



หอการค้าไทย-อิตาลี
THAI - ITALIAN
CHAMBER OF COMMERCE

Volume No. X/2025

INFORMA

BUSINESS MAGAZINE

A Message from the President



We also held an **Industrial Committee Meeting**, followed by a Factory Visit at CNH Industrial and an exclusive Aperitivo Italiano hosted at their Samutprakarn site. This occasion allowed members and business leaders to explore innovation in agricultural machinery and strengthen collaboration between Italian technology and Thai industry.

Another important development was the signing of the **Memorandum of Understanding between the Chamber and Turkish Airlines** at TICC Connect on 21 October 2025. With Turkish Airlines now becoming the official carrier of TICC, this partnership is set to significantly enhance mobility, trade, cultural exchange, and business development. The introduction of nine new connections from Bangkok to Italian cities further expands opportunities for our community and strengthens cross-border engagement between Thailand and Italy.

Lastly, we were honored to participate in the celebration of the **National Day of the Royal Thai Police in Phuket**. In collaboration with the Police Association, the Chamber co-hosted a charity dinner at Pint Factory, reaffirming our shared commitment to institutional friendship and community service.

Thank you, as always, for your trust, support, and dedicated engagement with the Chamber. Your contribution remains vital to our collective achievements and ongoing growth.

Arrivederci,
Federico Cardini
President

Dear Members and Friends,

As we move forward into a new chapter of activity and collaboration, I am pleased to share with you the recent developments that have shaped this period for the Thai-Italian Chamber of Commerce. Each initiative reflects our continued commitment to strengthening the ties between Thailand and Italy across education, industry, culture, and international partnerships.

We opened the month with the **TICC Education Forum 2025**, a full-day platform dedicated to advancing future-ready learning models in Thailand. The forum explored Montessori and **Reggio-inspired** methodologies, as well as capacity building in the training of education professionals aligned with international standards. This initiative reaffirms our focus on elevating human capital and fostering educational excellence within our community.

In addition, the Chamber successfully held the second edition of **Unico Aperitivo** at TICC Connect on 7 October 2025. This exclusive members-only gathering offered our community a refined evening of Italian conviviality, allowing participants to engage directly with the Board of Directors, exchange insights, share new ideas, and deepen meaningful connections. As a complimentary benefit dedicated to TICC members, Unico continues to reinforce our mission of nurturing dialogue, collaboration, and networking opportunities within our Chamber community. We extend our sincere appreciation to our sponsors - *The Good Wine Project*, *JET Italian Deli*, and *IceTeam1927* - for their generous support.

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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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COVER STORY

Honoring Her Majesty Queen Sirikit, The Queen Mother

A Tribute to Her Grace, Devotion, and Eternal Legacy. The Thai-Italian Chamber of Commerce, its President Mr. Federico Cardini, the Board of Directors, and our entire business community extend our deepest condolences on the passing of Her Majesty Queen Sirikit, The Queen Mother of the Kingdom of Thailand.

Her Majesty's lifetime dedication to the Thai nation through the advancement of social welfare, cultural heritage, craftsmanship, rural development, and humanitarian service, has left an irreplaceable mark that will continue to uplift and inspire generations to come.

In this profound moment of national mourning, we stand in solidarity with the Royal Family and the people of Thailand. May Her Majesty's enduring legacy of compassion, strength, and love remain forever in our hearts.

24 October 2025

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TICC NEWS

THAILAND

Ministry of Industry Drives Smart Electronics Sector to Establish Thailand as High-Tech Hub

Retrieved from Thailand News Gazette, 16 October 2025

Bangkok: The Ministry of Industry is promoting the smart electronics industry and supporting Thailand's advancement into a world-class high-tech manufacturing base. Seagate Technology (Thailand) is promoting job creation, career development, and the development of human resources working with robots, while also pushing for an increase in the proportion of local content.

Bangkok Prepares for 'Eco-Friendly' Loy Krathong with Strict Safety Measures

Retrieved from the Nation Thailand, 16 October 2025

Bangkok is promoting an "Eco-Friendly" Loy Krathong by urging the public to use krathongs made only from natural, biodegradable materials. Strict safety measures will be enforced, including controls on fireworks, firecrackers, and sky lanterns, along with expanded security checkpoints to screen for weapons. The BMA will increase the deployment of city inspectors (Thetsakit) and police, and extend supervision hours to ensure public safety during the event. The main festivities are scheduled for November 5, 2025, at the Rama VIII Bridge, combining traditional celebrations with a focus on sustainability.

Bangkok Soars 11 Places to Rank 33rd in Kearney's 2025 Global Cities Index

Retrieved from The Nation Thailand, 21 October 2025

Bangkok jumps 11 spots to 33rd in **Kearney's Global Cities Index 2025**, driven by strong business activity and rapid digital infrastructure growth. Amid global economic turbulence and geopolitical tensions, Bangkok has proven its resilience and global competitiveness, rising another rank in **Kearney's Global Cities Index (GCI) 2025**, securing the 33rd spot worldwide. The city's momentum continues after last year's impressive leap from 45th to 34th place in 2024 — the largest rise among the world's top 50 cities. Bangkok has now moved up another notch to 33rd in 2025, marking its best position in history.

Senate Paves Way for Vital Clean Air Act

Retrieved from Bangkok Post, 22 October 2025

The House of Representatives has unanimously approved the much-anticipated **Clean Air Management Bill** with 309 votes in favour, marking a major legislative milestone in efforts to improve air quality nationwide. Presided over by Deputy House Speaker **Chaiya Promma**, parliament passed the bill on Tuesday after nearly a month of deliberation. Initially comprising 104 sections, the draft expanded to almost 300 following detailed revisions by a parliamentary committee. It was approved in its third reading with 309 votes in favour, none against and four abstentions. The bill will now be forwarded to the Senate for further consideration.

OTHER COUNTRIES

East Timor's ASEAN membership a win for Asia's youngest nation

Retrieved from Reuters, 23 October 2025

Asia's youngest nation **East Timor** is set to achieve a decades-long dream when it becomes the 11th member of **ASEAN** this weekend, which analysts say is a win politically although the economic benefits remain to be seen. East Timor, Southeast Asia's poorest nation with 1.4 million people and slightly bigger than Qatar, applied to join the 10-member Association of Southeast Asian Nations in 2011 and was granted observer status in 2022.

