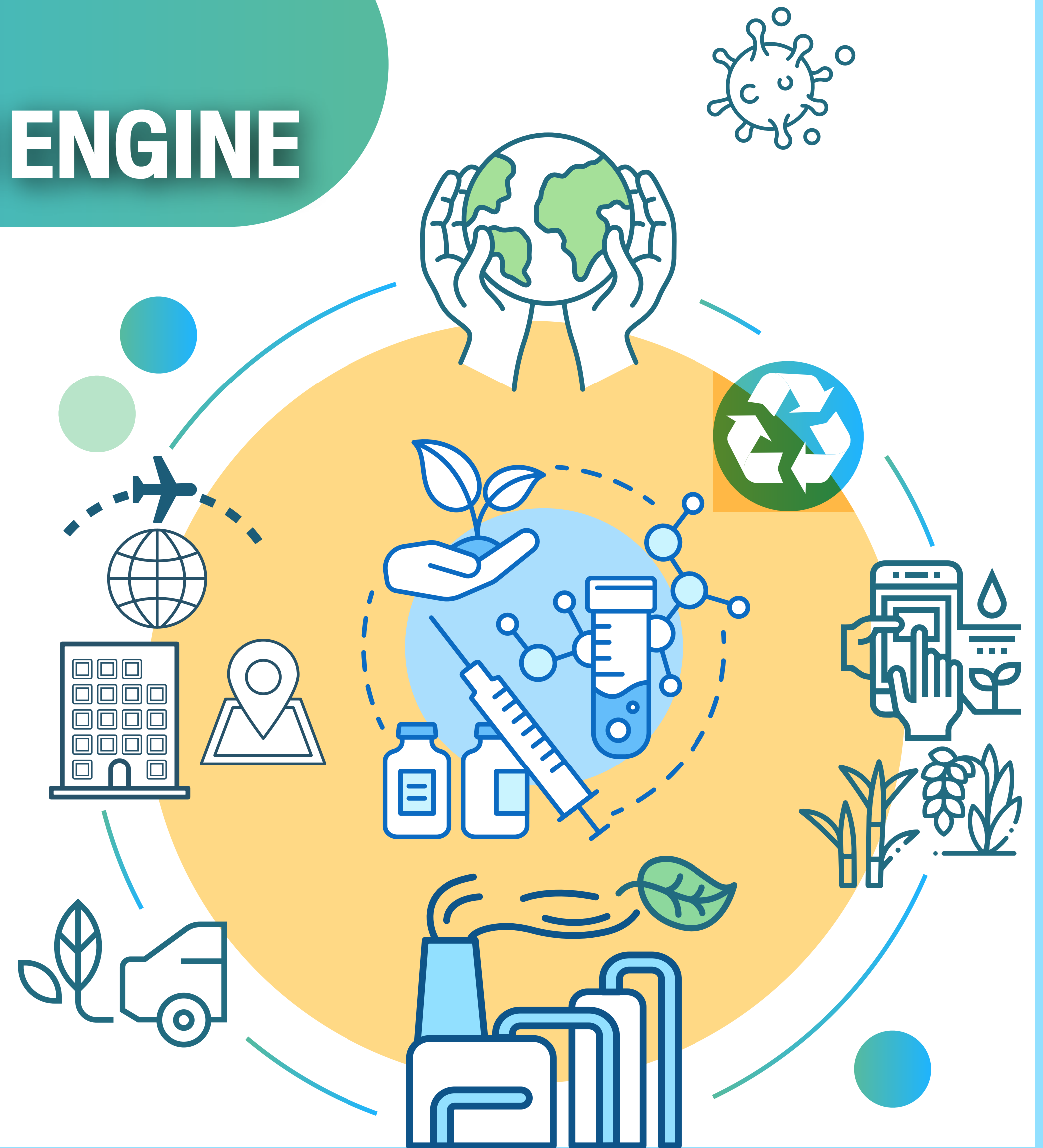


# BCG IN ACTION : THE NEW SUSTAINABLE GROWTH ENGINE

Suvit Maesincee



# Post-COVID-19 Development Strategies

Move Forward, Left No One Behind



**Sufficient Economy Philosophy  
(SEP) for Sustainable  
Development Goals (SDGs)**

**Strengthen from Within,  
Connect to the World**

**Move Forward,  
Left No One Behind**



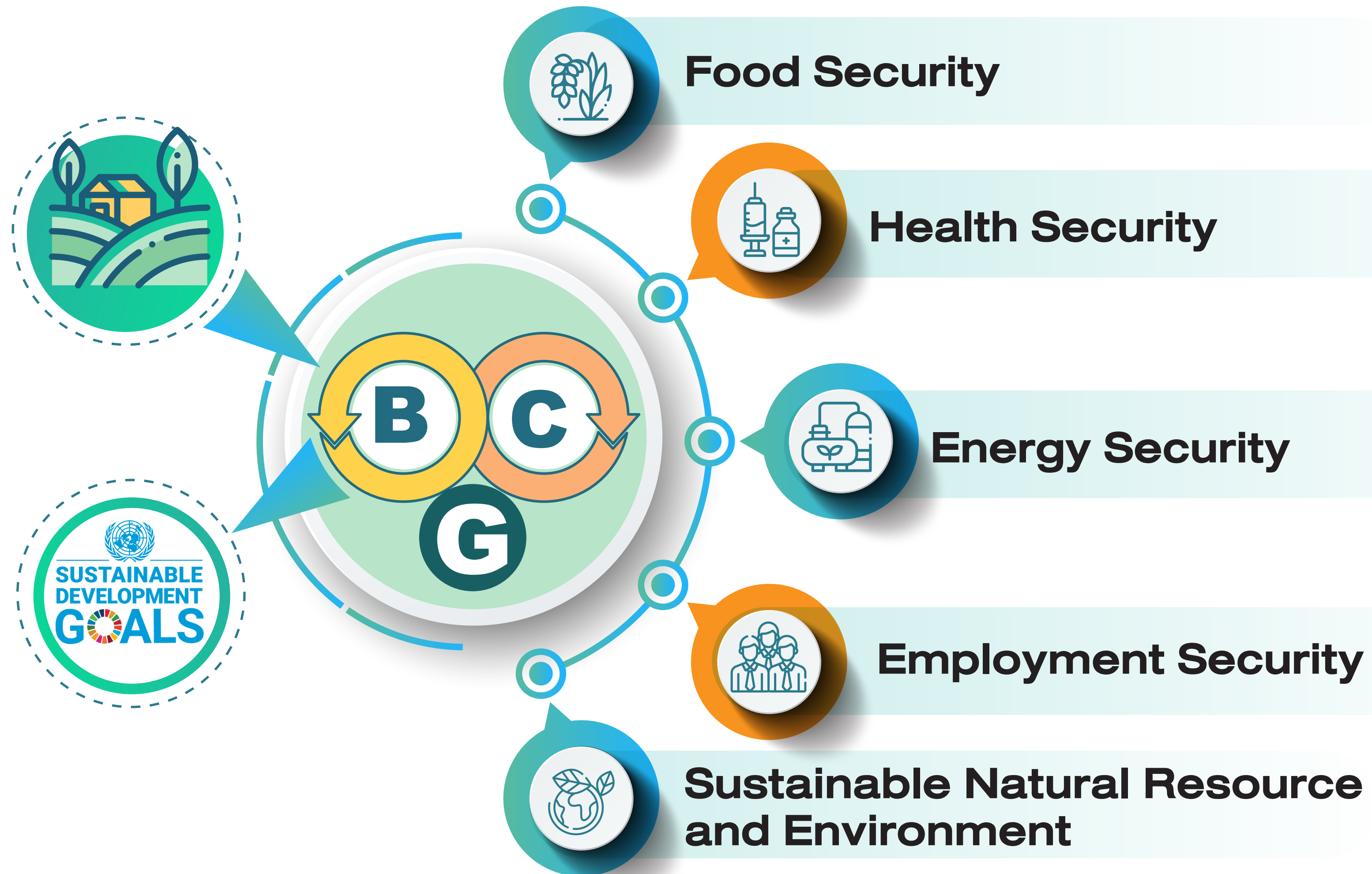
# BCG Economy: Thailand's Economic Model Post-COVID-19

