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THAI - ITALIAN
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The Business Magazine of the Thai - Italian
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FEATURED ARTICLE
INTERNATIONAL MARITIME TRADE UNDER PRESSURE (P. 20)

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Dear TICC members and friends,

The Informa Business Magazine Issue Mar-Apr 2021 will be covering various information regarding business and economic news from Thailand and Italy. All of which were contributed by our esteemed members and partners.

On this note, I am pleased to report that Thailand has handled the COVID-19 pandemic extremely well and the country is now easing restrictions with the focus on rebuilding the local economy. As a resident of this country, the TICC will be supporting the recovery effort of local economy, and this will be one of our main focuses moving forward.

Our activities in the last few months have included the monitoring of COVID-19's effects on the local industries, especially those within our network.

In an effort to provide a better service to our network, we have resumed the webinars, as well as, reorganized the 2021 activities. For the upcoming quarter, we hope to quickly resume onsite activities to welcome our newly joined members.

For this issue of Informa Business Magazine, I would like to thank the contributors who have sent us articles on a wide range of topics, including Italian Aerospace network, the development of pigments from Fractalis, and other information regarding the development towards a green economy by the Board of Investment (BOI), World Economic outlook growth projections, Domestic Travel 2021 by Kasikorn Researcher Center. Plus, cybersecurity laws to encourage Thailand's digital transformation by Tilleke & Gibbins and other insightful articles from our members.

Lastly, I would like to express my gratitude to all of our members for the support and actively contributing to the advancement of our Chamber.

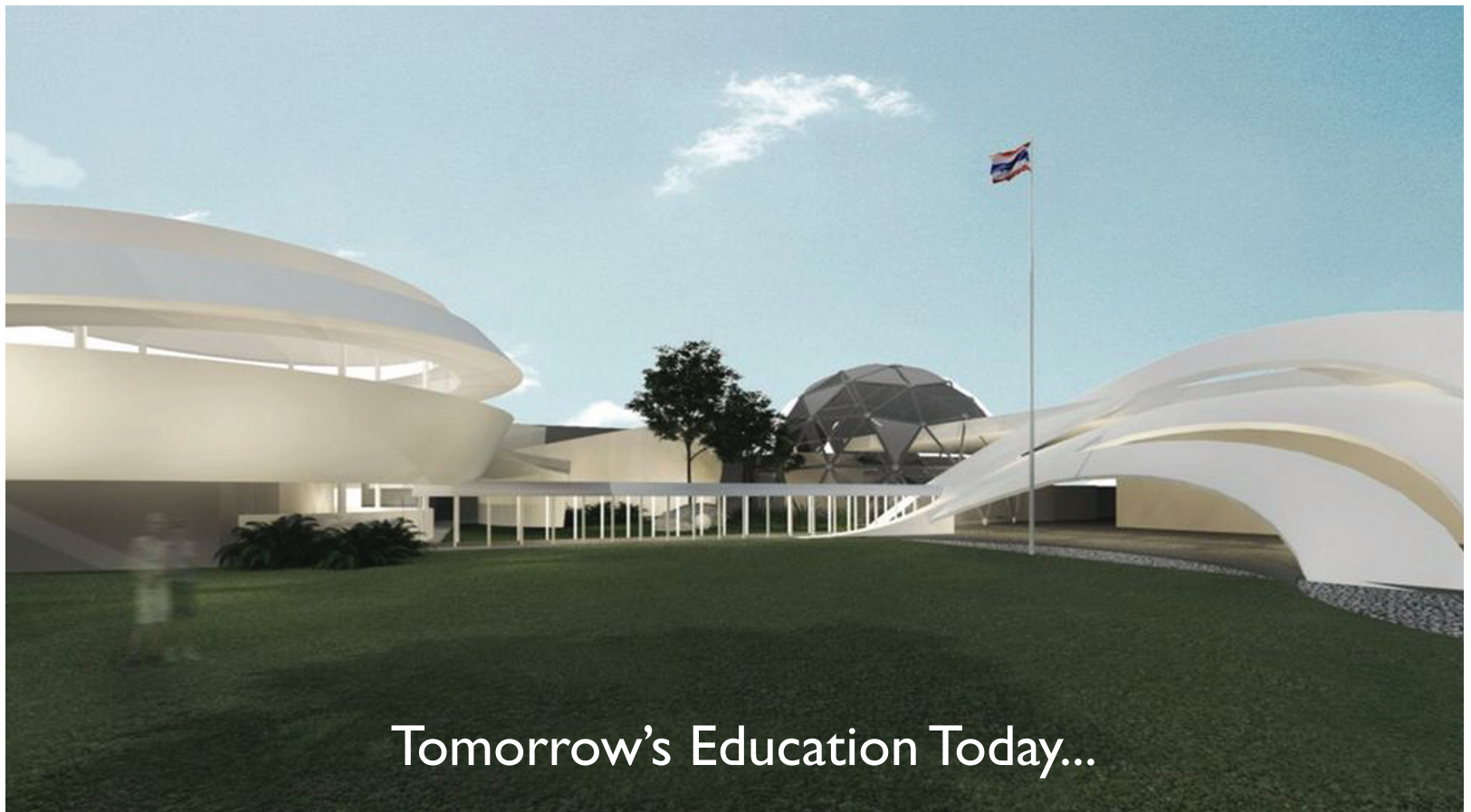
Arrivederci,
Federico Cardini

ABOUT US

The Thai-Italian Chamber of Commerce (TICC) is a private, non-profit organization which has a network of companies from all around the world but mostly focusing on Italian and Thai companies with its headquarters in Bangkok, Thailand.

The main goal of the Chamber is to enhance cooperation between Italy and Thailand, by developing programs of common interest in order to increase the awareness between organizations and public administrations in the two countries. In order to reach its goals, TICC constantly organizes activities, seminars, commercial missions, networking events and meetings to promote the development of commercial activities as well as industrial and cultural collaboration between organizations and entrepreneurs both Thai and Italian.

TICC is a member of Assocamerestero (the association of Italian Chamber of Commerce abroad) (<http://www.assocamerestero.it>), the Joint Foreign Chambers of Commerce in Thailand (JFCCT) (<http://www.jfcct.org>) and is one of the founding partners of the European ASEAN Business Center (EABC)



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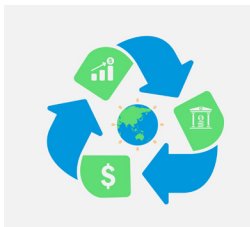
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THAILAND POWERS TOWARDS A GREEN ECONOMY

When Somphote Ahunai returned to Bangkok after completing an MBA degree in the U.S., he had \$200 left in the bank. Today the renewable energy and electric vehicle company he founded has a market value of \$5.6 billion and testifies to Thailand's highly successful advance into green and sustainable industries.

After initially working as a securities trader, Somphote first entered the renewables business when he started producing biodiesel fuel from a palm oil plantation he had acquired. Then, he moved his company, Energy Absolute PCL, into solar and wind farms, growing to become the nation's number two publicly-listed electricity supplier. Now, Somphote has become a key figure in Thailand's efforts to steer its highly successful automobile manufacturing industry – the world's 11th largest -- beyond the internal combustion engine era into the design and production of electric vehicles and the lithium-ion batteries and charging stations that will power them.

On his journey to becoming an alternative energy billionaire, Somphote, now 53, has been helped along the way by generous government incentives available through the Thailand Board of Investment (BOI) for companies developing green and sustainable industries – most recently, in November 2020 when the BOI announced a slew of tax breaks to promote electric vehicles.

Now, he's encouraging foreign companies to take advantages of the privileges on offer also. "I hope my success will be a catalyst and bring another wave of investment," he says. "The BOI has a very transparent and fair process for everyone and supports foreign investors. We welcome competition."

In many countries, the Covid-19 pandemic paralyzed economic activity. In Thailand, where authorities have successfully kept the virus in check, supply chains have remained strong and resilient. This has enabled the government to use the hiatus to promote Thailand's natural advantage as a biodiversity hotspot and embrace the so-called Bio-Circular-Green, or BCG, economy.

The BCG model encompasses industries that produce inclusive, sustainable growth while reducing waste, pollution and dependence on finite resources. Thailand is a major agricultural producer, tourism destination and medical hub and its BCG sector comprises many of the country's important industries: agriculture and food; bioenergy, biomaterials and biochemicals; medical and wellness; and tourism and the creative economy.

Currently, those sectors have a combined economic value of \$113 billion, according to the Ministry of Higher Education, Sci-

ence, Research and Innovation. By 2025, the government aims to increase that value by 30 percent to \$147 billion, making BCG industries equivalent to 25 percent of the national gross domestic product, the ministry says.

In a world in which businesses and their customers are seeking ethical solutions to environmental challenges, investors appear to be seizing the opportunity Thailand's promotion of BCG and other green initiatives offers. In the first nine months of 2020, foreign and domestic companies applied to invest \$1.7 billion in more than 300 BCG-related projects, lifting the total value of applications since the start of 2018 to \$6.7 billion, according to the BOI.

When business travelers and tourists begin returning to Thailand as international borders reopen, the contribution of Energy Absolute's Somphote will be hard to miss. On the Chao Phraya River, the waterway that flows past Bangkok's Grand Palace and many of the city's finest hotels, he plans to operate a fleet of his silent and emission-free electric ferry boats in place of noisy and polluting diesel-powered vessels that currently ply the route.

On the capital's bustling streets, 300 of his electric buses will have taken over routes from those once operated by internal combustion engine vehicles. His \$38,000,

five-seat electric cars will soon feature in Bangkok taxi fleets and go on sale to private owners after winning 4,500 orders at the 2019 Bangkok Motor Show. At road-sides, 500 EV charging stations have sprung up in readiness. Meanwhile in the Eastern Economic Corridor outside Bangkok, the heart of Thailand's ambition to become the region's innovation hub, the first phase of Energy Absolute's \$100 million lithium-ion battery factory – the first in Southeast Asia – is nearing completion. "When visitors come back to Thailand, they will see how so much has changed," Somphote says.

Somphote is only the most visible face of that change. Tax breaks offered to BCG companies have lured investors ranging from venerable multinational corporations to feisty startups. Other incentives include renewable smart visas allowing international talent and investors in key sectors to work and stay in Thailand for up to four years. The BOI also supports companies by helping establish industrial linkage, sourcing of local suppliers and business matching.

