Contents

04
INVESTMENT OPPORTUNITIES IN THAILAND

06
THE RISE OF THE REAL ESTATE MARKET: 5 REASONS WHY YOU SHOULD INVEST NOW

20
INVEST NOW: THE GROWTH IN PROPERTY PRICE AND RETURN ON OPPORTUNITY IN THAILAND

26
JOIN SANSIRI FAMILY: GET YOUR HANDS ON THAILAND’S BEST AFTER-SALES SERVICES EXPERIENCE FROM SANSIRI

28
RENTAL AND RESALE SERVICE

30
FOLLOW US
Investment Opportunities in Thailand

World-class cuisine, rich culture and a cordial smile – Thailand is best known as one of the most famous destinations for tourists and expats across the world. So, why here? Besides renowned hospitality, Thailand is an incredibly diverse country that provides property investors with a lot of investment options.
Over the past few years, the Thai economy has strengthened with the rise of household and public buying power. Besides domestic benefits, foreign direct investment (FDI) has become one of the most significant in financing development as foreign investors conduct more overseas investment nowadays. Thailand is one of the countries that fondly welcomes foreign investment. FDI in Thailand averaged THB 20,363.92 million between 1997 and 2017, reaching an all-time high of THB 125,800.99 million in December of 2013.

With an increasing global trend in risk diversification since 2016*, Thailand serves as a gateway to a rising economic market of Asia and Oceania region. It ranks number 2 in “Ease of Doing Business among Emerging Economies in East Asia” by World Bank as well as number 14 in “Global Manufacturing Competitiveness” by Deloitte. It has also been ranked number 11 in “The World’s Most Promising Emerging Economies” by Bloomberg Business since 2014, according to Thailand Board of Investment (BOI).

Even though the foreign direct investment has fluctuated in the past ten years, the real estate market has been rather stable as an asset with consistently high growth rate. The increasing price and value make real estate one of the best investments. Real estate investment can also generate various types of income from selling, leasing, or for commercial purposes. These factors make real estate market one of the most popular investments among foreign investors in Thailand.

* According to a leading financial product platform CAIS, Preqin’s Investor Outlook: Alternative Assets H1 2017, it is reported that the investors allocated their assets mostly in real estate following by private equity ad hedge funds.
The Rise of Real Estate Market: 5 Reasons Why You Should Invest Now

So why invest in Thailand? Even though “The Land of Smiles” is known for its famous attractions and shopping havens, the rising economy attracts expats and foreign investors to seek opportunity in various business markets. Moreover, its geographic location in the center of Southeast Asia promotes business dealings with other countries in the same region such as Singapore and nearby economically powerful countries such as China and India.

Global Ranking

Did you know Thailand ranks 28th largest economy country in the world in 2016? Rising two places from 30th spot in 2015 Global Competitiveness Index, the Thai economy shows positive potential as it places higher in various business global rankings. Thailand also serves as a gateway to a rising economic market, according to BOI. With the market value more than USD 23.5 trillion, Thailand has become one of the famous destinations for foreign investors across Asia and Oceania region.

### Thailand has the world’s:

- **1st**
  - Global Destination Cities 2017

- **8th**
  - Largest Economy of Asia

- **11st**
  - Largest Agriculture Output

- **16th**
  - Largest Manufacturing Output

- **22nd**
  - Biggest Economies by Purchasing Power

- **24th**
  - Biggest Exporter

- **25th**
  - Largest Industrial Output

- **28th**
  - Biggest Economy Country 2016
  - IMD World Competitiveness Yearbook 2016: Thailand rose two places from 2015’s ranking 30 of 61 nations

- **34th**
  - Largest Service Output

- **32nd**
  - Global Competitiveness Index (GCI) 2014-2015: Thailand ranked 32 of 140 economies in the world Economic Forum's GCI. (6th in ASEAN+3)

- **46th**
  - World Bank's Ease of doing business 2017:
  - Equal Opportunity For All: Thailand ranked 46th of 190 nations (1=easiest; 190=difficult)