## Principle:

Sufficient  
Economy  
Philosophy

## Goal:

Sustainable  
Development  
Goals (SDGs)



# BCG Economy: Strengthen from Within



**Food and  
Agriculture**



**Medical and  
Wellness**



**Energy, Material  
and Biochemical**



**Tourism and  
Creative Economy**

**Biodiversity**



**Cultural diversity**

- **Policy and Management**
- **Science, Technology and Innovation**
- **Participation from All Sectors**

# BCG Economy: Connecting Thailand to the World Community

**BCG Economy reaches all level from community to country and the world**





# BCG Area-Based Development

## Northern Area 4.0

- Innovative Rice Product
- Good Agriculture Practice (GAP) for Export
- Wellness Tourism Integrating with Cultural Tourism
- Connecting “Lanna” Cultural to New Product and New Service Development

## Southern Area 4.0

- Innovation for Halal Products
- High Valued Tourism in 3 Southern Border Provinces.
- Precision Aquaculture
- Creative Area-Based Development with Southern Charm and Multi-Cultural Basis

## North Eastern Area 4.0

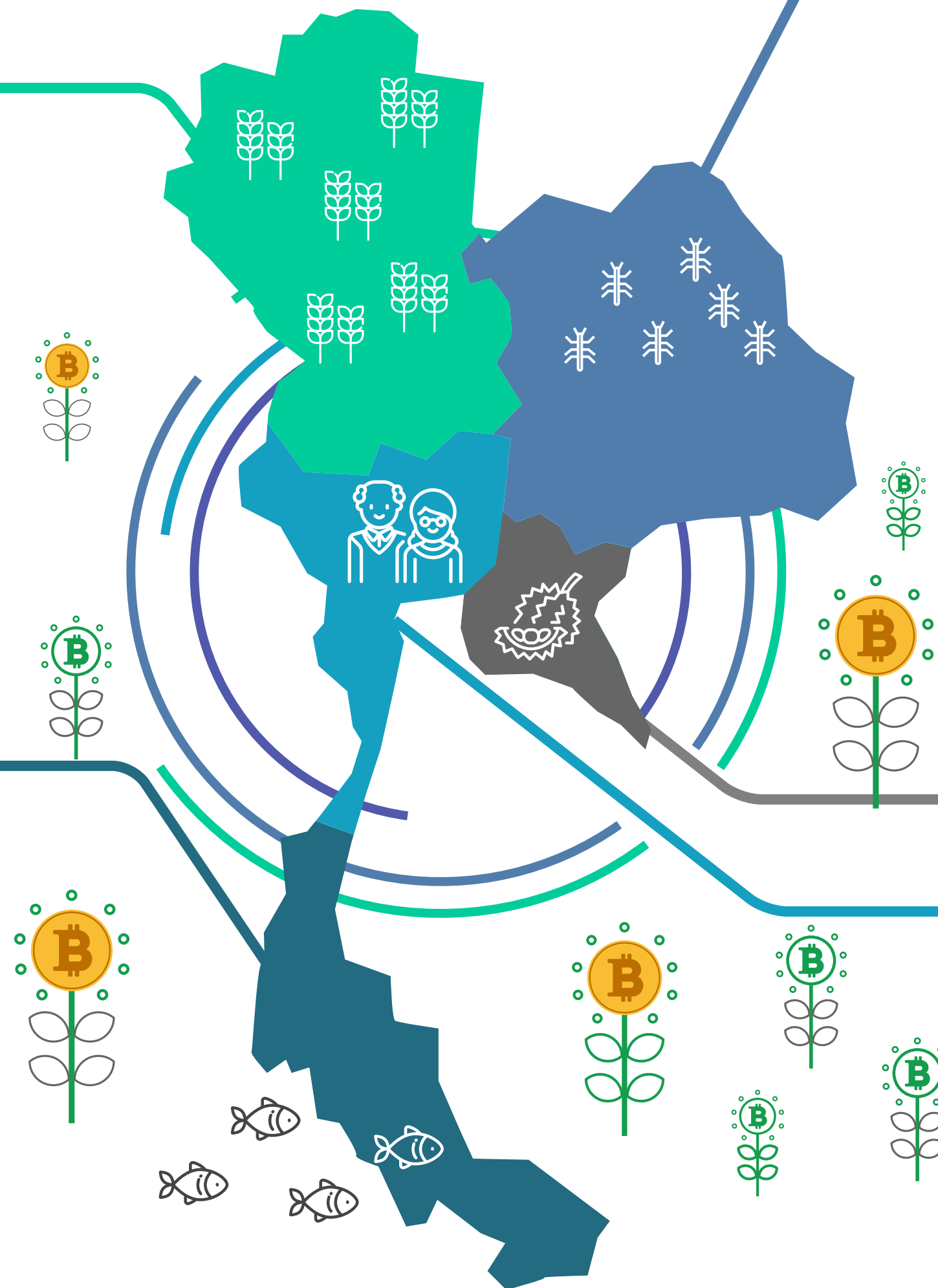
- Protein from Insects
- Opisthorchiasis Prevention Scheme
- Water Management System for Small and Local Reservoirs
- Cultural Tourism Along the Mekhong River Border

