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**2016/SMEWG43/011**  
Agenda Item: 19.5

## **SMEs' Role Model: Thailand Case Studies**

Purpose: Information  
Submitted by: Thailand



**43<sup>rd</sup> Small and Medium Enterprises Working Group  
Meeting  
Lima, Peru  
7-8 September 2016**

## Agenda Item 19.5: Building Management Capability, Entrepreneurship, and Innovation

### “SMEs’ Role Model: Case Studies By Thailand

The 43<sup>rd</sup> APEC SME Working Group Meeting, 7-8 September 2016, Lima, Peru

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### Challenges of Thai SMEs

- Access to finance
- Technology, R&D and innovation
- Business transparency

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## The "Market for Alternative Investment (mai)"



- Established in November, 1998 under The Securities Exchange of Thailand Act
- Serves as market for listing securities of SMEs

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- Currently 128 companies listed in mai
- Categorized into 8 sectors
  - Agro-business (7)
  - Consumer product (9)
  - Financial (7)
  - Industry (33)
  - Property and Construction (17)
  - Resources (13)
  - Service (34)
  - Technology (8)

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- To create new fund-raising opportunities for innovative SMEs with high potential growth
  - To access to long-term capital
  - To Achieve sustainable growth
  - To Improve business transparency
  - To strengthen competitiveness

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## Benefits for SMEs listed in


- ✓ Raise fund from public and additional funds through the issuance of more stock
- ✓ Make the company attractive to top talent
- ✓ Obtain loans from financial institutions
- ✓ Upgrade company's Image and brand equity
- ✓ Enable internationalization

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## Applicant's Qualifications


Status of the applicant	<ul style="list-style-type: none"> <li>Juristic Person under Civil and Commercial Code (company limited, partnerships and etc.)</li> </ul>
Paid-up capital in common shares	≥ US\$ 600,000 (or THB 20 million )
Track record	<ul style="list-style-type: none"> <li>Continual operate and record net profits for ≥2 years</li> </ul>
Financial condition and liquidity	<ul style="list-style-type: none"> <li>a stable and healthy financial condition with sufficient working capital</li> </ul>

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### OSMEP's Role in Supporting SMEs



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- ✓ SME Incubation
- ✓ SME National Award
- ✓ One Stop Service (OSS)
- ✓ Tech Start-up Events



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# Examples of SMEs Listed in **mai**

มาใหม่

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## Case Study (I): Ldc Dental Public Company Limited



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Case Study (I):  
Ldc Dental Public Company Limited



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สถาบันฝึกอบรมแอลดีซี รับสมัครผู้ช่วยทันตแพทย์

- One-stop dental treatment by specialized dentists with high standard dental equipment and hygienics

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Case Study (I):  
Ldc Dental Public Company Limited



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- Established 17 years ago as a dental clinic
- Expanded business through opening more branches
- Funding Limitation : insufficient loan from commercial banks

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ดร.ชัยวัฒน์ มณีบุษยา  
Dr. Chaiwat Maneebusaya  
Founder and CEO

### Motivations to become Public Company:

- to raise fund
- to sustain and utilize in house technology and knowhow
- to expand domestically and internationally
- to maintain growth in a sustainable manner

“SMEs can not survive without a good system and transparent management”

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### Success after listed in

ตลาดหลักทรัพย์ เอ็ม เอ ไอ



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- ✓ 32 branches nationwide with 345 dentists and serve over 240,000 clients (to date)
- ✓ 10 new branches in border provinces to serve AEC clients
- ✓ Establish a training center to train high quality staff
- ✓ Expand members from 40,000 to 80,000

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Case Study (II):  
**Siam Wellness Group  
Public Company Limited**

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Advancing Free Trade and Sustainable Growth



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Case Study (II):  
**Siam Wellness Group  
Public Company Limited**

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Advancing Free Trade and Sustainable Growth

Operating 4 main businesses

**Let's Relax**  
The original since 1998  
BANGKOK • CHIANG MAI • PATTAYA • PHUKET • SAMUI • HUA HIN

**RARINJINDA**  
WELLNESS SPA RESORT



1. Spa service

2. Hotel and restaurant<sup>6</sup>

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Case Study (II):  
Siam Wellness Group  
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3. Spa products

4. Thai massage school

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Case Study (II):  
Siam Wellness Group  
Public Company Limited

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- 15 years of experience in spa industry
- Provide unique professional service and holistic healing to balance body and mind
- Available in major tourist destinations of Thailand
- Recommended by local and international travel agents and media (i.e. Trip Advisor, Lonely Planet)

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Case Study (II):  
Siam Wellness Group  
Public Company Limited



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Mr. Wiboon Utsahajit, President

“We first started this business as a hobby, then AEC came along with business expansion opportunity”

**Motivations to become Public Company:**

- Seize business opportunities from AEC market
- Overcome possible business threat from foreign investors and competitors
- Build credibility for future expansion to AEC+6 market

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Success after listed in 

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IAA  
Investment Analysts Association  
AWARD FOR LISTED COMPANIES  
2015/2016

- ✓ 46% growth of revenue in 2015
- ✓ 21 branches nationwide (to date)
- ✓ Win the Best Thai SPA Award for 2 consecutive years (2015 and 2016) and 2016 People s' Choice Awards Thailand Voted by Chinese Tourists

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**Success after listed in mai** สมาคมส่งเสริมการค้า

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2016 深受中国游客喜爱奖项  
PEOPLE'S CHOICE AWARDS  
THAILAND VOTED BY CHINESE TOURISTS

- ✓ Open first franchise store in Kunming, China
- ✓ Plan future joint ventures in CLMV
- ✓ To become number 1 spa in Asia

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Thank you

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