



Strategy Chiang Mai Development



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**CHAIRMAN OF CHIANG MAI
CHAMBER OF COMMERCE**



25 January 2012

Proposal to Government by Chiang Mai Chamber of Commerce



1. Develop transportation network and logistics

2. Support trade and investment

3. Support tourism industry

1. Develop transportation network and logistics

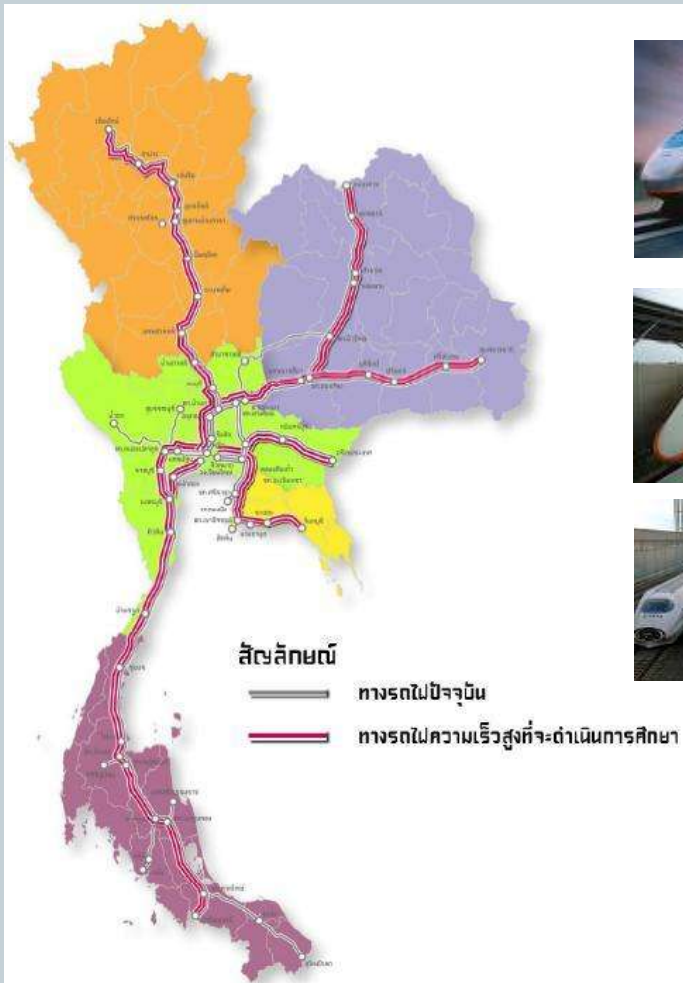


1.1. Expedite High-speed train Bangkok to Chiang Mai

1.2. Study and survey route Chiang Mai to Chiang Rai to construct “Motorway”

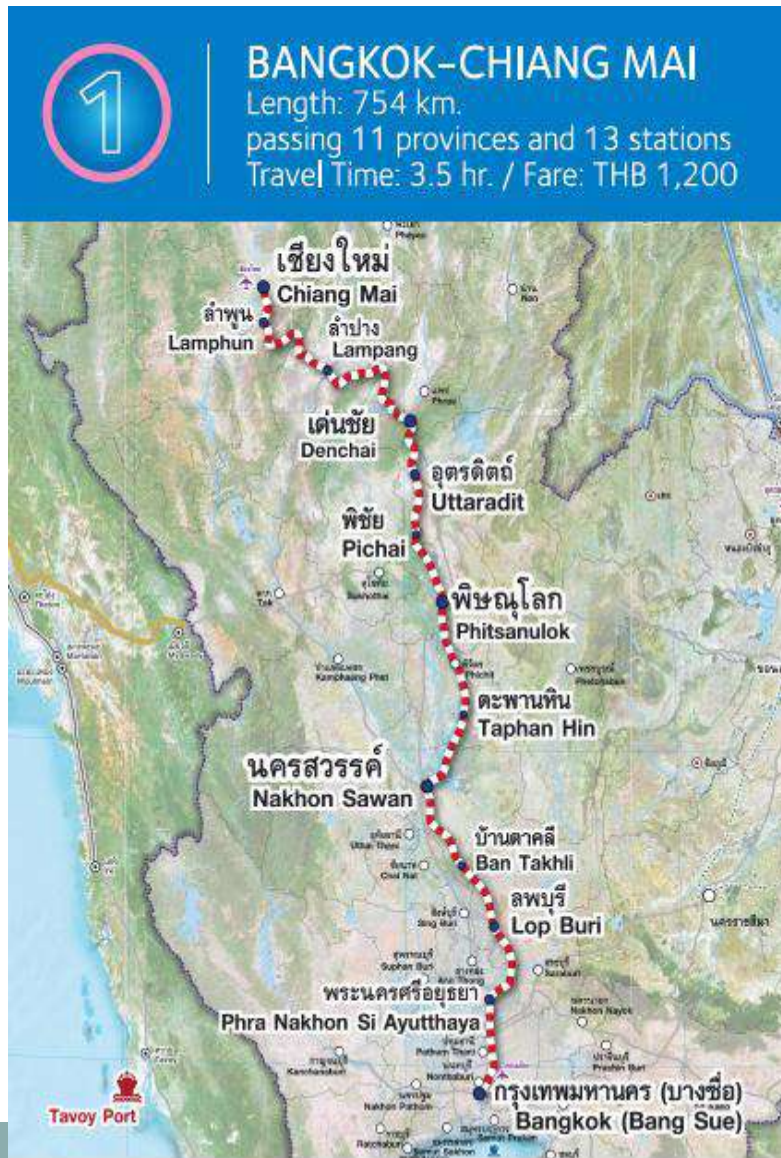
1.3. Expedite dual rail to Northern Part of Thailand to be finished by 2017

