

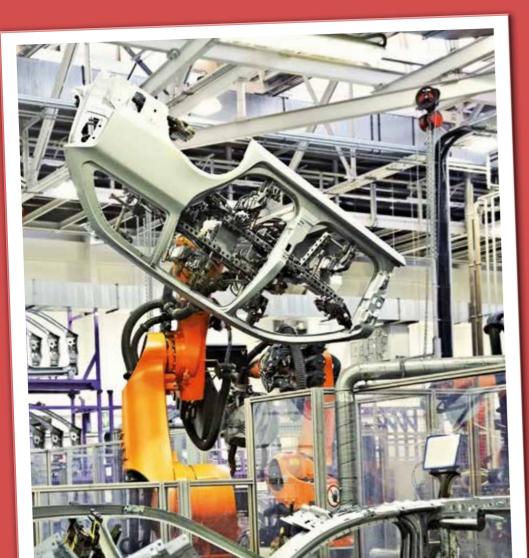
# THAILAND: GLOBAL GREEN AUTOMOTIVE PRODUCTION BASE



### THAILAND: GLOBAL GREEN AUTOMOTIVE PRODUCTION BASE

Thailand's automotive industry has been continuously developing for over 50 years with strong support from both the public and private sectors. The Kingdom is the largest automotive producer among Southeast Asian countries, one of the top automotive producers in the world, and is now ASEAN's automotive hub.

The automotive industry is a key industry for Thailand, accounting for approximately 12% of the country's gross domestic product (GDP). In 2013, Thai automotive production capacity stood at 2.85 million vehicles and the industry employed over 550,000 people. In order to develop Thailand as a global green automotive production base and promote automotive technology research and development, the government coordinated with the private sector to formulate the Master Plan for Automotive Industry (2012-2016).



"The automotive industry has played an important role in Thailand's economy for decades. With a strong local supply chain, efficient infrastructures, good collaboration between government and private sectors, together with the recent approval of Eco car phase 2, I strongly believe that Thailand has high potential to be the leading global green automotive production hub of the world."

-Mr. Vichai Jirathiyut, President of Thailand Automotive Institute-



**Structure of Thai Automotive Industry** 

Source: Thai Autoparts Manufacturers Association, 2014

Thailand has approximately 709 Tier 1 auto-parts suppliers and 1,700 Tier 2 and 3 suppliers. More than half of the Tier 1 suppliers are automotive component companies. Of the top 100 auto parts manufacturers in the world, 50% have factories in Thailand. Thailand's production base is diverse enough to supply all necessary components, from tires to structural components.

Major multinational automotive industry leaders with presence in Thailand include: Auto Alliance Thailand (Ford and Mazda), BMW Manufacturing, General Motors, Hino Motor, Honda Automobile, Isuzu Motors, Toyota Motors, Mercedes-Benz Thailand, Mitsubishi Motors, Nissan Motors, Tata Motors, Suzuki Motor, and Volvo Car Thailand.

# **Big Industry Drivers**

The Thai automotive industry saw historic growth during 2012 and 2013. Both these years saw Thailand produce over two million vehicles. Thailand's successful Eco Car Project initiated its second phase in 2013, marking a new phase in the Thai automotive industry.

The second phase has attracted investment applications from major car manufacturers including: Ford, General Motors, Honda, Mazda, Mitsubishi, Nissan, SAIC, Suzuki, and Toyota. Phase two projects are investing US\$4.3 billion with total production capacity of 1.5 million units.

This major shift in the Thai automotive industry offers countless opportunities for parts and components manufacturers as more and more components will be needed to meet the demands of eco-car participants who are rapidly increasing their presence in Thailand.

In 2014, global automotive firms increased investments in their Thai operations as Thailand's automotive industry continues to thrive. Below are a number of notable investments.

Honda plans to invest US\$1.1 billion for a new Prachinburi plant. The new plant will open in 2015 and produce small and subcompact vehicles. The Prachinburi plant will increase production capacity by 120,000 units per-year.

