



# THAILAND'S DIGITAL ECONOMY & SOFTWARE INDUSTRY

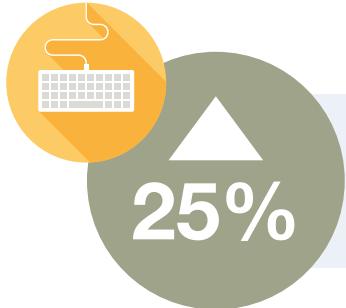


Thailand Board of Investment  
[www.boi.go.th](http://www.boi.go.th)

# THAILAND'S DIGITAL ECONOMY

Thailand is working to drive digital transformation and utilize innovation to become a cutting-edge economic powerhouse. The country's digitization journey begins with the "Thailand 4.0"

economic model which concentrates on important advancements and digital improvements to enhance the quality of life, productivity and efficiency of the Thai people.



The Digital Economy is expected to play a critical role in every industrial sector in Thailand and is estimated to contribute 25% to Thailand's GDP by 2027.<sup>1</sup>

To define the Digital Economy in Thailand, three main areas were identified as high priorities for investment: the Digital Market Landscape, Digital Infrastructure and Digital Innovation Ecosystem.

Digital Market Landscape	Digital Infrastructure	Innovation Ecosystem
Internet Usage	e-Government	Startups
Social Media Penetration	Internet Speed, Data Center	Venture Capital
e-Commerce	e-Payments	Accelerators

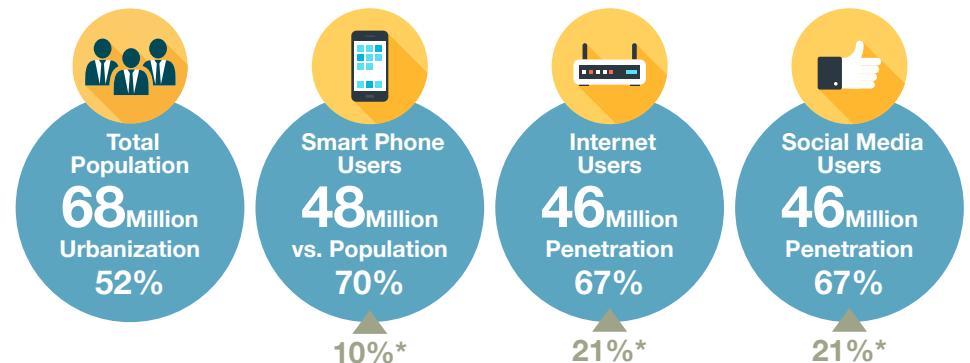
Source:  
<sup>1</sup> Ministry of Digital Economy and Society

## DIGITAL MARKET LANDSCAPE

### Key Digital Statistical Indicators<sup>1</sup>

The driving forces behind Thailand's digital economic growth are the high internet penetration rate and large base of social media users. The country has

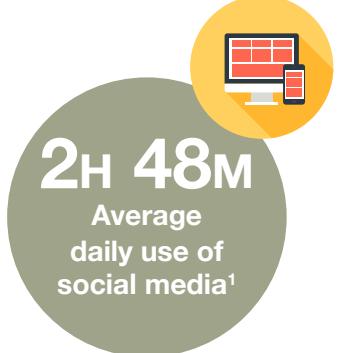
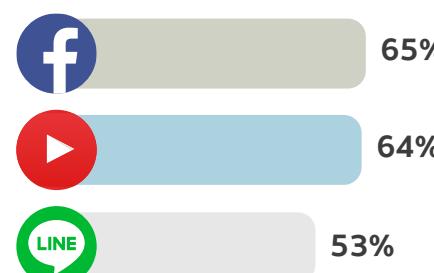
been ranked third globally for time spent online, with an average daily use of 4 hours and 14 minutes on smartphones and around 8 hours on PCs or tablets<sup>1</sup>.



### Social Media Penetration

Social media is widely used by most people in Thailand. It is the most popular online activity - with users spending nearly half (42%) of their time online engaging in social media channels<sup>2</sup>.

### National Social Media Penetration



Source:

<sup>1</sup> We Are Social and Hootsuite, 2017

<sup>2</sup> Electronic Transactions Development Agency (ETDA)

Note:

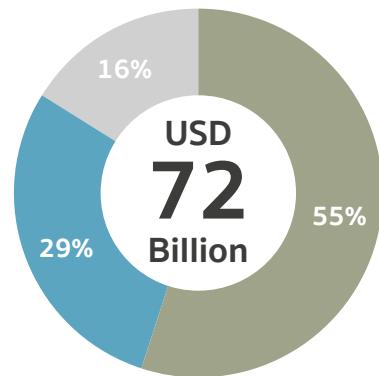
\* YoY Growth: 2016-2017



## Digital Advertising

Increasing numbers of social media users and usage have directly enhanced the market size of digital advertising in Thailand, which witnessed double-digit growth in 2016 with the total value of USD 281.2 million<sup>1</sup>.

Moreover, social media such as Facebook is frequently used as a major tool in supporting online



## Thailand's e-Commerce

An increasing number of smartphone users (70% penetration) and internet penetration are the driving force behind the growth in e-Commerce in Thailand, as 41% of total online purchases occur via smartphones. A further 59% rely on

shopping, communications and transactions in Thailand. According to PricewaterhouseCoopers (PWC), Thailand is the largest online C2C market in the world. And with such a large user base, Facebook decides to run its first trial for social commerce payments in Thailand<sup>2</sup>.



### Value of e-Commerce Market in Thailand, 2016F<sup>3</sup>

B2B      B2C      B2G



online searches for products or services before making their decision. The value of the e-commerce market in Thailand has grown 12.42% during 2015-2016 from USD 64 billion to USD 72 billion<sup>3</sup>.

### Source:

<sup>1</sup> Digital Advertising Association Thailand (DAAT)

<sup>2</sup> Techcrunch

<sup>3</sup> Ministry of Digital Economy and Society, Electronic Transactions Development Agency (ETDA)

### Note:

\* Data shows annual growth rate of Thailand digital advertising market value.

