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The Business Magazine of the Thai - Italian
Chamber of Commerce



“Art & Floral” Pop-up at Nai Lert Park
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PRESIDENT'S MESSAGE



Federico Cardini
President

Dear Valued Members,

I would like to extend my warmest greetings for the New Year to all. I am delighted to present you the second issue of *INFORMA* for 2022 that comes with information about business in Italy from our beloved members and partners and information about products for the Thailand market.

Furthermore, I would like to stress my strong support and encouragement to all our members and affected Thai institutions as Thailand is contending another wave of COVID-19. I am confident that the Italian and Thai business communities will be able to get through the pandemic and lead to significant improvements week after week.

In this issue, I would also like to express my gratitude to the participants who contributed articles to this edition of *INFORMA*. A Space Technology update article by Geo-Informatics and Space Technology Development Agency (GISTDA), an article on energy sustainability by Thailand Greenhouse Gas Management Organization and several other business topics brought to your attention by our members: Lamborghini, Praxi Alliance, and PK Interfreight.

In the last month, we were able to organize three successful physical events. TICC attended the Chanthaburi Gemstones Festival (3 - 5 February) where, on behalf of the board, the Secretary General met with the Deputy Prime Minister Mr. Laksanawisit. Furthermore, last 11 - 14 February TICC hosted a Networking at Ma Maison with our member, Nai Lert Group together with the Art & Floral Pop-up exhibition. Then, the Education Forum 2022, which panel of discussion this year will be the panel discussion joined by the Ministry of Education of Thailand and our international school members.

TICC would like to express its sincere thanks to all members for their unwavering support and active participation in TICC. I look forward to a continued relationship in 2022!

Arrivederci!

Federico Cardini
President

ABOUT US

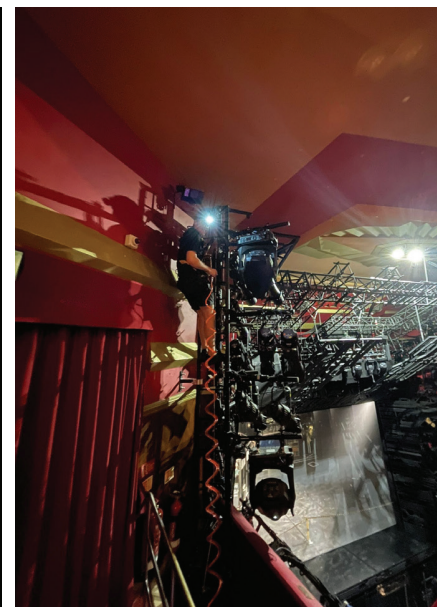
The Thai-Italian Chamber of Commerce (TICC) is a private, non-profit organization which has a network of companies from all around the world but mostly focusing on Italian and Thai companies with its headquarters in Bangkok, Thailand.

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).

A WORLD OF OPPORTUNITY

Piers Illing, Grad '15, said that some of his fondest memories at Bangkok Patana School happened through experimentation within the school's well-resourced Drama Department. After leaving Bangkok Patana, Piers earned a degree in Theatre Production from the Guildford School of Acting. Nowadays you can find him running the set electrics, lighting or video at some of the UK's top productions such as Back to the Future: The Musical, Matilda and Rod Stewart's UK tour.



Read Piers' 'Life After Patana' story:



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SPACE TECHNOLOGY FOR BETTER LIFE

The goal of Space Technology development is not only the excitement of engineering but it is about making better living to the world population. There have been many changes in our lives in better way and more convenient for the past of half decade, which involved and supported by Space Technology. In this article we have collected many interesting statistics and the value of Space Technology to all humankind which compiled by members of Global Future Council on Space Technologies 2019-2020, World Economic Forum. There are 5 topics as follows.

Space Technology for Sustainable Development

- The United Nations suggests Space Technology can contribute to Sustainable Development Goals (SDGs) plan of implementation.
- Most of the items in Sustainable Development Goals (SDGs) plan can be utilized from Space Technology.
- In the past, communication satellite has been an important part in providing high speed data transmission across the internet network in Africa from 88 Gbps in 2015 to 255 Gbps in 2018, which increased 300%.
- More than 100 satellites have been launched to space with the mission to study and monitor Earth's atmosphere.
- Currently there is only 1 out of 3 from all launched Earth Observation Satellites in space that is able to operate mission as usual.
- Approximately 50% of all countries in the world have capability in applied Space Technology, which 1 out of 3 of these countries are middle income countries or lower income ones.
- Satellite network has global coverage around the world; increasing capability in connecting people in remote location with the outside world.
- Satellite Data help stopping people to infringe a law, for example, deforestation, illegal fishing, and illegal wildlife trade

which total value is 73,000 million dollars.

- It is predicted that Space Technology can uplift the quality of solar panel about 30%.
- Space Technology is considered as source of spatial data, water resource, agriculture, irrigation, and accurate farming technic, etc.
- Applied data from Earth Observation Satellite and Global Positioning System contribute to the development of real-time map locating infected people and specifying risk area of contagious disease in time

Understand Climate Condition with Space Technology

- Space Technology contributes to study and research on climate condition.
- Satellite data help on decision making which bring about the right measure and problem solving.
- Currently there are more than 160 satellites monitoring factors related to climate change on Earth.
- More than half of climate variability and changes can be detected by sensor on satellite.
- Approximately 99% of weather forecast is resulted of Space Technology.
- Nowadays scientist utilize data from various satellites to monitor our changing world such as data communication via satellite, data from high and low-resolution satellite imagery, real-time satellite image.
- Satellite data help scientist to study and understand easier about the effect of climate change in regional, continental or country level.
- Satellite data analysis to support decision making on policy which bring about effective damage prevention or remedy measure and truly covering all damaged areas.

- Satellite data project the affectation caused by climate changes which lead to understanding the threats to our world.