Nissan opened its second assembly plant in 2014 on Bangna-Trat Road. The new plant has a current capacity of 75,000 units per-year, which will be increased to 150,000 units. Nissan's new

generation of pickup trucks, the NP 300 Navara, will also be produced at this plant.





China's SAIC Motor Corp's joint venture with Thailand's Charoen Pokphand Group (CP) is investing over US\$1 billion to build a new assembly plant in Chonburi. The new plant will open in 2018 and replace the joint venture's original plant as the main production site for British MG cars. The larger plant will increase production capacity from 50,000 units per-year to 150,000–200,000 units per-year.

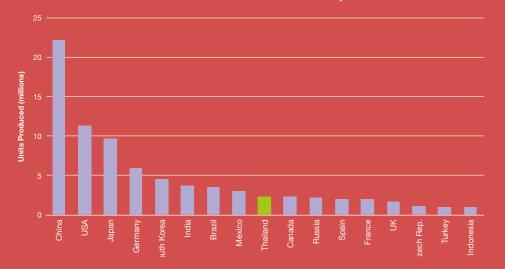
Mazda invested over US\$500 million in its joint venture Auto Alliance Rayong plant to manufacture Mazda's new line of ecocars, the Mazda2. The new plant line has a capacity of 158,000 units per-year. In November 2014, manufacturing of the ecocar Mazda2 officially commenced. Mazda is one of the ten automotive manufacturers participating in the second phase of Thailand's eco-car program. The Mazda2 is the first vehicle in production under the banner of the eco-car program's second phase.



### AUTOMOTIVE INDUSTRY OVERVIEW

The Thai automotive industry continues to be a mainstay of Thailand's economy. In 2014, Thailand's automotive industry was the largest export sector, with an export value of US\$30 billion according to the Thailand Ministry of Commerce. Thailand is in a superb location for automotive production due to its strategic location at the center of Southeast Asia, strongest supporting industry in the region, excellent infrastructure, and strong government support.

With 2.46 million vehicles manufactured in Thailand in 2013, the country was ranked 9th amongst automotive manufacturing countries in the world. Even though Thailand's automotive industry was affected by the economic slowdown in 2014, the automotive industry is predicted to rebound in 2015 and see production reach 3 million units according to the Thai Automotive Institute.



### **Global Automotive Production, 2013**

### Thailand's Motor Vehicle Production by Unit, 2010-2014

	2010	2011	2012	2013	2014
Passenger Car	554,387	537,987	957,623	1,066,647	742,748
Commercial Car (exclude one-ton pickup)	24,158	20,608	43,842	55,440	23,695
One ton pickup	1,066,759	899,200	1,452,252	1,332,913	1,114,778
Total	1,645,304	1,457,795	2,453,717	2,455,000	1,881,221

Source:Thai Automotive Institute

### Thailand's Automotive Industry Growth, 2010-2014



Source: Thai Automotive Institute

The top ten destinations of Thai automotive exports accounted for 57% of all Thailand's automotive exports worldwide. Australia and Indonesia are the major destinations of Thai-manufactured automotive products.

### Top 10 Thailand's Vehicle Export Destinations in 2014

Country	Value (million US\$)	%
Australia	4,080	13.3%
Indonesia	2,692	8.8%
Malaysia	1,959	6.4%
Japan	1,936	6.3%
Philippines	1,753	5.8%
Saudi Arabia	1,614	5.3%
USA	1,056	3.5%
South Africa	810	2.6%
UAE	798	2.6%
Vietnam	759	2.5%
Total	17,457	57%

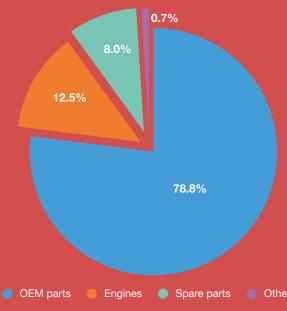
Source: The Ministry of Commerce

# **THAILAND'S AUTO PARTS INDUSTRY**

The automotive parts and components sector has been critical to the success of Thailand's automotive industry. Today, there are approximately 2,400 automotive suppliers in the country, 709 of which are original equipment manufacturers (OEMs). Major foreign parts and components manufacturers in Thailand include: Bosch, Denso, Continental, Magna International, Aisin Seiki, Johnson Controls, Faurecia, ZF Friedrichshafen, Yazaki, and Lear.