## Eastern Area 4.0

- Enhancing Agricultural Productivity (Especially Fruits)
- Enhancing Future Industries
- Creative Tourism Activities

## Central Area 4.0

- Zero Waste
- Active Ageing
- Enhancing New and Innovative Cultural Tourism



# Strategic Goals



**Income increases from 3.4 trillion Baht (21 %of GDP) to 4.4 trillion Baht (24% of GDP)**



**Employment rises from 16.5 million to 20 million**



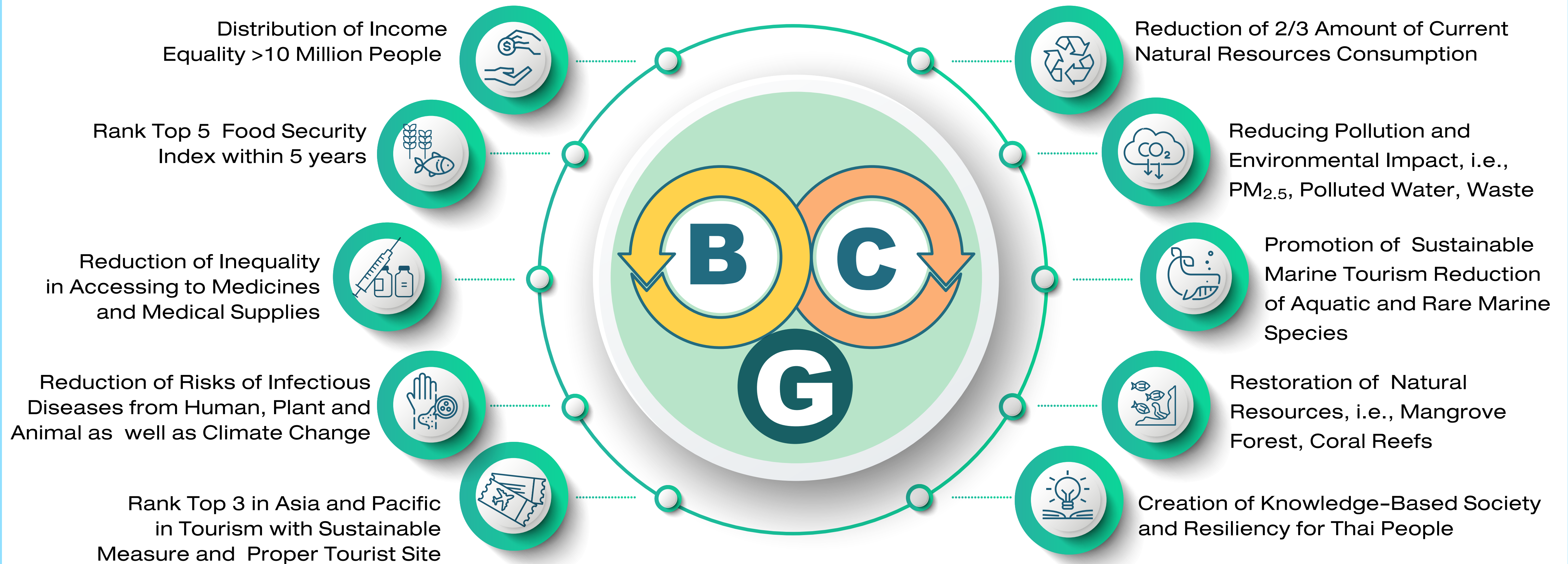
**Growth with size of pie to all instead of share of pie to some**



**Growth from people power not from market power  
(where big fish eats small fish)**



# Strategic Outcome of BCG Economy Model





# Thailand's Challenge

## Food and Agriculture



**12 Million**  
People Working  
in Agricultural Sector

**90% of Agricultural**  
Land Usage  
Limited on only 6 Majors  
Crops: Rice, Sugarcane, Cassava,  
Rubber, Oil Palm, and Corn

### Challenges

- Volatile crop price and low income farmer
- Deteriorating natural resources
- Aging Workforce

## Medical and Wellness



**100 Billion Baht**  
Imported Value of Medical  
and Pharmaceutical Products

**1.4 Trillion Baht**  
Estimated Healthcare  
Expenditure when  
Thailand Becomes  
Super-Aged Society

### Challenges

- Aging society
- Dependent on the import of medical equipment and pharmaceutical products

## Energy, Material and Biochemical



**60% of Energy**  
**Consumption**  
are Imported

**Only 16.5%**  
**of Domestic**  
**Energy Production**  
Come from  
Renewable Energy

### Challenges

- Energy security of the country
- Reduction of the import of energy

## Tourism and Creative Economy



**3 Trillion Baht**  
Income from Tourism  
(Rank 4<sup>th</sup> in the World)

**80% of Tourists**  
or 35 Million People  
Travel to Only 8 Provinces

### Challenges

- “Overtourism” number of tourists over the carrying capacity of the location
- Deteriorating natural resources

# Turning Challenges to Opportunities

Thailand's positioning in the world forum

## Challenges

- **Climate Change and Global Warming**
- **Economic Crisis**
- **Pandemic Crisis**
- **Terrorism**
- **Pollution and Environment**



### Strengths/Weaknesses

High food security and being kitchen of the world, despite being mired in a low valued-added export trap

Strong health security but need to import medicine, materials and medical devices

Rich in biodiversity and cultural diversity but focusing on quantity rather than quality tourism

