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หอการค้าไทย-อิตาลี
THAI - ITALIAN
CHAMBER OF COMMERCE

INFORMA



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Dear Valued Members,

I am delighted to present you the June 2021 Issue of our Informa Magazine. June is a special month in our hearts because this is when we come together to celebrate "Festa della Repubblica (Italian National Day)". The TICC would like to wish all Thai/Italian businesses and friends a Happy 75th Year of our beloved Republic of Italy! In honour of this special occasion, we have included multiple interesting pieces for our readers in lieu of the Festa della Repubblica. Moreover, many distinguished businesses have also provided congratulatory statements which have been included in this Issue.

Relating to the local COVID-19 situation, Thailand's mass vaccination efforts have been commencing this month. We are confident that the situation will continue to improve and we expect normalcy to return soon. In the meantime, the TICC would like to extend our utmost support and encouragement to all our members and friends during this trying time.

In this month's Issue, we will be featuring the Giro d' Italia annual bicycle race which was held in Italy as the cover story. Followed by the promotion of TUTTOFOOD agribusiness, a press release of Authentic Italian Table 2021: Italia Mia, the launching of Ospitalita Italiana 2021, the agreement between TICC and CCIIO BARI, promotion of Bangkok Gems and Jewelry, Bella Vita Expo 2021 which is to be hosted in September and are eager to welcome business from abroad. Moreover, there will be an article by Port Authority of Thailand in collaboration with SCGL to develop cement shipping system, an article of New Normal Logistics, a featured article by Italian Atelier: A one-stop solution to your desired luxury lifestyle, an interview with Tommaso Maggio and the much awaited news of Phuket ready to welcome global travelers in the new normal from the Tourism Authority of Thailand (TAT).

Seeing the ongoing pandemic and the public health restrictions, I am pleased to inform our members that the TICC has fully converted our events into online webinars. For this month, we will be launching a new series named "True Italian Taste" to promote authentic Italian cuisine in Thailand, as well as, continuing our Herbal Heritage project in an effort to expand distinctive Thai businesses to the Italian market.

Lastly, we have made a major progress in our shift to online media platforms, we would like to urge our members, followers and network to follow/subscribe to our YouTube channel and Facebook page for the latest updates and interesting initiatives. Our previous webinars can also be found on our YouTube channel, including regular updates of the TICC's website and Facebook page.

I would like to wish everyone safety, good health and encourage you to get vaccinated at the earliest availability. I look forward to meeting you again soon.
Arrivederci!

Federico Cardini
President

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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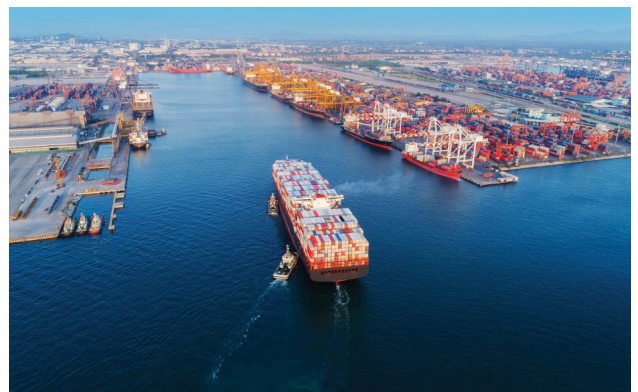
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AGRIBUSINESS, AFTER THE 2020 BOOM IN LARGE SCALE RETAIL DISTRIBUTION FROM TUTTOFOOD THE ANSWERS FOR POST-PANDEMIC RETAIL

- IRI data confirm record increases for packaged food in organised distribution, particularly for fresh products by weight (+10.6% in value), frozen food (+12.9%) and beverages (+5%)
- For Retail Institute Italy, innovation and sustainability, as well as AI and automation, will be in the spotlight
- Retailers confirm investments in multichannel and sustainability, focus on excellence at the store and service content online
- Thanks also to the fact that TUTTOFOOD will take place simultaneously with HostMilano and MEAT-TECH, the event will be the place where Retailers will find the answers they seek, both in the exhibitors' products and in the schedule of events

Between openings, variants and ups and downs on vaccine expectations, even the food retail sector, despite its good sales results, is affected by uncertainty that calls for additional attention on the evolution of trends on a broader horizon.

At this time, the role of an event such as TUTTOFOOD becomes even more important. Thanks to the constant dialogue with all the various parties in the supply chain, in just a few editions it has become a reference point in the sector: not only for its ability to **create networking between Italian and international supply and demand**, but also in **anticipating and interpreting trends** to the benefit of such parties. An added value that this year will be emphasised by the **simultaneous presence** of TUTTOFOOD **at Host Milano and MEAT-TECH, at fieramilano from 22 to 26 October**, which will further strengthen synergies with the out-of-home, hospitality and food processing sectors.

Modern distribution: results to strengthen

What is emerging from the trends in demand expressed by consumers? "In modern distribution – says **Daniele Gilli – Marketing Director of IRI**, a market research company specialised in big data, analytics and insight, and a partner of TUTTOFOOD – Food reached **an 8.4% increase in value and 7.1% in volume** at the end of 2020 also benefiting from a transfer from the out-of-home channel due to the various lockdowns".



According to IRI data, **Weighted Fresh (+10.6% in value)** and **Chilled foods**, especially **Frozen (+12.9%)**, are the departments with the highest growth rates. Beverage results were also definitely positive, although its wholesale channel suffered from the consequences of out-of-home channel closures. In the modern channel these products ended the year with +5% increase in spending and +4.4% of marketed volumes.

"In 2020 - says Gilli - food and beverages benefited from a shift in sales from the out-of-home channel due to various closures. In the first months, the hoarding effect drove demand in the stocked categories, but the exceptional pace followed by sales in the first phase of the epidemic was largely caused by the stop in mobility, which shifted consumption normally carried out in bars and restaurants into the home. We estimate that even today about 5.5% of Food & Beverage sales are related to this migration of food consumption".

New generations between phygital and sustainability

But it is not just a matter of shifting figures. The health emergency led to changes in purchasing behaviour, some of them probably permanent. And there are important differences between generations, as shown by the analyses of the **Retail Institute Italy**, the reference association for Retail in Italy: while the **over-65s** discovered online for the first time, **Gen Z and the Millennials** have "explored" new points of sale and new digital purchasing methods.

"We noticed a predisposition of consumers, on the one hand, towards new brands and products, discovered online during the lockdown," explains **Alberto Miraglia, General Manager of Retail Institute Italy** - "and on the other hand, towards the rediscovery of local shops. The shift to 'phygital' leads to rethinking logistics, while the use of big data and artificial intelligence will enhance the omnichannel experience, creating strong customer relationships. Finally, sustainability is a central theme, also for our Association: we have recently launched the Green Retail Lab project, a permanent laboratory aimed at supporting companies in the sector in implementing a circular economy".

Sustainability is particularly important for **young people (Gen M and Gen Z)**, who are willing to pay more for "eco-friendly" products (according to PwC data, **80% of consumers are willing to spend between 5% and 10% more** for a product with a lower environmental impact).

