

BY INVITATION · 21st OCTOBER 2026

KAIZEN™ Economic Barometer Thailand

Building a new perspective on Thailand's business outlook

by International Institute for Trade and Development (ITD) &
Kaizen Institute

International Institute for Trade and Development (ITD) & Kaizen Institute are pleased to invite a selected group of senior business leaders to join us for the **launch of the first KAIZEN™ Economic Barometer Thailand 2026**.

The event will bring together senior business leaders to explore the findings of the first edition of the Barometer and discuss the key perspectives, challenges and priorities emerging from Thailand's business community.

The Barometer captures the perspectives of CEOs, Board Members and senior business leaders across Thailand, establishing a **new reference point for Thailand's business outlook**, with the ambition to build this perspective over time. We would be delighted to have you join us for this first edition.

WHAT THE BAROMETER CAPTURES:

- **Business Environment:** main obstacles and opportunities identified by managers;
- **Constraints:** challenges and barriers affecting performance and growth;
- **Strategic Response:** how companies are responding and where they focus efforts;
- **Competitiveness:** factors shaping Thailand's ability to support productive businesses;
- **Policy Enablers:** conditions that could help businesses grow.

AGENDA:

10h30-10h50: Welcome Coffee

10h50-11h00: Opening Speech

Mr. Antonio Costa, CEO | Kaizen Institute
Mr. Suphakit Chareonkul, Executive Director | International
Institute for Trade and Development (ITD)

11h00-11h30: Special Keynote Address

Dr. Nat Tharnpanich, Lecturer | Faculty of Economics,
Chulalongkorn University

**11h30-12h30: Roundtable: The Barometer in
Practice - Executive Insights on Growth and
Resilience**

Panel members to be confirmed

12h30-14h00: Networking Lunch

Invitation Only · Bangkok

Participation is by personal invitation to a curated group of CEOs,
Board Members and senior business leaders across Thailand.

Register here: <https://kaizen.com/th/economic-barometer-thailand/>

**Sheraton Grande
Sukhumvit**
Bangkok, Thailand