### Thailand's Growth Opportunities

Global trend of development is to be balance and sustainable

Consumers focus on quality, hygienic safety and international standard

New lifestyle leads to market opportunity for health products and services

1

**Hygienic Kitchen of the World**

2

**High Value-Added Products from Innovation and Creativity**

3

**Healthy People (Prediction/ Preventive/Precision)**

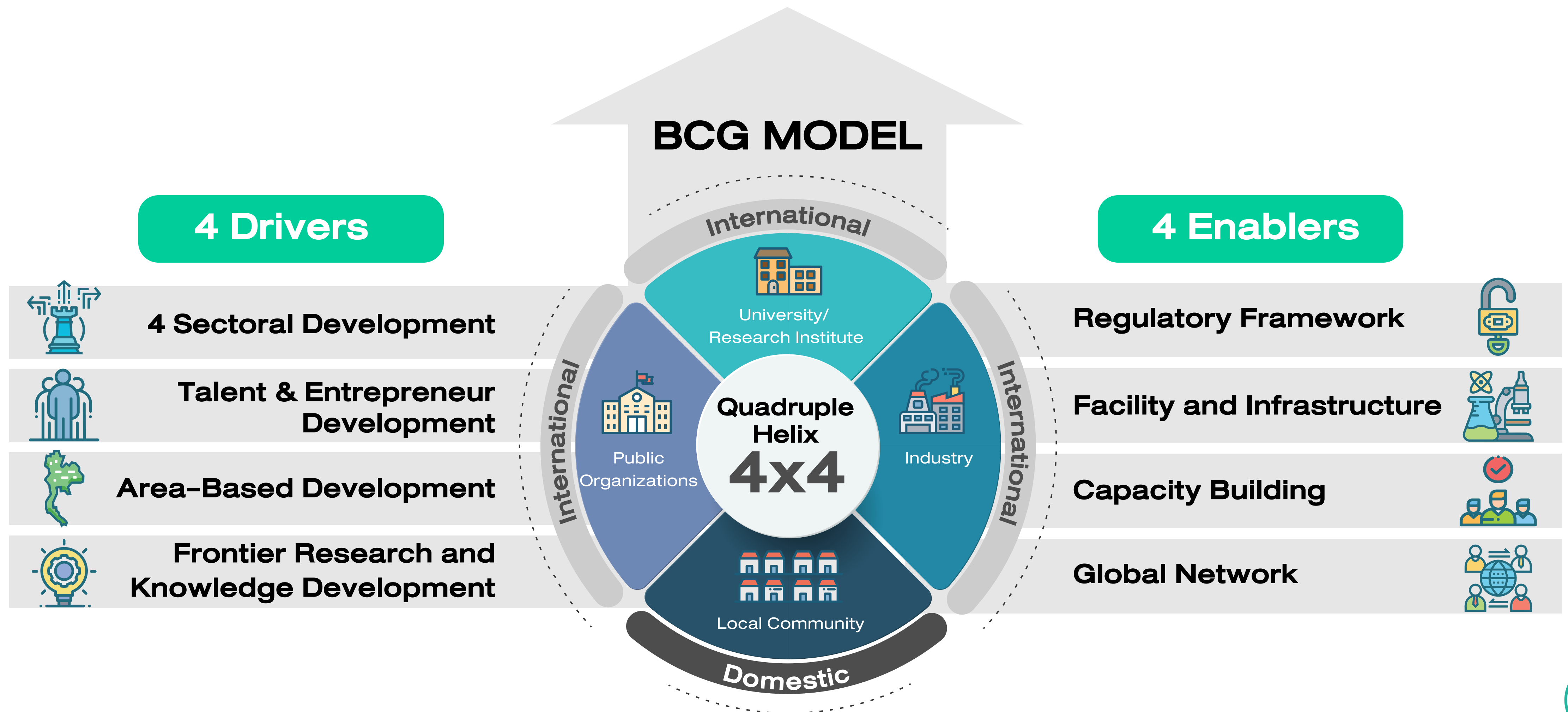
4

**Happy Destination**

5

**Harmonious and Sustainable Society**

# BCG Model Development Mechanism

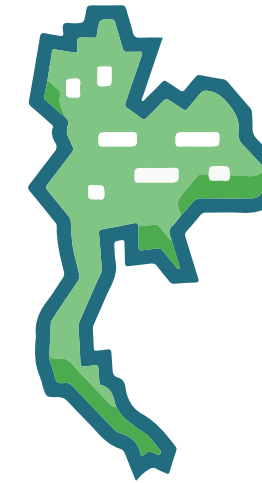
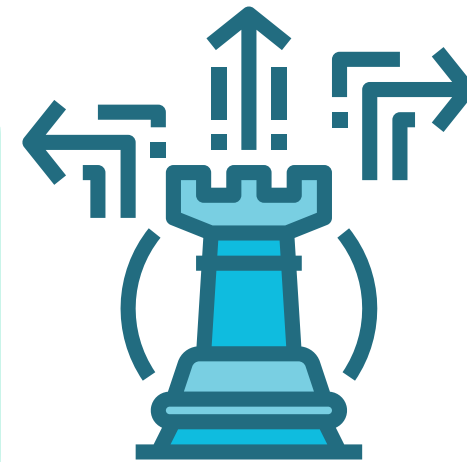




# BCG DRIVERS: 4 Drivers

## 4 Sector Development

- Food and Agriculture
- Medical and Wellness
- Energy, Material and Biochemical
- Tourism and Creative Economy



## Area-Based Development

- Northern Economic Corridor (NEC)
- North Eastern Economic Corridor (NEEC)
- Eastern Economic Corridor (EEC)
- Southern Economic Corridor (SEC)

## Talent & Entrepreneur Development

- BCG Startups
- Innovative Driven Enterprises (IDEs)
- Smart Farmers
- High-Value Service Providers
- Deep Technology Developers
- Creative Entrepreneurs



**4**  
**BCG**  
**DRIVERS**

## Frontier Research and Knowledge Development

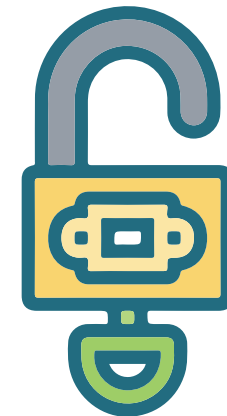
- Complex Microbiota
- Terahertz
- OMICs
- Decarbonization
- Bioprocess Engineering
- HPC & AI
- Gene Editing & Synthetic Biology
- Advance Digital Platform



# BCG ENABLERS: 4 Enablers

## Regulatory Framework

- Regulatory Sandbox
- Product Life-Cycle
  - Biodiversity Act
  - Bayh-Dole Act

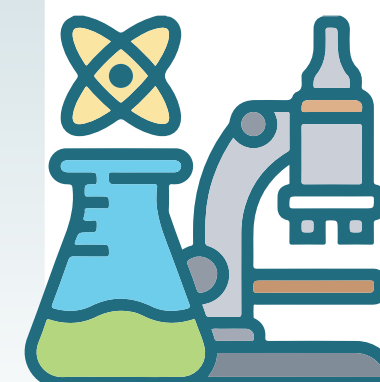


## Capacity Building

- BCG Career Path
- BCG Skill-Set
- BCG Curriculum
- Non-Degree Programs
- Digital/Deep Technology Innovation

