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INFORMA



The Business Magazine of the Thai - Italian
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Dear Valued Members,

I am delighted to present the July 2021 Issue of our Informa Magazine. July is considered the height of the Italian Summer. In this season, we will be celebrating and promoting various authentic Italian dishes. These include online classes together with Accademia Delle Professioni on the world-renowned Tiramisu, a celebration of the Piedmont cuisine with award-winning local chefs, and we are also working with several partners and Zanotti il Ristorante on a worldwide culinary project named "True Italian Taste" which will be launching shortly.

For this issue, many distinguished businesses have also provided multiple insightful articles, promotion of TUTTOFOOD agribusiness, a press release of Authentic Italian Table 2021, and ASEAN news updates, all of which are included in this Issue. I would like to extend my thanks to ILCT for providing an article on the new Thai regulations on food labeling, a topic which is especially useful because it is related to the work that our team and partner institutions are currently promoting. We will also include an article from a business association that will provide a how-to guide on the exportation of various products to Europe, this article should be useful for our Thai members and local producers as it includes information to overcome the ongoing logistical challenges and multiple COVID-19 era custom regulations.

On the local COVID-19 situation as of this month, Thailand's mass vaccination program has commenced. Our new member, Siemens has also shared interesting vaccination production updates with us. With this news, we are confident that the local situation will continue to improve, and we expect normalcy to return soon.

With the ongoing pandemic and public health restrictions, the TICC staff has made major progress in our shift to online media platforms. On this, 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.

As mentioned earlier, we will be launching a new series in July named "True Italian Taste" to promote authentic Italian cuisine in Thailand, and vice-versa, we will also be hosting our Herbal Heritage project to promote Thai businesses to the Italian market. On this note, we have just recently concluded the first round of projects on Thai herbal medicines and botanical food supplement with our new members, TMAN and Ouay Un Dispensary Co. Ltd. We are planning to launch similar activities in the coming September with other partners.

Lastly, 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



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CONTENTS



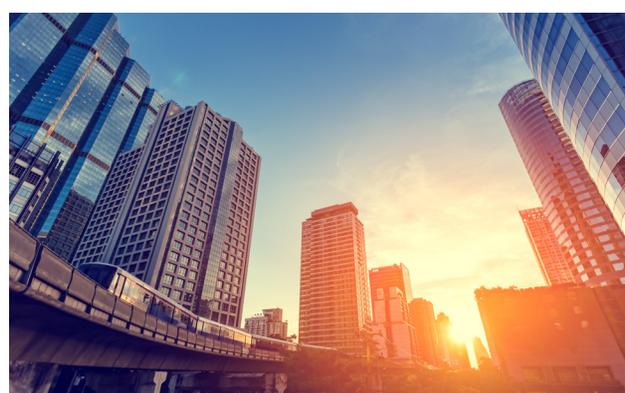
THAILAND EYED AS TOP PICK FOR REGIONAL AND INTERNATIONAL HQS

6

ASEAN TODAY REGIONAL LEGAL & BUSINESS NEWS

8

ASEAN TODAY



THAILAND'S ECONOMIC OUTLOOK

10



11

SUSTAINABILITY DURING THE TIME OF UNCERTAINTY

IS YOUR BUSINESS READY FOR THESE MAJOR EUROPEAN E-COMMERCE CHANGES?.....	12
VACCINE PRODUCTION: MARBURG HAS THE RIGHT STUFF.....	15
RULES AND REGULATIONS ON FOOD ADVERTISEMENT.....	16
PET PRODUCT INDUSTRY IN THAILAND.....	17
PAT CHANGED KLONG TOEI COMMUNITY PLAN CONFORMING TO THAILAND BUILDING CONTROL ACT.....	19
CONTAINER SHORTAGE.....	20
ITALIA MIA: THROUGH THE EYES OF 3 ITALIAN CHEFS.....	22
VENETO: ALL YOU NEED TO KNOW ABOUT TIRAMISÙ.....	23
EMILIA ROMAGNA: IL TERRITORIO E I SUOI PRODOTTI.....	24
MEET THE TICC RESIDENT ARTIST: ARASH GROVAN.....	26
FORTHCOMING TRADE SHOWS.....	29
NEW MEMBERS.....	30

LIST OF ADVERTISEMENTS

 P. 2	 P. 4	 P. 11	 P. 12
 P. 18	 P. 22	 P. 27	 P. 28
			 P. 32



As Toyota Motor Corp grew to become the world's biggest vehicle manufacturer with operations in more than 170 countries, Thailand was always more than just another market.

Since becoming one of the Japanese automaker's first export destinations with an order for 117 fire trucks in the 1950s, the relationship between Toyota and Thailand has expanded far beyond the borders of Southeast Asia's second largest economy.

Today, Thailand is not only a major manufacturer of Toyota cars and trucks, but is also home to the company's Asian headquarters, overseeing engineering and manufacturing operations in around 20 countries that in 2019 accounted for sales of more than 1.1 million vehicles, or 12 percent of the company's global output.

Alongside three other regional hubs servicing North America, Europe and China, Toyota Daihatsu Engineering and Manufacturing Co., or TDEM, as Toyota's regional headquarters for Asia is known, is "critically important" to the car maker's global operations, TDEM Executive Vice President Pras Ganesh said in an interview.

Toyota is far from the only corporate leviathan to choose Thailand as a base for international operations. The world's largest food and beverage company, Swiss-based Nestlé SA, is another. So, too, is Huawei Technologies Co., Ltd., China's number one telecoms company and owner of the world's largest portfolio of 5G patents.

U.S. energy major Exxon Mobil Corp., Europe's leading tire maker, Michelin, the Japanese company that invented instant noodles, Nissin Foods, and BRAND's Suntory, a unit of the world's third largest spirits manufacturer, are among other heavyweights that have also chosen Thailand as their regional headquarters.

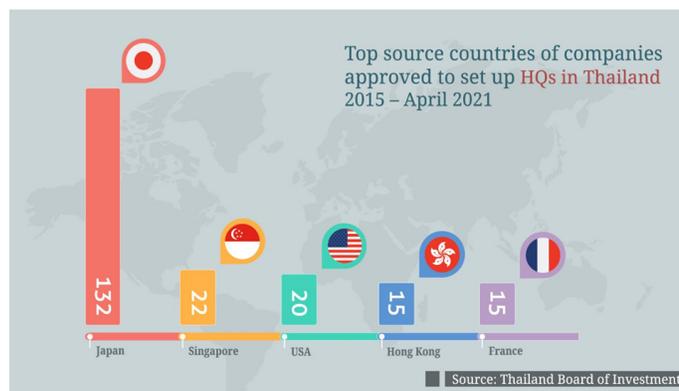
Indeed, such is Thailand's attraction that since 2015, 329 multinational companies have taken advantage of incentives offered by the Thailand Board of Investment to make the country their international hub for all or part of Asia and, in some cases, beyond.

TDEM, Toyota's regional engineering and manufacturing headquarters for Asia, is a prime example, overseeing a region with a population of more than two billion. In addition to the 10 Southeast Asian countries that make up the ASEAN economic grouping – a market of 674 million consumers – TDEM supervises Toyota's operations in some 10 other countries, including India (1.4 billion) and Pakistan (217 million).

Based in Samutprakarn just outside Bangkok, TDEM's 2,400 employees, including a strong research and development team, also provide support services to Toyota units as far afield as South Africa, Brazil and Argentina. Toyota vehicles made in Thailand are even exported to the company's home market, Japan.

Asked to explain Toyota's decision to give Thailand such a key role in its global business, Executive Vice President Ganesh points to a heady combination of government support, geographical location, world class connectivity, logistics that include the rapidly expanding Laem Chabang port, and good universities that turn out a highly educated and engaged local talent pool.

Thailand, he adds, also offers a welcoming environment for expatriate executives. "There are things like schooling, lifestyle, shops and health care that are excellent in quality and service," Ganesh says. "Thailand is an appropriate country and Bangkok a perfect city for a company considering to set-up a regional headquarters."



