O n the past decade, the Thai economy has shared many of the same risks and opportunities with other emerging markets, including rapid economic growth, investment boom, and robust export performance. However, the 2008-09 global economic downturn has had a significant impact on Thailand, especially in the manufacturing sector, as well as in the country's financial sector. The government has been working to diversify the economy and reduce its dependence on exports, with a focus on sustainable development and improved environmental practices.

The mining sector has been a major contributor to Thailand's economy, with significant investments in coal mining and power generation. However, there have been concerns about the environmental impact of mining activities, including air and water pollution. In response, the government has implemented regulations to reduce emissions and promote cleaner technologies.

Thailand has also been a leader in renewable energy, with significant investment in solar, wind, and biomass power generation. The government has set ambitious targets for renewable energy adoption and has been working to improve the country's energy mix. The government has also been promoting sustainable practices in agriculture and forestry to reduce deforestation and improve local livelihoods.

These efforts have helped Thailand rank among the top performers in terms of economic growth and development. The country has been able to attract significant foreign investment, particularly in the manufacturing sector, with strong support from the government. However, there are still challenges to address, including the need to diversify the economy and reduce vulnerability to external shocks. The government has been working to improve infrastructure and connectivity, as well as to promote innovation and technology adoption.

In summary, Thailand has made significant progress in terms of economic development and sustainability. The country has demonstrated strong resilience in the face of economic shocks and has been able to maintain strong growth rates. However, there is still room for improvement, particularly in terms of income distribution and environmental sustainability. The government has been working to address these challenges and to ensure that growth is inclusive and sustainable. 

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**People-centered approach produces fast food success**

**McThai believes in having good people that can deliver beyond what is expected, providing good food that is safe and affordable.**

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**JESTER CHEW**
Divisional and Chief Executive Officer, OTC Daihen Corporation

**In the midst of the fast food market, McThai has been able to stand out as a homegrown Thai restaurant, providing good food that is safe and affordable. The company has a strong focus on quality and innovation, offering a diverse menu that caters to a wide range of tastes. McThai's success is due in large part to the hard work and dedication of its employees, who are passionate about providing excellent customer service.**

**Chew**

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**McThai's commitment to providing good food and excellent customer service has helped it to become a Thai fast food icon. The company has won numerous awards for its innovative menu and high-quality products, and it continues to expand into new markets in Thailand and beyond.**

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**Kanitree Kungkimmuang, President of OTC Daihen Corporation

**OTC Daihen Corporation has been a leader in the Thai manufacturing sector for many years, specializing in precision engineering and high-quality products. The company has a strong focus on innovation and sustainability, and it is committed to providing excellent customer service.**

**Kanitree**

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**OC Daihen Corporation's success is due in large part to its commitment to innovation and sustainability, as well as to its strong focus on customer service. The company has won numerous awards for its high-quality products and excellent service, and it continues to be a leader in the Thai manufacturing sector.**

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**Kosuke Yamaguchi, President of OTC Daihen Corporation

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**The “Indonesia Leading” label is given to companies that have been recognized as industry leaders in the Dow Jones Sustainability Index (DJSI).**

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**BANPU**

**The Thai Corporate Moving toward Sustainable Growth, DJSI**

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**www.banpu.co.th**

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**Thailand is a high-income country with a strong economy, and it continues to grow at a rapid pace. In recent years, the country has been working to diversify its economy and reduce its dependence on exports, with a focus on sustainable development and improved environmental practices. The government has implemented regulations to reduce emissions and promote cleaner technologies.**

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The Asian financial crisis of the 1990s saw renamed ASEAN Economic Community (AEC) that begins this year. Japanese banks, which played a vital role in the growth of Thailand, are now joining with Thai financial institutions to support the economic development of other countries in the region. Bangkok Bank, which celebrates the 50th anniversary of its establishment this year, is positioning itself as the ideal partner for Japanese companies in Thailand and Southeast Asia.

Bangkok Bank is positioning itself as the ideal partner for Japanese companies in Thailand and Southeast Asia. It also has an extensive international network throughout the region — corporations set up in AEC countries.

In 2011, Bangkok Bank opened a new overseas branch in Malaysia and China and a representative office in Myanmar. In 2013, it opened a new overseas branch in Phnom Penh, Cambodia.

With the AEC coming, Bangkok Bank continues to invest in its staff's technical expertise and provides its customers with the best products and services in the market.

Powering Southeast Asia, from Thailand to Laos

With the AEC coming, Thai banks are discussing with our group regarding potential projects in Laos and Myanmar amongst others...

SAPANNA TRISIVEDT

Managing Director of CK Power

CK Power has two new hydropower projects in Laos under development: the top three chicken producers in Thailand in the next few years.

China as one of the open platforms for regional companies such as the Thai industry," he concludes.

Tokyo branch of Bangkok Bank opened in 1995, and Bangkok Bank was the first Thai bank to receive a license from the Bank of Thailand.