### Thailand's Auto Parts Export, 2014



Source: Thai Automotive Institute

Spare parts Others

Robert Bosch	Delphi Automotive	CalsonicKansei	Tenneco	Goodyear
Denso	TRW Automotive	Benteler	Mitsubishi Electric	Federal-Mogul
Magna International	BASF	Dana	Brose	TS Tech
Continental	Valeo	JATCO	Plastic Omnium	Grupo Antolin
Aisin Seiki	Sumitomo Electric	Toyoda Gosei	NHK Spring	Bayer
Johnson Controls	Toyota Boshoku	BorgWarner	Koito Manufacturing	DuPont
Faurecia	JTEKT	Mahle	Takata	TI Automotive
ZF Friedrichshafen	Cummins	Visteon	IAC	DraexImaier
Yazaki	Schaeffler	GKN Driveline	NSK	F-Tech
Lear	Autoliv	NTN	Tokai Rika	Pioneer

50 of the Top 100 Global OEM Parts Suppliers in Thailand, 2014

Source: Automotive News/PWC 2014

Thai-made automotive parts are internationally recognized for their high quality. A report published by the Japan Automobile Manufacturers Association stated that Thailand-made automotive parts have the highest quality among ASEAN countries. Local manufacturers supply around 85% of the parts used in pickup truck assembly and around 70% of the parts used for passenger cars assembled in Thailand. Thailand produces nearly 100% of the parts used in the domestic assembly of motorcycles.

# **AUTOMOTIVE ELECTRONICS**

Electronics have become an indispensable element of the modern automobile. Electronics and electronic systems have improved a range of automobile elements including: safety, fuel efficiency, performance, and comfort. Furthermore, the current trends of alternative fuel vehicles, increased fuel efficiency, and stricter emissions standards, are increasingly spurring demand for automotive electronics. The global demand for automotive electronics systems is expected to reach US\$204.6 billion in 2014 and is forecast to reach US\$314.4 billion in 2020.

The need for cutting edge automotive electronics has dramatically increased to satisfy the demand for "smart" vehicles. Automotive electronic components are present in various systems including: power or engine controlling systems, security, safety systems, driver assistance, diagnostic systems, passenger comfort, information systems, and in-car entertainment.

As the largest automotive production center in ASEAN, opportunities in Thailand's automotive electronics market are increasingly visible as Thailand pushes to become one of the top global eco-car manufacturing centers. Already leading automotive electronics manufacturers such as Mizuki, Murata, Omron, Toyota Tsusho, as well as other top manufacturers are found in Thailand.





# **OPPORTUNITIES**

Thailand is the premier automotive production base in ASEAN. It is one of the top ten global automobile manufacturers and a leading producer of automotive components. While many leading vehicle manufacturers and auto parts producers have production facilities in-country, some auto parts are still imported from abroad. Manufacturing opportunities in Thailand for foreign suppliers include: electric fuel-injection systems, substrates for catalytic converters, automobile transmissions, electronic stability controls electric air conditioning systems, and regenerative braking systems, among others.

As Thailand continues to lead Southeast Asia's automotive industry, Thailand will require more R&D, design and testing centers to maintain its industrial supremacy. Major industrial leaders – such as Nissan, Toyota, Honda, and Denso – already operate such facilities in Thailand.

