



สมาคมการค้า  
THAI - ITALIAN  
CHAMBER OF COMMERCE

Volume No. V / Year 2024

# INFORMA

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## BUSINESS MAGAZINE





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**The TICCC's Business Directory 2024 is here!**

Launched in March 2024, this exclusive publication serves as a comprehensive and indispensable resource, showcasing the diverse and thriving business community that exists at the crossroads of Thai and Italian industries.

## A Message from the President

Dear TICCC Members and Friends,

Greetings, and welcome to Volume V of Informa Magazine for 2024. As always, I extend a warm welcome to all our readers. It is with great pleasure that we present the latest edition of our magazine, celebrating the official opening of the new TICCC office.

This expansion is marked with a 300 square meter venue, the ideal setting for welcoming entrepreneurs to Thailand. At the Grand Opening, we were honored to welcome distinguished guests, including H.E. Mr. Paolo Dionisi, Ambassador of Italy to Thailand, and Mr. Chadchart Sittipunt, Governor of Bangkok.

Additionally, last May, we celebrate the historic visit of the Prime Minister of Thailand, H.E. Mr. Srettha Thavisin, to Italy, which has significantly furthered our opportunities to improve business prospects between Thailand and Italy. This visit offered valuable insights into the business dynamics between our countries.

Moreover, TICCC hosted the annual Joint Foreign Chamber of Commerce Council at the magnificent Shangri-La Hotel, gathering 25 Presidents

from distinguished foreign chambers of commerce. The TICCC continues to foster industrial business connections by highlighting the important contributions our factories make to the economy of Thailand and Italy. This was exemplified by a business visit to Electrolux Professional Co., Ltd. in Rayong followed by a networking event at SunPlay Paradiso by DiVino BKK in Pattaya on May 10th. I take the chance to extend my heartfelt thanks to Electrolux, Cirio, and Food Delite for their support in ensuring this event a success.

I envision Informa Business Magazine as a catalyst for forging meaningful connections, nurturing collaborations, sharing invaluable perspectives, and unveiling business opportunities. In conclusion, I express my sincere appreciation to every member of the TICCC for your kind support. As you delve into the contents of Informa Magazine Volume V.

I am confident you will discover both inspiration and invaluable insights in the following pages.

Warm regards,  
Arrivederci,  
Federico Cardini



### INFORMA BUSINESS MAGAZINE

is produced by  
the Thai-Italian Chamber of Commerce

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#### The Chamber

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

The Chamber, with its headquarters in Bangkok (Thailand), is proud to host a wide network of companies and entrepreneurs from all around the world -mostly Italian and Thai businesses, which allow TICCC 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

# Prime Minister of Thailand's official visit to Italy to discuss with The President of the Council of Ministers of Italy

## Day 1

**Prime Minister Srettha Thavisin engaged with fashion giants Zegna and Loro Piana, showcasing** Thai indigenous indigo-dyed fabric to foster high-end fashion collaborations. Discussions included incorporating Thai wickerwork and exploring educational exchanges, aiming to strengthen business ties and cultural exchange. He also proposed a collaborative training program with the National Chamber of Italian Fashion to enhance skills for young Thai designers and explored potential investments with Leitner for the Phu Kradueng cable car project.

In Milan, Prime Minister Srettha met with Attilio Fontana Lombardy Region to enhance economic ties, focusing on attracting Lombardy's industries to invest in Thailand's smart agriculture, electronics, electric vehicles, and clean energy sectors. Both leaders anticipate productive collaborations through upcoming Thai delegate visits.

## Day 2

**Prime Minister Srettha Thavisin visited the BONI S.p.A. cheese factory in Parma to explore collaborative opportunities in food processing innovation.** The visit aimed to enhance Thai food production capabilities, aligning with the government's vision for superior quality food products, given Thailand's significant imports of Italian cheese.

## Day 3

**Prime Minister Srettha met with F1 President Stefano Domenicali at Imola** to discuss hosting a Grand Prix in Bangkok by 2027 or 2028, seeking Red Bull's support. This initiative aligns with Thailand's strategy to enhance global visibility through international events.

## Day 4

**Prime Minister Srettha Thavisin held advanced discussions with executives from Leonardo S.p.A.,** Generali, and Ducati Motor to enhance investment and technology exchange in aviation, insurance, and automotive sectors, benefiting Thai SMEs and the national economy.

my. He also met with Barilla to discuss enhancing food quality and expanding pasta distribution in Thailand.

A Memorandum of Understanding (MoU) was signed at the Thai-Italian Business Forum in Rome, promoting economic collaboration, technology exchange, and investment prospects. Deputy Prime Minister Suriya Jungrungreangkit highlighted Thailand's investor-friendly policies and introduced the transformative Land Bridge project, fostering bilateral cooperation.

## Day 5

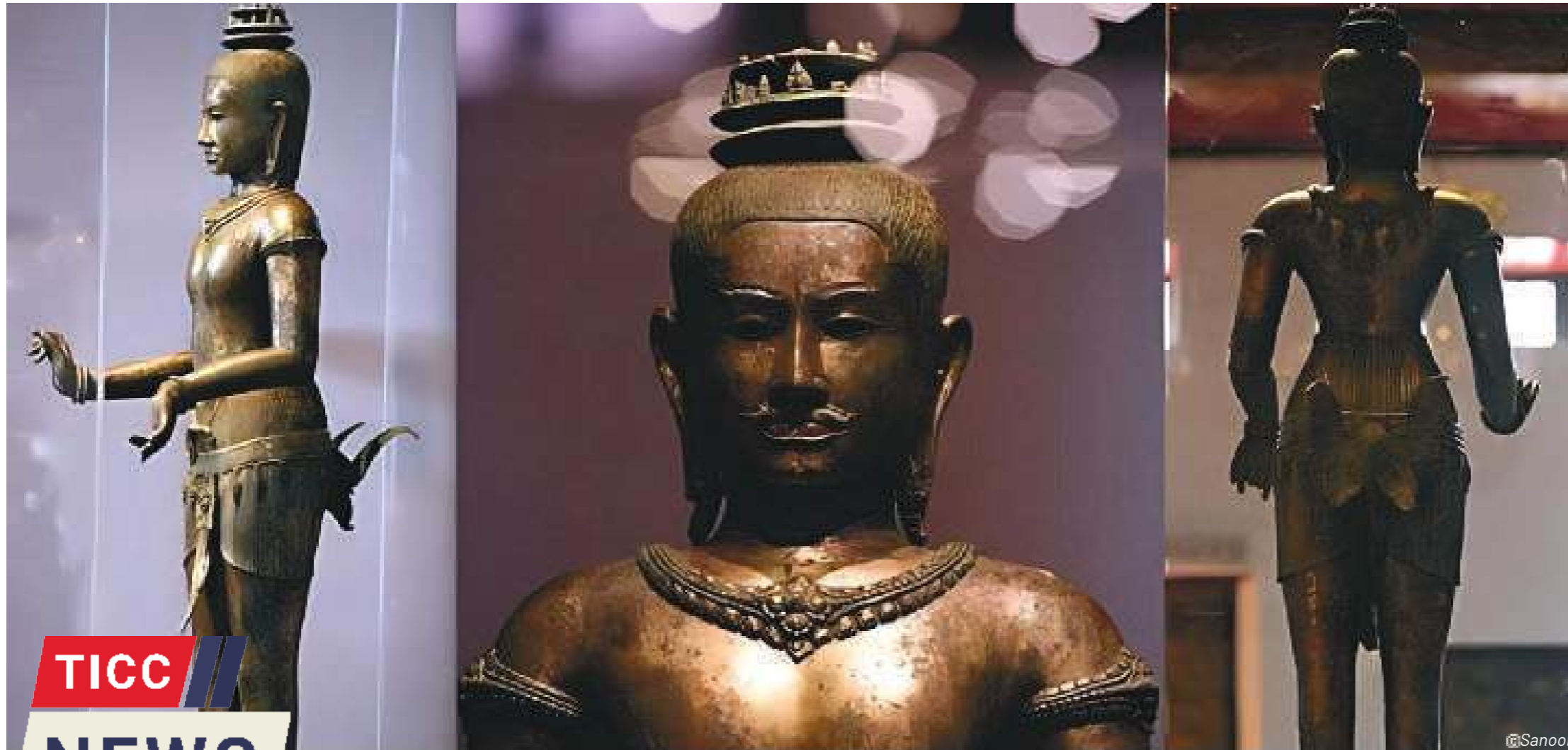
**Prime Minister Srettha Thavisin explored collaboration opportunities at the Bvlgari High Jewelry Workshop in Rome,** proposing the incorporation of Thai materials into Bvlgari's products and suggesting a strategic partnership with Thailand's jewelry sector.

