Transforming Towards The Service Based Economy

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- Global Opportunities
- Building a Service Based Economy
- Crafting a Service Based Business Model



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Civilization in the Making

Between 1000-1800

19th Century

21st Century

Society

Static

Growth

Dynamic

Centricity

Local

International

Transnational

Community

Rural

Urban

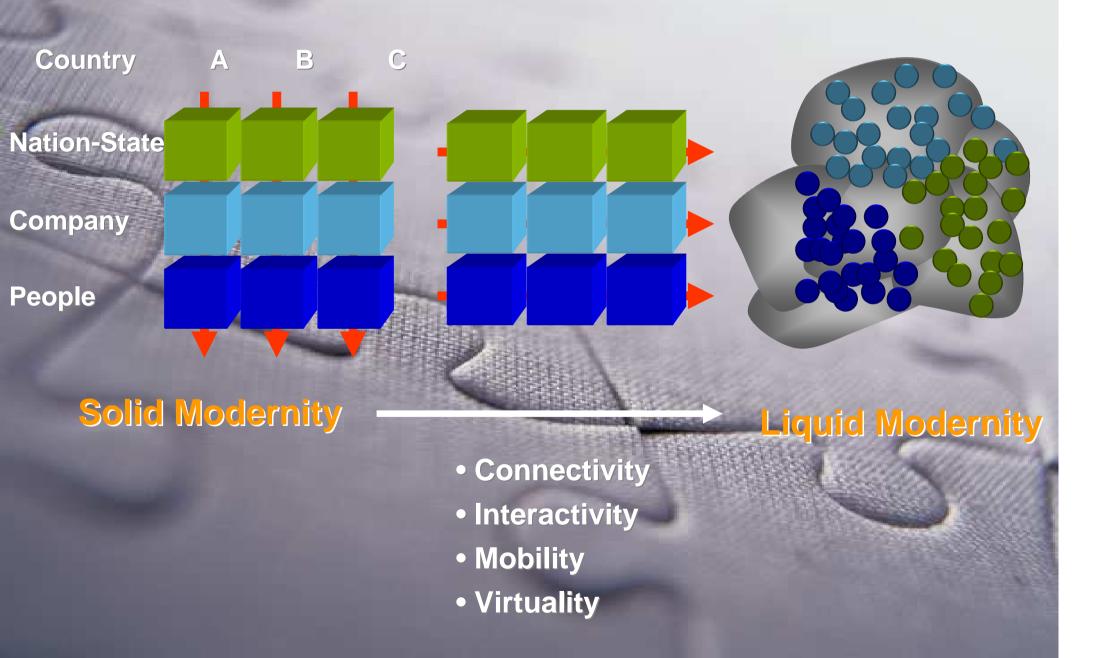
Virtual

Pace of Change Months

Days

Seconds

Globalization changes the State of Nature



Paradigm Shifts

Solid Modernity

Liquid Modernity

- Mass Production
- Corporate Governance
- Economies of Scarcity
- Owning the Asset
- Consumer/Producer
- Market Segmentation
- Goods for Elite

- Mass Customization
- Market Governance
- Network Externality
- Gaining the Access
- B2C Prosumer/ Co-Creator
- Value Chain Integration
- Goods for Everyone

- Creative Collaboration
- People Governance
- Economies of Reciprocity
- Empowering the People
- •P2P Prosumer
- Open Innovation/ Creativity
- Goods For/By Everyone

Floods of Democratization

Democratization of Information



From Asymmetric Information to Symmetric Information

Democratization of Ownership



From Private Investors to Citizen investors

Democratization of Innovation



From Intellectual Property to Wisdom of the Crowd

Democratization of Consumption



From the Top of Pyramid to the Bottom of Pyramid

Sectoral Shift

GDP Composition (%) 2004

Country	GDP		GDP Composition (%)		
	Mil US\$	% Value	Agriculture	Manufacturing	Services
The World	55,500,000	100.0%	4.0	32.0	64.0
USA	11,750,000	21.2%	0.9	19.7	79.4
China	7,262,000	13.1%	13.8	52.9	33.3
Japan	3,745,000	6.7%	1.3	24.7	74.0
India	3,319,000	6.0%	23.6	28.4	48.0
Australia	611,700	1.1%	3.4	28.2	68.4
Thailand	524,800	0.9%	9.0	44.3	46.7
Peru	155,300	0.3%	8.0	27.0	65.0
New Zealand	92,510	0.2%	4.6	27.4	68.0

