

ANNUAL REPORT 2021



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PRINTER SUNTA PRESS CO., LTD.

ANNUAL REPORT 2021



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01

MESSAGE FROM THE CHAIRPERSON

Since 2020, people all around the world have been dealing with public health and economic crises as a result of the COVID-19 epidemic. Several preventive measures have been released in order to tackle the urgent concerns such as the lockdown of the country and city in accordance with government procedures. This has resulted in various industries, especially the tourism industry, being affected in ways that have never been encountered before. Many individuals have realized, as a result of this circumstance, that Thailand cannot solely rely on tourism to generate income and that it must become more adaptive and find new possibilities to earn revenue from other industries at the same time. Sustainable development is also a critical problem for Thailand's stable progress in the face of unpredictably changing circumstances and global climate change.

Throughout the year 2021, Creative Economy Agency (Public Organization) or CEA worked on a variety of programs to assist, provide opportunities, enhance the potential, and encourage learning for creative professionals, both online and offline, to help them move on to the new possibilities in unconventional and creative ways. CEA considered that creative economy would be the alternative solution for the national income, both during the pandemic and afterward. Moreover, it is still committed to boosting the economy through the notion of building economic districts in Bangkok and the regions, which encompass 25 provinces.



In addition, CEA has also conducted various important projects related to sustainable development in terms of both way of life, creative economy, food security, and the environment, such as the Wonder WasteIt!, Lunch & Learn, Creative Plastic Academy, and more, to be in line with the United Nations' announcement that 2021 is the International Year of Creative Economy for Sustainable Development and also in line with the Bio-Circular-Green Economy and green economy, which the government announced as the national concern for sustainable development of Thailand.

Mrs. Atchaka Sibunruang

**Chairperson
of Creative Economy Agency**

MESSAGE FROM THE EXECUTIVE DIRECTOR

In the last two years, the impact of COVID-19 has shattered our way of existence and re-created a new way of life and society for us. People's wisdom and understanding were awoken and merged in the face of loss to overcome this difficult predicament. We experienced obstacles in Thailand as well, with unique production systems centered on physical places, workers gathering, service sectors that rely on relationships with one another, and tourism that relies on foreign tourists. To break the existing socioeconomic linkages, it needed creativity, knowledge, and a lot of experimentation and error to get to a future that is no longer the same.



Creative Economy Agency (Public Organization) or CEA was founded with confidence in the creativity of Thai people, businesses, and industries. Throughout 2021, amid the adverse circumstances that hinder the development of creativity for seamless economy driving, CEA was devoted to strengthening the infrastructure of creativity with the mission to establish a CEA office in Songkhla—responsible for enhancing the creative economic system in 14 provinces of the southern region of Thailand. CEA Songkhla is the third regional office, after Chiang Mai and Khon Kaen.

CEA Songkhla is set to open in 2023, and it will expand and link the creativity of varied people and local businesses with stories and uniqueness, resulting in a powerful creative movement and engagement. Meanwhile, CEA is working to speed up the process of linking creative people, industry, cities, and places via miniTCDCs, a network of 45 educational institutes across the country; Thailand Creative District Network (TCDN), a network that brings together 22 provinces to foster creative economic districts, and will complete 30 provinces by 2022; and Creative Information Center, a platform that offers research information and articles on the creative economy, essential figures of Thailand and the creative economy development plan for each category as accurate and reliable information for policymaking and reference in the country.

Although CEA concentrates on network development via infrastructure construction, it is also concerned with the in-depth working dimension, specificity, and capacity building of the creative business sector to keep up with the new world production process. In 2021, CEA partnered with the private sector such as Seacon Square Department Store to establish TCDC COMMONS, a business incubation center for innovative food businesses that accumulates food

knowledge from history to innovation with food workshop activities from specialists. In the meantime, amid the fascinating developments in blockchain technology and the invasion of cryptocurrencies with NFTs digital assets, we've led creative businesses through the CEA Online Academy's NFT courses and end-to-end workshops to a better grasp of the technology and production of such NFTs, to allow them to see new processes and opportunities that the digital innovation may provide for Thai people's creativity to flourish through time.

ADAPT, SURVIVE and MOVE FORWARD are the approach to motivate and inspire creative networks to walk together during the COVID-19 pandemic. As a result, CEA still also conducted three major festivals, including Chiang Mai Design Week, Bangkok Design Week, and Isan Creative Festival, by adjusting to online and on-site events. These festivals are a testing ground for utilizing creativity to improve the quality of people's lives. For example, Lunch & Learn project utilized the creative thinking process in the development of a 21-baht lunch for elementary school students. The project was well-received and later grew in scope. Over 2,500 students have benefited from the project by far.

2021 was likely to be one of the most challenging years in modern history, but we think that creativity will be a key instrument for finding solutions, making decisions, developing knowledge and innovation that will bring us, the Thai people, to a more secure future.

Mr. Apisit Laistrooglai

**Executive Director
of Creative Economy Agency**

03

ABOUT 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 has the capacity 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 and 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 and 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 supervision of the Prime Minister's Office.

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 knowledge development within different industries which enhance Thailand's competitiveness.

From TCDC to CEA

2004



Thailand Creative and Design Center



2018



Creative Economy Agency
(Public Organization)

15 Branches of Creative Industry



04

VISION, OBJECTIVES, AND STRATEGIC PLAN OF THE CREATIVE ECONOMY AGENCY

VISION

The principal government organization is responsible for developing and strengthening national creative output, thus strengthening 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 and facilitate the business start-up, as well as growing 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 which 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)	National Competitiveness Enhancement		
Master Plans under National Strategy	5 th Topic: Tourism	8 th Topic: Modern Entrepreneurs and Medium and Small Enterprises (SMEs)	9 th Topic: Special Economic Zone
 Target	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
 Indicator	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 investment value in Eastern Economic Corridor
Sub-Plans of Master Plans under National Strategy	Creative and Cultural Tourism	Strengthening Smart Entrepreneur	Eastern Economic Corridor Development
 Target	More cities or communities with potential for creative and cultural tourism	Increased number of startup companies	Increased investment in Eastern Economic Corridor
 Indicator	At least five more cities or communities with potential for creative and cultural tourism	10% increase in startup company establishment	500 billion Baht investment value in Eastern Economic Corridor

Links with the Creative Economy Agency's Strategic Plan

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

<p>Strategic Plan for Budget Allocation</p>	<p>4th Plan</p> <ul style="list-style-type: none"> • Integrated plan for generating increased income from tourism 	<p>5th Plan</p> <ul style="list-style-type: none"> • Integrated plan for developing entrepreneurs and SMEs to international level 	<p>7th Plan</p> <ul style="list-style-type: none"> • Integrated plan for Eastern Economic Corridor
	<p>9th Plan</p> <ul style="list-style-type: none"> • Integrated plan for development in regional areas 		

<p>Action Plan for Promoting Creative Economy Phase 1 (2020 - 2022)</p>	<ol style="list-style-type: none"> 1. Establish and promote knowledge management in and for Thailand's creative economy 2. Enhance the skills and abilities of creative business personnel, and encourage creative thinking processes among Thais 3. Enhance business operating ability and scale-up creative industries 4. Develop creative towns and a creative ecosystem, and encourage government support for creative ideas
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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"> • Entrepreneurs can apply creative thinking and skills to increase the value of products and services • Incubation projects that support establishing creative businesses • Stakeholder collaboration supporting the creative economy 	<ul style="list-style-type: none"> • Increase the number of creative towns • Organize creatively focused events at the international level • Entrepreneurs can more readily access support measures • Increase growth opportunities for creative businesses 	<ul style="list-style-type: none"> • Nurture, develop and inspire creative thinking and skills among Thais 	<ul style="list-style-type: none"> • Develop a creative business database that supports sound planning and policy decision making • Integrate the creative business database into related organizations • Clear direction for developing creative industries in Thailand 	<ul style="list-style-type: none"> • A high-performance organization ready and able to drive Thailand’s creative economy effectively and efficiently • An organization that complies with public organization administrative guidelines and related rules and regulations



05

ORGANIZATIONAL STRUCTURE

Board of Committee



Mrs. Atchaka Sibunruang
Chairperson



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



Mr. Boonyarit Kalayanamit
Permanent Secretary
Ministry of Industry,
Board Member



Ms. Ajarin Pattanapanchai

Permanent Secretary
Ministry of Digital Economy and
Society, Board Member



Mr. Danucha Pichayanan

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



Mr. Wannachai Boonbumrung

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

Board Member
and Secretary

05

ORGANIZATIONAL STRUCTURE

CEA Executives



Mr. Apisit Laistrooglai
Executive Director



Mr. Inthaphan Buakeow
Deputy Director
Acting Director of Policy and
Strategic Planning
Acting Director of Creative
Industry Development



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



Ms. Sirion Hirmpanee
Assistant Executive Director
Acting Director of Business
and Innovation Development



Ms. Montinee Yongvikul
 Director of Creative City
 Development



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



Ms. Vichanee Sopchokchai
 Director of Corporate
 Development



Mrs. Preyanan Mongkolsri
 Director of Communication
 and Marketing



Mr. Chutayaves Sinthuphan
 Director of
 Khon Kaen Office



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

Audit Committee

1. Mrs. Silaporn Buasai
Chairperson
2. Mr. Surapong Lertsithichai
Committee
3. Ms. Fuengfah Thienprapasith
Committee
4. Head of Audit Committee
Secretary

Human Resources Management Subcommittee

1. Mrs. Karndee Leopairote
Chairman
2. Mr. Apisit Laistrooglai
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. Ms. Vichanee Sopchokchai
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 MEETING ATTENDANCES OF THE COMMITTEE FOR THE FISCAL YEAR 2021

No.	Board of 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 Creative Economy Agency	Board Member and Secretary

CEA Board Meeting Attendances (Persons)

CEA Board Meeting Absences (Persons)

Percentage (from a total of 11 persons)

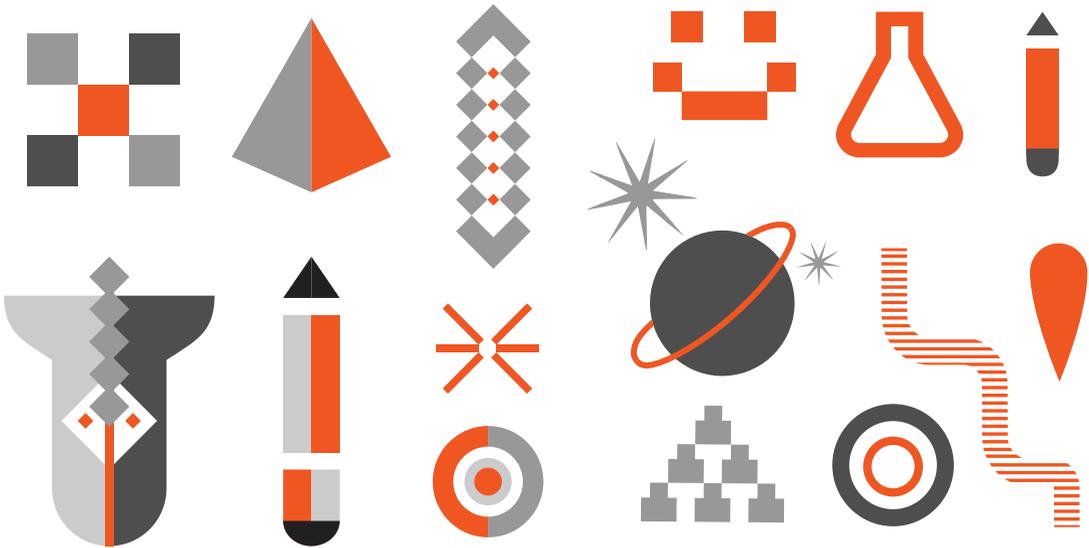
CEA board meeting attendances summary for the fiscal year 2021 (October 2020 - September 2021). In the fiscal year 2021, there were 12 meetings held with 12 times of at least 80% of board committee attending the meeting, represents a total of 100%.

Meeting Time/Date of Meeting

	9/2020	10/2020	11/2020	1/2021	2/2021	3/2021	4/2021	5/2021	6/2021	7/2021	8/2021	9/2021
	19 Sep 20	13 Nov 20	21 Oct 20	19 Jan 21	22 Feb 21	22 Mar 21	29 Apr 21	28 May 21	21 Jun 21	20 Jul 21	23 Aug 21	27 Sep 21
	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	-	✓
	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓
	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓
	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	9	11	10	11	11	11	11	10	10	11	9	11
	2	-	1	-	-	-	-	1	1	-	2	-
	82	100	90	100	100	100	100	90	90	100	82	100

07

OVERVIEW OF CEA'S MAIN MISSION FOR THE FISCAL YEAR 2021



Key achievements in 2021

The outbreak of the novel coronavirus (COVID-19) continued to take its toll on the economy of Thailand as well as economies around the world in 2021. Many government agencies and private organizations had to adapt their missions and work models to cope with change.