ASEAN can serve as a diverse portfolio ranging from projects in Laos and Myanmar to augment its three existing hydropower plants — roughly 60 percent of the country's total capacity. These strong foundations and technical expertise as well as recognised leadership in the Thai banking system with a wider range of industries and services, Bangkok Bank aims to play a major role within this developing ecosystem by continuing to support these companies through local branch networks, and in cooperation with Japanese banks.

We also see significant movement of Japanese companies establishing themselves in the region, and we would like to support these companies through our branch network, and in cooperation with Japanese banks."

- CHAMTIP LEFENSCRHURF

President of Bangkok Bank

CK Power has been committed to supporting and expanding the strong links between Thailand and Japan. This year, its Tokyo branch celebrates its 60th anniversary with its success in Japan and technical expertise as well as recognised leadership in the Thai banking system with a wider range of industries and services, Bangkok Bank aims to play a major role within this developing ecosystem by continuing to support these companies through local branch networks, and in cooperation with Japanese banks.

As the third tier of Japanese companies, Bangkok Bank is in海口 has a service brancheship project in Phuket, and in 1914, when Tokyo branch of Bangkok Bank opened in 1995, and Bangkok Bank was the first Thai bank to receive a license from the Bank of Thailand.

The government of Thailand and the Ministry of Finance have taken steps in guiding the Thai banking system with prudential measures for bank soundness, which have included international standards such as Basel II and Basel III, and the measures have maintained Thailand’s economic resilience through the global financial crisis that started in 2008.

Since the Asian financial crisis of 1997, the Bank of Thailand and the government have been committed to providing alternative policies and instruments to promote and maintain competitiveness, sustainable and stable economic growth.

The company has a solid road map for growth both in the long and the short term. Currently, it has two new hydropower projects in Laos under development: the top three chicken producers in Thailand in the next few years.

Japan and the EU account for 95 percent of GPT’s exports, so Japan's lifting of its ban on fresh chicken from Thailand on Jan. 1, 2014 has been a significant boost for the company. From Japan, it is also exporting initial demand of 9,000 metric tons, eventually reaching 250,000 metric tons of fresh Thai chicken, "says Mano Sirimongkolkasem. GPT’s chairman of the executive committee. “We are very confident of this, and we hope..."}

Food sustainability makes Thailand a global base for quality products

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Building the ASEAN distribution network from Thailand

We would like to have more business with Japanese corporations. We are eager to spearhead new product alliances and joint ventures with Japan. BJC can be the platform of choice for Japanese companies interested in doing business in Southeast Asia.

BJC provides access to the region for its global partners through increased collaboration and new partnerships.

As BJC broadens its attention to retail, it is also harnessing more dynamics. “With today’s trend to re-orient customers, there are more specific results,” Techajareonvikul explained. “We need to get closer to our customers to develop more customized products for each market. Moving forward, we need to look carefully at each individual market to determine what to produce and how best to serve it to.”

Two advantages and expertise gained from being closer to the customer are expected not only to benefit BJC, but also its longtime alliances. BJC provides access to the region for global partners through increased collaboration and new partnerships. Completing the chain and broadening retail, it is also becoming more dynamic.

“Our supply chain in Vietnam is strong enough to support all other Southeast Asian markets. With the supply chain in Thailand, we can serve the ASEAN production base and distribution platform. We also recognize that we are living in the age of free flow of information,” he said.

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Sourav Techajareonvikul

CEO and President of BJC

During the last two decades, BJC has built up its distribution platform in the region and is even further building on our ability to make a discerning choice of products that are suitable to every individual market and customer.”

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Biju Jucker, CEO and president of BJC.

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*Source: Techajareonvikul*

**Strategic through Heritage**

**Gateway to ASEAN Since 1882**

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*Source: Techajareonvikul*
Ambitious new kid in town has roots in Thai icon

Singha Estate looks to Japanese companies as ideal partners for its developments, and is now seeking to collaborate with Japanese developers for its residential and industrial properties projects.

The company is led by Yuichiro Cheyklin, previously CFO of Central Pattana (CPN), which is the largest company in the hotel and industrial property projects. Cheyklin aims to boost the holding company and driving force for these assets. The first property in its portfolio is the Sandholiday Beach Resort in Koh Samui, which opened in December 2014.

Cheyklin clearly aims to boost the company’s potential partnerships — Japan and its companies as ideal partners. “We consider Japanese quality and standards for guests and attractive star hotels which can compete with best locations for its properties. With an established network of logistics, it is an ideal center for co-investing with local landlords and developers to share the profit. Singha Estate looks to Japanese companies as ideal partners for its developments, and is now seeking to collaborate with Japanese developers for its residential and industrial properties projects.

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As the ASEAN Economic Community takes shape, new challenges and opportunities beckon. With in-depth knowledge of local markets, and the connections to help with all personal and business banking needs, Bangkok Bank is your ideal financial guide for ASEAN’s new era.

Our 29 branches and one representative office in 14 economies, including the global financial centers of New York and London, make us Thailand's truly regional bank.