

ANNUAL REPORT 2019



Economy
(noun)

the system of
production and
distribution and
consumption



Creative
(adjective)

having the ability
or power to create;
"a creative
imagination"

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Economy

(noun)

the system of production and distribution and consumption

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Creative

(adjective)

having the ability or power to create; "a creative imagination"

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01

Chapter 1

Message from the Chairperson of CEA

Creative Economy Agency or CEA was established in accordance with the Royal Decree Establishing the Creative Economy Agency (Public Organization) B.E.2561 (2018), effective on 14 August 2018,



Dr. Atchaka Sibunruang

under supervision of the Prime Minister's Office in order to support and develop the potential of the creative economy as a factor that drives nation's economy. In the fiscal year 2019 as the first year of the operation, CEA has operated according to the guidelines as follow:

Creative Economy Agency (Public Organization) is proceeding under the provision of the Royal Decree which are the preparation of laws, rules and regulations of the agency, as well as the implementation of the cabinet resolution on the transfer of all authority and function, property, rights, debt, budgets and income of Thailand Creative and Design Center, under the aegis of the Office of Knowledge Management and Development, OKMD to Creative Economy Agency (Public Organization), as well as the conduct of the organizational structure, workforce framework in order to align with the missions systematically and effectively.

CEA is responsible for defining the direction and role of the agency in acting as an important mechanism

of driving the creative economy according to the strategies: to create and develop the creative personnel into the creative economy, to promote and develop the high-value products, and to promote and develop creative spaces for communities and the public.

Due to the operation in the fiscal year 2020, Creative Economy Agency (Public Organization) is aiming to follow the government policies on creative economy: to encourage the Thai industrial sector to apply creativity and create more value of products and services, to promote the creativity to develop products and services for tourism by the integration with cultural capital technology and innovation, to develop and add value to Thai creative products (Creative Thailand) in order to gain international standard, to create awareness and impact of the creative business toward the nation's economy system. These are expected for all industries to apply creativity to increase the value of Thai products to be recognized internationally.

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Chapter 2

Message from the Executive Director of CEA

In 2019, Creative Economy Agency (Public Organization) or CEA has encouraged the application of creativity in Thai business and government agencies, which is the essential factor that would lead to the increment of the competitiveness to the nation, the development and the expansion of the incubator for creative businesses serving as a learning and creative development space in both the central and provincial areas, development area to act as a creative economy district, as well as gathering and developing of a database on the creative economy for policy implementation.

Creative Economy Agency (Public Organization) plays an important role in the development of creative industry to become a part in the mechanism for creative industries development which can support the country's economic and social development covering 15 categories of the industry, and industries using creative thinking process such as design, crafts and handicrafts. And it will expand to other branches

in the following years.

Creativity is the essential tool used by SMEs and community enterprises, to develop the products and services, and create unique goods, and responds the new generation of consumers' need, as well as to get the opportunity to exhibit and export to foreign countries.

In the district development aspect, Charoenkrung is developed as a prototype of creative district that obtains the conducive environment for working, and starting a business, as well as the development for tourism, trading and public utility development. The expansion is planned to other provincial areas. CEA, with the partners, has also prepared the district to conduct the events, namely Bangkok Design Week, Chiang Mai Design Week, and ISAN Creative Festival. These are the platform that demonstrate the potential of Thai entrepreneurs, and have already created value to Thailand's economy over 1,000 million baht.



Apisit Laistrooglai

In the fiscal year 2020, CEA aims to impel Thailand to become the center for the production of high value products and services, based on creativity, through the leverage of the entrepreneurs, the expansion of the incubation for creative businesses in both the physical and digital platform. Moreover, it targets the development of more creative districts for at least 15 secondary provinces that lead to the development of the identity of the district to become the attractive tourism sites that would create economic value and enhance the quality of life.

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Chapter 3

About Creative Economy Agency

“Creativity” is one of the driving forces for the development in both the economic and social dimensions that many nations pay attention to, now and in the future.

Many countries have established a particular agency responsible for supporting “Creativity” to become one of the strategies to national development. As well as Thailand itself, it has to keep up with the world’s change with the concrete creative economy development policy. Creative Economy Agency (Public Organization) or CEA, as a result, has been established in order to be the agency responsible for supporting and developing Thai creative economy. It has a duty to enhance factors that help scale the creative industry to extend the cultural capital and connect with the manufacturing sectors to strengthen the ability of Thai entrepreneurs to be able to compete in international market.

The establishment of CEA is to leverage Thailand Creative and Design Center (TCDC), operating under the aegis of the Office of Knowledge Management and Development (Public Organization) to become Creative Economy Agency (Public Organization):

CEA in accordance with the cabinet resolution of 20 June 2018, as it has continuously been responsible for supporting creativity and design since the first debut on 14 November 2005. Moreover, it is the agency that collaborates with government sectors to promote creative economy to become a part of the national strategy.

Creative Economy Agency 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, under supervision of the Prime Minister’s Office. The agency plays an important role in supporting and developing the potential of the creative economy as a factor that drives nation’s economy, promotes the production of goods and services to obtain higher value, and become acceptable worldwide by applying the concept of creativity and the knowledge development on industries to upgrade Thailand’s competitiveness on the world stage.

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Chapter 4

Vision

Develop and support creative personnel and Thai business by applying the innovation and creativity into their products and to leverage Thai products and service to gain international standard.

Objectives of the establishment of CEA

1. Enhance and develop the creative economy, and the factors that support the development of creative economy in order to strengthen Thai economy.

2. Support the development of creativity and innovation for the community, public and educational institutes.

3. Create and develop conducive areas that provoke creativity and facilitate the business initiation, as well as enhance the creative economy district

4. Enhance the entrepreneurs and stimulate the use of creative thinking process in development of products and create innovation to increase the competitiveness of the nation economy.

5. Become a center of information and statistics about creative economy, for policy decisions, supporting creativity and creating innovation.

6. Support and collaborate with other agencies-public and private sectors in domestic and international to exchange and distribute creative knowledge that leads to the development of nation's economy.

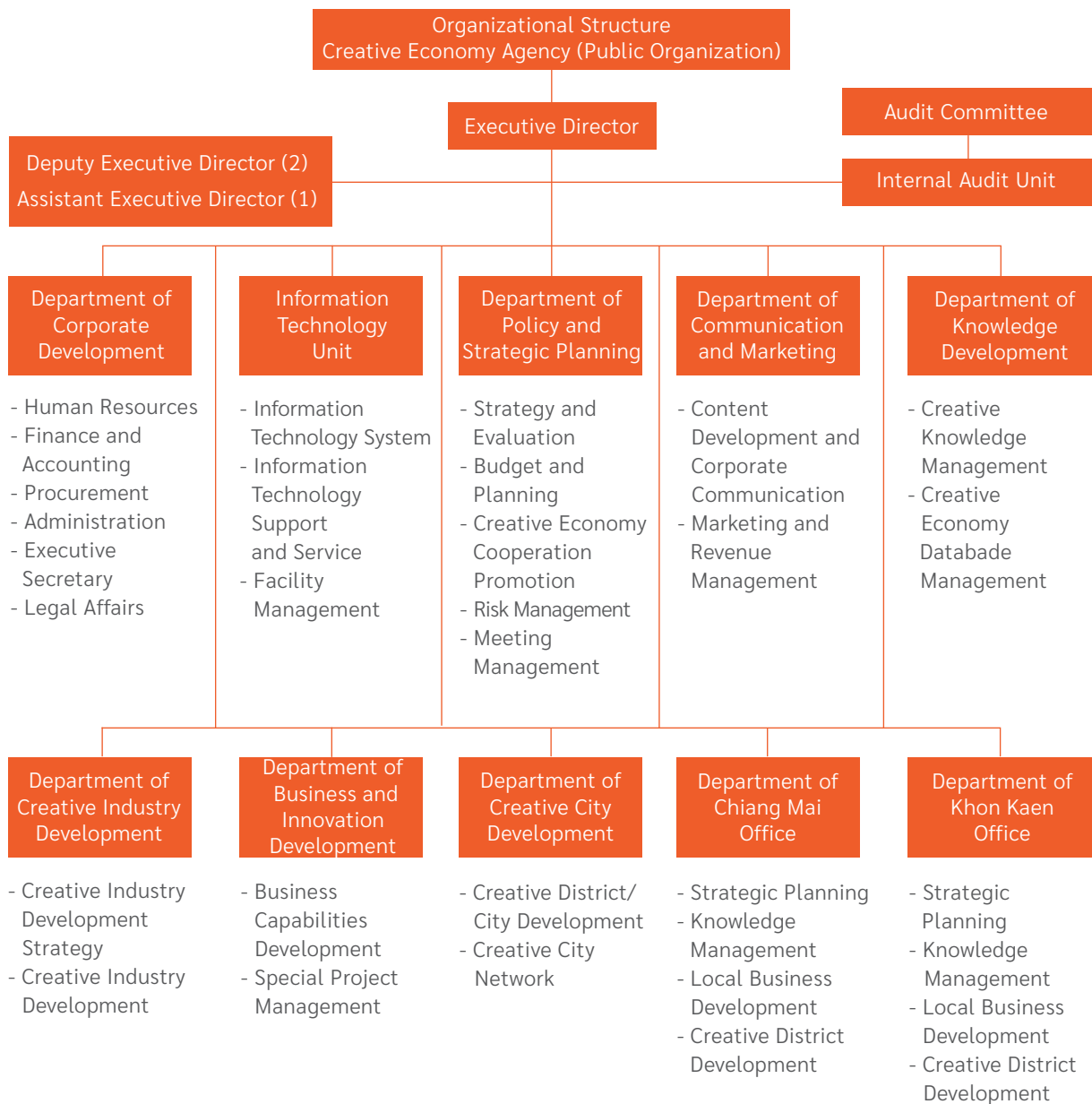
Linkage of the strategic plan of the Creative Economy Agency (Public Organization)