Since 2020, the Creative Economy Agency (Public Organization) or CEA has provided assistance and support to entrepreneurs and people affected by COVID-19, particularly in the creative industries. CEA has adjusted the implementation of projects and activities within the framework of the five main strategies. Specifically, this was accomplished using online platforms and on-site activities well-suited to the current situation. It has also created a partner network to enhance the

country's soft power to improve economic value through the development of creative industries.

Most importantly, CEA established a number of significant sustainable development projects related to lifestyle, the creative economy, and the environment in line with the United Nations' declaration of 2021 as the International Year of Creative Economy for Sustainable Development. Key projects include:



Wonder Waste! A cool way to turn waste into electricity

CEA launched an innovative renewable energy project, Wonder Waste! The project consists of four innovative models for household and community solid waste management. Through a co-creation approach with the neighborhood residents, the waste separation models make renewable energy more accessible with sustainable environmental benefits by utilizing existing technologies that open new possibilities with a tagline: "CLEAN ENERGY FOR LIFE." This project aims to raise awareness among Thais, provide accurate knowledge and an understanding of the technologies and processes in the community so that resources can be used efficiently before waste separation, and create communities that are eco-conscious and ready to be part of a low-carbon society and sustainable development movement in line with global trends. CEA received funding from the Power Development Fund under Section 97(5), Office of the Energy Regulatory Commission (ERC), for the year 2020 to support four pilots projects:

WONDER WASTE! SHOW CASE

CLEAN ENERGY FOR LIFE:
ใช้พลังงานสะอาด เพื่อคุณภาพชีวิต
ที่ดีขึ้นของทุกคน

จัดแสดง MDIC
ชั้น 2 TCDC กรุงเทพฯ
19 พฤศจิกายน
8 ธันวาคม 2564
10.30 - 19.00 น.
เข้าชมฟรี
(ติดต่อรับใบอุทธรณ์เข้าชมนานที่ชั้น 5 TCDC กรุงเทพฯ)

ต้นแบบ
การบริหาร
จัดการขยะ

- POWER PICK
- CARE4
- BOON BOON
- BABA WASTE

#WonderWaste
#CleanEnergyforLife

Logos: TCEA, MDIC, CLEAN ENERGY FOR LIFE, CEA, TCDC

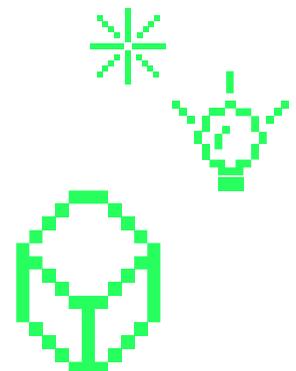


1. Power Pick: This model separates food and drinks packaging from food delivery and turns it into refuse-derived fuel (RDF3) through a pop-up service available in Charoenkrung, Bangkok.

2. care4: The processes of "sorting-collecting-storing-delivering" waste products are offered in this waste management model with a door-to-door waste collection service, available in Nong Khaem, Bangkok.

3. Boon Boon: the garbage collecting cat robot motivates and encourages community participation in waste sorting in the Srichan neighborhood of Khon Kaen.

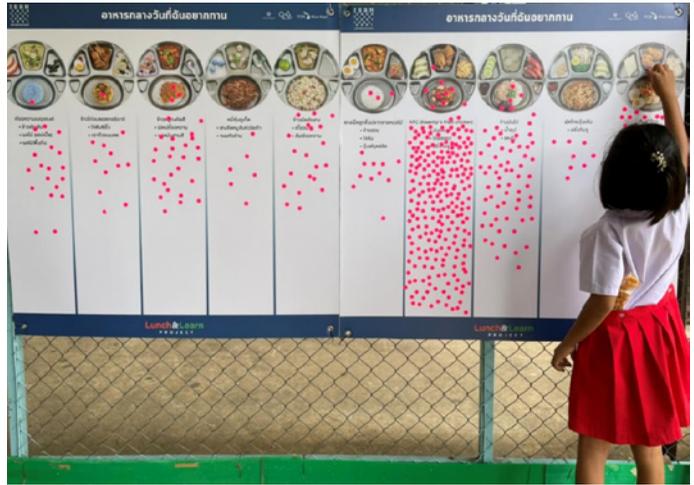
4. Baba Waste: This waste management model specifically developed for cafés and households comes with color-coded garbage bags and special bins that make waste separation easier and more efficient, and it is available in Phuket Old Town.





Lunch & Learn Project: Improving lunch menus for elementary school children

Lunch & Learn PROJECT



อาหารกลางวันที่ดีในสถานศึกษา					อาหารกลางวันที่ดีในสถานศึกษา				
เมนูอาหารกลางวัน • ข้าว • ปลา • ผัก	เมนูอาหารกลางวัน • ข้าว • ไข่ • ผัก	เมนูอาหารกลางวัน • ข้าว • ผัก • ผลไม้							



The cabinet passed a resolution on 9 February 2021 to increase the per student lunch budget to 21 baht/ person/ day. Seeing not only the issue of repetitive menus but also the possibility of creating nutritious quality lunch under a limited budget, CEA, together with schools in Khon Kaen, held the Lunch & Learn Project to design creative lunch menus using locally sourced ingredients that meet the nutritional needs of young children. The project also promotes learning and exchange of cultural understanding of local food and food from

other cultures through a design thinking process and a co-creation approach. The results are 10 Thai and international dishes with 15 recipes, along with a learning guide and food recipes.

In addition, CEA Khon Kaen, which is the main organization of the Lunch & Learn Project, invited students to vote for their favorite menus from the 10 dishes. The menu that received the most votes was KFC (Kwantip's Fried Chicken) by Chef Pom - M.L. Kwanthip Devakula.



Creative Plastic Academy: Creating ideas for future living using plastic products



CREATIVE PLASTIC ACADEMY

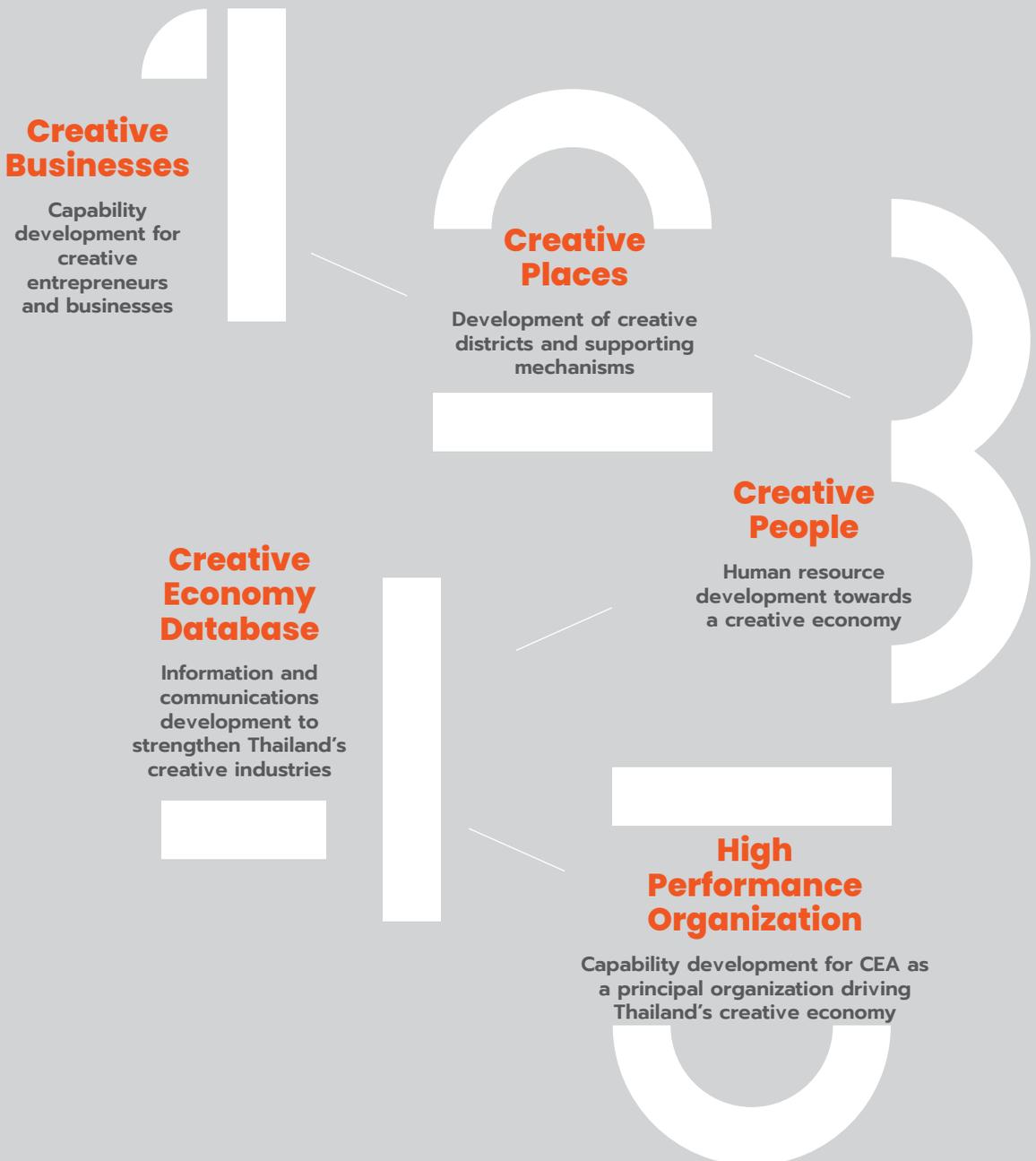
CEA joined hands with PTT Global Chemical Public Company Limited (GC) to organize Creative Plastic Academy, a project to develop plastic product prototypes through participation in learning about production processes and raw materials. The project aims to seek out designers and creators to collaborate on plastic product ideas for futuristic houses in three categories: 1. Universal Design; 2. Hygienic House; and 3. Preventive House. Those selected to participate in the project came together in the workshop to design and develop nine prototypes of plastic products using knowledge in production processes and raw materials.

Three teams of designers who won in each category had the opportunity to develop and produce their prototypes with experts and professional designers and, ultimately, showcase their works in an exhibition. The awarded products are 1. Hygienic fish sauce bottle by Baby Boss; 2. Floating lawn chair by SYMmetrical team; and 3. Anti-virus door by Sandbox.



Projects in line with CEA's 5 Strategies

Since the fiscal year 2020, CEA has driven the creative economy following the Agency's 5 strategies:



Creative Businesses

Capability development for creative entrepreneurs and businesses

Enhancing the capabilities of entrepreneurs in the manufacturing and service sectors related to creative industries and assisting them in applying knowledge to develop and create new business opportunities in order to increase competitiveness both domestically and internationally.

Increase in earnings of SMEs entrepreneurs
25.66%

The number of entrepreneurs across the country whose capabilities are developed
7,464

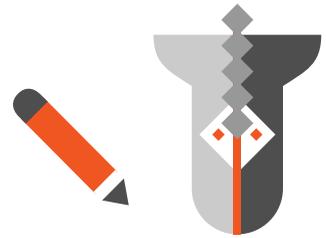
Creative Industries 2021

During September - December 2021, CEA, in collaboration with 8 partner networks, organized Creative Industries 2021, with the goal of driving the Thai economy fueled by soft power through creative industries such as music, Y television series, games, books, advertisements, digital art markets, etc. Creative Industries 2021 was conducted through a range of events such as forums, workshops, the collection and development of creative industries database by sector, and video content to demonstrate the potential of creative industries that contribute to the country's economic value. It encouraged the business sector to constantly launch creative works to the market through a strong cooperation network. Key projects include



CEA Live House Vol. 2 gave new artists access to “live recording sessions” in a fully equipped studio that meets international standards. The activity aimed to put Thai artists on a level playing field with their international counterparts and present their works to audiences both nationally and internationally. 49 groups participated, 36 of which were music ensembles and 13 were performing arts groups.

NFT Workshop: Creator Conversion Project CEA, in collaboration with the Thai Digital Asset Association, organized online workshops for personnel in creative industries in 4 sectors, namely photography, digital arts, character design, and music, to share fundamental knowledge of NFT (Non-Fungible Token). The participants learned the processes of creating NFTs, managing and keeping digital assets safe, and selling products in the NFT marketplace (OpenSea), a total of 350 participants attended.



CHANGE 2021 : Visual Character Arts

The project, aiming to generate income and expand business by creating new characters that strike a chord with consumers, was held from March to June 2021. The participants consisted of character creators, illustrators, cartoonists, painters, artists, creative entrepreneurs, and general creators. All received in-depth training to create new characters that meet commercial needs. There were a total of 250 participants. 29 novel characters were selected and developed into various merchandise sold on Happening And Friends. In addition, more than 100 characters from the project could be commercially developed into mascots or presenters for businesses or organizations. This project was a pilot for the creative community’s revenue generation in the future.



