



Thailand is located in the center of Southeast Asia and consists of two main geographic areas: a larger section in the north and a smaller peninsular extension in the south. It is bordered by Laos and Cambodia to the east, the Gulf of Thailand and Malaysia to the south, the Andaman Sea and Myanmar to the west, and Laos and Myanmar to the north.

Highlights

Income group: Upper middle income

Region: Southeast Asia

Capital: Bangkok

Currency: Thai Baht (THB)

Administrative divisions: 76 provinces and

the Bangkok Metropolitan Region

Mainland area: 513,115 km²

Internet penetration rate: 88%

Mobile phone penetration rate: 136.1%

Demographic profile

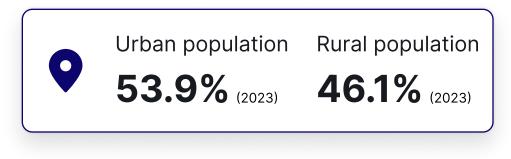




Most crowded city

Bangkok

Baby boom	er	Gen X
18%		25 %
	(2022)	
Gen Y	(2023)	Gen Z
23%		20%





Employment profile



Labour force

39.9M (2023)

(participation rate: 68.35%)

Labour force at SMEs

80% (2023)

High-skilled labour ratio

14.0% (2017)



Employment rate

98.3% (2023)

Monthly average income

US\$ 842 (2023)

Attrition rate

14% (2023)



Employment in Agriculture

30.4% (2022)

Employment in Industry

22.2% (2022)

Employment in Services

47.3% (2022)

Economic profile



GDP

US\$ 514.95B (2023)

Rank #2 in SEA

GDP per capita

US\$ 7,810 (2023)



Digital economy GMV

US\$ 36B (2023)

ICT market size

US\$ 18.7B (2023)



Percentage of SMEs

99% (2023)

Total capital invested in startups

US\$ 521.3M (2023)



FDI inflows

US\$ 22.8B (2023)

Export turnovers

US\$ 284.6B (2023)

	Leading FDI sectors			Top exports	
4	Electrical and electronics	40.1%	lacksquare	Automobiles, equipment, and parts	10.9%
	Automotive & parts	9.8%		Computers and parts	6.3%
	Agriculture & food	8.8%	Ô	Gems and jewelry	5.2%
	J			Rubber products	4.7%
乙	Petrochemicals and chemicals	5.5%		Refined oil	3.6%
46/2	Biotechnology	3.8%		Electronic circuits	3.4%

Number of newly-established businesses

85,300

(2023

Top industries			By region		
â	General building construction	7.6%	Central region	20.6%	
	Real estate	7.5%	Southern region	13.7%	
4 4	Restaurants	4.7%	Eastern region	12.8%	
	Consulting services	2.4%	Northeastern region	10.5%	
Å	Brokerage	2.3%	Northern region	10.1%	
	Internet Retail	2.0%	Western region	2.8%	

Doing business in Thailand

Opportunities	
Regional hub, long	Diversified exports
coastlines	I
I	Sound banking sector
Well capitalised	
commercial banks with	Richly endowed in
high loan-loss provisions	agricultural resources

Chall	lenges	

High corruption	Inadequate infrastructure
perception	
	Large informal economy
Uncertain political situation;	
antagonism between rural	Ageing population and
and urban populations	shortage of skilled labour

