The Thai Defense Industry - Market Opportunities and Entry Strategies, Analyses and Forecasts to 2015

Description:

Synopsis:

- Top level overview of the Thai defense industry
- A breakdown of the Thai defense industry by spend pattern valued from 2006 through 2010 and forecasted from 2011 through 2015
- A breakdown of the markets by segment valued from 2006 through 2010 and forecasted from 2011 through 2015
- Details of top companies active across the Thai defense industry
- Emerging trends and opportunities in the Thai defense industry in the last 12 months

This report offers insights into the market opportunities and entry strategies adopted by foreign OEMs (original equipment manufacturers) to gain a market share in the Thai defense industry.

In particular, it offers in-depth analysis of the following:

- Market opportunity and attractiveness: detailed analysis of the current industry size and growth expectations during 2011–2015, including highlights of the key growth stimulators. It also benchmarks the industry against key global markets and provides detailed understanding of emerging opportunities in specific areas.
- Procurement dynamics: trend analysis of imports and exports, together with its implications and impact on the Thai defense industry.
- Industry structure: five forces analysis to identify various power centers in the industry and how these are likely to develop in the future.
- Market entry strategy: analysis of possible ways to enter the market, together with detailed descriptions of how existing players have entered the market, including key contracts, alliances, and strategic initiatives.
- Competitive landscape and strategic insights: analysis of competitive landscape of the defense industry in Thailand. It provides an overview of key defense companies (both domestic and foreign), together with insights such as key alliances, strategic initiatives, and a brief financial analysis.
- Business environment and country risk: a range of drivers at country level, assessing business environment and country risk. It covers historical and forecast values for a range of indicators, evaluating business confidence, economic performance, infrastructure quality and availability, labor force, demographics, and political and social risk.

Scope of the report:

- Analysis of the defense industry market size from 2006 through 2010 and forecasts till 2015
- Analysis of defense budget allocation
- Benchmarking with key global markets
- Market opportunities
- Defense procurement dynamics
- Industry dynamics
- Market entry strategy
- Competitive landscape and strategic insights
- Business environment and country risk

Reasons to Buy:

- Gain insight into the Thai defense industry with current, historic and forecast market values
- Get insight on market opportunity and attractiveness
- Get insight on industry procurement dynamics
- Gain insight on industry structure
- Gain insight into the regulations governing the Thai defense industry and the potential market entry strategies with an expert analysis of the competitive structure
Identify top companies of the Thai defense industry along with profiles of all those companies

Key Highlights:

Thai defense expenditure expected to increase at a CAGR of 14.56% during the forecast period

Thai military spending, estimated at US$5.6 billion in 2011, has increased at a CAGR of 21.15% during the review period and is projected to register a CAGR of 14.46% during the forecast period to reach US$9.7 billion by 2015. Thai defense expenditure is expected to be driven by modernization initiatives in addition to border disputes, security threats and an arms race with neighboring countries. Moreover, years of defense budget underfunding has created the need for a comprehensive modernization program for equipment including fighter aircraft, military helicopters, armored carrier vehicles and diesel submarines. To enable this Thailand is aiming to increase defense expenditure as a percentage of GDP from 1.6% in 2011 to 2.1% in 2015.

During the review period an average of 70% of the nation's defense spending was earmarked for revenue expenses while an average of 30% was spent on capital expenditure. However, during the forecast period the share of capital expenditure in the overall defense budget is expected to increase to an average of 35% as the country focuses on replacing the existing fleet of obsolete military hardware. As a result of this increase in capital expenditure defense equipment suppliers will witness a surge in demand for advanced defense systems such as fighter aircraft, military helicopters, armored vehicles, surveillance equipment, warships and submarines.
3.5.3 Demand for land-based defense systems expected to increase

4. Defense Procurement Market Dynamics
4.1.1 Undeveloped domestic defense industry drives imports
4.1.2 Defense imports expected to increase during the forecast period
4.1.3 The US dominated Thai defense imports during 2009
4.1.4 Aircraft accounted for a majority of defense imports during 2009
4.2 Export Market Dynamics
4.2.1 Thailand has limited export capabilities

