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TikTok Reaffirms Long-Term Investment in Thailand

TikTok has reaffirmed its long-term investment commitment in Thailand, with a total planned outlay exceeding THB 270 billion, underscoring strong global confidence in the country's digital economy. The announcement followed high-level discussions between Thai authorities and TikTok representatives during the World Economic Forum in Davos, focusing on digital infrastructure, data hosting, and the platform's role in supporting SMEs and digital entrepreneurship.

From a regulatory perspective, the investment highlights Thailand's continued attractiveness for large-scale technology and data-driven businesses, supported by investment promotion measures from the Board of Investment (BOI). TikTok's expansion in areas such as data hosting, content development, and digital skills development reflects broader policy alignment between the public and private sectors on digital transformation, consumer protection, and online safety. The development reinforces Thailand's positioning as a regional digital hub and signals continued opportunities for foreign investors in high-technology and platform-based industries.

Should you have any question, please do not hesitate to contact us via info@bgloballaw.com