Economic Outlook

The economic growth doesn’t only happen in Thailand. The whole region has grown together as the economic forecast of the Southeast Asian countries has experienced positive growth. GDP in most of the countries are estimated to increase – generally by 5% next year, a moderate increase from 4.8% this year.
Economic Forecast for Southeast Asian Countries

As for Thailand, the economy as well as GDP have been improved in the past few years. Thanks to the expansion of tourism sector, Thailand welcomed more than 35.38 million visitors in 2017. As for the first quarter of 2018, the total number of tourists increased by 15.4% compared to the first quarter of last year making Thailand, mainly Bangkok, one of the most-visited places in the world and contributing 9-10% of Thailand GDP.

Not only the growth in tourism but other factors have contributed to the growth of the Thai economy such as the accelerated growth of public investment, the favorable agricultural product prices and the improvement of domestic car market have supported the overall economy of Thailand* making Thai economy one of the strongest and most promising in Southeast Asia for expats and foreign investors to fund their business.

Thai Economic Outlook in 2010 – 2017

According to National Economic and Social Development Board (NESDB), Thailand’s GDP expanded by 3.3% in the first quarter of 2017 accelerating from 3% in the previous quarter and after seasonally adjusted, it expanded by 1.3%. It is also expected that Thai economy will grow by 3.3%-3.8%.

* According to NESDB, other economic sections such as exportation and private consumption are estimated to expand by 3%. The total investment is forecasted to expand by 4.4% with the headline inflation approximately in the range of 0.8%-1.3%.
Thailand Economy in 2017

**Political Support and Stability**

Since the political unrest in 2014, Thai political situation has improved despite of some ups and downs in the last decade. Thai Constitution was recently signed by King Maha Vajiralongkorn or King Rama X on 6 April 2017 which was considered a first step to a general election expected to take place soon.

As for the support, the government has recently welcomed foreign investment as some of foreign-owned business is now eligible to be registered with Thailand Board of Investment (BOI)* to receive privileged offers of both tax and non-tax incentives. Exemption of corporate income tax, exemption/reduction of tariff on imported machinery and ray material, freehold ownership of land and many more benefits will be a great jump start for any foreign investors who are looking for a new business opportunity in Thailand.

* Read more about the business categories eligible for BOI approval and their benefits at www.konradlegal.com/business/board-of-investment-registration-in-thailand

** Economic Intelligence Center (EIC) has forecasted a 3.3% growth for Thai economy in 2017 due to the increase of domestic spending.

With many factors favoring the growth of domestic spending, the blooming Thailand GDP also has a positive effect to the decrease in local unemployment rate to 1.00% in 2018 dropping from 1.02% last year. The number of unemployed declined by 23,500 people while the number of unemployed increased by 863,300 people making Thailand one of the countries with the lowest unemployment rate in Asia.

With Eastern Economic Corridor (EEC), this new strategy aims to turn Eastern provinces of Thailand into a trade and industry hub as part of the new economic model Thailand 4.0 as well as to launch a new infrastructure development on various projects. The most notable ones include U-Tapao Airport in Rayong province to be a third main international airport and a regional aviation hub, and the other, Laem Chabang Deep Sea Port to welcome the future growth of international sea freight and maritime transportation.

EEC will also be part of China’s One Belt One Road (OBOR), a mega infrastructure strategy connecting more than 70 countries in Asia, Middle East, Africa and Europe, as a high speed China-Thailand railway is now under construction. According to Asean Today, The project has already attracted more than 80 Chinese companies. The investment from China reached USD 30 million in 2016 and the figure has been increasing ever since.

The government has also tried to modernize the Thai economy by reserving THB 27.9 billion of investment for 2017–2021 in four digital areas – commerce, entrepreneurship, innovation and content. According to Asia Sentinel’s Economic Outlook 2017 of Thailand, THB 10 billion will be used to promote Thai tech startups hoping to attract global tech companies to invest in data servers and research and development as a hub for the Association of Southeast Asian Nations member countries.

Tourism

There are plenty of reasons why Thailand is one of the most famous tourist destinations in the world. With a wide range of attractions that suit your lifestyle – white sandy beach, mountainous landscape, skyscrapers, world-class restaurants, beautiful temples or local street food stalls – tourists can always find activities to do while they are in Thailand.