## Facility and Infrastructure

- National Biobank
- National Quality Infrastructure (NQI)
  - High Performance Computing for AI & Big Data
- Countrywide-High Speed Internet Network

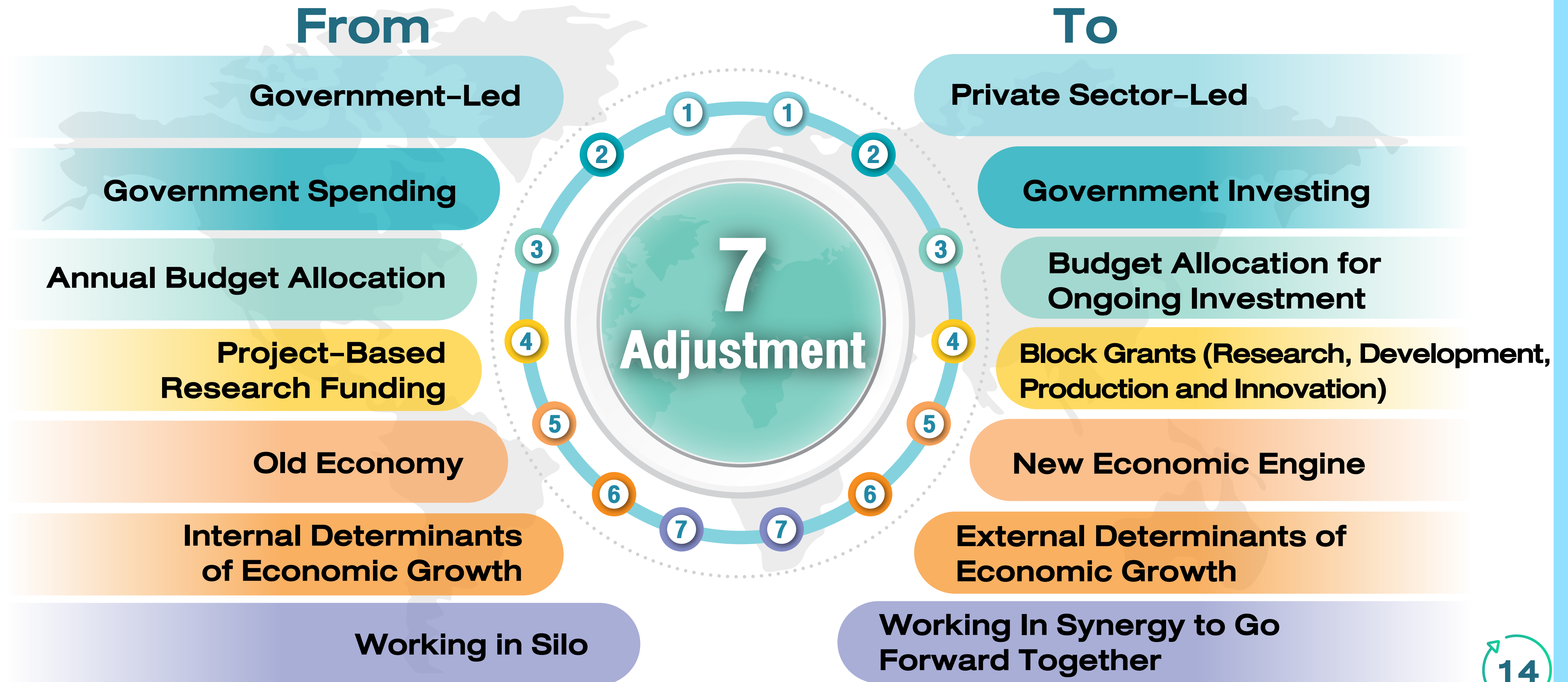


## Global Network

- BCG Global Forum
- International Organizations
- Global Universities
- Global Research Institutes
- Global Digital & Tech Companies

