



หอการค้าไทย-อิตาลี  
THAI - ITALIAN  
CHAMBER OF COMMERCE

Volume No.V / Year 2023

# INFORMA

BUSINESS MAGAZINE







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45<sup>th</sup>  
Anniversary

# A Message from the President

Dear TICC Members and Friends,

Buongiorno and thank you for reading our March-April issue of INFORMA Magazine.

First, I would like to thank all the corporate members of the Thai-Italian Chamber of Commerce for having participated in the 45th Annual General Meeting. In this occasion, the Chamber held the election of the Board of Directors, and I would like to congratulate with my fellow colleagues, with whom I'll share the term 2023-2026, for being elected and with whom I'll share the term 2023-2026.

Secondly, I would like to thank the Board of Directors for having confirmed my role as President, I am very honored to serve the Chamber, its members, and partners, and I will do my best to contribute to its success.

This 2023, in fact, will be a very special year as many anniversaries and activities will be celebrated and realized throughout this 12-month period:

- 45th Anniversary of the Foundation of the Thai-Italian Chamber of Commerce

- 155th Anniversary of Diplomatic Relations between Italy and Thailand
- 100th Anniversary since the arrival of Prof. Corrado Feroci to the Court of Siam

Regarding this INFORMA Magazine issue, I would like to invite you all to read the following pages in which you will find insightful articles regarding the activities we have held in these 2 months, ranging from the "45th Annual General Meeting 2023", held on 22 March 2023, at the Grand Hyatt Erawan in Bangkok, to the wonderful conferences with NPlus and Aermec. Furthermore, I would like to thank the contributors who sent us articles on several topics: Masii, We-Brand, Resident Artist – Mr. Marco Gatti; Silk Legal, and Campari.

We look forward to continuing to work with you to further the goals and objectives of the TICC, thank you for your continued support.

Arrivederci,  
Federico Cardini



## INFORMA BUSINESS MAGAZINE

is produced by  
the Thai-Italian Chamber of Commerce

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### The Chamber

The Thai-Italian Chamber of Commerce (TICC), founded in 1978, is an independent, private, non-profit organization of Italian and Thai businessmen and professionals, duly constituted and registered in accordance with legislative regulations in Thailand and fully recognized by the Ministry of Economic Development and International Cooperation in Italy.

The Chamber, with its headquarters in Bangkok (Thailand), is proud to host a wide network of companies and entrepreneurs from all around the world -mostly Italian and Thai businesses- which allow TICC to pursue its objectives of enhancing commercial cooperation between Italy and Thailand. The Chamber constantly organizes activities, meetings, seminars, missions, and networking events to facilitate the promotion of economic, industrial, and cultural collaborations.







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**THAI – ITALIAN**  
 CHAMBER OF COMMERCE

# CONTENTS

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6

Official Announcement & Introducing the New TICC Staff Members

24

Luxury Italy Top Destinations

8

Business News

27

Tenuta Viglione's Wines Launched in Bangkok

12

FEMINAE Cosmetics

29

New Members's Announcement

16

Italian Regional Focaccia Festival

30

Upcoming Events

20

Anantasila Villa by the Sea

# OFFICIAL ANNOUNCEMENT

The Thai-Italian Chamber of Commerce’s Board of Directors, during the Meeting n. 4/2023/2566 on Monday, 3 April 2023, “has been informed about the resignation of Mr. Michele Tomea as Secretary General. The President, hence, suggested Mr. Giacomo Iobizzi, Deputy Secretary General, as the ideal candidate to cover for the opening position of Secretary General.” The Board approved this choice also taking into account that “Mr. Iobizzi has loyally served the Chamber in the last 6 years”. In addition, “the Board expressed its gratitude to Mr. Michele Tomea for honorably serving the Chamber in his 10-year career, then congratulated Mr. Giacomo Iobizzi on his new appointment”.

## A Message from Mr. Michele Tomea

“I would like to take a moment to express my sincere gratitude for the opportunity to work with the Thai-Italian Chamber of Commerce for almost 10 years. My time at the TICC was filled with valuable experiences and learning opportunities that have helped me grow both professionally and personally. During this period of time, I had the opportunity to see the network community of the Chamber expand and help many entrepreneurs in achieving their goals. I appreciate the support and guidance the Board of Directors provided me throughout my tenure, and I am grateful for the trust the members placed in me to take on important projects and responsibilities. I leave the Chamber in the hands of a new team and a newly appointed Board of Directors, which I am sure will do their best to increase the activities and valuable projects for the companies and institutions members of TICC.”



# INTRODUCING THE NEW TICC STAFF MEMBERS

Mr. Giacomo Iobizzi  
Secretary General

Ms. Ilaria Zolia  
Trade Assistant

Ms. Thuwada Chuayram  
Media & Editorial Assistant

Ms. Phanatchakorn Muangfak  
CRM Assistant

Ms. Kenika Suwapanonth  
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Mr. Nattanon Lapsantia  
Accountant







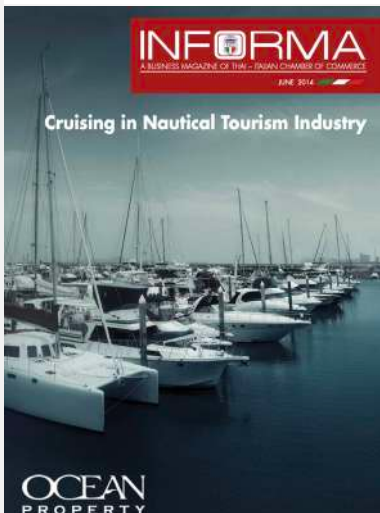
## INFORMA turns 15

Thai-Italian Chamber of Commerce's complimentary magazine was launched in April 2008, during the course of 15 years, it has never stopped entertaining, promoting, and supporting both business companies and readers in the Chamber's Thai-Italian community. Certainly, during the mandates of each President and Secretary-General, the Magazine has continuously improved in the aspects of becoming more reader-friendly and accessible - it is now published monthly with 1,500 hard copies and is also available online.

For this reason and having published well over 80 issues, the Chamber has decided to refresh and revamp its contents and look! Not to worry, we will still maintain that "...taste of Italy at your fingertips", as stated by the TICC Board of Directors in the initial and inaugural message. This volume's cover is dedicated to the city of Turin and its iconic Mole Antonelliana, recalling the first-ever INFORMA Business Magazine issue. The silhouette of the monument might somehow resemble the more familiar Thai design of a Chedi - the Thai word for a Buddhist Stupa.

