

(Unofficial Translation)

**PM Srettha Thavisin unveils Thailand Vision “IGNITE THAILAND”  
to elevate Thailand into a Premier Global Industrial Hub**

(Bangkok, Thailand) 22 February 2024 – Prime Minister Srettha Thavisin unveiled the **Thailand Vision “IGNITE THAILAND”** at Government House, outlining a roadmap to transform Thailand into a global industrial hub and drive the Thai economy towards a sustainable future. The vision is divided into eight key areas: tourism, wellness & medical care, agriculture and food, aviation, logistics, future mobility, digital economy, and finance.

Prime Minister Srettha Thavisin stated that the government has set a goal to elevate Thailand into a premier position regionally by leveraging its natural resources, tourist attractions, year-round warm climate, expanding infrastructure and most importantly, the potential of the Thai people.

**The first focus** will transform Thailand into a **Tourism Hub**. Although Thailand ranks 50th in size globally, the country is the 8th most visited country in the world. The tourism industry generates income for over one-third of the Thai population, earning over 2.3 trillion baht or 70% of the country’s annual budget expenditure. As such, the government will promote Thailand’s soft power by showcasing its unique charm to the global community, including through highlighting Thai arts and culture, festivals, concerts, films, food, and in particular sports and martial arts. In addition, the government will advance the designation of potential provinces, such as Nan, as World Heritage Sites. The government will also ease and facilitate travel in the region, remove tourism-related limitations and relieve concerns by opening up visa-free entry for tourists from various countries/territories, including China, Kazakhstan, India, and Taiwan. Thailand aspires to be a regional tourism hub, especially in the CLMV (Cambodia, Laos, Myanmar, and Vietnam) region. The government will further promote all forms of tourism across every province by developing both major and secondary cities as tourist attractions and will address regulations that hinder tourism such as opening and closing hours of entertainment venues, alcohol sales and taxes related to events and competitions held in Thailand. Thailand will become a ‘Homestay’ for people from around the world as every locality will promote their unique specialty whether from nature, history, culture or a part of the local people’s way of life. The government will unlock regulations in order to attract global event organizers to bring their performances to Thailand including concerts, films and art installations, which will generate more income for all sectors involved from the top hotels to local homestays, restaurants, local products, local specialty products and agricultural products.

**The second focus** aims to transform Thailand into a **Wellness & Medical Hub**. The government will promote the healthcare industry as a global hub for comprehensive care. Thailand’s healthcare system is world-renowned, from its traditional Thai healthcare, quality professionals with a service mind, to comprehensive care from birth to old age with treatment provided for all ailments at a reasonable cost. In 2023, medical tourism generated more than 40 billion baht in revenue. The government will further develop the healthcare system by upgrading the “30 Baht Universal Healthcare” scheme to “30 Baht Treatment Anywhere” scheme which will allow Thais to access a better healthcare system at both public and private hospitals. The



government will also use AI to connect healthcare data across all 77 provinces that can be accessed by using the national ID card. This system is currently being piloted in four provinces and is expected to be implemented nationwide by the end of 2024. The government aims to increase the number of doctors and nurses to meet demand, improve the quality of services, enhance the standard of living for healthcare personnel, and further promote traditional Thai medicine, massage, spa and herbs. The government will also support Thai entrepreneurs to obtain certification and open wellness centers abroad.

**The third focus** will transform Thailand into an **Agriculture and Food Hub**. The government will support agricultural production, in order to leverage our abundance and promote global food security. Thailand is ready to become the world's kitchen, capable of exporting all types of food to the global market. Thailand has geographical and climatic advantages, as well as a comprehensive industry ranging from agriculture, livestock farming, fishing, food processing, cooking, to producing food recipes. Thai cuisine is known for its unique and delicious flavors, with over 196 restaurants awarded Michelin bibs and 35 restaurants awarded Michelin stars. The government will support Thai farmers by increasing their income three times within the next four years, while focusing on improving the quality of soil, water, seeds, livestock and fish breeds, and expanding irrigation to cover 40 million rai. The government will also support Precision Agriculture and livestock farming as it continues to tackle the PM 2.5 pollution problem. The government will further promote Thai agricultural products in the global market and work on positioning Thailand as a key player in the global food supply chain. According to the United Nations Population Fund, the global population is expected to reach nearly 10 billion by 2050, an increase of nearly 2 billion from today. With a growing population, the demand for food will also increase and Thailand is capable of producing food from the agricultural sector, processing, and exporting them to the global market. The government will also develop the future food industry, research, and high-protein plant-based and innovative food products that are expected to be in demand in the global market in the future. The government will enhance food quality, including for Halal food, food for patients, and other special types of food and will support Thai entrepreneurs to open more Thai restaurants abroad and turn Thailand into a global leader in the realm of food.

**The fourth focus** aims to transform Thailand into an **Aviation Hub**. This key infrastructure will drive the global economy and connect people around the world. Thailand has a strong geographical position, surrounded in its immediate vicinity by over 280 million people, ranking 5th in the world in terms of size. The country also has an environment well suited for tourism and work, with options for all levels of budgets. The government plans to develop its airports to support airline transit and adjust flight schedules to increase transit capacity. Thailand is closer to major economic centers around the world as compared to its neighboring countries with airports in both major and secondary cities that are ready to serve as home bases. The government will improve infrastructure, including runways, passenger terminals, warehouses and Cold Chain logistics systems. It will also increase human resources, improve security checks and enhance service quality at all levels. These measures will prepare Thailand to become a 'Homeland' for both Thai and international airlines. It will also have the largest maintenance, repair and overhaul (MRO) center in the region. The overall impact will boost Thailand's services, transportation, hotel, tourism, food and agricultural sectors in the global market.



