

Thai People and Other Popularity that You May Know

Photo Credit: KPROFILES

Thailand in Brief

"**Thailand in Brief**" has been prepared by the Thailand Foundation to support students, scholars, and the general public who wish to give presentations about Thailand to their audiences—for example, exchange program students and international participants.

The work presents some basic information about Thailand in 11 areas: ***1) Geography, 2) History, 3) Politics and Government, 4) Economics, 5) Demographics, 6) Culture, 7) Values, 8) Thai People and Other Popularity That You May Know, 9) Misconceptions about Thailand, 10) Thailand's Role on the Global Stage, and 11) Rankings Related to Thailand.***

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"**Thailand in Brief**" will be updated every third quarter each year. For inquiries or further suggestions, please contact the Thailand Foundation at info@thailandfoundation.or.th.

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Thailand in Brief

"**Thailand in Brief**" จัดทำขึ้นโดยมูลนิธิไทย (Thailand Foundation) เพื่ออำนวยความสะดวกแก่ นักเรียน นักศึกษา และผู้สนใจทั่วไป นำไปใช้ประโยชน์ อาทิ ในการบรรยาย หรือให้ความรู้เกี่ยวกับประเทศไทยในด้านต่าง ๆ แก่ชาวต่างประเทศ เช่น กรณีนักศึกษาแลกเปลี่ยนที่ไปเรียนในต่างประเทศที่ต้องนำเสนอเรื่องราวเกี่ยวกับประเทศไทยในสถาบันที่ไปศึกษาอยู่ เป็นต้น

งานชิ้นนี้เสนอข้อมูลเกี่ยวกับประเทศไทยโดยสังเขป 11 ด้าน ได้แก่ **1) ภูมิศาสตร์** (Geography) **2) ประวัติศาสตร์** (History) **3) การเมืองการปกครอง** (Politics and Government) **4) เศรษฐกิจ** (Economics) **5) ประชากร** (Demographics) **6) วัฒนธรรม** (Culture) **7) ค่านิยม** (Values) **8) คนไทยและสื่อที่คุณอาจรู้จัก** (Thai people and other popularity that you may know) **9) ความเข้าใจผิดเกี่ยวกับประเทศไทย** (Misconceptions) **10) บทบาทของไทยในเวทีโลก** (Thailand's role on the Global Stage) และ **11) การจัดอันดับที่เกี่ยวข้องกับประเทศไทย** (Rankings related to Thailand)

"**Thailand in Brief**" นี้จัดทำเป็นสไลด์ จำนวน xx สไลด์ ในรูปแบบ .pdf และ .pptx สามารถดาวน์โหลดและเลือกใช้หัวข้อที่นำเสนอ และสลับลำดับการนำเสนอได้ตามความเหมาะสม อย่างไรก็ตาม ผู้ใช้งานไม่สามารถดัดแปลงเนื้อหาในเอกสารได้ และห้ามผลิตซ้ำ หรือนำไปใช้เพื่อผลประโยชน์เชิงพาณิชย์โดยไม่ได้รับอนุญาตจากมูลนิธิไทย

"**Thailand in Brief**" จะได้รับการปรับปรุงให้ทันสมัยในทุกไตรมาสที่ 3 ของปี หากมีข้อสงสัยและข้อเสนอแนะเพิ่มเติม กรุณาติดต่อมูลนิธิไทย

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27 พฤษภาคม 2568

Thai Musicians: A Global Presence in Music and Fashion



LISA (Lalisa Manobal)

- Global Influence: Member of BLACKPINK, one of the most successful K-pop girl groups globally.
- Achievements: First non-Korean artist signed by YG Entertainment and the first solo artist to have a debut album reach over 1 billion streams on Spotify.



Phum Viphurit

- International Recognition: Known for his indie-pop style, Phum gained worldwide fame with his hit "Love Boy."
- Touring: Phum has toured internationally, including a successful Europe and North America tour.



MILLI (Danupha Khanatheeraku)

- Trailblazing Achievements: First Thai rapper to perform at Coachella (2022), where she created a sensation with her performance of "Mango Sticky Rice."
- Bold Performances: Known for her fearless and witty lyrics, MILLI represents a new wave of Thai hip-hop globally.



Lumyai Haitongkum (Supansa Wedkama)

Folk Music Icon: A leading figure in the Mor Lam (traditional Thai folk) genre, Supansa is known for her energetic performances.

Global Stage: Has performed in various international festivals, bringing Thai folk music to a broader audience.

Photo Credit: Thai2Music, Opera Siam



S. P. Somtow (Somtow Sucharitkul)

Cultural Ambassador: A renowned composer and conductor, blending Thai cultural themes with Western classical music.

Global Influence: His works have been performed by major orchestras worldwide, and he has been instrumental in promoting Thai music on the global classical stage.

Awards: Regarding his efforts to present and promote Thai culture and Thai identity through Western art, S.P. Somtow was honored with the title of National Artist in the field of music and contemporary composition in 2023 and received the Thailand's Public Diplomacy Award in 2024.

