



# Energy Transition and Business France Thailand activities

*Business France support to French Entities willing to enter Thai market*

**TEAM  
FRANCE**  
— EXPORT —

  
**BUSINESSFRANCE**



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**Head of Business France Thailand**



# Summary



**French Market Overview**



**Thai Market Overview**



**Business France activities  
in Thailand**






# French Market overview



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# French energy key numbers

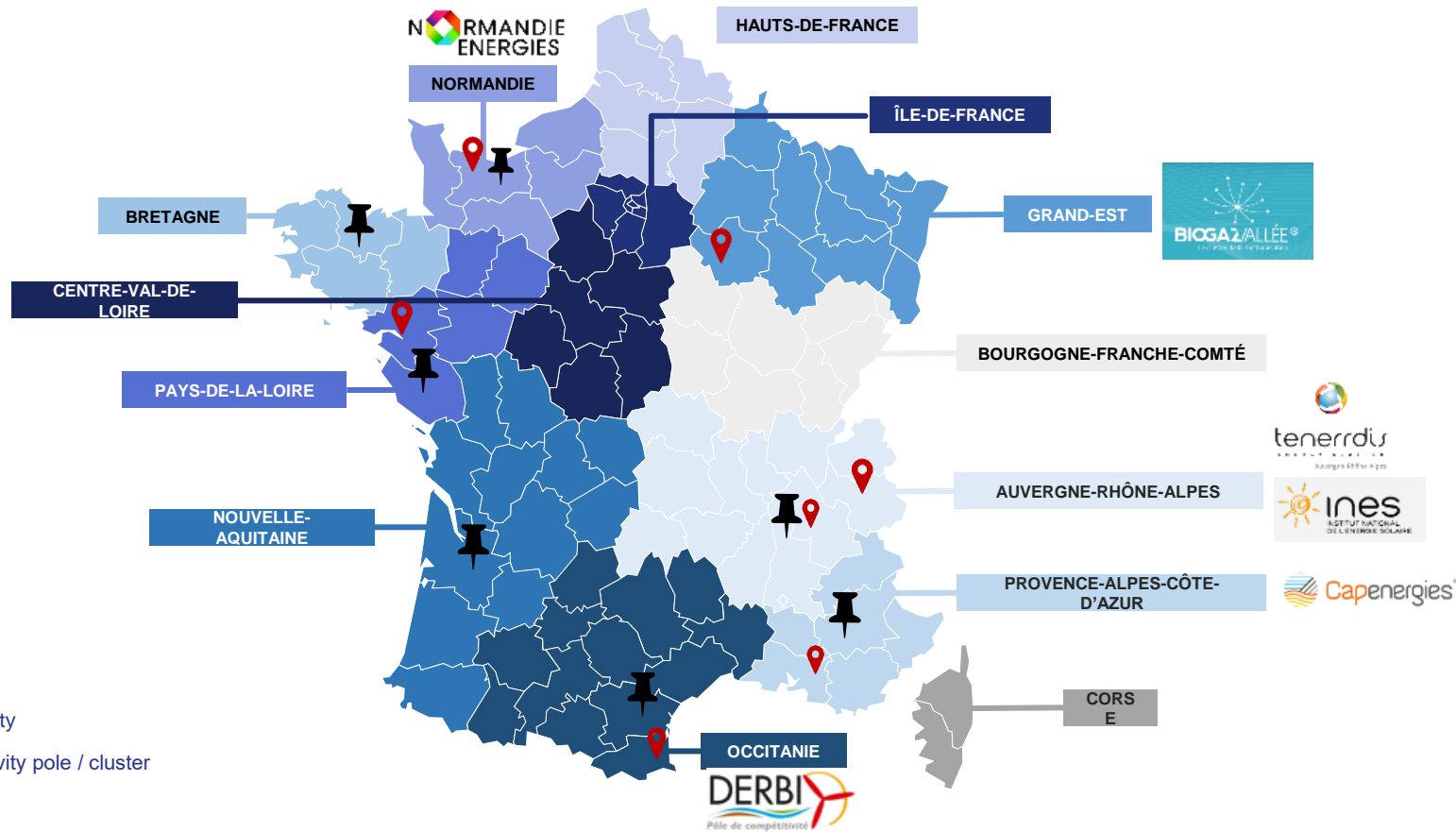
(2020 IEA data)

