

ISSUE
July 2022



หอการค้าไทย-อิตาลี
THAI - ITALIAN
CHAMBER OF COMMERCE

INFORMA



The Business Magazine of the Thai - Italian
Chamber of Commerce



Bangkok ranked 2nd best city worldwide, best in Asia for digital nomads

The Tourism Authority of Thailand (TAT) - 27 June, 2022



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PRESIDENT'S MESSAGE



Federico Cardini
President

Dear Valued Members,

I would like to extend my warmest greetings to you all and introduce the July 2022 issue of Informa, which will be covering information about business in Italy from our beloved members and partners, and information about products for the Thai market.

The World Health Organization (WHO) reports that COVID-19 linked to new variants, BA 4 and BA 5 are currently on the rise. Restrictions have been loosened in many nations., it is, therefore, difficult for the authorities to follow up on new cases. As a result of the new strains in Thailand, the COVID-19 Situation Administration (CCSA) has also discovered additional cases. Hospital admissions and minor illnesses are also slightly up. However, the death toll is consistently low.

In the end of the last month, the chamber has successfully organized the "OLYMPICS OF THE REAL NEAPOLITAN PIZZA 2022", together with the greatest challenge among professional pizza-makers all over the world on the 20th of June 2022 at the Food School Bangkok. It was a great time that we can continue our partnership with the Associazione Verace Pizza Napoletana (AVPN).

Furthermore, I would like to express my gratitude to the contributors and members who have provided us with the articles of Informa. The article by the BOI – Meet the LTR Visa, ASEAN TODAY by Dej-Udom & Associates, the RCEP updates by ASEAN Briefing. Member Update: New Master's Degrees at IULM's Rome Campus, dtac 5G to Revitalize Thai Economy & Transform Industry Sector and Cocoa Xo at Centara Grand at Centralworld.

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

Arrivederci!

Federico Cardini
President

ABOUT US

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

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

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

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OLYMPICS OF THE REAL NEAPOLITAN PIZZA 2022

SELECTIONS THAILAND



Bangkok, June 20, 2022 – The Thai-Italian Chamber of Commerce, in partnership with the *Associazione Verace Pizza Napoletana* (AVPN) has successfully organized the “**OLYMPICS OF THE REAL NEAPOLITAN PIZZA 2022**”, together with the greatest challenge among professional pizza-makers all over the world on the 20 th of June 2022 at the Food School Bangkok.

In the competition, we started with the **Theoretical Test**, which is a written test consisting of 10 multiple choice questions, and continued to the **Practical Test**, which is making the pizza margherita according to the AVPN Regulations. Peeled tomatoes, fresh tomatoes, and the mixture of fresh and peeled tomatoes together with Fiordilatte mozzarella, grated cheese, extra virgin olive oil, and basil can be used.

The 1st Place in the elimination round of the “**OLYMPICS OF THE REAL NEAPOLITAN PIZZA 2022**” will have as a prize the qualification for the finals of the Olympics, the return flight to Naples from the competition / competition city and the stay in Naples from 3 to 6 July. The 2nd and 3rd place will be qualified for the Naples Olympics. – AVPN

The success of this event would have not been possible without our sponsors and distributors for coverage this amazing event: Cirio Thailand, Mulino Caputo, East West Trading & Agencies, Scugnizzonapoletano, Gi.Metal, Latteria Sorrentina, Peppina Restaurant, The Food School Bangkok, and the True Neapolitan Pizza Association (Associazione Verace Pizza napoletana – AVPN).





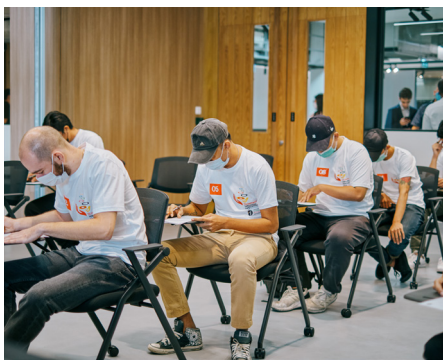
1ST PLACE
**MR. YUTITHAM
SURIWONGCHOMPHU**



2nd Place: Mr. Dhanat Suphamongkhon



3rd Place: Mr. Pattaradanai Sriadolpan



SCAN to see more pictures



MEET THE LTR VISA

To broaden investments and improve the country's competitiveness by enhancing Thailand's attractiveness as a regional hub for living and doing business for 'high-potential' foreigners, the government approved a 'long-term resident (LTR)' visa, providing a new avenue for individual people around the world interested in moving to stay and work in Thailand – that cuts red tape while improving the benefits available to four groups: wealthy global citizens, retirees, highly-skilled professionals, and professionals working remotely from Thailand.

The LTR Visa has a validity period of ten years (five years renewable), with an option of obtaining work-permits once the visas are received, and no longer requires the 90-day notification standard with conventional work-permits.

To qualify, wealthy global citizens and retirees must show an average income of at least US\$80,000 for the two years prior to applying for the visa and have a health insurance policy providing coverage of at least US\$50,000 for a minimum of ten months starting from the application date or social security coverage of medical expenses in Thailand.

Highly skilled professionals or specialists working from Thailand must show an employment or service contact with a domestic or foreign business and provide proof of five-years work experience in the relevant sector within ten years of the application date.

As an added incentive, personal income tax is being waived for three of the four groups: wealthy global citizens, retirees, and professionals working remotely in Thailand, as each is considered an investor.

In terms of eligibility requirements, the minimum investment for high-income earners is US\$500,000 in either government bonds, property, or foreign direct investment. In addition, this group must have a minimum income of US\$80,000 over the previous two years before applying for the visa and hold at least US\$1 million in assets. Foreign retirees qualify at 50 years of age and must have an annual income of US\$40,000 and invest US\$250,000 in government bonds, foreign direct investments, or real estate.

Remote-working professionals in Thailand require a minimum annual income of US\$40,000 in the past two years, a master's degree or above or own intellectual

property and have at least five years of work experience in the relevant fields of their current employment over the past 10 years.

The NESDC estimates the long-term visa policy will draw one million arrivals, generate one trillion baht in domestic spending, boost investment by 800 billion baht and increase tax revenue by 270 billion baht over a five-year period.

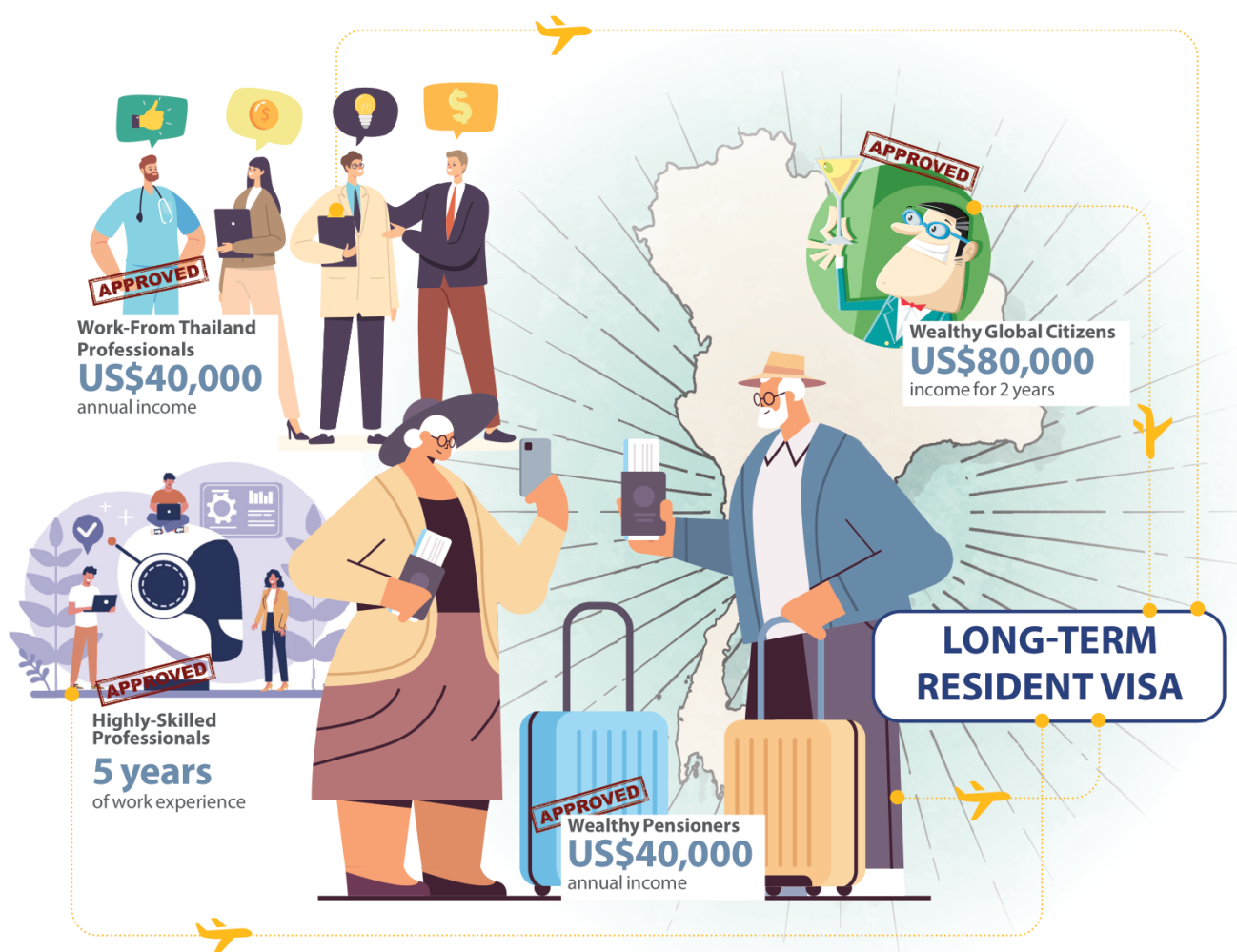
With the elimination of the 'Sandbox' and 'Test and Go' programs as of May 1, along with the need to quarantine and undertake an RT-PCR test, the immediate response has been enthusiastic with roughly 300,000 visitors entering Thailand in the first week. And as Thailand repositions its tourism industry to a new, more sustainable model, the government's targeted focus on advanced industries supporting the BCG economy while welcoming foreign investors is set to help the country achieve resiliency.