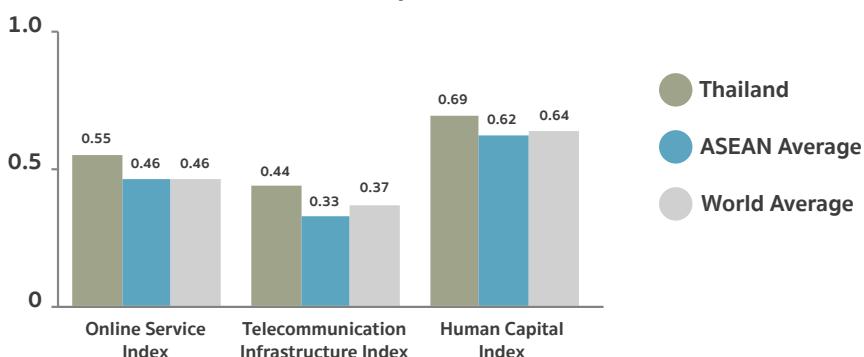
Exchange rate (BOT, Feb 1 2016): USD1 = THB 35.14

## ROBUST DIGITAL INFRASTRUCTURE

### e-Government

Thailand took an important step forward by establishing the [Ministry of Digital Economy and Society](#) and launching the national plan on infrastructure improvement to prepare for digital economy and society. Both soft and hard infrastructure investments are being developed to ensure the country is ready for the new digital era and providing the best investment opportunities for investors.

### The Three Components of the EGDI<sup>1</sup>



### GIN - Government Information Network

GIN was established to facilitate the integration of the central network. More than 2,000 government agencies are now a part of GIN in which government information and services are all shared and exchanged more easily and quickly with the highest level of security.

### Source:

<sup>1</sup> United Nations, EGA.  
(Electronic Government Agency)

## Thailand Digital Economy and e-Government Development Plan (3 Year Plan: 2016-2018)

The plan acts as a digital blueprint to revolutionize government operations, business practices, and people's lifestyle. The ultimate goal is to bring social stability as well as economic wealth in Thailand. Government infrastructure and data will be integrated to provide effective services to the people.



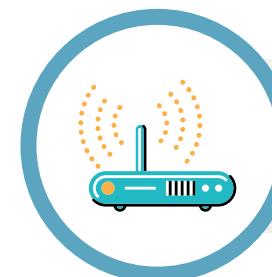
Sources:  
EGA. (Electronic Government Agency)

### Internet Speed and Penetration

Internet Speed and Penetration rate among Leading ASEAN Countries, 2016<sup>1</sup>

Country	Q1 2016 Avg. Mbps.*	% Above 4 Mbps	Internet Penetration
Singapore	16.5	91%	82%
Thailand	10.8	96%	67%
Malaysia	6.4	68%	71%
Vietnam	5	55%	53%
Indonesia	4.5	46%	51%

Thailand's high speed internet broadband adoption has dramatically increased as a result of the government's broadband initiative, announced in 2015, to create a national broadband network infrastructure by 2035 that would offer affordable, universal access at minimum speeds of 30 Mbps.



As of January 2017, national broadband access was available to 40,000 villages, 80% of the population, and is expected to reach all 70,000 villages, or 95% of the population, by 2023.

Sources:

<sup>1</sup> CAT Telecom Public Company Limited, Open Signal, Inc.

Note:

\* Mbps, short for megabits per second, is a measure of data transfer speed



## National e-Payment



PromptPay is the national e-payment platform which provides an alternative

way to receive and transfer money in Thailand. The system benefits the country as a whole by providing users with more choice for payments. Businesses can receive payments from clients faster, while the government is more efficient in making payments directly to the bank accounts of individuals.

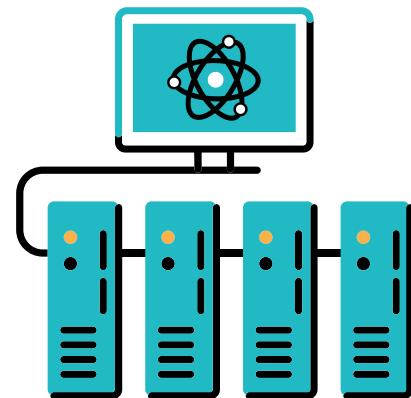
By associating with every commercial Thai bank, one-third, or 20 million Thais currently have PromptPay accounts. The PromptPay system will reduce payment costs by at least USD 5.1 billion annually.<sup>1</sup>

**“PromptPay will not only bring down money transfer costs but will improve service efficiencies and increase access to financial services.”**

*Mr. Veerathai Santiprabhob,  
Bank of Thailand Governor*

## Data Center

Data centers in Thailand have been designed and built to world class standards to facilitate local and foreign investors. Most data centers in Thailand are Tier 3 Data Centers, with 99.98% uptime and N+1 fault tolerant. With 11,000 racks available, Thailand still have more than 30% storage capacity left to serve the market<sup>1</sup>.



Center	Location
CAT Telecom IDC	Bangkok
CAT IDC FL14	Bangkok
CS LOXINFO Data Center – CyberWorld	Bangkok
KIRZ Data Center	Bangkok
PROEN Internet IDC	Bangkok
TCCT Empire Tower Data Center	Bangkok
Thailand Bangkok 1 Data Center	Bangkok
The Cloud Data Center Bangkok	Bangkok
True Internet Data center	Bangkok
JasTel IDC	Nonthaburi
True Internet Data Center – Muangthong	Nonthaburi
SUPERNAP Thailand	Chonburi
Thailand Bangkok 2 Data Center	Chonburi
TCCT Amata Data Center	Chonburi

## Cashless Society

The Ministry of Finance aims to expand the installation of Electronic Data Capture (EDC) and mobile point-of-sale (mPOS) devices in the country.

400,000 card acceptance machines will be installed nationwide by 2017 leading to a total of 800,000 EDC devices.<sup>2</sup>

These machines will be used in several business sectors including restaurants, taxis and independent retail stores.



