

THAILAND

2019 SALARY GUIDE



Company Overview

ABOUT KELLY SERVICES

As a global leader in providing workforce solutions, Kelly Services, Inc. (Nasdaq: KELYA, KELB) and its subsidiaries, offer a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire and direct-hire basis. Kelly® directly employs nearly 500,000 people around the world in addition to having a role in connecting thousands more with work through its global network of talent suppliers and partners.

Kelly Services Thailand is an entity within the PERSOLKELLY company, a joint venture between PERSOL Group, and Kelly Services, Inc., forming one of the largest recruitment companies in Asia Pacific.

Headquartered in Singapore, PERSOLKELLY spans over 50 offices across 13 countries including: Australia, China, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand and Vietnam.

CONTENTS

4	Executive Overview	SALARIES	
6	Salary & Hiring Outlook	8	Banking & Financial Services
		12	Human Resources
		16	Fast Moving Consumer Goods (FMCG)
		20	Chemical and Petrochemical
		24	Manufacturing
		28	Information Technology
		32	Pharmaceutical

Methodology: Salary figures included in the 2019 Thailand Salary Guide are derived by combining the expert market knowledge of senior recruitment professionals within the Kelly network, as well as the latest job placement data recorded on the Kelly database.

EXECUTIVE OVERVIEW

Despite economic growth slowing to 3.3% in the third quarter of 2018 after recording a five-year high 4.9% in the first quarter¹, the outlook for 2019 remains stable for Southeast Asia's second largest economy.

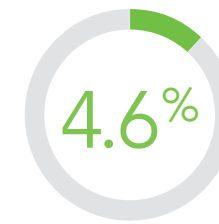
The long-awaited general elections scheduled for the first quarter of 2019 could bring about a more stable business climate ripe for further foreign investment into Thailand, even against the backdrop of US-China trade tensions and an uncertain global landscape. The National Economic and Social Development Board (NESDB) has projected GDP growth of 3.5-4.5% and exports to rise by 4.6% in 2019.²

Tourism and manufacturing exports will continue to be major pillars of economic growth. With the Tourism Authority of Thailand (TAT) aiming to lure more tourists from China and the Middle East as well as first-time visitors and millennials, Thailand

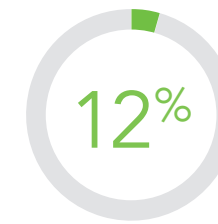
is expecting a 10% growth in tourism revenue, with a projected increase to 40 million tourists in 2019.³

As Southeast Asia's biggest automaker, and the 12th largest in the world⁴, Thailand's auto manufacturing industry accounts for nearly 12% of economic growth and employs over 500,000 people.⁵ The country has also been embracing the future of the automotive industry, identified as one of 10 industries supported by the Eastern Economic Corridor (EEC) framework to encourage greater foreign investment and spur technology and innovation in the country.⁶ Five major carmakers are already investing more than US\$900 million in the growing sector of electric vehicle production.⁷

The EEC also accounts for several of Thailand's mega projects slated to begin construction in the latter half of 2019. Another substantial area of growth, the construction industry could yet receive a further boost if several projects receive approvals after the elections.



NESDB has projected exports to rise by 4.6% in 2019.



Thailand's auto manufacturing industry accounts for nearly 12% of economic growth.



A significant part of Thailand 4.0, the EEC will aim to facilitate knowledge transfer to help the economy overcome its current skills shortage. While Thailand enjoys low unemployment rate, holding steady at 1% in 2018⁸, a lack of digital and technological skills within the workforce, coupled with a current shortage of workers in the fields of science, technology, engineering and mathematics (STEM), is hampering the country's economic transformation efforts.

With small and medium enterprises (SMEs) making up 99.7% of the economy and employing 10 million people⁹, the lack of relevant skills is preventing Thailand's 3 million SMEs from fully adopting advanced technology and digitalising their operations and capabilities.¹⁰ More needs to be done to transform the workforce if Thailand is to meet its goal of raising SMEs' contribution from 36% to 50% of GDP in 2019.¹¹ Such workforce transformation will also enhance Thailand's competitive edge on the global stage, at a time when its faster-growing neighbours are recording over 1.5 times higher GDP growth.¹²

While the country's economic prospects in 2019 look to hold steady, the same cannot be said for Thailand's workforce. With the economy

continuing to transform towards Thailand 4.0, the impact of business restructuring will be more keenly felt by Thai workers.

Rising competition and a greater focus on cost reductions could lead to further cutbacks and job losses in 2019. The need for Thailand's workforce to develop and grow their skillsets has never been greater.

The continued emphasis on developing Thailand's smart cities and industries such as aerospace, robotics, pharmaceutical and clean energy in 2019, necessitates an equal, if not greater, focus on education and training to upskill Thailand's workforce for tomorrow's global workplace. This will enable more Thai workers to fill growing employment opportunities within higher-value and high-tech sectors.

Our 2019 Salary Guide highlights the latest trends and issues impacting Thailand's workforce, industries and salaries. With our economy and workforce continuing its transformation journey to meet our country's Thailand 4.0 vision, we trust that this guide will be an effective benchmarking tool to help shape your forward-looking recruitment and business strategies in this exciting year ahead.