“ Thailand is the most popular choice for companies planning expansion into new Southeast Asian markets, with 23% intending to enter the market in the next two years. ”

Source: HSBC Navigator: SEA in Focus

Which categories of foreigners will be offered LTR visas in Thailand?



What privileges will be offered to LTR visa holders?

- 10 years renewable visa
- The removal of the requirement for employers to hire four Thai citizens per foreigner: if company A hires a person under LTR category, this person will be under LTR criteria regardless of the rules imposed by Immigration Bureau. Then, company A could hire other foreigners under 4:1 scheme.
- Fast Track Service at International Airports in Thailand 90-day report extended to 1-year report and exemption of re-entry permit
- Permission to work in Thailand (Digital Work permit)
- 17% Personal income tax for High-skilled professionals: the person under LTR has to pay tax as determined by the Revenue Department, except for highly-skilled professional who has to pay only 17%.
- Immigration and work permit facilitation services at One Stop Service Center for Visa and Work Permit

Visa Application and Issuance

1. Register and submit online an application for qualification endorsement for LTR Visa and supporting documents.
2. Within 30 working days after having received complete documents, applicants will be notified of the result.
3. Qualified applicants may proceed with applying for LTR Visa issuance at the Royal Thai Embassies/the Royal Thai Consulate Generals overseas or Immigration offices in Thailand within 60 days from the issuance date of the endorsement letter. The processing fee for 10-year visa with multiple entry is 50,000 Baht per person.
4. Applicants who work in Thailand, may collect digital work permits at the Department of Employment at One Stop Service Center for Visa and Work Permit, Chamchuri Square Building, Bangkok or provincial labour offices. The processing fee is 3,000 Baht per year to maintain digital work permit.

Open for applications on **1 September 2022**

For more information, please contact **LTR: Long-term Resident Visa**, Expatriate Services Division One Stop Service Center for Visa and Work Permit (OSS), 18th Floor, Chamchuri Square Building, Phayathai Road, Pathumwan, Bangkok 10330

Tel: +66 (0) 2209 1100 ext. 1109-1110 | Email: LTR@boi.go.th

Source: <https://www.boi.go.th/upload/content/LTR.pdf>
<https://www.boi.go.th/upload/ejournal/2022/Vol32/May/index.html>



ABAC TO HOST APEC CEO SUMMIT 2022 16 - 18 NOVEMBER 2022 AT ICONSIAM

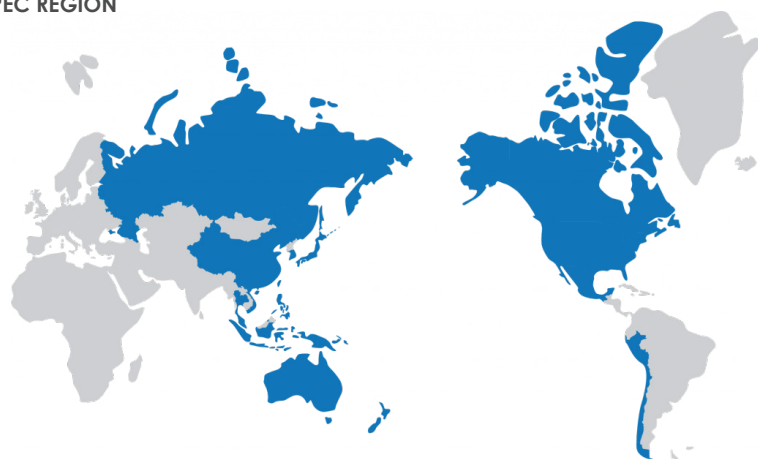


Thailand's private sector ready to host APEC CEO Summit 2022, driving pride of Thailand and sustainable and inclusive growth of Asia-Pacific

Thailand's private sector, The Joint Standing Committee on Commerce, Industry and Banking (JSCCIB), held a press conference to officially launch APEC CEO Summit 2022 under the chairmanship of Thailand. With the theme "Embrace Engage Enable", the global gathering provides an opportunity for business leaders in the Asia-Pacific to engage in discussions with APEC Economic Leaders, policy makers, academia and CEOs, and will play a vital role in enabling better economic growth, social development and well-being of the people in the Asia-Pacific region through a coordinated dialogue on elevated trade, investment, and innovation environments. The summit will take place during November 16-18, 2022 at ICONSIAM, Bangkok, Thailand.

For more information, visit <http://apecceosummit2022.com>

THE APEC REGION



APEC (Asia Pacific Economic Cooperation) is an important forum for advancing the prosperity of people and societies in the region. Together, APEC governments and businesses work toward inclusive and sustainable growth by deepening economic cooperation, improving the environment for trade and investment, and adapting and sharing innovative measures.

THE APEC CEO SUMMIT

The APEC CEO SUMMIT 2022 is the most influential meeting of business and government leaders in the Asia Pacific. The Summit provides opportunities for CEOs and top business executives to engage in dialogue with APEC Leaders on the most pressing issues of the day.

The APEC CEO SUMMIT provides unmatched potential to build networks, hear directly from APEC Leaders, discuss regional challenges, and take away relevant business insights.

The Summit returns to an in-person format this year, to be convened in one of Bangkok's world-class convention centers.

THAILAND, THE HOST ECONOMY

Thailand is Southeast Asia's second-largest economy with a nominal gross domestic product of around USD 500 billion. With a free-market economy, the Kingdom has a strong domestic market and a growing middle class, with the private sector being the main engine of growth.

The Thai economy is well integrated into the global marketplace, with exports accounting for over 70% of the Kingdom's GDP. Thailand also has a strong industrial sector (40% of GDP) and a robust and growing services sector (50% of GDP) centered on the tourism and financial services industries.

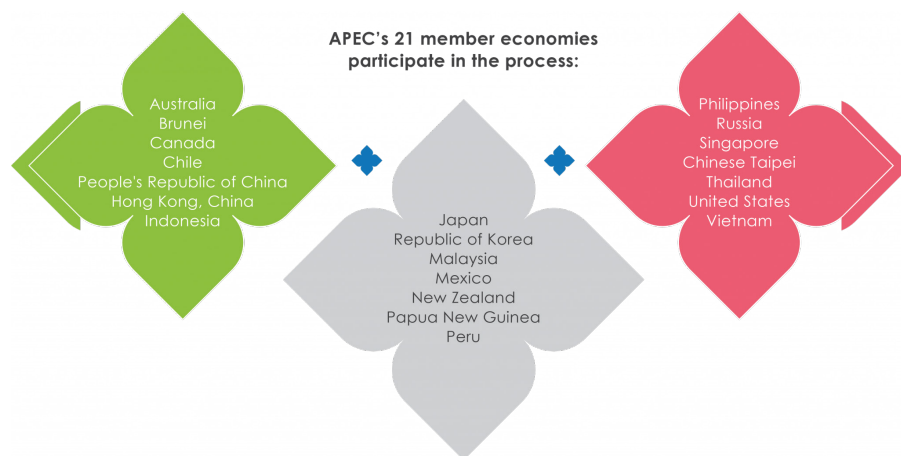
The friendly and warm attitude of the Thai people make the Kingdom an ideal and welcome destination for Asia Pacific's biggest business meeting.

