

## **Thailand Innovation and Business Forum 2026**

**Date: 7 July 2026 at SBF Center, Singapore**

### **EVENT OVERVIEW**

Thailand is emerging as one of ASEAN's key destinations for innovation, investment, and advanced industries. Backed by strong government support, attractive Board of Investment (BOI) incentives, and growing foreign direct investment, the country is accelerating its development in strategic sectors such as semiconductors, advanced manufacturing, artificial intelligence (AI), digital technologies, electric vehicles (EVs), and sustainability.

As businesses increasingly diversify their supply chains and seek new growth opportunities in Southeast Asia, Thailand has strengthened its position as a regional hub for production, innovation, and market expansion. Its strategic location, well-developed industrial ecosystem, skilled workforce, and commitment to digital and green transformation continue to attract global and regional investors.

### **EVENT/PROGRAM DETAILS**

<b>Time</b>	<b>Programme</b>
9:00 AM	<b>Registration &amp; Networking</b>
9:30 AM	<p><b>Opening Remarks</b>  <b>Speaker:</b></p> <ul style="list-style-type: none"> <li><b>Mr. Wimon Punkong</b>, Deputy Executive Director, International Institute for Trade and Development (ITD)</li> </ul> <p>This opening session will highlight the importance of Singapore–Thailand economic cooperation and discuss the growing opportunities for collaboration in trade, investment, innovation, and business development between both countries.</p>
9:40 AM	<p><b>Welcome Address &amp; Forum Introduction</b>  <b>Speaker:</b></p> <ul style="list-style-type: none"> <li><b>Mr. Soo Wei-Chieh</b>, Executive Director, International Business Division, Singapore Business Federation (SBF)</li> </ul> <p>This session will provide an overview of the forum's objectives and discuss why Thailand has emerged as a key destination for businesses seeking growth opportunities in ASEAN. Participants will gain an understanding of the day's programme and key takeaways.</p>
9:50 AM	<b>Doing Business in Thailand – Debunking the Myths</b>

	<p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Luca Bernardinetti</b>, Chairman &amp; Managing Partner, Mahanakorn Partners Group (MPG)</li> </ul> <p>This session will address common misconceptions about investing and operating in Thailand. Participants will gain practical insights into Thailand's regulatory environment, business structures, BOI incentives, foreign investment considerations, and key success factors for entering and expanding in the Thai market.</p>
10:20 AM	<p><b>Thailand's Innovation Ecosystem and Future Growth Sectors</b></p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Wimon Punkong</b>, Deputy Executive Director, International Institute for Trade and Development (ITD)</li> </ul> <p>This session will provide an overview of Thailand's recent economic and innovation developments, government priorities, and investment initiatives driving future growth. Participants will learn about opportunities in strategic sectors including semiconductors, advanced manufacturing, digital technologies, artificial intelligence (AI), electric vehicles (EVs), and sustainability, and how these sectors are contributing to Thailand's transformation into a regional innovation hub.</p>
11:00 AM	<p><b>Talent Development and Industry–Academia Collaboration</b></p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• <b>Harvard Club of Singapore Representative (TBA)</b></li> </ul> <p>This session will explore how talent development, leadership readiness, and collaboration between industry and academia can support innovation-led growth. Participants will gain insights into developing future-ready talent and building stronger partnerships to address evolving workforce needs.</p>
11:30 AM	<p><b>Brunch &amp; Networking</b></p> <p>Participants will have the opportunity to network with fellow delegates, speakers, industry experts, and ecosystem partners while exploring potential partnerships, investment opportunities, and business collaborations.</p>
12:30 PM	<p><b>Thailand's Business Landscape &amp; Investment Opportunities</b></p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Luca Bernardinetti</b>, Chairman &amp; Managing Partner, Mahanakorn Partners Group (MPG)</li> </ul> <p>This session will provide a deeper understanding of Thailand's investment climate and economic outlook. Participants will gain insights into key growth sectors, government support measures,</p>