In Milan, He met with Luciano Galimberti, President of the Association of Design Industry (ADI), to strengthen ties in the design sector. The discussions aimed to promote design as a key element of Thailand's Soft Power, facilitate exchanges between Thai and Italian designers, and extend partnerships with Thai design institutions. Prime Minister Srettha proposed hosting exhibitions by Milanese designers in Thailand to elevate local products to international standards.

## A Successful Trip

**Thai Prime Minister Srettha Thavisin has hailed his recent trip to Italy as a success,** with his talks with Italian Prime Minister Giorgia Meloni resulting in several pledges of cooperation. Srettha emphasized the importance of meeting Meloni, as she can advocate for Thailand within the G7 nations. During their meeting, Meloni promised to support Italy clear interest in investing in clean energy in Thailand and conducting natural-gas exploration in the Gulf of Thailand. Furthermore, Prime Minister Srettha proposed future visits between the two nations and the opening of direct flights between Bangkok and Milan.





**TICC**  
**NEWS**

## THAILAND

### Thailand's Exports Surge to \$23.278 Billion in April, Imports Rise: TPSO Report

Retrieved from *The Nation*, 23 May 2024

Thailand experienced a robust 6.8% year-on-year growth in exports, totaling \$23.278 billion in April, according to the latest report from the Trade Policy and Strategy Office (TPSO). Despite a trade deficit of \$1.641 billion due to imports reaching \$24.92 billion, the overall trend remains positive. For the first four months of the year, exports amounted to \$94.273 billion, marking a 1.4% increase, while imports rose by 4.9% to \$100.39 billion, resulting in a trade deficit of \$6.116 billion.

### Thailand Welcomes 'Golden Boy' Statue Back Home

Retrieved from *Time*, 21 May 2024

Amid increasing global scrutiny over the origins of cultural artifacts, Thailand and the U.S. marked a significant milestone with the return of the revered 'Golden Boy' statue to Bangkok's National Museum. This repatriation, following years of negotiations, underscores efforts to reclaim items believed to be misappropriated. While challenges persist in the repatriation process, this success highlights collaborative endeavors to preserve cultural heritage and address concerns over illicit trafficking.

### Annual Royal Ploughing Ceremony: Forecasting Agricultural Prospects

Retrieved from *Thailand NOW*, 10 May 2024

The Ministry of Agriculture and Cooperatives hosts the Royal Ploughing Ceremony at Sanam Luang, employing prophetic rituals to predict farming conditions. Led by the Ploughing Lord, sacred oxen draw a wooden plough while rice grains are sown, symbolizing the planting season's start. Originating from ancient Brahman tradition, the ceremony blesses the year's harvest and promotes agricultural prosperity. Reflecting Thailand's agrarian roots, it was designated a public holiday and National Farmers' Day to honor its significance to the farming community.

### Phuket Airport Named Among Global Top 10 Most Improved for 2024

Retrieved from *VN Express*, 21 May 2024

Phuket International Airport has earned a prestigious position among the world's top 10 most improved airports in 2024, as determined by Skytrax. Situated in Thalang District, just 30 kilometers from downtown Phuket, the airport claimed the tenth spot on the list, led by Japan's New Chitose Airport. This recognition, part of the Skytrax World Airport Awards 2024, reflects Phuket Airport's dedication to enhancing passenger experiences, solidifying its status as a key player in global aviation.

## ITALY

### Torino's Salone del Libro Sets New Attendance Record with 222,000 Visitors

Retrieved from *SkyTG 24*, 13 May 2024

Under the leadership of Annalena Benini, the Torino Book Fair witnessed a record-breaking edition, with 222,000 attendees compared to 215,000 in 2023. This year's event saw a surge in online ticket sales, with 84% purchased electronically. Notably, 28,300 students attended, reflecting a youthful boom. The fair, themed 'Imaginary Lives,' featured international guests and publishers. Plans for the 2025 edition include the Campania region as the guest region and the Netherlands as the guest country.

### Giro d'Italia 2024: Merlier Triumphs in Stage 18

Retrieved from *SkyTG 24*, 24 May 2024

Tim Merlier clinched victory in Stage 18 of the Giro d'Italia, while Tadej Pogacar retained the coveted pink jersey. The race now continues with Stage 19, covering a challenging 157 km route from Mortegliano to Sappada. The stage features mountainous terrain, including climbs like Passo Duron and Cima Sappada, promising an exciting day of cycling action.

### Gae Aulenti's Legacy: A Journey Through Architecture and Design

Retrieved from *Sky Arte*, 22 May 2024

Gae Aulenti's architectural legacy takes center stage at Triennale Milano until January 12, 2025. Curated by Giovanni Agosti, Nina Artioli, and Nina Bassoli, the exhibition features lifelike reconstructions of her iconic designs, from museum installations to private residences. Visitors can experience Aulenti's influential career firsthand, exploring dynamic reflections in "Arrivo al mare" and the bold red structures of Perugia airport.

