

Implication of the Impact Survey Result to SME Promotion Policy in Thailand

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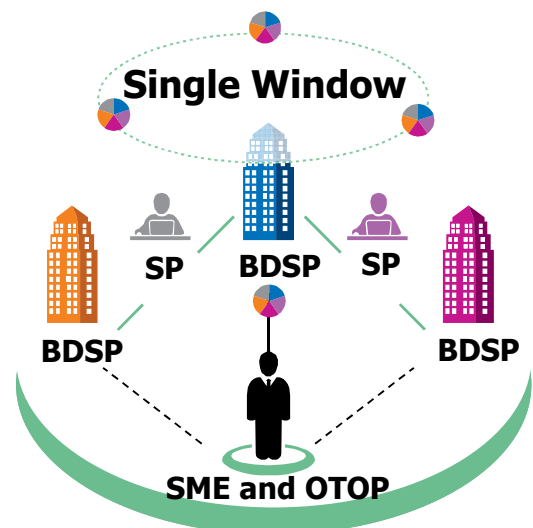
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RISMEP

“ Regional Integrated SME
Promotion Mechanism ”

SME Support Network
Creation

Service Provision
Channel Development
“Single Window”



After implement in
4 pilot provinces

4

SMEs Support
Networks

49

Business Development
Services Providers

69

Services Providers

14

Support Models

35

Success Stories

7

Service Tools

Up to 25%

Increase of inquiry
(>2,000 SMEs)

80%

SME Satisfaction

4

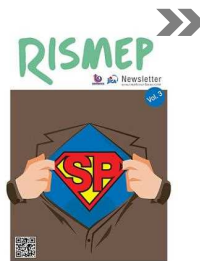
Online
Services Access

3



PR Tools of the Project

Newsletter



Leaflet



Infographic Animation



RISMEP
Success cases



4

The Result of the Impact Survey of RISMEP

JICA Research Institute & TOKYO University

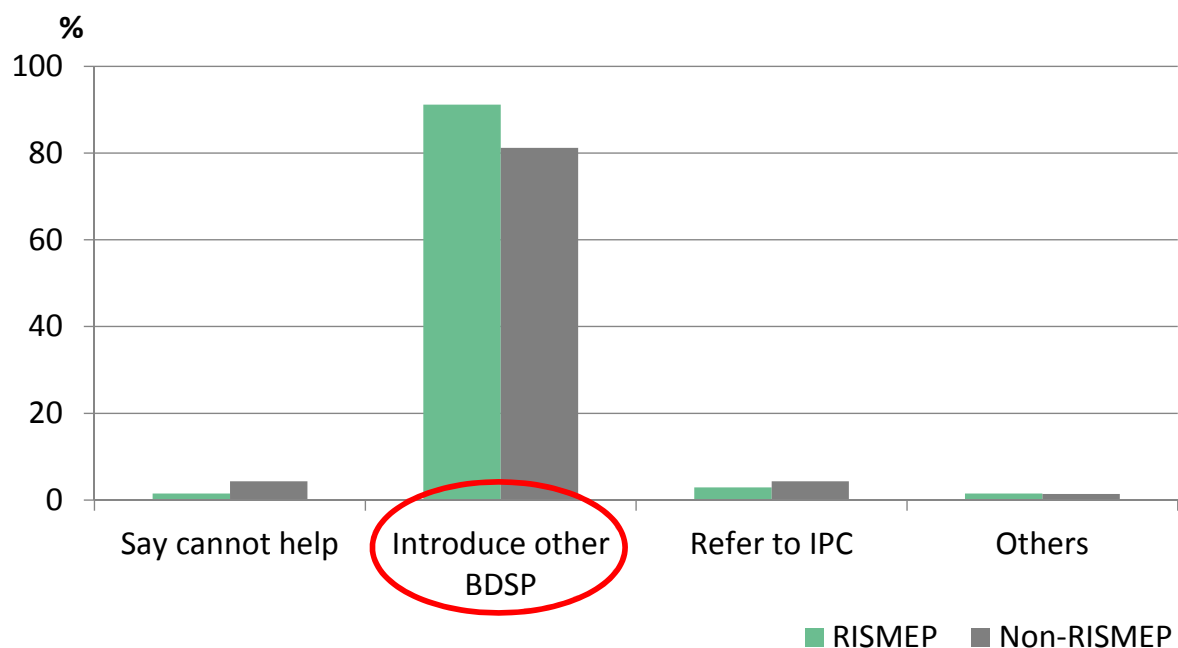
Data Collection

- Nov. 2015 to Feb. 2016
- Treatment provinces (RISMEP)
 - Chiang Mai, Nakhon Ratchasima, Suphanburi, & Surat Thani
- Control provinces (Non-RISMEP)
 - SMEs: Khon Kaen, Phitsanulok, Ubon Ratchathani, & Trang
 - BDSPs/SPs: above + Udon Thani & Lampang

		Treatment	Control	Total	
BDSPs/SPs		100	150	250	
SMEs	BDS user	100	125	225	500
	Non-user	125	150	275	

