



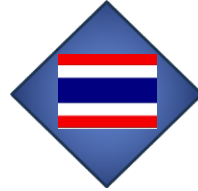
*Consultant of Thailand Board of Investment (B.O.I.) in Italy for the year 2025*







# Doing Business in Thailand



Recap: Why Thailand within ASEAN?



Italy & Thailand: Export & Direct Investments



Industries presence and Districts development



Some insights from our Experience

# Why Thailand to develop Business in South East Asia?

## Robust Infrastructure Network



## Ease of Doing Business



**Doing Business in Thailand it's easy:**  
it ranks **21st out of 190** countries for  
the ease of doing business, while Italy  
is ranked 58<sup>th</sup> (\*)

(\*) Source: Tradingeconomics.com | World Bank

## Business Incentives and Support





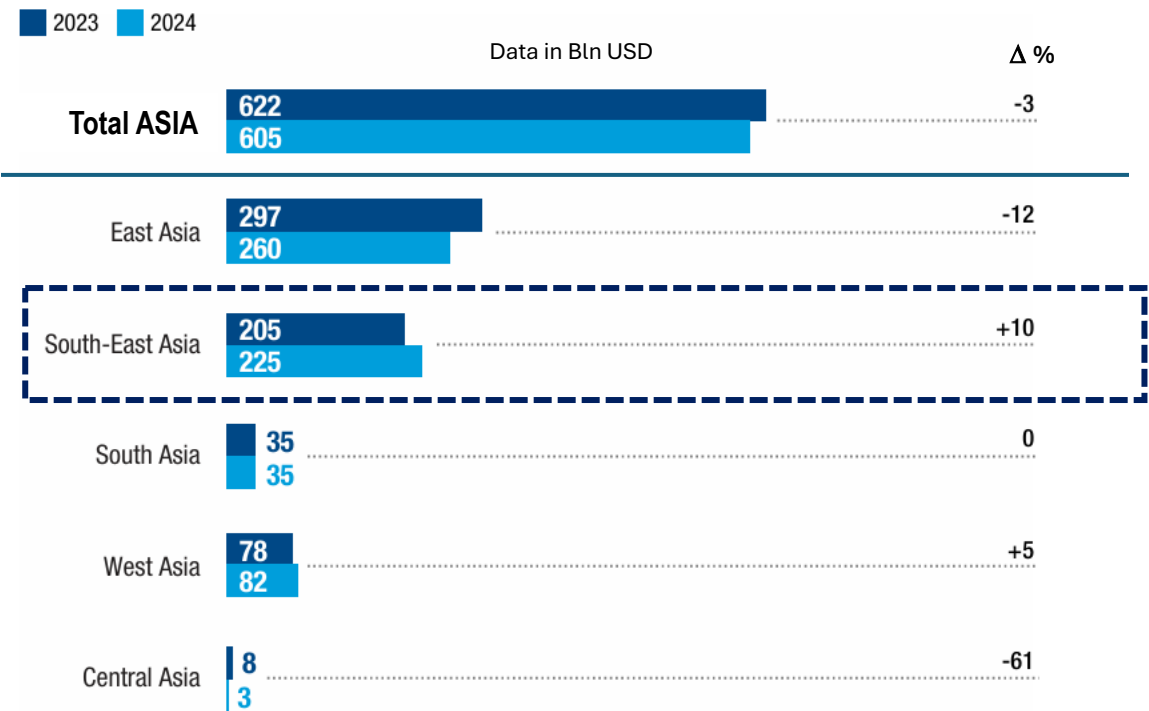


# Foreign Direct Investments in ASEAN / Thailand

In **2024, South-East Asia (ASEAN)** continued to be **driver of Foreign Direct Investments**, outperforming all **other Asian Regions**, as well as **Global Trends**

**2024 FDI in Southeast Asia were + 10% reaching a new record of 225 Bln USD**

**2024 FDI in Thailand: 10.6 Bln USD (+31% YoY)**



## Key drivers

- Competitiveness
- Strong fundamentals
- Young workforce, local expertise
- Resilient and adaptable supply chains
- Deepening Regional integration
- Thailand BOI support

Source: UNCTAD, FDI/MNE database ([www.unctad.org/fdistatistics](http://www.unctad.org/fdistatistics)).