### Italy Reaches Overshoot Day: Urgent Call for Sustainable Practices

Retrieved from *ANSA*, 19 May 2024

May 19 marks Italy's Overshoot Day, signifying the depletion of natural resources for the year. The WWF emphasizes the urgent need for investment in renewable energy and responsible consumption. Italy's ecological deficit requires over four times its resources annually, underscoring the importance of adopting sustainable practices to mitigate environmental impact.

## OTHER COUNTRIES

### Solar Storm AR3664: Unprecedented Impact and Ongoing Study

Retrieved from *Nasa*, 16 May 2024

This month a solar storm like no other hit Earth, sparked by AR3664. With intense solar flares and CMEs, it caused a G5 geomagnetic storm, lighting up the skies with breathtaking auroras seen even at low latitudes. Beyond its beauty, the event underscores the need for better space weather understanding to protect our technology-dependent world.

### Cannes 2024: Women Shine Bright at Opening Ceremony

Retrieved from *Le Monde*, 24 May 2024

At the 77th Cannes Film Festival opening, Camille Cottin led a celebration of women in cinema, with Greta Gerwig presiding over the jury. The event honored Meryl Streep and highlighted #MeToo's impact. The ceremony marked a truce in controversy, offering a glimpse into the world of cinema. With humor and emotion, it set the stage for ten days of cinematic wonder.

### China hits back at US and EU as trade rows deepen

Retrieved from *Business reporter*, 20 May 2024

China's international economic policies have lately evolved toward increased protectionism, driven by declining ties with foreign countries. The Ministry of Commerce has concerns in imports of plastic-based products used in the electronics and automotive industries, indicating a lack of collaboration in trade. The Biden administration has proceeded to raise taxes on Chinese goods, further politicizing bilateral trade and harming collaboration across industries. Meanwhile, the global market claims that Chinese multinational firms receive government subsidies. In July, the EU intends to expand its proceedings against Chinese EV imports, adding to the complexity of international trade dynamics.





### Jewellery & Gem ASEAN Bangkok (JGAB) 2024

continued its great success, concluding its second year with a record-breaking attendance of over 10,730 participants, marking a remarkable 46% increase from the first edition. With the participation of 350 exhibitors from 12 countries, the event fueled the expansion of the ASEAN gem and jewellery market. It also contributed to the potential elevation of the Thai gem and jewellery industry.

#### FEATURES

## “JGAB 2024” participants exceeded the target of 10,730 people, solidifying the confidence of buyers worldwide and propelling the ASEAN gem market to great potential.

Mr. Sanchai Noombunnam, General Manager of Informa Markets Thailand, revealed that the B2B jewellery and gem exhibition of the ASEAN region, **Jewellery & Gem ASEAN Bangkok (JGAB) 2024**, has successfully continued for its second consecutive year. Reflected in the impressive attendance figure of over 10,730 an increase of more than 3,365 from the previous year, the event attracted visitors from the top 10 countries, including China, India, Myanmar, Philippines, Sri Lanka, Vietnam, Singapore, Japan, and Malaysia. These countries are renowned for their significant potential in the gem market, both as buyers and producers, and they serve as crucial importers and exporters of key raw materials in Asia.

“Beyond surpassing our set target for visitor attendance, the number of exhibitors also marks another clear success. This year’s event gathered leading jewellery exhibitors totaling 350 companies from 12 countries worldwide, including China, Cambodia, India, Israel, Italy, Japan, Myanmar, Singapore, Sri Lanka, Turkey, and Thailand. They came together to foster business connections between manufacturers and buyers, aiding in the expansion of business networks for both Thai and international entrepreneurs. Furthermore, it elevated the overall market in terms of products, designs, knowledge dissemination, manufacturing technology adoption, and international market access for high-potential entrepreneurs.”

**The Jewellery & Gem ASEAN Bangkok (JGAB) 2024** event took place from May 1st to 4th, 2024 at the Queen Sirikit National Convention Center, spanning over 17,000 square meters, and more than double the size compared to the previous year. This expansion aimed to accommodate the continuous growth of the event, establishing JGAB as a crucial platform for retailers, wholesalers, manufacturers, designers, and business operators to meet, negotiate, and conduct business. In addition to showcasing the existing potential on an international stage, the event also featured activities and exhibition spaces that highlighted the value of comprehensive jewellery and gemstones. This included the inaugural Gem Museum, which presented rare gemstones in a 360-degree exhibition, and The Gallery of Thai Silver, showcasing the unique craftsmanship of Thai silversmiths under the concept “From Local to Global.” Furthermore, The Jewellery Runway showcased the timeless artistry of Thai jewellery, transcending time itself.

In addition, Informa Markets Jewellery collaborated with various government agencies, associations, and private sector partners, making this event a driving force for the future of Thailand’s jewelry and gemstone industry. Through various activities and projects such as The Next Gem Awards 2024, a competition for new designers, and seminars on building future knowledge, the event provided insights into jewelry design using AI tools,

lab-grown gems, and market demands, as well as exploring potential market opportunities, such as the emerging markets in secondary Chinese cities.

“In conclusion, this event underscores global buyers’ confidence in the jewellery and gemstone market in the Southeast Asian region, which is experiencing rapid growth comparable to global markets. It also highlights the potential of entrepreneurs, manufacturers, and new designers, who play a crucial role in continuously elevating market standards. Informa Markets Jewellery will leverage these outcomes to create an even more remarkable exhibition at JGAB 2025, reaffirming the collective success we have achieved together.” Mr. Sanchai, in closing.

Jewellery & Gem ASEAN Bangkok (JGAB) 2025 will take place from April 23rd to 26th, 2025 at the Queen Sirikit National Convention Center. Stay updated with news and additional details at [www.jewellerygemaseanbkk.com](http://www.jewellerygemaseanbkk.com)







POST PRESS RELEASE

## TICC Office Grand Opening

**Bangkok, 7 May 2024** - A new era of business in Thailand begins as the Thai-Italian Chamber of Commerce (TICC) unveiled its new expanded office: a multifunctional space spanning 500 square meters in the heart of the “City of Angels”.

This inauguration marks an epochal moment in the history of this institution, founded in 1978, underscoring its commitment to excellence, collaboration, and the growth of “Made in Italy” in the Kingdom of Thailand.

The state-of-the-art facility testifies to TICC’s determination to promote ever-stronger business relations between Italy and Thailand. With a steadily growing entrepreneurial community, now comprising around 400 member companies, the Chamber stands as a driving force in the Southeast Asian and global business landscape, confirming its increasing influence and relevance.

