THAILAND Focus 2026

Keynote Speech

"Reignite Thailand"

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Thailand should use the current global investment cycle not simply to attract more capital, but to convert that capital into stronger Thai businesses, better jobs, higher productivity and a more resilient economy.

- Thailand is at an economic inflection point: energy dependence, demographic decline and weaker competitiveness are structural challenges, but the new global investment cycle creates a major opportunity. BOI applications reached THB 1.47 trillion in H1, +37% YoY, while actual BOI-promoted investment exceeded THB 500 billion.
- The Government's strategy is built around three horizons: "Stabilize Today, Transition Now, Invest for Tomorrow." Near-term support will become more targeted and fiscally disciplined, while energy transition, including renewables, grid investment, Direct PPA and Third Party Access is positioned as both energy security and competitiveness policy.
- Thailand aims to raise investment from around 23% toward 30% of GDP, using strategic public infrastructure to crowd in private capital through PPPs and infrastructure funds, while accelerating the new FDI wave in AI, advanced electronics, EVs, clean energy, healthcare and longevity through Thailand FastPass.
- The objective is to move "from counting capital to building capability": FDI should generate R&D and technology transfer, connect Thai companies and SMEs to global supply chains, create skilled jobs, and transform existing strengths for example food to health/longevity, healthcare & tourism to wellness, automotive to EVs, electronics to higher value-added activities.
- Capital markets are a critical "trusted connector" between capital and capability: deepen long-term investment through TISA, bring new-economy firms into the market through BOI-to-IPO, and transform existing listed companies through JUMP+, underpinned by governance, disclosure and efficient market mechanisms.
