

ANNUAL REPORT 2024



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1 MESSAGE FROM THE CHAIRPERSON



Mrs. Atchaka Sibunruang

**Chairperson
Creative Economy Agency**

In 2024, the Creative Economy Agency (Public Organization), or CEA, remained steadfast in its vision of becoming the driving force behind Thailand's creative economy on the global stage. Our operations were closely aligned with the National Strategy, the 13th National Economic and Social Development Plan, and the government's policy to advance Thai Soft Power and strengthen the country's 11 targeted creative culture industries: food, sports, festivals, tourism, music, books, films, games, arts, design, and fashion.

One of CEA's key initiatives this year was the establishment of new Thailand Creative & Design Centers (TCDCs) in 10 provinces across the country. Implemented in collaboration with local public and private sector partners, these centers will be located in Chiang Rai, Nakhon Ratchasima, Pattani, Phitsanulok, Phrae, Phuket, Sisaket, Surin, Uttaradit, and Ubon Ratchathani. The grand opening of the new TCDCs is scheduled for the end of 2025.

This initiative marks a significant step toward expanding services and building a nationwide TCDC network. It not only decentralizes access to creative economy opportunities and knowledge across all regions, but also strengthens local capacity to

develop innovative products and services rooted in cultural identity — driving regional economic growth. It also supports the government's One Family One Soft Power (OFOS) policy, which aims to create 20 million jobs, generate income, and enhance the quality of life for Thai families through the Soft Power process. Looking ahead, CEA is committed to expanding TCDC coverage to more provinces nationwide.

As a member and joint secretary of the National Soft Power Development Committee, CEA continued in 2024 to advance Soft Power initiatives that strengthen the global competitiveness of Thailand's creative industries. One highlight was the debut of Music Exchange, developed in collaboration with the Subcommittee on Music Industry Development. This project assisted 48 Thai artists from various genres in performing at 46 international music festivals in 11 countries while also inviting international festival organizers to experience the vibrancy of Thailand's music scene through domestic festivals — fueling the continued momentum of the Thai Music Wave on the global stage.

Additionally, CEA partnered with three key government agencies — the Department of International Trade Promotion (DITP) under the Ministry of Commerce, the National Innovation Agency (NIA), and the Thailand Convention and Exhibition Bureau (TCEB) — to co-host THACCA SPLASH: Soft Power Forum 2024, Thailand's first international creative culture festival under the theme "Culture as Future." The event aimed to drive the Soft Power policy and establish networks for Thai creative businesses at the international level.



In 2024, CEA implemented projects aligned with the government's OFOS policy and Soft Power strategy, including the establishment of new Thailand Creative & Design Centers in 10 provinces nationwide (New TCDCs), aimed at creating jobs, developing careers, and driving local cultural assets through creativity, as well as the Music Exchange project, which assisted Thai artists and Thailand's music industry in gaining momentum on the global stage.



On behalf of the Board Committee, I would like to express my sincere appreciation to all sectors — public, private, and the creative community — as well as to the people of Thailand, whose creative energy has propelled CEA forward. I truly believe that, by working together, we can boost the competitiveness of Thailand's creative economy, promote sustainable development, and improve the well-being of all Thai people.

2 MESSAGE FROM THE EXECUTIVE DIRECTOR



Mr. Chakrit Pichyangkul

**Executive Director
Creative Economy Agency**

Driving the growth of Thailand's creative economy both nationally and globally — across the dimensions of cities, businesses, and people — remained the strategic focus of the Creative Economy Agency (Public Organization), or CEA, in the fiscal year 2024.

On the creative city development front, CEA continued to host its four flagship design and creativity festivals across the country: Chiang Mai Design Week 2023, Bangkok Design Week 2024, Isan Creative Festival 2024, and Pakk Taii Design Week 2024. These events attracted over 1,104,772 visitors and generated an economic value of THB 3,119.7119 mil-

lion — an increase of THB 1,339.2119 million from the previous year. Beyond generating economic return, the festivals also fostered creative ecosystems and collaborative networks both locally and internationally, driving Thailand's creative cities as desirable places to live, invest, and visit.

In the area of creative industry and talent development, CEA strengthened Thailand's content industry on the global stage through Content Lab 2024, in its second year. The project spanned film, series, and animation, equipping Thai creators with the skills needed to develop their work in line with market demands and compete internationally. This year also marked the debut of the Content Project Market — Thailand's first-ever pitching platform and

marketplace for content — providing creators with an opportunity to present their projects to both domestic and international investors and producers, paving the way for new business opportunities.

In support of creative businesses, CEA launched multiple initiatives to empower entrepreneurs, including CHANGE 2024: Visual Character Arts - Making Merch and Creative Content, CHANGE2: Greater Together, and Global OTOP 2024: The Unveiled Wisdom, alongside regional projects spearheaded by CEA Chiang Mai, CEA Khon Kaen, and CEA Songkhla. These efforts collectively enhanced the capabilities of 10,374 entrepreneurs and increased the average income of SMEs by 30.92%. The aim was to drive high-potential and local businesses forward by adding value through creativity and innovation while simultaneously promoting Thai Soft Power.

CEA also integrated creative business support with Thailand's Soft Power strategy through the launch of Creative House By CEA. This platform, introduced in collaboration with the Cultural Relations Division under the Department of Information of the Ministry of Foreign Affairs, helped Thai entrepreneurs and creators access global markets and employment opportunities. By showcasing their work at Thai Festivals abroad or participating in other activities organized outside of the collaboration with the Department of Information, the platform brought Thai creative talent to the international stage through 11 activities across 10 cities in 8 countries — embodying the vision of propelling Thailand's creative economy from "Local to Global."

A key initiative that reflected CEA's commitment to excellence was the Creative Excellence Awards 2024 (CE Awards 2024), held for the second consecutive year to celebrate outstanding achievements in three categories: Creative City Awards, Creative Business Awards, and Creative Social Impact Awards — with a total of 15 awards recognizing 18 works.

CEA drives Thailand's creative economy through cities, businesses, and people — fostering growth both nationally and globally. This is accomplished through four annual design festivals held in all regions, the ongoing development of the Thai content industry through Content Lab 2024, and the promotion of Thai Soft Power through the Creative House By CEA platform, which connects Thai creators with the international market. Together, these efforts embody the vision of propelling Thailand's creative economy from 'Local to Global.'

This annual award platform highlighted the creative potential of individuals, agencies, and organizations in Thailand, reinforcing our belief that creativity can spark the development of products, services, and initiatives that contribute to sustainable growth for the economy, society, cities, and the nation.

Looking ahead to 2025 — a milestone year marking the 20th anniversary of opening the first TCDC in Bangkok — CEA is preparing to open new TCDCs in 10 provinces to the public. This expansion reflects our continued commitment to decentralizing access to creative opportunities and nurturing the creative potential of Thai people throughout the country. Together, let's grow greater with creativity.

3 ABOUT THE CREATIVE ECONOMY AGENCY



What Is Creativity?

Creativity is the ability to integrate interdisciplinary knowledge and diverse experiences to develop new, valuable, or improved innovations.*



What Is the Creative Economy?

The creative economy drives economic growth by leveraging creativity, knowledge, intellectual property, and research. It builds upon culture, historical foundations, collective societal knowledge, technology, and innovation to generate new businesses, products, and services creating economic value and social benefits.*

*Source: Royal Decree on the Establishment of the Creative Economy Agency (Public Organization) B.E. 2561



From TCDC To CEA

Thailand's commitment to fostering the creative economy, rooted in the belief that collaboration across all sectors drives growth, led to the establishment of the **Creative Economy Agency (Public Organization), or CEA**, on **14 August 2018**. This transition was formalized through the Royal Decree on the Establishment of the Creative Economy Agency (Public Organization) B.E. 2561. CEA evolved from the **Thailand Creative & Design Center (TCDC)**, which first opened its doors to the public on **14 November 2005** with a mission to promote creativity and design as key drivers of innovation and economic development.

CEA Elevates Thailand's Creative Economy Potential

CEA, an agency under the supervision of the Office of the Prime Minister, plays a vital role in driving the creative economy as a central force for the balanced and sustainable development of Thailand's economy. CEA focuses on developing human resources, entrepreneurs, and businesses across various creative industries while fostering a creative ecosystem that promotes collaboration from all sectors. This includes linking knowledge, culture, and the production sectors to promote high-value products and services based on creative concepts. The creative economy not only stimulates economic growth but also enhances human resource potential and strengthens Thailand's competitiveness on the global stage.

15 Branches of the Creative Industries

CEA is tasked with promoting Thailand's creative industries, which encompass 15 branches, grouped into 5 main areas:

Creative Originals

Industries that leverage creativity rooted in cultural foundations and local wisdom include:



Crafts



Music



Performing Arts



Visual Arts

Creative Content/ Media

Industries that produce content or media through creativity include:



Film and Video



Broadcasting



Publishing



Software

Creative Services

Industries that provide creative services include:



Advertising



Design



Architecture

Creative Goods/ Products

Industries that develop products through creativity include:



Fashion
(Ready-to-wear apparel
manufacturing)

Related Industries

Industries that incorporate creativity and culture as part of their business operations include:



Thai Food



Thai Traditional
Medicine



Cultural Tourism

4

VISION, MISSION, AND ACTION PLAN OF
THE CREATIVE ECONOMY AGENCY

Vision

To become a leading government organization that drives and supports Thailand's creative economy on a global scale.

Missions

1

To promote and develop the potential of the creative economy and its supporting factors, driving development and enhancing the economy.

2

To foster and support the growth of creative thinking and innovation for communities, the general public, and educational institutions.

3

To promote and develop environments conducive to creativity, initiate new businesses, and create creative economy districts.

4

To develop entrepreneurs and encourage the adoption of creative thinking processes in product development and innovation, enhancing Thailand's economic competitiveness.

5

To serve as a central hub for collecting and developing data and statistics on the creative economy, supporting policy decision-making, as well as fostering creative thinking and innovation.

6

To promote and coordinate cooperation with government agencies, the private sector, and both domestic and international organizations, facilitating the exchange and application of creative knowledge within Thailand's creative economy.

Budget Linkages in the Creative Economy Agency's Strategic Plan

**National
Strategy
(2023 – 2037)**

National Competitiveness Enhancement

**Master Plans
under
the National
Strategy**

5th Topic
Tourism

6th Topic
Smart City and
Space

8th Topic
Modern Entrepreneurs
and Medium and Small
Enterprises (SMEs)

20th Topic
Public Services
and Public Sector
Efficiency

Target

Increased income for the tourism sector in emerging cities.

Thailand's competitiveness has been enhanced, positioning it as an emerging center of economic and social prosperity across all regions, aimed at distributing the prosperity throughout the country.

Entrepreneurs at all levels are modern entrepreneurs who play a more crucial role in the economic system.

Public services are efficient, of high quality, and well-accepted by users.

Indicator

Emerging city tourism revenue growth exceeds the national average by 5%.

The average GPP growth rate of economic hub cities expands by at least 3.6%.

SMEs' GDP contributes at least 40% of Thailand's GDP.

Public service quality satisfaction is rated at a minimum of 90%.

**Sub-Plans of the
Master Plans
under the
National Strategy**

**Creative Cultural
Tourism**

**Smart City
Development**

**Strengthening Smart
Entrepreneur**

**Public Services
Improvement**

Target

More cities or communities with potential for creative and cultural tourism.

Cities in targeted areas are developed to spread prosperity and minimize disparities across all aspects.

Increased number of new SMEs in Thailand.

Increased number of public services converted to digital formats.

Indicator

At least 15 creative cultural cities and communities have achieved international recognition.

105 smart cities (cumulatively)

A minimum of 15% growth in the number of early-stage SMEs.

60% of all processes that are capable of being digitized have been converted to digital formats.

Budget Linkages in the
Creative Economy Agency’s Strategic Plan

The 13th National Economic and Social Development Plan (2023 - 2027)	Milestone 2 Thailand is a sustainable quality-oriented tourist destination	Milestone 7 Thailand has strong, high-potential, and competitive SMEs	Milestone 8 Thailand has smart cities as well as safe and livable regions with sustainable growth	Milestone 13 Thailand has a modern, efficient, and responsive public sector	
	Indicator and Target	Average annual tourism income from emerging cities increases by 10%	By 2027, SMEs’ contribution increases to 40% of the national GDP, with their exports accounting for 20% of the total.	Income growth per capita in the region is no less than the national average.	Public service satisfaction reaches at least 90%.
Public Policy	Strategies for Enhancing Competitiveness				
	Creative skills incubation centers create 20 million jobs (OFOS)	Driving soft power industries	Exports expansion through foreign policy		
Strategic Plan for Budget Allocation	Strategies for Enhancing Competitiveness				
	Strategic plan to support enhancing competitiveness	Strategic plan to develop smart, livable cities and space	Strategic plan to support SMEs that are strong and competitive	Digital government integration plan	Fundamental plan for enhancing competitiveness
Result	Thai entrepreneurs can use creativity as a tool to develop their businesses and enhance their competitiveness.				
	Indicator	Creative SMEs and new entrepreneurs increase their average income by 26%.			

Budget Linkages in the Creative Economy Agency's Strategic Plan

CEA's Action Plan	CEA's Strategic Topics			
	Empower cultural assets and creative cities	Build creative business competitiveness	Enter the global market	Transform into an agile and creative organization
CEA's Strategic Topic Indicators for 2024	<ol style="list-style-type: none"> Two provinces that have incorporated creative city development into their strategic plan (cumulative count). 1,050 million Baht generated from creative activities at the district level. 60 new commercial products that showcase creativity or local identity. 	<ol style="list-style-type: none"> 26% increase in average income among SMEs, creative businesses, startup enterprises, and new entrepreneurs. 30.80% increase in new creative business entrepreneurs. An additional 6,250 skilled creative workers added to the target industries. 10 new creative business incubation centers in the region successfully established. 	<ol style="list-style-type: none"> 10 creative business networks that have access to international market channels. 50% of entrepreneurs meet the criteria for accessing capital. 	<ol style="list-style-type: none"> One procedure/work system/innovation implemented to increase organizational efficiency. One accounting data set developed to facilitate the disclosure of government data. The confidence level of personnel is rated at 4.5, equivalent to 90%.