BANGKOK, THE SUMMIT VENUE

Bangkok, officially known in Thai as Krung Thep Maha Nakhon and colloquially as Krung Thep, is the capital and most populous city of Thailand.

The city occupies 1,568.7 square kilometers (605.7 sq mi) in the Chao Phraya River delta in central Thailand and has an estimated population of 10.539 million as of 2020, 15.3% of the country's population.

Suvarnabhumi International Airport, one of two airports serving the Bangkok metropolitan area, is the main hub and international gateway to the world.



Organized by





REGIONAL LEGAL AND BUSINESS NEWS – JUNE 2022

ASEAN Today – Regional Legal and Business News for June 2022 including an Immigration Update on the Cancellation of Thailand Pass and the Health Insurance Requirement and Corporate Law News on the Exemption for SME Data Controllers under the Personal Data Protection Act.

ASEAN Economic Community News

ASEAN Sustainable Finance

A multinational universal bank and an international organization working to mobilize global capital for climate action released a report, ASEAN Sustainable Finance – State of the Market 2021. The report says that the sustainable debt markets in Singapore, Thailand, Indonesia, Malaysia, the Philippines and Vietnam continued to grow rapidly in 2021. In the same countries, issuance volumes of green, social and sustainability bonds (GSS) reached a record of US\$24 billion, an increase of 76.5% on 2020, and sustainability-linked debt grew to \$27.5 billion, up 200% on 2020. The report attributes the growth to the positive sentiment of the ASEAN member states in allocating capital for the purpose of responding to the COVID-19 pandemic and supporting sustainable economic growth amid climate change and low carbon emissions in the long term.

Regional Circular Economy

The ASEAN Secretariat and the Economic Research Institute for ASEAN and East Asia (ERIA) held the Multi-Stakeholder Policy Dialogue on Empowering ASEAN for Circular Economy online this month. The meeting allowed stakeholders from various sectors to share work on the circular economy, assess existing practices in the region, and determine expectations. Key regional challenges include shifting producer and consumer behavior towards circular practices, lack of markets for secondary goods, fragmented actions across the region, and limited technical capacity. The outcomes of the policy dialogue will serve as a reference for the development of the Work Programme to Support the Implementation of the Framework for Circular Economy for the AEC. A circular economy is defined as the restructuring of the conventional linear and extractive economy into a closed-

loop recycling process that regenerates natural systems and designs out waste and its harmful by-products.

ASEAN Digital Economy Growth

ASEAN's digital economy continues to grow and thrive and ASEAN was awarded the top prize by the World Summit Information Society (WSIS) under the category of International and Regional Cooperation in recognition of the ASEAN Data Management Framework (DMF) and ASEAN Model Contractual Clauses (MCCs) for Cross-Border Data Flows. After adding 60 million new digital consumers since the beginning of the COVID-19 pandemic, ASEAN now has the world's third-largest internet base with 400 million users. ASEAN's digital revenue increased from US\$117 billion in 2020 to US\$174 billion in 2021 and is expected to reach US\$363 billion by 2025. The ASEAN digital economy is projected to grow significantly and ASEAN's regional GDP is estimated to reach US\$1 trillion by 2030.

Philippines News

MSME Franchise Requirements

The Philippines issued Executive Order (EO 169) this month that will provide protections for Filipino enterprises against unfair trade practices and create competitive conditions for micro, small, and medium-sized enterprises (MSME) franchisees by developing a transparent and business friendly environment and promoting fair and equitable practices. Under EO 169, franchise holders of MSMEs are now required to have franchise agreements registered with the Department of Trade and Industry (DTI), and all future agreements must comply with the required terms and conditions set out in EO 169. According to the Philippine Statistics Authority, 99.5% of all businesses in the Philippines are MSMEs and 68% are into

franchising.

Cambodia Update

Capital Gains Tax Delayed

Cambodia announced that it will delay the planned implementation of its capital gains tax to January 1, 2024, according to Notification 4577 of General Department of Taxation (GDT). The capital gains tax was supposed to be implemented in July 2020 with residents and non-resident taxpayers being taxed at a fixed rate of 20% for capital gains. Implementation was delayed until January 2021 and then again to January 2022 before the government decided on 2024. The delayed implementation is part of the Cambodian government's new strategic framework for economic recovery post-COVID. Immovable property, intellectual property, foreign currencies, leases, goodwill, investment assets are considered capital under the tax.

Indonesia Bulletin

Apostille Convention Accession

Indonesia acceded to the 1961 Hague Convention Abolishing the Requirement of Legalization for Foreign Public Documents (Apostille Convention) in 2021 and the implementing regulation to enforce the Apostille Convention in Indonesia entered into force on June 4, 2022. The Apostille Convention is an international treaty intended to simplify the procedure through which a document issued in one of the contracting states can be certified for legal purposes in all the other contracting states. An apostille is an international certification comparable to a notarization, and an apostille issued one signatory of the Apostille Convention is sufficient to certify the document in any other signatory country and removes the need for any further certification.

Singapore Watch

Energy Imports Begin

Singapore began importing renewable energy from Laos that is channeled through Thailand and Malaysia earlier this month. The Lao PDR, Thailand, Malaysia, and Singapore Power Integration Project (LTMS-PIP) will import up to 100 megawatts (MW) of renewable hydropower and is the first multilateral cross-border electricity trade involving four ASEAN countries. The LTMS-PIP is a pathfinder towards realizing the broader vision of an ASEAN power grid, a key regional initiative to enhance interconnectivity, energy security and sustainability through existing electricity interconnections. Interconnected power grids can accelerate the deployment of renewable energy, promote supply diversification, and strengthen grid stability for the region as a whole. Singapore plans to import 4 gigawatts (GW) of low-carbon electricity a year by 2035, about 30% of the country's electricity supply for that year.

Malaysia News

Financial Technology

ASEAN is considered fertile ground for financial technology (fintech) development especially as the COVID-19 pandemic encouraged large-scale demand and adoption of digital financial services. However, experts say that Malaysia's Islamic financial technology companies are falling behind in the booming Islamic finance market due to competition from banks. Six of the top 20 Islamic banks globally are headquartered in Malaysia, and a lack of funding and product offerings. Islamic finance is a fast-growing segment of global finance and represents 36% of total banking assets in Malaysia.

THAILAND LEGAL REVIEW

Immigration News

Thailand Pass Cancelled

On June 17, 2022, Thailand's Centre of COVID-19 Situation Administration (CCSA) canceled the Thailand Pass registration scheme and the US\$10,000 health insurance requirement for foreign visitors, effective July 1, 2022.

Starting July 1, 2022, the Thailand Pass registration scheme and US\$10,000 health insurance requirement will be lifted. Foreign

nationals are only required to show proof of one of the following documents:

1. A certificate of vaccination OR;
2. A negative RT-PCR test result within 72 hours of travel OR;
3. Professional ATK test result within 72 hours of travel.

The documents for items 1, 2, and 3 above can be in print or digital format. Random checks will be made on arrivals at Thailand's international airports or land border checkpoints. Unvaccinated/not fully vaccinated travelers who are randomly checked and are unable to show proof of a pre-arrival negative test will be required to undergo a professional ATK test at the point of entry.

Corporate Law News

Exemption for SME Data Controllers

On June 21, 2022, the Notification of the Personal Data Protection Committee on the exemption of record keeping for data controllers for Small and Medium Enterprises (SMEs) B.E. 2565 (the "Notification") came into effect. The summary is as follows:

1. Under the Personal Data Protection Act B.E. 2562, data controllers are obligated to maintain, at least, the following records for enabling the data subject and for the Office of Personal Data Protection Committee to check. Such records can be either in written or electronic form.

- 1.1. Personal data as collected
- 1.2. Purposes of personal data collection
- 1.3. Details of personal controller
- 1.4. Retention period of personal data
- 1.5. Rights and methods to access to personal data, including conditions of the authorized persons who are entitled to access the personal data and conditions of access to personal data
- 1.6. Use and disclosure as prescribed by law
- 1.7. Rejection of request or objection as prescribed by law
- 1.8. Explanation of security measure according to the law

2. The above records, except (1.7), will not apply to the following SME data controllers pursuant to the Notification unless (i) the collection, use, or disclosure of personal data involves a risk to the impact

rights and freedoms of data subjects, or (ii) it is not a business where the collection, use, or disclosure of personal data is occasional, or (iii) it is a collection, use, or disclosure of personal data which is sensitive according to the law.

- A small or medium-sized enterprise (SME) under the laws concerning small and medium enterprises promotion
- A community enterprise and community enterprise network under the laws concerning community enterprise promotion
- A social enterprise (SE) or social business under the laws concerning social enterprise promotion
- Cooperative, cooperative community, or farmer group under the laws concerning cooperatives
- Foundation, association, religious organization, or non-governmental organization (NGO)
- A family-owned corporation or other similar business

Note: Any SME data controller that is exempted from the record keeping as mentioned above excludes service providers that must keep and maintain traffic data (logfile) under the laws concerning acts of commissions of offences relating to computers except for service providers in the internet café category.