# Some Example of Companies who invested in Thailand

## *Global Companies*



Electrolux

SAMSUNG

ABB



beko Haier

SONY

bticino

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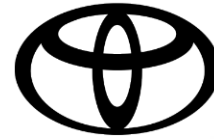
## *Italian Multinationals*



# The example of Automotive Industry

Thailand is the hub of Automotive Industry in the ASEAN Region

Some Car Manufacturers in Thailand



ISUZU



Thailand BOI has been a key driver of the Automotive Sector's transition from **Commercial Vehicle** to **Electric Vehicle** production

The majority of Car Manufacturers are concentrated in the Provinces of **Rayong**, **Chonburi** and **Chachoengsao** (South-East of Bangkok)

The presence of key Automotive players confirms the availability of:

- A skilled workforce
- A qualified supplier base
- A robust infrastructure system



# Developing Business in Thailand

*Insights from our Experience*





# Manufacturing in Thailand

## Possible Approaches

**Joint Venture**  
with Thai Partner

**Production Plant**  
or  
**Service Projects**





# Joint Venture

## Step by step Approach

- **Local Partner** (Joint Venture/Supplier) to **establish a Business presence** in Thailand and throughout the ASEAN Region
- Evaluate **future Investment based on direct Experience** (solid Business plan)
- **BOI Certification** as a second step
- Important to **pay attention to legal aspects** (Agreements, IP Protection, ...)





# Thai Production Plant

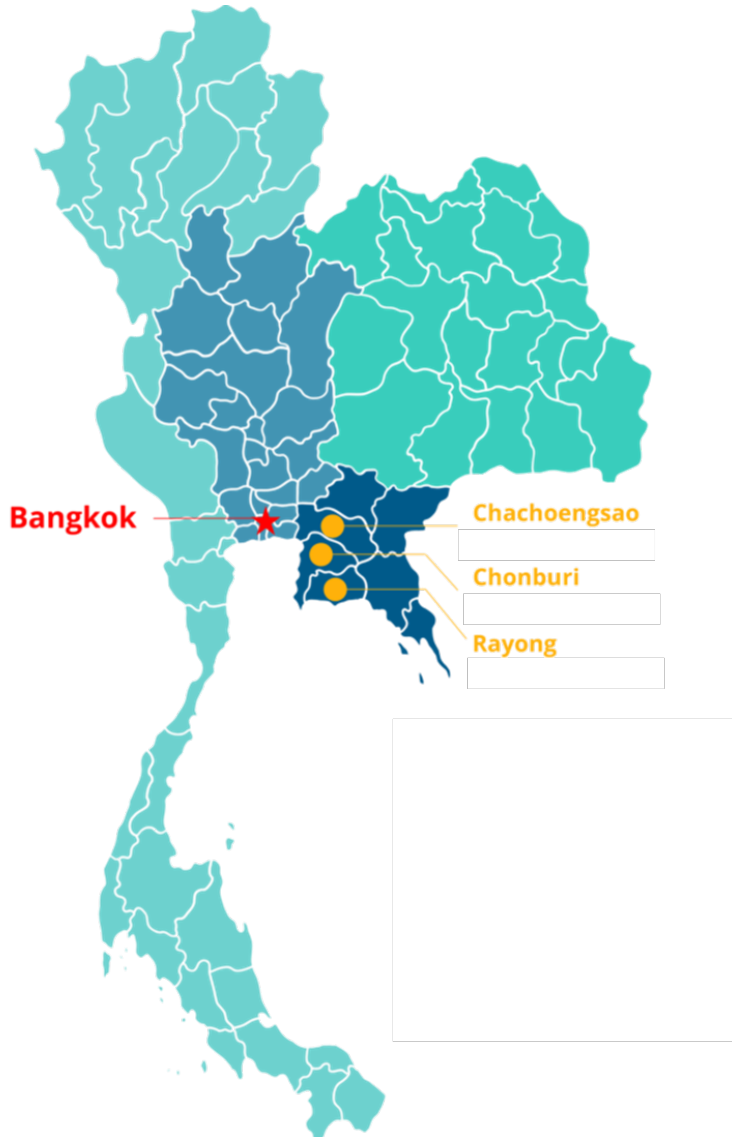
Ready to invest - Local commercial experience and/or local client Company

