

The Lecture by H.E. Mr. WITCHU Vejjajiva,
Ambassador Extraordinary and Plenipotentiary of the Royal Thai to Japan
in the 384th Executive Directors Meeting

July 23rd, 2025



“H.E. Mr. WITCHU Vejjajiva, Ambassador Extraordinary and Plenipotentiary of the Royal Thai to Japan, delivering a lecture”

We had the honor of welcoming His Excellency WITCHU Vejjajiva, Ambassador Extraordinary and Plenipotentiary of Thailand to Japan, as a distinguished guest, who delivered a lecture on the theme of “Next Chapter for Thailand-Japan Economic Relations” in the 384th JFTC Executive Directors Meeting on July 23rd.

The Ambassador introduced the long-standing economic cooperation between Japan and Thailand, and he explained Thailand’s potential as an investment destination, citing its well-established domestic logistics infrastructure, improvements in the business environment through regulatory reform and modernization, access to large markets such as the Mekong region and ASEAN countries, and its geographic advantage as an export hub within the free trade system in recent global situation growing geopolitical tensions and the destabilization of the free trade system due to U.S. tariff measures. He also explained the industries in which Thailand particularly expects investment from Japanese companies especially in the field of higher value-added components in an electronic sector, including sensor and analog chips, as well as such new areas as decarbonization, recycling, renewable energy, startups and innovation.

In the Q&A session following the lecture, there was a candid exchange of views on topics such as promoting Japanese investment in Thailand in the face of competition from low-cost imports from neighboring countries, as well as on legal frameworks and incentives for advancing renewable energy supply, carbon neutrality, and recycling initiatives.