

Thai prime minister's visit

Reaffirming strong, long-lasting friendship

Virasakdi Futrakul
AMBASSADOR OF THAILAND

The Kingdom of Thailand and Japan are old friends and modern partners. Historical records show the Thai and Japanese peoples were already trading with each other in the 15th century. This year marks the 125th anniversary of the establishment of diplomatic relations between the Kingdom of Thailand and Japan in 1887.



At present, both countries are partners in promoting democracy, peace and prosperity in the world, particularly the Asia-Pacific region. Thailand and Japan also are close economic partners. In 2007, Thailand and Japan signed the Japan-Thailand Economic Partnership Agreement (JTEPA), which has greatly increased investment between our two countries. Today, Japan is Thailand's biggest trading partner and investor with total trade valued at ¥4.9 trillion and Japanese investment of ¥504 bil-

lion last year. Currently, more than 7,000 Japanese companies operate and employ more than 700,000 workers in Thailand. As a result, these companies remitted the largest amount of profits back to Japan in Southeast Asia and the second largest in Asia.

Last year, natural disasters befell both Thailand and Japan, causing loss of lives and economic hardship in both countries. These twin tragedies, however, prove the old proverb that "a friend in need is a friend indeed." The support and assistance from both governments and peoples for each other further strengthened the bonds, "kizuna," between our two countries. I would like to take this opportunity to reiterate on behalf of the Royal Thai Government, our heartfelt thanks and deep gratitude to the Japanese government, the business sectors and the Japanese people for the invaluable assistance to Thailand during the great flood last year.

From March 6-9, H.E. Yingluck Shinawatra, prime minister of the Kingdom of Thailand, is paying an official working visit to Japan at the invitation



Leadership: Prime Minister Yingluck Shinawatra receives greetings upon her arrival to preside over the release of relief goods for flood victims in Bangkok on Nov. 10. AP

of the Japanese government. This high-level visit will reaffirm and further strengthen the

long-lasting friendship and the modern partnership between the Kingdom of Thailand and

Japan as our two countries grow together in the "Asia-Pacific Century."

Solid foundation, location set up Thailand for a prosperous future

Thailand is the second largest economy in Southeast Asia and has enjoyed a solid foundation that has enabled the country to get through a series of global economic and financial crises. The country is now financially healthy, with fiscal and monetary tools that can address economic situations in an efficient and appropriate manner. As a testament to almost doubling its per capita income during the past decade, the World Bank upgraded the country's income categorization from a lower-middle income economy to an upper-middle income economy.

Trade and investment

The Kingdom of Thailand offers unrivaled trade and investment opportunities. With strong economic fundamentals, extensive infrastructure, a strategic location in the heart of Southeast Asia, progressive foreign investment policies and the unmatched hospitality of the Thai people, Thailand ranked second in Southeast Asia and 17th in the world on the World Bank's Ease of Doing Business Index 2012.

The Thai government is fully committed to promoting and enhancing trade and investment opportunities, improving the

country's business environment and offering added value to investors. Moreover, the improved political climate in Thailand, following the general elections in July 2011, will only improve business sentiment.

Trading hub

Not only is Thailand's economy heavily focused on exports, but its domestic consumption has also been expanding significantly in recent years thanks to its growing middle class. Thailand is a key player in the ASEAN (Association of South-east Asian Nations) economy,



Partnership: Prime Minister Yingluck Shinawatra (third from left) meets with leaders of Southeast Asian countries during the ASEAN Summit in Bali, Indonesia, in November. AP

enjoying a prime location that provides easy access to a market of over half a billion people in Southeast Asia plus at least 200 million consumers in southern

China. The country's geographical advantage and strong ties with major markets have helped

CONTINUED ON PAGE 7

Brief overview of Prime Minister Yingluck Shinawatra

Prime Minister Yingluck Shinawatra was born on June 21, 1967, in Chiang Mai in northern Thailand. She is the youngest of nine children and a sister of former Prime Minister Thaksin Shinawatra.

Yingluck received her bachelor's degree in political science at Chiang Mai University and earned a master's degree in public administration in 1990 from Kentucky State University in the United States.

Yingluck started her business career in the 1990s and worked for the companies founded by Thaksin for many years. She was an executive of the following companies: Shinawatra Directories Co., a telephone directory business (1997-1999), chairperson of Advanced Info Service PCL, Thailand's largest mobile phone operator (1999-2006), and chairperson of SC Asset Corp. PCL (2006-2011), a property development business.

In May 2011, the Pheu Thai Party nominated Yingluck as their candidate for prime minister in the 2011 general election. Yingluck's main campaign theme was reconciliation following the extended political crisis from 2008 to 2010. She also campaigned on a vision for the elimination of poverty and promised to reduce the corporate income tax.