Source:

<sup>1</sup> Prime Minister's Office

<sup>2</sup> Bank of Thailand (BOT), 2017

Source:

<sup>1</sup> Ministry of Digital Economy and Society,  
Data Center Map



# DIGITAL INNOVATION ECOSYSTEM

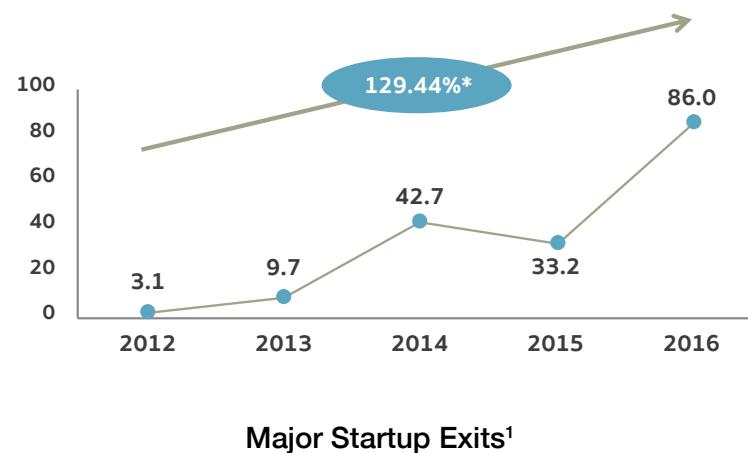
## Thailand Startup Ecosystem

Thailand has an excellent ecosystem to support a startup environment as the country is known for its strong creative industries, ground-breaking ICT entrepreneurs and strong customer

demand. Within four years, the number of funded startups in Thailand increased from 3 in 2012 to 75 companies in 2016. Funding for startups has also increased by more than 120% during 2012 - 2016.

### Estimated Total Disclosed Funding Amount: 2012 - 2016<sup>1</sup>

[In million USD]



### Major Startup Exits<sup>1</sup>



Source:  
<sup>1</sup> Techsauce

Note:

\* Compound Annual Growth Rate 2012-2016

## Key Startup Sectors

Startups in Thailand have shown very rapid growth in the past few years. The hottest startup sectors are in e-commerce, fintech and logistics.

These top three sectors grew rapidly in terms of the number of startups operating as well as in funding.

### e-Commerce



### Payment



### Retail Investment



### FinTech



### Insur Tech



### Crowdfunding



### Logistics



### Other



Source: Techsauce



## Startup Accelerators

All of the leading banks and telecommunication companies in Thailand as well as Ananda and Sansiri, leading real estate companies,

are pushing to generate their own accelerator programs which positively reflects the startup ecosystem in Thailand.

## Successful Startups



Ookbee is a Thai e-book and digital content startup which has a 90% market share in Thailand and Southeast Asia. Ookbee has grown very quickly and also expanded by diversifying into the online music business.



2C2P is a payment services company working with financial institutions, e-commerce and m-commerce merchants. 2C2P has closed a USD 7 million Series C round in 2015.

## Thailand's Venture Capital

To enable an innovative economy, a large number of corporates and Thai commercial banks provide comprehensive funding support to

emerging firms. The number of VCs reached more than 60 firms in 2016 from only 1 in 2012. And more than 75 startups were funded in 2016.



500 TukTuks is a Thai fundraiser for Thai startups focused exclusively on seed funding. Omise, Claim Di, Skootar, Hubba, and Take Me Tour are just a few examples of successful startups that received seed funding from 500 TukTuks.



Ardent Capital is a venture capital firm which focuses on e-commerce in Southeast Asia and also globally. Successful startups from Ardent Capital include acommerce, Snapcart, Hubba, SPACESHIP and many more.



Bangkok Venture Club is Thailand's largest angel investment group. Firm objective is to identify and support seed and early stage businesses.



InVent is a corporate VC firm by Intouch Holdings focused on strategic investments in early to growth-stage technology companies in Thailand and SEA. Ookbee, Meditech Solutions, and Playbasis are just a few startups supported by InVent.

Source: Techsauce

Note:

\* Series A: the first round of funding given to a new business.

Series B: the second round of financing normally takes place when the company has accomplished certain milestones in developing its business.

Series C: the stage that investors typically invest into a flourishing business to expand the company's size and market share.

Financing rounds at these stages tend to range from tens to hundreds of millions USD.



Digital Ventures is a key driver in the banking and technology industry and is also a partner of Golden Gate Ventures in San Francisco. The firm has USD 50 million capital (THB 1,750 million) for investment in financial technology. Some of their successful startups include FlowAccount, PeerPower, Refinn, and Seekster.



Dtac accelerate was established to support the startup ecosystem in Thailand to be the hub of the region by funding and providing opportunities for new potential startups. Successful startups from Dtac accelerate include Drivebot, Storylog, and Claimdi.



AIS The Start Up is a platform for new startups to become business partners with AIS and be exposed to greater opportunities with financial support. Successful startups include StockRadars, ShopSpot, Social Giver, etc.



Krungsri RISE is an intensive boot camp for fintech startups with mentorship from experts in fintech and experienced CEOs for new startups. Successful startups include aBorrow, AppMan, iTAX, and Meefund.



True Incube is a regional ecosystem for new startups to build innovative businesses and gain exposure to new opportunities, exchanging their ideas and incubate with other upcoming startups. Some of their successful startups include ARINCAE, govivigo, Stone Lab, and Tunjai.



Ananda UrbanTech launched in early 2017 and is involved in the property technology sector. It is a division of Ananda Development and focuses on ecosystem support, fund of funds and corporate VC.



SIRI VENTURE is a property technology VC from Sansiri and co-invested with Siam Commercial Bank. Launched in early 2017, their main strategy targets home living and lifestyle innovation startups.