The President of the Thai-Italian Chamber of Commerce, Mr. Federico Cardini, welcomed distinguished VIP personalities including Mr. Chadchart Sittipunt, Governor of Bangkok, HE Paolo Dionisi, Italian Ambassador to Thailand, Police Major General Arus Saengchan and the Chairwoman of the Joint Foreign Chambers of Commerce in Thailand Vibeke Lyssand Leirvag, and Vice Chairman at the Thai Chamber of Com-

merce, Mr. Phairush Burapachaisri. Their speeches inspired a sense of optimism and cooperation, while together they presided over the ribbon-cutting, officially marking the start of the Chamber Office’s activities.

Over 50 guests, including representatives from the government sector and premium members, added luster to the event with their participation. TICC would like to thank President Cardini, all members of TICC Board of Directors and all participants for making this occasion special with their presence.

Italian businesses interested in exploring new market opportunities in Southeast Asia, considering expanding their commercial activities in the region, or benefiting from the services offered by the Thai-Italian Chamber of Commerce (TICC), are invited to contact the organization at the email address [sviluppo.estero@thaitch.org](mailto:sviluppo.estero@thaitch.org).

Finally, TICC wishes to express its gratitude to all sponsors: Albero: The Modern Gelato, Antica Luna, Cirio (Thailand), Global Food Products, GFour Food & Beverage, Iceteam1927, iO Italian Osteria Bangkok, Italiasia Trading (Thailand), Independent Wine & Spirit (Thailand), Officina del Prosciutto Bangkok, Segafredo Zanetti (Thailand), Thai Property Guide, and The Food School Bangkok (ALMA).

### Sponsored By







**The New Spaces:**

The Thai-Italian Chamber of Commerce (TICC) can now present to its members and partners an office area spanning more than 500 square meters, divided into two separate areas and including a wide range of state-of-the-art facilities and services.

The first area, called **TICC CONNECT**, is designed as a center for networking and coworking events, with the aim of fostering interaction and exchange of ideas between entrepreneurs and professionals. This area includes an elegant Business Lounge, with a capacity to accommodate 20 to 25 people, equipped with a fully furnished semi-professional kitchen, ideal for hosting informal meetings and gastronomic events. In addition, there is a Conference Room with a 30-people capacity, perfect for seminars and presentations, and seven Private Offices, as well as ten coworking stations, providing a flexible and dynamic space for work activities.

The second area, called **TICC OPERATIONAL**, is for internal operations and management of the organization. Here you will find a Meeting Room capable of accommodating from 15-20 people, two central workstations with six desks each for staff members, as well as the President's Private Office, General Secretary and an Accountant's office, providing a professional and functional environment for the day-to-day management of the Chamber's activities.

These modern, well-equipped spaces reflect TICC's commitment to providing a welcoming, progressive work environment for its members, creating a benchmark for excellence and innovation in Bangkok's business landscape.



POST PRESS RELEASE

**Hybrid-Seminar “Will and Succession Planning”**



**Bangkok, 8 May 2024** - The Thai-Italian Chamber of Commerce (TICC) is thrilled to announce the success of its recent seminar, “Will and Succession Planning,” held on May 8, 2024, at TICC Connect. This event, organized in collaboration with our members, Silk Legal and Nirvana Memorial Park Thailand, brought together a diverse audience of professionals, entrepreneurs, and individuals interested in life planning.

The seminar featured insightful discussions led by industry experts on various aspects of wills, succession planning, and property ownership. Mr. Paul Crosio from Silk Legal shared invaluable insights into current trends in property ownership, inheritance, advanced directives and power of attorney.

In addition, Ms. Petcharat Kietvisanchai from Nirvana Memorial Park emphasized the importance of respecting cultural and religious considerations. The attendees gained valuable insights into ensuring a smooth transition of assets while honoring diverse cultural practices and beliefs.

The collaboration between TICC, Silk Legal, and Nirvana Memorial Park exemplifies the chamber's commitment to fostering knowledge exchange and networking opportunities among its members and the broader community.

The seminar also highlighted growth opportunities for firms through joint ventures or partnerships in relevant industries, further reinforcing TICC's role as a catalyst for business development and collaboration.

Thank you all of the sponsors Silk Legal and Nirvana Memorial Park and attendees who participated this seminar. For those who missed the event, TICC encourages individuals and organizations to contact us for the online link access at [info@thaitech.com](mailto:info@thaitech.com)





POST PRESS RELEASE

## TICC Industrial Committee meeting, Factory Visit, and Aperitivo Italiano a Pattaya



**Bangkok, 10 May 2024** - The Thai-Italian Chamber of Commerce (TICC) proudly announced its latest Industrial Committee meeting, followed by a Factory Visit at Electrolux Professional Co., Ltd., in Rayong and Aperitivo Italiano in Pattaya (Networking Event).

The Industrial Committee of TICC, under the supervision of President Federico Cardini, Chairman Alberto La Lumia, comprises managers of top-rank leading Italian companies in Thailand. The aim of this committee was to collectively address the challenges companies could encounter on an economic, logistical, and business expansion level in the region. This exclusive gathering served as a platform for participants to exchange insights, share best practices, and explore new business opportunities to foster cooperation. Following the committee meeting, participants and other TICC members had the exclusive opportunity to visit the new Electrolux factory in Rayong, gaining valuable insights into cutting-edge manufacturing processes and technologies.

After the factory visit, TICC hosted its signature Aperitivo Italiano (Networking Event), taking place at paradiso.bangsaray in Pattaya, a new addition to the family of TICC members. This networking event will offer participants the opportunity to connect, exchange ideas, forge new partnerships and strengthen existing business relationships in a relaxed and convivial atmosphere.

TICC would like to wish happy birthday to Mr. Alberto Strada, Managing Director of Ducati Thailand, and Dr. Paul Crosio, Managing Partner of Silk Legal.

TICC would like to extend its gratitude to Mr. Tommaso Origo, Plant Manager of Electrolux Professional, and all the guests for contributing to the success of this event and to all the sponsors and partners for making this event happen: Electrolux Professional Co., Ltd., Cirio Thailand Brand (Conserve Italia Soc. Coop. Agricola) and Food Delite Bangkok Ltd.






  
**JFCCT Presidents' Council Meeting**
  
 Wednesday, 15<sup>th</sup> May 2024 at 12:00-14:00 hrs.
   
 Shangri-La Bangkok



POST PRESS RELEASE

## The Joint Foreign Chambers of Commerce in Thailand's President Council 2024

**Bangkok, 15 May 2024** - The Thai-Italian Chamber of Commerce (TICC) proudly hosted the Joint Foreign Chambers of Commerce in Thailand's President Council 2024, held at Shangri-La Hotel, Bangkok.

The event was opened by the institutional speeches of TICC President Federico Cardini and the Ambassador of Italy, Embassy of Italy in Bangkok, H.E. Paolo Dionisi. Then, JFCCT Chairwoman Vibeke Lyssand Leirvag proceed with the agenda and updated the over 40 attendees (representing over 25 foreign Chambers of Commerce in Thailand).