In 2017, French energy major Total teamed up with Dutch biochemical giant Corbion to build a factory in Thailand that uses responsibly sourced, locally-grown cane sugar to manufacture polylactic acid, or PLA, a 100 percent renewable and biodegradable bioplastic that can be used to replace polystyrene and other oil-based polymers while having a 75 percent smaller carbon footprint.

The joint venture, Total Corbion PLA, has built its plant at Rayong in the Eastern Economic Corridor adjacent to a longer-established factory operated by Corbion that makes lactic acid, on which PLA is based. Between them, the two partners have invested some \$250 million in Rayong and within two years will have increased that investment to \$500 million as the PLA plant increases production from 75,000 to 100,000 tonnes annually, company executives say. It has been money well spent. Demand for their product far exceeds supply and the market is growing at 15 percent per year as customers seek to use PLA as a replace-

ment for polystyrene in food packaging as well as for digital-era applications such as 3-D printing.

"We have the best technology in the world for PLA here in Thailand," says Sander van der Linden, Corbion's country manager and site director at Rayong. "We get great support from the Thai government, which is committed to developing the bio-based economy and agriculture sector and for that reason it is a very good environment for us to be in."

Indeed, the Thai venture is performing so well that Total Corbion in 2020 announced plans to replicate the Rayong plant in France to create additional capacity. A third production facility is being planned by 2030 and although no decision has yet been taken, van der Linden says Thailand is a contender because there is land available in Rayong to build it alongside the existing facility.

Simon Goldney, Total Corbion's plant director, points to numerous reasons why Total and Corbion chose to invest in Thailand. One obvious advantage is that Thailand is the world's second biggest supplier of sugar, the raw material for PLA. Other attractions include good port infrastructure and the government's corporate income tax breaks and import duty exemptions. Then there's the quality of the employees, half of whom have a bachelor's degree or higher. "In Thailand you have a workforce that is second to none," says Goldney. "They are innovative, willing and hard-working. We would not be where we are today if we did not have that workforce." Van der Linden agrees. "You can throw anything at them and they can solve it. They are super-reliable. It gives us confidence that investing in Thailand will pay back."

High-flying next generation biotech startup Spiber Inc also had the confidence to choose Thailand's Eastern Economic Corridor for its first factory outside Japan. Based in Tsuruoka City, home of Keio University's prestigious Institute of Advanced Biosciences, Spiber has created an internation-

al buzz by pioneering and becoming the global market leader in environmentally friendly synthetic spider silk – a material that's valued for being stronger than steel, lighter than aluminum and more flexible than carbon fiber.

It can be used in the fashion industry as a fiber – most famously in the North Face Moon Parka – or in construction, the auto industry and manufacture of medical devices. Unlike other synthetic fibers such as polyester and nylon, it isn't reliant on fossil fuels or animal resources.

Rather than using real silk from spiders, Spiber has replicated spider silk DNA using brewed protein created from micro-organisms fed with sugar. Its \$100 million Thailand factory, due to begin production in 2021, will be the world's largest structural protein fermentation facility, producing 700 tonnes a year. It will use sugar sourced in Thailand and will serve as a base for research and development.

Spiber Managing Director Morita Keisuke says his company originally considered other possible locations in Asia and the Americas. However, it was won over to Thailand not only by the availability of sugar, but also the incentives, reliable infrastructure, good access to, and relationship with, Japan and strong supply chains in industries of interest to Spiber, such as clothes and automotive.

As a company committed to producing sustainable, ethical products, Morita also singled out the Thai workforce. "We can find people with high skills and good personalities who empathise with our vision," he says.

Back in the Thai capital, renewable energy entrepreneur Somphote's vision to transform Bangkok into a city of electric cars, buses and boats is clearly apparent in the name he has chosen for his vehicles – MINE Mobility. Mine stands for Mission: No Emission. That's a vision that, in post-COVID Thailand, both the government and investors share.



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THE LAUNCHING OF ITALMEC GROUP OF COMPANIES' NEW SYMBOL



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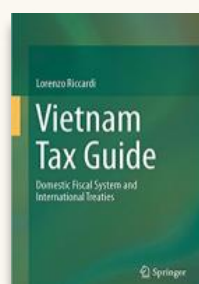
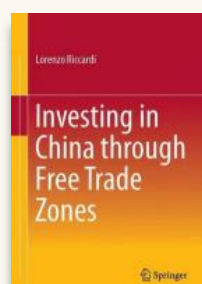
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■ Lorenzo Riccardi
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WORLD ECONOMIC OUTLOOK GROWTH PROJECTIONS

Latest World Economic Outlook Growth Projections

(real GDP, annual percent change)	ESTIMATE	PROJECTIONS	
	2020	2021	2022
World Output	-3.5	5.5	4.2
Advanced Economies	-4.9	4.3	3.1
United States	-3.4	5.1	2.5
Euro Area	-7.2	4.2	3.6
Germany	-5.4	3.5	3.1
France	-9.0	5.5	4.1
Italy	-9.2	3.0	3.6
Spain	-11.1	5.9	4.7
Japan	-5.1	3.1	2.4
United Kingdom	-10.0	4.5	5.0
Canada	-5.5	3.6	4.1
Other Advanced Economies	-2.5	3.6	3.1
Emerging Markets and Developing Economies	-2.4	6.3	5.0
Emerging and Developing Asia	-1.1	8.3	5.9
China	2.3	8.1	5.6
India	-8.0	11.5	6.8
ASEAN-5	-3.7	5.2	6.0
Emerging and Developing Europe	-2.8	4.0	3.9
Russia	-3.6	3.0	3.9
Latin America and the Caribbean	-7.4	4.1	2.9
Brazil	-4.5	3.6	2.6
Mexico	-8.5	4.3	2.5
Middle East and Central Asia	-3.2	3.0	4.2
Saudi Arabia	-3.9	2.6	4.0
Sub-Saharan Africa	-2.6	3.2	3.9
Nigeria	-3.2	1.5	2.5
South Africa	-7.5	2.8	1.4
Memorandum			
Low-Income Developing Countries	-0.8	5.1	5.5

Source: IMF, World Economic Outlook Update, January 2021

Note: For India, data and forecasts are presented on a fiscal year basis, with FY 2020/2021 starting in April 2020. India's growth projections are -7.6 percent in 2020 and 11.0 percent in 2021 based on calendar year.

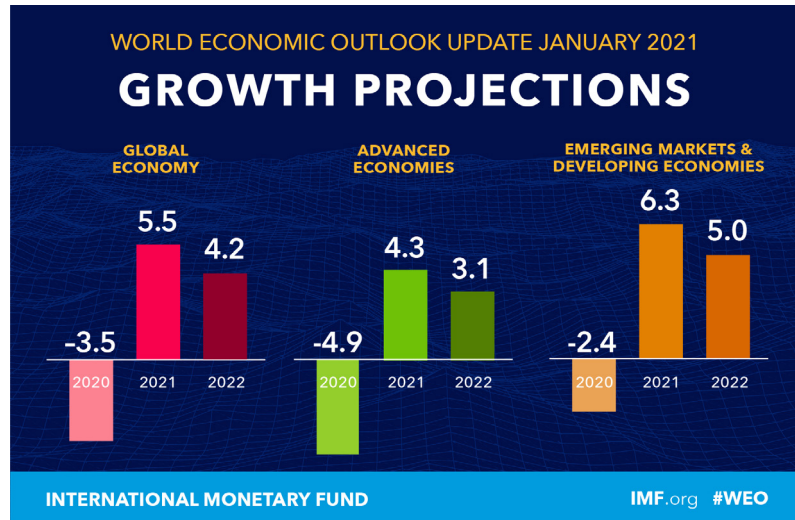
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The latest "World Economic Outlook" published on Tuesday 26th, January 2021 by the International Monetary Fund has delivered a positive forecast for Thailand. Thailand, the second largest economy in Southeast Asia has shown an improvement is now forecasting a return to positive growth in 2021 of 2.7% and of 4.6% in 2022. To support Thailand's economy, the government issued three major stimulus packages in 2020 in response to the pandemic, totaling over \$30 billion, which were focused on providing loans to SMEs, tax exemptions, and cash handouts to individuals. In addition, the government issued US\$700 million in incentives to help the tourism sector, which represents a 17.7% share of the Thai economy, and stands ready to implement additional tools if necessary. With the tourism sector representing a significant share of the Thai economy, the rapid rollout of the global vaccination program presents an opportunity for the Thai economy to accelerate its recovery towards the end of 2021 and in 2022.

IMF forecast from October.

Leading the forecasted growth rates are the worlds emerging markets which are forecasted to have an expected growth of 6.3% in 2021 and 5% in 2022, which marks a marginal increase from the IMF's October forecast of 6%. The ASEAN-5 economies - comprising Indonesia, Malaysia, the Philippines, Thailand, and Vietnam - are projected by the IMF to experience growth of 5.2% in 2021 and bounding on their success in 2022 with an estimated growth rate of 6% which was upwardly revised from the October prediction.

China has shown strong performance in the last quarter and returned to its pre-pandemic levels taking its position as the lead economy in the world. China was the sole large economy to experience growth in 2020, thanks in part to strong economic relief measures and quarantine policies implemented to tackle the pandemic. Looking forward to 2021 China's economy



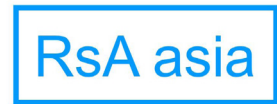
Thailand's positive outlook for 2021 and 2022 is mirrored in the IMF outlook which is predicting that the global economy is expected to grow by 5.5% in 2021. This represents an increase of 0.3 percentage points when compared to the previous forecast in October. The current forecast is predicting more positive growth in 2022 with a further 4.2% expansion of the global economy. The worlds advanced economies are expected to show strong re-growth with projections of 4.3% in 2021 and over 3% in 2022 an improvement on the

is forecasted to rebound with growth rates projected by the IMF of 8.1 % and further into 2022 a growth rate of 5.6%.

Eurozone economies are recovering faster than expected with the eurozone contraction rate being reduced by 1.1% for 2020, and a projected growth rate of 4.2% in 2021 and an estimated growth rate of 3.6% in 2022. In particular, Italy has performed better than expected in the October forecast with the contract rate being reduced by 1.4% from 10.6% to 9.2%. Looking forward to 2021 and 2022 Italy is forecasted to have growth of 3% and 3.6% respectively, a stronger showing in 2022 when compared to October's forecast.

The United States' recovery is now forecasting the be stronger than expected, with the IMF upgrading their October prediction by 2% up to 5.1% growth rate for 2021 with a further growth of 2.5% in 2022.

