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OF



The Global Competitiveness Report 2013–2014



Partner Institutes

Thailand

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148 economies

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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

Transition from
stage 1 to stage 2
(20 economies)

Brunei
Darussalam
Philippines

Stage 2:
Efficiency-driven
(31 economies)

Indonesia
Thailand

Transition from
stage 2 to stage 3
(22 economies)

Malaysia

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).



Business impact of malaria

How serious an impact do you consider malaria will have on your company in the next five years (e.g., death, disability, medical and funeral expenses, productivity and absenteeism, recruitment and training expenses, revenues)?

73 Countries not applicable

Business impact of malaria

How serious an impact do you consider malaria will have on your company in the next five years (e.g., death, disability, medical and funeral expenses, productivity and absenteeism, recruitment and training expenses, revenues)?



1. Brunei Darussalam
1. Singapore
89. Thailand
96. Malaysia
106. Philippines
108. Vietnam
111. Cambodia
117. Myanmar
119. Indonesia
126. Lao PDR

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Malaria incidence

Number of malaria cases per 100,000 population | 2010



73 Countries not applicable

Malaria incidence

Number of malaria cases per 100,000 population | 2010



1. Brunei Darussalam (0)
1. Singapore (0)
92. Vietnam (28.4)
96. Malaysia (56.2)
97. Philippines (62.2)
- 106. Thailand (202.6)**
113. Lao PDR (1097.4)
114. Cambodia (1,337.4)
117. Indonesia (2,250.6)
119. Myanmar (3,155.0)



Business impact of tuberculosis

How serious an impact do you consider tuberculosis will have on your company in the next five years (e.g., death, disability, medical and funeral expenses, productivity and absenteeism, recruitment and training expenses, revenues)?

- 1 Norway
- 2 Finland
- 3 Denmark
- 4 Bosnia and Herzegovina
- 5 Iceland
- 6 New Zealand
- 7 Austria
- 8 Sweden
- 9 Netherlands
- 10 Spain



Business impact of tuberculosis

How serious an impact do you consider tuberculosis will have on your company in the next five years (e.g., death, disability, medical and funeral expenses, productivity and absenteeism, recruitment and training expenses, revenues)?

51. Singapore

78. Brunei

87. Malaysia (5.1)

88. Thailand (5.1)

113. Cambodia

116. Philippines (4.3)

117. Vietnam (4.3)

131. Indonesia

135. Myanmar (3.7)

136. Lao PDR (3.7)

Tuberculosis incidence

Number of tuberculosis cases per 100,000 population | 2011



1. Luxembourg (0.5)
2. Barbados (1.2)
3. Puerto Rico(1.8)
4. Italy(2.8)
5. Austria (3.7)
6. United Arab Emirates(3.7)
7. Greece(3.8)
8. United States(3.9)
- 9.Cyprus(4.0)
- 10.France(4.3)

Tuberculosis incidence

Number of tuberculosis cases per 100,000 population | 2011



- 64. Singapore (37)
- 84. Brunei Darussalam (70)
- 90. Malaysia (81)
- 102. Thailand (124)
- 116. Indonesia (187)
- 121. Vietnam (199)
- 122. Lao PDR (213)
- 130. Philippines (230)
- 136. Myanmar (381)
- 137. Cambodia (424)

Business impact of HIV/AIDS

How serious an impact do you consider HIV/AIDS will have on your company in the next five years (e.g. death, disability, medical and funeral expenses, productivity and absenteeism, recruitment and training expenses, revenues)



- 1 Bosnia and Herzegovina
- 2 Finland
- 3 Norway
- 4 Denmark
- 5 Croatia
- 6 Austria
- 7 New Zealand
- 8 Sweden
- 9 Jordan
- 10 Israel

Business impact of HIV/AIDS

How serious an impact do you consider HIV/AIDS will have on your company in the next five years (e.g. death, disability, medical and funeral expenses, productivity and absenteeism, recruitment and training expenses, revenues)?



47. Singapore

52. Brunei

88. Malaysia (5.0)

89. Philippines (5.0)

95. Thailand

105. Cambodia

112. Vietnam

121. Myanmar

128. Lao PDR

130. Indonesia



HIV prevalence

HIV prevalence as a percentage of adults aged 15–49 years | 2011 or most recent year available

1. Albania
1. Bahrain
1. Bosnia and Herzegovina
1. Brunei Darussalam
1. Cyprus
1. Hong Kong SAR
1. Jordan
1. Macedonia FYR
1. Montenegro
1. United Arab Emirates

HIV prevalence

HIV prevalence as a percentage of adults aged
15–49 years | 2011 or most recent year available



1. Brunei Darussalam

11. Philippines

11. Singapore

60. Indonesia

60. Lao PDR

78. Malaysia

88. Vietnam

92. Cambodia

92. Myanmar

116. Thailand

Infant mortality

Infant (children aged 0–12 months) mortality per 1,000 live
births | 2011



1. Hong Kong SAR (1.4)
2. Iceland (1.7)
3. Singapore (2.0)
4. Slovenia (2.1)
5. Sweden (2.2)
6. Finland (2.3)
6. Luxembourg (2.3)
8. Japan (2.4)
9. Cyprus (2.6)
9. Norway (2.6)

Infant mortality

Infant (children aged 0–12 months) mortality per 1,000 live
births | 2011



- 3. Singapore (2.0)
- 37. Brunei Darussalam (5.6)
- 37. Malaysia (5.6)
- 60. Thailand (10.6)**
- 81. Vietnam (17.3)
- 90. Philippines (20.2)
- 97. Indonesia (24.8)
- 106. Lao PDR (33.8)
- 108. Cambodia (36.2)
- 121. Myanmar (41.9)

Life expectancy

Life expectancy at birth (years) | 2011 or 2010



1. Hong Kong SAR (83.4)
2. Switzerland (82.7)
3. Japan (82.6)
4. Iceland (82.4)
5. Spain (82.3)
6. Italy (82.1)
7. Malta (82.0)
8. Singapore (81.9)
9. Australia (81.8)
10. Sweden (81.8)

Life expectancy

Life expectancy at birth (years) | 2011 or 2010



- 8. Singapore (81.9)
- 36. Brunei Darussalam (78.1)
- 52. Vietnam (75.1)
- 63. Malaysia (74.3)
- 65. Thailand (74.1)**
- 99. Indonesia (69.3)
- 104. Philippines (68.8)
- 116. Cambodia (63.0)
- 107. Lao PRD (67.4)
- 114. Myanmar (65.2)



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www.asean.org

www.aseanconsumer.org

www.mfa.go.th

www.thailandaec.com



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Daily News Online (วันพุธ)

คู่สร้าง-คู่สม (รายสัปดาห์)

Esquire Magazine (รายเดือน)

Ziete' Magazine (รายเดือน)

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