EABC Missions:

THE EUROPEAN CHAMBER OF COMMERCE THAILAND

- Promoting **SECURITY** through **trade diversification**, shifting reliance onto new partners and less on traditional partners, and enhancing economic resilience. **This will be crucial in addressing geopolitical tensions and global economic uncertainty.**

- Enhancing **STABILITY** of supply through **reliable market access and supply chains and sourcing between Europe and Thailand**; high quality, innovative, technologically advanced goods, and services from Europe, goods such as electronics, automotive parts, and agricultural commodities from Thailand and enhanced services supply in hospitality and newer technology-based service areas.

- Fostering **COMPETITIVENESS** in the economy **through greater ease of doing business**, i.e. licensing, services liberalization, productivity enhancements, direct procurement, IP protection, innovation, enhancing access to finance particularly for start-ups and SMEs, value- adding technology take up, skills enhancement and elevating anti-corruption and integrity standards. **A competitive economy with fair competition rules supports investment attractiveness, longer term commitment and growth, and more value-adding trade.**

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- Reinforcing **INCLUSIVITY** of the trading partners and participation in the Thai economy, which will **improve and align regulations, standards, and regulatory systems** to facilitate trade and investment. This would **enhance the integration of the value chains, and broaden the scope of growth**.

- Striving for **SUSTAINABILITY** which will ensure sustainable business operations delivering **sustainable economic contribution and prosperity of trading partners, and address global challenges** to reduce negative societal, environmental/ climate and business impacts.

EABC Missions:

- Stability
- Security
- Competitiveness
- Inclusivity
- Sustainability

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