National Strategy 2018 - 2037	The National Strategy for National Competitiveness Enhancement					
	3. Creating diverse tourism (3.1) creative and culture tourism (3.3) health, beauty and traditional Thai medicine tourism		4. Developing high quality infrastructure to connect Thailand with the world (4.3) expanding economic areas and cities		5. Developing a modern entrepreneurship-based economy (5.1) developing "smart" entrepreneurs (5.4) facilitating information access	
Master Plan and The Twelfth National Economic and Social Development Plan	Master Plan on National Competitiveness Enhancement			The Twelfth National Economy and Social Development Plan 2017-2021		
	National infrastructure: Eastern Economic Corridor or EEC and economic areas and cities			Strategy 3 Strengthening the economy, and Underpinning Sustainable Competitiveness Guideline 2 Strengthening competitiveness in the production and service sectors		
	Developing a modern entrepreneurship-based economy			2.2 Industrial Sector Development 1) developing and strengthening existing competitive industries towards more high-technology-based industries		2.4 Developing the trade and investment sectors 4) Promoting SMEs
Creative Economy Promotion Plan	Strategy for promoting the creative economy in 5 years					
	1. Create and promote the knowledge on creative economy	2. Enhance the skills and competence of people in creative business and support creative thinking for Thai people	3. Enhance business capability, and support scale-up of business in the creative industry	4. Develop cities & creative ecosystems, and encourage the government to consider the creative concepts		
Objectives for establishing CEA	1. Support and develop the potential of the creative economy and the factors supporting the development to leverage and enhance the economy	2. Support and promote the development of creativity and innovation for the community, public and educational institutions	3. Create and develop conducive areas that provoke creativity and facilitate the business initiation, as well as enhance the creative economy district	4. Enhance the entrepreneurs and stimulate the use of creative thinking process in development of products and create innovation to increase the competitiveness of the nation economy	5. Serve as a center of information and statistics about creative economy, for policy decisions, and supporting creativity and creating innovation	6. Support and collaborate with other agencies public and private sectors in domestic and international to exchange and distribute creative knowledge that leads to the development of nation's economy
CEA's Strategy Plan of 2019 - 2020	to create and development of human resources into the creative economy		To promote the development of high value business		To promote and develop to creative spaces for communities and the public	
	Promote and develop knowledge and skills, necessary for entrepreneurs, to apply creative thinking process as a tool for business development and drive the economy and society		Create and enhance modern entrepreneurs using creativity in producing high value products and services		Promote the development of infrastructure and facilities, in terms of physical stuff, law, regulation and a conducive areas that provoke creative and the business initiation	

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Chapter 5

Organizational Structure





[]
 Atchaka Sibunruang
 Chairperson of Creative Economy
 Agency (Public Organization)

Committee

[]
 Ajarin Pattanapanchai
 Permanent Secretary, Ministry
 of Digital Economy and Society
 Board Member



[]
 Thosaporn Sirisampan
 Secretary-General of the
 National Economic and Social
 Development Council
 Board Member

[]
 Pasu Loharnchun
 Permanent Secretary, Ministry
 of Industry Board Member

[]
 Bunyarit Kalayanamitr
 Permanent Secretary, Ministry
 of Commerce Board Member





[]
Disatat Hotrakit
Board Member



[]
Silaporn Buasai
Board Member



[]
Karndee Leopaibote
Board Member



[]
Dan Sornmanee
Board Member



[]
Surapong Lertsithichai
Board Member



[]
Apisit Laistrooglai
Board Member and Secretary

Director



[]

Apisit Laistrooglai
Executive Director of Creative
Economy Agency (Public
Organization)



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Pichit Virankabutra
Acting Director of Creative City
Development and Acting Director
of Khon Kaen Office



[]

Montinee Yongvikul
Acting Director of Communication
and Marketing and Acting Director
of Business and Innovation
Development

[]

Inthaphan Buakeow
Acting Director of Corporate De-
velopment and Acting Director of
Chiang Mai Office





[]

Siriorn Hrimpranee
Acting Director of Policy and
Strategic Planning and Acting
Director of Creative Industry
Development



[]

Lerchart Thamtreerasathian
Acting Director of Knowledge
Development and Acting Head of
Information Technology Unit



[]

Yuwaree Pongsasanongkul
Acting Head of Internal Audit

Audit Committee

- | | |
|----------------------------|-------------|
| 1. Silaporn Buasai | Chairperson |
| 2. Surapong Lertsithichai | Committee |
| 3. Fuengfah Thienprapasith | Committee |
| 4. Head of Audit Committee | Secretary |

Human Resources Management Committee

- | | |
|-------------------------|----------------------------|
| 1. Karndee Leopairote | Chairman |
| 2. Apisit Laistrooglai | Vice Chairman |
| 3. Nopadol Rompho | Subcommittee |
| 4. Patinya Luangtongkum | Subcommittee |
| 5. Phanthitra Sinphibun | Subcommittee |
| 6. Inthaphan Buakeow | Subcommittee and Secretary |
| 7. Prasit Sangthong | Assistant Secretary |

Legal Committee

- | | |
|-----------------------------|---------------------|
| 1. Somphop Hotarakit | Chairman |
| 2. Permsin Vichitnak | Subcommittee |
| 3. Kittisak Chunsamruan | Subcommittee |
| 4. Soontree Suphansanguan | Subcommittee |
| 5. Inthaphan Buakeow | Secretary |
| 6. Siriluk Kiratiratanapruk | Assistant Secretary |

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Chapter 6

Board Meeting Attendance

Board Meeting Attendances of the Committee of Creative Economy Agency Year 2019

The Royal Decree Establishing the Creative Economy Promotion Agency (Public Organization), B.E.2561 (2018)

No.	Board of Committee	Position	Meeting time/Date of Meeting	
			3/2018	4/2018
			16 OCT 18	12 DEC 18
1	Permanent Secretary, Ministry of Digital Economy and Society	Chairperson	✓	✓
2	Permanent Secretary, Ministry of Commerce	Board Member	✓	✓
3	Permanent Secretary, Ministry of Industry	Board Member	✓	—
4	Secretary-General and the Com of the National Economic and Social Development Council	Board Member	✓	✓
5	Secretary-General of the Public Sector Development Commission	Board Member	✓	✓
6	Executive Director of Creative Economy Agency	Board Member and Secretary	✓	✓

CEA Board Meeting Attendances (Persons)

Percentage (from a total of 6 persons)

100%

83%

The Cabinet has approved the appointment of the CEA Board of Committee on 25 December 2018

No.	Board of Committee	Position	Meeting time/Date of Meeting				
			1/2019	2/2019	3/2019	4/2019	5/2019
			7 JAN 19	10 JAN 19	22 JAN 19	11 FEB 19	18 FEB 19
1	Mrs. Atchaka Sibunruang	Chairperson	✓	✓	✓	✓	✓
2	Permanent Secretary, Ministry of Digital Economy and Society	Board Member	✓	—	✓	—	✓
3	Permanent Secretary, Ministry of Commerce	Board Member	✓	✓	✓	✓	✓
4	Permanent Secretary, Ministry of Industry	Board Member	✓	✓	✓	✓	✓
5	Secretary-General of the National Economic and Social Development Council	Board Member	✓	✓	—	✓	✓
6	Mr. Disatat Hotrakit	Board Member	✓	✓	✓	✓	✓
7	Mrs. Silaporn Buasai	Board Member	✓	✓	✓	✓	✓
8	Mrs. Karndee Leopairote	Board Member	✓	✓	✓	✓	✓
9	Mr. Surapong Lertsithichai	Board Member	✓	✓	✓	✓	✓
10	Mr. Dan Sornmanee	Board Member	—	—	✓	✓	—
11	Executive Director of Creative Economy Agency	Board Member and Secretary	✓	✓	✓	✓	✓

CEA Board Meeting Attendances (Persons)

Percentage (from a total of 11 persons)	90%	81%	90%	90%	90%
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CEA board meeting attendances summary for the fiscal year 2019

In the fiscal year 2019, there were 7 meetings held with 7 times of at least 80% of the board committees attending the meeting, represents a total of 100%

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Chapter 7

Overview of the Operations According to the Main Missions of the Agency in 2019

In 2019, Creative Economy Agency (Public Organization) has conducted activities and projects regarding to the strategies that will lead to driving the creative economy: strategy 1 the creation and development of human resources to the creative economy (Creative People), strategy 2 the promotion the development of high value business (Creative Business) and strategy 3 the development of creative spaces for communities and the public (Creative Place).



To create creative personnel for the development in both value of products and services and the solution for social problems, as well as to encourage creativity to become a part of the nation's human resource development.

To develop creative areas based on the potential of existing areas to become a space that will support the creative industry and drive the creative economy.

To enhance the potential of entrepreneurs, in both manufacturing factor and other part related to creative industries, to apply knowledge in the development and create new business opportunities to enhance competitiveness.



Create and develop human resource into the creative economy (Creative People)

Support knowledge and skills to 337,824 persons.

Develop the incubator for creative business in the form of TCDC COMMONS, mini TCDC and 35 mini links nationwide Plus, Khonkhaen branch (under construction), 1 mini TCDC and 5 mini TCDC links It has provided service to online and off-line users for a total of 337,824 people.





Create a database and draft the plan for the development of the creative industry in the handicraft sector.

CEA has conducted a study of the situation, statistical data to draft a plan for the development of the creative industry in crafts product field to serve as a framework for the implementation and formulating to policies for promoting creative industries.

