



Japanese developers eye Thailand

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Garde representatives recently visited Bangkok

Japan based design firm GARDE recently organized an Asian research tour for its Japanese clients to visit new developments, exchange ideas with regional developers and investigate investment opportunities in the South East Asia region.

Headquartered in Tokyo, GARDE provides consulting services and interior design for a wide variety of projects ranging from retail, department stores and shopping malls, to residential, hospitality, F&B projects and corporate interiors. The company has a 26-year track record and has worked for major clients around the world,

including global brands such as Tiffany and Burberry on the retail side, as well as Candeo Hotels and the Park Tower Gransky in Japan.

As part of this year's research tour, the company organised a seminar and networking function in Bangkok on October 18 at the Thailand Creative and Design Centre. The keynote speaker at the event was Khun Longlom Bunnag, Chairman of Jones Lang LaSalle Thailand and a panel discussion also took place, moderated by television presenter Dale Lawrence and featuring leading industry professionals from major developers such as PACE Development Thailand and Tokyo Tatemono Co Ltd..

At a press conference before the seminar, Mr. Katsuyuki Kitano, Executive Director, International Business Development at GARDE said that Thailand's long established relationship with the Japanese manufacturing industry, combined with its increasingly influential position in South East Asia presents strong potential for international developers and business partners. He specifically mentioned mixed use developments as an opportunity in and around Bangkok and hinted at a possible joint venture project to be announced at a later date.

"The tragic flooding in Thailand is obviously having an immediate impact in Thailand, but developers are always looking long term," said Mr Kitano, " We have already spent 8 months re-building the Japanese market after the earthquake, and I am sure Thailand has the skills and resources to do the same. Japanese businesses want to help with the process in every way we can."

In the commercial sector, Japan's fascination with Thai culture is matched by a love for all things Nippon in Bangkok. With developers now actively looking for Thai partners to develop new projects in the Bangkok's main urban areas, the GARDE seminar provided a valuable platform for leading figures in both countries' property sectors to come together and discuss opportunities.



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