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BOI Launches THECA 2025 to Position Thailand as Asia's Most Comprehensive Electronics Ecosystem

The Thailand Board of Investment (BOI) has officially launched Thailand Electronics Circuit Asia 2025 (THECA 2025), reinforcing Thailand's strategic transition from a "manufacturing base" to a "leader of Asia's fully integrated electronics ecosystem." In collaboration with the Thailand Printed Circuit Association (THPCA) and the Hong Kong Printed Circuit Association (HKPCA), this year's edition embraces the theme "How to Build Effectively a Future Electronic Ecosystem," aiming to connect the global supply chain under one roof.

THECA 2025 is being held from August 20-22, 2025, from 10:00 a.m. to 6:00 p.m. at Halls EH99-100, Bangkok International Trade and Exhibition Centre (BITEC). The event brings together more than 250 leading organizations from 15 countries across the three key segments of the electronics industry ecosystem- upstream, midstream, and downstream. It is expected to generate trade value of up to 20 billion baht through core activities such as business matching, networking sessions, international conferences and seminars, and showcases of innovations and technologies, with an anticipated attendance of around 7,000 visitors. A highlight of the event is the PCB 2025 Job Fair, offering more than 80,000 employment opportunities in the electronics industry.

Mr. Narit Therdsteerasukdi, Secretary General of the BOI and host, stated that THECA 2025 is not merely a trade exhibition, but a symbol of Thailand's transition from serving solely as a production base to becoming the most comprehensive "electronics ecosystem leader" in Asia. The BOI has laid out a holistic investment promotion strategy, covering measures ranging from improving investment incentive schemes, developing infrastructure, fostering technology and innovation, enhancing workforce skills, to building global connectivity networks.

From January 2022 to June 2025, a total of 517 investment promotion applications in semiconductor and advanced electronics industries were submitted, covering activities ranging from chip design and assembly, wafer fabrication testing, PCB manufacturing and assembly, to the production of smart electrical appliances and electronic devices. These projects represented a combined investment value of over 700 billion baht, with major investors from Germany, the United States, China, Taiwan, Japan, South Korea, and Hong Kong, out of which investment applications in PCB industry accounted for 180 projects with a total value of over 200 billion baht, securing the country's position as the number one PCB producer in ASEAN and one of the world's top five producers.

The BOI hosts the BOI Forum under the theme *"Building the Future: Investment Policies Shaping Thailand's Advanced Electronics and Semiconductor Ecosystem"*. The forum aims to bring together all stakeholders across the ecosystem- from IC design to wafer fabrication and testing as well as PCB, and EMS production, and finally to IC packaging and testing- into a fully integrated supply chain. This is particularly significant for Thailand's PCB industry, which is moving beyond conventional production toward advanced PCB development

including HDI PCB, Flexible PCB, or Multilayer PCB capable of supporting high-tech industries, particularly AI.

“Thailand is now a leading manufacturing base for various products in the electronics industry, including Hard Disk Drive, PCB, IC packaging and testing, EMS production, production of smart electrical appliances and electronic devices. Looking ahead, Thailand has the potential to rise as an electronics ecosystem leader in the region by serving as a base of production, design, research and development, a supply chain connector, and a location for the regional headquarters of the world’s leading companies. The key factors enabling Thailand to achieve this goal are the development of human resources and the enhancement of Thai entrepreneurs by equipping them with skills and knowledge in advanced technology,” Mr. Narit emphasized.

Mr. Pitharn Ongkosit, President of THECA and organizer, highlighted that this year’s edition is the first to successfully unite the entire supply chain and electronic ecosystem—from raw materials, chemicals, machinery, and PCB manufacturing to testing services and global standards. More than 250 companies from across the world—including Thailand, China, Taiwan, Hong Kong, Japan, South Korea, Malaysia, Singapore, the United Kingdom, the United States, Germany, the Netherlands, Spain, Canada, and India—are taking part, with over 7,000 visitors expected to attend across 12,000 square meters of exhibition space.

THECA 2025 also features 46 in-depth technical seminars delivered by more than 68 distinguished experts and industry leaders. Covering five core themes, these sessions highlight Thailand’s strong potential as a global leader in the electronics industry:

1. Quantum & Semiconductor – Infrastructure readiness for the quantum age

2. AI with PCB – Enhancing precision and speed in PCB production through AI
3. Digital Twin & Simulation – Reducing production costs with advanced modeling
4. Sustainability & Supply Chain – Developing resilient, ESG-aligned electronics manufacturing
5. Education & Design – Fostering human capital and knowledge from design to assembly

A special highlight is the PCB Job Fair 2025, which aims to match over 80,000 skilled workers with electronics companies from across the globe.

Mr. Canice Chung, President of HKPCA and co-organizer, emphasized that THECA 2025 is not only a showcase of innovations and technologies, but also a testament to Thailand's emergence as the Knowledge Hub of PCB in Asia—a center where expertise, design excellence, and international standards converge. He highlighted Thailand's strong manufacturing foundation, skilled workforce, and supportive government policies, noting that these strengths are further reinforced by the nation's commitment to green manufacturing and ESG practices, positioning Thailand to build a sustainable and competitive supply chain for the global electronics industry.

Dr. Duangdej Yuaikwarmdee, Director of Exhibitions Department, Thailand Convention and Exhibition Bureau (TCEB), emphasized that THECA 2025 plays a vital role in Thailand's 20-Year MICE Strategic Plan, driving sustainable national development through MICE. "THECA 2025 contributes across the board—economic revenue, global investor attraction, deep technology knowledge exchange, and comprehensive global business connections into Thailand's electronics supply chain," he noted. The event aligns with TCEB's mission to leverage MICE to propel targeted industries and strengthen Thailand's international MICE brand,

especially within the tech and electronics clusters central to the country's digital economy.

THECA 2025 is supported by Thailand Convention and Exhibition Bureau (TCEB), KCE Electronics PLC, Auromex Co., Ltd., Mitsubishi Electric Factory Automation (Thailand) Co., Ltd.

“THECA 2025 is not just a platform to showcase innovations,” **concluded Mr. Pitharn Ongkosit** “It is an Ecosystem Enabler—linking knowledge, investment, and talent to propel Thailand’s PCB and PCBA industries onto the world stage, aligned with ESG standards and the global momentum toward green industry.”

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