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Thailand Accelerates Investment Momentum: Japanese Investors Endorse "Quick Big Win" Strategy for Future Industries

The Thailand Board of Investment (BOI) reports a significant success from its recent investment roadshow in Japan, highlighted by the "Thailand-Japan Investment Forum 2025" in Tokyo. Co-hosted with JETRO, SMBC, and other Japanese partners, the event attracted over 450 participants from leading Japanese companies. This engagement underscored Thailand's pivotal regional production role and confidence in its economic future, with Japanese investment applications surging an impressive 105.7% year-on-year in the first nine months of 2025.

Mr. Narit Therdsteeasukdi, Secretary General of the BOI, emphasized Japan's vital role as a long-standing investor. He noted that companies recognize Thailand for its immense growth potential, stable geopolitical conditions, robust supply chains, and world-class infrastructure. "We are thrilled to see our partnership flourish as we collectively build the industries of tomorrow, leveraging our 'Quick Big Win' strategy for maximum impact," he stated, highlighting focus areas like HEV/MHEV, semiconductors, advanced electronics, digital, and AI.

Deputy Prime Minister and Minister of Finance, Mr. Ekniti Nitithanprapas, reinforced Thailand's strategic direction, detailing the "Quick Big Win" framework. This dynamic government strategy for rapid economic stimulus and long-term growth has "Investment for the Future" as its core, driven by the BOI. Its aim is to transform Thailand into a regional hub for high-value sectors: digital, clean energy, EVs, semiconductors, data centers, and the Bio-Circular-Green (BCG) economy. Key initiatives include developing 100,000 highly skilled personnel and the "Thailand FastPass" program for expedited investment approvals, launching December 2025. Japan has contributed over \$12 billion USD across 1,400 projects in the last five years, with bilateral trade reaching \$38.46 billion USD in nine months.

Thailand's commitment to the EV transition is strong, with the EV Board approving incentives for HEV/Mild Hybrid production. The nation commits to 50% renewable energy by 2027, supported by the Utility Green Tariff (UGT) and Direct Power Purchase Agreements (DPPA). The rapidly expanding EV sector has already approved over 55 battery projects worth \$2.26 billion USD and 44 essential e-parts

projects. Reflecting this momentum, Battery Electric Vehicles (BEVs) captured 16.3% of new vehicle registrations by September 2025, a dramatic surge from 0.2% in 2020, confirming strong adoption.

The semiconductor and advanced electronics sectors continue robust growth, attracting \$19.37 billion USD in applications between 2023 and September 2025, advancing towards a "Made-in-Thailand Chip." This includes global leaders like Panasonic, Sony, Toshiba, Infineon, and Microchip, contributing to a comprehensive ecosystem from IC design to PCB manufacturing.

During the roadshow, the BOI delegation engaged directly with top executives from six major Japanese automakers - Toyota, Honda, Isuzu, Mazda, Mitsubishi and Nissan. These companies expressed gratitude for clarity on HEV/MHEV support, expected to generate over \$1.43 billion USD in investment. Discussions also included leading tech firms like Panasonic, building a new \$114 million USD multi-layer circuit board materials factory, and Toppan Holdings, invited to consider IC Substrate production. Financial powerhouses SMBC and MUFG confirmed their vision to support Japanese investment in Thailand's new-generation industries, with SMBC proposing "Supply Chain Financing" for Thai SMEs.

The BOI remains dedicated to fostering a dynamic and supportive environment for all investors, driving economic growth and innovation for a prosperous future.

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