Disclaimer

The material contained herein is only provided for information purposes. No part thereof may be deemed to constitute legal advice or the opinions of this law firm or any of its attorneys. Whilst every effort has been made to verify the contents of the material contained herein, we do not represent, warrant, undertake, or guarantee that the information contained in this newsletter is correct, accurate, or complete. Legal advice must be sought before acting on any information contained herein.

HOW WILL THE RCEP IMPACT THAILAND'S ECONOMY?

The Thai government hopes that RCEP will contribute to the country's economic recovery amid the pressures of COVID-19 and high inflation while helping the country become a more sophisticated trading partner in the longer term

The RCEP is expected to increase Thailand's trade and investments with its key economic partners in the Asia Pacific. The trade agreement will also help increase the country's trade with East Asia, most notably, South Korea and Japan.

Thailand is already seeing the benefits of the Regional Comprehensive Economic Partnership (RCEP) trade agreement, half a year after it came into effect. Fruits, vegetables, textiles, vehicles, and vehicle parts have been some of Thailand's early beneficiaries under RCEP, witnessing spikes in trade in early 2022.

Observers often call RCEP the "world's largest trade deal", as the 15 participating countries represent close to 30 percent of the world's GDP. Thailand was one of the first countries to ratify RCEP, in October 2021, and the deal later came into force on January 1, 2022.

The Thai government hopes that RCEP will contribute to the country's economic recovery amid the pressures of COVID-19 and high inflation while helping the country become a more sophisticated trading partner in the longer term. Here, we look at the impacts of RCEP on Thailand's economy.

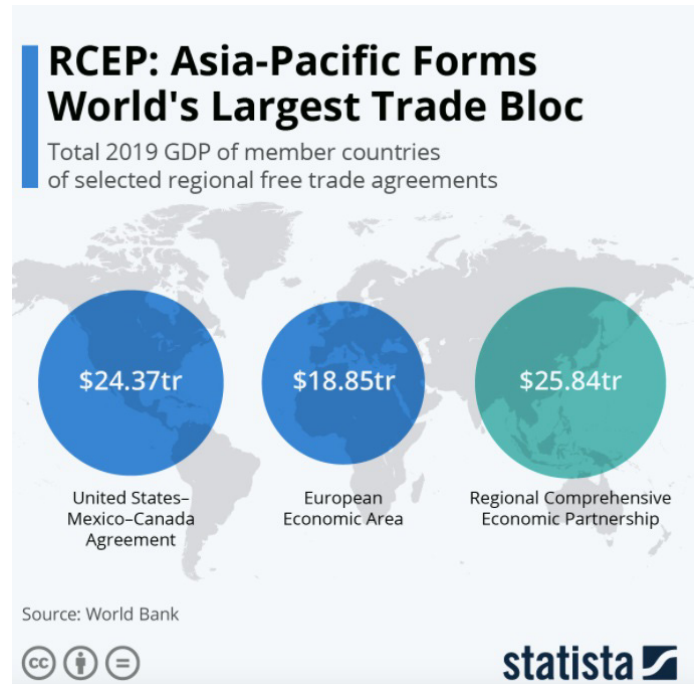
What tariff cuts are offered to Thailand under the RCEP?

Thailand's Ministry of Commerce estimates that 39,366 items will see tariff reductions under RCEP, 29,891 of which will be covered in the deal's first phase. In comparison, South Korea has 11,104 items, Japan 8,216, China 7,491, New Zealand 6,866, and Australia 5,689. Additionally, RCEP establishes frameworks for cooperation on trade and investment, including in connection to intellectual property and e-commerce.

As such, the RCEP stands to increase trade and investment with many of Thailand's key economic partners in the Asia Pacific. Overall, RCEP will cut 91 percent of tariffs among participating countries – many of these tariff cuts will occur immediately, in the agreement's first phase, while others will be gradually introduced over a span of up to 20 years.

Does Thailand need to be in the RCEP?

RCEP will introduce additional tariff cuts and a standardized trade framework across the region that will further stimulate trade and investment. Thailand's trade with RCEP countries from 2016 to 2019 was worth US\$269 billion per year, or about 60 percent of the country's total trade. RCEP will likely increase both total trade and the proportion of Thai trade occurring within RCEP countries.



This will be aided by RCEP's harmonized rule of origin provisions, which allow RCEP-sourced inputs to be counted as local when manufacturing finished products. These provisions will encourage sourcing from within RCEP countries, allowing businesses to claim greater incentives and preferential tariffs while lowering supply chain management and compliance costs.

As part of ASEAN, Thailand was already party to the ASEAN Free Trade Area and free trade agreements with each Australia, China, Japan, New Zealand, and South Korea. Because of these preexisting agreements, the impact of RCEP on Thailand is likely to be less dramatic than when viewed in isolation. For example, about 85-90 percent of agricultural products imported from Australia, China, Japan, New Zealand, and South Korea were already tariff-free in Thailand.

Nevertheless, the tariff cuts under RCEP will create a favorable environment for a variety of Thai products in the Asia Pacific. Thailand currently has trade surpluses with most ASEAN countries, as well as Australia and New Zealand, but trade deficits with China, Japan, and South Korea.

In 2022, among RCEP countries, Thailand's largest trade surplus was with Vietnam (US\$7.2 billion) and its biggest trade deficit was with China (US\$26.8 billion). Overall, Thailand had a trade deficit of US\$15 billion with RCEP countries in 2022, largely because of China.

How will the RCEP increase Thailand's market access to East Asia?

Because Thailand already has existing free trade agreements with China, Japan, and South Korea, these countries agreed to offer additional tariff reductions to Thailand in RCEP negotiations. Accordingly, China, Japan, and South Korea are among the countries that will likely increase their imports of Thai products as a result of the deal.

Below are some notable tariff reductions for Thai exports offered by East Asian countries, as reported in the Bangkok Post:

1. China: China will open its markets to 653 Thai items, up from 33 items in earlier negotiations. Items include pepper, processed pineapple products, coconut water, TV receivers, styrene, auto parts, and paper. China will cut tariffs on flavored pineapples, pineapple juice, coconut juice, and synthetic rubber from 7.5-15 percent to zero percent within 20 years, and auto parts (including electrical equipment for lighting or signaling and windshield adjusters), and wire and cable for wiring harnesses used in cars from 10 percent to zero percent within 10 years.

2. Japan: Japan will cut tariffs on a variety of Thai agricultural and food products. Japan will reduce tariffs on vegetables (such as tomatoes, beans, asparagus, and garlic powder) from 9-17 percent to zero percent within 16 years, frozen pineapple from 23.8 percent to zero percent within 16 years, and roasted coffee from 12 percent to zero percent within 16 years.

3. South Korea: South Korea will cut tariffs on a variety of Thai agricultural and food products. South Korea will reduce tariffs on fresh, dried, and frozen fruit from 45 percent to zero percent within 10-15 years, pineapple juice from 50 percent to zero percent within 10 years, and fishery products from 10-35 percent to zero percent within 15 years.

For many participating countries, items excluded from tariff cuts under RCEP are agricultural products and automotive products due to their strategic importance. Yet, because of the commitments from China, Japan, and South Korea, these are some of the industries where Thailand is poised to see the most benefits.

Additionally, the tariff cuts, combined with the agreements on intellectual property and e-commerce, have the potential to stimulate Thailand's international e-commerce trade within the region. Industries that could benefit from e-commerce include food products, textiles, and electronics. However, Thailand's e-commerce sector is comparatively underdeveloped compared to many other Asian countries, presenting logistical challenges for businesses selling through such channels.



How will RCEP impact Thailand's place in regional trade?

While Thailand will see many benefits from increased trade under RCEP, it will also face heightened competition from other participating countries. In particular, Thailand will face challenges competing with China for affordable manufactured products, while tariff cuts on advanced products from Japan and South Korea risk presenting hurdles in Thailand's attempts to move up the value chain. Accordingly, while Thai exports to China, Japan, and South Korea are set to increase under RCEP, the trade deficit with these countries – especially China – may increase.

Regardless of RCEP's effects on individual economies, the establishment of a free trade area will allow businesses operating throughout the Asia Pacific to optimize their supply chains and market reach throughout the region. As such, businesses with a presence in Thailand would do well to re-evaluate their operations in light of the changes introduced by RCEP.

ASEAN Briefing is produced by Dezan Shira & Associates. The firm assists foreign investors throughout Asia and maintains offices throughout ASEAN, including in Singapore, Hanoi, Ho Chi Minh City, and Da Nang in Vietnam, Munich, and Essen in Germany, Boston, and Salt Lake City in the United States, Milan, Conegliano, and Udine in Italy, in addition to Jakarta, and Batam in Indonesia.



