

IGNITE
THAILAND



INVEST IN **ENDLESS OPPORTUNITIES**

Ignite your investment ambitions. With supportive government initiatives and a business-friendly landscape, now is the time to make your vision a reality in Thailand.

Thailand's Investment Opportunities in Automotive and Electric Mobility

Nuntanart Krisnachinda
Director
Thailand Board of Investment, European Office
15 December 2025

Strategic Landscape *in both location and International Cooperation*

17 FTAs with 24 Countries/Economies



signed in January 2025



71.6
Million
population



ASEAN 2nd Largest Economy

530
Bn USD
GDP

The image shows the RCEP logo on the left, followed by circular flags representing the member countries: China, Japan, South Korea, Australia, and New Zealand.

2.3 Billion Consumers (30% of the World's Population)

ASEAN 700 M

Greater Mekong Subregion

300 *Million Consumers*

Thailand's Infrastructure Readiness

a Gateway to ASEAN and Asia



Comprehensive Infrastructure

- **Strategic location** with connectivity to ASEAN / China
- **Well-established infrastructure** (Electricity, Water, Sea Port, Airport, Road, Rail)
- **79 Industrial estates** in 17 provinces
- **Deep Sea ports:** Bangkok, Laem Chabang, Map Ta Phut, Si Racha, Ranong, Songkhla, Phuket

Robust Supply Chain

- Leading manufacturing hub and **strong supply chain** for automotive, electronics & electrical, chemical etc.

Market Access

- Home to **71.6 million** in population
- Access to **ASEAN market** with a population of over **700 million**
- **17 FTAs** with 24 nations including RCEP

Digital Advancement

- *Digital infrastructure / 5G*
- **World-class** data center / cloud services
- Digital & Startup **Ecosystem** / Community
- **High-level** digital transformation & adoption

Green Transition Policy

- *Incentives for green transition*
- **Utility Green Tariff (UGT)** provide renewable energy bundled with the RE certificate (REC) with options of *additionality & traceability*.

Safety & Low Risks

- **Conflict-free Zone** for MNEs
- **Low risk** of natural disasters

Living in Thailand

- **World-class healthcare system** with **69** JCI-accredited hospitals
- **249 international schools** across the country, aligning global curriculum as schools in your home country & ensuring educational continuity

Second Home of International Companies

FDI Stocks representing 50%
of GDP since 2017

Automotive



Auto Parts



Smart Electronics



Petro-chemical



Oil & Gas



Bio-Based



BOI's Role: To Drive the Investment to the New Economy

About BOI

BOI

is a government agency
under the Office of the Prime Minister



Promoter

drives and promotes investment in private sector in alignment with the country's development strategy & the changing world context



Integrator

integrates Government support tools such as tax, finance, and non-tax incentives in a whole package



Facilitator

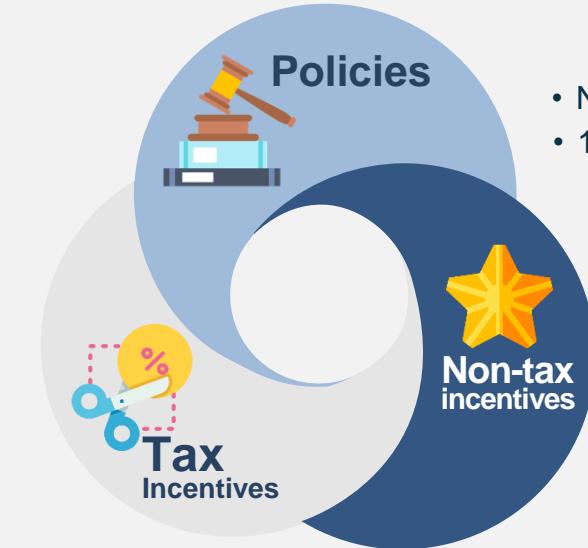
coordinates with agencies to develop the ecosystem & facilitate ease of investment & eliminates problems/obstacles



Connector

links large-scale with small-scale enterprises, Thais with foreigners, across industries & locations to expand business opportunities

Policy & Incentives



- No export requirements
- 100% foreign ownership
- Land ownership
- Work permit & visa facilitation
- No restrictions on foreign currencies

Overseas Offices



- Corporate income tax exemption up to 13 years
- 50% Corporate income tax reduction for 5 years
- Exemption of import duties on machinery
- Exemption of import duties on raw or essential materials imported for exports
- Exemption of import duties on goods imported for R&D
- Double deduction for the cost of transportation, electricity and water*
- 25% deduction for the cost of installation or construction of facilities*

* For projects applying for area-based incentives, such as SEZ

BOI Promotion on Automotive

BOI promotes every various types of **Automotive and Parts**.