Source: Thailand Tech Startup Association

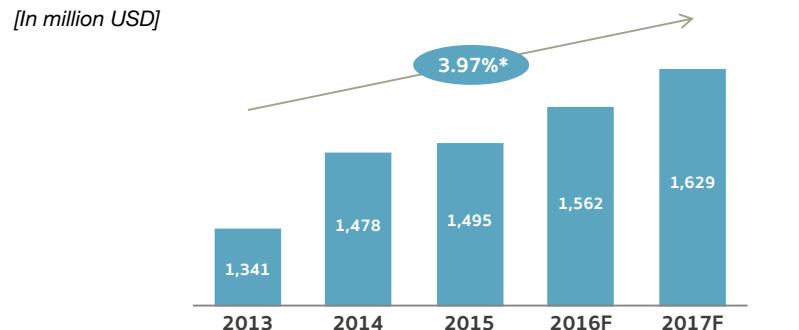


## SOFTWARE INDUSTRY

Thailand is an exceptional investment destination for the software industry. The country offers world-class infrastructure that is crucial to software production including broadband internet, network security, low rate of power shortages

and excellent production facilities. In addition, labor costs in Thailand are very competitive compared with the United States, the European Union and several ASEAN countries.

### Total Value of Thailand Software Production and Software Services<sup>1</sup>



#### Leading Software Companies



Netbay provides and delivers software as a cloud computing service by generating a gateway for exchanging electronic trading, shipping and payment information for to B2G, B2B and B2C.



Airbus Flight Operations Services Center was established in Thailand for the production of flight operations data for use by airlines worldwide. The center produces electronic versions of the standard flight operation manuals, improving the growing use of the Electronic Flight Bag for all Airbus aircraft types.

Source:

<sup>1</sup> Digital Economy Promotion Agency (DEPA)

Note:

\* Compound Annual Growth Rate 2013-2017F

Exchange rate (BOT, Feb 1 2016):

USD1 = THB 35.14



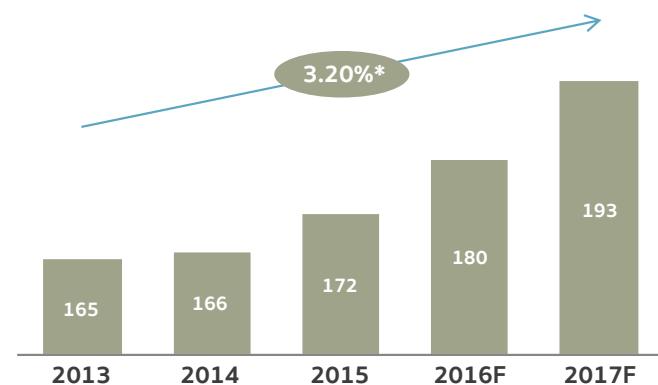
### Breakthrough Technology

To transform the country into an innovation-driven economy (Thailand 4.0), the demand for internet of things (IoT), big data analytics, cyber security, industrial software and embedded software systems and design are growing, as they are widely used by many leading businesses to increase productivity and efficiency.

Thailand is considered an excellent investment location for embedded software given its readiness of skilled labor combined with a lower wage rate. Various global firms are currently using Thailand as their production hub, including ThaiGertec Co., Ltd., Toyota Tsusho Electronics (Thailand) Co., Ltd., and Silicon Craft Technology Co., Ltd.

### Total Value of Embedded Software Production<sup>1</sup>

[In million USD]



Source:

<sup>1</sup> Digital Economy Promotion Agency (DEPA)  
Thai Embedded System Association

Note:

\* Compound Annual Growth Rate 2013-2017F

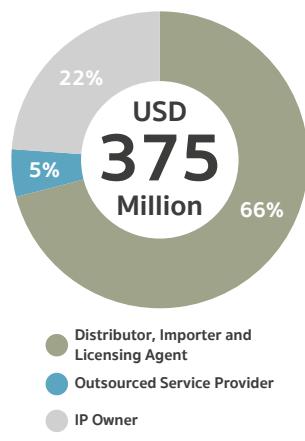
Exchange rate (BOT, Feb 1 2016):

USD1 = THB 35.14

**1st**

**Top Spender  
with the Highest  
Game Revenues  
in Southeast Asia<sup>1</sup>**

### Thailand's Game Market Value, 2017<sup>2</sup>



### Thailand's Gaming Market

Gaming consumption in Thailand has shown double-digit growth, especially in the IP owner segment due to an increasing number of local game developers and the growth of the mobile gaming industry. Thailand is ranked in second place after Singapore for the number of developers. Mobile game revenue in Thailand is gigantic, as 49% of mobile gamers spend their money on mobile games. Moreover, Thailand is also a major hub for the gaming industry in terms of game products, as various global leading companies outsource their production to Thai game studios.

### Digital Content

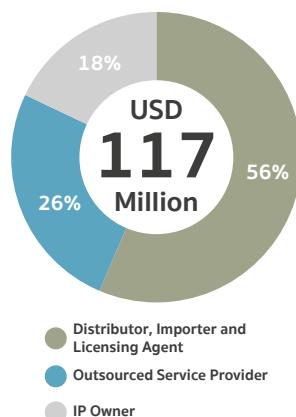
#### Thailand's Animation Industry

With world-class production quality, talented personnel and low-production costs, Thailand was chosen as one of the leading animation outsourced service providers. Many Thai visual effects and animation studios are behind the success of well-known Hollywood animations such as Frozen and One Piece Film Gold. There are also many famous local animations which incorporate plots that contain traditional local culture and beliefs such as Yak: The Giant King, Sheldon, Bua Tong, Khan Kluay and Khun Tong Dang.

#### Key Players



#### Thailand's Animation Market Value, 2017<sup>F1</sup>



**Yak:** The Giant King is one of the most famous Thai animations. The movie gained critical acclaim from both local and international critics on its storytelling, creative adaptation and the advanced technology used in the movie. The movie was shown in Russian and South Korean cinemas. Its DVD was sold in New Zealand and Australia.



**Sheldon:** Under the production of Shell Hut Entertainment Co., Ltd., Sheldon is broadcasted in more than 100 countries by BBC. This world-class animation aims to provide environmental awareness, and make people around the globe recognize the attractive scenery and history behind the beautiful beach and sea in Thailand.

