



สมาคมไทย-อิตาลี
THAI - ITALIAN
CHAMBER OF COMMERCE

INFORMA

BUSINESS MAGAZINE

Giacomo Puccini
(1858 - 1924)
Commemorating 100 Years

CHRISTMAS

is coming



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THU, 12 *Gala Dinner*
DECEMBER

CAPELLA BANGKOK HOTEL AT CHAO PHRAYA RIVER

A Message from the President

Dear TICC Members and Friends,

This is a pleasure to reconnect with you through this latest edition of Informa magazine. August 2024 has been an exciting and vibrant month for the Chamber, filled with activities that highlight Italian culture, culinary arts, and business growth.

On 19th August, we hosted the highly anticipated Tiramisu Masterclass featuring chef Paolo Vitaletti. Participants had a hands-on experience learning how to create Italy's iconic dessert. This was followed by the Tiramisu Competition on 27th August, where culinary enthusiasts competed in traditional and creative categories. We are especially grateful to our sponsors—Global Food Products, Mitrphol, and Sino Pacific—for their generous support.

In addition to our culinary events, we also took time to give back to the community. On 23rd August, the Chamber visited the Camillian Home for the Elderly, where we were inspired by the dedication of Fr. Giovanni and his team. This experience reinforced our commitment to supporting those in need through our network.

Our Industrial Committee also had a productive meeting in August at Top Golf, bringing together over 25 participants to discuss strategies for business

growth. It was an excellent opportunity to share knowledge and foster collaboration among our members.

On the cultural side, we celebrated the 100th anniversary of Giacomo Puccini, honoring the legacy of one of Italy's greatest composers, and reflecting on the rich cultural connection between Italy and Thailand.

Looking ahead, we are organizing a special exhibition in collaboration with our resident artist Arash Geroiean to honor Corrado Feroci, the father of modern Thai art. We also eagerly anticipate the 70th Bangkok Gems and Jewelry Fair in September and are preparing for our major events: the Ospitalità Italiana celebration in November and our Charity Gala Dinner in December.

Thank you for your continued support, and we look forward to seeing you soon!

Arrivedeci,
Federico Cardini



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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.

GROWING EVERYDAY OUTLOOK ON THE CHAMBER



350+ Corporate and individual members



3,000+ Impressions on TICC New website



8,000+ verified contacts



11,000+ Followers



3,500+ Reached



5,000+ Connections



57,000+ Sent emails per month

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Picture from invest in italy



THAILAND

BOI monitored Southern Economic Corridor (SEC) for investments opportunities
Retrieved from The Nation Thailand, 5 August 2024

Thailand's Board of Investment (BOI) is exploring a land-bridge project as part of the Southern Economic Corridor (SEC) to connect the Gulf of Thailand and Andaman Sea through deep-sea ports. Covering Chumphon, Ranong, Surat Thani, and Nakhon Si Thammarat, this initiative aims to enhance local resources, create jobs, and transform SEC into an economic hub. The Ministry of Transport is drafting the SEC Act and preparing Environmental and Health Impact Assessments to support the project.

Accor focus on expanding its franchise in Thailand and Asia-Pacific
Retrieved from The Nation Thailand, 26 August 2024

Adapting to the resurgence of Chinese and Indian middle-class travelers, Accor is expanding its hotel franchises into Thailand and the Asia-Pacific, targeting both major and secondary cities. With increased demand for budget-friendly accommodations, Accor focuses on its economy and mid-scale brands like Ibis, Mercure, and Novotel. Additionally, the company has relocated its IT headquarters to Bangkok and introduced a 'manchise' model, managing properties for three years before transitioning to franchises, ensuring knowledge transfer and strong local partnerships.