	TOTAL	Coal 	Natural Gas 	Oil 	Renewable 	Nuclear 
Energy Supply by source	9 275 993 TJ	2%	16%	28%	12%	42%
Production by source		(7 800 TJ)	(724 TJ)	(34 016 TJ)	(121 473 GWh)	(353 833 GWh)

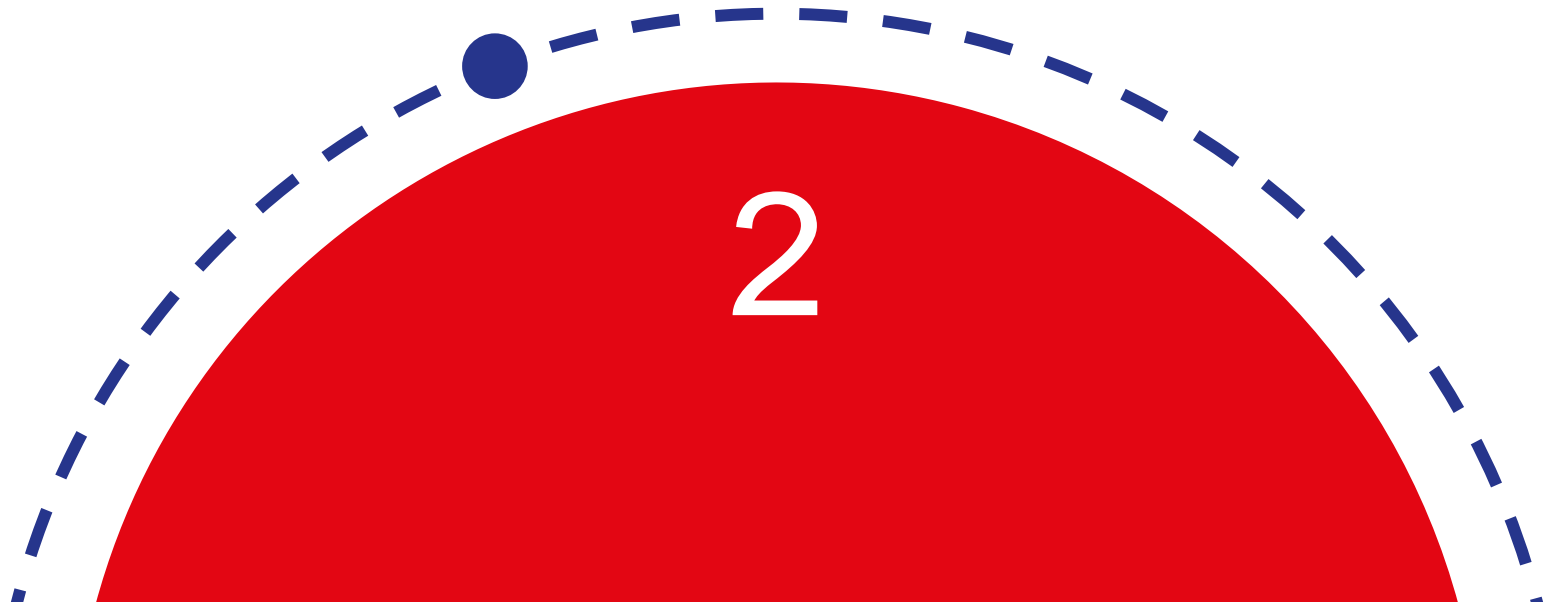
- In 2019 France announced its target to reach **Net Zero Emission by 2050**.
- In 2020 : energy transition framework updated with a "[National Low Carbon Strategy](#)" and "10-Years Energy Plan"

# THE RENEWABLE ENERGY & ENERGY EFFICIENCY MARKET IN FRANCE

At a National Level








# Thai Market overview



# Thai energy key numbers

(2019 – IEA data)

	TOTAL	Coal 	Natural Gas 	Oil 	Renewable 	Nuclear 
Energy Supply by source	5 721 309 TJ	12%	27%	40%	21%	0%
Production by source		(139 289TJ)	(1 017 159 TJ)	(422 754TJ)	(12 640 GWh)	(0 GWh)





# Thai Energy policies & Targets

(2022 – IEA data)

## Efficiency :

- Reduce energy intensity by 30% by 2036 from the 2010 level.