Located in the middle of Southeast Asia, Thailand is a convenient hub for tourists who like to travel across Asia and reach most destinations within a couple of hours from Singapore to Japan. As there are a lot of things to offer including the cheap flights and the low cost of living, Bangkok ranks number one destination by international overnight visitor arrivals** in 2016 with 21.47 million visitors last year.

** According to MasterCard’s Global Destination Index, Bangkok ranked number two after London in 2014 and 2015 with 18.24 and 16.42 million visitors respectively
ThaiWebsites.com stated that Thailand has already welcomed more than 9.1 million tourists in the first quarter of 2017 which increased by 1.72% compared to the previous years of 9 million. The largest contribution, about 27%, comes from China.

With more than 19 and 20 million visitors coming to Bangkok in 2016 and 2017 respectively, tourism has become one of the most important contributors to the Thai economy. Bangkok is a home to world famous landmarks like Grand Palace and Wat Phra Kaew temple.

* ThaiWebsites.com stated that Thailand has already welcomed more than 9.1 million tourists in the first quarter of 2017 which increased by 1.72% compared to the previous years of 9 million. The largest contribution, about 27%, comes from China.
The Association of Thai Travel Agents suggested that tourism of Thailand increased by 105% comparing to the figure six years ago. Last year, the number expanded by 8.91% from previous year and Thailand welcomed more than 32.5 billion tourists throughout 2016.

The other factors supporting Thai tourism includes, according to BOI, respectable healthcare system as numerous hospitals offer standard international healthcare with JCI accreditation. Thailand has consistently ranked one of the top medical tourist destinations in Asia welcoming over 2.5 million foreign patients annually. Moreover, there is a great number of recreation and leisure options – outdoor activities like golfing (Thailand has become one of the top golf destinations in Asia with more than 200 world-class golf courses) or shopping destinations in various types of shopping complex ranging from high-end fashion stores to colorful flea markets.

**Infrastructure Expansion**

Serving a population of 70 million people and another 20 million tourists, transportation in Thailand is varied from rail to air transport making it easy to travel within Thailand as well as other regions in the world. In the present days, there are 11 international airports across Thailand such as Phuket International Airport, Chiang Mai International Airport and Bangkok’s Suvarnabhumi Airport which was ranked number 36 of the world’s top 100 airports in 2016.
The government has several plans for expansion services across Bangkok and as well as other major regions in Thailand making public investment a key factor of the GDP growth in 2017 particularly in major transport infrastructure, according to Asia Sentinel’s Economic Outlook 2017: Thailand. Nine projects, worth THB 488.3 billion are to start the construction within this year. Several infrastructural projects are now under construction including one of the biggest projects – Suvarnabhumi Airport expansion with new airplane parking structure and a connection tunnel in airport’s south and utilities.

Suvarnabhumi Airport Expansion Phase II, valued at THB 50.3 billion, is due to be completed in 2019 increasing passenger capacity from 45 million to 60 million per year while Phase III, valued at THB 54.5 billion, is due to be completed in 2021 increasing passenger capacity to 90 million per year.
Map of Bangkok Mass Transit System 2017
Bang Sue Grand Station will consist of 26 platforms in 241,540 square meter of floor area. The station will be surrounded by 218 rai (35 hectares) of business and commercial areas – SMART Business Complex, ASEAN Commercial and Business, SMART Healthy and Vibrant Town, and World Renowned Garden Interchange Plaza.

In Bangkok, mass transit system has operated since 1999. As for 2017, the system consists of 35 overground stations with combined length of 37.6 k.m. and 35 underground stations with combined length of 43 k.m., according to the information from the official website of Bangkok Mass Transit System.

The government has planned to expand more routes throughout Bangkok adding new extension lines such as Grey Line linking Thonglor to Petchburi and Rama 4 while Blue Line forming a complete circle line around the city linking with Greater Bangkok Thonburi side and making these areas very popular among developers now as land prices are expected to increase respectively. According to Ministry of Transport of Thailand, the entire mass transit system is expected to complete in 2030 with a total combined length of 555.74 kilometers.