#### Key Players



#### Source:

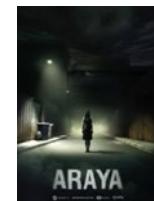
<sup>1</sup> Thai Game Software Industry Association (TGA), Newzoo

<sup>2</sup> Digital Economy Promotion Agency (DEPA)

#### Note:

Exchange rate (BOT, Feb 1 2016):

USD1 = THB 35.14



**ARAYA** is a first person horror game and was one of the most famous Thai games in 2016, gaining worldwide recognition. Araya has proven to be extremely successful in Thailand, Japan and among international gamers for its originality and its elements of distinctive Thai horror.



**Home Sweet Home** is a first-person horror adventure game based on Thai myths and beliefs, with puzzles to be solved along the game. This game is released at the same time as ARAYA by a Yggdrazil Gaming Ltd., one of the most famous gaming companies in Thailand.

#### Source:

<sup>1</sup> Digital Economy Promotion Agency (DEPA)

#### Note:

Exchange rate (BOT, Feb 1 2016):

USD1 = THB 35.14

## Thai Film Industry

Thailand is considered the only real center for filmmaking in all of Southeast Asia with a market value of USD 745 million (THB 26.2 billion).<sup>1</sup> Many Thai movies are popular among ASEAN countries such as Ong Bak and Pee Mak Phra Kanong. Comedy, horror, action and romantic comedies are popular genres among Thai moviegoers.



**Pee Mak Phra Kanong** is a Thai comedy horror film. Pee Mak earned more than USD 33 million (THB 1 billion) in revenue, currently the highest grossing Thai film of all time. Pee Mak

received positive reviews from critics for its harmonious use of creativity, comedy, drama and horror. The movie was released in cinemas in Korea, Indonesia, Hong Kong, Cambodia, Malaysia, Singapore and Taiwan.

### Key Players



## THAILAND 4.0

Thailand is reaching one step further by launching a national plan on infrastructure improvements to transition to a digital economy and society. Both soft and hard infrastructure investments are being made to ensure the country's readiness while emphasizing Thailand's reputation for providing the world's best opportunities for everyone.

Source:

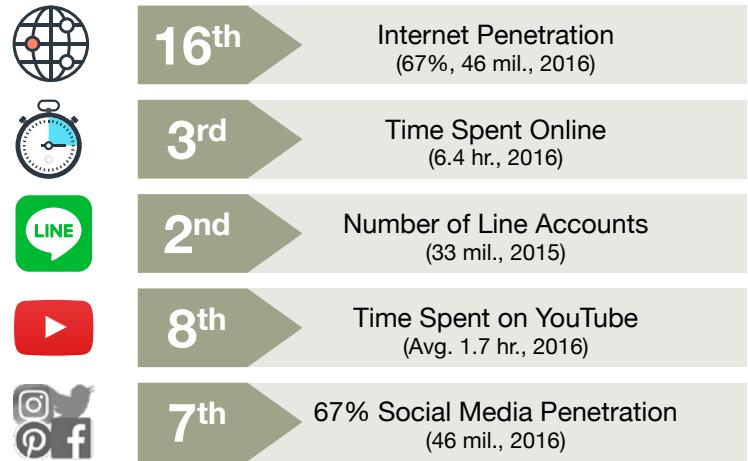
<sup>1</sup> The National Federation of  
Thai Film Associations

### Digital Society

Thailand is one of the leaders in internet and social media penetration in the world. More than half of the population has access to high speed internet.

In addition, Thai customers are also heavy users, spending 6.4 hours per day online.

### Thailand Internet and Social Media Penetration, Global Ranking<sup>1</sup>

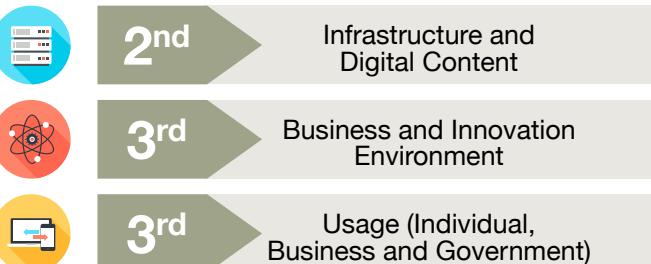


### Strong ICT Infrastructure

Compared with other countries in Southeast Asia, Thailand is ranked 3<sup>rd</sup> for network readiness following only Singapore and Malaysia. Additionally,

Driven by the government actions against cyber attacks, as of 2015, Thailand ranked 15<sup>th</sup> in the world in the Global Cyber security Index (CGI).<sup>2</sup>

