



INVESTMENT SERVICES CENTER  
THE BOARD OF INVESTMENT  
MINISTRY OF INDUSTRY

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

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## Press Release

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### **BOI roadshow to South Korea yields impressive results Bt 12 billion investment expansion expected**

The roadshow to South Korea successfully strengthened investors' confidence in Thailand and one very positive result is that South Korean businesses have confirmed more than Bt12 billion in investments in Thailand over the next two years, according to Thailand's Ministry of Industry.

Industry Minister MR Pongsvas Svasti disclosed that the investment seminar on "Unbeatable Thailand, Unparalleled Opportunities: Business Environment and Investment Policies" which was held in Seoul, South Korea as part of the investment promotion campaign, was another success following the previous state visit to Japan by the Thai Prime Minister. In Seoul, more than 500 participants attended the seminar, well exceeding the initial goal of 400. The participants were both existing South Korean investors in Thailand and those looking for investment opportunities in the country.

Most Korean investors attending the seminar were interested in Thailand's investment promotion policies and direction, especially incentives being offered to target investment industries and the simplification of related documentation processes. Another area of interest among Korean investors was Thailand's plan and readiness to enter into the ASEAN Economic Community in 2015. Thailand in fact hopes to become the trade and investment center of the region when AEC becomes effective.

The Industry Minister also clarified the government's water management plan both for the short and the long term, which has already been implemented. For the short-term plan the government has proceeded with building dykes to protect industrial

estates from flooding. For the long term there will be a more concrete water management plan. These initiatives are being undertaken in conjunction with a massive government project involving investment in Thailand's basic infrastructure as a connecting link for trade and commerce with neighboring countries.

“Thailand has enjoyed a large amount of investment from Korea, especially in the electronic and electrical appliances industry. This seminar is believed to be a key factor in keeping the momentum going, as it will help enhance investors' confidence in Thailand's investment promotion. Initially, both existing and new Korean investors in the electronic and electrical appliances, metal products, and agriculture industries have already confirmed expansion of investment worth nearly Bt 12 billion in total,” said MR Pongsvas Svasti.

In the meetings with investors who already have investments and business activities in Thailand, the Industry Ministry provided information on Thailand's potential to realize investors' plans to make the country a production hub for export throughout the region, and on the resources that will support this plan. He likewise confirmed the government policy and investment promotion measures that have already been implemented to help foreign investors to see their businesses in Thailand grow.

Photo Caption: Industry Minister MR Pongsvas Svasti delivers a keynote address on “Thailand’s Economy, Industrial and Investment strategies” at Thailand investment seminar “Unbeatable Thailand, Unparalleled Opportunities: Business Environment and Investment Policies” organized by the Board of Investment on 26 March 2012 in Seoul, South Korea.



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