Thailand certainly has a proven track record working with foreign investors to create highly successful regional and global businesses. Over the past 30 years, government strategies and BOI privileges have helped develop Thailand into the world's 11th largest automaker and 13th biggest electrical and electronics manufacturer, according to the International Organization of Motor Vehicle Manufacturers and Thailand's Electrical and Electronics Institute, and a major player in the petrochemical industry.

Leveraging on its bountiful agricultural advantages, Thailand also has become one of the world's most important food exporters. Similarly, its high quality, reasonably priced health system has provided a springboard to develop the country into an international medical hub.

Many of the companies that have already embraced Thailand as a regional HQ reflect both those existing strengths and future prospects. BOI data shows that in the past five years, 25 percent of them are in the automotive and electrical and electronics fields, with the food, technology and medical services sectors also prominent.

China's Huawei says it wants to be part of Thailand's digital future and regional ambitions. The tech giant first opened a representative office in Thailand 22 years ago and established its ASEAN headquarters there in 2016. In 2017, Huawei established an open lab in Thailand and in 2019, it launched the region's first 5G test bed in Thailand's high tech Eastern Economic Corridor (EEC). Today, it employs 3,200 people in Thailand – 88 percent of them local hires – and has opened a Huawei ASEAN Academy in the EEC that aims to train 30,000 more digital workers within the next three years.

In a presentation to an investment webinar in March, Huawei Technologies (Thailand) Chief Executive Officer Abel Deng described the Kingdom as the most advanced country in ASEAN in terms of rolling out 5G technology.

He also predicted that up to 70 percent of Thai companies would migrate to the cloud within three years and noted Huawei was about to open its third cloud data center to help the country meet its goals. That investment, he added, was paying off. "Cloud services last year in Thailand were the best in the Huawei ecosystem globally in 140 markets," Mr Deng said. "We have a great business and investment climate here."

Companies seeking to locate their regional or global headquarters in Thailand can qualify for government-awarded privileges if they are classified as an international business center, or IBC. This refers to a company incorporated in Thailand that provides managerial and technical support or financial management services to its associated enterprises, whether located in Thailand or overseas.

If approved, the Thailand Board of Investment and Revenue Department can offer a suite of incentives that include reduction in corporate and personal income taxes, exemption of import duty on machinery for R&D and training purposes and so-called smart visas that streamline immigration formalities for key talent.

Over the past 30 years, food and beverage giant Nestlé has worked closely with the BOI as it has grown its business 10-fold while opening seven factories in the Greater Bangkok area and setting up a regional headquarters named Nestlé Indochina to oversee its operations in neighboring Myanmar, Cambodia and Laos as well as Thailand. The company also exports to more than 50 other countries, including its home base of Europe.

"The one-stop service offered by the BOI is superb," says Nestlé Indochina Corporate Affairs Director Nophadol Siwabutr. "Most of our big factories were built with their help."

Nophadol says Nestlé's confidence in Thailand as a regional headquarters is reflected in an ongoing \$150 million investment in three factories manufacturing UHT (ultra-high-temperature-treated) beverages, ice cream and pet food – a sharp increase on previous annual spending despite the Covid pandemic. In total, Nestlé Indochina employs 3,500 people and ranks among the more important of the 130 countries and regions in which the parent company manufactures or sells its products, he adds.

A 35-year Nestlé veteran, Nophadol says the Indochina business has no problem attracting top talent. "And the quality is getting better," he says. He is also encouraged by the diversity of the expat and local management team.

Even foreign companies that don't use Thailand as an international base say their Thai businesses are benefiting from the trend. Katoen Natie, a global logistics company based in Antwerp, Belgium, moved into Thailand 23 years ago to service one customer and today operates 425,000 square meters of warehouse space serving 40 major multinationals.

"When you look around Southeast Asia, the infrastructure here really is the best," says Katoen Natie Thailand Managing Director Arnaud Derbaudrenghien. "You see top standard ports that handle tremendous volumes, are well connected by road and the government is now investing heavily in rail. Companies moving to Thailand to have regional headquarters find it very beneficial. You can really see they don't regret their choice. You get great connectivity by sea and inland transport."

Back at Toyota's Asian headquarters, Executive Vice President Ganesh reflects on his company's experience as a case study for other multinationals considering Thailand as their regional base. "It shows that Thailand is definitely the place from which you can cover a broad region," he says. "Our employees here have become very global in scope and focus."



Katoen Natie's facilities near the port of Laem Chabang in Thailand's Eastern Economic Corridor — a key component of the country's logistics network serving large multinationals.

ASEAN TODAY

REGIONAL LEGAL & BUSINESS NEWS

MAY 2021

ASEAN Economic Community News

ASEAN Environmental Services Report

ASEAN released its five-year report card on the ASEAN Economic Community (AEC) earlier this month. The ASEAN Secretariat analyzed 1,7000 action lines from the ASEAN 2025: Forging Ahead Together Blueprint and found that there has been a 54% completion rate across the five AEC Blueprint Characteristics with 34% still in progress, 9.2% not started, and 2.5% withdrawn. The bright spots from the past 5 years include the conclusion and signing of the Regional Comprehensive Economic Partnership (RCEP), the operating of the ASEAN Open Skies, ASEAN Single Window, and ASEAN Customs Transit System (ACTS). The time needed to start of business in ASEAN dropped from 24.5 days in 2017 to 14.5 days in 2020. However, the report notes that much of the AEC 2025 blueprint is capacity building by nature for the public sector and to build awareness, so there is a significant disparity between potential impact of the action items and their actual weightage in economic community building. Case in point is the issue of non-tariff barriers (NTBs) in the region. Unfortunately, the elimination of NTBs remains a moving and impossible target to hit. While the member states have agreed to eliminate all NTBs and non-tariff measures (NTMs), the region has struggled to just identify them, let alone any assessment and elimination. Since 2015, the number of NTBs and NTMs has markedly increased with almost no actual eliminations of any existing NTBs.

ASEAN Marine Debris Action Plan

The ASEAN Regional Action Plan for Combating Marine Debris in the ASEAN Member States (2021–2025) was launched this month and is a scalable, solution-focused joint strategy to address marine plastic debris across the ASEAN region. Plastic makes up 80% of all marine debris in the oceans and 6 ASEAN member states alone generate 31 million tons of plastic waste a year. Shared river systems, connected coastlines, and the international trade in plastic products and plastic waste increase the threat of marine debris and the harm it does to the region. The Regional Action Plan will be implemented over the next five years and provides many opportunities for ASEAN members to catalyze, collaborate, and apply long-term solutions relating to plastics usage and plastics management. The Plan includes 14 Regional Actions across four pillars of Policy Support and Planning; Research, Innovation and Capacity Building; Public Awareness, Education and Outreach; and Private Sector Engagement.

Japan-ASEAN Environmental Initiative

Japan announced that it is launching a new initiative to help the 10 ASEAN member states cut greenhouse gas emissions and realize a decarbonized society. Japan will compile a roadmap to decarbonization, set up a US\$10 billion public and private investment and loan facility, and encourage the development of renewables and tougher energy conservation measures. The US\$10 billion will be invested and lent through the Japanese government and megabanks for specific purposes such as energy-saving efforts, renewable energy sources, and moving from coal to liquefied natural gas for thermal power generation, and having coal powered power plants mix coal with ammonia to reduce carbon dioxide emissions. 80% of ASEAN's electricity comes from thermal power generation using fossil fuels such as coal.

Vietnam News Cryptocurrency Regulations

Vietnam plans to start regulating cryptocurrencies and the Ministry of Finance established a research group that will begin an in-depth study of cryptocurrencies to start the process of legislative reform. Cryptocurrency trading and use is currently not legal in Vietnam, but experts believe that over 1 million Vietnamese currently use crypto-currencies and expect the number to reach 30 million by 2030. However, cryptocurrency crimes are increasing including currency thefts, regular hacks, and cyber scams, and legislation to manage and handle virtual assets is becoming necessary. The cryptocurrency market in Vietnam could be very profitable in the future and Vietnam is already moving towards a cashless society.