## Renewable :

- Increase share of renewables to 30% in total final energy consumption by 2037; 50% by 2040
- increase share of renewables-based power to 36% in capacity and to 20% in generation by 2037.
- Increase share of renewables in transport fuel consumption to 25% by 2036.

## Transport :

- Increase to 1.2 million electric vehicles and 690 charging stations by 2036

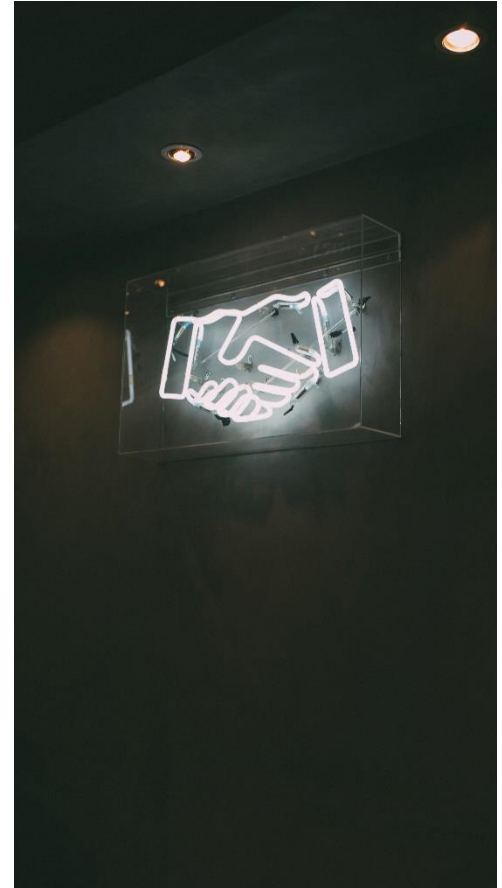
## Climate change :

- Reduce GHG emissions by 20% from the BAU level by 2030, increase to 25% with enhanced international support.
- Aim to reach carbon neutrality in 2050 and net zero GHG emissions by 2065.
- Reach net zeroGHG emissions in 2050 with support of technology transfer/cooperation and availability of financing.

