



# Thailand of Opportunity

**HSBC**   
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## When & Where:

Thursday 9th July at HSBC Commercial Offices, Vitrum, St Johns Innovation Park, Cambridge CB4 0DS

## Why Thailand?

Thailand, the second largest economy in south East Asia, has rapidly become one of the world's fastest growing and attractive markets, providing major commercial opportunities for UK businesses. Thailand is a pro-British market, ranking highly as an important market for outward trade and investment. Two-way trade between the UK and Thailand exceeded £3 billion in 2008. During 2008 Rolls-Royce announced two major new contracts for its Trent range of engines with Thai Airways International and Bangkok Airways worth US\$550 million.

The UK is the fifth largest investor in Thailand with well in excess of £1 billion invested. Major UK investors in Thailand include Boots and Tesco, who have invested £400 million and £1.5 billion respectively over the past ten year establishing their largest operations outside the UK; Standard Chartered which owns a local bank and British Gas, which the biggest UK investor in the energy sector.

Most UK investors in Thailand however are small and medium sized companies such as Triumph Motorcycles, whose UK operation has remained in place but whose Thai manufacturing presence has facilitated increased global sales/market share. Indeed, many small and medium sized companies have established representative offices in Thailand or have invested in joint venture partnerships over the past decade to capitalise on the opportunities in the market. Small and medium sized companies look to Thailand due to its competitive start up and labour costs, good infrastructure, and its strategic location at the heart of Asia. It serves as a gateway to Southeast Asia and the Greater Mekong sub-region, where newly emerging markets offer great business potential.

## Who Should Attend?

Any business with an active or passive interest in doing business in Thailand should attend this seminar. It will provide UK companies with an excellent opportunity to learn about the trade and investment opportunities Thailand presents from business people with many years experience, living and working in the market. You will also hear first-hand from a high-profile UK case study that has capitalised on the business opportunities in Thailand. It is also an ideal opportunity to gain an understanding of the real reasons and impact of recent political developments.

## PROGRAMME

<b>09.30 REGISTRATION</b>	<b>11.10 SECURING SUCCESS IN THAILAND COMPANY CASE STUDY</b>
<b>10:00 WELCOMING REMARKS &amp; INTRODUCTION</b> KEVIN THORN HSBC	<b>11:30 GLOBAL CONNECTIONS FOR BUSINESS</b> PAUL SHARPE UK TRADE & INVESTMENT
<b>10:10 OPENING REMARKS</b> H. E. KITTI WASINONDH AMBASSADOR OF THAILAND TO THE UK	<b>11.45 QUESTIONS &amp; ANSWERS</b>
<b>10:20 THAILAND'S INVESTMENT ENVIRONMENT AND OPPORTUNITIES</b> DR ATCHAKA SIBUNRUANG BRIMBLE THAILAND BOARD OF INVESTMENT	<b>12:00 CLOSING REMARKS &amp; LUNCH</b>
<b>10:50 CHALLENGES OF DOING BUSINESS IN THAILAND</b> GREG WATKINS BRITISH CHAMBER OF COMMERCE THAILAND	<b>13:00 NETWORKING AND INDIVIDUAL MEETINGS OPPORTUNITY FOR COMPANIES INTERESTED IN DOING BUSINESS IN THAILAND TO DISCUSS WITH EXPERTS</b>
	<b>15:00 CLOSE</b>

**To Book A Place At The Seminar Please Contact:**

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