Create CEA OUTLOOK journals for information dissemination. "Thailand's Craft Industry" and Issue 2 "Thailand's Design Industry"



Create a cooperative network for the creative economy development

CEA creates a network of cooperation with government and private sectors, in both domestic and international level, which would lead to the activities or projects that are beneficial to Thailand's creative economy development, including the exchange of learning and methods for enhancing the potential of creative industries in various fields



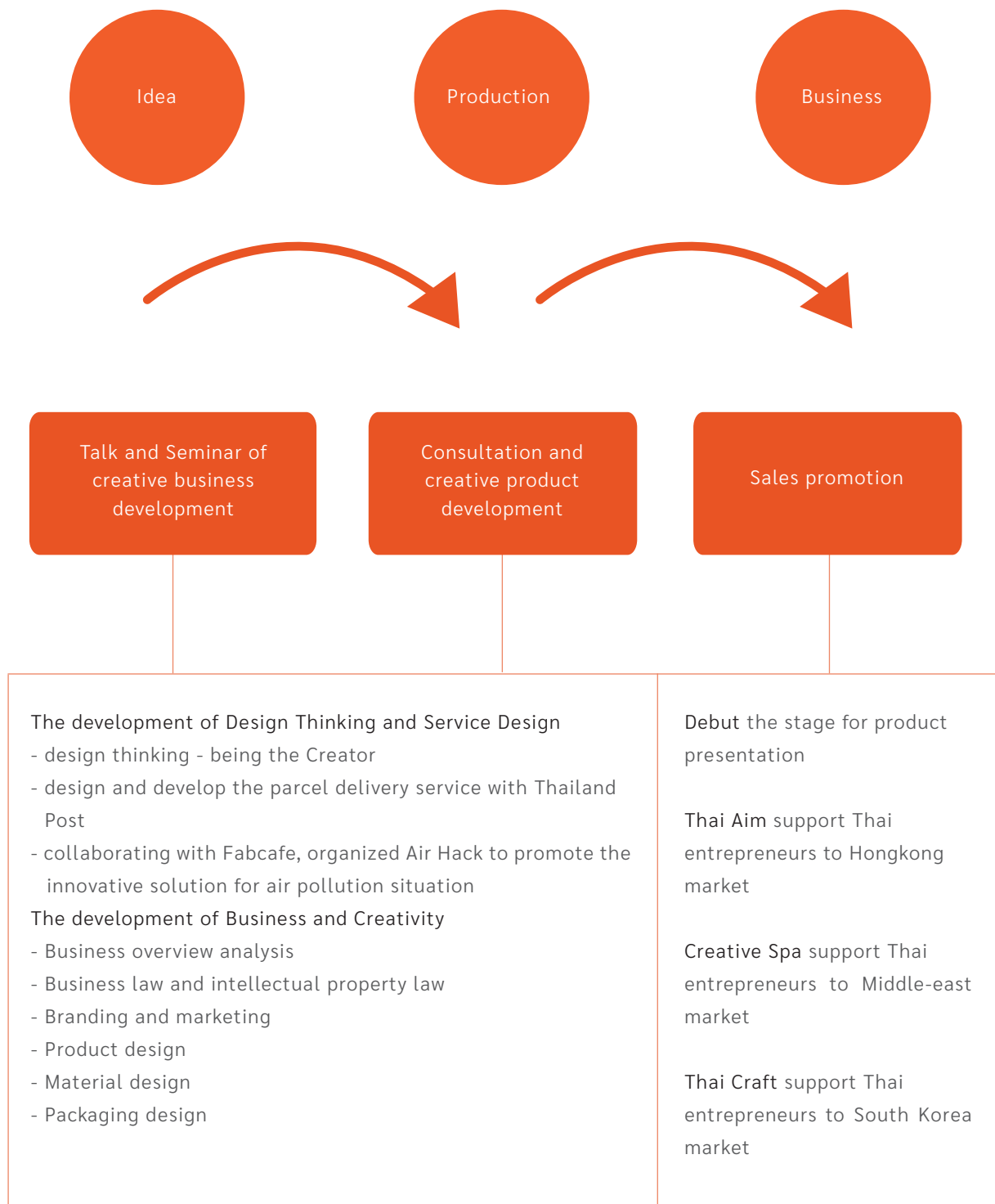
Indonesia Creative Economy Agency (BEKRAF) and the Office of Creative Economy Agency (Public organization) or CEA has signed a draft of the memorandum of understanding (MOU) between Indonesia and Thailand on the cooperation in the creative industry





CEA has conducted CEA Forum as a stage for the cooperation between the government and private sectors in the exchange for the knowledge of the development of creative economy policies, creative cities, insight the project with the inspiration from 12 creators

Development of high value business (Creative Business) Enhance of over 7,000 entrepreneurs nationwide



Product development by 68 creative craft entrepreneurs







Service Design for Tourist Train

Service Design has become an important tool in the development of public service that focuses on the users. CEA has collaborated with State Railway of Thailand to conduct a discussion for the improvement of air-conditioned trains, given by the Hokkaido Railway Company (JR Hokkaido), total of 10 trains.



These trains are set to be for tourism and they are value-added for public services by both interior and exterior designing, as well as conducting travel plan and business suggestions. The collaboration has been conducted by the stakeholders, users, designers, engineers, to create an alternative experience to the users.



Support Thai Entrepreneurs to International Market
Handicraft Trade Fair, Handarty Korea 2019



Improve and develop the community enterprises in regions

Creative Economy Agency (Public Organization) collaborated with Phrae Community College and Hua Dong furniture community enterprise, Ban Dongmoon Moo 4 woodcraft community enterprise, and Phrae woodcraft technology community enterprise, to create a prototype of walking aids collection from teak “Boon Chair”. This collection is used and sold at Center of Medical Excellence, Chiang Mai.



“Boon Khum” is a walk aids made of from teak,



Develop educational personnel with design thinking for Mae Hong Son Community College, Phrae Community College, along with 6 communities from two provinces. This activity is aimed to be the development of the potential and skills for the educational personnel, to be able to use and contribute the knowledge of the products development in the community.



Develop the service design to the homestay and hotel operators at Ban Sapan, Dong Phaya, Bo Kluea, Nan along with Ban Sapan Community and Ban Huai Had Lak Lai Community.

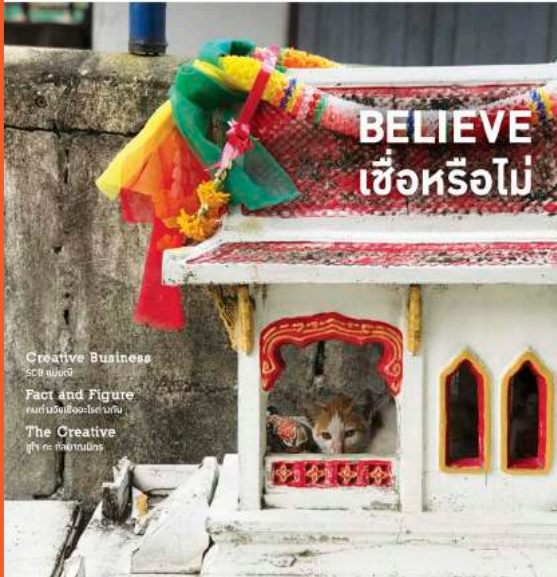


Provide the marketing training for success to create comprehension of marketing basics and its application to the product development to Mae Sa Karen weaving community enterprise, community enterprise of Mae Chaem bamboo product and goods, Chiang Mai, along with Ban Nong Ngueng Weaving Group, Pa Sang, Lamphun and Tai Lue Ban Thi weaving group, Lamphun.





โครงการสนับสนุนการจ้างงานผู้มีรายได้น้อยในประเทศไทย TCEA
 กันยายน 2562 ปีที่ 10 | ฉบับที่ 12
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Develop and distribute knowledge of creative economy to 105,240 users / time

Produce magazines “Creative Thailand” and 4 databases: Thai designers and entrepreneurs, Thai material, creative district business (Charoenkrung District) and content for knowledge and creativity. Over 487 contents were conducted and archived in the databases for the entrepreneurs and those interested.

TREND 2020 POSITIVE POWER

เจาะเทรนด์โลก 2020 POSITIVE POWER

พบการวิเคราะห์เจาะลึกกระแสของโลกใบใหญ่
 สู่การถล่มทลายข้อมูล และนำเสนอในรูปแบบที่เข้าใจง่าย
 ใช้ได้จริง ให้คุณก้าวล้ำนำเทรนด์ก่อนใคร

- ความเปลี่ยนแปลงของผู้คนแต่ละเจนเนอเรชัน
- สิ่งแวดล้อมและสภาวะรอบตัว
- สังคมและวัฒนธรรม
- เทคโนโลยีและนวัตกรรม

ดาวน์โหลดฟรี!



www.creativethailand.org



Conduct a trend summary “Trend 2020: Positive Power” for online usage, with the talks on Trend 2020: Positive Power and From Megatrend to Idea for New Craft Products.

Promote and develop creative spaces for communities and public.



The development of creative economy district model

Create action plan (draft) to promote the creative economy district by a brainstorming on 26 July 2019 for the opinions, guidelines and the projects from the agencies related to the development and promotion of the district. In addition, the creative district development activities were organized in accordance with the guidelines for the development of the creative districts and cities development plan in order to make “Charoenkrung” the prototype creative district of the country.



Collaborated with Bangkok, CEA has nominated Bangkok to the UNESCO Creative Cities Network: UCCN.



Collaborated with Khonkhaen Municipality, The Treasury Department, entrepreneurs and communities in Srichan district and Local partner agencies to organize a workshop to leverage Srichan district as a creative district model in Khonkhaen. The resolution of the workshop includes Srichan Club community for Srichan lovers, Srichan Makeover the development of Srichan physical environment, Srichan Walking Street, Srichan One Stop Service Hub and Srichan Easy Access, and so on.

Developing areas to promote creative businesses, generating over 1,000 million baht.

Organize 3 Design festivals: Chiang Mai Design Week, Isan Design Festival and Bangkok Design Week that created economic impact of a total of 1,148 million baht.



Chiang Mai Design Week 2018, held at TCDC Chiang Mai and Three Kings Monument, during 8-16 December 2018. There were 125,548 people participated and it created economic impact of 963 million baht.