CHANGE x2

The matchmaking project created value-added businesses through design thinking, supplemented by 3Rs, namely Rethink, Re-Purpose, and Regenerate. It brought together 30 pairs of “entrepreneurs” and “creators” from 15 provinces across the North, Northeast, and the South. By mixing different businesses, each pair jointly developed a new business model and tangible source of income that combined creativity and the uniqueness of each area. Activities, which ran from April to July 2021, included a design thinking workshop and consultation on the business model and financial model, branding and storytelling, and online marketing. In addition, Online Showcase & Talk was held on 30 - 31 August 2021.



CHANGE by CEA : Launchpad Showcase

An online exhibition of the products by creative entrepreneurs and designers, held from 8 May to 31 July 2021 during the Bangkok Design Festival 2021, showcased the imaginations of three designers: Moreover, Praphart Rasinanont, and Party/Space/Design, who created three exhibition booths displaying products from the business development activities under CHANGE by CEA in 2020. Viewers were able to view the products of various brands in the exhibition piece by piece and scan the QR code to place an order. They could also download a photo of their favorite exhibition backdrop and edit themselves into the photo.

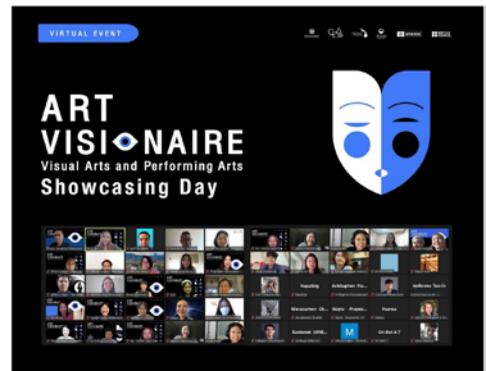
Promotion of policies/ measures propelling Thailand's film industry

CEA, as the secretary of the Creative Economy Policy Committee, promotes policies/ measures that benefit foreign filmmakers in order to propel Thailand's film industry. The Agency organizes brainstorming sessions with representatives from several relevant agencies, gathering opinions, issues, and challenges to develop policy recommendations that will drive the film industry. CEA will continue to push and propel Thailand's film industry in 2022.



The Standard POP Live Special : Creative Weekend

In conjunction with The Standard Pop, CEA hosted an online forum with 30 influential people who drive the industries to explore the possibilities and next steps of the Thai creative industries, as well as to crack the code of international success. The forum took place on 13 - 15 August 2021.



Art Visionaire

In collaboration with the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the British Council, CEA conducted "Art Visionaire", a capacity-building pilot project for people in creative industries, especially those in the fields of visual arts and performing arts. In this project, international and Thai experts shared their knowledge and experiences with the participants, helping them toward developing a world-class art and cultural management approach and moving the national creative economy forward.



Creative Business Consultation Program

To comply with the COVID-19 prevention measures, the program provided online business consultation to 156 participants from April to August 2021. In addition, a seminar with 250 participants was held both online and on-site between 27 and 28 March 2021, strictly in compliance with the prevention measures.

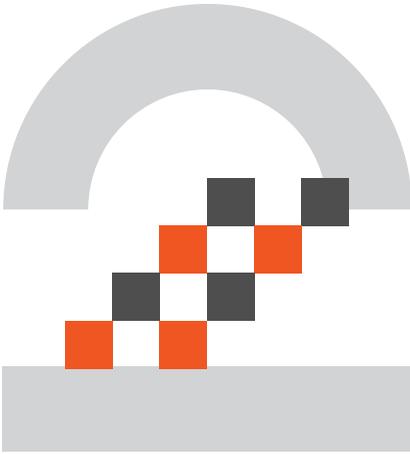
Capability development of community-based entrepreneurs in Chiang Mai and the Northern region

CEA Chiang Mai implemented various activities to develop the capabilities of creative entrepreneurs and businesses such as the Loang Him Kao Handicraft Community Project showcasing works of entrepreneurs and artisans, in-depth consultation on marketing and creative businesses for Northern business entrepreneurs, a lecture titled “Creative Business Tutor”, a discussion forum on the topic of “Culinary Heritage & Sustainable Gastronomy: Redefining the Opportunity in the New Reality” to enhance the service design (in the food category), and A Day of Eco Valley Talk: a discussion forum to share tourism experiences, and Food Stylist Workshop, etc.



Capability development of community-based entrepreneurs in Khon Kaen and the Northeastern region

CEA Khon Kaen implemented various activities to develop the capabilities of creative entrepreneurs and businesses such as adding value to food from cultural capital in Culinary Heritage & Sustainable Gastronomy: Redefining the Opportunity in the New Reality), a seminar to develop the business potential to survive the economic crisis through a design thinking process, lectures on creating value-added knowledge in creative food businesses from cultural capital, and Molam Crossover Project: an incubation activity to create opportunities for the Molam industry with creativity and design thinking, resulting in 7 prototypes that are new possibilities for Molam, a local Isan industry.



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.



Thailand Creative District Network (TCDN) expansion in

30 areas
across
25 provinces
nationwide

Over



+ 1,021 million baht

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

Three creative festivals were organized:



1. Chiang Mai Design Week 2020

Chiang Mai Design Week (CMDW) 2020 was held on 5 - 13 December 2020 with the theme "Stay Safe, Stay Alive" to showcase the capabilities of creative businesses in various sectors throughout the North. Over 300 creative entrepreneurs and creators from the North, Bangkok, and other parts of the world exhibited their products, and more than 105,000 people visited the festival. The event had 6,094,417 views across five different social media platforms: YouTube, Google, Facebook, Instagram, and the CMDW official website (<http://chiangmaidesignweek.com>). CMDW generated up to 493.70 million baht in economic value.



2. Bangkok Design Week 2021

Bangkok Design Week (BKDDW) 2021 ran from 8 May to 31 July 2021, online and offline, featuring five main events in more than 60 exhibition zones across four creative districts: Charoenkrung - Talat Noi, Ari - Pradipat, Thonglor - Ekkamai and Samyan, with the theme “Resurgence of Possibilities”. BKDDW attracted 748 exhibitors and 214,405 visitors, generating an economic value of up to 219 million baht.



bangkokdesignweek.com | @BKKDesignWeek

BANGKOK DESIGN WEEK 2021

8 May - 31 July

RESURGENCE OF POSSIBILITIES

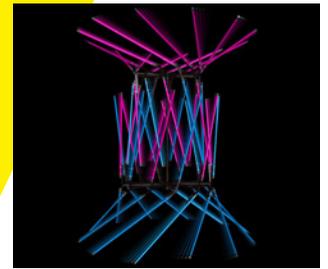
Goes Online!
Dates Extended for You
to Visit the Festival

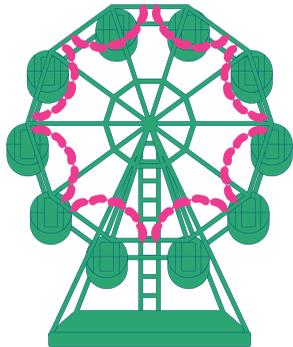
ก้าวไกลไปกับเทศกาลดีไซน์

ปรับสู่ออนไลน์ และขยายเวลาจัดงานในพื้นที่

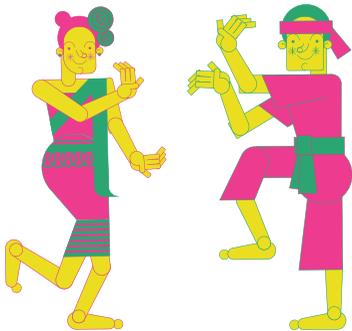
World Design Weeks

CEA TDCD





3. Isan Creative Festival 2021



Isan Creative Festival (ISANCF) 2021 was held in two main areas of Khon Kaen Province, namely the Srichan creative district and CEA Khon Kaen in Kangsadan, during 9 July - 15 August 2021. Under the theme "Isan Crossing", nine activities were conducted with co-organizers from 36 public and private agencies, educational institutions, international organizations, and 242 designers and creative businesses. A total of 151,594 people participated in the festival. The Facebook pages of TCDC Khon Kaen and Isan Creative Festival were accessed 2,669,234 times, Instagram 16,000 times, and through influencers 110,635 times. ISANCF generated up to 309.79 million baht in economic value.

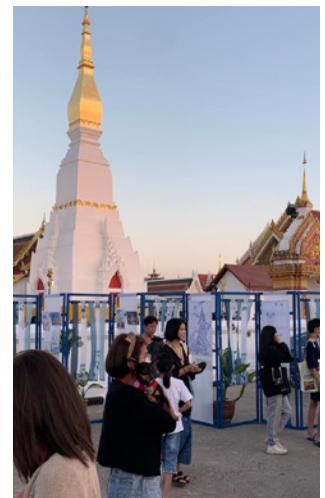
Thailand Creative District Network (TCDN)

CEA creates a platform for every province in Thailand with potential and assets that can be further developed, as well as local people who are ready and confident that their area, community, neighborhood, or city can be transformed into a unique creative district. Creativity is used to identify strengths, add value to existing local assets and culture, and improve the quality of life while ensuring inclusive participation from all sectors. This process will lead up to a “collaboration network” between neighborhoods and between cities, pushing the provinces to become “creative cities” on the world map.

In 2021, CEA established collaboration agreements with network agencies. The success level and criteria were set based on the grouping and level of the area being developed into a creative district. The following 57 areas in 28 provinces nationwide were selected:



- North** Chiang Rai | Chiang Mai | Nan | Phayao | Lamphun | Uttaradit | Prae
- Central** Bangkok | Nakhon Pathom | Phichit | Suphan Buri | Sukhothai
- East-West** Rayong | Sa Kaeo
- Northeast** Khon Kaen | Nakhon Ratchasima | Roi Et | Loei | Sakon Nakhon | Ubon Ratchathani | Sisaket
- South** Nakhon Si Thammarat | Pattani | Phuket | Songkhla





4 model creative districts

CEA developed four model creative districts in Chang Mai, Chiang Mai; Srirachan, Khon Kaen; Charoenkrung, Bangkok; and Ari - Pradipat, Bangkok, as well as a database of businesses in all four of these creative districts.



7 potential creative cities

CEA partnered with network agencies to develop seven cities: Phrae, Uttaradit, Phichit, Roi Et, Sisaket, Sa Kaeo, and Phuket. The partnerships aim to establish creative districts in these cities that attract tourists and investment with the framework of Thailand Creative District Network (TCDN). At present, a total of 22 cities are being promoted and developed for the establishment of creative districts.



UNESCO Creative Cities Network

CEA collaborated with the Designated Areas for Sustainable Tourism Administration (Public Organization) to develop creative cities in provinces wishing to apply for the UNESCO Creative Cities Network (UCCN), which are Sukhothai, Nan, Suphan Buri, Nakhon Pathom, and Phetchaburi. Bangkok and Sukhothai have been chosen to join the UCCN. CEA is working with Chiang Rai to apply for the UCCN in 2022.

Creative People

Human resource development towards a creative economy

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



The number of service users and activity participants in the creative business incubation centers in central and regional areas:

347,352



The number of times creative economy knowledge is accessed and applied in business development and quality of life improvement through offline and online media:

1,865,840



Launch of TCDC COMMONS at Seacon Square

CEA, in collaboration with Seacon Development Public Company Limited, launched TCDC COMMONS Seacon Square on 1 July 2021 and held a press conference in November. Aimed to be a comprehensive learning hub specializing in creative food, the facility targets food enthusiasts as well as businesses and shops looking for new ideas and directions in their operations. In this 200-square-meters area located in the MUNx2 section, 3rd floor, Seacon Square Srinakarin, a variety of services are available, including a specialized library, space for food experiments, kitchen equipment borrowing, exhibitions, and rotating activities throughout the year.



Establishment of 7 creative business incubation centers



CEA added seven new miniTCDC LINKs online in 2021 (compared to the original target of five) consisting of:

1. Thapra Palace Library, Silpakorn University
2. Sanamchandra Palace Library, Silpakorn University
3. Phetchaburi Information Technology Campus Library, Silpakorn University
4. Maejo University
5. Chiang Mai Rajabhat University
6. Rajamangala University of Technology Tawan-ok Chanthaburi Campus
7. Nawa College Nakhon Phanom University

Currently, CEA has a total of 50 online and offline incubation centers, namely CEA Bangkok, Chiang Mai, Khon Kaen, TCDC COMMONS, AIS D.C. at Emporium, and miniTCDC - the network of educational institutions (45 locations in 27 provinces).

Knowledge transfer through exhibitions and activities



Thai x Israeli: LIFE UNDER COVID

The exhibition was digitally archived and published online via the Google Arts & Culture website on 18 November 2020.



Solar Land

The exhibition took place at TCDC Bangkok between 8 October and 27 December 2020, and was digitally stored. It was published online on the Google Arts & Culture website on 15 July 2021.