Many, in fact, are theories regarding the inception of the major landmark building in Turin, built in 1863-1889, and named after Alessandro Antonelli, its architect. Mysterious ones even hypothesized that it might be connected to fellow architects who graduated from the Accademia Albertina in the same period as Antonelli and might have influenced the design/concept while working at the Court of Siam, now Thailand.

Thank you for reading and supporting INFORMA Business Magazine.



COVER STORY



# BUSINESS NEWS

## THAILAND

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### **Thai Election Look-Ahead: How the Kingdom's Foreign Policy May Change**

*Retrieved from CSIS-Center for Strategic & International Studies, 5 April 2023*

Thailand is set to hold general elections on May 14, its first since 2019. The country has been under military rule since 2014 when a coup deposed the democratically elected government led by the current opposition Pheu Thai party. Although coups are regarded as “business as usual” in Thailand—there have been 19 coups since 1932—and usually do not significantly impact the business environment, almost a decade of quasi-military rule has slowed the country’s growth momentum and diminished its regional status.

### **Growth Forecast this Year still 3.6%: Bank of Thailand**

*Retrieved from Bangkok Post PCL, 24 April 2023*

Thailand’s economy is still seen growing at 3.6% this year, the central bank chief said on Monday, in spite of some turbulence in the first half of the year. Bank of Thailand Governor Sethaput Suthiwartnarueput told reporters exports are seen down 7.1% year-on-year in the first half of 2023, before rising 4.2% in the second half.

### **Car Production, Exports Rose in March**

*Retrieved from Bangkok Post PCL, 25 April 2023*

Car production in Thailand rose 4.16% in March from a year earlier, to 179,848 units, as a shortage of microchips eased, the Federation of Thai Industries (FTI) said on Tuesday. In February, car production rose 6.39% year-on-year. Thailand is a regional vehicle production and export base for some of the world’s top car makers, including Toyota and Honda.

### **Zuellig Industrial acquires Italian Coffee Service**

*Retrieved from ZI-TEC, 7 March 2023*

On 7th March 2023, Zuellig Industrial announces it has successfully completed the acquisition of Italian Coffee Service (ICS). ICS is the exclusive distributor of Punto Italia Espresso products in Thailand and has built a strong reputation for providing exceptional coffee products to consumers. The acquisition of ICS aligns perfectly with ZI-LIFE’s strategy and enhances our ability to deliver high-quality coffee solutions to our customers.





### **Italy's new tourism ambassador is Botticelli's Venus, brought to life by AI**

*Retrieved from CNN, Barbie Latza Nadeau, 21 April, 2023*

It is probably safe to assume that Italian artist Sandro Botticelli never imagined Venus—the love goddess featured in his 15th-century masterpieces “The Birth of Venus” and “Primavera”—eating spaghetti or wearing shorts in front of the Roman Colosseum. But a new marketing campaign by Italy's tourism ministry has turned the ancient deity into a “virtual influencer”—with the help of artificial intelligence technology. The campaign, called “Open to Wonder,” features Venus, dressed in modern-day designer clothing, taking selfies in St. Mark's square, riding a bicycle in front of the Colosseum, and eating pizza on the shores of Lake Como.

### **Napoli won the Italian title for the first time in 33 years since the days when Maradona played for the club.**

*Retrieved from VOA, 4 May 2023*

ROME —Napoli won its first Italian soccer league title since the days when Diego Maradona played for the club, sealing the trophy with a 1-1 draw at Udinese on Thursday. The “scudetto” (championship) set off wild scenes of celebrations throughout Naples, inside the stadium in Udine and beyond. Maradona led Napoli to its only previous Serie A titles in 1987 and 1990.

## **OTHER COUNTRIES**

### **Elon Musk's SpaceX Starship rocket blows up minutes after launch**

*Retrieved from The Guardian, 20 April, 2023*

The biggest and most powerful rocket ever built took off from Texas but blew up a few minutes after during a test flight. SpaceX hopes it would be the first step on a human journey to Mars. The Starship rocket, about 120 meters long, took off at 8:33 am local time on Thursday. It was discovered that the two sections of the rocket system, the booster, and cruise vessel, could not separate successfully after take-off, which caused the aircraft to fail. SpaceX had previously warned that the test flight had a low success rate and that the flight aimed to gather data, whether or not the full mission was achieved.

### **Charles III finally meets his destiny**

*Retrieved from Bangkok Post PCL, 6 May 2023*

Charles III on Saturday (6 May 2023) finally met his date with destiny after a lifetime as heir late mother Queen Elizabeth II, as he officially crowned king in the first coronation in Britain since 1953. At 12.02 pm, the Archbishop of Canterbury Justin Welby placed the solid gold St Edward's Crown on Charles's head as a sacred and ancient symbol of the monarch's authority. Cries of “God Save the King” rang out from the 2,300-strong congregation at Westminster Abbey and trumpet fanfares sounded at the climax of the solemn religious confirmation of his accession.

## **ITALY**

### **Italy's Recovery and Resilience Plan**

*Retrieved from SkyTg24 and Ministry of Economy and Finance, 24 April 2023*

While Rome and Brussels are negotiating for the third tranche of funds, worth 19 billion euros, the Italian government continues with the implementation of the planned interventions. What is the National Recovery and Resilience Plan (NRRP)? In brief, the Plan defines a broad and ambitious package of investments and reforms to unleash Italian growth potential, to generate a strong upturn in employment, to improve the quality of work and services for citizens and territorial cohesion and to promote the ecological transition.

### **Ferrero Dominates the Ranking of Companies with the Best Reputation**

*Retrieved from SkyTg24, 24 April 2023*

Ferrero ranks number 1 in the ESG Index made by The RepTrak Company regarding Italy's top 100 companies' Reputation Ranking 2023. Second place for Ferrari, the renowned Italian supercar, which is followed by PayPal, one of the most famous American multinational financial technology companies.



PRESS RELEASE

## HRH Maha Chakri Sirindhorn Graciously Presided over the Grand Opening of ‘The Food School Bangkok’

Bangkok, Thailand, 1 May 2023 – 09.00 hrs.