The next World Economic Outlook will be published in April 2021 where we will be able to find even further refined predictions for the second half of 2021.



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DOMESTIC TRAVEL 2021: ALL HOPE RESTS ON CONCERTED EFFORT OF ALL PARTIES TO COMBAT COVID-19

By Variethorn Sirisattayawong
Research Head, KASIKORN RESEARCH CENTER

Executive Summary

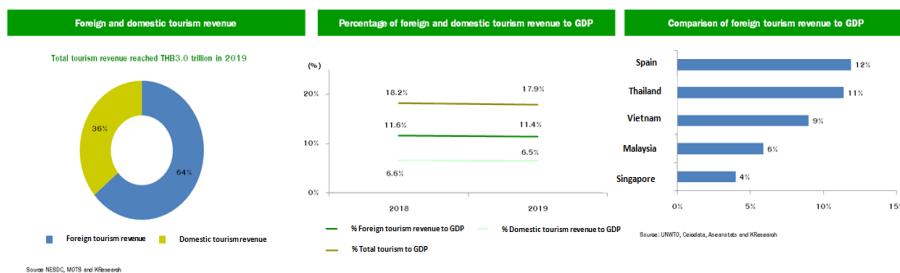
• **KResearch** has split its 2021 outlook for domestic travel into two scenarios in order to show that its recovery will hinge on various conditions. In the first scenario, where the new wave of the COVID-19 pandemic in the country can be brought under control over the next few months and there is no additional resurgence of the virus, Thais may make 120 million domestic trips in 2021. In the second scenario, where it takes more than three months to bring the new wave of COVID-19 under control, and there is still risk of finding new clusters of infections, thus derailing the recovery in domestic travel, the number of domestic trips may drop to 90 million. Given this, the outlook for domestic travel in 2021 will hinge on the concerted effort of all parties in combating the current wave of COVID-19 and its potential resurgence in the future.

• Regarding the government's post-COVID-19 policies of supporting domestic travel, we at KResearch view that the government may extend the "We Travel Together" stimulus package or introduce new stimulus measures by the end of 2021 so as to help sustain hard-hit businesses in the tourism supply chain. However, as the government has to allocate its budget to help other affected sectors as well, it must ensure that any new tourism stimulus measures will be effective. Therefore, using data from the government's previous tourism stimulus measures and surveys for analyzing the domestic travel industry may help the government design new measures that are more effective in meeting the needs of all tourist segments.

Domestic travel has slowed again since the beginning of 2021 due to the resurgence of COVID-19, which caused the Center for COVID-19 Situation Administration (CCSA) to reimpose stringent restrictions, especially in the provinces classified as high-risk zones. The CCSA also sought cooperation from the general public to avoid or delay interprovincial travel through January 31, 2021. Additionally, interprovincial passenger transport services have been cut back, and many tourist attractions have temporarily closed. Nevertheless, domestic travel in 2021 may improve somewhat over that seen during the previous year when it was hardest hit by the COVID-19 pandemic. In 2020, Thais made only 86.3 million domestic trips, declining by half from the figure reported for 2019.

Domestic travel is an important driver for Thai tourism during 2021

Over the past several years, tourism was imperative in driving the Thai economy. In 2019, spending by both international and Thai tourists totaled more than THB3.0 trillion, accounting for 17.9 percent of Thai GDP. Receipts from international tourists accounted for up to 64 percent of total tourism revenue, suggesting that Thai tourism was heavily dependent on foreign holidaymakers, compared to other countries. As Thai tourism has been hit especially hard by the COVID-19 pandemic, it may take longer than other countries to bounce back.



The COVID-19 pandemic worldwide has not subsided thus far. Although many countries have started vaccinating their citizens against COVID-19, their vaccination programs remain at an early stage and are not yet broad-based. Therefore, any recovery in Thailand's inbound tourism is highly uncertain during 2021, meaning that Thai tourism will continue to chiefly depend on domestic travel.

Obviously, domestic travel cannot fully offset the shortfall in tourism income from inbound tourism. Yet, to help sustain travel-related businesses in the country, the government has implemented measures aimed at encouraging Thais to travel domestically, such as the 'We Travel Together' program, in which room prices are discounted by 40 percent or a maximum of THB3,000 per room per night. This program

also offers an e-voucher worth THB600 per day (THB900 during weekdays) once eligible applicants check in at the accommodation. When they travel by air, the government will also refund 40 percent of the ticket price, but not more than THB2,000 per seat, via G-Wallet, and two refunds are tied to one room discount. The 'We Travel Together' program is said to have induced more Thais to travel domestically.

Domestic travel 2021: Depends on the COVID-19 situation in Thailand and vaccination plans

Domestic travel is imperative in driving Thailand's tourism in 2021. KResearch has split its 2021 outlook for domestic travel into two scenarios in order to clearly show that its recovery hinges on a number of conditions, in particular the COVID-19 pandemic, which is bound to affect operational plans and adjustments of related businesses in coping with unexpected incidents.

First scenario: Under conditions that there is no new wave of the COVID-19 pandemic, domestic travel gradually picks up, Thais

will likely make 120 million domestic trips in 2021.

In this scenario, the new wave of the COVID-19 pandemic in the country can be brought under control during the first 1-2 months of 2021, and there is no additional resurgence of the virus for the rest of 2021, or no new clusters of infections are found, which would otherwise affect domestic travel. In addition, COVID-19 vaccinations can begin as scheduled by the government (between February and April 2021,

according to the Ministry of Public Health), thus helping boost public confidence nationwide.

If such hypotheses pan out, KResearch views that Thais will make 120 million domestic trips, an increase of 39 percent YoY (albeit below the 172.7 million domestic trips reported in 2019). We expect that domestic travel will begin to bounce back in 1Q21 and domestic travel spending may reach THB660 billion in 2021.

Second scenario: Although the new wave of COVID can be brought under control, the risk of finding new clusters of infections ultimately remains, thus disrupting the recovery in domestic travel. As a result, Thais may make only 90 million domestic trips in 2021.

In this scenario, the new wave of COVID-19 can be brought under control during the first three months of 2021, and COVID-19 vaccinations can begin as planned by the relevant authorities, but there is no end in sight for the COVID-19 pandemic abroad, meaning that there is still risk of finding infections in Thailand during 2021. Therefore, if another wave of COVID-19 or new clusters of infections are subsequently found in Thailand, the recovery in domestic travel might be disrupted at certain times during the remainder of 2021. Nevertheless, since we are of the view that the severity of COVID-19 will likely be moderate, and the government may not reimpose restrictions like those seen during 1H20, it is expected that domestic travel will grow slightly over that reported in 2020. If these hypotheses hold true, KResearch views that Thais will likely make 90 million domestic trips in 2021, a 4.3 percent increase YoY, and their spending may reach around THB500 billion.

In summary, KResearch is of the view that the government will be able to successfully combat the new wave of COVID-19 during 1Q21. However, as many countries are experiencing a resurgence of the pandemic, and there are limited COVID-19 vaccine supplies, the risk of finding new cases in Thailand is high. For this reason, measures

to prevent the new wave of COVID-19 are still necessary during the remainder of 2021, and the concerted effort of all parties is needed to prevent its resurgence, and thus help mitigate any potential impact on Thai tourism and related supply chains.

Regarding the government's post-COVID-19 policy of supporting domestic travel, KResearch is of the view that the government will likely extend the "We Travel Together" stimulus measure or introduce new stimulus measures in 2021 as businesses in the domestic travel supply chain have been hard hit by the new wave of COVID-19 and may take a long time to recover. In addition, it will take a while to restore the confidence of many Thais so that they will travel within the country again.

Moreover, as the government has to allocate budget to other affected sectors, it must ensure that the new tourism stimulus measures will offer maximum benefit. KResearch views that the use of data from the government's previous tourism stimulus measures and surveys (under the Personal Data Protection Act) in analyzing the domestic travel industry may help the government design new tourism stimulus measures that can meet the needs of all tourist segments more effectively. Such data may include the number of domestic trips for considering eligibility for one person to book a specified number of nights of hotel lodging (currently, the maximum of 15 nights/room/person is allowed under the "We Travel Together" stimulus campaign), or a range of room rates that are largely booked by

Thai travelers. This data is also important for the government to consider a subsidy limit per hotel room and offer more privileges to those participating in future stimulus campaigns (presently, the government subsidizes 40 percent of the net room rates or up to THB3,000 per room).

The government may also need to simplify the format for certain consumer segments such as the elderly – who are not familiar with using smartphone apps – to have greater access to tourism stimulus measures, as well. Additionally, different tourism stimulus measures should be implemented for each tourist destination, especially in 2021, because the government has already announced special public holidays for all regions so as to allow people to visit new tourist destinations and/or provinces that were once heavily dependent on foreign tourists.

Meanwhile, hotel operators in the domestic travel supply chain may need to adjust by focusing on shorter-term business plans due to the uncertainties surrounding the COVID-19 pandemic. Their management must be highly agile to help them forecast short-term cash flows. As they cannot provide full services at this time, they should maintain cordial relations with potential customers, for instance by offering privileges that meet the customers' needs, organizing activities such as inviting their chefs to share the recipes of signature dishes via digital channels, or sharing video clips of local tourist attractions so as to induce prospective repeat customers to visit their hotels again. In addition, 'new normal' business practices are important – especially COVID-19 prevention measures and social distancing management – in building confidence among service users, for instance, setting a limit on the number of hotel guests. Instead of focusing on a pricing strategy, hotel operators may need to introduce new personal services in order to maintain their income and add value to their businesses.

Domestic Travel Faces Daunting Recovery in 2021

First scenario Upper band	<ul style="list-style-type: none"> Thais make 120 million domestic trips. Domestic travel spending reaches THB660 billion.
Conditions	<ul style="list-style-type: none"> The COVID-19 pandemic can be brought under control over the first 1-2 months of 2021, there is no third wave of COVID-19 in Thailand and vaccinations can begin as planned by the Ministry of Public Health, from February to April 2021.
Second scenario Lower band	<ul style="list-style-type: none"> Thais make 90 million domestic trips. Domestic travel spending reaches THB500 billion.
Conditions	<ul style="list-style-type: none"> The COVID-19 pandemic can be brought under control during the first quarter of 2021, but there is no end in sight for the COVID-19 pandemic abroad, meaning there is still risk of finding infections in Thailand during the remaining nine months of 2021. Vaccinations in Thailand can begin as planned.

