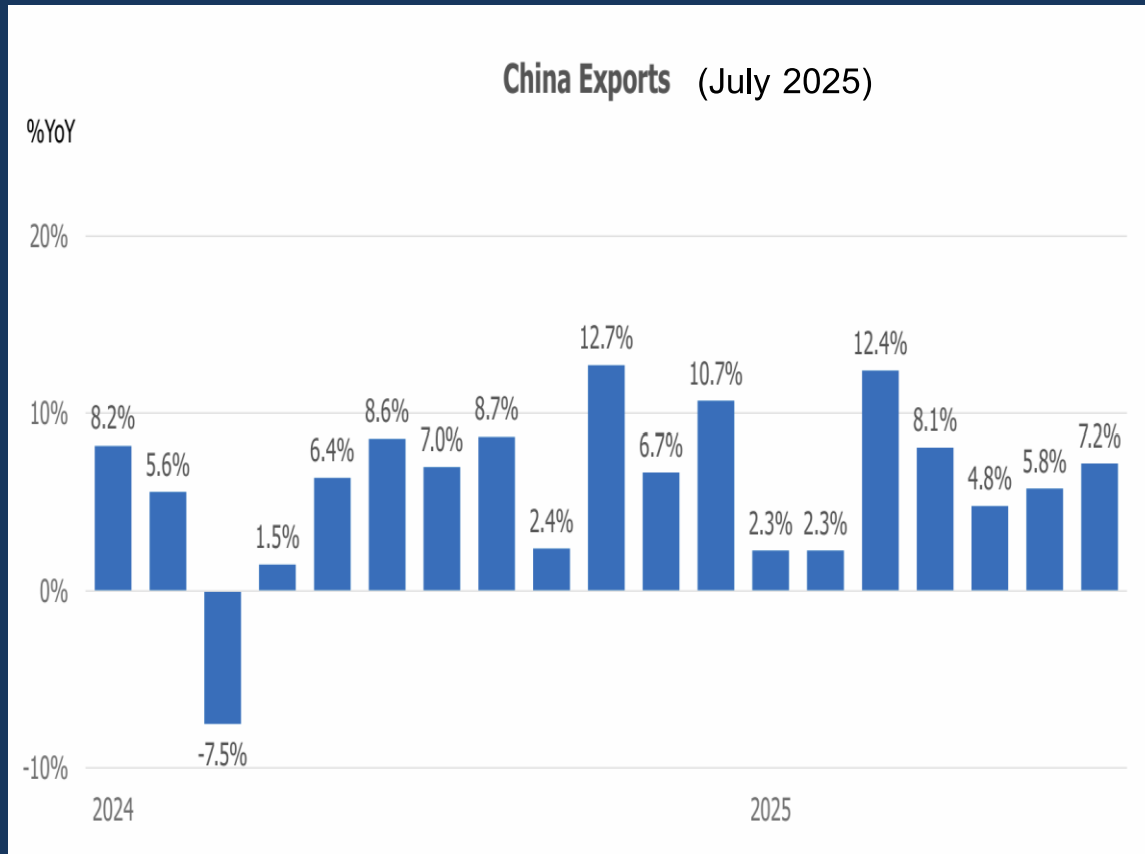
Thai Exports Still Increased at 19.0% in Sept 2025



Source: Bank of Thailand & Ministry of Commerce.

Exports by Country	%YoY	
	Sep-25	9M/2025
Exports	19.0	13.9
Primary market	15.1	13.6
United States	35.3	28.6
China	3.2	16.1
Japan	6.2	1.6
ASEAN (9)	7.7	6.5
ASEAN (5)	20.4	6.4
CLMV (4)	-9.6	6.7
EU	11.9	8.0
Secondary market	8.5	9.3
South Asia	28.6	35.8
India	27.4	39.4
Middle East (15)	8.1	3.4
Latin America	31.7	15.4
UK	-14.2	10.2

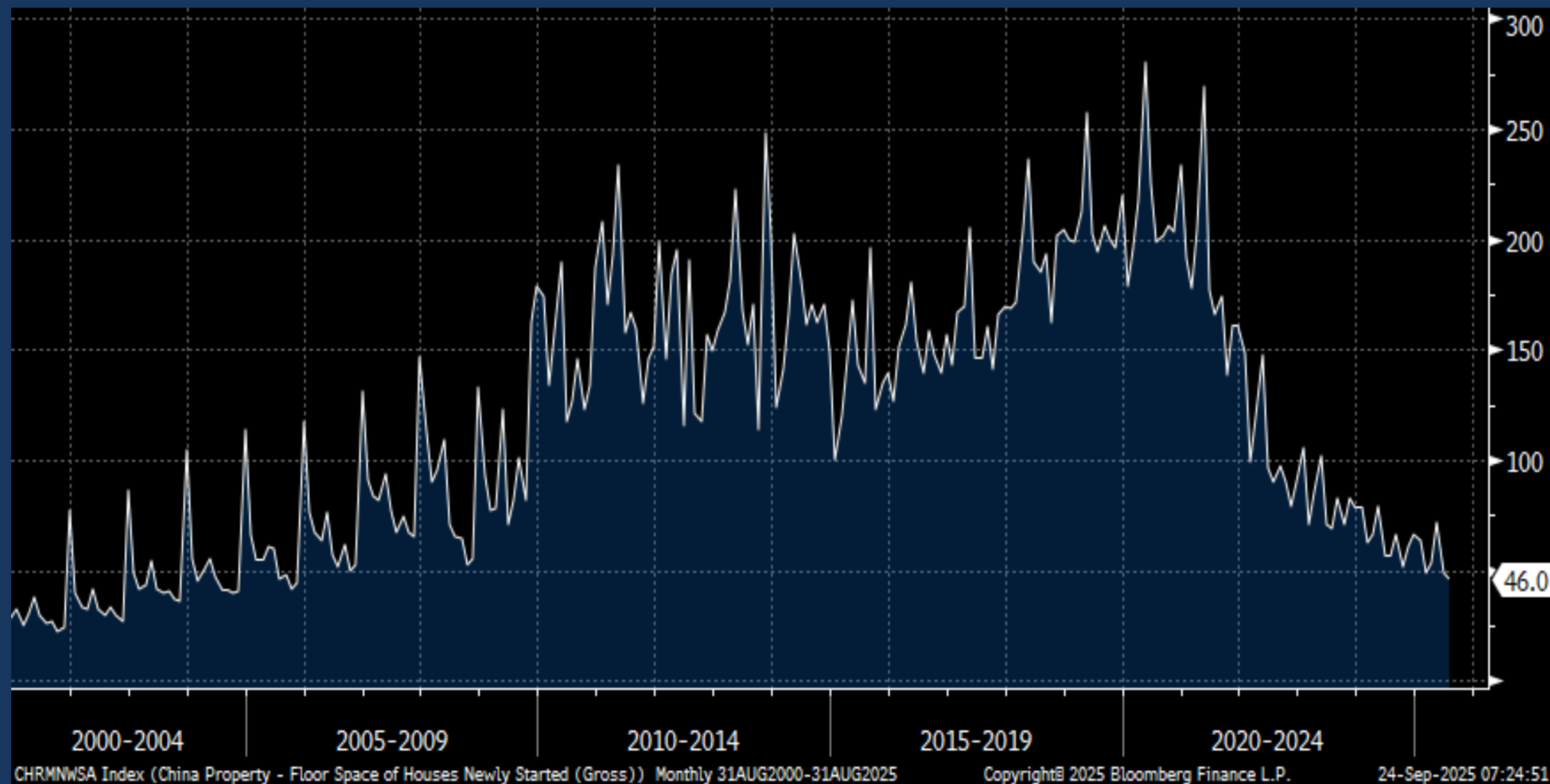
But China Exports are being Redirected to Other Markets