Globally Connected World with Space Technology

- Communication satellite helps discovering the new world to approximately 49% of Earth population who earlier has been separated from the outside world for a long time.
- Many governments around the world rely on satellite for safe communication.
- During bad situation like Covid-10 pandemic, the connection of communication via satellite has increased 70% all over Western Europe, Middle Europe, and Latin America.
- Communication satellite help contributing to Sustainable Development Goals (SDGs) plan both in direct and indirect way.
- Communication satellite help minimize the world by providing real-time data to every corner around the world; broadcasting live status like never seen before.
- Earth Observation Satellite, Global Positioning System, and Communication Satellite are all important equipment to successfully rescue victims and be able to access all areas.
- Communication satellite is necessary to aviators and airports during intercontinental flights for the safety throughout the trip.

A Safe World because of Space Technology

- Space Technology encourage international cooperation which is important for a peaceful world.
- Space Technology help preventing the misunderstanding and conflict by providing updated data on situation and causing the understanding in the similar way.
- International Space Station is an obvious example of international cooperation in making the dream of humankind become realistic.
- More than 2,000 unit of Global Navigation Satellite and Communication Satellite connect the far-distance society together and dramatically exchange culture.
- In the past 5 years, the member number of Committee on the Peaceful Uses of Outer Space (COPUOS) has increased 25%. Currently there are representatives from 95% from all countries around the world. It is considered one of the most fast growing cooperation in the United Nations.
- For more than 50 years that satellites have been used in monitoring to make sure that everything follows Treaty on the Prohibition of Nuclear Weapons (TPNW) for the world peace.
- More than 53 years that The Outer Space Treaty has brought more safety to the outer space and the world.
- More than 600 units of Earth Observation Satellite help us see and understand even the other side of the world.
- Satellite contributes to safety of communication in military mission, public security, and response to all emergencies around the world.
- 55 Meteorological Satellites from more than ten countries are in strong collaboration; continuously sharing climate data and preventing the world population from natural disaster.

Space Technology is the World Economic Reinforcement

With the capability of Space Technology, it contributes to business sector and government sector very well.

Telecommunications industry, the internet finance, and other sectors have been relied on the advantage of satellite which values 10 trillion dollars.

More than 5 billion dollars is the current economic value of smartphone with sensor satellite receiver for effective in navigation, traffic data update, tracking, and logistic.

For the past 10 years, Space Startups have grew more than 15 times producing many new products and innovations.

For the past decade, there are increasing amount 30 times of satellite imagery for beneficial usage in many ways.

At present the contribution of commercial satellite is 75% to global Space Economy.

Today the value of Space Economy is up to 366 billion dollars. Communication via television and radio ranks number one.

Even though now Thailand is still at the start of Space Technology industry, however, the previous operations in applied Space Technology and Geo-Informatics were focusing on solving spatial problem in accordance with each region's context in Thailand. The heart of the development is to understand Thai people's trouble so that it could be resolved with suitable data and method. This will lead to correct problem solving and bring back smiles on people's faces once again because the highest goal of Thai Space Technology Development is to establish better life for Thai people.



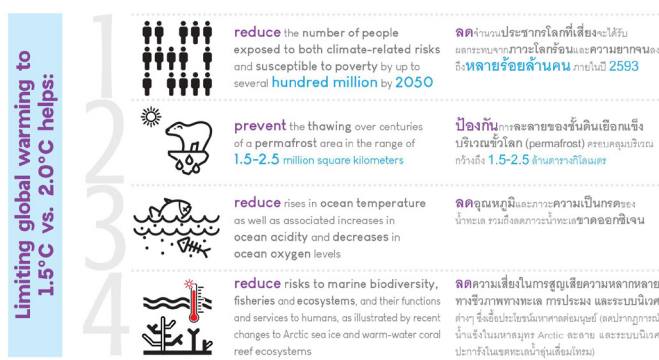
Geo-Informatics and Space Technology Development Agency (GISTDA)

The Government Complex Commemorating His Majesty The King's 80 th Birthday Anniversary, 120, 5th December, B.E.2550(2007) R atthaprasasanabhakti Building 6th and 7th Floor, Chaeng Wattana Road, Lak Si Bangkok 10210, THAILAND
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WHY WE HAVE TO ARCHIVE CARBON NEUTRAL TARGET?

By **Chessada Sakulku** – Director of Information Technology and Corporate Communication
Thailand Greenhouse Gas Management Organization (Public Organization)

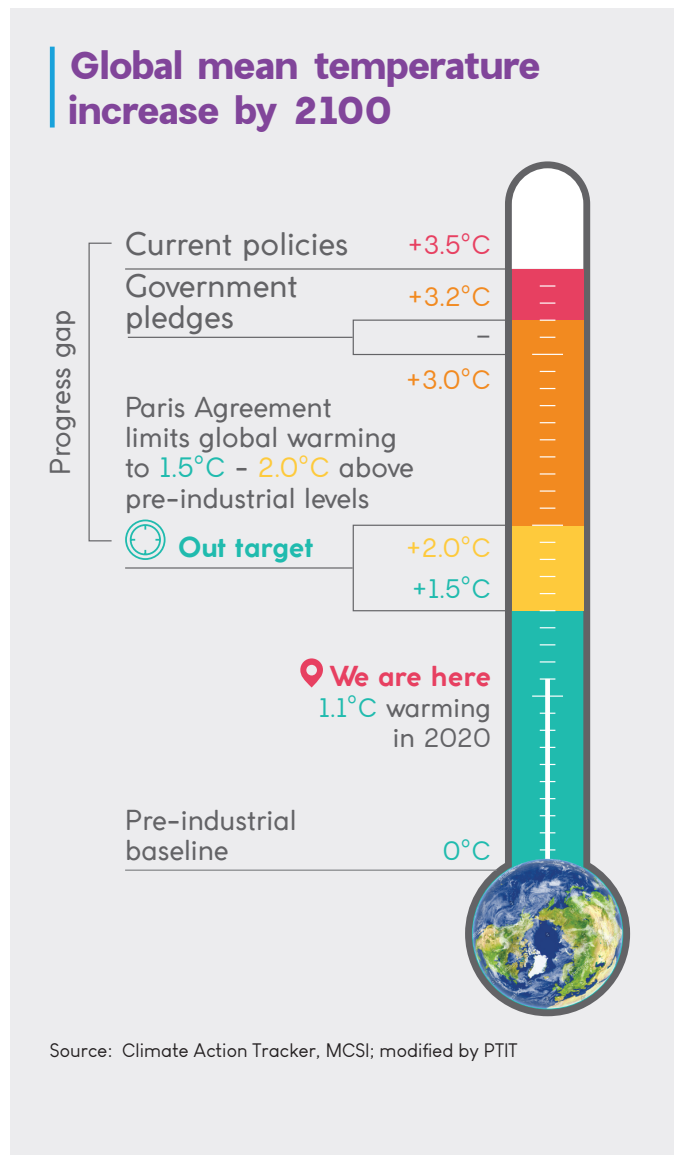
The **Intergovernmental Panel on Climate Change (IPCC)** Special Report (IPCC SR15) in 2018 on the impacts of global warming of 1.5°C above pre-industrial levels provides tangible information about the global greenhouse gas emission pathways with the chance to limit global warming risk and impact. Human activities are estimated to have caused approximately 1.0°C of global warming above pre-industrial levels, with a likely range of 0.8°C to 1.2°C. Global warming is likely to reach 1.5°C between 2030 and 2052 if the emission continuously increases at the current rate.



