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Thailand



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Greeting



Sawasdee Colleagues,

The word often spoken here as a greeting or farewell is Sawasdee. It is our great pleasure to greet you all and introduce you to Kienbaum in the "land of smiles". Thailand is often called the "land of smiles," not only because visitors love its natural beauty and historical riches, but also because of the country's friendly people and fascinating culture.

Thailand is the world's 50th largest country in terms of total area, and the 21st most-populous country, with approximately 64 million people. The largest city is Bangkok, the capital, which is also the country's center of political, commercial, industrial and cultural activities with a population of ten million people. About 75 percent of the population is ethnically Thai, 14 percent is of Chinese origin, and three percent is ethnically Malay; the rest belongs to minority groups. The country's official language is Thai. The primary religion is Buddhism, which is practiced by around 95 percent of all Thais.

To further strengthen Kienbaum's Asia Pacific presence, our office in Bangkok, Thailand was founded by Mr Franz Josef Kleideitert in mid 2004, two years after our Shanghai office was established. On board from day one were myself and one researcher, who has now grown into one of our consultants. It was certainly a new exciting chapter for both of us to join the Kienbaum/FJK family. The team together with our client base has grown steadily through the years and we now have seven people in our team. We have been assisting our clients with over 150 challenging searches since we started. Our clients come from many industries, i.e. Consumer Goods, Building Materials, Retail, Banking, Automotive etc. We believe that with our consistent approach and high quality standards, most of our clients consider us as their long term business partner.

In the past few years we have witnessed some unfortunate events around our country: we have survived the political unrest in 2010 and moved past the bad flood crisis with our hopeful hearts and strong spirits. Thailand is adapting fast and moves on to its reconstruction stage.

We are looking forward to the Asean Economic Community (AEC) in 2015. The vision to create a region with 600 million people and a gross domestic product of nearly \$2 trillion as a single market and production base surely is a compelling thought to any business.

Our team in Bangkok welcomes your visit. We hope you will enjoy learning a little bit about us, and we are looking forward to more future collaboration with all of you. All suggestions and insights are welcome.

Sawasdee,



Sivaporn Halidsadeekul (Mrs.)
Country Manager, Kienbaum Thailand

Team

Currently our team includes two consultants, three researchers, one project coordinator and the country manager.



From the left :

- Sivaporn Halidsadeekul (Country Manager)
- Navaporn Suthivorapongsri (Senior Researcher)
- Itsaraporn Issrapanpong (Researcher)
- Prapimphan Jiarawattanawong (Project Coordinator)
- May Sanguanchati (Consultant)
- Supawan Sukprasert (Consultant)
- Worawuth Pungtippimanchai (Researcher)

Competencies of the team

Sivaporn Halidsadeekul
(Country Manager)



- » Bachelor's Degree in Business Administration
 - » 17 years of practice in Executive Search, covering projects for new start ups, turnarounds, joint ventures and wholly owned organisations in South East Asia
 - » A generalist with experience in Human Resources, Consumer Goods, Retail, Financial Services, Automotive and Pharmaceutical/Healthcare.
 - » Previous experience includes ten years in business development, involving investments in real estate, retail, as well as manufacturing projects
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May Sanguanchati
(Consultant)



- » Bachelor's Degree with major in Economics
- » 10 years of practice in Executive Search in Southeast Asia
- » Experience in top and middle management recruitment in Retail Business, Banking & Financial Services, Industrial Manufacturing and Pharmaceutical/Healthcare
- » Previous experience includes 2.5 years in recruitment in Banking and Retail companies

Supawan Sukprasert
(Consultant)



- » Master's Degree with major in General Management
- » Five years of practice in Executive Search in Southeast Asia
- » Experience in middle management recruitment in Retail Business, Fast Moving Consumer Goods, Industrial Manufacturing and Automotive
- » Previous experience includes five years in Intellectual Property Law serving international clients.