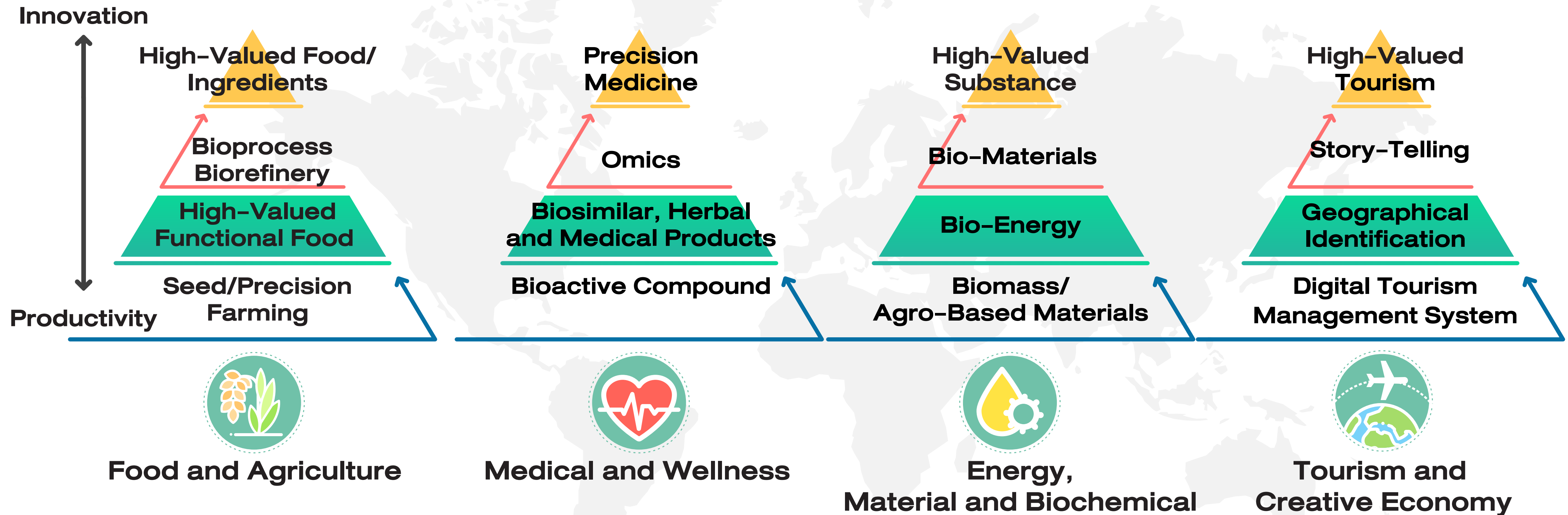
**4**  
**BCG**  
**ENABLERS**

# 7 Adjustment Scheme





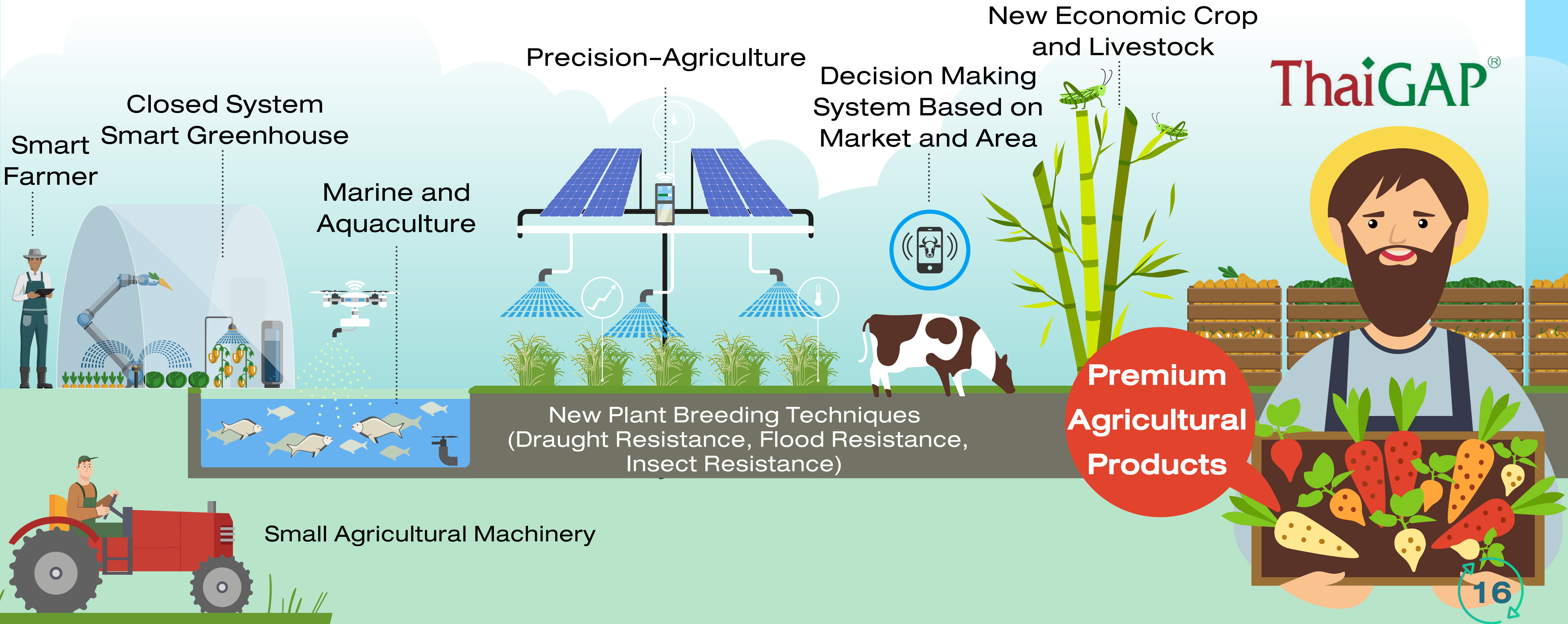
# Value Creation in 4 BCG Sectors



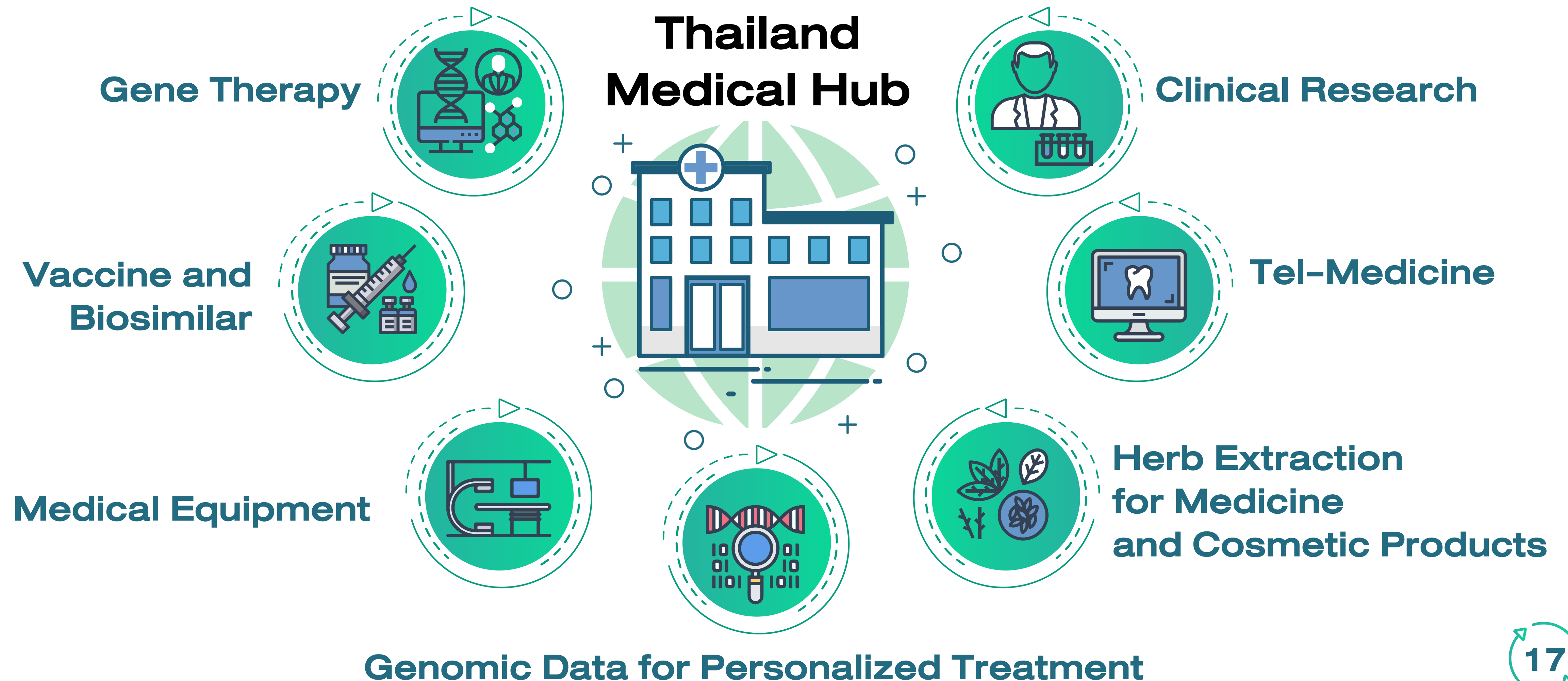