Impact Risk from Global Warming

Warming from anthropogenic emissions from the pre-industrial period to the present will persist for centuries to millennia and will continue to cause further long-term changes in the climate system, such as sea-level rise, with associated impacts. Some impacts may be long-lasting or irreversible, such as the loss of some ecosystems. Future climate-related risks depend on the rate, peak, and duration of warming.

The risks of climate-induced impacts at 2°C are projected to be higher than those of global warming at 1.5°C. The coral reefs, for example, are projected to decline by a further 70–90% at 1.5°C with larger losses (>99%) at 2°C. The risk of irreversible loss of many marine and coastal ecosystems increases with global warming, especially at 2°C or more. Climate-related risks to health, livelihoods, food security, water supply, human security, and economic growth are projected to increase with global warming of 1.5°C and increase further with 2°C. Limiting global warming to 1.5°C, compared with 2°C, could reduce the number of people both exposed to climate-related risks and susceptible to poverty by up to several hundred million by 2050. To limit global warming



to 1.5°C rather than 2°C are projected (1) to prevent the thawing over centuries of a permafrost area in the range of 1.5 to 2.5 million km², (2) to reduce increases in ocean temperature as well as associated increases in ocean acidity and decreases in ocean oxygen levels, and (3) to reduce risks to marine biodiversity, fisheries, and ecosystems, and their functions and services to humans, as illustrated by recent changes to Arctic sea ice and warm-water coral reef ecosystems. Global warming of 1.5°C is projected to shift the ranges of many marine species to higher latitudes as well as increase the amount of damage to many

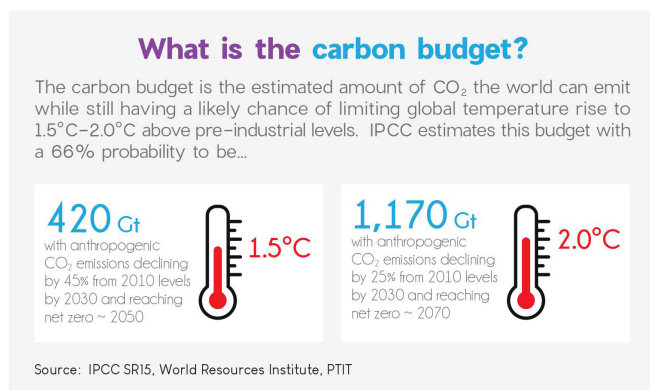
ecosystems. It is also expected to drive the loss of coastal resources and reduce the productivity of fisheries and aquaculture (especially at low latitudes).

The Paris Agreement (PA)

To protect the ecosystem from disastrous climate impact, the world needs to have the international legally binding on the control of emission. Under the United Nations Framework Convention on Climate Change (UNFCCC) was adopted the agreement on 12 December 2015 by 196 parties at COP 21 in Paris so called "Paris Agreement". This agreement is a legally binding international treaty on climate change and entered into force on 4 November 2016. Its goal is to limit global warming to well below 2, preferably to 1.5 degrees Celsius, compared to pre-industrial levels.

To achieve this long-term temperature goal, countries aim to reach global peaking of greenhouse gas emissions as soon as possible to achieve a climate neutral world by mid-century (2050) which corresponding to the IPCC SR15 report about the 1.5°C pathways. The Paris Agreement is a landmark in the multilateral climate change process because, for the first time, a binding agreement brings all nations into a common cause to undertake ambitious efforts to combat climate change and adapt to its effects.

The implementation of the PA requires economic and social transformation and set on 5- year cycle of increasingly ambitious climate action carried out by countries. Under the PA countries shall submit their plans for climate action known as Nationally Determined Contributions (NDCs). In the countries NDCs will consist of the communication of country actions that will take to reduce their GHG emissions in order to reach the goals of the PA and the actions they will take to build resilience to adapt to the impacts of rising temperatures.



The Chances of Limiting Warming to 1.5°C

The impact of global warming at 2°C or more will lead to long-lasting or irreversible loss of global ecosystems. Greenhouse gas such as CO₂ can be persistent in the atmosphere for about 350 years so to stabilize global temperature, the atmospheric

greenhouse gases need to reduce and stabilize as soon as possible by using several measures and technologies for reducing and removing emission reduction and removal.

Limiting the warming to 1.5°C depends on greenhouse gas emissions over the next decades, where lower GHG emissions in 2030 lead to a higher chance of keeping peak warming limiting to 1.5°C. There is a finite number of emissions that can be released before net emissions need to reach zero. This amount of CO₂ emissions can be referred to as a carbon budget.

