Staying on course

For Thai giant, big plans are no tall order

Eleven years after the Asian financial crisis, Thailand has become known for its major investment projects and for Japanese companies seeking to diversify their investments in the region, with stable growth forecasted for the foreseeable future. This year, Thailand’s geographical position in the mid-region of ASEAN but its historical relationship with Japan continues to strengthen, with stable growth forecasted for the region.

Thailand’s automotive industry has been growing very strong in the last five years, due to the demand for export to ASEAN, which later renamed itself The Thai Board of Investment has divided the country into three phases of its investment program. The first phase was to attract foreign investment in the capital and economic zones of the country. The second phase was to attract foreign investment in the infrastructure and transportation sector. The third phase was to attract foreign investment in the energy and natural resources sector. The BOI’s eco-car project has complemented this trend. The government has done much to stimulate the automotive industry, another major component of the economy, another major component of the economy.

In the country, Ricoh provides services such as printing, copying, and scanning. It also offers environmentally sound solutions. Ricoh is Thailand’s biggest and most respected office automation company. It offers office automation services that help clients achieve their business goals.

A case of well-placed loyalties

Ricoh Thailand has never lost its standing commitment to its customers. It has always been a leader in the office automation industry. In the country, Ricoh is the leader in the office automation industry. In the country, Ricoh is the leader in the office automation industry. It offers a wide range of office automation solutions.

The Sittipol Group

Osotspa International Co. (OSI) is Thailand’s number-one energy-drink producer. Osotspa International Co. (OSI) is a leading Thai corporation in the energy-drink market. Osotspa International Co. (OSI) is a leading Thai corporation in the energy-drink market. Osotspa International Co. (OSI) is a leading Thai corporation in the energy-drink market. Osotspa International Co. (OSI) is a leading Thai corporation in the energy-drink market.

A true friendship is never forgotten.

Researched and written by Monica Mundis and Michael Koranda in Bangkok. Produced by World Eye Reports. If you would like further information, including annual reports, from any of the companies featured in this business supplement, please send an e-mail message to info@worldeyereports.com indicating your name, mailing address and specific information requested. We will make sure that the companies concerned get your requests and comments.
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and the dollar-and-euro-priced announcements about the global economy reflect the increased importance of the two major trading chains. As each country has its own trade and production systems, the dollar and euro play a crucial role in shaping the country's economy toward further growth in the uncertain times.

The World Economic Forum recently named Thailand, the country’s first female central bank governor, to sit on the steering committee of the Thai economy. Before discussing that commitment, let’s take a look at the state of the economy.

What are the main factors affecting the Thai economy's growth potential?

Tarisa Wathanagul, governor of the Bank of Thailand, is among the eight women who sit on the steering committee of the Thai economy.

How do you see the recent rise in oil prices affecting relationships with your close partners, in particular Japan?

Takasugi says she has been concerned about the rising oil prices and the impact they may have on the Thai economy.

How do you see the Thai economy's global influence growing?

The Thai economy has been growing steadily in recent years, and its influence has been expanding in the region. The country is a key player in ASEAN, the world's third-largest economic bloc. Thailand is also a key player in the Asia-Pacific region, and its influence has been increasing in the region.

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Thailand’s G Steel goes for gold

The business system, Solomon Lauzonrud founded the G Steel Group in 2005 and now exports to 43 countries through its major groups which include more than 200,000 people worldwide. In 2007, the company entered Thailand with the opening of its first plant in Rayong province. At the moment, it can produce up to 6 million tons a year. The company plans to increase its output to 8 million tons a year by 2009.

G Steel Group President Ryuji Ogiwa (left) and Strategic Manager Tatsuya Tanaka (second from right) inspect the new plant.

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M.C.S. Steel PLC forges a strong position at home and abroad

Japanese-made products are famous around the world for their high quality and feature the strongest standards in the world. Japanese consumers have known to be very discriminating and uncompromising when it comes to quality. If you ask them what Japanese standards mean, they will say “Customer’s satisfaction is the key to our success.”

M.C.S. Steel PLC, Executive Chairman Naiyot Pattarasophon, says that the company’s philosophy is “To be better than our competitors.”

"We make sure that our products meet the highest standards possible. We are constantly working to improve our processes and enhance our products. We believe that it is important to have a strong reputation in the market and to be able to provide customers with the best possible service. Our success is based on our commitment to meeting the needs of our customers and offering high-quality products at competitive prices. We are proud of our achievements and are always looking for ways to improve and expand our operations. We are committed to being a leader in the steel industry and are working hard to achieve our goals," Pattarasophon said.

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Thailand's G Steel goes for gold

Thailand's G Steel goes for gold. It is a case study of how a company can achieve success through perseverance and hard work. The company started with a small production facility in Rayong province and has since expanded to become one of the largest steel producers in Thailand. The company now exports its products to 43 countries around the world, with a focus on providing high-quality steel to the global market.

The company's success can be attributed to its commitment to quality and customer satisfaction. It has invested heavily in research and development to improve its production processes and enhance its products. The company has also developed a strong reputation for providing excellent customer service and has established partnerships with some of the world's leading steel buyers.

The success of G Steel is a testament to the strength of the Thai steel industry and its ability to compete on the global stage. As the company continues to grow and expand, it will continue to play a vital role in the country's economic development and growth.
**NEC means innovation**

For more than a century, NEC has been synonymous with innovation at the Japanese company, famous cutting-edge technology across the globe.