### Network Readiness Ranking among ASEAN Countries<sup>3</sup>

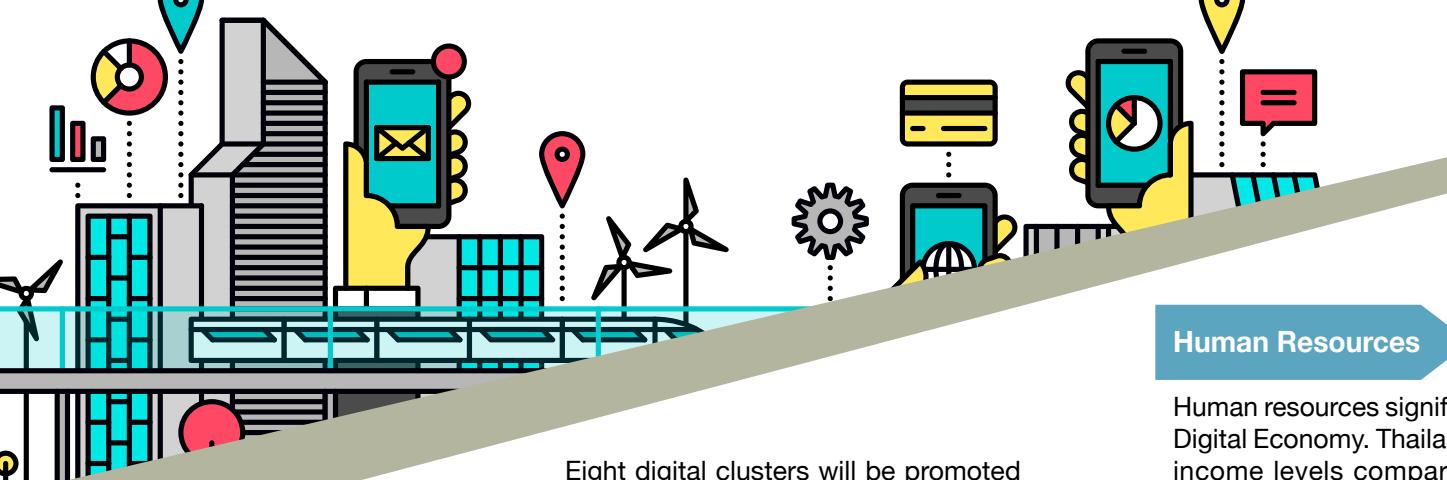


Source:

<sup>1</sup> We are social and Hootsuite,  
Electronic Transactions Development Agency (ETDA)

<sup>2</sup> International Telecommunication Union (ITU)

<sup>3</sup> United Nations



## Smart Cities

Aside from being popular tourist locations, [Phuket](#), [Chiang Mai](#) and [Khon Kaen](#) were piloted as the “Smart Cities,” home to digital industries and international research and innovation centers.

To fully drive the project, CAT telecom Public Company Ltd. worked together with government agencies to implement high-speed internet infrastructure in these cities. In addition, to support business growth in the digital sector, the government has amended the regulations providing tax incentives such as exemptions on import tax for machines and corporate income tax, as well as an exemption in personal income tax for Thai and foreign experts who work in these smart cities. In 2016, 73 digital projects in smart cities with a total investment value of USD 23.3 million were promoted by BOI.

## Digital Park Thailand

Digital Park Thailand is the destination for global players and world-class digital nomads to [Invest-Work-Learn-Play](#). It is a flagship project of the [Eastern Economic Corridor \(EEC\)](#) planned to support major digital investments (USD 1.4 billion per year).

Eight digital clusters will be promoted in Digital Park areas included:

- Computer Hardware, Semi/superconductor
- Smart Device, IoT, Robotic
- Big Data & AI
- Intelligent Platform & Auto System
- Immersive Content
- Satellite & Broadcast
- Future Ultra High BB
- Digital Tech Startup

## EEC Maximum Privilege

### BOI Special Privileges

- 8 years corporate income tax waiver plus 50% reduction for another 5 years
- Potential 15 years corporate income tax waiver plus grants for strategic projects in EEC (Thailand Competitive Fund)
- Potential maximum 17% personal income tax for management, investor, expert of companies in target industries with HQ and facilities situated in EEC

### Other Privilege

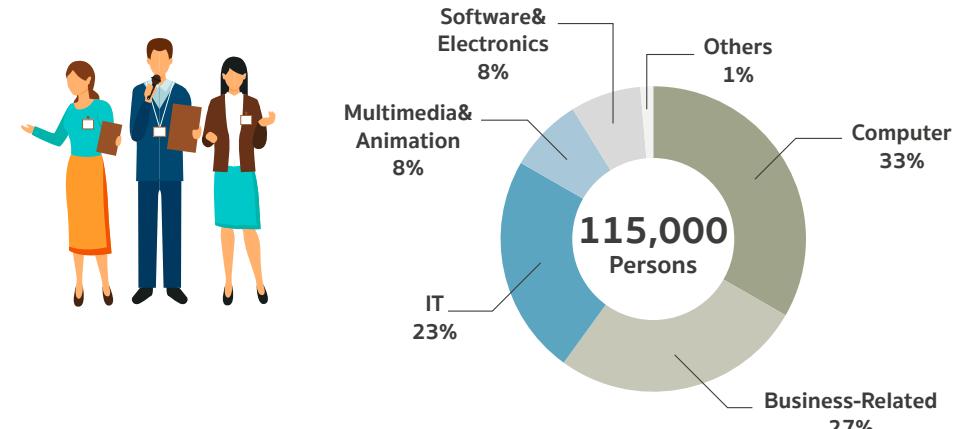
- Long-term land lease 50+49 years
- Free trade zone
- Non-tax incentives VISA and Work permit

Note:  
Exchange rate (BOT, Feb 1 2016):  
USD1 = THB 35.14

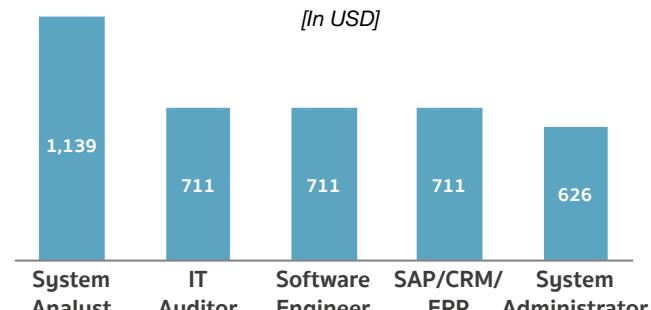
## Human Resources

Human resources signify another key success factor in transforming Thailand to a Digital Economy. Thailand offers abundant and highly-skilled labor at competitive income levels compared to other countries, offering foreign investors lower production costs.

### Estimated number of IT Graduates, 2016<sup>1</sup>



### Estimated Salary of IT Graduates, 2016<sup>2</sup>



Source:

<sup>1</sup> Office of the Higher Education Commission

<sup>2</sup> ISM Tech

Note:

Exchange rate (BOT, Feb 1 2016):  
USD1 = THB 35.14





# WEARABLE [VR] TECHNOLOGY

SMART HOME | CONNECTED CAR | DRONES | 3D PRINTING

## Strong Supporting Organizations



### Ministry of Digital Economy and Society

Administers and manages the country's policies and promotes and supports technology and the digital economy.