The estimation of emission amount between 25–30 GtCO₂e/y to keep temperature rising limit to 1.5°C or less than 0.1°C overshoot of 1.5°C. Meanwhile, the estimation from the current emission reduction target from the parties under the UNFCCC will emit between 52–58 GtCO₂e/y in 2030. Pathways that aim for limiting warming to 1.5°C by 2100 after a temporary temperature overshoot relies on large-scale deployment of carbon dioxide removal (CDR) measures, which are uncertain and entail clear risks. In model pathways with no or limited overshoot of 1.5°C, global net anthropogenic CO₂ emissions decline by about 45% from 2010 levels by 2030 and reaching net zero around 2050. The budget for 1.5°C thresholds with likelihood of 66% is 420 Gt. For limiting global warming to below 2°C with at least 66% probability CO₂ emissions are projected to decline by about 25% by 2030 and reaching net zero around 2070. The budget for staying below the 2°C thresholds is approximately 1,170 Gt.

The term "Carbon Neutral" meaning to reach net-zero of anthropogenic emission, carbon neutrality means every ton of anthropogenic CO₂ emitted is compensated with an equivalent amount of CO₂ removed by carbon sequestration.

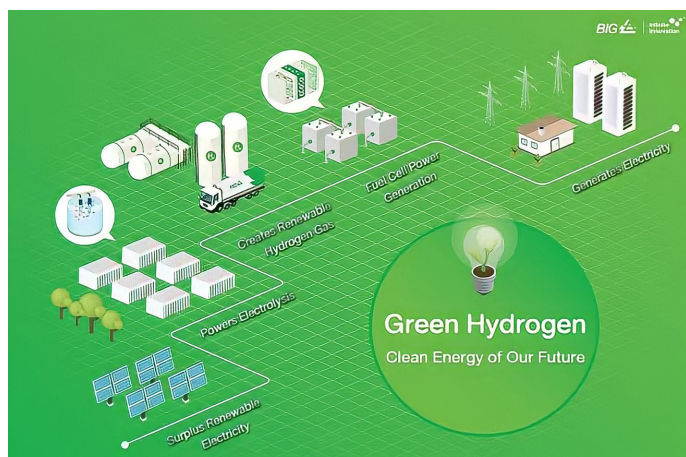
To archive the carbon neutral target requires a marked shift in investment patterns. Average annual investment in low-carbon energy technologies and energy efficiency are needed to upscale about 6 times by 2050 compared to 2015, overtaking fossil investments globally by around 2025. Most of the energy demand will be shifted to rely on the renewable energy and non-carbon base fuel. Not only the actions in energy sector but other sectors also need to develop and turn to low-carbon technologies for industry and agriculture. The circular economy is also needed to design to benefit to the businesses, society and the environment. Moreover, the driving to low-carbon society will be a critical factor of all GHG mitigations. The carbon capture and storage (CCS) technology will use to neutralize emission from sources for preventing the increase of atmospheric GHG. Lastly the carbon sequestration from biological absorption to remove the atmospheric CO₂ will help to limit the rising of temperature.

The faster reduction of CO₂ result in less CO₂ being produced and emitted. The longer the delay in reducing CO₂ emissions towards zero create the larger the likelihood of exceeding 1.5°C and more difficult to go beyond net-zero to negative emission after mid-century to return warming to 1.5°C or we cannot turn this disaster back to normal circumstance like today.





FUTURE SUSTAINABLE ENERGY CALLED GREEN HYDROGEN



In the long past, industries have been using Grey Hydrogen as a fuel of their operations, such as refining petroleum, treating metals, producing fertilizer and processing food. These types of industries may release the greenhouse gas after using Grey Hydrogen as a fuel. Sometimes neglect costs the world some problem. The greenhouse gas rate has been increasing since the "Holocene Era", which was before the Industrial Revolution period. This causes the world's temperature to rise because more greenhouse gases are released than scientists expected. Although recent times have seen some good news in the energy sector with the success of renewable energy technologies like Green Hydrogen which do not release greenhouse gases into the atmosphere.

However, many governments, mostly in Europe, have started some projects to achieve the goal called "Net Zero Emission" before 2050 by changing Grey Hydrogen into Green Hydrogen which is a sustainable energy to be fuel or energy to be processed in producing products, etc.

First, let's get to know the difference between Grey Hydrogen and Green Hydrogen. Grey Hydrogen is derived from natural gas and produced from fossil fuels, making it the least renewable form of hydrogen. Most of the hydrogen produced today is Gray Hydrogen. It is relatively inexpensive and is commonly used in the chemical industry to make fertilizer and refine oil. Green Hydrogen is the closest to sustainability energy made by the technique of electrolysis—the separation of hydrogen and oxygen molecules by applying electrical energy to water. Renewable sources such as wind and solar power generate the electricity for this process. Utilizing renewable sources instead of fossil fuels is the key to making Green Hydrogen.

This technique yields a closed loop of sustainable energy in which no harmful gases come into existence at any point in the production chain, making it the ultimate goal in the hydrogen fuel space. Although Green Hydrogen appears to be the ideal choice for mobility and other applications, producing it presents certain challenges. The machines used to carry out electrolysis are costly.



Furthermore, clean electricity from solar and wind sources is limited in supply. The environmental advantages of Green Hydrogen are potentially far-reaching but producing this clean energy source is not yet practical.

Although hydrogen may play a significant role in our clean energy future, it still has a long way to go. To reach its zero-emissions potential, there will need to be a gradual shift from Gray Hydrogen to Green Hydrogen in the years ahead. How long that will take, and its overall feasibility, is still to be determined. However, we will have to wait to see more sustainable world that we are looking for.