5. Industry Dynamics
5.1 Five Forces Analysis
5.1.1 Bargaining power of supplier: low
5.1.2 Bargaining power of buyer: high
5.1.3 Barrier to entry: low to medium
5.1.4 Intensity of rivalry: high
5.1.5 Threat of substitution: high

6. Market Entry Strategy
6.1 Market Regulation
6.1.1 Offsets are mandatory for all procurements exceeding US$9.5 million
6.1.2 The Thai defense sector is partially regulated
6.2 Market Entry Route
6.2.1 Biennial defense exhibition provides an attractive entry route
6.2.2 Foreign equipment manufacturers enter the market through direct commercial sales
6.2.3 Foreign defense organizations venture into the market by partnering with a domestic defense firm
6.3 Key Challenges
6.3.1 Corruption and a lack of transparency impedes the growth of Thailand’s defense industry
6.3.2 Presence of indirect offset hampers the growth of the domestic defense sector

7. Competitive Landscape and Strategic Insights
7.1 Competitive Landscape Overview
7.2 Key Private Sector Companies
7.2.1 Avia Saab Technologies Co. Ltd: overview
7.2.2 Avia Saab Technologies Co. Ltd: products
7.2.3 Avia Saab Technologies Co. Ltd: recent announcements and strategic initiatives
7.2.4 Avia Saab Technologies Co. Ltd: alliances
7.2.5 Avia Saab Technologies: recent contract wins
7.2.6 Avia Saab Technologies: financial analysis
7.2.7 Avia Satcom: overview
7.2.8 Avia Satcom: products and services
7.2.9 Avia Satcom: recent announcements and strategic initiatives
7.2.10 Avia Satcom: alliances
7.2.11 Avia Satcom: recent contract wins
7.2.12 Avia Satcom: financial analysis
7.2.13 Infowave (Thailand) Co., Ltd.: overview
7.2.14 Infowave (Thailand) Co., Ltd.: defense products and services
7.2.15 Infowave (Thailand) Co., Ltd.: recent announcements and strategic initiatives
7.2.16 Infowave (Thailand) Co., Ltd: alliances
7.2.17 Infowave (Thailand) Co., Ltd.: recent contract wins
7.2.18 Infowave (Thailand) Co., Ltd.: financial analysis

8.1 Business Confidence
8.1.1 Business sentiment index
8.1.2 Market capitalization trend - The Thailand stock exchange, Thailand
8.1.3 FDI inflows by sector
8.1.4 Deployment of credit by sector
8.2 Economic Performance
8.2.1 GDP at constant prices (US dollars)
8.2.2 GDP per capita at constant prices (US dollars)
8.2.3 GDP at current prices (US dollars)
8.2.4 GDP per capita at current prices (US dollars)
8.2.5 GDP split by key sectors
8.2.6 Agricultural net output at current prices (Thai baht)
8.2.7 Agricultural net output at current prices (US dollars)
8.2.8 Agricultural net output at current prices as percentage of GDP
8.2.9 Manufacturing net output at current prices (Thai baht)
8.2.10 Manufacturing net output at current prices (US dollar)
8.2.11 Manufacturing net output at current prices as percentage of GDP
8.2.12 Mining, manufacturing and utilities net output at current prices (Thai baht)
8.2.13 Mining, manufacturing and utilities at current prices (US dollars)
8.2.14 Mining, manufacturing and utilities at current prices as percentage of GDP
8.2.15 Construction net output at current prices (Thai baht)
8.2.16 Construction net output at current prices (US dollar)
8.2.17 Construction net output current prices as a percentage of GDP
8.2.18 Crude steel production
8.2.19 Crude oil consumption
8.2.20 Inflation rate
8.2.21 Current account balance as a percentage of GDP
8.2.22 Exports as a percentage of GDP
8.2.23 Imports as a percentage of GDP
8.2.24 Exports growth
8.2.25 Imports growth
8.2.26 Fiscal balance as a percentage of GDP
8.2.27 Annual average exchange rate US$–THB
8.2.28 End of the period exchange rate US$–THB
8.2.29 Debt service ratio
8.3 Infrastructure Quality and Availability
8.3.1 Total airports and sea ports
8.3.2 Railways and roadways
8.3.3 Passenger vehicle production volume
8.3.4 Commercial vehicle production volume
8.3.5 Automotive components export trend
8.3.6 Automotive components import trend
8.3.7 Total installed capacity for electricity generation
8.3.8 Installed capacity for the generation of conventional thermal electricity
8.3.9 Electricity production
8.3.10 Electricity consumption
8.3.11 Installed capacity for the generation of hydroelectricity
8.3.12 Installed capacity for renewable electricity generation
8.3.13 Electricity exports
8.3.14 Electricity imports
8.3.15 Healthcare expenditure
8.3.16 Healthcare expenditure as a percentage of GDP
8.3.17 Healthcare expenditure per capita
8.3.18 R&D expenditure as a percentage of GDP
8.3.19 Total internet subscribers
8.3.20 Broadband internet subscribers
8.3.21 Personal computer penetration rate
8.3.22 Mobile phone penetration rate
8.4 Labor Force
8.4.1 Labor force
8.4.2 Unemployment rate
8.5 Demographics
8.5.1 Annual disposable income
8.5.2 Annual per capita disposable income
8.5.3 Annual consumer expenditure on food
8.5.4 Annual per capita consumer expenditure on food
8.5.5 Total population
8.5.6 Urban and rural population
8.5.7 Female percentage of population
8.5.8 Male percentage of population
8.5.9 Mean age of population
8.5.10 Median age of population
8.5.11 Population density
8.5.12 Age distribution of the total population
8.5.13 Age distribution of the male population
8.5.14 Age distribution of the female population
8.5.15 Number of households
8.6 Political and Social Risk
8.6.1 Political stability
8.6.2 Terrorism index
8.6.3 Transparency index