Unplugged Robotics

By Nond Phokasub, Bangkok Patana School, Year 12

Unplugged Robotics by Nond is a community service project that aims to improve the effectiveness of teaching Robotics and Computing Science in rural Thai schools, especially in younger audiences.

Robotics has become increasingly more important in our daily lives and will inevitably play a larger role in the future. Indeed, Robotics itself is a compulsory subject in Thai education for Primary Schools. However, limited budgets and lack of student interest have challenged the teaching of Robotics

in Thai Primary Schools, especially those in rural areas. In an effort to overcome these issues, I have initiated the Unplugged Robotics project to create fun-filled and affordable teaching equipment that can support the learning of Robotics, Computing Science and basic coding.

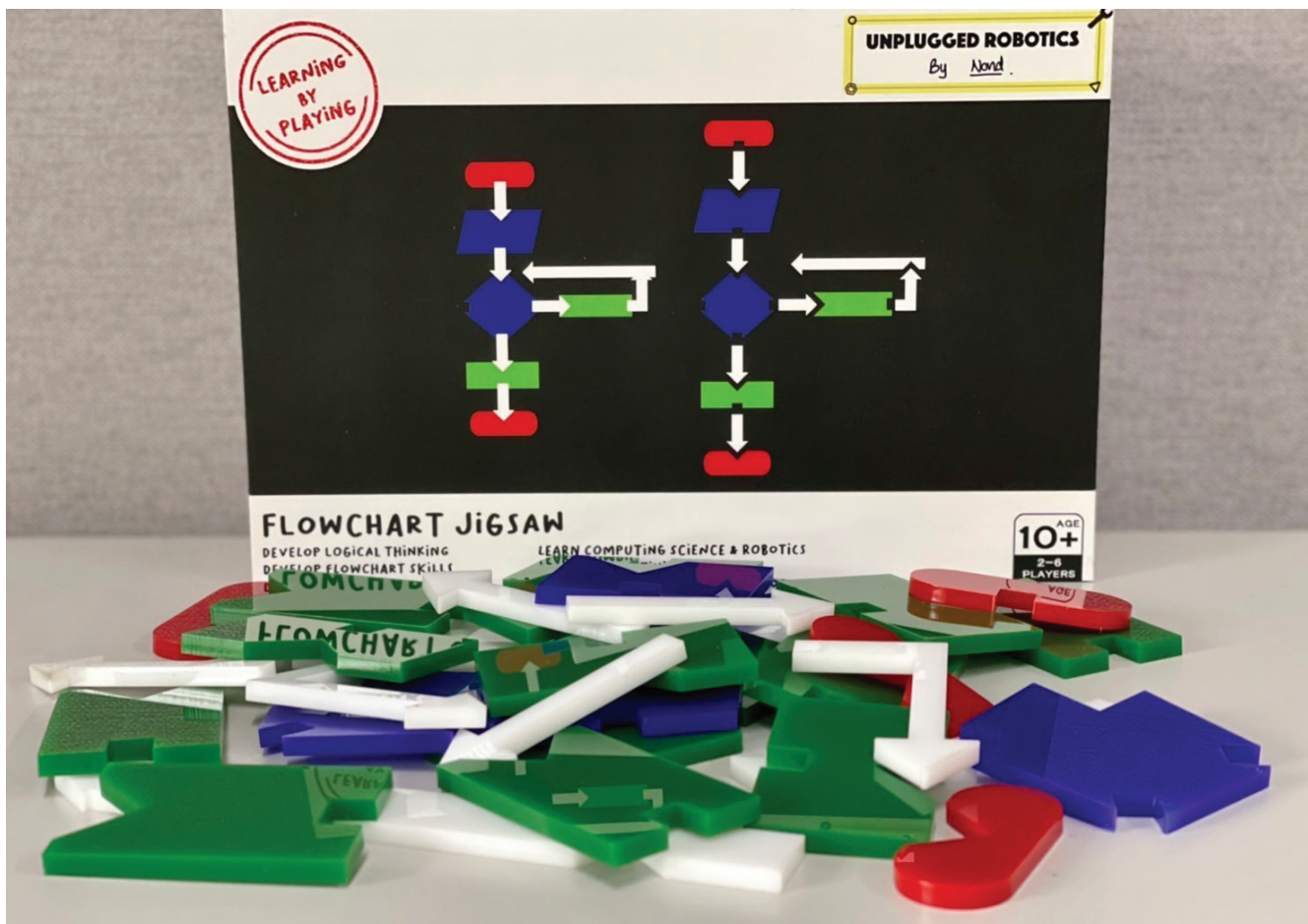
My project involves the process of developing an abstract idea into a manufactured product. Essentially, the worlds of Design and Technology and Computer Science are brought together through interdisciplinary design thinking and coding. All activities can be made 'DIY' from the resources outlined on my website (www.bynond.com), allowing teachers to gain access from anywhere. The activities include Match the Symbol, Flowchart Jigsaw, Flowchart Board Game and Magnet Maze, all of which aim to develop skills that form the basis of Robotics. They have been designed in such a way that they can be created from unused materials in schools (such as

an A4 cardboard box), making them both affordable and environmentally sustainable.

I first conducted research on the Thai curriculum and had several meetings with teachers in Thai schools. Once the first prototypes were complete, their feedback led to the improvement of each activity. At the beginning of this year, I was fortunate to be able to test my activities in a real classroom setting. Findings showed that the activities played a role in creating group discussions and teamwork whilst providing a "learning by playing" experience. These activities are to be implemented in the school curriculum starting next academic year.

To make this project more impactful, I have developed two of my activities (Flowchart Board Game and Flowchart Jigsaw) into manufactured products to act as activity samples in schools. These have already been distributed to schools in Bangkok, Nakornsawan,

Kanchanaburi and Chantaburi. The ready-made versions of the Flowchart Board Game and Flowchart Jigsaw are currently available for sale through my Line Official Account (@bynond). All proceeds will be used to further manufacture similar products for rural Thai schools in need. If you are interested to support this project, please visit my website (www.bynond.com) for more detailed information.





The academic programmes at IULM in Rome are enriched with seven new courses including Screenwriting, Digital Media Advertising, Fashion Heritage and Sustainability Marketing and Communication.

The impetus that Rector **Prof. Gianni Canova** wanted to give to the Roman branch of IULM takes form with seven new Master's degrees that go alongside the pre-existing ones in *Oriental Languages* and *Cultures and Management of Artistic and Cultural Resources*.

Two courses open up to the new frontiers of digital and platforms: the Master's in *Digital Media Advertising* trains professional figures capable of tackling and planning advertising activities with the help of new technologies, while the one in *Digital Healthcare* (whose program will be published soon) will provide the tools, methods and technological skills needed to face the future challenges of the healthcare sector.

Strongly innovative is the course in *Fashion Heritage: from archives to storytelling*, which trains new professionals oriented toward the preservation and enhancement of a brand's heritage. The theme of sustainability, which is increasingly present on the agenda of companies, finds an interesting declination in the Master's in *Sustainability Marketing and Communication*: the course prepares students for the new professions of marketing and communication,

with particular attention to the integration of models and techniques that take sustainability into account in the management of these two areas. The course in *Global Security and Cooperation* provides a solid preparation on the international political landscape and the main issues on the international agenda, through the perspectives of Cooperation and Security.

But Rome is also the city of cinema: so there could be no shortage of courses that prepare future professionals of the seventh art. The Master's Degree in *Dubbing, Adaptation and Translation of Cinetelevisual Works* is part of a sector that is ever increasing, given the success and significant following of new venues, such as streaming platforms. The Master's Degree in *Screenwriting* combines theoretical and critical reflection with workshops held by renowned authors and screenwriters; directed by the Rector himself together with **Stefano Mordini**, it employs figures such as **Nicola Lagioia**, **Riccardo Scamarcio** and **Marco Manetti** as professors.

The Roman branch of IULM is thus becoming an increasingly important hub in the capital's educational scenario.



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DTAC 5G TO REVITALIZE THAI ECONOMY & TRANSFORM INDUSTRY SECTOR

- **Launch of 5G IoT Solutions at Thailand 5G Summit 2022**
- **5G Experts Share Experiences on Digital Transformation at the Summit**

15 June 2022 – dtac is steadily introducing new 5G IoT technologies and 5G Private Network to support Thailand's economic recuperation. In particular, the Company's goal is to facilitate the digital transformation of the industrial sector by promoting Smart Factories, Smart Logistics, and Smart Utilities. Stakeholders in the manufacturing industry and other large enterprises are invited to discover the latest 5G trends at the Thailand 5G Summit 2022, organized by the Digital Economy Promotion Agency (DEPA).