Isan Design Festival 2019, held at around Kanlapaphruek Rd Khonkhaen, during 10-13 Jan 2019. There were 20,321 people participated and it created economic impact of 0.95 million baht



BANGKOK
DESIGN WEEK
2019

Bangkok Design Week 2019, held at Charoenkrung district, Klongsan, Sukhumvit and Rama I district, during 26 January - 3 February 2019. There were 354,940 people participated and it created economic impact of 148 million baht



BANGKOK DESIGN WEEK 2019

ผสานสร้าง สู่ออนาคต

FUSING FORWARD



FB / IG : bangkokdesignweek #BKXDW2019 | #bangkokdesignweek bangkokdesignweek.com

BANGKOK DESIGN WEEK 2019

ผสานสร้าง สู่ออนาคต

FUSING FORWARD

เทศกาลงานออกแบบ
ที่รวมความคิดสร้างสรรค์
เพื่อทำให้อำเภอเมือง
ก้าวไปข้างหน้า
Creativity & design
festival for vibrant
Bangkok.

26 JAN
มกราคม

3 FEB
กุมภาพันธ์

- ➔ เจริญกรุง Charoenkrung
- ➔ คลองสาน Khlong San
- ➔ พระราม 1 Rama 1
- ➔ สุขุมวิท Sukhumvit

SHOWCASE & EXHIBITION
CREATIVE DISTRICT PROJECT
TALK & WORKSHOP
CREATIVE MARKET
EVENT & PROGRAM

Organized by
สภาอุตสาหกรรมแห่งประเทศไทย
สภาหอการค้าแห่งประเทศไทย
TCDC



BANGKOK DESIGN WEEK



Develop activities to improve the quality of life in the district

The development of quality of life in Charoenkrung district with 22 prototypes by 24 designers using a collaborative process of people in the area, creative groups, government and private sectors to create the products:

- Create new bus stop sign by the collaboration with Bangkok Metropolis and MAYDAY!, the group of people who are interested in creating the solution for the public transport by using information and creativity.
- Create shades in streets in the district, and create more path to connect various areas in the district.
- Produce Street Furniture, to use in the area and attract people to visit into the area
- Create playground for the better health of the children in the district.



08

Chapter 8

CEA Performance of 2019

<p>Strategy 1 The Creation and Development of Human Resources into the Creative Economy</p>	<p>Support and Develop the Business Curators</p>	<p>Provide creative business resources, in 37 areas and digital platform, support over 337,824 persons</p> <ul style="list-style-type: none"> - TCDC Bangkok - TCDC Chiang Mai and KhonKhaen - 31 miniTCDC (Physical resource: 6 mini TCDC Centers and 10 miniTCDCs, Digital platform: 15 miniTCDC LINKs 15) - 3 TCDC COMMONS (collaboration with private sectors)
	<p>miniTCDC, Creative Business Curators in the Nationwide Educational Network</p>	<ul style="list-style-type: none"> - The usage of all 31 miniTCDCs by students and educational personnel has a total number of over 8,703 people - Expand the creative business curators in 4 more academic institutions mniTCDC Center Chachoengsao, miniTCDC CENTER EEC, and 3 miniTCDC LINKs

	Creative Career 2019	<p>Prepare over 4,937 students in 3 regions into the creative business, including</p> <ul style="list-style-type: none"> - EEC District - Northeastern region - Northern region
	Exhibitions and Talks	<ul style="list-style-type: none"> - Exhibition “Yes Plastic! Thing to Rethink” is a collaboration with PTT Global Chemical PCL. between 30 October 2018 - 17 February 2019 to present the method to selecting the right plastic material, for decrease the negative impact of plastic waste - Exhibition “Japanese Design Today 100” is a collaboration with The Japan Foundation, between 24 April - 26 May 2019, at TCDC Bangkok and Chaing Mai and Khonkhaen afterward, to present Japanese design that based on human centric concept, integrated with innovation - Exhibition “Invisible Things” is a collaboration with Goethe-Institut Thailand, between 13 June - 15 September 2019, to present the story behind the design of Thailand and Germany through the products - Exhibition “Southern Material” was held between 10 July 2019 - 19 January 2020 to present and publicise the material from 50 entrepreneurs from the southern region

	<p>Network of Cooperation to Exchange Knowledge and Cooperation in the Development of Creative Economy</p>	<ul style="list-style-type: none"> - Collaborated with Republic of China (Taiwan) to participate in 2018 Global Talent Design Festival as a speaker, judging panel of the Taiwan International Student Design Competition (TISDC) project in Taipei and was the judging panel of the 2019 A+ Creative Festival in Taipei - Collaborated with Republic of China (Taiwan) to participate in 2018 Global Talent Design Festival as a speaker, judging panel of the Taiwan International Student Design Competition (TISDC) project in Taipei and was the judging panel of the 2019 A+ Creative Festival in Taipei - Signed MOU with Indonesia Agency for Creative Economy (BEKRAF) in Creative Industries, and co-host the Special Talk on Indonesia's Creative Industries "Indonesian Way to Drive Forward the Creative Industries: The Road to a Rising Unicorn Startup" and sent the representative in World Conference on Creative Economy (WCCE) and Friends of Creative Economy (FCE) Meeting 2019 in Bali - In collaboration with Hong Kong Special Administrative Region of the People's Republic of China, was the speaker on the topic "Art Innovation: How Far can Art Go" at the Hong Kong Convention and Exhibition Center - Collaborated with Malaysia to participate in the 8th Korea-ASEAN Design Sharing Council Meeting under the cooperation agreement with Korean Institute of Design Promotion (KIDP) in Kuala Lumpur, for exchange knowledge between the member countries and attend the 8th IFACCA World Summit on Arts and Culture in Kuala Lumpur
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		<ul style="list-style-type: none"> - Collaborated with Republic of Singapore in Forces Beyond Our Control: Some things to think about in our wider environment as a speaker, and attend the Global Cultural Districts Network (GCDN) Annual Convening Singapore 2019 - Collaborated with Argentine Republic to organize the workshop “Culture and Sustainable Cities in the Global South” - Collaborated with various international units to conduct CEA FORUM 2019, between 15-20 August 2019, as a stage for knowledge and experience exchange
<p>Strategy 2 Promote and Develop the High-value Products</p>	<p>Potential Development of Entrepreneurs, Development of Community, Entrepreneurs in Product Development, Packaging and Standard Quality</p>	<ul style="list-style-type: none"> - Over 7,000 people have been enhanced, in all areas - Help increase income for entrepreneurs by at least 26% - Create over 68 new creative business entrepreneurs - Business operators have purchased, reserved, ordered for production or distributed 19 products from CEA’s customers - Entrepreneurs and 6 communities are assisted in the design and the development of products and services, including public services and quality of life development by using the design thinking process - Stimulate the entrepreneurs to present the developed materials or material innovation into the material database (MCX) for distribution to foreign which is to expand the business opportunities worldwide

		<ul style="list-style-type: none"> - 30 Entrepreneurs in the EEC (Chonburi, Rayong, Chachoengsao) participated in the package local products and community products development activities
	<p>Knowledge Development and Contribution</p>	<ul style="list-style-type: none"> - Created designer database tcdconnect.com, that presents information and work sample of the designers to create an opportunity for the connection of workplaces and business - Created material database material.tcdc.or.th that has gathered Thai and foreign material information, along with the merchandise area to support the design and product development - Created offline publication for knowledge: Creative Thailand magazine to introduce the knowledge and trend of creative economy, and CEA Outlook, to present the research on the development of creative economy - Enhance the online media to access the knowledge. There have been already 39,858,276 reaches
<p>Strategy 3 Promote and Develop Creative spaces for Communities and the Public.</p>	<p>Creative District Development: Charoenkrung</p>	<ul style="list-style-type: none"> - Create action plan (draft) to promote the creative economy district* - Develop Charoenkrung as the pilot creative district. - A database of creative economy district model *27 departments from public and private sectors and communities were attend in the brainstorming

	Creative District Development: Sri Chan, Khon Khaen	Expansion of the solution and the development of creative district
	UNESCO Creative Cities Network	Conduct the information to present Bangkok into the UNESCO's Creative City of Design Network
	Chiang Mai Design Week	Chiang Mai Design Week 2018, held at TCDC Chiang Mai and Three Kings Monument, during 8-16 December 2018. 125,548 attendees
	Bangkok Design Week	Bangkok Design Week 2019, held at Charoenkrung district, Klongsan, Sukhumvit and Rama I district, during 26 January - 3 February 2019. 354,940 attendees
	ISAN Creative Festival	Isan Design Festival 2019, held at around Kanlapaphruek Rd Khonkhaen, during 10-13 Jan 2019.20,321 attendees

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Chapter 9

Analysis of the Project Success According to the Action Plan of 2019

Expenditure report in the fiscal year 2019 is 93.94% (obligations include). Considering the project output, according to the action plan, it can proceed according to the indicators and target values of all 14 projects and has balance. Therefore, the assessment is at 100%.

Unit: Baht

Total Budget	Expenditure						Balance	
	Disbursement		Obligations		Total		Payment	Percentage
	Payment	Percentage	Payment	Percentage	Payment	Percentage		
249,476,000	214,609,407	86.02	19,757,704	7.92	234,367,112	93.94	15,108,888	6.06

The results of the project implementation in accordance with the action plan, 14 projects were found successful that can perform according to all indicators and target values, equal to 100%.