Thai Actors and Actresses: Stars of the Screen



Mario Maurer

Versatile Actor: Known for his roles in *Love of Siam* and *Pee Mak*, Mario has starred in numerous Thai and international films.

International Recognition: His appeal spans across Asia, earning him accolades and a loyal fan base worldwide.

Photo Credit: Manager Online and Sanook



Yaya (Urassaya Sperbund)

Acting Talent: Starred in popular dramas like *The Crown Princess* and *Kiss Me*; a favorite among Thai drama fans.

Model and Advocate: In addition to acting, Yaya is a well-regarded model and has participated in numerous charity projects.



Mai (Davika Hoorne)

Star Power: Famous for her role in *Pee Mak*, which became Thailand's highest-grossing film of all time.

International Success: She has become a model for international fashion brands and has expanded her reach to global audiences.



Nadech Kugimiya

Heartthrob: Known for his starring roles in *Game Rai Game Rak* and *The Crown Princess*, Nadech has a massive fan following.

Awards and Recognition: Multiple award winner for his acting skills across Thai television and film.



Tony Jaa

Martial Arts Star: Known worldwide for his roles in *Ong-Bak* and *Tom-Yum-Goong*, Tony Jaa revolutionized action cinema with his groundbreaking martial arts stunts.

Global Appeal: He has starred in Hollywood films such as *Fast and Furious 7* and continues to influence the action genre globally.

Thai Athletes: Redefining Excellence in Sports



Buakaw Banchamek

Muay Thai Legend: A multiple-time world champion, Buakaw is credited with popularizing Muay Thai globally, earning recognition in major international events.



Rodtang Jitmuangnon

Muay Thai Champion: A dominant force in ONE Championship, Rodtang is known for his relentless and aggressive fighting style.



Saenchai

Muay Thai Icon: Renowned for his agility and creativity, Saenchai is a well-known champion at Lumpinee Boxing Stadium for defeating larger opponents several times and entertaining fans worldwide.

Photo credit: Bangkok Post, Prime Video and Thai Fight



Atthaya "Jeenoo" Thitikul

Made history at 14 as the youngest winner of a professional tournament.

Reached World No. 1 ranking at the age of 19.



May (Ariya) Jutanugarn

First Thai golfer to win a major championship in 2016.

Former World No. 1 with multiple LPGA Tour victories.

She was awarded the Thailand's Public Diplomacy Award 2023 together with her sister, Moriya Jutanugarn, due to their continuous contributions in the promotion of Thailand through their outstanding achievements in the international ladies' golf arena.



Mo (Moriya) Jutanugarn

LPGA Tour Rookie of the Year in 2013.

Won team event with sister Ariya, creating a powerful family legacy.

Regarding a remarkable success at the LPGA Tour winning major tournaments and inspiration to new generations of professional golfers to pursue their dreams and become champions, she was one of the recipients of the Thailand's Public Diplomacy Award 2023.



Tennis (Panipak Wongpattanakit)

Olympic Champion: Gold medalist in Taekwondo at the Tokyo 2020 Olympics and the Paris 2024 Olympics, Panipak is one of Thailand's most celebrated athletes.

Photo credit: Bangkok Post



Saysunee Jana

Paralympic Hero: A multiple-time medalist (since Athens 2004) in fencing, Saisunee continues to inspire many with her determination, overcoming physical challenges to compete at the highest levels of sport.



Alex Albon

Thai-British F1 driver representing Thailand for Williams Racing since 2022.

- Made his F1 debut with Toro Rosso in 2019
- Signed multi-year extension with Williams in 2024

Photo credit: Blackbook Motorsport, Bolasport.com



Somkiat Chantra

First Thai rider to win a Grand Prix in the Moto2 class.

- Historic victories in Indonesia (2022) and Japan (2023)
- Set to debut in MotoGP with Honda LCR in 2025

More Thai Films Making Waves on the Global Stage



How To Make Millions Before Grandma Dies

A heartfelt family drama, following a grandson who becomes the unlikely caregiver of his terminally ill grandmother, only to uncover the true meaning of family amidst hidden motives and painful truths.

Main Actors: Billkin, Usha Seamkhum

Photo credit: Mydramalist



Pee Mak

A horror-comedy based on the Mae Nak legend, *Pee Mak* became one of the most successful Thai films of all time, blending humor with the supernatural.

Main Actors: Mario Maurer, Davika Hoorne



Uncle Boonmee Who Can Recall His Past Lives

Directed by Apichatpong Weerasethakul, this Cannes Palme d'Or winner explores spiritual themes and Thai culture, earning global critical acclaim.

Main Actor: Thanapat Saisaymar

Thai Films That Shaped the Industry



Shutter

A classic Thai horror film about a photographer haunted by a ghostly presence, regarded as one of the scariest Asian horror films.

Main Actors: Ananda Everingham, Natthaweeranuch Thongmee.



Ong Bak

An action-packed martial arts film that showcased the talents of Tony Jaa and brought Muay Thai to international audiences.