Market Access Restriction Lists

Vietnam's new Investment Law came into effect at the beginning of 2021 and one of its implementing regulations, Decree 31 which provides guidance on business lines subject to market access restrictions for foreign investors, came into effect on March 26, 2021. Under Decree 31, the business lines where foreign investors are subject to market access restrictions are divided into two parts, the Market Entry list and the Prohibition list. The Market Entry list details the 58 sectors in which foreign investors must satisfy certain conditions to enter the market, and the Prohibition list contains 25 sectors that are completely closed to foreign investments.

Philippines Update ASEAN Collective Investment Schemes

The Philippines became the fourth signatory to the ASEAN Collective Investment Schemes (CIS) Framework when the Securities and Exchange Commission of the Philippines signed a supplemental memorandum of understanding with the Securities Commission Malaysia, the Monetary Authority of Singapore, and the Securities and Exchange Commission of Thailand earlier this month. Now, qualified investment companies in the Philippines will be able to offer eligible funds to retail investors in the other three member jurisdictions and vice versa. The CIS came into force in May 2020 and is part of the ASEAN regional capital market plan and will facilitate cross-border product access and fund distribution for investors and issuers.

Indonesia Bulletin Tax News

Indonesia announced that it plans to overhaul the country's tax system including implementing a carbon tax to help curb greenhouse gas emissions, raising value added tax (VAT) rates, and reforming income tax. Revenue from the carbon tax would be invested into environmentally friendly sectors and welfare programs. Indonesia also plans to launch another tax amnesty program like the one from 2016 where 1 million taxpayers declared US\$336 billion worth of assets and repatriated US\$150 billion back into the country.

Singapore Watch Carbon Credits Exchange

Singapore plans to launch a new global exchange and marketplace for high-quality carbon credits this year that will be backed by the Singapore Stock Exchange and multinational banks, and a state investor. Due to increasing pressure to cut carbon commissions and adhere to sustainability plans, companies need access to carbon credits to offset emissions. Experts say that the voluntary carbon market need to expand to 2 billion tons of carbon credits a year by 2030 to enable companies to meet the goals set under the Paris climate agreement. The new exchange will capitalize on Singapore's reputation as a leading financial and trading hub and help solve the problems within the current fragmented carbon credit markets characterized by thin liquidity and credits of questionable quality.

Cambodia News
Bancassurance Approved

Industry experts say that the offering of insurance products through financial institutions and banks, bancassurance, will play an increasing role in the emerging insurance sector in Cambodia. The National Bank of Cambodia has approved 18 banks and two microfinance institutions to offer bancassurance through referrals to existing insurance companies and a law released earlier this month now allows them to start offering insurance products in an attempt to increase the public's access to the sector.

THAILAND LEGAL REVIEW

Immigration News
Extension of State of Emergency

The Thai Cabinet decided to officially extend the State Emergency Decree from May 31 until July 31, 2021. The extension was necessary because COVID-19 is still spreading in many other countries worldwide and infections continue to rise. Certain countries are still in lockdown and this impacts international travel.

60-day COVID visa extension scheme

Given that the State Emergency Decree has been extended to July 31, 2021, the Immigration Bureau will subsequently continue to allow foreigners who are stranded in Thailand and cannot leave to be able to continue to stay in the country (this visa scheme was previously announced to end and only implemented until May 29). Foreigners in all types of visa holder categories shall be eligible to apply for 60-day COVID visa extensions until July 29, 2021, provided that they are qualified based on the requirements set by the Immigration Bureau.

Corporate Law News
Tax Deadline Extension for e-Filing

According to the Ministry of Finance Notification on the extension for filing tax returns and tax payments via the internet system

(No.5), dated May 14, 2021, the deadline for e-filing and payment of Withholding Tax (WHT) and Value Added Tax (VAT) for the months of June and July will be extended as follows:

Withholding Tax Return (Por.Ngor.Dor. 1, 2, 3, 53, 54) VAT Remittance Return (Por.Por. 36)		
Original (Manual)	8-day extension (e-Tax filing)	Extended to (e-Tax filing)
For June		
7 Jul 2021	15 Jul 2021	30 Jul 2021
For July		
9 Aug 2021	15 Aug 2021	31 Aug 2021

VAT Return (Por.Por. 30)		
Original (Manual)	8-day extension (e-Tax filing)	Extended to (e-Tax filing)
For June		
15 Jul 2021	23 Jul 2021	30 Jul 2021
For July		
16 Aug 2021	23 Aug 2021	31 Aug 2021

Shareholders' lists in Electronic Format for the Registration of Public Limited Companies

The Notification of the Department of Business Development on the submission of shareholders' lists in electronic format as a supporting document for the registration of a public limited company, B.E. 2564, became effective on May 6, 2021. The Notification will aid applicants with the registration of public limited companies and conforms to the Government's policies on the utilization of technology. Such applicants will be able to submit the lists of shareholders in electronic formats (compact disc, QR Code, or URL/URL with a reference number) instead of in paper format by submitting it with the cover letter as prescribed by the law from June 2, 2021 onwards.

Update on Social Security Fund Rates

The Ministerial Regulation of the Ministry of Labour regarding contribution rates B.E. 2564 will become effective from June 1, 2021. The rates submitted to the Social Security Office will be reduced between June and August 2021 from 5% to 2.5% for employers and insured under section 33 and from 432 baht to 216 baht for insured under section 39.

The summary of contribution rates is as follows.

Month	Employer	Insured under Section 33	Insured under Section 39
January	450	450	300
February	450	450	300
March	450	450	300
April	750	750	432
May	750	750	432
June	375	375	216
July	375	375	216
August	375	375	216
September	750	750	432
October	750	750	432
November	750	750	432
December	750	750	432

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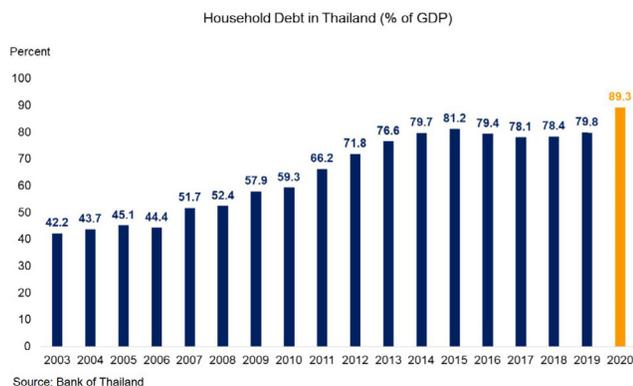
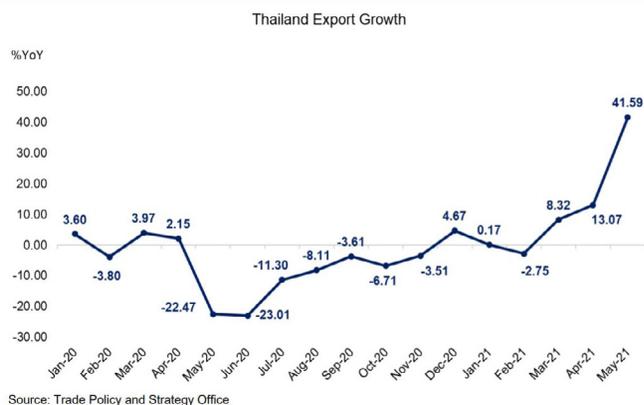
Since the beginning of 2021, Thailand has taken a step forward and two steps back. We seemed to have successfully the second wave of the pandemic well under control by March, but from April onwards the third wave broke out with daily infection cases climbing rapidly and remaining at an elevated level at present. Currently, the Thai government is juggling between trying to reopen our borders, containing the pandemic and ensuring a successful vaccine rollout.

Thailand's economy looks likely to recover at a slower pace than that of our peers as tourism had been a major growth driver. With the continuing absence of international visitors, tourism-related industries will remain in the doldrums. This has weighed on liquidity for both business owners and the workers, in turn continuing to be a drag on the economic recovery. Therefore, the panacea to this is vaccine, vaccine and vaccine.