The Beauty of Exchanging Gifts in Japan

The exhibition was held at TCDC Bangkok during 18 March - 25 April 2021.

Open Space @TCDC

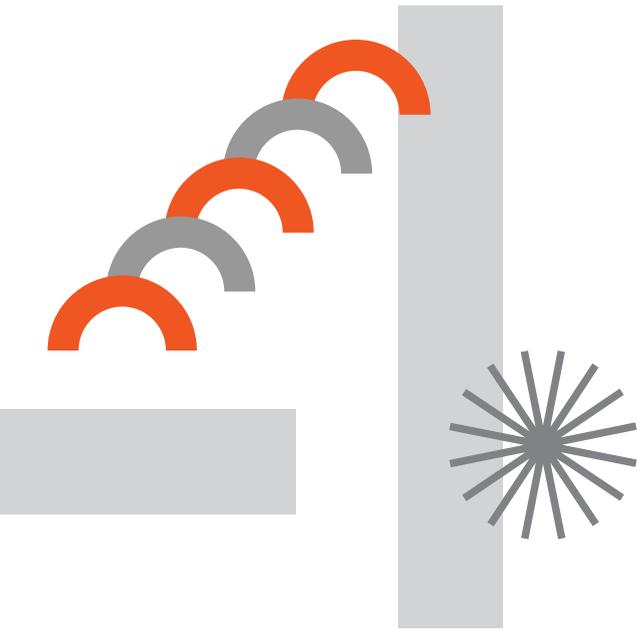


Through this project, CEA offered creative space at TCDC Bangkok for the public to organize activities and exhibits, free of charge, to encourage creative people to show off their abilities. Nine activities were held between March - August 2021, including

“**TRANSFORM**”: creative works of art made of leftover fabric were displayed during 22 June - 25 July 2021.

“**MINI-D Showcase: “On The Road” Collection**”: a concrete model exhibit was held during 22 June - 25 July 2021.

“**Tai-Thai**”: an acrylic painting exhibition of everyday items took place during 22 June - 29 August 2021.



Creative Economy Database

Information and communications development to strengthen Thailand's creative industries

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

114,257 people

accessing knowledge via online and offline channels to develop and expand creative businesses,

an increase of 114.26%



Creative Information Center and Thailand Creative Index

CEA prepares and manages the Creative Information Center, as well as develops the Thailand Creative Index by collecting data on economic value, entrepreneurs, juristic persons, and laborers with analysis by sector. Related government agencies, educational institutions, and private companies can access and use the data to formulate policies and strategies to enhance the creative industries and benefit the country. The data are available on <https://data.cea.or.th> and CEA's online media.





CEA OUTLOOK

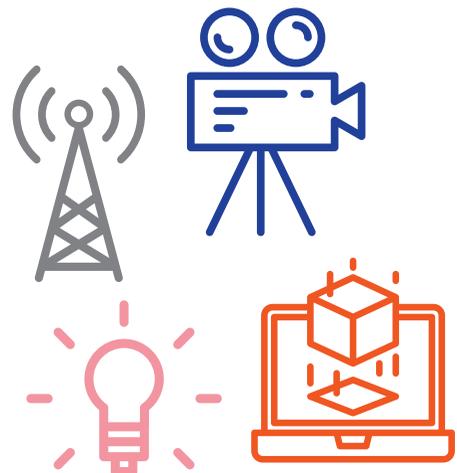
CEA created content to disseminate draft creative industry development plans in two issues of the **CEA OUTLOOK**:

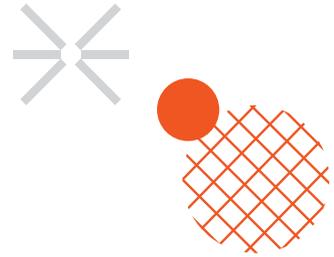
The **CEA OUTLOOK (July - December 2020)** titled **“Thailand’s Music Industry”** presents studies and interesting issues from the development plan of the music industry, along with relevant references. The content covers a wide range of topics, including the Thailand Creative Index, an overview of the domestic and international music industries, and successful case studies. CEA believes that a deep understanding of relevant factors will lead to further development of the music industry, which will contribute to the Thai economy.

The **CEA OUTLOOK (January - June 2021)** titled **“Thailand’s Visual Arts Industry”** presents studies and compelling issues from the development plan of the visual arts industry, along with relevant references, recommendations on the measures that should be implemented to formulate a strategic plan that is in line with national policy, which will contribute to the Thai economy.

4 creative industry development plans

CEA prepares creative industry development plans for four sectors in the creative content and media category: 1. Film and Video, 2. Publishing, 3. Broadcasting, and 4. Software (Game and Animation). This is to study the potential and capabilities of entrepreneurs in the creative industries in each sector to inform appropriate and effective promotion measures, which will be used to formulate a strategic/ action plan in line with government policies, the 20-year National Strategy and the 12th National Economic and Social Development Plan (2017 - 2021). CEA pushes for the implementation of development plans in a tangible manner, which will benefit entrepreneurs in the aforementioned industries in the future.





CEA Online Academy

The online learning and skills enhancement center upsills and reskills learners through interesting courses. With a total enrollment of 28,905, six new courses were developed, which include:

NFT MASTER CLASS
: the guide for CREATOR
ก้าวแรกนักสร้างสรรค์ สร้างรายได้ อย่างมืออาชีพในวงการ NFT

ลงทะเบียนเรียนได้ทาง
CEA ONLINE ACADEMY
[HTTPS://ACADEMY.CEA.OR.TH](https://academy.cea.or.th)

NFT MasterClass : The Guide for CREATOR

a fundamental course for Non-Fungible Token (NFT), which is trending among creators worldwide. The course covers market introduction, trading procedures, valuation, and creative work copyright. Its goal is to provide Thai artists and creators with the knowledge and understanding they need to sell their work on the market.

THE POSSIBILITY OF JOBS
ทุกความเป็นไปได้ เกิดจากส่วนประกอบ ที่คุณเลือกเอง

พบกับคอร์สออนไลน์พร้อมสิทธิ์ ที่รวบรวมส่วนผสม หลากหลายสาขาดี ลู่ความเป็นไปได้ ในสายงานสร้างสรรค์

ลงทะเบียนเรียน **WS**
academy.cea.or.th

Creative Career 2021 : The Possibility of Jobs

10 online courses designed to give students access to the necessary knowledge and skills to prepare them for future study and careers in the creative industries.

LAUNCHPAD 2021
คอร์สออนไลน์เตรียมความพร้อม ด้านธุรกิจ ก่อนออกสู่สังเวียนธุรกิจ

Launchpad 2021

an online course aimed at improving the business skills necessary in today's world, covering business expansion opportunities, business negotiation, and e-commerce expansion, facilitated by speakers from leading organizations.

Knowledge development, collection, and dissemination

CEA develops and collects knowledge about creative economy development through the Creative Thailand project, in which it presents interesting examples of how creativity can be applied 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. The content, on the other hand, remains consistent with a core theme for each issue that covers a wide range of topics.

2. Khao Jai Kid - a pocketbook that compiles the online content of *Creative Thailand* magazine throughout 2021. It demonstrates how creativity can be applied to various sciences such as history, communications, nature, and technology, among others, and includes interesting case studies that can be applied in real life in different situations.

3. TREND 2022: READY SET GO - an e-book that provides an update on the 2022 trend roundup to give readers a global outlook in the face of present and future challenges. 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.



Databases supporting creative businesses

CEA creates content and knowledge on various creative industries, in breadth and depth, and compiles it into databases that are widely accessible to entrepreneurs, designers, students, and the general public through various channels. The information, which supports creative businesses, is useful and appropriate for SMEs at all stages, from startup to established. This also applies to community-based entrepreneurs. In 2021, the body of knowledge relevant and beneficial to entrepreneurs was further developed in depth. The database system structure was also improved to support the front end. The databases are

Thai Designer and Entrepreneur Archive Database

Thai Material Database

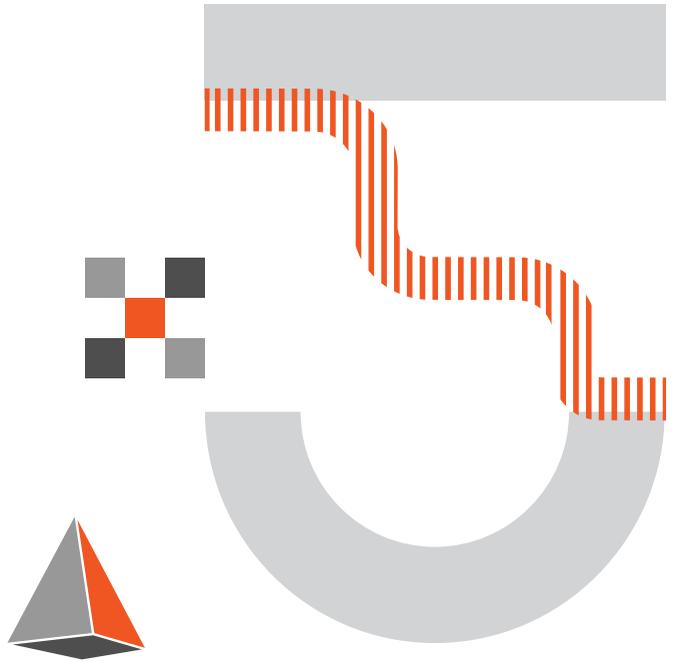
Database of four creative districts: Chang Moi, Chiang Mai; Srichan, Khon Kaen; Charoenkrung, Bangkok; and Ari - Pradipat, Bangkok

Creative Thailand Content Database

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 2021, 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, with examples that include:

Signed a Memorandum of Understanding (MOU) with six associations, one organization, and two educational institutions to support the development of creative industries in each sector: 1. Publishers and Booksellers Association of Thailand (PUBAT), 2. Advertising Association of Thailand (AAT), 3. Association of Siamese Architects under Royal Patronage (ASA), 4. Thai Animation and Computer Graphics Association (TACGA), 5. Contemporary Arts and Culture Industry Promotion Trade Association (CAPT), 6. Thai Game Software Industry Association (TGA), 7. Thailand Development Research Institute (TDRI), 8. College of Creative Industry, Srinakharinwirot University (CCI by SWU), and 9. Bangkok University.

Participated in an interview with Ms. Milena Dragjicevic Sestic, a UNESCO expert in support of a UNESCO research project on promoting Thailand's creative industries.

Delivered two video clips: 1. CEA Vaccine 2020 Project: Sound of the City & CEA Live House and 2. Get to Know 'Creative Economy Agency' of Thailand, which would be featured in the virtual exhibition titled "Creative Economy for Sustainable Development: Let's Connect!" at the invitation of the Indonesian government.

Became a member of the Asia Creative & Innovation Channel (ACIC), a collaboration between six organizations across Asia, led by Knowledge Capital Association, a Japanese knowledge and innovation organization, aimed as a platform to showcase outstanding Asian culture, innovation, and creativity across various industries including arts, culture, startups, and more, with video streaming from regularly participating agencies distributed on ACIC and participating agencies' online platforms.





E-Office

CEA employs three electronic office systems (e-Office): 1. electronic document system, 2. electronic personnel system, and 3. electronic management system. The systems enable staff to work electronically, which is especially useful for staff and operations officers working from home during the COVID-19 pandemic. It also helps to reduce office costs.

Towards an agile organization

CEA has in place a human resource management system that includes performance indicators, professional competencies, task management competencies, annual performance appraisal, and a compensation structure. Rules, regulations, and criteria have been prepared to correspond to modern organizational administration practices.

Training and workshops for personnel



All personnel of the Agency receive regular professional, operational, and other related training. As a result, they have the competencies and ability to work efficiently in accordance with the Agency's new roles and missions. Essential training sessions include:

Government procurement, finance, internal audit system, and personnel management training

Procurement and Budget Management training held on 27 April 2021 online to educate personnel at all levels

Helpful courses for improving service skills and learning such as how to use tools such as Google Workspace, Google Sheets, etc.

Work happiness and work ethics training

Government Chief Information Officer (GCIO) training



94.94 = A level points

ITA assessment: A

In the Integrity and Transparency Assessment (ITA) for the fiscal year 2021, CEA received 94.94 points, ranking in the A level.