5 ORGANIZATIONAL STRUCTURE

BOARD COMMITTEE



Mrs. Atchaka Sibunruang

Chairperson



Mr. Wisit Wisitsora-At

Permanent Secretary
Ministry of Digital
Economy and Society
Board Member



Mr. Vuttikrai Leewiraphan

Permanent Secretary
Ministry of Commerce
Board Member



Mr. Nattapol Rangsitpol

Permanent Secretary
Ministry of Industry
Board Member

**Mr. Danucha Pichayanan**

Secretary-General
National Economic and
Social Development Council
Board Member

**Mrs. Kobkarn
Wattanavrangkul**

Board Member

**Mrs. Karndee Leopairote**

Board Member

**Mr. Kanit Vallayapet**

Board Member

**Mr. Wannachai
Boonbumrung**

Board Member

**Mr. Ake Pattaratanakun**

Board Member

**Mr. Chakrit Pichyangkul**

Board Member
and Secretary

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Creative Economy Agency (Public Organization)

CEA EXECUTIVES**Mr. Chakrit Pichyangkul**

Executive Director

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

Deputy Director

**Ms. Sirion Hrimpranee**Assistant Executive
Director**Ms. Puthasri Samee**Director of
Corporate Development**Mr. Nara Benjabutr**Director of Policy
and Strategic Planning**Mrs. Preyanan Mongkolsri**Director of
Communication
and Marketing



**Mr. Lerchart
Thamtheerasathian**

Director of
Knowledge Development



Mr. Asa Piwkhum

Director of
Business and Innovation
Development



Ms. Pantitra Sinpibul

Director of
Creative City
Development



Ms. Imhathai Kunjina

Director of
Chiang Mai Office



Mr. Saksee Phonsantikul

Director of
Khon Kaen Office



Mr. Karin Kungwankitti

Director of
Songkhla Office



**Mrs. Yuwaree
Pongsasanongkul**

Head of
Internal Audit



Mr. Aphirat Sutantararat

Head of
Information Technology

SUBCOMMITTEES

Audit Committee

1. Mr. Kanit Vallayapet	Chairperson
2. Permanent Secretary of the Ministry of Industry	Committee Member
3. Mr. Napong Sirikantayakul	Committee Member
4. Ms. Fuengfah Thienprapisith	Committee Member
5. Head of Internal Audit	Secretary

Legal Subcommittee

1. Mr. Wannachai Boonbumrung	Chairperson
2. Mr. Narun Popattanachai	Subcommittee Member
3. Mr. Nandana Indananda	Subcommittee Member
4. Mr. Permsin Vichitnak	Subcommittee Member
5. Mr. Bhumindr Butr-indr	Subcommittee Member
6. Ms. Supreeya Kaewla-iad	Subcommittee Member
7. Ms. Saowakon Meesang	Subcommittee Member
8. Mr. Inthaphan Buakeow	Subcommittee Member
9. Ms. Puthasri Samee	Secretary
10. Mr. Sumphan Yimpong	Assistant Secretary

Human Resources Management Subcommittee

1. Mrs. Karndee Leopairote	Chairperson
2. Executive Director of CEA	Vice Chairperson
3. Mr. Patinya Luangtongkum	Subcommittee Member
4. Mrs. Pachreeya Kulanuch	Subcommittee Member
5. Mr. Wittapon Jawjit	Subcommittee Member

Strategic
Planning
Subcommittee

6. Ms. Patcharin Pattanabunpaiboon Representative of the office staff and employees	Subcommittee Member
7. Director of Corporate Development	Subcommittee Member and Secretary
8. Human Resources Senior Officer	Assistant Secretary

1. Mrs. Kobkarn Wattanavrangkul	Chairperson
2. Mr. Kris Nalamlieng	Subcommittee Member
3. Mr. Ake Pattaratanakun	Subcommittee Member
4. Mrs. Silaporn Buasai	Subcommittee Member
5. Mr. Suriyon Thunkijjanukij	Subcommittee Member
6. Executive Director of CEA	Subcommittee Member
7. Director of Policy and Strategic Planning	Secretary
8. Policy and Strategic Planning Senior Officer	Assistant Secretary

Advisors
to the Board
Committee

1. Mr. Nathporn Jatusripitak	Advisor to the Board Committee on Macroeconomics
2. Mr. Petipong Pungbun Na Ayudhya	Advisor to the Board Committee on the Creative Economy
3. Ms. Silaporn Buasai	Advisor to the Board Committee on Public Sector Strategy
4. Mr. Surapong Lertsittichai	Advisor to the Board Committee on Digital Technology

6

BOARD COMMITTEE MEETING ATTENDANCE
FOR THE FISCAL YEAR 2024

No.	Board Committee	Position
01	Mrs. Atchaka Sibunruang	Chairperson
02	Permanent Secretary Ministry of Digital Economy and Society	Board Member
03	Permanent Secretary Ministry of Commerce	Board Member
04	Permanent Secretary Ministry of Industry	Board Member
05	Secretary-General National Economic and Social Development Council	Board Member
06	Mrs. Kobkarn Wattanavrangkul	Board Member
07	Mrs. Karndee Leopairote	Board Member
08	Mr. Kanit Vallayapet	Board Member
09	Mr. Wannachai Boonbumrung	Board Member
10	Mr. Ake Pattaratanakun	Board Member
11	Executive Director of the Creative Economy Agency	Board Member and Secretary

CEA Board Committee Meeting Attendance (persons)

CEA Board Committee Meeting Absence (persons)

Percentage (from a total of 11 persons)

- Summary of CEA board committee meeting attendance for the fiscal year 2024 (October 2023 – September 2024), as of 30 September 2024:

Twelve meetings were held. At least 80% of the board committee members attended 11 meetings, representing a total attendance rate of 92%.

Meeting Time/Date of Meeting

10/2023	11/2023	12/2023	1/2024	2/2024	3/2024	4/2024	5/2024	6/2024	7/2024	8/2024	9/2024
30 Oct 23	28 Nov 23	25 Dec 23	22 Jan 24	27 Feb 24	25 Mar 24	29 Apr 24	27 May 24	24 Jun 24	30 Jul 24	26 Aug 24	30 Sep 24
/	/	/	/	/	/	/	/	/	/	/	/
/	/	/	X	/	/	/	/	/	/	/	/
/	X	X	X	/	/	/	/	X	X	/	/
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/	/	/	/	X	/	/	X	/	/	/	/
/	/	/	/	/	/	/	/	/	/	/	/
11	9	9	7	10	11	11	10	10	10	11	11
0	2	2	4	1	0	0	1	1	1	0	0
100	82	82	64	91	100	100	91	91	91	100	100

7

OVERVIEW OF CEA'S MAIN MISSIONS FOR THE FISCAL YEAR 2024

Projects in Line with CEA's 4 Strategic Issues

Since the fiscal year 2023, CEA has implemented various projects and activities to drive the creative economy under four strategic issues: 1. Empower cultural assets and creative cities, 2. Build creative business competitiveness, 3. Enter the global market, and 4. Transform into an agile and creative organization. Highlights of these projects and activities include the following.



EMPOWER CULTURAL ASSETS AND CREATIVE CITIES

CEA has cultivated creative spaces rooted in the distinct cultural assets of each locale to nurture sustainable growth of creative districts and cities and propel Thailand's creative economy forward. Among the projects undertaken are the following:

Design and Creative Festivals



CEA organizes the annual design and creative festivals, which serve as a crucial platform for promoting the country's creative industries. They are also vital for developing creative districts and stimulating the broader creative economy ecosystem. In fiscal year 2024, the four key festivals generated an economic value exceeding THB 3,119.7119 million.

* CMDW2023, BKKDW2024, ISANCF2024, and PTDW2024 generated an economic value of over

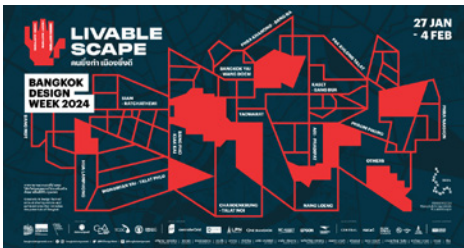
THB 3,119.7119 million.

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**1. Chiang Mai Design Week 2023**

Chiang Mai Design Week 2023 (CMDW2023) took place from 2 to 10 December 2023 in Klang Wiang, Chang Moi - Tha Phae, and across Chiang Mai province under the theme “Transforming Local” aiming to stimulate local economic growth and promote tourism in the northern region. The festival featured over 147 programs from both domestic and international networks. It attracted 181,553 participants and generated an economic value of THB 848 million.

**2. Bangkok Design Week 2024**

Bangkok Design Week 2024 (BKDW2024) was held for the seventh time under the theme “Livable Scape” from 27 January to 4 February 2024. The festival expanded to more than 15 districts throughout Bangkok, including (1) Charoenkrung - Talat Noi, (2) Phra Nakhon, (3) Pak Khlong Talat, (4) Nang Loeng, (5) Yaowarat, (6) Hua Lamphong, (7) Ari - Pradipat, (8) Bang Pho, (9) Wong Wian Yai - Talat Phlu, (10) Kaset - Bang Bua, (11) Phrom Phong, (12) Siam - Ratchathewi, (13) Bangkok Yai - Wang Derm, (14) Phra Khanong - Bang Na, (15) Bang Mot, and other areas. Throughout the 9-day event, the festival offered over 640 programs, attracted 409,445 participants, and generated an economic value of THB 1,250 million for Bangkok.



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3. Isan Creative Festival 2024

Isan Creative Festival 2024 (ISANCF2024) was held for the fourth time under the theme “Sa-on-de | Blending Isan, Building, Growing,” during 29 June - 7 July 2024 in Khon Kaen province. The festival aimed to extract the unique local assets of all 20 provinces in the Northeastern region to experiment and create innovations that support livelihoods and improve people’s quality of life, driving the development of a creative business ecosystem in the region. Throughout the 9-day event, the festival attracted more than 321,772 visitors — the highest attendance compared to all previous editions — and generated an economic value of THB 623.4000 million.



4. Pakk Taii Design Week 2024

Pakk Taii Design Week 2024 (PTDW2024) was held for the second time under the theme “The South’s Turn!” during 17 - 25 August 2024 in Songkhla and Pattani provinces. The festival focused on supporting and developing prominent industries in the Southern region, combining traditional wisdom and cultural foundations while promoting economic growth for local communities. The 9-day event brought together over 240 creative professionals from 14 Southern provinces to create more than 149 programs showcasing the region’s potential. The festival attracted over 191,952 participants and generated an economic value of THB 398.3119 million for the South.



Thailand Creative District Network

In 2024, CEA continues to actively drive creative economy districts throughout Thailand via the Thailand Creative District Network (TCDN), which has been operating since 2020. The initiative aims to promote the potential of districts, cities, and provinces nationwide. TCDN helps each area identify, develop, and build upon cultural assets to create added value and improve quality of life while generating sustainable economic impact through collaboration from all sectors — government, private, and community.

Currently, TCDN has accumulated a network of 33 provinces nationwide.

North Chiang Mai | Chiang Rai | Phayao | Nan | Lamphun | Uttaradit | Phrae | Lampang

Central Bangkok | Sukhothai | Suphan Buri | Nakhon Pathom | Phichit | Phitsanulok

East - West Rayong | Sa Kaeo | Phetchaburi | Chonburi (Pattaya) | Chanthaburi

Northeast Khon Kaen | Loei | Sakon Nakhon | Nakhon Ratchasima | Ubon Ratchathani | Roi Et | Sisaket | Udon Thani

South Nakhon Si Thammarat | Songkhla | Pattani | Phuket | Trang | Phatthalung

This year, CEA has implemented various projects and activities and participated in organizing festivals aimed at promoting creative economies in the local areas of member provinces in the TCDN network throughout the country, such as



- “Route Design and Public Space Usage Activities in Lamphun Province,” where CEA collaborated with public and private sector organizations to support creative festivals in Lamphun province. This has led to the utilization of spaces that connect people and creative businesses in the district, encouraging greater participation in various creative activities.
- “Yok Yan,” organized by CEA in collaboration with Phitsanulok Municipality and CEA Chiang Mai, held from 23 July to 18 August 2024, in Phitsanulok province.
- The “Creative Nakhon Festival 6/2024,” with the theme “Jaan,” was held from 25 to 28 July 2024 in Nakhon Si Thammarat province.
- “Opening the Curtain of Lampang,” organized by CEA in collaboration with Lampang Municipality, the community, and CEA Chiang Mai, held on 27 July, 6 - 8 August, and 14 - 15 September 2024, in Lampang province.
- “Pattani Decoded 2024,” under the theme “Unparalleled,” decoded Pattani’s identity through designs that blend unique cultural heritage with contemporary elements. It was held from 24 August to 1 September 2024 in Pattani province.
- “Sound of Sisaket 2024,” under the theme “Siket Go, Sisaket Go,” was held from 19 to 22 December 2024, in Sisaket province.
- The Train the Maker Program is available in two formats: an online course (8 basic topics) and a practical training program (by area/province) for five areas/provinces: Chanthaburi, Phatthalung, Nakhon Si Thammarat, Sisaket, and Chiang Rai. The training results will be used to develop further plans for creative economy districts.

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Creative Economy Agency (Public Organization)



Thai Creative Cities to Join the UNESCO Creative Cities Network

In addition to promoting creative districts and provinces through the Thailand Creative District Network (TCDN) platform, CEA also supports Thai creative cities in joining the UNESCO Creative Cities Network (UCCN). Currently, seven provinces are UCCN members, including Phuket (Gastronomy), Chiang Mai (Crafts and Folk Art), Bangkok (Design), Sukhothai (Crafts and Folk Art), Phetchaburi (Gastronomy), Suphanburi (Music), and Chiang Rai (Design).

In 2024, CEA helped drive various provinces in their roles as UCCN members, such as co-organizing the “Chiang Rai Sustainable Design Week 2024,” which featured activities to promote Chiang Rai as a livable, investable, and tourist-friendly city while elevating the province’s creative economy, held during 9 - 15 August 2024 in Chiang Rai province. CEA also organized the “Ros Phedri Suki Saiphan” event, featuring the episode “Ros Phedri Mee Dee Yak Uadddd,” which focused on creating a fresh image and raising awareness of Phetchaburi’s local cuisine. The event highlighted local specialties to create added value and economic opportunities. It was held during 18 - 22 September 2024 in Phetchaburi province, among other initiatives.



BUILD CREATIVE BUSINESS COMPETITIVENESS

CEA enhances the capability of entrepreneurs across production and service sectors related to the creative industries, enabling them to leverage knowledge for business development and identify new business opportunities. This initiative aims to boost competitiveness at both domestic and global levels. Additionally, CEA emphasizes elevating the creative skills of Thai people through various knowledge-sharing services, including central and regional creative business incubation centers, diverse exhibitions and activities, the creative economy database, industry-related reports, CEA Online Academy, the Creative Thailand project, and network building to support the creative economy ecosystem.

* The average revenue of SME entrepreneurs increased by

30.92%

* The number of entrepreneurs nurtured, supported, and able to apply the knowledge to develop their businesses

10,374

* The number of creative business incubation center users in both central and regional areas:

402,245
representing **161%**

* The number of people accessing news and knowledge dissemination on the creative economy, activities, and industry entrepreneurs both domestically and internationally

38.03 million

* The number of engagements with creative economy knowledge

832,382

CHANGE 2024: Visual Character Arts – Making Merch and Creative Content

CHANGE 2024: Visual Character Arts – Making Merch and Creative Content further develops Thai characters into creative merchandise and content. This year marks the fourth consecutive year that CEA has prioritized developing Thai characters, which continue to enjoy popularity and consistently generate business value.

The project provides opportunities for entrepreneurs and creators to apply for licenses to use 10 selected Thai characters from various regions nationwide. These licenses enable them to

create innovative products or services, enhancing their appeal and expanding potential revenue streams in the future. These 10 characters were initially developed through the CHANGE: Visual Character Arts projects from 2021 to 2023. Over 100 entrepreneurs and creators submitted their proposals. From these, CEA selected 30 applicants to develop a diverse range of physical and digital products that are engaging, visually appealing, carry unique narratives, and reflect the distinctive identity of each character.



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Creative Economy Agency (Public Organization)

CHANGEx2: Greater Together

CHANGEx2: Greater Together, a creative collaboration project aimed at elevating local businesses, returns for its third consecutive year. This year's focus is on partnerships between local tourism and hospitality businesses and creative professionals. The collaboration aims to enhance local products and services, making them more distinctive and appealing, reflecting local identities, creating new revenue streams, and promoting Thai Soft Power internationally.

In 2024, the project selected 25 teams from three provinces within the

Thailand Creative District Network (TCDN) — Phetchaburi, Songkhla, and Bangkok and its surrounding areas — to participate in activities aimed at exploring new business viability through design thinking and service design processes. These activities are designed to develop prototypes that can realistically be implemented. Selected business teams also receive funding support for prototype development, along with opportunities to connect with both public and private sectors to expand their market channels.



Global OTOP 2024: The Unveiled Wisdom

Global OTOP 2024: The Unveiled Wisdom project redefines what Thai OTOP products can be. Held from February to May 2024, this year marks the fourth consecutive year that CEA has implemented the Global OTOP initiative. The project focuses on enhancing product quality and the capabilities of OTOP entrepreneurs through creativity and design to add value and elevate Thai OTOP products to an internationally competitive level. Additionally, the project aims to modernize the image of OTOP products, making them more appealing and accessible to contemporary consumers.