Real Estate Problem in China

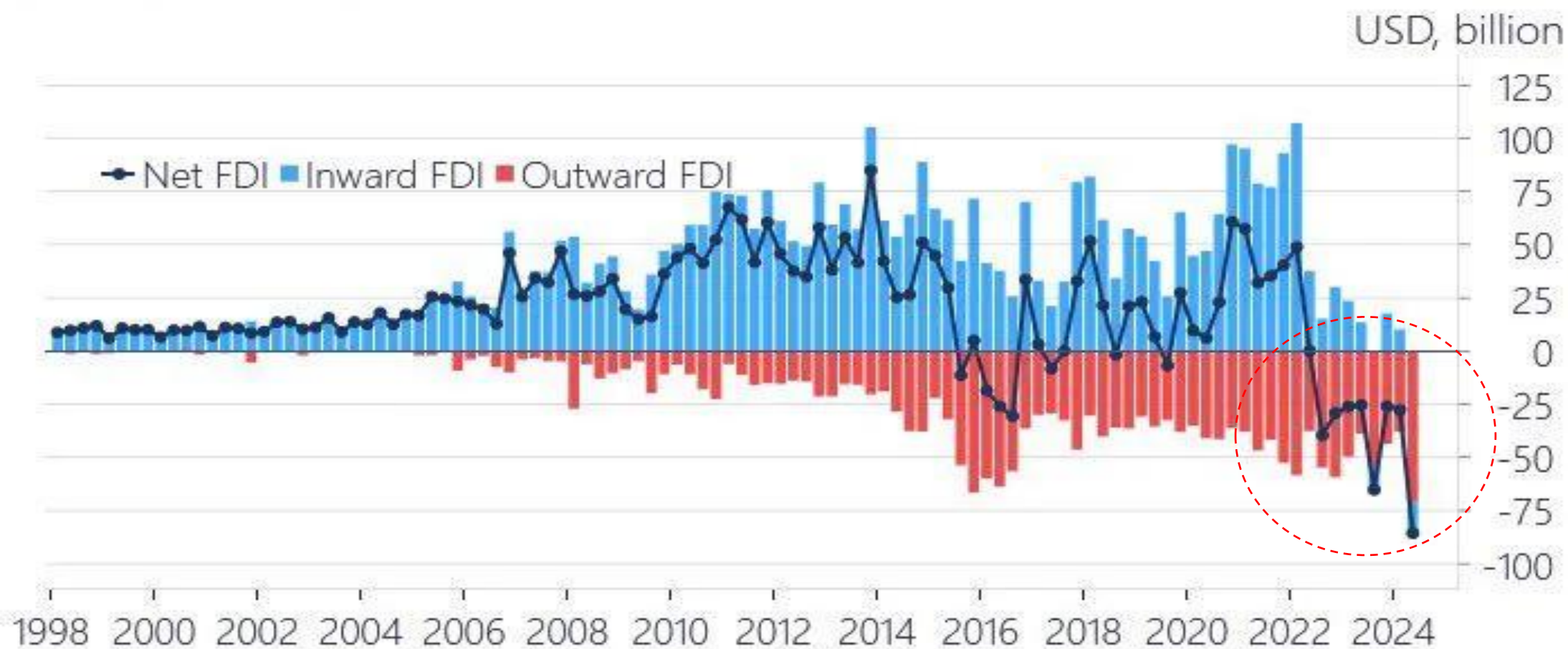


Floor Space of Newly Started Houses



Outflows from China

Chinese FDI Flow



Source: Steno Research, Bloomberg and Macrobond

II. Shifting Tides



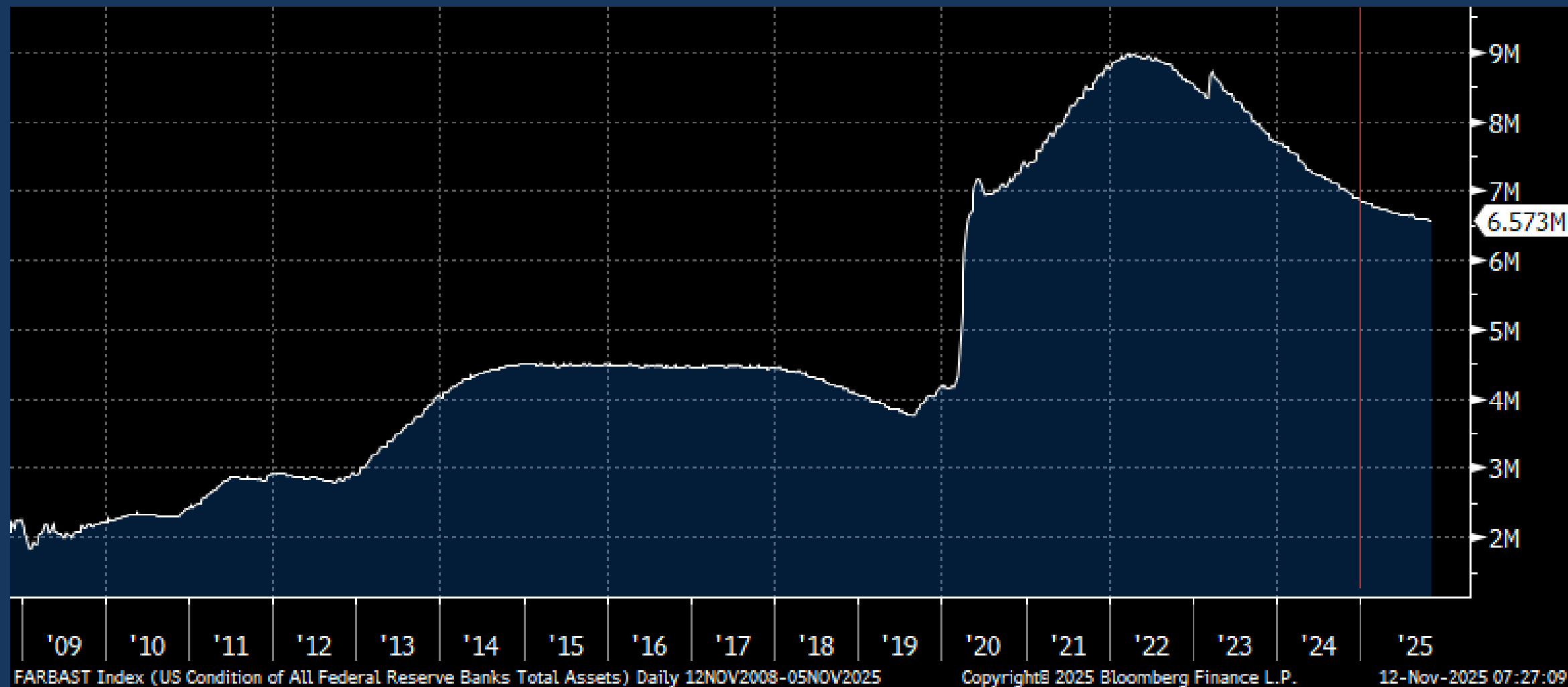


5 Dimensions of Shifting Tides

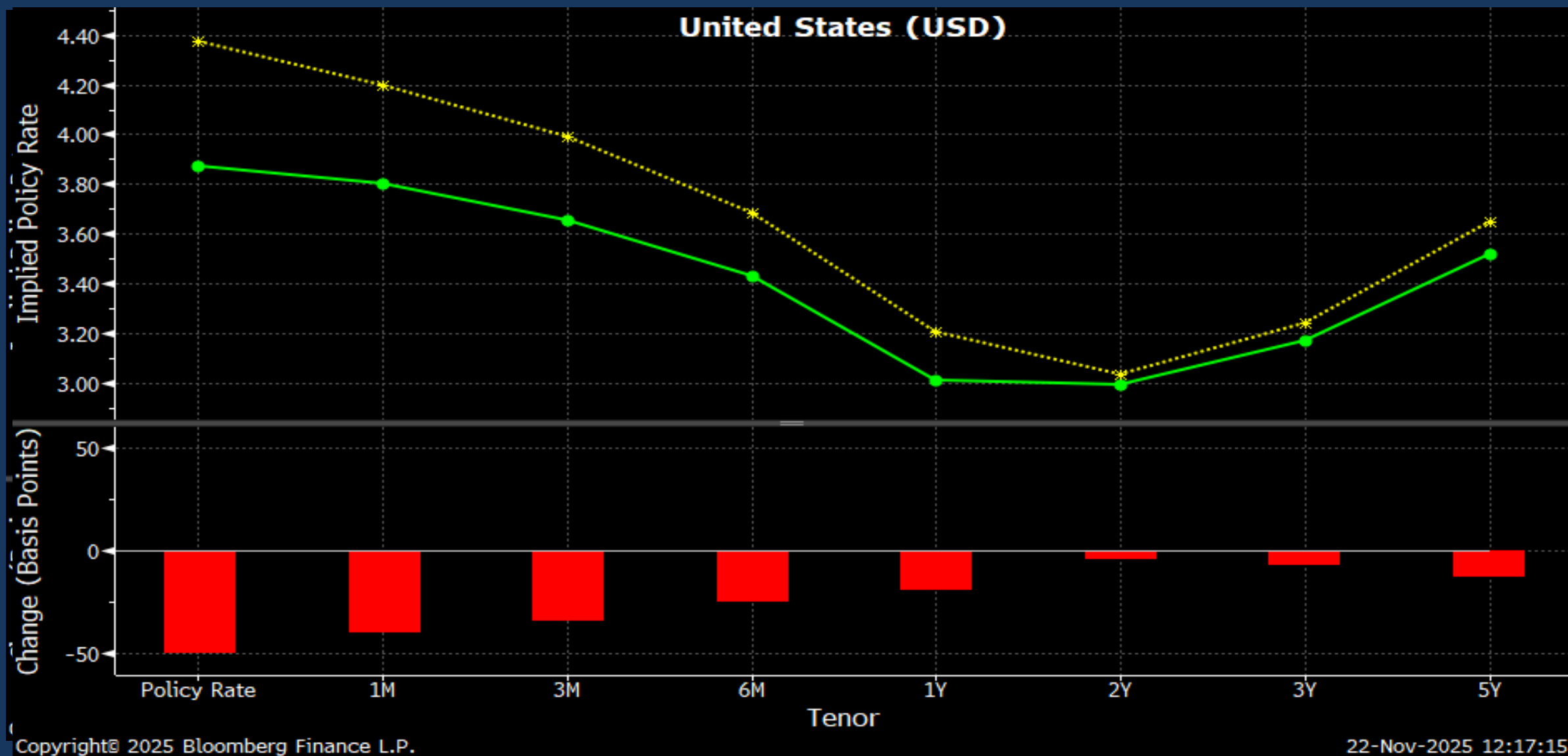
1. Asset Price Bubbles and Volatilities



Driven by Liquidity from Central Bank – FED Balance Sheet



and by Lower Interest Rates - Fed



USD Index



Gold



Nikkei 225



JPY



Nvidia

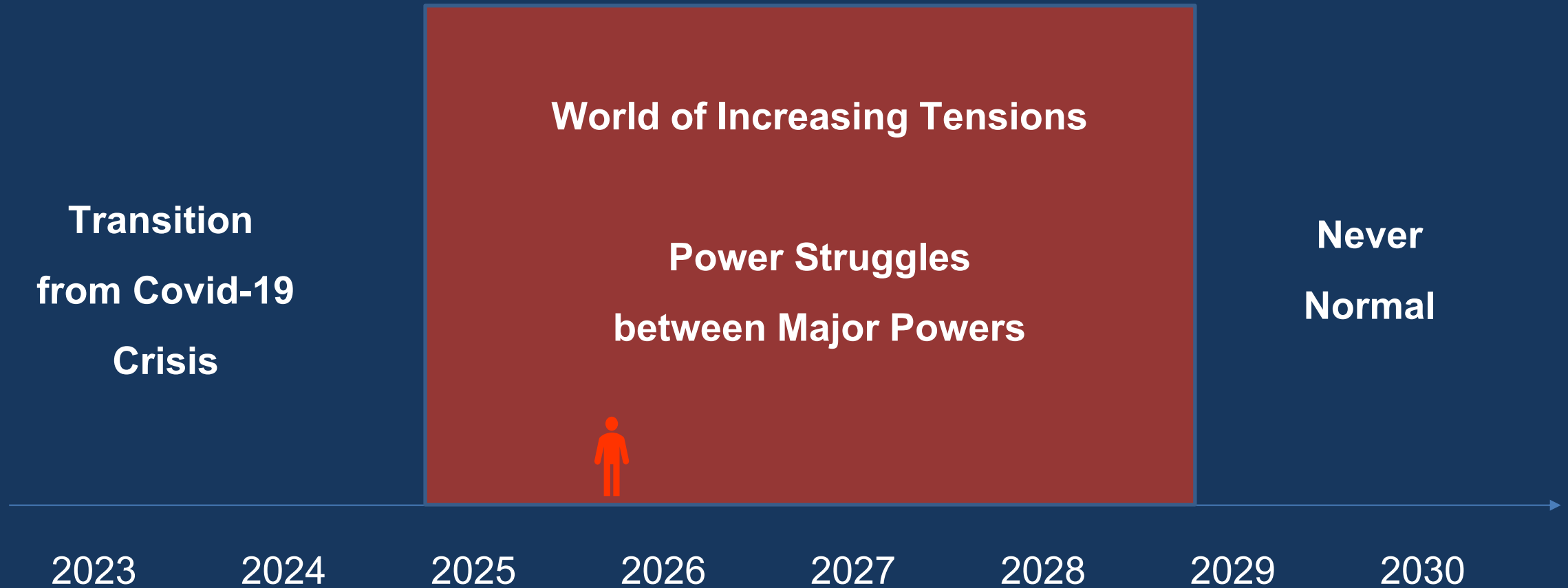


Bitcoin



2. Geopolitics

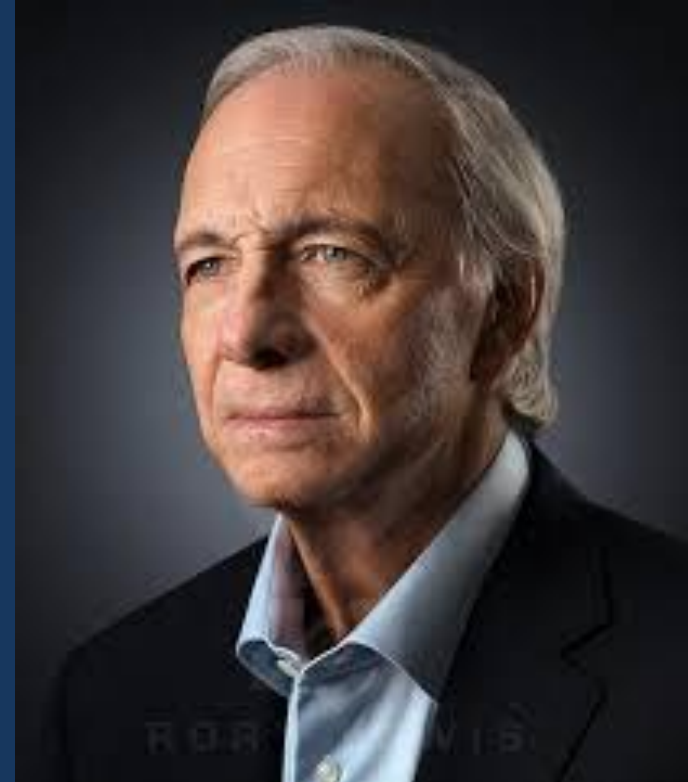
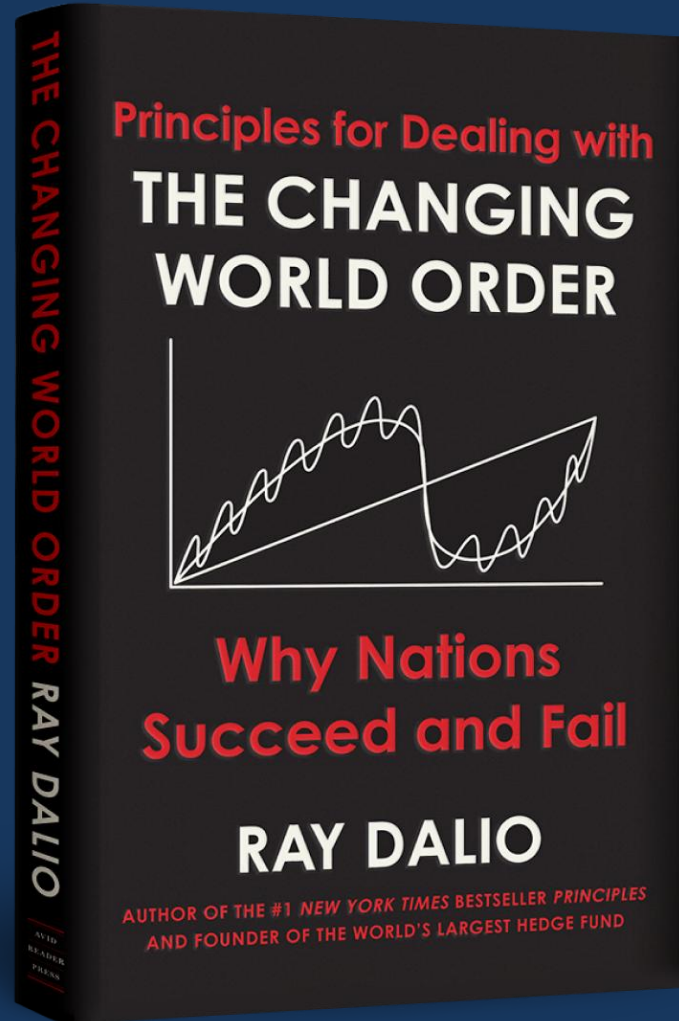
We are now in a Period of Unprecedented Turbulence