Thai Parliament already approved 'Thai-EU Comprehensive Partnerships and Cooperation Agreement or PCA'
Retrieved from MFA, 29 August 2024

The Thai Parliament has approved the Partnerships and Cooperation Agreement (PCA) to strengthen relations with the European Union (EU) and its 27 member states. The PCA aims to enhance cooperation in trade, politics, investments, and social issues, focusing on boosting trade and investment opportunities and expediting negotiations for a Thai-EU Free Trade Agreement. Additionally, the PCA will support cultural, scientific, and technological collaboration, while facilitating travel for Thai citizens by considering exemptions from Schengen Visa requirements.

Thailand working on revising tax rates to attract investors
Retrieved from The Nation Thailand, 29 August 2024

The government, led by the Ministry of Finance, is currently working on adjusting tax rates by reducing income and corporate tax to attract investors and position Thailand as a financial hub. To achieve this, the government plans to offer both tax and non-tax incentives such as visa options and support for incoming labor. In line with this vision, the government will also focus on developing the ecosystem to attract investment in eight target industries, including tourism, medical services, and food.

ITALY

Investments for Made in Italy: Over 1.5 Billion Euros on the Way
Retrieved from MIMIT 08 August 2024

The Minister of Enterprises and Made in Italy, Adolfo Urso, has authorized a decree to allocate over 1.5 billion euros aimed at supporting investment programs and promoting territorial competitiveness. The funds, drawn from various Budget Laws and verified savings, will focus on industrial development, environmental protection, and tourism activities. Urso emphasized that these measures will stimulate business growth and foster an innovative environment within the national system.

EssilorLuxottica Expands Portfolio with Two Major Acquisitions Retrieved from Forbes, 17 July 2024

The relevant antitrust authorities have approved EssilorLuxottica's acquisition of the Supreme brand from VF Corporation for a sum of \$1.5 billion, subject to standard adjustment procedures. This was announced in a statement from the Italian-French eyewear giant following the mid-July announcement of the transaction. In addition, EssilorLuxottica has also completed the acquisition of an 80% stake in Heidelberg Engineering, a German company specializing in diagnostic solutions, digital surgical technologies, and IT solutions for clinical ophthalmology.

Italy's 2024 Tourism Surge Boosts Economic Growth
Retrieved from Idealista, 26 August 2024

Italy's tourism boom in 2024 has significantly impacted the economy, with a 1.6% increase in tourist arrivals compared to 2023, reaching 215 million. Tourist spending from June to August hit €62 billion, with a 4% rise in international tourism. This surge contributed to a GDP growth of +0.2% from the previous quarter and +0.9% year-on-year, making Italy one of the most sought-after destinations.

Employment in Italy Rises by 0.2% in August 2024: Unemployment Rate Drops to 6.2%
Retrieved from La Stampa 28 August 2024

In August 2024, employment in Italy grew by 0.2% compared to the previous month, with an increase of 45,000 units, reaching 24.08 million employed people. According to ISTAT, both permanent and temporary employees increased, while the number of self-employed workers decreased. The unemployment rate fell to 6.2%, while the inactivity rate rose to 33.4%. On an annual basis, employment grew by 2.1%, with an increase of 494,000 units compared to August 2023.

OTHER COUNTRIES

New Brussels to Venice night train: The 9 cities en route, what it will cost and how to book
Retrieved from Euronews, 21 August 2024

The European Sleeper will introduce a new night train service in 2025, connecting Brussels to Venice while stopping at nine cities along the route. The service will run approximately twice a week during winter, taking around 15 hours to complete the journey. Passengers can expect stops in Antwerp, Rotterdam, Utrecht, Cologne, Munich, Innsbruck, and Verona. This seasonal route is designed to accommodate winter sports enthusiasts and city travelers, particularly for the Venice Carnival from 22 February to 4 March 2025.

Economic sentiment lifts as services rebound - DAX hits record highs
Retrieved from Euronews, 29 August 2024

In August, the eurozone and EU experienced a boost in economic sentiment, with the Economic Sentiment Indicator rising to 96.9 in the EU and 96.6 in the euro area, surpassing expectations. Employment expectations also improved, with significant gains in industry and services confidence. The DAX index reached an all-time high amid easing inflation in Germany, where consumer prices dropped. The Euro Stoxx 50 index rose by 0.9%, driven by strong performances from companies like ASML, Kering, and LVMH, signaling a positive outlook for Europe's economy.