¹ Bangkok Post

² Bangkok Post

³ Travel Weekly Asia

⁴ Deutsche Welle

⁵ ASEAN Briefing

⁶ ASEAN Briefing

⁷ Nikkei Asian Review

⁸ Trading Economics

⁹ The Nation

¹⁰ Bangkok Post

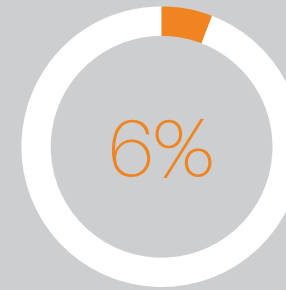
¹¹ Bangkok Post

¹² Nikkei Asian Review



SALARY & HIRING OUTLOOK

Growth
industries
in 2019



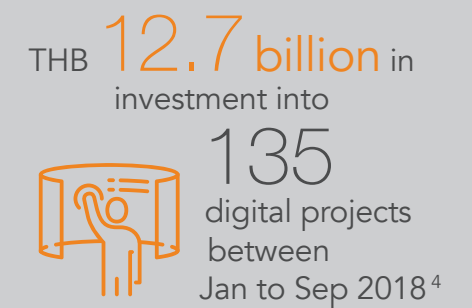
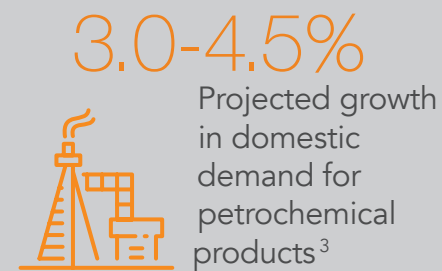
Projected salary
increase in 2019



Projected GDP
growth in 2019¹



Expected growth in
tourism revenue
for 2019²



THB 30 billion in investment by five major
carmakers in Thai electric vehicle production in 2018⁵

¹ National Economic and Social Development Board
² International Medical Travel Journal
³ Krungsri
⁴ Bangkok Post
⁵ Nikkei Asian Review

BANKING AND FINANCIAL SERVICES

Under pressure from US-China trade tensions, tighter global financial conditions, US dollar strength and the risk of rising interest rates, banks in Asia Pacific's emerging markets will operate in an environment of heightened volatility. As these adverse headwinds mount, banks will be challenged in terms of credit, liquidity, and market risk. Thailand however, less vulnerable than other emerging markets, is expected to hold its own.

Continued economic recovery, an improving operating environment, robust capitalisation and loss buffers together contribute to a stable outlook for the country's banking sector.

On the back of the country's massive infrastructure drive – an estimated \$14 billion worth of construction projects under the Transport Action Plan broke ground in 2018¹ – loan growth was given a boost in 2018. At the same time, non-performing loans have peaked. We expect loan growth to sustain its momentum well into 2019.

As domestic banks embark on strategic digital banking shifts, the integration of digitalisation and fintech holds great promise for the prospects

of the financial services sector. Thailand's central bank is in the process of co-developing its own digital currency, built on blockchain, with the country's major lenders for the purposes of conducting interbank settlement – a move that will surely improve the sector's margins. The first phase of the project is expected to be completed by Q1 2019.

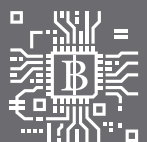
Through its regulatory sandbox for fintech innovations, the central bank is also working to deploy blockchain technology to improve a range of financial services functions such as document authentication, cross-border payments and supply chain financing.

The use of blockchain in finance may even extend into tax and compliance. Thailand's Revenue Department has unveiled plans to track tax payments via blockchain and machine learning, potentially using blockchain to verify the validity of taxes paid and to speed up the tax refund process.

These initiatives will place Thailand ahead of the curve in becoming a leader in digitalisation within the financial services sector, as well as a top fintech hub in Southeast Asia.

As digital disruptions reshape the way financial institutions conduct their businesses, they will need to further adapt by altering their operations and hiring strategies. Retraining and digital training for branch employees, especially, will be on the cards. With more brick-and-mortar branches shuttering and banks scaling down their workforce, existing employees will be expected to adapt and upgrade their skillsets to take on new roles and functions.

Under commitments to an ASEAN agreement inked in 2001, Thailand may increasingly open up its labour market to skilled professionals such as accountants and auditors from across the region. With around 10,000 auditors and another 60,000 professional accountants currently in the workforce², the country has sufficient manpower to cover the needs of the sector. As a result of these developments, industry professionals may face stiffer competition for higher income supervisory jobs, yet potentially benefit from new skills that professionals from other countries may introduce.



The integration of digitalisation and fintech holds great promise for the finance sector.



