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### Editorial

As millions of refrigerators rolled off the production line in Thailand factory of Arcelik Hitachi Home Appliance, this marked another production milestone of Hitachi in the global home appliances business and the achievement of the company.

Arcelik and Hitachi Global Life Solutions announce their intention to form a Joint Venture in the Global Home Appliances Business in December 2020. The partnership created a major player in Asia-Pacific, the world's largest home appliances market, and expanded global sales of Hitachi branded products through a joint competitive supply chain. Two years after the Joint venture, the company reached a 22 million production milestone of refrigerators in Thailand, one of its major manufacturing bases for Hitachi refrigerators.

During the COVID-19 pandemic, remote working is becoming the new normal. The Hitachi home appliances business has a mission to make home life more secure and comfortable. To reach the goals, one of its key successes is the intellectual property (IP) strategy. By this way, it has record of growth and able to be competitive in the marketplace.

Not only the major manufacturer, IP is also the important tool for SMEs. It can support as financial asset or venture capital. In addition, it reduces infringement risks and increases the revenue stream from limiting or licensing competition to use their IP. Therefore, legal strategies on intangible assets plays a critical role and will contribute to global achievement of the company nowadays.

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#### **1. Hitachi Reaches A 22 Million Production Milestone of Refrigerators in Thailand**

*(From [www.nationthailand.com](http://www.nationthailand.com), September 20, 2022)*

**Thailand** – The manufacturer, distributor, and aftersales services provider of Hitachi branded home appliances globally, Arcelik Hitachi Home Appliances announced a 22 million refrigerator rolled off the production line to mark its milestone and fulfill the international standards. “Thailand has been one of the major manufacturing bases for Hitachi refrigerators for over 40 years and exported to more than 65 countries around the world. It expects that

refrigerators in the premium segment, both the Side by Side and Multi door versions will have continuous high growth potential due to trust in the Hitachi brand.

## **2. Ajinomoto Drives Its “Kamphaeng Phet Factory” As A Greenest Factory Model For Sustainable Environment Through Eco-Friendly Management To Become A Low-Carbon Business**

*(From [www.nationthailand.com](http://www.nationthailand.com), September 21, 2022)*

**Bangkok** – Ajinomoto gears up a strategy to reduce global warming by investing a budget worth 1,500 million baht in the construction of the “Biomass Cogeneration Power Plant”, aiming to produce electricity from alternative and renewable energy sources. The factory in Kamphaeng Phet province is a huge production base of Ajinomoto MSG and Ajitide products and piloted as “Greenest Factory” in Thailand. The “biomass boiler technology” uses rice husks as the biomass fuel to generate the steam for the production process, which helps reduce the fuel oil usage. “The plant also reduces greenhouse gas emission by 40% compared to year 2018”, Mr. Takumi Kazarimoto, its vice president added.

## **3. Lamphun golden dried longan obtains GI registry**

*(From [Bangkok Post, Thailand](http://Bangkok Post, Thailand), October 1, 2022)*

**Thailand** – Thailand has successfully registered geographical indication (GI) for Lamphun golden dried longan in Vietnam, increasing the number of Thai products with GI registration in foreign countries to eight. The Commerce Ministry hopes the registration will increase Thai longan exports to Vietnam because it offers quality assurance to consumers and raising income for Thai farmers. There are 161 GI registered products covering all 77 provinces nationwide. The intellectual property department commit to promoting the registration of Thai GI products abroad, especially food and agricultural products that are considered the key to soft power that helps attract tourists to the country and creates sustainable jobs and income for farmers and local entrepreneurs.

## **4. Plant-based meat innovations in demand**

*(From [Bangkok Post, Thailand](http://Bangkok Post, Thailand), October 1, 2022)*

**Bangkok** – A study among 1,000 Thais in August, 68% claim they include meat in their regular diets, but almost one-third claim to eat alternative diets, primarily vegetables (14% vegan, 7% flexitarian, 6% vegetarian and 4% pescetarian). In future consumption, the intention to cut down on meat is high, with 65% of Thais claiming they intend to eat less meat, especially women and those aged 45 years or older. There is currently no dominant player and consumption share

comparatively similar across many brands. Meat Zero, OMG Meat, First Pride and Let's Plant Meat are the most popular brands. The significant barriers are the difficulty in finding stores that sell the products (35%) and high prices (34%).