Her Royal Highness Princess Maha Chakri Sirindhorn has presided over the Grand Opening Ceremony of **‘The Food School Bangkok’**, new culinary school located at Block 28 building, Samyan. **Mr Arsa Sarasin**, Chairman of Dusit Thani Public Company Limited, **Mr Chanin Donavanik**, Vice Chairman and Executive Committee Chairman of Dusit Thani Public Company Limited, together with executives and staff member of The Food School Bangkok have offered an audience to Her Royal Highness.

Upon this auspicious occasion, **Mrs Suphajee Suthumpun**, Chief Executive Officer of Dusit Thani Public Company Limited, has received an honour to report the school overview

*“Dusit Thani Public Company Limited in collaboration with the key investors, has established “The Food School Bangkok”. This progressive learning community serves as a globally-acclaimed culinary school and incubation centre for aspiring food entrepreneurs, providing them with exceptional skills and cultivating the concepts of sustainable cooking practices, in order to cope with ever-changing trends, as the food businesses have a significant impact towards the environment.”*







The executives were invited to extend a welcome and present three Certificated Course scholarships conducted by the partner institutes for Her Royal Highness to utilise at her discretion.

Thereafter, Her Royal Highness has officially commenced the Grand Opening Ceremony, visited the progressive learning areas and atmospheres led by Chef Instructors from the three partner schools which include **ALMA - The School of Italian Culinary Arts** from Italy, **TSUJI Culinary Institute** from Japan, and **Dusit Thani College** from Thailand. Moreover, Her Royal Highness has visited the vertical farm where the school aims to empower the sustainable ingredient production and signed the commemorative parchment in honour of the school.

The Food School Bangkok is a progressive learning community located at the heart of Bangkok of 3,200 square metres. The school compiles professional culinary curricula in partnership with globally-acclaimed partner institutes.

All curricula conducted at the school are under the concept of competency-based learning, which encourages learners to apply the acquired knowledge to real life and cultivates the concepts of professional entrepreneurship. Upon graduation, all learners are receiving a Certificate of Achievement recognised by the partner school and Office of the Private Education Commission.

For further information, please call the number 02-150-8786 or send a message to LINE: @thefoodschool.



# FEMINAE Cosmetics, the Italian luxury skincare that conquered Thailand

The Italian skincare company, **FEMINAE Cosmetics**, was founded in 2017 by Mr. Enrico Nadalini, near Carpi (Modena), Italy. The brand was conceived as a solution to eliminate the facial stains -acne- for the many Chinese employees of Mr. Nadalini's primary business: Brunella Gori - an Italian knitwear company. At the time, the only available treatments such as IPL (intense pulsed light - using laser technology) were expensive with temporary effects hence the idea to inquire about medical opinions. Dermatologists were prescribing medications that were efficient with long-term effects but aggressive in terms of texture and applications on the skin.

Therefore, Mr. Nadalini's entrepreneurial spirit took the chance to combine the two aspects together, *Cosmetic + Pharmaceutical*, creating revolutionary "Cosmeceutical" products.

## The experience in Thailand

Feminae Cosmetics became popular for its whitening products, well requested by Asians that are usually more concerned about their skincare than Westerns. In a short time, the company from Carpi increased its customer basis among the Chinese and Asian communities in Italy and as demonstrated by the sales records, was considering launching in China. Unfortunately, the Covid Pandemic stopped their expansion plans, forcing them to move their focus to other countries within Asia and Southeast Asia. By pure chance, the founder heard about Thailand, which was much more open at the time, and was supported by his Thai friends to register the SKUs and set up a company. Thailand seemed to be the best option possible to set up a base and to continue the expansion to neighboring countries largely because of its previous records in terms of tourism and Chinese tourist visits.

The figure of Mr. Fornaciari was fundamentally for Feminae Cosmetics to be introduced to the **Thai-Italian Chamber of Commerce**. Mr. Nadalini, in fact, contacted the Chamber asking for assistance and support in developing the business and so the project started. In a few business trips to Thailand, Feminae Cosmetics was able to meet with the major market players, confirming its theories when influential groups of Central group and The Mall group, informed them that they had no existing other Italian competitors in the skincare business. Not only, but the characteristics of the product were also surprisingly good and new to the market, Central group stepped forward and propose the company an exclusivity agreement.



## Shopping suggestions

FEMINAE products are available at the following stores:

### Bangkok

- Central World Bangkok
- Central Bangna
- Central Rama 3
- Central Pinklao
- Central Mega Bangna (2023)
- Beatrium Icon Saim (2023)
- Beatrium Siam Center (2023)
- King Power Suvarnabhumi (2023)

### Phuket

- Central Phuket Floresta
- Central Phuket Festival

### Suratthani

- Central Samui
- Robinson Surat Thani (2023)





# FEMINÆ

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via Emilia Romagna 22  
41012 Carpi (MO) Italy  
Phone: +39 059 699970  
Email: [shop@feminae.it](mailto:shop@feminae.it)

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# Garofalo

STORICO PASTIFICIO GAROFALO

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## Garofalo Pasta

*You are looking for quality and affordable Italian pasta, but how do you recognize excellent pasta?*

Good quality pasta is first and foremost recognized by its colour and smell; the choice should always be a golden, amber colour with the smell of fresh wheat. The highest quality pasta is bronze die formed, an ancient Italian technique that gives a rough porous surface to the pasta that enables it to absorb the sauce well.

### RAW MATERIALS

Pasta is made from two simple ingredients: durum wheat semolina and water.

With only two ingredients it would be difficult to make a premium top quality pasta if the best wheat was not used. It is the quality and quantity of the protein in the form of gluten that primarily determines the quality of the wheat and therefore the quality of the pasta. All Garofalo's wheat pasta is made using robust durum wheat semolina. The result a pasta high in protein that resists over cooking and retains the al dente texture should a few minutes accidentally get added to the cooking time.

### BRONZE DIE

Garofalo pasta is made using a bronze die, which is the original way to extrude the dough to make the different pasta cuts. Bronze dies have been used since the 1700, long before today's alternatives of Teflon and plastic dies existed. Pasta made using the traditional bronze die has a slightly rough texture and a porous surface that holds the sauce.

### DRYING

This is not where the story of excellent pasta ends, the final part in this story is the drying process. Time and temperature are important.

Shorter drying times are the most cost effective for production but drying too quickly can result in brittle pasta which breaks easily.