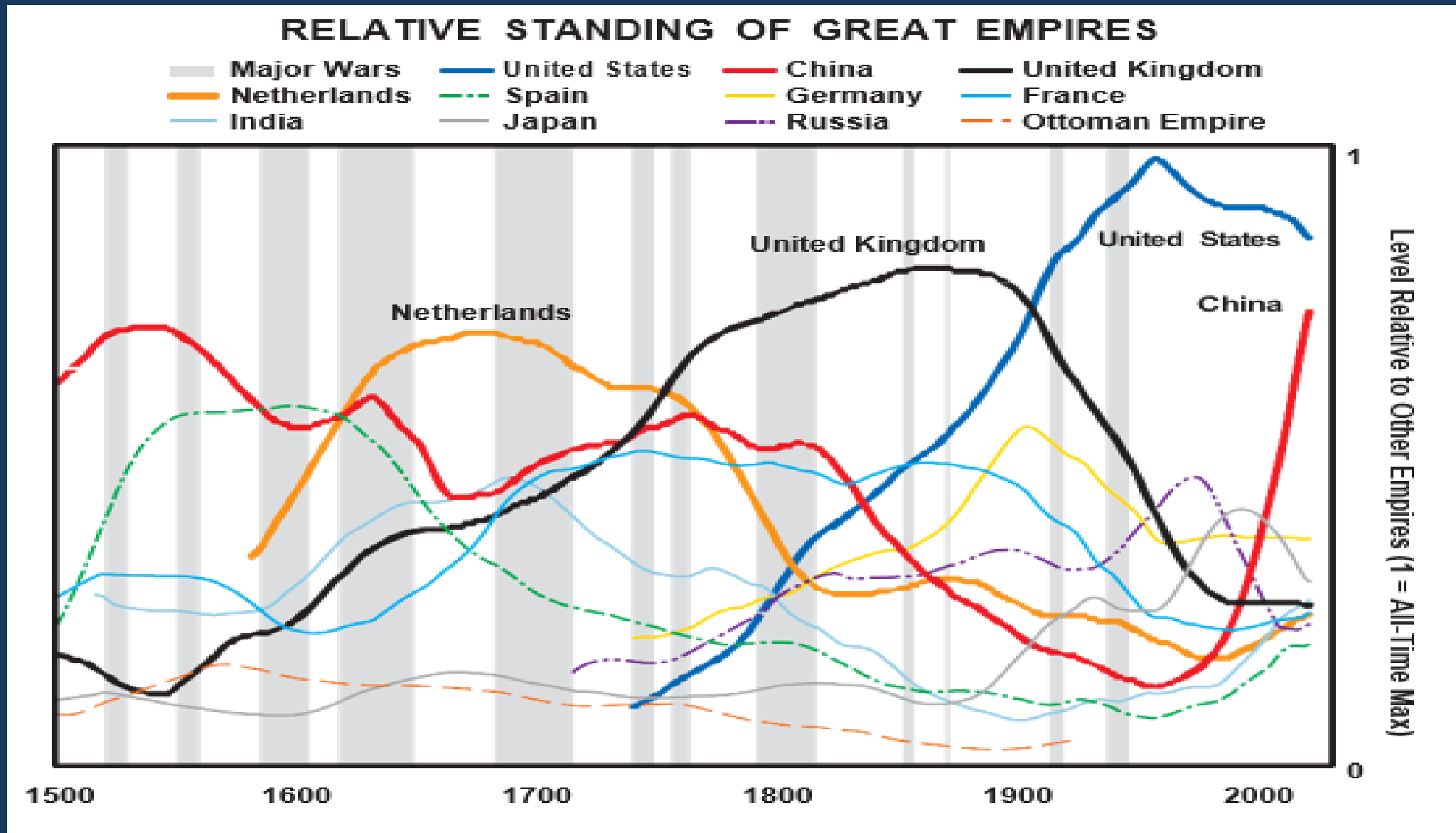
Emergence of Equal : 2 Polars World



The Changing World Order



The World is Entering to a New Era of Conflicts

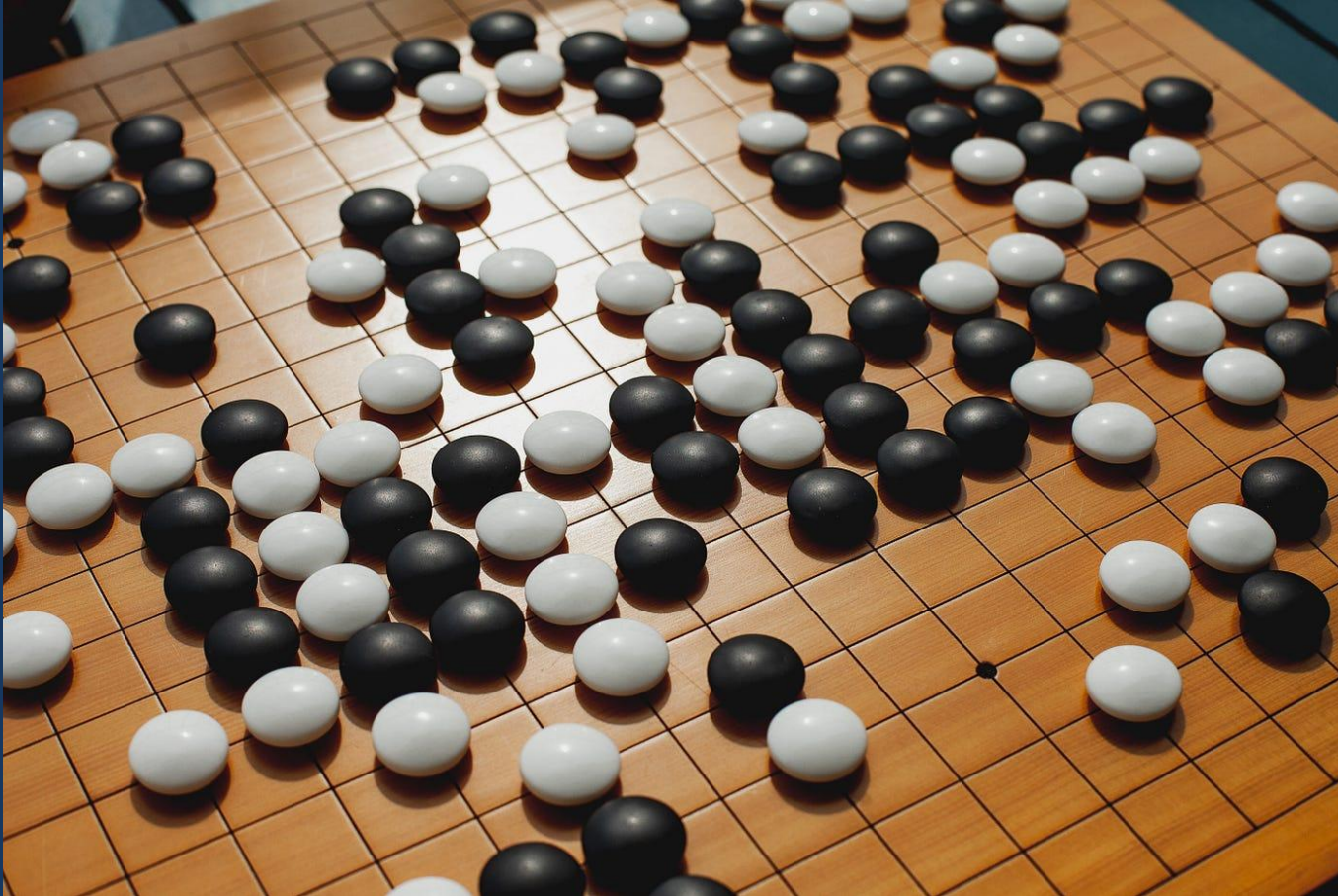


The Struggles of the Superpower

- **World of Policy Uncertainties**
- **World of Global Confrontation**
- **World of Greater Disruption**
- **MIGHT is RIGHT**

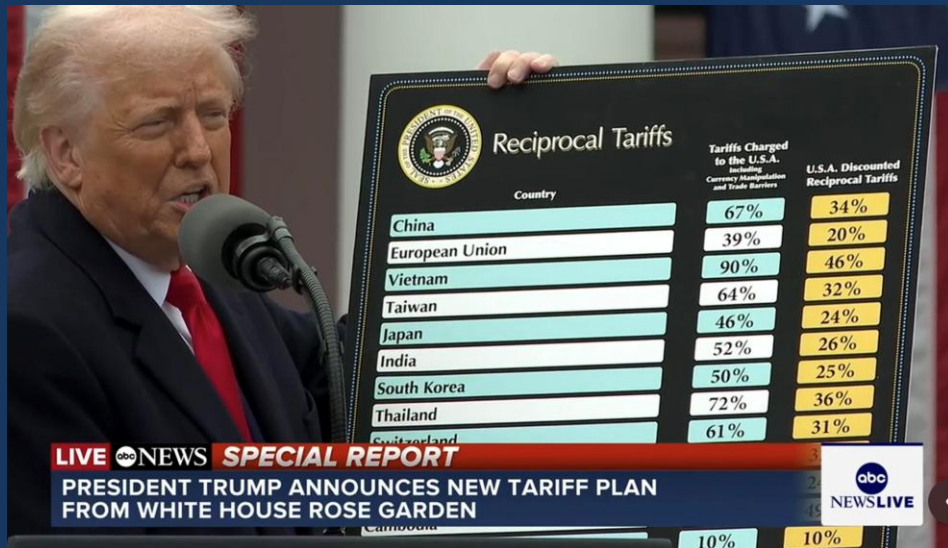


Leading to Confrontation in 5 Dimensions



- Trade Wars
- Technology Wars
- Financial Wars
- Geopolitics Wars
- Military Wars

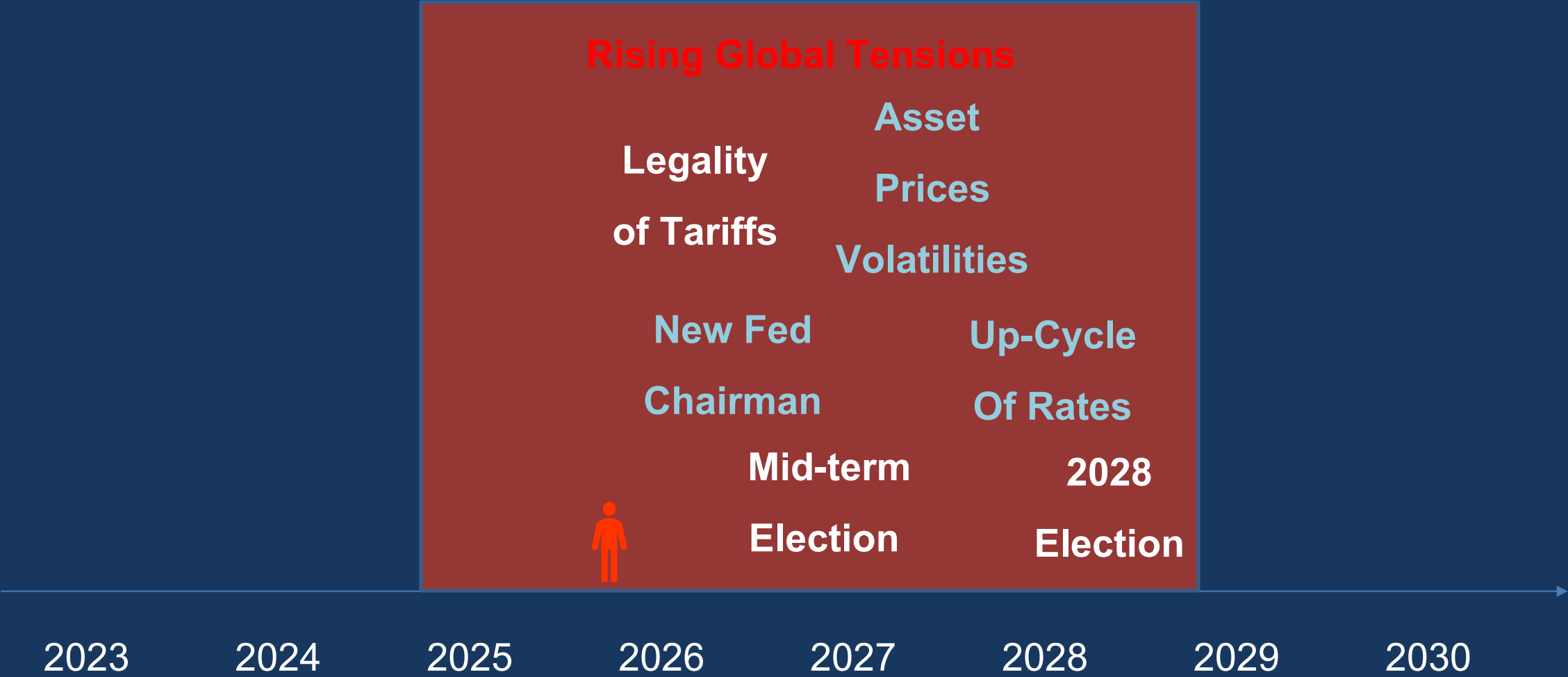
The Ongoing Five Wars



The New World that We will be Living in

- Deglobalization of Trade
- Technology and Supply Chain Fragmentation
- Faster Technology Disruption
- New Military Hotspot
- Greater Impacts from Climate Changes

Politics and Economics in the Next Three Years (2026-2028)



3. Greater and Faster Technological Disruption

THE SPECTRUM OF ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI) is the computerized ability to perform tasks commonly associated with human intelligence, including reasoning, discovering patterns and meaning, generalizing, applying knowledge across spheres of application, and learning from experience. The growth of AI-based systems in recent years has garnered much attention, particularly in the sphere of Machine Learning. A subset of AI, Machine Learning (ML) systems "learn" from the success or accuracy of their outputs, and can change their processing over time, with minimal human intervention. But there are non-ML types of AI that, alone or in combination, lie behind the real-world applications in common use. General AI — a human-level computational system — does not yet exist. But Narrow AI exists in many fields and applications where computerized systems greatly enhance human output or outperform humans at defined tasks. This chart explains the main types of AI, their relationships to each other, and provides specific examples of how they are currently appear in our day-to-day lives. It also demonstrates how AI exists within the timeline of human knowledge and development.

AI USE CASES AND CONTEXTS

FINANCE TAX COMPLIANCE

A software platform that distills tax laws into a program, creates a personalized decision system, and enables individuals to quickly and accurately file their taxes.

Value of AI: Tax compliance requires complete accuracy. This efficient, interactive system that provides precise and logically connected results allows taxpayers to understand, confirm, and have confidence in the outcome. KE provides transparent and clear explanations.

Types of AI:



HEALTHCARE AMBIENT CHARTING

The use of background voice-to-text processing during a patient/medical provider exchange to record those interactions into the patient's chart, along with extracting tasks, symptoms, and recommendations for further action as required.

Value of AI: Medical providers spend significant time documenting, with uneven outputs, as well as difficulty in correlating between providers. Ambient systems encode conversations, target key phrases, and present a summary for provider edit/acceptance.

Types of AI:

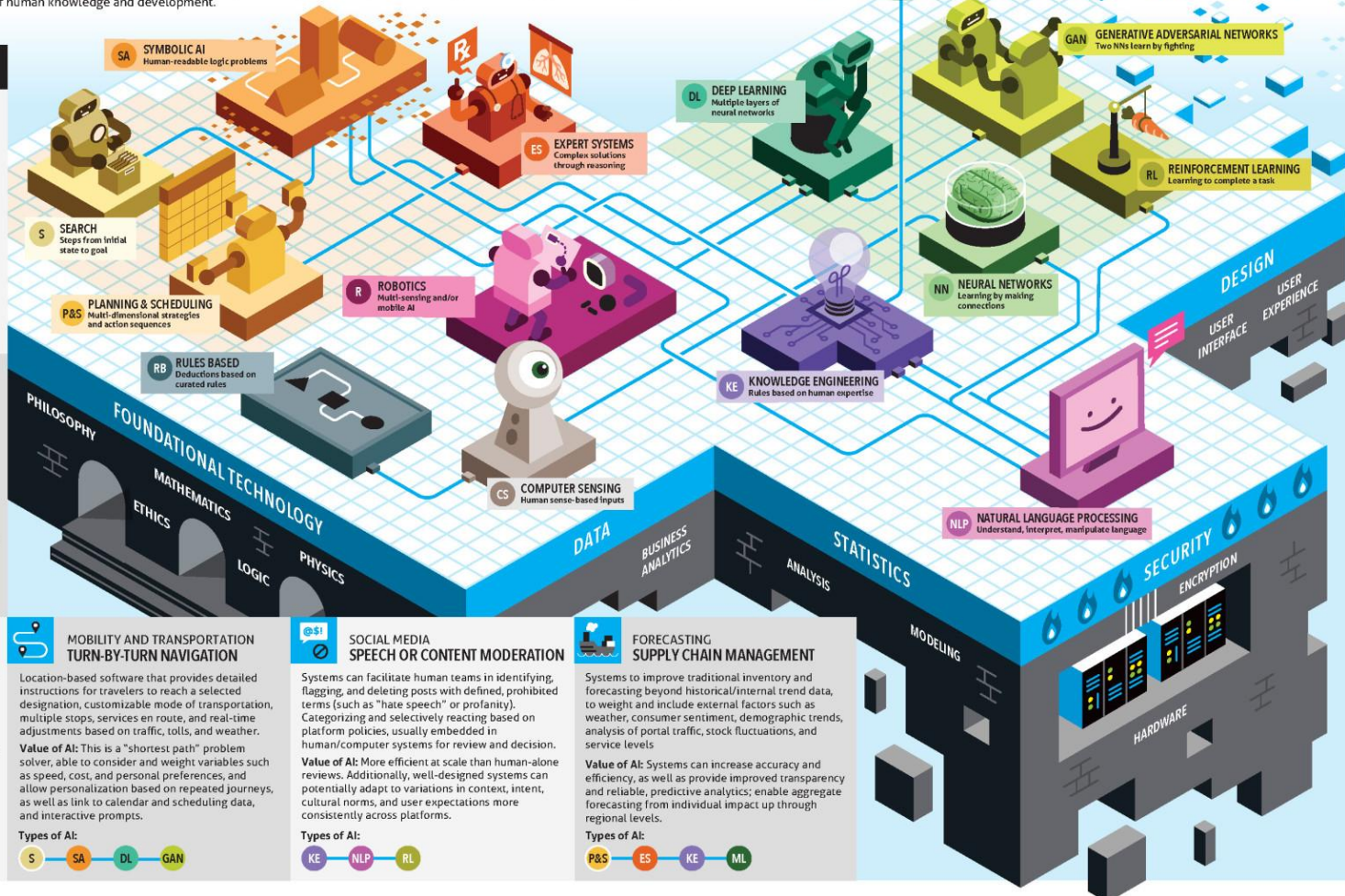


TRACKING WORKPLACE MONITORING

Embedded systems can monitor physical and digital traffic, data usage, device management, and some employee behaviors for efficiency and security management of time, assets, and resources.

