



**Report Title**      **The Study of Potential and Investment Tendency in IMT-GT Area:  
Songkhla Case Study**

**Coordinators**      Rattanaporn      Krua-ngam  
                         Pattaraporn      Sriwirat  
                         Preeyanut      Dangkhuntod  
                         Jamikorn      Hirunrat  
                         Peewara      Nhu-urai

## **Abstract**

The Study of Potential and Investment Tendency in IMT-GT Area: Songkhla Case Study has the main objective to obtain fundamental information and supporting factors needed for the investment in Songkhla province. The investors can use the output of this study as a guideline for the efficiency of investment. However, government and private sectors can also use this output to help in planning and developing of supporting factors to facilitate the investment.

Secondary data had been collected from government and private related documents and relevant offices. After reviewing all pile of documents, the potential and investment tendencies had been projected into sectors (agriculture, industry, trade and service and manpower and employment). This study elaborates factors and measures that might effect the investment status of Songkhla province.

The study output indicated that Songkhla province had high investment potential province. Besides, Songkhla province was ample of natural resources such as para rubber, rice, seafood. Ampur Hat Yai, in particular, is the trade center of the South and gateway linking to others southern border provinces (Yala, Pattani, Narathiwat, and Satun) of Thailand. However, to draw the attention of the investors, government and private sectors substantially need to have closer cooperation.