	2019	2020e	2021f
Domestic travel spending	THB1.082	THB474	THB500-660
	trillion	billion	billion
Spending per trip	THB6,260	THB5,490	THB5,500

Source: KResearch projection

*Based on database of the Ministry of Tourism and Sports



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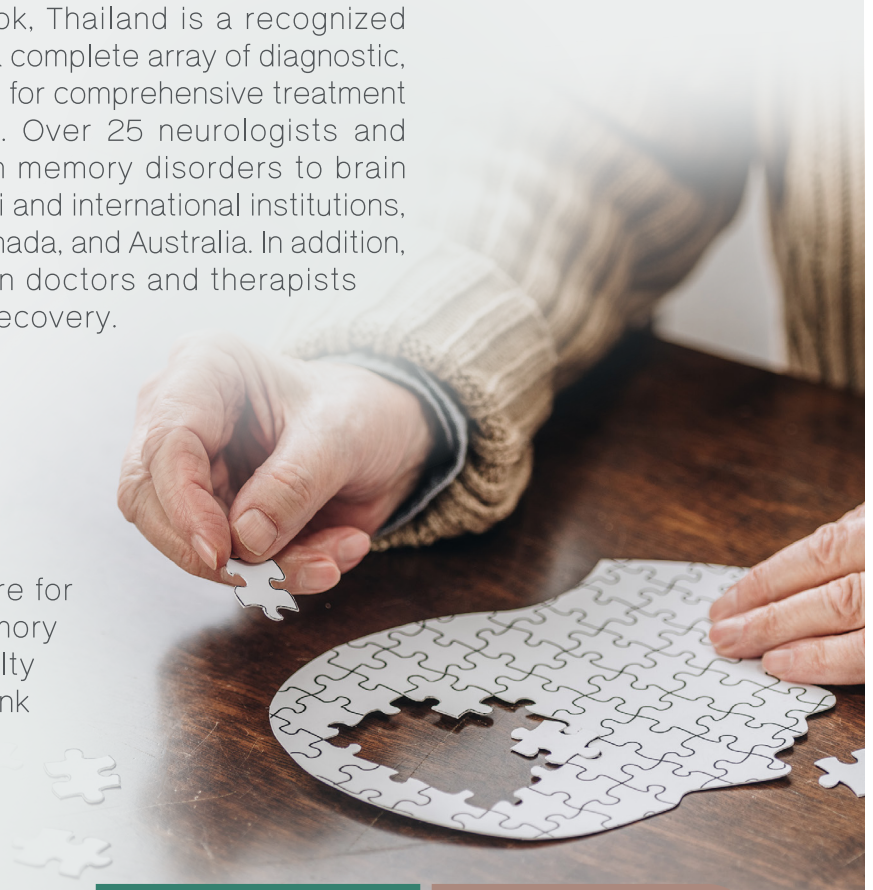
Bumrungrad Neuroscience Center



Bumrungrad International Hospital in Bangkok, Thailand is a recognized center of excellence in neurology. We provide a complete array of diagnostic, therapeutic, surgical and rehabilitation services for comprehensive treatment and management of neurological disorders. Over 25 neurologists and neurosurgeons specialize in everything from memory disorders to brain surgery. These doctors have studied in top Thai and international institutions, in countries such as United States, England, Canada, and Australia. In addition, Bumrungrad has a large staff of rehabilitation doctors and therapists to help patients regain functionality during recovery.

Stroke and Memory Work-Up Packages

We provide advance and comprehensive care for neurological disorders including stroke, memory disorders, brain tumors, etc. Our sub-specialty physicians have board certification from top rank Thai and international institutions, and they are available 24 hours a day.



Package Price

25,000 Baht

Stroke Work Up Package

This test is recommended for;

- Persons with a family history of stroke
- Persons who have 1 or more risk factors as below;
 - Cardiovascular diseases
 - High blood pressure
 - Hyperlipidemia
 - Diabetes or high blood sugar
 - Smoking

Package Price

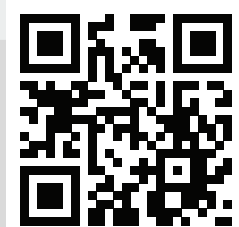
22,000 Baht

Memory Work Up Package

Memory screening is an assessment to evaluate memory and cognitive function.

The test is recommended for persons who are concerned about memory loss or have a family history of memory disorders.

Scan to view
the packages



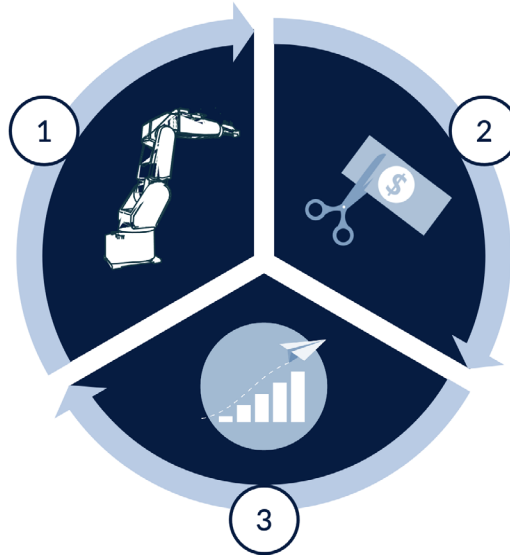
For more information and conditions,
please contact: Neuroscience Center
Bumrungrad International Clinic (BIC) Building, 19th Floor, Counter D
Service Hours: Monday - Sunday 8.00 - 18.00 hrs,
please contact 061 408 7826 or 1378 24 hours a day



BOI REINSTATES INTERNATIONAL PROCUREMENT OFFICES

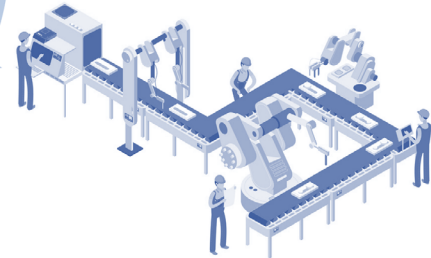
Conditions for Investment Promotion

-  Must undertake the procurement of raw materials, parts, and components used in **manufacturing industries**.
-  Must **own or rent a warehouse and manage inventory** with an IT-based system used exclusively for warehouse management.
-  Must employ **appropriate processes** in merchandise procurement and management (i.e., quality inspection, packaging, etc.)
-  Must have several resources for procurement, including **domestic resources**.
-  Must conduct **domestic wholesale and/or overseas exports**.
-  Must have **no less than 10 million Baht** of registered capital.



Incentives

- 1** Exemption of import duties on machinery
- 2** Exemption of import duties on raw materials used in export manufacturing
- 3** Non-tax incentives



On 4 November 2020, the Thai Board of Investment (BOI) announced that it was reinstating the International Procurement Office (IPO) category in order to encourage trade and investment, as well as strengthen Thailand's supply chains. IPOs were previously replaced by the International Trading Center (ITC) category in 2015, which was superseded in turn by International Business Centers (IBC) in 2018.

IPO businesses conduct the following activities:

1. Procurement of raw materials, parts, and semi-finished goods from Thailand or overseas;
2. Sale of goods to manufacturers for further processing and assembly of other products (cannot be directly sold to an end-user);
3. Export of raw materials, parts, and semi-finished goods that were purchased in Thailand.

Businesses that engage in promoted activities under the IPO category will enjoy import duty exemptions on machinery and raw materials used in export manufacturing, as well as non-tax incentives.

To be eligible for investment promotions, IPO businesses must meet the following criteria:

1. Undertake the procurement of raw materials, parts, and components used in manufacturing industries;
 2. Own or rent a warehouse and manage inventory with an IT-based system used exclusively for warehouse management;
 3. Employ required processes in merchandise procurement and management, namely quality inspection and packaging;
 4. Undertake procurement domestically in Thailand;
 5. Conduct domestic wholesale and/or overseas exports;
 6. Have no less than 10 million Baht of registered capital.
- Owning or renting a warehouse, one of the requirements for the IPO category, may prove cumbersome to many businesses looking to establish a hub in Thailand. For such businesses, applying for the International Business Center (IBC) promotion category may be a more attractive option.

In the OECD's 2017 Progress Report on Preferential Regimes, Thailand's International Headquarters, Regional Headquarters, Treas-

ury Centre and International Trade Centre regimes were all identified as Preferential Regimes featuring harmful tax practices. In response to this, the four regimes were suspended in October 2018, paving the way for the new International Business Centre (IBC) tax incentive regime. An IBC provides administrative and technical support services, financial management services, or international trading services — including the procurement of raw materials and parts — to affiliated foreign or Thai enterprises.

Under the IBC regime, qualifying companies are eligible for a number of tax incentives, including:

1. A reduced corporate tax rate on qualifying income for a standard period of fifteen years;
2. Tax exemptions on both domestic and foreign sourced dividend income derived from affiliates;
3. Withholding tax exemption on dividends paid to offshore shareholders and on interest payments to foreign beneficiaries in relation to loans for treasury activities;
4. Exemption from specific business tax on qualifying treasury center income; and
5. Flat personal income tax rate of 15% for eligible foreign-national employees.

IBCs promoted by the BOI are also entitled to non-tax incentives, such as permission for 100% ownership of the IBC, permission to own land, and import duty exemptions on machinery used for R&D or training.

However, compared to the details known so far about the reinstated IPO category, IBCs may have more stringent compliance criteria. To qualify as an IBC with the Revenue Department, the company's total operation expenses paid to Thai recipients must amount to at least THB 60 million per accounting period. IBCs must also have a paid-up capital of at least THB 10 million at the end of each accounting period.

Overall, both IBC and IPO promotion categories are likely to benefit Thailand and continue to attract investment and international business operations to the Kingdom. The IPO category is a welcome addition to Thailand's investment promotion schemes.

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AVIATION'S NEXT & THAI-ITALIAN AVIATION HUB

The worldwide pandemic situation is heavily affecting the whole **Aviation Industry**.

Today, even than before, **cooperation** plays a key factor in the future of all of us. **Innovative** approaches and methods should be considered to sustain companies and their activities. **Be part of changes** should be a priority for all the players (business and institutional).

Starting from this situation and vision the Italian Aerospace Network launched two synergic initiatives: **Aviation's Next** and **Thai-Italian Aviation Hub**. Both the initiatives have been drafted during the third quarter of 2020 and became fully operative at the end of 2020.