**The fifth focus** transforms Thailand into a **Logistic Hub**. The government will develop infrastructure and enhance the transportation system both domestically and internationally. The government aims to increase economic opportunities and distribute wealth and prosperity from big cities to small cities. It will improve the entire airport system and expand both main and secondary roads. **By 2050, the government plans to** expand the Motorway 10-fold from the current 250 kilometers to nearly 2,500 kilometers and expand the four-lane highways from 20,000 kilometers to 23,000 kilometers, connecting the northern border with Myanmar and Laos to the Thai-Malaysian border. For the rail system, the government will develop double-track railways for an additional 2,000 kilometers, bringing the total length of the intercity rail system to 5,500 kilometers by 2070. The length of the electric rail system in both Bangkok and the region will increase by more than double-fold, covering almost 700 kilometers. There will be high-speed trains connecting to three airports, as well as to the border of Nong Khai and the deep-sea port at Laem Chabang. This will facilitate the transport of goods from the heavy industries, electronics industries, parts industries, and food industries. Thailand will become a transportation hub for ASEAN, connecting China and Europe as well as a logistics hub with the Landbridge, connecting the Andaman Sea and the Gulf of Thailand and promoting balance between East and West as a trade facilitator. This mega project will be the largest investment in 20 years. In addition to infrastructure, the government will also improve the entire operations process (One Stop Service) to ensure that bureaucracy and paperwork do not become bottlenecks for the transport of people and goods, in order to attract leading global companies to invest in Thailand, which will in turn generate jobs, opportunities and income.

**The sixth focus** aims to transform Thailand into a **Future Mobility Hub**. The government aims to attract over 1 trillion baht in investment in the future automobile industry which has already been discussed with over 10 automobile companies, which have agreed to invest more than 150 billion baht in Thailand. Thailand's economy has grown rapidly due to the automobile industry, particularly Japanese carmakers who have chosen Thailand as their second home and Thailand is well-positioned to benefit from the industry's transition to Electric Vehicles (EVs). The country also holds a comprehensive supply chain, with high-potential automobile parts manufacturers, engineers and programmers. The government therefore, plans to promote the EV industry throughout the entire supply chain, including in research and development, the manufacturing of tires, batteries, and car parts, and in assembly and maintenance. This will result in a strong and complete ecosystem within the country. The government will also support Japanese carmakers, who have helped build the Thai economy, to transition to the future mobility industry. In addition, the government is developing new technologies, such as hydrogen engines, to support future industries.

**The seventh focus** will transform Thailand into a **Digital Economy Hub**. The government aims to attract future industries, including Digital for All, Technology Innovation, and AI, to expand their businesses in Thailand. This includes high-tech industries such as semiconductor manufacturing, data center establishment for cloud computing and AI research and application. It also includes attracting deep tech companies to Thailand through a Sandbox model. The government will provide financial support to companies through funds to increase their competitiveness and will also provide matching funds to companies with potential. At the same time, the government is preparing to change regulations that impede company registration, workflow, payroll systems and asset holding in order to attract talented people to work in



Thailand. Furthermore, the government will support companies in expanding their businesses to neighboring countries by leveraging Thailand's strength as a regional hub. This will help the younger generation desiring to work with world-class companies to stay in Thailand while also providing opportunities for Thais who want to own startups to create their own unicorns.

**The eighth and final focus** is on transforming Thailand into a **Financial Hub**. The government aims to transform Thailand into the Financial Center of Southeast Asia, driven by a strong financial system. Thailand will attract global financial institutions to invest in the country, creating an ASEAN Wall Street financial district in Thailand. The government will also build infrastructure to support the future financial system, powered by blockchain technology that eliminates intermediaries, advance a plan to unlock various digital assets so that they can be converted for use in the real world, and connect existing assets to the digital world. In addition, the government will begin to develop a sustainable financial system including Carbon Credit Trading, which will become increasingly important in the future. Nevertheless, the government will need to have agencies and regulations in place to support the transition to the modern financial era.

**Prime Minister Srettha Thavisin** concluded his speech by stating that achieving this vision requires more than simply setting goals. To become a hub in various fields, cooperation and participation from the public is essential. Economic prosperity must go hand-in-hand with social development which is only achieved through **transparency** in government actions, tangible infrastructure and key improvements in the social dimension. The government intends to upgrade all its systems to the Cloud to provide faster services to the public. It will also develop a standard government Application SDK that will be open for use by both the public and private sectors. In fact, the Digital Wallet will be linked to this government database, which could lead to the creation of new startups emerging from the use of these government services. The government will prioritize **equality** in all aspects, including gender, occupation, healthcare and support for the elderly, disabled, pregnant women and children. The openness and inclusiveness of our character and culture (**Soft Power**), ready for adaptation while maintaining its authenticity and originality, will have the capacity to generate income. **Educational** opportunities must also be developed. The government will set standards, open up new learning channels and create mechanisms for the private sector to participate in developing content and play-based experiences for learning while promoting the English language as well as other foreign languages among Thai children. Finally, the country must be **safe and secure**. Society must be free from all forms of crime and drugs, citizens must be able to live safely, and citizens and businesses must have access to clean and affordable energy as part of a **Green Society**.

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