INCENTIVES



Exemption
Import duties on
raw materials
Used in R&D



Exemption
Import duties on
machinery



Exemption
Import duties on
raw materials

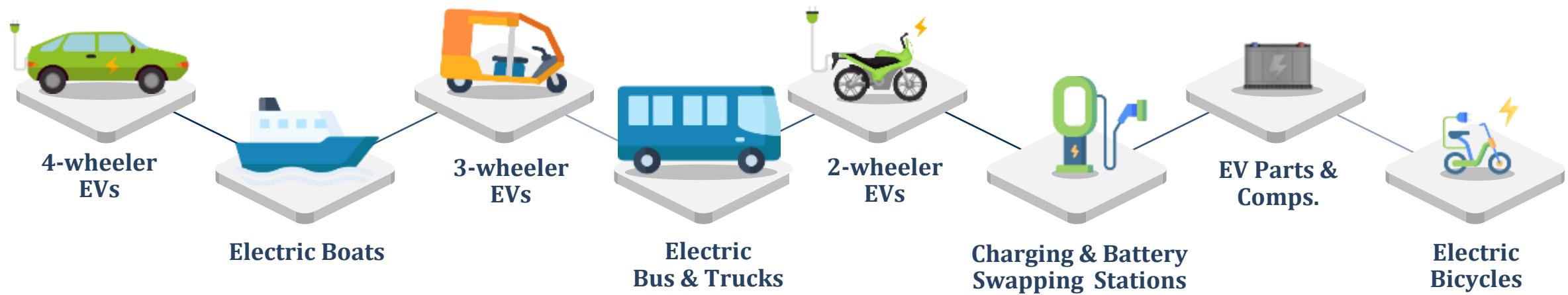


Non-tax
incentives

CIT Exemption:
3 - 13 years

BOI Promotion on Electric Vehicles (EV)

BOI promotes every various types of **Electric Vehicles (EV)**, including **BEV platforms** and **Development of Software & Digital Platform** with an aim of developing the country as Asia's manufacture hub of EVs.



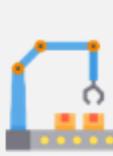
INCENTIVES



Exemption
Import duties on
raw materials
Used in R&D



Exemption
Import duties on
machinery



Exemption
Import duties on
raw materials

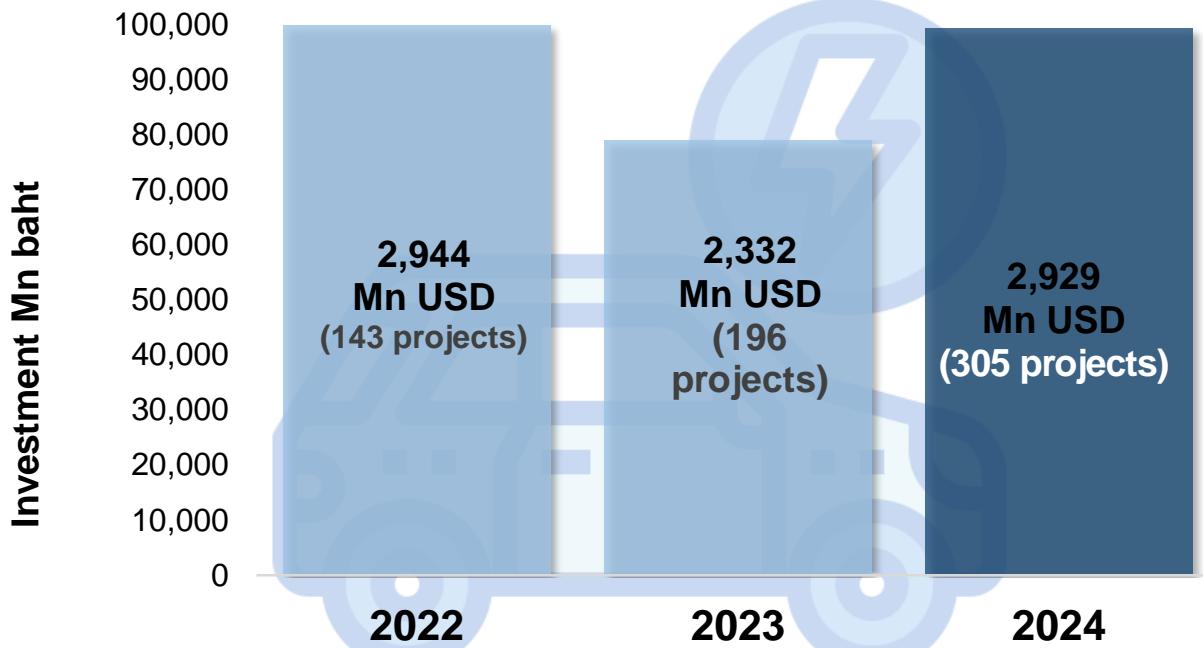


Non-tax
incentives

*CIT Exemption:
3 - 13 years*

Investment Promotion in xEV and Parts Industry

In 2022-2024, applications for promotion totaled **644** projects with a combined investment of **8,200 Mn USD**.