¹ <https://www.jdpower.com/cars/shopping-guides/whats-the-difference-between-gray-blue-and-green-hydrogen>
² <https://www.weforum.org/agenda/2021/12/what-is-green-hydrogen-expert-explains-benefits/>



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CA' FOSCARI UNIVERSITY OF VENICE OFFERS ITALY'S FIRST BA COURSE IN SOUTH-EAST ASIAN STUDIES



Ca' Foscari University of Venice offers Italy's first course in South-East Asian Studies. Inaugurated in 2019 under the umbrella of the university's prestigious *Bachelor's Degree Programme in Language, Culture and Society of Asia and Mediterranean Africa*, this new course enables students to study South-East Asia with a special focus on **Thailand and Vietnam**. Starting from the academic year 2022/23, students who enroll in the South-East Asia curriculum will also be able to focus on the relations between **South-East Asia and China**. In addition to studying the history, cultures, and geopolitical significance of this increasingly important world region, students will have the chance to learn two among the following three languages: **Thai, Vietnamese and Chinese**.

Innovative and unique in Italy, the curriculum also enables students to gain academic and professional experience in international environments. Students can participate in **exchange programmes** with partner universities in South-East Asia, such as *Chulalongkorn University in Bangkok, Vietnam National University in Ho Chi Minh City, and Hanoi University*. They can additionally undergo internships abroad thanks to Ca' Foscari's partnerships with companies and institutions, including the **Thai-Italian Chamber of Commerce in Bangkok and the Italian-Vietnam Chamber of Commerce in Ho Chi Minh City and Hanoi**.

"Thailand and Vietnam are investing a lot in education and in promoting their culture abroad. They are developing rapidly and for this reason there is an **increasing demand for professionals** who are knowledgeable in the relevant languages and cultures.

There are many potential fields of work — ranging from interpretation and translation, to commerce, to the cultural sector and tourism, or even to international institutions such as embassies and consulates," says **Alice Cola**, a Ca' Foscari student who has always been fascinated by Thailand. "The curriculum I chose offers a series of new and engaging courses that aim to equip students with **comprehensive competence** in South-East Asia. The small number of students allows for **direct interaction with the professors**, who are very helpful and attentive to our needs."

"If you are interested in the South-East Asia curriculum, don't let the prospect of learning two foreign languages intimidate you! While it is true that this language choice might seem unusual, by learning them you will have a variety of **opportunities related to these emerging countries** — and at the moment there is no competition in Italy," says **Veronica Rota**, one of the first students who signed up for the course in 2019. "Not many people know that the writing system used in Vietnam is based on Latin, so you don't

need to learn other characters. That makes things easier, doesn't it? Once you've started learning the language, it becomes really stimulating. I've been studying it for just a year and I already feel quite confident in conversation and in writing — which has boosted my confidence!

Another thing that struck me was the way in which professors manage to include information about ancient and contemporary culture, so that the learning experience is not only fun, but also relevant to the present day."

"In 2019, Italy and Thailand celebrated the **150-year anniversary** of their diplomatic relations, which started when King Rama V came to Venice and was struck by its beauty," says **Andrea Marcon**, Honorary Consul-General of the Kingdom of Thailand for Triveneto. "The historic bond that ties our city to Bangkok — also known as the "Venice of the East" due to the many canals that once crossed it — would be reason enough to study this complex and fascinating language.

However, learning Thai also offers **many job opportunities**, especially in the financial and industrial sectors. Over the last few decades, various Italian companies have delocalised production in Thailand, especially in the iron and steel industry, in the food processing sector, and in the IT sector. These companies are always on the lookout for **young graduates**.

Italian institutions in Thailand, such as the TICC (Thai - Italian Chamber of Commerce), are a great starting point for young graduates who wish to experience the local lifestyle and get in touch with companies in every field."

"The situation in Vietnam today can be compared to the economic boom Italy experienced in the 1950s and 1960s," says **Renato Darsiè**, Delegate for the Vietnam Embassy for Triveneto. "The country is **unified, young, flourishing and peaceful**. It is a



member of international assemblies, economic and social relations, and it has a special relationship with Italy. Over the last few years, this emerging country has undergone rapid industrialisation, it has entered the international market, it has been reformed from a legal and economic-financial perspective, and it has opened even further to international relations focused on culture and research."

Given the success of the South-East Asia curriculum so far, Ca' Foscari University of Venice is considering activating a **Master's Degree in South-East Asian Studies** in the near future. Taught in English, this will allow students to perfect their skills in the languages of South-East Asia and expand their knowledge of the region.





AUTOMOBILI LAMBORGHINI IS A TOP EMPLOYER ITALIA 2022, RECEIVING THE AWARD FOR THE NINTH YEAR IN A ROW

Contributing to its recognition includes innovative Well-Being and Diversity&Inclusion programs and investments in new skills and recruitment plans in preparation for electrification

Sant'Agata Bolognese, 20 January 2022 – Once again for 2022, Automobili Lamborghini is confirmed as a "Top Employer Italia". The award received for the ninth year running, recognizes Lamborghini's high-value corporate welfare strategy, putting its people at the center.

The awarding of "Top Employer Italia" comes at a turning point for the company. Following the announcement of the Direzione Cor Tauri plan and focus on sustainability, Lamborghini has planned major hirings and new skills development programs over the coming decade. The company will also invest heavily in training, using new technologies in virtual and digital environments, to accelerate the learning of the production line workers.

Despite the pandemic, Automobili Lamborghini's employment numbers are bucking the trend, thanks to the growth it has experienced even during this challenging time: the company currently has over 1900 employees, with increase of 5.6% in 2021.

"We are rightly proud of receiving the Top Employer Italia certification once again in 2022," says Umberto Tossini, Chief Human

Capital Officer of Lamborghini. "Our company is a solid benchmark in Italy for excellence in people management. Our aim is to ensure an attractive working environment for those colleagues who, day after day, strive for the company's success, by making a practical contribution to trust, equity and the quality of relationships."

