UNCTAD Expert Meeting
On Results from Pilot Surveys on Exports of ICT-Enabled Services; Thailand Case study
28 - 29 November 2017
ETDA Introduction
INCREASING e-TRANSACTION VOLUME AND VALUE

ETDA AIMS TO DEVELOP A SOFT INFRASTRUCTURE
by adding confidence and facilitating online or e-Transactions
that are fundamental to the digital economy

Setting standards, monitoring cybersecurity
and establishing laws for handling e-Transactions.

STANDARDS | SECURITY & PRIVACY | LAWS

Electronic Transactions Development Agency (Public Organization) or ETDA is a government agency under
Ministry of Digital Economy and Society.
OPPORTUNITIES AND TRENDS IN THAI e-COMMERCE ENVIRONMENT

DIGITAL LIFESTYLE THAI POPULATION

**Internet Users**
- **43.87 MILLION**
  - Source: NBTC
  - Last Update: 30 June 2017

**Mobile Subscribers**
- **93.66 MILLION**
  - Source: NBTC
  - Last Update: 30 June 2017 (e)

**Line Users**
- **41.00 MILLION**
  - Source: LINE Corp
  - Q4 2016

**Facebook Users**
- **46.00 MILLION**
  - Source: we are social
  - Jan 2017

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**e-PAYMENT 2016**
- **28,635 BILLION USD**
  - Source: BOT/2016
  - 1 USD = 33.344 Thai Baht
  - (Exchange Rate as of 4 October 2017, BOT)

**e-COMMERCE 2016**
- **76.78 BILLION USD**
  - Source: ETDA e-Commerce Survey 2017
  - 1 USD = 33.344 Thai Baht
  - (Exchange Rate as of 4 October 2017, BOT)

Update: 10/2017
Thailand ICT-Enable Services
Pilot Survey
Background on Thailand with ICT-enabled Service:

1. ICT-enabled Service is a new word for Thailand

2. Organizations collect data on services based on different objective, time frame and standard

3. Data Collection Process is different from International standard

4. Organizations need to collaborate and work on integration of the scattered data on service
Work Collaboration
Survey Methodology

Set up working group meetings with main stakeholders

- Training on Mode of Supply in the ICT-enabled Services
  By UNCTAD Representatives

- Access and analyze available data on 9 sectors of ICT-enabled services

Select 1 out of 9 sectors for a pilot: Telecommunication services

Two main sources of Telecommunication Services

- International Transaction Reporting System: ITRS

- The International Telecommunication Service Survey
  - This survey was conducted with 14 major enterprises and their value of export is equal to 80% of total exports for this sector.

Conduct the survey based on UNCTAD ICT-Enabled Services Questionnaire
Why is Telecommunication sector selected?

- Most data is available on Telecommunication services within limited survey time (November 2017)

- Bank of Thailand annually collects the export value of services in 10 sectors and the Telecommunication, Computer and Information services are collected for the balance of payments statistics (BOPS)

- With the objective of international money transfer on cross border supply (Mode 1): Export values of Telecommunication services are confirmed and classified with the surveyed companies
Disclaimer

These statistical tables were prepared as part of the project “Pilot Surveys on Exports of ICT-Enables Services” which aims to test the feasibility of improving statistics on international trade in services and, in particular, on services transactions delivered remotely over the ICT networks.

The authenticity of the statistics cannot be guaranteed with certainty or completeness. So the value from this survey must not be interpreted as indicators or official statistics and should not be used for policy- or decision-making.
## Survey results (1)

### Exports of ICT-enabled services by category in 2016

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Category of services</th>
<th>Total Turnover*</th>
<th>Total exports**</th>
<th>Cross- border over ICT networks***</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Telecommunications</td>
<td>13,945.0</td>
<td>481.3</td>
<td>481.3</td>
</tr>
</tbody>
</table>

Source:

* Total Turnover are the revenues from sales and services in Telecommunications sector.

** Total exports are from BOP (extracted only the value from Telecommunications services)

*** Cross-border over ICT networks are from Pilot survey

### Interesting issues

- More than 80% of export value came from only 14 enterprises.
- The total exports value of Telecommunication services is equal to the cross-border over ICT networks exports value.