9. Appendix
9.1 Contact Us
9.2 About ICD Research
9.3 Disclaimer

List of Tables
Table 1: ICD Research Intelligence Terrorism Index
Table 2: Defense Offset Regulations in Thailand
Table 3: Avia Satcom – Alliances
Table 4: Infowave (Thailand) Co., Ltd - Alliances

List of Figures
Figure 1: Thai Defense Market Size (US$ Billion), 2006–15
Figure 2: Thai Defense Expenditure as a Percentage of GDP (%), 2006–15
Figure 3: Thai Defense Budget Allocation for Capital and Revenue Expenditure (%), 2006–15
Figure 4: Thai Defense Budget Allocation (%), 2006–15
Figure 5: Thai Army Defense Budget Allocation (US$ Billion), 2006–15
Figure 6: Thai Navy Defense Budget Allocation (US$ Billion), 2006–15
Figure 7: Thai Air Force Defense Budget Allocation (US$ Billion), 2006–15
Figure 8: Thai Defense Budget Allocation for Other Categories (US$ Billion), 2006–15
Figure 9: Thai Police Budget (US$ Billion), 2006–15
Figure 10: ICD Research Terrorism Heat Map, 2010
Figure 11: ICD Research Defense Terrorism Index, 2010
Figure 12: Benchmarking with Key Global Markets - Historical vs. Expected Defense Budget Growth (%), 2006–15
Figure 13: Defense Expenditure of Countries with the Largest Defense Expenditure (US$ Billion), 2010 and 2015
Figure 14: Defense Spending as a Percentage of GDP of Countries with the Largest Defense Expenditure (%), 2010
Figure 15: Per Capita Defense Expenditure of the Largest Military Spenders in the World (US$), 2010
Figure 16: Thai Defense Imports Trend, 2006–09 (TIV values)
Figure 17: Thai Defense Imports by Country (%), 2006–09 and 2009
Figure 18: Thai Defense Imports by Category (%), 2006–09
Figure 19: Industry Dynamics Porter’s Five Forces Analysis
Figure 20: Thai Business Sentiment Index, 2008–10
Figure 21: The Thailand Stock Exchange Market Capitalization (US$ Billion), 2003–09
Figure 22: Thai FDI Inflows by Sector (US$ Billion) 2003–09
Figure 23: Thai Deployment of Credit by Sector (US$ Billion) 2003–09
Figure 24: Thai GDP at Constant Prices (US$ Billion), 2003–15
Figure 25: Thai GDP Per Capita at Constant Prices (US$), 2003–15
Figure 26: Thai GDP at Current Prices (US$ Billion), 2003–15
Figure 27: Thai GDP Per Capita at Current Prices (US$), 2003–15
Figure 28: Thai GDP Split by Key Sectors (%), 2003 and 2009
Figure 29: Thai Agricultural Net Output at Current Prices (THB Trillion), 2003–15
Figure 30: Thai Agriculture Net Output at Current Prices (US$ Billion), 2003–15
Figure 31: Thai Agriculture Net Output at Current Prices as a Percentage of GDP (%), 2003–15
Figure 32: Thai Manufacturing Net Output at Current Prices (THB Trillion), 2003–15
Figure 33: Thai Manufacturing Net Output at Current Prices (US$ Billion), 2003–15
Figure 34: Thai Manufacturing Net Output at Current Prices as a Percentage of GDP (%), 2003–15
Figure 35: Thai Mining, Manufacturing and Utilities Net Output at Current Prices (THB Trillion), 2003–15
