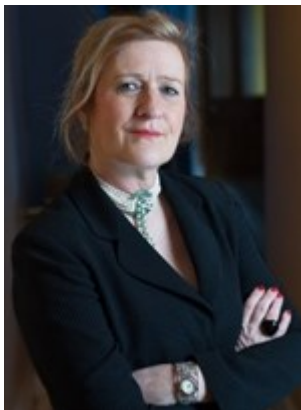


# Welcome from Lesley Batchelor OBE, FIEEx (Grad) - Director General, Institute of Export & International Trade



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This new Doing Business in Thailand guide will help UK businesses prepare for working in this important market. With a 67 million-strong population and continued economic growth, Thailand has a ready-made market for British products and services.

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Thailand's economic growth offers many opportunities for British businesses in a number of sectors especially those to do with infrastructure, education, the automotive industries, food processing and environmental technologies.

For businesses looking to expand their presence in Asia, Thailand is a good starting point. Not only is it strategically located in the midst of some of the most vibrant and fast growing economies in the world, being a founding member of ASEAN and the ASEAN Free Trade Area (AFTA), Thailand also enjoys strong trade agreements with Singapore, Malaysia, Indonesia, Philippines, Brunei, Cambodia, Laos, Myanmar and Vietnam.

Courtesy is very important to Thai people. Being polite and respectful to others is considered essential to maintaining good business relationships. Although Thai customs may seem very conservative to some westerners, Thai people are generally very relaxed and easy-going and will rarely take offence if a foreigner fails to follow Thai etiquette – Thailand is often called the "land of smiles".

Although Thailand has a reputation for being a difficult market in some ways, the Institute of Export is always ready to help guide exporters through the ins and outs of doing business in this fascinating country.

Good luck and keep smiling!

**Lesley Batchelor OBE, FIEEx (Grad) Director General - Institute of Export & International Trade** [www.export.org.uk](http://www.export.org.uk)

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