08

PERFORMANCE OF CEA'S MISSION OBJECTIVES FOR THE FISCAL YEAR 2021

Projects	Outputs	Units	Amount	
			Targets	Results
Strategic Issue 1: Creative businesses Capability development for creative entrepreneurs and businesses				
(1) Product and service quality development (Provincial capability development for community-based entrepreneurs)	1. The number of community-based entrepreneurs and small and medium-sized enterprises who are nurtured and supported in-depth in product development/packaging and services (Activity 1 Service Design to develop entrepreneurs)	Person	60	78
	2. The number of community-based entrepreneurs and small and medium-sized enterprises who are nurtured and supported in-depth in product development/packaging and services (Product Development Incubation)	Person	60	145
	3. The number of community-based entrepreneurs and small and medium-sized enterprises who are nurtured and supported in-depth in product development/packaging and services (Basic Marketing Workshop for 4-5 star community-based entrepreneurs or SMEs with products ready to distribute)	Person	60	63



Projects	Outputs	Units	Amount	
			Targets	Results
	4. The number of community-based entrepreneurs and small and medium-sized enterprises who are nurtured and supported in-depth in product development/packaging and services (Train the Trainer: training provided to designers on designing products for the community)	Person	60	667
	5. The number of community-based entrepreneurs and small and medium-sized enterprises who receive knowledge transfer in business, design thinking, and craftsmanship techniques (Product Development Training)	Person	600	736
(2) Quality development projects for product and service standards (Grand Master: capability development of crafts producers to reach excellence)	1. Crafts standards at each level	Set	1	1
	2. Crafts producers who are measured according to craft standards at each level	Person	40	60
	3. People who recognize the craft standards	Person	80,000	86,494
(3) Quality development projects for product and service standards (Global OTOP: small community enterprise development to improve creative local products to meet international standards)	1. Community enterprises/community-based entrepreneurs who are trained and enter the process of selecting potential products	Person	100	-
	2. Small community entrepreneurs with local products who receive consultation from specialized experts	Person	50	-
	3. Local products that are developed into creative products with international standards	Product	10	-

Projects	Outputs	Units	Amount	
			Targets	Results
(4) Creation and development of early-stage enterprises (Business Design Thinking for New Entrepreneurs)	1. New entrepreneurs who are trained in design thinking	Person	200	406
	2. New entrepreneurs who are nurtured and supported in designing creative businesses	Person	20	30
(5) Development of enterprises into modern business (Capability development of enterprises through value-added business using design thinking)	1. Entrepreneurs who receive knowledge transfer in creative business	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 or services/ brands	Person	60	60
(6) Capability development for creative entrepreneurs and personnel to support the Eastern Economic Corridor	1. The number of students who are trained in design thinking and the number of entrepreneurs whose capabilities and businesses are developed	Person	300	100
	2. The number of entrepreneurs who receive consultation from experts in business development and adjustment	Person	30	10
	3. The number of entrepreneurs whose products or packaging are developed	Person	3	-
(7) Development of creative economy knowledge centers to provide creative capital to citizens	1. Users who benefit and receive satisfaction from the creative business incubation centers, both on physical and digital platforms	Percentage	80	86

Projects	Outputs	Units	Amount	
			Targets	Results
	2. The number of service users and activity participants in the creative business incubation centers in central and regional areas	Person	155,000	347,352
	3. 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	7

Strategic Issue 2:**Creative places**

Development of creative districts and supporting mechanisms

(8) Creative district development and promotion

1. Creative districts	District	4	4
2. Database of businesses in creative districts	District	3	4
3. Creative Festival held to promote creative districts	Time	1	1
4. Creative districts are further developed under the UNESCO Creative Cities Network	District	1	1

(9) Storytelling to Branding

1. Increase in areas developed to be the creative city	District	5	7
2. The number of provinces that use their cultural capital in storytelling to develop branding (6 provinces are ongoing work from 2020)	Province	6	7

Projects	Outputs	Units	Amount	
			Targets	Results
	3. The number of provinces that conduct district prototype testing in conjunction with the partner network	District	1	4
(10) Creative Thailand Expo 2021	1. Creative Thailand Expo	Time	1	1
(11) Expansion of the creative industries and health tourism services with high potential (Creative Festival to promote creative businesses in the upper North)	1. Design Festival	Festival	1	1
	2. The number of participants and those who access information both online and offline	Person	100,000	105,411
(12) Promotion and development of cultural tourism (Isan Creative Festival)	1. The number of visitors and those who access creative economy knowledge both online and offline	Person	200,000	3,451,108
	2. The number of creative entrepreneurs who are nurtured and supported in-depth in product and service development	Person	150	452
	3. The number of communities and creative groups participating in the Creative Festival	Person	200	323



Strategic Issue 3:

Creative people

Enhancement of creativity and related skills among Thai people

(13) Preparing young people for careers in entrepreneurship

(Building youths' entrepreneurial skills with design thinking and technology application)

1. The number of students who are prepared to become young creative entrepreneurs

Person 1,500 1,757

Projects	Outputs	Units	Amount	
			Targets	Results
(14) Raising awareness of the creative economy and the role of the Creative Economy Agency	1. Videos or advertising materials providing knowledge and understanding of the principles of the creative economy	Video	6	2
	 2. The number of followers/ reach of the public relations materials among SMEs and creative business entrepreneurs through traditional media such as television, publications, radio, etc., and on-line media such as websites and social media	Million times	15	39,2754
Strategic Issue 4: Creative economy database Information and communications development to strengthen Thailand's creative industries				
(15) Online/ offline service provision and support system for SMEs (Creative business support database for the fiscal year 2021)	1. The number of SMEs, community-based entrepreneurs, creative entrepreneurs, and interested individuals who can access the knowledge through online and offline channels and can apply it in their creative businesses	Person	100,000	114,257
(16) CEA Online Academy and courses aimed to develop the capabilities of personnel and entrepreneurs in the creative industries	1. The number of online learning platforms	Platform	1	1
	2. The number of people who enroll in the CEA Online Academy	Person	30,000	28,905
	3. The number of courses aimed to develop the capabilities of personnel and entrepreneurs in the creative industries	Course	2	6
(17) Creative Industry development plan by sector, media group, and creative content	1. Draft creative industry development plan by sector	Plan	4	4

Projects	Outputs	Units	Amount	
			Targets	Results
Strategic Issue 5: High performance organization Capability development for CEA as a principal organization driving Thailand's creative economy				
(18) Personnel development of the Creative Economy Agency for the fiscal year 2021	1. All staff and operations officers attend at least 1 training to increase core proficiency and/ or increase operational knowledge	Person	88	88
	2. At least 50% of staff and operations officers attend at least 1 basic or specialized course or seminar	Percentage	50	100
(19) Networking and monitoring of the Creative Economy Agency's achievements in the promotion of the creative economy for the fiscal year 2021	1. Report on the findings of socioeconomic valuations from CEA's operations in accordance with the missions and key indicator targets	Report	1	1
	2. Report on the assessment of the annual operations plan's implementation and the benefits and satisfaction of service users	Report	1	1
	3. Report on the assessment of the key programs' implementation for the fiscal year 2021			
	3.1 Creative economy action plan phase 1 (2020 - 2022) 3.2 Creative industry development plan by sector	Report Report	1 1	1 1
(20) Enhancement of support services and management of IT systems and physical resources	1. Overall satisfaction of IT service users	Percentage	80	86
	2. IT systems must be available for service	Percentage	95	100
	3. The percentage of an increase in people accessing activities or online systems	Percentage	5	Decrease by 33.25%
	4. Office paper costs decrease from the fiscal year 2020	THB	80,250	37,450



CEA'S MAIN MISSION ANALYSIS REPORT FOR THE FISCAL YEAR 2021

CEA's Action Plan : An Analysis of Outputs in the 2021 Fiscal Year

Total disbursement and obligations set out in the Action Plan for the Fiscal Year 2021 (excluding accruals) amounted to THB 328,500,938. This figure represents 86 percent of CEA's total budget in the Action Plan, and is 14 percent lower than the target of THB 384,141,500. Due to the impact of the COVID-19 pandemic, which began in December 2020 and persists up to the present, CEA has adjusted the

format of activities and content creation by shifting to online platforms and thereby reduced operational costs. It should be noted that the lower costs should not be considered to be indicative of a reduction of service delivery and achievements, which has remained consistent in spite of the necessary operational changes.

Total Budget	Expenditure						Balance	
	Disbursement		Obligations		Total			
	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage
384,141,500	212,373,351	55	116,127,587	30	328,500,938	86	55,640,562	14

Unit: THB

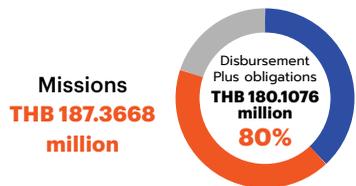
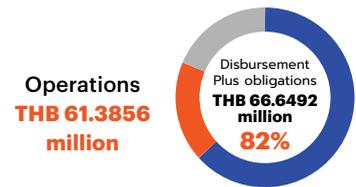
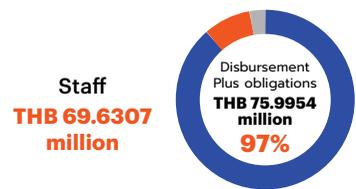
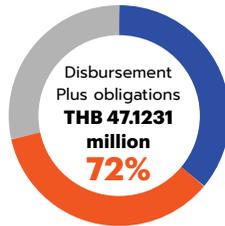
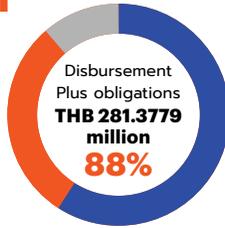
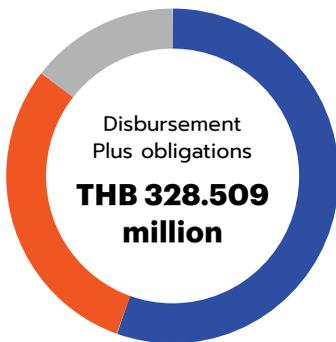
Financial Operations Report Fiscal Year 2021

Action Plan Fiscal Year 2021 Approved Budget: THB 384.1415 million	Budget	Off-budget
	THB 318.3831 million	THB 65.7584 million

Financial operations as of 30 September 2021

Disbursement plus obligations

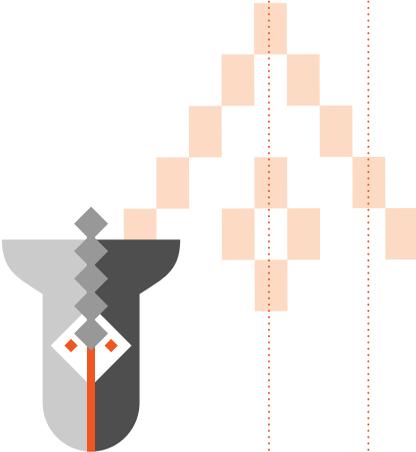
THB 328.509 million



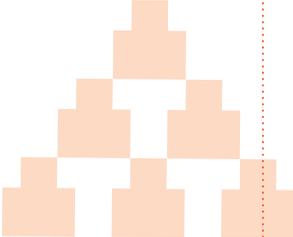
Accounting for **86%**
Outstanding balance
THB 55.6405 million (14%)

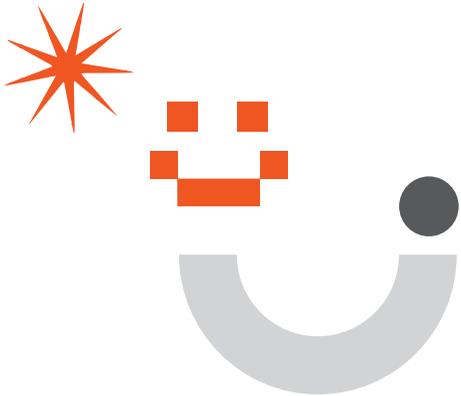
■ Disbursement ■ Obligations

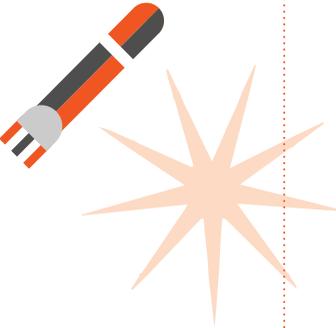
Total budget	Approved budget	Disbursement target		Disbursement plus obligations		Balance	
		Government	CEA Plan	THB	%	THB	%
1. Staff	78,147,700	86%	100%	75,995,359	97%	2,152,341	3%
2. Operations	81,727,500		100%	66,649,229	82%	15,078,271	18%
3. Missions	224,266,300		100%	180,107,562	80%	44,158,738	20%
Total	384,141,500	86%	100%	328,500,938	86%	55,640,562	14%

Goals and Indicators	Units	Plan - Performance		
		Targets	Results	Details
<p>1) The number of entrepreneurs nurtured and supported and able to apply this knowledge to develop their businesses</p> 	Person	6,000	7,464	<p>1. Activities to nurture and support entrepreneurs in creative industries by sector focusing on the CEA's Action Plan, at both the central and provincial levels, on both online and offline platforms with 7,464 participants. Key activities are listed below:</p>
				<p>CEA Khon Kaen: 917 participants through activities such as adding value to food with cultural capital (Culinary Heritage & Sustainable Gastronomy: Redefining the Opportunity in the New Reality)/ Seminar: Developing business potential to survive the economic crisis through a design process/ Lecture on creating value-added creative food businesses using cultural capital/ In-depth incubation to develop lunch menus in the Lunch & Learn Project/ Molam Crossover Workshop, etc.</p>
				<p>CEA Chiang Mai: 579 participants through activities such as showcasing works of entrepreneurs and artisans in the Loang Him Kao Handicraft Community Project/ In-depth consultation on marketing and creative businesses for Northern business entrepreneurs/ Lectures: Creative Business Tutor/ Discussion to enhance the service quality of tourism businesses in the North using service design (food) on the topic of "Culinary Heritage & Sustainable Gastronomy: Redefining the Opportunity in the New Reality)/ Seminar to share tourism experiences titled "A Day of Eco Valley Talk"/ Workshops such as "Food Stylist Workshop", etc.</p>

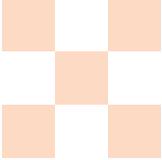
Goals and Indicators	Units	Plan - Performance		
		Targets	Results	Details
				CHANGE 2021: Visual Character Arts to develop businesses, products, and packaging for 250 new entrepreneurs
				Seminar to develop business potential to survive the economic crisis through a design thinking process with 300 participants
				CHANGE x2: conducting design thinking workshops by pairing 150 entrepreneurs and creative into 75 pairs from 15 provinces
				Online business consultation program: 240 participants
				Enhancing products/ services of creative entrepreneurs: 120 businesses
				CONNECT by CEA: 212 participants
				Young Designer Club (YDC) to stimulate learning and prepare students to become young creators: 169 participants
				Two courses to develop the capacity of personnel and entrepreneurs in the creative industries: 4,451 participants (accumulated members: 27,293), namely 1. Launchpad 2021 via online with 312 participants and 2. Over 40 online courses with 4,132 participants such as Basic Projection Mapping, NFT MasterClass: The Guide for CREATOR, etc.