Source: DTN



Global Trends

The New Art of Living

Work Life

- Working retired
- Extreme Commuters
- Stay-at –Home workers
- Wordy Women

Family Life

- Old New Dad
- Pet Parents
- Pampering Parent
- Late-Breaking Gays
- Dutiful Sons

Education

International

Leisure & Entertainment

- America's Home Schooled
- College Dropouts
- Smart Child Left Behind
- International Home-Buyers
- Chinese Picassos
- Vietnamese Entrepreneurs
- Indian Women Rising
- Educated Terrorists

XXX Men

- Video Game Grown-ups
- Neo-Classicals

Lifestyle

- Native Language Speakers
- Uni-sexuals
- Neglected Dads
- Long Attention Spanners

Food, Drink & Diet

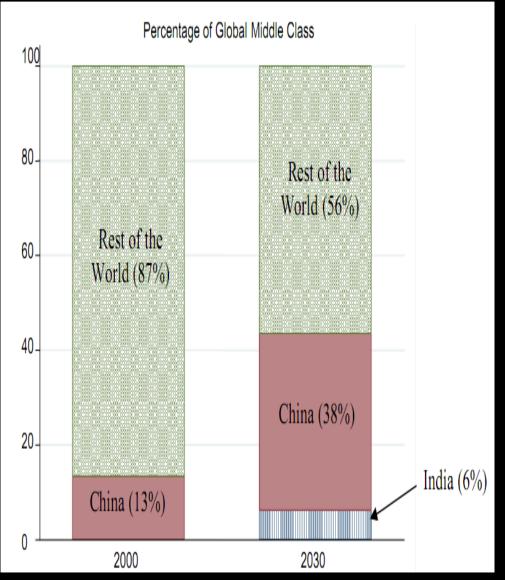
- Vegan Children
- Starving for Life
- Caffeine Crazies

Health & Wellness

- DIY Doctors
- Sun Haters
- 30-Winkers

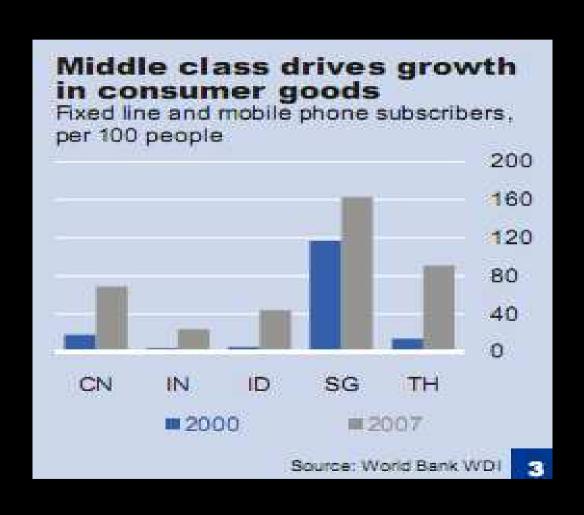
An Emergence of the New Global Middle Class





Source: Bussolo, Maurizio (2007)