Disclaimer: based on page 10
## Survey results (2)

Exports of ICT-enabled services by country in 2016

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Partner country</th>
<th>Total exports (%)</th>
<th>Cross-border over ICT networks (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CHINA</td>
<td>10.2</td>
<td>10.2</td>
</tr>
<tr>
<td>2</td>
<td>JAPAN</td>
<td>8.9</td>
<td>8.9</td>
</tr>
<tr>
<td>3</td>
<td>KOREA , SOUTH</td>
<td>8.0</td>
<td>8.0</td>
</tr>
<tr>
<td>4</td>
<td>SINGAPORE</td>
<td>5.0</td>
<td>5.0</td>
</tr>
<tr>
<td>5</td>
<td>HONG KONG</td>
<td>4.4</td>
<td>4.4</td>
</tr>
<tr>
<td>6</td>
<td>Others</td>
<td>63.5</td>
<td>63.5</td>
</tr>
<tr>
<td></td>
<td>All</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Pilot survey + ITRS

Disclaimer: based on page 10
**Survey results (3)**

Distribution of employees by principal activity and gender in 2016

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Category of services</th>
<th>% Distribution</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Telecommunications</td>
<td>48.9</td>
<td>51.1</td>
<td></td>
</tr>
</tbody>
</table>

Source: Pilot survey

Distribution of enterprises by controlling Ownership in 2016

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Category of services</th>
<th>Ownership status (%)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Thai</td>
<td>Foreign</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Telecommunications</td>
<td>97.5</td>
<td>2.5</td>
<td></td>
</tr>
</tbody>
</table>

Source: Pilot survey

Disclaimer: based on page 10
Results from this project

Thai organizations have learnt a lot from the workshop by UNCTAD experts. It can eliminate all the doubts that exist.

Understanding the conceptual/methodology that meets the international standards to be used in this survey

Collaboration network from many entities such as Bank of Thailand, National Statistical Office, Ministry of Commerce etc.

Get some experience and obstacles from the field survey

Receive some comments from entrepreneurs on this questionnaire

Thailand plans to study on ICT-enabled services survey to make policy recommendation based on data collection by Ministry of Commerce, Bank of Thailand, National Statistical Office, etc.
More findings from the survey

Some entrepreneurs have the exports value of Telecommunication services as equal as the Telecommunication services export values over network due to

- No maintenance service cost or
- The exports value of Telecommunication services can be delivered remotely over ICT networks 100%

Some entrepreneurs want to reduce the Territory tax by setting branch abroad. Their export value became in Mode 3 that will not be included in this survey.
Comment/Suggestion
Comments from Enterprises ‘side about UNCTAD questionnaire (1)

 Entrepreneurs from developing countries such as Thai entrepreneurs have not known Definition of Mode of Supply, so they don’t know which mode they should be.

 Understanding the business environment of each entrepreneurs is different. So they need someone to explain the questionnaire.
Comments from Enterprises ‘side about UNCTAD questionnaire (2)

There were too many questions at the beginning of the questionnaire till the respondents may give up before going to the major information.

Other comments

Modes of Supply explanation makes the respondents feeling confused.

Describe the Definition should be clear and easy to understand.
Suggestions from surveyor (1)

Definition should be clear, easy to understand and give the respondents some relevant examples to reduce the confusion.

**Total exports of telecommunication services**: total receipts from telecommunication services to non-residents excluding receipts from the establishment of companies located outside the country.

**Exports of telecommunication services over ICT network**: receipts from Total exports of telecommunication services such as international calling charges, international roaming charges etc. including the telecommunications services over ICT network value that use by non-residents and that usage happened outside the country.
Suggestions from surveyor (2)

Different business insights. The target group should be divided into 2 groups:

- SMEs are large groups. The questionnaire should be short, concise, easy to understand.
- Enterprises are small groups. High market value. Have a good understanding of this business.
Suggestions from surveyor (3)

When the target group is divided into 2 groups, the method of surveying should be selected properly for each group.

- Short questionnaire is suited for the SMEs and it should be developed to an online survey.
- UNCTAD questionnaire is suited for the Enterprises by using in-depth interview method.

Move the definition of Mode of Supply to be in the Annex Part of the survey, also to explain all modes separately and make it clear and easy to understand.
THANK YOU