



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. 46/2012 (O.24)  
16 March 2012

### **Unbeatable Thailand, Unparalleled Opportunities Campaign Official Launch Government road shows to Japan a great success Leading Japanese firms to expand investment**

The road show to Japan held from 6-9 March 2012 ended in overwhelming success, as it substantially increased the confidence felt by the Japanese business community in the direction that Thailand is taking in terms of policy and investment promotion. A number of Japanese investors have decided to expand investment in Thailand.

It was initially under this government mission that **“Unbeatable Thailand, Unparalleled Opportunities”**, the campaign led by the Board of Investment under the Ministry of Industry was officially launched internationally after the campaign was introduced in Thailand on March 2.

The seminar on investment opportunity in Thailand held in Tokyo attracted more than 1,200 participants, making it the largest seminar of its kind held to date. At the seminar, the Thai mission, led by the Prime Minister, the Deputy Prime Minister, the Industry Minister, the Deputy Transport Minister, the Secretary General of the Board of Investment, and the President of the Japanese Chamber of Commerce in Bangkok, presented participants with an overview of the measures being taken by Thailand in connection with both investment promotion and water management planning.

The seminar the next day in Nagoya, the center of Japan's automotive industry, drew more than 400 participants. Thailand's Industry Minister, Deputy Transport Minister, Secretary General of the National Economic and Social Development Board, the Secretary General of BOI, the President of the Japanese Chamber of Commerce in Bangkok and the Director of Thailand Automotive Institute were key speakers. The attendees were generally satisfied with the information and confirmed that Thailand

continues to be No. 1 in ASEAN in terms of automobile manufacturing capability because of its huge, high-quality auto parts supply network.

The meetings with leading Japanese companies on the final day were also very successful. Seven automakers, one electronics and electrical appliance manufacturer and two large-scale retail companies met with the Thai delegation, which included the Prime Minister, Deputy Prime Minister, a representative from the Ministry of Foreign Affairs, the Commerce Minister, the Industry Minister and representatives from the Board of Investment. The Japanese automotive companies also confirmed their confidence in Thailand's conducive investment climate and expressed satisfaction over the country's water management and flood prevention plans and confirmed their plans to expand their investment in Thailand.

On 28 March 2012, the Thai government hosted the Thailand Night reception party attended by more than 1,000 representatives from all Japanese businesses operating in Thailand, ranging across the trading, investment and tourism sectors. The Thai Prime Minister delivered a speech thanking the Japanese people, the government and the private sector for the help extended to Thailand during the flood crisis.

At the Thailand Night reception, the Prime Minister had a brief meeting with three leading Japanese companies, including Canon, which experienced severe flooding at its Hi-Tech Industrial Estate but still confirmed their commitment to investing in Thailand. Subsequent meetings with other 13 Japanese companies also showed that Japanese firms remain committed to their plans to increase investment in Thailand, which in total is worth over Baht 100 billion.

\*\*\*\*\*

## **More about the Campaign**

### **Unbeatable Thailand, Unparalleled Opportunities**

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.

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.

**"Unbeatable Thailand"** reflects the fighting spirit embedded in Thai people and Thailand itself that despite the various obstacles, we have been able to overcome it all and become even stronger than ever. Together with its invincible competitiveness in the strategic location strengthened by the efficient infrastructure, strong economic fundamentals, cost-effective labor and diverse resources, Thailand presents itself as a unique investment destination.

**"Unparalleled Opportunities"** indicates the incomparable business opportunities for a wide range of activities both in manufacturing and services. These include such key sectors as automotive, electronics, food, alternative energy, and creative industries. Thailand can also serve as the production base for the upcoming ASEAN Economic Community, a market of almost 600 consumers. Thailand's thriving economy also offers ample business opportunities.

"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. The "Unbeatable Thailand, Unparalleled Opportunities" campaign emphasizes not only the strong spirit of Thais and Thailand itself, but also Thailand's incomparable key strengths which make Thailand an unbeatable investment destination that offers unparalleled opportunities in trade and investment," said M.R. Pongsvas Svasti, the Minister of Industry.

\*\*\*\*\*