1.1. Expedite High-speed train Bangkok to Chiang Mai

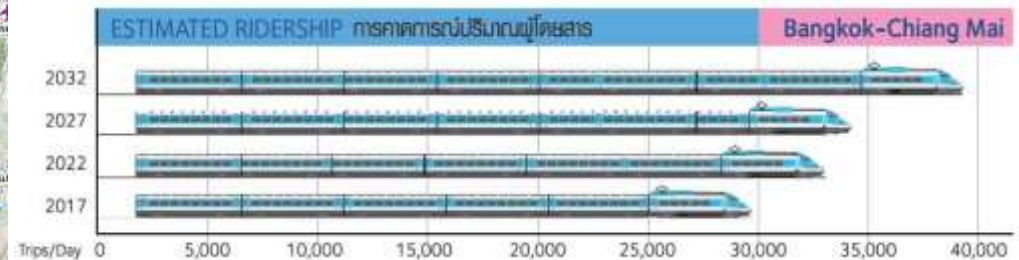


- 754 kilometer/passing 11 Provinces/13 stations
- MOU has been signed between Thai and China Government to invest 230,000 million baht. Expect to be done by 2017.
- Shorten travel time from Bangkok to Chiang Mai to only 4 hours. 40,000 people per day.
- Create more potential and efficiency for the transportation network and logistics in Northern Thailand

Project detail: High-speed train Bangkok to Chiang Mai



URBAN POPULATION :	Amphoe Mueang Population	Municipality Population
	ประชากรในเขตอำเภอเมือง	ประชากรในเขตเทศบาล (คน)
Nakhon Sawan นครสวรรค์	239,395	91,872
Phitsanulok พิษณุโลก	268,650	77,340
Chiang Mai เชียงใหม่	243,065	146,346



Route	Option 1 100% Government Investment	Private Partner's Capital Cost and Return		
		Option 2 Investment in Rolling Stock only	Option 3 50% Investment	Option 4 30% Investment
Bangkok-Chiang Mai				
Investment Amount (Million Baht)	232,409	11,050	119,801	76,301
FIRR (%)	-0.71	35.65	2.30	4.68
EIRR (%)		13.58		

Press Conference: High-speed train Bangkok to Chiang Mai



Police Lt Gen Chaj Kuldilok Deputy Transport Minister and
Chiang Mai Chamber of Commerce



