



INVESTMENT SERVICES CENTER
THE BOARD OF INVESTMENT
MINISTRY OF INDUSTRY

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PRESS RELEASE

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Electrolux: Promising Thailand

Post-Flood Attractiveness

Despite minor disruptions from the recent flood, Electrolux, one of the world's leading electrical appliance manufacturers believed businesses had to look beyond individual events but focus more on long-term growth prospect, said Ms. Gunilla Nordstrom, President and CEO, Electrolux Major Appliances Asia Pacific, at the first Honorary Investment Advisor General Meeting held by the Board of Investment of Thailand.

"Fundamentally, Thailand's strong socio-economic fundamentals remain unchanged. Electrolux makes its investment decisions based on careful consideration of many factors and long-term horizons. When you take a long-term view of an investment, you have to look beyond individual events, however disruptive and traumatic, and position yourself for the long run. It is our long-term view of Thailand's position in the region which encourages us to look beyond the floods of last year. There is a number of factors that continually make Thailand remain a resilient place," said Ms. Nordstrom.

She emphasized on the need for coordination and planning, as well as improvements in the water management system, to ensure the people and critical industries are securely protected from any potential natural disasters.

Thailand's Strengths: Location, Infrastructure and People

As a distinguished guest attending the first Honorary Investment Advisor General Meeting with the government and the Board of Investment of Thailand in Bangkok earlier, Ms. Nordstrom disclosed that the company looked beyond the crisis of last year while foreseeing a long-term opportunity, a consequence of Thailand having great number of investment competitive edges.

“Thailand occupies a geographically central position in the South-East Asian region and is a natural hub for the economies of Indo-China. With the continuing development of the ASEAN Economic Community (AEC) and the increasing ease of conducting trade and commercial activity within the region, Thailand is well-positioned to capitalize on its central location amongst the developing economies of its neighbors.” Ms. Nordstrom said.

“The road and motorway infrastructure is well-established, and the availability of three ports nearby is another key strength. There is also an established supplier base for appliance manufacturing.”

“Thai workforce has this global reputation for being diligent and adaptable to change. They are relatively stable and productive making this another key feature. . Additionally, the positive and enduring spirit of Thais is noteworthy as the world saw how the country came together to overcome and emerge from the crisis, stronger and more resilient.”
