

S&I International Bangkok Office Company Ltd.

<http://www.s-i-asia.com>

IP News No. 177, December 2021

Editorial

Increasing of the great artistry of Thai craftsmanship and value of amazing designed, the DEmark Awards (<https://demarkaward.net/>) has succeeded in showcasing the best of local designers for last 13 years.

Design Excellence Award 2021 (DEmark) organized by the Thailand Office of Innovation and Value Creation of the Department of International Trade Promotion (DITP) has been a comprehensive design contest aiming to promote outstanding designs of Thai products to worldwide markets. This year, the theme of activities enhanced the industry or the quality of life through the design under the theme “Regenerative Design for the Next”. The award fall into 7 categories such as industrial craft, packaging design, fashion, graphic design, etc. Meanwhile, this project help stimulate local designers to aware of the important of design registration in Thailand and overseas as a tool to protect their idea and guarding from infringement.

The DEmark award ensure to be widely recognized as a mark representing good design and lead to international trade achievement. Designers were encouraged to use their creativity in support of Thailand’s biological diversity, cultural strengths, boost national economy especially the growth of Thailand’s designed product industries. In cooperation with Japan Institute of Design Promotion (JDP) and the Japan External Trade Organization (JETRO), the Design experts from Japan are judging committee in this contest and the winner will enter the competition of Good Design (G-Mark) in Tokyo, Japan. The international judges from Japan will help guarantee the international standards of DEmark. The winning product of 2021 is now published on https://demarkaward.net/en/demark_winner. The winners obtain the DEmark logo that can be used to promote well-designed Thai products in the international market. It is hoped that this award will help promote development of domestic products, which will increase better quality of life of both domestic and international consumers.

Apapan S. Milde

Patent Attorney

1. Thailand reevaluates CPTPP pact after China membership expands market size

(From www.nationthailand.com, September 21, 2021)

Bangkok – The Department of Trade Negotiations (DTN) said Thailand is reevaluating the pros and cons of the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP) free trade agreement after China signed the pact. Auramon Supthaweethum, the director-general, said the CPTPP population has expanded to over 1.9 billion people or 25 per cent of the global population with a total gross domestic product (GDP) of 30 per cent of the global GDP.” The reevaluate includes tariff reduction or suspension, product origin and trade facilitation rules and then the Commerce Ministry will propose changes to the Cabinet.

2. Thailand sees IP as key to development

(From Bangkok Post, Thailand, September 22, 2021)

Bangkok – Speaking at the Global Innovation Index (GII) 2021 organized by the World Intellectual Property Organization (WIPO), Commerce Minister said IP is one of the key tools to develop and revitalize the economy. The country vows to continue driving forward with innovations, technology and intellectual property to boost international trade. It also promotes Geographical Indications (GI) to enhance the life quality and well-being of local people. It expedites GI registration process to cover all 77 provinces, e-filing service, e-certificates for patents and petty patents, fast-track process for trademark registration that reduces time from 12 months to only six months. Thailand’s innovation capability is ranked 43rd out of 132 countries in the Global Innovation Index 2021 rankings.

3. Ministry of Commerce presents “Design Excellence Award 2021” (DEMARK)

(From www.nationthailand.com September 28, 2021)

Bangkok – The Office of Innovation and Value Creation of the Department of International Trade Promotion (DITP) presents the Design Excellence Award 2021 (DEmark 2021) of the 98 business operators and designers. The department said the award project would increase the value of Thai products and services by developing the marketing potential of business operators including SMEs, micro SMEs and opening trade opportunities in global markets. The DITP expects the DEmark logo to be the certificate of quality Thai products when it is recognized locally and internationally. Representatives from the Japan Institute of Design Promotion (JDP), the Taiwan Design Research Institute (TDRI), the organizer of the Golden Pin Design Award, and the Hong Kong Exporters’ Association (HKEA) were judges in this year.

4. Bid to boost tech among small manufacturers

(From Bangkok Post, Thailand, October 6, 2021)

Bangkok – The Industry Ministry is preparing to help small and medium-sized enterprises (SMEs) upgrade their factory technology to robotic and automation systems under a 2.5-billion-baht soft loan program, with an annual interest rate of 1%. Only 25% of factories currently use robotics, automation and systems integration (SI). Authorities want to see factories adopt new technology, add value to their products and reduce any unpleasant impacts caused during production processes on the environment, said Minister Suriya Jungrungreangkit. More domestic production utilizing robots will reduce imports of robotic and automation technology by 12%, according to the Office of Industrial Economics (OIE).