Aviation's Next is broader initiative involving all aviation industry Thai players in a deep and productive discussion about aviation's next. It is a **Think Tank** open to all the companies willing to have a better understanding about changes and the way to be compliant with, without affecting the operational capabilities.

"Italian Aerospace Network has launched this Think Tank driving Thai and Italian companies to sit-down around a table (real or virtual) and speak about aviation's next in terms of cooperation, certification, and joint business opportunities – says Federico Nafi, Secretary General of IAN. - On December 15th we have performed Chapter 0 (Set-up) involving six key speakers (Thai, Italian, and International) and a wide audience of Thai aviation players. Has been not easy to manage a blended activity (live and virtual) but the result has been very good. We are now arranging Chapter I, it will be at the end of February, beginning of March."

"During the first wave of COVID-19 we have involved all our members and technical partners in a deep and wide analysis of the situation, trying to define an effective way to strengthen relations and business cooperation with Thai partners – says Andrea Spirti, President of IAN. – Aviation's Next gave us the evidence Thai and Italian companies can cooperate and they are will-

ing to cooperate even more than before. Based on these results we finally launched also the second initiative, Thai-Italian Aviation Hub.

Thai-Italian Aviation Hub (TIAH) is an initiative of aiming to involve Thai and Italian Certified Organizations (CO) in cooperation projects.

TIAH initiative is willing to establish an effective and trusty environment allowing **Thai and Italian** certified organizations to work together, to share skills and experiences, and to operate being always fully compliant with **CAAT and ENAC /EASA** regulations.

TIAH initiative is focused, at least at this stage, on five main certification domains:

- Design/production (DOA & POA)
- Maintenance (Part-145 & CAMO)
- Training for technicians (Part-147)
- Training for pilots (ATO)
- UAV/UAS (CA.APR)

Regardless of the certification domain and due to the nature of the cooperation, any project arising from TIAH is based on a full engagement of both the **Competent Authorities (CAAT and ENAC)** since the early stages in terms of tutoring and survey. It is indeed paramount to be always fully compliant with Competent Authorities' requirements.

At the same time, a **synergic method** defining and developing each specific project will ensure time reduction to operation and mutual benefits to all the players.

Each certification domain will involve **Thai and Italian partners** developing a specific **Aviation Hub**. The whole set of Aviation Hubs will create a unique certification environment providing to the whole **Asia Pacific** market a wide range of certified activities.

A high-level integration and synergies among the Aviation Hubs will bring even more opportunities for all the Thai and Italian players and partners.

Three of TIAH cooperation projects already started.

Training for technicians (Part-147) – TIAH 2, started last August, regardless of the worldwide pandemic situation. This is the result of the good job done by all the partners during 2019.

Training for pilots (ATO) – TIAH 1 is at its early stage as UAV/UAS (CA.APR) – TIAH 5.

"We have found suitable and skilled local partners – says Rosario Cannavò, CEO of Cognitive Technologies and Services srl (**Cogtech**). – We have meetings almost every week with our partners, and everything is proceeding as for our schedule. Cogtech has already had meetings with the Italian Civil Aviation Authority (ENAC) and feedback is good. We strongly believe we can enter real operations by 2021."

"It is essential to involve both the Civil Aviation Authorities, Thai (CAAT) and Italian (ENAC). All TIAH projects refer to certified activities – says Andrea Spirti. – The Italian Embassy is, as usual, informed about all the Italian Aerospace Network initiatives and, as usual, is actively helping us and the Italian companies. Small & Medium Enterprises (SME) need institutional support, locally but even in Italy. TIAH is a unique initiative because it involves several players (Thai and Italian) and refers to a wide range of EASA certifications. Synergies and integrations are key factors."

Aviation's Next – Think Tank and Thai Italian Aviation Hub are, as for any Italian Aerospace Network initiative, fully open to any Thai and Italian company.

We warmly welcome any player willing to contribute to a better and fruitful future for the aviation industry in Thailand.



Italian Aerospace Network (IAN)

Via del Macello 57/A, Bolzano, Italy

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Website: www.itaerospacenetwerk.it



Ultimate Italian Pleasure



From our 60 years of experience in importing world class western foods to Thailand. We understand the authentic italian flavor that fits Thai taste.

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PERSONAL DATA PROTECTION AND CYBERSECURITY LAWS TO ENCOURAGE THAILAND'S DIGITAL TRANSFORMATION

After approximately a decade drafting general personal data protection laws and formulating a regime to protect personal data and privacy rights, Thailand finally issued the country's first unified personal data protection legislation in 2019.

The public was surprised when the draft Personal Data Protection Act (PDPA) was published for the final round of hearings. The draft PDPA largely adopted the preeminent personal data protection standards as expressed in the European Union's General Data Protection Regulation (GDPR). The government expressed its objective to enhance personal data protection standards in Thailand to meet international standards, which would permit cross border transfers of personal data to Thailand, without any material limitations.

The PDPA, which was finally published in the Government Gazette in May 2019, also established a new independent regulator, the Personal Data Protection Commission (PDPC), tasked with enforcing the PDPA. All members of the commission must possess the qualifications required by the PDPA.

The PDPA was enacted with a grace period of one year for the requirements relating to the processing of personal data—which would provide businesses with sufficient time to adjust their practices to ensure compliance with the new requirements. It is a significant undertaking for businesses to adjust from having no general law on data protection to being required to meet high international data protection standards comparable to those in the GDPR.

GDPR concepts that were incorporated into the PDPA include (1) purpose limitation, (2) transparency, (3) lawfulness and fairness, and (4) data minimization. When collecting personal data, data controllers are required to establish a lawful basis to allow for such collection and processing of personal data. The lawful bases for general personal data are also similar to those under the GDPR, with concepts such as contractual necessity, legal obligation, legitimate interest, vital interest, and consent. Special types of personal data, such as health data and biometric data, will be subject to more stringent requirements under the PDPA. Data breach notification requirements are also imposed by the PDPA, and this is one of the obligations that data controllers are expected to meet.

The PDPA also recognizes the concept of extraterritorial effect, which is not common in Thailand. This raises the possibility that overseas data controllers could also be subject to the PDPA's requirements in respect to their processing activities involving the personal data of data subjects in Thailand. Certain types of overseas data controllers and data processors are also required to appoint a local representative in Thailand without any limitation of liability in respect to the conduct of the overseas data controller or data processor.

In early May 2020, shortly before the PDPA grace period was scheduled to conclude, Thailand found itself embroiled in the global COVID-19 pandemic. Similar to what transpired in Brazil, the Thai government, led by the Ministry of Digital Economy and

Society (MDES), decided to postpone the PDPA by issuing a royal decree. In essence, the decree meant that full implementation of the PDPA was further postponed to June 1, 2021, for almost all types of businesses (subject to the details specified in the royal decree).

To prepare for full enforcement of the PDPA, businesses should start the process of attaining a full understanding of the requirements of the PDPA if they haven't already. The PDPA includes a number of principles that businesses can prepare to address, but the law does not fully detail or clarify all of the tasks that data controllers and data processors need to undertake in order to ensure full compliance with the PDPA, as the relevant clarifications will be issued in the form of supplemental regulations, notifications, or guidelines during the upcoming 12 months.

Due to the long delay in the PDPC's selection process, the official appointment process for the PDPC only recently reached its final stage. This may impact the timeline for implementing supplemental regulations, without which businesses may be unsure about whether they need to appoint a DPO, how to establish incident management procedures to detect and report data breaches, and how to respond when data subjects make a request in accordance with their rights. Nevertheless, the Office of PDPC has announced its plan to hold public hearings on the first set of the sub-regulations on February 15–18.

Preparation of Industry Guidelines

While awaiting further developments relating to the PDPA and its supplemental regulations, certain business associations and industry groups are currently in the process of preparing their specific guidelines to ensure compliance with the PDPA, as well as collaborating with industry regulators such as the Bank of Thailand and the Office of Insurance Commission. A key concern for these organizations is the sharing of health data, which is subject to more stringent requirements than general personal data. Under the GDPR, it may be possible to rely on substantial public interest conditions for collecting and processing health data for insurance purposes, without the need to obtain explicit consent from the data subject (i.e., the insured). The PDPA, on the other hand, may not provide exemptions for businesses in the insurance industry or other related industries in regard to the processing of health data for insurance purposes. It is therefore imperative for industry regulators and associations to be actively involved in the development of the PDPA's supplemental regulations and industry guidelines, so that the needs of the businesses are fully factored in when assessing the requirements to be included in these regulations.

How exactly the PDPA will develop remains to be seen, but it is anticipated that Thailand will look to and rely on personal data protection requirements set out under international standards—particularly those encompassed under the GDPR and personal data protection laws adopted in other countries—and use those principles to formulate and shape its own specific guidelines in the future.



Cybersecurity Act

Passed around the same time as the PDPA, the Cybersecurity Act B.E. 2562 (2019) also plays an important role in the ongoing digital transformation of Thai society. Upon the law's enactment, there were no subordinate regulations stipulating specific requirements and obligations, especially in relation to the law's provisions on prevention, protection, and management of cyber risks for government agencies or private organizations providing critical information infrastructure services, or "CII organizations."



The National Cyber Security Commission recently issued a draft master plan and subordinate regulations for public hearing. These five draft regulations consist of (1) policies and plans on the cybersecurity, (2) a cybersecurity action, (3) management policies in connection with cybersecurity for state agencies and CII organizations, (4) a code of practice for the cybersecurity, and (5) a standard framework for cybersecurity.

Of these, items 3 through 5 have significant implications for state agencies and CII organizations, comparing to the first two draft regulations. The draft management policies in connection with cybersecurity for state agencies and CII organizations indicate that state agencies and CII organizations will have to observe principles of governance, risk, and compliance; prescribe the authority, role, and responsibility of their personnel; implement three lines of defense management; and provide a risk management plan with policies, standards, and guidelines.

Additionally, the draft code of practice for cybersecurity requires state agencies and CII organizations to have a cybersecurity verification procedure, cybersecurity risk assessment, and cybersecurity threat response plan.

Lastly, the draft standard framework for the cybersecurity sets out guidelines covering (1) cybersecurity risk identification and assessment, (2) cybersecurity risk protection measures, (3) cybersecurity threat verification and monitoring measures, (4) follow-up measures for after a cybersecurity threat is detected, and (5) sustainability and restoration measures relating to cybersecurity threats.

The development of these cybersecurity provisions is still at an early stage and will require further approval from the relevant authorities. However, it is anticipated that Thailand will look to and rely on the principles of the U.S. National Institute of Standards and Technology cybersecurity framework in order to set out internationally accepted guidelines and establish cybersecurity standards in Thailand.

