

ABSTRACT

Title: Research on Thai small-medium enterprise industry analysis from ASEAN economic integration – take manufacturing as an example

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At present, Small and Medium Enterprises (SMEs) have become the most active factor and indispensable part of the national economy and social economy in all countries of the world. It is an important driving force for the sustained development and prosperity of the social economy. The improvement of the level of science and technology, as well as the increasingly detailed social division of labor, the socialization of economic activities, globalization, virtualization, networking, and electronics. It will inevitably bring unprecedented opportunities for the development of SMEs. However, due to the limited size of SMEs, Shortage of funds, financing difficulties, and channel restrictions, it is difficult for SMEs to obtain substantial development. In the face of the monopoly of large companies, SMEs are often struggling to obtain higher profits and long-term sustainable development. There are many difficulties faced in front of us. This paper uses Thai SMEs as research objects, focusing on the development of ASEAN's SMEs, existing strengths and weaknesses, analyzing the importance of SMEs to the ASEAN economy, and the major obstacles faced by SMEs in Thailand. And then introduce solution. It also analyzes the opportunities and challenges brought by ASEAN economic integration and *the Belt and Road Initiative* and to proposes corresponding development strategies for SMEs.

Keywords: SMEs;Thailand;Development;Strategy;ASEAN Economies

CHINESE ABSTRACT

题目： 东盟经济一体化下泰国中小企业行业调查分析- 以制造业为例
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目前，中小企业已成为世界各国国民经济的基础和社会经济中最活跃的因素以及不可或缺的重要部分，是社会经济的持续发展和繁荣稳定的重要推动力。科技水平的提高，以及社会分工越来越细，经济活动的社会化，全球化，虚拟化，网络化，电子化，必然给中小企业带来前所未有的发展契机，然而，由于中小企业的规模有限，资金的短缺，融资困难，以及渠道的限制，导致中小企业往往难以获得长足的发展，面对大企业的资源垄断，中小企业往往举步维艰，想要获取更高的利润，以及长期可持续的发展，眼前面临着诸多困难，本文以泰国中小企业作为研究对象，重点论述东盟中小企业的发展状况，存在的优势劣势，分析中小企业对东盟经济的重要性，以及泰国中小企业所面临的主要障碍和解决措施。并分析出东盟经济一体化和一带一路计划下带给中小企业的机遇与挑战，提出中小企业相应的发展战略措施。

关键词： 中小企业;泰国;发展战略;东盟经济