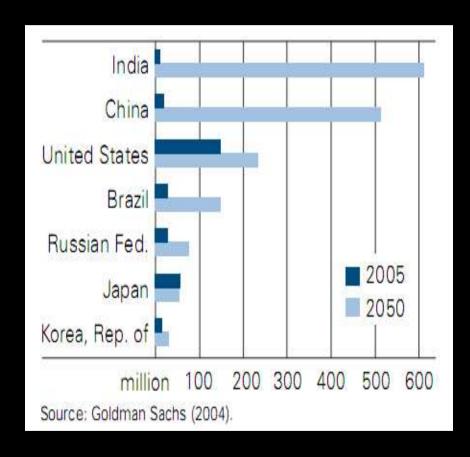
...This can help explain the boom in consumer products such as televisions and mobile phones throughout Asia



As of 2007, India had more cell phone users than the United States, while China had twice as many

Car ownership rises as income grows

Number of Cars Owed

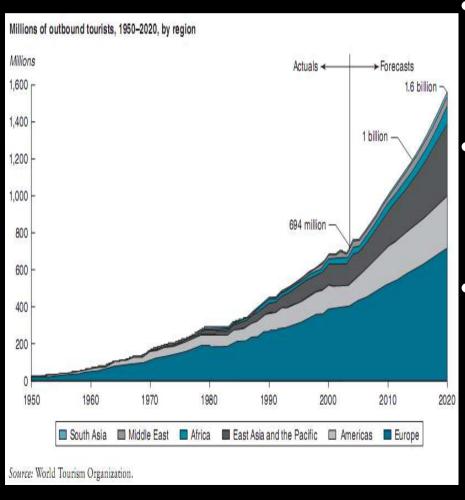


- Automotive industry is growing at an unprecedented speed in developing Asia, with China, India, and the ASEAN economies as the major growth markets for the Asian automotive industry
- By 2025 China could overtake the US as the country with the most cars in the world around 200 million in all
- Moreover, there will be flow-on effects across the board--More cars mean more roads, more demand for demand for insurance, more service stations; more tourists mean more aircraft, airports, customs officers, metal detectors, hotels, and demand for souvenirs

From January through August 2009, more passenger cars were sold to Chinese consumers than to their American counterparts

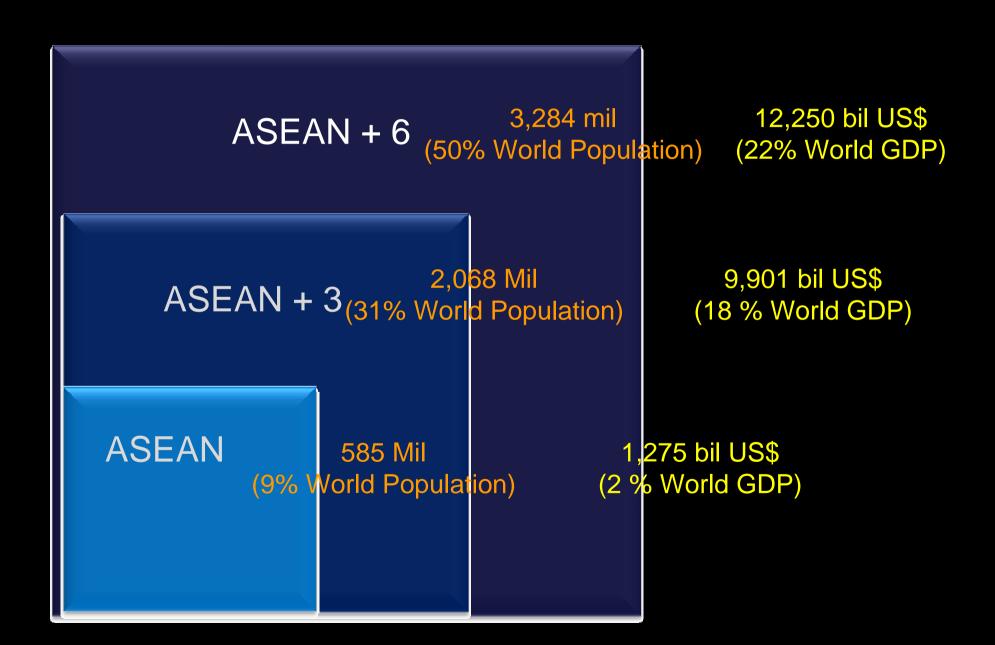
Demand more and better services-- Education, Health, and International Tourism