Value of AI: Monitoring enables necessary enforcement of data security policies and protocols. Also, systems can monitor and manage time reporting and project management tools, as well as ensuring appropriate supervision, training, and support, including for remote workers.

Types of AI:



MOBILITY AND TRANSPORTATION TURN-BY-TURN NAVIGATION

Location-based software that provides detailed instructions for travelers to reach a selected destination, customizable mode of transportation, multiple stops, services en route, and real-time adjustments based on traffic, tolls, and weather.

Value of AI: This is a "shortest path" problem solver, able to consider and weight variables such as speed, cost, and personal preferences, and allow personalization based on repeated journeys, as well as link to calendar and scheduling data, and interactive prompts.

Types of AI:



SOCIAL MEDIA SPEECH OR CONTENT MODERATION

Systems can facilitate human teams in identifying, flagging, and deleting posts with defined, prohibited terms (such as "hate speech" or profanity). Categorizing and selectively reacting based on platform policies, usually embedded in human/computer systems for review and decision.

Value of AI: More efficient at scale than human-alone reviews. Additionally, well-designed systems can potentially adapt to variations in context, intent, cultural norms, and user expectations more consistently across platforms.

Types of AI:



FORECASTING SUPPLY CHAIN MANAGEMENT

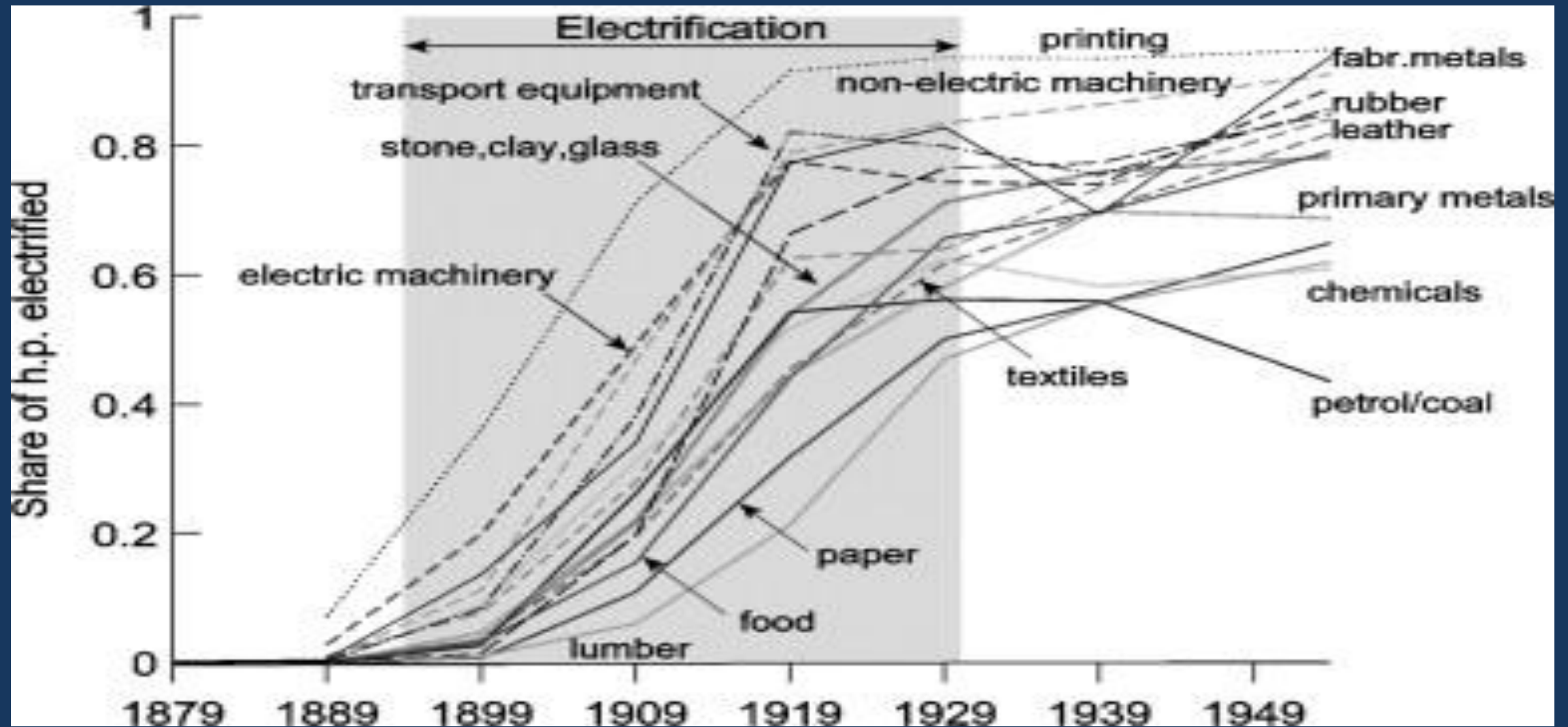
Systems to improve traditional inventory and forecasting beyond historical/internal trend data, to weight and include external factors such as weather, consumer sentiment, demographic trends, analysis of portal traffic, stock fluctuations, and service levels.

Value of AI: Systems can increase accuracy and efficiency, as well as provide improved transparency and reliable, predictive analytics; enable aggregate forecasting from individual impact up through regional levels.

Types of AI:



General Purpose Technologies



Google Quantum AI Chip



- Second, Willow performed a standard benchmark computation in under five minutes that would take one of today's [fastest supercomputers](#) 10 septillion (that is, 10^{25}) years — a number that vastly exceeds the age of the Universe.



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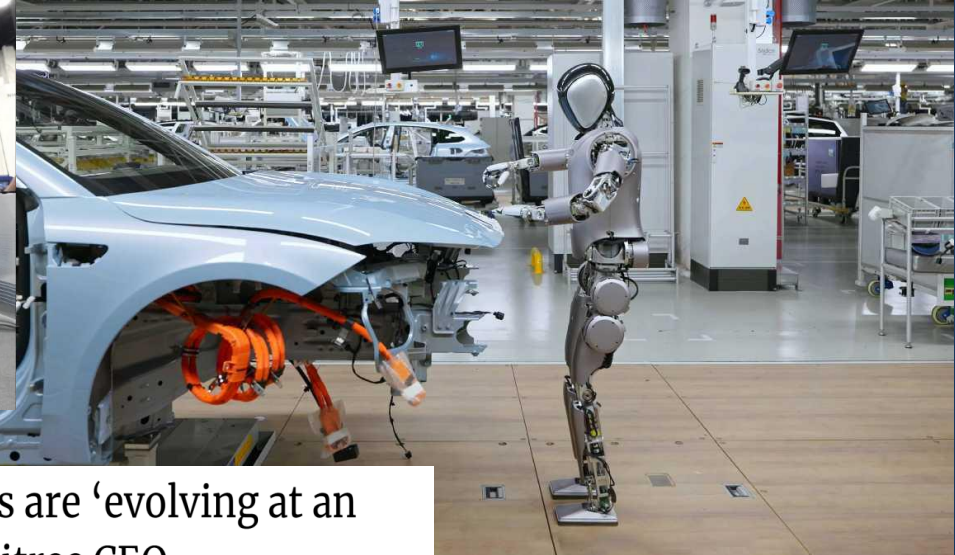
1d ·



Researchers from John Hopkins University and Stanford University are developing AI models that train s... See more



Robots Are Teaching Themselves Surgery By Watching Videos - A Breakthrough Or A Risk?



China's AI-driven robots are 'evolving at an incredibly fast pace': Unitree CEO

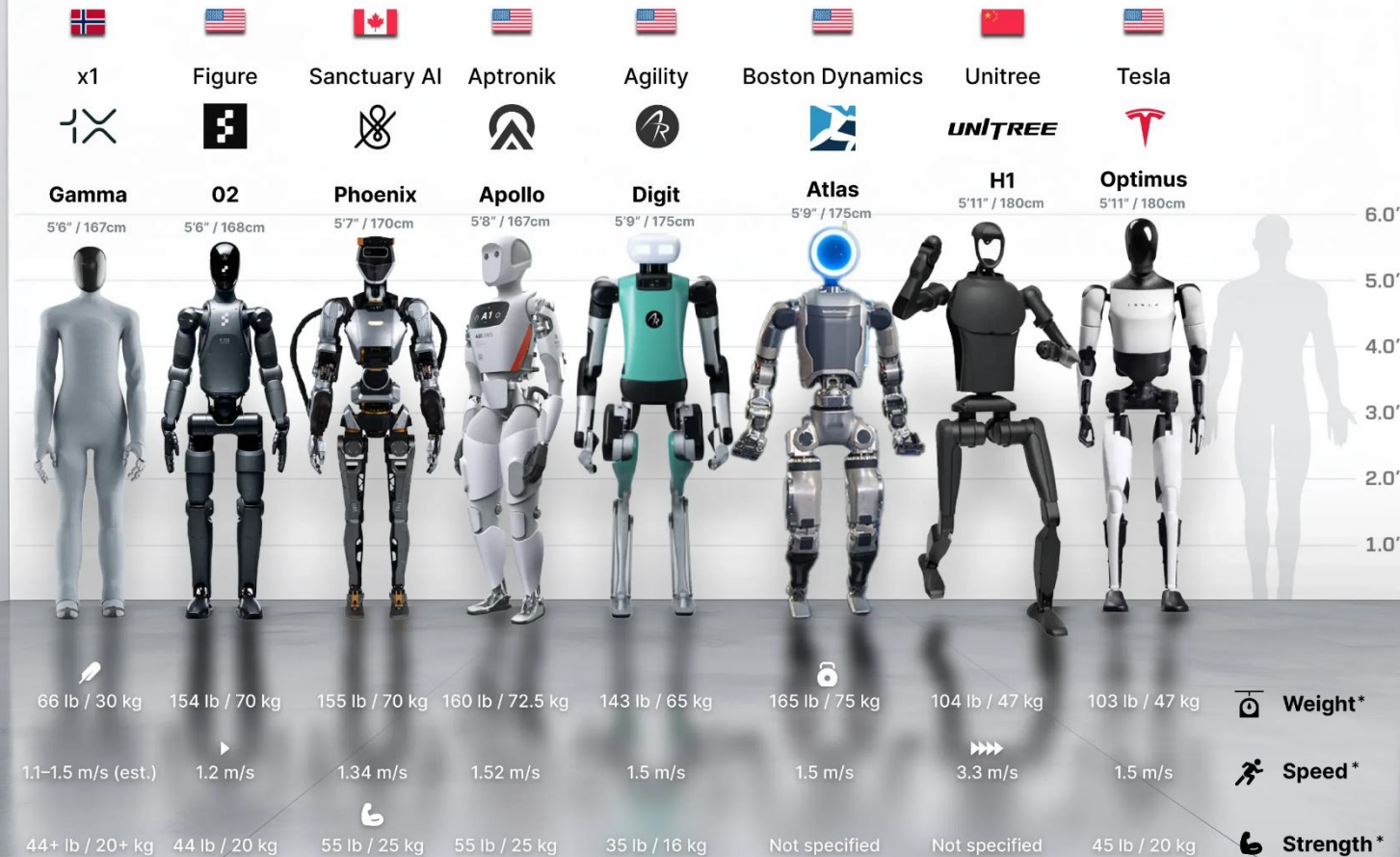
Wang Xingxing, CEO of Chinese robotics firm Unitree, predicts humanoid robots will 'reach a whole new level' by the end of 2025

New Humanoid Robots

Humanoid Robots 2025



Made Visual Daily
MADEVISUAL.CO



*Reported



Humanoid Robots



Team Trump



Team Xi



New Races to the Top

- AI
- Humanoid Robots
- Quantum Chip



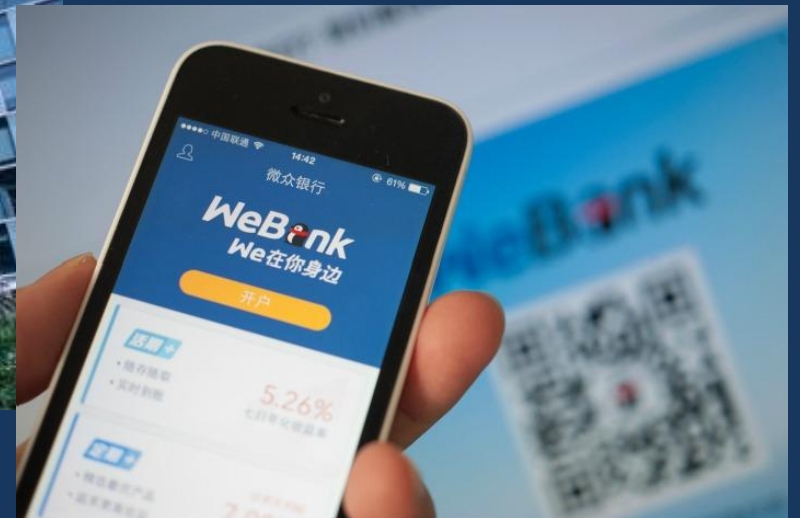
China's AI-driven robots are 'evolving at an incredibly fast pace': Unitree CEO

Wang Xingxing, CEO of Chinese robotics firm Unitree, predicts humanoid robots will 'reach a whole new level' by the end of 2025


Virtual Banks



350M Customers, 3.4M MSMEs, 2,000 Staffs



MIT Media Lab : AI & Robotics Hackathon and Competition (17-19 Dec 2025)



AI & Robotics The Competition 2025

Co-designed with Bangkok Bank to inspire and engage the next generation of innovators

As part of the broader innovation initiative,
the **AI & Robotics Hackathon by the MIT Media Lab @ Bangkok 2025**
proudly presents **three exciting** events - now open for registration

Date
**December
17-19
2025**

Location
**BTS Punnawithi
Cloud11
Bangkok**

Registration
Now - 28 Nov

Visionaries Pitching

Who Can Apply:
High School and Undergraduate Students

Focus Theme:
Innovators take the spotlight to pitch visionary concepts around **AI & Robotics**
Building a better future for all.