A general election took place in Thailand on July 3, 2011. The Pheu Thai Party won a landslide



Prime Minister Yingluck Shinawatra of the Kingdom of Thailand

victory, winning 265 of the 500 seats in the House of Representatives. In August, Yingluck became Thailand's first female prime minister and the youngest prime minister of Thailand in over 60 years.

Yingluck is married and has a son.

Prime Minister Yingluck's agenda

At the invitation of the government of Japan, H.E. Prime Minister Yingluck Shinawatra of Thailand is paying an official working visit to Japan from March 6 to 9.

The purpose of the visit is to restore the confidence of both the Japanese public and private sectors in the aftermath of the severe flooding in Thailand last year and to invite Japanese companies to participate in the renewal of Thailand's infrastructure worth about ¥5.6 trillion. In addition, since this year marks the 125th anniversary of the establishment of diplomatic relations between Thailand and Japan, Prime Minister Yingluck and her counterpart, Yoshihiko Noda will take the opportunity to reaffirm the strategic partnership between Thailand and Japan based on the enduring bonds of friendship.

During her visit, Prime Min-

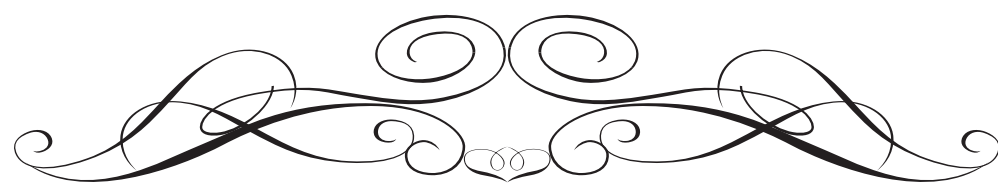
ister Yingluck will be granted an audience with His Imperial Highness Crown Prince Naruhito, representing His Imperial Majesty Emperor Akihito due to the Emperor's medical condition. Prime Minister Yingluck also will have bilateral discussions with Prime Minister Noda and meet with Japanese businesspeople.

On March 7, she will deliver a keynote address at an investment seminar at the Imperial Hotel Tokyo, arranged by the Board of Investment of Thailand (BOI). Prime Minister Yingluck will discuss and exchange views on flood prevention measures and the road map of the action plan to be implemented both in the immediate term and long term with Japanese business leaders, including Keidanren, Japan Chamber of Commerce and Industry (JCCI) and Japan Finance Corp.(JFC).

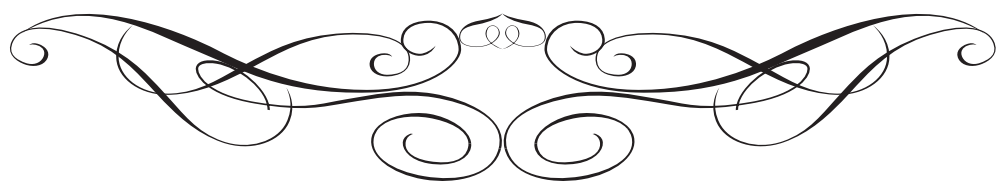
On March 8, Yingluck will visit the city of Natori, Miyagi Prefecture, which was damaged by the Great East Japan Earthquake last year. She will pay a floral tribute and visit a Nikon factory and evacuation center to reaffirm Thailand's solidarity with the people of the Tohoku region.

Lastly, JCCI, in coordination with the Thai Public Sector, will also organize a venue for business meetings between business representatives who will accompany Prime Minister Yingluck on this trip with their Japanese counterparts in seven sectors, namely, automotive, electronics and appliances, petrochemicals, construction, agriculture and food products, tourism and retail trade.

With information provided by the Royal Thai Embassy, Tokyo.



On the occasion of her first official visit to Japan, We respectfully offer our Heartiest Welcome to Her Excellency Yingluck Shinawatra, Prime Minister of Thailand



インラック シナワット タイ王国首相閣下の来日を、心より歓迎申し上げます。



Heartiest Welcome to Her Excellency Yingluck Shinawatra, Prime Minister of Thailand



Tokyo and Osaka Branches
<http://www.bangkokbank.com>

Heartiest Welcome to Her Excellency Yingluck Shinawatra, Prime Minister of Thailand

Nifco's group companies in Thailand



Nifco (Thailand) Co., Ltd.
Amata Nakorn Industrial Estate 700/420 Moo 7, Bangna-Trad Road (KM.57), Tambol Don-Hua-Roh, Amphur Muang, Chonburi, Chonburi 20000 Thailand
Tel: +66-(0)38-45-4165 Fax: +66-(0)38-45-4173

