

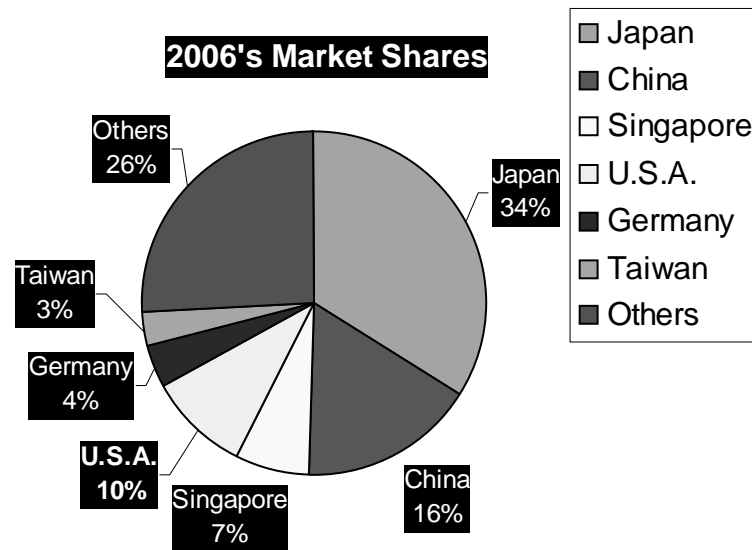
## Brief Market Survey Report on Electric Power Equipment in Thailand

### Thailand's Electric Power Equipment Market

Thai Government is revising its national energy policy and regulations, including the Power Development Plan (PDP) to reflect change in the country's economic growth. More renewable/alternative energy participation is expected, however, at a proportion to be determined.

### Market Size of Thailand's Electric Power Equipment Market

The size in US\$ of Thai electric power equipment market is about \$3 billion with an estimated annual growth rate of 5% year-on-year. Products from Japan, China, and the United States capture about 60% of the total.



### Best Prospects and Buyers

The best sales prospects are power generators, transmission and distribution infrastructure, substations, distribution networks, transformers and converters, switching apparatus and energy efficiency products. Buyers of electric power equipment in Thailand are classified into two major groups: power generation, and power transmission & distribution.

### Market Entry

Manufacturers can sell products directly to the end users, but having a local agent or distributors is highly recommended. To participate in large procurement projects, it is advisable to contact users early in the design specification phase - to increase the chance of winning bids as well as avoiding being excluded.

### Challenges and Barriers

*Challenges* : Thai electric power market is not fully deregulated. It might take some time for newcomers to adapt to local needs and understand market and procurement practices. *Barriers* : Basically there is no barriers for entry but competition is high for large procurement projects.

### Local Trade Event

Power-Gen Asia Conference & Exhibition, 4-6 September, 2007.

IMPACT Exhibition Center, Bangkok, Thailand, Web Address : <http://pga07.events.pennnet.com/fl/index.cfm>

(Source : EEPC Singapore, Office)