Good news is after struggling to get the vaccination rollout going in the beginning, it now looks like the mass inoculation programme has gone smoothly. Currently over 8 per cent of Thai population has received at least one dose of vaccine, compared to just 1.5 per cent at the beginning of May. As such, this has bolstered the sentiment as reflected by rising equity prices in Thailand. Markets are beginning to look ahead to the return to normality in Thailand.

In addition, experiences from the US and the UK have shown that mass vaccination is the key to economic reopening. As some put it, "more jobs, more jobs". And that is exactly the approach that the government has taken as they did not even attempt to implement a lockdown despite the increased intensity of the infections. The government has announced the target of vaccinating 50 million people by year-end. If the target is met, Thailand will have achieved the herd immunity that will be instrumental to a full reopening of the economy, and we may not need to wear masks any longer as is the case in Israel.

That said, Thailand has announced that it will start welcoming foreign tourists from July 1st onwards in Phuket. So far, the Tourism Authority of Thailand says the vaccination has so far covered 75 per cent of the population of Phuket, nearing the goal of herd immunity which will allow the quarantine-free visit for tourists. Despite the imminent reopening of border, many have lowered their estimates for tourist arrivals down from 3 million to 1 million or fewer. This is probably since Thailand is not on the list of safe places to visit and some need to go through the quarantine once they return to their countries. The UK, the US and the EU do not recommend their own citizens to travel to Thailand yet. Therefore, the outlook for tourism will remain murky for the next few months.



The bright spot for the Thai economy has been its export performance where all-time high export value has recently been reached. With the backdrop of strong global economic rebound, Thai exports in 2021 is likely to grow by more than 10 per cent from a year ago. Lockdown-related products such as electronics and electric appliances have been doing extremely well, and the auto sector has recovered much faster than anticipated. This strong growth is likely to persist for the coming quarters because of pent-up demand and excess savings that many people had accumulated during the lockdown.

Despite the ongoing battle to control the pandemic, Thai economic outlook has improved and if there is no hiccup in the vaccination rollout, domestic economic activity should be close to normal in a few months' time. The improvement is, however, not evenly distributed on all sectors of the economy and across the whole population. As we look ahead to the Post-COVID economy, there are quite a few deep-rooted challenges that need to be addressed such as high level of household debt, ageing population and income inequality.

Household debt level is close to 90 per cent of GDP, which is quite high for an Emerging Market economy. The debt burden is heavily shouldered by the lower-income segment of the society. If left unaddressed, this problem could be a time bomb for the economy and society down the road. The government has tackled some of the issues like how the default interest is calculated, which results in a fairer penalty payment for the debtors. Moreover, because of the extent of the COVID crisis, the government has distributed cash handout to more than 40 million people who were in dire need of support as their livelihood were severely disrupted by the pandemic.

In sum, Thailand, along with the rest of the world, should be able to put the pandemic behind us soon. The macro outlook should be supportive of further recovery, and indeed many sectors will recover strongly. But the government should also pay close attention to those less fortunate, whose lives have been made worse by the pandemic. The government will be walking a tightrope as a battle over the pandemic may well be over soon, but the war against deep-rooted challenges may have just only begun.

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SUSTAINABILITY DURING THE TIME OF UNCERTAINTY

As an entrepreneur, I deeply empathize with a lot of business owners in Thailand during the COVID-19 pandemic. Personally, I would call this period "Time of Uncertainty". Many businesses have closed down, especially in the Food and Beverage areas. New regulations are passed abruptly, making it hard for all of us to adjust. The impact of it goes beyond the global economy, but also personal safety, living habits, and mental health.

Uncertainty, albeit cruel in this hour, is a universal phenomena affecting everything from the microscopic to global level. However, the uncertainty also brings out the best in all human beings. We all struggle, fail, fail again, fail better, get up, and move on. There are many great small and medium enterprises that have lasted more than half a century. Organization longevity, or you may call it sustainability, has a pivotal element. If you have a chance to look at the history of a sustainable organization, one single element always comes up as the key to their sustainability: it is adaptability.

There is no key performance indicator, or any other numbers that can justify what makes a sustainable company. Research from Min Basadur (2013) indicates that sustainable companies are highly adaptable to two kinds of situations: 1) rapidly changing, and unstable environment such as pandemic situation; 2) predictable but stable changes such as a forecasted incoming mega-trend. It is always about the survival of the fittest, or in this case the fastest to react to unforeseen circumstances in the right way. In the case of Italian companies, there are companies like Aboca, and Vibram who have been growing tremendously by innovating and adapting their old product, using their core territorial knowledge, and coming up with something that makes a difference.

My herbal manufacturing and distributing company, Ouay Un Dispensary, was established in 1947. I have heard quite a number of shared stories about how my grandfather, and my father have survived through difficult situations, mainly political and economic



Mr. Chanun Somboonvechakarn
Managing Director

crises. Currently, the world has a pandemic as an enemy, and we do take responsibility in trying to come up with products and marketing platforms for our consumers to stay safe. Sometimes, the answer can be found in the problem itself, just like a mathematical equation, all you need to know is the details of the problem and the answer will be solved. You will also need to know your strengths and weaknesses, to me they are not the extreme opposites, but they are two sides of the same coin, one does not exist without another. For example, when you spend too much on marketing and everyone knows about your product, have you been cutting the budget on how to make the product better, or preparing for a disruption when a new dominant product becomes the industry standard? Too late for Plan B.

There are no guidelines or manuals of how to make a sustainable company, but what you already have is a good start: core values, why did you start your company, who are your customers, and do you go to sleep with peace every night knowing that you have gone through a workday with honesty, and integrity to your staff and customers.

Last but not least, I wish all TICC members to be safe, with good and successful business through creativity. The world changes, therefore, we adapt.

If you are interested in herbal products, you can visit: <http://www.ouayun.com/en/home>



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IS YOUR BUSINESS READY FOR THESE MAJOR EUROPEAN E-COMMERCE CHANGES?

By Sjaak de Klein, Sr. Manager Supply Chain Solutions Asia, Nederland Distributieland / Holland International Distribution Council (NDL/HIDC)

EU Goods Package

Because of the increasingly popular e-commerce and online trade, the European Union adopted the Goods Package to ensure products placed on the EU market are compliant with EU legislation. Starting June 16th 2021, the Goods Package strengthens controls on products sold in the EU in these three ways:

1. All non-EU manufacturers must have an 'economic operator' in the EU.
2. Strengthened market surveillance of products.
3. Stricter controls at the EU border

So if you want to sell your products in Europe (directly, online or through a fulfillment service provider), you will need an economic operator stationed in Europe to do so. We have specialized firms in our network who can help you with this. For example: they can take the role of economic operator for your business.

EU VAT Package

As from July 1st of this year, all B2C products delivered to the EU have to be taxed at destination. Their origin, whether it's from the EU or anywhere else, will no longer be relevant. For these major changes your E-commerce business has to get it's data, systems and processes ready in time.

To simplify the VAT registrations, you can report the taxes and invoices with 'One Stop Shop' reporting systems to declare all cross-border B2C sales through a tax portal in one EU Member State.

What to do now?

How will these new rules impact your supply chain and transaction volumes? What about the required storage capacity? Which stakeholders need to be involved? And how can you make sure you still have a smooth customer experience? These are some important questions you might have. HIDC can help you with the answers! So, don't hesitate to contact us. We are here to help!



Contact us

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NDL/HIDC

About HIDC

Holland International Distribution Council (HIDC) is a private, non-profit organization representing and promoting the Dutch logistics industry. Our network consists of partners from the private sector, knowledge institutes and the government. HIDC is the first point of call for anyone seeking Dutch logistical expertise.

We act as a lead generator for our members, identifying business opportunities for Dutch logistics solutions: in- and outbound. We address global challenges on sustainable logistics and goods transport and providing Dutch innovative solutions (products, knowledge and skills) on themes as cities, multimodal Hubs & connections and supply- & logistics chains.