POST PRESS RELEASE

TICC & Majin International Held a Dynamic Medical Networking Seminar: Regenerative Therapies & NovaStem



Bangkok, 4 August 2024 – Majin International Ltd., an international trading company and medical device distributor, and the exclusive distributor of the RevMed NovaStem products in Thailand, held an exclusive seminar on “Regenerative Therapies and NovaStem BC” in collaboration with the Thai-Italian Chamber of Commerce (TICC). The event took place at the Ballroom Park Hyatt Hotel, Bangkok, bringing together experts and innovators to explore advancements in regenerative medicine and their potential for the Thai aesthetics industry.

The event was featured under the “Fondo Intercamerale 2024” campaign initiated by the Thai-Italian Chamber of Commerce (TICC) to enhance commercial cooperation between its members and facilitate the promotion of economical, industrial and cultural collaboration in Thailand.

Mr. Daniel Kwak, Partner at Majin International Ltd. said “Thailand recorded a revenue of USD 6.3 billion in beauty and personal care products, making it one of the largest markets in Southeast Asia. With its growing economy and an increasing focus on well-being, Thailand is seen as a key market for the aesthetics medicine industry. The seminar brought together leading experts, researchers, and practitioners in the medical sector to discuss the latest advancements and future trends in regenerative therapy using Novastem.”

Keynote presentations were delivered by experts distinguished in stem cell research, **Dr. Kampon Sriwatanakul**, MD, PhD, Chairman of the Thailand National Charter of Health

Dr. Chris Gunwoo Kim, Le Diamant Stemcell Clinic, Korea University Hospital, Anti-Aging Clinic and Cosmetic Surgery, a top-notch medical aesthetics provider in South Korea.

This event underscores Thailand’s prominence as a hub for regenerative therapies and medical innovations. The seminar not only highlighted cutting-edge advancements but also emphasized Thailand’s potential as a key gateway for future developments in the aesthetics medicine industry.



POST PRESS RELEASE

TICC’s Visit to the Home Aged Ratchasima and the Sharing for Life Foundation in Korat.



Korat, 20 August 2024 – The Thai-Italian Chamber of Commerce (TICC), represented by President Federico Cardini, Board Director Massimo Chiappa, Secretary General Giacomo Iobizzi, and Business Development Manager Michele Tomea, successfully completed a meaningful and heartfelt visit to Father Giovanni Contarin at the Home for the Aged Ratchasima and the Sharing for Life Foundation in Korat. This visit served as a powerful reminder of the critical role that charitable organizations play in supporting the elderly, especially those living in poverty.

The Home for the Aged Ratchasima, which officially opened its doors in January 2017, has been a beacon of hope for the local elderly community. The facility currently provides assistance and care to over 150 elderly patients who find themselves in need of medical, emotional, and financial support. Many of the residents have no family to care for them and rely entirely on the dedicated staff and volunteers of the Home.

During the visit, Father Giovanni warmly welcomed the TICC delegation and provided an insightful presentation on the current and future initiatives of the foundation. He highlighted the facility’s ongoing efforts to improve the quality of life for its residents and discussed the challenges faced by the organization as it continues to grow. One of the most ambitious projects currently underway is the expansion of the Charity Home to include a new wing designed to house 15-20 elderly individuals who are living in extreme poverty and lack any means of support.

This new expansion, which is now under construction, is a testament to the foundation’s commitment to offering a safe, nurturing environment for the elderly. The new area will provide not only free accommodation but also comprehensive care services, ensuring that the most vulnerable in society are not forgotten. This initiative comes at a crucial time, as the aging population in Thailand continues to rise, and with it, the need for more such facilities.