Gold Rises Over 1% as Investors Await Fed Decision and Powell's Remarks

Retrieved from The Laotian Times, 29 October 2025

Gold rebounded more than 1% on Wednesday after falling to a three-week low, as investors awaited the U.S. Federal Reserve's rate-cut decision and comments from Chair Jerome Powell. Spot gold rose to \$3,991.59 per ounce, while U.S. futures climbed to \$4,005.60. Analysts said bargain-hunting and potential central bank buying supported prices after gold's recent 10% drop. Easing U.S.-China trade tensions reduced demand for safe-haven assets. The Fed is expected to deliver a 25-basis-point rate cut, which could further boost non-yielding gold. Gold has surged about 52% this year, reaching a record \$4,381.21 earlier in October, driven by economic uncertainty and strong central bank demand.

ITALY

Digital Jewelry Week 2025: Innovation for the Future of Jewelry Design

Retrieved from Luxury Investment Magazine, 1 October 2025

The next frontier in jewelry design is here — digital, hybrid, and borderless. **Digital Jewelry Week (DJW25)** returns from October 6-12, 2025, culminating in a physical event in Milan on October 11. This edition redefines how jewelry is conceived, shared, and experienced, featuring participants from 29 countries and 24 institutions. At its core is **Lov3D.io**, a 3D web platform that lets designers transform static catalogues into immersive digital showcases. Organized by **Digital Exhibition Group SRL**, specialists in 3D showrooms and virtual fairs, DJW was founded by **Dario Rjeili**, co-founded by **Carlo Carone**, with the support of **Sara Cannone**.

Colosseum Opens Secret Underground Passageway Used by Roman Emperors

Retrieved from Wanted in Rome, 8 October 2025

The **Colosseum Archaeological Park** is opening a hidden underground passageway, dubbed the Tunnel of Commodus, to the public for the first time following a major restoration. The vaulted tunnel allowed emperors to travel, unseen by the crowds, from the exterior of the Colosseum directly to the pulvinar, or imperial box. Unplanned during the construction of the amphitheatre, the tunnel was created between the first and second centuries AD by excavating the foundations. Although the underground corridor was built between the reigns of Domitian (81-96) and Trajan (98-117 AD), it was subsequently named after Commodus (180-192 AD), a passionate fan of gladiatorial combat.

Italy's GDP growth at 0.5% in 2025, 0.8% in 2026 - IMF

Retrieved from Ansa, 14 October 2025

The International Monetary Fund on Tuesday confirmed its growth estimates for Italy in 2025 and 2026. This year, GDP is expected to grow by 0.5% and next year by 0.8%, in line with the Fund's July forecast, after 2024's 0.7% increase. However, Germany and France are expected to see slight reductions. Germany, the driving force, will grow less than Italy this year, with GDP increasing by 0.2%, 0.1 percentage points higher than in July. In 2026, German growth is confirmed at 0.9%. For France, the IMF has revised its GDP forecast for 2025 upwards by 0.1 points to +0.7%, and has reduced its forecast for 2026 downwards by 0.1 points to +0.9%. The IMF also said that global growth would be 3.2% this year but prospects were weak. It said the AI boom risked triggering a correction like the dot-com bubble.

King Charles to be first reigning English monarch in 500 years to pray publicly with pope

Retrieved from The Guardian, 17 October 2025

King Charles will become the first reigning English monarch since **Henry VIII** split from Rome in 1534 to pray publicly with a pope during his state visit to the Holy See next week. The king will join **Pope Leo XIV** at an ecumenical service in the Sistine Chapel during his visit with the queen to the **Vatican** on 22-23 October, a gesture regarded as a "significant moment" in relations between the Catholic church and the Church of England, of which King Charles is supreme governor.

TICC EDUCATION FORUM 2025 SHAPING THE FUTURE OF EDUCATION



Bangkok, 4 October 2025 - The Thai-Italian Chamber of Commerce (TICC) successfully hosted the TICC EDU Forum 2025 at Q Stadium at EmQuartier, bringing together leading institutions, educators, and organizations committed to advancing education and professional training in Thailand.

The event was officially opened by Mr. Giacomo Iobizzi, Secretary General of the Thai-Italian Chamber of Commerce, who welcomed all participants and introduced the representative, Ms. Duriya Amatavivat, Special Advisor to the Office of the Permanent Secretary from the Ministry of Education of Thailand, officially launching the day's activities.

Throughout the day, the forum featured discussions and workshops focused on innovative educational models, particularly Montessori and Reggio-style learning, and the training of education professionals in alignment with global standards.

TICC thanks Mrs. Elena Dal Fabbro, founder of BimBi Italiani for the contribution to organizing the theme and the panel discussion and presentations.

We thank our honored guest, Mrs. Chanita Craythorne (Sammy), Mrs. Thailand World 2025 and the founder of Sammy Save the Mothers, that represent Montessori at home (pioneers) and also the link between child development and mom wellbeing. Montessori - represented by PlanToys and Thai Christian School, and for Reggio - Shrewsbury International School Bangkok City Campus.

Among the academic institutions, NABA Nuova Accademia di Belle Arti Nuova Accademia di Belle Arti and Università degli Studi della Tuscia - Viterbo and EDUHUB with Inspired

Education Group, Milano Campus, represented the excellence of Italian higher education, sharing insights into creativity, innovation, and cross-cultural collaboration in learning.

The Chamber extends its gratitude to all partners, sponsors, and participating institutions for their valuable contributions and support:

The Mall Group, Shrewsbury International School Bangkok Riverside, King's College International School Bangkok, University of Tuscia, WISHULADA - Turning Trash to Treasured Art, NABA, PlanToys, Phayathai Phaholyothin Hospital, Thai Christian School, Generali Thailand, Edu Hub, EREB. Among the food and beverage sponsors we would like to thank, San Benedetto, Mr. Beast Chocolate - FK Corporation - Thailand and Festilia - Unicitrus.

The success of the TICC EDU Forum 2025 reflects the Chamber's ongoing commitment to fostering dialogue and collaboration between Thailand and Italy in the field of education, creativity, and sustainable professional development.