We share our knowledge and provide advisory services. Working on cross cutting themes that make it possible to look at challenges from an integrated approach. With our knowledge, advisory services and international network, we facilitate matchmaking.

Our services are confidential and free of charge. We give assistance with every step - now and in the future.

Can we match you?

If you have any questions about the new EU E-commerce Packages, want to know more about our export services, are in need of Dutch logistical expertise or do you want us to match your company with one of our members? Let's get in touch! We look forward to broaden and strengthen our international network!



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- ✓ We believe our innovative industry solutions are what sets us apart from our competition
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- ✓ We realize effective communication among all stakeholders are essential to a successful project
- ✓ We constantly strive to find new and better ways to meet our customers' needs and exceed their expectations

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Sleepy employees are 70% more likely to be involved in workplace accidents. Sleep-deprived drivers are 33% more likely to have an accident on the road. Nurses working the night shift made 32% more mathematical errors than nurses working the day shift. The operators working in the night of Chernobyl Nuclear plant catastrophe was later found to have too little sleep. Other nuclear plants have histories of failures caused in part by sleepiness. You have higher chance of making wrong decision if you don't get enough good quality sleep.

Get your sleep figured out at www.mrbigpillow.com or contact our customer service at +66877977465



VACCINE PRODUCTION: MARBURG HAS THE RIGHT STUFF

One of the vaccines that provides particularly good protection against Covid-19 is BNT162b2 from Mainz-based biotech company BioNTech. To scale-up the manufacturing capacity further, the company has begun production in Marburg – and relies on the expertise available at Siemens.

Pictures: © BioNTech SE 2021, all rights reserved

BioNTech manufactures BNT162b2 in collaboration with US pharmaceutical specialist Pfizer. The company has started manufacturing at the production site in Marburg, in the German state of Hesse. The plant there comes with an ultramodern production facility for recombinant proteins. The relevant expertise is also available, since BioNTech also acquired a highly qualified employee base along with the production facility, all of whom are experienced in developing new technologies.

The facility in Marburg had been producing influenza vaccines based on flu cell culture, then changed over to recombinant proteins for cancer treatments and now manufactures mRNA vaccine.

Full speed ahead thanks to total commitment

Now the hopes of society depend especially on this project. A project of this magnitude normally takes about a year, but in this case the participants completed the conversion in just five months. Main components of the new manufacturing execution system (MES) were completed in only two and a half months. "One factor that made it possible was the high level of cooperation between the teams and outstanding commitment by everyone involved," states Andreas Haag, in charge of the project for Siemens.

In focus: Industry 4.0

All the improvements at the Marburg plant are Industry 4.0-compatible. One of the challenges with the conversion was the fact that it involved switching from rigid to mobile production with many single-use components. At the same time, working with mRNA meant a higher clean room class than was previously required in the facility. Paper is now an avoidable "contamination factor" that doesn't arise with digital production. That was the basis for opting for the Opcenter Execution Pharma solution from Siemens as the new MES. This solution enables complete paperless manufacturing and fully electronic batch recording.

High degree of automation and digitalization

Seamlessly integrating automation solutions makes it possible to develop, optimize, and manage production processes automatically. Because mRNA processes include a lot of manual stages

– weighing, for example – operators require guidance through these. This is provided by the workflow management component of the software. Opcenter Execution Pharma orchestrates the various sections of the system to ensure efficient production.

To automate the facility, all systems were converted to the latest version of Simatic PCS 7. The powerful, flexible, and scalable distributed control system steers and controls all the processes in the plant and takes digitalization to field level.

"We want to thank Siemens for their excellent collaboration on this project and the huge effort they put in, often exceeding 100%."

Valeska Schilling,
Head of Production Department, BioNTech Marburg

Paperless production: more efficiency and quality

Paperless production offers advantages over traditional procedures in the pharmaceutical industry in particular. Electronic Master Batch Record Management enables users to create, execute, review, and release Master Batch Records (MBR), and Electronic Batch Records (eBR) are made faster. Testing is based on the principle of "review by exception" – in other words, deviations are dealt with when the system recognizes them based on exception rules. That makes the testing process less labor-intensive. As a result, digital production is a significant factor in making the process faster and improving quality.

Collaboration for a smooth start of production

To ensure a smooth start of production, Siemens is supporting the implementation of the system at BioNTech with Hypercare and a 24/7 project-based standby arrangement. The project is a complete success for both parties and production was able to start before the end of February with the production of the drug substance: the mRNA. "We want to thank Siemens for their excellent collaboration on this project and the huge effort they put in, often exceeding 100 percent," says Valeska Schilling, Head of Production Department at BioNTech Marburg.

Siemens Limited

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RULES AND REGULATIONS ON FOOD ADVERTISEMENT

On March 30, 2021 the Thai Government Gazette published a new announcement from the Food and Drug Administration (FDA) regarding new rules and regulations for advertising the benefits of food ("Food Advertisement Announcement").

This Food Advertisement Announcement was made in response to the increase of false advertisement relating to the quality and benefit of food. These are such as: food advertisement that contains false information, misleading, deceptive or made intentionally to promote sale to the public ("False Advertisement"). In light of this, the Food Advertisement Announcement has listed multiple words and phrases that are not allowed to be used on all media channels (i.e. radio, television, newspaper or social media). Any desire to advertise the benefits of food must first obtain approval from related offices prior to advertisement.

1). Definition of False Advertisement

The Food Advertisement Announcement contains several definitions of what are defined as False Advertisement, examples of these are listed below.

Unfair advertisement or advertisement that may cause harmful effects to or mislead the public at large are not allowed, examples of these are:

- Statement that falsely mislead the public to believe that the food contains certain ingredient, where in fact it does not;
- Statement that directly or indirectly supports illegal actions or against good public moral;
- Statement that certifies or promotes the benefits of food, made by medical figure, public health figure or any person claiming to be such person.

Moreover, advertisement on the benefits of food shall not contain false or deceptive information, such as:

- Statement containing false or exaggerated information;
- Statement that conveys misleading therapeutic, healing or protective properties against illnesses/diseases;
- Statement that conveys the promotion of sexual libido or sexual performance;
- Statement that conveys the promotion of skincare or other beautification purposes;
- Statement that conveys the promotions of weight or fat loss;
- Statement that includes data or statistics that have not been verified by the FDA.

To this end, The Food Advertisement Announcement also provides certain exemptions that do not require prior approval from the FDA. For instance, providing facts with proper academic/scientific support, and without any commercial incentives are allowed.

2). Barred Words and Phrases

Under this Food Advertisement Announcement, the following words or phrases are not allowed to be included in the advertisement of food.

2.1). Relating to the quality, benefits of food, the following words or phrases are not allowed:

- Holy, sacred, miraculous, miracle or superb;
- Award winning, superior or splendid;
- Number 1, no. 1 or above others;
- The best, best or top;
- No worries or completely cured;
- Extremely, overly or extraordinary;
- Without or no side effects;
- Approved or certified by the FDA;
- To achieve instant results, to see results quickly or to see results instantly.

2.2). The following phrases are not allowed to be included in the advertisement of food, including the use of graphics that may convey the same information.

Phrases relating to misleading therapeutic, healing or protective properties against illnesses/diseases, such as:

- Reduce cholesterol, reduce blood pressure, reduce dyslipidemia or reduce blood sugar;
- Protect against heart disease, cancer, tumor, diabetes or allergy;
- Relieve headache, migraine, numbing or blood clots;
- Protect or provide resistance against viral or bacterial infections (e.g. COVID-19);
- Improve memory function or curing Alzheimer-related symptoms;
- Cure hemorrhoids, GERD, tuberculosis or psoriasis.

Phrases relating to the promotion of sexual libido or sexual performance, such as:

- Increase and improve sexual performance;
- Increase male/female sexual libido or desire;
- Increase male's organ size, erection or slow ejaculation;
- Increase female's breasts size.