Mr. Sadat Ibne Zaman, Chief Business Officer, Total Access Communication PLC or dtac, said, "Investing in 5G is key to the revitalization of the industrial sector, and it is essential today to transform digitally to support business recuperation. As an enabler of digitalization for the industrial and corporate sectors in Thailand, dtac believes that 5G is essential to unlocking Thailand's full potential during this period of economic and tourism recuperation."

According to a report from *The Office of Industrial Economics (OIE)*, the Manufacturing Production Index (MPI) of April 2022 is up by 0.6 percent year-on-year which can be explained by the alleviation of the COVID-19 situation. Another contributor to the improved MPI is the automotive sector with a 12.82% rise related to domestic and export market growths. In addition, rising domestic agricultural produce prices and increased orders from overseas have also contributed to industrial economic growth thanks to ever larger exports and a reviving domestic market now that the borders are fully open to overseas visitors.

At the Thailand 5G Summit 2022 this week, dtac business will launch 5G IoT solutions for 3 core markets:

1. Smart Factory Solutions: These will digitally transform factories and traditional or analog manufacturing processes with big data support. dtac solution developers can assess existing systems and develop digitalization plans with IoT capabilities to collect, analyze and monitor data in real-time and remotely improve efficiency, reduce operating costs, and conform with future digital platforms.



2. Smart Logistics Solutions: These will transform warehousing and transportation, with IoT and smart sensors providing precise real-time monitoring of goods as they are transported, enabling businesses to track progress and improve security. Relevant data such as humidity and temperature can also be remotely monitored in real-time to ensure the quality of perishable goods.

3. Smart Utilities Solutions: These will offer efficient, timely 5G-based processes for both water and energy management. Smart Water Management can remotely measure pH and chemical residue levels in wastewater as well as the water level in the wastewater pond in an industrial estate. The Smart Water Meter Reader enables online readings input and processing. For industries and factories, 5G Smart Energy Management enables significantly more efficient and reliable energy management, especially when used in conjunction with Smart Main Distribution Board (MDB). This can also prevent, mitigate and minimize power disruptions such as power brownouts, blackouts, surges, or overloads.

Furthermore, dtac business has introduced the 5G Private Network, an advanced security network for corporate clients to confidently step up into the digital era. The 5G Private Network features edge computing with flexible scalability to suit all corporate requirements and take advantage of technologies such as Massive IoT, Artificial Intelligence (AI), Machine Learning (ML), Augmented Reality (AR), Virtual Reality (VR), and real-time data processing.

dtac is committed to helping revitalize industries sustainably through the use of 5G technologies, as well as optimizing ecosystem collaboration among government, businesses, and suppliers. dtac is ready to offer our advanced communication technologies, experiences, and expertise to move Thailand forward into the sustainable 5G era.





AN EXPERIENCE THAT'S THE FIRST OF ITS KIND, HIGH IN THE SKY

COCOA XO AT CENTARA GRAND AT CENTRALWORLD



High in the sky, just below the heavens, a world first-experience awaits your discovery.

Sandwiched beneath the angels playing at CRU Champagne Bar and above the famed views of Red Sky restaurant and bar, COCOA XO is the first tasting experience of its kind.

Guests ride up a clear glass elevator, and upon landing, are invited to make their way to the Skytree, glimmering against the sky like an otherworldly inhabitant. Here, mixologists give visitors a taste of what's about to come, with bespoke choctails conjured up especially for them, while they await an invitation to the COCOA XO pod.

Take a seat by the sky, overlooking the 360-degree views from up high while tasting the delectable chocolates, cognac selection, or cigars on offer, many of which are exclusive to COCOA XO.

A collaboration between Martell Cognac and artisanal French Chocolatier Cacao Barry, Bangkok's very first cocoa pod, COCOA XO showcases an unlikely pairing, where chocolate and cognac meet their match, to form a relationship unlike any guests might have otherwise experienced.

Enter the COCOA XO pod and be transported into another world – a world of decadence, found at every corner. Experience the highest of highs by digging deep into earthly pleasures, where delectable treasures previously unseen await your tastebuds.

As you travel through the pod, you will select cognac and chocolate at their very best, where fine, handmade single estate French chocolate meets Martel cognac, coming together as soft serve choco-cognac ice-cream, handmade truffles, lavish chocolate-cognac choctails, a chocolate fountain, savoury snacks, and everything you may have ever imagined, or have yet to imagine, that could become of this pairing.

Dopamine receptors are doubly pleased, with the addition of a triple high, by being up in the sky. This menage of trios beckons as the first of its kind, inviting you to be amongst the first in the world to try this experience. Sip and chill, or savour and sweeten – or all of it, all in one go.

Melt into the flow – the flow of decadence, at COCOA XO

Enjoy the electric rooftop atmosphere in the heart of Bangkok at "COCOA XO" on the 57th Floor (one floor above Red Sky Bar) of Centara Grand at CentralWorld every day from 16.00 to 01.00. For more information or reservations, please call 0-2100-6255.



THAILAND
COFFEE
TEA & DRINKS
2 0 2 2

Thailand
Bakery & Ice-Cream
2 0 2 2

25-28 AUGUST 2022

10:00-19:00 HRS | EH99, BITEC, BANGKOK

THE 16th THAILAND COFFEE TEA & DRINKS

The 16th Thailand Coffee Tea & Drinks expo, combined with the 16th Thailand Bakery & Ice Cream is the longest and most established platform for café, bakery and ice cream related businesses to showcase their latest products and meet with potential buyers such as restaurants & café owners, retailers, hoteliers, barista, bakers, coffee and ice cream lovers. Visitors to the show will experience a wide array of equipment, products and ingredients from local and international suppliers. Taste and shop at a special price! The four-day show is packed with unique activities such as;



The highly anticipated National Coffee Competitions:

- The 14th Thailand National Barista Championship
- The 6th Thailand National Brewer Cup Championship



Coffee Workshops:

- Basic Barista Intensive Course
- Coffee Creation Course



Tea workshops:

- Blending Technics, Menu Creation,
- Macha Blended Technics

Dessert Demonstrations:

- Master Chef Homemade Bakery
- Gelato Mix & Match Technique



New Zones:



Tea Street



Roaster Street



Sweet Zone



"Coffee Traveler Homestay" in the heart of Bangkok

Visitors are welcome to meet & chill in a relaxed yet, invigorating atmosphere surrounded by nature, slow bar & speed-bar coffee stalls from various roasters. There will also be bakeries & chocolates on offer, and live music to enjoy. So come and join us in our warm coffee community.



Book your booth space: Ms. Varintorn
varintorn.kavin@gmail.com, +66 (0) 88-554-1715

www.thailandcoffee.net

Thailand Coffee Show

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MEDIA PARTNERS:



YOU'LL NEVER BELIEVE IT

You'll never believe it says Federica, smiling with a satisfied look.

It's a month since the last LUCE® session (University of Evolutionary Growth) and she adds 'Hey, do you know that I've worked on the profile that we elaborated together and things have completely changed in the company!' Federica is a manager in a big multinational. She's just been through a massive change following internal changes in the company she works for. She has recently been moved to a sales department and (more notably) has a new line manager.

And it's this new boss that is the focal point of things, seeing that Federica always said in the past that she would never work with this guy and that she would even say that to his face if necessary! Obviously, that's not a great start to a new project with a new team and a new boss - unwanted as much as feared.

But Federica is smart, with an enterprising spirit and with a great desire to capitalize on what she has learned in two years of in-depth study of communication and the psychology of motivation and change and this makes the difference! Thanks to the profile that we elaborated together Federica came to the realization that her new boss is exactly the opposite type of personality to her own and therefore was the person furthest away from her own way of thinking, decisional style, communication style, concept of time and how he recharges his energy levels. So, armed with this new understanding and awareness Federica reviewed and changed her way of communicating with her new boss by adopting a communication style closer to his. This was where the big change took place. In the relationship there was now a climate of respect, trust and support.

Her boss, who had previously been cold and distant and showed little interest in constructive exchanges with Federica, has now become her greatest supporter of her strategic choices.

Federica's stress levels have notably reduced and settles at a level of healthy motivation reducing her risk of burn out. In just 6 months the new team has increased sales by 25% with resulting higher profits - not bad at all considering this takes place at a time being defined as 'global recession' That's why Federica keeps on smiling as she tells me about her great results both in the personal and professional spheres. And I'll remember to tell the story of Federica next time I meet the usual 'classic' skeptical manager who tries to convince me that investment in personal development and communication skills for employees serves no purpose.

Did you know that the Harvard Business Review, perhaps the most prestigious publication in the field of ground-breaking management thinking, in 2002 reported that: '87% of the problems and commercial disputes are due to the lack of inter personal communication capability and not that of technical-commercial competences.'

