



INVESTMENT SERVICES CENTER
THE BOARD OF INVESTMENT
MINISTRY OF INDUSTRY

555 Vipavadee Rangsit Road, Chatuchuck 10900 Tel. 0 2553- 8111, Fax : 0 2553-8222

Press Release

No. 35/2012 (O.19)
2 March 2012

BOI to kick off “Unbeatable Thailand, Unparalleled Opportunities” campaign to restore investors’ confidence during the PM’s visit to Japan

Thailand’s Board of Investment, under the Ministry of Industry, announced the “Unbeatable Thailand, Unparalleled Opportunities” campaign to enhance Thailand’s image as Asia’s key investment and tourist destination. This campaign will be launched first in Japan during Thailand’s Prime Minister’s state visit in early March.

M.R. Pongsvas Svasti, the Minister of Industry, stated the Ministry’s mission to enhance Thai industrial sector’s potential to compete in the global arena and its ability to ensure conducive environment for business operation and investment. This included the Ministry’s full support to help investors coping with various challenges in the past few years. For example, the Ministry introduced various immediate policies and measures that help mitigate impact from such challenges like natural disasters on businesses while enabling investors and business operators to recover and bring their businesses back to normal as fast as possible.

The Ministry realized the urgency in restoring Thailand’s image as the preferred trade and investment destination, as well as strengthening investors’ confidence in Thailand.

The campaign, for the first time in its history, has brought out one of Thailand’s renowned signature, “Thai Fighting Spirit or Muay Thai” as a gimmick to symbolize the indomitable spirit of Thais to overcome the challenges.

“The key message we would like to convey to all investors is that the fighting spirit is embedded in the DNA of all Thai people. We are tough and resilient. We have risen above all the obstacles and come back stronger than before. This led to the campaign, “Unbeatable Thailand, Unparalleled Opportunities”, which emphasizes not only on the strong spirit of Thais and Thailand itself, but also on Thailand’s incomparable key strengths such as the strategic location, world-class infrastructure,

cost-effective workforce, strong economic fundamentals and diverse resources. These key strengths are still evident and make Thailand an unbeatable investment destination that offers unparalleled opportunities in trade and investment,” said M.R. Pongsvas Svasti.

Mrs. Atchaka Sibunruang, the BOI's Secretary General, said the campaign would be launched first in Japan during the Prime Minister's state visit to Japan from 6-10 March 2012. This mission, led by Prime Minister Yingluck Shinawatra, will include representatives from key government agencies, including the Ministry of Industry and the Board of Investment. The new campaign will be launched onto the international scale for the first time here as well.

“We already received positive feedback from the Japanese investors. More than 1,200 participants have already confirmed their participation in the investment seminar to be held Tokyo on 7 March 2012 while more than 400 persons confirmed their participation to a similar seminar in Nagoya on 8 March 2012. We will provide detail information on Thailand's investment promotion policies, particularly the flood relief measures and the government's water management plan. The Ministry of Industry's strategic plans for the investment and industrial sector to better reinforce the confidence in Thailand's potential will also be presented,” said Mrs. Atchaka Sibunruang.

Another hi-light is the Thai Night, which is scheduled for 8 March 2012, to express Thailand's deep appreciation in the strong bilateral relationship and the magnitude of trust received from Japanese investors for decades. At this event, there will be presentations of various Thai signature cultural performances, including the presence of famous Thai boxer “Buakaw Por Pramuk” who best represents “Thai Fighting Spirit” which is the main theme for the campaign “Unbeatable Thailand, Unparalleled Opportunities”.

More importantly, on 9 March 2012, business meetings between Thai delegates and leading Japanese companies, especially those in automobile and parts sector, namely Toshiba Corporation, Honda Motor, Toyota Motor, Nissan Motor, Mitsubishi Motors, Isuzu Motors, Suzuki Motor, Bridgestone and Marubeni.

Other than Japan, the government will next hold roadshows in other countries, such as South Korea and China. These roadshows will be headed by the Prime Minister in order to demonstrate Thailand's firm commitment to further strengthening relations with those countries and ensuring investors' confidence in Thailand.
