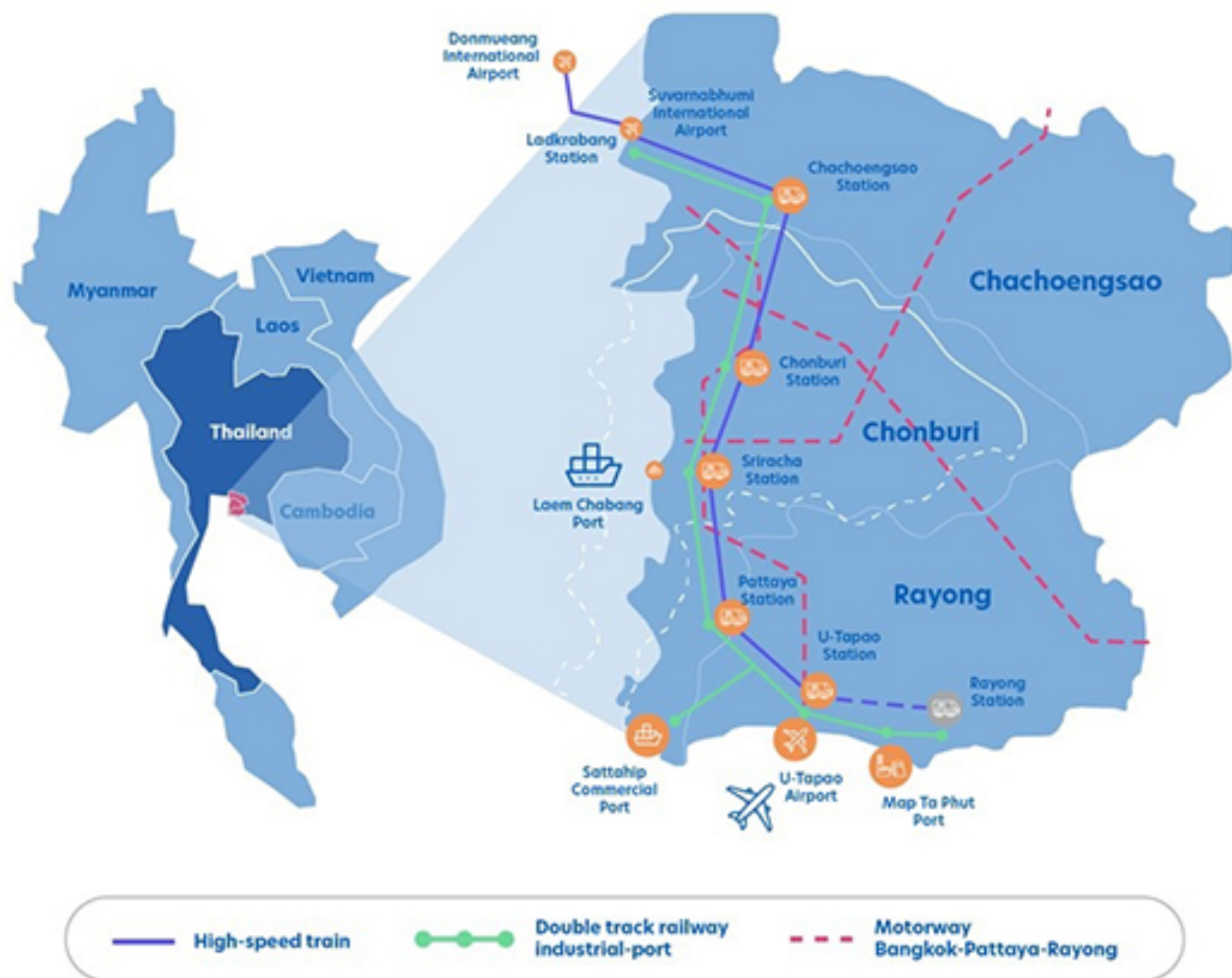


Investing in Thailand: What's attracting East Asia's giants?





Thailand has seen a 43% increase in investment applications in 2023, totalling 848.3 billion baht (US\$23 billion).



Two contributing factors:

- Eastern Economic Corridor: A key infrastructure project aimed at boosting regional connectivity.
- Thailand 4.0: A government-led push towards an innovation-driven economy.

Diverse investments driving East Asian interest

- South Korea, China and Japan are using Thailand to diversify their operational bases.
- High-value industries such as electric vehicles and medical equipment are favoured.