The central bank is working to deploy blockchain technology to improve a range of financial services

¹ Asian Banking & Finance

² The Nation

Salary Range (per month)				
QUALIFICATIONS	EXPERIENCE (YEARS)	MIN (THB)	MAX (THB)	
ACCOUNTING				
Finance & Accounting Manager	Degree/Master	>10	106,000	230,000
Accounting Manager/Costing Manager	Degree	10-15	59,000	200,000
Senior Accountant	Degree	5-7	59,000	75,000
Accounts Payable Executive	Degree	3-5	53,000	85,000
Assistant Accounting Manager	Degree	8-10	48,000	80,000
Accounting Officer	Degree	2-3	22,000	43,000
Junior Accountant	Degree	0-1	13,000	22,000
Accounts Payable Assistant	Degree	0-1	13,000	22,000
AUDIT				
Audit Director	Degree/Master	12-15	159,000	477,000
Audit Manager	Degree/Master	5-8	106,000	371,000
Internal Audit Manager	Degree	3-5	96,000	128,000
Auditor	Degree	3-6	53,000	85,000
Audit Assistant	Degree	2-5	32,000	53,000
BANKING OPERATIONS				
Vice President	Degree/Master	>10	150,000	300,000
Managing Director	Degree/Master	>10	130,000	250,000
Senior Credit and Corporate Business Analyst	Degree/Master	>10	85,000	106,000
Investor Relations Division	Degree/Master	5-7	64,000	96,000
Corporate Lending Manager	Degree	2-5	32,000	70,000
Credit Interviewer	Degree	3-5	32,000	53,000
Wholesale Supervisor	Degree	3-5	32,000	53,000
Foreign Exchange Officer	Degree	2-5	22,000	38,000
Corporate Action Proxy Staff	Degree	1-3	22,000	43,000
Teller	Degree	2-3	13,000	38,000
Receptionist/Coordinator	Degree	0-2	13,000	22,000
Operations Staff	Degree	2-3	13,000	22,000

Salary Range (per month)				
QUALIFICATIONS	EXPERIENCE (YEARS)	MIN (THB)	MAX (THB)	
FINANCE				
Chief Financial Officer	Degree/Master	15-20	159,000	530,000
Vice President	Degree/Master	>10	138,000	191,000
Head of Operation and Finance	Degree/Master	>10	106,000	181,000
Finance Director	Degree/Master	15-20	106,000	371,000
Finance Controller	Degree	8-15	85,000	212,000
Finance Manager	Degree	10-15	64,000	159,000
Senior Financial Accountant	Degree	5-7	59,000	75,000
Financial Analyst	Degree/Master	5-7	53,000	85,000
Assistant Finance Manager	Degree	8-10	48,000	85,000
Finance & Banking officer	Degree	1-2	22,000	32,000
RISK & COMPLIANCE				
Business Planning & Analysis Manager	Degree	8-15	85,000	170,000
Risk Manager	Degree	8-15	80,000	170,000
Compliance Manager	Degree	8-15	80,000	128,000
Tax Manager	Degree	8-15	75,000	159,000
Credit Control Manager	Degree	10-15	53,000	106,000
Financial Planning & Analyst	Degree	5-10	53,000	85,000
SALES				
AVP, Senior Project Management and Process Improvement Manager	Degree/Master	>10	106,000	159,000
Senior Relationship Manager/Team Leader	Degree	8-15	80,000	138,000
Marketing Intelligence & Planning Manager	Degree/Master	5-8	75,000	96,000
Marketing Analyst Planning Manager	Degree	5-7	53,000	85,000
Senior Business Analyst	Degree	5-7	53,000	85,000
Business Relationship Manager	Degree	5-8	45,000	96,000
Business Analyst	Degree	2-5	38,000	64,000
Assistant General Manager (Sales & Admin)	Degree	3-5	32,000	53,000
Sales Executive	Degree	1-3	22,000	32,000
Customer Service	Degree	0-3	13,000	32,000



HUMAN RESOURCES

As Thailand presses onward towards Thailand 4.0, a question lingers in its wake – can its workforce keep up? Due to the lack of a long-term educational roadmap, the country today faces a shortage of manpower in the science, technology, engineering and mathematics (STEM) fields.

Even with the government kicking off two new projects in 2018 to groom a skilled future workforce for 12 'S-curve industries', deemed new engines of growth for Thailand's economic transformation, Thailand's manpower situation will take time to rectify.

This skills gap, compounded with challenges posed by digitalisation, disruption and an ageing population, means that when it comes to attracting and retaining talent, HR professionals across various industries will have their work cut out for them in 2019. Yet, HR is also among those who will stand to benefit the most from digital transformation.

Among the slew of new digital technologies, machine learning and Artificial Intelligence (AI) hold the greatest potential for revolutionising the profession. HR professionals who can successfully leverage data and technologies, such as predictive talent analytics and employee flight risk models, will no doubt generate new insights for their companies. AI will come to play a greater role in workforce planning, as organisations seek to boost the effectiveness of their recruiting and talent management processes.

Further, with alternative workforce, workplace and career models on the rise, organisations will require digitally savvy and agile HR managers to develop alternatives to traditional methods of managing human resources.

Integration across all lines of business within an organisation has also become essential in an increasingly global business landscape. This points to the need for an integrated C-suite –

HR professionals are a crucial element of this – that collaborates effectively to propel their organisations forward.

As Thailand 4.0 continues to take shape, we expect organisations to move with greater urgency this year to strengthen digital literacy and skillsets among the existing and next generation workforce. HR professionals will increasingly become seen as strategic business partners and key enablers of this workforce transformation.



