



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

The Global Competitiveness Report 2013–2014



Partner Institutes

Thailand

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148 economies

WORLD
ECONOMIC
FORUM

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Measuring Competitiveness

THE 12 PILLARS OF COMPETITIVENESS

- Pillar 1: Institutions
- Pillar 2: Infrastructure
- Pillar 3: Macroeconomic environment
- Pillar 4: Health and primary education
- Pillar 5: Higher education and training
- Pillar 6: Goods market efficiency
- Pillar 7: Labor market efficiency
- Pillar 8: Financial market development
- Pillar 9: Technological readiness
- Pillar 10: Market size
- Pillar 11: Business sophistication
- Pillar 12: Innovation

A stylized world map composed of small white dots on a dark blue background, centered behind the text boxes.

EXECUTIVE OPINION SURVEY INDICATORS

scale of 1 to 7

OTHER INDICATORS

THE SURVEY IN NUMBERS

The World Economic Forum has conducted its annual Survey for over 30 years, making it the longest-running and most extensive survey of its kind. This year's Survey captured the opinions of over 13,000 business leaders in 148 economies between January and May 2013.

Following the data-editing process (see below), a total of 13,638 surveys were retained for 144 countries.² This represents an average of 94.7 respondents per country, while the median country sample size is 85.5 responses. Given the extent of the Survey's country coverage and in order to maximize its outreach, it is available in 41 languages.³

The Executive Opinion Survey: The Voice of the Business Community

Thailand

2012 = 75 คน

2013 = 86 คน

GLOBAL COMPETITIVENESS INDEX

Basic requirements subindex

- Pillar 1. Institutions
- Pillar 2. Infrastructure
- Pillar 3. Macroeconomic environment
- Pillar 4. Health and primary education

Key for
factor-driven
economies

Efficiency enhancers subindex

- Pillar 5. Higher education and training
- Pillar 6. Goods market efficiency
- Pillar 7. Labor market efficiency
- Pillar 8. Financial market development
- Pillar 9. Technological readiness
- Pillar 10. Market size

Key for
efficiency-driven
economies

Innovation and sophistication factors subindex

- Pillar 11. Business sophistication
- Pillar 12. Innovation

Key for
innovation-driven
economies

Stage 1:
Factor-driven
(38 economies)

Cambodia
Lao PDR
Myanmar
Vietnam

Stage 2:
Efficiency-driven
(31 economies)

Indonesia
Thailand

Transition from
stage 2 to stage 3
(22 economies)

Malaysia

Transition from
stage 1 to stage 2
(20 economies)

Brunei
Darussalam
Philippines



Stage 3:
Innovation-driven
(37 economies)

Singapore

ASEAN's competitiveness landscape: A mixed picture with encouraging trends

All in all, the assessment is very mixed. Much remains to be done for ASEAN to become a more competitive, prosperous, and harmonious group. Although ASEAN economies have enjoyed brisk economic growth over the past decade, the foundations remain relatively shaky for a number of countries. Yet there is reason for optimism.



Performance of ASEAN members in the 2013–14 GCI



Singapore	2
Malaysia	24
Brunei Darussalam	26
Thailand	37
Indonesia	38
Philippines	59
Vietnam	70
Lao PDR	81
Cambodia	88
Myanmar	139



Posting a one-notch gain for the second year in a row, **Thailand** ranks 37th as a result of a very small improvement in its performance, but the competitiveness challenges remain considerable. Political and policy instability, excessive red tape, omnipresent corruption and clientelism, security concerns, low reliability and high uncertainty around property rights protection seriously undermine the quality of Thai public institutions (85th). Poor public health (74th) and education, two other critical building blocks of competitiveness, require urgent attention. For instance, Thailand displays one of the highest HIV prevalence rates outside Africa, while enrollment in and the quality of higher education remain abnormally low.

THAILAND



Turning to more sophisticated areas, which are just as important given Thailand's stage of development, technological readiness remains low (78th) when considering technologies beyond mobile telephony. Only a quarter of the population accesses the Internet on a regular basis, and only a small fraction does so at broadband speeds, but the growth is rapid. On a more positive note, Thailand ranks high on the macroeconomic environment pillar (31st, its best showing among the 12 pillars) owing to a very favorable fiscal situation, its high savings rate, an inflation rate under control at around 3 percent, and—in international comparison—a relatively good debt-to-GDP ratio of about 44 percent in 2012. In addition, the country continues to improve in the financial development (32nd) and the market efficiency pillars (34th), having progressed 17 and 10 places, respectively, in the past four years. Room for improvement remains, however, especially when it comes to promoting domestic competition (60th).



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