And a study in 2010 underlined that investing in culture and communication in a company can produce, amongst others, the following minimum measurable benefits: 46% reduction in employee turnover, reduction in absences due to sickness by 19%, 12% increase in performance and productivity. Do these statistics interest you? Would you like to see the same kind of achievements in your company and/or your work team? What would change in your professional life if there was a model and tools available to allow you to make the following happen?

- Speed and effectiveness in leadership, control and communication.
- Innovation and vision.
- More harmony: company 'internal climate check' in less time
- Conflict management: more trust inside the company and more reliable planning.
- Fun and fast to implement.
- Sharing and building of company values: mission and ethical

code well and truly "interiorised", more corporate social responsibility corporate and implementation that goes along with that.

- Available in 35 countries and in 22 languages for over 16 years.
- A system that can be adapted according to organizational needs: marketing, sales, team building, leadership, personal and organizational effectiveness.

- In recruitment and HR management : minimize time necessary, maximize retention, match people and roles to hit economic targets, develop more loyalty with your existing customer base, reduce absenteeism and increase job satisfaction,

- In the marketing/ market research area this training brings the following benefits:

more acute insight in data collection activities, enhanced interpretative ability in the reading of data collected and alongside that the ability to then step back to see how things fit in with the organization's overall vision. All this sits side-by-side with tried and tested classic training methods and takes these and builds on them - enhancing their effectiveness rather than replacing them.

- For the sales area we offer an extensive and customizable program for development of sales professionals, designed to assess the potential sales ability, the behaviors and attitudes of your sales force, at every stage of the sales process.

The training model is built around an initial individual questionnaire, like the one Federica completed, that can be filled in online and takes about 20 minutes to complete. This generates a profile that's rich in valuable information regarding the individual's approach and personal style, strengths and weaknesses, their value to the team, communication style, and other aspects that are important, but often ignored, such as how they should communicate with their 'opposite style' and suggestions how to develop competences in this direction. This information can be further enhanced by additional modules that go into more depth, for example further work on exploring management style and sales approach style. The profile is then supported with training delivered in a seminar format which is aimed at developing understanding of the communication model and how to implement the same with immediate effect to strengthen relational competences and improve individual professional performance. What Federica learned, you too could easily learn to do - and even more. So... you don't feel like it you can't afford it, you're too old, you don't have the time or the motivation to fill in the questionnaire to learn about your profile and learn the model? Well, let us just leave you with something powerful and free, that you can do starting from tomorrow to start to make the difference in your life and those of the people you work with. It is one of the most potent transformational questions that we know. We use it when we train people in our courses on negotiation and it is easily translated onto any context. Write it on a post it and stick it on your bathroom mirror and stick it on your computer screen computer screen or whatever you happen to have in front of you for the most part of the day:

'How can I add more value today to what I am doing and for others?'

Ask yourself this question every morning and don't rush to answer it. Ask yourself the same question on the way to and from work. Ask yourself this question as soon as you get to work. Repeat it to yourself from time to time throughout the day. We guarantee that it will change things for you if for nothing more than for the fact that your mental predisposition will be orientated to giving, to finding solutions, to facilitating others.

If you care about improving your company's and people's performance, would it be a terrible idea to send us an email to education@blessyou.me?

May you create great value, where you are, who you are and what you have to offer the world.



A TALK WITH SILK LEGAL

“CRYPTO AND CANNABIS, AND THINGS THAT KEEP YOU AWAKE AT NIGHT”

BANGKOK, 21 July 2022 – Has Thailand fully legalized recreational cannabis? How long will this ‘crypto winter’ last? Should crypto enthusiasts just sell their digital assets and join Thailand’s cannabis bandwagon?

These were some of the questions covered by Dr. Jason Corbett and Dr. Paul Crosio, Managing Partner and Partner at Silk Legal, respectively, during the ‘Crypto, Cannabis, and Things That Keep You Awake at Night’ seminar held at the Grand Hyatt Erawan Hotel in Bangkok. Co-hosted by the Thai-Italian Chamber of Commerce (TICC) and Silk Legal, the seminar aimed to shed light on Thailand’s landmark cannabis legislation as well as the crypto market’s dramatic 2022 decline.

A step in the right direction

The seminar began with Dr. Paul Crosio who pointed out that possession of all forms of cannabis is now legal in Thailand, and that its medical use has been promoted extensively by the Thai government. He pointed out, however, that while the country has taken a more liberal approach to the plant, cannabis regulations need to be clarified further to prevent misunderstandings. For example, while the Ministry of Public Health allows people to plant cannabis in their homes by simply registering on the ‘Plook Ganja’ app, there are currently no regulations that support this process, with the only restriction being the fact that registrants must have a Thai identification card.

Dr. Paul Crosio also touched on the possibility of rapid price decreases as a result of overproduction that may occur due to the increasing demand for cannabis – a situation that would ultimately hurt the very farmers the government wants to empower. Likewise, he mentioned that the Thai public is calling for more stringent measures around safety, particularly around warning labels that caution minors, pregnant women, and people who are allergic to cannabis against buying such products.

The ‘Crypto-calypse’

Following Dr. Paul Crosio’s talk on cannabis, Dr. Jason Corbett shifted the discussion towards crypto. He began by pointing out that while crypto trading was initially popular among Thai people, the 2022 crypto market crash, on top of recent scandals such as that of LUNA and Celsius, had diminished their enthusiasm. He also shared that Thailand’s regulators have adopted a restrictive stance on digital assets, particularly as payments denominated in cryptocurrencies have been banned since April; however, he also stated they may have had their reasons for doing so, particularly as cryptocurrencies are volatile, lack guarantees, and are difficult to trace.

Dr. Jason Corbett also noted that we are amidst a ‘crypto winter’ and that prices of cryptocurrencies are expected to remain low – or go down even further. He stated that possible causes for the crash include the US Federal Reserve hiking interest rates, the de-pegging of UST from USD, large-scale scandals that have squandered confidence among crypto investors, the pandemic, as well as various socio-political issues that are ongoing. In addition, he pointed out that traders are opting to keep their fortunes as stablecoins to minimize volatility and uncertainty, waiting for the winter to pass.

Final Note

We sincerely thank our speakers, Dr. Paul Crosio and Dr. Jason Corbett, for sharing valuable insights and providing practical advice to the participants. We would also like to thank all the participants for joining us.

For more information, please visit: <https://silklegal.com/>

PAST EVENTS

SEMINAR



HEALTH & WELLNESS: INTRODUCTION TO WELLNESS TREE APPROACH AND FITNESS JOURNEY

BANGKOK, 5 July 2022 - The Thai-Italian Chamber of Commerce (TICC) successfully organized the event TICC seminar – **Health & Wellness: Introduction to Wellness Tree Approach and Fitness Journey**, in collaboration with Bumrungrad International Hospital, VitalLife Scientific Wellness Center Thailand, Sindhorn Wellness by Resense and Sindhorn Kempinski Hotel Bangkok.

Getting started with wellness is like taking care of plants. We start by giving them adequate soil, water, and fertilizer for them to grow healthy, just like the genes of each individual person.

As we get older, even if we have good genes and we take good care of ourselves, the functions of our body organs deteriorate over time, whether it be hormones, immune, digestive, nervous system and other organs in our body can cause various diseases as we age.

We would sincerely like to thank our speakers, Dr. Wanviput Sanphasitvong from VitalLife Scientific Wellness Center, and Coach Jason Haratsidis from Sindhorn Wellness by Resense, all the participants, all our kind sponsors, and our premium members, Bumrungrad International Hospital, for taking their time with us.

MEMBER VISIT



On July 4, TICC was honored to be invited to visit Lighting Factory, TICC member since 2019. Mr. Baramee Vongwongruk, and Mr. Karnchanit Sukhanaphorn, the founders of the company, welcomed TICC to the Showroom and headquarters to see the new collections available.

Furthermore, Lighting Factory is officially appointed Thailand's exclusive dealer for LUCEASON, a luxury Italian brand of lamps under the concept 'where lighting meets timeless art'. This business trust has allowed a valuable opportunity for coordination in lighting craftsmanship and concepts between Lighting Factory and world-class designers.

Showcased in this new showroom is a comprehensive selection of one-of-a-kind and unique lighting fixtures both in their appearance and representation, which can guarantee customers a worthwhile visit, along with up-for-grabs furniture designed by SIRIN and plenty of decorative ornaments for home decor.

PAST EVENTS

NETWORKING



NETWORKING ITALIANO AT GRAND HYATT ERAWAN

BANGKOK, 21 July 2022 - the Thai-Italian Chamber of Commerce (TICC) successfully organized the Networking Italiano at the Grand Hyatt Erawan.

The event was an indoor event with the perfect location for networking and business matching amongst the business community. We would like to express our gratitude to all the guests who attended this networking event and enjoyed a remarkable night, delicious food and beverage.