AI will come to play a greater role in workforce planning and help shape HR performance



Thailand faces a shortage of manpower in the STEM field

	Salary Range (per month)			
	QUALIFICATIONS	EXPERIENCE (YEARS)	MIN (THB)	MAX (THB)
Chief Human Resources Officer	Masters	<15	250,000	450,000
HR Director	Masters	>10	200,000	400,000
HR & GA Manager	Degree/Higher	>10	100,000	150,000
Training Manager/HRD Manager	Degree/Masters	5-7	80,000	120,000
Compensation & Benefits Manager	Degree/Masters	5-7	80,000	150,000
APAC Learning & Development Coordinator	Master	>5	75,000	150,000
Human Resource Manager	Degree/Master	5-8	64,000	159,000
HR Business Partners of Oversea Business Supervisor	Degree	5-7	59,000	75,000
Human Resource Supervisor	Degree	5-7	59,000	75,000
Work Compensation & Office Manager	Degree/Master	8-13	53,000	85,000
Human Resource Support Manager	Degree	5-7	53,000	69,000
Human Resource - Administrative Corporation	Degree	3-5	38,000	59,000
Recruiter	Degree	4-6	38,000	59,000
Human Resource Supervisor	Degree	3-5	32,000	53,000
Assistant Human Resource Manager	Degree	2-3	32,000	45,000
Recruitment Executive/Training Executive	Degree	3-5	32,000	53,000
Senior Payroll Officer	Degree	5-8	32,000	64,000
Payroll Practice Officer	Degree	3-5	27,000	53,000
Human Resource Officer (Corporate Planning)	Degree	2-4	27,000	53,000
Human Resource Officer	Degree	1-3	22,000	32,000
Researcher	Degree	0-2	22,000	32,000
HR Consulting Assistant	Degree	2-3	22,000	32,000

	Salary Range (per month)			
	QUALIFICATIONS	EXPERIENCE (YEARS)	MIN (THB)	MAX (THB)
ADMINISTRATION				
Admin Assistant/Academic Assistant	Degree	1-3	25,000	32,000
Office Admins & Secretary	Degree	2-3	22,000	38,000
Office Assistant (Purchase & Logistics, Marketing)	Degree	0-2	16,000	22,000
Receptionist	Degree	0-2	13,000	22,000
Administrative Executive	Degree	0-3	13,000	43,000
EXECUTIVE ASSISTANT				
Personal Assistant	Degree/Master	>15	318,000	636,000
Admin/Executive Secretary (Korean speaking)	Degree/Master	>12	180,000	318,000
Executive Secretary	Degree/Master	>12	128,000	181,000
OPERATIONS				
Supply Chain Manager	Degree	7-10	128,000	250,000
Logistic Manager	Degree	7-10	106,000	150,000
Reservation Officer	Degree	0-2	15,000	22,000
SALES				
Country Sales Manager	Degree/Master	>10	150,000	300,000
Sales Director	Degree/Master	>8	150,000	350,000
National Sales Manager	Master	>7	120,000	300,000
Business Relationship Manager	Degree/Master	7-10	91,000	150,000
Sales & Marketing Manager	Degree	7-10	85,000	150,000
Sales Engineer	Degree	3-5	43,000	59,000
Senior Relationship Consultants	Degree/Master	5-8	38,000	120,000
Sales Executive	Degree	1-3	22,000	38,000

FAST MOVING CONSUMER GOODS (FMCG)



Thailand's FMCG market has seen sluggish growth in recent years. Despite a slight uptick in consumer confidence in Q3 2018, prospects generally remain bleak for the next year with consumers exercising caution with spending, and household debt on the high side. Amid the challenges 2019 brings, retailers may increase their focus on promotional campaigns and pricing strategies to attract customers.

Nevertheless, we see several bright spots in a slow-growing market; e-commerce is highly anticipated to be a key growth driver for the FMCG sector. Expected to increase 134% by 2022, e-commerce's share of total FMCG value in Thailand could potentially be worth US\$505 million by then.¹

Busy lifestyles, a rapidly growing population of working women and a rising number of nuclear families are among the factors discouraging consumers from visiting brick and mortar stores for their shopping requirements. As such, consumers are increasingly adopting online shopping as a rational, time-saving mode of shopping, especially to fulfil their day-to-day FMCG needs. Among consumers surveyed by Nielsen, 38% of respondents already use e-commerce for online FMCG purchases and almost 60% have indicated a willingness to do so in future.²

E-commerce adoption is progressing quickly among those living in developed areas. While a lack of connectivity currently poses a barrier to consumers living in less developed areas, the country is on the fast track towards full internet penetration. As the Thailand 4.0 initiative forges ahead, the government is laying out plans to bring broadband internet into every village by year end.

We expect retailers to leverage these developments to increasingly push their products online to a growing digital consumer base. Already, companies are improving their supply chain efficiencies to speed up deliveries and meet consumers' growing demands.

As competition in the e-commerce space heightens, companies will want highly skilled professionals with e-commerce skillsets and digital aptitude in their employ to successfully capture opportunities brought about by e-commerce.