The project consists of three main activities:

(1) OTOP Creative Ignitions: Training seminars designed to build knowledge and inspiration for over 1,500 entrepreneurs nationwide.

(2) OTOP Alchemizing the Vision: Activities aimed at rebranding OTOP products with a fresh and distinct image. 30 OTOP products in five segments were re-branded, significantly contributing to sales growth exceeding THB 1 million.



(3) OTOP Marché: Marketing and sales promotion activities to generate domestic and international revenue. Products endorsed by CEA for their creativity achieved a sales value exceeding THB 8 million.

The project outcomes, through segmentation into five product groups, unveil new definitions of Thai OTOP products:

(1) Z Vibe OTOP: Fun, lively products designed to appeal specifically to younger consumers, particularly Gen Z.

(2) Eco-Creative OTOP: Products emphasizing sustainability, featuring contemporary designs.

(3) OTOP for Health: Health-oriented products utilizing natural ingredients coupled with contemporary innovations.

(4) Luxu OTOP: Exquisitely crafted products that combine Thai heritage and modern sophistication.

(5) Never Seen Before OTOP: Unique, innovative, and exotic products offering fresh appeal.



CEA Virtual Production Program @Virtual Media Lab

CEA launched the Virtual Media Lab at TCDC Bangkok, Fl. 4, in late 2023 as a learning and skill development hub for creative professionals, educators, students, and individuals interested in integrating creativity with new content production technologies. In 2024, CEA continued to organize activities promoting creative content and media production using virtual production technology. The program comprised three main activities:

(1) Virtual Production Training: Hands-on workshops aimed at developing essential software skills for virtual production, covering three intermediate modules: Intermediate Module #1: Unreal Engine for Virtual Production, Intermediate Module #2: Intro to Virtual Production, and Intermediate Module #3: Lighting for Virtual Production.

(2) Acceleration Bootcamp Program: Two specialized topics, including Virtual Production Bootcamp #1: Virtual Production and Virtual Production Bootcamp #2: Unreal Engine.

(3) Funding Support for Music and Advertising Content Production: A total of 21 projects utilizing virtual production technology were funded, comprising 13 music videos and eight advertisements.



13 music video projects: (1) DGL - DREAMGALS - NOBODY CARES [LIVE PERFORMANCE] (2) DGL - DREAMGALS - PRIORITY [LIVE PERFORMANCE] (3) DGL - DREAMGALS - SORRY [LIVE PERFORMANCE] (4) VOM - PARADISE - TRVG3DY OF MVRD3R [OFFICIAL MUSIC VIDEO] (5) TH5 - THE FIV5 (FEAT. KARN THE PARKINSON, JORIN 4EVE) - LET'S GET IT ON (OFFICIAL MV) (6) KIE - GAEW - KIKIE [LIVE PERFORMANCE] (7) SKY - MV TSUYU NO MELANCHOLY/FUYUBI「ふゆび」(8) JAV - JARVIS - AO-ENG AOEY FT. @_ZOL (9) LT - MV CHAK KAN DUAI NAM-TA - SOMCHIT BO THONG (10) LT - MV YING DIAO NAI LOK - SAYAN NIRANTORN (11) LT - MV IK SAKKHON - CHAI SANUWAT (12) UNC - NO MORE - UNDERCLOVER (13) TPL - MV KHOEN - THE PALACE

8 advertisement projects: (1) CME - THI CHAI SAN PEN PHRO KAFARUE KAE WA (2) COFFEE - LUA COFFEE (3) FK - FKOFFDUTY (4) FND - FUNDÃO (5) JNP - CHUN-PANG KHANOMPANG-NOMSOT (6) PWN ([PLAWAN]) - PLA LUK MAE KRADOT KHUEN RUEA (7) T21 - THE GALLERY NO.21 (8) WML(TANGMO) - LUCKY WEALTHY MELON NICHCHAR CHARM

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Creative Economy Agency (Public Organization)

Capacity Building of Entrepreneurs in Chiang Mai and the Northern Region

In 2024, CEA Chiang Mai implemented various activities and projects to develop the potential of community entrepreneurs in Chiang Mai and the Northern region, such as Creative Career Path 2024 for the miniTCDC Link project in Chiang Mai; activities to promote the potential of new creative professionals (Academic Program) in the Northern region; incubation activities for youth in the Northern region in film and video production (Film Lab); upcycling business for a sustainable world through design; entrepreneur capacity building for environmentally-friendly curated craft markets (Green Pop Market); practical workshops analyzing the value and worth of local food ingredients from customers (Customer Inside); activities to train and create growth opportunities for new creative professionals in Nan province, consisting of two main activities: (1) leadership incubation and career opportunities in creative industries for young creative professionals in Nan (NAN Connect), and (2) creative activities from young generations or networks under the concept of NAN Connect: New Values in Nan's Way of Life; activities to raise awareness and build networks for creative economy district development in Phitsanulok province; activities to build capabilities of local entrepreneurs for international markets (CEA x MUJI Thailand); designing routes and public space usage to support creative festivals in Lamphun province; investment promotion and creative economy district development in Chiang Mai (Upper Floor Project); personnel and community capacity building activities in the creative economy district in Chiang Mai; and many others.



Capacity Building of Entrepreneurs in Khon Kaen and the Northeastern Region

In 2024, CEA Khon Kaen implemented 14 diverse projects and activities to build the capabilities of community entrepreneurs, local artists, and creative professionals in Khon Kaen province and the Northeastern region. These initiatives included:

- Isan Music Export: Supporting local Isan artists in showcasing their work at international music festivals and networks
- Isan Sound Up: Producing local Isan music for international audiences
- Isan Beat Beyond Border: Enhancing the potential of local Isan artists
- Isan Fiber Lab Incubation: Designing natural fiber products to advance the design industry and elevate craftspeople in the Northeastern region
- Creating the products for and organizing an exhibition showcasing Sakon Nakhon as a world indigo city through environmentally friendly designs
- Signature of Roi-et: Promoting creative entrepreneurs in Roi Et province
- Restauraw: Collaborating with the Faculty of Law at Khon Kaen University to help restaurant entrepreneurs with business management and food industry regulations
- Isan Future Food Incubation: Training entrepreneurs in working with Northeastern ingredients
- Sound of Sisaket 2024 under the concept “Siket Go, Sisaket Go” to prepare the province for membership in the UNESCO Creative Cities Network (UCCN) in music
- Isan Never Runs Out of Stories: Conducting training and a short film competition to develop filmmaking talent in the Northeast
- Isan Summer Camp 2024 Short Film, a collaboration between CEA Khon Kaen and Thai PBS
- Made in Kungsadan: Supporting creative entrepreneurs in Kungsadan district
- Molam Idol Audition, a collaboration between Isan Creative Festival 2024, the Molam Idol show, and Workpoint Channel 23
- Kupper Art Fes, a collaboration between KULTX Collaborative Space and Isan Creative Festival 2024 to change perspectives on Isan and position Khon Kaen as a regional center for contemporary art



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10 New TCDCs

CEA is expanding its network of Thailand Creative & Design Centers (TCDC) to 10 new provinces in 2024, responding to the government's policy of spreading creative knowledge throughout the country. This initiative builds upon CEA's main centers: TCDC Bangkok, TCDC Chiang Mai, TCDC Khon Kaen, TCDC Songkhla (opening soon), and TCDC COMMONS MunMun Srinakarin (operated in partnership with Seacon Development Public Company Limited). By collaborating with local public and private organizations, CEA aims to create opportunities for new generations while developing grassroots creative economies and enhancing local cultural assets nationwide.

The new TCDCs will be established in (1) Chiang Rai, (2) Nakhon Ratchasima, (3) Pattani, (4) Phitsanulok,

(5) Phrae, (6) Phuket, (7) Sisaket, (8) Surin, (9) Uttaradit, and (10) Ubon Ratchathani. CEA has already completed the design competition for all locations, with construction scheduled to begin in the first quarter of 2025 and the centers expected to open by the end of the same year.

Each new TCDC will apply the service design process to uncover and develop unique local stories and wisdom (Empowering Local Stories) within high-potential creative industries. Through dedicated Creative Labs, these centers will help elevate local products and services while creating fresh experiences for community businesses and tourists, ultimately enhancing their market competitiveness.



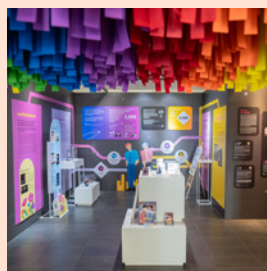
International Collaboration Networks for Creative Economy Development

In 2024, CEA continues to export Thai creative industries to international markets while seeking cooperation with international networks. These collaborations aim to develop new global opportunities for Thai creative sectors, fulfilling one of CEA's core missions. Reflecting this commitment, CEA has established a partnership with the Agency of Creative Industries (ACI) in Moscow, Russia, through the signing of a Memorandum of Understanding (MOU). This MOU, aimed at fostering long-term collaboration in the creative sector, was officially signed on 27 January 2024, during Bangkok Design Week 2024 (BKPDW2024) at the Creative Economy Agency headquarter, the Grand Postal Building, Bang Rak.

Knowledge Transfer and Inspiration Through Exhibitions, Showcases, and Discussions

In 2024, CEA organized a wide range of activities to spark creativity and inspire design thinking among creative professionals. These included exhibitions, showcases, discussions, and workshops at TCDC Bangkok, TCDC Chiang Mai, and TCDC Khon Kaen. Highlights at TCDC Bangkok included the following.

- “The Untold Story” – An exhibition featuring over 30 Thai local spirits, accompanied by lectures and workshops designed to ignite the imagination, offer fresh inspiration, and explore new ways to generate economic value from cultural capital and untold local narratives.
- “Y-niverse” – An exhibition delving into the growing Y-series industry and the creative opportunities it presents within Thailand’s entertainment industry.
- “Thai Manga Spotlight” – A showcase of creative works by Thai manga artists.
- “YADOM” – A creative exhibition combining the stories of scents, packaging, and the popular Thai product “inhalers,” presented by Thai entrepreneurs.



CEA also continued Open Space @TCDC for a fourth consecutive year, offering creative professionals free space to exhibit their work. The 2024 edition featured 21 exhibitions, including engaging showcases such as:

- “Warehouse of Heart” by Coach by ChAMP, Chulalongkorn University
- “The Fabric of Society” by Barry Macdonald
- “The END #6: Evoke New Design” – A thesis exhibition by the Faculty of Fine Arts, Suan Sunandha Rajabhat University
- “Short Film Camp 2023” by Purin Pictures

In addition, CEA collaborated with local and international partners to host partner exhibitions, such as:

- “Yokai Parade: Supernatural Monsters from Japan” – An exhibition exploring content creation from cultural capital, focusing on “Yokai,” or supernatural beings in Japanese folklore. Organized in partnership with The Japan Foundation, Bangkok, the exhibition was held at TCDC Bangkok from 15 June to 28 July 2024 and at TCDC Khon Kaen from 7 August to 8 September 2024.

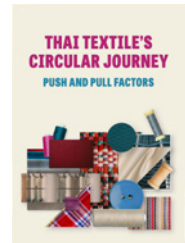
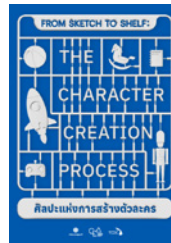
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Reports Related to Creative Industries

In 2024, CEA produced several reports and e-books related to creative industries to provide information on movements and new knowledge across various creative sectors, such as:

- “Thailand’s Creative Industries Movement Report 2024 - 2025”
- “May the Soft Power Be With You Report”
- “Local Sparks, Global Marks: Storytelling’s Power Report”
- “A Collection of Forgotten Local Ghost Tales Report”
- “From Sketch to Shelf: The Character Creation Process Report”
- “Content Frontier: Exploring Depths in the Global Content Market Report”
- “Thai Textile’s Circular Journey: Push and Pull Factors Report”
- “The Essence of Insight Report”
- “Creative Lab: Unlock the Creative Potentials Report”
- “Music Copyright 103 E-Book”



Four New Courses by CEA Online Academy

CEA is dedicated to enhancing the capabilities of Thai creative professionals by providing access to knowledge across various creative economy sectors and essential skill sets through the CEA Online Academy. This platform offers free online courses led by industry experts. As of now, the CEA Online Academy features a total of 85 courses, with four new additions introduced in 2024, focusing on creative city development, film, series, and music:

(1) Train the Maker: A Course for Creative District Drivers

By Creative Economy Agency (Public Organization)

(2) Post-Production: The Sequences of Process

By Lee Chatametikool, Director of Post-Production, Netflix (Thailand)

(3) From Film Criticism to Good Creation

By Prawit TaengAksorn, Film Critic

(4) Music Copyright in Another Side Career

By Notapol Srichomkwan, Chairman, Music Copyright (Thailand)



Creative Knowledge through “Creative Thailand”

“Creative Thailand” is an online platform dedicated to curating and sharing creative knowledge. Its aim is to transform cultural capital into economic value through Soft Power. Accessible via www.creativethailand.org, the platform publishes monthly online content centered around a featured theme covering a wide range of topics. In 2024, “Creative Thailand” presented 12 thematic issues and published a total of 335 articles across various categories, including Think Tank, People, Business, Place, Innovation, Trend, How To, and Soft Power.

In addition, “Creative Thailand” released the TREND 2025 e-book under the theme “BEYOND IMAGINATION,” offering updated perspectives and insights into global developments in the creative business sector. The e-book features an in-depth analysis of consumer behavior across generations, lifestyle trends, and the color of the year, exploring key dimensions such as people, society and culture, technology, and the environment. Furthermore, “Creative Thailand” also hosted the TREND FORUM 2025 — a platform for dialogue and preparation for the year ahead, aimed at enhancing business competitiveness through trend insights. The event took place on 21 November 2024.

“Creative Thailand” has also broadened its reach by expanding its communication channels. It now connects with creative content audiences across platforms such as its website, Facebook, Instagram, YouTube, X, and TikTok.



Thailand's Creative Economy Database

CEA develops and manages the Creative Information Center (CIC), which compiles data on economic value, juristic entities, workforce statistics, and industry-specific insights. This resource supports government agencies, educational institutions, and private sector stakeholders in policy development and strategic planning, helping to maximize the potential of Thailand's creative industries. The database is accessible via <https://data.cea.or.th> and <https://opendata.cea.or.th>.

Databases Supporting Creative Entrepreneurs and Businesses

CEA also curates a range of databases focused on creative businesses and industries, making them widely available to entrepreneurs, designers, creative professionals, students, and the general public through multiple platforms, including

- TCDC Resource Center – A comprehensive database of creative knowledge and resources. (Accessible at library.tcdc.or.th)
- Thai Designer and Entrepreneur Archive Database – A directory of Thai designers and entrepreneurs. (Accessible at connect.cea.or.th)
- TCDC Material Database – An online search platform showcasing innovative, eco-friendly materials highlighting Thai craftsmanship and wisdom. It also provides contact details of Thai entrepreneurs, supporting creative professionals in selecting materials for design and product development while expanding their knowledge of materials and design. (Accessible at tcdcmaterial.com)

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Creative Economy Agency (Public Organization)

ENTER THE GLOBAL MARKET



Content Lab 2024

Recognizing the potential of the Thai film and series industry, in 2024, CEA built on the success of Content Lab 2023 with the launch of “Content Lab 2024.” This expanded initiative covers all dimensions, including films, series, and animation, providing production creators with the opportunity to showcase their full potential and create groundbreaking content that propels Thai films and series onto the world stage.

Content Lab 2024 consisted of 5 sub-projects: four incubation programs and one business opportunity program, running from March to December 2024.

