

FYI: Thailand's Eastern Economic Corridor (EEC) and Investment Opportunities

In this Episode Brief

Thailand's government is promoting Industry 4.0 and Smart Cities as new economic drivers to encourage businesses to adopt innovation, high-tech manufacturing, and value-added services such as digitalisation to propel the country's future economic growth. The development of the **Eastern Economic Corridor (EEC)** is key to Thailand's economic transformation plans.

EEC Targeted Industries offer Sectoral Opportunities

Agriculture	Manufacturing	Transportations & Logistics	Healthcare	Consumer & Tourism
Precision Agriculture <ul style="list-style-type: none"> Farm & Climate Monitoring Farm to Fork Traceability Agricultural Drones Aerial Imagery Analytics Pest & Disease Prescriptive Analytics Augmented Farming <ul style="list-style-type: none"> Virtual Production Line Simulated Agriculture Training	Smart Factory <ul style="list-style-type: none"> Remote Monitoring and Operations Full-loop Industrial Automation Safety Analytics & Predictive Maintenance Tele-workers <ul style="list-style-type: none"> Virtual Production Line Tele/ Augmented Field Service Simulated Training <ul style="list-style-type: none"> Virtual Prototyping 	Intelligent Supply Chain <ul style="list-style-type: none"> Supply Chain Viability Supply Chain Traceability Warehouse Automation Demand Forecasting & Optimization Safety Analytics Autonomous & Remotely-Operated Vehicles	Telemedicine <ul style="list-style-type: none"> Remote Surgery Connected Medical Devices Remote Patient Monitoring Intelligent Diagnosis Precision Medicine <ul style="list-style-type: none"> Health Wearables Bio-Informatics / Genomics Personalized Health Plan Personalized Treatment & Medication 	Hyper-Personalization <ul style="list-style-type: none"> Smart Home and IoT Appliances Personalized Wearables Interactive Tourism through Sensor / IoT Advanced Personalization e.g. geo-intelligence Augmented Experience <ul style="list-style-type: none"> Augmented Learning & Working Virtual Tour / Event

Source: Thailand's Eastern Economic Corridor Office

His Excellency Ambassador Dr Suriya Chindawongse shared on Thailand's economic strategy of Bio-Circular-Green (BCG) to grow a sustainable, innovative and future-oriented economy.



EEC Deputy Sec-Gen Dr Luxmon Attapich highlighted the attractiveness of the EEC in its strategic location along the eastern seaboard, making it an excellent transport and logistics connectivity across Thailand and to neighbouring countries. Investors can look forward to investment incentives and greater ease of doing business in the EEC in targeted sectors such as medical, sustainable energy and functional food manufacturing.

Our Speakers

Panelists from Mlion Corporation, Western Union Business Solutions, Standard Chartered Bank and UPS were invited to join the panel discussion. They updated on the latest developments in Thailand's business landscape and opportunities and shared the key reasons for investing in Thailand: a pro-business environment, competitive costs, strategic location in the heart of IndoChina region, and availability of Free Trade Agreements such as ASEAN and RCEP that could help businesses to expand in the region.

This FYI Brief distills the best of the conversations in the FYI Episode on 6 July 2021 with the following distinguished panelists:

H.E. Ambassador Dr Suriya Chinadawongse,
Thailand Ambassador to Singapore

Dr Luxmon Attapich,
Deputy Secretary-General, EEC Office

Mr Eric Leong,
Managing Director - Mlion Corp.

Ms Michelle Mak,
Director of Sales, Asia Western Union Business Solutions

Dr Tim Leelahaphan,
Economist, Thailand, Standard Chartered Bank (Thai) Public Company Limited

Ms Chika Imakita,
Director of Marketing, UPS South Asia Region

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