E-commerce's share of total FMCG value in Thailand could potentially be worth US\$505 million by 2022



Among consumers surveyed by Nielsen, 38% of respondents use e-commerce for online FMCG purchases

¹ Nielsen
² Nielsen

Salary Range (per month)

QUALIFICATIONS	EXPERIENCE (YEARS)	MIN (THB)	MAX (THB)
----------------	-----------------------	--------------	--------------

MARKETING

Marketing Division Manager, Sales Division	Degree/Master	>10	100,000	128,000
Trade Marketing Manager	Degree/Master	>7	96,000	212,000
Marketing Manager	Degree	8-15	85,000	212,000
Marketing Communication Manager	Degree	8-15	80,000	191,000
PR Manager	Degree	8-15	80,000	150,000
Brand/Product Manager	Degree	8-15	80,000	150,000
Event Manager	Degree	8-15	75,000	138,000
Digital Marketing & Public Relations Executive	Degree	6-8	59,000	96,000
Merchandise & Marketing Executive	Degree	2-3	27,000	48,000
Marketing Developer (Marketing Multimedia)	Degree	3-4	25,000	45,000
Marketing Communication Executive	Degree	3-5	22,000	32,000

OPERATIONS

Country Manager (COO&CFO)	Degree/Master	>15	318,000	636,000
Chief Operating Officer	Degree/Master	>12	180,000	318,000
Senior Officer of Supplies and Plannings	Degree/Master	>12	128,000	181,000
Material Warehouse, Premix & Logistics Manager	Degree/Master	7-9	80,000	140,000
Project Engineer	Degree	3-5	40,000	85,000

SALES

Head of Sales & Marketing	Degree	8-15	180,000	424,000
National Sales Manager	Degree	8-15	159,000	265,000
Area Sales Manager	Degree	8-15	106,000	212,000
Technical Sales Manager	Degree	>10	106,000	150,000
Sales Manager	Degree	8-15	106,000	318,000
E-Commerce Section Manager	Degree/Master	>10	100,000	160,000
Channel Manager	Degree	8-15	100,000	212,000
Business Development Manager	Degree	8-15	100,000	212,000
Key Account Manager	Degree/Master	7-15	75,000	160,000
Sale Coordinator	Degree/Master	>10	53,000	85,000
Senior Sales Executive	Degree	5-7	53,000	85,000
Key Account Executive	Degree/Master	3-5	43,000	59,000
Sales Executive	Degree	2-5	27,000	53,000
Sales Representative	Degree	1-2	22,000	32,000
Sale Administrative Officer	Degree	2-4	20,000	32,000
Telemarketing Sales Coordinator	Degree	0-1	15,000	18,000

Salary Range (per month)

QUALIFICATIONS	EXPERIENCE (YEARS)	MIN (THB)	MAX (THB)
----------------	-----------------------	--------------	--------------

EDUCATION

Account Manager – Thailand	Degree/Higher	>8	106,000	145,000
Educational Sales Manager	Degree	5-7	64,000	85,000

EVENTS

Director of Events	Degree	5-8	181,000	265,000
Business Development Manager	Degree/Higher	>10	139,000	180,000
Conference Manager	Degree	3-6	53,000	128,000
Assistant Key Account Manager	Degree	3-5	48,000	64,000
Marketing Communication Controller	Degree	2-5	32,000	53,000
Events Specialist	Degree	2-3	16,000	43,000

RETAIL

Area Sales Manager	Degree	8-15	85,000	212,000
Brand/Product Manager	Degree	8-15	85,000	159,000
Merchandising Manager	Degree	8-15	85,000	128,000
Visual Merchandising Manager	Degree	8-15	85,000	128,000
Customer Service Manager	Degree	5-7	85,000	128,000
Store Manager	Degree	8-15	53,000	191,000
Retail Manager	Degree	8-15	53,000	159,000
Retail Operations Manager	Degree	8-15	53,000	159,000
Online Marketing/Digital Marketing Manager	Degree	5-10	53,000	140,000
Store Supervisor	Degree	3-5	43,000	64,000
Senior Key Account Executive – Retail	Degree	2-5	32,000	53,000
Sales Associate	Degree	2-3	27,000	38,000

SUPPORT FUNCTIONS

Korean – Thai Interpreter	Degree	1-3	27,000	43,000
Customer Services Officer/Admin Executive	Degree	1-2	16,000	22,000
Call Center Officer	Degree	0-2	15,000	22,000



CHEMICAL AND PETROCHEMICAL

Riding on an improving economic outlook, rising domestic consumption, ongoing government expenditure and a brighter forecast for exports, especially to neighbouring countries, the domestic market for Thai petrochemicals is growing from strength to strength.

With domestic demand for petrochemical products slated to expand by around 3-4.5% per year¹, solid growth is expected over the next two years, restricted only by demand rising more rapidly than production capacity.

Overall, we expect Thai petrochemical producers to enjoy improved business performance this year on the back of rising prices and growing demand.