Garofalo pasta is distributed in the Thailand by KCG  
Available in Thailand

**PASTA DI GRAGNANO IGP**

PGI CERTIFIED - PROTECTED GEOGRAPHICAL INDICATION



# Garofalo



## PASTA DI GRAGNANO IGP

PGI CERTIFIED • PROTECTED GEOGRAPHICAL INDICATION



STORICO PASTIFICIO GAROFALO  
 PASTA GAROFALO  
 MADE IN GRAGNANO, ITALY  
 SINCE 1789







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# ITALIAN REGIONAL FOCACCIA FESTIVAL

@ iO Italian Osteria | Groove Centralworld Bangkok

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Tickets: 990 THB Member | 990 THB Co-Member  
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PRESS RELEASE

“ITALIAN REGIONAL FOCACCIA FESTIVAL”

On 27 April 2023, the Thai-Italian Chamber of Commerce hosted its monthly Networking Event “Italian Regional Focaccia Festival” at IO – Italian Osteria, Groove area, CentralWorld in Bangkok. This networking event was jointly supported by the Joint-Foreign Chamber of Commerce, the New Zealand-Thai Chamber of Commerce, the Singaporean-Thai Chamber of Commerce, and Bimbi Italiani. The event was attended by over 100 participants packing the Ospitalita’ Italiana awarded restaurant. IO Italian Osteria’s Chef Anna and her Team created exclusively for the participants a wonderful and flavorful variety of Italian regional focaccias paired with premium Italian wines and beers, most ingredients were sponsored by GlobalFood Product, San Pellegrino, Baci Perugina, Molino Pizzuti, EuroFood, Divella, Lucilla, EWTA, PacBev, Birra Menabrea, and JDJ Co., Ltd. Anna’s hospitality was awarded by the Chamber which decided to hand her a “Certificate of Appreciation” for hosting the event. The “Italian Regional Focaccia Festival” was concluded with the lucky draw session and the prized were sponsored by Wild Ferns, Baci Perugina, Space Eyewear, and Mind Your Language School.

The Thai-Italian Chamber of Commerce, finally, would like to thank both participants and sponsors for making this event so special.







Address: Unit G117, The Groove  
 @ Central World, Rama 1 Road, Pathumwan,  
 Bangkok 10330

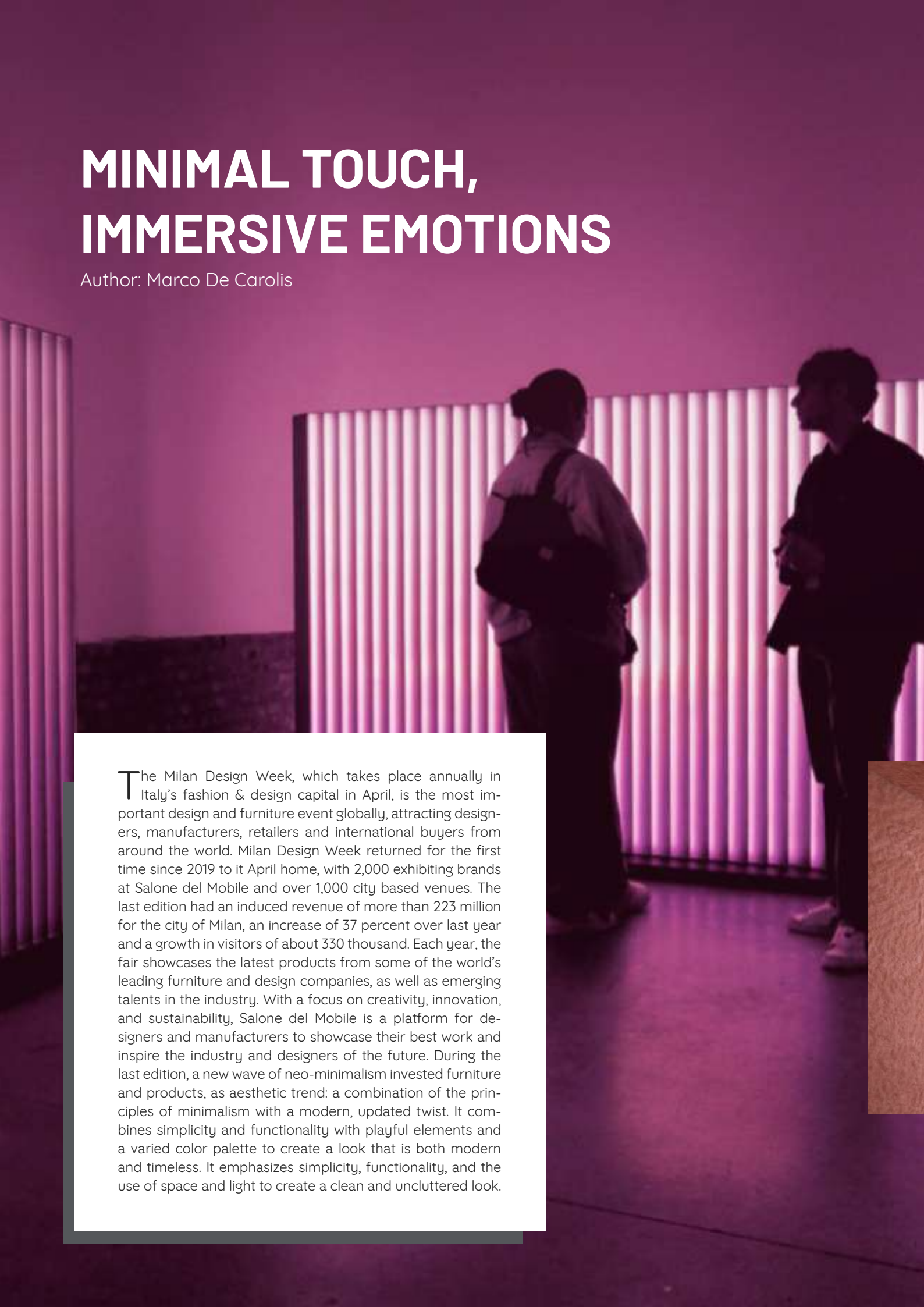
Phone number: (+66) 06-3639-1631  
 Opening Hours: Open daily, 11am to midnight

## THE STORY OF THE ITALIAN RESTAURANT

iO Italian Osteria has its own unique ambience which is the embodiment of the simple and rustic setting of a traditional Italian tavern. With the restaurant adorned with a selection of fine antique pieces, beautiful copper and real wood furniture, you will instantly fall in love with iO Italian Osteria and its magical, yet cosy, ambience. Headed by well-known Restaurateur & Chef Ms Anna Borrasi, the restaurant serves up its own unique culinary experience before your very eyes. The talented chefs will create your meal from scratch, combining the freshest and flavoursome ingredients together to produce the finest Italian dishes, making your taste buds dance whilst remaining affordable.