Bang Sue Grand Station is also expected to be completed in 2019. The station will replace currently-used Hua Lamphong as a new railway hub of Thailand. After the completion, Bang Sue will be the largest railway station in Southeast Asia surrounded by business and commercial areas.

“In Bangkok, mass transit system is expected to be completed in 2030 with a total combined length of 55.74 kilometers.”
According to Ministry of Transport of Thailand, the entire mass transit system is expected to complete in 2030 with a total combined length of 555.74 kilometers.
Besides Bangkok, the government has planned more transport expansion for other major cities in Thailand – most notably Phuket and Chiang Mai which are important touristic cities in the south and north of Thailand respectively.

The future development of Phuket includes Phuket International Airport expansion adding new international passenger terminal, renovation of the existing terminal, expansion of ramp and apron as well as other related facilities.

Besides the air transport, there is a primary study for tram service with a speed of 100 k.m./h operating 23 stations between Phuket International Airport and Cha-long intersection to boost the tourism in the south. The project is set to be completed in 2021.
Key Island Transit Projects

1. **PHUKET AIRPORT INTERSECTION TUNNEL**
   To be completed by 2019

2. **MHUD DOK KHAO U-TURNBRIDGE**
   To be completed by 2024

3. **BANGKUU INTERSECTION TUNNEL**
   Status: completed

4. **KOH KAEW U-TURN BRIDGE**
   To be completed by 2019

5. **SAMKONG INTERSECTION TUNNEL**
   Status: completed

6. **DARASAMUTH INTERSECTION TUNNEL**
   Status: completed

7. **PATONG TUNNEL**
   To be completed by 2019

8. **CHALONG INTERSECTION TUNNEL**
   To be completed by 2019
In the north, there are several infrastructure project in Chiang Mai, notably the expansion of Chiang Mai International Airport. Currently, the airport operates at its full capacity at 8.5 million passengers per year welcoming more than 130 direct flights from both local and international cities and the number is expected to increase to 15 million by 2020.

The other important expansion project is High Speed Train from Bangkok to Chiang Mai. The route, in total, is 672 kilometers long and the journey takes only 3.5 hours. Phase I is scheduled to start in 2018 starting the route from Bangkok to Phitsanulok. Later on, Phase II will continue the railway from Phitsanulok to Chiang Mai starting in 2025.

Other projects in Chiang Mai include Mae Jo Intersection Tunnel, Highway Number 11 and Inner-city Motorway which consists of Chiang Mai-Chiang Rai-Lamphun-Phayao route and Chiang Mai-Lamphun route which is in process of submission for approval for the construction in 2025.
Besides transportation within Thailand, the China-Thailand High-Speed Train is now in the approving process by the cabinet. This ambitious project will connect southwestern Chinese city, Kunming, and Bangkok as well as Thai industrial eastern coast running through Laos. The project will also modernize old rail network at the same time making Thailand a more strategic location in ASEAN market.

Map of China–Thailand High-Speed Train

The China-Thailand High-Speed Train will cover 873 kilometers (542 miles).

With these crucial five advantages – global ranking, economic outlook, political stability and support, tourism, and infrastructure expansion – Thai, expats or even foreign investors have higher confidence to invest in real estate than ever before leading to the growth of condominium and land price as well as rental yield and making real estate to be one of the most compelling market in Thailand.
INVEST NOW:
The Growth in Property Price and Return Opportunity in Thailand
The average buying price for a condominium in Bangkok is at USD 4,424.72 per Sq.m. which is much cheaper than other big cities around the world such as Tokyo, London or New York. Moreover, the growth in property price, for both condominium and land, as well as in gross rental yield in the past few years is the other reason why Thailand is the promising place for property investment at this moment.