- **BOI promoted Projects:** besides fiscal advantages, there are other **important benefits:** e.g. 100% Foreign Capital (no Thai Shareholder); simplified Visa, work permit requirements, ...
- **Industrial location:** presence of client Company, local industrial infrastructure
- **People:** Workforce selection process



# Thai Production Plant

## Choosing the right location for a New Factory - 1



### Industrial Districts / Areas

- allow to **set up production plant very quickly**
- provide **building** and **service infrastructure**
- are well **connected to major Roads, Ports, Airport**



**Quick decision process is very important**



# Thai Production Plant

## Choosing the right location for a New Factory - 2

### B.O.I Special Economic Zones

- **Areas** that support **Trade and Investment across the borders**
- **Eastern Economic Corridor (EEC):** to drive the Country's **Investment in Innovation and advanced Technology**

### Free Zones

- **Areas** close to major airports, **considered outside the customs territory of Thailand for duty purposes.**

**Offer Duty Exemptions and simplified Customs Processes, ideal for**

- Export-oriented Manufacturers,
- Logistics and Warehousing Companies,
- Importers who need to store or process goods duty-free before export

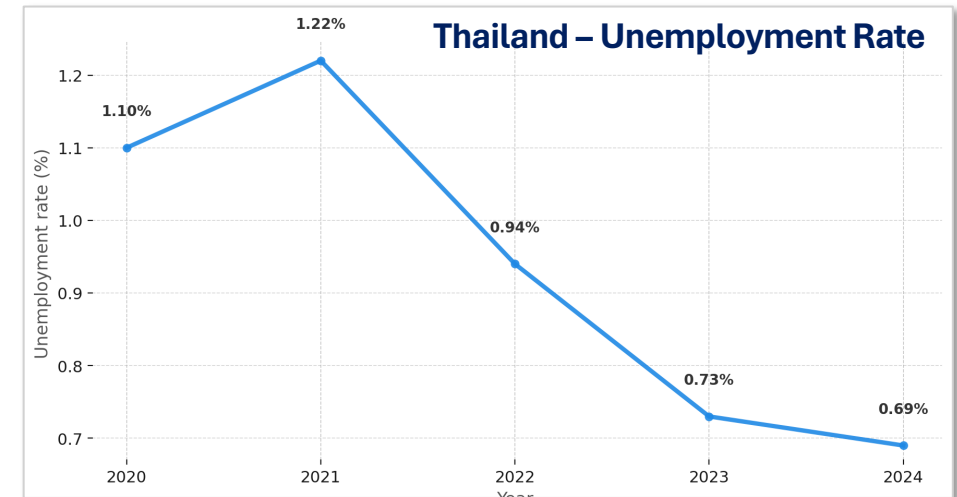


# Workforce selection

Thailand offers the skills you need, but fast action is key

## Skilled talents are available

- **Well-trained workforce in technical and manufacturing fields**, with strong capabilities in industrial production, electronics, logistics, and services.
- **Very low unemployment** (around 1%), implies high **competition for talent**



Source: World Bank

**Fast action is key to secure the right people: it is essential to adopt a proactive recruiting approach**



# Support Service Projects (Trade and Investment Support Office)

BOI operational advantages w/o investing in a new industrial project

- **Thailand BOI grants the main non-tax benefits** (legal advantages and operational flexibility) **also to**
  - **Service Companies**
  - **Industrial Companies** (not ready to invest in a new manufacturing plant)
- Support **Service Company** creation (Trade and Investment Support Office), to offer:
  - **Consulting, Outsourcing, Technical Services, or Support Activities.**





# Summary

**Thailand is the ideal hub** to access the **ASEAN Market and beyond**



The **Thailand BOI**, offers a **wide range of services and incentives** to foreign investment, **declined according to each specific Project**

**ITHAI**, helps Italian companies **unlock Business Development opportunities** and **turn them into results quickly**



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## Per Maggiori Informazioni



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