Since it provided the technology and hardware for Thailand’s rapid growth telecommunications network in the 1960s, the Japanese technology giant has continued to consolidate its positions among Thai companies.

The company’s ongoing commitment to innovation and related infrastructure along with its desire to provide quality products and services to the Etia and hospitality sectors.

NEC Corporation Thailand President Fantokl Yamada

“While competing for the number one spot in the world, NEC and our partner NEC have put focus on the innovation that make the company’s lead in IT and network field in Thailand, as well as its position in the world market with such products and services.

We have the knowledge and experience. We are able to offer the best solutions...”

**Meeting global demand for information product**

After spending a third of his career in Europe, Yamada felt that he needed to assign the management of NEC’s operations in Thailand.

This is the recent addition to SouthEast Asian’s Miayoshi Group that set a higher standard in corporate social responsibility.

It’s a highly competitive business environment, where, added value is the determining factor in customers’ satisfaction. NEC’s strategy has been to build up its network to increase the quality of life of its customers. NEC’s strategy has been to build up its network to increase the quality of life of its customers. NEC’s strategy has been to build up its network to increase the quality of life of its customers. NEC’s strategy has been to build up its network to increase the quality of life of its customers. NEC’s strategy has been to build up its network to increase the quality of life of its customers.

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**WE HAVE THE KNOWLEDGE AND EXPERIENCE.**

We are able to offer the best solutions... We will continue to provide products that make life and business easier and better, then we will be here for another 109 years!

**Toshiba Semiconductor Thailand aspires for the top**

Toshiba Semiconductor Thailand President Katsuyoshi Hirai has big plans for his business in the country.

Already one of the leading manufacturers of discrete semiconductors in Thailand, TST has plans to expand its presence even further in the region.

Hirai has big plans for his business in the country.

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We want to continue to grow and operate successfully, and contribute to the development of Thai society.”

- Toshiba Semiconductor Thailand President Katsuyoshi Hirai

**Quality employer, quality product**

Japanese customers, it is a logical place for us to use. It’s not just about cost, but the brand reputation which can flourish. You can’t compete by being close to each other, “he says.

“Primarily, we would like to capitalize on the growth of semiconductor business in Thailand,” says Hirai.

“We want to continue to grow and operate successfully, and contribute to the development of Thai society.”

- Toshiba Semiconductor Thailand President Katsuyoshi Hirai

**Women are the key to the company’s success**

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Surpassing veteran players

When Asahi Glass, the world’s largest glass group, marked its centennial in 2007, its Thai subsidiary, AGC Automotive, was the first textile trader to be a member of the group. We have been the leading supplier of high-quality, cost-effective products, with a focus on quality and service. AGC Automotive’s emphasis on customer satisfaction has been invaluable to our success here in Thailand.

AGC Automotive President Yoshihiro Miyake

“Quality, price and our experience with automotive companies in Japan have given us an advantage over our competition. The long history and trust we have built up with these companies has been invaluable to our success here in Thailand.”

Yamaha sees success in lifestyle marketing

Thai Yamaha Motor CEO Takahira Goan

"We are a manufacturing company, but our goal is not simply to assemble and sell. In Thailand, we would like to give customers a richer lifestyle, not just a product."}

Thailand is a nation of motorcycle users. A very practical mode of transportation, motorbikes are an essential part of daily life. Yamaha motorbikes have experienced a resurgence in popularity in Thailand since the early 2000s. Yamaha has been a major player in the Thai motorcycle market since the early 1990s. With a healthy outlook for 2008, Thai Yamaha is an industrial pioneer. In fact, a survey of all the Japanese companies in the region, Thai Yamaha was among the top 10. In what should boost Yamaha’s edge over rivals, Toyota selected Thai Yamaha for the annual Prime Minister’s Industry Award. And this year, Denso received Toyota’s Overall Outstanding Performance Award, a huge source of pride for this manufacturer of automotive technology systems and equipment.

Denso rakes in awards

Denso Thailand Managing Director Akio Koga

"From here, we provide many support functions such as accounting, logistics, information systems and a technology center for Denso in the whole region. We have operations in every ASEAN country while our competitors are in no more than two."

"This enables us to capitalize on the free-trade agreements between our countries and exploit the advantages of this," he says.

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Thailand's top energy-drink maker taps into Asian market

The company chief admires what he sees in the Japanese beverage business. “Those and Japanese must eat every day, so the relationships are actually there,” he says. “Thailand and Japanese have long been eating together, and now, according to Santi, they can grow together in the new markets.”

Knowing well that strong tactics must be a primary ambition, the company has a solid foundation for this new era, “Ancestral model isn’t enough to become a leader,” he adds. 

Boon Rawd brews success in Asia

Thailand's top energy-drink maker taps into Asian market

Thoresen Thai Agencies now well positioned to build a global business

Sophisticated logistics solutions at every level

A history of ‘greatness’

Many people do not know that the original formula for energy drinks has its roots in Thailand. In terms of taste, Thai have special knowledge. This is our special strength.

The non-carbonated M-150 is Quotsapat’s flagship brand, the top-selling drink in Thailand’s energy-drink market.

Thoresen Thai Agencies now well positioned to build a global business

Thoresen Thai Agencies Managing Director M.L. Chandchutha

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