THAILAND ENACTS NEW ALCOHOLIC BEVERAGE CONTROL ACT TO STRENGTHEN REGULATIONS

Thailand officially published the *Alcoholic Beverage Control Act (No. 2) B.E. 2568* on **September 12, 2025**, updating the country's laws on alcohol sales, consumption, advertising and enforcement.

The Act will take effect 60 days after publication, on **November 8, 2025**.

This reform is part of Thailand's ongoing effort to balance public health, social order and economic interests. By tightening restrictions on advertising and sponsorships, the government aims to reduce youth exposure to alcohol marketing while also giving authorities stronger tools to enforce existing rules.

Key Changes under the New Act:

Redefined Alcoholic Beverages and Marketing Communications

- Alcoholic beverages are now defined as any substance containing alcohol that can be consumed directly or mixed with other liquids, excluding drinks with an alcohol content of not more than 0.5%, as well as medicines, herbal products, psychotropic substances and narcotics.
- Marketing communications now cover all forms of sales or brand promotion, including public relations, sales promotions, product displays, event sponsorships and direct marketing.

Strict Advertising and Promotion Controls

A new Chapter 4/1 introduces far-reaching restrictions on alcohol-related advertising:

- Advertising alcoholic beverages is prohibited, except for educational purposes, factual information or public benefit messages approved by the Minister.
- Influencers and public figures are banned from using their reputation to promote alcoholic beverages.
- Cross-promotion using alcohol brand names or symbols to market other products is prohibited.
- Sponsorship of events, activities or organizations that may indirectly promote alcohol consumption is forbidden.
- News coverage or promotional activities connected to such sponsorships are also banned.

Strengthened Penalties

The Act introduces tougher penalties for violations:

- General advertising violations may result in fines of up to 100,000 baht and/or imprisonment of up to one year. Manufacturers, importers or sellers face higher penalties of up to 500,000 baht, along with daily fines until the violation is corrected.
- Selling alcohol in prohibited places or during restricted hours (from 2 p.m. to 5 p.m. and from midnight to 11 a.m.) carries fines of up to 100,000 baht and/or imprisonment of up to one year.
- Obstructing or resisting officials may result in fines of up to 50,000 baht and/or imprisonment of up to one year.

Expanded Enforcement Powers

Officials are now authorized to:

- Access the premises of manufacturers, importers or sellers during business hours.
- Inspect storage facilities, vehicles and establishments that sell or serve alcohol.
- Seize alcohol products found in violation of the Act.
- Summon individuals for testimony or request documents during investigations.

Public Health and Rehabilitation Support

The Act also emphasizes treatment and rehabilitation for individuals facing alcohol-related problems. Relevant ministries, local administrations and health organizations are tasked with funding rehabilitation programs, which may be provided by both public and private service providers.

A Comprehensive Reform

The Alcoholic Beverage Control Act (No. 2) B.E. 2568 represents the most comprehensive reform of Thailand's alcohol regulations in more than a decade. It strengthens public health protections and enforcement capabilities, while significantly restricting the activities of businesses, advertisers and promoters.

With the Act taking effect on **November 8, 2025**, all stakeholders are urged to thoroughly review their operations and adapt to this stricter regulatory framework.

For further information or assistance, please contact us at law@ilct.co.th.

<https://www.ilct.co.th/wp-content/uploads/2025/10/Thailand-Enacts-New-Alcoholic-Beverage.pdf>

Thailand introduces new Alcohol Control Act

Thailand has enacted the Alcoholic Beverage Control Act (No. 2) B.E. 2568 (2025) to tighten rules on alcohol sales, advertising and enforcement.

Key highlights include:

- Stricter bans on alcohol advertising and event sponsorships
- Expanded enforcement powers for authorities
- Tougher penalties for violations
- Clearer definitions of alcoholic beverages and marketing communications

Effective November 8, 2025, the new Act strengthens penalties, expands enforcement powers and restricts alcohol marketing and sponsorships to better protect public health.

At ILCT, we support our clients in navigating and complying with Thailand's dynamic regulatory landscape.



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UNICO APERITIVO: AN EVENING OF CONNECTION AND CONVERSATION



Bangkok, 7 October 2025 – The Thai-Italian Chamber of Commerce (TICC) successfully held the second edition of **Unico Aperitivo**, an exclusive members-only gathering aimed at deepening dialogue and collaboration within the Chamber's vibrant community. Following the success of its first edition, this new encounter once again offered TICC members the opportunity to engage directly with the Chamber's Board of Directors, exchanging insights, ideas, and perspectives to further strengthen collective initiatives. Hosted at TICC Connect, the Chamber's newly expanded office and event space, the evening captured the true spirit of Italian conviviality. Guests enjoyed a refined selection of aperitivo delights while building stronger professional and personal ties in a welcoming and elegant atmosphere.

TICC extends its sincere appreciation to the Board of Directors for their active participation and to all members who joined this second edition. With **Unico**, the Chamber continues to reinforce its mission of nurturing a dynamic, connected, and forward-looking business network.

Special thanks to our sponsor: **The Good Wine project, JET Italian Deli, Iceteam1927** for their continued support and contribution to this initiative.

Sponsored by



As a complimentary benefit dedicated to TICC members, **Unico Aperitivo** underscores the Chamber's ongoing commitment to fostering meaningful engagement, promoting collaboration, and creating valuable networking occasions for its community.

The King Bhumibol Adulyadej Memorial Day

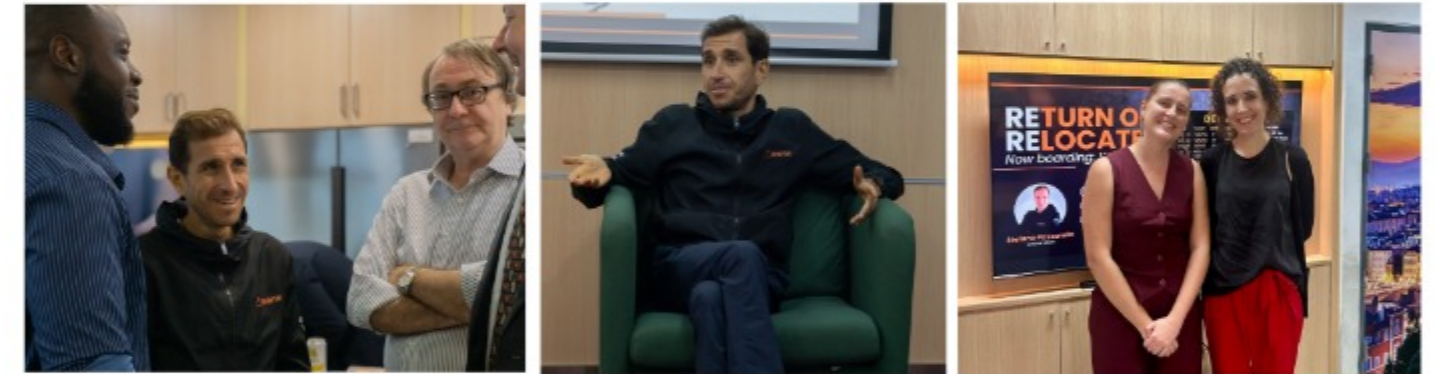
In Remembrance of
His Majesty
King Chulalongkorn