Plus get expert feedback from the MIT team.

Prize Pool: THB 120,000


Robot Battle Arena

Who Can Apply:
High school, Vocational, Undergraduate Students


Objective:
Design | Build | Dominate

Go head-to-head in an intense arena where mechanical brilliance meets tactical grit. It's not just a battle of robots. It's a clash of minds, machines, and mastery - **ONLY** the sharpest will survive

Prize Pool: THB 145,000



Pitching & Robots
For more information & Registration




AI & Robotics Hackathon by the MIT Media Lab @ Bangkok 2025

Date
**December
17-19
2025**

Location
**BTS Punnawithi
Cloud11
Bangkok**

Limited seats available!



Join us for a dynamic Hackathon in Bangkok!


You will team up with other postgraduates, researchers, and industry professionals along with the **MIT Media Lab**—to co-create breakthrough solutions that shape the future


Challenge on one of these themes:


- City
- Education
- Health

Contact us : hack-at-bkk@media.mit.edu

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ASEAN OFFICE

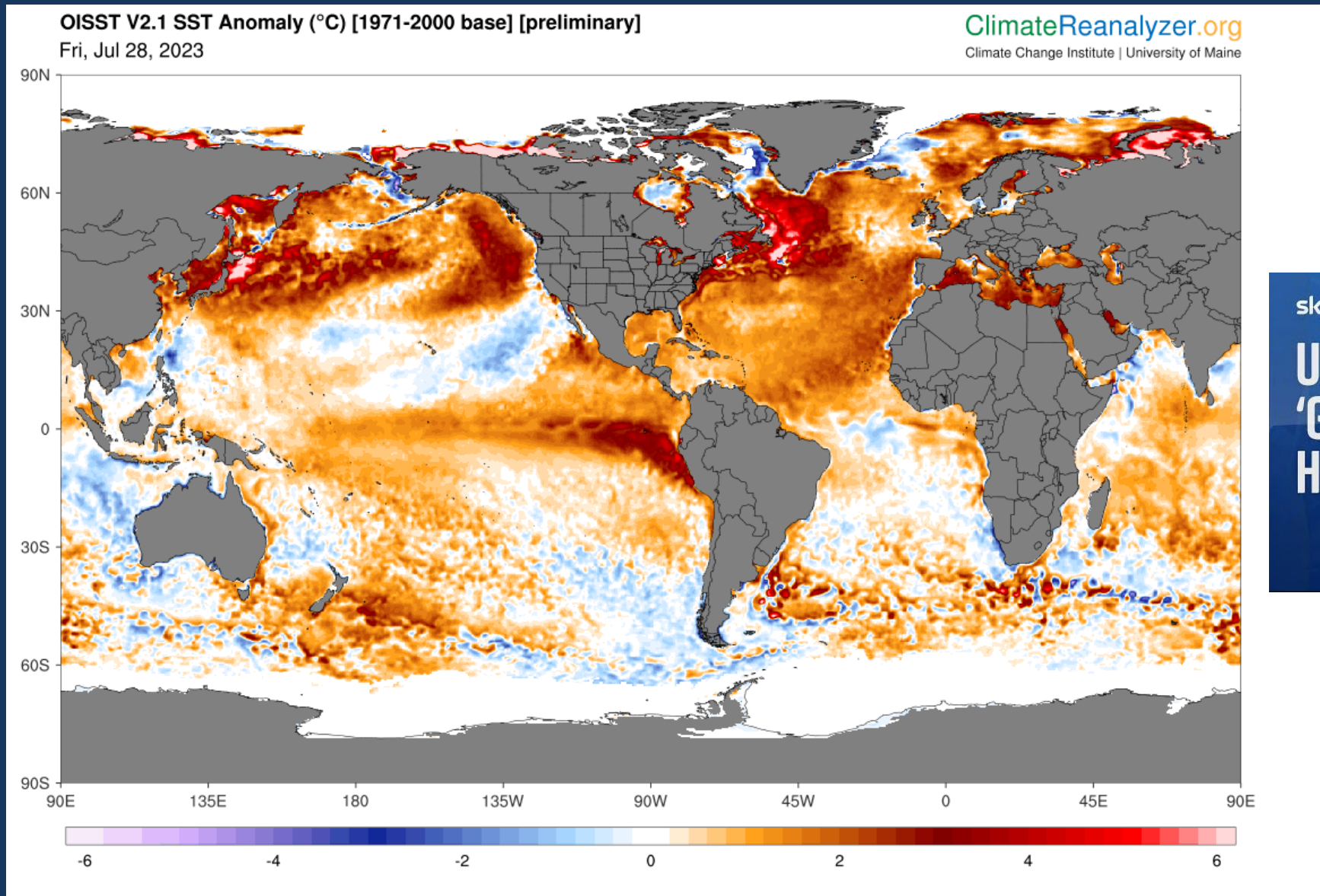
in collaboration with



For more information & Registration
Now - Nov 23, 2025

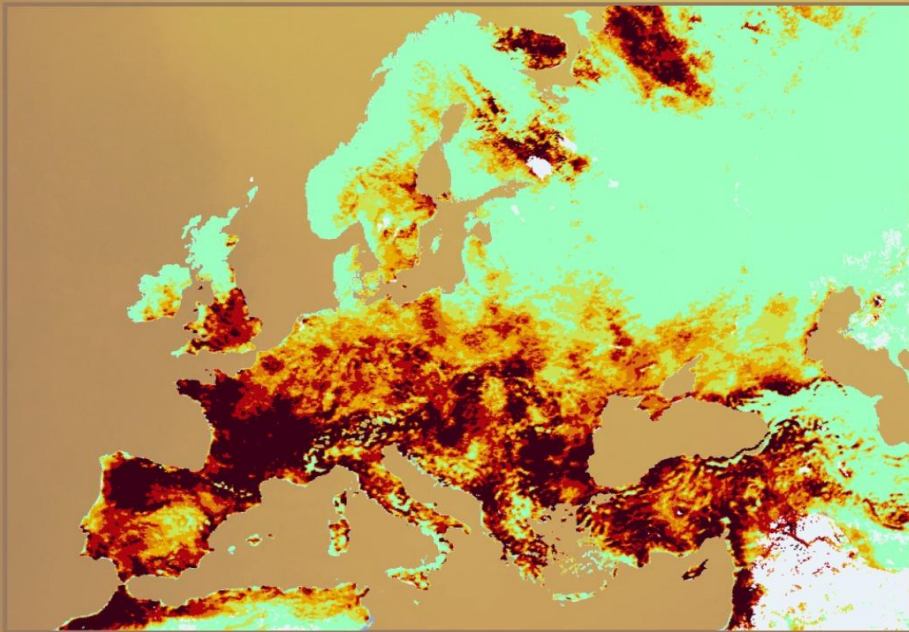
4. Climate Crisis

Climate Change



Impacts

Current wildfire situation in Europe



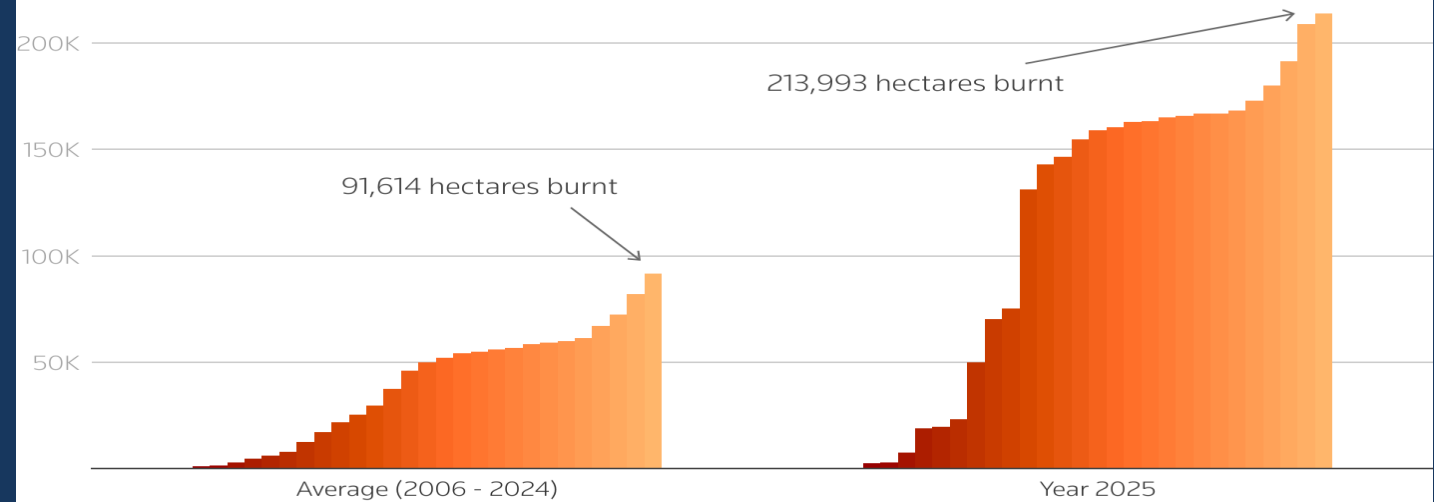
Fire Danger Forecast (ECMWF, FWI anomaly)

- Low (< 0)
- Moderate (0 - 0.5)
- High (0.5 - 1.0)
- Very high (1.0 - 1.5)
- Extreme (1.5 - 2.5)
- Very extreme (> 2.5)



Wildfires have burnt an unusually large area in the EU this year

The burnt area in 2025 is more than double the average for this time of year, over 2006-2024



