



2 Decades of Growth at SEC

Thailand's decision to join other nine ASEAN nations in forming the ASEAN Economic Community (AEC) in 2015 has urged many government and private organizations to push themselves forward to achieve a higher competitive performance. The Securities and Exchange Commission Thailand (SEC) is among the related parties who are more than prepared for this change. SEC has always been committed to developing the capability of Thailand's capital market in ASEAN arena, which is one of its main missions that serve as a foundation for the country's economic system for the last 2 decades.

On its 20th anniversary, SEC is moving forward under the new 4P Strategy: Proactive, Preventive, Promotion and Premier.

"4P Strategy will focus mainly on the development of capital market to practically strengthen our competitiveness in the global level," said Mr. Vorapol Socratyanurak, Secretary-General of the Securities and Exchange Commission.

Proactive means working aggressively and thinking ahead. We are preparing various capital market models that will help link together those with the fund and those who need it. Once successfully implemented, these models will contribute to a growing and sustainable economy of Thailand and also the ASEAN region.

On 3 April 2012, SEC organized the "ipop Pride of the Province" project to educate business entrepreneurs countrywide of the benefits of capital market as a mean to fundraise for the business. The project was aimed to help boost operational performance and prepare Thai entrepreneurs for the arrival of AEC, as well as to promote new financial products for the various needs of fundraisers and investors.

Preventive means employing deterrent and preventive approaches which include providing knowledge, using punishment clauses and revising legal terms to ensure a fair competition between businesses and maintain a sustainable development



and continuous growth of the capital market.

Promotion means publicizing the capital market through various strategies and mechanisms.

"Learn to Save, Learn to Invest" is a project to promote the knowledge and understanding about investment among young investors via modern channels such as smart phones applications and more.

This project also received cooperation from several parties including producers of TV programs and drama series, who help insinuate knowledge about saving and

investment into their programs and publicize to a large group of audience.

Premier is SEC's latest strategy for a new mission in AEC arena: to make Thailand's capital market number one in ASEAN. "In order to be No.1, we have to improve the quality of our organizations and human resources, both in SEC and other parts of the capital market. We must promote professionalism and capability to work with other ASEAN countries, as well as to compete in the international level," said SEC Secretary-General Vorapol Socratyanurak.

One of SEC's initiatives that has been carried out for several years is the cooperation with foreign capital markets to improve personnel's capability and exchange knowledge. A good example of such project is the participation as a consultant in Lao PDR's securities laws drafting.

To celebrate its official 20th anniversary on 16 May 2012, SEC is planning to organize a series of activities and academic seminars at both domestic and international levels throughout the year 2012 to promote the fundraising, investment and competitive capabilities of the private sector. The expected target groups include business operators, organizational and private investors, financial institutes, capital market moderators and other affiliates.

This campaign kicks off with the seminar "M&A: The Leap Forward of Registered Companies" on 8 June 2012.

"Asia: The Dynamic Capital Market Frontier" seminar will be joined by business leaders from government and private sectors in July 2012.

"Private Equity: Enterprises Partner to Growth" seminar will be held in August 2012 with an aim to promote the private equity and its growth potential.

"CFA Asia-Pacific Forum" is scheduled in October 2012 with an aim to upgrade Thailand's financial analysts and related personnel.

"IOSCO APRC Seminar" will be a continuation of the Asia-Pacific Securities Commission Summit Meeting that SEC Thailand hosted earlier. This seminar will promote the awareness in global capital market change, fundraising trend and international securities trade in a competitive era. It is scheduled in November 2012.

Besides these seminars, SEC is also engaged in **CSR activities** such as the "Restoring Flooded Schools, Building relationships with communities" project, which aims to help flood-stricken schools since last year in their restoration and curricular planning for sustainable development.

For two decades, SEC has dedicated itself to the mission of "supervising and developing Thailand capital market with efficiency, fairness, transparency and integrity" under the maintained image of "visionary partner" who employs 4P strategy in preparing the country's capital market for the next decade with cooperation from all related parties.



Vorapol Socratyanurak