13 October 2025



POST PRESS RELEASE

“RETURN OR RELOCATE? NOW BOARDING: YOUR FUTURE” AT TICC CONNECT IN COLLABORATION WITH MONX ACCOUNTING AND SPANISH-THAI CHAMBER OF COMMERCE



Bangkok, 8 October 2025 - The Thai-Italian Chamber of Commerce (TICC), in collaboration with **Monx Accounting** and the **Spanish-Thai Chamber of Commerce**, successfully hosted the insightful seminar “Return or Relocate? Now Boarding: Your Future” at TICC Connect, Bangkok.

The event brought together international professionals, entrepreneurs, and investors eager to understand today’s most pressing global mobility trends and explore strategies for managing relocation, taxation, and cross-border opportunities in a rapidly evolving landscape. The keynote session was led by **Mr. Stefano Passarello**, Founder of **Monx** and a globally recognized expert in international taxation and mobility planning. Drawing from his experience across more than 14 countries, **Mr. Passarello** provided an in-depth comparison between jurisdictions offering incentives for returning talent and those introducing competitive tax regimes to attract global citizens, entrepreneurs, and digital nomads.

Participants gained valuable insights into how countries such as Italy and Spain are implementing generous tax incentives to encourage professionals abroad to return home, while over ten international jurisdictions are opening doors for digital nomads, retirees, and globally mobile professionals. The seminar equipped attendees with the tools to make informed decisions about where to build their future - whether

by returning home or relocating to new destinations offering freedom and opportunity.

The event concluded with an engaging Q&A and networking session, where guests had the opportunity to exchange experiences, discuss relocation strategies, and connect with fellow professionals and advisors in an informal setting over light refreshments. With this initiative, TICC continues to foster dialogue on global professional mobility, supporting members and partners in navigating complex international transitions while expanding opportunities for collaboration between Thailand and the global business community. TICC extends its appreciation to **Monx** and the **Spanish-Thai Chamber of Commerce** for their valuable partnership and contribution to the event’s success.



www.monx.team



www.spanishthaicc.com

CNH IN THAILAND: BUILDING ON ITS LEGACY TO LONG-TERM GROWTH

Since establishing its direct presence in Thailand in 2017, CNH has been steadily building its operations in both the agricultural and construction sectors. This strategic move meant the company could directly connect with customers and deepen its commitment to this dynamic Southeast Asian market.

A Legacy Forged in the Fields: The Enduring Ford and Fiat Heritage

You can't talk about modern farming in Thailand without recognizing the lasting impact of Ford tractors. For decades since the 1970s, Ford farm machinery was a common, trusted sight in Thai fields. These machines were known for being tough, easy to use, and widely available, becoming the workhorses for countless farmers. They handled all sorts of vital tasks, from plowing and planting to hauling, building deep trust and playing a big part in bringing machines into Thai agriculture.

This rich history is a core part of CNH's foundation here - Ford acquired New Holland in 1986 to form Ford New Holland. This entity was then purchased by Fiat Geotech in 1991, leading to its eventual integration into the broader CNH family. This historical link gives New Holland a strong base of brand recognition and loyal customers. Farmers who relied on Ford often see New Holland as the next step, valuing that same dependable machinery and service.

A Robust Footprint in Agriculture: New Holland and Case IH Leading the Way

CNH serves Thai farmers with two globally recognized brands: New Holland and Case IH. Each brand plays a unique but complementary role, specifically addressing the diverse needs of Thailand's big and evolving agricultural scene.

New Holland has become a leading Western brand in Thailand. It has found success by really understanding and serving everyday Thai farmers. This includes everyone from small family farms to larger operations. New Holland offers a wide range of tractors and harvesting equipment, all built to handle the various types of farming done in the country, whether it is dry land crops such as sugarcane and cassava or in the wet paddies of central Thailand where rice is growing.

A big reason for New Holland's growing presence is its extensive network of 55 dealers spread across Thailand, enabling farmers to easily get sales help, crucial service, and the parts they need, no matter where their farm is. While New Holland serves a wide range of farmers, Case IH is the clear expert in the demanding world of sugarcane harvesting. It leads the way in sugarcane harvesters in Thailand with its Austoft series for its top efficiency, solid reliability, and smart tech, all built for sugarcane.

Case IH Austoft harvesters have advanced features that help both individual farmers and big plantations get more done and spend less. Their tough design and smart technology are made to handle the often harsh and continuous work of harvesting sugarcane. This means a better cut, less waste,

and reduced fuel consumption, leading to bigger harvests and better profits.

The brand's strong position also comes from its online monitoring and dedicated service. Case IH's commitment to excellent, quick service makes sure these valuable machines run perfectly during the crucial harvest season, reducing downtime and maximizing output for the customer.

Building Futures: CASE and New Holland Construction

Beyond the fields, CNH is also building a strong presence in the dynamic construction sector through its CASE and New Holland Construction brands. These brands offer a comprehensive range of heavy equipment, from powerful excavators and efficient wheel loaders to agile backhoes and compact skid steers. With a focus on durability, top performance, and efficient operation, CASE and New Holland Construction machines are built to handle the rigorous demands of modern construction sites.

A Global Team with a Local Focus

A key strength of CNH's operations in Thailand is its diverse and multicultural team. With approximately 200 employees representing some 14 nationalities, the company embraces a global perspective while maintaining a deep local understanding.