TICC wishes to congratulate with Chairwoman Vibeke Lyssand Leirvag for the re-election as Chairwoman of the Joint Foreign Chamber of Commerce, we are certain that JFCCT will flourish further under her leadership.

TICC would like to extend its gratitude to H.E. Paolo Dionisi, Chairwoman Vibeke Lyssand Leirvag, and all the guests for contributing to the success of this event and to all the sponsors and partners for making this event happen.



POST PRESS RELEASE

## TICC Engages in Italy-Thailand Business Summit



**Rome, 20 May 2024** - The Thai-Italian Chamber of Commerce, in the figures of President Federico Cardini and Secretary General Giacomo Iobizzi, participated in "Italy-Thailand Business Forum", hosted at Unioncamere headquarters in Rome, Italy. The business forum is held in the occasion of the Official Visit to Italy of Thai Prime Minister Srettha Thavisin.

The event began with the institutional speeches of Mr. Andrea Prete, President of UnionCamere, Mr. Sanan Angubolkul, Chairman of the Thai Chamber of Commerce and Board of Trade Thailand, HE Mauro Battocchi, Director General of "Sistema Paese" of the Ministry of Foreign Affairs and International Cooperation, and HE Suriya Juangroongruangkit, Deputy Prime Minister and Minister of Transport of Thailand.

TICC would like to congratulate with UnionCamere and Thai Chamber of Commerce and Board of Trade of Thailand for

the signing of the Memorandum of Understanding (MOU), in the presence of HE Paolo Dionisi, Ambassador of Italy to Thailand (Embassy of Italy in Bangkok).

Furthermore, TICC President Federico Cardini took part in the Roundtable "Economic-Commercial Collaboration: the Point of View of Institutions and Companies", moderated by ITA (ICE Agenzia - Italian Trade Agency) Director General Lorenzo Galanti, with the participation of MAECI (Ministero degli Affari Esteri e della Cooperazione Internazionale) Deputy General Director for Economic Internationalization Fabrizio Lobasso, and CDP (Gruppo Cassa Depositi e Prestiti) International Market Development Manager Mr. Laurent Francis.

TICC would like to thank UnionCamere for the great organization of the Forum and all the participating Italian and Thai Ministries, Institutions, Members and Friends.

POST PRESS RELEASE

## TICC President Federico Cardini Highlights Investment Opportunities and Bilateral Trade Growth Opportunities



**Rome, 20 May 2024** - TICC President Federico Cardini, during the private reception with Deputy Prime Minister and Minister of Transport HE Suriya Juangroongruangkit, Ambassador of Italy to Thailand (Embassy of Italy in Bangkok) HE Paolo Dionisi, Unioncamere President Andrea Prete, Chairman Sanan Angubolkul, Thailand Board of Investment Secretary General Narit Therdsteerasukdi, provided an overview about the Chamber and its 300+ member companies, showcasing Italian investments in the Kingdom, new business openings, and emerging opportunities.

The Chamber's objectives are centered on fostering bilateral trade growth, enhancing cooperation across diverse sectors, exchanging valuable insights, know-how, and experiences, and facilitating connections among organizations and enterprises.



FEATURES

# The region's largest and most comprehensive energy event of the year

**ASEAN SUSTAINABLE ENERGY WEEK (ASEW) 2024**, ASEAN's premier energy trade exhibition, tackles the theme of "Enabling A Resilient Clean Energy Transition Towards Net Zero." This theme underscores the event's focus on facilitating the shift to clean energy sources, building resilience against challenges, and achieving net-zero carbon emissions.

The show showcases advancements in energy technology, renewable energy, energy efficiency, and energy storage systems, serving as a central hub for diverse stakeholders – professionals, business owners, policymakers, and more – to connect and share perspectives annually.

This year, **ENERGY STORAGE ASIA 2024** joins the new show profile, highlighting the growing importance of energy storage across power plants, buildings, industries, and electric vehicles. As a central hub, it showcases cutting-edge technologies from leading global brands, offering insights into both energy storage systems and EVs.

Don't miss out on July 3-5, 2024, at QSNCC, Bangkok, Thailand. Join us today by preregistering to fast track to the exhibition hall with no queues. Preregister now.



ASEAN's Most Comprehensive International Exhibition and Conference on Renewable Energy, Energy Efficiency and Energy Storage Technology



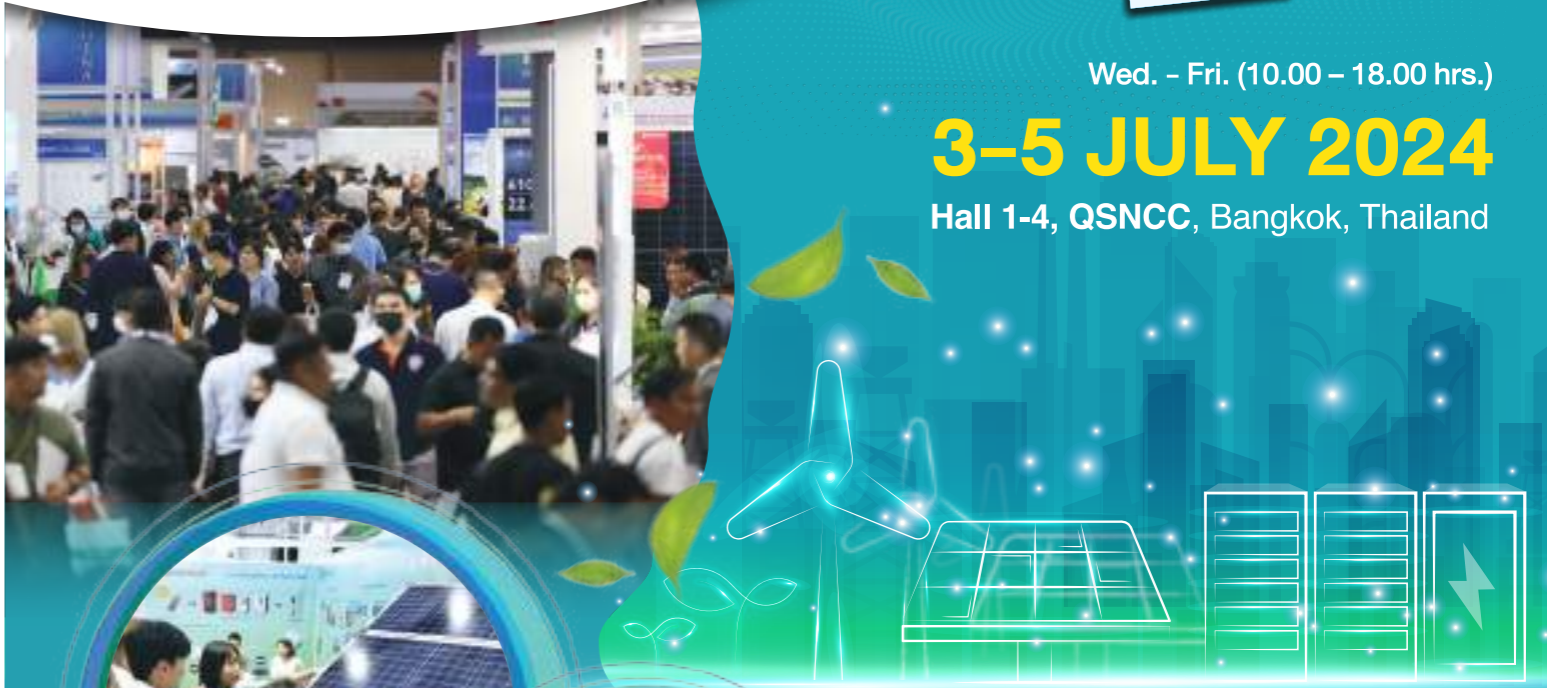
GET YOUR BADGE



Wed. – Fri. (10.00 – 18.00 hrs.)