# MINIMAL TOUCH, IMMERSIVE EMOTIONS

Author: Marco De Carolis



The Milan Design Week, which takes place annually in Italy's fashion & design capital in April, is the most important design and furniture event globally, attracting designers, manufacturers, retailers and international buyers from around the world. Milan Design Week returned for the first time since 2019 to its April home, with 2,000 exhibiting brands at Salone del Mobile and over 1,000 city based venues. The last edition had an induced revenue of more than 223 million for the city of Milan, an increase of 37 percent over last year and a growth in visitors of about 330 thousand. Each year, the fair showcases the latest products from some of the world's leading furniture and design companies, as well as emerging talents in the industry. With a focus on creativity, innovation, and sustainability, Salone del Mobile is a platform for designers and manufacturers to showcase their best work and inspire the industry and designers of the future. During the last edition, a new wave of neo-minimalism invested furniture and products, as aesthetic trend: a combination of the principles of minimalism with a modern, updated twist. It combines simplicity and functionality with playful elements and a varied color palette to create a look that is both modern and timeless. It emphasizes simplicity, functionality, and the use of space and light to create a clean and uncluttered look.





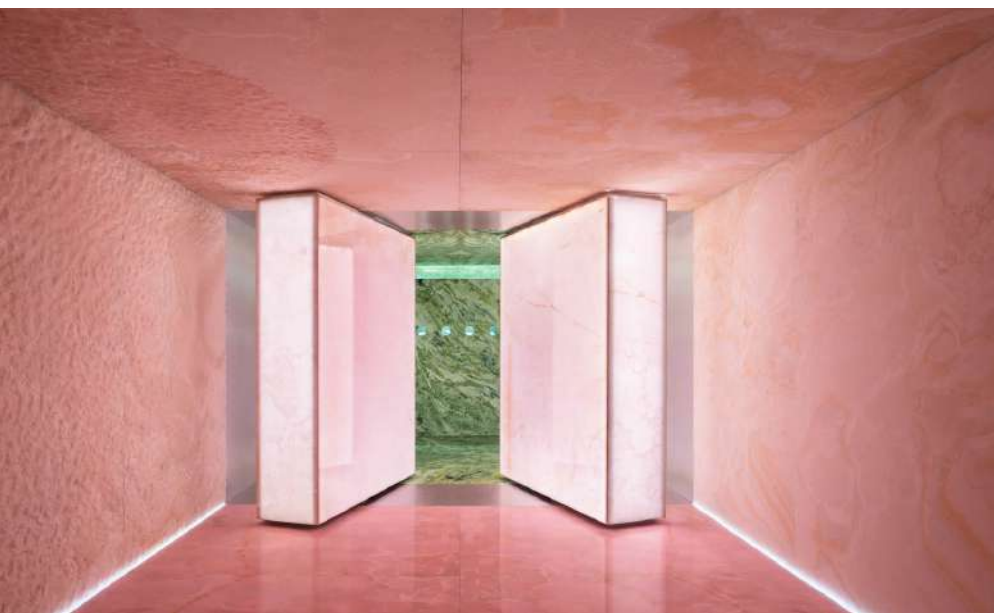
An example was the Solid Nature exhibition “Beyond the Surface”, designed by OMA. Likewise, at Euroluce, the biennial international trade lighting fair during Milan Design Week, the focus was not anymore on lighting as an object, nor as a shape. Light is now increasingly connected to technology, to the way it reacts to human beings, how it influences how we experience a space. On how wonder can be brought in our lives with simple lighting effects. In the interior design showcased at Salone, the digital integration is increasingly present: it refers to the seamless integration of technology into a home’s design, allowing for a more efficient and convenient lifestyle.

This integration of technology in the home is a reflection of the growing demand for sustainable, convenient, and personalized home solutions that cater to the needs and preferences of modern consumers. A major component of digital integration in interior design is the use of smart home devices. These products, which can include thermostats, lighting or security systems, and even furniture, can be controlled remotely via smartphone or voice assistant. As technology continues to advance, it’s becoming increasingly common for homes to be equipped with digital tools and devices.



*Panorama | Ambient virtual reality designed by Habits*

But on the other hand, the widespread diffusion of the Internet and connected objects makes us all increasingly subject to an overexposure of information that demands our full attention. The push notifications from social media on our phones, the smartwatch that notes our every movement and shows us our performance, TVs and tablets that recommend content and give us information about the world, are just a few examples. While we are constantly over-stimulated by virtual information, in real life we also seek moments of introspection and relaxation, of recalling our emotions and memories to lower our stress and anxiety levels. This search for intimacy is also reflected on the domestic sphere, with the desire for individual spaces within shared environments that can reconcile the increasing fluidity of living: for example, a small office for working in the living room, a space dedicated to sport or meditation. This is the background for PANORAMA / Ambient Virtual Reality project, an immersive partition designed by Habits Studio blurring the boundaries between real and virtual, a technological division capable of creating a virtual space and, at the same time, alleviating the perceptive pressure to which we are constantly exposed. A partition to delimit an intimate and private space, a dynamic background to support the constantly changing activities during the day.



*Solid Nature exhibition “Beyond the Surface”, Ph credits Marco Cappelletti*

By using a low-resolution LED device and pointing the light indirectly, we achieve a qualitative change in the contents. The ‘synthesized’ images are rendered blurry, the strength of their meaning is reduced; although still able to evoke and engage our attention, they act as environmental feedback, leaving our mind free and our attention unloaded. Watching the frames flowing on the partition screen, balanced between representation and light effect, we can experience the beauty of out-of-focus content. The screen becomes the backdrop of a space with evanescent boundaries between the real and the virtual that involves us no longer as passive spectators but as actors and protagonists. PANORAMA offers an innovative take on the concept of augmented reality. Instead of relying on small, high-resolution personal devices like smartphones, Panorama immerses you in a new context at its actual size, creating a captivating, hazy atmosphere.



# MPG

MAHANAKORN PARTNERS GROUP

## Mahanakorn Partners Group: Leading Law Firm in Thailand Providing Comprehensive Legal Solutions

Mahanakorn Partners Group (MPG) is a prominent law firm based in Thailand, renowned for its comprehensive legal services provided to domestic and international clients. With a strong reputation in various areas of law, MPG has become a trusted legal partner for businesses seeking expertise in corporate and commercial law, banking and finance, mergers and acquisitions, intellectual property, real estate, employment, and dispute resolution.