The success of this event would not have been possible without our sponsors: Riso Scotti, Brazzale from KCG Corporation, San Benedetto Water, Menabrea Beer from Pacebev, Follador from GFour, Select Spritz from Italiasia, Heritage Snacks & Food and Zaino IF&B.

UPCOMING EVENTS






**A CLOSER LOOK AT RUBY
THE KING OF GEMSTONES**

VALUE FACTORS & KEY CONSIDERATIONS TO KNOW

SPEAKER: MR. NATTHAPHON RATTANASAKOLPATT
GEMOLOGY INSTRUCTOR AT AIGS AND GIA

17 AUGUST 2022 (WEDNESDAY) - 16:00 - 17:30 HRS.
VENUE: BURIROOM ROOM 5TH FL. - AMARI WATERGATE

TICKETS: FREE OF CHARGE (LIMITED SEATS AVAILABLE)
BOOKING: RESERVATIONS@THAITCH.ORG

Seminar: A Closer Look at Ruby – the King of Gemstones

Wednesday, 17 August 2022
Time: 16:00 – 17:30 hrs. (Bangkok time)
Venue: Buriroom Room 5th Floor at Amari Watergate
– Free of Charge – (Limited seat)

IN COLLABORATION WITH




NETWORKING ITALIANO

WEDNESDAY, 17 AUGUST 2022
18.00 - 21.00

AT PREGO
AMARI WATERGATE

Networking Italiano at Prego – Amari Watergate

Wednesday, 17 August 2022
Time: 18:00 – 21:00 hrs. (Bangkok time)
Venue: Prego Bangkok (Lobby level) at Amari Watergate
Ticket: Member 750 THB | Non-Member 1,000 THB



For reservation, please contact our team at reservations@thaitch.org

THAI HERBS WEBINAR SERIES

The Thai-Italian Chamber of Commerce (TICC) successfully organized the **Thai Herbs Webinar Series SS.2**, in partnership with the *Division of Herbs for Economy, Department of Thai Traditional and Alternative Medicine (DTAM)*, with the selected companies relating to Thai herbs and pharmacopeia, to share the knowledge of the remedies that nowadays are used in the market for pharmaceutical products, botanical and food supplements, and spas, that brought you on an educational journey through the traditional pharmacopeia in Thailand towards the contemporary industry.



EP.7 - A journey from traditional medicine to contemporary industry with PMH

Mr. Daniel Choo introduced traditional herbal healing effects together with the modern scientific method to fight chronic disease. He emphasizes on the native plants that are used for phytopharmaceutical so the PMH products identify details of the dosage of herbal medicine so people can consume medicine properly. Mr. Daniel also promotes sustainable economic and organic agriculture because PMH also has been working with the hilltribe farmers in the northern part of Thailand to improve well-being for them.

In the part of PMH products, Mr. Daniel referred to 2 herbal ingredients: 1) White ginger extract powder which can be used for preventing virus 2) Ginger extract powder often used for reducing acid reflux, and it is a component of anti-wrinkle cream. To export products to other countries, he said that his company already received FDA certified, Europe certified, and organic certified. In terms of social responsibility, PMH cooperates with the mountain communities, for instance, the project of **"Agri-forest of herbal farm"** which focuses on zero-energy by using solar tunnel dryer to make ginger dry.



EP. 8 - Why not Thai Herb & Chok Chai Herb

Mr. Supachai started the meeting by introducing a brief overview of Thailand's history of herbs, along with the advantage of the geographical location of Thailand that allocates an easy access to many herbs. He continued the presentation with Thai herbal remedies as a framework for medical treatment in Thailand. Afterwards, Mr. Supachai mentioned another method of alternative medicine as a new option for people to select their personal treatment. Then, he moved forward with his company information by providing general information about what Chokchai does, how the manufacturing process works,

and including with his major product and business. Moreover, Mr. Supachai discussed the importance of concentrating on turmeric. Also, he mentioned *Andrographis paniculate*, a Thai plant that is being utilized as a therapy in Thailand, as having a lot more potential in terms of managing the covid.

Finally, he concluded the webinar by sharing some insight ideas from his previous acknowledgement and experience about Thai herbs.



EP. 9 - The Challenges and the New Alternative Solution for Aging Society

Mr. Vathuny firstly introduced the challenges and new altering solutions of aging society. He provided up-to-date information about the current scenario that the aging society is now coming. He shared an interesting point about aging society and revealed what are the new challenges to society when the aging society becomes influenced. Mr. Vathuny also added another prospect of expectation from the elderly – what they need. Then, he shifted to emphasize a new medical herb choice for the aged population, which is a "Black Galingale". Mr. Vathuny introduced a brief

background of Black Galingale as a Thai herb that served a high demand in the market. He also provided the origin of Black Galingale, where it can be found mostly, and illustrated an example of the product from these herbs. Furthermore, he mentioned the active compound of black galingale and the benefits of herbs in terms of physical and strength. Mr. Vathuny then wrapped up a webinar by sharing some points of his past experience about the herbal market in both domestic and international markets.



EP. 10 - New Product from Thai Cannabis Strains Which Combines with the Uniqueness of Thai Herbs

Mr. Somprasong began the meeting with a quick introduction of his company background (THCG Group) by providing a company vision, mission, and partnership networks. He then moved to explain the evolution of the business model, which can be categorized into three sections; Farm and Produce, Growth Network, and Raise Fund. Afterward, he contributed a company setting in three main parts. Firstly, for the Grow – THCG receives 7 licenses for hemp-cannabis planting. Secondly, for the Produce – THCG specializes in producing a high potential in terms of research and development of Cannabis. Lastly, for the

Retail – THCG founded the first flagship store of cannabis medicine, named as “GANCHAYA Wellness Clinic”, under the objective to be an experience center lab-based treatment. Moreover, Mr. Somprasong also emphasized on his company project and capacity about the business of Cannabis and Hemp. Then, he presented THCG product lines that contain food and beverage, beauty and cosmetics, and medical goods. Finally, Mr. Somprasong concluded the webinar with a Q & A session regarding the Cannabis and Hemp product.



EP.11 - Looking for herb & spice products, look at Kui Lim Hung

Mr. Nattawut introduced the meeting with a brief background of Kui Lim Hung Company, which mainly sells a product related to traditional Chinese medicine. He described how the business initially offered advice for the people in Chinatown, and eventually broadened its focus scope to be wider in both nation and international. Afterwards, he addressed another point about the company's business overview that primarily seeks to serve as Thailand's center

for spices and herbs. Moreover, he showed that his company is the only one that can export a spice and herb to sell in China. Also, Mr. Nattawut revealed a company's client reference, for instance, Brands. Then, he stepped up to discuss the company production line, which can be classified into four types; Herbs, Spice, Beverage, and Powder and Mr. Nattawut provided a thorough platform for marketing their product towards the webinar's conclusion.



SPECIAL EPISODE: New Innovative Botanical Active Ingredients for Cosmetics, Herbal Medicine and Food Supplement

The special episode by Specialty Natural Products Co., Ltd. (SNP) which was established as a Thai herb factory. The company produces and extracts important ingredients from local resources in Thailand and puts these ingredients into food supplements and personal care.

gerprints (HPLC)” of the active substances with extreme precision to obtain essential substances. So, the company can ensure the quality of standardized products to meet international specifications.

SNP has the potential to produce Thai herbal extract for medical use, while also meeting the demand of customers in the domestic and international markets. Mr. Nitin Raizada mentioned that SNP passes quality control in terms of the active ingredients, microbiological, and hygiene control thus the customers can trust the best quality of products of SNP. The company discovers the solution to the issue by using an analytical method that provides the “**fin-**

The company exports its product to Australia, Bangladesh, Canada, etc. Mr. Nitin Raizada also explained the interesting product of SNP, for instance, BluVlite provides effective results in terms of preventing blue light and protecting skin from collagen degradation. Moreover, he also showed the experimental evidence of the whitening product that is extracted from Thanaka, Paper Mulberry, and Longan thus a result indicates that this product can decrease the freckles and redness.

We would like to thanks to all the 12-Selected Thai Herbs and Pharmacopeia companies that brought us on an educational journey through the traditional pharmacopeia in Thailand towards the contemporary industry.

The Webinar Episodes will be available on the TICC YouTube Channel, or SCAN QR-Code.



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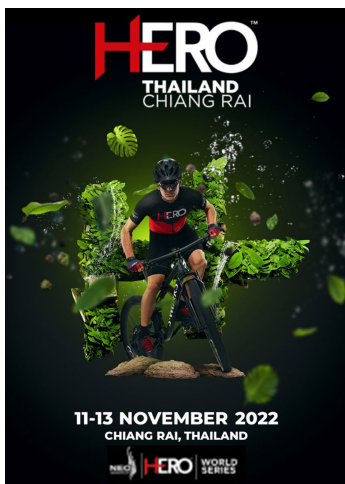


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