CNH Thailand actively engages in cultivating future talent and strengthening the local industry. The Company has proactively collaborated with local universities and vocational colleges to significantly improve the training of future agriculture engineers and service technicians. These vital collaborations include curriculum development to match industry needs and robust internship programs for practical experience. These partnerships not only equip the next generation with essential skills but also ensure a steady supply of qualified professionals to support the advanced machinery CNH brings to Thailand. This commitment to education and skill development highlights CNH's long-term investment in Thailand's human capital and its dedication to the sustainable growth of its agricultural sector.

CNH

www.cnh.com



INDUSTRIAL COMMITTEE MEETING, FACTORY VISIT AT CNH INDUSTRIAL & APERITIVO ITALIANO AT LE MÉRIDIEN SUVARNABHUMI



Samutprakarn, 10 October 2025 – The Thai-Italian Chamber of Commerce (TICC) is proud to announce the successful conclusion of an exclusive industrial meeting, factory visit, and “Aperitivo Italiano” networking event hosted at the CNH Industrial site in Samutprakarn. The event brought together TICC members, partners, and industry professionals to explore innovation in agricultural machinery and foster stronger business ties between Thai and Italian enterprises.

The day commenced with a closed-door meeting led by TICC President **Mr. Federico Cardini** and Industrial Committee Chairman **Mr. Alberto La Lumia**. Key topics of mutual interest were discussed among participating members, focusing on industrial growth and cross-border collaboration.

Mr. Mark Brinn, Managing Director of CNH Industrial, and **Ms. Luisa Guarischi**, CFO for Southeast Asia, Japan, Pakistan, and Afghanistan, presented CNH Industrial’s state-of-the-art range of agricultural machinery and highlighted the company’s global reach. **Mr. Brinn** underlined CNH Industrial’s commitment to driving innovation in agriculture and its mission to empower farmers across Asia and beyond.

A special presentation by **K. Nadporn Srilert** and **K. Jakkrist Kaewmahapinyo** from **Lockton Wattana** offered insightful perspectives on the importance of top-up insurance solutions in today’s evolving industrial landscape.

Participants were then invited on a guided tour of the CNH Industrial factory, where they had the opportunity to observe



advanced production processes and test drive the latest tractors. The hands-on experience offered a unique insight into CNH Industrial’s technological capabilities and manufacturing excellence.

The event concluded in style with the **Aperitivo Italiano** networking session at *Le Méridien Suvarnabhumi*. Guests enjoyed a delightful selection of Italian finger foods and refreshments in a sophisticated yet relaxed setting, creating the perfect atmosphere for conversation, connection, and collaboration.



The **Thai-Italian Chamber of Commerce** extends its heartfelt thanks to **CNH Industrial**, our speakers, and all attendees for their active participation and support in making this event a remarkable success.



TICC SIGNS MOU WITH TURKISH AIRLINES



Bangkok, 21 October 2025 - The Thai-Italian Chamber of Commerce (TICC) and Turkish Airlines are delighted to announce the signing of a Memorandum of Understanding (MOU) to strengthen trade, tourism, and cultural relations between Thailand and Italy. The signing ceremony, held on 21 October 2025 at TICC Connect in Bangkok, marks an important milestone in the growing partnership between the two esteemed organizations, with **Turkish Airlines** becoming the official carrier of the **Thai-Italian Chamber of Commerce**.

This collaboration underscores the shared commitment of TICC and **Turkish Airlines** to enhance connectivity and promote economic development between Bangkok and Italy. With the recent launch of nine new routes linking Bangkok to major Italian cities via Istanbul, **Turkish Airlines** continues to play a vital role in facilitating travel, business, and cultural exchange between these dynamic regions.

The ceremony was graced by key representatives from both sides, including **Mr. Federico Cardini**, President of the **Thai-Italian Chamber of Commerce**, and **Mr. Suayb Özhan**, General Manager (Thailand, Cambodia, Myanmar, and Laos) of **Turkish Airlines**, accompanied by **Mr. Saran Tipparak**, Corporate Sales Manager – Thailand.

Mr. Cardini expressed his enthusiasm for the partnership, stating: "This MOU marks a new chapter of collaboration between Thailand and Italy. We are delighted to partner

with **Turkish Airlines** to enhance connectivity between our two nations, which will further promote business, tourism, and cultural exchange. The newly launched routes will serve as a catalyst for strengthening bilateral relations and fostering economic growth."

Mr. Özhan reaffirmed **Turkish Airlines'** dedication to providing seamless travel experiences and deepening the connection between Thailand and Italy. The airline's routes connect Bangkok to Bologna, Milan, Naples, Rome, Venice, Catania, Pisa, Bari, Bergamo, Genova, Torino and Palermo. Additionally, **Turkish Airlines** has recently launched flights to Cambodia, where TICC maintains active chapters to support Italian businesses in the region.

The signing of this *MOU* represents a significant advancement in reinforcing economic, business, and cultural ties between Thailand and Italy. Through this collaboration, both organizations aim to stimulate trade, encourage investment, and foster greater cultural understanding between the two nations.

As part of this partnership, TICC members are entitled to book flights with **Turkish Airlines** using their corporate domain email accounts to access exclusive discounts. For more details, please visit Member Promotions at <https://www.thaitch.org/member-card-and-privileges>



THAI - ITALIAN CHAMBER OF COMMERCE



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ITALY SHINES AT ST. ANDREWS INTERNATIONAL SCHOOL S107'S INTERNATIONAL DAY



Bangkok, 10 October 2025 - The Thai-Italian Chamber of Commerce (TICC) brought a vibrant taste of Italy to St. Andrews International School Sukhumvit 107 during their annual International Day celebration, delighting students, parents, and teachers with an authentic showcase of Italian culture and cuisine.

The TICC booth stood as one of the event's highlights, offering visitors an immersive Italian experience through carefully curated food selections and premium Italian coffee. The aroma of freshly brewed espresso filled the air as attendees discovered the rich traditions of Italian coffee culture, while an array of traditional Italian foods provided guests with genuine flavours straight from the Mediterranean. Thank you to St. Andrews International School S107's Admissions and Marketing Manager Mr. Jason Beilby for joining, TICC Board Member Mr. Alberto La Lumia, Jitladda La Lumia, TICC PR & Media Assistant Ms. Kaen Khongphetmanee at the TICC booth.