(1) Content Lab: Newcomers - A camp for emerging filmmakers and series creators

(2) Content Lab: Mid-Career - A film and series development program for mid-career professionals in producing, directing, and screenwriting

(3) Content Lab: Animation - An animation series development workshop for mid-career professionals

(4) Content Lab: Advanced Scriptwriting - A professional scriptwriting development workshop led by Thai and international instructors

(5) Content Project Market - Thailand’s first content marketplace and pitching platform, offering creators the chance to present their work to domestic and international investors and producers, paving the way for commercial development and partnerships

Through rigorous incubation and mentorship, Content Lab 2024 has supported the development of 37 high-quality projects designed to appeal to global audiences. These include 10 film and series projects from Content Lab: Mid-Career, seven animation projects from Content Lab: Animation, and 20 film and series scripts from Content Lab: Advanced Scriptwriting.

For the purpose of commercialization, all 37 projects were advanced to the Content Project Market, where they were joined by 22 additional projects selected through an open call, bringing the total to 59 projects. These were presented to industry leaders and potential investors from local and global content platforms, with 64 companies participating in pitching and business matching sessions. This initiative marks a significant step forward in positioning Thai content on the global stage.



Music Exchange

Thailand's music industry holds tremendous potential for international expansion, as reflected in the growing global interest in music by both emerging and established Thai artists. The diversity and appeal of Thai music, coupled with increasing opportunities for international performances, have set the stage for the launch of "Music Exchange" in 2024 — marking its first year of implementation.

Organized by CEA in collaboration with the Subcommittee on Music Industry Development, Music Exchange aims to promote Thai artists and music festival businesses globally. The project supports Thailand's Soft Power strategy by generating global interest in Thai music and establishing a sustained "Thai Music Wave" phenomenon in international markets.



The project features two core activities: PUSH and PULL.

(1) PUSH — Promoting high-potential artists to international music festivals

This component focuses on exporting Thai talent by supporting performances at world-renowned music festivals, Thai festivals, and events hosted by CEA's international network partners. The activity facilitated performances by 48 Thai artists across 46 festivals in 11 countries.

(2) PULL — Business matching and network building

To attract international stakeholders to Thailand's music scene, Music Exchange invited global festival organizers, talent scouts, and agencies to experience Thai music festivals firsthand. Five prominent festivals were featured: PEPSI Presents T-POP (Mart) Concert Fest 3, Monster Music Festival 2024, CAT Expo 11, Big Mountain Music Festival 14, and Longlay Beach Life Music Festival 2024. The program also hosted dedicated networking and business matching sessions to foster collaboration between Thai and international festival organizers.

Music Exchange marks a significant milestone in Thailand's efforts to elevate its music industry to international standards. By spotlighting Thai talent and fostering global partnerships, the project helps position Thai music on the world stage and reinforces Thailand's reputation in the worldwide music industry.



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Creative Excellence Awards 2024 (CE Awards 2024)

On 29 October 2024, CEA hosted the second annual Creative Excellence Awards 2024 (CE Awards 2024) at the Grand Ballroom, Capella Bangkok. As Thailand's premier platform for honoring creativity, the CE Awards celebrate outstanding achievements across three key categories: Creative City Awards, Creative Business Awards, and Creative Social Impact Awards. These categories highlight how creativity and innovation can be applied to generate positive outcomes for society, the environment, and the national economy. Over 300 entries were submitted this year through an open call and a social listening tool. Each submission underwent a rigorous evaluation process by a distinguished panel

of judges drawn from government agencies, private sector organizations, and academic institutions. Following this comprehensive assessment, 15 awards were presented to 18 exceptional pieces of work.

The CE Awards will continue to be held annually, serving as a hallmark of excellence for creative professionals, individuals, agencies, and organizations recognized through the platform. CEA firmly believes in the transformative power of creativity to drive the development of diverse products, services, initiatives, and innovations through value creation, contributing to the sustainable growth of the economy, society, cities, and the nation.



THACCA SPLASH:

Soft Power Forum 2024

From 28 to 30 June 2024, CEA, in collaboration with three key government partners – the Department of International Trade Promotion (DITP) under the Ministry of Commerce, the National Innovation Agency (NIA), and the Thailand Convention and Exhibition Bureau (TCEB) – launched THACCA SPLASH: Soft Power Forum 2024, Thailand's first international creative culture festival. Held at the Queen Sirikit National Convention Center under the theme "Culture as Future," the event aimed to advance the government's Soft Power strategy, elevate Thai creative industries to the global stage, and foster cross-sectoral partnerships to unlock business opportunities and long-term value creation.

As part of the event, CEA hosted a panel discussion titled "Culture and Creative Cities: Strategies for Impactful City Branding," underscoring its role in promoting creative districts and cities across Thailand. Held on 30 June 2024, the session brought together six leading cultural policy and urban development experts from Thailand and abroad. The discussion explored strategies for identifying and leveraging cultural assets to build strong, distinctive city brands – driving tourism, attracting investment, and improving quality of life for local communities.



Creative House By CEA

In 2024, CEA launched the “Creative House by CEA” to support and elevate emerging Thai entrepreneurs and creators across four key sectors of the creative industries: design, fashion, food, and Thai culture. The initiative aims to open pathways to international markets and career opportunities while reinforcing Thailand’s Soft Power presence abroad. Organized in collaboration with the Cultural Relations Division of the Department of Information, Ministry of Foreign Affairs, the platform featured a wide range of activities at overseas Thai festivals and independently coordinated international events. From May to September 2024, a total of 81 entrepreneurs participated in 11 events across 10 cities in 8 countries:

(1) Creative House By CEA @24th Thai Festival Tokyo - In partnership with the Department of Information, held in Tokyo, Japan on 11 - 12 May 2024

(2) Creative House By CEA @Thai Festival Shanghai 2024 - In partnership with the Department of Information, held in Shanghai, People’s Republic of China on 11 - 12 May 2024

(3) Creative House By CEA: Thai Visual Characters @Thai Expo Tokyo 2024 - held in Tokyo, Japan on 17 - 18 May 2024

(4) Creative House By CEA @Thai Festival Paris - In partnership with the Department of Information, held in Paris, France on 26 May 2024

(5) Thailand’s Taste of Tomorrow 2024 @London Tech Week 2024 - held in London, United Kingdom on 11 - 12 June 2024

(6) Creative House By CEA @Thai Festival Moscow 2024 - In partnership with the Department of Information, held in Moscow, Russian Federation on 2 - 4 August 2024

(7) Immersive Experience of Fragrances and Thai Cuisine - held in Amsterdam, Netherlands on 8 - 10 September 2024

(8) Creative House By CEA @Thai Festival Canberra - In partnership with the Department of Information, held in Canberra, Australia on 15 September 2024

(9) Creative House By CEA @ Thai Festival Seoul - In partnership with the Department of Information, held in Seoul, South Korea on 5 - 6 September 2024

(10) Creative Thailand 2024 - held in Shenzhen, Guangdong Province, People’s Republic of China on 20 - 24 September 2024

(11) Creative House By CEA: The Local - Global Wisdoms @CAExpo 2024 - held in Nanning, People’s Republic of China on 24 - 28 September 2024



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Creative Economy Agency (Public Organization)



TRANSFORM INTO AN AGILE AND CREATIVE ORGANIZATION

In 2024, CEA developed its organizational capabilities and service delivery to ensure agile and creative management, ready to drive the creative economy efficiently. The following activities were conducted:

Driving Organizational Core Values

CEA communicated and instilled its core values—creativity, empathy, and agility — through training seminars, organizational culture enhancement, strengthening relationships between staff and management, and promoting participation and creativity. The focus was on ensuring everyone recognized, understood, implemented, and united around these values to strengthen the agency's stability and potential for shared success.

Strengthening Understanding of CEA's Role and Advancing Strategic Goals

CEA developed management plans and personnel development programs to enhance core, basic, and digital competencies while promoting physical and mental health. This ensures staff can perform their duties efficiently and drive the agency toward its goals.



Enhancing Staff Capabilities to Become a Creative Organization

CEA developed personnel at all levels to acquire knowledge, skills, and expertise according to their missions and responsibilities while strengthening competencies based on job levels and digital skills for career advancement. The agency promoted well-being, provided opportunities for expressing opinions, and created a work environment conducive to growth, addressing the requirements for developing the organization toward the Government 4.0 system (PMQA 4.0).

Promoting Learning and Development

CEA continuously developed staff knowledge, managerial and functional competencies, and other supportive skills to enhance work efficiency aligned with organizational missions. In 2024, a total of 74 training courses were offered, covering executive programs, legal and cybersecurity courses, professional competency development, core competency development, management competency development, and digital competency development.

Key courses included The Power of Persuasion: Learn psychology and the art of persuasion to enhance communication skills, build better relationships, and foster a positive attitude toward teamwork; Personal Color Workshop: Understand the colors that suit your personality to enhance your image, boost confidence, and reflect a positive image for the organization; Professional Communication & Presentation Skills: Develop verbal and non-verbal communication and presentation skills to strengthen collaboration and prepare for leadership roles; Google Workspace for Users & Admins: Learn how to use digital tools and AI securely and effectively to enhance productivity and drive the organization toward the future, and more.

Developing an Efficient Competency-Based Human Resource Management System

To enhance the efficiency of human resource management, CEA focused on individual competency assessment alongside implementing information technology in personnel management. Key tools included onboarding programs, CEA Sharing & Talk meetings, revision of the performance management system (HCMi) and incentive systems, creation of the employee handbook, work efficiency enhancement initiatives, and more.

Promoting Ethics and Integrity Among Government Officials

CEA promoted ethics and integrity among government officials by developing annual plans aligned with government agency guidelines, disseminating knowledge on ethics and integrity, and organizing activities for staff participation, such as blood donation and public service, to instill values of responsibility and public consciousness.

Integrity and Transparency Assessment (ITA):

Score of **90.65**

The National Anti-Corruption Commission (NACC) awarded CEA a score of 90.65 in the Integrity and Transparency Assessment (ITA), placing the agency in the "good" performance tier.



8

PERFORMANCE REPORT ON CEA’S MISSION OBJECTIVES FOR THE FISCAL YEAR 2024

Projects	Outputs	Units	Amount	
			Targets	Results
1. Development of modern film and television content for the Asian market to elevate Thai Soft Power (Content Lab 2024)	- Number of personnel receiving knowledge transfer	Person	500	917
	- Number of personnel trained and supported for ongoing employment in the industry	Person	30	30
	- Number of project proposals and content teasers for export	Piece	10	10
	- Domestic and international networks	Network	2	3
2. Management of creative business incubation centers using both physical and digital platforms	- Number of service users and participants in the creative business incubation centers in central and regional areas	Person	250,000	402,245
	- Number of target groups receiving knowledge	Person	3,700	9,531
	- Service users benefiting from and satisfied with creative business incubation centers both online and offline	Percentage	80	87.18
3. Development of a creative information center	- Thailand’s Creative Industries Movement Report	Report	4	4
	- Central database for economic and creative industry information maintained, regularly updated, and utilized by entrepreneurs and creative professionals	System	1	1

Projects	Outputs	Units	Amount	
			Targets	Results
	- Market trend and consumer insight report for Content & Media cluster	Report	1	1
	- Research cooperation on creative economy with Thai/ international research institutions and media	Cooperative Project/ Activity	1	1

4. CEA's Human Resource Development Program	- CEA personnel receiving competency enhancement and training	Course	4	4
	- Key behavioral set aligned with organizational values and culture	Set	1	1

5. Dissemination of creative economy knowledge to support creative ideas and workforce preparedness	- Number of universities in miniTCD network improved	University	11	12
	- Number of target groups receiving knowledge	Person	2,200	9,531
	- Number of creative professionals whose skills improved for creative industries	Person	400	522
	- Curriculum developed jointly with Thai and international educational institutions	Curriculum	3	3
	- Number of product prototypes	Prototype	4	4
	- Creative business networks with access to international markets	Network	1	2

6. Establishment of regional creative business incubation centers to promote creative economy	- Regional creative business incubation centers surveyed and designed	Center	10	10
	- Completion of regional creative incubation center designs according to operational plans and timelines	Percentage	100	100

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Creative Economy Agency (Public Organization)

Projects	Outputs	Units	Amount	
			Targets	Results
7. Development of creative districts for economic value and sustainable city development (Thailand Creative District Network: TCDN)	- Training sessions on creative district development	Session	3	13
	- Participants in creative district development courses	Person	500	1,334
	- Communities benefiting from creative economic districts	Community	8	22
	- Number of participants	Person	150,000	409,445
	- Economic value from activities organized	Million THB	350	1,250
	- Provinces incorporating creative city development into their strategic plans	Province	1	3
8. Development and promotion of creative cities in Thailand as part of the UNESCO Creative Cities Network (UCCN)	- Thai UCCN cities supported and capacity-developed to maintain membership status	City	2	4
	- Increased public awareness of creative cities	Area	1	4
	- Knowledge content in various formats according to target groups' interests	Content	300	325
9. Development and dissemination of knowledge in the creative economy to promote Thailand's Soft Power	- Dissemination of creative knowledge and digital database through online and offline channels	Million/Time/Person	9	38.03
	- PR value	Million THB	50.00	418.97
	- Engagement of target groups with creative economy knowledge, activities, and industry entrepreneurs	Engagement	600,000	832,382

Projects	Outputs	Units	Amount	
			Targets	Results
10. Support to drive economic development policies through creative economy indicators (CEA Evaluation Project)	- Creative economy development assessment report (including economic and social aspects)	Report	1	1
	- Evaluation report on organizational efficiency for a public organization	Report	1	1
	- Status assessment report for PMQA 4.0	Report	1	1
11. Enhancement of support services and management of IT systems and facilities	- IT system and network availability	Percentage	98	99
	- Resource availability	Percentage	98	99
	- e-Service development	Service	1	1
	- Digital work systems	Service	2	4
12. Development of the creative economy potential in the Northern Creative Economic Corridor (NCEC) through tourism and value creation from Lanna cultural heritage	- Participants in activities and those accessing information, both offline and online	Person	100,000	181,553
	- Increased economic value	Million THB	350	848
	- Creative festival organized	Festival	1	1
	- Average income increase for SMEs and new entrepreneurs	Percentage	30	30.92
	- New creative business entrepreneurs	Percentage	10	10
	- Number of creative entrepreneurs and professionals receiving in-depth incubation in product and service development	Person	150	451
13. Development of creative districts through tourism and value creation from the bio-based economy (Northeastern region)	- Number of participants accessing activities and information both offline and online	Person	100,000	354,991

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Creative Economy Agency (Public Organization)

Projects	Outputs	Units	Amount	
			Targets	Results
14. Promotion and elevation of the creative economy in the Southern region (Soft Power)	- Increase in average income for SMEs, creative businesses, startups, and new entrepreneurs	Percentage	30	30.92

	- Number of products/services developed based on Soft Power assets	Product/Service	10	10
	- Creative festival organized	Festival	1	1
	- Increase in average income for SMEs, creative businesses, startups, and new entrepreneurs	Percentage	30	30.92
15. Development of agricultural industry entrepreneurs with the creative economy concept in the Northeastern region, following the Bio-Circular-Green model (BCG Model)
	- Number of creative entrepreneurs developed (28 persons receiving in-depth development)	Person	528	1,815
	- Number of value-added product designs	Product	7	19
	- Exhibition showcasing prototypes and products	Exhibition	1	6
	- Increase in average income for SMEs, creative businesses, startups, and new entrepreneurs	Percentage	30	30.92
16. Global OTOP: Value Creation for Agriproducts
	- Number of creative professionals entering the selection process for high-potential products	Person	300	498
	- Number of entrepreneurs receiving capacity-building training	Person	1,000	1,528
	- Number of products/services developed	Product/Service	30	30
	- Creative business networks accessing international markets	Network	3	3



Projects	Outputs	Units	Amount	
			Targets	Results
	- Increase in average income for SMEs, creative businesses, startups, and new entrepreneurs	Percentage	30	30.92
	- Entrepreneurs meeting criteria for funding access	Percentage	50	100 (2/2 entrepreneurs)

