

Isaan Bonjour, a private initiative from Patrick Nicolas started in mid-2023, is dedicated to showcasing Isaan cultural heritage, its specific history, cuisine, music, natural landscapes as well as Isaan's economic potential to international audience. We aim to engage foreign residents in Thailand and potential tourists providing informative content in English.



Isaan geography and economy

Isaan, the largest region of Thailand, is 1/3 of the size of the country with a population of more than 22 million people. It is now in a strategical location of the booming Greater Mekong Subregion (GMS) powered by China. Once the under-construction Bangkok-Nong Khai high-speed train will be operating, Isaan will be one of the economic center of the 6 trans-national (China Yunnan & Guangxi, Laos, Myanmar, Thailand, Cambodia, Vietnam) region of 300 million people. Thailand government has also created the NeEC (North Eastern Economic Corridor), a special economic zone covering Nakhon Ratchasima, Khon Kaen, Udon Thani and Nong Khai to serve as a new bio-industry base of the country. There are currently 3 Special Economic Zone (SEZ) in Isaan (Nong Khai – Nakhon Phanom – Mukdahan) as well as numerous infrastructure investments (rail, highways, airports, bridges over the Mekong river...) preparing the northeastern region for a bright future into the GMS economic development.

Founder's background

Patrick NICOLAS, 58 years old, is originally from France and has accumulated over 20 years of professional business experience working throughout Asia. He has lived in Asia since 1988 and now reside permanently in Thailand where he moved 13 years ago. He now resides in Kamalasai district of Kalasin in the North-East region of Thailand called Isaan, settling there in 2020. Before moving to Thailand, Patrick worked and lived in Taipei, then Hong-Kong followed by 14 years in Guangzhou, China where he built his own export company, DV8 Limited, selling "Made in China" products for European and more specifically French markets. The company was founded in 1997 trading mainly from offices in Guangzhou and Hong-Kong. The company eventually invested in a Chinese bag factory as it had, by then, evolved to become mostly a bag and sportwear business. During this period, Patrick worked, on an OEM basis, with international brands and specific importers in Europe to design, develop and manufacture own brand collections in China. He acquired a vast wealth of experience in all aspects of the bag business from design to production as well as in sales and marketing across many diverse international markets.

