

# ANNUAL REPORT 2022

## OUR TEAM

**CONSULTANT** PREYANAN MONGKOLSRI

**EDITORIAL** SANSANEE LAOARON  
WATZAPON PENLENG  
ATCHARIYA AONHOM

**DESIGN** APHICHAT NGAMLOET

**TRANSLATION** SIRITHARIN CHAREONSIRI

**PUBLISHER** CREATIVE ECONOMY AGENCY  
(PUBLIC ORGANIZATION)  
THE GRAND POSTAL BUILDING,  
1160 CHAROENKRUNG ROAD,  
BANGRAK, BANGKOK 10500  
TEL 02 105 7400  
FAX 02 105 7450  
WWW.CEA.OR.TH

**PRINTER** SUNTA PRESS CO., LTD.

Creative Economy Agency (Public Organization)

# ANNUAL REPORT 2022



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# 01 MESSAGE FROM THE CHAIRPERSON

**Despite the severe global economic slowdown coupled with widespread international conflicts and rising inflation in 2022, governments across the world are making all possible efforts to speed up economic recovery following the COVID-19 pandemic. Robust and stringent measures have been initiated to propel future industries that rely on innovation and creativity. Prioritizing the creative economy, the ASEAN region has designated it as an important instrument for revitalizing the economies of member states and agreed to establish an economic development policy working group.**



**Mrs. Atchaka Sibunruang**  
Chairperson  
of the Creative Economy Agency

The creative economy is important to the recovery of Thailand's tourism industry, which is one of the country's primary economic engines. When the government opened the border to domestic and international tourism, the Creative Economy Agency (CEA) and its partners organized UNFOLDING BANGKOK, which combined popular cultural attractions such as temples, historical buildings, and Benjakitti Park with Thai creative professionals' talents in contemporary art, architecture, and performing arts to create novel experiences that promote creative tourism in Bangkok. Simultaneously, CEA has worked on a long-term infrastructure policy that promotes the development of creative districts, specifically the Lanna Creative District, as well as the support of various creative festivals that stimulate the generation of income for creative individuals and businesses in the Thailand Creative District Network's 33 provinces.

Furthermore, CEA is a driving force behind another crucial government goal, which is to enhance the image of the country through Soft Power, of which the creative content sector is a key component. CEA has created immediate strategies, incentives, and business regulations to help the creative content industry compete in the international market, particularly in the fields of movies, series, games, and e-sports, as well as to support the BCG economic development policy and future industries.

The year 2022 is critical for CEA to expand its influence in policymaking and connect with a broader network of sectors. The impetus for progress in diverse fields is here to stay. CEA has developed the Creative Economy Action Plan (2023 - 2027) and the Industry Development Plan (by Sector), which will help drive the growth of Thailand's creative sector in a unified direction, enabling policymakers to support creative professionals and creative businesses and thus further elevating Thailand's thriving economy.

## 02 MESSAGE FROM THE EXECUTIVE DIRECTOR

**The devastating effects of the COVID-19 pandemic began to abate in 2022. The Creative Economy Agency (Public Organization) or CEA is fully committed to its mission and responsibilities in driving the creative economy through a variety of projects both on-site and online. The implementation of the projects in line with CEA's core strategic issues has been successful thus far.**

Driving the growth of cities and economic districts through the Thailand Creative District Network (TCDN) is one of the remarkable achievements. CEA receives collaboration from all sectors to integrate local cultural assets with creativity and innovation, resulting in new products and services that meet the multifaceted needs of different people, generating income, creating jobs, and tangibly driving the area to become a creative economic district and city.

As planned, we added at least 30 partners to TCDN in 2022, in addition to Bangkok, Chiang Mai, and Khon Kaen where we have CEA offices. Considering TCDN has only been active for a few years, it is safe to say that the project has expanded significantly and created many networks. We are also urging our TCDN partners to join the UNESCO Creative Cities Network (UCCN) so that they will be able to increase their international profile, generate higher revenue, and potentially collaborate with other UCCN members in the future.

Not only does CEA focus on creative areas, but we also work on building the capacity of people and businesses in 15 of Thailand's creative industries in parallel. To that end, CEA has arranged creative festivals such as Chiang Mai Design Week 2021, Bangkok Design Week 2022, and Isan Creative Festival 2022, which have generated up to 1,046.55 million baht in revenue.

Recognizing that the growth of the infrastructure ecosystem is another element that aids Thailand's creative workforce and businesses in keeping up with the pace of global change, CEA's mission is to serve as a bridge between the public, education, and private sectors. We promote the film industry by encouraging foreign filmmakers to film in Thailand in order to increase filmmaking and showcase Thai content on a worldwide scale. CEA collaborates with numerous organizations, including the National Economic and Social Development Council, the Department of Tourism, the Revenue Department, the Foreign Film Production Services Association, and many others, both directly by increasing foreign film production, supporting employment, and developing filming skills, and indirectly by providing continuous policy support, upgrading cinematographic infrastructure, more flexible regulations, issuing measures such as reimbursement, and creating more studios to attract foreign film crews. All of these will benefit the Thai film industry as a whole.

Looking ahead to 2023, CEA seeks to promote Thailand's soft power for the creative industries to thrive, as well as increase its contribution to the Thai

economy's recovery following the COVID-19 pandemic. Another key mission next year is to complete the Creative Economy Agency (Songkhla Office), which will be our fourth branch. CEA Songkhla, which is geared up to become a new creative eco-hub in the South, is set to open for business in 2024. Along with our goal of opening offices in all regions across the nation, we also prioritize encouraging and fostering Thais' creativity in the creation of goods and services that fit the government's BCG economic model, facilitating access to capital and technology to open up new business opportunities, and advancing intellectual property laws to boost the country's competitiveness abroad.

As for Thailand, we can expect many unforeseen challenges and uncertainties in the future, but we believe that "creativity" will continue to be a vital factor in developing new opportunities and propelling Thailand's creative economy ahead. The creative economy will generate significant GDP for Thailand through the pursuit of cooperation from all sectors, both domestically and internationally, as well as encouraging all stakeholders to expand the creative ecosystem together.



**Mr. Chakrit Pichyangkul**

**Executive Director  
of the Creative Economy Agency**

## 03 ABOUT THE CREATIVE ECONOMY AGENCY (CEA)

“Creativity “

is a driving force for national development that has the potential to provide a competitive edge in an increasingly globalized, connected, and competitive world.

It is now widely accepted that creativity has the capacity to enhance the potential of individuals and societies in different social dimensions and to add value to products and services, which in turn may expand and boost individual and wider economic dimensions.

It is for these reasons that many countries have established agencies focused on, and dedicated to, integrating creativity into their national social and economic development strategies. Thailand is one among those countries.

In recognition of the growing importance of creativity, on 20 June 2018, the Cabinet of Thailand announced a resolution that built upon the existing Thailand Creative & Design Center (TCDC), which operates under the aegis of the national Office of Knowledge Management and Development.

The resolution elevated TCDC to become the Creative Economy Agency (CEA) as Thailand’s Government recognised that since the center opened on 14 November 2005, it had continuously supported creativity and design. The center also played a major role coordinating government agencies in their collective approach to driving Thailand’s creative economy as a critical part of national strategic planning.

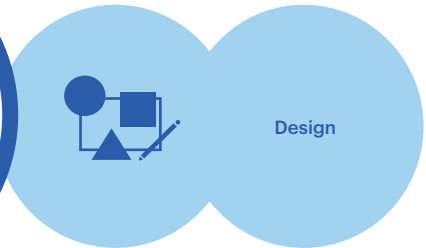
Alongside the Cabinet resolution that built upon the

existing Thailand Creative & Design Center, there was a Royal Decree BE 2561 (CE 2018) establishing the Creative Economy Agency, which became effective on 14 August 2018. This decree officially established the Creative Economy Agency (Public Organization) or CEA, as an agency under the supervision of the Office of the Prime Minister.

The Agency plays an important role in supporting and developing the potential of a creative economy as a critical factor that drives Thailand’s national economy; promoting value adding in the production of goods and services to obtain prices and returns on investment; and ensuring Thai products and services gain wider, global acceptance via the application of creativity and the development of knowledge within different industries, which enhance Thailand’s competitiveness.

## From TCDC to CEA

2005



2018



### 15 Branches of the Creative Industry



Crafts



Music



Performing Arts



Visual Arts



Film & Video



Publishing



Broadcasting



Software



Advertising



Design



Architecture



Fashion



Thai Food



Thai Traditional  
Medicine



Cultural  
Tourism

## 04 VISION, OBJECTIVES, AND A STRATEGIC PLAN OF THE CREATIVE ECONOMY AGENCY

### Vision

The principal government organization is responsible for driving and supporting the creative economy, leading to the strengthening of the national economy.

### Objectives

1

Develop and enhance Thailand's creative activity and outcomes, including identifying factors that will support developing a creative economy that will ultimately strengthen Thailand's economy.

2

Support and strengthen the systematic development of creativity, innovation, and growth across the community, public sector organizations, and educational institutions.

3

Create and develop allied domains that inspire and strengthen creativity, facilitate business startups, and grow Thailand's creative economy at the national, regional, and local levels.

4

Work constructively and productively to develop and strengthen entrepreneurship amongst individuals, organizations, and more widely by being creative in developing approaches and innovations that enhance Thailand's economy and international competitiveness.

5

Enable effective evidence-based policy decisions that further develop Thailand's creative economy by being the central agency responsible for data collection and interpretation.

6

Support, collaborate, and work constructively with other government organizations and the wider public and private sectors, both domestic and international, to develop, exchange, and distribute knowledge and understandings that lead to the development of the nation's creative economy.

## Links with the Creative Economy Agency's Strategic Plan

National Strategy (2018 - 2037)  Master Plans under the National Strategy	National Competitiveness Enhancement		
	5 <sup>th</sup> Topic: Tourism	8 <sup>th</sup> Topic: Modern Entrepreneurs and Medium and Small Enterprises (SMEs)	9 <sup>th</sup> Topic: Special Economic Zone
<b>Target</b>	Increased income for the tourism sector in emerging cities.	Entrepreneurs at all levels are modern entrepreneurs who play a more crucial role in the economic system.	The increased investment level in all economic zones.
<b>Indicator</b>	The income ratio of the tourism sector between primary cities and emerging cities is 80:20.	SMEs' GDP contributes 45% of Thailand's GDP.	500 billion Baht of investment value in the Eastern Economic Corridor.

Sub-Plans of Master Plans under National Strategy	Creative and Cultural Tourism	Strengthening Smart Entrepreneurs	Eastern Economic Corridor Development
<b>Target</b>	More cities or communities with potential for creative and cultural tourism.	Increased number of startup companies.	Increased investment in the Eastern Economic Corridor.
<b>Indicator</b>	At least five more cities or communities have potential for creative and cultural tourism.	10% increase in startup companies establishment	500 billion Baht of investment value in the Eastern Economic Corridor.

## Links with the Creative Economy Agency's Strategic Plan

<b>The Twelfth National Economic and Social Development Plan (2017 - 2021)</b>	<b>3<sup>rd</sup> Strategy:</b> <b>Strengthening the Economy, and Underpinning Sustainable Competitiveness</b>	<b>9<sup>th</sup> Strategy:</b> <b>Regional, Urban, and Economic Zone Development</b>
	<b>5<sup>th</sup> Policy:</b> <b>Development of the national economy and Thailand's competitiveness</b>	<b>6<sup>th</sup> Policy:</b> <b>Development of economic zones and distribution of prosperity across the country</b>
	5.4 Develop the tourism sector. ..... 5.9 Drive new economic development.	6.1 Promote special economic zones to be Asia's economic centers. 6.1.1 Continuously develop the Eastern Economic Corridor.

<b>Strategic Plan for Budget Allocation</b>	<b>4<sup>th</sup> Plan</b> - Integrated plan for generating increased income from tourism.	<b>5<sup>th</sup> Plan</b> - Integrated plan for developing entrepreneurs and SMEs to international level.	<b>7<sup>th</sup> Plan</b> - Integrated plan for the Eastern Economic Corridor.
	<b>9<sup>th</sup> Plan</b> - Integrated plan for development in regional areas.		

<b>Action Plan for Promoting Creative Economy Phase 1 (2020 - 2022)</b>	<ol style="list-style-type: none"> <li>1. Establish and promote knowledge management in and for Thailand's creative economy.</li> <li>2. Enhance the skills and abilities of creative business personnel and encourage creative thinking processes among Thais.</li> <li>3. Enhance business operating ability and scale up creative industries.</li> <li>4. Develop creative towns and a creative ecosystem, and encourage government support for creative ideas.</li> </ol>
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## Links with the Creative Economy Agency’s Strategic Plan

CEA Strategic Plan for 2020 - 2022 Fiscal Year	1. Develop entrepreneurial ability and creative businesses.	2. Develop domains and mechanisms inspiring creative business.	3. Enhance creativity and related skills among the Thai people.	4. Develop a database to strengthen Thailand’s creative economy.	5. Strengthen CEA’s capability to be the principal organization driving the creative economy.
	<ul style="list-style-type: none"> <li>• Entrepreneurs can apply creative thinking and skills to increase the value of products and services.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase the number of creative towns.</li> </ul>	<ul style="list-style-type: none"> <li>• Nurture, develop, and inspire creative thinking and skills among Thais.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a creative business database that supports sound planning and policy decision making.</li> </ul>	<ul style="list-style-type: none"> <li>• A high-performance organization ready and able to drive Thailand’s creative economy effectively and efficiently.</li> </ul>
	<ul style="list-style-type: none"> <li>• Incubation projects that support establishing creative businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• Organize creatively focused events at the international level.</li> </ul>		<ul style="list-style-type: none"> <li>• Integrate the creative business database into related organizations.</li> </ul>	<ul style="list-style-type: none"> <li>• An organization that complies with public organization administrative guidelines and the related rules and regulations.</li> </ul>
	<ul style="list-style-type: none"> <li>• Stakeholder collaboration that supports the creative economy.</li> </ul>	<ul style="list-style-type: none"> <li>• Entrepreneurs can more readily access support measures.</li> </ul>		<ul style="list-style-type: none"> <li>• A clear direction for developing creative industries in Thailand.</li> </ul>	
		<ul style="list-style-type: none"> <li>• Increase growth opportunities for creative businesses.</li> </ul>			

# 05 ORGANIZATIONAL STRUCTURE

## BOARD COMMITTEE



**Mrs. Atchaka Sibunruang**  
Chairperson



**Ms. Ajarin Pattanapanchai**  
Permanent Secretary of  
Ministry of Digital Economy and Society,  
Board Member



**Mr. Kobchai Sungsitthisawad**  
Permanent Secretary of  
Ministry of Industry,  
Board Member



**Mr. Boonyarit Kalayanamit**  
Permanent Secretary of  
Ministry of Commerce,  
Board Member



**Mr. Danucha Pichayan**

Secretary-General of the National Economic  
and Social Development Council,  
Board Member



**Mr. Wannachai Boonbunrung**

Board Member



**Mrs. Silaporn Buasai**

Board Member



**Mrs. Karndee Leopairote**

Board Member



**Mr. Surapong Lertsithichai**

Board Member



**Mr. Dan Sornmani**

Board Member



**Mr. Apisit Laistrooglai | Mr. Chakrit Pichyangkul**

Board Member and Secretary



(Remark: Mr. Apisit Laistrooglai from 1 October 2021 to 13 May 2022, and  
Mr. Chakrit Pichyangkul from 17 May 2022 to the present.)