Phrases relating to the promotion of skincare or other beautification purposes, such as:

- Decrease wrinkles, acne or freckles;
- Improve skin whitening or skin clearing;
- Slow aging or anti-aging;
- Reduce hair loss or grey hair;

Phrases relating to the promotion of weight or fat loss, such as:

- Reduce fat;
- Burn body fat, capture fat or reduce excess fat;
- Reduce body weight;
- Block, burn, build, break or body firming;
- The use of before/after images;
- Slimming effect or body slimming;
- Thin or instantly thin.

In summary, this Food Advertisement Announcement prohibits the use of multiple words and phrases in conjunction with the False Advertisement. With this being said, do keep in mind that the official words and phrases are in the Thai, thus care must be taken when translating or interpreting these into English or any other languages. For further assistance on this, please contact: law@ilct.co.th.



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Thailand's pet products industry is rapidly expanding and will become increasingly important for employment and the economy. The pet industry in Thailand was valued at 29.30 billion Baht, 32.23 billion Baht, and 36 billion Baht, respectively, between 2017 and 2019, rising by 10 percent per year. Pet food accounted for about half of the market, followed by pet healthcare services such as hospitals, clinics, pet care centers, grooming services, and so on, which accounted for one-third of the market, and the rest was cloth, accessories, and toys. Thailand's pet industry placed second in Asia, with a market worth 700-800 million dollars, after China, which had a market worth one billion dollars in 2019. Dogs and cats are the most common pets in Thailand, accounting for 60% and 20% of all pets, respectively, with the rest consisting of birds, rabbits, rodents, pet fishes, and other animals. There were 14.4 million pets in 2019, with 8.9 million dogs (62 percent) and 3.3 million cats (23 percent) accounting for the majority (15 percent)¹.

People in Thailand keep animals as friends or companions as the number of seniors, single people, and people without children grow every year. Pet owners are willing to spend a lot of money on the good quality food, clothes, accessories, and services for their pets. This is reflected in the constant growing of the pet industry, which includes pet food, pet healthcare products, pet hospitals/clinics, pet supplies, pet care services, grooming services, pet community malls, pet pools, pet spas, pet cafés, pet hotels & resorts, pet parks, pet insurance, and pet funeral services. Pet food is the main industry, among others, because it is a basic need for pets, and pet owners are able and interested in spending money on high-quality food to keep their pets healthy.



The Thai pet food market is one of the most rapidly expanding in the world. Pet food sales are boosted by the positive outlook for Thailand's economy. Since 2011, the pet food market has grown at a steady rate of 10% per year, whereas human food sales have only increased by 5%. As a result of the surge in pet ownership, demand for high-quality pet food is expanding. Retail distribution will become more mass and differentiated as local sale values rise. The expansion of the Thai pet food market is accompanied by a rise in domestic pet food production and Thailand's pet food exports, which dominate domestic sales, will grow in volume.

As a result, the Thai agricultural economy will be increasingly dependent on the petfood industry. The percentage of pets fed on commercially prepared food will be increasing. Another factor is the increase in the number of dogs and cats. The majority of pet food sold in Thailand is made in Thailand. Thailand-based pet food businesses export far more than the size of the local market. The prospects for Thai pet food makers are bright, given the rise of local, regional, and global markets. Overall economic intentions are favorable; increased spending power will result in a steady shift away from table scraps and toward industrially produced convenience foods with health claims. Furthermore, the growth in pet ownership is most likely concentrated among those who can and will pay for commercial pet food. As the industry matures and sales flatten, discrete categories may emerge, with economy and super premium items at opposite ends of the scale. The majority of responsive consumers have already been drawn to high-end pet foods at that moment.

Thailand is the world's fourth-largest exporter of pet food, according to the International Trade Centre (ITC), with a total export value of USD 1,385,123 thousand in 2019. Since 2016, the export value has increased at an annual pace of 11% in terms of price and quantity. Although Japan remains one of Thailand's top pet food export destinations, exports to the United States and Italy have grown at spectacular yearly rates of 15% and 8% respectively since 2016, due to the fact that these countries have the world's greatest pet populations. Major pet food manufacturers in Thailand are also developing pet food with consistently high standards that are comparable to human food grades. The large players in Thailand's agriculture industry, such as the Betagro Group and Charoen Pokphand Foods, have been successful in establishing substantial footholds in the pet food sector, profiting from better profit margins than those enjoyed by the animal feed industry².

¹ Source: FLANDERS INVESTMENT & TRADE MARKET SURVEY

² Source: ITC Trade, Mordor Intelligence



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GROUP**

The World 4th Sustainability Ranking in Food Products Category by S&P Global

And also

Sustainability Awards
Silver Class 2021

“S&P Global Yearbook Member”
for two consecutive years



สร้างคุณค่า... สร้างอนาคตที่ยั่งยืน
CREATING VALUE FOR A SUSTAINABLE LIFE



PAT CHANGED KLONG TOEI COMMUNITY PLAN CONFORMING TO THAILAND BUILDING CONTROL ACT

Lt.JG. Kamolsak Promprayoon, Director of PAT (Port of Authority), revealing the progress of the project to develop the area for living in the Klong Toei community (Smart Community) that PAT managing to hire a group of juristic people to cooperate with AAhoo, which is a designer, architecture structural engineering and detail design in phase 1 of the project by the designer is on processing. It is expected that the designer will present the complete Detail Design to PAT for consideration within October. And PAT will speed up the process of bidding for construction contractors, also draft the scope of work (TOR), details of the tender conditions. Request for budget allocation in the fiscal year 2022 takes approximately 1 year. The request for budget allocation in the fiscal year 2022 takes approximately 1 year. It is expected that the construction bidding will begin within 2022. The project has a preliminary appraisal value of the first phase of approximately 2,351 million baht for the preparation of an Environmental Impact Assessment report (EIA) is in the process of procuring an operator.

Project for the development of living spaces in the Klong Toei community, the building must be remodeled in accordance with



the Building Control Act. The detail of the project consisting of 12 residential buildings each have 25 floors with 504 residential units per building. Including 4 parking buildings for residents, 3 office buildings 10 floors, 1 office parking building, 3 floors market building with parking under the building. There is a total project area of 58 rai for the project remodeling to accommodate the residents of the communities around Bangkok Port (TOT). There are about 6,048 residential units with common buildings, office building, government agency, public health facilities, organizations, foundations, parking buildings, schools, childcare centers, markets, and green spaces to facilitate the community in the project. This project is divided into 4 phases, which is expected to begin construction of the first phase in 2023 and be completed in 2025, and is expected to complete all 4 phases in 2035 with a project value of approximately 9,856 million baht.

In addition, PAT expects the project to develop residential areas in the Klong Toei Community (Smart Community) as an alternative for the residents of the communities surrounding TOT to have a good quality of life as a modern community and are ready to live in an urban community.



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Maritime shipping is the major form of international transportation. The United Nations Conference on Trade and Development (UNCTAD) determined that more than 80% of the world's export volume in 2019 was transported by ships. Today, most sea transportation are done with containers because they can be filled with all kinds of products such as general goods; frozen and temperature controlled goods; and machinery. Therefore, containers are a major factor in international trade. However, recently there's been a problem of container shortage, which greatly affects international trade.

CONTAINER SHORTAGE

UNDERSTANDING AND ADJUSTING

COVID-19 Pandemic

Strict measures to contain the spread of COVID-19 in the second quarter last year halted economic activity. International trade via shipping lines was affected. Volumes of goods transported dramatically decreased. Many vessels cancelled trips and the numbers of blank sailings surged. According to Alan Murphy, CEO of Denmark's Sea-Intelligence, soaring blank sailings in the second quarter last year from shrinking demand caused containers not being returned in time. Many were stranded at the ports. Also trade imbalance was another factor. The US and European countries were net importers since they import more than they export. For the shipping lines, returning empty containers or shipping less goods had a high cost. Most countries in Asia are net exporters, but couldn't export as well. As a result, many containers were stranded at destination countries in the second quarter of 2020. Especially in the US, containers the size of 40HC, 40DC and 20DC were stranded at Los Angeles Port. While in Europe, containers the size of 20DC were stranded at Rotterdam Port. According to Alphaliner statistics, as of May 2020 which was the time of a strict lockdown in many countries, there were 551 idle containership fleets, with 2.7 million containers or 11.6% of containership fleets around the globe.