**BCG Digital Platform**

# BCG Economy Model in Food and Agriculture Sector

Satellite Imaging  
to Manage  
and Monitor  
Agricultural Crop



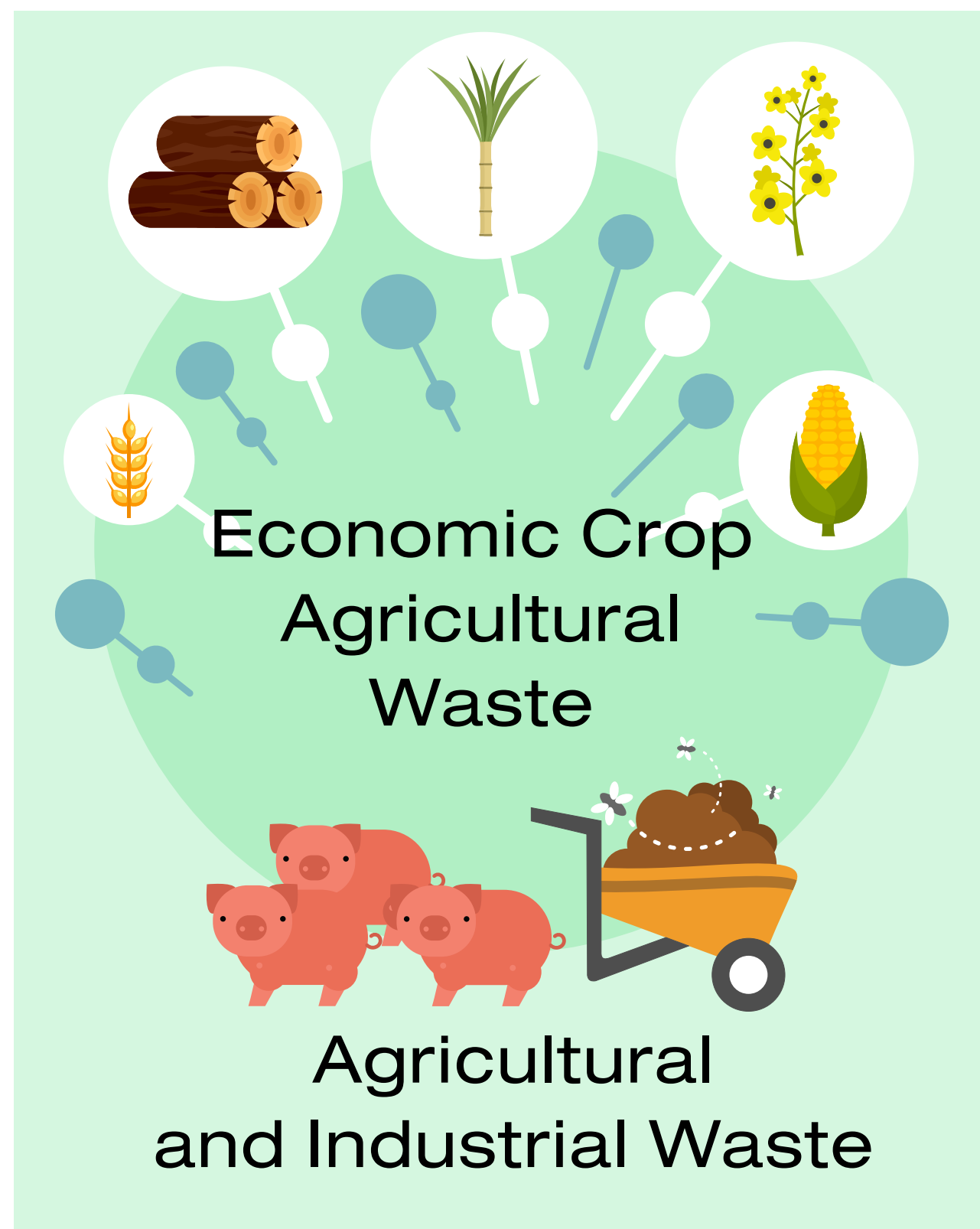
# BCG Economy Model in Medical and Wellness Sector