# ORGANIZATIONAL STRUCTURE

## CEA EXECUTIVES



**Mr. Apisit Laistrooglai | Mr. Chakrit Pichyangkul**  
Executive Director

(Remark: Mr. Apisit Laistrooglai from 1 October 2021 to 13 May 2022, and  
Mr. Chakrit Pichyangkul from 17 May 2022 to the present.)



**Mr. Inthaphan Buakeow**  
Deputy Director  
Acting Director of Creative  
Industry Development



**Ms. Sirion Hrimpranee**  
Assistant Executive Director



**Mr. Pichit Virankabutra**  
Deputy Director  
Acting Director of  
Chiang Mai Office



**Ms. Montinee Yongvikul**  
Director of Creative City  
Development



**Mr. Lerchart Thamtheerasathian**  
Director of Knowledge Development  
Acting Head of Information  
Technology Unit



**Mr. Chutayaves Sinthuphan**  
Director of Khon Kaen Office



**Ms. Vichanee Sopchokchai**  
Director of Corporate  
Development



**Mrs. Preyanan Mongkolsri**  
Director of Communication  
and Marketing



**Ms. Peangkamon Lohithan**  
Director of Policy and  
Strategic Planning



**Mr. Waritthi Teeraprasert**  
Acting Director of Business  
and Innovation Development



**Mrs. Yuwaree Pongsasanongkul**  
Head of Internal Audit

#### Audit Committee

1. Mrs. Silaporn Buasai  
Chairman
2. Mr. Surapong Lertsithichai  
Committee
3. Ms. Fuengfah Thienprasasith  
Committee
4. Head of Internal Audit  
Secretary

#### Human Resources Management Subcommittee

1. Mrs. Karndee Leopairote  
Chairman
2. Mr. Chakrit Pichyangkul  
Vice Chairman
3. Mr. Nopadol Rompho  
Subcommittee
4. Mr. Patinya Luangtongkum  
Subcommittee
5. Mrs. Pachreeya Kulanuch  
Subcommittee
6. Ms. Pantitra Sinpibul  
Subcommittee
7. Mr. Inthaphan Buakeow  
Subcommittee and Secretary
8. Director of Corporate  
Development  
Assistant Secretary

#### Legal Subcommittee

1. Mr. Wannachai Boonbumrung  
Chairman
2. Mr. Permsin Vichitnak  
Subcommittee
3. Mrs. Soontree  
Suphansanguan  
Subcommittee
4. Mrs. Sarunkorn Lertopas  
Subcommittee
5. Mr. Chakkrapong  
Leksakulchai  
Subcommittee
6. Mr. Inthaphan Buakeow  
Secretary
7. Mr. Sumphan Yimpong  
Assistant Secretary

# 06 BOARD COMMITTEE MEETING ATTENDANCE FOR THE FISCAL YEAR 2022

Creative Economy Agency's Board Committee Meeting Attendance for the Fiscal Year 2022

No.	Board Committee	Position
01	Mrs. Atchaka Sibunruang	Chairperson
02	Permanent Secretary, Ministry of Digital Economy and Society	Board Member
03	Permanent Secretary, Ministry of Commerce	Board Member
04	Permanent Secretary, Ministry of Industry	Board Member
05	Secretary-General of the National Economic and Social Development Council	Board Member
06	Mr. Wannachai Boonbumrung	Board Member
07	Mrs. Silaporn Buasai	Board Member
08	Mrs. Karndee Leopairote	Board Member
09	Mr. Surapong Lertsithichai	Board Member
10	Mr. Dan Sornmanee	Board Member
11	Executive Director of the Creative Economy Agency	Board Member and Secretary
CEA Board Committee Meeting Attendance (persons)		
CEA Board Committee Meeting Absence (persons)		
Percentage (from a total of 11 persons)		

Summary of CEA board committee meeting attendance for the fiscal year 2022 (October 2021 - September 2022). In the fiscal year 2022, there were 12 meetings held, and at least 80% of the board committee attended all 12 meetings, representing a total of 100%.



# 07 OVERVIEW OF CEA'S MAIN MISSION FOR FISCAL YEAR 2022

## Projects in line with CEA's 5 Strategic Issues

Since the fiscal year 2020, CEA has driven the creative economy through 5 strategic issues:

### 1 Creative Businesses

Capability development for creative entrepreneurs and businesses

### 2 Creative Places

Development of creative districts and supporting mechanisms

### 3 Creative People

Human resource development towards a creative economy

### 4 High Performance Organization

Capability development for CEA as a principal organization driving Thailand's creative economy

### 5 Creative Economy Database

Information and communications development to strengthen Thailand's creative industries

# 1 Creative Businesses

## Capability development for creative entrepreneurs and businesses

Enhancing the capabilities of entrepreneurs in the manufacturing and service sectors associated with creative industries and assisting them in applying knowledge to develop and establish new business opportunities to increase domestic and international competitiveness.

Increase in earnings of SMEs entrepreneurs

# 29.88%

The number of entrepreneurs across the country whose capabilities are developed

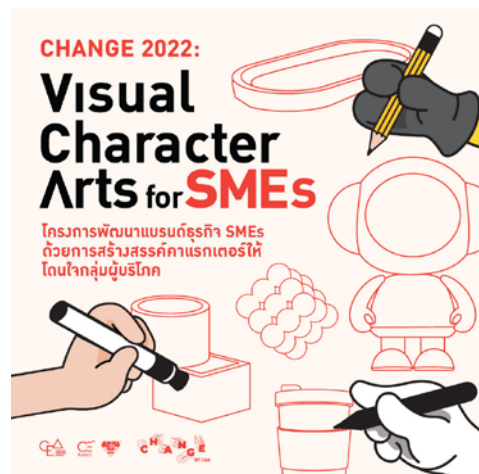
# 6,668

### CHANGE 2022

#### : Visual Character Arts for SMEs

The CHANGE 2021: Visual Character Arts project urged visual artists to create over a hundred new visual characters in 2021 to advance their businesses and generate more income. In 2022, the project's success was expanded on a larger scale with CHANGE 2022: Visual Character Arts for SMEs between February - July 2022. In this project, visual characters are used to boost the branding of small and medium-sized firms (SMEs) across the country in order to add value to products and services, generate higher income, and stimulate the economy that has been hampered by the COVID-19 pandemic.

The value of the 40 businesses taking part in the project is projected to rise by more than five million baht as a result of the project. The entrepreneurs took the initiative and used the characters to independently expand their business and services, increasing the business value by more than 10 million baht in estimation. Furthermore, both major and minor public and private agencies were interested in purchasing or utilizing the licensed characters, enhancing the income and reputation of all 40 character developers. In the process, new characters representing various regions of the country were created, which helped boost tourism revenue.



## HERB TO GO : Empowering Thai Herbs

Thailand boasts about 1,800 distinct species of plants and herbs with health benefits, which can open up new avenues and add value to herbal health and beauty products. CEA, recognizing the power of Thai herbs, implemented HERB TO GO between April - September 2022. Through collaboration with nine community-based enterprises in three model provinces with potential in Thai medicinal plants, namely Krabi, Sakon Nakhon, and Samut Prakan, the project's goal is to develop business models and increase the value of Thai herbal products by linking the sales points of each region through Space Compass Creation, which derives from identifying local potentials, finding the market strategy that responds to current demand, adding value to products via innovation, and communicating via storytelling and brand communication.



While “A New Shade of Thai Herbs” serves as the core concept for the project, CEA uses a different theme for each model province: Krabi GOES GREEN, Sakon Nakhon SUPERFOOD SUPERFRUIT, and Samut Prakan HEALTH TO GO. The results of this project, from applying creativity and collaboration, are nine new herbal products that have added value through innovation with good standards, beautiful designs, and creative selling points through interesting local stories. This is a great way to encourage small entrepreneurs to develop products from Thai herbs to not only meet market demand, generate income, and create opportunities for community enterprises but also add value to the local economy.

## Creative Thailand Project

On 21 July 2022, CEA, together with the Royal Thai Consulate-General in Guangzhou and Taikoo Hui Department Store, hosted the Creative Thailand Project, an event to introduce Thai high-end fashion items to the markets of Guangdong and Hainan in the Republic of China. Chato Studio, Kanapot, Leisure Projects, Naken, Takara Wong, Tube Gallery, Valentier, and Vinn Patararin were among the eight major Thai businesses that took part.

In addition, 150 members of the local fashion industry and the media attended the event. The event featured two main activities: (1) a fashion show including eight Thai apparel and handbag brands. These brands' designers selected items that would be of particular appeal to the residents of Guangdong and Hainan. (2) A meet-and-greet with Thai designers via an online channel. In addition, on 22 July 2022, the Royal Thai Consulate-General in Guangdong organized a Business Matching event to expose the Thai brands to local firms in the fashion industry as well as enterprises with potential purchasers in China, such as Tencent, Parc Central, and Alibaba.



## Let the Music Heal

The spread of COVID-19 had a severe impact on the world economy, particularly the music industry. CEA, entrusted with driving Thailand's creative economy, launched Let the Music Heal: Let's Compose NFT Songs from December 2021 - August 2022. The project provided opportunities for singers/musicians, entrepreneurs/creators in the music industry to find a new way to find fame and fortune through the NFT (Non-Fungible Token) or digital asset that has captured public attention over the last few years. Participants who attended training submitted 51 original songs, ten of which were selected by the committee to each receive 20,000 baht in support for the final production, which would be released on the NFT platform called Paras. The song owners own all earnings generated by the sale of the NFT songs. It is yet another project that provides an opportunity to acquire and build abilities while also opening up new doors for individuals working in the music industry.



## Creative Career 2022: Practice Makes New Possibilities

CEA recognized the significance of preparing future Thai employees in terms of knowledge and creative skill, particularly students and undergraduates aged 15 - 25 who will soon enter the industry, to be adaptable and resilient to the fast-paced, ever-changing world. As a result, between April and May 2022, CEA implemented Creative Career 2022: Practice Creates New Possibilities, which consisted of two popular hybrid workshops, as follows:

- (1) **Data Visualization & Storytelling:** How to turn information into easy-to-understand graphics using design and creativity, which consists of two sections, Topic 1: Data Visualization and Topic 2: Tell Your Story Better with Data and Design.
- (2) **Community Listening in Design Community Listening in Design:** City and community through the lens of a community-based architect.



### Capability Development of Community-Based Entrepreneurs in Chiang Mai and the Northern Region

CEA Chiang Mai developed the capabilities of entrepreneurs and creative businesses through various activities, such as the National Online Bootcamp Thailand Food Innovation 2022; Lunch & Learn Workshop #2; Fundamental Marketing Workshop; How to Survive in the World of Online Marketing Workshop; Business Briefings on “Finance and Accounting”, “Branding”, and “Online Marketing”; Activity to enhance the competitiveness of community entrepreneurs in food and creative tourism #1, Ark of Taste Talk: mission to preserve local plants that are in danger of extinction through alternative materials; Collaborative Project 2022: Business Briefing - the first meeting between designers and entrepreneurs to understand branding; New Normal Workshop to support farmers to create green alternative tourism attractions in Chiang Mai; Local Wisdom x Global Trends (wickerwork business); Lanna Startup Bootcamp - a workshop for emerging entrepreneurs (0 - 3 years); Northern Second Generation Entrepreneur Boots Up - an activity to enhance the capacity of the descendants of entrepreneurs in the North who are emerging entrepreneurs (0 - 3 years); Co-Crete Chang Moi: From community to district, from district to city - a workshop to brainstorm and present ways to develop Chang Moi Creative District; etc.



### Capability Development of Community-Based Entrepreneurs in Khon Kaen and the Northeastern Region

CEA Khon Kaen developed the capabilities of entrepreneurs and creative businesses through various activities, such as Student & Professional Showcase; Future Paradise Exhibition; various workshops at the Isan Creative Festival 2022 (ISANCF2022); Wonder Waste Junior Workshop; a booth at D-KAK Market; Co-Crete: Prup Akat; School Yard Lunch - a project to grow ingredients for school lunch; Hackathon for Khonkaen Informal Green Economy Ecosystem; Activity to enhance the competitiveness of community entrepreneurs in food and creative tourism; Design Thinking Workshop for Agro-Tourism in Chum Phae District; Product Development Workshop for Chum Phae District; Lecture on strategies to promote sales for offline and online stores; Collaborative 2022 - an activity to support the handicraft industry using the design process; Activity to support emerging entrepreneurs (0 - 3 years); Activity to improve the quality of ceramic products by community businesses; etc.

# 2

## Creative Places

### Development of creative districts and supporting mechanisms

Creating creative space by capitalizing on the potential of existing space to support creative industries and drive Thailand's creative economy.

Over

**1,046.55** million baht

in economic value from festivals such as BKKDW, CMDW, and ISANCF

A total of

**680,371** attendees

Thailand Creative District Network (TCDN) expansion in

**33** areas nationwide

Three creative festivals were organized:



### 1. Chiang Mai Design Week 2021

Chiang Mai Design Week 2021 took place between 4 and 12 December 2021 with the theme “Co-Forward” at the Three Kings Monument and in various districts throughout Chiang Mai, such as Lam Chang, Wat Gate, Chang Moi, and San Kamphaeng. CEA collaborated with over 200 government agencies, including the Chiang Mai Provincial Administrative Organization, the private sector, international organizations, and creative business groups in Chiang Mai and throughout the country, as well as 11 foreign agencies, to organize the festival in order to boost the local economy through value-added local products and promote tourism in the northern region. The festival drew 132,711 people and generated 485.03 million baht in economic value.





## 2. Bangkok Design Week 2022

Bangkok Design Week 2022 took place during 5 - 13 February 2022 with the theme “Co With Creation”, inviting everyone to explore creativity and find a way to co-exist with COVID-19’s new normal through more than 200 interesting programs. The festival was held in five highly unique creative districts across Bangkok: Charoenkrung - Talat Noi, Sam Yan, Ari - Pradipat, Thonglor - Ekkamai, and Phranakhon. The festival drew 447,534 people and generated 398.74 million baht in economic value.





### 3. Isan Creative Festival 2022

Isan Creative Festival 2022 took place from 25 February - 6 March 2022 with the theme “Think Link Things”, reflecting the integration of intellectual and cultural assets with creativity, design, and innovation; and demonstrating the potential of creative personnel and businesses through works harvested and inspired by Isan cultural assets. With over 100 exhibitions and events in the Srichan - Kangsadan creative district in Khon Kaen and throughout the Northeast, the festival focuses on three key industries that promote Isan identities: Isan Entertainment, Isan Regional, and the BCG (Bio-Circular-Green) model. The festival drew 100,126 people and generated 162.78 million baht in economic value.