Even greater attention to employee well-being and to Diversity & Inclusion issues

In addition to the initiatives and projects related to diversity, inclusion, and parental and salary equality, all well-established aspects of Automobili Lamborghini's plan of action, 2021 was characterized by an important well-being project with the launch of the Lamborghini Feelosophy program (its name combining "feel" and "philosophy"), developed by the Sant'Agata team with the aim of taking care of its people in a holistic sense.

The Lamborghini Feelosophy program is based on three pillars – body, mind and purpose – and promotes initiatives aimed at cultivating the growth and well-being of people from the



perspective of listening and continuous improvement. The project includes longstanding initiatives related to physical and mental well-being, and is now enriched with new proposals dedicated, for example, to sustainable nutrition and the important of sleep.

Another central topic is that of Diversity&Inclusion. Lamborghini provides its employees with a number of initiatives to support them in balancing private life and work. For this purpose, the company provides dad and mom coaching courses, thanks to which mothers and fathers working at Lamborghini can talk to a coach about the changes that inevitably come with the arrival of a child.

Furthermore, the company has a strong commitment to transforming all forms of diversity into an added value, addressing its various aspects in regular studies, talks and podcasts available to employees on the WeLambo app. Numerous different cultures coexist at Lamborghini (its employees come from 35 countries around the world) and workers with disabilities and mental health issues are fully integrated into the working environment. As regards generational diversity, over the years the company has implemented cross-mentoring initiatives designed to stimulate the transfer of knowledge between junior and senior employees, with a view to the continuous improvement of skills.



Photo and videos: media.lamborghini.com
 Information on Automobili Lamborghini: www.lamborghini.com

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The Pandemic has accelerated several existing HR trends, which have revitalized the global recruitment markets. While 2020 surprised us with an unexpected hike in unemployment rates, 2021 registered a dramatic rebound in the international markets.

The global job market transition also implies that employees have now changed their approach to work and life, looking for a new balance in the relationship with their employers. As a result, companies are struggling to retain their workforce, regardless of industry or occupation.

While one end of the market is dealing with the war for talent, the other is faced with a labor shortage. There is a major skills deficit for IT and technical roles, and in hiring blue collars and waiters.

Furthermore, people are quitting their jobs in record numbers in this period, even without alternative or secure job opportunities in hand. While some employees consider taking temporary breaks from work, others are leaving their companies permanently. The "Great Resignation" was already set in motion in the US over the past year, but it is now taking place in Europe and Asia as well.

It is difficult to interpret the global situation, but certain trends are likely to play a major role in redefining HR and recruitment in the years to come.

- **Slow Recovery of the Hard-hit Sectors:** Not surprisingly, healthcare, technology, and manufacturing sectors — where reshoring efforts and direct investment have led to a robust

increase in labor demand — are primarily affected by a labor shortage. While most B2C services are still suffering due to the pandemic, others are slowly recovering.

- **Survival of the Fittest:** Aside from healthy and dynamic startups, small businesses have suffered their already existing weaknesses (bad organization, low financial resources, etc.) while large businesses have leveraged on their strengths such as their ability to benefit from government stimulus plans. In this general scenario, Global Big Tech together with Big Pharma are the greatest winners of the last two years.

- **Global Competition for Top Talents:** Large corporations have created international organizations where physical location is no longer a constraint. They will source their employees from everywhere, competing with local players with unmatched financial strength.

- **Candidate-driven Markets:** In the past, most people left their jobs for typical reasons like salary issues, or to find better bosses, and were looking for the same improvements (salary increase, shorter commuting hours, professional career). Nowadays, each person looks for a bespoke package, where the salary is only one factor and needs to be integrated with different benefits (longer annual leave, remote working, training and education, work environment and organization, etc.).

- **Increase in Worker Compensations:** While escalating raw materials and energy costs have dominated headlines, employers

are also getting hit below the economic belt because of an imbalance in another critical necessity: labor cost. The salary review effect is more evident in the US but it is also gaining momentum in Europe and Asia (also related to increasing inflation rates).

• **Sustainability and Diversity are a Recurring Theme:** In the past people generally put less weight on corporate principles and responsibility. They knew most companies had their own corporate value propositions, but they were skeptical about the real application of those rules. Today, more and more employees choose their new company based on their perception of real behaviors and will even quit their job if their individual values don't line up.



How has the pandemic impacted the local situations in Thailand?

Regarding Thailand, the market was already facing a shortage of manpower – skilled or unskilled – for the last 10 years. With the global pandemic and digitalization, the situation is expected to go downhill without immediate action.

There is high demand for people in IT, digital marketing, cyber security, accounting, and HR. For instance, the implementation of PDPA (Personal Data Protection Act) in 2022 led new professionals to implement this law into their business processes.

The pandemic has also shown us that there are alternative ways to work that don't hinder productivity. More positions can be filled remotely or with a hybrid model versus the traditional 9 to 5 schedule.

However, Thailand faces issues relating to soft skills as well as technical skills. The Thai educational system is primarily focused on rote learning rather than critical thinking or conceptual understanding. Sometimes it is even seen as impolite to question teachers. Often, this doesn't help students develop the communication and leadership skills that will be relevant for their professional lives.

Heraclitus, the Greek philosopher said, "Change is the only constant in life". Needless to say, to survive, we need to continually evolve. Organizations are experiencing a strong need for mental agility that cannot be taught immediately in the face of change but can be trained over time.



Author Details:

- Fabio Sola, Network Director of PRAXI Alliance, Italy
- Laurent Landie, Managing Director of Lim & Partner, Thailand
- Michelle DesChenes, Managing Director of GattiHR, USA

PRAXI Alliance Worldwide Executive Search (www.praxialliance.praxi)
Competition is global. Business is local.

TICC COMMITTEES

In January 2022 TICC has renewed the regional Committees in Thailand and in China, in order to widen the scope of services offered to its members and companies. These representatives will cooperate with member companies (and potential member companies) located outside Bangkok and also in China, due to the increasing inquiries from that country.