International Day at St. Andrews International School S107 serves as an important platform for celebrating global diversity and fostering cross-cultural understanding among students. The event brings together various countries and cultures, each represented through dedicated booths that showcase unique traditions, cuisines, and customs. For TICC, participation in such events aligns perfectly with the chamber's mission to strengthen Thai-Italian relations and promote Italian culture within Thailand's international community.

The enthusiastic response from students was particularly heartening, as young visitors engaged with Italian culture in

a fun and accessible way. Many tried Italian delicacies for the first time, while others enjoyed sharing their own experiences of Italy with TICC representatives. Parents and teachers alike appreciated the educational value of the booth, which offered not just food, but a window into Italian lifestyle and traditions. TICC's presence at St. Andrews International School demonstrates the chamber's commitment to community engagement and cultural exchange beyond the business sphere. By participating in school events like International Day, TICC helps nurture the next generation's appreciation for Italian culture while supporting educational institutions that prepare globally-minded citizens.

The Thai-Italian Chamber of Commerce extends its gratitude to St. Andrews International School Sukhumvit 107 for the invitation to participate in this wonderful celebration of diversity. Events like these remind us that cultural understanding begins with simple yet powerful experiences - a shared meal, a cup of excellent coffee, and warm conversation. TICC looks forward to continuing this partnership and bringing Italian excellence to future community events.

To find out more about S107, please scan the QR code below to book a personalised tour.



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TICC CELEBRATES THE ROYAL THAI POLICE NATIONAL DAY



Phuket, 17 October 2025 - On the occasion of the National Day of the Royal Thai Police, the Police Association and the Thai Italian Chamber of Commerce (TICC) organized a pleasant charity dinner at the Pint Factory in Phuket Town, with the aim of celebrating and strengthening the long-standing friendship and collaboration between the institutions.

Pol. Colonel Chalermchai Hersawat, Superintendent of Patong Beach
 Pol. Colonel Anurak, Superintendent of Kamala
 Pol. General Mai Peerajut, former Deputy Commissioner Region 8
 Pol. Colonel Chaow, Investigation Unit, Kathu

TICC took part in the event represented by:
 Mr. Federico Cardini, President
 Dr. Francesco Pensato, Vice President
 Mr. Antonio Sanna, BOD Director
 Mr. Bruno Barone, Chairman of the Phuket Committee

Also present:
 Mr. Claude Baltes, Honorary Consul of Luxembourg
 Mr. Howard Prime, Prime Marine
 Mr. Patrick Knijnenburg, Closer Law
 Lawyer Paul Crosio, Layan Green Group

Among the distinguished guests:
 Pol. General Sinlert Sukhum, Commander of Phuket Province
 Pol. Colonel Jirasak, Deputy Commander of Phuket Province
 Pol. General Chalit Thinthanee, former Commissioner Region 8 and President of Police Association
 Pol. Colonel Phasakon, Deputy Commander of Phuket Province
 Pol. Colonel Akonit, Deputy Commander of Phuket Province
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 Pol. Colonel Thirawat, Deputy Commander of Phuket Province
 Pol. Colonel Bandit, Deputy Commander of Phuket Province
 Pol. Colonel Sathit, Deputy Commander of Phuket Province
 Pol. Colonel Anurak Plaidyang, Superintendent of Choeng Thalay



<https://www.royalthaipolice.go.th/>

DEFENSE & SECURITY 2025



The Thai-Italian Chamber of Commerce (TICC) is proud to announce its official participation in Defense & Security 2025, taking place from November 10 to 13, 2025, at the IMPACT Exhibition and Convention Center in Bangkok, Thailand.



Founded in 1978, the Thai-Italian Chamber of Commerce (TICC) promotes trade, investment, and cultural exchange between Italy and Thailand. Officially recognized in 1982, TICC has evolved from a private initiative into a key player in bilateral relations. Over the years, it has launched strategic partnerships, business delegations, and sector-specific initiatives in fashion, aerospace, education, and jewelry. With offices in Bangkok and Phuket, and over 160 members, TICC actively supports Italian excellence and innovation in Southeast Asia.

• **CPE Italia:** Specializing in custom cable assemblies, electrical connectors, fiber optic solutions, and green energy technologies. Headquartered in Milan, CPE operates globally with production facilities across Europe, Asia, and the Americas.



This will be the first time that TICC takes part in a major international event dedicated to advanced technology and security-oriented cooperation in the region – a step that reflects our growing commitment to supporting high-level collaboration between Italy and Southeast Asia.

• **Italian Aerospace Network (IAN):** A consortium that supports Italian SMEs in the aerospace sector. Since 2011, IAN has promoted Italian know-how and created opportunities in the Asian market, particularly in China and Southeast Asia.

Italy is globally renowned for its leadership in engineering, high-tech manufacturing, and aerospace innovation. Italian companies continue to stand out for their technical expertise, innovation, and ability to deliver high-performance solutions in complex sectors.



We are proud to represent Italy in this important forum, and to promote the know-how, creativity, and industrial excellence that define the Italian approach to innovation and technology. As part of our participation, TICC will lead a delegation featuring three outstanding Italian companies, each recognized for their achievements and contributions in their respective fields.

• **Maccaferri:** A global leader with over 140 years of experience in civil, geotechnical, and environmental engineering. Maccaferri provides innovative and sustainable solutions, including retaining walls, hydraulic works, and rockfall protection systems.

Their profiles are the following:

MILANO JEWELRY WEEK 2025: THE CITY SHINES WITH ART, TALENT & INNOVATION



Milan, 24 October 2025 – The fifth edition of **Milano Jewelry Week (MJW)** has concluded with record participation: **over 350 exhibitors, 80 events**, and unprecedented international attendance. From **October 16–20**, Milan became the world capital of jewelry, hosting exhibitions, performances, workshops, and talks across the city.

Sponsored by the **Municipality of Milan, CNA Artistico e Tradizionale, CNA Federmoda, and Assogemme**, the event drew designers, collectors, buyers, and jewelry lovers from around the world.

“Milano Jewelry Week has become a global reference point for those who see jewelry as art and universal language,” said **Enzo Carbone**, CEO of **Prodes Italia**, founder and organizer of MJW.

