AMCHAM Thailand
60th Anniversary
Partnership for Prosperity

Roadmap for Growth

Policy recommendations to promote confidence, investment, and job creation in Thailand
The United States and Thailand — a history to celebrate, a future to embrace

The history of the U.S. – Thai relations dates back to 1833 when President Andrew Jackson’s envoy presented King Rama III with a ceremonial sword depicting an elephant and an eagle on the gold handle and negotiated the first iteration of the Treaty of Amity and Commerce. Over 180 years later, the Treaty still governs commercial relations between the two countries and gives American companies in Thailand national treatment that enhances the economic benefits of their investments. The U.S. is the third largest investor in Thailand after Japan and China.

The Role of the American Chamber of Commerce in Thailand

The American Chamber of Commerce in Thailand (AMCHAM Thailand) is a business association representing over 700 corporate members and over 2,000 executives. AMCHAM provides a point of exchange and coordination of efforts to improve business conditions and opportunities for American, Thai, and multinational companies operating in Thailand.

AMCHAM members have invested over USD 50 billion in Thailand and employ 250,000 Thais. Additionally, members engage in Corporate Social Responsibility (CSR) and are dedicated to improving and developing the communities where they operate. AMCHAM also operates the AMCHAM Thailand Foundation through which it aims to improve the quality of education and the level of English proficiency in Thailand. The Chamber donates over Baht 10 million a year to the Foundation to support Thai schools, students, and teachers.

AMCHAM members have committed to set an example for doing business responsibly through compliance with laws, good corporate citizenship, respect for the individual and dignity of the worker, training and education for employees, environmentally responsible business practices, respect and promotion of intellectual property rights, and high standards of professional and business ethics.
AMCHAM’s Roadmap for Growth

AMCHAM Thailand actively promotes Thailand as a destination for American and global investment and is committed to a strong commercial partnership with Thailand.

AMCHAM believes in Thailand’s potential for economic growth and prosperity. The principles of open markets and free enterprise; the rule and stability of law; regional economic integration; high-skilled workforce; modern infrastructure; market diversification; and fighting against corruption should stand at the core of Thailand’s short and long-term policy initiatives.

To ignite economic growth, job creation and investment, AMCHAM stands for and puts forth the following recommendations:

**Embrace reform policies that support open markets and free enterprise**
- Review the Foreign Business Act and liberalize the services sector
  - Reform regulations that limit the ability of foreign companies to invest in areas such as financial services and land transportation
  - Liberalize the services sector and lift the prohibition of foreign professionals in such service sectors as law, accounting, architecture, and engineering
  - Equal treatment for all companies – foreign and Thai – in government procurement opportunities
- Reform the Customs Law and Excise Law to ensure they meet international standards and best practice

**Take decisive action toward integrating Thailand’s economy within ASEAN and throughout the Asia-Pacific region**
- Adopt reform measures to allow Thailand to benefit from the tremendous economic growth in the region:
  - Implement the four pillars of integration for the ASEAN Economic Community
  - Institutionalize a Royal Government Working Group to advance Thailand’s joining the Trans-Pacific Partnership

**Ensure the rule and stability of law and policy**
- Implement and enforce current policies, promote political and legal stability, and reject corruption
  - Strongly protect Intellectual Property (IP) and strictly enforce existing IP laws to ensure the reduction of large-scale, organized counterfeit piracy, cable and signal theft, and entertainment and business software piracy
  - Implement stringent anti-corruption measures and increase transparency in all areas of business and government procurement
  - Provide sufficient notice of public hearings and seek feedback from the private sector on draft legislation

**Invest in building a modern and diversified economy**
- Take bold action on education and infrastructure to provide a foundation for a 21st century economy
  - Make significant investments in education, vocational training, and compulsory English language studies in public schools
  - Commence the infrastructure investment plan to upgrade highways, rail, and high-speed internet throughout Thailand
  - Embrace the digital economy by advancing policies that promote entrepreneurship, innovation and competitiveness