



# NEWS RELEASE

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## GLOBAL ELECTRONICS ASSOCIATION APPOINTS RAJ TIWARI AS COUNTRY MANAGER TO ADVANCE THAILAND'S ELECTRONICS MANUFACTURING ECOSYSTEM

**Thailand, January 22, 2026** – Thailand continues to be one of Southeast Asia's most important electronics manufacturing hubs, with strong capabilities across automotive electronics, industrial electronics, electrical equipment, and high-reliability manufacturing. As global supply chains diversify and manufacturers expand operations across ASEAN, Thailand's role in regional and global electronics production continues to grow.

Thailand's electrical and electronics sector is one of the country's largest and most strategically important manufacturing industries, accounting for a significant share of national exports. According to official trade data, Thailand's exports of electrical and electronic equipment exceeded **USD 50 billion in recent years**, underscoring the sector's scale and global integration. Continued government support, investment incentives, and supply-chain diversification initiatives are further strengthening Thailand's position as a key electronics manufacturing and export hub within ASEAN, particularly across automotive electronics, industrial electronics, and high-reliability manufacturing segments.

As product complexity, reliability expectations, and regulatory requirements increase, manufacturers are placing greater emphasis on process discipline, workforce competency, and alignment with globally recognized electronics manufacturing standards. The **Global Electronics Association** has been actively supporting Thailand's electronics ecosystem through standards adoption, industry-aligned certification programs, and technical education initiatives aimed at strengthening manufacturing quality and global competitiveness.

To further reinforce its engagement in Thailand, the Global Electronics Association has appointed **Raj Tiwari as Country Manager – Thailand**.

Raj Tiwari brings extensive experience working with electronics manufacturers and industrial stakeholders, with a strong focus on industry engagement, business development, and technical collaboration. In his role, he will lead the Association's activities in Thailand, working closely with manufacturers, suppliers, and ecosystem partners to expand training and certification programs, strengthen standards adoption, and support workforce upskilling aligned with global electronics manufacturing requirements.

"Thailand plays a critical role in the regional and global electronics manufacturing landscape," said **Gaurab Majumdar, Vice President – Southeast Asia, Global Electronics Association**. "As manufacturers respond to rising quality expectations and increasingly complex technologies, globally aligned standards and a skilled workforce are essential. Raj's appointment strengthens our leadership presence in Thailand and supports our continued collaboration with industry, government, and academia."

In Thailand, the Global Electronics Association will continue to focus on workforce development, standards-based manufacturing excellence, and industry-aligned certification, supporting companies in meeting international quality, reliability, and compliance benchmarks while enhancing productivity and export readiness.

The Association supports the global electronics industry through the development of international standards, certification programs, education, and industry collaboration, supporting manufacturers across Asia and worldwide. **Raj Tiwari** can be reached at [RajTiwari@electronics.org](mailto:RajTiwari@electronics.org).

For more information on the Global Electronics Association's activities in Thailand, visit [www.electronics.org/india-southeast-asia](http://www.electronics.org/india-southeast-asia).

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