Digital Transformation in Thailand

As access to and adoption of new technologies continues to expand at a rapid pace in Thailand, the PDPA and Cybersecurity Act provide important structure to guide businesses, regulators, and individuals in these technological developments. Moreover, these legal frameworks set a solid basis for sustainable, standards-based growth that responds to the unique needs and challenges of today's technological landscape. While certain aspects of the laws' implementation are still being clarified, both pieces of legislation have an important role in both the short- and long-term success of Thailand's technological advancement.

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In 2020, global maritime trade will drop 4.1% due to the sudden stop caused by the worldwide spread of the COVID-19 virus. UNCTAD, expected it in the Review of Maritime Transport 2020, published on Nov. 12.

Source : Review of Maritime Transport 2020; www.unctad.org

Health and economic crises resulting from the worldwide spread of the Covid-19 virus has had a huge impact on the transportation sector and maritime trade which affects the trend of the global economy growth significantly. UNCTAD predicts that the International maritime trade will drop by 4.1% in 2020 with a major outbreak driving disruption of the supply chain system, supply and demand shrinking. This has been rising after 2019 and have resulted in the international trade losing momentum, coupled with trade tensions and policy uncertainty in many countries which has hindered the growth of the Global Economy and Trade. In 2019, global shipments were recorded at 11.08 billion tons expanding 0.5%, down from the growth rate 2.8% in



2018. Along with container volumes passing global ports grew by only 2%, down from 5.1% in 2018.

Trade tensions affected trade because of buying redirection of the flow of goods from China, to fill this void other markets and suppliers were been searched especially Southeast Asian countries. The United States increased exports of goods to the rest of the world, which helped replace the exports to China that has been dropping. The new increase in tariffs resulted in a 0.5% drop in marine trade volume in 2019.

Luckily, the impact caused by the drop has created opportunities to trade from other markets. The report has warned that the outbreak will affect the supply chain and economy, which could lead to continued economic recession. The outbreak has sent tremors across supply chains, transport networks and ports, leading to declining products volumes and declining growth trends. As disclosed in this report, the short-term outlook for maritime trade is in dire states, while the long-term impact of the outbreak and its recovery times are still highly uncertain.

"The maritime transportation industry is a sector that will have to strive in order to recover quickly. As a key driver of the supply chain internationally," said UNCTAD Secretary-General Mukhisa Kituyi. "This industry must be the key player in the shift to Just-In Time logistics to match a "Just in Case" preparedness. UNCTAD expects that the growth in maritime trade will return to positive and expand 4.8% in 2021, based on the assumption that the economic output led by the impact caused by the drop has created opportunities to trade from the alternative markets and also emphasized the necessity of the maritime transport industry

to face changes and to be ready for the changing world after COVID-19.

Adapting in the midst of a crisis

The report said that at the peak of the crisis, when transportation volumes contracted and the new market structure changed, the maritime transportation industry would find a solution to survive. Whether it is increasing discipline, cutting down on costs, downgrading capability to focus on making profit instead of solely focusing on the final market share. Freight charges can be maintained at a stable level despite the declining demand of course. From an exporter's perspective, this type of survival strategy means limiting the cargo area and increasing shipping delays.

To deal with this, the maritime shipping industry is turning to adjust by changing the way of work in a variety of areas, from operations, finance, security, to best practices and procedures. Customs officials have come out with several reforms to keep the trade continuing along with adhering to safety protocols for the citizens.

Globalization after COVID-19

While COVID-19 highlights the interdependence of countries, it has also raised questions about globalization and its weighting on the concept of outsourcing from remote areas. Also, the importance of shortening the supply chain, including nearshoring and reshoring using new changes using the Just in time (JIT) and lean (LEAN) delivery results in a reduction. The report states, COVID-19 continues to lead to discussions, arguing about distribution of sources and suppliers. The outbreak also reveals that the world seemed to be unprepared for what to do when facing such a crisis. The report observed by emphasizing the urgent need in investing in risk management while pre-

paring for the incident of emergency transportation of goods.

Changing to digital

The pandemic continues to shape the digital world with the elimination of documents in the shipping and port industries. More importantly, the report emphasizes the need for standardization and collaboration by changing to digital.

Trade facilitation measures are very important in a large number of operations performed during this outbreak. It highlights the need for additional investments in digital and automation. Accepting digital copies instead of paper manuscript, being able to operate before arriving, electronic payments and automated customs systems. All of this accelerates trade during this Covid-19 pandemic. This outbreak indicates that digitalization comes with increasing cybersecurity risks that could compromise supply chains and maritime services around the world. Looking at the humanitarian side, the report identifies the crisis caused from the pandemic causing more than 300,000 crew members to be stranded at sea for months after the termination of their contracts which is not an ideal situation taking into consideration safety and livelihood issues. In this regard, UNCTAD urged the relevant authorities to designate seafarers as personnel exempted from COVID-19 travel restrictions.

Trends before the pandemic

In addition to focusing on the impact of the pandemic in 2020, the report also provides in-depth and detailed coverage of the global maritime trade in 2019. Reports

indicate that COVID-19 has repeatedly hit global trade and resulted in a weak state. In 2019, maritime trade had lost the momentum due to tensions. International trade in operation such as China-US tensions, uncertainty regarding Britain and the European Union (Brexit), many countries complaints about Indian tariffs, Japan-Korea trade disputes and general movements aimed at treating the country's own interests. The report estimates that tariff issues from the customs contributed to Maritime trade volumes going down 0.5% in 2019.

There are other noteworthy facts and figures. Here are some of the highlights for global maritime trade in 2019:

- Iron trade fell for the first time in 20 years with a roughly 1.5% drop
- Brazil overtook the US as an exporter of Grain
- As of March 2020, 20% of global trade production occurs in China, up from 4% in 2002
- Larger usage of container ships results in transportation costs often increase in the logistics chain, the largest container ship capacity increases by 10.9%, but most of them are shipping lines that benefit from economies of scale for large ships, while ports and land transportation may not always benefit.

The port is increasingly paying attention to its capacity to connect to more remote areas. To provide more convenient access to shippers, in line with the push for a more focused solution. To aim for a more centralized port

- China, Greece and Japan are still the top three boat owners in terms of its cargo capacity accounts for 40.3% of the world's

tonnage and 30% of the global fleet's value.

Thailand freight situation

Thailand is Asia's top major exporter. Meanwhile the container shortages, and freight charges have surged more than 100%, according to the Exporters Council disclosures, citing a more than three-fold increase in freight charges on the US route, 20 feet from an average price of \$ 1,000-2,000 to US \$ 4,000-5,000 and shipping lines to Europe from freight rates of 700-800 US dollars to US \$ 1,000-2,000. The current pandemic is the obvious as many countries in Asia are controlling the spread of the outbreak of the Covid-19 efficiently. While in Europe and America, the situation has not improved, consumption has continued. If stocks are about to expire while the local market production sector is paralyzed to produce due to the pandemic, it is imperative to order imported goods from other countries to replace the local products. Asian countries such as China, Vietnam, India and Thailand are all increasing exports to the US and Europe. This results in more shipping containers needed. In addition, the containers being shipped to these countries of origin, with the fact that Europe and America are still experiencing a pandemic resulting in freight transport and services not being conducted efficiently and delays. This means fewer and slower shipping containers going back to their original location where they were assembled, which leads to a shortage of containers and increase in freight charges. For the problem of shortage of containers for shipping operators in Thailand, as many containers as possible must be organized to meet the needs of Thai exporters.



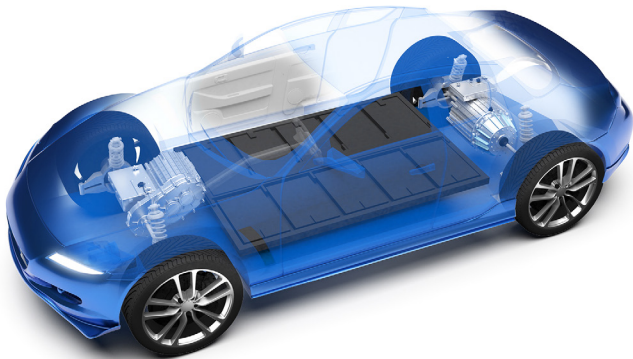
Source: BSAA News (Bangkok Shipowners and Agents Association); www.thaibsa.com

MARPOSS: YOUR TRADITIONAL PARTNER FOR THE NEW ELECTRO-MOBILITY CHALLENGE

Marposs supplies precision gauging equipment to industries worldwide: from traditional sectors such as automotive and mechanical processing, to emerging market sectors such as aerospace, electromobility and consumer electronics with an export share of 94% of its production.

The company has thus become a world leader in quality and process control by offering its customers a combination of advanced products, market knowledge and commitment to long term global partnerships.

Building on these foundations, Marposs has created an international organization with more than 3700 direct employees, which is able to deliver application and service support virtually anywhere in the world.



Electric Vehicle: Marposs offers different solutions for the measurement and control of electric vehicle components



Battery Tray: The battery trays provide the structural support of the car itself and must be leak proof to avoid the entry of water from the outside in all conditions



Optoflash: Optoflash is a precision measuring solution based on 2D optical technology to control a great range of EV components

In times of great changes, the company is taking up the challenge to stay a strong reference for the automotive market in the e-mobility era. The traditional product lines are integrated with new technologies to provide a mix of gauging, inspection and testing solutions that ensure the complete monitoring of the production process of the main EV components.

Marposs offers a full range of solutions for the control and optimization of the various manufacturing steps, the quality control of individual components, up to the final assembly operations and functional check of any assembled system.

Traditional sensing, probing and in-process gauging solutions for process control during machining, turning, milling and grinding operations are combined with thermographic analysis systems for process control during die-casting operations, and machine vision techniques to detect defects and porosity on machined sealing surfaces.

Consolidated techniques for monitoring of cutting and stamping operations are implemented in EV optic for process control in the production of rotors stack and stators sheet-metal, or in manufacturing of rigid battery cell housing.

Non-contact gauging products based on confocal or interferometric technologies are applied for process control in the production of metallic and non-metallic thin films, typically used in the manufacturing of anodes and cathodes, as well as in quality control of multi-layer pouch battery cover films.

Automatic assembly operations of electro-mechanical components, such as battery chargers and power electronics are combined with measurement and test systems, up to the complete end-of-line functional verification.