In the field: Retailers' point of view

While analysts present final data and derive possible trends from it, thanks to their presence in the field, operators have their finger on the pulse of trends as they are unfolding. "We offer to our consumers six different ways to shop, including delivery and click & collect. - says **Giovanni D'Alessandro, General Manager of BASKO**. As far as physical shops are concerned, the pandemic has accelerated trends that were already ongoing, such as the growth of proximity shops, including innovative formats, and the crisis of large stores."

Investments in innovation and digital transformation are also confirmed by **Adriano De Zordi, Bennet's CEO**: "In October 2020, we launched our new e-commerce platform. More specifically, investments in the front end have the goal of better welcome customers by improving the experience in the purchasing and browsing phase".



But innovation will also concern stores, as well as the digital world, as **Francesco Avanzini, General Manager of Conad**, explains: "We believe that after the pandemic format evolution that was already underway will resume. Traditional shopping lanes will be replaced by open 'squares' and the different ways of buying and enjoying food and beverages will blur into a continuum ranging from on-site consumption, in-store purchase, click & collect and delivery to digital commerce".

We have moved from consumer's loyalty for the brand to the brand's loyalty for the consumer, for whom we are making more purchasing channels available - explains **Giorgio Santambrogio, Végé Group's CEO**. "I call it the 'penta-touch point' model: direct home delivery, click & collect, lockers, dedicated online shopping and food delivery platforms. As far as the point of sale is concerned, we should aim for a multisensory quality experience, complementary to the other channels where more "ordinary" products are favoured".

Also thanks to synergies with HostMilano and **MEAT-TECH, TUTTOFOOD 2021** will give room to these trends both through Italian and international exhibitors and a constantly updated schedule of events. Also Retail Plaza will be back where companies in the retail and large-scale retail trade segments will discuss their best practices on the latest solutions and trends, talking to the public present. The project will enjoy the partnership with **Retail Institute Italy**, the association of reference for Retail in Italy.

Innovation is in the spotlight with Evolution Plaza, the arena for the latest and most up-to-date solutions for digital transformation and the soul of the TUTTODIGITAL area, which will introduce initiatives created both by the major companies and innovative start-ups, accompanied by best practices implemented directly by exhibitors.

Together, TUTTOFOOD and HostMilano will also count on the digital resources of the new Fiera Milano Platform, an ecosystem of services characterised by wealth of content on websites and social networks, phygital events and a digital map of the exhibition that can enable remote access and direct, real-time negotiations.

TUTTOFOOD MILANO
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fieramilano 22-26 October 2021

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MILANO WORLD FOOD EXHIBITION

TUTTOFOOD will be held at fieramilano from 22 to 26 October 2021, in conjunction with **HostMilano** and **MEAT-TECH**.

For the most up-to-date info:
www.tuttofood.it, @TuttoFoodMilano.

If you are interested, please contact us at trade@thaitch.org

FIERA MILANO



PRESS RELEASE: AUTHENTIC ITALIAN TABLE & TRUE ITALIAN TASTE 2021

The Thai – Italian Chamber of Commerce presents Authentic Italian Table 2021 "*Italia Mia: The Italian Regions through the eyes of Italian Chefs in Thailand*", der the worldwide campaign of True Italian Taste.

BANGKOK - June 2, 2021, by the Thai Italian Chamber of Commerce.

The Thai Italian Chamber of Commerce (TICCC) is glad to announce the campaign "*Italia Mia: The Italian Regions through the eyes of Italian Chefs in Thailand*" to celebrate the 75th Anniversary of the Republic of Italy, in collaboration with ASSOCAMERESTERO, under the worldwide authentic Italian food and beverage promotion of True Italian Taste, and its special activity: Authentic Italian Table. This project is entirely promoted and funded by MAECI - Ministry of Foreign Affairs and International Cooperation.

For this very special occasion, the Chamber has selected 3 iconic Chefs and related Italian Restaurants active in Thailand to be featured in a series of videos with the aim to promote Italian cuisine and "Made In Italy" ingredients in Thailand.

The selected Chefs for this year are:

- Anna Borrasi, owner and Chef of IO - Italian Osteria, representing Campania Region;
- Gianni Favro, owner and Chef of Gianni Ristorante, representing Friuli Venezia Giulia Region;
- Francesco Lenzi, owner and Chef of Lenzi, representing Toscana Region.

The videos will be released in June, one episode per week, starting from Monday 7 June 2021.

We would like to invite all our Members, Friends and Followers to go visit and dining at Italian Restaurants in Thailand, recommending those certified and recognized Authentic Italian Restaurants: **Ospitalità Italiana**.
(check the list here: <https://ospitalitaitalianathailand.com/restaurants-2/>)

Furthermore, the Thai-Italian Chamber of Commerce is glad to announce and present the cuisine of the Emilia Romagna Region by offering a special Cooking Masterclass with Chef Stefano Merlo of Via Emilia restaurant. The event is on invitation only and with limited seats due to Covid-19 restrictions.

Our special thanks to

- Mr. Marco Gatti
- Mr. Francesco Cioffi

Please use the following hashtags to participate in the special lucky draw, amazing prizes and awards will be given away by June 30, 2021.

#vivereallitaliana #ExtraordinaryItalianTaste #TruItalianTaste #IfFoodCouldTalk #ItalyForFoodies #ItalianTasteInThailand #TICCC

Last but not least, our estimated Sponsors:



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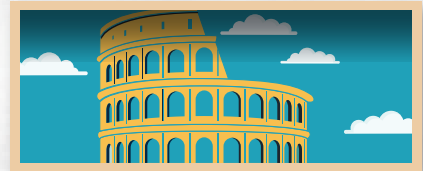


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LAUNCHING OF THE 10TH EDITION OF OSPITALITA' ITALIANA THAILAND (2021/2022)

Public notice no. TICC/OI2021.0001

The Thai-Italian Chamber of Commerce are glad to announce the launching of **OSPITALITA' ITALIANA THAILAND**, 2021-2022, celebrating the 10th Anniversary of the Project in the Land of Smiles.

OSPITALITA' ITALIANA – Italian Hospitality, Italian Restaurants in the World is a quality endorsement issued by the Italian Government to Italian Restaurants Abroad that guarantee the respect of 10 strict requirements set by ISNART, the Italian Institute for Tourism Research. The Coordinating Committee (the Chamber) is responsible for defining and continuously updating standards of good Italian Hospitality while the Evaluating Committee (ISNART) is the technical body involved in the scrutiny of the project and consists of a number of experts from major Italian institutions and organizations, responsible for assessing potential candidates in the lead up to the approval of the OSPITALITA' ITALIANA plaque.

During the past years, we have awarded hundreds of Italian Restaurants in the whole peninsula, reaching new cities and islands. The aim of the project is to develop and promote Italian food traditions and upgrade the culture of Italian Food and Wine, enhancing the image of the Italian Restaurants in Thailand, providing, and monitoring the respect of Italian quality standards in Hospitality.

For this new edition, we are pleased to introduce, for the very first time, the certification of Italian Gelaterie (Italian Ice Cream Shops), with a whole new set of standards and requirements to be matched if willing to obtain the certification. Preserving and protecting the traditional way of making one of the most iconic desserts that Italy has ever conceived and blessed to the World is a top priority.