	market opportunities, and practical considerations for companies looking to establish or expand operations in Thailand.
1:00 PM	<p><b>Industry Insights: Opportunities in High-Growth Sectors</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Phoon Mei Hui, SSIA</b></li> <li>• <b>Mr. Ritesh Amin, IBM Singapore</b></li> <li>• <b>Mr. Joel Chang, Charged Asia</b></li> </ul> <p>This session will feature industry leaders sharing their perspectives on emerging opportunities across semiconductors, automation, digital transformation, artificial intelligence, and electric mobility. Participants will gain a better understanding of industry trends, business opportunities, and the role these sectors play in Thailand's future economic development.</p>
2:10 PM	<p><b>Success Story Sharing</b></p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Piyush Shah, Bingo Singapore</b></li> </ul> <p>This session will showcase the experience of a Singapore company operating in Thailand. Participants will learn about the company's market entry journey, growth strategies, challenges encountered, and key lessons learned when doing business in the Thai market.</p>
2:20 PM	<p><b>Panel Discussion: Thailand's Next Growth Frontier</b></p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Luca Bernardinetti, MPG</b></li> <li>• <b>Ms. Phoon Mei Hui, SSIA</b></li> <li>• <b>Mr. Ritesh Amin, IBM Singapore</b></li> </ul> <p>This panel discussion will examine Thailand's next phase of economic growth and the opportunities emerging from innovation-driven industries. Panellists will discuss investment trends, government initiatives, talent development, semiconductor opportunities, digital transformation, and cross-border collaboration between Singapore and Thailand. The session will conclude with an interactive Q&amp;A with participants.</p>
3:00 PM	<p><b>Closing of Forum</b></p> <p>The forum will conclude with final remarks and an opportunity for participants to continue networking and follow up on potential collaboration opportunities identified during the programme.</p>

## **ABOUT/PROGRAM AGENDA**

Thailand is rapidly emerging as a regional hub for innovation, advanced manufacturing, semiconductors, digital technologies, electric vehicles (EVs), and sustainable industries. Supported by strong government policies, Board of Investment (BOI) incentives, and increasing foreign direct investment, the country is attracting global companies seeking to establish operations and expand across ASEAN.

Against this backdrop, the Thailand Innovation and Business Forum will provide participants with insights into Thailand's economic transformation, innovation ecosystem, and investment opportunities. The programme will feature government representatives, industry leaders, investors, and business experts sharing perspectives on market trends, policy developments, business expansion strategies, and opportunities in high-growth sectors.

Key topics include Thailand's innovation agenda, investment incentives, semiconductor opportunities, advanced manufacturing, digital transformation, AI, electric mobility, sustainability, talent development, and cross-border collaboration. Participants will also hear first-hand experiences from companies operating in Thailand and gain practical guidance on navigating the Thai market.

The forum will serve as both a knowledge-sharing and networking platform, enabling Singapore and Thai businesses to build connections, explore partnerships, and identify new opportunities for growth within Thailand and the broader ASEAN region.

## **WHY SHOULD YOU ATTEND?**

Organised by the Singapore Business Federation (SBF) in collaboration with Mahanakorn Partners Group (MPG), the International Institute for Trade and Development (ITD), and other ecosystem partners, the forum offers a unique opportunity to hear directly from policymakers, industry experts, and business leaders shaping Thailand's future economy.

Participants will:

- Gain insights into Thailand's innovation-driven economic transformation and future growth sectors.
- Understand the latest investment incentives, regulatory developments, and business opportunities available to foreign companies.
- Explore opportunities in strategic sectors such as semiconductors, advanced manufacturing, AI, digital transformation, EVs, sustainability, and smart mobility.
- Learn from successful companies that have established and expanded their operations in Thailand.

- Connect with government agencies, investors, technology companies, and business partners across Singapore and Thailand.
- Identify potential partnerships, investment opportunities, and market expansion pathways within Thailand and ASEAN.

Beyond knowledge sharing, the forum provides a valuable networking platform for businesses seeking strategic collaborations, cross-border partnerships, and long-term growth opportunities in one of Southeast Asia's most dynamic markets.

### **WHO SHOULD ATTEND?**

This forum is suitable for business leaders, investors, and organisations interested in Thailand's innovation economy and regional expansion opportunities, including:

- Singapore companies exploring expansion into Thailand and ASEAN
- Technology, innovation, and digital economy companies
- Semiconductor and electronics industry players
- Manufacturers and industrial solution providers
- EV, mobility, clean technology, and sustainability companies
- AI, fintech, and digital transformation businesses
- Investors, venture capital firms, private equity firms, and family offices
- Government agencies and trade associations
- Legal, tax, HR, and professional service providers
- Business chambers, accelerators, incubators, and ecosystem builders
- Universities, research institutions, and talent development organisations
- Corporate strategy, innovation, and business development professionals

### **CONTACT DETAILS**

Panita Tangsatanan [panita.tangsatanan@sbf.org.sg](mailto:panita.tangsatanan@sbf.org.sg)

Tan Teck Lee [tecklee.tan@sbf.org.sg](mailto:tecklee.tan@sbf.org.sg)