Condominium Price Comparison

No.1
Bangkok, Thailand
4,424.72

No.2
Sydney, Australia
9,717.88

No.3
Taipei, Taiwan
10,016.35

No.4
Tokyo, Japan
10,353.98

No.5
Munich, Germany
11,365.69

No.6
Paris, France
11,700.64

No.7
Seoul, South Korea
11,840.30

No.8
New York, NY, United States
13,734.27

No.9
Shanghai, China
15,273.32

No.10
Singapore, Singapore
16,470.00

No.11
London, United Kingdom
17,227.49

No.12
Hong Kong, Hong Kong
28,608.96

According to www.globalpropertyguide.com, an average 120 sq.m. condominium costs approximately USD 4,000 which is still significantly cheaper than other major cities in the world making Thai property a very attractive investment for investors worldwide.
Comparing to other countries in Asia, buying condominium in Thailand is cheaper than doing it in Japan, China, Singapore and Hong Kong (approximately two, four, six and seven times cheaper respectively) while the return opportunity of the rental yield as well as buy-to-rent income rating are fairly higher.
With an information from Global Property Guide, JLL Asia Property Investment Guide and press releases, EIC has analyzed and compared condominium market across Asia reflecting term and condition for the investors who are non-resident foreigners.
The real estate business is rising due to the high demand for property rental in prime areas or along mass transit system line. On average, Bangkok condominium price has increased 10% per year for the past three years. The elite residential areas of Thong Lo and Ekkamai have experienced the highest price growth of 26% and 21% respectively. On the other hand, Chidlom-Prom Phong area has the highest average price of approximately THB 300K per sq.m. The steady rise of condominium price is supported by many factors. One of which is the increasing land price in Bangkok which has increased 8% per year for the past three years. As for rental price, Rama 9-Ramkhamhaeng achieved the highest average condominium rental yield of 8% in 2016, one of the prime areas like Thong Lo has achieved average yearly growth of 2% for the past three years and reached 5.9% in 2016.

Evidently, location and mass public transit are the key factors to real estate in Thailand. Prime areas such as Ploenchit-Chidlom, Silom-Sathorn and Sukhumvit where you can find offices, elite residences, shopping malls, restaurants and easy access to public transportation have higher rental price, approximately at 600 THB/sq.m. while you can pay only half the price for outer areas such as Nonthaburi, Thonburi and Ramkhamhaeng.
Rental Property Demographics

Besides, the locals who live far away from city center or even outside of Bangkok, the increasing number of expats makes the demand of real estate even stronger resulting in higher rental price each year. By the end of 2016, there are more than 100,000 expats with work permit in Thailand. Bangkok alone is home for more than 200,000 foreigners, mostly living in Thong Lo, Sathorn and early Sukhumvit as well as the other popular cities in Thailand include Chiang Mai, Pattaya and Phuket.

One of the reasons expats choose to live in Thailand, according to BOI, is the improved quality of life with minimum expenditures*. The cost of living in Bangkok is also lower than many major cities in Asia ranking number 8 in the continent. Moreover, there are also more than 120 international schools in Thailand, most possessing overseas accreditation, which is beneficial for expats with children.

The opportunity is shining! This is the perfect time to invest in Thailand.

The opportunity is shining! Since the real estate market are improving, there is no better time than now to invest in Thailand. With the higher land and condominium price as well as a good rental yield rate and return opportunity** along with the infrastructural expansion and the economic improvement in Thailand in the past few years, this is the perfect time to invest in Thai real estate market before the property price – both condominium price and land price – is highly increased in the near future.

* HSBC’s Expat Explores Summary 2014 reported also that Thailand ranked number one in term of affordability and cost of living and also ranked number seven in overall category.

** Bangkok ranked number six best performer in prime property in the world in 2016 increasing by 8.5% per annum and ranked one of the top long term investment rating compared to other cities in Asia. According to Global Property Guide website, Bangkok is currently at number two with moderate gross rental yield at 5.13% per annum.
JOIN Sansiri Family:

Get Your Hands on Thailand’s Best after-sales services experience from sansiri
Sansiri also offers a wide range of real estate venues – from luxurious condominium to downtown residence – so you can pick the type of the property as well as the location that are suitable for your own lifestyle.

For luxury lifestyle, we offer plenty of upscale residences such as 98 Wireless on Wireless Road.