Regarding the application and the renewal of the Certificates for both categories: Restaurants and Gelaterie, since the project is managed by the Thai-Italian Chamber of Commerce, it is mandatory to become a Corporate Member of the Chamber. In this regard, the Restaurant will be able to benefit from a wider range of privileges and exclusive advantages, including the possibility to be featured in our publications, the affiliation to our Member for Member Card, being involved in our social events, and others.

Restaurateurs and Gelato Makers that believe they qualify for OSPITALITA' ITALIANA can register their interest with the Thai-Italian Chamber of Commerce from April to August 2021.



THE AGENDA

- **Application** – From 1 April 2021 to 31 August 2021.

After registering their interest, restaurants may apply by filling out and returning the Application form to oi@thaitch.com

- **Admission & Visit** – From 1 April 2021 to 31 August 2021.

The TICC reviews the applications and arranges a visit to the restaurants to complete an evaluation. It then verifies that all documents are in order and forwards the application to the external Evaluation Committee in Italy.

During the visit, an evaluation checklist is completed, and photographs are taken along with a copy of the menu, wine list, recipes, Chef's CV and different statements, according to our checklist.

- **Assessment & Certification** – From 1 April 2021 to 31 August 2021.

The candidates are evaluated and notified of the outcome of the assessment by the external Evaluating Committee. The Communication, where necessary, will also highlight areas of improvement or changes to be implemented. Furthermore, TICC collects documents and pictures in preparation of publishing the annual guidebook Italian Cuisine in Thailand which will be presented during the Awarding Ceremony.

Only certified restaurants will be published in the book, free of charge.

- **The Awarding Ceremony** – November 2021.

The TICC will organize the Awarding Ceremony with the presence of Press Media, Sponsors/Partners, and other Institutions to publicly award the certificates to the eligible restaurants.

The Awarded Restaurants will also receive window stickers, magazines and plaques and enjoy further promotional activities, such as: social media and printing advertising, free admission to the Awarding event, and much more.

For further information, please contact oi@thaitch.org | T: +66 02 255 8695 (#110)



30 YEARS OF LAEM CHABANG PORT

Question & Answer with Pol.Sub.Lt. Montree Lergchumniel Managing Director Laem Chabang Port

Laem Chabang Port has been operating in accordance with the Ministry of Transport's strategy to develop Thailand's logistics system and support multimodal transportation, especially rail and maritime which are energy saving. Having a domestic transport network which connects to international gateways provides increased international trade. Laem Chabang Port's vision is to become a leading global port seamlessly connecting our logistics network to world trade. Developments at the Port's include Laem Chabang Port Phase 3, a single rail transfer operation centre (SRTO) and a coastal terminal (Terminal A).

Q: Laem Chabang Port Phase 3

A: The government gave the green light to Laem Chabang Port Phase 3, which is part of the East Economic Corridor (EEC). The Port is also redesigning its SRTO center to facilitate containers up to 4 million TEUs, previously from 1 million TEUs per year. This will increase rail transport by 30%. Additionally, the automatic containers management system will be increased to help support the expansion of Thailand's economy and trade. When the construction of the Phase 3 is completed, Laem Chabang Port will have the capacity to handle totaling 18 million containers and 6 million rail containers per year.

Q: SRTO Centre

A: In its attempt to shift more transportation from road to maritime thereby saving energy, reducing pollution, and cut overall logistics cost, the Port Authority of Thailand (PAT), will have SRTO handle containers via rail. Today, 88% of containers are transported by road, while 7% by rail and another 5% by water. But the Port isn't sufficiently equipped to handle rail containers. It can only handle containers approximately 500,000 TEUs per year. Therefore, the Port has to develop the SRTO center.

SRTO cost will exceed 2,900 million baht (VAT included). It will cover 600 rai. Within the rail yard, six rail tracks will be installed. Each rail will be 1,224 – 1,434 meters in length and be able to handle two trains, or

a total of 12 trains at the same time. Rail Mounted Gantry Cranes (RMG) will be installed at each six rail tracks. Total capacity 2 million containers will be handled per year. SRTO center was operational on 25 October 2018 and has already reduced road traffic congestion.

Q : Coastal Terminal A

A: Terminal A was enacted by Parliament on 23 August, 2011 to develop transportation routes to Laem Chabang Port and the development of maritime transportation. Today, the amount of containers being shifted by the coastal boats at Laem Chabang Port has gradually increased. From 2008-2012, there were approximately 178,000 containers per year being shifted via coastal boats. That was to rise to 300,000 TEUs by 2017

PAT has prioritized shifting containers from road to water in order to reduce the overall costs. Greater support will be given to private maritime ports and coastal ports located along the Gulf provinces which serve as the production bases in the South including Prachuab Khiri Khan, Chumphon and Surat Thani, connect to Laem Chabang Port.

The coastal terminal A will cost 1,800 million baht (VAT included). It's located in the basin of Terminal 1 between Terminal A1 and A0. Its length is 150 metres on 43 rai of land. With its L Shape, the basin will be 115x120

metres and 10 metres deep. The terminal will be able to handle ships at the size of 3,000 DWT holding 200 containers. It can also handle another 1,000 DWT ship with 100 containers. The installed crane can handle containers up to 300,000 TEUs per year. The coastal terminal A started operations on 13 March, 2020.

Q: Facility Improvements to Help Ease Traffic Congestion

A: The Port is solving traffic congestion. Improvements for road access at the front and the back of terminals Phases 1 and 2 are underway. This will boost the image of the Port and please both the clients and operators who use the facilities.

Q: Corporate Social Responsibility (CSR)

A: The governor of Chonburi Province appointed four tripartite committees in August 2011, comprising stakeholders from all sectors especially local people, to participate in problems solving. They included committee on regulating development; sub-committee on investigating environment effects; sub-committee on health concerns; and sub-committee on development of the communities and vicinity nearby.

Community discussions have been ongoing since January 2012. As part of its social corporate responsibility (CSR), its framework includes projects on welfare, quality of life and environment; career development and income generation to nearby



“COVID-19 hasn't affected the operation of Laem Chabang Port because the number of ships has slightly decreased. Besides, the open/closure of the ports in China resulted in the slowdown of transportation of some kinds of goods. Also there were no passenger ships arriving. Yet even with a decrease in operations overall profit increased 0.13 % due to reduced costs of 3%”.

communities; coastal fishery technology development; and additional experience and learning providing to the communities' representatives.

The Port set up a committee on information operation responsible to better relations with 39 communities. Seminars discussed the management of information to create better awareness. The committee gathered and analyzed data for the public to learn. Feedback was welcome and included in policy decisions.

The committee also conveyed strategic information to create awareness to targeted groups. These included creating better relations within the organization, among state agencies, private companies, communities and people nearby in order to develop the Port's various projects.

The information operation team will respond and look after 39 communities in

three municipalities including Bang Lamung, Laem Chabang and Thakien Tia. Each have different location, environment and culture. The information operation team must have communication skills in listening to the people so that the locals will buy into the decisions. The team visited many places in a public relations exercise. Clear communication helped communities understand and reduced tensions. All communities cooperated with every Port's project.

Q: Development Trends during COVID-19 Pandemic

A: Private sector recruitment at the Port has continued as planned. There are frequent meetings related to recruitment. Construction has proceeded normally as has procurement and hiring. Containers in and out of the Port since October 2019 to June 2020 amounted 5.832 million TEUs, a decrease of 850,000 TEUs, compared to the same period of the previous year.