Strategically located in Bangkok, MPG is well-positioned to serve clients not only in Thailand but also across the Southeast Asian region. The firm boasts a team of highly skilled and experienced lawyers who possess a deep understanding of Thai law and the local business landscape. Many attorneys at MPG have gained international exposure and possess a strong command of English, enabling them to effectively assist foreign clients with cross-border legal matters.

The client base of MPG is diverse, ranging from multinational corporations and financial institutions to government entities, small and medium-sized enterprises (SMEs), and individuals. The firm's commitment lies in providing personalized legal solutions that are tailored to meet the unique needs and objectives of each client. MPG places great emphasis on building long-term relationships, aiming to be a trusted legal partner throughout the entire business journey.

Professionalism, integrity, and delivering high-quality legal services are at the core of MPG's values. The firm remains up-to-date with the latest legal developments and industry trends, ensuring that clients receive accurate and timely advice. MPG also places a strong emphasis on efficiency, striving to provide solutions that are both timely and cost-effective without compromising on quality.

One area in which MPG is widely recognized is its banking and finance practice.

The firm assists clients in fulfilling their financing requirements, offering advice on credit facilities that match the unique needs of each business and helping secure competitive conditions. MPG works closely with commercial and investment banks to undertake project finance transactions, particularly in the realm of Public-Private Partnerships. The firm also provides Project Finance and Transaction Advisory Services for capital projects, infrastructure development, mergers and acquisitions, cross-border trade, and IPOs.

At the helm of MPG is Luca Bernardinetti, the Chairman and Managing Partner, who brings over two decades of experience in mergers and acquisitions, banking and financial transactions, capital projects and infrastructure, and public-private partnerships. Under Mr. Bernardinetti's leadership, MPG has successfully undertaken complex financing transactions, assisting private multinationals, state-owned enterprises, and government agencies in securing multi-billion-dollar lines of credit for infrastructure development projects.

Mr. Bernardinetti's expertise is widely recognized, and he serves as an Advisor to the Public Debt Management Office of the Ministry of Finance of Thailand. He is also a member of prestigious organizations such as the Thailand International Chamber of Commerce Commission on Banking Technique & Practices and the Board of Directors of the Thai-Italian Chamber of Commerce. Additionally, Mr. Bernardinetti serves as the Chairman of the Business Economics Committee of the American Chamber of Commerce in Thailand (AmCham) and is a sought-after guest lecturer and speaker at top ASEAN universities and international forums.

Another notable figure at MPG is Ms. Vilasinee Thephasadin Na Ayuthaya, the Co-Managing Partner, who is the Official

Legal Counsel of the Embassy of Switzerland in Bangkok. Her appointment is a testament to her exceptional legal acumen and trusted reputation. Her long-standing collaboration with the Swiss Embassy and her instrumental role in supporting Swiss citizens affected by the Indian Ocean Tsunami highlight her dedication to providing outstanding results and her deep commitment to helping those in need. Recognized for her expertise, competence, and warm personality, Khun Vilasinee has earned the loyalty of her staff and clients throughout her career. She has received commendations from numerous embassies in Thailand for her outstanding results.

In addition to its exceptional legal services, the Mahanakorn Partners Group actively engages in various community initiatives and pro bono work, demonstrating its commitment to social responsibility and giving back to society. The firm understands the importance of making a positive impact beyond the legal realm and strives to contribute to the betterment of the communities in which it operates.

MPG's dedication to excellence and client satisfaction has earned the firm a reputation as a leading law firm in Thailand. The firm's extensive expertise, client-focused approach, and commitment to professionalism have garnered trust and recognition from clients and industry peers alike. MPG's success is driven by its ability to provide tailored legal solutions that align with each client's unique objectives and requirements. With a wide range of legal services, a team of experienced lawyers, and a commitment to client satisfaction, MPG has positioned itself as a trusted legal partner for businesses and individuals seeking expert guidance. As MPG continues to serve its clients and make a positive impact, its commitment to professionalism, integrity, and excellence remains unwavering.





# HUA HIN

A Thai favourite for more than 90 years, Hua Hin is Thailand's original beach resort city

Hua Hin, located just a short distance from Bangkok, is one of Thailand's top tourist destinations. With its stunning beaches, breathtaking mountains, stunning viewpoints, beautiful temples, bustling night markets, exciting water parks, and excellent dining options, it is an ideal vacation spot any time of year. Hua Hin boasts a beautiful powdery sand beach, numerous seafood restaurants, a vibrant night market, and plenty of beach activities. It also offers a range of great inland activities, including world-renowned golf courses. Just a short distance down the coast, visitors can enjoy seaside horse-

back rides and visit a hilltop Buddhist temple with a stunning view. Whether you're looking for a luxury resort or a simple guesthouse, Hua Hin has a wide range of accommodations, including some of the world's best spa retreats. The warm and welcoming hospitality of the 60,000 residents of this seaside community is a great example of Thai hospitality. In addition to the many attractions of Hua Hin, Pala-U waterfall, located in Kaeng Krachan National Park, is an excellent spot for butterfly watching.



## RECOMMENDED STAY

# Anantasila Villa by the Sea

Located just south of Hua Hin, a picturesque provincial town on the Gulf of Siam along favoured by the old “families” of Thailand. Less than 200 km from Bangkok and situated on a sandy tree-lined beach dominated by the rocky hills of Khao Takiab.

**Anantasila** offers a wide range of accommodation (including poolside rooms, seafront apartments, bungalows and pool villas). A vast sandy beach and a 25-metre pool both allow for a holiday spent under the sun, whilst a beach bar and sprawling terrace give access to beautiful unobstructed views of the sea and Khao Takiab shoreline.

The hotel restaurant offers a taste of local and regional specialties but, also a wide choice of European dishes. Guests are certain to find the perfect sunset aperitif in our offering of classic cocktails and house special as well as our wine list of eclectic local and international vintages. Only a short ride from town, Anantasila Villa offers both a peaceful retreat from the bustle of the city centre and convenient access to local shops, restaurant and attractions.