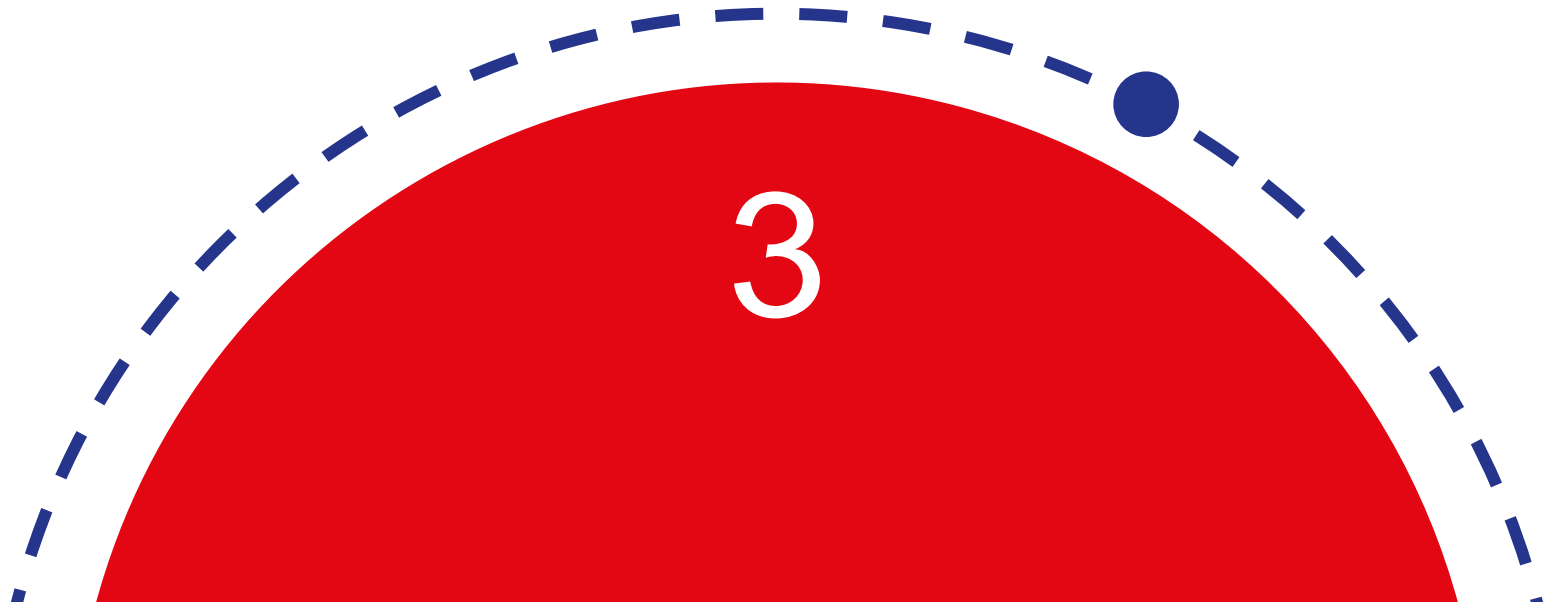
# Perception of the french expertise

On energy issue, French expertise is appreciated by Thai key players. French know how is recognized and has a good image. However, it can be complicated for a French company to position itself on some tenders.

⇒ To start an activity in Thailand in the Energy sector, it is **strongly recommended to find a well established local partner** to distribute a solution or a product.



# Business France Thailand



# Support toward French companies

French companies having worked with Business France Thailand team recently:

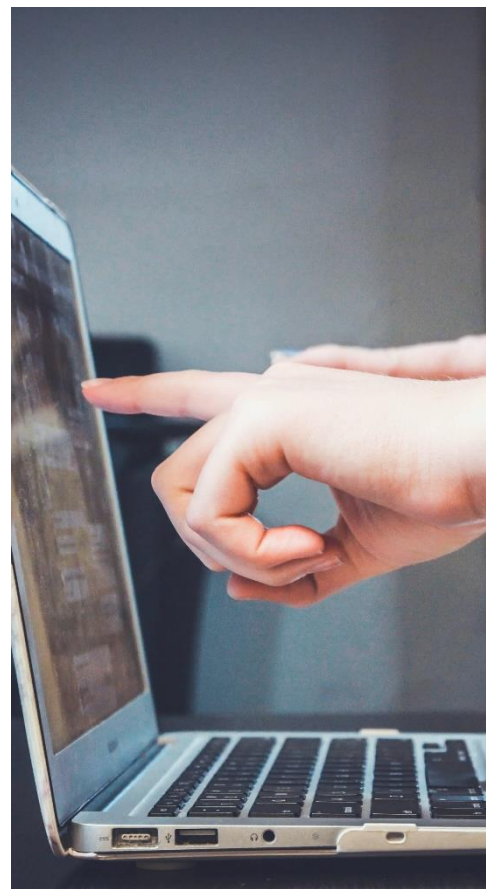
➤ Major compagnies:

- EDF
- Schneider Electric



➤ SME & ETI :

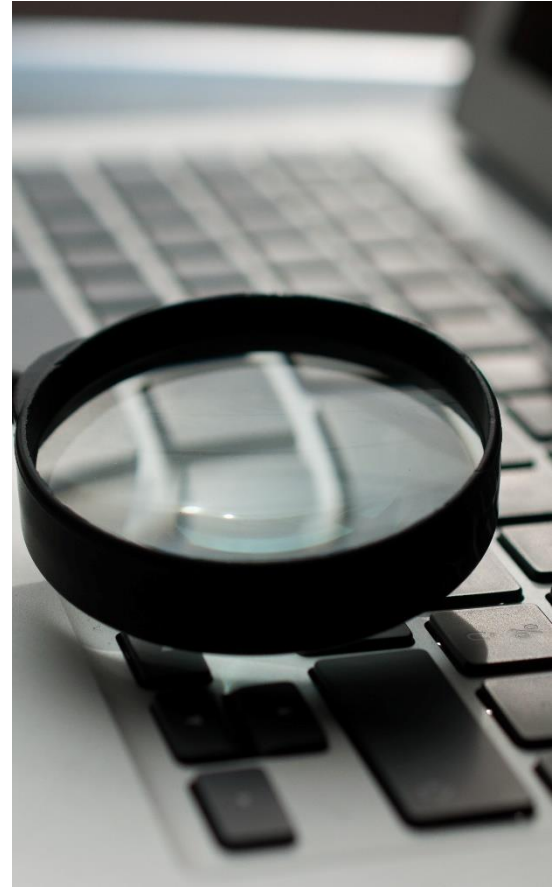
- Chpolansky
- Green Yellow
- HDF
- MADE
- Sunna Design