Goals and Indicators	Units	Plan - Performance		
		Targets	Results	Details
				<p>2. Activities with related creative industry networks such as a meeting on proposals to drive forward the film industry in Thailand through mobilizing ideas to move forward the film industry in Thailand on 18 March 2021. Ten government and private organizations participated in the discussion/ Worked with the Bangkok International Performing Arts Meeting (BIPAM) to organize a workshop on copyright ownership in performing arts between 25 and 26 March 2021 with 45 participants/ Worked with BIPAM to organize a discussion on “Performing Arts Lab for Tomorrow” on 26 March 2021 participated by 12 organizations involved in driving forward contemporary theatrical arts in Thailand, including government agencies, private sector and civil society/ Non-Fungible Token (NFT) knowledge transfer workshop participated by creative industry workers under the Creative Industries activities with the goal of supporting market access, raising awareness of the NFT market (OpenSea), learning the process of building an NFT, and build skills in managing and keeping digital assets safe, targeting 150 creative artists with basic NFT background.</p>
				<p>3. Dissemination of creative knowledge that supports the development of Thai businesses through online channels: 102,745 participants</p>



Goals and Indicators	Units	Plan - Performance		
		Targets	Results	Details
<p>2) The number of newly established creative business incubation centers using both physical and digital platforms</p> 	Center	5	7	<p>Established 7 miniTCDC LINK on a digital platform as follows:</p> <ol style="list-style-type: none"> 1. Thapra Palace Library, Silpakorn University 2. Sanamchandra Palace Library, Silpakorn University 3. Phetchaburi Information Technology Campus Library, Silpakorn University 4. Maejo University 5. Chiang Mai Rajabhat University 6. Rajamangala University of Technology Tawan-ok Chanthaburi Campus 7. Nawa College Nakhon Phanom University <p>Currently, CEA has a total of 50 incubation centers both onsite and digital platforms, namely CEA Bangkok, Chiang Mai, Khon Kaen, AIS D.C. Emporium, TCDC COMMONS at Seacon Square, and miniTCDC - the network of educational institutions (45 locations in 27 provinces).</p>

Goals and Indicators	Units	Plan - Performance		
		Targets	Results	Details
<p>3) The number of creative business incubation center users in both central and regional areas</p>	Person	200,000	246,120	<p>The number of users of the incubation centers at CEA Bangkok, Chiang Mai, Khon Kaen, miniTCDC, and AIS D.C. Emporium totaled 246,120 or 123% of the plan. Service was accessed online 3,814,086 times.</p> <hr/> <p>TCDC COMMONS at Seacon Square was launched on 1 July 2021.</p>

Goals and Indicators	Units	Plan - Performance		
		Targets	Results	Details
<p>4) The number of creative industries databases</p> 	Sector	4	4	<p>The creative industries development plan was developed for 4 sectors in Creative Content/ Media:</p> <ol style="list-style-type: none"> 1. Film and video 2. Publishing 3. Broadcasting 4. Software (games and animation) <p>Data was collected on gross value added, the number of entrepreneurs/ workers, the number of educational institutions, the curricula, and students of the educational institutions that offer courses in related fields. The data can be reached via data.cea.or.th.</p>

Goals and Indicators	Units	Plan - Performance		
		Targets	Results	Details
<p>5) The number of areas established as creative districts</p>	District (Total 22)	7	7	<p>Cooperations were made with network agencies to promote the development of areas in 7 provinces, namely Phrae, Uttaradit, Phichit, Roi Et, Sisaket, Sa Kaeo, and Phuket, to become creative districts that attract tourists and investment according to the guidelines of the Thailand Creative District Network (TCDN).</p>



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FINANCIAL ANALYSIS REPORT FINANCIAL STATEMENT FOR THE FISCAL YEAR 2021

*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 2021

			(Unit: Baht)
	Note	2021	2020
Asset			
Current Assets			
Cash and Cash Equivalents	5	217,395,541.68	161,497,430.83
Short-Term Receivables	6	2,353,622.71	2,712,695.09
Short-Term Investment	7	80,000,000.00	100,000,000.00
Inventories		51,514.77	80,047.71
Other Current Assets	8	1,987,834.25	3,519,399.00
Total Current Assets		301,788,513.41	267,809,572.63
Non-Current Assets			
Long-Term Receivables	9	28,842,642.87	30,627,385.87
Property and Equipment Net	10	291,030,041.07	339,369,426.19
Intangible Assets Net	11	10,589,171.50	10,850,311.27
Total Non-Current Assets		330,461,855.44	380,847,123.33
Total Asset		632,250,368.85	648,656,695.96

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 2021

(Unit: Baht)

	Note	2021	2020
Liabilities			
Current Liabilities			
Trade Payables		22,809,596.33	20,448,728.50
Short-Term Payable	12	12,396,485.75	23,252,741.79
Short-Term Deposits	13	4,085,111.28	3,038,877.80
Other Current Liabilities	14	599,685.61	813,776.99
Total Current Liabilities		39,890,878.97	47,554,125.08
Non-Current Liabilities			
Long-Term Deposits	15	7,344,136.11	9,138,219.95
Provisional Long-Term Liabilities	16	47,919,069.00	45,442,590.00
Deferred Income	17	40,830.94	89,610.74
Total Non-Current Liabilities		55,304,036.05	54,670,420.69
Total Liabilities		95,194,915.02	102,224,545.77
Net Assets/Capital			
Capital		695,335,056.85	695,335,056.85
Income higher (lower) than the accumulated expense		(158,279,603.02)	(148,902,906.66)
Total Net Assets/Capital		537,055,453.83	546,432,150.19
Total Liabilities and Net Assets/Capital		632,250,368.85	648,656,695.96

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 2021

	Note	2021	2020
(Unit: Baht)			
Income			
Income from Central Budget	20	318,383,100.00	280,836,500.00
Income from the Products and Services	21	4,790,846.44	9,383,448.25
Income from Grant and Donation	22	41,123,192.80	54,132,721.36
Other Income	23	1,440,747.33	2,575,940.93
Total Income		<u>365,737,886.57</u>	<u>346,928,610.54</u>
Expenses			
Personnel Expenses	24	83,303,220.72	74,157,374.39
Gratuities and Pension	25	-	1,306,690.00
Operating Costs	26	226,538,014.35	267,400,603.84
Material Cost	27	1,502,569.56	3,571,817.92
Utility Costs	28	7,730,209.30	10,091,481.24
Depreciation and Amortization	29	56,040,489.00	58,351,788.09
Other Expenses	30	80.00	98,991.92
Total Expenses		<u>375,114,582.93</u>	<u>414,978,747.40</u>
Income higher (lower) than the net expense		<u>(9,376,696.36)</u>	<u>(68,050,136.86)</u>

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 2021

(Unit: Baht)

Note	Capital	Income Higher / (Lower) than Accumulated Expenses	Total Assets/Capital
Balance as of 30 September 2019	695,335,056.85	(80,852,769.80)	614,482,287.05
Income Higher (Lower) than the Expense During the Period	-	(68,050,136.86)	(68,050,136.86)
Balance as of 30 September 2020	695,335,056.85	(148,902,906.66)	546,432,150.19
Income Higher (Lower) than the Expense During the Period	-	(9,376,696.36)	(9,376,696.36)
Balance as of 30 September 2021	695,335,056.85	(158,279,603.02)	537,055,453.83

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 2021

	(Unit: Baht)	
	2021	2020
Cash Flow from Operating Activities		
Income Higher (Lower) than the Net Expenses	(9,376,696.36)	(68,050,136.86)
Adjustment to Net Cash Flow Balance from Operating Activities		
Depreciation	55,635,995.73	56,923,092.38
Amortization of Intangible Assets	404,493.27	1,428,695.71
Gain from Asset Donations	(56,669.80)	(48,779.80)
Gain from Interest Incomes	(1,106,090.98)	(2,105,913.33)
Gratuities for Resignation and Retirement	2,849,479.00	4,292,925.00
Adjustment of Construction in Progress to Cash	-	1,435,277.40
Durable Articles Costing Lower than Criteria	7,890.00	-
Loss from Computer Software Retirement	80.00	-
Income Higher (Lower) than the Expense from Operating Before the Adjustment in Asset and Liability from Operating Operating Assets (Increase) Decrease	48,358,480.86	(6,124,839.50)
Short-Term Receivables (Increase) Decrease	277,505.89	3,793,333.23
Inventories (Increase) Decrease	28,532.94	(10,116.83)
Short-Term Investment (Increase) Decrease	20,000,000.00	-
Other Current Assets (Increase) Decrease	1,531,564.75	3,824,408.89
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 2021

	(Unit: Baht)	
	2021	2020
Operating Liability Increase (Decrease)		
Trade Account Payable Increase (Decrease)	2,360,867.83	15,155,606.67
Short-Term Payables (Decrease)	(10,856,256.04)	10,814,541.80
Short-Term Deposits (Decrease)	1,046,233.48	(199,718.46)
Other Current Liabilities (Decrease)	(214,091.38)	(142,190.62)
Long-Term Deposits (Decrease)	(1,794,083.84)	789,819.95
Gratuities for Resignation and Retirement in Cash	(373,000.00)	(1,306,690.00)
Cash Interest Received from Saving Bank Account	1,187,657.47	2,344,611.11
Net Cash Received (Spent) from Operating Activities	63,338,154.96	28,938,766.24
Net Cash Flows Used from Investing Activities		
Cash in Short-Term Investment		(20,000,000.00)
Cash in Buying Durable Goods	(2,571,610.61)	(16,726,138.04)
Cash in Construction in Progress	(4,725,000.00)	-
Cash in Buying Intangible Assets	(143,433.50)	(10,426,080.00)
Net Cash Flows in Investing Activities	(7,440,044.11)	(47,152,218.04)
Net Cash and Cash Equivalents Increase (Decrease)	55,898,110.85	(18,213,451.80)
Cash and Cash Equivalents at the Beginning of The Period	161,497,430.83	179,710,882.63
Cash and Cash Equivalents at the End of The Period	217,395,541.68	161,497,430.83

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 2021

Note	Contents
1	General Information
2	Basis of Preparation of the Financial Statements
3	New Government Accounting Standards and Policies
4	Summary of Significant Accounting Policies
5	Cash and Cash Equivalent Items
6	Other Short-Term Receivable
7	Short-Term Investment
8	Other Current Assets
9	Other Long-Term Receivable
10	Property and Equipment
11	Intangible Assets
12	Other Short-Term Payable
13	Short-Term Deposit
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16	Provisional Gratuities for Resignation and Retirement
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18	Obligations
19	Contingent Liabilities
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Creative Economy Agency (Public Organization)
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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 creative 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.

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 the principles and policies of the Ministry of Finance's public sector accounting standards and public sector accounting policy. The format of financial report complies with the public sector accounting standards 1 on presentation of financial statements and the comptroller general department's letter no. MOF 0410.3/C357 dated 15 August 2018.

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

Note 3 New Government Accounting Standards and Policies

The new government accounting standards and policies are applicable to the present year and in the future

- 1) Public sector accounting standards 9—revenue from exchange transactions, effective 1 October 2019
- 2) Public sector accounting standards 23—revenue from non-exchange transactions, effective 1 October 2020
- 3) Public sector accounting manual on property, plant, and equipment, dated 29 January 2019

The agency's executives believe that government accounting standards and the government accounting policy mentioned above, will not cause any significant impact on the agency's financial statement.

