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Aleenta Resort & Spa Group

*“An Invaluable  
Tool for Both  
Buyers and  
Developers..”*

“Best practices” is an invaluable tool for both buyers and developers. For those who are looking for their 2nd home here in Thailand, this tool demonstrates and explains how to safely invest and minimizes risks. For developers, it demonstrates some sort of standard for this particular market segment in the real estate industry.

*Can you see any changes of Thai law that could assist in enabling to better follow best practices?*

I think it is more realistic to try to increase customer awareness in order for them to identify and make good decisions based on sufficient and correct information. Best practise is a very good and direct way of achieving this goal.

*What is your personal view or hopes for the resort home market in Thailand for the future?*

Aside from world economic crisis, I think that the resort home market in Thailand has very good potential. Thailand relies heavily on tourism and those foreigners who bought houses here are certainly repeat tourists who keep bringing in a lot of money into the country. You can imagine how many businesses down the line will benefit from this group of tourists.



aimed at adhering to “Best Practices”.

- Undertake dedicated Events & Exhibitions to foster “Best Practices”
- Using the Chamber Member Network as a base and vehicle for carrying out “Best Practices”

“That has also been the case. But the word Swedish has grown to include many more nationalities from the builder and developer side. Several international companies in that segment that operate here have discovered the huge Swedish long stay market potential and so have also quite a number of Thai developers,” says John Svengren.

He wishes that consumers get more involved and organised to protect their interests here. That includes gaining better know how about local customs and practises.

“Knowledge and understanding, so you avoid cultural clashes and adapt easier. And for the property part we recommend that you do a due diligence, ask the companies, compare them, travel to Thailand and look for yourself before you decide, and we do also like to see consumers organise themselves based on their needs.”

The Tourism Authority of Thailand, TAT, is an important stakeholder in the project.

“At any given time during the high season we may have up to 10,000 concurrent Swedish long stay

travelers in Thailand and the number is growing. They are all ambassadors for us and for Thailand at home. Their impression of Thailand affects new influx of property buyers. The tourists, with positive impressions, become repeat visitors with an increasing number wishing to stay longer in Thailand and acquire a second home here. Visa rules, leasehold regulations, quality of and access to health care, safety and security are among the issues that matter to them. And they spend money in Thailand.”

The project does also contain a fair amount of lobbyism.

“Of course it does. It is for all our best. It goes both ways and benefit both countries. Issues we, and other stakeholders as well, push are to make Thailand increase leaseholds to last 90 years and allow 100 percent foreign ownership in condominiums.”

Events for next year are still in the planning stage. There will be a Media launch of the guidelines in December 2008 and an Industry launch in early 2009, for buyers, developers, investors and other stakeholders. Later exhibitions in Sweden will follow.

*Christer Nilsson*