Three Signature Events

- **The Jewelry HUB** at Palazzo Serbelloni: the premier showcase for fine jewelry, new collections, and B2B networking.
- **Artistar Jewels** (11th edition): over 800 creations celebrating dialogue between art and contemporary jewelry.
- **The Talent Show** at Palazzo Bovara: installations and prototypes from top academies and emerging designers.

MJW offered a citywide experience with open workshops,

thematic routes curated by Sotheby’s, and collaborations with *Scuola Orafa Ambrosiana, Recarlo, Scavia, Voga & Co.*, and more – uniting craftsmanship, innovation, and sustainability.

MJW AWARDING NIGHT 2025

The **Gala Ceremony at Teatro San Babila**, hosted by **RTL 102.5’s Diego Zappone** and **Francesca Cheyenne**, honored international creativity and innovation. Winners included:

- **Bryna Pomp Award:** Gisella Miretti – G Geo M Flex Necklace + Red Onion Circ Brooch
- **Best in Technique:** Simona Tagliaferri Jewels – Parthenope
- **Best Exclusive Jewelry Designer & Digital Voice:** Mehragin Rahmati – Beauty and the Beast
- **Best in Contemporary Jewelry:** Atelier Mythique by Paola Mounla
- **Best in Milano:** Beatrice Barzaghi Gioielli – Essence Tree of Life
- **Best HRD Global Design Prize:** Brivizio S.L., Emilie Somers, Simona Tagliaferri Jewels
- **Best in Gemstone:** Sinitsyn Jewelry Studio – The Cloud (Ring)
- **Best Jewelry Art & Craft:** Atoosa Wahdani – Metamorphosis
- **Best Italian Excellence:** Giulia Kron Morelli – Inner Reflection
- **Artistar Jewels Award:** Sinitsyn Jewelry Studio, Anne Reed Contemporary Jewellery Design, Rossano Caldaroni

Talent Show Contest

Dedicated to emerging designers, the contest showcased visionary works from international academies:

- **Best Talent by INHORGENTA:** Alexandrina Remescu Simo (Assamblage School)
- **TheUnique Award:** Masturi Yatal Phoenix (Accademia Alta Oreficeria Galdus)
- **Assamblage Award:** Paulius Rukas (Vilnius Academy of Arts – Faculty of Telšiai)*

Artistar Jewels Network Selections

Top galleries and curators – including **Galleria Carlo Lucidi, What If Berlin, Ola Treasures, Ruup & Form, and Second Petale** – selected outstanding artists such as **Simona Tagliaferri**

Jewels, Nérée Jewellery, Andreia Gabriela Popescu, and Sabrina Guerrero for future exhibitions and collaborations.

A Global Platform for Creativity

The 2025 edition confirmed Milano Jewelry Week as a **dynamic hub for artistic research, emerging talent, and cultural dialogue**, merging tradition with avant-garde innovation.

“MJW continues to redefine jewelry as an expression of art, design, and identity,” said Carbone.

With eyes set on 2026, Milano Jewelry Week prepares to welcome new voices and perspectives in the evolving jewelry landscape.



About Prodes Italia

Organizer of *Milano Jewelry Week*, *Prodes Italia Group* operates internationally in jewelry, design, art, and wine, and curates projects such as *Promotedesign.it*, *Artistajewels.com*, *Overjewels.com*, *Huesers Magazine*, and *Bestwinestars.com*.

www.milanojewelryweek.com

The King Chulalongkorn Memorial Day

In Remembrance of
His Majesty
King Chulalongkorn

23 October 2025



THAI - ITALIAN
CHAMBER OF COMMERCE
CAMERA DI COMMERCIO ITALIANE ALL'ESTERO



POST PRESS RELEASE

STRATEGIC MEETING BETWEEN TICC AND DITP TO STRENGTHEN THAI-ITALIAN BUSINESS RELATIONS



Milan, 20 October 2025 - Mr. Michele Tomea, General Manager of the Thai-Italian Chamber of Commerce (TICC), paid a courtesy visit to Mrs. Mahasawat, Director of the Milan Office of the Department of International Trade Promotion (DITP), at the Thai Trade Center in Milan.

The meeting focused on future strategic collaborations between Thailand and Italy across key sectors such as Food & Beverage, Fashion, and Jewelry. One of the main topics discussed was the preparation for major international events – particularly Salone del Mobile 2026 – where Thailand aims to highlight its innovation and design excellence. In this context, the TICC expressed its readiness to support Thai companies in the fields of design, fashion, and related industries to expand their presence and partnerships throughout Italy and Europe.

A significant part of the discussion also centered on the jewelry sector, one of the pillars of Thai exports and a crucial link between the two countries. Both the DITP and the TICC recognize the growing potential for Italian jewelry brands to establish themselves in the Thai market, bringing a new wave of “fast-moving jewelry” collections designed to appeal to younger generations of consumers. These brands, known for their creativity and craftsmanship, can find in Thailand a vibrant environment rich in production expertise, retail dynamism, and international visibility.

The DITP’s continuous support is key to facilitating these exchanges, particularly through major events such as the biannual Bangkok Gems & Jewelry Fair, which represents a unique gateway for Italian companies to enter the ASEAN market. With TICC’s assistance, Italian machinery producers

and jewelry designers can showcase their innovations and strengthen collaborations with Thai manufacturers, further enhancing Thailand’s position as a global jewelry hub.

During the meeting, Mr. Tomea also extended an invitation for the DITP to benefit from the collaboration between the TICC and Ca’ Foscari University of Venice, which offers a full five-year degree program in Thai Language and Culture – the only one of its kind in Europe dedicated to Thailand and Southeast Asia. This academic partnership provides an exceptional opportunity to connect students who have achieved a diploma in Thai language and culture with institutions such as the DITP, fostering future professional exchanges and cultural understanding between Italy and Thailand.

Both parties reaffirmed their strong commitment to strengthening bilateral trade relations, facilitating Thai exporters’ access to the Italian market, and creating new opportunities for Italian businesses to explore the dynamic Thai market.

