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T} hroughout the 1960s, the 1970s and into the 1980s, Japan was a symbol of post-war economic growth and industrial development. Its export-led economy, driven by a combination of high-skill education and substantial government investment, had transformed what had been positive but moderate growth in the immediate post-war period into an economic powerhouse. Today, Thailand is striving to become Asia’s innovation hub, as it continues to develop and modernize its infrastructure and economy. 

Mr. Kimura, President of Dai-ichi Life Insurance Co., Japan, has just returned from a brief visit to the country earlier by Japan’s Prime Minister Shinzo Abe. “Thailand is looking toward the future in terms of business, new applications and robots are needed. This is the time that Japan should support them. The automotive manufacturing sector, especially, is in a period of growth.”

Despite the economic challenges that Thailand has faced in recent years, the country has maintained its position as a major player in the global economy. Its strong track record in the auto industry and robust manufacturing sector have made it an attractive destination for foreign investment, with many Japanese companies establishing operations in the country. This is evidenced by the presence of companies such as Daihatsu, Honda, and Toyota, which have significant operations in Thailand. 

CTK sets its sights on ASEAN and beyond 

C hilean company Daihatsu de Chile S.A. has opened an office in Thailand to study opportunities in the ASEAN region. The office will focus on exploring new markets and establishing partnerships with local automotive companies. This is part of Daihatsu’s strategy to expand its presence in the ASEAN region and capitalize on the growing demand for small and fuel-efficient vehicles in the region. 

The goal is to prepare CTK for even more expansion in the ASEAN region for the long run.

— Hiroshi Kimura

President of Daihatsu de Chile S.A.

New horizons in significant year for commercial vehicle specialist

T} hailand’s automotive industry continues to thrive, with the country attracting significant foreign investment and expanding its export capabilities. The automotive sector is a major contributor to the country’s economy, with a variety of companies operating in the country. 

CTK gets a strategic boost from Thailand

C hinese company Daihatsu of Thailand Ltd. (DTL) has signed a memorandum of understanding (MoU) with the Thai government to explore opportunities for the development of a new automotive manufacturing facility in the country. This is part of the company’s efforts to expand its presence in Thailand and capitalize on the growing demand for small and fuel-efficient vehicles in the region. 

21st-century Thailand looks to robotics for manufacturing advantage

D ogital transformation and automation are key drivers of change in the manufacturing sector, with many companies seeking to improve efficiency and reduce costs through the adoption of robotics and other advanced technologies. 21st-century Thailand looks to robotics for manufacturing advantage.

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Japan Perspective: Insight on Japanese investment in Thailand from its corporate leaders

"We have been able to succeed in Thailand thanks to our local dealers.”
— MASANORI IIDO
General Manager, Mazak Thailand

“Our vision is to become a leading logistics service provider in Thailand and a global logistics partner. We will provide reliable services and customer satisfaction to KWE’s local and global clients.”
— YASUYUKI TANI
President, KWE Thailand

“Times have changed and decisions need to be made quickly when venturing overseas for Japanese companies.”
— ICHIRO HARA
Managing Director, ABeam Consulting Thailand

“We are committed ourselves to contributing to Thailand. We have been providing high-quality services to our customers and we continue to improve our service quality.”
— MASAO HARADA
President & CEO, AutoAlliance (Thailand)

“In the future, customers will request more high-speed connections. We are ready to seize those opportunities.”
— HIROSHI SHIBA
President & CEO, material automation (Thailand)

“We provide highly skilled engineering services. We can recommend what is best for a client before they invest in a product.”
— MAKOTO YOSHIDA
President, Ishida Taiseisha (Thailand)

“We should not forget that we exist to contribute to society. We have to support the people with our products.”
— TAKASHI SAKAI
President, NYK Line (Thailand)

“Customer satisfaction is at the core of our approach.”
— YOSHIHIKO KAWANO
President, Mitsubishi Elevator (Thailand)

“We are shifting to become a business solution provider and having a more customer-oriented approach.”
— KATSUHIRO MORI
President, Toyo Seiki (Thailand)

“We keep an open discussion with our staff on the quality of our products to be sure that our customers receive the best products.”
— HIRASU NAOKI
Managing Director, Mitsubishi Heavy Industries (Thailand)

“My job is to train our local staff, make them improve and find positions within our organization for them. We build the people and give them a sense of ownership.”
— KOHEI KOBAYASHI
President, Bangkok Coil Center

“The customer will always come first and we will remain committed to strengthening our organization.”
— SHINYA MIYAZAKI
Chief Representative Thailand, Cambodia, Laos PDR & Myanmar – JBIC

“We are able to provide a full approach to music which makes us more unique. For the less fortunate ones, we give them the means to make a living by teaching them music.”
— KAZUMI MARUI
Chairman, Sompo Insurance (Thailand) PCL

“Customer satisfaction is at the core of our approach.”
— TOSHIHIKO ATSUMI
President, Ishida Taiseisha (Thailand)

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