	- Number of entrepreneurs and creative professionals receiving capacity development	Person	1,000	1,050
	- Number of visual character products	Product	80	100
	- Number of entrepreneurs and creative professionals adopting provincial characters for further creative product development	Person	80	100
17. City identity creation through Thai visual characters to generate Soft Power	- Creative business networks accessing international markets	Network	2	2
	- Increase in average income for SMEs, creative businesses, startups, and new entrepreneurs	Percentage	30	30.92

	- Number of entrepreneurs and creative professionals trained and provided with knowledge	Person	1,300	1,356
	- Number of businesses whose potential promoted and developed	Business	30	31
	- Increase in average income for SMEs, creative businesses, startups, and new entrepreneurs	Percentage	30	30.92
18. Promotion of cultural heritage and wisdom to enhance Thailand's Soft Power on a global scale	- Emerging creative designers with proven works (number of designers = number of works)	Person	300	300

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Creative Economy Agency (Public Organization)

Projects	Outputs	Units	Amount	
			Targets	Results
	- Emerging creative designers' works	Work	300	300
	- Emerging designers promoted in domestic and international markets	Person	100	143
19. Study of skills and capabilities in creative occupations and development of a career guidance platform for creative industries
	- Research report on creative industries	Report	1	1
	- Online platform providing information on creative industry occupations	Platform	1	1
	- Open data set categorizing creative workforce by occupation based on research outcomes	Data Set	1	1
20. Elevation of Thailand's Soft Power infrastructure for global outreach
	- Number of creative professionals in target industries receiving knowledge and skills	Person	3,500	3,681
	- Number of creative professionals receiving in-depth skill development	Person	250	386
	- Creative works promoted for international market export	Work	100	150
	- Number of international market networks accessible to creative professionals	Network/ Company/ Festival/ Person	250	313
21. Sustainable food industry entrepreneur development (SDG Gastronomy)
	- Number of creative entrepreneurs provided with knowledge	Person	500	500
	- Number of entrepreneurs receiving business development	Person	50	50
	- Number of value-added creative food products	Product	30	30

Projects	Outputs	Units	Amount	
			Targets	Results
22. Monitoring and evaluation of creative economy development and national creative industry advancement	- Increase in average income for SMEs, creative businesses, startups, and new entrepreneurs	Percentage	30	30.92
	- Number of creative business networks accessing international markets	Network	3	3

	- Support for strategic implementation under the creative industry development plan; partner networks utilizing the strategy as part of their creative industry operations	Network	8	8
23. Construction of the Creative Economy Agency Building, Songkhla (2022 - 2025)	- Promotion of creative industries through international organization networks; partner networks enabling creative professionals to showcase works internationally	Network	1	3

	- Completion of the Creative Economy Agency building construction in Songkhla	Percentage	100	100 (Contractor selected and construction underway)

Remark: The operational period of all projects spans from 1 October 2023 to 30 September 2024.

9

ANALYSIS REPORT ON CEA'S MAIN MISSIONS FOR THE FISCAL YEAR 2024



FINANCIAL PERFORMANCE

A total of THB 499.4823 million was approved to implement the CEA's Action Plan for the Fiscal Year 2024, which includes: (1) an annual budget of THB 459.6564 million for the fiscal year 2024, and (2) an off-budget allocation of THB 39.8259 million.

Disbursements and obligations set out in the Action Plan for the Fiscal Year 2024 (excluding accruals) amounted to THB 442.7908 million, representing 89% of the Action Plan.

Obstacles: None

Suggestions: None

Action Plan
for the Fiscal
Year 2024

Budget

459.6564

Total:

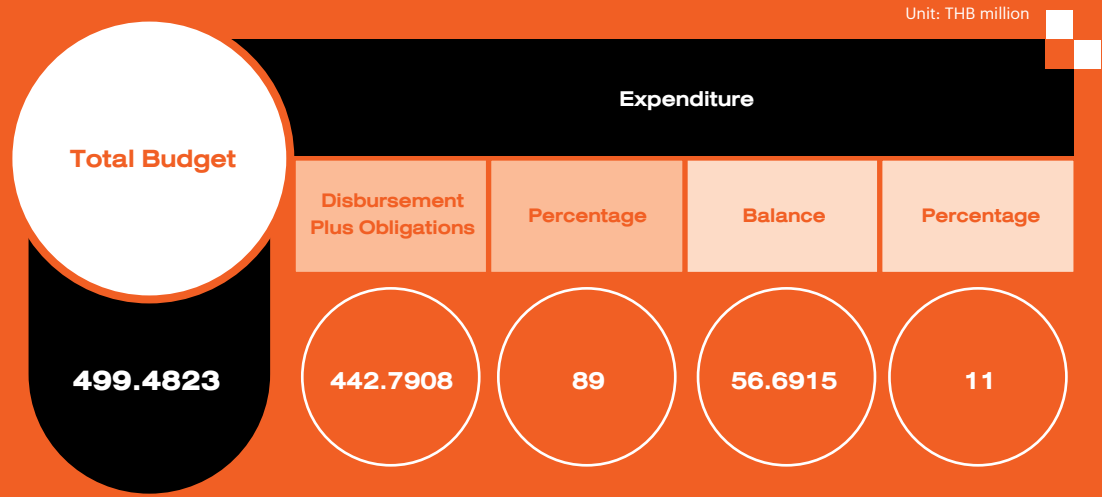
499.4823

Off-Budget

39.8259

Unit: THB million





Budget Item	Approved Budget	Disbursement Plus Obligations		Balance	
		THB million	%	THB million	%
1. Staff	99.1577	87.3765	88	11.7812	12
2. Operations	74.5051	71.5849	96	2.9202	4
3. Missions	325.8195	283.8295	87	41.9900	13
Total	499.4823	442.7909	89	56.6914	11

Unit: THB million

Allocated Budget and Expenditures
for Each Project/Activity

Unit: THB million

Number	Project	Plan	Disbursement	Percentage
Total		325.8195	283.8295	87
Strategic Issue 1: Empower Cultural Assets and Creative Cities		112.3245	107.2441	96
1	Development of creative districts for economic value creation and sustainable city development (Thailand Creative District Network: TCDN)	44.1228	42.4178	96
2	Development and promotion of creative cities in Thailand as part of the UNESCO Creative Cities Network (UCCN)	8.1397	5.8551	72
3	Development of the creative economy potential in the Northern Creative Economic Corridor (NCEC) through tourism and value creation from Lanna cultural heritage	18.9534	18.7037	99
4	Development of creative districts through tourism and value creation from the bio-based economy (Northeastern region)	16.5010	15.9844	97
5	Promotion and elevation of the creative economy in the Southern region (Soft Power)	15.8479	15.7566	99
6	Development of community enterprises and preservation of local identity for sustainable global employment (Global OTOP)	8.7597	8.5265	97
Strategic Issue 2: Build Creative Business Competitiveness		67.3761	59.3299	88
7	Management of creative business incubation centers using both physical and digital platforms	15.2406	14.6445	96
8	Development of a creative information center	6.1979	4.8070	78
9	Dissemination of creative economy knowledge to support creative ideas and workforce preparedness	2.1570	2.0730	96

Number	Project	Plan	Disbursement	Percentage
10	Development of agricultural industry entrepreneurs with the creative economy concept in the Northeastern region, following the Bio-Circular-Green model (BCG Model)	4.000	3.8595	97
11	City identity creation through Thai visual characters to generate Soft Power	6.7300	6.3025	94
12	Promotion of cultural heritage and wisdom to enhance Thailand's Soft Power on a global scale	13.4080	11.0183	82
13	Establishment of regional creative business incubation centers to promote creative economy	12.6540	10.0832	80
14	Study of skills and capabilities in creative occupations and development of a career guidance platform for creative industries	2.7800	2.3996	86
15	Sustainable food industry entrepreneur development (SDG Gastronomy)	4.2086	4.1423	98
Strategic Issue 3: Enter the Global Market		127.7850	100.2268	78
16	Development of modern film and television content for the Asian market to elevate Thai Soft Power (Content Lab 2024)	9.0052	7.2938	81
17	Development and dissemination of knowledge in the creative economy to promote Thailand's Soft Power	6.6019	6.2582	95
18	Elevation of Thailand's Soft Power infrastructure for global outreach	112.1779	86.6748	77
Strategic Issue 4: Transform into an Agile and Creative Organization		18.3339	17.0287	93
19	CEA's Human Resource Development Program	2.3775	1.8705	79
20	Enhancement of support services and management of IT systems and facilities	12.9564	12.8758	99
21	CEA's organizational assessment	3.000	2.2824	76

Remark: The operational period of all projects spans from 1 October 2023 - 30 September 2024.

ANNUAL REPORT 2024

Creative Economy Agency (Public Organization)

PERFORMANCE REPORT OF CEA'S MISSION OBJECTIVES

Targets of the Agency/ Project/Activity	Unit	Targets – Results		
		Targets	Results	Details
1. Number of entrepreneurs nurtured, supported, and able to apply the knowledge to develop their businesses	Person	7,000	10,374 (Representing 148%)	<p>Activities to nurture and provide in-depth support to entrepreneurs in the creative industries through seminars, talks, and workshops, at both the central and provincial levels, on both online and offline platforms, with focus on CEA's Action Plan, involving 10,374 participants.</p> <ul style="list-style-type: none"> - Online training seminars on "Creative Business Charger Session" and "CHANGE 2024: Visual Character Arts - Making Merch and Creative Content" activities, with 1,050 participants. - "OTOP Creative Ignitions" training seminars (4 online sessions) and in-depth training for creative professionals entering the selection process for high-potential products, with 1,528 participants. - Content Lab 2024 activities in both on-site and online formats, with 917 participants. - Knowledge-sharing and educational activities on "Virtual Production (Demonstration)", with 100 participants. - Learning through the CEA Online Academy – an online educational repository offering over 80 courses – empowers individuals to enhance their knowledge and skills through creative thinking, helping to elevate their professions and develop businesses essential in today's world. Additionally, activities were organized in collaboration with miniTCDCs. In 2024, the platform served 2,712 users. - In-depth training activities for Content Lab: Mid-Career/Newcomers/Animation, with 386 participants nationwide. - Activities promoting Thai artists to international music festivals to enhance Soft Power, with a total of 3,681 participants.

Targets of the Agency/ Project/Activity	Unit	Targets – Results		
		Targets	Details	Details
2. Number of creative business incubation center users in both central and regional areas	Person	250,000	402,245 (Representing 161%)	<p>Currently, CEA has a total of 60 physical and digital platform business incubators, namely TCDC Bangkok, TCDC Chiang Mai, TCDC Khon Kaen, and TCDC Commons MunMun Srinakharin, as well as a network of miniTCDCs in educational institutions (all types totaling 60 locations in 28 provinces). These incubation centers for creative businesses, both central and regional, have served a combined total of 402,245 users. Furthermore, activities were organized to stimulate creative thinking and promote understanding of the creative economy context, such as:</p> <ul style="list-style-type: none"> - Doc Talk seminar: A Talk with Documentary Club on Film/Movie/Theater Trends - Workshop on Accordion Book (Collage Book) as part of the “Warehouse of Heart” exhibition - Music@TCDC supporting creative professionals in the music industry, encompassing both the educational and private sectors - “Yokai Parade: Supernatural Monsters from Japan” traveling exhibition - Seminar on “Road to Net Zero: Low Carbon Material” focusing on sustainable futures through low-carbon materials - Food and Astrology activity, sharing stories of traditional beliefs that promote food as medicine to strengthen the body - B.A.D Young Lions B.A.D Talk: Exclusive Talk - Isan Summer Camp 2024

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Creative Economy Agency (Public Organization)

Targets of the Agency/ Project/Activity	Unit	Targets - Results		
		Targets	Results	Details
3. The economic value derived from activities aimed to stimulate creative economy districts/areas	Million THB	1,050	3,724 (Representing 414%)	<p>This revenue is generated from organizing festivals or activities promoting creativity, such as the Bangkok Design Week, Chiang Mai Design Week, Isan Creative Festival, and Pakk Taii Design Week, including activities supported by CEA to facilitate events by partner networks as follows:</p> <p>1. Chiang Mai Design Week 2023 (CMDW2023) took place during 2 - 10 December 2023 in the Klang Wiang and Chang Moi - Tha Phae districts, and throughout Chiang Mai under the theme "Transforming Local." Featuring over 147 activities from both domestic and international networks, the festival attracted a total of 181,553 participants and generated an economic value of THB 848 million.</p> <p>2. "Trang Renown" Creative Tourism Festival took place during 22 - 26 November 2023 to promote tourism and stimulate the economy in Trang's old town areas such as Petchrama Theater, Trang Chata Building, Trang Church, Huay Yang Canal, etc. The event attracted a total of 126,208 participants and generated an economic value of THB 399.20 million.</p> <p>3. Bangkok Design Week 2024 (BKDDW2024) took place during 27 January - 4 February 2024 across 15 districts and other areas throughout Bangkok such as Charoenkrung - Talat Noi, Phra Nakhon, Pak Khlong Talat, Nang Loeng, Yaowarat, etc. Under the theme "Livable Scape," the festival featured over 640 programs from both domestic and international networks. The event attracted a total of 409,445 participants and generated an economic value of THB 1,250 million.</p> <p>4. Isan Creative Festival 2024 (ISANCF2024) took place during 29 June - 7 July 2024 under the theme "Sa-on-de Blending Isan, Building, Growing." The festival aimed to extract the unique local cultural capital from all 20 northeastern provinces to experiment</p>

Targets of the Agency/ Project/Activity	Unit	Targets – Results		
		Targets	Results	Details
				<p>and create innovations that support livelihoods and elevate quality of life, driving the creative business ecosystem in the region. The event generated an economic value of THB 623.4000 million.</p> <p>5. Pakk Taii Design Week 2024 (PTDW2024) took place during 17 - 25 August 2024 under the theme "The South's Turn." The festival focused on supporting and building upon prominent creative industries in the southern region, combining traditional wisdom and cultural foundations while supporting economic growth for local communities. The event generated an economic value of THB 398.3119 million.</p> <p>6. Pattani Decoded 2024 took place during 24 August - 1 September 2024 under the theme "Unparalleled." This design festival in Pattani province featured exhibitions, activities, and pavilions to introduce visitors to Pattani at locations including Pattani Phirom Road, Theswivat Market, Preeda Road, the Jabang Tiko and Na Kluea - Tanyong Lulo communities. The event attracted a total of 86,590 participants and generated an economic value of THB 205.1810 million.</p>
4. The number 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	Percent-age	30	30.92	This involves a process of hiring a consulting firm to conduct surveys on how SMEs, creative businesses, startups, and new entrepreneurs have increased their average income after receiving capacity development and applying the knowledge to develop their businesses.
5. User satisfaction and benefits from creative business incubation centers	Percent-age	80	87.18	CEA commissioned a survey on user satisfaction through the process of hiring a consulting firm, with the methodology for the user satisfaction survey for the fiscal year 2024 approved.

Remark:

- Information as of 13 September 2024, approved by the Creative Economy Agency Board Committee at Meeting No. 9/2567 on 30 September 2024.
- The operational period of all projects spans from 1 October 2023 to 30 September 2024.

10 FINANCIAL ANALYSIS REPORT AND FINANCIAL STATEMENT FOR THE FISCAL YEAR 2024

Remark: This is the Financial Analysis Report and Statement submitted to the Office of the Auditor General of Thailand (OAG).