Main Actor: Tony Jaa



Bad Genius

A thriller about a high school student running an exam-cheating business, *Bad Genius* was praised for its smart social commentary and gripping plot.

Main Actors: Chutimon Chuengcharoensukying, Teeradon Supapunpinyo.

Thailand Leading the Way in BL Series

A category of TV dramas, films, and online series that focus on romantic relationships between male characters



2gether: The Series

A romance between two college students who fake a relationship that turns into genuine love.

Main Actors: Bright Vachirawit, Win Metawin.



TharnType: The Series

A passionate love story between two university students from very different backgrounds.

Main Actors: Gulf Kanawut, Mew Suppasit.



KinnPorsche

A mafia-themed BL series with action and romance, appealing to both drama fans and action lovers.

Main Actors: Mile Phakphum, Apo Nattawin



SOTUS

A popular BL series about an engineering student who falls for his senior in a tough university environment.

Main Actors: Singto Prachaya, Krist Perawat.

GL Dramas: Expanding Representation in Thai Media



GAP The Series

A slow-burn office romance that explores power, class, and hidden feelings as a young woman lands a job under the strong, distant boss she's secretly admired since childhood.

Main Actors: Freen Sarocha and Becky Armstrong.

Photo Credit: Mydramalist



The Secret of Us

A heartfelt romantic drama that follows a guarded doctor whose world is upended when her free-spirited ex-girlfriend reenters her life, forcing her to confront old wounds and the love she tried to forget.

Main Actors: Lingling Kwong and Aom Kornnaphat



23.5

A charming coming-of-age romance about a shy high school girl who hides behind a fake online identity to get closer to her cheerful classmate, leading to a tangled web of secrets, friendship, and first love.

Main Actors: Pansa Vosbien, Pattranite Limpatiyakorn

Other Famous Personalities



Alex Face

Pacharapon Tangruen creates thought-provoking street art featuring his signature character.

His three-eyed child in a bunny suit adorns walls across Thailand and beyond.



Moo Deng

This pygmy hippopotamus calf became an overnight internet sensation in 2024.

Her playful antics at Khao Kheow Open Zoo draw visitors from across the globe.



Ava

This rare golden tigress captivates visitors at Chiang Mai Night Safari.

Her unique coat and charismatic personality have earned her viral fame.



Butterbear

"Nong Noey" rose to fame through charming TikTok dance videos.

This adorable bear mascot has transformed a local bakery into a cultural phenomenon.

Thai Brands with Global Impact



Krating Daeng

Introduced in 1976 by Chaleo Yoovidhya, this non-carbonated energy drink inspired the global Red Bull brand.



Carabao

Launched in 2002 by rock star Aed Carabao and entrepreneur Sathien Setthasit. Named after the water buffalo, it sponsors the English football Carabao Cup.



Hongthai

Traditional Thai herbal brand famous for nasal inhalers and aromatic oils. Uses essential oils to relieve congestion and boost alertness.



NaRaYa

Lifestyle brand established in 1989, known for handcrafted fabric bags. Affordable yet stylish accessories beloved by tourists and locals alike.

Thailand's Global Brand Leaders



Jim Thompson

Transformed traditional Thai silk into global luxury since the 1950s.

Now synonymous with premium textiles and elegant décor worldwide.



Mitr Phol

Asia's sugar production leader with international operations.

Innovator in renewable energy through ethanol and biomass solutions.



Mama Noodles

Beloved instant noodles introducing Thai flavors globally since 1972.

Famous Tom Yum flavor serves as gateway to authentic Thai cuisine.



Panpuri

Premium wellness brand blending Thai ingredients with modern luxury.

Showcases Thailand's natural resources through high-end beauty products.

Thailand's Culinary Icons



Maepranom (Est. 1959)

Founded by Pranom Daengsupha, this brand delivers authentic Thai chili pastes worldwide.

Their traditional flavors maintain Thai culinary heritage with modern production standards.



Lobo

These ready-to-cook seasoning mixes bring authentic Thai flavors to kitchens worldwide.

Lobo simplifies complex Thai recipes without compromising traditional taste profiles.



ChaTraMue (Est. 1945)

Thailand's iconic milk tea brand has expanded globally with signature cafés.

Their distinctive red label tea leaves have become synonymous with Thai tea culture.



THANN (Est. 2002)

This eco-friendly brand blends Asian botanicals with modern skincare science.

THANN products showcase Thailand's rich botanical heritage through luxury wellness offerings.

Thailand's Culinary Icons



Duangporn "Bo" Songvisava

Co-founder of Bo.lan, a Michelin-starred restaurant celebrating authentic Thai cuisine.

- Named Asia's Best Female Chef in 2013
- Featured on Netflix's Chef's Table
- Champion of sustainable, farm-to-table practices

Photo credit: Time Out and MICHELIN Guide



Supinya "Jay Fai" Junsuta

Street food legend who transformed humble roadside cooking into Michelin-starred cuisine.

- First Bangkok street vendor awarded a Michelin star
- Famous for her crab omelette
- Icon Award winner at Asia's 50 Best Restaurants