In view of the positive results achieved in the past years of operation by the regional Committees, the TICC Board of Directors has recently appointed:

- Dr. Francesco Pensato – *Chairman for Southern and Central Region, Phuket Island*
- Mr. Devis Bonetto – *Chairman for the Province of Chumpon, Ranong and Surattani Mainland*
- Mr. Rene Okanovich – *Chairman for the Eastern Seaboard*
- Mr. Simone Callai – *Chairman for Huahin, Prachuap Khiri Khan*
- Mr. Fabrizio Fabrizi – *Chairman for Chiang Mai Province*
- Mr. Salvatore Parisi – *Vice Chairman for Southern Region, Phuket Island*
- Mr. Stefano Gonella – *Vice Chairman for Southern Region, Krabi*
- Mr. Giacomo Ballelli – *Chairman for Greater China*

The aim is to promote TICC visibility and services, to welcome new members, to distribute TICC publications and to organize - in cooperation with the Chamber - activities and events in these regions. TICC President, Secretary General and Directors wish all the new TICC Committees to reach all the objectives by the next year.



Dr. Francesco Pensato
Chairman for Southern and
Central Region, Phuket Island



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of Chumpon, Ranong and
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Eastern Seaboard



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Prachuap Khiri Khan



Mr. Salvatore Parisi
Vice Chairman for Southern
Region, Phuket Island



Mr. Stefano Gonella
Vice Chairman for Southern
Region, Krabi



Mr. Giacomo Ballelli
Chairman for Greater China



Mr. Fabrizio Fabrizi
Chairman for Chiang Mai



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It is well known that governments of China and Laos has opened railway services on the China-Laos route on December 2nd. Our company has realized the importance and benefit from this rail transport to link the region between China and Laos and countries in Mekong River Basin. For this reason, PK Interfreight Company as a leader in the transportation of goods through the Thai-Laos cross border. Therefore, cooperated with partners in

China and the office in Vientiane open new service routes to meet the demand entrepreneurs in China, Laos and Thailand to have more options to transport their own goods. Our company will provide transport services from various cities in China such as by train through the Mohan and Boten borders to the destination of Vientiane Station and the transportation outbound to customers, entrepreneurs in Laos or even in Thailand or other neighboring countries as the address specified by the customer.

The entrepreneurs who interested and would like to know more details. You can contact with Ms.Vee-Onn with her mobile phone 091-232-3345 , email : sales3@pkinterfreight.com, or our customer service call center 061-0217565.

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THE CHANTHABURI GEMS FESTIVAL 2022 AT THE GEMS & JEWELRY CENTRE



On February 4 the Thai Italian Chamber of Commerce (TICC) has attended the official opening ceremony of the Chanthaburi Gems Festival 2022 at the Gems & Jewelry Centre.

The TICC donated to the Deputy Prime Minister, also Minister of Commerce, Mr. Jurin Laksanawisit, a memento gift with an exclusive publication about the contribution of the Italian architects and artists to Thailand in the last century at the court of the King Rama V. Additional institutional meetings were attended by the Secretary General, Mr. Michele Tomea, who represents

also CNA Arezzo, with the Department of International Trade Promotion, Thai Goldsmith Association and the Gemological Institute of Thailand.

The event was a great opportunity to understand the needs of the industry strengthen the ties of jewelry industry and the relationship between Italy and Thailand. In the evening of the same day, the GIT hosted a Gems night at the Maneechan Resort with the ASEAN Gems & Jewelry Trade Association (AGJA) a cocktail party to welcome over 150 professionals of the industry.

The Thai-Italian Chamber of Commerce (TICC) is grateful to Asia Life to coordinate the meetings and for the opportunity. Furthermore, a report will be prepared to inform the Italian and Thai companies interested in enhancing business in Thailand with the next trade shows, Vicenza Oro and Oro Arezzo 2022.





THE GEMOLOGICAL INSTITUTE OF THAILAND HAS ORGANIZED AN INSIGHTFUL TOUR AT THE KHAO PLOY WAEN MINE IN CHANTHABURI



On February 5, 2022, *the Gemological Institute of Thailand* has organized an insightful tour at the mine of sapphires at the Khao Ploy Waen Mine in Chanthaburi.

At the tour the delegation of the Thai-Italian Chamber of Commerce (TICC) with the international jewelry designer Mr. Alessio Boschi attended the visit and saw several types of gemstones of the families of Quartz, Sapphires and Obsidian.

The tour was the opportunity of exchanging knowledge and information about the development of the industry.

At the mine the team of the GIT shown the procedures of the selections of rocks to the raw materials ready to be sold to the market.

The Thai-Italian Chamber of Commerce (TICC) was able to collect insightful information about the mining industry, raw stones and the stock available in Thailand. The TICC is grateful of the opportunity and will prepare a report to inform the companies interested in enhancing business in Thailand and Italy.





BANGKOK, 14 February 2022 – The Thai-Italian Chamber of Commerce (TICC) hosted “Its first Networking Italiano & Inaugurated The “Art & Floral Pop-Up” on Friday, 11 February 2022 at Ma Maison, Nai Lert Park.

The event welcomed over one hundred people who attended the official opening together with NAI LERT Group Managing Director, Mrs. Naphaporn Bodiratnangkura. The event was also an opportunity to inaugurate an art exhibition with numerous international artists on the property in the Nai Lert Heritage Home Museum.

During the evening, imported Italian products, wines, and beers were offered to the participants. The exhibition, which took place between 12 – 14 February, welcomed over 2,500 visitors, and works of art for over a million baht were sold.