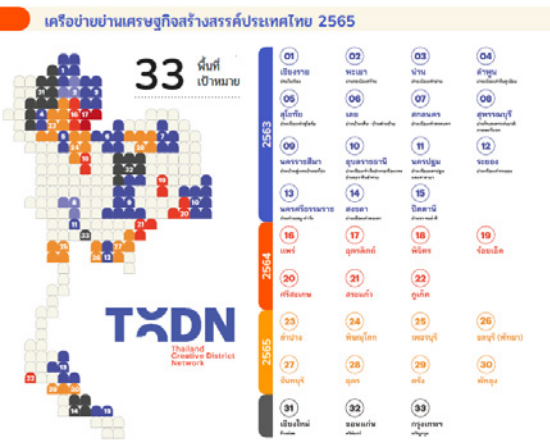


**Thailand Creative District Network: TCDN**

The Thailand Creative District Network (TCDN) was founded in 2020 with the intention of promoting all of Thailand’s provinces that have the potential and assets to be further expanded. It encourages locals to be ready and confident that their communities, districts, and cities can be developed into unique creative districts by using creativity to find strengths and value-added to existing local assets and culture, and by improving the quality of life with participation from all sectors. The provinces will be propelled to international prominence as “Creative Cities” as a result of the “network of cooperation” between districts and between cities.

In 2022, CEA selected eight additional partners to join TCDN, namely Udon Thani Province, Phitsanulok Province, Lamphang Province, Chanthaburi Province, Trang Province, Phatthalung Province, Phetchaburi Province, and Pattaya City. CEA is in the process of exploring and synthesizing the potential of the targeted areas to become creative districts and setting goals for networking. Currently, there are 33 partners in total.

- North** Chiang Mai | Chiang Rai | Phayao | Nan | Lamphun | Uttaradit | Phrae | Lamphang
- Central** Bangkok | Sukhothai | Suphan Buri | Nakhon Pathom | Phichit | Phitsanulok
- East - West** Rayong | Sa Kaeo | Phetchaburi | Chonburi (Pattaya) | Chanthaburi
- Northeast** Khon Kaen | Loei | Sakon Nakhon | Nakhon Ratchasima | Ubon Ratchathani | Roi Et | Sisaket | Udon Thani
- South** Nakhon Si Thammarat | Pattani | Phatthalung | Phuket | Songkhla





## Development and promotion of cultural creative model cities

In 2022, CEA promoted the development of two cultural creative model cities, namely the Old Town in Songkhla Province (which will be the location of the Songkhla Creative Economy Agency) and the Charoen Mueang District in Phrae Province. Both are essential instruments for driving regional economic growth and tourism in an integrated manner. This will generate economic value that is in line with the reform plan's goals for culture, sports, labor, and human resource development.

Simultaneously, creative district development activities involving the public, private, and community sectors were held, including The Wall at Songkhla 2022, a lighting design activity in Songkhla's Old Town from 26 August to 4 September 2022, with 6,000 participants. The effort was supported by a network of government organizations, commercial companies, and communities, particularly the Songkhla City Municipality and the Ban Bon Mosque Community.



**Phetchaburi**  
City of Gastronomy

## Phetchaburi to join the UNESCO Creative Cities Network

CEA continues to promote city branding by encouraging Phetchaburi Province to join the UNESCO Creative Cities Network (UCCN). Phetchaburi has been designated as a creative city in gastronomy, resulting in economic-stimulating events such as the Phetchaburi City of Gastronomy (CHA-AM Food Festival) in Cha-am and the food festival in Phetchaburi's Old Town. It is anticipated that this will boost the number of tourists and generate income for the area.

## 3

## Creative People

### Human resource development towards a creative economy

Upskilling Thai people's thinking and creative capabilities, developing creative personnel via value-added products and services, resolving social issues, and promoting creativity as part of the country's human resource development efforts.

# 386,552

service users and activity participants in the creative business incubation centers in central and regional areas, accounting for

# 155%

### Establishment of eight creative business incubation centers

In 2022, CEA executed a Memorandum of Understanding (MOU) to implement a project to create design learning resources for design in the regions (miniTCDC LINK), which is a digital learning platform, with eight institutions (against the target of five), namely

- (1) Mae Hong Son Community College
- (2) King Mongkut's University of Technology Thonburi (Bang Khun Thian Campus)
- (3) Buriram Rajabhat University
- (4) Eastern Rajamangala University of Technology
- (5) Kasetsart University Bangkok Campus
- (6) Kasetsart University Sriracha Campus
- (7) Kasetsart University Chalermphrakiat Sakon Nakhon Province Campus
- (8) Kasetsart University Kamphaeng Saen Campus

Currently, CEA has a total of 58 online and offline incubation centers, namely TCDC Bangkok, TCDC Chiang Mai, TCDC Khon Kaen, AIS D.C. Emporium, TCDC COMMONS at Season Square, and miniTCDC - the network of educational institutions (53 locations in 29 provinces).



## Knowledge transfer through exhibitions and activities

**Matter of The East**, a material exhibition at TCDC Bangkok from 1 October - 26 December 2021



**Local Immunity**, a rotating exhibition held at the Thana-Arkarn Project in Chiang Mai during 4 December 2021 - 9 January 2022, as part of the Bangkok Design Festival 2022 at TCDC Bangkok during 5 - 13 February 2022, as part of the Isan Creative Festival 2022 at TCDC Khon Kaen during 25 February - 6 March 2022, and at TCDC COMMONS at Seacon Square during 1 July - 31 August 2022



**What We Learn From Our Grandparents**, an exhibition on ways to build on traditional knowledge in the Lanna region held at TCDC Chiang Mai during 4 December 2021 - 27 February 2022

**Isan Flavor Library and Lunch & Learn: School Yard Lunch** exhibitions held at TCDC Khon Kaen during 25 February - 6 March 2022



### Open Space @TCDC

In Open Space @TCDC, TCDC Bangkok offered creative space for the public to organize 30 activities and exhibitions, free of charge, to encourage creative people to show off their abilities during December 2021 - September 2022, including

- > Bangkok Model Railway 2022, an exhibition of miniature train models from 19 March - 6 April 2022
- > THE ELDERLY'S DIGITALIZATION, an exhibition that brings the elderly closer to the digital age held from 22 March - 29 May 2022
- > Co-Create the New Thai Cultural DNA, an exhibition held from 7 - 26 June 2022
- > Metaverse x Mental Health, an exhibition held from 7 June - 3 July 2022
- > HOME ECONOMY ENVIRONMENT EXHIBITION by LUKYANG, an exhibition held from 5 July - 28 August 2022

**House of Fabric-Ation**, an exhibition held at the Prup Akat Bus Station in Khon Kaen between 25 February and 6 March 2022

**BIO ECONOMY**, a sustainable material exhibition held at TCDC Bangkok during 29 March - 29 May 2022

**Creative & Design Showcase with the theme "Mutelu Mutelu"** at TCDC Bangkok between 5 July and 28 August 2022

**Spiritual Eternity**, an exhibition held at TCDC Bangkok from 2 to 28 August 2022



**Making Moving Image Tells**, an online exhibition published via Google Arts & Culture on 30 August 2022



**CREATURES OF TRILOGA**, an exhibition at TCDC Bangkok from 16 September to 20 November 2022

## Creative Economy Database

Information and communications development to strengthen Thailand's creative industries

Developing and managing a creative economy database by integrating relevant information to uplift Thailand's creative industries to meet international standards.

22,583,513

people/time were reached with

2,300,406

people/time of engagement.

### Development of Thailand's creative economy database

CEA developed and managed Thailand's Creative Information Center (CIC) by collecting data on economic value, entrepreneurs, legal persons, and labor, as well as conducting a data analysis by sector, which can be used by agencies in the public, education, and private sectors to further develop policies and strategies and elevate the creative industries for the maximum benefit of Thailand. The database is available at the following URLs: <https://data.cea.or.th> and <https://opendata.cea.or.th>.

### ศูนย์ข้อมูล เศรษฐกิจสร้างสรรค์

Creative Information Center (CIC)

แหล่งรวบรวมและวิเคราะห์ข้อมูลเกี่ยวกับเศรษฐกิจสร้างสรรค์แบบครบวงจร



## Development and publication of Thailand's Creative Industries Movement Report 2022 and Thailand's Creative Industries Foresight Report as e-books

CEA completed Thailand's Creative Industries Movement Report 2022, which covers the movements and analysis of the creative economy's overview in Thailand for 2022. Furthermore, CEA prepared the Creative Industries Foresight, which presents the future of Thailand's creative industries for the next ten years (2023 - 2032). The information in the report can be used by interested members of the public and creative entrepreneurs to decide how to advance Thailand's creative industries and integrate them with other relevant sectors so that they can significantly boost the nation's economic competitiveness.



## Creative industries development reports in four sectors

CEA prepared four creative industries development reports in the following creative services and creative goods/products sectors: (1) Advertising (2) Design (3) Architecture (4) Fashion. The reports disclose the potential and capabilities of creative entrepreneurs in the aforementioned industries, as well as appropriate and effective promotion guidelines. These could serve as the foundation for formulating a strategic plan or an action plan that aligns with government policy, the 20-Year National Strategy Draft (2017 - 2036), and the 13th National Economic and Social Development Plan (2023 - 2027). CEA promotes putting the reports into action, which will assist entrepreneurs in the aforementioned industries in the future.

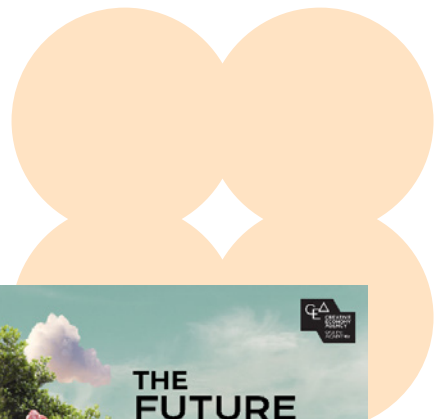
In addition, CEA published "Music Copyright 101," an e-book that walks the general public through the basics of music copyrights in Thailand.



## CEA Online Academy

The online learning center helps learners upskill and reskill through interesting courses. In 2022, with over 7,100 people enrolling between 1 October 2021 and 11 April 2022, 10 new courses were developed, including

- (1) (Service) Design Thinking Facility
- (2) Festival Management
- (3) Creative Mindset
- (4) Gamification 101
- (5) Circular in Fashion Business
- (6) The Future of Future Food
- (7) Library Management
- (8) Creative City
- (9) Basic Curating & Exhibition Management
- (10) Competition Insight



## Knowledge development, collection, and dissemination

Through the Creative Thailand Project, CEA creates and gathers knowledge regarding the development of the creative economy, presenting unique instances of how creativity may be utilized through design thinking. The project consists of



(1)

Creative Thailand - Since November 2020, the magazine has transitioned from a monthly printed publication to a monthly e-magazine via [www.creativethailand.org](http://www.creativethailand.org). The content, on the other hand, remains consistent with a core theme for each issue that covers a wide range of topics (accessible via [creativethailand.org](http://creativethailand.org)).

(2)

Soom Sang San, a campaign that gathers creative ideas from various celebrities and the general public. Ideas are developed into unique, creative goods that bring added economic and social value.

(3)

TREND 2023: CO-TOPIA, an e-book that provides an update on the 2023 trend roundup to give readers a global outlook in the context of current challenges that are changing for the better, thanks to hope and cooperation. It includes an in-depth analysis of the lifestyles of all generations of consumers presented in an easy-to-understand format that can be applied in business and everyday life.



## Development of databases to support entrepreneurs and creative businesses

CEA developed databases that are widely accessible to entrepreneurs, designers, students, and any interested individuals, including

- TCDC Resource Center (accessible via [library.tcdc.or.th](http://library.tcdc.or.th))
- Thai Designer and Entrepreneur Archive Database (accessible via [connect.cea.or.th](http://connect.cea.or.th))
- TCDC Material Database, an online search system that collects interesting, innovative, and environmentally friendly materials that utilize Thai people's skills and wisdom. The database stores the contact information of Thai entrepreneurs, allowing creators to select and purchase materials for design work that can add value to their products while also expanding materials and design knowledge (accessible via [tcdcmaterial.com](http://tcdcmaterial.com)).

### Creative district development database

CEA develops databases on the development of creative districts, hence propelling Thailand's creative cities. The databases provide information and analysis of district potential that will be valuable to organizations engaged in concrete and sustainable urban development. In 2022, CEA created databases for two creative districts: Songkhla's Old Town and Phrae's Charoen Muang. The Agency also developed a map database of creative cities, which is a platform that collects key information on the model creative districts in terms of business, physical, and demographic aspects (accessible via [creativecity.cea.or.th](http://creativecity.cea.or.th) and [opendata.cea.or.th](http://opendata.cea.or.th)).

## 5

## High Performance Organization

Capability development for CEA as a principal organization driving Thailand's creative economy

Increasing CEA's capabilities and services so that it can effectively drive forward the creative economy.



A network of partnerships for the development of the creative economy

**In 2022, CEA established a partnership network and participated in activities that promote trust and develop Thailand's creative business potential in collaboration with other domestic and international organizations, such as**

CEA co-organized activities and supported personnel in educating, exchanging, listening, and suggesting opinions through talks and lectures at various activities with seven associations/organizations in the creative industries, namely

1. Advertising Association of Thailand (AAT)
2. Bangkok Music City
3. Thai Game Software Industry Association (TGA)
4. Publishers and Booksellers Association of Thailand (PUBAT)
5. Thai Animation and Computer Graphics Association (TACGA)
6. Music Copyrights Company (Thailand) Co., Ltd. (MCT)
7. Contemporary Art & Culture Industry Promotion Trade Association (CAPT)



To support Thai creative entrepreneurs, CEA and its overseas partner, held the Never-Ending Story: Thailand's Material Today & Tomorrow Exhibition as part of the [SPIRAL] 2022 Circular Design Exhibition during 15 March - 3 July 2022 at the Taiwan Design Museum, Taipei, Republic of China (Taiwan).

CEA participated in the Asia Creative & Innovation Channel (ACIC) by the Knowledge Capital Association, a Japanese organization promoting knowledge and innovation. ACIC is a collaboration of six agencies across Asia that serves as a platform for showcasing exceptional Asian culture, innovation, and creativity in various industries, including arts, culture, startups, and more. CEA produced four video clips made available on ACIC and participating agencies' online platform: (1) How CEA Supports Music & Performing Arts Industry During the COVID-19 Pandemic in October 2021; (2) TCDC Commons Creative Food: Unveiling Bangkok's Latest Creative Food Community in December 2021; (3) Isan Creative Festival 2022 and the Festival Showcasing Isan's Creative Potential in May 2022; and (4) Let the Music Heal in August 2022.

## Continuous development of the electronic office system (e-Office)

After being officially launched in the fiscal year 2019, the electronic office system (e-Office) has undergone continual development. e-Office now comprises seven systems: (1) Electronic Document System; (2) Electronic Budget Management System; (3) Electronic Project Management System; (4) Electronic Supply Management System (procurement and contract management); (5) Financial Management System; (6) Accounting Management System; and (7) Personnel Management System. As a result, staff and operation officers benefit from greater adaptability, increased efficiency, and reduced expenses.

## Human resource management system development towards bureaucracy 4.0

In 2022, CEA adopted the bureaucratic system 4.0, emphasizing digitalization through the development of open data catalogs and the Public Sector Management Quality Award (PMQA) 4.0.

CEA established performance indicators, designed professional competency and work management competency assessments, and created the new Performance Management System (PMS) for human resource management. This is to establish organizational indicators and targets, which will be transferred to individual levels via a top-down approach from the executive to operational levels. A compensation structure was also created. To comply with modern organizational management, rules, regulations, and guidelines were developed.

