

PRESS RELEASE

THAILAND: OXFORD BUSINESS GROUP AND THAILAND BOARD OF INVESTMENT TEAM UP FOR FORTHCOMING REPORT

Economic guide to explore country's continuous efforts to attract foreign investment

Thailand, 2nd June 2010: Oxford Business Group (OBG), the global publishing, research and consultancy firm, is building on its successful operations in Thailand by joining forces once again with Thailand Board of Investment (BOI) for its forthcoming annual economic report.

In a second year of collaboration, the BOI will provide OBG's editorial and research team with in-depth business intelligence on the country's economic activity and investment opportunities for the Group's latest publication, *The Report: Thailand 2010*.

OBG's Country Director in Thailand, Anne Delarue, said she was delighted that the BOI will continue partnering with the Group's team as the groundwork gets under way for the second project in Thailand. She said that the Board had made an invaluable contribution during last year's collaboration when OBG's team started gathering business intelligence to report the resolute countercyclical measures that Thailand adopted to minimize the impact of the world financial crisis.

"Thailand rose to the challenges presented by the global downturn and, thanks to its solid macroeconomic foundations, defended its position as a key player on the regional business stage," she said. "Thailand's Board of Investment plays a key role in encouraging, facilitating and supporting investors which gives it in-depth knowledge of the country's business landscape. I am convinced that by working closely with BOI, we will once again produce a report which will provide the most comprehensive and accurate business intelligence on Thailand's economy."

Dr. Atchaka Sibunruang, BOI Secretary General, said that joining efforts with Oxford Business Group to publish *The Report: Thailand 2010* is in line with the BOI's strategy and mission in supporting the business community in Thailand and introducing investors and businessmen worldwide to the latest economic development features and investment opportunities available in the Kingdom.

Thailand has recently been lifted to 12th on World Bank's Doing Business 2010, reflecting its outstanding attractiveness as a top investment destination.

"This is another step of our proactive move in boosting investors' confidence. We wish the report offer an in-depth into Thailand's vibrant economy. It will also illustrate the aspects of the BOI's long-term strategy in enhancing comprehensive economic growth, investment and sustainability," Dr.Sibunruang added.

The Report: Thailand 2010 will be a vital guide to the many facets of the country, including its macroeconomics, infrastructure, political landscape, banking and other sectoral developments. The report will include a detailed, sector-by-sector guide for foreign investors. It will also feature a wide range of interviews with the most prominent political, economic and business leaders.

The Prime Minister of Thailand, Abhisit Vejjajiva, the former Prime Minister of Japan, Taro Aso and the Secretary-General of the Association of South-East Asian Nations (ASEAN), Dr Surin Pitsuwan, were just some of the leading personalities interviewed in last year's report.

The Report: Thailand 2010 will be available in print form or online.

About Oxford Business Group

Oxford Business Group (OBG) is a global publishing, research and consultancy firm, which publishes economic and political intelligence on the markets of Asia, the Middle East, Africa, Eastern Europe and the Caribbean. Through its range of print and online products, OBG offers comprehensive and accurate analysis of political, macroeconomic and sectoral developments, including banking, capital markets, insurance, energy, transport, industry and telecoms.

The critically acclaimed economic, political and business reports have become the leading source of business intelligence on developing countries in the regions they cover. OBG's online economic briefings provide up-to-date in-depth analysis on the issues that matter for tens of thousands of subscribers worldwide. OBG's consultancy arm offers tailor-made market intelligence and advice to firms currently operating in these markets and those looking to enter them.

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