

EABC ADVOCACY

<https://www.eabc-thailand.org/>



WHO WE ARE ?

The European Association for Business and Commerce (EABC), established in 2011 operate as the European Chamber of Commerce Thailand.

Representing the unified voice of European business in Thailand, our objectives are to advocate our members Interests to support European business in Thailand and to promote Thailand as an attractive partner for European foreign investment and trade.

**“ THE VOICE OF EUROPEAN
BUSINESS IN THAILAND ”**

More information on

<https://www.eabc-thailand.org/>

We cover all EEA

(European Economic Area) including Switzerland and the UK, not just EU states. Our main activities include building consensus, providing support to European businesses about trade and investment, and organising key events to foster opportunities for businesses in Thailand. Our businesses 160 members of 20 nationalities and from all sectors.

HOW WE ENGAGE

- Dialogue with governmental agencies
- Collaboration on development of laws
- Public hearings with submissions
- Consultations, rounds of submissions
- Small group meetings/large consultations
- Public statements/press
- Advocacy partners collaboration
- Online delivery tools & social media
- Seminars/Conferences with booklet
- Projects and market development

OUR TOPSET

The Top Set reflects EABC's policy recommendations and issues with the greatest need and which are considered to have most impact.

- Enhance Thailand's competitiveness
- Facilitate European – Thailand trade and investment; eliminate trade barriers
- Access to markets /fair competition
- Ease of Doing Business; Fast Track Regulatory Reform; Structural Reform
- Easier movement of skilled people
- Foreign Investment / Services sector liberalisation / FBA Workstreams
- Rule of Law, Good Law making; anti corruption
- Being Digital / Digital Government
- EU-Thailand FTA and Comprehensive Partnership Agreement (PCA)



Background of EABC 2025 European Business Position Paper

Elevating Thailand's Competitiveness: Driving Economic Transformation and Regulatory Reforms

EABC publishes its European Business Position Papers biennially to offer a European business perspective on Thailand's evolving economic landscape. The 2025 edition, themed "Elevating Thailand's Competitiveness: Driving Economic Transformation and Regulatory Reforms," provides economy-wide challenges and opportunities across more than ten sectors, backed by contributions from industry experts and practitioners by consensus through EABC Working Groups. It addresses key policy recommendations that aim to enhance Thailand's trade and investment environment and foster long-term growth.

This edition is framed against 3 significant developments;

- Ongoing EU-Thailand Free Trade Agreement (FTA) negotiations,
- Reforms anticipated through Thailand's expected accession to the Organisation for Economic Cooperation and Development (OECD)
- The much-publicised need for enhanced competitiveness.

Together, they create an impetus for Thailand to strengthen its role within high-value global supply chains, attract sustainable investment and be a more sustainable economy, streamline policy and regulatory frameworks to support innovation and competitiveness. By focusing on economic transformation and necessary reforms, the European Business Position Paper emphasises priorities that align with both Thailand's quality growth aspirations and European business interests. EABC's European Business Position Paper aims to be an essential resource for policymakers and other stakeholders seeking actionable insights into fostering a resilient, competitive, and forward looking Thai economy.



[The 2025 edition can be downloaded from our website here:](#)



Our 12 Working Groups



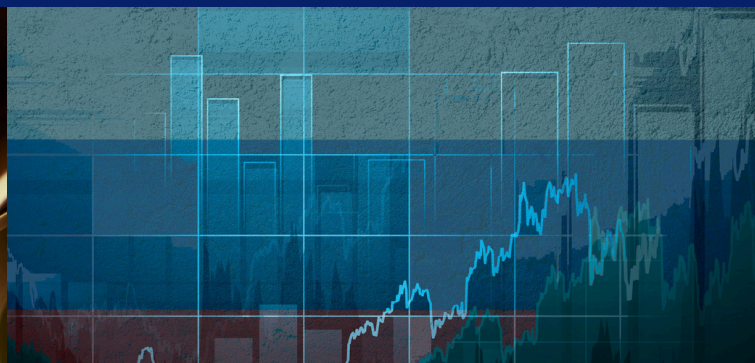
Automotive (with TEBA)