Sansiri offers plenty of real estate projects such as THE LINE Phahon-Pradipat on Pradipat Road. Sansiri also offers other after-sales services.

Looking for a place out of town? Sansiri has plenty of property outside of the cities such as Baan Mai Khao at Mai Khao Beach, Phuket.

Sansiri is also Thailand’s leading full service real estate developer, providing comprehensive services that go far beyond those of traditional developers. Our ‘Plus Property Agency’, ‘Quintessentially Lifestyle’ and ‘Hostmaker’ services allow us to fully address the requirements of our customers when it comes to after-sales, lifestyle or investment management.
Rental and Resale Service

**PLUS +**

**RESALE & LEASING SERVICES BY PLUS PROPERTY**

After 20 years of operation, Plus Property Company Limited is well established in the domestic market. Maintaining an excellent track record in residential resale, leasing, and property management services, Plus is fully equipped to facilitate every aspect of property resale and leasing. With a diverse range of professional service options and a dedicated staff, Plus Property is always on hand to assess the requirements of customers and provide hassle-free property management solutions.

Plus Property oversees more than 1,000 resale deals annually. Maintaining a comprehensive client database and establishing efficient communication strategies, we are the trusted sales agent of over 100 residential projects and the preferred choice for both homeowners and investors alike.

For further information, please visit www.plus.co.th

**HOSTMAKER**

HOSTMAKER, one of Sansiri’s global partners, is a leading home rentals management company whose vision is to unlock the potential of every home by taking the hassle out of short-term, medium-term and long-term rentals. Their industry and market expertise alongside proprietary pricing technology, in-house interior design services and 5-star hospitality-trained operations teams help uplift income for homeowners by as much as 50%. HOSTMAKER is ranked 20 among the top 100 UK start-ups, and one of Forbes’ five fastest growing businesses to watch in the UK.

For further information, please visit www.hostmaker.com

**SANSIRI HOME SERVICE APPLICATION**

Home Service is an all-inclusive smart application that lets you manage every aspect of your Sansiri property—from before the property is transferred, through to moving in. With Home Service you can follow news, receive updates on completion times, communicate with building management, report problems requiring repair, and receive status reports on work progress. Our convenient app provides you with a direct line to your building management team, who are on hand to assist with both day-to-day issues and long-term solutions to your rental/resale requirements.

Available for download on the App Store and Play Store.
For further information, please visit www.sansiri.com/homeservice
PROPERTY CARE MANAGEMENT PROGRAMME

For investors residing outside of Thailand, we recognise the importance of having a dependable representative who can provide hassle-free property care and management solutions. Our custom services aim to assist property investors by taking care of essential duties, such as evaluating maintenance issues and negotiating major repairs, coordinating with tenants to assess any issues they may have, organising monthly rental payments, conducting half-yearly reports on furniture and appliance conditions, and consolidating and invoicing utility expenses (if any).

For further information, please contact propertycare@plus.co.th

HOME CARE SERVICE

Our Home Care Service is designed to help you maintain every aspect of your property. Simply Submit a request via Sansiri Home Service Application and our professional team will be there to assist you.

For further information, please visit www.sansiri.com/en/services/home-care

Privileges

At Sansiri, we believe that happiness begins at home. As a Sansiri Family member, you will receive exclusive privileges and gain access to a host of special events and activities. It is our aspiration for all Sansiri Family members to be able to enjoy the good life and have the time needed to nurture the relationships they value most.

SANsIRI LOUNGE

The exclusive Sansiri Lounge, conveniently located on the 3rd floor of Siam Paragon, Bangkok’s premier downtown mall (adjacent to Siam BTS Station), is open daily from 11:00 to 20:00. Sansiri customers can simply register with their phone number to enjoy the many services offered here. Learn about current and upcoming Sansiri projects from our staff, who are on hand to answer any questions you may have and help you with instalment payments. Sansiri Lounge also provides free Wi-Fi.

For more information about the project, you can follow us today on Sansiri website and social network or feel free to contact Sansiri at cs@sansiri.com.