In comparison, the amount of monthly containers in and out, during COVID-19 hasn't affected the operation of Laem Chabang Port because the number of ships has slightly decreased. Besides, the open/closure of the ports in China resulted in the slowdown of transportation of some kinds of goods. Also there were no passenger ships arriving. Yet even with a decrease in operations overall profit increased 0.13 % due to reduced costs of 3%.

Laem Chabang Port estimated the amount of containers since COVID-19 and found out that the actual number of containers in the fiscal year of 2020 may slightly decrease compared by 5.36% from the beginning of the fiscal year. However, performance of the Ports has been good considering the problems COVID has caused.



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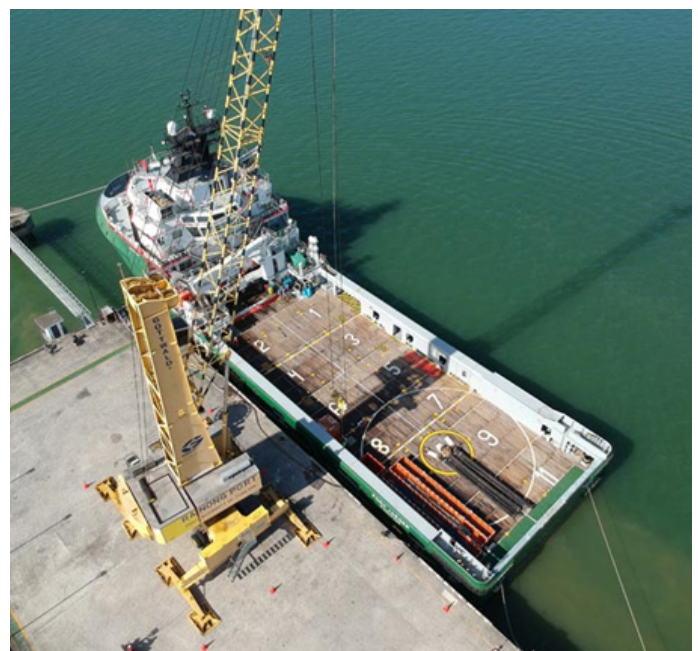
*Lt. Kamolsak Phromprayoon,
Director of the Port Authority of Thailand (PAT)*

Lt. Kamolsak Phromprayoon, Director of the Port Authority of Thailand (PAT), has stated that the PAT is planning to reduce fees for major Thai grey cement cargo operators through Ranong Port (RNP) in order to support shipping and diminish costs from the situation after the spread of the COVID-19 virus. Above and beyond, the PAT aims to promote marketing campaigns and generate additional incomes to Ranong Port by supporting the expansion of new target markets and promoting the linkage between Ranong Port and several ports in BIMSTEC countries including Bangladesh, Sri Lanka, India, Thailand, Myanmar, Nepal and Bhutan. This is expected to decrease the cost of logistics in the southern part of Thailand and promote Ranong Port as a Western Gateway in line with the government's policy to develop sustainable southern economic corridors (SEC).

Since Ranong Port has the potential to unload cargo beside the ship directly, the PAT, therefore, has invited SCG Logistics Manage-

ment company, the major exporters of cement bags to Myanmar, to collaborate in the development of a New Normal Logistics system in a Model Lighter method. The method will be able to transfer up to 5,000 - 6,000 tons/way as compared to overland transport. Thus, the old route from the Thung Song District factory (by truck) is changed to the new one at the port in Kantang District, Trang Province (by a transport ship, Lighter) to Ranong Port to ship to Myanmar starting from 2021.

In addition, the Port Authority of Thailand has approved a policy to reduce fees for Ranong Port in order to encourage the use of cement shipment service through SCG's system at Ranong Port with a reasonable rate for 2 years from May 14th, 2021 until May 16th, 2023 under the circumstances of COVID-19. Furthermore, the period of payment will be expanded from 15 days to 30 days, starting after receiving an invoice. PAT has also assigned the regional port office and the business development and marketing department to look for potential ways to establish a business plan for a memorandum of cooperation (MOU) partners between SCG Logistics Management Co., Ltd. and Ranong Port.





Camera di Commercio
Italo Orientale

CAMERE DI COMMERCIO
ITALO ESTERE ED ESTERE IN ITALIA
SEZIONE DI UNIONCAMERE

TICC SIGNED MOU WITH ITALO ORIENTALE CHAMBER OF COMMERCE



BANGKOK- 7 April 2021.

It is with great pride that the **Thai-Italian Chamber of Commerce (TICC)** together with the **Italo Orientale Chamber of Commerce (CCIO)** have signed a memorandum of understanding to facilitate the promotion of Italian companies in Southeast Asia but also the commercial expansion of Thai companies towards the Italian market. The Presidents of the respective Chambers of Commerce, Dr. Federico Cardini and Dr. Antonio Barile signed this agreement on 7th of April 2021 in order to facilitate a lasting exchange and communication of commercial opportunities, especially in view of travel reopening and post pandemic opportunities.



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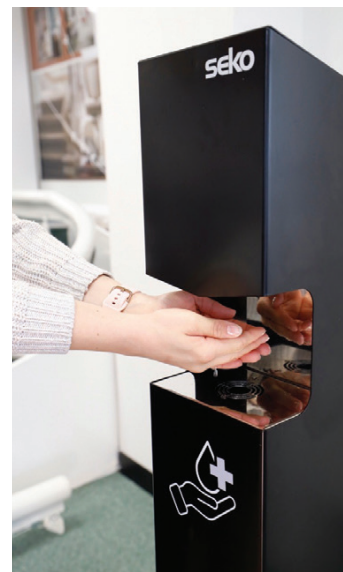
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ITALIAN ATELIER

A ONE-STOP SOLUTION TO YOUR DESIRED LUXURY LIFESTYLE



Italian Atelier team in Pistoia, Tuscany, Italy

Italian Atelier is a family-owned luxury furniture design agency founded in 2008 by Gianfranco and Dino Bianchi. Started from the gorgeous town of Tuscany, Italy, throughout over 10 years of being active in the Asia-Pacific market, the company has officially branched out to the region with offices in Singapore, India, China, and Vietnam. Seeing what a potential market Thailand is even after COVID-19, they have decided to operate in Bangkok by opening up a company with local partners, hoping to bring their vision and assistance to the Land of Smiles.

On the surface, Gianfranco Bianchi is an accomplished CEO with over 30 years of experience in the luxury furniture market. Yet, how he got to where he is right now is a remarkable story of the inner undying fire and resilience.

Born into a family that owned three sofa manufacturers in Italy and once an important supplier to the United Kingdom in the 20th century, Gianfranco Bianchi had an early-developed passion for design, furniture, and luxury lifestyle. At the age of 16, he took over the management of the second factory and soon stepped into the business world with a young, zealous heart.

Stepping into the 21st century, when the family stopped the production, Gianfranco and his brother, Dino Bianchi, went on to be Area Manager for a few Italian furniture brands.

With years of experience in the industry and an established network, they got together and officially launched Italian Atelier in 2008. The two brothers wanted the company to be an unconventional agency that provides clients with services that could not be found elsewhere and ease the customers' way into the world of luxury furniture and luxury lifestyle. They built the company from the ground and here it is today, one of the most prolific luxury furniture design specialists, in the industry and the Asia Pacific.