From the Hotel, guests can walk a few hundred yards to small fishing village where a variety of fresh catch is available daily. Golfers can choose from over half a dozen world-class courses, all less than thirty minutes drive away. As family run and family oriented hotel, Anantasila looks to provide a warm, friendly and intimate atmosphere. In order to best cater to the varied needs and preferences of our guests.

## The Beach at Anantasila Restaurant and Bar

Our beach bar and restaurant veranda give access to beautiful, unobstructed views of the sea and Khao Takiab shoreline. The restaurant’s tree-canopied outdoor dining area offers a casual yet sophisticated dining experience. Our restaurant offers a taste of local specialties, but also a wide choice of European dishes. Diner open for something a little more personalized can enjoy a fresh custom made pizza from our oven. Wine drinkers are invited to visit our wine pantry, which stocks a handpicked selection of Old world and New Latitude wines. For those looking to enjoy a fresh seaside cocktail or an evening aperitif, our bar serves a menu’ of classic and signature drinks. The beach at Anantasila is located on one of the most beautiful beach in Thailand and is the perfect location for an intimate weddings, meeting, staff party or any other celebrations. At Anantasila we offer personalized services that will give you a memorable wedding just the way you want it.



### Contact

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Visit the website

[www.anantasila.com](http://www.anantasila.com)









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 CHAMBER OF COMMERCE

# LUXURY ITALY

## Top destinations

A TICC webinar series about Italy, its places, cities, people and things you would have known before visit the Bel Paese.



The Thai-Italian Chamber of Commerce (TICC) is glad to announce the new Webinar Series dedicated to the 20 Regions of Italy, called: “Luxury Italy; Top Destinations. Follow our webinar series that will take you on a virtual tour of some of the most stunning and fascinating places in Italy.

Luxury Italy: Top Destinations aims at promoting and educating non-Italians to discover iconic cities and regions as well as the less renown destinations. To lead this project is Ms. Kenika Suwapanonth, TICC Event Assistant, who joined the AFS exchange program in 20xx, living and studying in Italy for 9 months. Thanks to this experience, K. Kenika fell in love with the Italian culture and traditions which brought her to join the Italian Chamber of Commerce in Bangkok. The first episode aired on Apr 5, 2023, presenting “Liguria Region” in collaboration with Mr. Luca Coretti, CEO of Questa Group.

### LIGURIA

Liguria is characterized by rocky coasts interrupted by small coves and beached of fine golden sand, colored by the Mediterranean turf and overlooking the Ligurian sea. The region’s coast most famous spots are the Cinque Terre and the Gulf of Poets, the Gulf of Tigullio, Genoa and Paradise Gulf, the Riviera delle Palme and the Riviera dei Fiori. The most famous cities of Liguria are Portofino, Santa Margherita Ligure, Rapallo, Sestri Levante with the enchanting Baia del Silenzio (Silent Bay), Portovenere that faces the beautiful island of Palmaria and then Lerici with its grand Medieval castle, elegant villas and gardens. Liguria is made out of places full of history, culture and traditions, which witness the passage of ancient people coming from the sea.



Visit our YouTube Channel





# MASTER CLASS WITH MICHELIN-STARRED

*Chef Paolo Griffa*

AT

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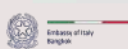
With a culinary style that is creative, ironic and joyful, Chef Paolo is one of the world's most acclaimed young chefs a master of seasonal ingredients and sustainable innovation.

Please RSVP within 16<sup>th</sup> May 2023

For more information, please contact  
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# Tenuta Viglione's wines launched in Bangkok

The organic Italian winery celebrated the start of operation in Thailand

Author: Mr. Angelo Villani



“Our range of wines encompasses of course other great red wines of Puglia, for instance the multiply awarded Marpione Gioia del Colle Primitivo PDO”, explains the SEA Marketing Director Ruenruedee Prachayaphruet. “But we chose to start with these three varieties to emphasize how wide and still unknown the wine production of Puglia is – and how many hidden gems are to be discovered. Apulian wine today is capable of showing off widespread quality at a level that surprises even the most experienced taster, and the best results are probably achieved with local varieties that are grown there since centuries, if not millennia”.

The labels presented in Bangkok are available in Thailand already, in a range of well selected restaurants and hotels, but the goal for the next months is to increase their number with a wider choice of red, rosé, and sparkling wines.

“We are pleased to promote Apulia Region and its genuine varieties of food and wines in Thailand” stated Mr. Giacomo Iobizzi – TICC Deputy Secretary General who attended the event, “this is the second year that we are collaborating with Tenuta Viglione and we are truly happy that their wines are finally available in Thailand”.

On Saturday 22nd April the Italian winery Tenuta Viglione presented a selection of premium organic wines to a public of traders and wine-lovers in the slick atmosphere of the swimming pool area of the Sofitel Sukhumvit Hotel. A networking event to celebrate the landing of Viglione's organic wines in Thailand, with a selection of 3 different organic labels - two red and one white wine.

Tenuta Viglione is a family-run winery with a quite limited production on over 160 hectares. The winery was established in 1937 by the grandfather of the current owner and produces organic wines since 1987. It is based in Puglia, which is an Italian south-eastern region, in the area of the Gioia del Colle PDO (Protected Denomination of Origin). Vineyards are located on an average altitude of 400 meters above the sea level, where the thermic excursion between day and night grants to the wine a marked acidity. On the other hand, the clayey and calcareous soil gives the wines of this area their typical minerality.

These notes are particularly clear in the Verdeca Maioliche 2021, with its signature fresh, sapid, and mineral palate combined with the characteristic nose of aromatic herbs, notes of citrus and peach, and bright straw-yellow colour, tending to golden.

From the same collection, also Nero di Troia 2021 was presented, with its typical ruby red colour, evolving to garnet with the aging, the rich and spicy aromas of blackberry and cherry in spirit, and its enchanting and full taste, elegant tannins and fulfilling sapidity.

The third wine offered for the tasting was the surprising Susumaniello Morso Rosso 2021, part of the “Prestige” collection: floral and punchy aromatics, showing cherry, violet and black olive. Big and bold style with taut acidity and refined tannins make this wine particularly elegant, but still fresh and balanced.

Overall, the three wines are made in purity by native Apulian grapes which are quite unusual in Thailand – where the best-known Apulian varieties are Primitivo and Negroamaro.