The visit to the Home for the Aged Ratchasima was a humbling experience for all involved. It underscored the importance of

collaboration between charitable organizations and private sector entities in addressing societal challenges. The TICC delegation expressed deep admiration for the work being done by Father Giovanni and his team, recognizing the immense value that such initiatives bring to the local community.

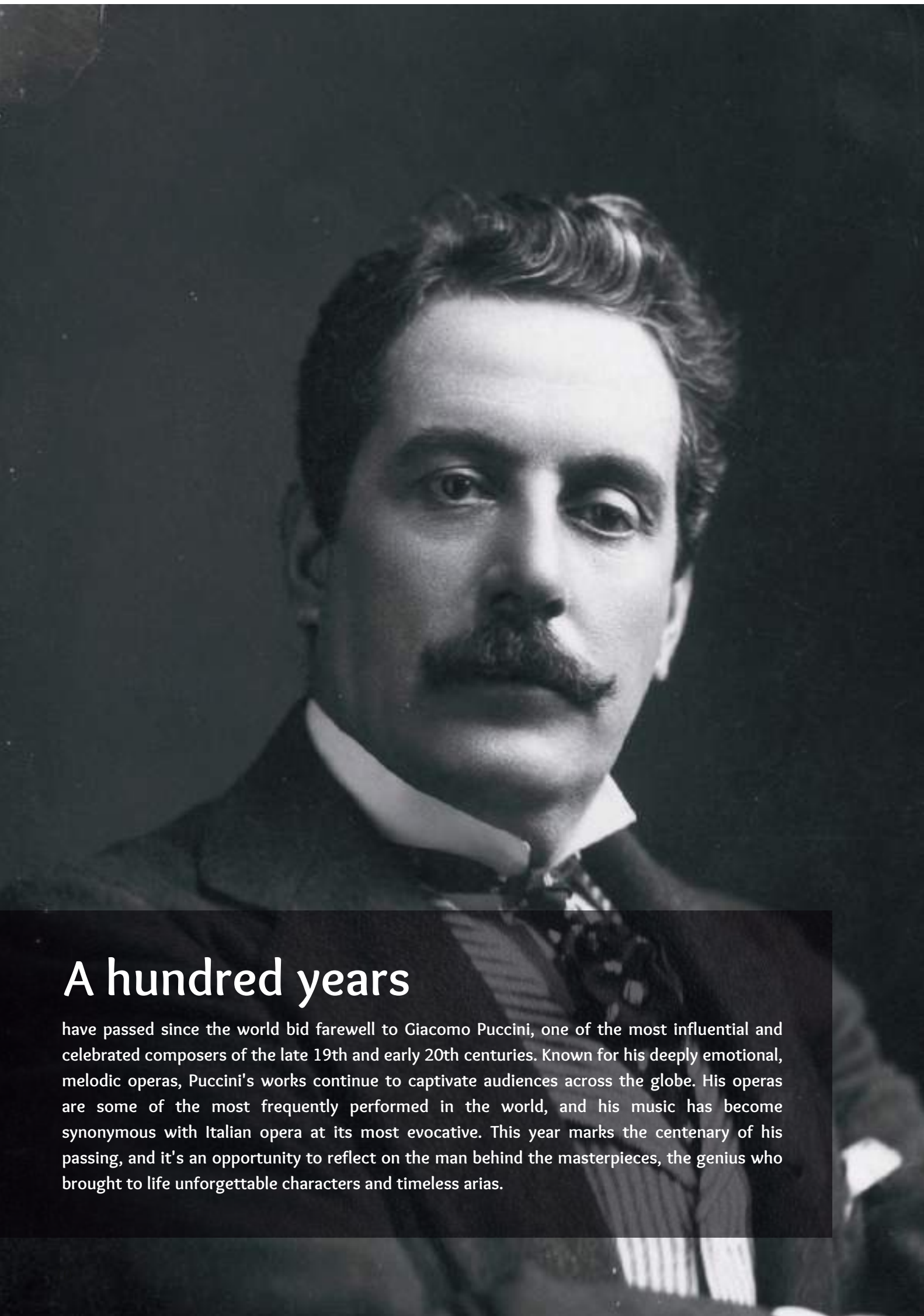
In addition to the visit, the TICC would like to extend its heartfelt gratitude to **Italiasia Group Thailand** and Mr.Chakrit “Max” Benedetti for their warm hospitality during the chamber’s time in Korat. Italiasia Group graciously hosted the delegation at their Korat store, creating a welcoming and supportive environment for the TICC team. Their assistance and generosity were instrumental in making the chamber’s mission to Korat a resounding success.