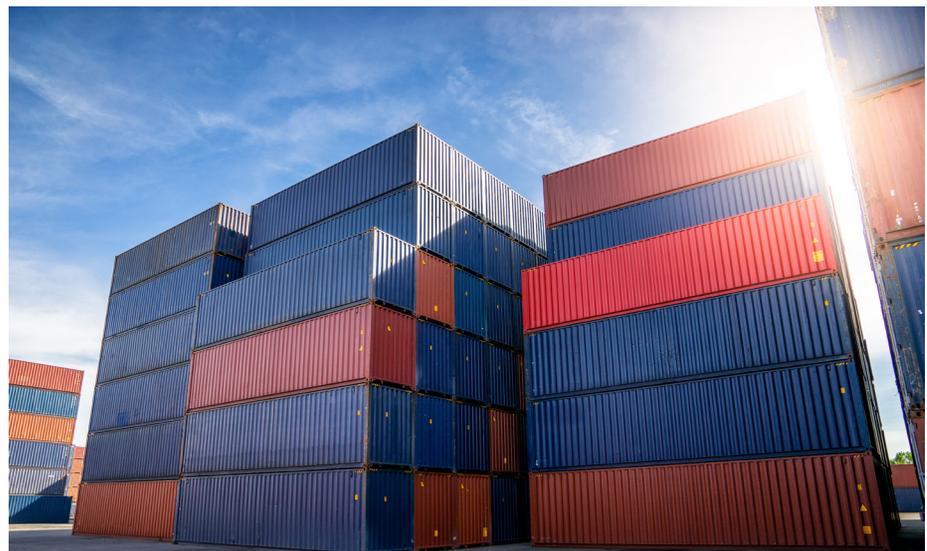
However, since many countries have relaxed their lockdowns, businesses were

again operating with high demand for medical goods, preventive gears and necessary products. Buyers in the US and Europe ordered products for festivals for the end of the year. So the demand for containers increased. But since the stranded containers at the destination ports and shortage of labors at the ports due to the COVID-19, ports operations were delayed. Time consuming of international transportation was longer than the normal period. These factors caused insufficient containers at China's and Asia's ports.

Effect of Container Shortage

The two major effects from this container shortage concerned shipping business and the overall economy. First, freight rates for

shipping containers were increased. The rates followed the rules of demand and supply. Demand was a result of increased imports especially from the US and Europe after the shutdown when businesses resumed their operations. In terms of supply, exporting countries especially China did not have enough containers. They were stranded at the destination countries. That resulted in rising freight rates in the third quarter of 2020 onward. Freight rates are likely to continue increasing because of the shortage. However, the increased freight rates will benefit major shipping lines by increasing profits. Second, containers are necessary in international transportation, but the shipping lines were not able to get empty containers resulting in product delivery delays that must be booked



weeks in advance. So many shipping lines might cancel trips due to not enough capacity. These factors have caused a slow export recovery. In addition, freight rates between Asia – North America and Asia – Europe are historically higher. So shipping lines want to quickly bring containers back to Asia without waiting for products sent from the destination countries. Especially, countries in which have few exports and are net importers. According to the US's Agriculture Transportation Coalition (ATC) US exporters in agriculture were affected mostly from the decline of shipping back empty containers to Asia as fast as possible. The numbers of empty containers being shipped from the major ports in the US to Asian countries have declined pushing up already high freight rates.

Future Trends of Container Shortage

Today, a high demand for containers has caused China to quickly begin building more containers. Recently in October 2020, container production in China has increased 111.8%. In the meantime, many

shipping lines had high demand for products to be filled, especially on the East – West Route. With more containers being made, container shortage in the near future is likely to be reduced. CEO of Hapag-Lloyd, one of the biggest shipping lines in the world, projected that the problem of container shortage will last until the Chinese New Year in the middle of February, 2021. Container shortages are also affecting the recovery of Thailand's exports as well. It is expected that Thailand's exports will suffer until the first quarter of 2021 from high freight rates and a longer time for shipping lines to return empty containers.

Thailand's Solution

Container shortage is a major factor in the rising cost of transportation. This will inevitably affect Thailand's exports. Recently, the Ministry of Commerce and the private sector are in collaboration to solve the problem. Several measures were applied, as BSAA News reports, including quickly bringing back enough empty containers to fill exported goods; repairing old domes-

tic containers; finding alternative channels to export without using containers such as general or bulk ships; encouraging SME exporters to gather and book containers in advance with Thai International Freight Forwarders Association (TIFFA), allowing 400 metres ships to dock at Laem Chabang Port, which currently only 300 metres ships are allowed. Also subsidy funds are being proposed to the government for consideration.

The Shanghai International Shipping Research Center pointed out that in the fourth quarter of last year, container shortages are likely to last for another three months or more. That means during the first quarter of 2021, shortage of containers are expected to continue into the second quarter of 2021 and thereafter it will only slightly diminish, providing there are no additional effects. Concerned container businesses and sea transportation firms must understand and adjust to the situation. They must understand that many factors are beyond the control of both the Thai state and the private sector.



BSAA

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OF COMMERCE ABROAD



AUTHENTIC ITALIAN TABLE & TRUE ITALIAN TASTE 2021 CAMPAIGN

PRESS RELEASE: "ITALIA MIA" THROUGH THE EYES OF 3 ITALIAN CHEFS

BANGKOK, 30 June 2021 - The Thai-Italian Chamber of Commerce has successfully completed our annual project "**Authentic Italian Table**". This is a part of the True Italian Taste project which is promoted and funded by the Ministry of Foreign Affairs in collaboration with the Association of Italian Chambers Abroad. Due to the ongoing COVID-19 pandemic and related health restrictions, we have made a shift to online media platform to launch this project. This year's objective was to promote Italian Regions with the assistance of "local ambassadors", of which are Italian Chefs affiliated with Ospitalità Italiana (Italy's certification for the Authentic Italian Restaurants Abroad) to publish a series of culinary related videos. As such, the Chamber has invited 3 Italian Chefs from a diverse background to be guests on this project. These chefs have unique regional expertise and rich personalities. These chefs are the following.



Chef Anna Borrasi (Owner & Chef of IO - Italian Osteria), originally from *Campania*. She is the only Italian female Chef in the Peninsula. She has successfully started and run her very own restaurant, she shared her life story via her cooking.



Scan to watch video



Chef Gianni Favro (Owner & Chef of Gianni), originally from *Friuli Venezia Giulia*. Chef Favro is considered as a pioneer of Italian Fine Dining in Thailand, his story are embedded within his iconic dishes.



Scan to watch video



Chef Francesco Lenzi (Owner & Chef of Lenzi and Nonna Nella), originally from *Tuscany*. Chef Lenzi is young and dynamic. He is exceptionally creative with his dishes that are inspired by the bond of his hometown and his strong values towards family.



Scan to watch video

We are also pleased to report that our videos have reached approximately 400,000 people with more than 300,000 views across our digital platforms (e.g. Facebook, Website and YouTube). The videos are accessible and can be viewed via the dedicated website of the campaign (<https://ticc-au-thenticitaliantable.com>) and on the official YouTube Channel of the Chamber (<https://www.youtube.com/channel/UC54rSC1596BIB-diKqScZYwQ/videos>).

On this note, the Chamber would like to express its gratitude to Mr. Francesco Cioffi, the country manager of many important Italian brands. Moreover, we would also like to extend our thanks to our sponsors: Cirio, Citibank, San Benedetto and Segafredo. The June campaign would not have been successful without their supports.