Thailand offers business friendly tax schemes to encourage continued investment in Thailand's strategically vital industry. According to the Excise Department, Ministry of Finance, the current automotive excise taxes scheme is detailed as follows:

Automotive	Excise	laxes (	Until 2015)

Passenger Car	<2,000cc, <220HP 30%			>3,000cc, >220HP 50%	
E20	<2,000cc, <220HP 25%	2,000-2,500cc, 2,500-3,000cc, <220HP <220HP 30% 35%		>3,000cc, >220HP 50%	
Electronic / Fuel Cell	10%				
Eco-Car, Gasoline	≤1,300cc for Gasoline Engines or ≤1,400cc for Diesel Engines 17%				
Natural Gas	20%				
Hybrid Vehicle	<3,000cc 10%		>3,000cc 50%		
Single Car Pickup	<3,250cc 3%		>3,250cc 50%		
Passenger Pickup	<3,250cc 20%		>3,250cc 50%		
Double Cap Pickup	<3,250cc 12%		>3,250cc 50%		

In order to promote greater adoption of green vehicles, the Thailand's Ministry of Finance has restructured automotive excise taxes to better-align with vehicle emissions. The new rates will be effective as of 1 January 2016, as follows:

### **Automotive Excise Taxes 2016**

Vehicle	Engine Size	Carbon dioxide (CO2) generate (g/km)				
		<100	100-150	150-200	>200	
Passenger Car	<3,000 cc		30%	35%	40%	
	E85/CNG (OEM)		25%	30%	35%	
	>3,000 cc	50%				
Hybrid	<3,000 cc	10%	20%	25%	30%	
Véhicle	>3,000 cc	50%				
Eco Car	1,300-1,400 сс	14%	- 17%			
ECO Car	E85	12%				
Vehicle	Model/Engine size	<200		>200		
	Single Cab	3% 5%		%		
Pick-up	Space Cab	5%		7%		
	Double Cab	12%		15%		
Pick-up	<3,250 cc	25%		30%		
Passenger	>3,250 cc	50%				

Source: Excise Department, Ministry of Finance

# **WHY THAILAND**

The goal of Thailand's Automotive Industry Master Plan (2012-2016) is to transform Thailand into a global center for green automotive production. This new focus will allow Thailand to expand its automotive industry and become increasingly competitive on the global stage.

Nearly all of the world's major automakers, assemblers, and parts and components manufacturers have manufacturing presences in Thailand. All of the leading Japanese automotive manufacturers have opened production sites in the country, as have major western automotive firms such as BMW, Daimler, Ford Motors, and General Motors.

"Thailand's vision to become a manufacturing hub for small, fuel-efficient cars has put the country at the forefront of the 'green automotive' trend in ASEAN. With continued support and the potential to influence the automotive landscape within the AEC, Thailand's worldclass automotive industry is positioned well for continued success and sustainable growth in a high potential segment of auto manufacturing."

- Mr. Matt Bradley, President of ASEAN, Ford Motors -

Source: Excise Department, Ministry of Finance

# Promising Investment Destination

Thailand is an ideal location as a world-class automotive production base. Nearly all of the world's major automotive manufacturers have production facilities in the country. Strategically situated in the center of Southeast Asia, Thailand provides easy access to the world's fastest growing regional market. These are the factors that contribute to the market entry opportunities for foreign investors.

The automotive industry's government support provides foreign investors with tax and non-tax incentives for the manufacturing of vehicles, vehicle parts, and for automotive R&D and testing. The Thai government also does not impose export requirements, local content requirements, location requirements, or foreign equity restrictions on foreigners involved in the previously stated activities.

# Abundant skilled-labor supply

Thailand has a highly efficient, skilled, and affordable labor pool. In 2014, more than 550,000 workers were employed in the automotive industry. Thailand's workforce, among ASEAN states, is one of the most skilled and well trained. Automotive firms in Thailand are currently applying the successful German apprenticeship system in their own Thai operations in order to train the next generation of skilled labor for Thailand's growing automotive industry.



The Thai Government is cooperating with the private sector on programs designed to train highly skilled employees for the industry. The National Science and Technology Development Agency (NSTDA) supports the development of the automotive sector's human resources through academic training programs, and technician & researcher exchange programs. Additionally, the Ministry of Education's Office of the Vocational Education Commission (VEC) also aims to support the development of skilled vocational labor. In 2014, VEC coordinated with Thai educational institutes to send young technicians to internship programs with world leading automotive manufacturers such as Isuzu, Toyota, General Motors (Chevrolet), and Robert Bosch.