As the Thai-Italian Chamber of Commerce continues to strengthen its presence and partnerships within Thailand, it remains committed to supporting meaningful initiatives that improve the well-being of communities, particularly those facing economic and social hardships. The visit to the Home for the Aged Ratchasima will be remembered as a key moment in fostering greater collaboration between the TICC and charitable organizations across the country.

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A hundred years

have passed since the world bid farewell to Giacomo Puccini, one of the most influential and celebrated composers of the late 19th and early 20th centuries. Known for his deeply emotional, melodic operas, Puccini's works continue to captivate audiences across the globe. His operas are some of the most frequently performed in the world, and his music has become synonymous with Italian opera at its most evocative. This year marks the centenary of his passing, and it's an opportunity to reflect on the man behind the masterpieces, the genius who brought to life unforgettable characters and timeless arias.

COVER STORY

Giacomo Puccini: A Century of Timeless Melodies and

Giacomo Puccini was born in Lucca, Tuscany, on December 22, 1858, into a family with a strong musical tradition. His father, Michele Puccini, was a composer and director of the local music school, and it was expected that Giacomo would follow in his footsteps. However, when his father died when he was just five years old, it was his mother who ensured that he continued his musical education.

Puccini showed early talent, and after studying locally, he went on to attend the prestigious Milan Conservatory. It was here, in the vibrant cultural capital of Italy, that Puccini would be exposed to a wide range of musical styles and influences that would shape his future works. The works of Verdi, Wagner, and other great composers of the time deeply influenced him, but Puccini would soon carve out his own distinct path, fusing elements of both Italian and German opera traditions with his unique sensibility.

The Early Operas and Finding His Voice

Puccini's career as an opera composer began modestly. His first opera, *Le Villi* (1884), was initially a financial failure but eventually gained recognition when it was performed in Milan. This led to his first critical success, *Edgar* (1889), although it wasn't until his third opera, *Manon Lescaut* (1893), that Puccini truly established himself as a leading composer.

Manon Lescaut displayed many of the hallmarks of Puccini's mature style—lush orchestration, soaring melodies, and an acute sense of drama. It was a work that combined lyricism with intense emotion, telling the tragic story of a woman torn between love and desire for material wealth. With this opera, Puccini announced himself as a master of verismo, the Italian movement that emphasized realism and human emotion in opera.

Puccini's Great Operas

The 1890s and early 20th century marked the most fertile period of Puccini's career, with a string of operatic masterpieces that have since become pillars of the operatic canon. These include *La Bohème* (1896), *Tosca* (1900), *Madama Butterfly* (1904), and *Turandot*, his final, unfinished opera.

La Bohème is perhaps Puccini's most beloved work. Set in the bohemian quarter of Paris, it tells the story of young, struggling artists and their experiences with love, poverty, and loss. Its combination of lighthearted moments and deep tragedy has made it one of the most frequently performed operas of all time. The famous aria "Che gelida manina" and the heartbreaking "Addio senza rancor" continue to move audiences with their raw emotional power. His operas remain some of the most frequently

Following *La Bohème*, Puccini composed *Tosca*, a political thriller set in Rome. With its themes of love, betrayal, and sacrifice, *Tosca* is one of the most intense and dramatic operas ever written. The aria "Vissi d'arte" is a quintessential example of Puccini's ability to convey profound emotion through melody, as the heroine, *Tosca*, expresses her anguish and despair.