## Training and workshops for personnel

CEA personnel have received ongoing professional development support in a variety of areas, including professional, operational, and other position-specific training. Each member of staff received two courses in a year, preparing them to do their tasks successfully. Several courses were provided, including (1) Four Managerial Competency courses to encourage positive attitudes at work, such as Soft Power, Agile Leadership, among others; (2) 23 Technical Competency courses, such as Practical Knowledge Management, Legitimate Proof of Delivery, among others; (3) Three Professional Competency courses, such as Forensic Accounting and Fraud Detection, Cautions in Financial Statement Preparation, among others.

Furthermore, CEA organized information technology training to strengthen the skills and understanding of digital operations for staff and operations officers, in accordance with the digital government's policy and direction. Six training courses were offered: (1) Cyber Security for Technologists; (2) Personal Data Protection Law (PDPA) for Government Officers; (3) Data Governance Framework for Executives; (4) Personal Data Protection Law (PDPA) for Data Protection Officers; (5) Government Data Governance in Practice; and (6) Cyber Security Awareness for Government Officers.

### ITA assessment: A

The Office of the National Anti-Corruption Commission announced the results of the Integrity and Transparency Assessment (ITA) for the fiscal year 2022, with CEA receiving 93.97 points and ranking at the A level.



# 08 PERFORMANCE OF CEA'S MISSION OBJECTIVES FOR THE FISCAL YEAR 2022

Strategic Issues and Projects	Outputs	Units	Amount	
			Targets	Results
<b>Strategic Issue 1:</b> Capability development for creative entrepreneurs and businesses				
(1) Value creation of Thai products from the local economy	1. Entrepreneurs who receive knowledge transfer in creative businesses	Person	300	300
	2. Entrepreneurs who are trained to transition to modern entrepreneurship through design thinking	Person	45	150
	3. Entrepreneurs who receive in-depth consultation to develop new products, services/brands	Person	60	60
(2) MSMEs business design and transformation program	1. The number of MSMEs who attend lectures, consultations, and/or workshops	Person	1,500	1,603
	2. The number of product prototypes and/or business prototypes	Prototype	80	102
(3) Product and service quality development (provincial capability development for community-based entrepreneurs)	1. Community-based entrepreneurs and small and medium-sized enterprises who are nurtured and supported in-depth in basic marketing or design thinking to improve products and services	Person	600	1,145
	2. New community products and services that are improved	Product/Service	10	21

Strategic Issues and Projects	Outputs	Units	Amount	
			Targets	Results
(4) Community enterprise development and creation of a mechanism to pass on a community identity to create sustainable employment at the international level (Global OTOP Year 2)	1. Community enterprises/ community-based entrepreneurs who are trained and enter the process of selecting potential products	Person	1,000	1,023
	2. Community enterprises/ community-based entrepreneurs who are trained and enter the process of selecting potential products	Person	300	322
	3. Small community-based entrepreneurs/community products/potential areas that are developed	Person	45	78
	4. OTOP ecosystem prototypes	Prototype	10	15
(5) Creative business and biodiversity for youth	1. Students who are prepared to become young creative entrepreneurs	Person	2,500	7,100
	2. Students who are prepared and certified (only courses with certification exams)	Person	200	325
(6) Capability development for creative entrepreneurs and personnel to support the Eastern Economic Corridor	1. Entrepreneurs, students, and creative professionals who attend design thinking workshops	Person	100	103
(7) Networking and monitoring of the Creative Economy Agency's achievements in the promotion of the creative economy for the fiscal year 2022	1. A report on the achievements and cost-effectiveness of the Creative Economy Agency for the fiscal year 2022	Report	1	1
	2. Success in establishing domestic and worldwide networks of cooperation	Percentage	100	100

Strategic Issues and Projects	Outputs	Units	Amount	
			Targets	Results
<b>Strategic Issue 2: Development of creative districts and supporting mechanisms</b>				
(8) Creative district development and promotion	1. Creative districts	District	4	4
	2. Database of businesses in creative districts	Database	6	6
	3. Creative festival held to promote creative districts	Time	1	1
(9) Storytelling to branding	1. Increase in areas developed to be the creative city	Area	8	8
	2. The number of provinces that use their cultural assets in storytelling to develop branding - 5 provinces are ongoing work from 2020 and 3 from 2021	Province	8	8
(10) Economic potential development of the northern creative economy zone through value-added tourism from Lanna culture (North)	1. Host a large creative festival	Time	1	1
	2. The number of participants and those who access creative economy knowledge both online and offline	Person/ Time	100,000	132,711
	3. 300 creative entrepreneurs/creative professionals who are assisted, and 40 who are nurtured and supported in-depth in product and service development	Person	340	1,009
(11) Isan Creative Festival	1. Host a large creative festival	Time	1	1
	2. The number of participants and those who access creative economy knowledge both online and offline	Person/ Time	100,000	100,126

Strategic Issues and Projects	Outputs	Units	Amount	
			Targets	Results
	3. The number of entrepreneurs/creative professionals in the creative industry who are nurtured and supported in-depth in product and service development	Person	300	762
<b>Strategic Issue 3: Enhancement of creativity and related skills among Thai people</b>				
(12) Development of creative economy knowledge centers to provide creative capital to citizens	1. The number of service users and activity participants in the creative business incubation centers in central and regional areas	Person	250,000	179,050
	2. The number of newly established creative business incubation centers and collaborative networks with educational institutions in central and regional areas on physical and digital platforms	Center	5	8
	3. Development of an open-source data catalog	Percentage	80	80
(13) Public relations according to the roles and missions of CEA	1. The number of followers/ reaches of the public relations materials among SMEs and creative business entrepreneurs through traditional media such as television, publications, radio, etc., and online media such as websites and social media			
	1.1 PR value	Million THB	100	206
	1.2 Number of reaches	Person/Time	20,000,000	22,583,513
	2. Engagement with service users and target groups	Time	1,500,000	2,300,406
(14) Construction of the Creative Economy Agency (Songkhla) building	1. Completing the construction of the Creative Economy Agency (Songkhla) building	Building	1	-*

\* Remark: The construction of the office building for the Creative Economy Agency (Songkhla) was delayed because CEA received only one bid in each of the two procurement rounds. In accordance with the Procurement Act, the procurement rounds were canceled and a new round was initiated. Consequently, the procurement process required more time than usual.

On 11 July 2022, CEA received and announced the winning bid, during which the contract had not been signed. CEA contacted and sent a follow-up letter to the bid winner to complete the signing by 20 September 2022, but the bid winner was unable to proceed as scheduled. As a result, CEA had to revoke the announcement of the winning bid and repeat the procurement process, thus exacerbating the delay.

Strategic Issues and Projects	Outputs	Units	Amount	
			Targets	Results
<b>Strategic Issue 4:</b> Information and communications development to strengthen Thailand's creative industries				
(15) Creative industries development report by sector	1. Creative industries development report by sector - Advertising - Design - Architecture - Fashion	Report	4	4
(16) Online/offline service provision and support systems for SMEs	1. SMEs, community-based entrepreneurs, and interested individuals who can access the knowledge through online and offline channels and apply it	Person	100,000	183,337
	2. The number of creative entrepreneurs whose works are publicly distributed	Person	500	505
(17) Digital service development to assess the potential of using creativity in business	1. A digital creative potential assessment system	System	1	1
	2. SMEs who undergo a potential assessment process and receive advice to develop their individual businesses	SMEs	150	243
	3. A report on data analysis of the overall assessment and classification of industry levels	Report	1	1
	4. An open-source dataset of the power of creativity in entrepreneurial business operations in a machine-readable format	Dataset	1	1
(18) Thailand's Creative Industries Foresight Project	1. Semi-annual and annual report on the current situation and movements of the creative economy	Report	2	2
	2. Creative Industries Foresight Report	Report	1	1

Strategic Issues and Projects	Outputs	Units	Amount	
			Targets	Results
	3. The number of agencies whose representatives join and comment on the preparation of the Creative Industries Foresight Report	Agency	50	50
	4. At least two online training/webinars to disseminate the study results to CEA executives and officials as well as the public	Time	2	2

**Strategic Issue 5:****Capability development for CEA as a principal organization driving Thailand's creative economy**

(19) Digital skill development for public officials for a digital government: Phase 1	1. Executives, including digital technology officials and related personnel	Person	8	153
(20) Creative Economy Agency (Public Organization) staff development plan for the fiscal year 2022	1. CEA personnel are developed with a focus on competency according to their work positions through one course/person/year.	Course	1	1
(21) Enhancement of support services and management of IT systems and facilities	1. Information technology system management is carried out according to the plan.	Percentage	100	100
	2. Physical resource management is carried out according to the plan.	Percentage	100	100
(22) The Creative Economy Agency's 5-year Action Plan (2023 - 2027) and related organizational development plans	1. 5-Year Action Plan (2023 - 2027)	Report	1	1
	2. Organizational Development Plan based on PMQA 4.0 (2022 - 2023)	Report	1	1
	3. Personal Data Protection Action Plan	Report	1	1
(23) Creative Economy Action Plan (2023 - 2027)	1. Creative Economy Action Plan (2023 - 2027)	Report	1	1

# 09 CEA'S MAIN MISSION ANALYSIS REPORT FOR THE FISCAL YEAR 2022

## An analysis of budget disbursements against performance according to the Action Plan for the Fiscal Year 2022

A total of THB 400,860,000 was approved to implement the CEA's Action Plan for the Fiscal Year 2022 and additional adjustments, which include: 1) budget for annual expenditure for fiscal year 2022 amounting to THB 309,716,500; 2) off-budget amounting to THB 91,143,500; and 3) accruals amounting to THB 54,897,036.

Disbursements and obligations set out in the Action Plan for the Fiscal Year 2022 (excluding accruals) amounted to THB 380.0543 million baht, representing 95% of the Action Plan.

## Obstacles

None, because the CEA executives closely monitored and supervised on a monthly basis and reported to the CEA Committee on a quarterly basis.

## Additional Suggestions

CEA adjusted its operational guidelines to accommodate the COVID-19 pandemic, such as changing the activity format, creating content for online media, arranging activities to help entrepreneurs affected by the aforementioned situation, preparing an efficient service system for the offices and service departments both in central and regional areas to be resilient to shocks and able to continue operation and services, and disseminating the creative economy's knowledge to the public despite its members and service users' inability to commute.

In addition, CEA prepared its staff and operations officers to perform their duties effectively and consistently in spite of any unforeseen future events. In its operations, CEA complied with strict COVID-19 prevention and control measures.

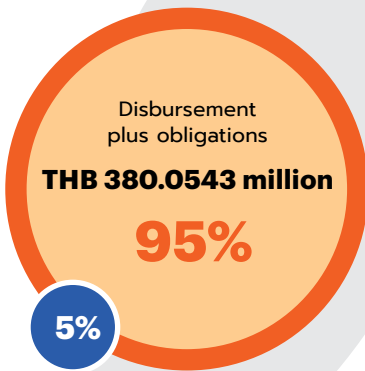
Total Budget	Expenditure			
	Disbursement plus obligations	Percentage	Balance	Percentage
400.8600	380.0543	95	20.8057	5

## Financial Operations Report Fiscal Year 2022

<b>Action Plan for the Fiscal Year 2022</b>  <b>THB 400.8600 million</b>	<b>Budget</b>	<b>Off-budget</b>
	THB 309.7165 million	THB 91.1435 million

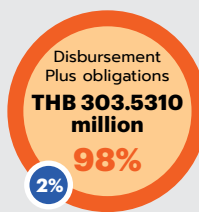
Financial operations as of  
30 September 2022

**Total Budget**  
**THB 400.8600 million**

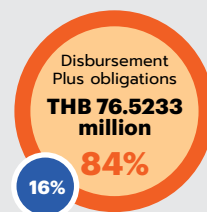


● Disbursement plus obligations ● Balance

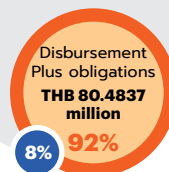
**Budget**  
**THB 309.7165 million**



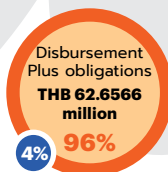
**Off-budget**  
**THB 91.1435 million**



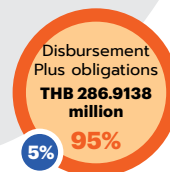
**Staff**  
**THB 87.5615 million**



**Operations**  
**THB 65.0000 million**



**Missions**  
**THB 248.2985 million**

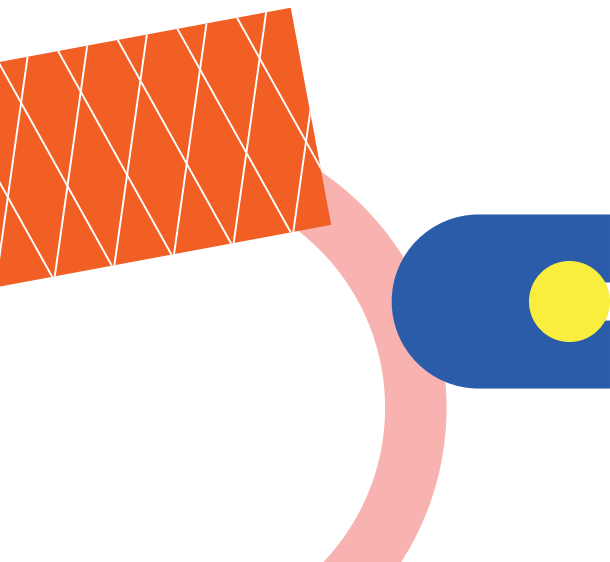


Total Budget	Approved budget	Disbursement target		Disbursement plus obligations		Balance	
		Government	CEA Plan	THB	%	THB	%
1. Staff	87,561,500		100%	80,483,764.48	92%	7,077,735.52	8%
2. Operations	65,000,000	86%	100%	62,656,678.15	96%	2,343,321.85	4%
3. Missions	248,298,500		100%	236,913,836.74	95%	11,384,663.26	5%
<b>Total</b>	<b>400,860,000</b>	<b>86%</b>	<b>100%</b>	<b>380,054,279.37</b>	<b>95%</b>	<b>20,805,720.63</b>	<b>5%</b>

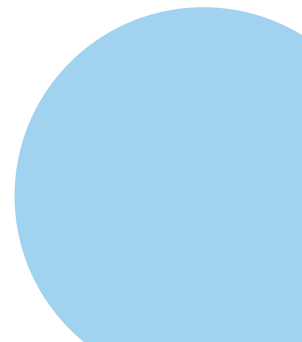
Goals Agencies/Indicators	Unit	Plan - Performance		
		Targets	Results	Details
(1) The number of entrepreneurs nurtured, supported, and able to apply the knowledge to develop their businesses	Person	6,500	6,668 (accounting for 103%)	<p>1. Activities to nurture and provide in-depth support to entrepreneurs in the creative industries through seminars, at both the central and provincial levels, on both online and offline platforms, with 6,668 participants.</p> <p><b>CEA Bangkok: 2,011 participants through various activities such as</b></p> <ul style="list-style-type: none"> <li>• Creative business consultation with 172 participants</li> <li>• CHANGE 2022: Visual Character Arts for SMES with 233 participants</li> <li>• Let the Music Heal with 183 participants in the music industry</li> <li>• Strategic &amp; Creative Renewal in Triverse Workshop in 4 regions, both on-site and online, with a total of 417 entrepreneurs, 45 of which were selected to design and develop 10 - 15 prototypes of their business ideas/products/communities/districts</li> <li>• An online course to train 400 entrepreneurs/creative professionals who participated in business connection activities to prepare them for business negotiations</li> <li>• In-depth Strategic &amp; Creative Renewal Workshop in 4 areas and through CEA Online Academy to transfer knowledge from Global OTOP Year 2 with 555 participants</li> <li>• Consultation on "Selecting Materials for Design" in conjunction with the Business and Innovation Development Office for 15 entrepreneurs</li> </ul> <p><b>CEA Chiang Mai and Khon Kaen: 4,657 participants through various activities such as</b></p> <p>&gt; <i>CEA Chiang Mai through various activities such as</i></p> <ul style="list-style-type: none"> <li>• National Online Boot Camp Thailand Food Innovation 2022</li> <li>• Lunch &amp; Learn Workshop</li> <li>• Fundamental Marketing Workshop and How to Survive in the World of Online Marketing Workshop</li> </ul>