# **Auto Parts Clusters**

The automotive industry is considered a strategically important sector for the Thai economy. Under government support and guidance, auto parts clusters were developed to tighten business connections between automotive firms and their suppliers, lower logistics costs, and improve efficiencies.

# **Excellent Infrastructure**

Thailand is a transportation hub of the ASEAN region. The country provides world-class infrastructure along with cost effective logistics. Thailand's extensive road and rail networks span the nation, facilitating access to nearby countries. Bangkok's Suvarnabhumi International Airport and Laem Chabang deep-sea port are globally recognized gateways of global logistics. Thailand offers manufacturers a geographically accessible and logistically convenient location.

### Thailand's Trade Liberalization

In order to enhance global commerce opportunities, Thailand has bilateral free trade agreements with many countries, including Japan, India, China, Australia, and New Zealand. Thailand is also currently in the process of establishing free trade agreements with the European Union, Canada, Turkey, and Chile. As a member of ASEAN, Thailand participates in multilateral free trade agreements with China, South Korea, Australia, New Zealand, India, and Japan. Furthermore, the ASEAN Free Trade Agreement (AFTA) has expanded Thailand's market to include the 10 member states of ASEAN that collectively comprise a market of 600 million consumers.

The establishment of the ASEAN Economic Community (AEC) in 2015 will fully integrate this US\$2 trillion market into the global economy. This new economic bloc with streamlined movement of goods, services, and investment capital will provide unparalleled opportunities for manufacturers

"On arrival of the AEC in 2015, all 10 member states will merge into one market. Thailand shares borders with 5 other countries making it a natural commerce crossroad in Southeast Asia. As a result of Thailand's unique geographic position and world class supply chain, Thailand is an ideal location for an Automobile hub."

> - Mr. Thanawat Koonsin, President of the Thai Automotive Industry Association -

### Excellent Government Support

The Thai government views the automotive industry as a cornerstone of the Thai market and is preparing to make Thailand one of the premier global automotive hubs by promoting the country as a global green automotive production base. The Master Plan for Automotive Industry (2012-2016) was developed with the goal of establishing the Kingdom as one of the world's key automotive manufacturing locations. The plan calls for increasing vehicle output by an average of 10% annually and by making the country one of the top ten auto-manufacturing countries, a goal that has already been achieved in 2012 when became the ninth largest global automotive manufacturer. To support automotive investments, BOI has a nurtured a philosophy that promotes a liberalized and transparent market and providing equal treatment to all market players. Thailand has created the ideal business environment for the auto industry. The nation has prepared essential resources for every type of automotive business, including: basic infrastructure, a highly qualified labor force, as well as robust upstream and supporting industries.



### ATTRACTIVE INVESTMENT INCENTIVES

Thailand Board of Investment (BOI) offers a wide range of tax and non-tax incentives for projects that meet national development objectives.

Tax-based incentives include exemption or reduction of import duties on machinery and raw materials, and corporate income tax exemption of up to eight years. Non-tax incentives include permission to bring in expatriates, own land and take or remit foreign currency abroad.

Recognizing the importance of the automotive sector to the continued development of the Thai economy, tax incentives are granted to approved projects in numerous automotive activities, including manufacture of vehicle parts; manufacture of rubber tires for vehicles; manufacture of automobile engines; manufacture of motorcycles; manufacture of fuel cells; and etc.

# **FURTHER INFORMATION**

Thailand Board of Investment (BOI): www.boi.go.th Thailand Automotive Institute (TAI): www.thaiauto.or.th Thai Automotive Industry Association (TAIA): www.taia.or.th Thai Autoparts Manufacturers Association (TAPMA): www.thaiautoparts.or.th ASEAN Supporting Industry Database (ASID): www.asidnet.org

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