# The BCG Agenda: Sustainable or Green Sheen?

Author: Dr. Paul Crosio

© Pexels by Vardan Harutyunyan

There has been criticism of Thailand's recent proposal to promote the country's Bio-Circular-Green (BCG) economic model, with some arguing that it primarily benefits domestic conglomerates rather than driving economic development for the benefit of all citizens. There are also concerns that the exclusion of environmental advocates and conservationists from BCG committees suggests that the government and big businesses may be using the initiative for their "greenwashing" process to appear environmentally conscious.

The BCG model aims to utilize Thailand's biodiversity and cultural richness for economic gain by leveraging cutting-edge technology and innovation. However, some have expressed concerns that the current BCG framework may lead to the exploitation of natural biodiversity by the government and private sectors for their own interests, potentially resulting in conflicts with local communities, conservation groups, and farmers.

Despite the criticisms, there have also been statements of support. Trade-related ministers within APEC recognized and commended ongoing efforts to promote the BCG Economy as a viable means of achieving inclusive, balanced, and sustainable recovery from COVID-19. The BCG model has also been viewed as a long-term solution to achieve economic growth, as well as environmental and climate objectives. Forestry ministers have encouraged the application of a more synergized approach to biodiversity, such as the application of the BCG Economy, in the forest sector. Not to be outdone, during last year's APEC meeting in Thailand, the organizers highlighted the BCG economy through Women's Empowerment, despite there being no obvious links between the two themes.

The debate over the BCG raises questions about whether it is a worthy initiative or just a politically-motivated 'green sheen.' The success of any BCG as well as any ESG initiative depends on how well it can be measured and whether it truly benefits all stakeholders, rather than just a select few.

## BIO-DIVERSITY HAS GONE MAINSTREAM

One aspect of the BCG directly impacting ESG investing is its focus on bio-diversity. In just two months, a new category of ESG funds targeting biodiversity protection has

experienced a significant surge in assets, growing by 15%. This is not surprising given the increasing emphasis on biodiversity as a crucial ESG objective post-COP15. Despite the absence of standardized data, the industry is rapidly expanding its bio-diversity market offerings, with the number of funds offering biodiversity strategies growing by 150% over the past year, although their combined assets remain relatively small compared to the broader ESG market.

The majority of these ESG funds are actively managed and based in Europe, where biodiversity regulations are most advanced. Axa Investment Managers and Lombard Odier Investment Managers were among the first players to enter this market, and they continue to be leading players.

The COP15 agreement has compelled the finance industry to focus on biodiversity, with the Global Biodiversity Framework calling for banks, insurers, and asset managers to mobilize at least \$200 billion annually to protect the natural world.

However, like many areas of ESG, the lack of reliable biodiversity data poses a significant obstacle. "Black box calculations" could mislead firms, contrasting with established methodologies for measuring carbon emissions. The Partnership for Biodiversity Accounting Financials (PBAF) has identified significant disparities among providers' approaches to biodiversity data, highlighting the need for standardization.

Firms must grasp the intricacies before making ESG claims, given the regulatory risk of being accused of "greenwashing." While biodiversity is an essential element to consider while investing or promoting an ESG-focused fund, it must be supported by reliable, definitive, and credible data to make it an effective tool for achieving ESG objectives.

*From global corporations to small businesses, organizations worldwide are dedicated to integrating sustainable and socially responsible practices into their operations. At Silk Legal, we understand the challenges of navigating the complex ESG landscape and maximizing opportunities for impact. Our experienced team can provide tailored solutions to help your business achieve its ESG goals and stand out as a leader in your industry. Contact us today at [info@silklegal.com](mailto:info@silklegal.com).*



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# UPCOMING EVENTS

## May - Onwards



Wine Tasting;  
Wine Appreciation Club

12 May 2023

TICC Office, Bangkok



Fair: INTERMACH  
and SUBCON Thailand

10 - 13 May 2023

BITEC, Bangkok



Networking:  
Aperitivo Italiano

25 May 2023

Rembrandt Hotel,  
Bangkok



Fair: Thaifex Anuga

23 - 27 May 2023

IMPACT, Bangkok



Italian National Day  
Celebration

2 June 2023

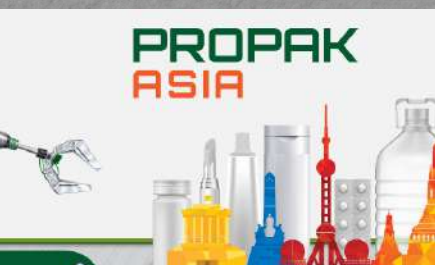
Mahidol Univ., Salaya



Breakfast Talk with Vireo

9 June 2023

TICC Office, Bangkok



Fair: Propak Asia 2023

14 - 17 June 2023

BITEC, Bangkok



Talk & Networking Event

6 July 2023

Coastiera, Bangkok



Fair: Healthy Food ASIA

5 - 6 July 2023

Samyarn Mitrtown Hall,  
Bangkok





**Fair: Italian Food & Beverage Singapore**

12 - 13 July 2023

Suntec, Singapore



**Thailand Retail Food & Hospitality Services**

13 - 16 July 2023

BITEC, Bangkok



**Fair: Thailand Coffee Fest**

13 - 16 July 2023

IMPACT, Bangkok



**Fair: Food and Hospitality Thailand (FHT)**

23 - 26 August 2023

QSNCC, Bangkok



**Fair: ASEAN Sustainable Energy Week**

30 - 1 September 2023

QSNCC, Bangkok



**Networking: NZTCC/SPTCC**

August 2023

Bangkok



**Fair: Bangkok Gems & Jewellery (BGJF)**

6 - 10 September 2023

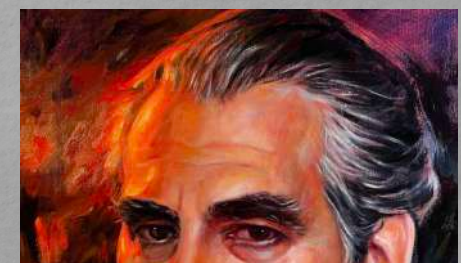
QSNCC, Bangkok



**Fair: Cosmoprof CBE**

14 - 16 September 2023

QSNCC, Bangkok



**Corrado Feroci Day**

15 September 2023

Bangkok



# A WORLD OF OPPORTUNITY

Helena Martin says that through 14 years, Bangkok Patana School fulfilled her need to be challenged, facilitated exploration of her curiosities and provided many opportunities for learning outside of the classroom. Her participation in a wide range of activities, from athletics to academics, within a diverse student population, helped to develop her social awareness - a skill she finds integral in her work as a doctor in the UK.

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