This meeting represents an important step forward in enhancing economic cooperation and fostering sustainable trade exchanges between the two nations.



www.ditp.go.th

CORRADO FEROCI AKA SILPA BHIRASRI MASTER ARTISAN - BRILLIANT DESIGNER - GREAT MISATTRIBUTIONS BY LEONARD H. LE BLANC III

There is no doubt that the greatest Italian—and one of the greatest foreigners (or “*farangs*”)—ever to live in Thailand was **Corrado Feroci** (1892-1962), who later assumed the Thai name **Silpa Bhirasri** after becoming a Thai citizen in 1944. His name remains widely known among Italians in Thailand and Thais everywhere today.

Feroci’s impressive sculptures, designs, and artworks still adorn Bangkok and other parts of Thailand. His major creations include the **Democracy Monument** (1939), **Victory Monument** (1942), **King Rama I statue** at Phra Phutta Yodfa Memorial Bridge (1932), **King Rama VI statue in Lumpini Park** (1942), and the **King Taksin statue** (1950). He also founded a fine arts school in 1933, which later became **Silpakorn University** (1943). He is widely regarded as the father of modern art and design in Thailand.

Feroci is also well known among Thai awards historians for reportedly designing nearly a dozen awards between 1912 and 1945. However, this attribution is largely incorrect. Except for one confirmed medal and another for which he provided the initial design, he did not create the others—they were wrongly credited to him.

In researching my forthcoming book, *The Royal Orders, Decorations, and Medals of Thailand* (Le Blanc et al., SEATE Books, 2025), I discovered that **Feroci’s** case is not the only example of artistic misattribution in the kingdom’s long history. Determining who actually designed early Thai awards is extremely difficult, as few official records were maintained. This issue extends beyond medals to many works of Thai art, where pieces were often credited to famous artists who had no involvement in their creation.

For instance, official records list Prince **Narisara Nuwattiwong** (1863-1947) as the designer of The Most Illustrious Order of the Royal House of Chakri (1881), The Centenary Medal (1881), both Dushi Mala Medals (1882), and The Haw Campaign Medal (1884)—yet he was only 18-21 years old at the time, making it highly unlikely he designed them. Similarly, **Feroci** is cited as the designer of The Rajaniyom Medal (1912) and The War Medal of B.E. 2461 (1918), though he did not arrive in Bangkok until 1923. He is also credited with The 150 Years Commemoration of Bangkok Medal (1932), even though he was abroad when it was created. He likely produced its initial concept before being ordered by King Rama VI to travel to Italy to supervise the casting of the Rama I Monument for the Bangkok Sesquicentennial.

It is now believed that **Feroci** did design The Santi Mala Medal (1945), characterized by its distinct Art Deco motif and Roman lettering—features consistent with his other artistic works.

In the early 20th century, Prince **Narisara** collaborated with Thai craftsmen and Italian artists in Bangkok on royal commissions that shaped Thai art in architecture, interior design, militaria,

emblems, and official awards. He personally contributed to over a dozen early Thai decorations and remains one of the most influential figures in the nation’s art history. Feroci later became his close colleague and collaborator.

Every Thai award design holds deeper meaning, often representing spiritual or cultural symbolism. Unfortunately, much of the original documentation identifying the true designers and explaining these meanings has been lost—perhaps due to poor record keeping or bureaucratic neglect. As a result, artworks were often attributed to the best-known artisan of the period. Today, researchers at Silpakorn University are working to match surviving art styles to known artists and determine their true origins.

The four most traditional Thai design patterns, known as “*Lai Thai*,” remain well understood: Kranok, Nari, Krabi, and Kacha. Kranok—an ornate flame-like pattern - is the most prominent, appearing on awards, buildings, and temples. The other three are used to depict animals, humans, and mythical beings. Other common motifs include the Bodhi flower, Chaiyaprupek leaves, Krachang geometric trim, Phum Khao Bin and Pathum (lotus) shapes, Prachamyam four-petal flowers, Dok Rak (Crown Flower), and Mala (garland).

Some traditional geometric patterns remain undeciphered, as do elements influenced by Art Deco design, popular during the 1920s-1930s. These details, found on certain medals and bars, are now the focus of ongoing “*phaleristic*” research - the academic study of awards.

Thai artistic traditions have long been shaped by external influences - from the Mon, Khmer, Indian, and Chinese cultures - while maintaining a distinctly Thai identity. Buddhism, introduced about 2,500 years ago, profoundly influenced the nation’s art and design, as did the Khmer Empire’s artistic legacy between the 9th and 15th centuries.

Thailand likely gained full design and production capability for its awards by the 1920s or 1930s. Today, all national orders, decorations, and medals are designed and produced by the Fine Arts Group of the Royal Thai Mint, under the Royal Treasury Department, and overseen by the Royal Decorations Division, Secretariat of the Cabinet.

Corrado Feroci remains a towering influence in Thailand - his artistic legacy, educational contributions, and cultural impact are permanently enshrined in the nation’s history.

About the Author
Leonard H. Le Blanc III
General Manager at Seate Service, Prop,



Courtesy of Khun Nirundorn Visitsin

The **Santi Mala Medal** is a personal decoration created by King **Ananda Mahidol (Rama VIII)** in 1946. It was awarded to anyone who did charitable deeds or provided outstanding services in defense of the Kingdom’s independence and sovereignty during and after **World War II (WWII)**. The medal was established by “*The Santi Mala Medal Act of B.E. 2489*” (1946). Designer: **Prof. Silpa Bhirasri (Corrado Feroci, 1892-1962)**.



Professor Silpa Bhirasri, born Corrado Feroci, was an Italian-born Thai sculptor. He is considered the father of modern art in Thailand and was instrumental in the founding of today’s Silpakorn University.



Courtesy of The Secretariat of the Cabinet, Thailand and the Orders and Medals Society of America (OMSA)

The 150 Years Commemoration of Bangkok Medal is a commemorative medal created by the Royal Thai Government in 1932. It was to recognize the founding of Bangkok 150 years before. The medal was established by royal command in 1932. Designer: **M.C. Itthithepsan Krishdakara (1890-1935)** using an initial model design created by **Prof. Silpa Bhirasri (Corrado Feroci, 1892-1962)**.



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**THAI - ITALIAN
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**2025
ORIENTATION DAY**

A TICC morning networking
exclusively for new and fellow
Members

Date: Wednesday, 29th October 2025
Time: 9.30-11.45 am.
Venue: Vanit Place Building 2, 16th Floor, Room 1601
A-B, 1126/2 New Petchaburi Rd, Makkasan,
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Moderator: Angela M.

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