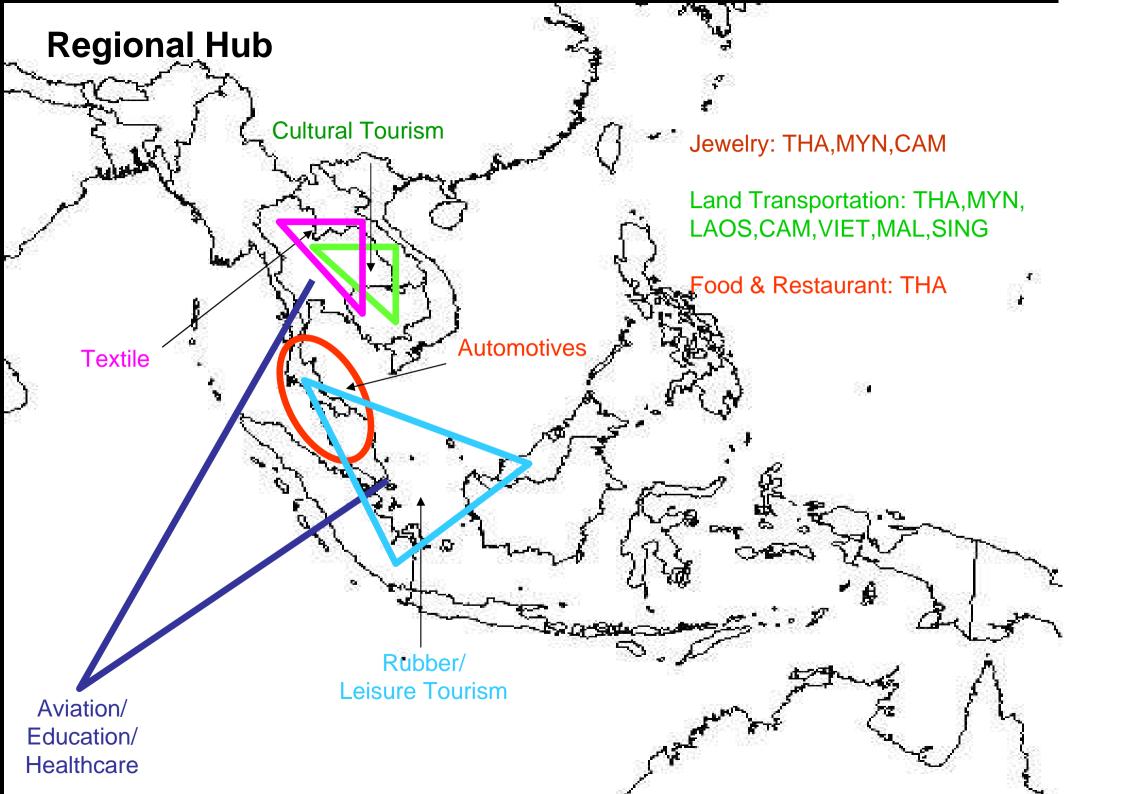
World Tourism is expected to double between 2004 and 2020



- International travel: as income increase so does the incidence of leisure activities, including international travel
- Already in 2004, 20 percent of all outbound tourism came from East and South Asia
- By 2020 the overall number of tourist arrivals is expected to double to 1.5 billion, with growing share coming from developing regions