14 January 2012 - Centara Duangtawan - Chiang Mai

Results of High-Speed Train research



Survey in Chiang Mai Province.
Sample size of $n=1,244$
7-13 January 2012

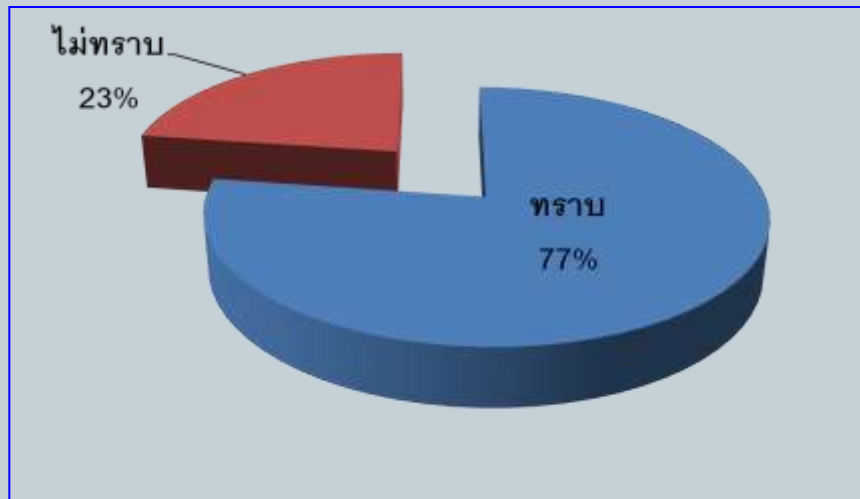
Results of High-Speed Train research



Project awareness

Aware : 77%

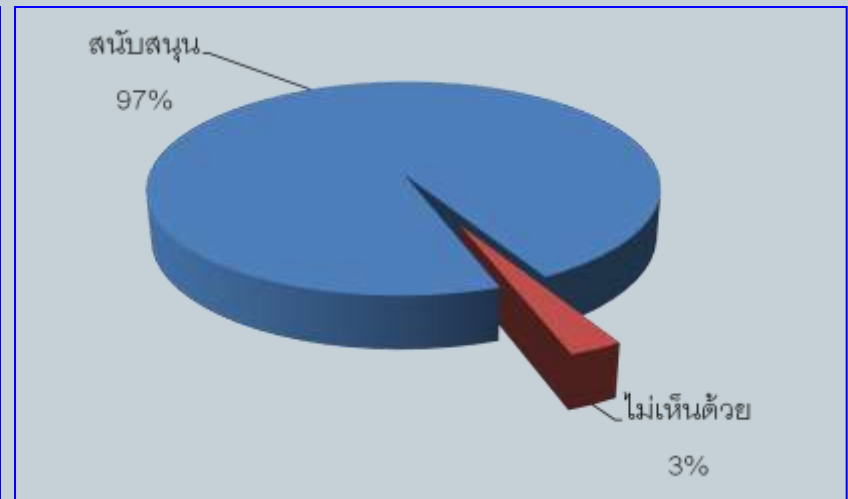
Not aware : 23%



Feedback

Agree : 97%

Not agree : 3%



Results of High-Speed Train research



Comments about this project

	Yes	%	No	%
Support tourism industry in Chiang Mai	922	89.95	103	10.05
Support investment in Chiang Mai	859	83.72	167	16.28
Saves energy	650	63.35	376	36.65
Reduces environmental problems because train does not cause air pollution	610	59.45	416	40.55
Reduces number of death (don't have to drive a car)	451	44.00	574	56.00
Reduces expenses (don't have to buy a car)	447	43.57	579	56.43
Unique for Thai people	346	33.72	680	66.28

Advertising campaign Chiang Mai



1.3. Expedite Dual rail to Northern Thailand completion by 2017



This project has been approved by the government on 17 Nov 2009. It has been divided into 3 steps.

Dual Rail	Year	Route
1 st Step	2010-2014	Lopburi-Nakorn Sawan-Paknampho 118 km
2 nd Step	2015-2019	Paknampho-Taphanhin 69 km
3 rd Step	2020-2025	Taphanhin- Chiang Mai 427 km

This helps reducing logistic costs

2. Support trade and investment



2.1. Commercial boost border

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1. Kiewphawok point,
Chiang Dao, Chiang Mai

2. Baan
Huang Ton
Nune point,
Khun Yuam,
Mae Hong
sorn

3. Baan Huang point,
Phusang, Phrayao



3. Support tourism industry



3.1. Year of MICE campaign in 2013

3.2. Human Resources Management Training for opening Chiang Mai International Convention and Exhibition Centre .

Chiang Mai International Convention and Exhibition Centre



Budget : 2800 Million Baht - Due date: 2012



3.1. Year of MICE 2013

Objective

- MICE is a key for tourism industry which has a very high growth and generates revenue.
- Year 2009, number of MICE visitors is 730,352 people, generating 58,399.63 million Baht
- Chiang Mai is the centre of economy, commerce and investment. Number of tourists is significant. Chiang Mai International Convention and Exhibition Centre is projected to serve international meetings and exhibitions.

Proposal to government

- 2013: “Year of MICE”
- 40 Mil Baht for marketing and human resources training for opening of Chiang Mai International Convention and Exhibition Centre.

3.2. Human Resources Management Training for Chiang Mai International Convention and Exhibition Centre

Objective

- Human Resources Management training for opening Chiang Mai International Convention and Exhibition Centre.
- Project Management has not been set and lack of budget to develop human resources.

Proposal to Government

Ask for support from the government for this project

Chiang Mai Chamber of Commerce



THANK YOU