Last but not least, the strong experience in leak testing applications, integrating different technologies, always guarantees the selection of the best solution for one of the most crucial controls in the manufacturing of all components of an electrical powertrain, from battery cells to modules and packs, up to electric motors, power electronics and related refrigeration circuits.



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NAI LERT PARK HERITAGE HOME

Nai Lert was born with an innovative mind. His father named him "Lert Samantao", which means "unique and excellent". As a young man, he was a well-known entrepreneur, developer and investor. Nai Lert was at the forefront of introducing the first Ice factory to the country; the tallest commercial building in 1925; importing motor vehicles from Europe and the US; initiating the first bus transportation for the city's capital to name but a few.

Nai Lert was one of the first real estate developers in Thailand. He bought land, allocated it and developed it for sale in sections. He was a creative thinker and a model of bold thinking and actions. He always sought new ways to conduct business. Nai Lert founded many businesses that brought prosperity and modernity to Thailand.

Nai Lert had a vacation home built on his own property on the Saen Saeb Canal named Nai Lert Park Heritage Home, built in 1915. Nai Lert Park Heritage Home was designed in vernacular architecture. The house structure is a large teak house, a raised single-storey house. The roof is hipped with three levels of gables, making it airy and open year-round. Nai Lert Park Heritage Home was initially made from teakwood leftover from shipyard business for which large quantities of wood were ordered from the north of Thailand.

The large teakwood house stands as evidence of Nai Lert's philosophy of construction simple but beautiful in its owner's style. It during the War of Greater East Asia, this house was bombed but was returned to its original condition with pride. During the final part of his life, he took permanent residence here. This was a time when this place served as a dock for the construction of passenger ships and a garage for building buses.

Nai Lert Park with its many broadleaf trees, was a private property that belonged to Nai Lert and his family, with his kindness towards the community, the park was open for the public to leisure. At the present, the well preserved and maintained Nai Lert Park remains one of Bangkok's renowned tranquil verdant venues in the midst of the capital's central business district. Nai Lert passed away in 1945 when the War of Greater East Asia ended. Nai Lert was done many good things for Thai society and his virtue still remain.



Nai Lert family lived in the house until it was decided in 2012 to convert the private residence to a heritage property where greater community shall appreciate the experience and its historical charms. Nai Lert Park Heritage home was turned into a museum filled with historical memorabilia and showcases series of antiques and artefacts since World War II until present, all of which are of the family's private collections. Today, Nai Lert Park Heritage Home is operated by the family's third and fourth generations, with a primary purpose in mind, and that is to continue Nai Lert legacy and making the history come alive.

Operating hours: Wednesday - Sunday (Closed on Monday and Tuesday) at 9.30 hrs. 11.30 hrs. 14.30 hrs. and 16.30 hrs.

Admission Fee

- Adult: THB 250
- Student: THB 100
- Child: below 7 years old - free of charge

For more information and booking ticket, please call: +66(0)2 253 0123, or e-mail: museum@nailertgroup.com



Nai Lert Park Heritage Home 4 Soi Somkid, Ploenchit Rd., Lumpini, Pathumwan, Bangkok, 10330
 +66 (0) 2253 0123 | contact@nailertgroup.com

AN ITALIAN COLOR JOURNEY FROM AUTOMIMESIS TO MIMICRY

Gianluca Vernizzi

One of the frequently above-referenced paradigms in design can be demonstrated by the country and heritage of Italy, which represents a unique story of automimesis and suggests something more epigenetic than historic.

My father Giorgio was a late 20th century wood coatings entrepreneur and ecology advocate pioneering low toxicity chemistry work from his OECE Industrie Chimiche Spa Headquarters in Cavezzo (Modena). This was a vibrant melting pot of visionary creativity and human-centered business rationalism. Frequented by some of the most celebrated characters among post war design circles was the furniture fabricator and design entrepreneur Dino Gavina (1922-2007), who was without a doubt, the most inspiring and notable of his time.

My first colour immersion, after the oil colours initiation with my grandfather Giuseppe in his art studio in Parma was at Simon Gavina's factory. Where, as a curious child, I joined my father during the application trials of Dharma "China red", a mesmerizing high-gloss polyester varnish. I witnessed the first batch of 1968 Kazuhide Katahama chairs. Beholding that specific Gavina's fabrica(c)tion historic spectacle was definitively for me both a visual and physical imprint experience.

My early adulthood and years of experience was devoted to the family coatings business, followed by others with the colours ventures of serial entrepreneur Edoardo Rossetti whose latest innovative vision unfolded with ALFA disruptive dispensing equipment for the B2B2C paint market.

This experience, combined with my own training as a fine artist, built for me a personal colour karma marked by indelible experiences, knowledge and awareness about that Italian *je ne sais quoi* for talented good taste. Growth through these experiences, cultivated in me a keen awareness of ideas conception, technology process development, and material realisation of a "perfect" product. This regardless of whether the application was for furniture, built environments, fashion or food. I learnt to understand and play maximize both the art and skill of applied colour, texture and scale, and that being Italian, I was epigenetically imbued with this gift.

Today, much of the most sensuous and luxurious beauty of craft that continues to be appreciated in the world of cutting edge contemporary architectural and design surface elements, carries innovative Italian manufacturers colour and material technology of a variety of character and composition, the utterly distinct style of Italian designers, and the "genius of hands" of our residual national craftsmanship.

On a personal basis, after having formed a dedicated R&D Team of brilliant chemical engineers and colour experts, I took up all the disruptive threads of postwar Italian design innovations and conceptual art expressions to break the Paint Industry rules. With this out-of-the-box mindset, we explored by re-thinking and

re-designing paints, i.e adding phenomenal 3D surface qualities to colour chemistry under the Fractalis brand. One example of this is the first patented water-borne special effect technology for architectural applications launched internationally in 1991 through Fractalis's licensing-in-franchising network. Indeed, we created a new global paint market segment, certainly a novelty at that time which now is something close to a commodity.

Since then, Fractalis has advanced through a constant commitment to health-conscious and environmentally friendly R&D spanning from metallic textures to Photonica photoluminescent paint allowing temporary graffiti on walls or other surfaces, along with other high-tech surface materials for contemporary interiors.

The latest Fractalis developments include principles of mimicry in functional surface - active nano coatings, which transform and transmit a sense of substantive resplendence of futurism and yet always suggesting its own fundamental, ecology. This is perhaps a perfect example of the persistence of resilience as one of the primary characteristics of a new global humanism navigating through digital fantasies and bioengineering threats, as well as one of the most abiding purposes of a hands-on game-changer work. State-of-the-art technology is free and out there within the structural order of nature that, unfortunately, has been spatially and qualitatively overrun by "humans".

Fractalis mimicry research programs presently continue to be entirely committed to keep humanity, technology and nature aligned.

Towards that end, Head of **Fractalis Synthetic Lab** is composite material engineer Francesco Marradi, the brand logo was radically re-designed in 2020 by Italo-German multimedia artist Rachela Abbate, **Fractalis Wallworks** art for interiors project - started in 2001 with artist and theatre director Andrea Cusumano - expands further in cutting-edge residential and healthcare architecture in collaboration with prominent international artists. Fractalis communication is using a combination of selected traditional and new independent interactive digital media platforms such as **EsperCloud**.

Fractalis was first marketed in Thailand in 1993 and in 2021 **PPS Group PLC** will be the first international partner placing into beta testing health-conscious **Fractalis leaf** before going global. Specifically developed for application in the built environment, to purposely aid regeneration, renovation and environmental maintenance, Fractalis Leaf is a water based range of **Smart Surface Skins** for interiors, developed in collaboration with Shashi Caan - futurist designer and Co-Founder + President of Globally We Design platform.

In the end, a meaningful journey is the legacy of facts and values going beyond a personal path.





MOCA BANGKOK MUSEUM OF CONTEMPORARY ART



Bloom Room

MOCA BANGKOK is a 20,000 sqm private art museum known for its dramatic space containing over 900 works from traditional and contemporary Thai and Western artists.

Located near Don Mueang Airport, the museum provides a glimpse of Thailand and its people through Boonchai Bencharongkul's private collection of contemporary pieces alongside works influenced by the introduction of Western artistic styles and techniques to Thailand.

MOCA BANGKOK's collection stands as a statement of Thai creativity, beliefs, and thought processes.

On the Ground Floor are two permanent exhibition rooms of National Artists: Professor Emeritus Chalood Nimsamer, National Artists in Sculpture, Paitun Muangsomboon, and Khien Yimsiri.



5th Fl., "Richard Green Room"



3rd Fl., Room I

The 2nd-floor displays art influenced by Buddhism and the Ramayana Epic. New to the museum is over 200 Ramaya and other Asian masks. Other pieces on this floor include the works of Chalermchai Kositpipat, Panya Wijinthanasan, and Preecha Thoathong.

On the 3rd floor, you'll find themes of imagination and fantasy in contemporary Thai works from artists such as Sompong Adulsaraphan, Prateep Kochbua, Sompop Butraj, Chakrapan Posayakrit, and Chuang Mulpinit.

The "Ruan Nang-Phim" room is dedicated to Thai classical literature "Khun Chang Khun Phaen". Here you'll also find works of Hem Vejkorn and Sukee Somngern, two artists from two generations. A new addition is the Bloom Room, a dark-blue room inspired by the botanical landscapes and nature.

The 4th floor exhibits one of Thailand's most renowned national artists, Thawan Duchanee, including his oil on canvas paintings, drawings, carved wood, and weapons. A highlight is the three large paintings, "The Three Kingdoms-Heaven, Middle Earth, and Hell" by three prominent artists: Sompop Butraj, Panya Wijinthanasan, and Prateep Kochbua.

Finally, the 5th floor exhibits international contemporary art and paintings from English Queen Victoria's Romantic period back over 200 years.



4th Fl., "Thawan Duchanee"

MOCA
B A N G K O K **MOCA Bangkok**
Museum of Contemporary Art

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- Certain head and neck cancers, such as throat and back of mouth cancers, in men and women
- Genital warts in men and women

At Phyathai 2 Hospital, we offer GARDASIL 9 vaccine that helps protect against disease caused by the following types of Human Papillomavirus (HPV): 6, 11, 16, 18, 31, 33, 45, 52 and 58.

GARDASIL 9 Dosing for adults

GARDASIL 9 is given as an injection into the muscle in your arm or leg. Each dose of GARDASIL is 0.5 ml. You or your child will receive three doses of the vaccine. A 3-dose regimen is recommended for individuals ages 9 through 45 years, administered at 0, 2, and 6 months.