Union Nifco Co., Ltd.
99/11 Moo 5, Bangna-Trad Road (KM.38), Tambol Bangsamak, Amphur Bangpakong, Chachoengsao 24180 Thailand
Tel: +66-(0)38-842130~5 Fax: +66-(0)38-842129



Nifco Inc. is the principal manufacturer of industrial plastic parts and components
Head Office: 184-1 Maika-cho, Totsuka-ku, Yokohama, 244-8522 Japan
Tel: (045) 825-7900, Fax: (045) 824-4781
Tokyo Headquarters: 4-5-4 Shibaura, Minato-ku, Tokyo, 108-8522 Japan
Tel: (03) 5476-4850, Fax: (03) 5476-4859
Official Sites: [Japanese] <http://www.nifco.co.jp/> [English] <http://www.nifco.com/>

The Nifco Group, domestic subsidiaries and affiliated companies:

Nifco Yamagata Inc. Nifco Kumamoto Inc.
The Japan Times, Ltd. <http://www.japantimes.co.jp/>
Simmons Co., Ltd. <http://www.simmons.co.jp/>

Thai prime minister's visit



City of angels: The Rama VIII Bridge across the Chao Phraya River rises in a striking shape against the backdrop of the urban skyline of Bangkok. TOURISM AUTHORITY OF THAILAND

Committed to restoring investors' confidence

CONTINUED FROM PAGE 6

ensure its sustainable growth. In 2011, total export value should reach \$226.9 billion, a 17.2 percent growth. Exports of Thai products to new emerging markets have also risen steadily. In 2010, Japan was Thailand's largest source of imports at \$43 billion, and China was Thailand's largest export market with exports reaching \$21.4 billion, a 33.2 percent increase from 2009, while trade value between Thailand and India reached \$6.6 billion, increasing 34.2 percent from the year before.

Thailand's strategic location as a gateway to the heart of Asia has made the country a regional center for international travel and trade, as well as a hub for various industries, of which the most notable is the automotive industry. Thailand is currently the largest automotive producer in Southeast Asia and the 12th largest in the world.

As a member of ASEAN, Thailand plays an active role in promoting connectivity and forging greater cooperation among ASEAN member states and economies beyond the 10-nation association. Looking beyond its immediate neighboring countries, Thailand has signed free trade agreements with China,



Natural disaster: A Honda Automobile (Thailand) Co. factory in the Rojana Industrial Park in Ayutthaya, central Thailand, is affected by floodwaters in October. KYODO

India, Japan, Australia and New Zealand, thereby boosting bilateral trade by reducing tariffs.

The road to recovery

The flooding in Thailand in 2011 caused by the extraordinary amount of torrential rain from five successive storms was the worst in recent Thai history, posing an immediate and long-term challenge for the Kingdom of Thailand. It is therefore imperative that the country recovers as quickly as possible. To this end, the government has begun work on a comprehensive, multi-billion dollar relief and recovery plan.

In the short-term phase, restoration efforts have been undertaken and will be completed

within one year to rehabilitate affected areas through measures such as drainage of industrial sites, the provision of financial assistance and loans. Visa applications and employment licensing procedures have been eased for affected businesses while the Board of Investment of Thailand (BOI) is considering the extension of the incentive period and the investment benefits for affected investors.

In the long-term phase, the government has set up two strategic committees for reconstruction and future development as well as water resources management by inviting respected experts from various fields to formulate a strategy for the country's rehabilitation so as to provide confidence to investors about Thailand's water management system and its future economic potential. Development of the water management system, new infrastructure, implementation of comprehensive land-use planning and revision of laws and regulations on water resource management will show investors that Thailand is committed to doing what it takes to remain the region's premier investment location.

Heartiest Welcome
to Her Excellency Yingluck Shinawatra,
Prime Minister of Thailand



I | M | E | C
池光エンタープライズ

IKEMITSU ENTERPRISES CO., LTD.

Heartiest Welcome
to Her Excellency Yingluck Shinawatra,
Prime Minister of Thailand



ITOCHU Corporation

<http://www.itochu.co.jp/>

TOKYO Headquarters 5-1, Kita-Aoyama 2-chome, Minato-ku, Tokyo Tel. 03-3497-2121
OSAKA Headquarters 1-3, Umeda 3-chome, Kita-ku, Osaka Tel. 06-7638-2121

Heartiest Welcome
to Her Excellency Yingluck Shinawatra,
Prime Minister of Thailand



MITSUI & CO., LTD.

<http://www.mitsui.com/jp/en>