By Kate Abnett • Source: European Forest Fires Information System

Impacts



Songkla Province

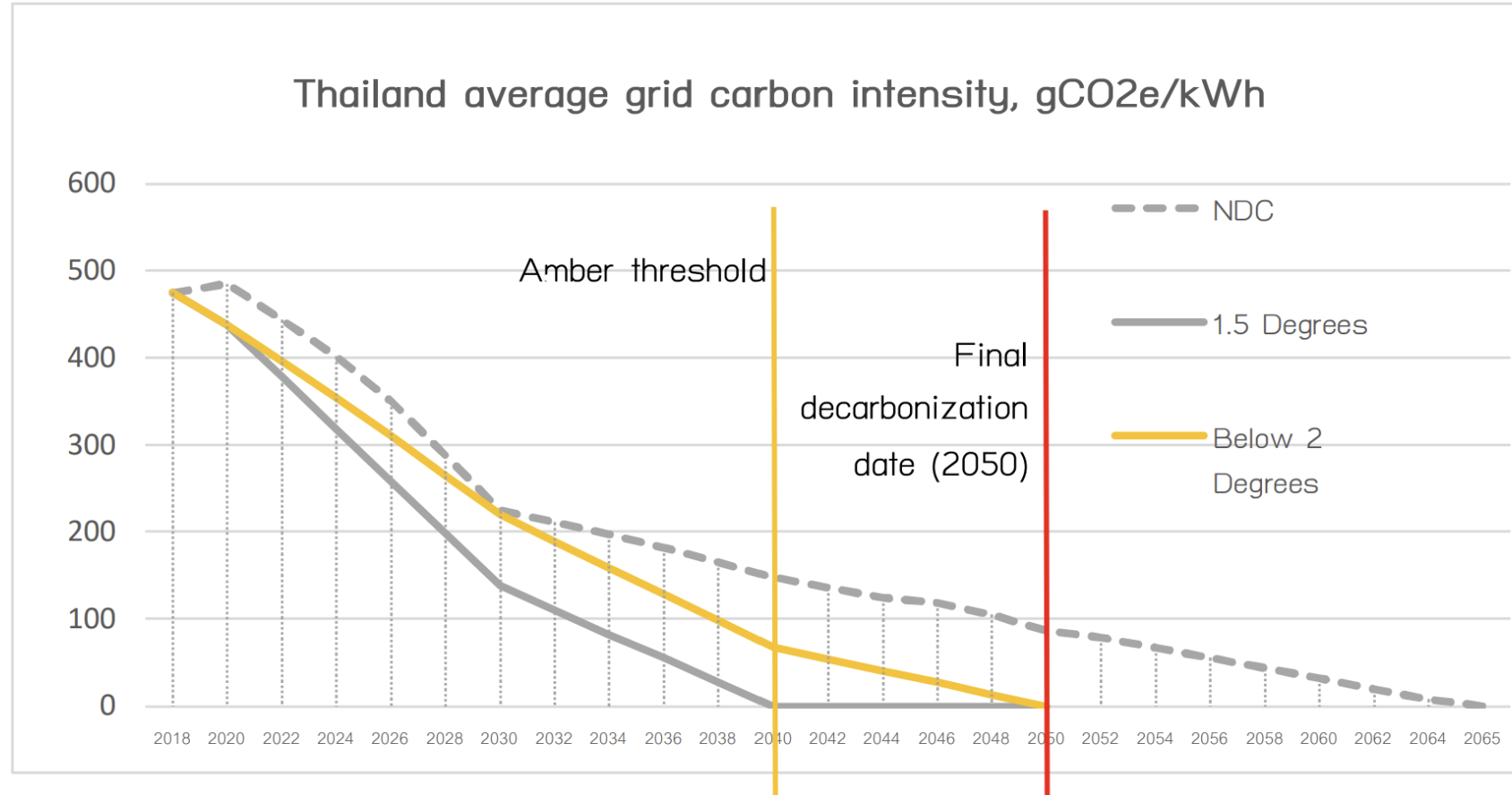


Impacts



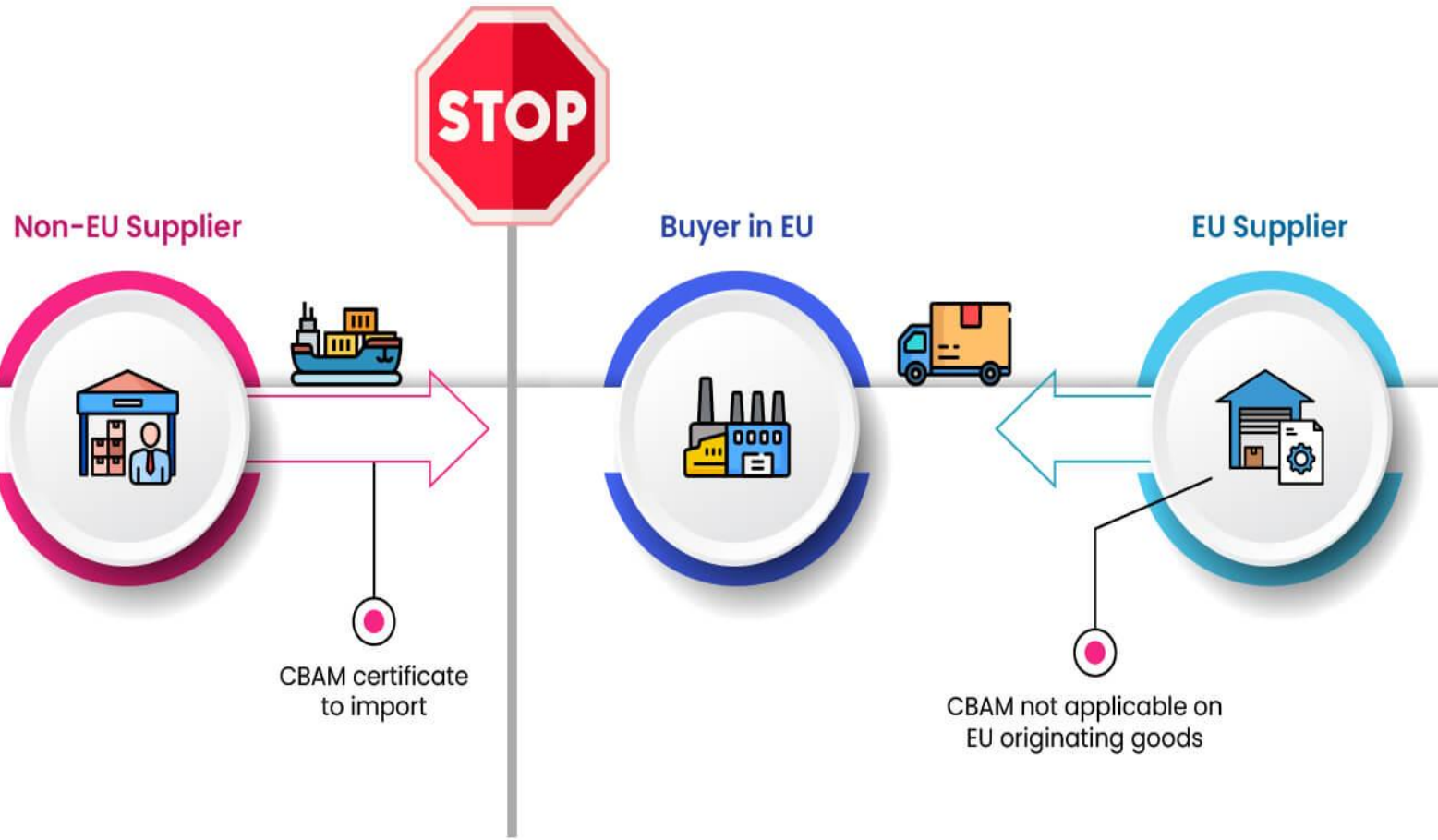
Pathways towards Net Zero

Figure 6. Thailand grid carbon intensity modelling 2018-2050

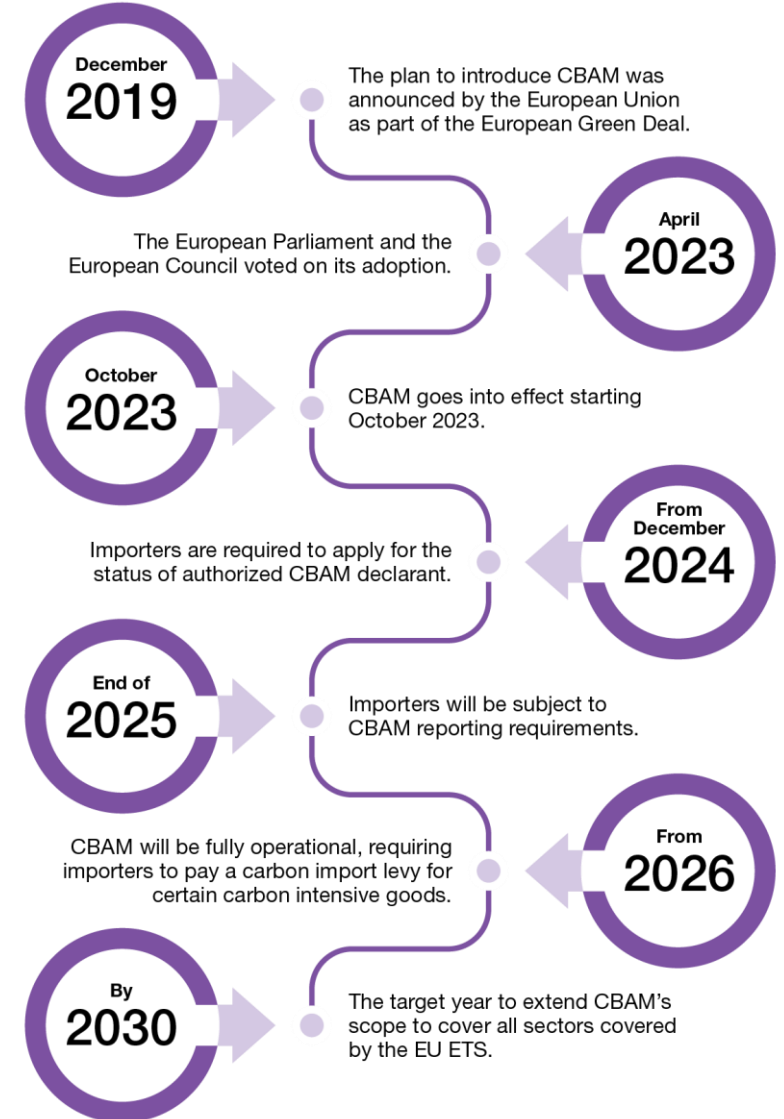


Source: TPI, Calculated from Thailand's Long-term Low Greenhouse Gas Emission Development Strategy (Revised Version – November 2022)

CBAM – Carbon Border Adjustment Mechanism



CBAM Implementation Timeline



5. Emergence of the New ASEAN

ASEAN - The Main Beneficiary of the Conflicts

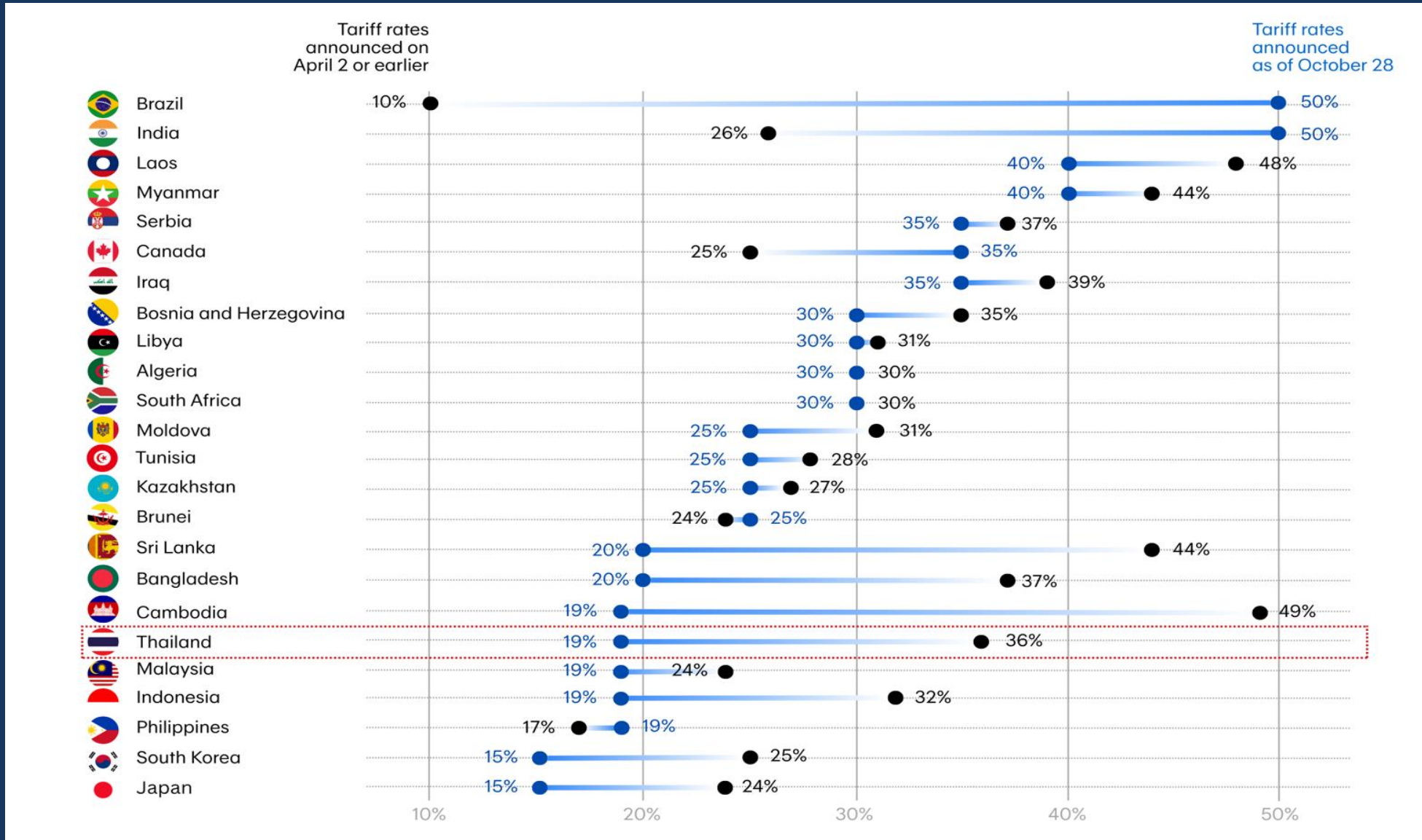
ASEAN as a Prime Gateway to Thriving Asian Markets



