

BOI Fair 2011/ 21 (Eng)

January 24, 2012

"CEO Forum" was a great success

Thai and international investors flocked into the event, emphasizing Thailand's potential as an investment hub. CEO Forum hosted by Thailand Board of Investment and Thailand Convention (BOI) and Thailand Convention and Exhibition Bureau (TCEB) on January 17 has ended with success, attracting many Thai and foreign investors with magnets like "former British Prime Minister Tony Blair, UNCTAD Secretary-General and ASEAN Secretary-General" as well as a stage for three CEOs from leading companies to exchange views and recreate Thailand's image and restore economic, industrial and investment's confidence.

The "CEO Forum", co-organized by BOI and TCEB is aimed to showcase Thailand's business potential and shore up confidence among Thai and foreign investors. CEOs from leading companies worldwide were invited to exchange views and ideas with leaders from Thai public and private sectors about the investment sentiment in Thailand amid the increasing volatile world and learn about Thailand's latest economic policy.

The event has drawn at least 500 Thai and foreign investors from top companies. The hi-light of the forum is the special address by former British Prime Minister Tony Blair who was the honorary guest of Industry Minister Wannarat Channukul. Deputy Prime Minister and Commerce Minister Kittirat Na Ranong revealed Thailand's Economic Growth Roadmap, emphasizing on post-flood measures, entail financial and tax while Dr Veerapong Ramangkul, Chairman of the Strategic Committee for Reconstruction and Future Development spoke about the restoration plan and what lies ahead for the country as well as fund mobilization for water management, rail development and fundamental infrastructure.

Moreover, UNCTAD Secretary-General Dr Supachai Panitchpakdi delivered keynote address on Global Sustainable Investment and Opportunities for Thailand, looking at how the global foreign direct investment landscape has changed considerably in the past 10 years and the trends and future challenges for emerging

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economies. He said that the foreign direct investment is expected to grow by 1.5-1.6% and the future of the country's economy is relying on five industries; food, green business, alternative energy, safety & sanitation and environmental friendly tourism.

While Dr Surin Pitsuwan, Secretary-General of ASEAN discussed about the integration of ASEAN into the single-market and what Thailand must do to capitalize on the new opportunities. The morning session ended with TCEB President Akapol Sorasuchart who expressed that it is an honor to co-host the event and its role to bid for the upcoming World Expo by showcasing the country's potential through the creation of "Believe in Thailand EXPO 2020 Pavilion" at the BOI Fair 2011.

Next is the CEO Panel Discussion to exchange views and experiences on the topic of "Corporate Sustainability Strategies in an Increasingly Volatile World" with Dr Narongchai Akrasenee, Member of the National Economic and Social Development Board as the moderator. The session started with Kan Trakulhoon, President and CEO, SCG, Thailand who said that corporate sustainability is the key to survive in the unexpected crisis from financial crisis that started in the US during 2007-2008 or the political instabilities in Iran and North Korea. He said that SCG aims to become the ASEAN business leader by 2015 and believes that it will soon be the Great ASEAN era. To reach such goal, the company has invested two billion baht on research & development to efficiently utilize its resource and preserve energy.

Yoshihisa Kainuma, Representative Director, President and CEO, Minebea Co., Japan said that the appreciation of YEN from 120 YEN to 76 YEN against US\$ has become one of the significant problems for an exporting firm like Minebea along with the impact from natural disaster. Mr. Kainuma said that to sustain its business the company has key policies including making all staff proud to work at Minebea, increasing the company's income and value, fulfilling shareholders' expectation, focusing on community sustainability and supporting the world community. The third CEO is Pat Dawson, Asia Pacific President of the Dow Chemical Company USA who said that there are various changes and fluctuation in the world. The company must cooperate with others, even competitors to achieve competitiveness through sustainability.

Finally, John F. Coyne, President and CEO, Western Digital Corp USA, the world's number one hard disk drive manufacturer, gave special address on post-flood measures to restore factories in industrial estates in Thailand



and the session ended with Dr Atchaka Sibunruang, Secretary General of the Board of Investment said that this event is part of the BOI's efforts in enhancing investors' confidence after the recent flooding. Additional measures and actions will continue with a view to maintaining Thailand's position as a preferred investment destination in Asia.

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