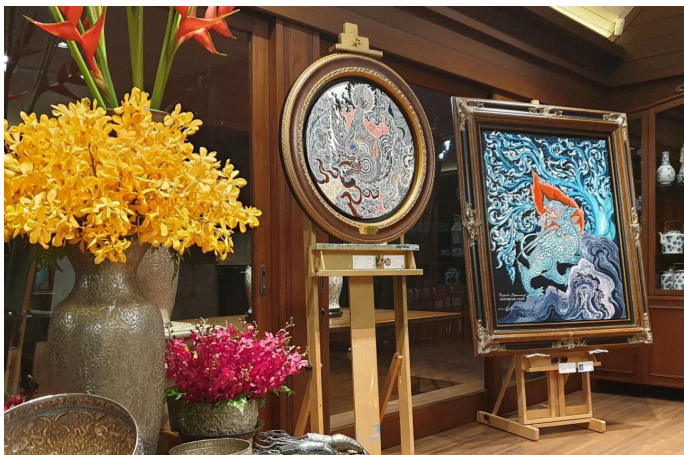
The Chamber of Commerce would like to thank the artists who participated and the sponsors Nai Lert Group, Paolo Hospital Phaholyothin, Italasia and San Benedetto Water, PACBEV, Birra Menabrea, KCG Corporation, Riso Scotti Thailand, Gooddrink 2018, Churn Homemade Ice Cream, Truffle Eat and Seko.





"ART & FLORAL" POP-UP

AT NAI LERT PARK HERITAGE HOME





TICC EDUCATION FORUM 2022



*Ph.D. Peerasak Rattana – Secretary-General
Office of the Private Education Commission, Ministry of Education*

February 24, 2022 - BANGKOK - The Thai-Italian Chamber of Commerce (TICC) held the “**Education Forum**” at Montien Hotel Surawong, Bangkok. The opening was delivered by Ph.D. Peerasak Rattana, Secretary-General; Office of the Private Education Commission, Ministry of Education Thailand followed by Mr. Laurent Landie, Managing Partner, PRAXI Alliance, a world recruitment company with the topic “**What will be the skills required in the future**”.

The panel discussion was opened by Mr. Laurent Landie, from PRAXI Alliance, displaying a presentation about the skills required by the jobs of the future. The conversation was then developed by four experienced speakers from TICC school partners to understand the fundamentals of education in Thailand aiming to enhance the national competitiveness of the country. Each school shared its distinctive paths of its education directions aiming towards updating teachers and students.



*Mr. Laurent Landie – Managing Partner
PRAXI Alliance*

The panelists shared their experiences in the field of education adding valuable suggestions on building innovation processes to activate new fields of study and research. Sustainability, Digitalization, and Diversity were highlighted as the main subjects to develop and work with the students. Critical thinking was also mentioned as a tool to give in the hands of the students nowadays. New Trends in Education for The Business of The Future. Build Connection Between School and Companies Moderated by Mr. Michele Tomea - Secretary-General of Thai Italian Chamber of Commerce. Together with our Panelist:



- LAURENT LANDIE** – Managing Partner – PRAXI Alliance
- DEAN OUTERSON** – Ambassador & Writer-in-Residence - Sasin School of Management
- CALINE FONTENEAU** – Director of Admissions and Marketing - KIS International School
- LAURIE COLYER CHARUSORN** – Admissions & Marketing Manager - Bangkok Prep
- CHERYL REGO** – Head of Department, Alumni, and Marketing - Bangkok Patana School

We would sincerely like to thank all the participants and all our kind sponsors, school partners, community Partner and media Partner including:

School Partner: King's College International School Bangkok, Bangkok Patana School, KIS International School, Sasin School of Management, Bangkok International Preparatory & Secondary School (Bangkok Prep), International School Bangkok (ISB), Shrewsbury International School Riverside, and Brighton College International School Bangkok.

Sponsors: Mango Logic, PRAXI Alliance, Lim & Partner

Community Partners: Bimbi Italiani, BKK Kids

Media Partner: Asia Life, Big Chilli, Scand Asia

Venue Partner: Montien Hotel Surawong Bangkok



FORTHCOMING EVENTS



The Thai-Italian Chamber of Commerce (TICC) invites members and friends to join the **Seminar** related to the **Thai Permanent Residency and Citizenship**, in collaboration with Mahanakorn Partners Group (MPG) on **Thursday, 3 March 2022 – 15:00 – 16:00 hrs. at the Sukhothai Hotel Bangkok – Garden Villa.**

SPEAKER

- Ms. Vilasinee Thephasadin Na Ayuthaya, Managing Partner at Mahanakorn Partners Group (MPG)
- Ms. Werinorn Manphan, Senior Associate at Mahanakorn Partners Group (MPG)

For registration, please contact at reservations@thaitch.org



The Thai-Italian Chamber of Commerce (TICC) invites members and friends to join the online **Webinar** related to the **RCEP – The Achievement of the Largest Economic Multilateral Free Trade Integration in the World**, in collaboration with Department of Trade Negotiations, Ministry of Commerce on **Tuesday, 8 March 2022 at 15:00 – 16:00 hrs.** (Bangkok Time)

SPEAKER

- Ms. Chotima Lemsawasdikul

For registration, please contact at reservations@thaitch.org

Corporate Partnerships Announcement

Proud to announce our Institutional & Media Partnership



PARTNERSHIP ANNOUNCEMENT

Thai - Italian Chamber of Commerce (TICC) & **VNU ASIA PACIFIC.**

We are proud to announce a new partnership with the Thai-Italian Chamber of Commerce (TICC) to become a corporate partner with VNU Asia Pacific in 2022.

As a clear endorsement of the partnership, TICC will support VNU Asia Pacific in terms of the co-promotion, especially for promoting the AGRITECHNICA ASIA [May 25-27, 2022 | BITEC] and Free From Food Asia [September 14-16, 2022 | BITEC] which are strong business sectors of TICC connection.

We believe our partnership with TICC in promotional support of the trade fair exhibition is a new platform to connect with the international company and expand the brand awareness of our exhibition among their members in the future.

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For Sponsorship, please contact us at trade@thaitch.org



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



INTERMACH & SUBCON THAILAND 2022

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VNU Asia Pacific is part of VNU Group, a globally operating exhibition company. VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 19 trade shows and event formats both online and face-to-face platforms including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences, Biotechnology, 5G and IoT and Disaster Resilience industries.

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