Strategy and Project		Objective	Result
Strategy 1 The Creation and Development of Human Resources into the Creative Economy			
1	Creative resource center development project	1) User's satisfaction of creative resource center is at 80%	1) User's satisfaction of creative resource center is at 85%
		2) 120,000 users at creative resource center	2) 337,824 Users at creative resource center
2	Research for the creative industry development (by category) project	1) 1 creative industrial development (by category) draft plan	1) Creative industrial (craft and handicraft) development draft plan
		2) 1 creative industrial database (by category)	2) Creative industrial (craft and handicraft) database, accessible on data.cea.or.th
3	Confidence promotion and development of the country's creative business potential projects	1) 2 collaborative networks in design and creative business with domestic and international organizations	1) collaborative networks in design and creative business with domestic and international organizations: (1) Indonesian Agency for Creative Economy (BEKRAF) Indonesia, (2) Hong Kong Design Center
4	Creative Information Center development project	1) Impressions and the number of the people passed on innovation and knowledge through offline and online media 8,000,000 people/times	1) Impressions and the number of the people passed on innovation and knowledge through offline and online media 33,067,106 people/times
5	Regional creative business incubator projects	1) 20 collaborative networks	1) 32 collaborative networks (16 network in Chiang Mai and 16 mini TCDC)

	Strategy and Project	Objective	Result
		2) 20 Design knowledge enhancement activities	2) 27 Design knowledge enhancement activities
		3) 1,000 local entrepreneurs and creative industry operators accessing knowledge and development	3) 11,074 local entrepreneurs and creative industry operators accessing knowledge and development
	Strategy 2 Promote and Develop the High-value Products		
6	Project for potential development and creating business opportunity to entrepreneur (SME Integration)	1) 3,000 creative business entrepreneurs and SMEs gained knowledge in product development, and potential enhanced	1) 3,890 creative business entrepreneurs and SMEs gained knowledge in product development, and potential enhanced
		2) An activity for showcase and expansion of business opportunity for SMEs	2) An activity for showcase and expansion of business opportunity for SMEs (Bangkok Design Week 2019, held between 26 Jan - 3 February 19, 354,940 attendees and created a value up to 184 million baht)
7	Provincial creative community-based entrepreneurs - (SME Integration)	1) 200 community entrepreneurs were in-dept incubated in quality, product and package development	1) 279 community entrepreneurs were in-dept incubated in quality, product and package development
		2) 800 community entrepreneurs obtain business knowledge, design thinking process and craft skills.	2) 3,224 community entrepreneurs obtain business knowledge, design thinking process and craft skills.
8	Students preparation into creative business (SME Integration)	1) 1,500 students were prepared into the creative business.	1) 4,937 students were prepared into the creative business.

	Strategy and Project	Objective	Result
9	Creative business incubators in provincial academic institutions in Eastern Economic Corridor Development: EEC – (EEC integration)	1) 1 miniTCDC educational institution network	1) 1 miniTCDC educational institution network (Rajabhat Rajanagarindra University)
		2) 1,700 Students and entrepreneur in ECC obtain knowledge in design and design thinking process.	2) 1,800 Students and entrepreneur in ECC obtain knowledge in design and design thinking process.
		3) 10 Products enhancement	3) 30 Products enhancement
10	Creative business database development project (SME integration)	1) 100,000 SMEs, community and creative entrepreneurs and people access to the knowledge via online and offline platform and gain benefit.	1) 117,167 SMEs, community and creative entrepreneurs and people access to the knowledge via online and offline platform and gain benefit.
	Strategy 3 Promote and Develop Creative spaces for Communities and the Public		
11	Creative district development and promotion project	1) New business area development	1) New business in the district (Photo Club, launched in June 2019 by the creative district development activity and area publication by CEA)
		2) Supporting 10 designers in creative district development	2) Supporting 11 designers in creative district development
		3) Create a network to drive the creative district and expand the network activities to 800 regions / times	3) Create a network to drive the creative district and expand the network activities to 1,262 regions / times
12	Project to introduce Bangkok into the World Design Capital 2022	1) an activity pilot plan to develop the people in the district	1) an activity pilot plan to develop the people in the district

	Strategy and Project	Objective	Result
		2) A model from pilot activity plan to improve the quality of life of people in the district	2) A model from pilot activity plan to improve the quality of life of people in the district (Footpath design and development and signage in creative district)
13	Creative district development for tourism in the Northeastern region (Northeastern region integration)	1) Creative festival	1) 1 Creative festival (Isan Creative Festival 2019 held between 10-13 Jan 62 with 354,940 attendees and created a value up to 0.95 million baht)
		2) 150,000 people reaching online knowledge and attending the activities	2) 1,363,088 people reaching online knowledge and attending the activities (32,352 activities attendees 1,330,736 times accessing to the online knowledge)
14	Creative business promotion project in the upper northern region (Northern region integration)	1) Chiang Mai Design Week	1) Chiang Mai Design Week held during 8-16 Dec 19 created a value up to 963 million baht)
		2) A travelling exhibition	2) 2 travelling exhibitions
		3) 10 Creative business knowledge distribution activities	3) 57 Creative business knowledge distribution activities
		4) A research for creative business in the upper northern region	4) A research for creative business in the upper northern region
		5) Explore the creative district in 1 province	5) Explore the creative district in a province (CEA with Social Research Institute of CMU explored the economic data and researched the creative district development framework in Chiang Mai)

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Chapter 10-12

Financial Analysis
Report
Financial Statement
Auditor Report

1
Creative Economy Agency (Public Organization)
Statement of Financial Position
as of 30 September 2019

			(Unit: Baht)
	Note	2019	2018
Asset			
Current Assets			
Cash and Cash Equivalents	5	179,710,882.63	26,887,698.22
Short-Term Receivable	6	10,174,336.10	254,976.84
Short-Term Investment	7	80,000,000.00	-
Inventories		69,930.88	-
Other Current Assets	8	9,201,407.89	-
Total Current Assets		279,156,557.50	-
Non-Current Assets			
Long-Term Receivable	9	28,769,785.87	-
Property and Equipment Net	10	380,931,657.93	-
Intangible Assets Net	11	1,852,926.98	-
Total Non-Current Assets		411,554,370.78	-
Total Asset		690,710,928.28	27,142,675.06

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 2019

	Note	2019	2018
(Unit: Baht)			
Liabilities			
Current Liabilities			
Trade Account Payable	12	13,518,264.92	162,311.10
Short-Term Payable	13	4,130,195.26	482,516.19
Other Current Liabilities	14	4,415,816.05	421,497.90
Total Current Liabilities		<u>22,064,276.23</u>	<u>1,066,325.19</u>
Non-Current Liabilities			
Other Non-Current Liabilities	15	8,348,400.00	-
Total Non-Current Liabilities		<u>8,348,400.00</u>	<u>-</u>
Total Liabilities		<u>30,412,676.23</u>	<u>1,066,325.19</u>
Net Assets		<u>660,298,252.05</u>	<u>26,076,349.87</u>
Net Assets/Capital			
Capital		695,335,056.85	34,978,200.00
Income higher (lower) than the accumulated expense		(35,036,804.80)	(8,901,850.13)
Total Net Assets/Capital		<u>660,298,252.05</u>	<u>26,076,349.87</u>

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 2019

		(Unit: Baht)	
	Note	2019	2018
Income			
Income from the Government			
Income from the National Budget	18	249,476,000.00	-
Income from the Central Budget	19	15,156,400.00	-
Total Income from the Government		264,632,400.00	-
Income from other sources			
Income from the Products and Services	20	11,847,222.84	451,423.41
Income from Grant and Donation	21	70,006,980.50	-
Other Income	22	3,066,947.00	63,460.22
Total Income from other sources		84,921,150.34	514,883.63
Total Income		349,553,550.34	514,883.63
Expenses			
Personnel Expenses	23	61,964,270.05	7,845,345.09
Gratuity and Pension	24	9,409,700.00	911,900.00
Operational Costs	25	250,456,160.66	189,884.89
Material Cost	26	1,937,497.54	98,497.22
Utility Costs	27	11,439,203.53	371,106.56
Cost of Sales and Services	28	37,072.70	-
Depreciation and Amortization	29	46,251,865.30	-
Other Expenses	30	192,735.23	-
Total Expenses		375,688,505.01	9,416,733.76
Income higher (lower) than the net expense		(26,134,954.67)	(8,901,850.13)

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

4
Creative Economy Agency (Public Organization)
Statement of Change in Net Assets/Capital
for the year ended 30 September 2019

	Note	Capital	Income Higher / (Lower) than Accumulated Expenses.	Other Components of Net Assets / Equity	Total Net Assets/Capital
Capital as of 15 August 2018		34,978,200.00		-	34,978,200.22
Changes in Net Assets / Capital for the Year 2018					
Income Higher (Lower) than the Expense During the Period		-	(8,901,850.13)	-	(8,901,850.13)
Balance as of 30 September 2018		34,978,200.00	(8,901,850.13)	-	26,076,349.87
Changes in Net Assets / Capital for the Year 2019					
Initial Capital Received From OKMD.		660,356,856.85	-	-	660,356,856.85
Adjustment to Income Higher (Lower) than the Accumulated Expenses During the Year		-	-	-	-
Income Higher (Lower) than the Expense During the Period		-	(26,134,954.67)	-	(26,134,954.67)
Balance as of 30 September 2019		695,335,056.85	(35,036,804.80)	-	660,298,252.05

Notes to Financial Statements Are an Integral Part of the Above Statements.