PRIORITIES

- level playing field for BEV from Europe in Thailand
- Awareness of energy security and renewable energy
- Incentives for all EV segment
- Policies for battery recycling and incentivise fuel cell electric vehicles (FCEV)
- Enabling ADAS, autonomous readiness, road safety, and cybersecurity capacity building.
- Align regulations with international standards
- Strengthen EV talent through education

BENEFITS

- Around 1 meeting/month
- Direct contact with top managers of companies in group
- Networking opportunities
- Meetings with Thai and European officials
- Opportunity to push your agenda



Cross-Sectoral Issues (CSI)

PRIORITIES

- Tax Regime – Competitive, Efficient, Inclusive and Fair
- Reforming the Foreign Business Act List 3, reviewing related employment laws, and ensuring regulatory stability
- Strengthen the legal system through transparent law-making and regulatory reform
- Work Permit & Visa – Skilled workers focus
- Anti-Corruption
- Track Regulatory Reform

CHAIRPERSON

- Nicholas Bellamy, KPMG Thailand



Digital Economy/ICT (with JFCCT)

PRIORITIES

- Strengthen digital foundations through competitive telecoms
- Accessible tools and training for SMEs
- Effective digital government services
- Responsible digital transformation with AI governance
- Digital trade, streamlined cross-border data rules
- Inclusive cybersecurity, and balanced platform regulation
- Address the digital talent gap by improving visa pathways and workforce readiness.

CHAIRPERSON

- Bob Fox, Aviation Pro

Our 12 Working Groups



Energy

PRIORITIES

- Alignment with global sustainability standards
- Expand electricity generation capacity to meet rising demand across sectors
- Pursue ambitious climate goals through carbon pricing, CBAM readiness
- Accelerate the shift to renewables while managing a transitional reliance on LNG
- Supportive policies for EV infrastructure, green hydrogen, carbon capture, and supportive policies
- Advance energy transition through rooftop solar

CHAIRPERSON

- Marty Sinthavanarong, Gulf Energy Development



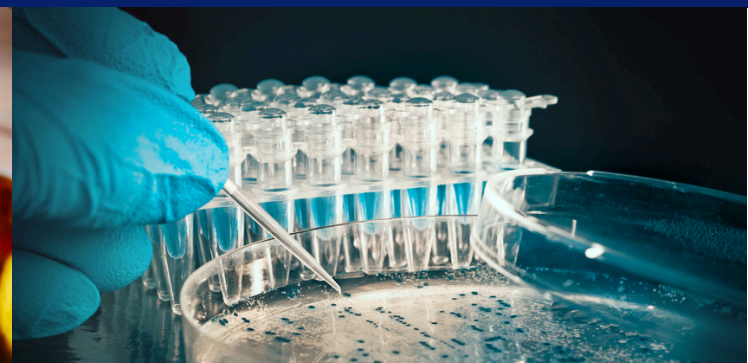
Food, Agriculture and Beverages (FAB)

PRIORITIES

- Regulatory Facilitation, Ease of Doing Business and Sustainable Investment
- EU-Thailand Free Trade negotiations
- Enhance food security and agri-trade
- Facilitation of access to innovation and technology
- Promote sustainability, public-private climate action, sustainable farming systems, circular packaging policies, and farmer training on regenerative practises
- Reforming excise taxes, and applying market-based pricing

CHAIRPERSON

- Gafar Lutian, Danone Specialized Nutrition (Thailand)



Healthcare & Pharmaceuticals

PRIORITIES

- Sustainable healthcare financing
- Promoting innovations and intellectual property ecosystem
- Digital health
- Regulatory efficiency and improvement of market access
- Regulatory framework improvement in healthcare sectors

CHAIRPERSON

- Paranee Adulyapichet, Bayer Thai

Our 12 Working Groups



Insurance

PRIORITIES

- Pre-conditions for Thailand to become an attractive investment destination
- Liberalise foreign equity limits and align capital frameworks with Solvency II to attract investment and strengthen the market
- Regulations with regards to the issuance of new products and use of technology for the improvement of consumer experience.
- Relaxation of foreign shareholding limits and progressive liberalisation.