Figure 36: Thai Mining, Manufacturing and Utilities Net Output at Current Prices (US$ Billion), 2003–15
Figure 37: Thai Mining, Manufacturing and Utilities Net Output at Current Prices as a Percentage of GDP (%), 2003–15
Figure 38: Thai Construction Net Output at Current Prices (THB Billion), 2003–15
Figure 39: Thai Construction Net Output at Current Prices (US$ Billion), 2003–15
Figure 40: Thai Construction Output at Current Prices as a Percentage of GDP (%), 2003–15
Figure 41: Thai Crude Steel Production (Million Metric Tons), 2003–15
Figure 42: Thai Crude Oil Consumption (Million Tons), 2003–15
Figure 43: Thai Inflation Rate (%), 2003–15
Figure 44: Thai Current Account Balance as a Percentage of GDP (%), 2003–09
Figure 45: Thai Exports as a Percentage of GDP (%), 2003–15
Figure 46: Thai Imports as a Percentage of GDP (%), 2003–15
Figure 47: Thai Exports Growth (%), 2003–15
Figure 48: Thai Imports Growth (%), 2003–15
Figure 49: Thai Fiscal Balance as a Percentage of GDP (%), 2003–09
Figure 50: Thai Annual Average Exchange Rate US$–THB, 2003–09
Figure 51: Thai End of the Period Exchange Rate US$–THB, 2003–09
Figure 52: Thai Debt Service Ratio (%), 2003–09
Figure 53: Thai Airports and Sea Ports (Number of), 2009
Figure 54: Thai Railways and Roadways (Kilometers), 2009
Figure 55: Thai Passenger Vehicle Production (Units), 2003–15
Figure 56: Thai Commercial Vehicle Production (Units), 2003–15
Figure 57: Thai Automotive Components Exports (US$ Billion), 2003–15
Figure 58: Thai Automotive Components Imports (US$ Billion), 2003–15
Figure 59: Thai Total Installed Capacity for Electricity Generation (Million Kilowatts), 2003–15
Figure 60: Thai Installed Capacity for the Generation of Conventional Thermal Electricity (Million Kilowatts), 2003–15
Figure 61: Thai Electricity Production (Billion Kilowatt Hours), 2003–15
Figure 62: Thai Electric Power Consumption (Billion Kilowatt Hours), 2003–15
Figure 63: Thai Installed Capacity for the Generation of Hydroelectricity (Million Kilowatts), 2003–15
Figure 64: Thai Installed Capacity for Generation of Renewable Electricity (Million Kilowatts), 2003–15
Figure 65: Thai Electricity Exports (Billion Kilowatt Hours), 2003–15
Figure 66: Thai Electricity Imports (Billion Kilowatt Hours), 2003–15
Figure 67: Thai Healthcare Expenditure (US$ Billion), 2003–15
Figure 68: Thai Healthcare Expenditure as a Percentage of GDP (%), 2003–15
Figure 69: Thai Per Capita Healthcare Expenditure (US$), 2003–15
Figure 70: Thai R&D Expenditure as a Percentage of GDP (%), 2003–15
Figure 71: Thai Internet Subscriptions (Million), 2003–15
Figure 72: Thai Broadband Internet Subscriptions (Million), 2003–15
Figure 73: Thai Personal Computer Penetration Rate (per 100 people), 2003–15
Figure 74: Thai Mobile Phone Penetration (%), 2003–15
Figure 75: Thai Size of Labor Force in 15–59 Age Group (Million), 2003–15

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