

Editorial

On August 23, 2024, the Department of Intellectual Property (DIP) showcased the results of its attempt with relevant agencies, including the Royal Thai police, the Department of Special Investigation (DSI), the Customs Departments and other authorities in a ceremony of counterfeit goods destruction at the Royal Thai army's 7th Air Defense Regiment's complex in Bangkok. Most counterfeit items were seized goods hidden in large warehouses before distributed to smaller retails and online platforms.

With the determination to eliminate counterfeit goods, the DIP revealed the statistics on the suppression of intellectual property infringements in the first half of this year. A total number of 747 cases of intellectual property infringement under the Trademark, Copyright and Patent Act were prosecuted and a total number of 1,723,914 counterfeit items were confiscated. While the number of cases decreased by 20.19 percent compared to the same period of 2023, the number of items seized increased by 33.73 percent.

To ensure these products will not return to markets and for consumer safety, the DIP and other government agencies have jointly held destruction ceremonies of Intellectual Property Infringing Goods. This year, the ceremony had live broadcast the destructions from three provinces, including Chonburi, Saraburi and Bangkok. A large number of the seized counterfeit goods worth over 325 million Baht were displayed and then initially destroyed by using cutting tools, shredding machines and a bulldozer. This ceremony marks a significant step in addressing infringement issues and demonstrating active cooperation between law enforcement, customs, DIP and Social Network Service (SNS) in Thailand such as Facebook, Instagram, Twitter/X, and Tiktok. We have witnessed the government's determination to eliminate counterfeit goods and positive steps being taken persistently. These ensure the intellectual property owners, investors and entrepreneurs that active measures are being done proactively with continued tasks to eliminate all infringing goods in the Kingdom of Thailand.

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Source:

- https://www.ipthailand.go.th/images/26669/2566/Pangpam/static-pongpan/June2567/staticpp_dipyear-June67%20THA.pdf

- <https://www.bangkokpost.com/thailand/general/2852632/1-2-million-fake-goods-destroyed>
- <https://www.facebook.com/ipthailand>
- <https://www.instagram.com/explore/locations/2178798219059028/department-of-intellectual-property/>
- https://x.com/dip_thailand
- <https://www.tiktok.com/@dipthailand>

1. Suzuki to pull the plug on its manufacturing in Thailand in 2025

(From www.nationthailand.com, June 8, 2024)

Bangkok – Suzuki Motor Corporation will cease production in Thailand by the end of 2025 following a review of its global production structure. The global push for carbon neutrality and the increasing adoption of electric vehicles (EV) led to reassessing its global production efficiency. Suzuki would continue its sales and after-sales services in Thailand and import vehicles from production line in ASEAN countries, Japan and India. The company would introduce EVs and hybrid cars in Thailand in the future. The decision marks the second significant move following Subaru’s announcement to end its production in Thailand.

2. UN report highlights changing FDI landscape

(From www.nationthailand.com, June 10, 2024)

Bangkok – According to a report by UN Trade and Development (UNCTAD) titled “Global Economic Fracturing and Shifting Investment Patterns”, the Foreign Direct Investment (FDI) landscape is shifting due to geopolitical factors with focusing more on environmental sustainability and incorporating technology to streamline value chains. According to the World Investment Report 2023 by UNCTAD, Thailand accumulated FDI valued at \$306.163 billion, ranking second in ASEAN after Singapore (\$2.3 trillion), followed by Indonesia (\$262.920 billion), Vietnam (\$210.471 billion), and Malaysia (\$199.206 billion). It shows that Thailand remains competitive whereas less enthusiasm for new investments in China.

3. Police seize counterfeit milk smuggled from Vietnam

(From Bangkok Post, Thailand, June 14, 2024)

Bangkok – Six people were arrested, and 18-million-baht worth of counterfeit powdered milk products smuggled from Vietnam were seized during a warehouse raid by officers from the Consumer Protection Police Division (CPPD) and the Food and Drug Administration (FDA). The FDA found a website advertising powdered milk that was claimed to be able to cure certain illnesses. It also claimed that the products were certified by the US FDA and were the top-selling products in New Zealand. All workers were charged with colluding to sell unregistered

products. The police said Vietnamese national were behind these smuggling and they have 3,000-6,000 purchase orders in each month.