### Digital Economy Promotion Agency (Public Organization)

Support R&D, skill development and investment including tax exemption for software entrepreneurs and people.



### Software Park Thailand

Supports and strengthens the software industry through human resources, marketing, securing investments and latest technologies



### National Electronics and Computer Technology Center

Supports R&D for electronics and computer technologies and links research communities to industries.



### National Science and Technology Development Agency

Supports R&D in five target areas; agriculture and food, energy and environment, health and medicines, bio-resources and communities, and manufacturing and service industries.



### National Innovation Agency

Conducts and promotes activities that accelerate innovation in industry, business, government and society.



## INVESTMENT INCENTIVES

### BOI Incentives

BOI recognizes the importance and value of the digital economy and offers a wide range of tax and non-tax incentives for projects that meet national development objectives.

### Tax Incentives

GROUP	ELIGIBLE ACTIVITIES	INCENTIVES	
		Corporate income tax exemption	Exemption of import duty*
A1	<ul style="list-style-type: none"> <li>Embedded System Design</li> <li>Software <ul style="list-style-type: none"> <li>Embedded Software</li> <li>High Value-added Software</li> </ul> </li> <li>Industrial Zones or Technology Industrial Zones</li> <li>Science and Technology Parks</li> <li>Software Parks</li> <li>Data Center</li> <li>Innovation Incubation Center</li> <li>Cloud Service</li> </ul>	8 years (No Cap)	✓
A3	<ul style="list-style-type: none"> <li>Software <ul style="list-style-type: none"> <li>Enterprise Software and/or Digital Content</li> <li>Digital Services</li> <li>Movie Town</li> <li>Thai Motion Picture Production</li> <li>Motion Picture Support Services</li> </ul> </li> </ul>	5 years	✓
B2	<ul style="list-style-type: none"> <li>e-Commerce</li> </ul>	Only Non-Tax Incentives	

### Non-Tax Incentives

These activities also receive the following non-tax incentives:

Permit to bring in expatriates

Permit to own land

Permit to take or remit foreign currency abroad

100% foreign ownership  
No equity restrictions for foreign investors\*\*

Note: \* Exemption of import duty on raw or essential materials and machinery used in manufacturing export products

\*\* For projects in activities under List Two and List Three annexed to the Foreign Business Act, B.E. 2542

# CONTACT US

## HEAD OFFICES

### OFFICE OF THE BOARD OF INVESTMENT

555 Vibhavadi-Rangsit Road, Chatuchak, Bangkok 10900  
Tel: +66 (0) 2553-8111  
Fax: +66 (0) 2553-8315  
Website: [www.boi.go.th](http://www.boi.go.th)  
Email: [head@boi.go.th](mailto:head@boi.go.th)

### ONE START ONE STOP INVESTMENT CENTER (OSOS)

18<sup>th</sup> Floor, Chamchuri Square Building,  
319 Phayathai Road, Pathumwan, Bangkok 10330  
Tel: +66 (0) 2209-1100  
Fax: +66 (0) 2209-1199  
Website: [osos.boi.go.th](http://osos.boi.go.th)  
Email: [osos@boi.go.th](mailto:osos@boi.go.th)

## REGIONAL OFFICES

### REGIONAL INVESTMENT AND ECONOMIC CENTER 1

**CHIANG MAI OFFICE**  
Airport Business Park 108-110,  
90 Mahidol Road, Amphur Muang, Chiang Mai 50100  
Tel: +66 (0) 5329 4100  
Fax: +66 (0) 5329 4199  
Email: [chmai@boi.go.th](mailto:chmai@boi.go.th)

### PHITSANULOK OFFICE

3<sup>rd</sup> Floor, Tha Sivarat Building, 59/15 Boromrillokkanat 2 Road,  
Naimuang, Amphur Muang, Phitsanulok 65000  
Tel: +66 (0) 5524-8111  
Fax: +66 (0) 5524-8777  
Email: [phitsanulok@boi.go.th](mailto:phitsanulok@boi.go.th)

### REGIONAL INVESTMENT AND ECONOMIC CENTER 2

**NAKHON RATCHASIMA**  
2112/22 Mitraphab Road, Amphur Muang,  
Nakhon Ratchasima 30000  
Tel: +66 (0) 4438 4200  
Fax: +66 (0) 4438 4299  
Email: [korat@boi.go.th](mailto:korat@boi.go.th)

### REGIONAL INVESTMENT AND ECONOMIC CENTER 3

**KHONKAEN**  
177/54 Moo 17, Mitraphab Road, Amphur Muang,  
Khonkaen 40000  
Tel: +66 (0) 4327 1300-2  
Fax: +66 (0) 4327 1303  
Email: [khonkaen@boi.go.th](mailto:khonkaen@boi.go.th)

## OVERSEAS OFFICES

### SHANGHAI

Thailand Board of Investment, Shanghai Office  
Royal Thai Consulate General, No. 18, Wanshan Road,  
Changning District, Shanghai 200336, P.R. China  
Tel: +86-21-5260-9876, +86-21-5260-9877  
Fax: +86-21-5260-9873  
Email: [shanghai@boi.go.th](mailto:shanghai@boi.go.th)

### BEIJING

Thailand Board of Investment, Beijing Office  
Royal Thai Embassy, No. 21 Guanghua Road,  
Chaoyang District, Beijing, 100600, P.R. China  
Tel: +86-10-8531-8755 to 8757, +86-10-8531-8753  
Fax: +86-10-8531-8758  
Email: [beijing@boi.go.th](mailto:beijing@boi.go.th)

### GUANGZHOU

Thailand Board of Investment, Guangzhou Office  
Investment Promotion Section, Royal Thai Consulate-General,  
No.36 Youhu Road, Haizhu District, Guangzhou, P.R. China 510310  
Tel: +86-20-8385-8988 Ext. 220-225,  
+86-20-8387-7770 (Direct line)  
Fax: +86-20-8387-2700  
Email: [guangzhou@boi.go.th](mailto:guangzhou@boi.go.th)