Creative Economy Agency (Public Organization)

Statement of Financial Position

as of 30 September 2024

(Unit: Baht)

	Note	2024	2023
Asset			
Current Assets			
Cash and Cash Equivalents	4	254,633,593.37	153,553,043.09
Short-Term Receivables	5	9,694,168.62	4,384,956.82
Short-Term Investment	6	150,000,000.00	160,000,000.00
Inventories		46,333.68	58,805.57
Other Current Assets	7	2,441,679.24	2,212,543.13
Total Current Assets		416,815,774.91	320,209,348.61
Non-Current Assets			
Long-Term Receivables	8	2,458,888.09	2,368,600.98
Property and Equipment Net	9	181,681,113.37	213,640,594.06
Intangible Assets Net	10	4,192,377.51	8,074,338.45
Total Non-Current Assets		188,332,378.97	224,083,533.49
Total Asset		605,148,153.88	544,292,882.10

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

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Creative Economy Agency (Public Organization)

Creative Economy Agency (Public Organization)

Statement of Financial Position (Continued)

as of 30 September 2024

(Unit: Baht)

	Note	2024	2023
Liabilities			
Current Liabilities			
Trade Payables	13	10,984,913.27	691,325.69
Short-Term Payable	14	40,576,865.90	31,352,581.17
Short-Term Deposits	15	4,060,125.20	4,060,125.20
Other Current Liabilities	16	1,103,937.61	1,103,937.61
Total Current Liabilities		57,421,772.20	37,207,969.67
Non-Current Liabilities			
Long-Term Deposits	17	8,422,521.50	7,551,932.50
Provisional Gratuities for Resignation	18	32,797,600.00	32,797,600.00
Short-Term Transfer and Subsidy Payables	19	577,861.89	-
Total Non-Current Liabilities		42,276,483.39	40,349,532.50
Total Liabilities		99,698,255.59	77,557,502.17
Net Assets/Capital			
Capital	23	695,335,056.85	695,335,056.85
Income Higher (lower) than the Accumulated Expense	24	(189,885,158.56)	(228,599,676.91)
Total Net Assets/Capital		505,449,898.29	466,735,379.93
Total Liabilities and Net Assets/Capital		605,148,153.88	544,292,882.10

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

Creative Economy Agency (Public Organization)
Statement of Financial Performance
for the period of 1 October 2023 - 30 September 2024

			(Unit: Baht)
	Note	2024	2023
Income			
Income from Central Budget	25	459,656,400.00	299,965,919.78
Income from the Products and Services	26	6,766,355.20	22,089,901.93
Income from Government Grants	27	4,181,655.00	6,309,206.10
Income from Grant and Donation	28	14,449,206.62	13,594,000.00
Other Income	29	5,200,441.11	2,716,827.09
Total Income		490,254,057.93	336,198,690.72
Expenses			
Personnel Expenses	30	104,125,051.51	85,420,583.01
Gratuities and Pension	31	2,730,100.00	1,372,200.00
Operating Costs	32	280,815,472.80	239,024,603.13
Material Cost	33	1,165,336.38	969,431.56
Utility Costs	34	12,681,661.52	11,924,255.94
Depreciation and Amortization	35	50,100,000.36	47,305,105.13
Other Expenses	36	(78,083.00)	(98.18)
Total Expenses		451,539,539.57	386,016,080.59
Income higher (lower) than the net expense		38,714,518.36	(49,817,389.87)

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

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Creative Economy Agency (Public Organization)

Creative Economy Agency (Public Organization)
Statement of Change in Net Assets/Capital
for the period of 1 October 2023 - 30 September 2024

(Unit: Baht)

	Capital	Income Higher / (Lower) than Accumulated Expenses	Total Assets/Capital
Balance as of 30 September 2022 (in Prior Report)	695,335,056.85	(163,001,322.77)	532,333,734.08
Accumulated effect of prior period error corrections	-	(15,780,964.28)	(15,780,964.28)
Balance as of 30 September 2022 (Revised Report)	695,335,056.85	(178,782,287.05)	516,552,769.80
Change in Net Assets/Capital for the Year 2023			
Income Higher (Lower) than the Expense During the Period (Revised Report)	-	(49,817,389.87)	(49,817,389.87)
Balance as of 30 September 2023	695,335,056.85	(228,599,676.92)	466,735,379.93
Balance as of 30 September 2023 (in Prior Report)	695,335,056.85	(209,711,951.86)	485,623,104.99
Accumulated effect of prior period error corrections	-	(18,887,725.06)	(18,887,725.06)
Balance as of 30 September 2023 (Revised Report)	695,335,056.85	(228,599,676.92)	466,735,379.93
Change in Net Assets/Capital for the Year 2024			
Income Higher (Lower) than the Expense During the Period (Revised Report)	-	38,714,518.36	38,714,518.36
Balance as of 30 September 2024	695,335,056.85	(189,885,158.56)	505,449,898.29

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

Creative Economy Agency (Public Organization)

Notes to Financial Statements

for the period of 1 October 2023 - 30 September 2024

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Creative Economy Agency (Public Organization)

Creative Economy Agency (Public Organization)**Notes to Financial Statements****for the period of 1 October 2023 - 30 September 2024**

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Creative Economy Agency (Public Organization)
Notes to Financial Statements
for the period of 1 October 2023 - 30 September 2024

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) Locations

- 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

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Creative Economy Agency (Public Organization)

Note 2 Basis of Preparation of the Financial Statements

This financial statement is prepared according to State Fiscal and Financial Disciplines Act, B.E. 2561 (2018), in accordance with the public sector accounting standards and the public sector accounting policies set by the Ministry of Finance, which includes the public sector accounting principles and policies, the public sector accounting standards, and the public sector accounting policies. It is presented in the format of the financial report that complies with the Thai Accounting Standard (TAS) No. 1 “Presentation of Financial Statements,” regarding the letter no. MOF 0410.2/C15 dated 4 February 2020 and the comptroller general department's letter no. MOF 0410.2/C479 dated 2 October 2020, and the comptroller general department's letter no. MOF 0410.2/C559 dated 25 September 2023.

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

Note 3 New Government Accounting Standards and Policies

No new government accounting standards and policies applied in the period.

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, from the end of the period, is considered short-term investment.

4.2 Other short-term receivables include

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

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

- 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.

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

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

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

<u>Assets</u>	<u>Year of Usage (Year)</u>
Building	10 - 20
Renovation	3 - 10

Note 4 Summary of Significant Accounting Policies (Continued)**Assets****Year of Usage (Year)**

Equipment

3 - 5

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

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

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

Assets**Year of Usage (Year)**

Computer Software

3

No amortization is recorded for the developing software (if any)

4.7 Payables

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

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

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

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

4.10 Income Recognition

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

- Income from sales and services is the income generated by the organization when it is allowed to spend the income for its activities, it is recorded when products and services are provided.

- Income from subsidies or donations is part of the transfer items under the Government Accounting Policies No. 23 regarding non-exchange revenue. This refers to the transfer of resources from one government agency to another without receiving anything of approximately equal value in return, and it is not a tax transaction.

- Income from subsidies and donations with conditions for the transferred funds or assets is recognized as deferred income upon receipt of the funds or assets and is gradually recognized as revenue when the specified conditions are met. For income from subsidies and donations without conditions for the transferred funds or assets, regardless of whether there are restrictions on the transferred funds or assets, it is recognized as income when the right to receive the funds or assets is met according to the asset record criteria.

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Note 4 Summary of Significant Accounting Policies (Continued)**4.11 Foreign Currency Transactions**

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

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

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

- The difference arising from such translation is recorded as an income or an expense in that accounting period. Such a difference occurs from cash payment or as a financial report in the exchange rate that is different from the rate firstly recorded during an accounting period or the rate that is reported in the financial report of the previous accounting period.

4.12 Expense is recorded when an expense occurs according to the accrual basic.

Note 5 Cash and Cash Equivalents consisting of:

(Unit: Baht)

	2024	2023
Cash	14,000.00	14,000.00
Saving Deposit	254,619,593.37	153,539,043.09
Total Cash and Cash Equivalents	254,633,593.37	153,553,043.09

Note 6 Other Short-Term Receivable consisting of:

(Unit: Baht)

	2024	2023
Accrued Revenue – Third Parties	567,938.53	198,644.86
Accrued Interest	1,411,400.09	949,061.96
Budget Receivables	7,135,130.00	2,273,300.00
Off-Budget Receivables	579,700.00	963,950.00
Total Other Short-Term Receivables	9,694,168.62	4,384,956.82

Note 6 Other Short-Term Receivable consisting of (Continued):-

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

					(Unit: Baht)
<u>Receivables</u>	Not yet due payment	Less than 15 day-period Overdue Payment	More than 15 day-period Overdue Payment		Total
2024	7,714,830.00	-	-		7,714,830.00
2023	3,237,250.00	-	-		3,237,250.00

Note 7 Short-Term Investment consisting of:-

			(Unit: Baht)
	2024	2023	
6-Month Fixed Deposit Account	150,000,000.00	160,000,000.00	
Total Short-Term Investment	<u>150,000,000.00</u>	<u>160,000,000.00</u>	

Short-term investments in 2024 involved depositing the CEA's income and donation in 6-month fixed deposit accounts at the Export-Import Bank of Thailand (EXIM) amounting to 150 million baht. In 2023 deposits were made in 6-month fixed deposit accounts at TMBThanachart Bank Public Company Limited totaling 80 million baht, and at the Export-Import Bank of Thailand (EXIM) totaling 80 million baht.

Note 8 Inventories

			(Unit: Baht)
	2024	2023	
Inventories	46,333.68	58,805.57	
Total Inventories	<u>46,333.68</u>	<u>58,805.57</u>	

Note 9 Other Current Assets

			(Unit: Baht)
	2024	2023	
Prepaid Expenses	2,441,679.24	1,934,767.57	
Prepaid Expenses (Awaiting Inspection)	-	277,775.56	
Total Long-Term Receivable	<u>2,441,679.24</u>	<u>2,212,543.13</u>	

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Note 10 Long-Term Receivable

	(Unit: Baht)	
	2024	2023
Advance Payment - Long-Term	2,458,888.09	2,368,600.98
Total Long-Term Receivable	2,458,888.09	2,368,600.98

Note 11 Buildings and Equipment – Net consisting of:-

	(Unit: Baht)	
	2024	2023
1 Buildings	123,385,239.97	123,385,239.97
Deduct Accumulated Depreciation of Buildings	(51,498,254.76)	(45,312,090.94)
Buildings - Net	71,886,985.21	78,073,149.03
2 Renovation of Leased Assets	305,305,713.03	299,503,713.03
Deduct Accumulated Depreciation of Renovation of Leased Assets	(220,975,751.40)	(190,369,482.71)
Renovation of Leased Assets - Net	84,329,961.63	109,134,230.32
3 Office Equipment	56,649,190.01	56,818,586.50
Deduct Accumulated Depreciation of Office Equipment	(55,668,252.77)	(54,511,787.47)
Office Equipment - Net	980,937.24	2,306,799.03
4 Electrical and Radio Equipment	33,323,965.87	34,607,516.73
Deduct Accumulated Depreciation of Electrical and Radio Equipment	(31,101,934.32)	(32,094,653.05)
Electrical and Radio Equipment - Net	2,222,031.55	2,512,863.68
5 Advertising and Distribution Equipment	48,807,486.88	43,334,269.46
Deduct Accumulated Depreciation of Advertising and Distribution Equipment	(39,690,032.53)	(41,653,158.22)
Advertising and Distribution Equipment - Net	9,117,454.35	1,681,111.24
6 Inspection Equipment	9,630.00	9,630.00
Deduct Accumulated Depreciation of Inspection Equipment	(9,629.00)	(9,629.00)
Inspection Equipment - Net	1.00	1.00

Note 11 Buildings and Equipment – Net (Continued) consisting of:-

		(Unit: Baht)	
		2024	2023
7	Science and Medical Equipment	9,800.00	9,800.00
	<u>Deduct</u> Accumulated Depreciation of Science and Medical Equipment	(9,799.00)	(9,799.00)
	Science and Medical Equipment - Net	1.00	1.00
8	Computer Equipment	33,771,420.62	33,798,919.22
	<u>Deduct</u> Accumulated Depreciation of Computer Equipment	(30,790,196.70)	(32,272,318.26)
	Computer Equipment - Net	2,981,223.92	1,526,600.96
9	Education Equipment	17,114,878.99	16,130,696.29
	<u>Deduct</u> Accumulated Depreciation of Education Equipment	(15,142,672.38)	(14,159,351.83)
	Education Equipment - Net	1,972,206.61	1,971,344.46
10	Housework, Kitchen Work Equipment	941,892.04	902,402.04
	<u>Deduct</u> Accumulated Depreciation of Housework, Kitchen Work Equipment	(897,340.18)	(892,917.70)
	Housework, Kitchen Work Equipment - Net	44,551.86	9,484.34
11	Music Equipment	730,138.50	730,138.50
	<u>Deduct</u> Accumulated Depreciation of Music Equipment	(730,133.50)	(730,133.50)
	Music Equipment - Net	5.00	5.00
12	Other Equipment	98,949.32	98,949.32
	<u>Deduct</u> Accumulated Depreciation of Other Equipment	(98,945.32)	(98,945.32)
	Other Equipment - Net	4.00	4.00
	Equipment	191,457,352.23	186,440,908.06
	<u>Deduct</u> Accumulated Depreciation of Equipment	(174,138,935.70)	(176,432,693.35)
	Equipment - Net	17,318,416.53	10,008,214.71
	Construction in Progress	8,145,750.00	4,725,000.00
	Construction of System	-	11,700,000.00
	Total Buildings and Equipment (Net)	181,681,113.37	213,640,594.06

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Note 11 Buildings and Equipment – Net (Continued) consisting of:-

				(Unit: Baht)
				2024
	Buildings and Structures	Renovation	Equipment	Total
Original Cost				
As of 1 October 2023	123,385,239.97	299,503,713.03	186,440,908.06	609,329,861.06
Increased during the Period	-	5,802,000.00	18,355,553.04	24,157,553.04
Disposals and Donations	-	-	(13,339,108.87)	(13,339,108.87)
As of 30 September 2024	123,385,239.97	305,305,713.03	191,457,352.23	620,148,305.23
Deduct: Accumulated Depreciation				
As of 1 October 2023	45,312,090.94	190,369,482.71	176,432,693.35	412,114,267.00
Depreciation during the Period	6,186,163.82	30,606,268.69	9,874,511.94	46,666,944.45
Disposals and Donations	-	-	(12,168,269.59)	(12,168,269.59)
As of 30 September 2024	51,498,254.76	220,975,751.40	174,138,935.70	446,612,941.86
Net Book Value				
As of 1 October 2023	78,073,149.03	109,134,230.32	10,008,214.71	197,215,594.06
As of 30 September 2024	71,886,985.21	84,329,961.63	17,318,416.53	173,535,363.37
Construction in Progress				8,145,750.00
Total Net Book Value				181,681,113.37

				(Unit: Baht)
				2023
	Buildings and Structures	Renovation	Equipment	Total
Original Cost				
As of 1 October 2022	123,385,239.97	299,503,713.03	188,233,079.83	611,122,032.83
Increased during the Period	-	-	920,319.30	920,319.30
Disposals and Donations	-	-	(8,712,491.07)	(2,712,491.07)
As of 30 September 2023	123,385,239.97	299,503,713.03	186,440,908.06	609,329,861.06

Note 11 Buildings and Equipment – Net (Continued) consisting of:-

Deduct Accumulated Depreciation

As of 1 October 2022	39,142,829.19	160,419,111.50	172,000,473.84	371,562,414.53
Depreciation during the Period	6,169,261.75	29,950,371.21	7,122,930.76	43,242,563.72
Disposals and Donations	-	-	(2,690,711.25)	(2,690,711.25)
As of 30 September 2023	45,312,090.94	190,369,482.71	176,432,693.35	412,114,267.00
Net Book Value				
As of 1 October 2022	84,242,410.78	139,084,601.53	16,232,605.99	239,559,618.30
As of 30 September 2023	78,073,149.03	109,134,230.32	10,008,214.71	197,215,594.06
Construction in Progress				4,725,000.00
Construction of System				11,700,000.00
Total Net Book Value				213,640,594.06

Note 12 Intangible Assets – Net consisting of:-

(Unit: Baht)

	2024	2024
Computer Software	16,414,962.56	16,270,927.66
<u>Deduct</u> Accumulated Amortization of Computer Software	(12,222,585.05)	(8,196,589.21)
Intangible Assets - Net	4,192,977.51	8,074,338.45

(Unit: Baht)

	2024	2023
Original Cost		
As of 1 October 2023	16,270,927.66	17,036,627.66
Increased during the Period	251,450.00	42,500.00
Disposals and Donations	(107,415.10)	(808,200.00)
As of 30 September 2024	16,414,962.56	16,270,927.66

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Note 12 Intangible Assets – Net (Continued) consisting of:-**Deduct Accumulated Amortization**

As of 1 October 2023	8,196,589.21	4,942,244.80
Depreciation during the Period	4,133,408.94	4,062,541.41
Disposals and Donations	(107,413.10)	(808,197.00)
As of 30 September 2024	12,222,585.05	8,196,589.21
Net Book Value		
As of 1 October 2023	8,074,338.45	12,094,382.86
As of 30 September 2024	4,192,377.51	8,074,338.45

Note 13 Accounts Payable consisting of:-

	2024	2023
Accounts Payable – Third Parties	10,984,913.27	691,325.69
Total Accounts Payable	10,984,913.27	691,325.69

Note 14 Other Short-Term Payable Consisting of:

	(Unit: Baht)	
	2024	2023
Accrued Utility Fee	22,832,747.51	19,694,289.80
Accrued Vouchers	7,428,707.74	2,040,437.47
Withholding Income Tax to Be Submitted	427,893.56	384,032.59
Accrued VAT	23,213.85	93,879.45
VAT Not Yet Due	4,444.57	12,288.90
Accrued Audit Fee	140,000.00	120,000.00
Other Expenses – Third Parties	9,719,858.67	9,007,652.96
Total Short-Term Payable	40,576,865.90	31,352,581.17

Utilities Payable

Thai Post Company Limited (Thailand Post) inspected the electricity usage in the leased area of the Creative Economy Agency (CEA) and found that some meters had not been billed for electricity to the CEA since 2016 until 31 May 2024.

