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In recent years, stock markets in many countries have faced common challenges, including market capitalization growth falling below potential, a slowdown in new capital raising, concentrated liquidity, and difficulties in attracting quality companies and long-term investors to the capital market. As a result, many jurisdictions have introduced “**stock market revitalization measures,**” or **Revitalize Measures**, to enhance the attractiveness of their capital markets across both supply-side and demand-side dimensions, as well as market structures that support long-term growth.

Among Asian economies, Japan, the Republic of Korea, Singapore, and Thailand have implemented such measures and have begun to see tangible outcomes. Despite differences in economic contexts, investor structures, and stages of capital market development, these countries share a common perspective: revitalizing the stock market is not viewed merely as improving indices or short-term liquidity, but as a comprehensive adjustment of the “**capital market ecosystem**” as a whole. The objective is to enable the market to function more effectively as a source of financing for the real economy and as a channel for long-term wealth creation for investors.

Japan: Revitalizing the market through market discipline and fostering a long-term investment culture

Japan’s experience reflects an approach that places significant emphasis on “**market discipline**” as a key driver in enhancing the quality of listed companies. In particular, Japan has promoted robust disclosure of corporate value creation plans, encouraging companies to reassess capital efficiency and place greater emphasis on shareholder returns and long-term growth potential.

At the same time, Japan has continued to improve its corporate governance framework to address structural issues, such as cross-shareholding, which can weaken shareholder pressure for enhancing corporate value. On the demand side, Japan has implemented measures to incentivize savings and investment through NISA (Nippon Individual Savings Accounts), alongside strengthening the role of institutional investors under stewardship principles aimed at safeguarding investor interests. Japanese government pension funds have encouraged asset managers to engage more actively with listed companies.

This approach reflects that Japan’s objective is not solely to “increase market participation,” but rather to build a system in which investors play an active role in improving corporate quality. Overall, Japan provides an example of a jurisdiction that combines market mechanisms with structural incentives: companies are expected to articulate clearer value creation, while investors are expected to assume a more substantive, quality-focused role.

Republic of Korea: Addressing undervaluation through a comprehensive reform package

The Republic of Korea has adopted a clearly defined “**Reform Package**,” with the primary objective of addressing the Korea Discount, whereby Korean equities have been structurally undervalued due to factors related to corporate governance, conglomerate structures, and investor confidence.

Key measures include the implementation of the Corporate Value-up Program, which requires companies to set clear, measurable KPIs, enables effective monitoring, and provides incentives through tax benefits. Supporting instruments have been introduced, such as guidelines, templates, and training programs for the preparation and disclosure of Corporate Value-up Programs. In addition, disclosure platforms have been established to facilitate easier comparison of company information by investors, alongside legal and governance reforms to enhance protection for minority shareholders.

On the demand side, Korea has promoted long-term investment through ISA (Individual Savings Accounts) and has strengthened the role of institutional investors under stewardship principles, similar to Japan but with a more proactive approach that directly links institutional investment to market value enhancement objectives. Furthermore, Korea is preparing to introduce Reshoring Investment Accounts (RIAs) to incentivize retail investors to sell overseas equities, repatriate funds, and reinvest them in Korean equities on a long-term basis. Investors who hold such investments in accordance with specified conditions, such as a minimum holding period of one year, would be eligible for tax exemptions on capital gains from the sale of foreign equities, subject to applicable conditions and caps.

A notable aspect of Korea’s approach is that stock market revitalization has been designed as a multi-dimensional reform, simultaneously enhancing corporate value, strengthening shareholder protection, and improving the overall efficiency and credibility of market mechanisms.

Singapore: Revitalizing the market through structural competition and liquidity enhancement

Singapore has adopted a different focus, placing emphasis on strengthening the competitiveness of its capital market as an international financial hub. Key measures include tax incentives to attract new listings, a transition toward a disclosure-based regime, shorter IPO timelines, centralized IPO approval under RegCo (Singapore Exchange Regulation Company), support for growth-stage companies, and the promotion of dual listings to connect the Singapore market with overseas markets.