In the longer term, we expect continuity in Thailand's natural gas supply. National oil company PTT Exploration and Production (PTTEP) won the production and development rights for the Bongkot and Erawan gas fields in December 2018, ahead of Chevron (Thailand) Holdings. PTTEP has affirmed its commitment to developing

these fields – vital indigenous sources of energy supply for Thailand – to meet required production levels when they take the reins in 2022.

Recent technological advances and new innovations, such as fracking and on-purpose technology, can dramatically reduce production costs and amp up output. These are beginning to shake up the industry's supply chain and intensify competition among producers at a domestic and international level. Thai operators will need to keep abreast of these innovations and transform their operations to not only hold their own against international players, but also enhance their supply chain to gear up for future expansion.

As Thailand's major petrochemical export markets become increasingly self-reliant in production, local players may also need to evolve their strategies by forging partnerships with existing players both in new markets where there is greater demand, and in related industries domestically and abroad.

Growing environmental consciousness surrounding the country's large-scale plastic consumption and an abundance of domestic biomass sources may also encourage Thai producers to make the switch to producing bio-plastics – environmentally-friendly, higher value products. Coupled with government incentives aimed at attracting foreign investments in biochemical plants, the biochemical sector looks set to thrive.

In the longer term, the expansion of deep sea port Map Tha Phut, currently the largest petrochemical hub in Southeast Asia and one of five mega projects slated for Thailand's Eastern Economic Corridor, will bolster the industry's growth as a terminal for liquefied natural gas and logistics.



The expansion of deep sea port will bolster petrochemical's growth as a terminal for liquefied natural gas and logistics.



Fracking and on-purpose technology can dramatically reduce production costs and amp up output.

¹ Krungsri

Salary Range (per month)				
QUALIFICATIONS	EXPERIENCE (YEARS)	MIN (THB)	MAX (THB)	
COMMERCIAL				
Technical Service Manager APAC (Regional role)	Degree/Master	>10	191,000	287,000
Country Sales Manager	Degree/Higher	>10	170,000	191,000
Business Manager	Degree/Master	>10	159,000	265,000
Regional Sales Manager	Degree/Master	>15	159,000	265,000
Technical Sales Manager	Master	5-7	106,000	138,000
Account Manager	Degree	7-10	85,000	159,000
Technical Service Manager	Degree/Master	7-10	85,000	128,000
Sales Manager	Degree	5-7	64,000	130,000
Sales Executive	Degree	4-6	32,000	53,000
Sales Engineer	Degree	3-5	32,000	53,000
Sales & Marketing Executive	Degree	3-5	32,000	53,000
Sales Representative	Degree	0-5	22,000	53,000
Marketing Communication Executive	Degree	1-3	22,000	32,000
LOGISTIC & SUPPLY CHAIN				
Supply Chain Manager	Degree	>10	159,000	265,000
Procurement Manager	Degree	>10	128,000	191,000
Logistic & Supply Chain Manager	Degree/Master	>7	106,000	212,000
Assistant Manager of Facility Management	Degree/Master	3-5	32,000	53,000
MANUFACTURING				
Plant Manager	Degree/Master	>10	191,000	265,000
Production Manager	Degree/Higher	>8	159,000	191,000
Aquaculture Technical Manager	Degree/Higher	>10	159,000	212,000
Lab Chemist	Degree	2-3	32,000	48,000
Engineer	Degree	0-2	22,000	32,000





MANUFACTURING

Accounting for 36.2% of Thailand's GDP¹, Thailand's diversified manufacturing sector, which comprises the main industries of automotive, electronics and steel, is a key pillar of its economy.

On the back of weak manufacturing growth in 2018, a challenging year lies ahead for the export-oriented manufacturing sector. Amid the difficulties it already faces due to the maturing electronics cycle, the sector may experience the full force of China's economic slowdown brought about by increased US trade protectionism.

Against these headwinds, factories may be more cautious in expanding their production capacity, given potential challenges in clearing existing inventory.

However, for automotive manufacturing, opportunities exist both within Thailand and in overseas markets. Analysts forecast continued growth for automobile production, which is expected to exceed 2.4 million units in 2022.² Of this, 1.1 million units will be sold in Thailand and over 1.3 million units will be exported. Increase in residents' incomes will encourage automobile consumption domestically, while exemptions on import tariffs in neighbouring countries will provide price advantages, boosting Thailand's automobile exports.

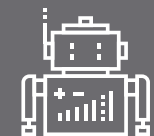
Moving forward, robotics and automation will become an indispensable factor in the manufacturing equation for many industries in Thailand, particularly automotive, electronics and food processing. The country is estimated

to have shipped 7,500 units of industrial robots in 2018, 133% more than five years ago.³ Manufacturers will continue to form a significant proportion of this demand, as they integrate automation and robotics at a rapidly increasing rate to gain production efficiencies and stay competitive.

As we enter the Thailand 4.0 era, we expect the manufacturing sector to sustain its growth momentum in the long run, fuelled by strong government support. The Eastern Economic Corridor (EEC) initiative, when completed, is anticipated to transform Thailand's eastern provinces into hubs for technological manufacturing and services, while tax exemptions will encourage greater investments in robotics and automation in the EEC area.