## 3-5 JULY 2024

Hall 1-4, QSNCC, Bangkok, Thailand



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FEATURES

## Unlocking Innovation: Expedite Your Thai Patent Approval for Competitive Advantage

The patent application process in Thailand, like many other countries, involves a variety of examination and review phases. Time is unfortunately of the essence in the fast-paced business environment of today. Delayed patent approvals may result in missed opportunities, thereby enabling competitors to seize advantages of similar ideas or technologies. The examination and issuance of a Thai patent typically takes up to ten years, commencing from the date of filing until the patent is finally granted. This is due to the backlog of patent applications that are yet to be examined in Thailand.

Fortunately, there are ways to expedite the examination and grant of a Thai patent, allowing inventors to enjoy the benefits of their invention sooner. In this article, we will explore the steps to expedite the patent application process in Thailand.

In order to expedite the examination and issuance of a Thai patent, applicants may utilize a variety of mechanisms and strategies. Steps for expediting the approval of a Thai patent are as follows:

### 1) Submitting a letter requesting for expedited examination of a patent application directly to the DIP

Directly addressing the DIP with a letter requesting for expedited examination of a patent application speeds up the approval process in a straightforward and direct manner. By employing this approach, applicants are able to formally convey their desire for expedited evaluation and furnish rationales for why their application merits priority review.

### 2) Adjustment of the existing Thai specification and claims to align with the corresponding foreign patent

Applicants may submit copies of letters patent, search reports, and substantive examination reports from corresponding foreign patents (e.g., those from the United States, European Patent Organization, United Kingdom, Australia, Japan, and China) in order to expedite a Thai patent application. This procedure entails making adjustments to the existing specifications and claims of the Thai patent in order to align with the chosen foreign jurisdictions. Applicants can utilize the examination results and legal standards that have already been established in these nations in order to expedite the approval process in Thailand. Implementing this approach not only expedites the evaluation procedure but also improves the likelihood of obtaining a patent approval by ensuring

compliance with internationally recognized patent standards.

### 3) Requesting for the external examination with Thai Patent Office

Applicants may request an accelerated examination procedure from external entities, such as the Australian Patent Office, specialized agencies, or agreed Thai University for a novelty search at the applicant's expense. This method may expedite the issuance of exclusive rights to an invention beyond the timeframe permitted by standard procedure. In order to justify the acceleration, the request typically involves providing compelling reasons, such as impending commercialization or potential market competition. Furthermore, it may be necessary for the petitioner to furnish extensive documentation and evidence that substantiates the invention's novelty and inventiveness.

### 4) Patent Acceleration Programs

Patent acceleration programs are strategic endeavors implemented by patent offices and affiliated organizations with the aim of accelerating the examination of patent applications. The primary objectives of these programs are to promote innovation, reduce redundancy,

improve the efficacy of the patent system, and decrease the backlog of pending patent applications.

### i) ASEAN Patent Examination Cooperation (ASPEC)

The ASPEC, launched on 15 June 2009, is the first regional patent work-sharing initiative comprised of the IP Offices of nine ASEAN Member States (AMS): Vietnam, Brunei Darussalam, Cambodia, Indonesia, Lao, Malaysia, Philippines, Singapore, and Thailand.

This program aims to facilitate the expeditious and more efficient acquisition of corresponding patents by applicants residing in participating countries by exchanging search and examination results among participating offices. By eliminating redundant tasks during the search and examination process, the program has the potential to reduce work and accelerate turnaround time. Request for the ASPEC program is provided at no cost to the applicant. However, local search and examination fees will continue to apply at the AMS IP office.

As of 27 August 2019, two initiatives under the ASPEC have been introduced:

#### 1) ASPEC Acceleration for Industry 4.0 Infrastructure and Manufacturing (ASPEC-AIM)

This initiative's primary objective is to facilitate the advancement of Industry 4.0 technologies in the ASEAN region by prioritizing Industry 4.0 patent applications with a committed turnaround time of 6 months to receive the first office action. These encompass progressions in sectors such as hardware, software and connectivity.

Application submitted under this program will be evaluated based on search and examination results report issued by another participating AMS IP Office on the corresponding application. This program has a capacity of 50 applicants per year.

#### 2) Patent Cooperation Treaty-ASEAN Patent Examination Cooperation (PCT-ASPEC)

This collaborative program between the World Intellectual Property Organization (WIPO) and AMS has combined the benefits of the PCT and the ASPEC program. Under the PCT-ASPEC program, patent

applicants may register a single international patent application through the PCT system. The application will be evaluated by using a PCT reports/written opinions established by ASEAN International Searching Authority or International Preliminary Examination Authority (ISA/IPEA). These reports subsequently facilitate the examination process in other AMS IP offices. The program has a capacity of up to 100 applications per year.

Both programs have been extended for an additional 2-3 years until 26 August 2025.

### ii) JPO-DIP Patent Prosecution Highway (PPH)

The JPO-DIP PPH is the cooperation program between the DIP and the Japanese Patent Office (JPO) to speed up the patent application by requesting urgent patent inspection.

Patent applicants who receive a patent inspection result of the first patent office (DIP/JPO) are eligible to request expedited examination of their corresponding patent applications submitted at the second patent office (DIP/JPO). This enables applicants to potentially accelerate the overall patent grant process by utilizing examination results obtained in one jurisdiction to streamline the examination process in the other. As a result, duplication of efforts is reduced. The PPH program promotes international cooperation in the preservation of intellectual property rights while enhancing the quality and efficiency of patent examination through the facilitation of information exchange and the utilization of each other's examination results.

PPH program is projected to end in December 31, 2025 with possible extension.