Goals Agencies/Indicators	Unit	Plan - Performance		
		Targets	Results	Details
				<ul style="list-style-type: none"> <li>• Business briefings on the following topics: "Finance and Accounting", "Branding", and " Online Marketing"</li> <li>• An activity to enhance the competitive-ness of community entrepreneurs in food and creative tourism</li> <li>• Ark of Taste Talk: mission to preserve local plants that are in danger of extinction through alternative materials</li> <li>• Collaborative Project 2022: Business Briefing - the first meeting between designers and entrepreneurs to understand branding</li> <li>• New Normal Workshop to support farmers in creating green alternative tourism attractions at the Plaeng Plook Pan vegetable plot of the Chomphu Municipality, Saraphi District, Chiang Mai Province</li> <li>• Local Wisdom x Global Trends (wicker-work business)</li> <li>• Lanna Startup Bootcamp - a workshop for emerging entrepreneurs (0 - 3 years)</li> <li>• Northern Second Generation Entrepreneur Boots Up - an activity to enhance the capacity of the descendants of entrepreneurs in the North who are emerging entrepreneurs (0 - 3 years)</li> <li>• Co-Create Chang Moi: From community to district, from district to city - a workshop to brainstorm and present ways to develop Chang Moi Creative District in Chiang Mai Province</li> </ul> <p>&gt; <i>CEA Khon Kaen through various activities such as</i></p> <ul style="list-style-type: none"> <li>• Student &amp; Professional Showcase</li> <li>• Future Paradise Exhibition</li> <li>• Various workshops at the Isan Creative Festival 2022 (ISANCF2022), Wonder Waste Junior Workshop, and a booth at D-KAK Market</li> <li>• Co-Create: Prup Akat</li> <li>• School Yard Lunch - a project to grow ingredients for school lunch</li> <li>• Hackathon for Khonkaen's Informal Green Economy Ecosystem</li> </ul>

Goals Agencies/Indicators	Unit	Plan - Performance		
		Targets	Results	Details
				<ul style="list-style-type: none"> <li>• An activity to enhance the competitiveness of community entrepreneurs in food and creative tourism</li> <li>• Design Thinking Workshop for Agro-Tourism in Chum Phae District</li> <li>• Product Development Workshop for Chum Phae District</li> <li>• Lecture on strategies to promote sales for offline and online stores</li> <li>• Collaborative 2022 - an activity to support the handicraft industry using the design process</li> <li>• An activity to support emerging entrepreneurs (0 - 3 years)</li> <li>• An activity to improve the quality of ceramic products by community businesses</li> </ul> <p>2. The CEA Online Academy platform is an online learning site for those who want to improve their knowledge and creativity in order to raise professional standards and develop businesses for the new era. 7,100 people enrolled in over 40 courses in 2022. (cumulative total: 35,936 people)</p>



Goals Agencies/Indicators	Unit	Plan - Performance		
		Targets	Results	Details
(2) The number of additional creative business incubation centers using both physical and digital platforms	Center	5	8 (accounting for 160%)	<p>1. Currently, CEA has a total of 58 online and offline incubation centers, namely TCDC Bangkok, TCDC Chiang Mai, TCDC Khon Kaen, AIS D.C. Emporium, TCDC COMMONS at Season Square, and miniTCDC - the network of educational institutions (53 locations in 29 provinces).</p> <p>2. In 2022, CEA executed a Memorandum of Understanding (MOU) to implement a project to create design learning resources in the regions (miniTCDC LINK), which is a digital learning platform, with 8 institutions (against the target of 5), namely</p> <ol style="list-style-type: none"> <li>1) Mae Hong Son Community College</li> <li>2) King Mongkut's University of Technology Thonburi (Bang Khun Thian Campus)</li> <li>3) Buriram Rajabhat University</li> <li>4) Rajamangala University of Technology Tawan-ok</li> <li>5) Kasetsart University Bangkok Campus</li> <li>6) Kasetsart University Sriracha Campus</li> <li>7) Kasetsart University Chalermphrakiat Sakon Nakhon Province Campus</li> <li>8) Kasetsart University Kamphaeng Saen Campus</li> </ol> <p>3. CEA is in the process of procuring a contractor and amending the design for the construction of the office building for the Songkhla CEA. CEA expects to finish the procurement of the contractor in June 2023.</p>



Goals Agencies/Indicators	Unit	Plan - Performance		
		Targets	Results	Details
(3) The number of creative business incubation center users in both central and regional areas	Person	250,000	386,552 (accounting for 155%)	<p>There are 386,552 service users at TCDC Bangkok, TCDC Chiang Mai, TCDC Khon Kaen, AIS D.C. Emporium, TCDC COMMONS at Seacon Square, and miniTCDC. CEA organized the following activities to stimulate creativity and promote understanding of the context of the creative economy:</p> <ul style="list-style-type: none"> <li>• Creative &amp; Design Showcase of scented candles from 31 brands at TCDC Bangkok</li> <li>• Matter of the East - an on-site material exhibition and TCDC Material 360° Exhibition Tour   Matter of the East on YouTube: TCDC Thailand</li> <li>• Everything Is Not Cute Exhibition at TCDC Bangkok</li> <li>• Dut Thep Sang Exhibition at TCDC Bangkok</li> <li>• Unwavering - Solo Exhibition by Hiroko Hongyok at TCDC Bangkok</li> <li>• THE ELDERLY'S DIGITALIZATION Exhibition and Talk at TCDC Bangkok</li> <li>• Never-Ending Story: Thailand's Material Today &amp; Tomorrow Exhibition as part of the [SPIRAL] 2022 Circular Design Exhibition from 15 March to 3 July 2022 at the Taiwan Design Museum, Taipei, Republic of China (Taiwan)</li> <li>• Fun Fest 2021 at TCDC Khon Kaen</li> <li>• Isan Solutions Exhibition as part of Isan Creative Festival 2022 at TCDC Khon Kaen</li> <li>• ACT Forum '21: The Recovery - a seminar about architecture in Pasan, Nakhon Sawan Province at TCDC Khon Kaen</li> <li>• Designing Daily Craft and What We Learn From Our Grandparents Exhibitions during 4 December 2021 - 27 February 2022 at TCDC Chiang Mai</li> <li>• Power of Character for Local Business Talk during Thailand Creative Showcase 2021 at Central Plaza Khon Kaen</li> <li>• Lunch &amp; Learn Project Decode Showcase and Talk, Flower's Flavor Edible Flower Showcase and Talk, Craft Cook Club: Tea Blends, Craft Cook Club: Craft Soda,</li> </ul>

Goals Agencies/Indicators	Unit	Plan - Performance		
		Targets	Results	Details
				<p>After Waste Showcase, and Turn Food Waste into Tableware at TCDC COMMONS at Seacon Square</p> <ul style="list-style-type: none"> <li>• Online lecture titled “Thai Soft Power: How to communicate a powerful message” via Facebook Live, Online lecture titled “Logistic and Seamless E-Commerce” via Facebook Live, Creative Digital Content Workshop at AIS D.C. Emporium</li> <li>• 12 Thai materials from 7 companies have been admitted to the Material ConneXion online database.</li> </ul>

Goals Agencies/Indicators	Unit	Plan - Performance		
		Targets	Results	Details
(4) The number of creative industries databases	Sector	4	4 (accounting for 100%)	<p>Four reports on the creative services and creative goods/products were completed in the following sectors:</p> <ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Design</li> <li>3. Architecture</li> <li>4. Fashion</li> </ol> <p>In addition, CEA co-organized activities and supported personnel in educating, exchanging, listening, and suggesting opinions through talks and lectures at various activities with 7 associations/organizations in the creative industries, namely</p> <ol style="list-style-type: none"> <li>1. Advertising Association of Thailand (AAT)</li> <li>2. Bangkok Music City</li> <li>3. Thai Game Software Industry Association (TGA)</li> <li>4. Publishers and Booksellers Association of Thailand (PUBAT)</li> <li>5. Thai Animation and Computer Graphics Association (TACGA)</li> <li>6. Music Copyrights Company (Thailand) Co., Ltd. (MCT)</li> <li>7. Contemporary Art &amp; Culture Industry Promotion Trade Association (CAPT)</li> </ol>

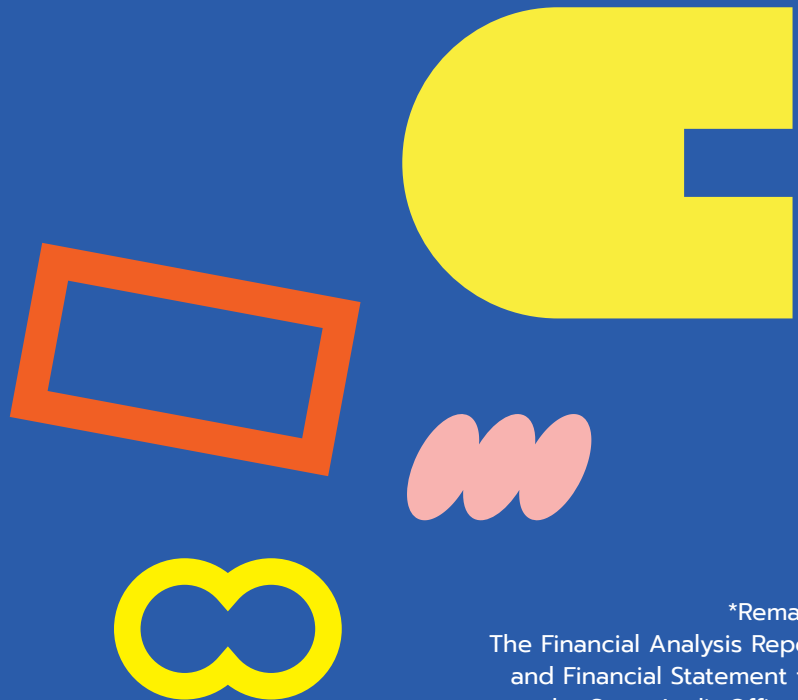
Goals Agencies/Indicators	Unit	Plan - Performance		
		Targets	Results	Details
(5) The number of additional areas established as creative districts	Areas (cumulative total: 30)	8	8 (accounting for 100%)	<p>1. Eight participating partners were selected: Udon Thani Province, Phitsanulok Province, Lampang Province, Chanthaburi Province, Trang Province, Phatthalung Province, Phetchaburi Province, and Pattaya City. CEA is in the process of exploring and synthesizing the potential of the targeted areas to become creative districts and set goals for networking.</p> <p>2. CEA participated in eight sub-festivals in eight provinces: Ubon Art Fest 2022 in Ubon Ratchathani Province, Sukhothai Art Craft &amp; Beyond in Sukhothai Province, Phayao Artcade in Phayao Province, Sakon Junction in Sakon Nakhon Province, Creative Nakhon in Nakhon Si Thammarat Province, Portrait of Songkhla in Songkhla Province, Loei Art Fest in Loei Province, and Chiang Rai Design Week 2022 in Chiang Rai Province.</p> <p>3. One province, which is Phetchaburi, was selected to be promoted through branding to join the UNESCO Creative Cities Network. Phetchaburi was selected as a creative city of gastronomy, resulting in activities such as Phetchaburi City of Gastronomy (CHA-AM Food Festival) in Cha-am and the Food Festival in the old town of Phetchaburi. These activities are expected to increase the number of tourists and income for the area.</p>

Goals Agencies/Indicators	Unit	Plan - Performance		
		Targets	Results	Details
(6) Quantitative Indicator: The number of SMEs, creative businesses, start-ups, and new entrepreneurs who earn increased average income after being supported and nurtured, and applying knowledge to develop their businesses	Percent- age	26	29.88 (account- ing for 115%)	<p>The results of the preliminary assessment were completed. A total of 680,371 people joined the events, resulting in THB 1,046.55 million in economic value, with the following details:</p> <ol style="list-style-type: none"> <li>1. Chiang Mai Design Week 2021, with 132,711 participants, resulting in THB 485.03 million in economic value</li> <li>2. Bangkok Design Week 2022, with 447,534 participants, resulting in THB 398.74 million in economic value</li> <li>3. Isan Creative Festival 2022, with 100,126 participants, resulting in THB 162.78 million in economic value. CEA is in the process of planning to collect information to interview a sample group of stakeholders.</li> </ol>
		(7) Qualitative Indicator: Customer satisfaction and benefits from creative business incubation centers in both physical and digital platforms	80	87



# 10

## FINANCIAL ANALYSIS REPORT FINANCIAL STATEMENT FOR THE FISCAL YEAR 2022



\*Remark:  
The Financial Analysis Report  
and Financial Statement for  
the State Audit Office of  
the Kingdom of Thailand

Creative Economy Agency (Public Organization)  
Statement of Financial Position  
as of 30 September 2022

(Unit: Baht)

Asset	Note	2022	2021
<b>Current Assets</b>			
Cash and Cash Equivalents	4	224,486,841.19	217,395,541.68
Short-Term Receivables	5	1,891,940.30	2,353,622.71
Short-Term Investment	6	80,000,000.00	80,000,000.00
Inventories		64,783.30	51,514.77
Other Current Assets	7	1,687,627.30	1,987,834.25
<b>Total Current Assets</b>		<b>308,131,192.09</b>	<b>301,788,513.41</b>
<b>Non-Current Assets</b>			
Long-Term Receivables	8	28,842,642.87	28,842,642.87
Property and Equipment Net	9	244,285,159.30	291,030,041.07
Intangible Assets Net	10	12,094,382.86	10,589,171.50
<b>Total Non-Current Assets</b>		<b>285,222,185.03</b>	<b>330,461,855.44</b>
<b>Total Asset</b>		<b>593,353,377.12</b>	<b>632,250,368.85</b>

Notes to financial statements are an integral part of the above statements.

Creative Economy Agency (Public Organization)  
Statement of Financial Position  
as of 30 September 2022

(Unit: Baht)

	Note	2022	2021
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Trade Payables		9,591,236.10	22,809,596.33
Short-Term Payable	11	11,471,335.58	12,396,485.75
Short-Term Deposits	12	2,689,425.25	4,085,111.28
Other Current Liabilities	13	1,036,430.60	599,685.61
<b>Total Current Liabilities</b>		<b>24,788,427.53</b>	<b>39,890,878.97</b>
<b>Non-Current Liabilities</b>			
Long-Term Deposits	14	7,355,000.00	7,344,136.11
Provisional Gratuities for Resignation	15	28,875,700.00	26,878,240.00
Deferred Income	16	-	40,830.94
<b>Total Non-Current Liabilities</b>		<b>36,230,700.00</b>	<b>34,263,207.05</b>
<b>Total Liabilities</b>		<b>61,019,127.53</b>	<b>74,154,086.02</b>
<b>Net Assets/Capital</b>			
Capital		695,335,056.85	695,333,056
Income Higher (lower) than the Accumulated Expense		(163,000,807.26)	(137,238,774.02)
<b>Total Net Assets/Capital</b>		<b>532,335,249.59</b>	<b>558,096,282.83</b>
<b>Total Liabilities and Net Assets/Capital</b>		<b>593,353,377.12</b>	<b>632,250,368.85</b>

Notes to financial statements are an integral part of the above statements.