Presentation format of financial statements of public sectors which is effective in the future.

The Ministry of Finance has indicated the principles and methods to prepare the annual financial report for public sector organizations to comply in the accounting period of 2021 onwards, according to the Ministry of Finance's 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.

Note 4 Summary of Significant Accounting Policies

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

4.1 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 is considered short-term investment.

4.2 Other short-term receivables include

- internal receivables which occur when the agency's staff 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.

- 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.

Note 4 Summary of Significant Accounting Policies (Continued)

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

4.4 Inventories are recorded at their cost or net realizable value basis depending on whichever is the lower. The cost of inventories is calculated by first-in, first-out method.

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

4.6 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
Vehicles and Transport	5

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

4.7 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 Rate per Year (Percentage)</u>
Computer Software	3

4.8 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.

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

4.9 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.

4.10 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.

Note 4 Summary of Significant Accounting Policies (Continued)

4.11 Revenue 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.

4.12 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 difference occurs from cash payment or as 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 previous accounting period.

4.13 Expense is recorded when an expense occurs.

Note 5 Cash and Cash Equivalents

	(Unit: Baht)	
	2021	2020
Cash		
Cash on Hand-Income	19,000.00	19,000.00
Bank Deposits		
Saving Deposit-National Budget	161,794,689.21	107,799,728.43
Saving Deposit-Income	55,581,852.47	53,678,702.40
Total Cash and cash equivalents	217,395,541.68	161,497,430.83

Note 6 Other Short-Term Receivable

	(Unit: Baht)	
	2021	2020
Accrued Revenue	353,477.64	758,058.53
Accrued Interest	213,670.07	295,236.56
Loans from Budget	1,426,475.00	848,300.00
Loans from Outside Budget	360,000.00	811,100.00
Total Other Short-Term Receivables	2,353,622.71	2,712,695.09

Loans are categorized by the due date as follow:

	(Unit: Baht)		
	Not yet due payment and receipt submission	Overdue payment and receipt submission	Total
Loans from Budget			
2021	1,426,475.00	-	1,426,475.00
2020	848,300.00	-	848,300.00
Loans from outside Budget			
2021	360,000.00	-	360,000.00
2020	811,100.00	-	811,100.00

Note 7 Short-Term Investment

	(Unit: Baht)	
	2021	2020
6-Month Fixed Deposit Account	80,000,000.00	100,000,000.00
Total Short-Term Investment	<u>80,000,000.00</u>	<u>100,000,000.00</u>

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

Note 8 Other Current Assets

	(Unit: Baht)	
	2021	2020
Prepaid Expenses	1,550,564.82	1,561,989.62
Prepaid Expenses (Awaiting Inspection)	437,269.43	1,957,409.38
Total Other Current Assets	<u>1,987,834.25</u>	<u>3,519,399.00</u>

Advance payment (awaiting inspection) amount 437,269.43 is the expense for journal and magazine subscriptions that have lead time before printing and delivery. Once the Agency receives all journals and magazines as agreed, it will perform inspection and acceptance.

Note 9 Long-Term Receivable

	(Unit: Baht)	
	2021	2020
Advance Payment of Construction	-	1,857,600.00
Advance Payment - Long-Term	2,368,600.98	2,295,743.98
Other Receivables - Third Parties	26,474,041.89	26,474,041.89
Total Long-Term Receivable	<u>28,842,642.87</u>	<u>30,627,385.87</u>

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 letter from the Revenue Department, therefore, the aforementioned amount has not yet been transferred to the Creative Economy Agency (Public Organization).

Note 10 Property, Plant, and Equipment (Net)

	Balance as of 1 Oct 2020	Increased during the period	Decreased during the period	(Unit: Baht) Balance as of 30 Sep 2021
Cost Price				
Buildings	123,385,239.97	-	-	123,385,239.97
Renovation	299,503,713.03	-	-	299,503,713.03
Total Buildings	422,888,953.00	-	-	422,888,953.00
Office Equipment	56,974,872.96	32,100.00	-	57,006,972.96
Electrical and Radio Equipment	34,477,841.06	286,551.10	-	34,764,392.16
Advertising and Distribution Equipment	43,147,147.62	977,752.40	-	44,124,900.02
Inspection Equipment	9,630.00	-	-	9,630.00
Science and Medical Equipment	9,800.00	-	-	9,800.00
Computer Equipment	35,805,727.21	443,782.50	-	36,249,509.71
Education Equipment	24,946,828.68	831,424.61	-	25,778,253.29
Housework, Kitchen Work Equipment	921,196.59	-	-	921,196.59
Music Equipment	749,452.00	-	-	749,452.00
Other Equipment	98,949.32	-	-	98,949.32
Construction in Progress	-	4,725,000.00	-	4,725,000.00
Total equipment	197,141,445.44	7,296,610.61	-	204,438,056.05
Total Property, Plant, and Equipment	620,030,398.44	7,296,610.61	-	627,327,009.05

Note 10 Property, Plant, and Equipment (Net) (Continued)

Accumulated Depreciation

Buildings	26,804,305.67	6,169,261.76		32,973,567.43
Renovation	100,518,369.10	29,950,371.20		130,468,740.30
Total Buildings	127,322,674.77	36,119,632.96	-	163,442,307.73
Office Equipment	43,435,730.98	5,374,875.78		48,810,606.76
Electrical And Radio Equipment	24,253,646.14	3,934,671.72		28,188,317.86
Advertising And Distribution				
Equipment	31,764,213.22	6,164,683.39		37,928,896.61
Inspection Equipment	5,529.42	1,925.80		7,455.22
Science and Medical Equipment	9,799.00	-		9,799.00
Computer Equipment	31,321,363.88	2,218,079.46		33,539,443.34
Education Equipment	20,965,345.25	1,742,811.95		22,708,157.20
Housework, Kitchen Work				
Equipment	766,808.24	59,525.61		826,333.85
Music Equipment	749,446.00	-		749,446.00
Other Equipment	66,415.35	19,789.06		86,204.41
Total Accumulated				
Depreciation - Equipment	153,338,297.48	19,516,362.77	-	172,854,660.25
Total Accumulated Depreciation	280,660,972.25	55,635,995.73	-	336,296,967.98
Property, Plant, and Equipment (Net)	339,369,426.19			291,030,041.07
Depreciation	56,923,092.38			55,635,995.73

Note 11 Intangible Assets

	Balance as of 1 Oct 2020	Increased during the period	Decreased during the period	(Unit: Baht) Balance as of 30 Sep 2021
Cost Price				
Computer Software	10,848,610.96	143,433.50	1,490,028.50	9,502,015.96
Developing Software	10,426,080.00	-	-	10,426,080.00
Total Intangible Assets	21,274,690.96	143,433.50	1,490,028.50	19,928,095.96
Accumulated Amortization				
Computer Software	10,424,379.69	404,493.27	1,489,948.50	9,338,924.46
Total Accumulated				
Amortization	10,424,379.69	404,493.27	1,489,948.50	9,338,924.46
Intangible Assets (Net)	10,850,311.27			10,589,171.50
Amortization	1,428,695.71			404,493.27

Note 12 Other Short-Term Payable

	(Unit: Baht)	
	2021	2020
Accrued Utility Fee	788,273.68	1,664,911.79
Accrued Vouchers	1,560,297.27	1,098,562.01
Withholding Income Tax to Be Submitted – PND. 1	351,816.27	311,445.84
Withholding Income Tax to Be Submitted – PND. 3	19,705.00	49,627.90
Withholding Income Tax to Be Submitted – PND. 53	179,079.47	225,292.30
Accrued VAT	139,188.48	134,451.09
VAT Not Yet Due	3,148.60	15,698.22
Accrued Audit Fee – Third Parties	150,000.00	120,000.00
Other Expenses – Third Parties	9,204,976.98	19,632,752.64
Total Short-Term Payable	<u>12,396,485.75</u>	<u>23,252,741.79</u>

Note 13 Short-Term Deposit

	(Unit: Baht)	
	2021	2020
Contract Deposit	3,683,903.28	3,038,877.80
Retention Deposit	401,208.00	-
Total Short-term Deposit	<u>4085111.28</u>	<u>3,038,877.80</u>

Note 14 Other Current Liabilities

	(Unit: Baht)	
	2021	2020
Deferred Income from Membership	489,539.11	807,176.02
Deferred Income from Online Membership	11,484.51	2,099.97
Other Deferred Income	98,661.99	4,501.00
Total Other Current Liabilities	<u>599,685.61</u>	<u>813,766.99</u>

Note 15 Long-Term Deposits

	(Unit: Baht)	
	2021	2020
Contract Deposit	4,523,336.11	6,317,419.95
Retention Deposit	2,820,800.00	2,820,800.00
Total Long-Term Deposits	7,344,136.11	9,138,219.95

Note 16 Provisional Gratuities for Resignation and Retirement

	(Unit: Baht)	
	2021	2020
Provisional Pension for Resignation and Retirement as of 30 September 2020	45,442,590.00	42,456,355.00
<u>Add</u> Expenses Recorded in the Statement of Financial Performance	2,849,479.00	4,292,925.00
<u>Deduct</u> Employee Benefit Paid during the Period	(373,000.00)	(1,306,690.00)
Total Provisional Pension for Resignation and Retirement as of 30 September 2020	47,919,069.00	45,442,590.00

Note 17 Deferred Income

	2021	2020
Donated Assets (Transferred from OKMD)	89,610.74	138,390.54
<u>Deduct</u> Recorded Income from Donations	48,779.80	48,779.80
Deferred Income Balance	40,830.94	89,610.74

Note 18 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 2021 and 2020, as follows

	2021	2020
Less than One-Year Period	32,395,509.64	26,879,472.76
One to Three-Year Period	32,242,355.64	53,620,377.52
Total	<u>64,637,865.28</u>	<u>80,499,850.28</u>

(Unit: Baht)

- Capital Commitments

	2021	2020
Less Than One-Year Period	12,384,000.00	12,384,000.00
Total	<u>12,384,000.00</u>	<u>12,384,000.00</u>

(Unit: Baht)

- Obligation under Procurement and other Service Agreements

As of 30 September 2021, and 2020, the agency has obligations arising from agreements for procurement of parcels and other services classified nu the contract period, as follows

	2021	2020
Less Than One-Year Period	57,892,266.41	24,249,077.88
Total	<u>57,892,266.41</u>	<u>24,249,077.88</u>

(Unit: Baht)

Note 19 Contingent Liabilities

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, and CEA has paid in advance THB 1,857,600.00, totaling THB 58,273,600.00. The remaining in the eighth installment is THB 10,526,400.00 (THB 12,384,000.00 – 1,857,600.00). 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 mediation 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 mediation for both parties to listen to the Central Administrative Court's opinion regarding the authority between courts. The Central Administrative Court agreed with Southern Bangkok Civil Court that this case is an administrative court which is under the jurisdiction of 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, with the Administrative Court form, 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 20 Income from The National Budget

	(Unit: Baht)	
	2021	2020
Income from Grant	318,383,100.00	280,836,500.00
Total Income from The National Budget	318,383,100.00	280,836,500.00

The agency received a grant from the government in the amount of THB 318,383,100.00 in fiscal year 2021: the first installment was THB 159,191,800.00 on 29 October 2020; the second installment was THB 79,595,500.00 on 7 April 2021; the third installment was THB 26,698,600.00 on 5 July 2021; and the fourth installment was THB 52,897,200.00 on 13 August 2021.