5. Chinese man ‘sold fake goods online’

(From Bangkok Post, Thailand, October 8, 2021)

Bangkok – Ma Shaorui, a Chinese man, was arrested for allegedly selling counterfeit brand-name products causing damages worth 16 million baht. The counterfeit products bear brand names including 110 pairs of Gucci shoes, 150 Fila shirts, and 8,057 pairs of Off White shoes. The suspect operated 10 shops on an online shopping platform and he told police that all items were imported from China. He will face charges of distributing counterfeit items and working without permission in the kingdom which carry a maximum term of four years in jail and a fine of up to 400,000 baht. The seized items were sent to the Department of Intellectual Property and the brand owners, who confirmed the products were fake.

6. Centre to be a base for innovation

(From Bangkok Post, Thailand, October 12, 2021)

Thailand – A digital Innovation Centre is planned for Thailand Digital Valley. The centre is located in Chon Buri province and under the third phase of Thailand Digital Valley, which aims to serve as the digital hub of Asean. The third phase requires 2.6 billion baht in investment, which carries a total cost of 4.5 billion baht. The centre is designed to have labs for 5G testing, artificial intelligence (AI), Internet of Things (IoT), virtual reality and augmented reality (VR/AR), cloud innovation labs and a design centre. The Thailand Digital Valley will be a hub for startups and top tech companies from Thailand and the world to design, develop and test advanced technologies and innovation.

7. Foreign investment soars in nine months of 2021

(From www.nationthailand.com, October 12, 2021)

Bangkok – Thailand has continued attracting foreign direct investment (FDI) in the first nine months, with an increased number of investment project applications, Thailand’s Board of Investment (BoI) said. The total value of FDI applications rose 220 per cent compared to the same period last year, to a total value of Bt372.06 billion from 587 projects. Top three countries are Japan, the United States and Singapore. The applications for investments led by electronics and electrical sector, medical equipment sector and petrochemical and chemical sector, represented Bt269.7 billion or 52 per cent of the total.

8. Creative industries set to hit B 1.51 tn

(From Bangkok Post, Thailand, October 14, 2021)

Bangkok – Thailand’s creative industries are expected to grow by 3.55% to 1.51 trillion baht next year from an estimated 1.45 trillion this year, according to the Creative Economy Agency (CEA). CEA executive director Apisit Laistrooglai said the pandemic accelerated the sales volume of handicraft products, food and software such as online games, with people spending more on home renovation and entertainment while at home. Thailand has established its soft power in three categories – tourism, foods and traditional medicine. “The government should be the backbone for soft power development, offering attractive tax incentives and strong promotional campaigns to compete with other countries”, he added.

9. Production outlook improving

(From Bangkok Post, Thailand, October 22, 2021)

Thailand – The Federation of Thai Industries (FTI) expects car production to grow beyond the target of 1.6 million units amid falling Covid-19 infections and an easing of the semiconductor shortage situation. The automotive club set a car production target of 1.55-1.6 million units this year, with 800,000-850,000 units to be exported. From January to September, domestic car production increased by 25.6% year-on-year to 1,211,946 units. The production for the export market rose by 37.87% year-on-year to 699,682 units. Though car production in September dropped by 6.43% year-on-year to 140,038 units, production prospects are expected to get better due to more chips and can export more cars to lockdown countries.

10. NIA Collaborates with Business Finland on ‘Innovation Diplomacy’ to Push Thailand to Innovative Country

(From www.nationthailand.com, November 19, 2021)

Bangkok – The National Innovation Agency (Public Organization) signs a memorandum of collaboration with Business Finland, a state agency promoting investment on innovation of

Finland, to expand collaboration on innovation and business development between Thailand and Finland for 3 years period, with emphasis on international innovation development in a variety of dimension, comprising BCG economy, digital business development, startup business promotion, upgrading of entrepreneurial abilities of youths, and foresight promotion. The collaboration started in 2018 with collaboration with the Embassy of Finland in Thailand and the Royal Thai Embassy in Helsinki.