Creative Economy Agency (Public Organization)  
Statement of Financial Performance  
for the year ended 30 September 2022

	Note	2022	2021
(Unit: Baht)			
<b>Income</b>			
Income from Central Budget	19	329,386,500.00	318,383,100.00
Income from the Products and Services	20	22,089,901.93	4,790,846.44
Income from Grant and Donation	21	51,055,444.18	41,123,192.80
Other Income	22	1,362,757.83	1,440,747.33
<b>Total Income</b>		<b>403,894,603.94</b>	<b>365,737,886.57</b>
<b>Expenses</b>			
Personnel Expenses	23	89,672,574.42	84,794,511.72
Gratuities and Pension	24	1,713,070.00	373,000.00
Operating Costs	25	275,980,872.08	226,538,014.35
Material Cost	26	1,445,258.45	1,502,571.56
Utility Costs	27	9,357,414.40	7,730,209.30
Depreciation and Amortization	28	51,485,419.50	56,040,489.00
Other Expenses	29	2,028.33	80.00
<b>Total Expenses</b>		<b>429,656,637.18</b>	<b>376,978,875.93</b>
<b>Income higher (lower) than the net expense</b>		<b>(25,762,033.24)</b>	<b>(11,240,987.36)</b>

Notes to financial statements are an integral part of the above statements.

Creative Economy Agency (Public Organization)  
Statement of Change in Net Assets/Capital  
for the year ended 30 September 2022

(Unit: Baht)

Note	Capital	Income Higher / (Lower) than Accumulated Expenses	Total Assets/Capital
<b>Balance as of 30 September 2020 (as Previously Reported)</b>	695,335,056.85	(148,902,906.66)	546,432,150.19
Accumulated Effect from the Retrospective Adjustment	31 -	22,905,120.00	22,905,120.00
<b>Balance as of 30 September 2020 (Revised)</b>	695,335,056.85	(125,997,786.66)	569,337,270.19
<b>Change in Net Assets/Capital for the Year 2021</b>			
Income Higher (Lower) than the Expense During the Period (Revised)	-	(11,240,987.36)	(11,240,987.36)
<b>Balance as of 30 September 2021</b>	<b>695,335,056.85</b>	<b>(137,238,774.02)</b>	<b>558,096,282.83</b>
<b>Balance as of 30 September 2021 (as Previously Reported)</b>	695,335,056.85	(158,279,603.02)	537,055,453.83
Accumulated Effect from the Retrospective Adjustment	31	21,040,829.00	21,040,829.00
<b>Balance as of 30 September 2020 (Revised)</b>	695,335,056.85	(137,238,774.02)	558,096,282.83
<b>Change in Net Assets/Capital for the Year 2022</b>			
Income Higher (Lower) than the Expense During the Period	-	(25,762,033.24)	(25,762,033.24)
<b>Balance as of 30 September 2021</b>	<b>695,335,056.85</b>	<b>(163,000,807.26)</b>	<b>532,334,249.59</b>

Notes to financial statements are an integral part of the above statements.

Creative Economy Agency (Public Organization)  
Statement of Cash Flows  
for the year ended 30 September 2022

(Unit: Baht)

	2022	2021
<b>Cash Flow from Operating Activities</b>		
Income Higher (Lower) than the Net Expenses	(25,762,574.24)	(11,240,987.36)
<b>Adjustment to Net Cash Flow Balance from Operating Activities</b>		
Depreciation	51,396,884.86	55,635,995.73
Amortization of Intangible Assets	89,074.64	404,493.27
Loss from Asset Retirement	2,029.33	80.00
Profit from Sale of Durable Goods	(46,192.00)	-
Gain from Asset Donations	(40,830.94)	(48,779.80)
Gain from Interest Incomes	(946,969.50)	(1,106,090.98)
Gratuities for Resignation	3,710,530.00	4,713,770.00
<b>Income Higher (Lower) than the Expense from Operating Before the Adjustment in Asset and Liability from Operating</b>	28,401,952.15	48,358,480.86
<b>Operating Assets (Increase) Decrease</b>		
Short-Term Receivables (Increase) Decrease	489,601.45	277,505.89
Inventories (Increase) Decrease	(13,268.53)	28,532.94
Other Current Assets (Increase) Decrease	300,206.95	1,531,564.75
Long-Term Receivables (Increase) Decrease	-	1,784,743.00

Notes to financial statements are an integral part of the above statements.

Creative Economy Agency (Public Organization)  
Statement of Cash Flows (Continued)  
for the year ended 30 September 2022

	(Unit: Baht)	
	2022	2021
<b>Operating Liability Increase (Decrease)</b>		
Trade Account Payable Increase (Decrease)	(13,218,360.23)	2,360,867.83
Short-Term Payables (Decrease)	(925,150.17)	10,856,256.04
Short-Term Deposits (Decrease)	(1,395,686.03)	1,046,233.48
Other Current Liabilities (Decrease)	436,744.99	214,091.38
Long-Term Deposits (Decrease)	10,863.89	1,794,083.84
Gratuities for Resignation in Cash	(1,713,070.00)	373,000.00
Cash Interest Received from Saving Bank Account	919,050.46	1,187,657.47
<b>Net Cash Received (Spent) from Operating Activities</b>	<b>13,292,884.93</b>	<b>43,338,154.96</b>
<b>Net Cash Flows Used from Investing Activities</b>		
Cash in Short-Term Investment	-	20,000,000.00
Cash in Buying Durable Goods	(4,653,785.42)	(7,296,610.61)
Cash in Buying Intangible Assets	(1,594,300.00)	(143,433.50)
Cash from Selling Durable Goods	46,500.00	-
<b>Net Cash Flows in Investing Activities</b>	<b>(6,201,585.42)</b>	<b>12,559,955.89</b>
<b>Net Cash and Cash Equivalents Increase (Decrease)</b>	<b>7,091,299.51</b>	<b>55,898,110.85</b>
<b>Cash and Cash Equivalents at the Beginning of The Period</b>	<b>217,385,541.68</b>	<b>161,497,430.83</b>
<b>Cash and Cash Equivalents at the End of The Period</b>	<b>224,486,841.19</b>	<b>217,395,541.68</b>

Notes to financial statements are an integral part of the above statements.

Creative Economy Agency (Public Organization)  
Notes to Financial Statements  
for the year ended 30 September 2022

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4	Cash and Cash Equivalent Items
5	Other Short-Term Receivable
6	Short-Term Investment
7	Other Current Assets
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Creative Economy Agency (Public Organization)  
Notes to Financial Statements  
for the year ended 30 September 2021

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27	Utility Costs
28	Depreciation and Amortization
29	Other Expenses
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**Creative Economy Agency (Public Organization)**  
**Notes to Financial Statements**  
**for the year ended 30 September 2021**

**Note 1 General Information**

**1.1) The Establishment**

The Creative Economy Agency (Public Organization) was established in accordance with the Royal Decree Establishing the Creative Economy Promotion Agency (Public Organization), B.E.2561 (2018), effective on 14 August 2018, with the transfer of all authority and function, property, rights, debt, budgets and income of the Thailand Creative and Design Center, under the aegis of the Office of Knowledge Management and Development to the Creative Economy Agency (Public Organization).

**1.2) Objectives**

(1) To promote and develop the creative economy and its enabling factors in order to push forward the development and improvement of the economy.

(2) To promote and support the development of creativity and innovation to local communities, general public and educational institutions.

(3) To promote and develop spaces with conducive atmosphere for creativity and starting a new business, and the fostering of a creative economy district.

(4) To develop entrepreneurs and to promote the use of creative thinking process to create products and build innovations for enhancement of country's economic competitiveness.

(5) To function as a center that gathers collecting and develops information and statistics on the creative economy for policy-based decision-making, support creativity and build innovation.

(6) To promote and collaborate with public and private organizations, including international organizations, in order to exchange and transfer knowledge on creativity for the development of country's creative economy.

**Note 1 General Information (Continued)**

**1.3) Location**

- Creative Economy Agency (Public Organization) is located at 1160, The Grand Postal Building, Charoenkrung Road, Bangrak, Bangkok, Bangkok 10500
- Chiang Mai branch is located at 1/1, Muang Samut Road, Chang Moi Sub-District, Muang Chaing Mai, Chiang Mai 50300
- Khon Kaen branch is located at 123, Moo 16, Nai-Muang Sub-District, Muang Khon Kaen, Khon Kaen 40002

**Note 2 Basis of Preparation of the Financial Statements**

This financial statement is prepared according to State Fiscal and Financial Disciplines Act, B.E. 2561 (2018), in accordance with the public sector accounting standards and the public sector accounting policies set by the Ministry of Finance, which includes the public sector accounting principles and policies, the public sector accounting standards, and the public sector accounting policies. It is presented in the format of the financial report that complies with the Thai Accounting Standard (TAS) No. 1 "Presentation of Financial Statements," regarding the letter no. MOF 0410.2/C15 dated 4 February 2020 and the comptroller general department's letter no. MOF 0410.2/C479 dated 2 October 2020

This financial report uses historical cost criteria, except where otherwise stated in the accounting policies.

**Note 3 Summary of Significant Accounting Policies**

The agency's significant accounting policies in summary are as follows

3.1 Cash and cash equivalent include cash on hand and cash deposit, less than 3 months. Deposit more than 3 months but not over 12 months, from the end of the period, is considered short-term investment.

3.2 Other short-term receivables include

- internal receivables which occur when the agency's employee borrow money for operational purposes without interest. They are recorded when payment is made at the amount received in the loan contract, whether the money is borrowed from the budget or outside the budget.

- Accrued income is other income for the agency which already occurred, but has not been received. Accrued income is recorded according to the value expected to be received.

**Note 3 Summary of Significant Accounting Policies (Continued)**

- Bad debt – bad debt write-offs are done after follow up, where there is clear evidence that such debts will definitely not be paid. An authorized person must also approve write-offs. Debtors in this category are also banned from selling products and services to the agency.

3.3 short-term investments refer to a fixed bank deposit that is not longer than one year, from the end of the period, as a way to increase the value of the agency's assets.

3.4 Supplies are recorded at their cost basis. The cost is calculated by first-in, first-out method.

3.5 Property and equipment are recorded at their cost after the agency approved the acceptance, and only those valued at over 10,000 baht are recorded, deducted by depreciation calculated from cost of building and equipment on a straight-line method using approximate useful life as follows

<u>Assets</u>	<u>Depreciation Rate per Year (Percentage)</u>
Building	10 - 20
Renovation	3 - 10
Equipment	3 - 5

No depreciation is recorded for assets under construction (if any)

Part of the building and renovation are the assets under the contract of hire of land and building (if any) from the land owner.

3.6 Intangible assets are recorded on their cost deducted by accumulated amortization. The amortization is calculated by reference to its cost on a straight-line method over the useful life as follows:

<u>Assets</u>	<u>Amortization Year</u>
Computer Software	3

**3.7 Payables**

- Payables are recorded when goods or services are received from vendors or contractors, but not yet paid, the value of goods and services can be clearly identified.

**Note 3 Summary of Significant Accounting Policies (Continued)**

- Accrued expenses are recorded when an expense incurred in the present accounting period but not yet paid.

3.8 Provisions are the liabilities that are uncertain about timing or the amount to be paid, but are a present obligation, which the agency will likely have to pay the obligations in the future. The obligations must be reliably calculated. For example, liabilities for compensation and retirement and pension provisions which CEA will record the provisions based on the best estimate of the expenditures that will be required to settle the present obligation as of the reporting date.

3.9 Deferred income is money that is specified for a purpose or assets which is beneficial to the agency for more than one accounting period. It shall be recorded as a liability and gradually recorded as reasonable income at all times in order to match the related income and expenses together.

**3.10 Income Recognition**

- Income from the national budget is recorded when received from the Comptroller General's Department
- Income from sales and services is the income generated by the organization when it is allowed to spend the income for its activities, it is recorded when products and services are provided.
- Income from patrons or donations is recorded when provided or donated. The money received that is not specified for a purpose is recorded in the whole amount as an income. The money received is specified for a purpose and is gradually recorded as revenue in proportion when the expense is incurred.

**3.11 Foreign Currency Transactions**

- Items denominated in foreign currencies are recorded in THB at the exchange rates ruling on the day that transactions occurred.
- Remaining balances of assets and liabilities denominated in foreign currencies at year-end are translated into THB on the year-end date, using the exchange rate calculated by the Bank of Thailand.
- Payments in foreign currencies are recorded in Baht at the exchange rates ruling on the day that transactions occurred.
- The difference arising from such translation is recorded as an income or an expense in that accounting period. Such a difference occurs from cash payment or as a financial report in the exchange rate that is different from the rate firstly recorded during an accounting period or the rate that is reported in the financial report of the previous accounting period.

**Note 3 Summary of Significant Accounting Policies (Continued)**

3.12 Expense is recorded when an expense occurs according to the accrual basis.

**Note 4 Cash and Cash Equivalents**

	(Unit: Baht)	
	2022	2021
Cash	14,000.00	19,000.00
Saving Deposit	224,472,841.19	217,376,541.68
<b>Total Cash and cash equivalents</b>	<b>224,486,841.19</b>	<b>217,395,541.68</b>

**Note 5 Other Short-Term Receivable**

	(Unit: Baht)	
	2022	2021
Accrued Revenue	501,526.19	353,477.64
Accrued Interest	241,589.11	213,670.07
Budget Receivables	810,700.00	1,426,475.00
Off-Budget Receivables	338,125.00	360,000.00
<b>Total Other Short-Term Receivables</b>	<b>1,891,940.30</b>	<b>2,353,622.71</b>

Advanced Payment Receivables as of the end of the period are categorized by the due date as follow:

	(Unit: Baht)			
<u>Receivables</u>	Not yet due payment and receipt submission	Less than 15 day-period Overdue Payment	Less than 15 day-period Overdue Payment	Total
2022	1,148,825.00	0.00	0.00	1,148,825.00
2021	1,786,475.00	0.00	0.00	1,786,475.00

**Note 6 Short-Term Investment**

	(Unit: Baht)	
	2022	2021
6-Month Fixed Deposit Account	80,000,000.00	80,000,000.00
<b>Total Short-Term Investment</b>	<b>80,000,000.00</b>	<b>80,000,000.00</b>

Short-term investment is depositing the agency's income and donations into a six-month fixed deposit account of Bank of Ayudhya PCL

**Note 7 Other Current Assets**

	(Unit: Baht)	
	2022	2021
Prepaid Expenses	1,687,627.30	1,550,564.82
Prepaid Expenses (Awaiting Inspection)	-	437,269.43
<b>Total Other Current Assets</b>	<b>1,687,627.30</b>	<b>1,987,834.25</b>

**Note 8 Long-Term Receivable**

	(Unit: Baht)	
	2022	2021
Advance Payment - Long-Term	2,368,600.98	2,368,600.98
Other Receivables - Third Parties	26,474,041.89	26,474,041.89
<b>Total Long-Term Receivable</b>	<b>28,842,642.87</b>	<b>28,842,642.87</b>

Other receivables - third parties, amount of 26,474,041.89 baht is the money from CEA that the OKMD has yet transferred to CEA in accordance with the resolution of the Minister on 24 October 2018, because the OKMD has issues regarding the tax burden on property transfers. It has submitted the letter to the Director-General of the Revenue Department (Head office) to discuss the tax burden on the assets transfer, regarding the letter OKMD 04/080 dated 19 June 2019. Currently, OKMD is anticipating the discussion with the Revenue Department, therefore, the aforementioned amount has not yet been transferred to the Creative Economy Agency (Public Organization).