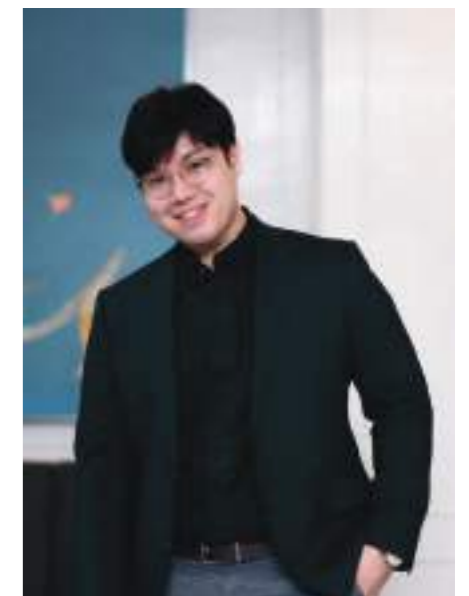
### iii) Target Patent Fast-Track

In order to address burgeoning public health and food security concerns that have reached unprecedented magnitudes, the DIP has launched Target Patent Fast-Track: Medical Sciences, Public Health since 2022, and newly added Target Patent Fast-Track: Future Food since 2024. This fast-track program aims to expedite patent and petty patent application relating to Medical Sciences, Public Health and Future Food. Application will be selected by the DIP for the participation in the program. Selected appli-

cation will receive urgent patent examination and announce the results within 12 months for patent and 6 months for petty patent after the commencement date of participation in the program.

In conclusion, the examination and issuance of a Thai patent can be accelerated in a number of ways, including by utilizing the results of foreign examinations, submitting convincing justifications, and participating in patent acceleration programs. By exploring these alternatives and maneuvering the patent application process strategically, applicants can expedite the endorsement of their patents and gain a competitive advantage in the market.

This article was authored by



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# BuonDee

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"Italian Wine Appreciation Club"

**May 31, 2024 | 3.30 pm - 6 pm**

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POST PRESS RELEASE

## BuonDee EP. 4 "Italian Wine Appreciation Club"

**Bangkok, 31 May 2024** - The Thai-Italian Chamber of Commerce (TICC) is delighted to share the success of the latest "BuonDee" event, held at TICC Connect (the recently inaugurated TICC office area).

The name BuonDee is inspired by the combination of Italian and Thai words for "good", representing the TICC's commitment to combine its Italian and Thai soul. This initiative aims to promote Italian food and beverage etiquette in Thailand, enhancing the overall experience for everyone involved.

This fourth BuonDee edition, organized in collaboration with Cantine Polvanera, Texica, and Next Step Wine, brought participants back to the roots with an exceptional wine-tasting session. Mr. Luca Lodoli, Head Sommelier at Kimpton Maa-Lai Bangkok, guided the attendees through a delightful selection of organic wines from Cantine Polvanera in Puglia, Italy. The wines showcased included "M" Maresco Brut (Charmat method), Valle d'Itria IGP, white; Macchia di Gatto (Metodo Classico Millesimato), white; La Marchesana Susumaniello, Puglia IGP, red; Polvanera Aglianico, Puglia IGP, red; Polvanera Primitivo 16, DOP Gioia del Colle, red; and Polvanera Primitivo 17, DOP

Gioia del Colle, red. Attendees enjoyed sampling these exquisite wines, with Mr. Lodoli providing insightful guidance on each one. For those interested in more details, information on each wine can be found on Cantine Polvanera's official website.

The success of this event was made possible by the financial support in line with EU regulation N. 2021/2115. We extend our heartfelt thanks to Cantine Polvanera, Texica, and Next Step Wine for their invaluable partnership.

Stay tuned for more updates as TICC continues to bring the rich flavors of Italy to Thailand, enhancing cultural and gastronomic connections between our two countries.

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- Mega Bangna
- Sathon
- Silom Complex
- The Walk Ratchaphruek
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- The One Bangkok (coming soon)
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FEATURES

**Groundbreaking meeting establishes a technological bridge between Italy and Thailand**

**Rome, 20 May 2024** - A pivotal meeting took place at Unioncamere headquarters in Rome between H.E. Suriya Juangroongruangkit, the Thai Deputy Prime Minister and Minister of Transport, and Dr. Eng. Francesca Brighenti, SHM Specialist responsible for the Nplus development in foreign markets, alongside H.E. Paolo Dionisi, the Italian Ambassador to Thailand. This meeting signifies the establishment of a significant technological bridge between Italy and Thailand, where Nplus operates with a sales office.

The Rome session also included the participation of Mr. Giacomo Iobizzi, Secretary-General of the Thai-Italian Chamber of Commerce. The Chamber has consistently collaborated with the Nplus sales office in Thailand to promote the culture of SHM. This collaboration aims to ensure safe and sustainable development of Thailand's infrastructure based on Italian best practices. Italy is recognized globally as the most advanced country in SHM technologies.

Nplus, a leader in Structural Health Monitoring (SHM) technology, is proud of this milestone event and of the attention Thai institutions are dedicating to SHM. The goal of Nplus is to build valuable business relationships that foster a more ethical and sustainable world.

The meeting was realized in the framework of the Official State Visit made by Thai Prime Minister Srettha Thavisin to the Italian Government, during which several cooperation opportunities between Italy and Thailand were discussed. These talks included the field of infrastructure, with a particular focus on significant developments such as the Land Bridge project.

Given the importance of the topics discussed, further consultations are scheduled between Nplus and the Thai Ministry of Transport in Bangkok next week. These discussions will involve analyzing projects related to Thailand's strategic infrastructure.



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# SPEA Expands in Southeast Asia with New Subsidiary in Thailand



SPEA, a global leader in automatic test equipment for the manufacturing of semiconductor, microelectronic and electronic devices, today announced the opening of its new subsidiary in Thailand. This expansion marks a significant step forward in SPEA's commitment to serving the growing Southeast Asian microchip and electronics market with leading-edge manufacturing machinery and equipment.

SPEA has been working with Thai companies for over twenty years, with an installed base of more than 200 machines. The new subsidiary will provide a strategic presence in Thailand, allowing the company to better serve its existing customers in the region and tap into the vast potential of the Thai market. With a local team in place, SPEA will be able to offer its products and services with greater efficiency and responsiveness. The main departments operating in the Bangkok's office include an R&D Center for test application development, a Customer Engineering Support Center (providing installation and commissioning, calibration service, help desk, repair, maintenance, demo and training activities), a Manufacturing Center for part refurbishing, repair and test.

"We are excited to announce the opening of our new subsidiary in Thailand," said Luciano Bonaria, SPEA President and CEO. "The country already counts our largest installed base in Southeast Asia, and its vibrant economy and strategic location make it an ideal place for us to expand our reach and serve a wider range of customers."

Thailand's vice Minister for Industry Ms. Sirinun Siripanich spoke at the grand opening ceremony: "I am strongly confident that the establishment of the first subsidiary of the Italian company SPEA in Thailand will contribute to achieving the country's technological advancement and digital transformation. I express my great appreciation to SPEA for the close cooperation with Thai semiconductor and electronics companies, and for the development specialized skills concerning components testing."