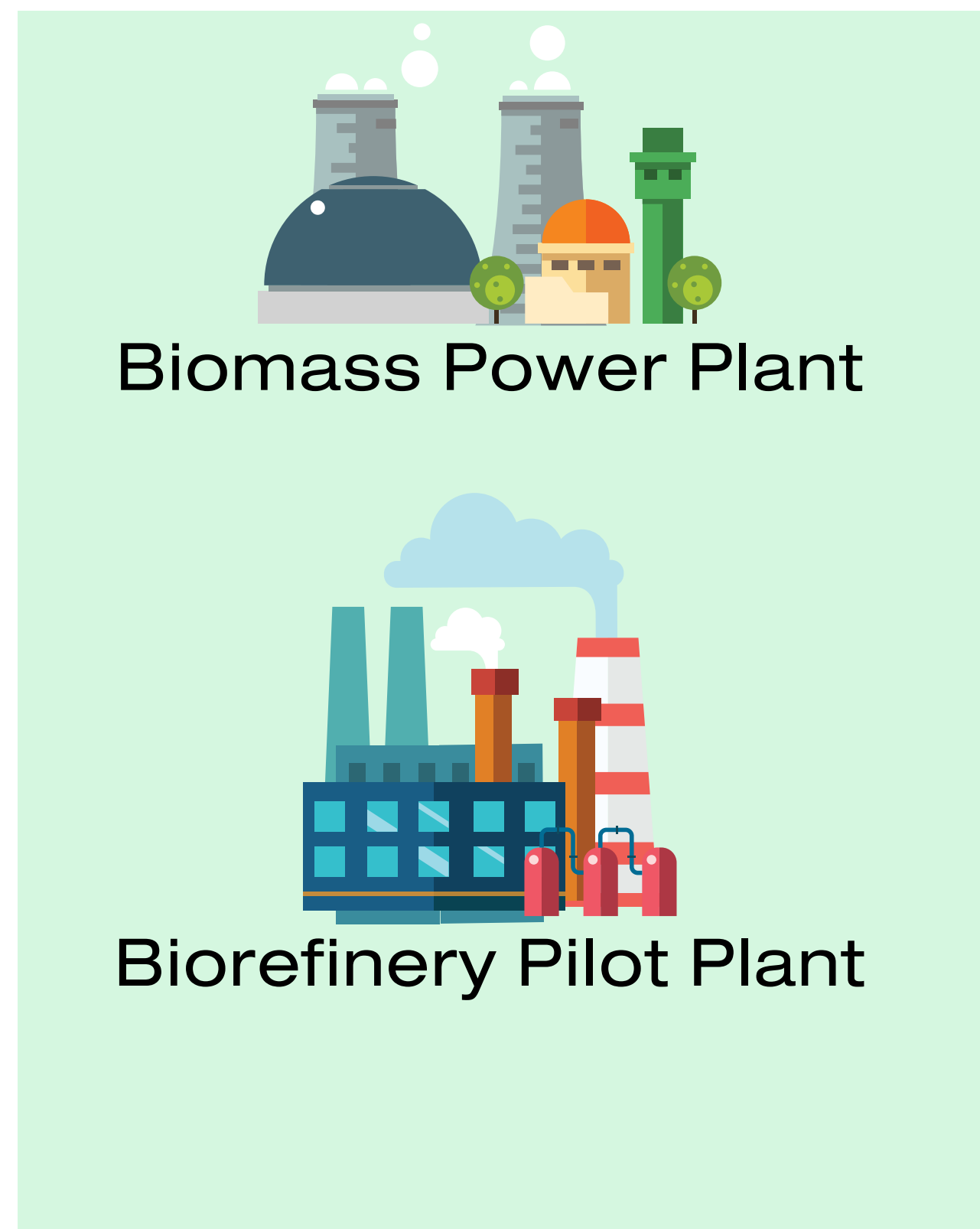


# BCG Economy Model in Medical and Wellness Sector

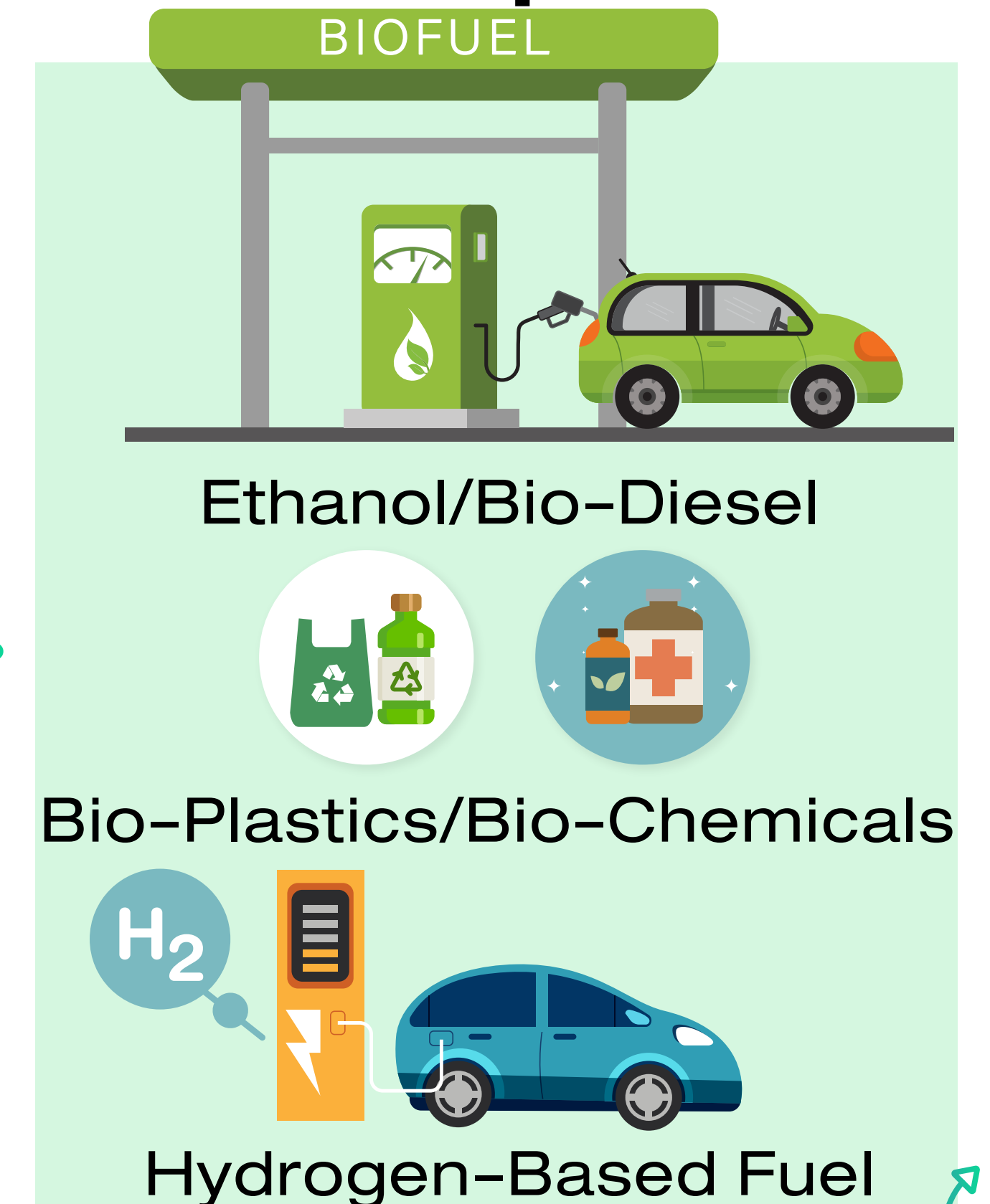
## Agricultural Product and Waste



## Investment Promotion



## Industrial Development



# BCG Economy Model in Tourism and Creative Economy Sector



# National BCG Driving Structure

**BCG Policy Board of Director  
(Prime Minister as a Chairman)**

**BCG Economic  
Promotion Agency**

**SU  
Agriculture**

**SU  
Food**

**SU  
Medical and  
Vaccine**

**SU  
Medical  
Devices**

**SU  
Energy,  
Material and  
Biochemical**

**SU  
Tourism**

**SU  
Creative  
Economy**

**SU  
Circular  
Economy**