5
Creative Economy Agency (Public Organization)
Statement of Cash Flows
for the year ended 30 December 2019

	(Unit: Baht)	
	2019	2018
Cash Flow from Operating Activities:		
Income Higher (Lower) than the Net Expense	(26,134,954.67)	(8,901,850.13)
Adjustment to Income Higher (Lower) than the Expense for		
Cash Receipts (Paid) From Operating		
Gain from Sales of Fixed Assets	(65,235.47)	-
Loss from Sales of Fixed Assets	11,893.90	-
Loss from Discontinuance of Deteriorated Property/Demolition	157,865.81	-
Loss from Asset Donations	22,846.75	-
Depreciation and Amortization	46,251,865.30	-
Income Higher (Lower) than the Expense from Operating	20,244,281.62	(8,901,850.13)
Before the Adjustment		
In Asset and Liability from Operating		
Change in Operating Assets (Increased) Decreased		
Current Asset	(2,404,662.84)	(254,976.84)
Supplies	(69,930.88)	-
Change in Operating Liability Increased (Decreased)		
Trade Account Payable	(1,148,242.73)	-
Short-Term Liabilities	3,647,679.07	-
Other Current Liabilities	(4,817,513.31)	1,066,325.19
Other Non-Current Liabilities	8,348,400.00	-
Cash Flows (Net) From Operating Activities:	23,800,010.90	(8,090,501.78)
Cash Flows from Investing Activities:		
Change in Assets from Investment (Increased) Decreased		
Short-Term Investment	(80,000,000.00)	-
Buying Durable Goods	(6,117,956.69)	-
Selling Durable Goods	90,000.00	-
Purchase Computer Program	(831,925.00)	-
Net Cash Used in Investing Activities	(86,859,881.96)	-
Cash Flows from Financing Activities		
Cash Received from Initial Capital	215,883,055.20	34,978,200.00
Net Increase (Decrease) In Cash and Cash Equivalents	152,823,184.41	26,887,698.22
Cash and Cash Equivalents at The Beginning of The Period	26,887,698.22	-
Cash and Cash Equivalents at The End of The Period	179,710,882.63	26,887,698.22

Notes to Financial Statements Are an Integral Part of The Above Statements.

6
Creative Economy Agency (Public Organization)
Notes to Financial Statements
for the year ended 30 December 2019

Note	Contents
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2	Basis of Preparation of The Financial Statements
3	New Government Accounting Standards and Policies and Revised Government Accounting Standards and Policies
4	Summary of Significant Accounting Policies
5	Cash and Cash Equivalent Items
6	Short-Term Receivable
7	Short-Term Investment
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9	Long-Term Receivable
10	Property and Equipment Net
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20	Income from Sales and Services
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25	Operational Costs
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27	Utility Costs
28	Cost of Sales and Services
29	Depreciation and Amortization
30	Other Expenses
31	Provident Fund

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Creative Economy Agency (Public Organization)
Notes to Financial Statements
for the year ended 30 December 2019

Note 1 General Information

1.1 The establishment

Creative Economy Agency or CEA 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 Thailand Creative and Design Center, under the aegis of the Office of Knowledge Management and Development, OKMD to Creative Economy Agency (Public Organization).

1.2 Objectives

1.2.1 Enhance and develop the creative economy, and the factors that support the development of creative economy in order to strengthen Thai economy.

1.2.2 Support the development of creativity and innovation for the community, public and educational institutions.

1.2.3 Create and develop conducive areas that provoke creativity and facilitate the business initiation, as well as enhance the creative economy district.

1.2.4 Enhance the entrepreneurs and stimulate the use of creative thinking process in development of products and create innovation to increase the competitiveness of the nation economy.

1.2.5 Become a center of information and statistics about creative economy, for policy decisions, and supporting creativity and creating innovation.

1.2.6 Support and collaborate with other agencies— public and private sectors in domestic and international or international organizations to exchange and distribute creative knowledge that leads to the development of nation's economy.

1.3 Location

Creative Economy Agency (Public Organization) is located at 1160, The Grand Postal Building, Charoenkrung Road, Bangrak, Bangkok 10500.

Note 2 Basis of Preparation of the Financial Statements

The financial statements are prepared on the Modified Accrual Basis, according to Notification of The Ministry of Finance RE: Government financial standards and policies B.E. 2561 (2017).

The format of financial report presentation complies with the Comptroller General Department's Report No. MOF 0410.3/C357 dated 15 August 2019 regarding the format of financial report presentation.

Note 3 New Government Accounting Standards and Policies and Revised Government Accounting Standards and Policies

Thailand Ministry of Finance has promulgated the new government accounting standards and policies and revised government accounting standards and policies, as follow

Government accounting standards and policies, effective as of or after 1 October 2018

TAS 1	Presentation of Financial Statements
TAS 3	Accounting Policies, Changes in Accounting Estimates and Errors
TAS 5	Borrowing Costs
TAS 12	Inventories
TAS 13	Leases
TAS 14	Events after the Reporting Period
TAS 16	Investment Property
TAS 17	Property, Plant and Equipment
TAS 31	Intangible Assets

Government accounting standards and policies, effective as of or after 1 October 2019

TAS 9	Revenue from exchange
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Note 4 Summary of Significant Accounting Policies

4.1 Cash and Cash Equivalent

- Cash and Cash Equivalent Items include cash and bank deposit in type of saving, current.

4.2 Short-term receivable

- Receivable, recognized when payment is made at the amount received in the loan contract, whether to borrow money from the budget or outside the budget

4.3 short-term investments

- Short-term investments include 6-month fixed bank deposit, to increase the value of CEA's assets

4.4 Inventories

- Inventories are recorded on the historical cost basis under FIFO method or net realizable value whichever is the lower.

4.5 Supplies

- Supplies are recorded on the historical cost basis under FIFO method or net realizable value whichever is the lower.

4.6 Property, Plant and Equipment

- Land is recorded on the historical cost basis

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- Buildings and equipment are recorded at cost from commencement after less accumulated depreciation, only buildings and equipment cost over 5,000 baht are recorded.

- depreciated on a straight-line method using approximate working life as follows:

- Building	10-20	years
- building improvements	3-10	years
- Goods and equipment	3-5	years
- transportation vehicles	5	years

4.7 Intangible Assets

- Intangible Assets are valued in initial historical cost deducted by accumulated amortization.

- amortization is calculated by reference to its cost on a straight-line method over the useful life as follows:

- Computer Program	3	years
- Other Intangible Assets	3	years

4.8 Payables

- Payables are recorded when 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.

- Accrued Expenses are recorded when there is an expense. Estimated by the duration of the expense.

4.9 Deferred Income

- money received, specifies the purpose or assets received that are beneficial to the organization for more than an installment, shall be recorded as liabilities and gradually recognized as reasonable income at all times in order to match the related income and expenses.

4.10 - Income from the national budget

- Income from the national budget is recorded when received from the Comptroller General's Department.

4.11 Income from Sales and Services

- 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 is when products and service are provided.

4.12 Income from patron and donation

Income from patron or donations is recorded when patronized or donated. Money received, is not recorded as whole revenue but gradually recognized as revenue according to expense proportion.

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4.13 Foreign currency transactions

Items denominated in foreign currencies are recorded in Baht at the exchange rates ruling on the day that transactions occurred.

- Remaining balances of assets and liabilities denominated in foreign currencies at the year-end are translated into Baht at the closing rates on that date, calculated by the Bank of Thailand.

- Payment in foreign currencies are recorded in Baht at the exchange rates ruling on the day that transactions occurred.

- The gain or loss arising from such translation is included in the statement of comprehensive income.

Note 5 Cash and cash equivalents

	(Unit: Baht)	
	2019	2018
Cash		
Cash on Hand	16,000.00	19,000.00
Bank Deposit		
Current Deposit	69,378,703.53	26,054,455.96
Saving Deposit	110,316,179.10	814,242.26
Total Cash and cash equivalents	179,719,882.63	26,887,698.22

Cash on hand is the total amount of any accessible cash for the organization's operations

Note 6 Other short-term receivable

	(Unit: Baht)	
	2019	2018
Loans Receivable in The Budget	3,833,425.00	162,000.00
Loans Receivable out of The Budget	60,000.00	-
Accrued Revenue	6,095,997.51	92,976.84
Earnest and Bail Receivable	100,000.00	-
Other Receivables	84,913.59	-
Total Other Short-Term Receivables	10,174,336.10	254,976.84

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Loans receivable the end of the period categorized by the due date as follow as follows:

	(Unit: Baht)		
	Not yet due payment and receipt submission	Overdue payment and receipt submission	Total
Loans Receivable in the Budget			
2019	3,833,425.00	-	3,833,425.00
2018	162,000.00	-	162,000.00
Loans Receivable out of the Budget			
2019	60,000.00	-	60,000.00
2018	-	-	-

Accrued revenue of 6,095,997.51 baht consists of:

Accrued Revenues	Total
Accrued Revenue from the Operation	169,453.17
Accrued Revenue from Project Support: TCDC COMMONS IDEO	400,00.00
Accrued Revenue from Project Support: TCDC W District	3,829,610.00
Accrued Revenue from Project Support: AIS D.C.	90,000.00
Accrued Revenue from Project Support: TCDC W District	1,073,000.00
Accrued Interest Revenue	533,934.34
Total	6,095,997.51

As for the accrued revenue from project support: TCDC W District, CEA has conducted a letter no. CEA.04/064 dated 17 January 2019 to Worluk Property Public Company Limited for the first payment for project support. The company has sent a letter WP00-2562 dated 31 May 2019 on the termination of the MOU effective from 1 September 2019. CEA has sent a letter CEA. 04/392 dated 21 June 2019 to acknowledge to contract termination and asking the company for the payment 3,829,610.00 baht. The company has negotiated after returned the place, and both have made a deal. And CEA has sent the letter CEA 01/688 dated 19 November 2019 asking the company payment at 2,488,870.21 baht.

Note 7 Short-term Investment

	(Unit: Baht)	
	2019	2018
6-Month Fixed Deposit Account: Bank of Ayudhya PCL.	80,000,000.00	-
Total Short-Term Investment	<u>80,000,000.00</u>	<u>-</u>

Short-term investment is to deposit CEA's income and donation to 6-month fixed deposit account to increase value of the organization's assets.

Note 8 Other Current Assets

	(Unit: Baht)	
	2019	2018
Advance Payment for Construction	1,857,600.00	-
Prepaid Expenses	1,547,935.99	-
Other Bail	85,000.00	-
Prepaid Expenses (Awaiting Inspection)	5,710,871.90	-
Total Short-Term Investment	<u>9,201,407.89</u>	<u>-</u>

Advance payment for construction in the amount of 1,857,600.00 is the advance payment for construction of CEA Khon Khaen according to the employment contract No. 185/2560 dated 15 June 2017

Note 9 Long-term Receivable

	(Unit: Baht)	
	2019	2018
Advance Payment - Long-Term -	2,295,743.98	-
Other Receivables - Third Parties -	26,474,041.89	-
Total Short-Term Investment	<u>28,769,785.87</u>	<u>-</u>

Advance Payment - Long-Term - deposit for area rental, electricity and water usage and water tanks.