As an unorthodox company, from the beginning, the CEOs' vision and approach were different. In the early 2000s, when Asia was not yet an emerging market, the Bianchis envisioned its growth and enormous potential. Though started in Italy, the two brothers decided to focus on this continent from Italian Atelier's early days. They spent a great amount of time doing rigorous market research and building relationships with prospective clients. Gianfranco and Dino did not consider selling products their top priority. They be-

lieved in the utter importance of developing great rapport with the locals, understanding their culture and traditions, and emerging themselves in their world without biases and stereotypes.

Their vision, passion, and resilience have undoubtedly built the foundation for the company to stand strong and grow big. The CEO's philosophy is: "To have the utmost respect for every client. Each project/client is completely different and it's essential to capture the project's unique spirit and DNA. The singular thread running through all of our work is respect, artistic quality and expertise. Having worked in-house for luxury companies, we have the awareness of when to say no and not overstretch the brand, but rather breathe the new life into its world. Italian Atelier is bringing out to the world: luxury, quality and perfection."

Behind one man's success is an incredible team. Aware that he would not have made it to today without additional help, Gianfranco Bianchi's greatest investment is in his teammates. He is convinced that to succeed in regional markets, local representatives are essential. He believes that skilled, experienced, and culturally competent personnel are the key to the company's positive outcomes. Cultural emergence and personalized approach are placed on top. It is clear that Italian Atelier's job does not stop at selling but expands further to developing great rapport with the locals and understanding their culture and traditions without holding any biases and stereotypes.

The birth of local teams occurred early. Their teams of industry experts with deep local comprehension are situated in Milan, Pistoia, Singapore, Shanghai, Mumbai, and Ho Chi Minh City. Italian Atelier's team, though small in number, is influential and powerful with an incredible amount of energy and devotion for the company's vision and mission.

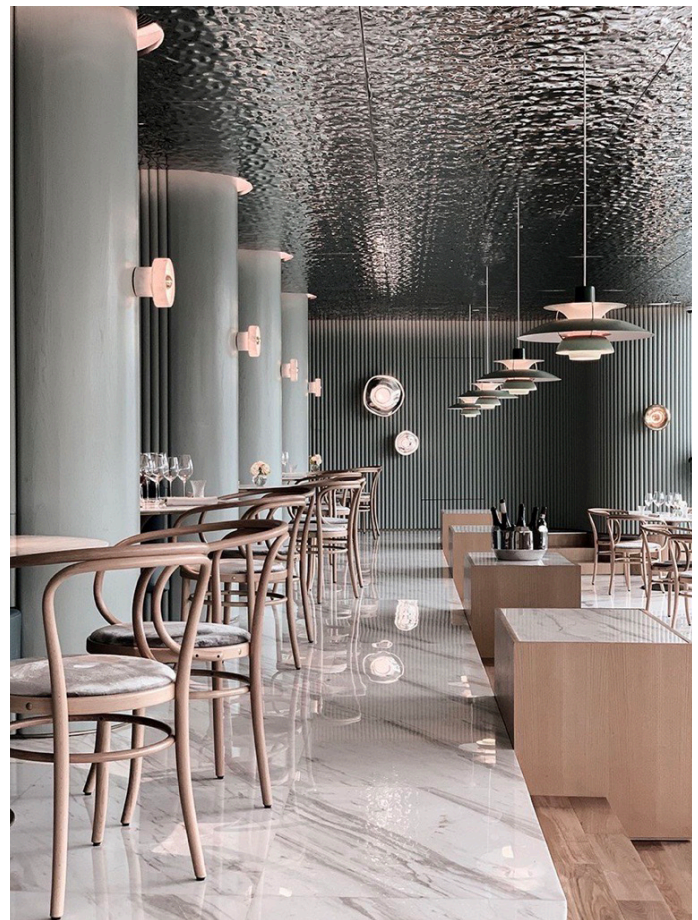
Thanks to the CEO's great leadership as well as everyone's years of hard work and dedication, Italian Atelier has made its way into the most promising markets in Asia being an agent for nearly 40 prolific furniture brands and counting, namely Armani, Missoni, and Poltronova. Their successful entry into the Asia Pacific market is the result of keeping the passion for luxury furniture design at heart, integrating global perspectives with local aspects, including ethnic differences, cultural codes, and market maturity, and most importantly, putting the customers at the core of the company's business.

Though they had to postpone the local offices' launch up until 2017 due to situational reasons, Italian Atelier is not a novice in Asia-Pacific. From the first days, the company has been entrusted by architects, interior designers, developers, investors, and individuals to provide them with unique services. They offer concept consultation either for a whole project, from start to finish, or for just one particular room inside a house.. They are the voice of brands that cannot just yet locate themselves in the Asia-Pacific. They provide the customers with the best deals, the most authentic products, and insightful views. Their flexibility is what the customers truly cherish as they can expect to be catered to every step of the way.

With years of hard work and dedication, Italian Atelier, as a leading luxury furniture design specialist in the industry, has taken on 100 large and small-scale projects. A few significant projects that the company was deeply involved in are Restaurant Rêver in Guangdong, China, and Lodha Group's World One Tower in Mumbai, India, whose interior designs were done by Giorgio Armani.

In recent years, Southeast Asian nations like Thailand hold immense growth potential. In the Thai market, real estate has been rising significantly. The need for house revamps and interior decoration has soared. Digitally educated customers and the demanding market require the brands to focus on creating tailored local experiences and engaging deeply with the customers.

Great expertise, wide knowledge, and cultural competence have led to the success of the company as a luxury furniture design specialist penetrating foreign markets. With plans to implement an intensive strategy for the Thai market starting the 4th quarter of 2021, Italian Atelier is coming to Thailand believing that the market holds endless growth possibilities for luxury furniture and luxury lifestyle.



Restaurant Rêver in Guangdong, China



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How to Conduct an IPO in the Thai Stock Exchange

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Thailand's Initial Public Offering (IPO) process is a complex procedure governed by the Securities and Exchange Act B.E 2535 (1992) (Securities and Exchange Act). The Securities and Exchange Act is responsible for the establishment of the Securities and Exchange Commission (SEC) which is the controlling body of the public offering of securities. The Securities Exchange Act is also responsible for the formation of the two stock exchanges in Thailand, the Stock Exchange of Thailand (SET) and the Market for Alternative Investment (MAI).

In Thailand, being listed on a stock exchange and offering shares

to the public is restricted to public limited companies or juristic persons under special-purpose legislation. Accordingly, those wishing to offer shares to the public are not only bound by the Securities and Exchange Act but must also comply with any other laws that they are ordinarily subject to (for example, the Public Limited Companies Act B.E 2535 (1992)).

The entire IPO and listing process in Thailand takes approximately one to two years. The following explanation offers a simplified, five step approach on how a company conducts an IPO and becomes listed on the exchange.

