

Siam Legal International Awarded the Second Highest Sales Performance Award 2026 by Thailand Privilege Card Co., Ltd.

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Siam Legal International, a full-service law firm based in Thailand, has been recognized with the Second Highest Sales Performance Award 2026 by Thailand Privilege Card Co., Ltd. (TPC) during the Thailand Privilege GSSA Awards 2026. The event, held at the InterContinental Bangkok in Chit Lom, brought together leading General Sales and Services Agents and program partners to recognize top-performing contributors while outlining the program?s future direction.

Beyond the awards presentation, the conference served as a platform to introduce upcoming developments, new product directions, and long-term strategic initiatives shaping the evolution of the Thailand Privilege program, widely known as the Thailand Elite Visa. These developments reflect a broader transition from a traditional residency offering toward a more integrated framework encompassing lifestyle, investment, and long-term economic participation.

The recognition reflects Siam Legal International?s role in supporting clients through structured, legally grounded guidance when securing long-term residency in Thailand. Each application involves eligibility assessment, documentation preparation, and compliance planning, which forms a core part of the firm?s advisory approach. As an authorized General Sales and Services Agent (GSSA), the firm combines immigration expertise with broader legal structuring to ensure that clients establish fully compliant residency arrangements while minimizing regulatory risk.

?This recognition reflects not only performance, but the level of trust clients place in us when navigating Thailand?s evolving residency landscape,? said Rex Baay, Senior Immigration Consultant and Operations Manager at Siam Legal International. ?Long-term residency requires more than approval. It involves proper legal structuring, tax considerations, and ongoing compliance beyond the initial application.?

During the conference, Thailand Privilege introduced several forward-looking initiatives designed to expand the program beyond traditional residency benefits. One of the key initiatives, ?Elderly Plus,? focuses on strengthening Thailand?s position as a retirement destination through enhanced healthcare access, wellness services, and long-term living support. In parallel, ?Education Plus? aims to create more structured pathways for families through partnerships with educational institutions and skills development programs.

?BOI Plus? was also introduced as a strategic direction to align Thailand Privilege with investment-linked opportunities, particularly for individuals and businesses engaging with Thailand?s Board of Investment ecosystem. This initiative reinforces Thailand?s position as a regional hub for foreign investment and long-term economic participation.

Sustainability was highlighted through the ?Green Economy Plus? initiative, which includes developing eco-conscious partnerships across the real estate, travel, and service sectors. This reflects a growing emphasis on environmentally responsible development within Thailand?s broader economic strategy.

In terms of digital transformation, ?AI Plus? initiatives are expected to enhance the program?s technological infrastructure, including application systems, digital platforms, and overall user experience. These upgrades are intended to improve efficiency, accessibility, and service delivery for applicants and members.

A broader framework, ?Thailand Plus,? was also introduced, encompassing investment opportunities, real estate integration, improved connectivity, and access to Thailand?s healthcare ecosystem. Collectively, these initiatives indicate a shift toward a more integrated residency model that supports long-term engagement with Thailand?s economic and social landscape.

The conference also confirmed an extension of the Bronze membership tier until September 30, 2026. Positioned as the most accessible entry-level option, the Bronze tier provides a five-year multiple-entry visa

with core privileges, including airport assistance, immigration fast-track, and concierge services. The extension reflects continued demand for flexible, lower-barrier residency options, particularly among individuals seeking long-term access to Thailand without the higher upfront commitment required by premium tiers. For many applicants, it serves as a strategic entry point before transitioning to higher-tier memberships.

As an authorized GSSA partner, Siam Legal International continues to work closely with Thailand Privilege Card Co., Ltd. to assist clients with program selection, application preparation, and long-term planning. The firm?s role extends beyond application processing, providing legal guidance on residency structuring, property considerations, foreign ownership restrictions, and regulatory compliance.

Siam Legal International operates from its headquarters in Bangkok, with additional offices in Chiang Mai, Phuket, and Pattaya. With a track record spanning more than two decades, the firm provides legal services across litigation, immigration, corporate, property, and regulatory matters for international and Thai clients in Thailand.

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Siam Legal International

American-managed Thailand law firm with 22+ years? experience. Experts in corporate setup, BOI, FBL, family & divorce, property, litigation, immigration, notary, wills, contracts & due diligence across Bangkok, Phuket, Pattaya & more.

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