Analysts forecast continued growth for automobile production, which is expected to exceed 2.4 million units in 2022



Robotics and automation will become an indispensable factor in the manufacturing equation for many industries in Thailand

¹ Nordea Trade Portal

² Business Wire

³ Tech Wire Asia

			Salary Range (per month)	
	QUALIFICATIONS	EXPERIENCE (YEARS)	MIN (THB)	MAX (THB)
PRODUCTION				
Plant Manager	Degree/Master	>10	191,000	300,000
Production Manager	Degree/Master	7-10	106,000	170,000
Store Management	Degree/Master	>10	85,000	128,000
Senior Engineer	Degree/Master	5-7	85,000	106,000
HSE Manager/Safety Manager	Degree/Master	7-10	75,000	159,000
Maintenance Manager	Degree/Master	7-10	75,000	128,000
Electrical Engineer Section Chief	Degree	5-7	64,000	85,000
Logistic Manager	Degree	5-7	53,000	85,000
Senior Logistic Supervisor	Degree	5-7	53,000	75,000
Engineer	Degree	3-5	53,000	85,000
Field Service Engineer	Degree/Master	3-5	38,000	59,000
R&D Engineer	Degree	3-5	38,000	59,000
Design Engineer	Degree	3-5	32,000	53,000
Group Network Officer	Degree	3-5	32,000	53,000
Supply Chain Executive	Degree	1-2	22,000	32,000
Technician	Degree	3-5	20,000	38,000
SALES & MARKETING				
Sales Manager	Degree/Master	>10	106,000	138,000
Business Development Manager	Degree/Master	>10	85,000	106,000
Business Development Specialist	Degree/Master	7-10	75,000	96,000
Export Sales Manager	Degree	2-4	53,000	85,000
Sales Engineer	Degree/Master	3-5	43,000	53,000
Sales Executive	Degree	3-5	32,000	53,000
Business Devolpement Supervisor	Degree	5-7	32,000	48,000
Junior Sales Executive	Degree	0-2	13,000	22,000
Customer Service	Degree	0-2	13,000	27,000



INFORMATION TECHNOLOGY

With Thailand 4.0 continuing to transform the country, the digital industry is on an exciting growth trajectory across all fronts, stimulated by both public and private sector developments.

One of 12 targeted industries under the S-curve policy, the digital industry has seen a massive surge in investments in the past year alone. Over the first nine months of 2018, investment applications with a combined value of 12.7 billion baht have poured in for 135 digital projects in Thailand, a sharp growth of 405% from the same period in 2017.¹

In particular, the Internet economy represents huge opportunities for businesses. Currently expanding at a rate of 22% per year, Thailand's Internet economy could be worth US\$43 billion in 2025, driven largely by e-commerce and online media.² Ensuring a steady supply of talent such as developers, computer scientists and data analysts will be crucial to support the growth of local companies in these fields.

Furthermore, as 5G adoption rapidly gains ground, the country may shift towards 5G as early as 2020. Local mobile network operators have already started embarking on trials. Besides enabling enhanced mobile broadband, 5G will open up new use cases, business models and support widespread adoption of the Internet of Things. This will bring greater value to vertical industries such as manufacturing, the sector that contributes the most to Thailand's economy.

Already a thriving hub for start-ups in Southeast Asia, the government has also voiced aspirations to develop the country into a global start-up centre. As the country enters phase two of its start-up development programme, around 50,000 jobs may be created by 2021.³ The first phase of True Digital Park, Thailand's first and Southeast Asia's largest start-up campus, is also expected to open in February 2019. Located within the park, the Bangkok Cyber Tech District, launched in collaboration with the National Innovation Agency, will further serve as a launchpad for local and international start-ups.

The latest in this string of tech-related developments is Digital Park Thailand, a key component in the Eastern Economic Corridor initiative, intended to transform the region into a global destination for digital innovators. This data hub is expected to be central to Thailand's future technology innovation ecosystem, drawing companies looking to tap into Thailand and ASEAN's digital economy.

These developments bode well for Thailand's future workforce, as the next generation of employees have expressed their eagerness to pursue careers in IT. A survey commissioned by a US multinational firm found that 97% of Generation Z are keen to dive into work related to cutting-edge technology in their future careers.⁴

¹ Bangkok Post

² The Nation

³ OpenGov Asia

⁴ OpenGov Asia



The country may shift towards 5G as early as 2020



12.7 billion baht have poured in for 135 digital projects in Thailand over the first nine months of 2018



Around 50,000 jobs may be created by 2021 as Thailand enters phase two of its start-up development programme