### TAIPEI

Thailand Board of Investment, Taipei Office  
Taipei World Trade Center, 3<sup>rd</sup> Floor, Room 3E 39-40  
No.5 Xin-Yi Road, Sec. 5 Taipei 110, Taiwan R.O.C.  
Tel: +886-2-2345-6663  
Fax: +886-2-2345-9223  
Email: [taipei@boi.go.th](mailto:taipei@boi.go.th)

### TOKYO

Thailand Board of Investment, Tokyo Office  
Royal Thai Embassy, 8<sup>th</sup> Floor, Fukuda Building West,  
2-11-3, Akasaka, Minato-ku, Tokyo 107-0052 Japan  
Tel: +81 (0) 3-3582-1806  
Fax: +81 (0) 3-3589-5176  
Email: [tyo@boi.go.th](mailto:tyo@boi.go.th)

### OSAKA

Thailand Board of Investment, Osaka Office  
Royal Thai Consulate-General, Bangkok Bank Building, 7<sup>th</sup> Floor,  
1-9-16 Kyutaro-Machi, Chuo-Ku, Osaka 541-0056 Japan  
Tel: +81 (0) 6-6271-1995  
Fax: +81 (0) 6-6271-1394  
Email: [osaka@boi.go.th](mailto:osaka@boi.go.th)

### SEOUL

Thailand Board of Investment, Seoul Office  
#1804, 18<sup>th</sup> Floor, Koryo Daeyeongak Center,  
97 Toegye-ro, Jung-gu, Seoul, 100-706, Korea  
Tel: +82-2-319-9998  
Fax: +82-2-319-9997  
Email: [seoul@boi.go.th](mailto:seoul@boi.go.th)



Thailand Board of Investment  
[www.boi.go.th](http://www.boi.go.th)

### ONE STOP SERVICE CENTER FOR VISAS AND WORK PERMITS

18<sup>th</sup> Floor, Chamchuri Square Building,  
319 Phayathai Road, Pathumwan, Bangkok 10330  
Tel: +66 (0) 2209-1100  
Fax: +66 (0) 2209-1194  
Email: [visawork@boi.go.th](mailto:visawork@boi.go.th)

### REGIONAL INVESTMENT AND ECONOMIC CENTER 4

**CHONBURI**  
46 Moo 5 Laem Chabang Industrial Estate, Sukhumvit Road,  
Toongsukhla, Sriracha, Chonburi 20230  
Tel: +66 (0) 3840 4900  
Fax: +66 (0) 3840 4997, +66 (0) 3840 4999  
Email: [chonburi@boi.go.th](mailto:chonburi@boi.go.th)

### REGIONAL INVESTMENT AND ECONOMIC CENTER 5

**SONGKHLA**  
7-15 Chaiyong Building Juti Uthit 1 Road, Hadd Yai,  
Songkhla 90110  
Tel: +66 (0) 7458 4500  
Fax: +66 (0) 7458 4599  
Email: [songkhla@boi.go.th](mailto:songkhla@boi.go.th)

### REGIONAL INVESTMENT AND ECONOMIC CENTER 6

**SURAT THANI**  
49/21-22 Sriwichai Road, Makkhamtia, Amphur Muang,  
Surat Thani 84000  
Tel: +66 (0) 7740 4600  
Fax: +66 (0) 7740 4699  
Email: [surat@boi.go.th](mailto:surat@boi.go.th)

### MUMBAI

Thailand Board of Investment, Mumbai Office  
Express Tower, 12<sup>th</sup> Fl., Barrister Rajni Patel Marg,  
Nariman Point, Mumbai, Maharashtra 400021  
Tel: +91-22-2204-1589-90  
Fax: +91-22-2282-1525  
Email: [mumbai@boi.go.th](mailto:mumbai@boi.go.th)

### NEW YORK

Thailand Board of Investment, New York Office  
7 World Trade Center, 34<sup>th</sup> Floor, Suite F,  
250 Greenwich Street, New York, New York 10007, U.S.A.  
Tel: +1 (0) 212 422 9009  
Fax: +1 (0) 212 422 9119  
Email: [nyc@boi.go.th](mailto:nyc@boi.go.th)  
Website: [www.thinkasiainvestthailand.com](http://www.thinkasiainvestthailand.com)

### LOS ANGELES

Thailand Board of Investment, Los Angeles Office  
Royal Thai Consulate-General, 611 North Larchmont Boulevard,  
3<sup>rd</sup> Floor, Los Angeles CA 90004, U.S.A.  
Tel: +1 (0) 323-960-1199  
Fax: +1 (0)-323-960-1190  
Email: [boila@boi.go.th](mailto:boila@boi.go.th)

### FRANKFURT

Thailand Board of Investment, Frankfurt Office  
Investment Section, Royal Thai Consulate-General  
Bethmannstr. 58,5.0G  
60311 Frankfurt am Main,  
Federal Republic of Germany  
Tel: +49 (0)69 92 91 230  
Fax: +49 (0)69 92 91 2320  
Email: [fra@boi.go.th](mailto:fra@boi.go.th)

### PARIS

Thailand Board of Investment, Paris Office  
Ambassade Royale de Thailande  
8, rue Greuze, 75116 Paris, France  
Tel: +(33-1) 56 90 26 00  
Fax: +(33-1) 56 90 26 02  
Email: [par@boi.go.th](mailto:par@boi.go.th)

### STOCKHOLM

Thailand Board of Investment, Stockholm Office  
Stureplan 4C 4<sup>th</sup> Floor, 114 35 Stockholm, Sweden  
Tel: +46 (0) 8463 1138, +46 (0) 8463 1174-75  
Fax: +46 (0) 8463 1160  
Email: [stockholm@boi.go.th](mailto:stockholm@boi.go.th)

### SYDNEY

Thailand Board of Investment, Sydney Office  
Suite 101, Level 1, 234 George Street, Sydney,  
New South Wales 2000, Australia  
Tel: +61-2-9252-4884  
Tel: +61-2-9252-4882  
Email: [sydney@boi.go.th](mailto:sydney@boi.go.th)



Think Asia, Invest Thailand