Dose 1: at a date you and your doctor or health care provider choose

Dose 2: 2 months after the first dose (not earlier than one month after the first dose)

Dose 3: 6 months after the first dose (not earlier than 3 months after the second dose)

All three doses should be given within a 1 year period. Make sure that you or your child gets the complete vaccine series. This allows you or your child to get the full benefits of GARDASIL 9.

In girls and women 9 to 45 years of age, it helps prevent:

- Cervical, vulvar, vaginal and anal cancers
- Abnormal and precancerous cervical, vaginal, vulvar and anal lesions
- Genital warts
- HPV infection

In boys and men 9 to 26 years of age, GARDASIL 9 helps prevent

- Anal cancer and precancerous anal lesions
- External genital lesions, including genital warts
- HPV infection

"Does not remove the need for cervical cancer screening; women should still get routine cervical cancer screening."

"Does not protect against disease that is caused by other types of HPV, other viruses or bacteria."

Infection with one type of HPV does not prevent infection with another type. But even if you've been infected with one type of HPV, it may not be too late. GARDASIL 9 may be able to help protect you from certain cancers caused by other types of the HPV virus.

You may find our specialist here at Women Center, Phyathai 2 Hospital.

AUTHENTIKA ARTFUL COMMUNICATION BY ADRIANA CROSETTO

"I'm Adriana Crosetto, owner of Authentika, Artful Communication, trainer and coach for over 20 years."



Developing and realizing human potential is the goal of our training workshops and webinars based on embodiment practices.

What I personally feel called to is connecting, connect with all my presence and listening, connect others to their passion and inspiration, inspire them to operate at their natural best, tap into the immense deposit of collective knowledge accumulated over millions of years to find deep insights and unprecedented solutions. We are currently faced with formidable challenges and it is vital for everyone to **fully express their potential** to discover new and greater ways forwards and **build a world to which we are all proud to belong**.



Training method

The embodied training and coaching applied in the workshops is based on an innovative practical method grounded in the body and in emotional intelligence to grow your personal qualities and **charisma** and motivate self and others towards common objectives.

Human intelligence must be leveraged at 360° to ride the wave of the extraordinary and disruptive changes of the technological era and find smart ways forward.

Embodied training is a very dynamic and interactive experience-based full immersion. Practical techniques act simultaneously on several levels of our system generating a state of clarity and effectiveness, the ability to recharge, re-motivate and direct more energy.

Our workshops include:

- Speak English and inspire
- Embodied communication and leadership skills
- Women leaders, embody your full potential
- Emotional intelligence in action
- Shifting the paradigm: from Stress to Resilience
- Embodied communication and leadership skills

Leadership skills are truly transversal since the prerequisite to any action and positive influence on others is about **gaining power over oneself**.

I think often time comes in our life when we feel the need to give meaning, we feel called to **contribute to something more beautiful and greater**, to move forward and do better. This was the spark of our long evolutionary path with an avant-garde of individuals who for over 3 billion years imagined and then pursued a vision, proceeding by tenacious attempts. The journey and the call are the same but the speed of change on multiple levels makes the challenge much more urgent and greater.

It's time to **embrace a bold vision** and merge old and new tools, ancestral knowledge and technological know-how, analysis and instinct to raise the level of all our abilities and be more solid, clear, empathetic and intuitive. **Women are particularly called to embrace this vision** and embody their full potential. The power of women's voice can be key to influence towards the changes we all need.

Shifting the paradigm, from Stress to Resilience.

Stress is another hot topic, that has spread exponentially in the past year. The increasing complexity, acceleration, as well as the disruptive changes we are experiencing place a big burden on us and trigger the atavistic fight-flight-freeze response. The latter bypasses our rational control and impacts our physical, mental and emotional states, lowering effectiveness, wellbeing and quality of life.

Actually, stress, e.g. the striving and effort associated to change, are the basis of life itself, it is stressful to be born, to learn a new skill, to get a degree, to have a child, to develop a personal or professional project, but these are the very things that give meaning, happiness and satisfaction to our lives.

Stress in itself is therefore not negative, studies conducted in various disciplines indicate that if on the one hand it automatically makes us reactive, frustrated, overloaded, unmotivated and with little energy, on the contrary, if well managed, it can become a driving force of effectiveness and resilience.

The key is to change our mindset about stress, learn how to weaken its automatic triggering and channel its energy to become **more creative, strong and resilient**.



Authentika
Artful Communication

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FOR THE VERA PIZZA DAY OVER 100 THOUSAND VIEWS

The Social Promotion Campaign which saw the collaboration between AVPN and Regione Campania reaches 2 million and 367 thousand users



The 24-hour marathon with which AVPN paid tribute to **Sant'Antonio, pizza-makers patron saint**, was a real world event. The **17 live masterclasses** from 13 countries and the various moments of this historic day totaled **101,267 views from over 190 countries**. Impressive numbers that are added to the **2,367,000 users reached by the social campaign, wanted by AVPN and Regione Campania**, which from 11 to 17 January advertised the initiative.

"A success that goes beyond our expectations – commented **Antonio Pace, AVPN President** – and which attests the impact that true Neapolitan pizza has on the whole world. A result that was unthinkable 37 years ago, when our association was founded, and which demonstrates how effective the divulgation work put in place has been and which has led to the creation of a network of affiliates who work with extreme passion".

The exciting moments of the day were many, with masterclasses in 13 different languages, including that in sign language. The attention was high during the twenty-four hours, with peaks precisely for the two "lessons" from Naples, the first with **Ciro Salvo** and **Massimo Di Porzio** (AVPN Vice President) and the second with **Salvatore Santucci** and **Enzo Eposito**.

It was emotional the moment in which Maestro Lello Eposito presented a scale model of what will be the monument that Naples will dedicate to the art of pizzaiuolo, an intangible heritage of humanity for UNESCO since 2017.

During the marathon, space also for the Sant'Antonio Awards, the award that this year AVPN and the **Univerde Foundation**, chaired by **Alfonso Pecoraro Scanio**, wanted to deliver to those representatives of the media who have particularly distinguished themselves in the promotion and dissemination of the true Neapolitan pizza culture. Receiving it, during the live streaming, were **Laura Mantovano** (Gambero Rosso), **Paolo Marchi** (Identità Golose), **Antonio Scuteri** (la Repubblica), **Barbara Guerra-Luciano Pignataro** – **Albert Sapere** (50 Top Pizza) and **Alessandro Schiatti** (I Love Italian Food).

"We wanted to pay homage to the media – concluded Pace – who have had and continue to have a decisive role in what we could define as a true Renaissance of Neapolitan pizza. And it is our intention to make this award a fixture, as will our marathon. With the hope, for the next year, of being able to combine the remote contacts even to those up close with a big square party".

The Vera Pizza Day initiative was created with the support of Regione Campania and the moral patronage of the Municipality of Naples and saw the participation of international partners such as **Molino Dallagiovanna**, **Molino Dentì**, **Molino Caputo**, **Latteria Sorrentina**, **Gi.Metal**, **Molino Bongiovanni** and **Manna Forni**.

Vera Pizza Day was conveyed by the facebook pages of the partners, delegations, associates and communities of "I Love Italian Food" and "Ooni".

The technical partners of the initiative were the two young Neapolitan realities **Jungle Juice ADV** and **Sokan Communication**.

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FORTHCOMING TRADE SHOWS AND EVENTS



Bangkok Gems & Jewelry Fair 66th Edition 2021

Bangkok Gems & Jewelry Fair (BGJF) is one of the world's most renowned and longest-celebrated gems and jewelry trade fair in the industry. Organized on a biannual basis by Thailand's Department of International Trade Promotion (DITP) in February and September, the Bangkok Gems & Jewelry Fair is regarded as a significant trading arena where all key players in the global gems and jewelry business can achieve their purposes of sourcing, trading and networking.

The 66th Edition will be converted to online platform in May. The 67th Edition will be held from 11-15 September 2021 at Impact Challenger Hall 1-3.



Agritechnica ASIA 2021

AGRITECHNICA ASIA emphasizes on agricultural engineering solutions that are both relevant and important to the development of agriculture in the Asian markets. Mechanization through modern machinery will increase significantly in the next decade mainly due to the growing labor shortages, more competition and therefore the requirement to reduce production costs.

The third edition of AGRITECHNICA ASIA will be held from 27-29 May 2021 at BITEC, Bangkok



HERO WORLD SERIES THAILAND 2021

HERO THAILAND is Asia's first and incredibly inspirational mountain bike marathon. The event will host in Chiang Rai, it will be the nature of the landscape which will certainly impress the bikers, who will cycle their marathon in the rainforest around Chiang Rai. From 24 to 26 SEPTEMBER 2021, a three-day long programme packed with exciting events and features to delight all the participants as well as their families and friends.

24-26 September 2021 at Singha Park, Chiang Rai
www.heroworldseries.com



ASEAN SUSTAINABLE ENERGY WEEK

ASEAN Sustainable Energy Week is the major platform to introduce, exchange knowledge, and technology for professionals in the energy and related industries including Public Sector, State Enterprises, Private sectors, and Education Institutes. Don't miss the opportunity to showcase your innovation and technology where professionals in energy and related industries meet.

14 - 16 October 2021 at BITEC Bang Na, Bangkok
www.asew-expo.com/2021



TUTTOFOOD 2021

TUTTOFOOD is the B2B exhibition for the entire agri-food ecosystem. Global and innovative, it is the reference point in the world for producers and distributors of quality products from the entire food and beverage supply chain, who meet during the exhibition buyers such as: distributors, importers, gdo, proximity stores, gourmet stores, food service, Out of Home professionals, chefs. An event that looks to the future and develops innovation in line with consumer trends and market dynamics. A business and content platform for the world's entire food community, where food tradition meets innovation; a national and international point of reference for sector development and the identification, planning and steering of a food sector relaunch.

22-26 October 2021 at Fiera Milano, Italy
www.tuttofood.it

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A WORLD OF OPPORTUNITY

" Bangkok Patana gave me a solid foundation that led me to follow my passion. From performing with the Junior Jazz band to Classical Orchestra and after school music activities. Without these opportunities that Bangkok Patana provided and the friends that supported me, my foundation and interest for music may have been very different."

Matthew Hines, Bangkok Patana Class of 2009
BA (Music) Leeds College of Music
Professional Musician



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Established 1957

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