EYE ON THAILAND

Thai-Japanese ties critical for success of planned ASEAN Economic Community

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The Prime Minister of Thailand Yingluck Shinawatra and Chinese investors propose to invest 4.8 billion dollars in 12 projects to help Thailand.

Thailand is the ideal investment destination in the ASEAN region, today, the country has attracted new investors.

The right time for the right people in the right places for ASEAN and Indonesia.

From periphery to center of the world's most dynamic market.

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Asia’s foremost auto parts production base, DENSO helps advance Thailand to global level

February 2007 marked a milestone for DENSO in Thailand. The global auto parts company headquartered in Tokyo, Japan, has established a new factory in the country, thus doubling its production capacity in the region. "This is a very important market and the move is a big step of our business in the country," says Takao Konishi, president of DENSO’s Thailand office.

DENSO began its Thai operations in 1973 at their factory in Pathum Thani. Today, the company employs more than 9,000 people in Thailand, but the Thai government is keen to further strengthen the automotive parts industry. "We need to fully utilize the strengths of the Thai economy and the support of the Thai government," says Konishi. "The government is pushing us to maintain our competitiveness. Moreover, we are actively considering building new facilities in the region to expand our production capacity in Thailand, so we can supply parts to other facilities in the region as well.

In 2003, the company announced its intention to build a new factory in Thailand. The new factory was completed in 2005 and is now fully operational. The company has invested approximately $100 million in the new facility, which will allow it to increase its production capacity by 40%.

DENSO’s new factory in Thailand will produce parts for a variety of vehicle models, including the Toyota Corolla, the Honda Civic, and the Nissan Sunny. The company plans to increase its production capacity in the near future, with the goal of becoming the leading supplier of auto parts in the region.

DENSO’s investment in Thailand is part of its broader strategy to expand its global footprint. The company is already a major player in the global auto parts market, with factories in Japan, the United States, and Europe. By expanding its operations in Thailand, DENSO is able to better serve its customers in Asia and to strengthen its position as a global leader in the auto parts industry.
Thailand

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Promoting world peace through tourism

H.I.H. Thai King, a guest of honor, yesterday launched the nation’s promotion campaign for tourism, which is expected to earn the country $740 million. He also intervened in the campaign to show his support for the campaign’s objectives.

The campaign is aimed at promoting Thailand as a tourist destination, and it is expected to attract more visitors from the Southeast Asian countries, Europe, and the United States.

Thailand is known for its beautiful beaches, historic temples, and friendly people. It is a popular destination for both leisure and business travelers.

The campaign will feature a series of activities, including cultural events, food festivals, and sporting events. It will also highlight the country’s culture, history, and natural beauty.

The campaign is expected to generate billions of dollars in revenue for the country, and it is estimated to create more than 50,000 jobs.

The Thai government has been working hard to promote tourism as a key component of its economic strategy. It has invested heavily in improving infrastructure, training tourism professionals, and marketing the country as a tourist destination.

The campaign is expected to have a positive impact on the country’s economy and on the lives of its people.

The Thai government has set a target of attracting 40 million tourists by 2025, and it is working hard to achieve this goal.