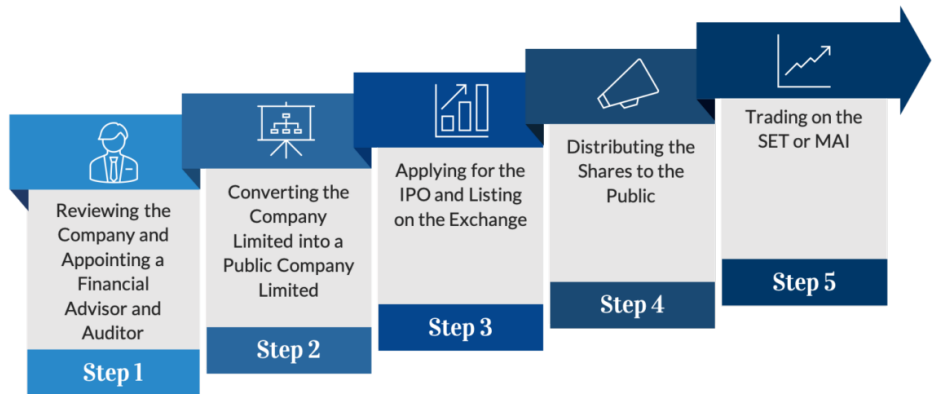


Figure. The 5-Step Model for IPO Underwriting

The IPO and Listing Process

Step 1: Reviewing the Company and Appointing a Financial Advisor and Auditor

A company wishing to file an IPO with the SEC and list with an exchange must review and evaluate all aspects of the business including its management, internal control system and preparation of its financial statements and shareholding structure. As such, the company should appoint financial advisors, auditors and lawyers to assist them in the IPO filing preparation.

Financial Advisor

It is essential that the company employ a financial advisor. The appointed financial advisor must be selected from the approved list of the SEC. Their specific duties should include:

- Conducting due diligence;
- Establishing standard internal control systems;
- Re-structuring the company as needed, including business, equity and shareholding structures;
- Preparing documents and information for the IPO filing and the listing application; and
- Distributing securities or employing an underwriter to distribute securities.

Auditors

An auditor or team of auditors must be chosen from the SEC-approved list and will generally focus on reviewing and improving the internal audit system. This may include the preparation of the quarterly and annual financial statements. The SEC and both Thai ex-

changes impose rigorous standards, and auditors play an integral role in assisting the company's compliance with such standards.

Lawyers

Lawyers are a fundamental service throughout the offering process. The legal team will advise the company on any restrictions on IPOs arising from contract, as well as assist in compliance with relevant laws and regulations governing the IPO process. Generally, the lawyers will also be involved in the drafting of the registration statement and prospectus.

Step 2: Converting the Company Limited into a Public Company Limited

Prior to filing for an IPO with the SEC, the company must be converted from a 'company limited' to a 'public company limited.' Essentially, the private company limited should observe the following process in order to effectuate the conversion:

1. The Board of Directors approves and convenes an annual general meeting (AGM) of shareholders.
2. Notices of the AGM are sent out to shareholders and published in the newspaper.
3. An AGM occurs where the conversion is approved by $\frac{3}{4}$ of the total voting rights. The objectives, capital, articles of association, election of Directors and specific authority of the Directors are all considered and finalized.
4. The existing Board of Directors relinquishes the business to the new Board.
5. The conversion of the company into a public company limited is registered with the Thai Ministry of Commerce.

There are certain timing requirements applicable to the conversion process including:

- The AGM must be held within 14 days of the notice being sent to shareholders;
- The existing Board must hand over the company to the new Board within seven days of the AGM; and
- The conversion of the company must be registered with the Thai Ministry of Commerce within 14 days of the AGM.

In accordance with the provisions of the Public Company Limited Act B.E 2535, a public company limited must satisfy the following elements:

- Have at least 15 shareholders who are natural persons; and
- Have at least five directors, with no less than half of them having Thai residency.

There are no minimum capital requirements, however, in terms of paid-up capital all shares must be equal in value and paid in full.

Step 3: Applying for the IPO and Listing on the Exchange

Once registered with the Thai Ministry of Commerce, the company is able to submit the IPO filing with the SEC. The financial advisors will submit the following documents as consistent with the IPO filing requirements:

- Application for public offering;
- Registration statement; and
- Draft prospectus.

After the submission of all necessary documentation, the SEC and the exchange will review the documents and visit the company to conduct an evaluation. The SEC and exchange have the authority to request additional documents and make further inquiries as necessary, which the company must comply with.

Generally, the SEC will spend around 45 days reviewing the IPO after receipt of all requested information. Granting an approval is based on certain criteria with the overwhelming aim being to protect investors and to ensure that shareholders are treated fairly. Ultimately, it is the decision of the SEC to determine if these criteria are met, however some considerations include sufficient disclosure in financial statements, as well the proper preparation of such financial statements in accordance with accounting standards. Further, the SEC will examine whether there is a fair and transparent company structure in place and will scrutinize the Board of Directors and their dealings to identify any potential conflict of interest.

The registration statement must comply with the prescribed form issued by the Capital Market Supervisory Board and the draft prospectus with that of the Office of the SEC. Among other things, these documents should contain information regarding the details of the issuing company, such as corporate governance policies and financial status, as well as the details of the offering of shares, such as the fixing of the share price and allocation methods.

If the SEC approves the IPO filing, the exchange will consider the company's listing application subject to the requirements detailed below.

Step 4: Distributing the Shares to the Public

The company must distribute its shares to minority shareholders at or above the minimum requirement. The newly publicly listed company is required to engage an underwriter who will aid in the distribution of shares.

The two general methods of underwriting are:

1. Firm underwriting: All securities must be distributed by the underwriter. If the underwriter is not successful in doing so, they must purchase the remainder of the undistributed securities. The result being that the company can seek the full amount of capital.
2. Best effort underwriting: Generally, a less expensive option than firm underwriting, here, the underwriter need only use its best efforts to distribute as many securities as possible. Any undistributed securities do not need to be bought by the underwriter.

Step 5: Trading on the SET or MAI

In Thailand there are two different markets in which a public company can be listed, the Stock Exchange of Thailand (SET) and the Market for Alternative Investment (MAI). The SET is seen as the 'premium' market however, entry requirements are more onerous than the entry requirements for its counterpart.

The Stock Exchange of Thailand

Prior to applying for listing, companies entering into the SET are required to have a three-year track record demonstrating either:

- Combined net operating profits of at least 50 million baht over the past two or three years and net operating profits of at least 30 million baht for the latest full year; or
 - Market capitalization following the IPO of at least 5 billion baht.
- This can be calculated in one of two ways:

1. If applying for listing within one year of the IPO: the IPO price times the number of outstanding shares; or
2. If applying for listing more than a year after the IPO: by a financial advisor, as long as earnings before interest and tax are above zero for both the latest year and for the accumulated quarterly results from that year.

After the acquisition of the IPO, a company must also have the following:

- A minimum of 300-million-baht total shareholder's equity; and
- A minimum of 300 million baht in total paid up capital.

The Market for Alternative Investment

As with the SET, the MAI also has certain entry requirements. In order to be eligible to list on the MAI the public company, prior to applying for listing, must have a two-year track record demonstrating:

- Combined net operating profits of at least 10 million baht over the past year and a net profit in the last quarter; or
- Market capitalization of at least 1 billion baht.

Moreover, the company is required to have offered for sale an amount of shares representing at least 15% of its paid-up capital.

