



Destination Thailand - the ambassador's first official visit to Kraków

2026-05-20

On 10 April 2026 the Ambassador of the Kingdom of Thailand to Poland, H.E. Mr. Sira Swangsilpa, paid his first official visit since the beginning of his diplomatic mission in our country. He presented his credence letter to the President of the Republic of Poland on 27 March, thereby opening a new chapter in Polish-Thai relations.

During his visit to Kraków, the ambassador met with Deputy Mayor Maria Kłaman. The discussions focused on key areas of cooperation that could be developed both locally and internationally. The meeting came at a special moment for both countries, as next year marks the 55th anniversary of the establishment of diplomatic relations between the two countries.

An important boost to bilateral relations is also the resumption of direct flights between Warsaw and Bangkok from October 2025, significantly facilitating business, tourism, and cultural exchange.

One of the main areas of cooperation identified was the development of the digital economy. This sector was highlighted during the Polish Prime Minister's visit to Thailand as particularly promising. Plans also include strengthening relations between Thailand and the European Union, including through the implementation of the Partnership and Cooperation Agreement (PCA), signed in December 2022. In 2023, trade between the EU and Thailand reached €40.2 billion, illustrating the scale of cooperation potential.

Kraków can play an important role in this process. The city is a major hub for new technologies, hosting, among others, Google's European center, as well as initiatives related to artificial intelligence, including efforts to establish an AI Factory. A strong IT/ICT sector and an extensive network of research and development centers make Kraków an attractive destination for investors from Thailand.

Cooperation may also extend to the medical sector and health tourism. Thailand is one of the global leaders in this field, with the sector accounting for over 10% of its economy. At the same time, the country imports advanced medical equipment, creating opportunities for Polish companies. Kraków, as a host of numerous medical conferences and scientific events, has the experience and infrastructure to support such collaboration.

Food security is another important area. Thailand serves as a regional hub for food production, making it a key partner in the context of global economic challenges.

Polish-Thai relations also have a strong cultural dimension. Thailand is widely associated with tourism—beautiful beaches and islands—but also with a rich heritage, including high-quality silk production, traditional Thai massage, and one of the healthiest cuisines in the world. In Kraków, many restaurants serve Thai dishes, and culinary culture could become another field of cooperation.

A symbolic element of Thai culture is muaythai, the country's national martial art with centuries-old



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traditions, which has also gained popularity in Poland. Notably, the 2014 European Muaythai Championships were among the first major sporting events held at TAURON Arena Kraków.

There is also potential for cooperation in the creative and fashion sectors. Thai silk and Polish artistic traditions could find common ground during events such as Cracow Fashion Week, organized by the Cracow School of Art and Fashion Design.

As a city open to cultural diversity, Kraków also sees opportunities to incorporate Thai elements into initiatives such as the Multiculturalism Festival or the Ambassador of Multiculturalism competition.

The visit of Ambassador Sira Swangsilpa marks an important step toward strengthening relations between Poland and Thailand—both economically and socially. Joint initiatives in the coming years may bring tangible results, reinforcing cooperation between the two countries.