Other receivables - third parties, amount 26,474,041.89 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. According to the media, regarding to the letter OKMD 04/080 dated 19 June 2019.

Note 10 Property and equipment (net)

	(Unit: Baht)				
	Buildings and constructions	Building improvement (Office decoration)	Equipment	Work in process	Total
As Of 30 September 2019					
Cost Price	67,054,264.79	299,503,713.03	175,018,089.98	63,093,470.00	604,669,537.80
Accumulated Depreciation	(21,221,503.33)	(70,567,997.90)	(131,948,378.64)	-	380,931,657.93
Net Book Value at The End of the Period	45,832,761.46	228,935,715.13	43,069,711.34	63,093,479.00	380,931,657.90
Transactions During the Year as of 30 September 2019					
Book Value at The Beginning of the Period	-	-	-	-	-
Accepting Transfer of Assets from OKMD	67,054,264.79	420,694,375.12	256,841,151.91	62,958,790.00	807,548,581.82
Purchase Assets	-	-	5,983,276.96	696,430.00	6,679,706.69
Transfer Assets	-	-	-	-	-
Donate Assets / Deteriorate / Demolish	-	(232,290,662.09)	(56,620,883.03)	-	(177,811,545.12)
Asset Disposal	-	-	(31,185,455.59)	-	(561,750.00)
Adjustments During the Year	-	-	-	-	-
- Adjust into Assets	-	-	-	(561,750.00)	(561,750.00)
Book Value at the End of the Period	61,054,264.79	299,503,713.03	175,018,089.98	63,093,470.00	604,669,537.80
Accumulated Depreciation at the Beginning of the Period	-	-	-	-	-

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	(Unit: Baht)				
	Buildings and constructions	Building improvement (Office decoration)	Equipment	Work in process	Total
Accumulated Depreciation Transferred from OKMD	(18,426,073.44)	(166,788,705.09)	(202,442,509.15)	-	(387,657,287.68)
Accumulated Depreciation - Donate / Depreciate / Demolish		121,190,659.09	56,455,182.70	-	177,645,841.79
Accumulated Depreciation - Disposal of Assets		-	31,148,797.16	-	31,148,797.16
Accumulated Depreciation During 2019	(2,795,429.89)	(24,969,951.90)	(17,109,849.35)	-	(44,875,231.14)
Accumulated Depreciation at the End of the Period	(21,221,503.33)	(70,567,997.90)	(131,948,378.64)	-	(223,737,879.87)
Book Value at the End of the Period - Net	45,832,761.46	228,935,715.13	43,069,711.34	63,093,470.00	380,931,657.93

Note 11 Intangible Assets (net)

	(Unit: Baht)
	Computer program
As Of 30 September 2019	
Cost Price	10,848,610.96
Accumulated Depreciation	(8,995,683.98)
Net Book Value at the End of the Period	<u>1,852,926.98</u>
Transactions During the Year as of 30 September 2019	
Book Value at the Beginning of the Period	-
Accepting Transfer of Assets from OKMD	20,250,593.80
Purchase Assets	831,925.00
Transfer Assets	-
Donate Assets / Deteriorate / Demolish	(10,233,907.84)
Asset Disposal	-
Adjustments During the Year	-
- Adjust into Assets	-
Book Value at the End of the Period	<u>10,848,610.96</u>
Accumulated Depreciation at the Beginning of the Period	-
Accumulated Depreciation Transferred from OKMD	(17,837,948.43)
Accumulated Depreciation - Donate / Depreciate / Demolish	10,218,898.61
Accumulated Depreciation - Disposal of Assets	-
Accumulated Depreciation During 2019	(1,376,634.16)
Accumulated Depreciation at the End of the Period	<u>(8,995,683.98)</u>
Book Value at the End of the Period - Net	<u>1,852,926.98</u>

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Note 12 Trade Account payable

	(Unit: Baht)	
	2019	2018
Trade Account Payable - Third Party	5,293,121.83	-
Accrued Utilities Fee	847,007.35	134,142.10
Other Expenses - Third Parties	7,378,135.74	28,169.00
Total Trade Account Payable	13,518,264.92	162,311.10

Note 13 Short-term Payable

	(Unit: Baht)	
	2019	2018
Accrual Vouchers	2,961,616.24	131,104.64
Withholding Income Tax Return- PND. 3	30,059.51	-
Withholding Income Tax Return- PND. 1	282,113.97	250,568.01
Withholding Income Tax Return- PND. 53	156,405.54	843.54
Accrued Audit Fees - Government Agencies	700,000.00	100,000.00
Total Short-Term Payables	4,130,195.26	482,516.19

Note 14 Other Current Liabilities

	(Unit: Baht)	
	2019	2018
Deferred Income from Membership	940,303.89	420,105.09
Deferred Income from Online Membership	14,863.72	-
Other Deferred Income	800.00	1,392.81
Retention Contract (Received from The Contract Party) - Due Within 1 Year	2,563,596.26	-
Contract Deposit (Deducted from Contractual Parties) - Due Not Over 1 Year	60,000.00	-
Other Deposit	615,000.00	-
Vat	72,966.37	-
VAT Not Yet Due	9,895.27	-
Deferred Income	138,390.54	-
Total Short-Term Payables	4,415,816.05	421,497.90

Note 15 Other non-current Liabilities

	(Unit: Baht)	
	2019	2018
Contract Deposit (Received from The Contract Parties) Duration 1-3 Years	5,527,600.00	-
Retention Deposit (Received from The Contract Parties) Duration 1-3 Years	2,820,800.00	-
Total Short-Term Payables	<u>8,348,400.00</u>	<u>-</u>

Note 16 Obligation

- Obligation under operating lease agreement

As a tenant, CEA has a minimum amount to be pay in the future under an operating lease that cannot be canceled as of 30 September 2019 and 2018 as follow:

	(Unit: Baht)	
	2019	2018
Less than 1-Year Period	45,376,154.31	-
1-3 Years	299,015.00	-
Total	<u>45,675,169.31</u>	<u>-</u>

- Capital commitments

	2019	2018
Buildings and Contractions	12,384,000.00	-
Total	<u>12,384,000.00</u>	<u>-</u>

- commitments under procurement and other services agreements

As of 30 September 2019 and 2018, CEA has obligations arising from agreements for procurement of parcels and other services classified by the contract period as follows:

	2019	2018
Less than 1 Year	19,063,213.70	51,788.00
Total	<u>19,063,213.70</u>	<u>51,788.00</u>

Note 17 Contingent Liabilities

CEA is in the process of prosecution with compensation, details as follows

1. Civil court case

1.1 Systems Professional Service Co., Ltd. litigation

Thailand Creative and Design Center, under the aegis of the Office of Knowledge Management and Development (OKMD) has process the procurement to find a contractor for the Thailand Creative Design Center (Khon Khaen) construction project. Systems Professional Service Co., Ltd. is the bidder with the lowest bid for the construction of Thailand Creative Design Center (Khon Khaen) construction project. Therefore, in the 4th / 2017 meeting on 28 April 2017, the committee of the Office of Knowledge Management and Development resolved to approve Systems Professional Service Co., Ltd. to be the contractor for the construction of Thailand Creative Design Center Khon Khaen Building. The total contract value of 68,800,000 baht, however it has already been disbursed 7 installments, totaling 66,736,000 baht. The remaining in the eighth installment is 12,384,000 baht. Yet, the Systems Professional Service Co., Ltd. has not completed many assignments and job details according to the contracts. The employment inspection committees, therefore rejected the final job assignment and urged the contractor to hasten to finish editing. The contractor did not take corrective actions. The employment inspector committee is therefore obliged to terminate the contract with the contractor according to the letter CEA 04/0279 dated 28 January 2019 and the contractor filed a lawsuit against CEA as a defendant in a civil case, Black Number 1334/2562 on 11 June 2019.

Department of Southern Bangkok Department and The Office of the Attorney General has issued a letter stating that the Civil Court of Southern Bangkok made an appointment for mediation on August 22, 2019 at 13.00 hrs. at the Civil Court of Southern Bangkok.

- The first appointment for mediation on 22 August 2019 at 13.00 hrs. and
- The second appointment for mediation on 26 September 2019 at 9.30 hrs.

Systems Professional Service Co., Ltd. stated that the company had no intention to mediate and bring the case to trial in court.

Note 18 Income from the national budget

		(Unit: Baht)
	2019	2018
Income on Personnel Budget	60,720,400.00	-
Income on Operating	56,803,100.00	-
Income on Missions	131,945,500.00	-
Total Short-Term Payables	249,476,000.00	-

The fiscal year 2019, CEA received a grant from the government in the amount of 249,476,000.00 baht as according to the budget allocation budget, the first time in the first installment, no. OPM 0701/848 dated 13 December 2018, and the second time in the first installment, no. OPM 0701/1138 dated 28 December 2019

In the fiscal year 2018 CEA, does not receive a budget from the government.

Note 19 Income from Central Budget

	2019	2018
Inter-Agency Revenue - Agency Receiving the Central Budget from the Government	15,156,400.00	-
Total Income from Central Budget	15,156,400.00	-

The fiscal year 2019 CEA receives the central budget of 15,156,400.00 baht according to the budget expense allocation document, OPM No. 0701/635 dated 31 October 2018.