Subsequent to the IPO, it is essential the company listed on MAI maintain:

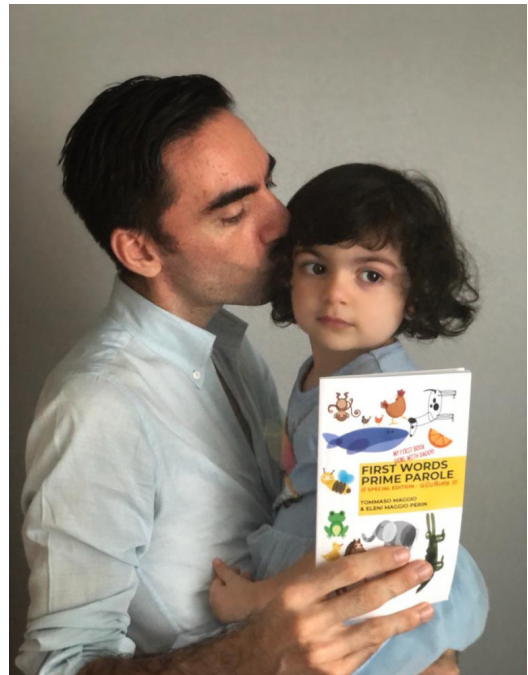
- A minimum of 50 million total shareholders' equity and paid up capital; and
- An increase of at least 50% minority shareholders holding at least 25% of the paid-up capital.

For inquiries, please contact us at info@mahanakornpartners.com

“ MY FIRST BOOK: A FATHER, DAUGHTER COLLABORATION ”

The Thai-Italian Chamber of Commerce (TICC) in collaboration with our Residence Artist Mr. Tommaso Maggio and his 2-year-old baby daughter Eleni Maggio Perin, supported by Bangkok Patana School releases special edition of illustrated children's book called "First Words Prime Parole".

This book for early years has a bold and colourful graphic which is constructed in four parts: Animals, Fruits and Vegetables, Colours and Shapes and Do IT (Drawing Instructions) by using familiar and simple shapes to capture your children's imagination and attention.



Tommaso Maggio & his daughter Eleni Maggio Perin

Can you tell us why you decided to write this book? How did you and your daughter write it? We understand she was a big help with it?

One positive aspect of this pandemic is that everyone got the opportunity to spend more time with the kids. Without any extra help due to school closure and family living in another country, I have to find a way to balance the time with my one and half year-old baby girl and work. After several failed experiments to entertain her, I noticed that the best thing to keep her engaged was to develop / create something not for but with her.

So, our home became a new territory to explore, like hunting for a treasure. I asked her to search for familiar shape like a circle or square, she started to look around to find the requested shapes like her glass and her geometric toys and she got exhibited about this game; after the searching time we started to trace these shapes on paper. Experiments after experiments this all process brought us to create from circular shapes animals like the lion, the panda, the penguin, also some fruits like an orange, a banana until more complex figure. It became very easy for her to draw these illustration by herself. After this I started to elaborate our collage/creation on the computer, and my daughter selected the best colours and shapes. A few weeks later, and many asleep nights, the book was done.

Also, if you could tell us where you plan on distributing this book?

This special edition three language book is specifically designed for the Thailand Market; the book will be available on the Thai-Italian Chamber of Commerce website and promoted across all the kids educational institutions and well-being and recreational spaces.

Who is it aimed at?

It is perfect as a read aloud book for preschool, bedtime but also for kids who start to learn a second language. It is a perfect book for bilingual - trilingual kids and parents who love graphic design, a perfect addition to your children's bookshelf.

Designed by an expat kid and her daddy for bilingual - trilingual kids and parents. Language and visual development are key steps for any child. The book is help children's to spot and recognise simple geometric shapes, developing the talking and imagination. It is created to facilitate children process of starting talking. Surprisingly, also adults are buying this book to learn how to draw and to catch some Italian words.





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**PHUKET IS READY
TO WELCOME GLOBAL TRAVELLERS
IN THE NEW NORMAL**

The island looks forward to welcoming international visitors back under the 'Phuket Sandbox' programme

Karon View Point



Phromthep Cape, Phuket

Phuket is undoubtedly one of the world's most popular beach destinations, holding a special place in the hearts of tourists who visit there, and many who revisit. And it is easy to understand why, with its beautiful beaches, lush greenery, and hilly landscapes, along with stunning surrounding islands to explore, there is much to offer the intrepid traveller.

The COVID-19 pandemic has given Mother Nature a respite, with the Andaman Sea becoming clearer than it has been in years, marine life flourishing, and local reservoirs full of fresh water.

For international visitors planning to return to this paradise island, Phuket will be the first destination to lift quarantine requirements for vaccinated foreign tourists under the 'Phuket Sandbox' programme, starting from 1 July, 2021. Vaccinated travellers are wel-

comed to enjoy travel activities within Phuket for 7 days and will then be allowed to visit other Thai destinations.

There are many beaches around the famous island waiting for visitors all over the world to craft their amazing moments. In Northern Phuket, **Kamala Beach** is still a popular destination for families and couples looking for a quiet break and safe place to snorkel and swim.

Bangtao and Surin Beaches are quieter than before but remain a social epicentre for nightlife and home to some of the island's most popular beach clubs. In Cherngtalay, the area surrounding Laguna Phuket has also enjoyed the patronage of locals and expats in the community who are always on the lookout for something different.



Stand-Up Paddle, Phuket

Also in Northern Phuket, **Mai Khao, Nai Thon, Nai Yang, and Sai Kaeo Beaches**, have all had a year to rejuvenate and flourish during the new normal. These four beaches are part of the **Sirinath National Park** where Olive Ridley sea turtles used to lay eggs from November to February. The break has also proved auspicious for these turtles. In late February 2021, an Olive Ridley turtle returned to lay its eggs on Mai Khao Beach for the first time in nearly 20 years with the hope that more will follow. Leatherneck turtles have also been seen laying eggs there for the first time in almost a decade.

For fans of **Karon and Patong**, the beaches themselves are ready to welcome visitors on arrival with their gorgeous sands and inviting waters. The rapid regeneration of nature has also helped establish a possible blueprint on how to strike a balance towards sustainable development and tourism revenue as Phuket prepares to gradually reopen again.

Visitors might be surprised to find that the Andaman Sea in front of Patong Beach has once again become turquoise and clear. Thai authorities in Phuket are working to try and maintain this clean new look, as they explore ways to establish a brand of more environmentally friendly tourism.

This process started several years earlier with vendors, umbrellas, and beach chairs being cleared from all of Phuket beaches to



Mai Khao Beach, Phuket

allow them to return to a more natural state. This evolved to a '10% vendor zone' rule that allowed for the limited return of vendors and service providers in specific, managed areas. While not a perfect one-idea-fits-all solution, it did produce a more sustainable way to manage waste and vendors, while providing a more natural visual image for visitors to enjoy.

Further south, **Kata, Kata Noi and Nai Han Beaches** have also benefited from the '10% vendor zone' as all three are returning to what they were like several decades ago.

The streets around Kata and Karon now also sport some extra colour, with street art murals painted by Phuket and national artists. These beaches also have some of the best surf on Phuket from May until October and feature the convenience of being close to **Phuket Old Town**, which continues to welcome new restaurants and bars with a lot of quirky charm, in addition to local attractions like the Big Buddha. There are also some dramatic viewpoints in the southern part of the island to catch the sunset, with **Promthep Cape and Windmill Viewpoint** being two of the best known.