Salary Range (per month)				
	QUALIFICATIONS	EXPERIENCE (YEARS)	MIN (THB)	MAX (THB)
Head of IT	Degree/Master	>10	159,000	212,000
IT Manager	Degree/Master	7-10	106,000	138,000
Technical Manager	Master/Ph.D	>7	106,000	212,000
Sales Manager	Degree/Master	>10	100,000	130,000
Senior Account Manager	Degree	7-10	96,000	128,000
Information Security & Compliance Section Head	Degree/Master	>7	85,000	170,000
Project Manager	Degree/Master	5-8	85,000	106,000
E-commerce Product Manager	Degree/Master	>8	85,000	170,000
Digital Marketing Manager	Degree/Master	5-8	70,000	120,000
Enterprise Innovation & Architect Engineer	Degree	5-8	59,000	128,000
Senior IT Programmer	Degree/Higher	>10	53,000	85,000
Assistant Manager, Data Entry	Degree	5-7	53,000	85,000
Senior Media Planner	Degree	4-6	50,000	80,000
Senior Cobol Programmer	Degree	3-7	48,000	91,000
Security Consultant	Degree	3-5	43,000	64,000
Digital Project Executive	Degree	2-3	40,000	60,000
Project Coordinator	Degree	>7	32,000	53,000
Account Manager	Degree	3-5	32,000	53,000
IT Support	Degree	1-3	29,000	38,000
System Engineer	Degree	1-3	26,000	53,000
Media Planner	Degree	1-2	25,000	40,000
IT Programmer	Degree	5-7	22,000	32,000
Cobol Programmer	Degree	1-3	22,000	43,000
Digital Media Buyer	Degree	1-2	22,000	32,000
Supplier Onboarding Agent	Degree	2-3	16,000	27,000





PHARMACEUTICAL

All signs for the outlook of the pharmaceutical industry are pointing up, with the government setting out to transform Thailand into a world-class pharmaceutical hub. Analysts project the pharmaceutical market in Thailand to witness a compound annual growth rate of 10%, reaching US\$9.47 billion in 2020.¹

While price control mechanisms put in place by the Ministry of Public Health and the Comptroller General's Department have typically curbed profitability levels of private sector manufacturers, output across the sector on the whole will continue to grow strong.

Compared to only 5% of pharmaceuticals produced locally for export, domestic consumption forms the largest base of sales for Thai manufacturers, and will continue to be the key growth driver for the industry.² By 2020, domestic sales of pharmaceuticals are estimated to grow by an average of 5-6%.³

Among the factors spurring the sector's domestic growth is the country's rapidly ageing population, which will increase from 9.1 million in 2018 to 10.3 million by this year⁴, together with rising rates of ill-health. These will grow demand for specified medicines and medical care. Enhanced access to medical services through Thailand's universal healthcare scheme may also increase spending on medicine.

Thailand's up-and-coming medical tourism sector will also bolster drug demand, thanks to its numerous advantages. High quality of services, readily available facilities and health centres, and overall lower costs are drawing greater numbers of foreign patients. According to forecasts, the number of foreign patients in Thailand will increase by around 7-8% a year.⁵

The country's adherence to international pharmaceutical manufacturing standards positions it as an attractive potential partner for international manufacturers that are sourcing for distribution partners in Asia.

The future of Thailand's pharmaceutical industry could take an interesting turn with the country's recent move to legalise marijuana for medical and research purposes, which is expected to boost the medical tourism industry. With Thailand becoming the first Asian country to legalise the drug, local and foreign firms may jostle for control over this lucrative market. Thai industry players will face stiff competition; several foreign pharmaceutical companies have already applied for marijuana-related patents, with more expected to come.



Pharmaceutical market is expected to witness a compound annual growth rate of 10%, reaching \$9.47bn in 2020.



Thailand's up-and-coming medical tourism sector will bolster drug demand



The future of pharmaceutical industry could take an interesting turn with the country's recent move to legalise marijuana for medical and research purposes

¹ Pharmaceutical Executive

² Krungsri

³ Krungsri

⁴ The Nation

⁵ Krungsri

	Salary Range (per month)			
	QUALIFICATIONS	EXPERIENCE (YEARS)	MIN (THB)	MAX (THB)
Head of Regulatory Affairs & Compliance	Master	>15	265,000	371,000
Senior Supply Chain Manager	Degree	>10	212,000	265,000
Group Product Manager	Degree	8-10	120,000	159,000
Key Account Manager	Degree/Master	7-10	106,000	159,000
Clinical Research Manager	Degree/Master	>7	106,000	181,000
Senior Clinical Research Associate	Degree	5-10	101,000	149,000
Marketing Manager	Degree	6-8	85,000	138,000
Product Manager	Degree/Master	5-10	80,000	140,000
Regulatory Affairs Manager	Degree/Master	5-10	75,000	160,000
Area Sales Manager	Degree	5-10	75,000	106,000
Upcountry Sales Manager	Degree	5-10	64,000	85,000
Product Specialist	Degree	5-8	53,000	75,000
Purchasing Agent	Degree/Master	6-8	43,000	80,000
Clinical Research Associate	Degree	3-5	43,000	64,000
Pharmacist	Degree	3-5	38,000	75,000
Medical Sales Representative	Degree	0-4	22,000	48,000
Sales Administration Staff	Degree	0-3	20,000	27,000



Kelly Services Staffing & Recruitment (Thailand) Co., Ltd
(A PERSOLKELLY Company)

27th Floor Empire Tower 3 Unit 2707
1 South Sathorn Road
Bangkok 10120 Thailand
Tel: (662) 670 0505
Fax: (662) 670 0509
info@kellyservices.co.th