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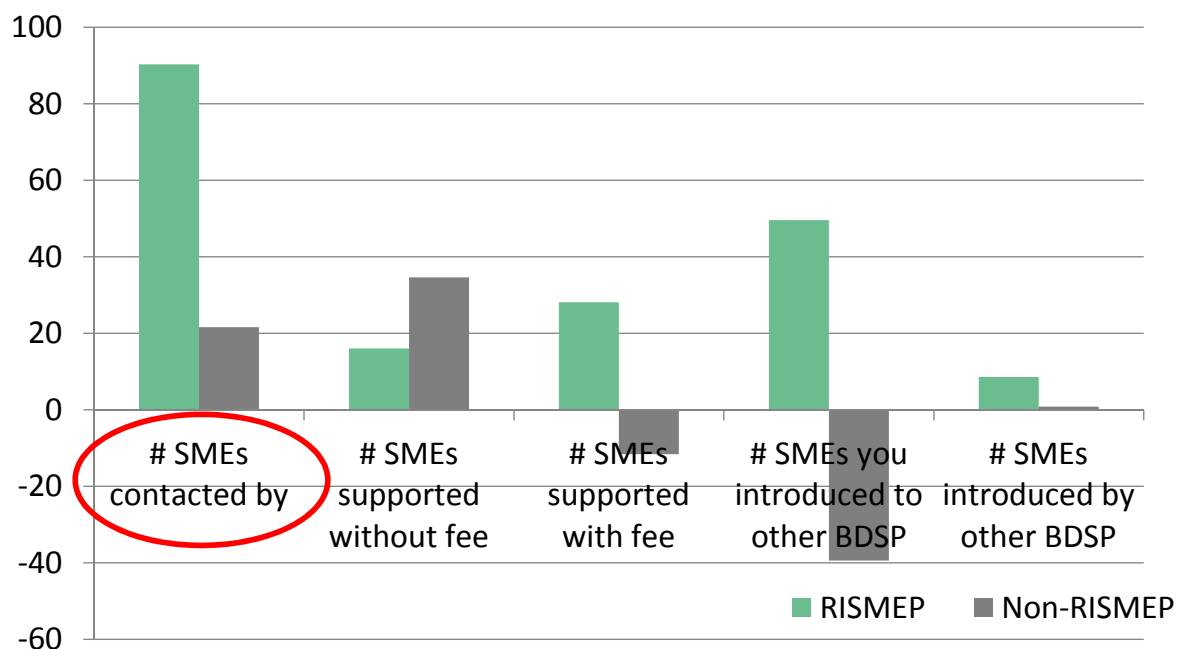
If BDSPs cannot solve the problems, what to do?



6

Changes after RISMEP for BDSPs

(between Oct 13 – Sep 14 & Oct 14 – Sep 15)



7

Policies and Measures during/after the Project in 4 Pilot Provinces

- **DIP decided to expand RISMEP to other 7 provinces where all IPCs located**
- **The Renovation of DIP's general consultation counters, Business Service Center (BSC)**
- **Permanent Secretary for Industry announced his policy to disseminate RISMEP throughout Thailand within 2022**
- **The Establishment of MOI's SME Rescue Center in 76 Provincial Industry Office**
- **The annual budget preparation from fiscal year 2016 has been focused on the integrated activities based**

NEXT STEP > 76

(RISMEP Dissemination Plan)

		FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23
	4 Pilot Provinces	Y1	Y2	Y3	4 Provinces						
	7 Disseminated Provinces		Y0	Y1	Y2	Y3	11 Provinces				
	Provinces under IPCs supervision Group 1	Totally 22 Provinces			Y0	Y1	Y2	Y3			
	Provinces under IPCs supervision Group 2	Totally 44 Provinces			Y0	Y1	Y2	Y3			
	Provinces under IPCs supervision Group 3	Totally 76 Provinces			Y0	Y1	Y2	Y3			

BIMD : Bureau of Industrial Management Development

IPC : Industrial Promotion Center

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The Renovation of Business Service Center (BSC)

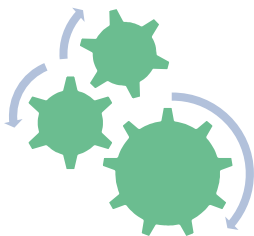


- **Upgraded its service capacity both off-line and online platform**
- **Consultancy services from the expert team through consultation counters and e-consult channel in DIP HQ and 11 IPCs**
- **Boost up cooperation with related institutions and individuals for effective service provision to SMEs**

The Establishment of SME Rescue Center



- **Established in July 2016 by Ministry of Industry**
- **Located in MOI HQ and 76 Provincial Industry Offices with the strong support from 11 Industrial Promotion Centers through BSC**
- **Run under the ministerial cooperation together with commercial banks, public banks and the Federation of Thai SMEs**
- **Focused on SMEs confronting the financial crisis and refer to OSMEP recovery fund and banks' products**



MOI's Open House

- **The roadshow events of MOI in the regional parts of Thailand**
- **Not only MOI's services presented, but also the services of MOI's alliances and partners**
- **Joint consultation counter, SMEs clinic, organized by DIP and networks members**
- **Comprehensive support services, measures and policy direction presented by Minister of Industry**



Concrete Collaboration

NSTDA

BOI

**Min. of
Labour**

**Min. of
Agricultural**

**Min. of
Commerce**

**14
Banks**

Thank you

Khob Khun Krub