The Ambassador of Italy to Thailand Mr. Paolo Dionisi was present as well, commenting: "We are witnessing the establishment in Thailand of one of the top companies in the world in the field of technology and innovation. SPEA is indeed well renowned worldwide for testing the quality of every single electronic and microelectronic device that we use more and more in our daily life. Today's Grand Opening is not only a further significant milestone for this outstanding Italian company, but also a step ahead in the deep-rooted friendship between Italy and Thailand."

The new subsidiary will enable SPEA to:

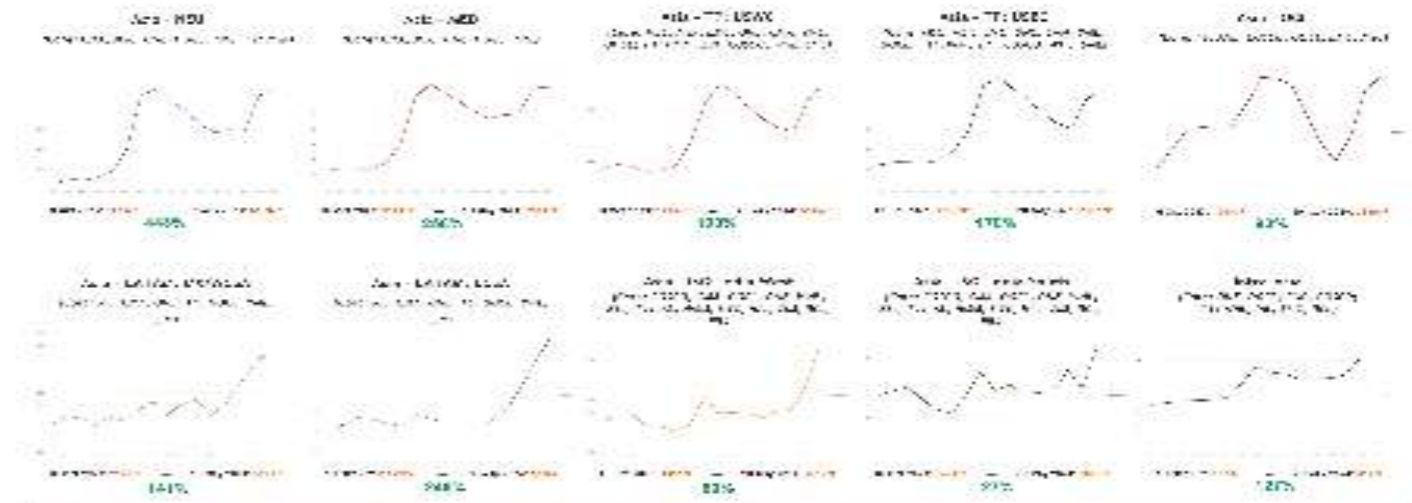
- **Better serve customers in Thailand and the surrounding region.** With a local presence, SPEA can provide faster response times, improved customer service, and more efficient logistics.
- **Develop deeper relationships with local companies.** SPEA Thailand will collaborate with local electronics manufacturers to tailor its offerings to the specific needs of the Thai market.
- **Contribute to the growth of the Thai economy.** SPEA is committed to supporting the development of Thailand's electronics sector, not only providing the test equipment necessary to ensure the quality and reliability of the manufactured products, but also committing to the development of specialized skills related to the electronics testing. For this last purpose, a cooperation program with local universities is in place.

The grand opening ceremony, held on May 9, 2024, was attended by SPEA executives, local dignitaries, and business partners.



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## Ocean Market Rate Trends (in USD/FEU Bi-weekly: Oct 2023 - May 2024)



### FUTURES

## The Red Sea crisis has led to several significant impacts on the global shipping industry

**The Red Sea crisis situation is accelerating faster than expected.** Ocean freight container spot rates have risen sharply on the world's top trades since the start of May. The situation in the market is getting quite tight in terms of capacity. We are witnessing a sudden strong market, lower vessel capacity due to the Red Sea crisis, and heavy equipment scarcity (Mainly 40hq) is creating a bottleneck and high disruption to the global supply chain. The disruptions (port omissions, congestion) are playing total havoc with equipment planning. Almost all carriers are shortage of equipment and vessel waiting time at the port is now three to 14 days due to port congestion, all carriers are witnessing schedule delays.

Some BCOs ( the owner of the cargo ) are seeking additional quotes from carriers to handle expected excess volume in the upcoming months. Carriers have also announced blank sailings for June, leading to a significant capacity reduction of 15-20%, exacerbating week-to-week capacity fluctuations. The current market demand defies all projections from six to nine months ago, if one had been planning hard.

**The current freight market situation,** influenced heavily by the Red Sea crisis and China's trading dynamics, is causing significant disruptions globally, with a pronounced impact on the Thai market. The increased use of Shipper Owned Containers (SOCs) offers a viable solution to the container shortage, providing shippers with more flexibility and control over their logistics operations. Understanding these dynamics and adapting to them will be crucial for businesses navigating this challenging environment.

**SOC Option: is the option to use a service provider that provide a rental service of a container that he owns and can be loaded by carrier**

Despite record newbuilding deliveries this year 1.14 million TEUs delivered so far, the Red Sea crisis has soaked up all available tonnage. The graphic indications are that carriers

appeared to have prioritized short-term revenue gains. It is witnessed that there is much more unstable operating environment in Asia-Europe than

### Thailand Market Situation

The situation is aligned with the trend of all APAC in respect of the European and North American destinations with a shocking increase compare to the beginning of the year up to 250%. Shortage of equipment and blank sailing are increasing the demand and the service cost and No variation of the actual trend could be found in the actual market, as well in the geopolitical environment.

One of the answer of the market to the lack of space (in terms of lack of containers available ), and Thailand drives the trend is the increase of shipper owns containers that is now helping to decrease the shortage of containers from the carriers .

The consideration from FF side is based on assumptions that actual situation will perpetrate in the next months and the general increase would consider as a temporary but constant direct effect cost on the product and on the commodity moving the supply chain structure where more convenient to the user. High value and high quality item would be more protected in their competitive.

This article was authored by Mr. Andrea Samogin



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May - On wards



InBuyer Wine 2024  
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7 - 9 MAY 2024

Online



TICC Office Grand Opening

7 MAY 2024

TICC CONNECT



Will and Succession Planning

8 MAY 2024

TICC CONNECT



Factory Visit and Aperitivo  
Italiano a Pattaya

10 MAY 2024

Electrolux Professional,  
Rayong



InBuyer Wine 2024  
(B2B Meeting Agenda)

21 - 23 MAY 2024

Online



InBuyer Wine 2024  
(B2B Meeting Agenda)

31 MAY 2024

Online



BuonDee EP.4; Italin Wine  
Appreciatio Club

31 MAY 2024

TICC Connect



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