Examples of approved investment projects under-construction



Examples of BEV manufacturing projects already in operation



Major upcoming Investment Plans in Thailand



MAZDA plans to expand investment in Thailand > **5 billion baht**, using Thailand as the main production base for Mild Hybrid (MHEV) B-SUVs. The target is to produce **100,000 units per year** to export worldwide.



NISSAN plans to **produce a new HEV model**, using Thailand as a key production base for ASEAN. The company will also integrate its current production lines to improve management efficiency.



MITSUBISHI MOTOR plans to **launch a new HEV model**, as well as starts producing **Minicab EV** in the second half of 2025.



ISUZU **ISUZU** plans to produce **BEV pickup trucks** for export to Norway this year and is currently developing commercial vehicles using a battery swapping system.



With 30@30 aspiration, Thailand will be ranked among top global BEV Manufacturers by 2025

2025 Global BEV Vehicles Manufacturing Ranking

Rank	Country	Volume (Million Units)
1	China	7.35
2	USA	2.17
3	Germany	2.00
4	Japan	1.08
5	France	0.63
6	South Korea	0.62
7	Mexico	0.56
8	Czech	0.36
9	UK	0.31
10	Spain	0.27
11	Thailand	0.23
12	Italy	0.19
13	Poland	0.11
14	Hungary	0.10
15	India	0.08

2030 Global BEV Vehicles Manufacturing Ranking

Rank	Country	Volume (Million Units)
1	China	15.54
2	USA	4.90
3	Germany	4.86
4	Spain	2.36
5	Hapan	1.80
6	France	1.56
7	South Korea	1.10
8	Czech	1.09
9	Mexico	0.90
10	Thailand	0.73
11	Italy	0.71
12	UK	0.69
13	India	0.55
14	Hungary	0.45
15	Romania	0.26



BOI Industrial Linkage Services

BOI Supports



- Customized Business Matching
 - JV Partner
 - Talent Sourcing- Job Matching
- **Free Sourcing Services**
- International Sourcing: Exhibit Thai Vendors Potential at International Exhibitions
- Online Database/Website BUILD Platform

Sample of Companies joining BOI Linkage Services



ASEAN'S LARGEST INDUSTRIAL SUBCONTRACTING AND BUSINESS MATCHING EVENT

SUBCON
THAILAND

14-17 MAY 2025
BITEC, Bangkok, Thailand
Hall 104



Business Matching



9,975 Pairs

Total Visitors



46,259 Visitors

Expected Industrial Linkage Value



667 Million USD



NEXT ➡

SUBCON
THAILAND

13-16 MAY 2026
BITEC Bangkok, Thailand

Show Times: 10.00-18.00 Hrs.

Benefits from Attending **SUBCON Thailand 2026** (11 – 15 May 2026)

- **ASEAN Best “Business Matching” Platform**



- Plenty of contacts of suppliers / partners / subcontractors (2025 edition with **Business Matching 9,975 pairs**)
- Network of professionals to support you in your next steps in Thailand
- Free Factory & Industrial park Visit
- Experience Thailand's hospitable business culture!

Special Package for overseas-Buyers

- **Business Matching / Seminars : All free of Charge**
- **Accommodation:** 1 room/company, up to 4 nights
- **Transportation:** Airport – Hotel – Subcon Venue
- **Enjoy food & drink in Buyer's Lounge**



Thank you

**Office of the Board of
Investment (BOI)**

555 Vibhavadi-Rangsit Rd.,
Chatuchak, Bangkok 10900
Thailand

Tel: +66 (2) 553 8111
Website: www.boi.go.th
Email: head@boi.go.th

Contact us:

**Thailand Board of
Investment
European Office**

- France • Spain • UK • Italy
- Portugal • Ireland

Ambassade Royale
de Thaïlande

8, rue Greuze,
75116 Paris, France

Tel: +(33-1) 56 90 26 01
Email: par@boi.go.th

[Linkedin](#)



[Facebook](#)



Ms. Nuntanart Krisnachinda
Director