CHAIRPERSON

- Matthew Grose, ERGO Insurance (Thailand)



Intellectual Property Rights (IPR)

PRIORITIES

- Improving IP Protection Framework and Enforcement Both Online and Offline
- Enhancing the IP system to support both EU and Thailand development agendas
- Border Defence System and Programme
- Amending Existing Intellectual Property Laws and Practice to Improve and Streamline IPR Registration Procedures
- IP legislative development and regulatory reform (Patent Act, Copyright Act)

CHAIRPERSON

- Pavinee Bunyamissara, SCL Nishimura & Asahi



SMEs

PRIORITIES

- Act as a thought leader and solution provider for SME challenges
- Boost market access through global integration and EU–Thai SME collaboration
- Improve SME financing via public-private partnerships, venture capital incentives, and robust credit guarantee schemes
- Simplify regulatory frameworks through one-stop registration and faster licensing
- Promote SME innovation, digitalisation, and competitiveness.

Our 12 Working Groups



Sustainability

PRIORITIES

- Develop a national sustainability strategy with clear targets, simplified regulations, and support for innovation and SMEs.
- Drive sustainable development through tax incentives, green financing, and multi-stakeholder collaboration.
- Development of the Draft Climate Change Act; Implementation of carbon pricing and a Climate Change Fund aligned with international standards to enhance Thailand's global competitiveness.
- Development of the Draft Clean Air Management Act; create a unified Clean Air Act framework that promotes clean technology without regulatory overlap.
- Development of the Draft Sustainable Packaging Management Act to Support Extended Producer Responsibility (EPR) Principle.



Tourism (with JFCCT)

PRIORITIES

- Thailand as an Attractive Destination for Tourism
- Improve ease of entry through clear travel guidelines, digital-friendly processes, and transparent implementation of tourism fees
- Foster sustainable tourism through public-private collaboration under the STAR initiative
- Build the future tourism workforce through skills training, eased labour rules, educational investment, and stronger safety infrastructure

CHAIRPERSON

- Anthony Hoglund, Amadeus



Transport, Logistics, Rail and Road (TLRR)

PRIORITIES

- To advocate for best practices for customs handling and transport related topics throughout Thailand.
- Improve customs transparency and predictability.
- Boost competitiveness and liberalise foreign investment in logistics in line with ASEAN commitments.
- Positioning Thailand as ASEAN's railway technology hub; adopting European know-how; modernising procurement and traffic control.