## **5. State agency working to make industrial estates eco-friendly and help Thailand achieve carbon neutrality**

*(From [www.nationthailand.com](http://www.nationthailand.com), October 1, 2022)*

**Bangkok** – The Industrial Estate Authority of Thailand (IEAT) is striving to make industrial estates nationwide eco-friendly in a bid to enable Thailand to achieve its carbon neutral target. The move also boost confidence among locals living near industrial estates, promote investment, improve services to meet international standards and become eco-friendly. The IEAT is cooperating with several agencies, such as the Board of Investment, on promoting smart industry among entrepreneurs, and with an electrical/electronic manufacturing company, on the development of smart grids. Thailand has ambitions to achieve carbon neutrality by 2050, and net-zero greenhouse gas emissions by 2065.

## **6. Thailand remains ranked 43<sup>rd</sup> in global innovation index**

*(From [Bangkok Post, Thailand](http://Bangkok Post, Thailand), October 1, 2022)*

**Bangkok** – Thailand stayed put at 43<sup>rd</sup> out of 132 economies in the Global Innovation Index 2022, released by the World Intellectual Property Organization, while the country's gross expenditure on R&D (GERD) financed by business and exports of creative products tops this year's ranking. The country ranks third in Asean behind Singapore in 7<sup>th</sup> and Malaysia in 36<sup>th</sup> place, but ahead of Vietnam in 48<sup>th</sup> position. Among the 35 upper middle-income economies, Thailand ranks fifth. The country ranks No. 1 in the world in terms of the proportion of GERD financed by business for the third year in a row. Mr. Pun-Arj Chairatana of National Innovation Agency (NIA) said a key target is to reach the top 30 in the index by 2030.

## **7. BOI frames new 5-year investment promotion strategy to pave way for new economy**

*(From [www.nationthailand.com](http://www.nationthailand.com), October 17, 2022)*

**Bangkok** – Board of Investment (BOI) approved the framework of its new investment promotion strategy for the next five years (2023-27). The strategy involves encouraging technological advancement, a transition to green and smart industries, talent development, creativity and innovation, with aim to strengthen the country as a regional hub for business, trade and logistics. During the first nine months, foreign and local investors filed with the BOI a total of 1,247 applications for investment promotion, worth 439.1 billion baht. The main source of FDI applications was China, followed by Taiwan, Japan, the US, and Hong Kong.

## **8. Thai manufacturing industry suffering badly from rising costs, export slump: TTB Analytics**

*(From [www.nationthailand.com](http://www.nationthailand.com), October 22, 2022)*

**Bangkok** – Thailand’s manufacturing sector shown an underwhelming yearly growth of 1.3 per cent over the past five years. The economic analytical centre under TMB Thanachart Bank said the manufacturing sector is responsible for about 27 per cent of Thailand’s gross domestic product (GDP) and employs about 9 million people. Due to Covid-19, the demand for Thai products has dropped drastically. The sale of the country’s manufactured products has dropped 16.2 per cent from 6 trillion in 2019 to 5 trillion baht in 2020. However, it forecast economic growth in 2022 at 3.2 per cent and 3.7 per cent in 2023, with a major contribution from the tourism industry.

## **9. Thailand’s EEC extends tax breaks to lure high-tech Korean firms**

*(From [www.nationthailand.com](http://www.nationthailand.com), October 23, 2022)*

**Bangkok** – The Eastern Economic Corridor Office (EECO) agreed to extend tax and other investment privileges for South Korean companies. It will extend a memorandum of understanding on investment privileges with the Korea Trade-Investment Promotion Agency (Kotra), which covers EV manufacturing, health product, biological technologies, logistics, and smart cities sectors. South Korean companies have applied for Board of Investment (BoI) privileges on 63 projects worth 14.367 million baht since 2018. Over the past 10 years, South Korean businesses have sought and obtained BoI tax privileges for 365 projects, worth 65.123 million baht.

## **10. Ministry, advertisers tackle IP woes**

*(From [Bangkok Post, Thailand](http://Bangkok Post, Thailand), October 29, 2022)*

**Bangkok** – The Commerce Ministry has teamed up with advertising associations and intellectual property (IP) rights owners to fight IP infringement in online ads, aiming to enhance investor confidence and bolster the country’s soft power. The Intellectual Property Department signed a memorandum of understanding (MoU) with 20 rights owners and three ad associations to tackle piracy in online advertising and protect IP rights. Deputy Commerce Minister Sinit Lertkrai said Thailand is the first country in Asia-Pacific to sign this kind of MoU, which should upgrade the Thai ad industry to be “IP friendly” and enhance the confidence of foreign investors in the nation’s digital content sector. The market value of digital advertising is expected to reach 30 billion baht, up by 11% from the year before.