

Think Asia, Invest Thailand

Miles and Smiles Ahead Towards the Asian Century

Ms. Orasa Paiboon, Director of Thailand Board Of Investment, Paris office

Thailand as an ideal investment destination is strategically located right on the path of the emerging Asian economy which is projected to comprise half of the world consumer population by the year 2020.

Thailand is the most ideal to capture the emergence of the Asian Century. Its strategic location right in the heart of the vibrant Asian market puts it on the crossroads of bright opportunities ahead for foreign direct investment. Indeed, the country holds a wealth of competitive advantages that can help investors to take the lead and get miles ahead of competitors.

ASEAN Strength, Asian Powerhouse

As one of the founding members of the Association of Southeast Asian Nations (ASEAN), Thailand plays a pivotal role in the growing strength of ASEAN Community, believed to be a precursor of the emerging Asian Century that is expected to gain full strength by the year 2020.

On top of its great access to neighboring countries in the region, Thailand maintains friendly trade relations and free trade agreements (FTA) with such strong economies as China, India, Japan, Australia and New Zealand. This means capturing a large FTA market of an estimated 2,000 million consumers, on top of the 550 million consumers in Southeast Asia alone. And with China and India now being touted as the next giant economies, Thailand's unbeatable access to these two countries definitely provides a huge advantage as far as investment location is concerned.

Strong Fundamentals, Proactive Investor Support

Thailand's strong fundamentals bode well for every foreign investor. Its modern industrial estates and impressive industrial clusters, together with state-of-the-art transportation and global network communication facilities and logistics system as well as other infrastructure which are developed to world-class standards are even further strengthened to accommodate future growth and expansion in the different sectors of the economy.

With the **Thailand Investment Year** program in place, Thailand's readiness to welcome foreign investors is further reinforced. This results in an even more investor-friendly environment, world-class workforce, skills and expertise and even stronger supporting industries that provide great access to a truly global supply chain. Proactive government support via investment promotion privilege and incentive packages through the Thailand Board of Investment (BOI) and its overseas networks are also made available

Thailand Investment Year promotion package of maximum incentives for 6 key industries:

- *Energy saving and alternative energy-related businesses*
- *High technology businesses*
- *Environmental friendly materials and products manufacturing, eco-friendly chemicals and eco-friendly products*
- *Mega projects-related businesses*
- *Tourism and real estate-related businesses*
- *High technology agricultural material-based businesses*

Smiles Ahead with Bright Thai Spirit and Ideal Quality of Life

Known as the “Land of Smiles”, Thailand, with its positive spirit and progressive vision, looks towards the future with bright prospects and strong confidence. Rich culture and hospitality, excellent accommodation, healthcare, education and leisure facilities. It is a safe, fun and friendly environment, providing an ideal quality of life that can make every foreign investor successful in business and happy in life all the time.

For more information or assistance on how to make an investment that goes miles and smiles ahead, contact Thailand Board of Investment (BOI).

Paris *Tel: + 33 (0) 1 5690 2600*
E-mail: par@boi.go.th

THAILAND BOARD OF INVESTMENT
www.boi.go.th
