

EEC - The Prime Gateway to Asia



Dear Member, Dear Friend of SACC,

Thailand's Eastern Economic Corridor (EEC), in cooperation with the Royal Thai Embassy; Board of Investment (BOI), and the Swiss-Asian Chamber of Commerce (SACC), kindly invites you to a **business roundtable, EEC - Business Opportunities in Thailand and the Region**, on **20th April 2023, at 18.00-20.30 hrs, Zürich Marriot Hotel**.

Thailand's Eastern Economic Corridor (EEC) is the nation's leading region for technology and innovation-driven industrial development and tourism. Spanning the Gulf of Thailand in the provinces of Chachoengsao, Chonburi, and Rayong, the investment volume reached a target of 50 billion USD during 2018-2022, mostly in infrastructure projects, as well as machinery, automobile, and healthcare industries. With an investment goal of 65 billion USD and continuing initiatives for infrastructure expansion, bio-circular green policy, community development, and investment in targeted industries, the EEC is moving on to phase two (2022-2026). The EEC's investment appeal is fostered by its strategic location for sourcing from and serving European and Asian markets.

The Eastern Economic Corridor's superb logistics, industrial, and tourist assets include excellent highways, a deep seaport and industrial port, and rail lines, in addition to U-Tapao International Airport being expanded and the upcoming High-Speed Rail project. EEC has 26 prosperous industrial estates and another seven special promoted zones. It is also a location for popular beach resorts, luxurious residences, an innovation hub, a genomic center, modern medical facilities, international schools, and vocational colleges. Building on these assets, the Thai government is allocating substantial resources and introducing programs to make the EEC the optimal site in Southeast Asia for foreign firms' success and investment returns. The EEC would welcome additional Swiss investment in biotechnology, medical and healthcare industries, decarbonization and renewable energy, e-mobility, digital industry, smart electronics and robotics, and human resource development.

Costs: Members of SACC are invited / Non-Members participation fee is CHF 50

Early registration is highly recommended.

Program:

- 17:45 – 18:00 **Registration** in front of room Studio 4, Zürich Marriot Hotel, Neumühlequai 42, 8006 Zürich
- 18:00 – 18:05 **Opening remarks**
Dr. Urs Lustenberger, Chairman, Swiss-Asian Chamber of Commerce, Zurich
- 18:05 – 18:10 **Welcome Note**
H.E. Chittipat Tongprasroeth, Ambassador to the Swiss Confederation, Royal Thai Embassy, Bern
- 18:10 – 18:15 **Keynote Address**
H.E. Helen Budliger Artieda, State Secretary, SECO, Bern, Switzerland
- 18:15 – 18:25 **Introduction to the Eastern Economic Corridor of Thailand (EEC)**
Dr. Chula Sukmanop, Secretary General, Eastern Economic Corridor Office of Thailand
- 18:25 – 18:40 **Business Opportunities in the Eastern Economic Corridor of Thailand**
Dr. Kanit Sangsubhan, Chairman Advisory Board, Eastern Economic Corridor Office of Thailand
- 18:40 – 18:55 **BOI's New Strategy for New Economy**
Mr. Narit Therdsteeerasukdi, Secretary General, Thailand Board of Investment, Bangkok (TBC)
- 18:55 – 19:30 **Panel discussion: Thai- Swiss Business Opportunities**
- **H.E. Mr. Pedro Zwahlen**, Ambassador of Switzerland to Thailand
- **Representatives from ABB, Neoperl Far East Limited, Abatek International AG, Polytype AG (TBC)**
- **H.E. Mrs. Nongnuth Phetcharatana**, EEC Special Advisor, former Ambassador of Thailand to Germany, Austria, Slovakia, and Slovenia (Moderator)
- 19:30 – 20:30 **Networking Reception** room Sächselüte

Please kindly register **by 10 April 2023** at the latest **via the google forms link below:**

<https://forms.gle/XRzreVjxUe5eCtZE7>