## Note 9 Property, Plant, and Equipment (Net)

	Balance as of 1 Oct 2021	Increased during the period	Decreased during the period	(Unit: Baht) Balance as of 30 Sep 2022
<b>Cost Price</b>				
Buildings	123,385,239.97	-	-	123,385,239.97
Renovation	299,503,713.03	-	-	299,503,713.03
<b>Total Buildings</b>	<b>422,888,953.00</b>	<b>-</b>	<b>-</b>	<b>422,888,953.00</b>
Office Equipment	57,006,972.96	13,500.00	213,513.16	56,806,959.80
Electrical and Radio Equipment	34,764,392.16	798,188.97	948,109.40	34,614,471.73
Advertising and Distribution Equipment	44,124,900.02	523,005.30	1,208,797.14	43,439,108.18
Inspection Equipment	9,630.00	-	-	9,630.00
Science and Medical Equipment	9,800.00	-	-	9,800.00
Computer Equipment	36,249,509.71	2,441,841.00	2,871,820.26	35,819,530.45
Education Equipment	25,778,253.29	877,250.15	10,844,966.88	15,810,536.56
Housework, Kitchen Work Equipment	921,196.59	-	18,794.55	902,402.04
Music Equipment	749,452.00	-	19,313.50	730,138.50
Other Equipment	98,949.32	-	-	98,949.32
Construction in Progress	4,725,000.00	-	-	4,725,000.00
<b>Total equipment</b>	<b>204,438,056.05</b>	<b>4,653,785.42</b>	<b>16,125,314.89</b>	<b>192,966,526.58</b>
<b>Total Cost Price</b>	<b>627,327,009.05</b>	<b>4,653,785.42</b>	<b>16,125,314.89</b>	<b>615,855,479.58</b>
<b>Accumulated Depreciation</b>				
Buildings	32,973,567.43	6,169,261.76	-	39,142,829.19
Renovation	130,468,740.30	29,950,371.20	-	160,419,111.50
<b>Total Buildings</b>	<b>163,442,307.73</b>	<b>36,119,632.96</b>	<b>-</b>	<b>199,561,940.69</b>

## Note 9 Property, Plant, and Equipment (Net) (Continued)

	(Unit: Baht)			
	Balance as of 1 Oct 2021	Increased during the period	Decreased during the period	Balance as of 30 Sep 2022
Office Equipment	48,810,606.76	4,190,628.62	211,471.83	52,789,763.55
Electrical And Radio Equipment	28,188,317.86	3,218,513.99	948,064.40	30,458,767.45
Advertising And Distribution Equipment	37,928,896.61	4,463,986.98	1,208,788.14	41,184,095.45
Inspection Equipment	<b>7,455.22</b>	1,925.80	-	9,381.02
Science and Medical Equipment	9,799.00	-	-	9,799.00
Computer Equipment	33,539,443.34	2,074,651.63	2,871,772.26	32,742,322.71
Education Equipment	22,708,157.20	1,267,044.87	10,844,790.88	13,130,411.19
Housework, Kitchen Work Equipment	826,333.85	47,219.10	18,792.55	854,760.40
Music Equipment	749,446.00	-	19,312.50	730,133.50
Other Equipment	86,204.41	12,740.91	-	98,945.32
<b>Total Equipment</b>	<b>172,854,660.25</b>	<b>15,276,711.90</b>	<b>16,122,992.56</b>	<b>172,008,379.59</b>
<b>Total Accumulated Depreciation</b>	<b>336,296,967.98</b>	<b>51,396,344.86</b>	<b>16,122,992.56</b>	<b>371,570,320.28</b>
<b>Buildings and Equipment (Net)</b>	<b>291,030,041.07</b>			<b>244,285,159.30</b>
<b>Depreciation</b>	<b>55,635,995.73</b>			<b>51,396,344.86</b>

## Note 10 Intangible Assets Consist of:

	(Unit: Baht)			
	Balance as of 1 Oct 2021	Increased during the period	Decreased during the period	Balance as of 30 Sep 2022
<b>Cost Price</b>				
Computer Software	9,502,015.96	12,020,380.00	4,485,768.30	17,036,627.66
Developing Software	10,426,080.00	-	10,426,080.00	-
<b>Total Cost Price</b>	<b>19,928,095.96</b>	<b>12,020,380.00</b>	<b>14,911,848.30</b>	<b>17,036,627.66</b>
<b>Accumulated Amortization</b>				
Computer Software	9,338,924.46	89,074.64	4,485,754.30	4,942,244.80
<b>Total Accumulated Amortization</b>	<b>9,338,924.46</b>	<b>89,074.64</b>	<b>4,485,754.30</b>	<b>4,942,244.80</b>
<b>Intangible Assets (Net)</b>	<b>10,589,171.50</b>			<b>12,094,382.68</b>
<b>Amortization</b>	<b>404,493.27</b>			<b>89,074.64</b>

## Note 11 Other Short-Term Payable Consist of:

	(Unit: Baht)	
	2022	2021
Accrued Utility Fee	786,761.83	788,273.68
Accrued Vouchers	815,296.91	1,560,297.27
Withholding Income Tax to Be Submitted – PND. 1	357,283.65	351,816.27
Withholding Income Tax to Be Submitted – PND. 3	-	19,705.00
Withholding Income Tax to Be Submitted – PND. 53	71.09	179,079.47
Accrued VAT	5,044.87	139,188.48
VAT Not Yet Due	3,208.10	3,148.60
Accrued Audit Fee	120,000.00	150,000.00
Other Expenses – Third Parties	9,383,669.13	9,204,976.98
<b>Total Short-Term Payable</b>	<b>11,471,335.58</b>	<b>12,396,485.75</b>

## Note 12 Short-Term Deposit Consist of:

	(Unit: Baht)	
	2022	2021
Contract Deposit	2,689,425.25	3,683,903.28
Retention Deposit	-	401,208.00
<b>Total Short-term Deposit</b>	<b>2,689,425.25</b>	<b>4,085,111.28</b>

## Note 13 Other Current Liabilities Consist of:

	(Unit: Baht)	
	2022	2021
Deferred Income from Membership	1,036,430.60	489,539.11
Deferred Income from Online Membership	-	11,484.51
Other Deferred Income	-	98,661.99
<b>Total Other Current Liabilities</b>	<b>1,036,430.60</b>	<b>599,685.61</b>

## Note 14 Long-Term Deposits Consist of:

	(Unit: Baht)	
	2022	2021
Contract Deposit	4,534,200.00	4,523,336.11
Retention Deposit	2,820,800.00	2,820,800.00
<b>Total Long-Term Deposits</b>	<b>7,355,000.00</b>	<b>7,344,136.11</b>

## Note 15 Provisional Gratuities for Resignation Consist of:

	(Unit: Baht)	
	2022	2021
Provisional Pension for Resignation Brought Forward	26,878,240.00	24,401,761.00
<u>Add</u> Expenses Recorded in the Statement of Financial Performance	3,710,530.00	2,849,479.00
<u>Deduct</u> Employee Benefit Paid during the Period	(1,713,070.00)	(373,000.00)
<b>Total Provisional Pension for Resignation Carried Forward</b>	<b>28,875,700.00</b>	<b>26,878,240.00</b>

## Note 16 Deferred Income Consist of:

	2022	2021
Donated Assets (Transferred from OKMD)	40,830.94	89,610.74
<u>Deduct</u> Recorded Income from Donations	40,830.94	48,779.80
<b>Deferred Income Balance</b>	<b>-</b>	<b>40,830.94</b>

**Note 17 Obligations****- Obligation to the Operating Agreement**

As a tenant, the agency has a minimum amount to pay in the future under the lease that cannot be canceled as of 30 September 2022 and 2021, as follows

	(Unit: Baht)	
	2022	2021
Less-than-One-Year Period	32,242,355.64	32,395,509.64
One-to-Three-Year Period	-	32,242,355.64
<b>Total</b>	<b>32,242,355.64</b>	<b>64,637,865.28</b>

**- Capital Commitments**

	(Unit: Baht)	
	2022	2021
Buildings - Khon Kaen Branch	12,384,000.00	12,384,000.00
Buildings - Songkhla Branch	83,317,800.00	-
<b>Total</b>	<b>95,701,800.00</b>	<b>12,384,000.00</b>

**- Obligation under Procurement and other Service Agreements**

As of 30 September 2022, and 2021, the agency has obligations arising from agreements for procurement of parcels and other services classified nu the contract period, as follows

	(Unit: Baht)	
	2022	2021
Less-than-One-Year Period	20,510,458.17	57,892,266.41
<b>Total</b>	<b>20,510,458.17</b>	<b>57,892,266.41</b>

**Note 18 Contingent Liabilities Consist of:**

The Agency is in the process of prosecution with compensation, details as follows:

Systems Professional Service Co., Ltd. is the contractor for the construction of Thailand Creative Design Center (Khon Kaen) project. The total contract value of THB 68,800,000, however, it has already disbursed seven installments, totaling THB 56,416,000.00

**Note 18 Contingent Liabilities (Continued) Consist of:**

The remaining in the eighth installment is THB 12,384,000.00. Yet, on the 8th assignment acceptance inspection, Systems Professional Service Co., Ltd. had not completed many assignments and details according to the contracts. The employment inspection committee, therefore, rejected the final assignment acceptance and urged the contractor to complete and rectify all assignments quickly. However, the contractor did not take corrective actions. As a result, the employment inspector committee was obliged to terminate the contract with the contractor according to the agency 04/0279 notification letter dated 28 January 2019 following which the contractor filed a lawsuit against the agency as a defendant in a civil case, Black Number 1334/2019 on 11 June 2019.

Department of Southern Bangkok Civil Litigation Area 2, Office of the Attorney General has issued a letter stating that the Civil Court of Southern Bangkok made an appointment for meditation on 22 August 2019 at 13.00 hrs. at the Civil Court of Southern Bangkok. On 20 July 2020, the Civil Court of Southern Bangkok made an appointment for meditation for both parties to listen to the Central Administrative Court's opinion regarding the authority between courts. The Central Administrative Court agreed with the Southern Bangkok Civil Court that this case is an administrative court which is under the jurisdiction of the Central Administrative Court. Therefore, Southern Bangkok Civil Court issued an order to transfer this case and the paid court fee to Central Administrative Court to continue the prosecution according to the notification letter OrSor. 0022.2/196 dated 6 August 2020. On 29 April 2021, the Central Administrative Court issued a notice of court order, demanding a response as to whether the agency agrees to a mediation process. The agency has responded that they do not agree to the mediation process and the Administrative Court received the letter on 14 May 2021. The Administrative Court is currently reviewing the case in accordance with the procedure.

**Note 19 Income from The National Budget Consist of:**

	(Unit: Baht)	
	2022	2021
Income from Grant	30,9716,500.00	318,383,100.00
Income from Central Budget	19,670,000.00	-
<b>Total Income from The National Budget</b>	<b>329,386,500.00</b>	<b>318,383,100.00</b>

In the fiscal year 2022 and 2021, the agency received a grant from the government in the amount of THB 329,385,500.00 and THB 318,383,100.00, consecutively. The budget has been disbursed completely for the operations as follows:

## Note 19 Income from The National Budget (Continued) Consist of:

	(Unit: Baht)	
	2022	2021
Income from Grant as Personnel Budget	72,141,400.00	69,630,700.00
Income from Grant as Operation Budget	46,034,600.00	61,385,600.00
Income from Grant as Mission Budget	191,540,500.00	187,366,800.00
Income from Central Budget	19,670,000.00	-
<b>Total Income from The National Budget</b>	<b>329,386,500.00</b>	<b>318,383,100.00</b>

## Note 20 Income from Services Consist of:

	(Unit: Baht)	
	2022	2021
Income from Agency Services	13,510,790.31	497,774.08
Income from Membership Fees	1,584,493.02	1,788,799.37
Income from Projects	6,994,618.60	2,504,272.99
<b>Total Income from Services</b>	<b>22,089,901.93</b>	<b>4,790,846.44</b>

## Note 21 Income from Other Grant and Donation Consist of:

	(Unit: Baht)	
	2022	2021
Income from Project Grants	51,014,613.24	41,066,523.00
Donations	40,830.94	56,671.80
<b>Total Income from Other Grant and Donation</b>	<b>51,055,444.18</b>	<b>41,123,194.80</b>

## Note 22 Other Income Consist of:

	(Unit: Baht)	
	2022	2021
Interest on Deposits from Financial Institutions	946,969.50	1,106,090.98
Fine	261,332.30	233,412.00
Other Income	108,264.03	101,244.35
Profit from the Sale of Durable Goods	46,192.00	-
<b>Total Other Income</b>	<b>1,362,757.83</b>	<b>1,440,747.33</b>

## Note 23 Personnel Expense Consist of:

	(Unit: Baht)	
	2022	2021
Employee Salary	70,880,632.47	66,043,170.11
Annual Rewards	6,445,295.00	4,993,949.00
Position Allowance		60,000.00
Gratuities for Persons Receiving Full Salary	1,630,545.00	1,047,920.00
Death Benefit	15,000.00	-
Life Insurance	1,590,039.00	1,655,392.00
Insurance Premiums	140,484.21	217,484.71
Provident Fund Contributions	4,589,344.69	4,310,480.20
Child Education Allowance	91,735.75	99,933.75
Maternity Allowance		10,000.00
Medical Allowance for Employees and Families	1,598,333.80	1,504,200.75
Flexible Benefit Expense	693,704.50	511,211.20
Gratuities for Resignation and Retirement	1,997,460.00	4,340,770.000
<b>Total Personnel Expenses</b>	<b>89,672,574.42</b>	<b>84,794,511.72</b>

## Note 24 Gratuities and Pensions Consist of:

	(Unit: Baht)	
	2022	2021
Employee Gratuity	1,713,070.00	373,000.00
<b>Total Gratuities and Pensions</b>	<b>1,713,070.00</b>	<b>373,000.00</b>

## Note 25 Operational Costs Consist of:

	(Unit: Baht)	
	2022	2021
Training Costs	448,720.55	11,800.00
Travel Expenses (Domestic)	2,818,331.56	1,322,015.51
Travel Expenses (International)	186,354.77	-
Repair and Maintenance	7,249,790.18	5,311,887.64
Service Fee	158,760,558.33	138,101,468.57