Recent Placements

Executive Search Projects

- » Chief Financial Officer and Manufacturing Director – for a large local Consumer products company
- » Rice Business Manager – for a global specialist and technology partner in the supply of plants and services for processing grain and food
- » Marketing Manager – Consumer Healthcare and Medical Advisor – for the world's leading pharmaceutical company, focusing on prescription medicines and consumer health care
- » Business Development Manager – for a multinational specialty chemical manufacturer serving the automotive, plastics, pharmaceutical, and other industries.
- » Marketing Director and Marketing Manager – for a leading local private University

- » Group Key Account Manager – for a leading international beverage company
- » Sales Manager – for an international manufacturer and distributor of lingerie, underwear and swimwear
- » Marketing Communication Manager – for Thailand's second-largest cement maker
- » Human Resource and Administration Manager – for a local Non Profit Organisation
- » Senior Associate (s) – for Thailand's leading law firm

Key Accounts:

German leading Personal Care products company

- » Human Resources Director
- » Southeast Asia, Head of Procurement
- » Manufacturing Manager
- » Senior Human Resources Managers

Start up team for an Austrian Safety Equipment manufacturing company

- » Plant Manager
- » Production Manger
- » Quality Manager
- » Finance and Accounting Manager
- » Process Engineers

World's largest single-use surgical gown and drape & set production facilities

- » Finance Director
- » Factory Manager

Leading UK retailer in Thailand

- » Trading Director
- » Legal Director
- » Government Affairs Director

News

We have witnessed some ups and downs around our country:

First, the Japanese earthquake and tsunami affected manufacturing output via supply chain disruptions in the first quarter of 2011. Shortly after the economy recovered, massive floods brought the manufacturing sector to a standstill. Total losses are estimated at about 3 percent of GDP. On a yearly basis, GDP growth shrank from 7.8 percent in 2010 to a barely positive 0.1 percent in 2011. Positive signs of a recovery are already under way with sharp improvements seen in high frequency indicators since December 2011.

Thailand is gradually recovering, but some effects of the flooding still remain. Only the tourist industry seems to have fully recovered, with the number of tourist arrivals rising to 1.95 million in January 2012, up 9.5 percent from the previous month. It is expected that with the stimulus and reconstruction,

Thailand's economy should be back to pre-flood levels by the third quarter of 2012, and that annual GDP growth should be close to 6 percent.

Data from the Board of Investment shows that 70 per cent of the 800 flood-hit Board of Investment-supported industrial operators have resumed operations. Most prospective Japanese investment in unaffected areas will also continue as previously planned, and many European automotive brands are planning further investment, which will be important in bringing new growth to Thailand.

The key challenge now is to rebuild the country, while maintaining macroeconomic stability and sowing the seeds for stronger and more wide-spread growth. The formation of the Asean Economic Community (AEC), which many believe aims to create a single ASEAN market and production base, is also expected to lead to greater economies of scale that would improve the market's competitiveness and make it more attractive to foreign investors.

The AEC will result in the free flow of skilled labour within Asean member countries after coming into effect in 2015. Skilled workers and professionals are expected to flow into the Kingdom, especially from Singapore, Malaysia, Brunei and the Philippines. Service careers such as nursing and dentistry are expected to see particular movement, resulting in high competition in the local workforce.

Many have a different view on the AEC formation, but gaining or losing is yet to be seen though it largely depends on how well we are preparing and are ready for the upcoming changes.

New Projects

Like our Kienbaum Asia's partner offices, we support clients from all sectors. While we enjoy working with our clients from the central business district areas, we have successfully branched out our business in the past two years to cover clients in other parts of Thailand, mostly from major industrial estates zones. A few ongoing executive search projects are:

- » Head of Legal – for Thailand's second-largest cement maker
 - » Plant Controller and Lean Improvement Manager for the world's market leader for galley equipment such as trolleys, food containers and other inserts. Location: Northern part of Thailand
 - » Plant Manager – for a Japanese manufacturer and exporter of optical lenses, optical devices and moulding lenses. Location: Northern part of Thailand
 - » Human Resources Director – for the world's largest single-use surgical gown and drape & set production facilities
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Impressum



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