The New USA







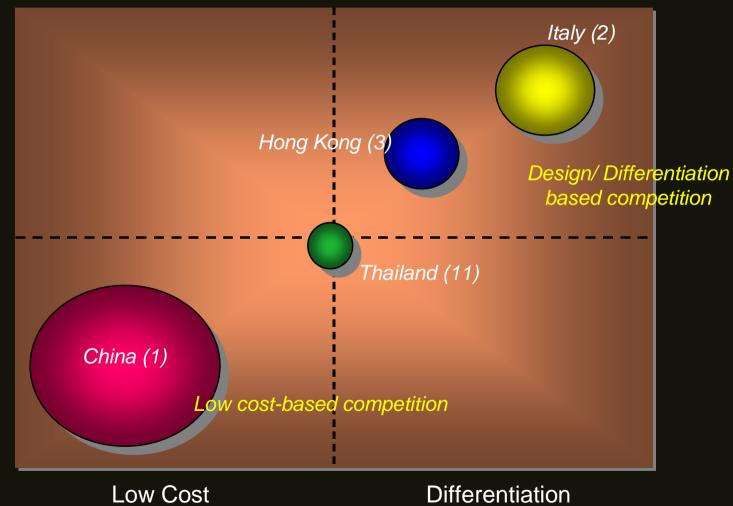
Overall Thai Industry's Competitive Position

Appared SIS

Technology and Design

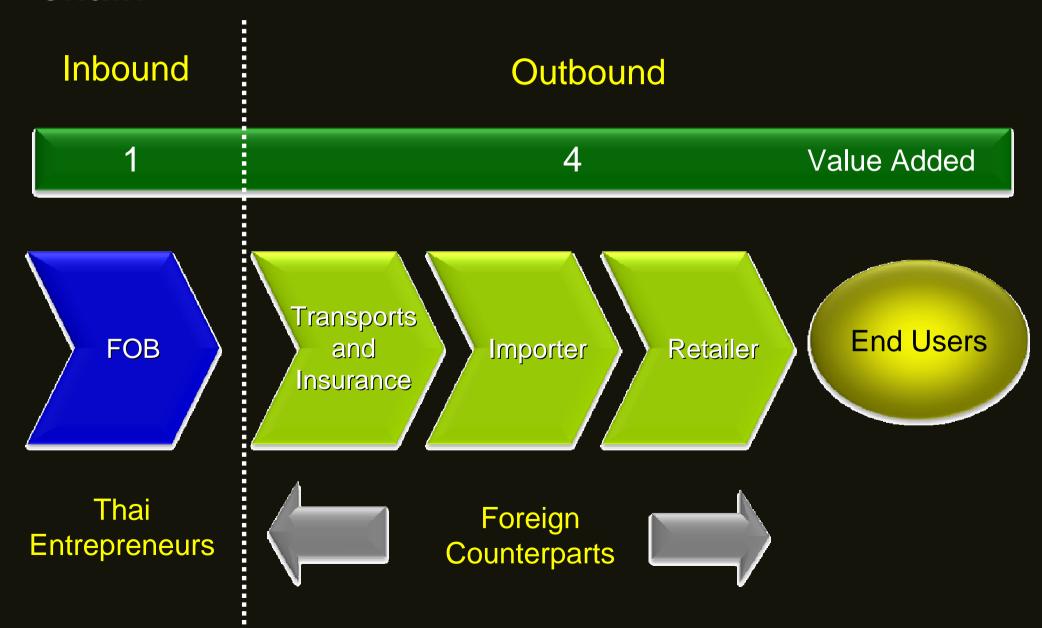
Followers

Competitive Nutcracker



Competitive Advantage

We do not take full advantage of the export value chain



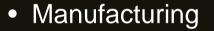
Balanced Transformation





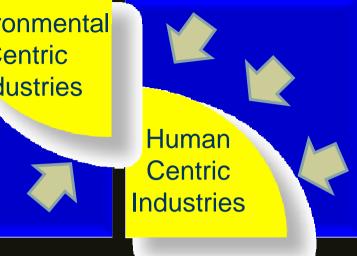
Balanced Industry Portfolio







- Alternative Energy
- Recycle Business



- Creative Economy
- Service Industries
- Knowledge Industries



- OTOP
- BOP
- Social Production
- Peer Production
- Distributed Creativity

Resource Spending Content Resource Saving Content

Knowledge/ Creative Content

Social Content

Efficiency

Sustainability

Creativity

Co-Prosperity