## Note 25 Operational Costs (Continued) Consist of:

	(Unit: Baht)	
	2022	2021
Fees	24,231.17	343,634.06
Consultation Fee	33,062,757.90	18,041,882.76
Insurance Premiums	678,114.90	801,730.61
Meeting Pensions	1,683,529.79	1,847,109.64
Gifts/Souvenirs	862,753.25	632,896.25
Rental Fee of Immovable Property	36,934,860.68	35,160,075.08
Rental Fee of Assets	2,280,746.93	2,109,988.35
Audit Fees	150,000.00	150,000.00
Advertising and Print Media Fees	14,037,444.83	9,937,635.59
Purchase of Book, Media, Journals and Magazines	4,538,774.87	4,204,450.06
Expense of Activities	11,928,634.99	7,869,972.72
Other Expenses	335,267.38	691,467.51
<b>Total Operational Costs</b>	<b>275,980,872.08</b>	<b>226,538,014.35</b>

## Note 26 Material Cost Consist of:

	(Unit: Baht)	
	2022	2021
Office Supplies	228,849.78	267,683.19
Housework, Kitchen Work Materials	593,183.87	346,758.58
Electrical Equipment	2,289.80	19,206.50
Other Materials	130,145.55	234,562.39
Fuel Costs	170,987.60	143,221.30
Durable Articles Costing Lower Than Criteria	319,801.85	491,139.60
<b>Total Material Cost</b>	<b>1,445,258.45</b>	<b>1,502,571.56</b>

## Note 27 Utility Costs Consist of:

	(Unit: Baht)	
	2022	2021
Electricity	8,067,409.61	6,380,320.59
Water Supply	132,904.56	124,009.94
Telephone	218,530.93	229,358.77
Post and Telegraph Service	896,328.30	926,727.00
Internet fee	42,241.00	69,793.00
<b>Total Utility costs</b>	<b>9,357,414.40</b>	<b>7,730,209.30</b>

## Note 28 Depreciation and Amortization Consist of:

	(Unit: Baht)	
	2022	2021
Depreciation - Office Building	6,161,935.98	6,161,934.98
Depreciation - Construction	7,326.78	7,326.78
Depreciation - Components of Lease Assets	29,950,371.20	29,950,371.20
Depreciation - Office Hardware	4,190,627.62	5,374,875.78
Depreciation - Electrical and Radio Equipment	3,218,513.99	3,934,671.72
Depreciation - Advertising and Publishing Equipment	4,463,986.98	6,164,683.39
Depreciation - Educational Equipment	1,267,044.87	1,742,811.95
Depreciation - Housework, Kitchen Hardware	47,219.10	59,525.61
Depreciation - Computers	2,074,651.63	2,218,079.46
Depreciation - Surveying	1,925.80	1,925.80
Depreciation - Other Hardware	12,740.91	19,789.06
<b>Total</b>	<b>51,396,344.86</b>	<b>55,635,995.73</b>
<b>Amortization</b>		
Computer Software	89,074.64	404,493.27
<b>Total Depreciation and Amortization</b>	<b>51,485,419.50</b>	<b>56,040,489.00</b>

**Note 29 Other Expenses Consists of:**

	(Unit: Baht)	
	2022	2021
Loss from Asset Retirement	2,028.33	80.00
<b>Total Other Expense</b>	<b>2,028.33</b>	<b>80.00</b>

**Note 30 Provident Fund**

The agency has resolved to establish a provident fund under the management of TISCO Asset Management Company Limited on 31 August 2018 in order to receive funds on behalf of the agency's employees transferred from the Office of Management and Development. The provident fund invests in registered TISCO Master Pooled Fund with the following details:

1. The agency requires that its employees who have passed the probationary period have to contribute to the fund every time the salary is paid at a rate not less than 2 percent but not more than 15 percent.
2. The agency shall pay a rate of not less than 5 percent but not more than 8 percent due to the service period, the agency pays contributions / percentage of salary as follows:

Service Period	Agency Pays Contributions / Percentage of Salary
Less than a Year	5%
1-3 Years	6%
3-5 Years	7%
5 Years and over	8%

The request for contributions and contributions to the provident fund shall be in accordance with the fund regulations established under the law on provident funds.

In the case that the employees have been working for not less than 3 years, he or she shall have the right to receive the counterpart fund and the benefits arising from the stated money when the employees cease to be employed by the agency.

**Note 31 Accumulated Effect of the Retrospective Adjustment**

During the year 2022, the Human Resources Management Subcommittee of the Creative Economy Agency (Public Organization) had a resolution at the 3/2022 Human Resources Management Subcommittee Meeting on 30 June 2022 to amend the Regulations of the Human Resources Management Subcommittee Regarding the Human Resources Management B.E. 2562, Chapter 9 Termination Compensation, Article 45 (3) and (4),

**Note 31 Accumulated Effect of the Retrospective Adjustment (Continued)**

to be aligned with the cabinet resolution and guidelines in the letter of the Office of the Public Sector Development Commission. The new benefit plans are currently under consideration but not yet completed. There is still a lot of uncertainty in the payment. The office thus changes the accounting method—from recording the provision for employee benefits by the best estimate method to recording employee benefit expenses when incurred. This will make this financial report more reliable and consistent with the decisions made by this financial report viewers, under the uncertainty of employee benefits payment. The effect of such change in accounting method causes CEA to retrospectively adjust the financial report for the provision for employee benefits which has been recorded before with an impact on the financial report as follows.

**Balance as of 1 October 2020**

	Balance Previously Reported	Change Effect	Revised Balance
Provision for Employee Benefits	45,442,590.00	(22,905,120.00)	22,537,470.00
Income Higher than Accumulated Expenses	(148,902,906.66)	22,905,120.00	(125,997,786.66)

**Balance as of 1 October 2021**

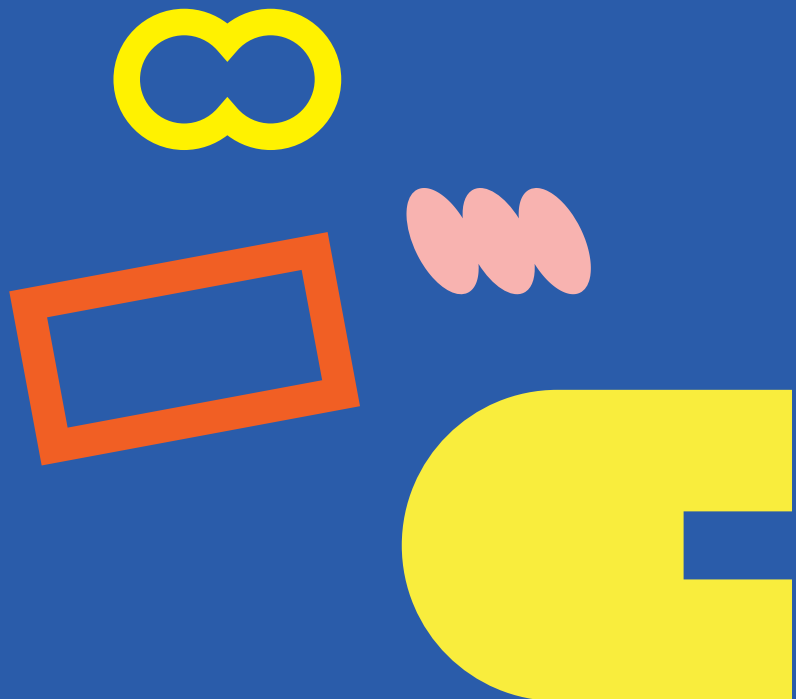
	Balance Previously Reported	Change Effect	Revised Balance
Provision for Employee Benefits	47,919,069.00	(21,040,829.00)	26,878,240.00
Income Higher than Accumulated Expenses	(158,279,603.02)	21,040,829.00	(137,238,774.02)

**Balance for the Year Ended 30 September 2022**

	Balance Previously Reported	Change Effect	Revised Balance
Provision for Employee Benefits	82,930,220.72	1,864,291.00	84,794,511.72
Income Higher than Expenses during the Period	(9,376,696.36)	(1,864,291.00)	(11,240,987.36)

## 11

# AUDIT COMMITTEE'S REPORT FOR THE FISCAL YEAR 2022





2.1 The Audit Committee has considered, reviewed, and approved the annual audit plan and the internal audit operation carried out in accordance with the annual audit plan, as well as reviewed the audit's findings and provided constructive suggestions to ensure good governance.

2.2 The Audit Committee has supervised the internal audit operation to ensure independence, absence of any conflict of interest, and efficiency, as well as encouraged internal auditors to continually enhance their professional skills and knowledge. The Audit Committee has considered and provided its recommendations to the Board of Directors in evaluating the performance of internal auditors.

2.3 The Audit Committee has encouraged the Internal Audit Unit to strengthen its operations by using information technology to increase effectiveness, formulate CEA's internal audit policy, and establish a moral and ethical framework for internal auditing to guide internal auditors.

### 3. Audit Committee's findings

The Audit Committee has supervised the operations of the Internal Audit Unit and reviewed the findings of the audit in six areas: 1) Financial Audit; 2) Compliance Audit; 3) Performance Audit; 4) Management Audit; 5) Operation Audit; and 6) Information Technology Audit. The audits were conducted in accordance with the annual audit plan for fiscal year 2022. Material findings have been reviewed to ensure good governance and adequate internal control. Useful suggestions or observations have been made to improve CEA's operating processes in order to increase operational efficiency and effectiveness, which will add value to CEA.

### 4. Maintaining the quality of the Audit Committee

The Audit Committee has followed the Audit Committee Charter and the Audit Committee Operating Manual. Every year, the Committee reviews the Audit Committee Charter and the Internal Audit Charter to verify that its operational standards, roles, and responsibilities are in accordance with best practices and the Standards and Guidelines of Internal Audit for Government Agencies B.E. 2561 and its amendments.

Moreover, the Committee has reviewed the periodic self-assessment reports in compliance with the guidelines for internal audit quality assurance and improvement stipulated by the Comptroller-General's Department.

### 5. Consideration for the appointment of the external auditor and remuneration for fiscal year 2023

The Audit Committee has recommended that Thirty-Four Audit Co., Ltd. be appointed as the auditor of the Creative Economy Agency (Public Organization) for fiscal year 2023. The Committee recommended to the Board of Directors to appoint Thirty-Four Audit Co., Ltd. as auditor and determine the audit fee for fiscal year 2023 at the Board of Directors Meeting No. 8/2022 on 25 July 2022.

In summary, the Audit Committee has the following overall opinions:

#### 1. Opinions on risk management and fraud risk management

CEA has in place systematic risk management to assess operational risks such as financial risks, compliance risks, information technology risks, and fraud risks. Review results show that CEA's risk management is adequate and appropriate. Fraud risk is not found.

## **2. Opinions on financial internal control**

CEA has in place adequate and appropriate financial internal control and procurement systems. There is a clear separation of duties and responsibilities and full compliance with relevant laws, rules, regulations, and guidelines. The Audit Committee has suggested that a notification mechanism be established to ensure that advance payments are reimbursed within a predetermined time frame and that a timeframe for work inspection and approval be clearly established.

The Audit Committee has performed its duties and responsibilities set out in the regulations of the Creative Economy Agency's Board of Directors on Internal Audit B.E. 2562 and the regulations of the Ministry of Finance on Guidelines of Internal Audit for Government Agencies with professional capabilities, caution, prudence, and sufficient independence. Furthermore, the Audit Committee has provided its opinions and suggestions using the creative process to ensure high efficiency and good governance of CEA's work systems.

Mrs. Silaporn Buasai  
Chairperson of the Audit Committee

# 12 CEA'S ACTION PLAN FOR THE FISCAL YEAR 2023

CEA has prepared a 5-year action plan (2023 - 2027) with a vision to advance Thailand's creative economy internationally through four strategic issues as follows:

## Strategic Issue 1

Empower Cultural Assets and Creative Cities

## Strategic Issue 2

Build Creative Business Competitiveness

## Strategic Issue 3

Enter the Global Market

## Strategic Issue 4

Transform into an Agile and Creative Organization

CEA's target (according to the Budget Expenditure Act) is a 30% increase in the income of creative company entrepreneurs.

Achievements/ Indicators	KPIs					
	Unit	2023	2024	2025	2026	2027
<b>1. Creative business entrepreneurs adopt creative thinking to develop their businesses and increase the competitiveness of their products and services in the global market.</b>						
1) The number of entrepreneurs nurtured, supported, and able to apply the knowledge to develop their businesses	Person	7,000	7,000	7,000	7,000	7,000
2) The number of creative business incubation center users in both central and regional areas	Person	250,000	250,000	250,000	250,000	250,000
3) Economic value created by creative economy activities	Million THB	750	750	750	750	750
4) The percentage of creative SMEs, start-ups, and new entrepreneurs who earn a higher average income after receiving support and applying knowledge to grow their businesses	Percentage	30	30	30	30	30
5) The percentage of customer satisfaction and benefits from creative business incubation centers in both physical and digital platforms	Percentage	80	80	80	80	80

\* The Creative Industries Database comprises 15 sectors, viz., 1) handicrafts; 2) performing arts; 3) visual arts; 4) film and video; 5) publishing; 6) broadcasting; 7) music; 8) design; 9) fashion; 10) architecture; 11) advertising; 12) software; 13) Thai food; 14) Thai traditional medicine; and 15) creative tourism.

## List of projects included in the CEA operation plan for the fiscal year 2023

Projects	Budget (Million THB)
<b>Strategic Issue 1</b> <b>Empower Cultural Assets and Creative Cities</b>	<b>96.4940</b>
1. Creative district development and promotion	32.5200
2. Creative economy network incubation and promotion	6.5148
3. Thai Creative Cities as part of the UNESCO Creative Cities Network (UCCN)	3.1450
4. Northern Creative Economic Corridor (NCEC)	8.7950
5. Soft Power Festival (South)	8.8800
6. Community enterprise development and creation of a mechanism to pass on a community identity to create sustainable employment at the international level (Global OTOP)	8.7597
7. UNFOLDING BANGKOK	19.6700
8. Bio-economy tourism (Northeast)	8.2095
<b>Strategic Issue 2</b> <b>Build Creative Business Competitiveness</b>	<b>68.7870</b>
1. Management of creative business incubation centers using both physical and digital platforms	11.3109
2. Development of a creative information center	3.3339
3. CEA Entrepreneurship, Design & Tech Program	2.5000
4. Soft power for micro-SMEs through increased competitiveness	6.7300

5. CHANGE <sub>x2</sub>	7.2842
6. BCG model in agriculture in the Northeast	4.0000
7. Intellectual property protection and financing through blockchain	6.2280
8. CEA Virtual Production Lab	24.5000
9. Soft Power for Thailand through creative economy knowledge	2.9000
<b>Strategic Issue 3 Enter the Global Market</b>	<b>17.6657</b>
1. Monitoring and evaluation of creative economy operations	2.6605
2. Upgrading the Thai content industry	9.0052
3. Creativities Unfold, CEA Forum, and CEA Awards 2023	6.0000
<b>Strategic Issue 4 Transform into an Agile and Creative Organization</b>	<b>13.7248</b>
1. CEA's Human Resources development plan for the fiscal year 2023	2.3775
2. Enhancement of support services and management of IT systems and facilities	8.3473
3. CEA's organizational assessment	3.0000







**Creative Economy Agency (Public Organization)**  
The Grand Postal Building, 1160 Charoenkrung Road,  
Bangrak, Bangkok 10500

T: (66) 2 105 7400  
F: (66) 2 105 7450  
E: [info@cea.or.th](mailto:info@cea.or.th)  
FB: Creative Economy Agency

CEA.OR.TH