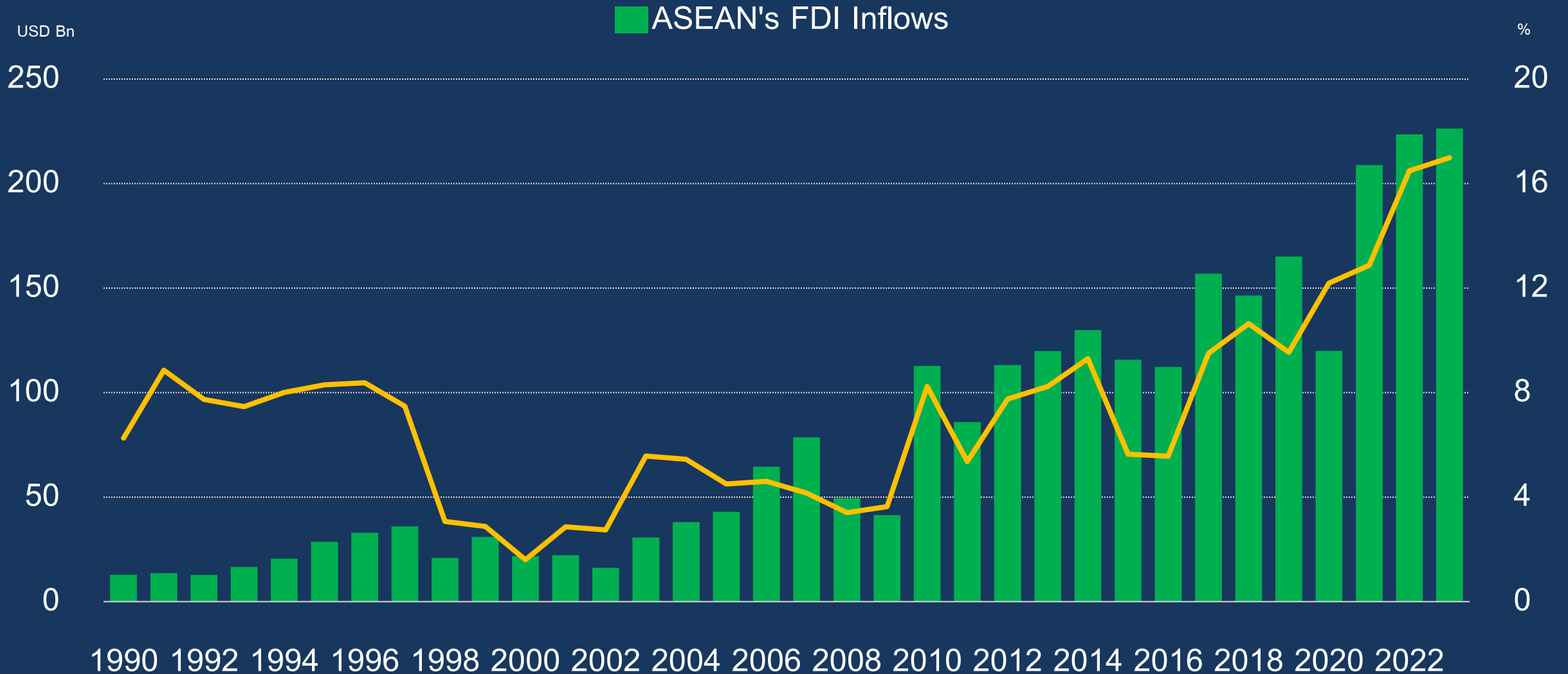
President Trump at ASEAN Summit 2025



After Negotiation, Tariffs for Asian Countries are Relatively Low



ASEAN Member States: FDI Inflows, 1990 -2023



... will Transform ASEAN to the Next Level



... and Support the Subsequent Urbanization



Danang



Becoming the world's fourth largest economy by 2030

The ASEAN region in numbers

KING & WOOD
MALLESONS
金杜律师事务所

ASEAN Now



Population =
637 million people

GDP =
US\$2.5 trillion



Over 1/3 people live in cities
Contributing more than
2/3 of the region's GDP

ASEAN 2030

World's 4th largest economy
Projected GDP of
\$US6.7 trillion



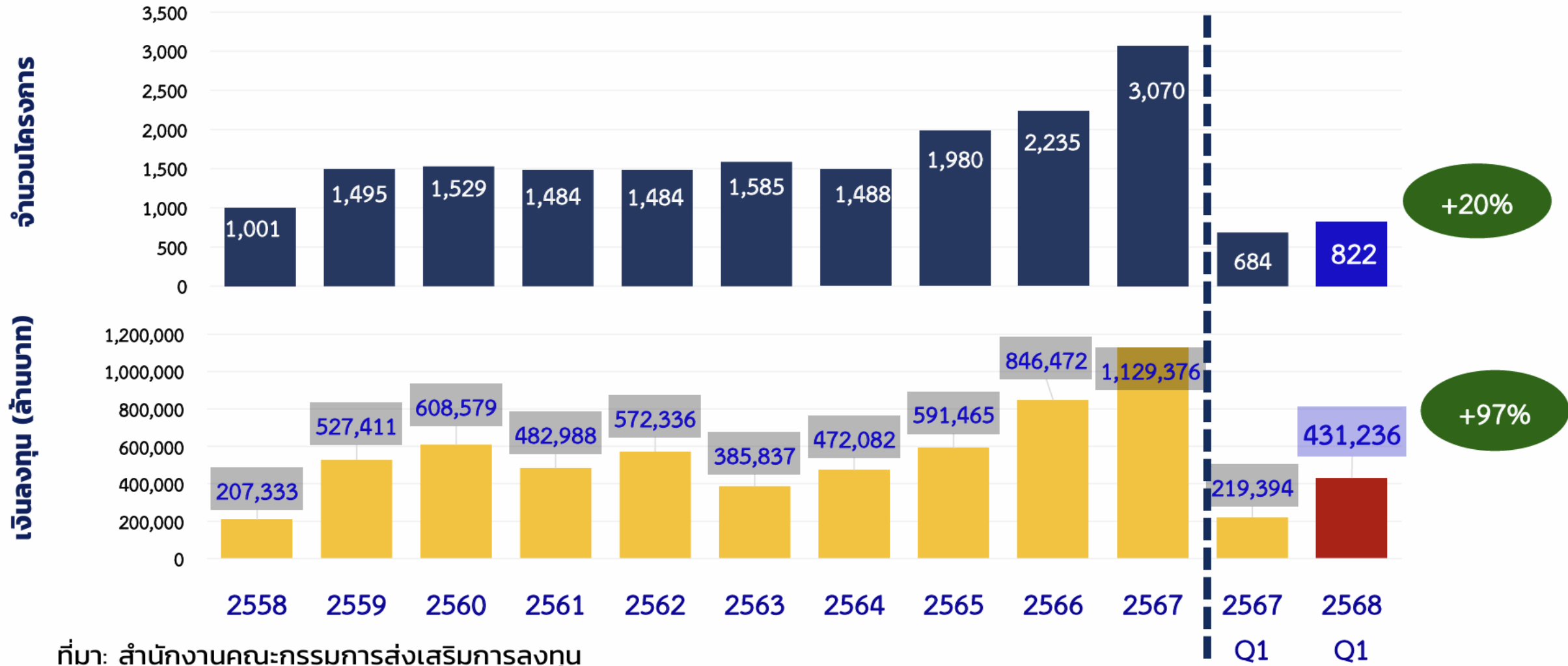
Middle class households =
From 38 million (in 2015)
to 161 million

90 million+ people will live in cities
Adding US\$500 billion+
(~20%) to ASEAN's GDP



FDIs into Thailand

Requests for BOI Promotions in 1Q 2025



New FDI from China

Success Stories of Chinese Companies in Thailand



富通集团

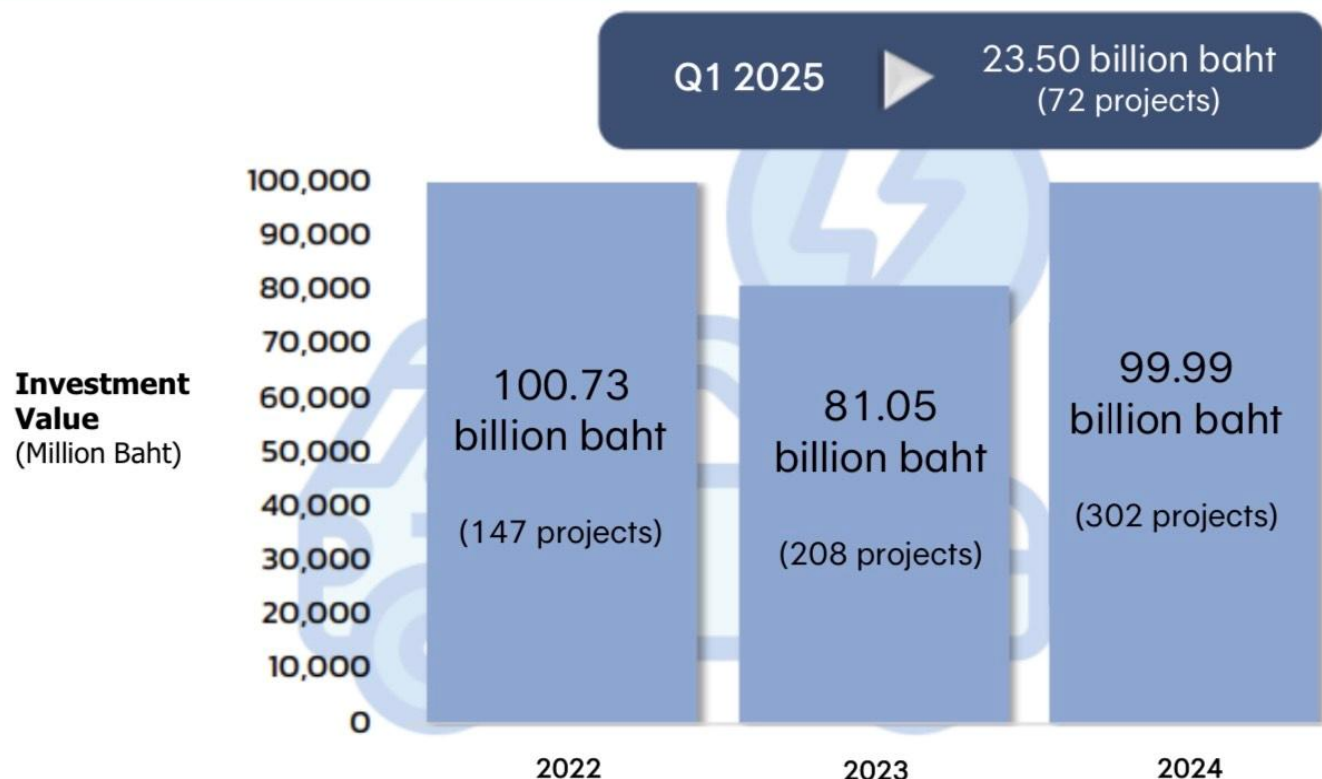


BYD



Investment Promotion in the Automotive xEV Industry and Components

Between 2022 – Q1 2025, a total of **729** investment projects were submitted, representing a cumulative investment value of **310 billion baht**



Example of companies receiving investment promotion approved and in process of preparing for BEV production



Example of companies commencing BEV production



Examples of upcoming investment plans in Thailand



Mazda: Plans to invest in Thailand 5 billion baht to establish Thailand as the primary production base for Mild Hybrid (MHEV) of B-SUV.



Nissan: Preparing to manufacture a new HEV model, positioning Thailand as the main production hub for ASFAN with the aim of increasing production capacity.

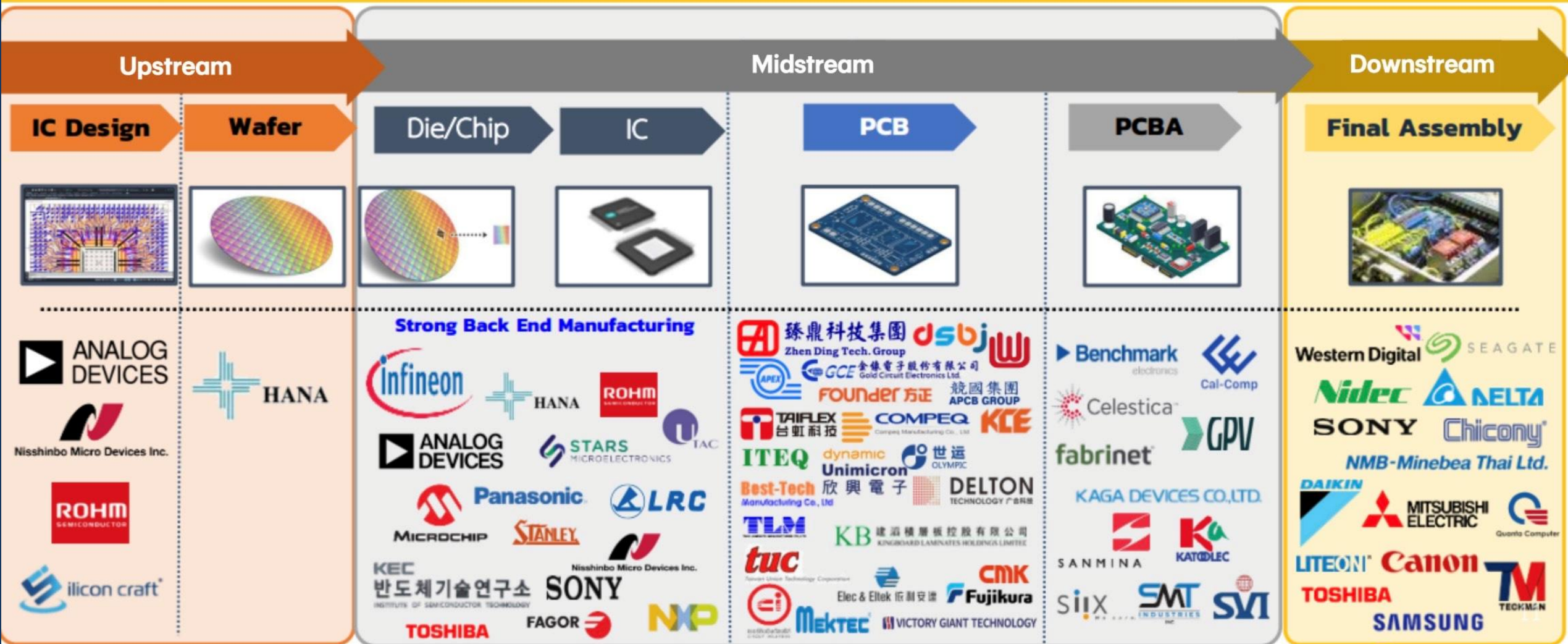


Mitsubishi Motors: Launching a new HEV model and plans to commence production of small battery electric transport vehicles (BEVs) in the second half of 2025.

ISUZU suzu: Planning to produce a new Battery Electric Vehicle (BEV) model, using Thailand as the main manufacturing base for global export.

Promoting Investment in the Semiconductor and High-Tech Electronics Industries

In 2022–Q1 2025, a total of **432** investment promotion applications were submitted, with a combined investment value of **680 billion baht**



Promotion of Investment in the Printed Circuit Board (PCB) Industry

In 2023-2024, investments in the PCB sector accounted for 30% of the E&E industry, with the majority contributed by leading corporations based in China, Taiwan, Hong Kong, and Japan

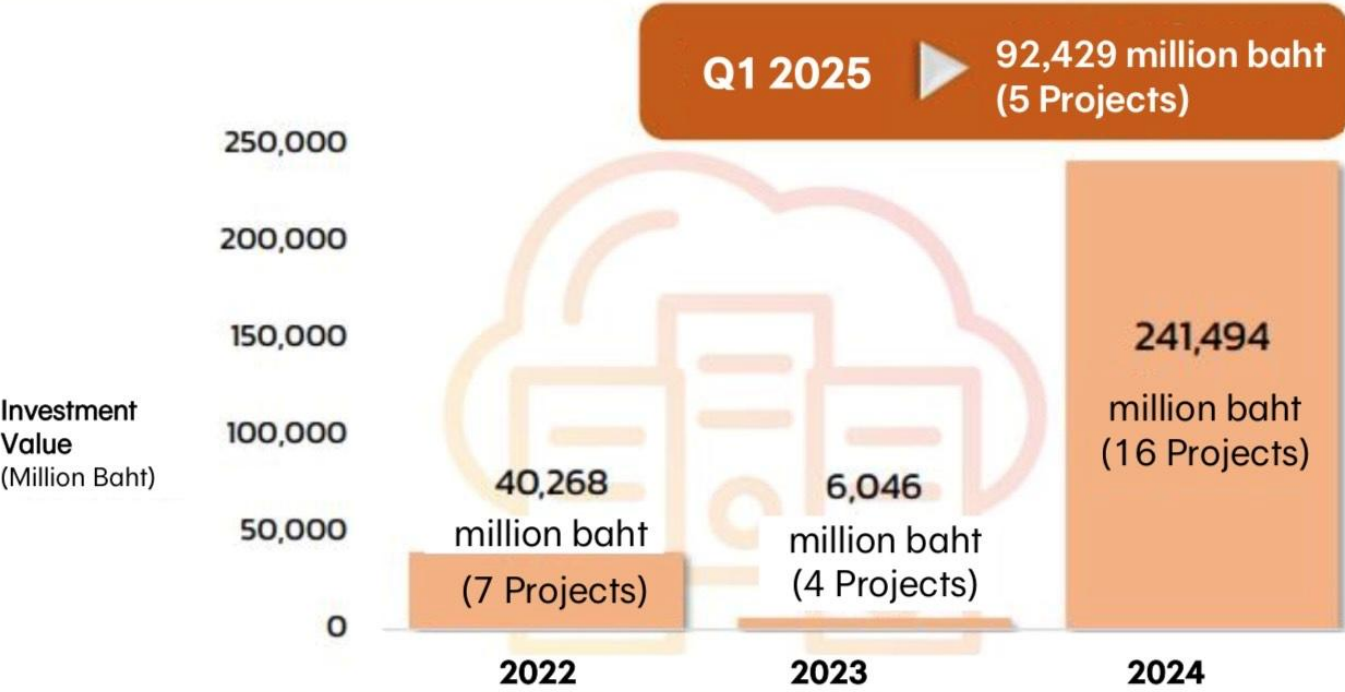


Leading manufacturers of PCBs
have made the decision
to invest in Thailand



Promotion of Investment in the Digital Industry

In 2022 - Q1 2025, investment promotion in the Data Center and Cloud Service industries comprised a total of 32 projects, with an investment value of 38 billion baht



“Positioning Thailand as the Regional Digital Economy Hub and Supporting the Cloud First Policy”