Note 20 Income from Sales and Services

	2019	2018
Revenue from Agency Services	4,577,967.19	191,628.50
Income from Membership Fee	2,996,960.33	259,794.91
Income from Projects	4,272,295.32	-
Total Income from Sales of Products and Services	11,847,222.84	451,423.41

Note 21 Income from grants and donation

	2019	2018
Income from Projects Grant	69,958,500.00	-
Donations	48,480.50	-
Total Income from Grants and Donation	70,006,980.50	-

CEA's income from activities grants, in the amount of 69,958,500.00 baht, consists of

Project/Activity	Income (Baht)
BKKDW2019 Grant	13,900,000.00
Isan Creative Festival 2019 Grant	50,000.00
Master of Materials Exhibition Grant	1,500,000.00
Endless Plastic Exhibition Grant	6,000,000.00
Creative Spa & Wellness Thailand Grant	18,455,000.00
Cmdw2018 Grant	6,800,000.00
Creative Business Incubator Establishment Grant	23,253,500.00
Total	69,958,500.00

CEA's income from projects grants, in the amount of 4,272,295.32 baht, consists of

Project/Activity	Income (Baht)
Design Thinking Workshop Grant	1,515,846.73
Grant for The Research and Observation of Muay Thai Gym Users	794,392.52
Grant for the Business Research on Tourism Transportation	1,962,056.07
Total	4,272,295.32

Creative Economy Agency (Public Organization)'s income from donation 48,480.50 baht, consists of

Project/Activity	Income (Baht)
Donated Hardware: Fireproof Safe Model TS512K1C	40,662.57
Donated Hardware: Lamp Model Amuleto	7,817.93
Total	48,480.50

Note 22 Other Income

	(Unit: Baht)	
	2019	2018
Interest on Deposits from Financial Institutions	1,351,276.64	11,263.26
Fine	38,045.66	194.71
Gain from Assets Trading	65,235.47	-
Other Income	1,612,389.23	52,002.25
Total Other Income	3,066,947.00	63,462.22

Note 23 Personnel Expense

	(Unit: Baht)	
	2019	2018
Staff Salary	54,250,666.67	7,180,270.67
Position Allowance	209,000.00	18,000.00
Special Remuneration of the Person Receiving Full Payment	648,270.00	23,250.00
Death Benefit	60,000	-
Provident Fund Contribution	3,752,186.25	498,981.73
Child Education Allowance	195,190.00	-
Maternity Allowance	10,000.00	-
Financial Support for Employees and the Families in Healthcare	2,838,957.13	124,842.63
Total Personnel Expenses	61,964,270.05	7,845,345.09

Note 24 Gratuity and Pension

	(Unit: Baht)	
	2019	2018
Gratuity and Pension of the Staffs	3,409,700.00	911,900.00
Total Gratuity and Pension of the Staffs	3,409,700.00	911,900.00

Note 25 Operational Costs

	(Unit: Baht)	
	2019	2018
Training Costs	1,171,288.40	-
Travel Expenses (Domestic)	1,338,497.48	57,219.20
Travel Expenses (International)	1,234,093.87	11,048.07
Repair and Maintenance Fees	4,699,308.47	-
Service Fee	144,950,489.06	13,463.00
Fee	307,509.96	7,969.62
Consultation Fee	24,821,675.77	-
Insurance Premium	1,276,287.41	-
Meeting Expenses	1,277,174.07	-
Gift / Souvenirs	469,980.10	-
Rental Fee of Immovable Property	33,730,992.38	-
Rental Fee for Assets	3,521,752.04	-
Audit Fees - Office of The Auditor General of Thailand	700,000.00	100,000.00
Public Relations, Advertising, And Printed Media Fees	8,222,660.18	-
Purchase of Books, Media, Journals, and Magazines	3,586,455.04	-
Expenses for Activities	18,386,024.97	185.00
Other Expenses	761,971.46	-
Total Operational Costs	250,456,160.66	189,884.89

Note 26 Material Cost

	(Unit: Baht)	
	2019	2018
Office Supplies	356,230.28	11,433.03
Housework, Kitchen Work	830,749.66	1,031.50
Other Materials	214,017.11	84,232.69
Fuel Cost	128,391.50	1,800.00
Lower Cost of Durable Goods	408,108.99	-
Total Material Cost	<u>1,937,497.54</u>	<u>98,497.22</u>

Note 27 Utility Costs

	(Unit: Baht)	
	2019	2018
Electric Bill	9,627,876.25	321,392.26
Water Supply	113,651.21	5,349.20
Phone Fee	284,575.07	16,196.10
Post and Telegraph Service Fees	364,608.00	28,169.00
Internet Fee	1,048,493.00	-
Total Utility Costs	<u>11,439,203.53</u>	<u>371,106.56</u>

Note 28 Cost of Sales and Services

	(Unit: Baht)	
	2019	2018
Cost of Sales - Books - Income	2,218.43	-
Cost of Sales - Consignment Books - Income	34,854.27	-
Cost of Sales and Services	<u>37,072.70</u>	<u>-</u>

Note 29 Depreciation and Amortization

	(Unit: Baht)	
	2019	2018
Depreciation - Office Building	2,789,320.16	-
Depreciation - Construction	6,1709.73	-
Depreciation - Components of Lease Assets	24,969,951.90	-
Depreciation - Office Hardware	3,535,412.93	-
Depreciation - Electrical and Radio Equipment	2,203,301.86	-
Depreciation - Advertising and Publishing Equipment	5,043,901.94	-
Depreciation - Educational Goods	1,567,815.77	-
Depreciation - Housework, Kitchen Hardware	52,673.31	-
Depreciation - Computers	4,687,009.53	-
Depreciation - Science and Medical Supplies	1,631.27	-
Depreciation - Surveying	1,605.05	-
Depreciation - Other Hardware	16,498.23	-
Amortization of Computer Program	1,376,634.16	-
Total Depreciation and Amortization	46,251,865.30	-

Note 30 Other Expenses

	(Unit: Baht)	
	2019	2018
Loss from Foreign Currency Exchange	128.77	-
Loss from Sales of Assets	11,893.90	-
Loss from Disposal of Damaged Assets—Deterioration, Dismantling	157,865.81	-
Loss from Donation of Assets	22,846.75	-
Total Other Expense	192,735.23	-

Note 31 Provident Fund

In accordance with the Royal Decree Establishing the Creative Economy Promotion Agency (Public Organization), section 44, section 48 and section 52, it requires to transfer of practitioners of Thailand Creative and Design Center, under the aegis of the Office of Knowledge Management and Development, OKMD. Therefore, CEA has resolved to establish a Provident Fund for CEA staffs by participating in a provident fund under the management of TISCO Asset Management Company Limited on August 3, 2018 It is an investing in a registered TISCO Master Fund in order to receive the fund transfer from the Office of Management and Development Public organization knowledge of Speaking CEA job cards, with the following details:

1. The transfer of the fund to the staffs, the transferee receiving the fund in for employers and employees will be funded in all employees' funds.
2. CEA will begin deducting and sending to the employer fund from 14 August 2018 onwards CEA
3. CEA requires that its staffs who have passed the probationary work have to contribute to the fund every time the salary is paid at the rate of not less than 5% but not more than 15%.
4. The office shall pay a rate of not less than five percent but not more than eight percent by paying by the service period as follows

Years' Experience	Office 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 worker has been working for not less than three years, he or she shall have the right to receive the counterpart fund and the benefits arising from the stated money when the worker ceases to be an office worker.

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No.13

Annual Action Plan for the Fiscal Year 2020

CEA's Customer Service Achievements for the Fiscal Year 2020-2022

The expected achievement and outcome : creative business entrepreneurs' average income increased by 26 percent.

Service Achievements / indicators	Budget / Expected expenses / KPIs			
	Unit	2020	2021	2022
Total	Million Baht	280.8365	435.00	465.00
1. Creative business entrepreneurs adopt creative thinking processes to develop their businesses and increase their products and services competitiveness in the global market				
1) The number of entrepreneurs incubated and applied their knowledge to develop their businesses	Persons	6,000	6,000	6,500
2) The number of newly established creative business incubation centers in both physical and digital platforms	Centers	5	5	5

Service Achievements / indicators	Budget / Expected expenses / KPIs			
	Unit	2020	2021	2022
Total	Million Baht	280.8365	435.00	465.00
3) The number of creative business incubation centers users in both the central and provincial areas	Persons	200,000	200,000	200,000
4) The number of creative industries database*	Sub-sectors	3	4	3
5) The number of areas established as creative districts	Areas	15 (Initial)	7 (Total 22)	8 (Total 30)
6) The percentage of SMEs, creative businesses, start-ups, new entrepreneurs' average income increased after incubated and applied knowledge to develop their businesses	Percentage	26	26	26
7) The percentage of customer satisfaction and benefits from creative business incubation centers both physical and digital platforms	Percentage	80	80	80

* The creative industries database consists of 15 sub-sectors : 1) Crafts 2) Performing Arts 3) Visual Arts 4) Films and Videos 5) Broadcasting 6) Publishing 7) Music 8) Design 9) Fashion 10) Architecture 11) Advertising 12) Software 13) Thai Food 14) Thai Traditional Medicine and 15) Creative Tourism.

Project	Budget (Million Bath)
Strategic Plan to Support Competitiveness Creation	89.8943
1. Project for Building Creative Business Incubator Hub in Bangkok	5.0000
2. Project for Building Creative Business Incubator Hub in Regional Areas	3.0000
3. Development Project for Information Center to Support the Creative Economy and Innovation.	7.1819
4. Research Project for Creative Industry for Each Category	3.8000
5. Development Project for Organization and Personnel into the Organization 4.0	1.0000
6. Project for Confidence Promotion and Creative Business Potential Development of the Country	2.0000
7. Project for Assessment of the Achievement and Worthiness of Creative Economy Agency (Public Organization) in the Fiscal Year 2020	2.0000
8. Development Project for Capital of Local Culture to Create Brandings (Story Telling to Branding)	5.0000
9. Development and Support Project for Creative Districts	19.9124
10. Expansion Project for Creative District	32.0000
11. Project to Enhance the Quality of Thailand's Creative Industry (Creative Industry Fair)	9.0000