Note 21 Income from Sales and Services

	(Unit: Baht)	
	2021	2020
Income from Agency Services	497,774.08	6,686,039.71
Income from Membership Fees	1,788,799.37	2,557,221.62
Income from Projects	2,504,272.99	140,186.92
Total Income from Sales and Services	4,790,846.44	9,383,448.25

Note 22 Income from Other Grant and Donation

	(Unit: Baht)	
	2021	2020
Income from Project Grants	41,066,523.00	54,083,941.56
Donations	56,669.80	48,779.80
Total Income from Other Grant and Donation	41,123,192.80	54,132,721.36

Note 23 Other Income

	(Unit: Baht)	
	2021	2020
Interest on Deposits from Financial Institutions	1,106,090.98	2,105,913.33
Fine	233,412.00	93,623.65
Other Income	101,244.35	376,403.95
Total Other Income	1,440,747.33	2,575,940.93

Note 24 Personnel Expense

	(Unit: Baht)	
	2021	2020
Staff Salary	66,043,170.11	57,939,423.72
Annual Rewards	4,993,949.00	4,331,182.70
Position Allowance	60,000.00	214,400.00
Gratuities for Persons Receiving Full Salary	1,047,920.00	925,000.00
Death Benefit	-	15,000.00

Note 24 Personnel Expense (Continued)

	(Unit: Baht)	
	2021	2020
Insurance Premiums	217,484.71	216,912.00
Life Insurance	1,655,392.00	1,354,753.00
Provident Fund Contributions	4,310,480.20	3,842,607.28
Child Education Allowance	99,933.75	108,500.00
Maternity Allowance	10,000.00	30,000.00
Medical Allowance for Employees and Families	1,504,200.75	1,867,475.20
Flexible Benefit Expense	511,211.20	325,885.49
Gratuities for Resignation and Retirement	2,849,479.00	2,986,235.00
Total Personnel Expenses	83,303,220.72	74,157,374.39

Note 25 Gratuities and Pensions

	(Unit: Baht)	
	2021	2020
Layoff Payments	-	1,306,690.00
Total Gratuities and Pensions	-	1,306,690.00

Note 26 Operational Costs

	(Unit: Baht)	
	2021	2020
Training Costs	11,800.00	1,157,452.550
Travel Expenses (Domestic)	1,322,015.51	2,056,813.47
Travel Expenses (International)	-	333,565.60
Repair and Maintenance	5,311,887.64	6,339,819.79
Service Fee	138,101,468.57	164,826,867.10
Fees	343,634.06	250,256.04
Consultation Fee	18,041,882.76	10,791,250.14
Insurance Premiums	801,730.61	645,796.37

Note 26 Operational Costs (Continued)

	(Unit: Baht)	
	2021	2020
Meeting Pensions	1,847,109.64	1,490,635.00
Gifts/Souvenirs	632,896.25	41,109.00
Rental Fee of Immovable Property	35,160,075.08	43,612,798.37
Rental Fee of Assets	2,109,988.35	3,093,344.12
Audit Fees	150,000.00	150,000.00
Advertising and Print Media Fees	9,937,635.59	7,667,551.95
Purchase of Book, Media, Journals and Magazines	4,204,450.06	6,431,216.98
Expense of Activities	7,869,972.72	17,820,311.95
Other Expenses	691,467.51	691,815.46
Total Operational Costs	<u>226,538,014.35</u>	<u>267,400,603.84</u>

Note 27 Material Cost

	(Unit: Baht)	
	2021	2020
Office Supplies	267,683.19	346,273.16
Housework, Kitchen Work Materials	346,758.58	810,326.67
Electrical Equipment	19,206.50	2,190.00
Other Materials	234,562.39	167,530.86
Fuel Costs	143,221.30	183,773.80
Durable Articles Costing Lower Than Criteria	491,137.60	2,061,723.43
Total Material Cost	<u>1,502,569.56</u>	<u>3,571,817.92</u>

Note 28 Utility Costs

	(Unit: Baht)	
	2021	2020
Electricity Charges	6,380,320.59	8,399,945.13
Water Supply	124,009.94	124,908.37
Telephone Fees	229,358.77	254,211.74
Internet Fee	926,727.00	1,020,444.00
Post and Telegraph Service Fees	69,793.00	291,972.00
Total Utility costs	<u>7,730,209.30</u>	<u>10,091,481.24</u>

Note 29 Depreciation and Amortization

	(Unit: Baht)	
	2021	2020
Depreciation - Office Building	6,161,934.98	5,575,475.55
Depreciation - Construction	7,326.78	7,326.79
Depreciation - Components of Lease Assets	29,950,371.20	29,950,371.20
Depreciation - Office Hardware	5,374,875.78	5,133,526.24
Depreciation - Electrical and Radio Equipment	3,934,671.72	3,644,682.24
Depreciation - Advertising and Publishing Equipment	6,164,683.39	6,201,978.72
Depreciation - Educational Equipment	1,742,811.95	1,931,986.76
Depreciation - Housework, Kitchen Hardware	59,525.61	59,722.26
Depreciation - Computers	2,218,079.46	4,396,205.75
Depreciation - Science and Medical Supplies	-	102.02
Depreciation - Surveying	1,925.80	1,925.80
Depreciation - Other Hardware	19,789.06	19,789.05
Total	55,635,995.73	56,923,092.38
Amortization - Computer Software	404,493.27	1,428,695.71
Total Depreciation and Amortization	56,040,489.00	58,351,788.09

Note 30 Other Expenses

	(Unit: Baht)	
	2021	2020
Loss from Foreign Currency Exchange		98,991.92
Loss from Disposal of Damaged Assets—Deterioration, Dismantling	80.00	-
Total Other Expense	80.00	98,991.92

Note 31 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 staff transferred from the Office of Management and Development. The provident fund invests in registered TISCO Master Pooled Fund with the following details:

Note 31 Provident Fund (Continued)

1. The agency requires that its staff 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 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 3 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 employed by the agency.

11

AUDIT COMMITTEE'S REPORT FOR THE FISCAL YEAR 2021

Audit Committee's Report For the Fiscal Year 2021

As the Audit Committee was appointed by the Board of Director of the Creative Economy Agency (CEA) through the Board's Order No. 07/ 2019 dated 23 May 2019, the Audit Committee has performed its duties and responsibilities with caution, prudence, and sufficient independence in accordance with the Rules of the Ministry of Finance on Internal Audit Guidelines for Government Agencies Amendment (No. 3) B.E. 2564, Regulation of the Board of Director on Internal Audit B.E. 2562, and the Audit Committee Charter approved by the Board of Directors. The Audit Committee is tasked to report its performance at least once a year to the Board of Directors.

In the fiscal year 2021, six Audit Committee meetings were held, all of which were attended by every member of the Audit Committee. The meetings prioritized the sufficiency and appropriateness of the internal control system within the CEA; compliance with the relevant laws, rules, and regulation; accuracy and completeness of documents; and value for money as well as giving comments or suggestions that are beneficial to CEA. The results of the Audit Committee can be summarized for the fiscal year 2021 as follows:

1. Review of financial reports

The Audit Committee has reviewed the financial report of the Creative Economy Agency (Public Organization) for the fiscal year 2020 and financial reports for the first and second quarter of the fiscal year 2021 focusing on the accuracy, completeness, sufficiency, reliability and in accordance with the accounting standards of the government sector and the Public Sector Accounting Policy B.E. 2561. The Audit Committee has reviewed key information in the financial statements and significant issues in the notes to the quarterly and annual financial statements of CEA to ensure that the financial reports include adequate disclosure of information in the notes to the financial statements.

The Audit Committee has met with the Director to ensure that the Audit Committee's opinions would be applied to improve CEA's operation. Furthermore, the Audit Committee has called a meeting and considered the audit results with an external auditor. The external auditor has conducted financial reporting showing the financial accounting as of 30 September 2020, financial performance, statement of changes in net assets/ equity, and cash flow, which are of appropriate accuracy in significant essence in accordance with the Public Sector Accounting Standards and the Public Sector Account Policy as prescribed by the Ministry of Finance.

2. Supervision of internal audit

2.1 The Audit Committee has considered, reviewed, and approved the annual audit plan and the internal audit operation according to the annual audit plan as well as

reviewed the results of the audit by giving constructive suggestions to ensure good governance and adequate risk management and internal control.

2.2 The Audit Committee has supervised the internal audit operation to ensure independence and efficiency as well as encouraged internal auditors to continually enhance their professional skills and knowledge. The Audit Committee has considered and submitted its opinions to the Board of Directors in appointing and evaluating the performance of internal auditors.

The Audit Committee is of the opinion that the Internal Audit Unit has prepared a manual/ guideline for internal audit operations to continually improve internal auditing to be up to standard.

3. Audit of the Audit Committee

The Audit Committee has reviewed the audit report of the Internal Audit Unit in 5 areas: 1) Financial Audit, 2) Compliance Audit, 3) Management Audit, 4) Operation Audit, and 5) Information Technology Audit, which is in accordance with the annual audit plan of the fiscal year 2021. Material findings have been reviewed to ensure good governance and adequate internal control. Suggestions have been given to improve the efficiency of CEA's operation.

4. Maintaining the quality of the Audit Committee

The Audit Committee has complied with the Charter of the Audit Committee and has reviewed the Audit Committee Charter and the Internal Audit Charter to be in line with the rules prescribed by the Ministry of Finance, including the review of the periodic self-assessment reports in accordance with the guidelines for internal audit quality assurance and improvement stipulated by the Comptroller General's Department.

5. Consideration for proposing the appointment of the external auditor and determining remuneration for the fiscal year 2022

The Audit Committee has considered proposing Thirty-Four Audit Co., Ltd. as the auditor of the Creative Economy Agency (Public Organization) for the fiscal year 2022 and proposed to the Board of Directors to consider appointing Thirty-Four Audit Co., Ltd. as the auditor and determining the audit fee for the fiscal year 2022 at the Board of Directors' Meeting No. 7/ 2021 on 20 July 2021.

In summary, the Audit Committee is of the following opinions:

1. Opinions on risk management and fraud risk management

CEA has established a working group for risk management and internal control with regular reporting to the Board of Directors. A fraud risk management system is being developed to comply with the rules prescribed by the Comptroller General's Department.

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 made suggestions regarding the development of a more robust financial control system and the development of audit tools to enhance efficiency and transparency.

In this regard, the Audit Committee has performed its duties and responsibilities set out in the Creative Economy Promotion Agency's Board of Director Regulation on Internal Audit B.E. 2562 and the Rules of the Ministry of Finance on Internal Audit Guidelines for Government Agencies with caution, prudence, and sufficient independence. Furthermore, the Audit Committee has given 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 2022

**CEA service delivery targets (according to the Budget Expenditure Act)
Expected achievements and benefits: At least 26% increase in earnings of entrepreneurs the creative industries**

Achievements/ Indicators	Budget/ Provisional expenses/ Outputs			
	Units	2020	2021	2022
Total	Million THB	280.8365	318.3831	309.7165
1. Creative business entrepreneurs adopt creative thinking to develop their businesses and increase the competitiveness of their products and services in the global market				
1) The number of entrepreneurs nurtured and supported and able to apply this knowledge to develop their businesses	Person	6,000	6,000	6,500
2) The number of additional creative business incubation centers using both physical and digital platforms	Center	5	5	5
3) The number of creative business incubation center users in both central and regional areas	Person	200,000	200,000	200,000

Achievements/ Indicators	Budget/ Provisional expenses/ Outputs			
	Units	2020	2021	2022
Total	Million THB	280.8365	318.3831	309.7165
4) The number of creative industries database*	Sector	3	4	4
5) The number of additional areas established as creative districts	District	15 (Initial)	7 (Total 22)	8 (Total 30)
6) The percentage of SMEs, creative businesses, startups, and new entrepreneurs who earn increased average income after being supported and nurtured, and applying knowledge to develop their businesses	Percentage	26	26	26
7) The percentage of customer satisfaction and benefits from creative business incubation centers in both physical and digital platforms	Percentage	80	80	80

* The creative industries database comprises 15 sectors, viz: 1) crafts; 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) cultural tourism.

Projects	Budget (Million THB)
Strategic Issue 1: Creative businesses - capability development for creative entrepreneurs and businesses	34.3182
1. Provincial capability development for community-based entrepreneurs	4.2081
2. Community enterprise development and creation of a mechanism to pass on a community identity to create sustainable employment at the international level (Global OTOP)	9.7597
3. Value creation of Thai products from the local economy	6.3582
4. MSMEs Business Transformation Program	6.6877
5. Capability development for creative entrepreneurs and personnel to support the Eastern Economic Corridor	2.5990
6. Readiness program for youths regarding creative business and biodiversity to prepare youths for creative businesses	2.7055
7. Creative Economy Cooperation and CEA's Organizational Assessment for the fiscal year of 2022	2.0000
Strategic Issue 2: Creative places - development of creative districts and supporting mechanisms	60.3146
1. Creative district development and promotion	32.8904
2. Storytelling to Branding project - developing local assets to create brand identities	10.4197
3. Economic potential development of the Northern Economic Corridor (NEC) through value-added tourism from Lanna culture (North)	8.795
4. Isan Creative Festival (Northeast)	8.2095

Projects	Budget (Million THB)
Strategic Issue 3: Creative people - enhancement of creativity and related skills among Thai people	96.6852
1. Development of creative information center to provide creative knowledge to citizens	12.5016
2. Public relations to promote the roles and missions of CEA	3.8658
3. Construction of CEA Songkhla office	80.3178
Strategic Issue 4: Creative economy database - information and communications development to strengthen Thailand's creative industries	32.5665
1. Online/ offline service provision and support system for SMEs for the fiscal year of 2022	13.0550
2. Digital service development to assess the potential of using creativity in business	6.3220
3. Creative Industries Foresight Study	5.0000
4. Creative industry development plans and partnership networking	8.1895
Strategic Issue 5: High performance organization - capability development for CEA as a principal organization driving Thailand's creative economy	15.414
1. CEA's Human Resources development plan for the fiscal year 2022	1.5000
2. Digital skill development for public officials for digital government Phase 1	0.1140
3. CEA's 5-year action plan (2023 - 2027) and organizational development plan according to PMQA 4.0	4.0000
4. Enhancement of support services and management of IT systems and facilities	9.8000



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