# Information






Business France team shares a lot of information online :

- Via the « Team France Export » Plateforme (in French) : <https://www.teamfrance-export.fr/mes-infos-marches/transition-ecologique/electricite-et-smart-grid/thailande>
- Via the Business France ASEAN LinkedIn account (in French too) : <https://www.linkedin.com/company/business-france-aseano/>
- Upon request : we can provide a 1-hour call to share basic information regarding a specific topic in Thailand



# Individual service

Individual support, tailor made to suit the company needs:

-  **Market Study** (Current regulation, energy price, electricity market trend etc...)
-  Support **to identify** potential agents and clients
-    Support **to meet** potential agents and clients



# Events (collectives services)



🔗 Business France align its events program with the French Embassy strategy in Thailand.

🎤 Every year Business France team organise up to 10 events dedicated to specific topics.




For example : <https://www.toward2065.com/>

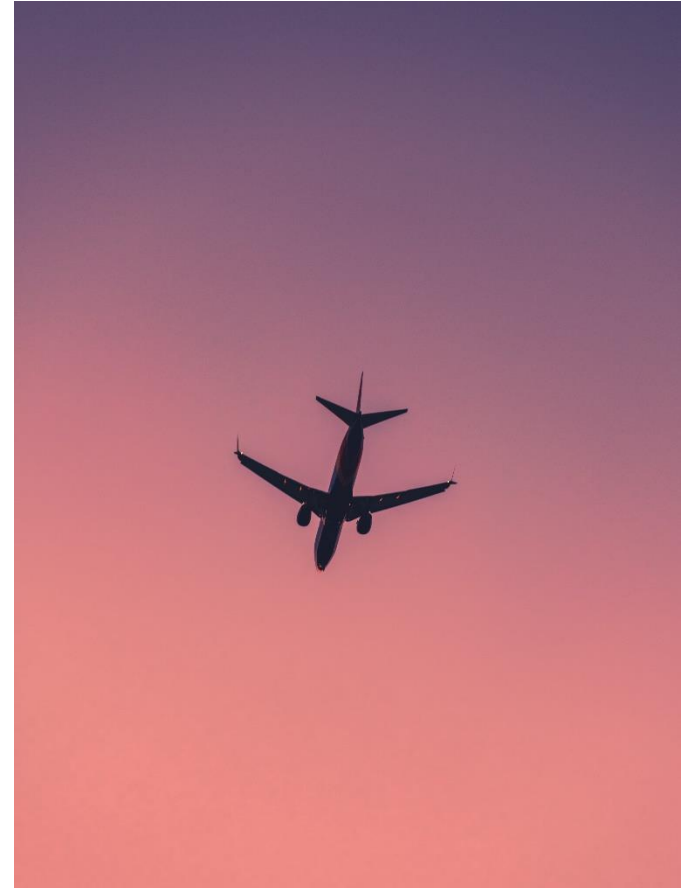
- An event dedicated to Thailand net strategy in 2065, held in Bangkok in May 2022. It brought a delegation of **7 French companies to meet with the Thai Ecosystem**.
- During which His Excellency Mr. Kulit SOMBATSIRI (Permanent Secretary of the Ministry of Energy of Thailand) opened the discussion for a **MOU between Thailand and France on energy transition**.



# Thai Delegation support

Business France is also helping Thai public and private institutions to organise their **Business Trip in France**, by ensuring that Thai delegations do not miss opportunities to:

-  Visit a site (industrial site, pilot plant ...),
- ☐   Meet wit companies, clusters, associations representatives.







**Merci pour votre attention!**

**Thank you for your attention!**

**ขอบคุณค่ะ**



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