Utilities Payable (Continued)

The total amount is 20,996,173.44 Baht, of which 2,108,448.38 Baht is for electricity in 2024, and 18,887,725.06 baht is for the accounting period from 2016 to 2023. CEA has adjusted this in the "income higher (lower) than expenses" in the financial statements.

For the payment of electricity bills to Thailand Post, CEA has proposed four payment approaches: 1) requesting funds from the central budget (fiscal year 2025 budget) 2) requesting funds from the fiscal year 2026 budget 3) installment payment 4) waiver of interest.

Currently, the process of requesting funds from the central budget for 2025 is underway.

Note 15 Short-Term Deposit Consisting of:

	(Unit: Baht)	
	2024	2023
Contract Deposit	4,605,686.43	3,912,170.00
Retention Deposit	145,382.21	147,955.20
Other Deposit	-	-
Space Rental Deposit	37,383.18	-
Total Short-term Deposit	4,788,451.93	4,060,125.20

The Space Rental fee deposit of 40,000.00 baht includes a value-added tax (VAT) of 2,616.82 baht. The VAT has been submitted to the Revenue Department. Therefore, the remaining deposit is 37,383.18 baht.

Note 16 Other Current Liabilities Consisting of:

	(Unit: Baht)	
	2024	2023
Deferred Income from Membership	1,003,121.40	1,103,378.71
Deferred Income from Online Membership	68,419.70	558.90
Total Other Current Liabilities	1,071,541.10	1,103,937.61

Note 17 Long-Term Deposits Consisting of:

	(Unit: Baht)	
	2024	2023
Contract Deposit	5,601,721.50	4,731,132.50
Retention Deposit	2,820,800.00	2,820,800.00
Total Long-Term Deposits	8,422,521.50	7,551,932.50

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Note 18 Provisional Gratuities for Resignation Consisting of:

(Unit: Baht)

	2024	2023
Provisional Pension for Resignation Brought Forward	32,797,600.00	28,875,700
<u>Add</u> Expenses Recorded in the Statement of Financial Performance	3,208,600.00	5,294,100
<u>Deduct</u> Employee Benefit Paid during the Period	(2,730,100.00)	(1,372,200.00)
Total Provisional Pension for Resignation Carried Forward	33,276,100.00	32,797,600.00

Note 19 Short-Term Transfer and Subsidy Payable Consisting of:

	2024	2023
Deferred income	577,861.89	-
Total Short-Term Transfer and Subsidy Payable	577,861.89	-

Deferred income amounting to 577,861.89 baht is the support income received from the Science, Research and Innovation Promotion Fund. Upon completion of the project, CEA must return any remaining grant funds along with any accrued interest to the fund within 60 days from the project's completion date.

Note 20 Contingent Liabilities Consisting of:

CEA 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 68,800,000 baht, however, it has already disbursed seven installments, totaling 56,416,000.00 baht. The remaining in the eighth installment is 12,384,000.00 baht. 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. Consequently, CEA issued a letter, no. CEA 04/107, dated 7 February 2019, informing the contractor to expedite compliance with the contract. After that, CEA issued a letter no. CEA 04/116 regarding meeting invitation, dated 15 February 2019, sent to the contractor to make an appointment for the contractor to attend the meeting on 20 February 2019, but the contractor did not attend the meeting. Subsequently, the contractor filed a lawsuit against CEA as the defendant in a civil case at the Civil Court of Southern Bangkok, black number 1334/2019, dated 11 June 2019.

Note 20 Contingent Liabilities (Continued)

Office of the Public Prosecution, Bangkok South 2, Office of the Attorney General, has issued a letter stating that The Southern Bangkok Civil Court scheduled a mediation on 22 August 2019 at 13.00 hrs. at the Southern Bangkok Civil Court. On 20 July 2020, the Civil Court of Southern Bangkok made an appointment for meditation for both parties to hear the Central Administrative Court's opinion regarding the authority between courts. The Central Administrative Court agreed with the Southern Bangkok Civil Court that this case is an administrative court which is under the jurisdiction of the Central Administrative Court. Therefore, Southern Bangkok Civil Court issued an order to transfer this case and the paid court fee to Central Administrative Court to continue the prosecution according to the notification letter OAG. 0022.2/196 dated 6 August 2020.

On 29 April 2021, the Central Administrative Court issued a notice of court order, demanding a response as to whether the agency agrees to a mediation process. The agency has responded that they do not agree to the mediation process and the Administrative Court received the letter on 14 May 2021. The Administrative Court is currently reviewing the case in accordance with the procedure.

The Administrative Case Office, Office of the Attorney General has informed the Central Administrative Court of the end of the fact-finding which is 3 March 2022 and issued the letter OAG 0042.5/2682, dated 24 October 2023 to inform the initial hearing and trial, which the initial hearing is on 31 October 2023 and the trial of Central Administrative Court on 23 November 2023.

The Central Administrative Court on 23 November 2023, read the verdict of the case red number 2121/2566 regarding the administrative contract dispute case on November 23, 2023, and has dismissed the case, requiring System Professional Services Company Limited, as the plaintiff, to pay damages to CEA, including a fine of 2,339,200 baht, a construction supervision of 915,000 baht, wages of new contractors of 10,720,000 baht, and temporary office rental of 80,000 baht, a total of 14,054,200 baht. and the verdict was given to CEA, as the defendant in the case, requiring it to compensate damages to System Professional Service Company Limited, which includes the 8th installment in the amount of 7,025,203.66 baht and 5% retention money in the amount of 2,820,800 baht, and contract security deposit of 3,440,000 baht, totaling 13,286,003.66 baht. After the set-off, it is comparable to System Professional Service Company Limited, as the plaintiff in the case, is required to pay the CEA 768,196.34 baht in total, plus interest at the legal rate, beginning on the day the counterclaim is filed and continuing until the payment is completely made.

System Professional Services Company Limited, as the plaintiff of the case, must pay the amount of 768,196.34 baht plus interest within 60 days from the date of the judgment. Both parties can file an appeal the Central Administrative Court's verdict within 30 days from the date of the judgment, which is within 23 December 2023 (submit within 22 December 2023 since 23 December 2023 falls on a public holiday).

On 1 April 2024, the Supreme Administrative Court ordered the CEA to submit a response to the appeal in case number 456/2024, along with sending a copy of the appeal from System Professional Service Co., Ltd., the plaintiff, dated 21 December 2023, to the public prosecutor authorized by CEA, the defendant in the appeal, as a counterparty in the appeal. This was to request an examination of the copy of the appeal and clarification of the factual and legal details in the appeal response, along with relevant evidence, within 30 days from the date of receiving this order (received by the Special Litigation Division 5 on 2 April 2024). Therefore, the aforementioned clarification is requested to be submitted to the Special Litigation Division 5 by 23 April 2024, to be used in preparing the appeal response.

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Note 20 Contingent Liabilities (Continued)

Subsequently, CEA issued letter number CEA 01/268, dated 22 April 2024, regarding a request to extend the deadline for submitting the appeal response in case number Black Case No2. 456/2024, to the Special Litigation Division 5. This was due to the appeal preparation requiring time to gather complete and comprehensive evidence, covering both factual and legal aspects. The OAE requested the Public Prosecutor's assistance in submitting a request to the Supreme Administrative Court for a 30-day extension from the original deadline for submitting the appeal response, which was 2 May 2024.

Currently, CEA has issued letter number CEA 01/337, dated 17 May 2024, containing explanations for preparing the appeal response, along with supporting documents, and sent it to the Special Litigation Division 5. This is to enable the Public Prosecutor to proceed with preparing the aforementioned appeal response for submission to the Supreme Administrative Court. The case is currently under consideration by the Supreme Administrative Court.

Note 21 Obligations Consisting of:

1. Obligation to the Operating Agreement

As a tenant, CEA has a minimum amount to pay in the future under the lease that cannot be canceled as of 30 September 2024 and 2023, as follows

	(Unit: Baht)	
	2024	2023
Less-than-One-Year Period	33,224,550.04	33,216,509.04
One-to-Five-Year Period	33,615,623.04	66,840,173.08
Total	66,840,173.08	100,056,682.12
2. Cost Obligations		
	2024	2023
Buildings - Khon Kaen Branch	12,384,000.00	12,384,000.00
Buildings - Songkhla Branch	64,000,000.00	81,724,300
Total	76,384,000.00	94,108,300.00

Buildings - Songkhla Branch which were designated as expenditure commitments under the work plan in 2023, have been procured, contracted, and signed for in 2024.

Note 21 Obligations (Continued) Consisting of:

3. Obligations regarding expenses according to the plan

	(Unit: Baht)	
	2024	2023
Operating Costs	44,128,700.00	27,325,900.00
Project Costs	16,800,000.00	22,860,000.00
Total	60,928,700.00	50,185,900.00

4 Obligation under Procurement and Other Service Agreements

	(Unit: Baht)	
	2024	2023
Less-than-One-Year Period - Contract	61,937,850.99	25,054,129.88
Less-than-One-Year Period - Employment Order	20,835,898.92	11,923,924.46
Less-than-One-Year Period - Purchase Order	554,168.91	664,713.68
Total Obligation under Procurement and Other Service Agreements	83,327,918.82	37,642,768.02

In addition, CEA has personnel commitments in the budget system according to the regulations as of the end of fiscal year 2024 in the amount of 33.2761 million baht and fiscal year 2023 in the amount of 32.7976 million baht.

Note 22 Prior Period Error Correction Consisting of:

CEA has revised the accounting records in the financial report for the year ended 30 September 2024, due to adjustments to the electricity expenses that were retroactively charged by the Thai Post Company Limited (Thailand Post), which is included in the financial performance statement. This has impacted the financial reports as follows:

	(Unit: Baht)		
	As Previously Reported	Adjustments	As Restated
Balance as of 30 September 2022			
Income Higher than Accumulated Expenses	(163,001,322.77)	(15,780,964.27)	(178,782,287.04)
Balance as of 30 September 2022			
Short-term Other Payables	12,464,856.11	18,887,725.05	31,352,581.16
Utilities	8,817,495.16	3,106,760.78	11,924,255.94
Income Higher than Accumulated Expenses	(209,711,951.86)	(18,887,725.05)	(228,599,676.91)
Income Higher (Lower) than Net Expenses	(46,710,629.09)	(3,106,760.78)	(49,817,389.87)

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Note 23 Capitals Consisting of:

	2024	2023
Organization's Capital	695,335,056.85	695,335,056.85
Total Capitals	695,335,056.85	695,335,056.85

Note 24 Income Higher (Lower) than Expense Consisting of:

	2024	2023
Income Higher (Lower) than Net Expenses	38,714,518.36	(49,817,389.87)
Income Higher (Lower) than Accumulated Expense Brought Forward	(209,711,951.86)	(163,001,322.77)
Accumulated Effect of Error Corrections	(18,887,725.06)	(15,780,964.27)
Total Capitals	(189,885,158.56)	(228,599,676.91)

Note 25 Income from the National Budget Consisting of:

	2024	2023
Income from Grant as Personnel Budget	86,662,500.00	72,755,400.00
Income from Grant as Operation Budget	47,174,400.00	51,098,200.00
Income from Grant as Mission Budget	296,917,000.00	177,001,500.00
Income from Investment Budget	28,902,500.00	-
Income from Central Budget	-	(889,180.22)
Total Income from The National Budget	459,656,400.00	299,965,919.78

CEA received a government grant for the fiscal year 2024 (using the budget of the fiscal year 2023 for the first 8 months, from 1 October 2023 to 31 May 2024). The first transfer, amounting to 194,731,900.00 baht, was received on 5 October 2023. Additionally, 2,435,300.00 baht of the fiscal year 2023 budget was returned on 1 April 2024. A second transfer³, amounting to 267,359,800.00 baht, was received on 3 May 2024. The total grant from the fiscal year 2023 was 300,855,100.00 baht, and 889,180.22 baht was returned to the central budget.

