

July 31, 2025

NEW JETRO Bangkok President Appointed for Thailand and Southeast Asia

(July 2025) – JETRO Bangkok is pleased to announce that Mr. **ABE** Ichiro is our new President, replacing Mr. KURODA Jun.

Mr. Abe recognizes JETRO Bangkok's roles and missions to continue to prosper the bilateral economic relationship particularly trade and investment between Thailand and Japan. In the regional context, JETRO Bangkok is pleased to make concerted efforts with Thailand to expand the cooperation and partnership into neighboring countries to make fruitful and sustainable advancement in the region. Mr. Abe emphasizes JETRO's contribution to promoting more start-up and innovation activities and upgrading industries in line with the Thai government's key economic policies including green economy, economic restructuring (industry transformation) and developing new growth engines.

Mr. Abe affirms that JETRO Bangkok is ready to assist Thai and Japanese industries that work for creating sustainable society through match-making and other engagements to arrange favorable conditions.

Prior to assuming the role as President of JETRO Bangkok, he was Counsellor at Secretariat of New Form of Capitalism Realization Headquarter, Cabinet Secretariat. He led and coordinated such policies of all ministries and agencies as related to growth of Japanese economy and competitiveness of Japanese industries under Prime Ministers' initiative.

As director of METI (Ministry of Economy, Trade and Industry) and JETRO (Japan External Trade Organization), he has supported Japanese industries' overseas business activities, especially at emerging countries including ASEAN and South Asia. From 2013 to 2016, as director of JETRO New Delhi, he promoted Japanese investment into South Asia, India among others, along with improving business environment in the region. From 2016 to 2018, as director of METI, he strengthened the relationship between Japan and South Asian countries with focus on trade and investment. From 2018 to 2023, as director of Cabinet Secretariat and METI, he worked for international cooperation including ODA and infrastructure business promotion.

Mr. Abe joined the Ministry of International Trade and Industry, currently known as METI, in April 1996. Since then, he worked on a variety of trade and economic issues such as negotiation of trade agreement with USA and ASEAN and establishment of regulatory framework for business activities.

Mr. Abe holds a Master of Law (LLM) from the University of Chicago and a Bachelor of Law from the University of Tokyo.

Mr. ABE Ichiro

Newly appointed President, JETRO Bangkok and Chief Representative for ASEAN

