

Thailand

Capital: Bangkok
Population: 63,038,247 (2007 estimate)
GDP:* \$519.9 billion (2007 estimate)
Currency: Baht
Language: Thai



Summary

Thailand's vehicles production increased eight percent from production in 2006 to 1.3 million units in 2007. Overall, the 2008 market is expected to expand up to 11%.

Current Market Trends

As the Southeast Asian regional manufacturing hub for the world majors, Thailand presents significant automotive opportunities for U.S. companies. Building on the success of its initial plan to make Thailand one of the world's major pickup manufacturers, the Royal Thai Government will soon launch its second master plan for the development of the country's automotive industry from 2007 to 2011. Becoming a manufacturing hub for the "Eco car" is among the key elements in this new plan, with the objective to uphold Thailand's competitive level and position as a production hub in the global market. This will increase opportunities for parts manufacturing, automotive technologies and related services both in OEM manufacturing and later in the after-service industry.

Market Entry

Thailand's automotive policies and regulations have traditionally promoted free competition and foreign investment in local production. Incentives are given to global investment so as to promote establishment of the local manufacturing industry. Meanwhile, tariff structures are designed to protect the local industry by imposing high tariff rates on Completely Built Units (CBUs) and finished parts. Despite the tariff barriers structured to promote growth in the local industry, other non-tariff barrier, does not exist to hinder automotive imports.

Main Competitors

Toyota is the most popular in both the passenger car (54.4%) and pickup truck (41.4%) categories, commanding a 44.7% share of the Thai market. Isuzu (34.8%) and Honda (29.5%) have the second largest shares of the pickup and passenger car segment, respectively.

Current Demand

Best Prospects

- Mold and die castings used in manufacturing items such as engine blocks, crank shafts, front cases, oil pans, gear boxes and auto safety parts.
- Molds for plastic injection such as those used in manufacturing automotive Electronic Control Units, (ECUs), housings for automotive steering columns and dashboards.
- Automotive electronics components.
- Alternative fuel engine and component technologies

Trade Events

BANGKOK INTERNATIONAL MOTOR SHOW

Consumer show for automobile and accessories

Date: March 28 – April 6, 2008

Venue: Bangkok International Trade Exhibition Center (BITEC)

<http://www.bangkok-motorshow.com>

Motor Expo 2008

Consumer show for automobile and accessories

Date: 28 November -10 December 2008

<http://www.autoinfo.co.th>



Available Market Research

Automotive Aftermarket - Specialty Equipment (Styling and Tuning) (Aug 2006)

Vehicle Manufacturing Overview (Feb 2008)

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