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Note 26 Income from Services Consisting of:

	(Unit: Baht)	
	2024	2023
Income from Agency Services	1,873,495.14	6,268,264.38
Income from Membership Fees	2,925,196.51	2,654,192.99
Income from Projects	1,967,663.55	4,690,280.38
Total Income from Services	6,766,355.20	13,612,737.75

Note 27 Income from Government Grants Consisting of:

	(Unit: Baht)	
	2024	2023
Grants from Government Agencies	4,181,655.50	6,309,206.10
Total Income from Government Grants	4,181,655.50	6,309,206.10

Note 28 Income from Other Subsidies and Donation Consisting of:

	(Unit: Baht)	
	2024	2023
Subsidies from Other Organizations	14,270,166.62	13,594,000.00
Income from Donation	179,040.00	-
Total Income from Other Subsidies and Donation	14,449,206.62	13,594,000.00

Note 29 Other Income Consisting of:

	(Unit: Baht)	
	2024	2023
Interest on Deposits from Financial Institutions	5,037,628.07	2,349,343.41
Fine	126,159.44	367,483.53
Other Income	36,653.60	0.15
Total Other Income	5,200,411.11	2,716,827.09

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Note 30 Personnel Expense Consisting of:

	(Unit: Baht)	
	2024	2023
Employee Salary	92,877,034.33	71,484,090.65
Gratuities for Persons Receiving Full Salary	801,434.00	745,320.00
Death Benefit	-	30,000.00
Insurance Premiums	2,031,517.20	1,620,134.00
Life Insurance	134,330.00	78,056.03
Provident Fund Contributions	5,103,832.57	4,750,775.91
Child Education Allowance	80,780.00	79,216.00
Maternity Allowance	-	10,000.00
Medical Allowance	2,021,488.00	2,198,971.78
Flexible Benefit Expense	581,135.41	502,118.64
Other Welfare Benefits	15,000.00	-
Gratuities for Resignation	478,500.00	3,921,900.00
Total Personnel Expenses	104,125,051.51	85,420,583.01

Note 31 Gratuities and Pensions Consisting of:

	(Unit: Baht)	
	2024	2023
Employee Gratuity	2,730,100.00	1,372,200.00
Total Gratuities and Pensions	2,730,100.00	1,372,200.00

Note 32 Operational Costs Consisting of:

	(Unit: Baht)	
	2024	2023
Training Costs	382,121.00	1,413,751.36
Travel Expenses (Domestic)	5,874,026.57	3,883,020.87
Travel Expenses (International)	7,071,627.28	1,541,879.08
Repair and Maintenance	7,692,106.04	3,903,114.23

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Note 32 Operational Costs (Continued) Consisting of:

	(Unit: Baht)	
	2024	2023
Service Fee	164,417,906.85	137,039,046.23
Fees	377,192.77	29,443.74
Consultation Fee	11,708,729.00	18,683,051.50
Insurance Premiums	690,359.25	694,503.47
Meeting Pensions	4,314,565.93	1,918,298.77
Gifts/Souvenirs	1,169,608.35	668,702.39
Rental Fee of Immovable Property	38,136,183.09	36,386,453.31
Rental Fee of Assets	2,155,729.40	2,183,683.29
Audit Fees	175,000.00	150,000.00
Advertising and Print Media Fees	12,218,020.69	13,689,311.55
Purchase of Book, Media, Journals and Magazines	1,965,802.16	2,134,820.44
Expense of Activities	21,984,142.17	14,418,771.80
Other Expenses	482,352.25	286,751.10
Total Operational Costs	280,815,472.80	239,024,603.13

Note 33 Material Cost Consisting of:

	(Unit: Baht)	
	2024	2023
Office Supplies	205,515.86	158,950.00
Computer	39,129.90	88,150.20
Housework and Kitchen Work Materials	472,904.55	295,980.22
Electrical Equipment	-	81,534.00
Other Materials	96,753.00	101,577.25
Fuel Costs	171,242.20	185,564.80
Durable Articles Costing Lower Than Criteria	179,790.87	57,674.50
Total Material Cost	1,165,336.38	969,431.56

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Note 34 Utility Costs Consisting of:

	(Unit: Baht)	
	2024	2023
Electricity	11,412,963.09	10,663,367.95
Water Supply	129,805.01	122,540.73
Telephone	204,461.42	212,273.26
Post and Telegraph Service	56,044.00	47,387.00
Internet fee	878,388.00	878,687.00
Total Utility costs	12,681,661.52	11,924,255.94

Note 35 Depreciation and Amortization Consisting of:

	2024	2023
Depreciation - Office Building	6,178,817.00	6,161,934.98
Depreciation - Construction	7,346.82	7,326.78
Depreciation - Renovation of Leased Assets	30,606,268.69	29,950,371.20
Depreciation - Office Hardware	1,717,441.99	1,808,465.22
Depreciation - Electrical and Radio Equipment	2,027,850.56	1,690,989.60
Depreciation - Advertising and Publishing Equipment	2,821,984.54	834,616.79
Depreciation - Educational Equipment	988,906.30	1,092,407.41
Depreciation - Housework and Kitchen Hardware	9,931.48	38,157.30
Depreciation - Computers	1,608,044.04	1,658,046.46
Depreciation - Surveying	-	247.98
Total	45,966,591.42	43,242,563.72
Amortization		
Computer Software	4,133,408.94	4,062,541.41
Total	4,133,408.94	4,062,541.41
Total Depreciation and Amortization	50,100,000.00	47,305,105.13

Note 36 Other Expenses Consisting of:

		(Unit: Baht)
	2024	2023
Profit from Asset Disposals	(87,897.00)	(28,316.00)
Loss from Asset Retirement	9,814.00	28,217.82
Total Other Expense	(78,083.00)	(98.18)

Note 37 Provident Fund

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

1. CEA requires that its employees who have passed the probationary period have to contribute to the fund every time the salary is paid at a rate not less than 2 percent but not more than 15 percent.

2. CEA shall pay a rate of not less than 5 percent but not more than 8 percent due to the service period, the agency pays contributions / percentage of salary as follows:

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

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

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

11

AUDIT COMMITTEE'S REPORT FOR THE FISCAL YEAR 2024

Audit Committee's Report for the Fiscal Year 2024 Creative Economy Agency (Public Organization)

In the fiscal year 2024, the Audit Committee held a total of five meetings, with full participation from all committee members as follows:

Mr. Kanit Vallayapet	Chairperson of the Audit Committee attended five meetings.
Mr. Banjong Sukreetha (Representative of the Permanent Secretary of the Ministry of Industry)	Audit Committee member attended four meetings.
Mr. Napong Sirikantayakul	Audit Committee member attended five meetings.
Ms. Fuangfah Tianprapast	Audit Committee member attended five meetings.

The Audit Committee performed its duties and responsibilities with caution, prudence, and sufficient independence, in accordance with the Ministry of Finance's regulations on Guidelines of Internal Audit for Government Agencies (Amendment No. 4 B.E. 2566), Regulations of CEA's Board Committee on Internal Audit B.E. 2566, and the Audit Committee Charter, as approved by CEA's Board Committee. The Audit Committee is tasked with reporting its performance to the CEA's Board Committee at least once a year.

Additionally, the meetings prioritized the sufficiency and appropriateness of CEA's internal control system; compliance with relevant laws, rules, and regulations; accuracy and completeness of documentation; and value for money, as well as providing comments or suggestions that are beneficial to CEA. The Audit Committee's findings for the fiscal year 2024 can be summarized as follows:

1. Review of Financial Reports

The Audit Committee reviewed the financial statements of the Creative Economy Agency (Public Organization) as of 30 September 2023 and the financial report as of 31 March 2024, focusing on accuracy, completeness, sufficiency, and reliability to ensure that the financial statements were prepared in accordance with the Public Sector Accounting

Standards and the Public Sector Accounting Policy B.E. 2561, as well as other financial regulations prescribed by the Ministry of Finance.

The Audit Committee is of the opinion that the financial statements are accurate in all material respects and are in accordance with relevant financial reporting standards. Furthermore, information is adequately disclosed in the financial statements and the notes to the financial statements.

The Audit Committee also met with the Executive Director to ensure that the Committee's recommendations would be followed to improve CEA's operations. Furthermore, the Audit Committee held discussions regarding audit findings with external auditors. The auditors reported the statements of financial position as of 30 September 2023, financial performance, statement of changes in net assets and equity, and cash flow statements, which were accurate in all material respects, in accordance with the Public Sector Accounting Standards and the Public Sector Accounting 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 carried out in accordance with the annual audit plan, as well as reviewed the audit's findings and provided constructive suggestions to ensure good governance.

2.2 The Audit Committee has reviewed CEA's risk management and internal control system with internal auditors to assess the adequacy and appropriateness of the internal control system in accordance with standards and guidelines for internal audit operations for government agencies. The review found that CEA has an adequate and appropriate risk management and internal control system.

2.3 The Audit Committee examined the audit findings based on the approved audit plan and continuously monitored corrective actions in response to audit recommendations and comments. No significant deficiencies were identified that would materially impact CEA's operations. The Audit Committee found that CEA has complied appropriately with relevant regulations and legal requirements.

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

2.5 The Audit Committee supported continuous improvement of internal audit operations. In the fiscal year 2024, the Internal Audit Unit established new operational guidelines for providing advisory services to management and audited units.

3. Audit Committee's Findings

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

4. Maintaining the Quality of the Audit Committee

The Audit Committee has followed the Audit Committee Charter and the Audit Committee Operating Manual. Every year, the Committee reviews the Audit Committee Charter and the Internal Audit Charter to verify that its operational standards, roles, and responsibilities are in accordance with best practices and the Standards and Guidelines of Internal Audit for Government Agencies B.E. 2561, as amended through Amendment No. 4, B.E. 2566. Moreover, the Audit Committee has reviewed the periodic self-assessment reports in compliance with the guidelines for internal audit quality assurance and improvement stipulated by the Comptroller-General's Department.

5. Review of the Audit Committee and Internal Audit Charters

The Audit Committee has conducted an annual review of both its own charter and the Internal Audit Charter to ensure alignment with the Ministry of Finance's Standards and Guidelines of Internal Audit for Government Agencies B.E. 2561, as amended through Amendment No. 4, B.E. 2566. The revised charters were submitted to the CEA's Board Committee at Meeting No. 10/2023 on 30 October 2023.

6. Consideration of the Appointment of Auditors and Accounting Remuneration for the Fiscal Year 2025

The Audit Committee has recommended the appointment of Thirty-Four Audit Co., Ltd. as the external auditor of the Creative Economy Agency (Public Organization) for the fiscal year 2025, based on independence, expertise, experience, and quality of audit

services in previous years. The recommendation was presented to the CEA's Board Committee, along with a proposal for determining the audit fee for the fiscal year 2025.

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

1. Opinions on Risk Management and Fraud Risk Management

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

2. Opinions on Financial Internal Control

CEA has in place adequate and appropriate financial internal control and procurement systems. There is a clear separation of duties and responsibilities and full compliance with relevant laws, rules, regulations, and guidelines.

The Audit Committee has performed its duties and responsibilities set out in the regulations of CEA's Board Committee on Internal Audit B.E. 2566 and the regulations of the Ministry of Finance on Guidelines of Internal Audit for Government Agencies. The Committee has exercised professional expertise, caution, prudence, and independence, while providing constructive recommendations to enhance CEA's governance and operational efficiency. The Audit Committee is of the opinion that the financial statements are accurate, reliable, and in compliance with Public Sector Accounting Standards and the Public Sector Accounting Policy. The Agency's operations are conducted in accordance with applicable laws, regulations, rules, and relevant cabinet resolutions.

(Mr. Kanit Vallayapet)
Chairperson of the Audit Committee
2 October 2024

12 CEA'S ACTION PLAN FOR THE FISCAL YEAR 2025

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

Strategic Issue

1

**Empower cultural assets
and creative cities**

Strategic Issue

2

**Build creative business
competitiveness**

Strategic Issue

3

Enter the global market

Strategic Issue

4

**Transform into an
agile and creative
organization**

CEA's target, in accordance with the Budget Expenditure Act, aims to achieve tangible outcomes and expected benefits, including an increase in income for creative industry entrepreneurs by no less than 26%.

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Summary of Indicators and Targets for CEA's Action Plan 2023 – 2027

Strategic Issues	Goals	Strategy	Indicators and Targets	Fiscal Year				
				2023	2024	2025	2026	2027
1. Empower cultural assets and creative cities	1. Provinces/local authorities have knowledge and understanding in developing creative city plans	11 Promote the formation of city host groups, driving pilot initiatives for sustainable creative city development	1. Number of provinces incorporating creative city development in strategic plans or local/provincial projects	1	2	3	4	5
	2. Creative economic districts in the network are strengthened	12 Promote knowledge development, monitoring tools, and increase the number of creative city innovators in local areas	2. Income generated from creative district activities	900 Million THB	1,050 Million THB	1,200 Million THB	1,350 Million THB	1,500 Million THB
	3. Cultural capital is leveraged and developed commercially	13 Support creative professionals in local areas to build upon cultural capital or geographical indications in local communities, transforming them into products and services 14 Connect collaborative networks for creative district development both domestically and internationally	3. Number of new products that leverage creativity or local identity for commercial development	60	60	60	60	60
2. Build creative business competitiveness	1. Creative businesses have enhanced potential	2.1 Develop business models and policy recommendations to reduce business limitations in creative industries	4. SME entrepreneurs, creative businesses, startups, and new entrepreneurs have increased average income after receiving capacity development and applying the acquired knowledge to their business development.	26%	26%	26%	26%	26%
	2. Creative workforce in target industries is better prepared and has higher competency	2.2 Stimulate and encourage creative entrepreneurs to protect and utilize intellectual property (investment, rights protection)	5. Percentage increase of new creative business entrepreneurs	30.80% (154 entrepreneurs)	30.80% (154 entrepreneurs)	30.80% (154 entrepreneurs)	30.80% (154 entrepreneurs)	30.80% (154 entrepreneurs)
	3. Thai people and society are aware, understand, and have increased demand for creativity	2.3 Elevate networks and educational institutions in developing and preparing the creative workforce	6. Number of creative workers in target industries with improved skills	5% (6,250 workers)	5% (6,250 workers)	5% (6,250 workers)	6% (7,500 workers)	6% (7,500 workers)
		2.4 Promote the use of creativity in developing products or services and enhance creative skills of Thai people	7. Success in developing creative business incubation centers expanded in the regions	10 centers	10 centers	10 centers	10 centers	10 centers

Strategic Issues	Goals	Strategy	Indicators and Targets	Fiscal Year				
				2023	2024	2025	2026	2027
3. Enter the global market	1. Target creative industries have higher competitiveness	3.1 Promote the development of creative industries to build competitive advantage from technological advancement	8. Number of creative business networks able to access international market channels	10	10	10	15	15
	2. Potential funding sources are available to support creative industry development	3.2 Connect creative industries to both domestic and international funding sources to support industry growth 3.3 Promote market opportunity for creative industries in overseas markets 3.4 Connect networks of organizations and agencies to promote international trade through both bilateral and multilateral relationships	9. Percentage of entrepreneurs meeting criteria for funding access	50%	50%	50%	50%	50%
4. Transform into an agile and creative organization	1. Organizational management and decision-making become faster	4.1 Develop high-competency personnel with future skills who can adapt to change	10. Number of work processes/ systems/ innovations that improve organizational efficiency	1	1	1	1	1
	2. Digital services are enhanced with a citizen-centric approach	4.2 Decentralize management authority and drive organizational management with data	11. Development of a data catalog system leading to government's open data site	1	1	1	1	1
	3. The organizational culture and work environment stimulate and promote creative thinking	4.3 Develop digital capabilities by connecting with the digital government system and enhance digital services with a citizen-centric approach 4.4 Create a professional work culture that encourages and promotes personnel to be confident in their thinking and actions	12. Personnel's level of confidence in expressing and proposing creative ideas	4.5 (90%)	4.5 (90%)	4.5 (90%)	4.5 (90%)	4.5 (90%)

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List of Projects Included in the CEA's Action Plan for the Fiscal Year 2025

Projects	Budget (Million THB)
Strategic Issue 1 Empower Cultural Assets and Creative Cities	112.0654
1. Development of creative districts for economic value and sustainable city development (Thailand Creative District Network: TCDN)	44.1228
2. Development and promotion of creative cities in Thailand as part of the UNESCO Creative Cities Network (UCCN)	8.1444
3. International creative festivals at the regional level	68.2023
4. Development of creative districts through tourism and value creation from the bio-based economy (Northeastern region)	4.0300
Strategic Issue 2 Build Creative Business Competitiveness	172.8924
1. Management of creative business incubation centers using both physical and digital platforms	3.3000
2. Development of a creative information center	9.5574
3. Dissemination of creative economy knowledge to support creative ideas and workforce preparedness	2.5738
4. Establishment of regional creative business incubation centers to promote creative economy	110.9400
5. Design Thinking 11	16.5902
6. Value addition to SMEs through content and digital media	6.7300
7. Thailand as Brand	23.2010

Projects	Budget (Million THB)
Strategic Issue 3 Enter the Global Market	114.4813
1. Development and dissemination of knowledge in the creative economy to promote Thailand's Soft Power	5.6403
2. Enhancement of the Soft Power Industries	108.8410
- Soft Power infrastructure upskilling	46.5000
- Promoting international Soft Power industry networks	12.5000
- Soft Power enabler platform	32.0700
- Creative workforce development for Soft Power promotion and Thai branding in 4 regions	17.7710
Strategic Issue 4 Transform into an Agile and Creative Organization	19.5735
1. CEA's human resources development plan	3.0000
2. Enhancement of support services and management of IT systems and facilities	12.8400
3. Digital skill development for public sector personnel to drive digital government	0.7430
4. Efficiency enhancement for Soft Power strategic implementation	2.9905
Total	419.0126

GREATER WITH CREATIVITY



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