**PRESS RELEASE: THE ONLINE MASTERCLASS
“VENETO: ALL YOU NEED TO KNOW ABOUT TIRAMISÙ”**

BANGKOK, 28 June 2021 - The Thai-Italian Chamber of Commerce has successfully completed our Online Masterclass “**Veneto: All you need to know about the Tiramisù**”, This was in collaboration with Accademia delle Professioni, Associazione Tiramisù di Treviso and Assocuochi di Treviso.

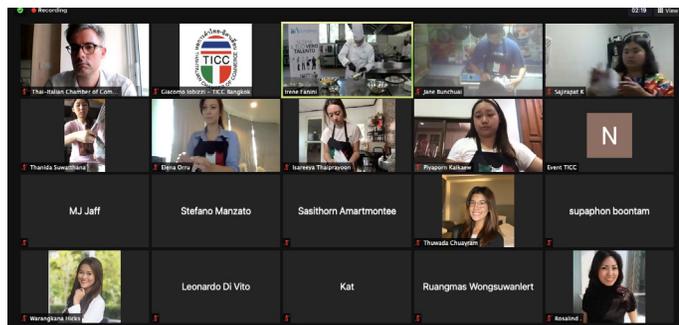
This event is a part of the True Italian Taste campaign in collaboration with ASSOCAMERESTERO. This project is entirely promoted and funded by MAECI – Ministry of Foreign Affairs and International Cooperation.

The host, **Chef Marco Pesce** started the Online Masterclass by giving an introduction on Accademia Delle Professioni, and then proceeded to explain the origin story of the tiramisu from Veneto. Chef Marco Pesce then covered recipe of the famous tiramisu, such as: egg yolks, mascarpone cheese and butter etc. Later, he demonstrated a step-by-step cooking guide, these include: how to prepare the cream by using mascarpone cheese, or how to place ladyfingers in the pan in a special layer arrangement. To add more excitement to the audience, the chef also explained the concept of sensory taste. The last part covered the professional cooking courses off Italian Cuisine & Food Culture available in Italy.

Testimonials:

“Thank you for the class. Got many useful tips on the ingredients: use preferably savoiardi and coffee made with the moka. Also learned some historical background on this dessert.” - Leonardo Di Vito

“The class was so nice and informative. Thank you for organizing, I love the chambers initiatives.” - Elena Orrù



A special thanks to our sponsors: Zaino Food and KCG Corporation.



Scan to watch video





Bangkok, 29 June 2021 – The Thai-Italian Chamber of Commerce would like to thank all those who attended the True Italian Taste event, “*Emilia Romagna, Il Territorio E I Suoi Prodotti*” at Via Emilia Restaurant in Bangkok City. This event is a part of the True Italian Taste campaign, it is promoted and funded by MAECI – Ministry of Foreign Affairs and International Cooperation in collaboration with Assocamerestero.

Michele Tomea, the Secretary General of the TICC began the event by welcoming the guests with an introduction of the project to promote Italian food from Emilia Romagna region. During the event, Mr. Andrea Bernardi, the owner of Via Emilia Restaurant, described the history of his restaurant and its strong ties to the Emilia Romagna region. Following this, Executive Chef Stefano Merlo of Via Emilia showcased his dazzling preparation of the regional dishes, such as: Passatelli in brodo, Strozzapreti and Piadina Romagnola.

On this occasion, we would like to thank our special influencers for joining us on this masterclass, they are:

- Eatateatenbkk, Food page
- Bon_appetitbkk, Food page
- Foodtrackinbkk, Food page

Moreover, the event would have not been so successful without the help from our generous sponsors, they are: *Alchemy Wines and Spirits (Thailand), Bon Café (Thailand), Brazzale, Campari Group, Caputo, Cirio, Citibank, East West Trading & Agencie (EWTA), Italasia Trading (Thailand), KCG Corporation, Riso Scotti, San Benedetto, and Segafredo.*

We hope that you enjoyed the Authentic Italian Table programs and events, we will be seeing you soon in our next event. Thank you for your support!





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MEET THE TICC RESIDENT ARTIST “ ARASH GROYAN ”



Arash Groyan - TICC Resident Artist

Q: Tell us your story, what was your turning point and how have you reached this point.

Initially, i would like to thank TICC for creating this interview. In age of 15, when i was studying in fine art high school in Tehran, We often visited the Tehran Museum of Contemporary Art. During one of these visits, the museum's treasures were on display. Works by international artists from different styles of art such as Picasso, Pissarro, Van Gogh, Kandinsky, Sohrab Sepehri, Bahman Mohasses... Seeing the works of great artists of the world and Iran motivated me a lot. Thirteen years later, one of my works was among them.

My goal has always been to work and creativity, under any circumstances.

Q: Do you believe there is a winning formula for becoming a successful artist? What is yours?

The debate over art and its success is very broad and complex at the same time. An artist's success depends on many causes and issues. Also we should not forget that, working as an independent/full time artist is so hard.

In my case, it is much more difficult to work in this field outside of Iran. Because the art of Persian painting is a very different art from other arts. This is a national and indigenous art. Borrowing from native elements, script, language and the environment in general should be strongly related to the work. So in conditions far from the birthplace of this art, working becomes very complicated. Then as a result, the formula for success is perseverance, motivation and focus.

Q: Outline the schedule of one of your typical working days?

Usually every night i sleep late, because mostly i work at night time. But every morning i wake up around 8:30 am.

First I have breakfast and if it is not a teaching day, i go to cyberspace, news and social media and emails. Then i start to work. In the last three years, when i added the work of designing and making jewelry, i have been spending part of my time in this business too. So, in the evening, if there is no art event and invitation, i will prefer to continue working after a short rest until late.

Q: Considering the fierce competition in Today's business world, how would you highlight your company's competitive advantages? What makes it stand out of from the crowd?

Thanks, that's a good question. As you mentioned, in today's world there is fierce business competition. The art world is no exception to this principle. Today, social networks are one of the best tools for presenting and describing works of art. Teaching and selling online, sharing details of works and moments of art creation, daily reporting of artist programs and activities are very valuable and effective for the audience. For example, art buyers often follow the activity of the artist, tangible or intangible, and it is very important to them what position and degree the artist being in. Also updating projects is very important for public reputation of the artist.

Q: What was your key driving force to your success?

I'm still on the way but, having a goal and concentrating on tasks and projects and more important is: staying away from negative, pessimistic and deterrent people. Those are what i did.

Q: Any suggestion for the future generation?

My suggestion to the young generation:

- 1- Believe in yourself
- 2- Continuous work and perseverance.
- 3- Be very motivated.
- 4- Lack of unbridled pride. (It's very different with self-regard)

Because art is a kind of infinite sea and need to learn in it at all times.

Get to know me more:

Nickname: **Arash**
Birthday: **16 April**
Business idol: **Ali Daei**
Fav Food: **Pasta**
Fav Country: **Italy**
Fav Italian brand: **Ferrari**



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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 67th Edition will be held from 11-15 September 2021 at Impact Challenger Hall 1-3 until further notice.



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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



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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



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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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The Montien Hotel was ceremoniously opened by Her Majesty Queen Sirikit of Thailand on Valentine's Day, 1967. It quickly became one of Thailand's most-loved institutions, and a landmark destination adored by royalty, film stars, and discerning travelers from across the globe. They flocked to The Montien to enjoy the renowned hospitality and unique style - unlike any other hotel in Bangkok.

Situated in Silom in the city's Bang Rak district, the hotel's two mid-rise towers with their standout mid-century geometric architectural style, capture the independent spirit of the Thai people. Since first opening her doors, Montien has been owned and operated by the Tantakit family of Bangkok and they are once again proud to welcome guests to their brand new, yet reassuringly familiar hotel.

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Jimmy Chiu's 12 years at Bangkok Patana led him to Aeronautics and Astronautics Engineering at Purdue University, then to prototype projects for Honda Research Institute, USA and AI. For fun he still races cars and works on pit crews. From the Design+Technology rooms at Bangkok Patana to the excitement of the race track, Jimmy embodies our definition of a life long learner.

Read Jimmy's
full story:



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