4. Japanese firms to invest more as outlook brightens

(From [Bangkok Post, Thailand, June 20, 2024](#))

Bangkok – The Japan External Trade Organization (Jetro) expressed its readiness to increase investment in Thailand. A report on the business sentiment of Japanese corporations in Thailand for the first half of the year found the business sentiment had levelled off in the first half but was expected to improve in the next six months due to the government’s planned economic stimulus measures and ramped-up tourist spending during the high season. A survey found that 45% said it would remain unchanged, 23% aim to increase it, and 18% said they would reduce their investment. Their challenges are intense competition from other foreign companies (65%), rising labor costs (43%), increasing material prices (42%) and exchange rate fluctuations (27%).

5. BYD’s first plant outside China starts EV manufacturing in Rayong

(From www.nationthailand.com, July 4, 2024)

Rayong – BYD’s first factory outside China officially started operations at WHA Industrial Estate in Rayong with a maximum production capacity of 150,000 cars per year, with a total investment of over 35 billion baht. The factory covers an area of over 948,000 square metres and includes four production stages: forging, welding, painting and assembly. It has a maximum annual production capacity of 150,000 units and is able to produce key components such as batteries and power transmission systems. BYD has applied for investment promotion privileges from BOI for a total of nine projects with a combined investment value of over 35 billion baht.

6. Sales slump nothing to do with shake-up of Honda’s Ayutthaya plant

(From www.nationthailand.com, July 10, 2024)

Thailand – The Federation of Thai Industries (FTI) believes that Honda Automobile’s decision to shift its production base from Ayutthaya to Prachinburi was not prompted by the slump in domestic sales. “The restructuring of production facilities was adopted to the changing production technology in electric and hybrid vehicles, almost every automaker has undergone internal and external restructuring, including those in the US and China”, the FTI’s automotive industry club said. Honda’s Ayutthaya plant has the capacity to produce 150,000 units per year. Meanwhile, the Prachinburi plant can produce 120,000 units per year.

7. Japanese firms eye adult diaper market

(From Bangkok Post, Thailand, July 13, 2024)

Tokyo – With births falling to a record low and Japan’s population is likely to decline by about 30% to 87 million by 2070. Those factors are pushing diaper makers to switch to adult diapers. According to the factory of Daio Paper, its adult diapers output has grown year on year. “Adult customers are more discerning than the average baby, they rely on them in a wider range of situations”, said Daio Paper marketing manager Kenji Nakata. It has no plans to stop making nappies for babies, but its future business is to devote resources to expand these products. Another diaper maker, Oji Holdings announced that it would stop making nappies for babies and instead focus on adult diapers.

8. Copyright infringement costs Thai economy billions, expert says

(From www.nationthailand.com, July 20, 2024)

Bangkok – Copyright infringement has widespread impacts across various industries, particularly movie, music, and international sports broadcasts, an expert says. According to the Motion Picture Association (MPA), the entertainment industry loses about 3 billion to 5 billion baht annually to movie piracy. The music industry suffers a loss of around 1.5 billion to 2 billion baht per year from copyright violations. The unauthorized broadcasts of international sports events are estimated to result in a loss of 1 billion to 2 billion baht annually in advertising and viewing rights revenue. Prof. Seri Wongmontha, an expert in marketing and communications, concluded that the country must implement strict measures, effective law enforcement and offenders should be appropriately punished to deter future violations.

9. Thailand cuts car manufacturing target to 1.7 m. in 2024

(From Bangkok Post, Thailand, July 26, 2024)

Bangkok – The Federation of Thai Industries (FTI) reduced its car manufacturing target for 2024 to 1.7 million units, down from 1.9 million units. Total car production during the first half of this year dropped by 17.3% year-on-year to 761,240 units. The numbers attributed the decrease in car sales to the high level of household and low level of household income amid slow economic growth. The household debt-to-GDP ratio is currently 91%, causing banks to tighten lending criteria for auto loans. The Manufacturing Production Index dipped by 1.5% year-on-year, especially in the automotive industry. Car exports decreased slightly by 1.8% year-on-year to 519,040 units.

10. Ministry launches recovery project

(From Bangkok Post, Thailand, August 3, 2024)

Bangkok – The Commerce Ministry has joined with government agencies to launch a nationwide economic recovery project for a three-month period which is expected to reduce the cost of living up to 7 billion baht. The project will find designated sales points for farmers to sell agricultural products at no costs. Potential sales points are easily accessible by the public including city halls, tourist destinations and mobile units. "The price cuts will help reduce the cost of living and stimulate spending, driving the economy. It will benefit all sectors, including consumers, farmers and businesses, whether large or small," said Mr Phumtham Wechayachai, Commerce Minister.