CHAIRPERSON

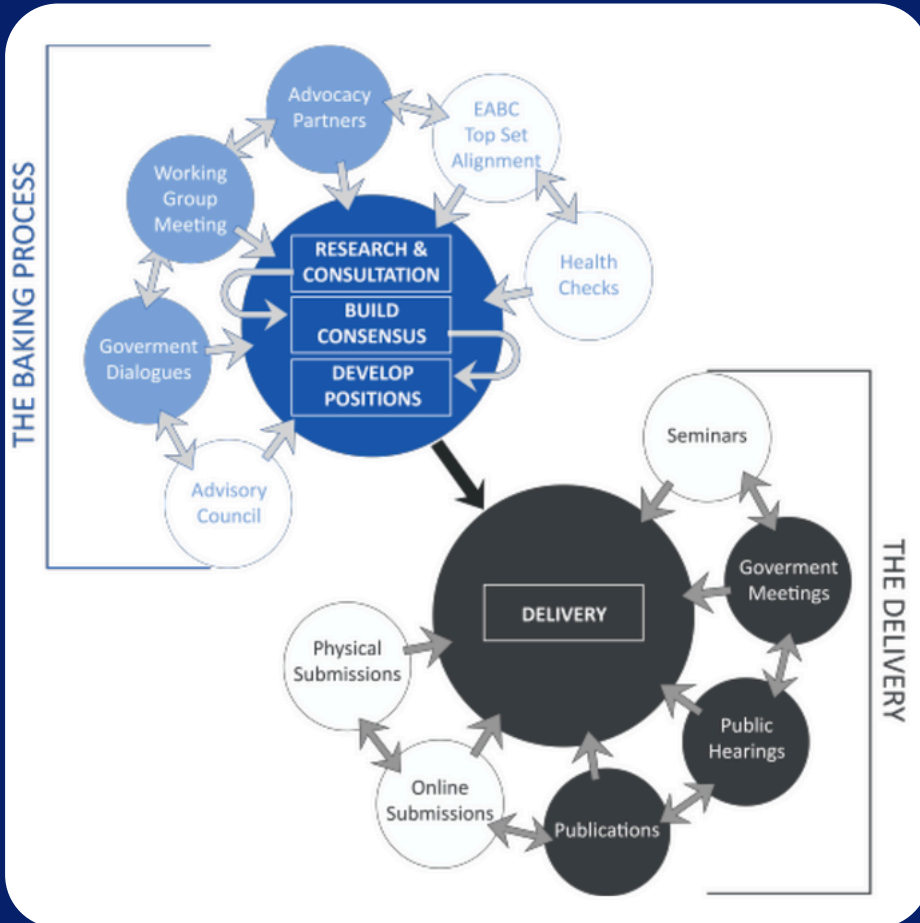
- Roderich Hoffmann, JAS Forwarding Worldwide

Our Special Focus Tasks forces

In addition to the topics listed in our Top Set, which are either covered by our 12 Working Groups or as horizontal topics accross all our advocacy activities (e.g. SMEs and sustainability), we also mount adhoc task forces with a limited number of members, and sometimes with external partners as well, to address and engage with the Thai authorities and other stakeholders on specific topics. These topics may emerge from new and one-off changes in the legal and or business environment in Thailand, or from particular needs from a group of members, which require tailored advocacy services.

These task forces operate under the umbrella of one or more of our Working Groups, if the topic covers several sectors.

Our Unique Process



THE BAKING PROCESS

Working Groups during their regular meetings identify issues. Then, we collaborate with Advocacy Partners to garner more expanded perspective and evaluation, in addition to the expertise provided by our WGs in their respective sectors.

All parties will be able to contribute to the development of positions through Dialogue sessions and constant communication with our team through WG meetings and other interactions.

Our advocacy stems from high-level of co-ordination to ensure we build consensus and provide detailed recommendations, backed up by extensive level of research and consultancy.

THE DELIVERY

The EABC team and Working Groups, along with Advocacy Partners present their position with Government Agencies, via public hearings, consultations, seminars and other means.

Our Cooperation partners



EABC has become a leading organisation on advocacy in Thailand. As the “Voice of the European Business in Thailand”, we have made some unique forays, and we have been implementing a unique and efficient process and methodology for advocacy in Thailand, through which we build consensus.

Our advocacy work includes not only our members and Working Groups. We also cooperate activities with other organisations and institutions, in order to better support the interests of all European companies operating in Thailand, as well as those of the Thai population, who would greatly benefit from a more liberalised and more open market, and from the implementation of international and European standards.

EUROPEAN INSTITUTIONS & ORGANISATIONS

- European Union Delegation
- European Bilateral Embassies
- European Bilateral Chambers
- TEBA (on automotive)
- IP SME Helpdesk (on IPR)
- EU-ASEAN Business Council (EU-ABC)
- European Business Organisation Worldwide Network (EBO)
- Eurochambres
- Europe Business Service (ESF)
- Business Europe

THAI INSTITUTIONS & ORGANISATIONS

- Royal Thai Government
- Thai Royal Embassy in Brussels
- Thai Board of Investment (BOI)
- Thailand Europe Business Council (TEBC) - Under JCCIB
- Non-European Bilateral Chambers in Thailand
- Joint Foreign Chambers of Commerce in Thailand (JFCCT)
- Thailand Development Research Institute (TDRI)
- International Labour Organisation (ILO)

For more information, please contact:

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