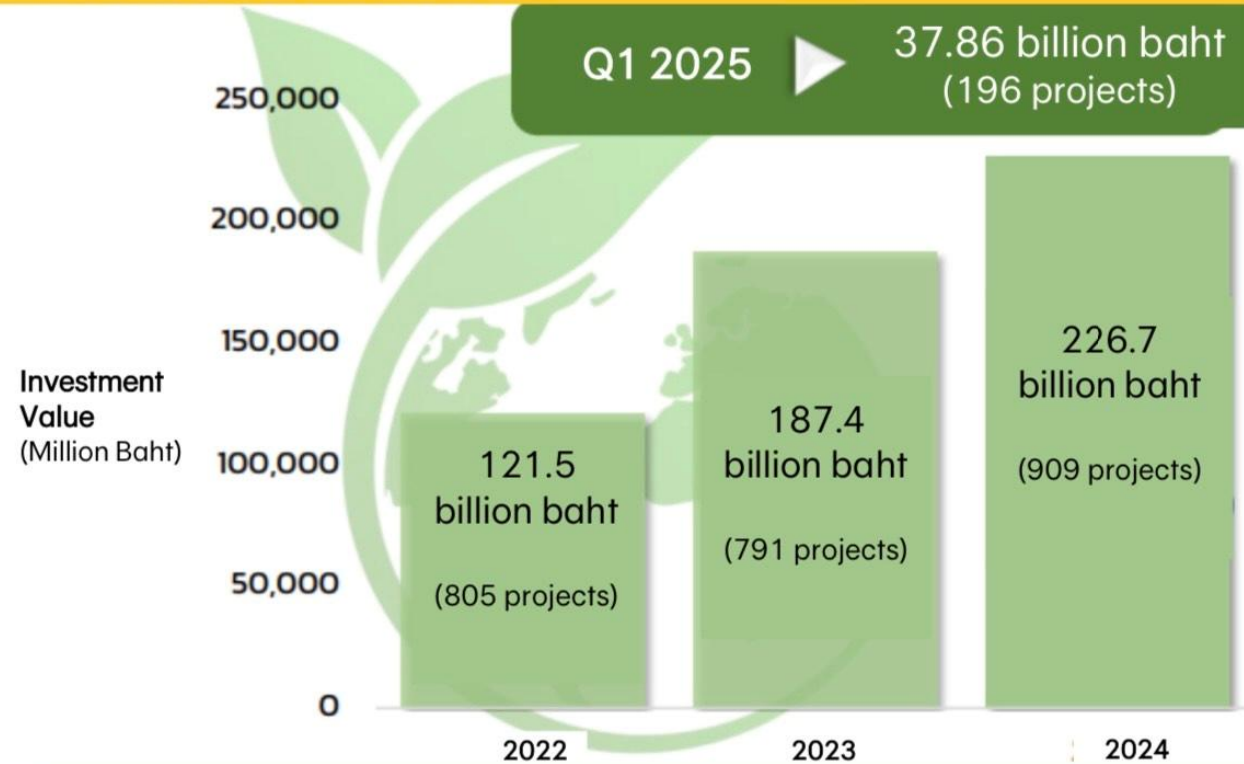


Examples of companies that received approval and are currently operational

รายใหม่ที่จะเพิ่มได้รับส่งเสริม

Investment Promotion in the Bio-Circular-Green (BCG) Industry

Between 2022 - 1Q2025, a total of **2,701** investment projects were submitted, representing a **cumulative investment value of 570 billion baht**



Examples of companies that have commenced operations/production



Projects in recent years include



Biofuel Production: Sustainable Aviation Fuel (SAF) derived from renewable feedstocks to reduce greenhouse gas emissions in the aviation sector.



Cellulosic Enzyme Production: Enzymes used for the decomposition and conversion of cellulose from natural materials into sugars, serving as precursors for biochemicals.



Bio-Ethylene Production: Utilization of renewable raw materials to produce biodegradable plastic pellets.



Plant-Based Food Production: Development of plant-based food products and premium animal feed.

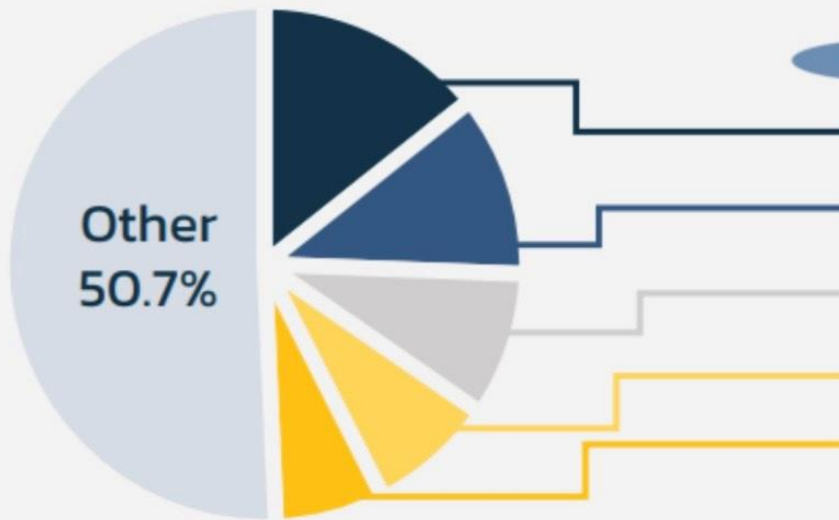
Promotion of Investment in the International Business Center Industry



TOP 5 countries/economies



TOP 5 industries



- 1. **Automotive** 14.3%
- 2. **E&E** 11.3%
- 3. **Machinery & Equipment** 9.0%
- 4. **Digital** 7.9%
- 5. **Multi-business company** 6.8%

More than **470 projects**
in 2015 - Q1 2025

agoda ALSTOM
• mobility by nature •

ExxonMobil NISSIN HUAWEI

TOYOTA Arcelik HITACHI Home Appliances

HONDA

Aj NIPPON STEEL

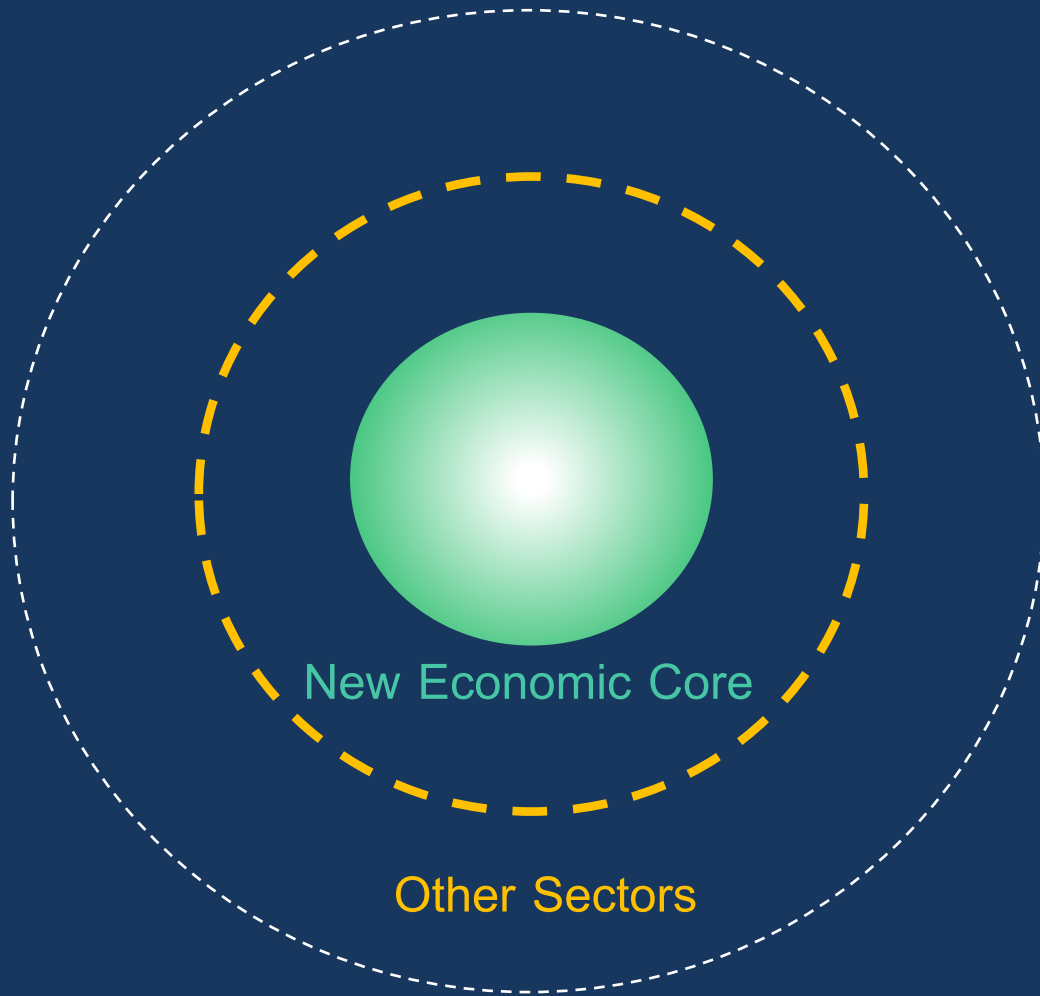
AJINOMOTO HOYA MARRIOTT

essilor

TikTok SWAROVSKI

SILOT EKORNES®

New Economic Core for Thailand



Wellbeing of People

Building Strategic Sectors		
	1. BCG	Bio-refinery, Bio-based materials, Renewable Energy, SAF, ESS, Hydrogen, Reuse/Recycle
	2. xEV + Battery & Key Parts	HEV, PHEV, BEV + Key Parts such as Battery, Traction Motor, Reduction Gear, Inverter, BMS, DCU + Charging Stations
	3. Semiconductor & Advanced Electronics	IC Design, Wafer Fab, Wafer Testing, Advanced Packaging, R&D Center, Printed Circuit Board (PCB), Notebook, Wearable Devices, Smart E&E
	4. Digital	Data Center & Cloud Service, AI Technology, Digital Platform (FinTech, AgriTech, HealthTech, EdTech, ClimateTech etc.)
	5. International Business Center	Regional Headquarters, Talent Hub, Intl Procurement Office (IPO), Intl Distribution Center (IDC), Trade & Investment Support Office

Becoming the Hub for ASEAN and ASIA



III. Navigating the Challenges

The Great Transition of the 21st Century



The Great Disruption

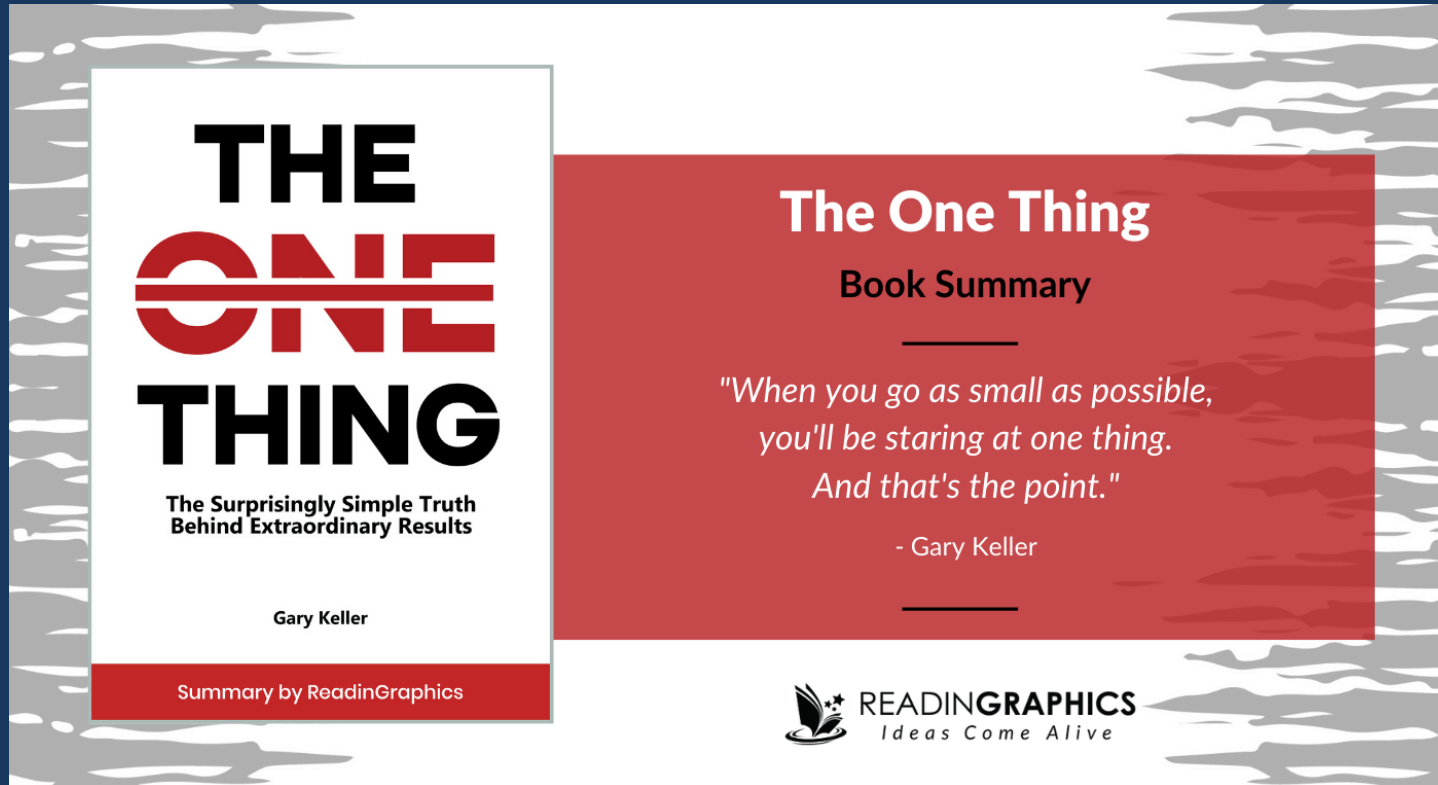
- Technology Disruption
- Global Boiling
- Asian Century
- Geopolitics



The Great Transition

- Digital Transformation & Tech Adoption
- Green Transition & Low Carbon Economy
- Regionalization and Globalization
- Urbanization
- Infrastructure Projects

The Three Things !!!



- **Be Realistic**
- **Make Decision**
- **Act Now !**

Areas of Actions

- **Limit the Impacts from External Volatilities**
- **Capture Opportunities**
- **Strengthen Ourselves**



PowerPoint File