On the demand side, Singapore has implemented liquidity support and equity investment funds, such as EQDP, as well as incentives for fund managers and family offices that provide asset management services for family businesses, encouraging them to play a role in enhancing liquidity in Singapore-listed equities. At the same time, Singapore has continued to improve secondary market structures, including board lot sizes, market makers, and other liquidity-enhancing measures, to increase market attractiveness for both issuers and investors.

Singapore's approach reflects a view of the stock market as a “**regional competitive platform**”, that must reduce frictions across the entire market lifecycle—from market entry and capital raising to post-listing trading.

Accordingly, from an overall perspective, Japan emphasizes market discipline, the Republic of Korea emphasizes confidence-oriented structural reform, and Singapore focuses on making the market easy to access, flexible, and competitive.

Thailand: Enhancing corporate quality, confidence, and market structure

In Thailand, the measures currently being implemented reflect efforts to enhance the capital market across multiple dimensions simultaneously, including improving the quality of listed companies, promoting new capital raising, fostering long-term investors, and strengthening market efficiency.

On the supply side, key measures include the promotion of Corporate Value-up and JUMP+, enhanced disclosure through tools such as Interim MD&A, and initiatives to enable the market to better accommodate small and emerging businesses. These efforts also include linking government investment promotion policies with the capital market through concepts such as BOI to IPO, as well as attracting companies in targeted industries (New Economy) to the market.

On the demand side, initiatives include the Vayupak Fund, tax-deductible investment funds, and funds linked to corporate quality, such as Thai ESG and Thai ESGX, as well as consideration of expanding the base of long-term investors through TISA accounts. In parallel, increased emphasis has been placed on Open Investment Data and financial literacy enhancement, which will serve as critical infrastructure for expanding the investor base over the long term.

In terms of strengthening confidence, Thailand has also focused on enhancing the role of capital market professionals (gatekeepers), leveraging AI and technology to improve supervisory effectiveness, and reviewing market microstructure elements such as tick size, board lot size, market makers, and the development of digital capital markets. These efforts are all interconnected in enhancing the credibility and liquidity of Thailand's capital market.

Shared lessons from four countries: Stock market revitalization is not a single measure, but the redesign of an ecosystem

The experiences of all four countries clearly demonstrate that no jurisdiction can achieve sustainable stock market revitalization through a single measure. Instead, revitalization requires coordinated action across three dimensions:

First, enhancing supply quality, including encouraging efficient capital usage by companies, transparent disclosure, and stronger incentives for quality companies to enter the market;

Second, building high-quality, long-term demand through special investment accounts, tax incentives, long-term funds, and strengthening the stewardship role of institutional investors;

Third, adjusting market structure and regulations to support competition and confidence, such as reducing IPO friction, enhancing liquidity, protecting minority shareholders, developing market microstructure, and using technology to improve supervisory efficiency.

For Thailand's future **stock market revitalization, progress must be made concurrently in creating value, strengthening trust, and expanding access, with cooperation from all stakeholders** to ensure that reforms produce tangible outcomes. Thailand has established the Taskforce for a Competitive and Attractive Market (Taskforce) and has introduced the "Thai Capital Market Attractiveness Initiatives." The key challenge is to ensure that these measures operate in a more integrated and systematic manner across both the supply and demand sides—enabling quality companies to seek listing and enhance their value, while continuously attracting long-term investment capital. Structural measures must also ensure that the market remains credible, transparent, and sufficiently liquid.

In other words, **revitalizing Thailand’s stock market must not be a short-term “stimulus,” but a comprehensive redesign of Thailand’s capital market** to simultaneously create value, mobilize capital, and support the evolving economy. If successfully implemented, Thailand’s capital market will not merely serve as a venue for securities trading, but will also regain its role as a critical mechanism for driving sustainable long-term economic growth.