Listed as one of the UNESCO's City of Gastronomy, Phuket is well-known for its reputation as a food paradise. Local recipes reflect



Phuket Old Town

its multicultural background of Thai, Chinese, Malay, Indian, and European, and offer the unique and authentic taste of a traditional Southern Thai flavour. While **Dim Sum** and **Khanom Chin with curry** can be served as breakfast bliss, **Mi Hokkian, Bi Hun, and Lo Ba** are local choices for a good appetite together with **O-Ae**, Phuket's signature dessert. The latest edition of the Michelin Guide in Thailand also lists 48 eateries in Phuket including the one-star **PRU** restaurant at Trisara Resort, **Devasom Beach Grill and Bar** and Michelin Bib Gourmand-rated restaurants; such as, **Raya, Salaloy, Takola and Tu Kab Khao**. The restaurants operate under the scheme of social distancing, sustainability, or safety and food hygiene best practices.

As Thailand starts to reopen its tourism sector to international arrivals, visitors will find Phuket as always, a fantastic destination to experience. The ensuing wave of visitors to Phuket could find special deals, serene beaches, azure blue seas, excellent local cuisines and quieter hotels, while also experiencing a different pace of life on one of Thailand's most famous island destinations.



Tourism Authority of Thailand

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Website: www.tourismthailand.org | www.tatnews.org



GIRO D' ITALIA 2021

The 2021 Giro d'Italia was the 104th edition of the Giro d'Italia, a three-week Grand Tour cycling stage race. The race started on 8 May and finished on 30 May, won by Egan Bernal Colombian cyclist followed by Damiano Caruso, from Italy and Simon Yates from UK. On 26 May 2019, the race organizers RCS Sport originally announced that the start of the 2021 Giro (known as the Grande Partenza) would be in Sicily, Italy. However, on 4 February 2021, RCS Sport announced that the race would instead start in Turin, with the rest of the race route being announced on 24 February 2021.

Length of the Competition and Peculiarities

The full route, consisting of 21 stages covering a distance of 3,479.9 kilometers (2,162.3 mi) and an elevation gain of over 47,000 meters (154,000 ft), was announced by RCS Sport on 24 February 2021. The race is bookended by two individual time trials in Torino and Milano, respectively. There are six summit finishes, the first of which is on stage 6 to Ascoli Piceno. The summit finishes also include the infamous Monte Zoncolan on stage 14 and three of the last five stages. There are also six stages designed for the sprinters to contest and two rest days, which are after the tenth and sixteenth stages, respectively.

Though stage 16 to Cortina d'Ampezzo did not feature a summit finish, it was initially earmarked as the queen stage by race organizers, as riders were due to cover over 5,700 metres (18,700 ft) of elevation gain, and the Passo Pordoi was due to award the Cima Coppi award to the first rider to cross it as the highest climb of the race. However, due to poor weather, the stage was rerouted to remove the Pordoi and Fedaia, significantly shortening it and leaving the Passo Giau as the only climb in the Dolomites. With the removal of the Passo Pordoi, the Passo Giau also became the Cima Coppi of the race.

The nineteenth stage was also changed three days before the run. The original route had the riders climb the Mottarone climb and then descend into Gignese, however, following the Stresa-Mottarone cable car crash, the route was changed out of respect to those affected to remove the climb, leading the riders straight to Gignese. The stage was shortened by 10 kilometres (6.2 mi).





Milan was the home of the Giro d'Italia, throughout its long history, it has been a frequent host of the grand finale of the Corsa Rosa. The Giro has "come back home" in different venues, though. In the beginning, it was the Arena, the oldest sporting facility in the city, built by the will of Napoleon more than two hundred years ago. Other times, the Giro has finished a little further on, in Piazza del Cannone, between the Castello Sforzesco and Parco Sempione. Or at the very heart of the city, in Piazza del Duomo, as it has done

in the latest editions. The most astonishing finishes, however, were the ones at the Vigorelli Velodrome, which after World War II was to be cycling what the La Scala Theatre was to opera.

With a competition of this size, we can understand how the industry related to bicycles has expanded in Italy over 100 years of experience. Furthermore, Italy is a country where a company will be able to try materials in any type of weather and conditions, like steep mountains, never-ending flat lands exposed to blazing hot sun in summer, to extreme cold weather and several other climates that affect and improve athletes and the technical gears.

The market of bicycles is now increasingly globalized and the number of brands producing frames has skyrocketed. In this article, we have included a rather substantial number of brands, but certainly far from the global one worldwide. There are numerous Italian brands of bicycles, as the vehicle was easy to use and accessible at the end of the nineteenth century. It is needed to be added that one of the most famous competitions in the world take place in Italy, the famous Giro d'Italia, which turns 104 this year, Let's mention some Italian bicycle brands that hit a renowned name around the world Internazionali: Bianchi, Bottecchia, Cinelli, Colnago, De Rosa, Pinarello. Among these, the industry brand also hosted the accessories with the saddles San Marco, Selle italia and gear rear derailleur, like Campagnolo, now property of Shimano.

In the upcoming months, we will present some brands famous in this industry. Stay tuned for more to come



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FORTHCOMING TRADE SHOWS



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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.



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.

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



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 13 to 15 NOVEMBER 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 November 2021 at Singha Park, Chiang Rai
www.heroworldseries.com



Agritechnica ASIA 2022

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 'AGRITECHNICA ASIA & HORTI ASIA Regional Summit' marks the start of a series of physical events as well as digital information and business networking. The open-air event 'AGRITECHNICA ASIA Live' will follow in March 2022 in Vietnam.

The leading international trade fairs, AGRITECHNICA ASIA and HORTI ASIA, will be rescheduled to take place again from **25 to 27 May 2022** in Bangkok.

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Raimon Land is Thailand's leading developer of luxury and super-luxury real estate with numerous outstanding projects to its name. We take pride as the pioneer to bring in innovative concepts, ideas, and designs to Thailand's real estate market through our projects in Bangkok's prime locations. Raimon Land has to date developed 20 residential properties in Thailand, valued at 68 billion baht. In this regard, it continues to further expand its portfolio in several prime locations.

Reflecting the company's outstanding success, Raimon Land was named 'Thailand Property Development Company of the Year' by Frost & Sullivan Awards 2019. We are the leader in luxury property development in Thailand.

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Mitr Phol Group was initially established in Ratchaburi province in 1946 as a small family business producing and trading condensed syrup to sugar mills. Throughout our journey of over 60 years leading the cane and sugar industry in Thailand, Mitr Phol Group has tirelessly developed new innovation and technology, combined with our expertise in the integrated agribusiness under the business concept "Value Creation", to turn sugarcane – one of Thailand's most important economic crops – into a myriad of high value products, thereby sustainably driving the kingdom's economic and social progress.

Today, Mitr Phol Group is operating its business in Thailand, People's Republic of China, Lao People's Democratic Republic, Australia and Indonesia.



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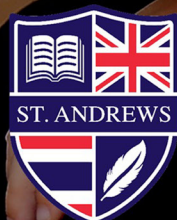
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