Madama Butterfly is another of Puccini's great triumphs, though it was initially met with hostility at its premiere in 1904. Set in Japan, the opera tells the tragic story of Cio-Cio San, a young geisha who falls in love with an American naval officer,

only to be abandoned and left heartbroken. The opera's famous aria, "Un bel di vedremo," is one of the most exquisite expressions of hope and longing in all of opera.

Finally, *Turandot* stands as Puccini's last great work, though it remained incomplete at the time of his death in 1924. Set in ancient China, *Turandot* is a grand opera that combines exoticism, mystery, and passion. The famous aria "Nessun dorma," sung by the hero Calaf, has since become one of the most iconic pieces in all of classical music, immortalized by the likes of Luciano Pavarotti.

A Legacy of Emotion and Melodrama

What sets Puccini apart from other composers is his ability to tap into the raw emotions of his characters and his audience. His operas are characterized by their dramatic intensity, their unforgettable melodies, and their deep psychological insight. Puccini had a gift for writing music that resonates with the human condition, capturing both the ecstasy and the agony of love, the pain of loss, and the inevitability of death.

Unlike some of his contemporaries, Puccini was not primarily concerned with pushing the boundaries of musical form or harmony. Instead, his focus was on creating works that were deeply accessible and emotionally direct. This is perhaps why his operas remain so popular with audiences today—they speak to universal emotions and experiences in a way that transcends time and place.

The Man Behind the Music

Despite his success, Puccini's life was not without personal struggles. He was often plagued by self-doubt and was known for being a perfectionist, constantly revising and reworking his scores. His personal life was also marked by scandal, most notably an affair with a maid that led to a highly publicized trial.

In 1924, Puccini was diagnosed with throat cancer, and he traveled to Brussels for experimental treatment. Unfortunately, he passed away before he could finish *Turandot*, leaving behind sketches for the final scene, which was later completed by composer Franco Alfano based on Puccini's notes.

Puccini's Enduring Influence

One hundred years after his death, Giacomo Puccini's legacy endures. His operas remain some of the most frequently performed in the world, and his music continues to captivate new generations of listeners. Puccini's genius lay in his ability to communicate deep, universal emotions through music, and his works remain as relevant today as they were a century ago.

As we commemorate the 100th anniversary of his passing, we celebrate not just the music, but the man who transformed the operatic stage. Puccini's ability to blend lyrical beauty with the complexities of human emotion ensures that his place in the pantheon of great composers is secure, and his operas will continue to inspire and move audiences for many generations to come.



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The Queen Sirikit National Convention Center

9 - 13 September 2024



GEMS HUB & JEWELRY

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Information

Our Strategy:

- **Strategic Partnerships:** We are committed to forming alliances with leading companies from both countries, sharing resources, knowledge, and business opportunities.
- **Events and Trade Shows:** We will be actively participating in and organizing key jewelry events, including the Bangkok Gems & Jewelry Fairs from DITP, GIT and Informa Markets. These events will showcase the finest of both nations' jewelry industries and facilitate connections with key stakeholders.
- **Training and Innovation:** Our Committee provides training programs emphasizing technological advancements and design trends, drawing on Italy's engineering prowess and creative vision.
- **Promotion and Marketing:** Through joint marketing efforts, we aim to highlight the exceptional qualities of Italian and Thai jewelry products, reaching a wider audience.



the Gems & Jewelry Committee of the Thai-Italian Chamber of Commerce represents a significant opportunity for industry professionals to collaborate, innovate, and achieve new milestones. Your support and participation are crucial in realizing this vision.



FEATURES

Remembering Luca di Filippo: A Visionary Leader and a Legacy of Excellence



The Italian community in Thailand, along with countless others, mourns the loss of Luca di Filippo, founder and CEO of GFour Food & Beverage. As we reflect on Luca's life, we are reminded of his remarkable achievements and the lasting impact he has left on the wine industry and beyond.

In 2003, Luca embarked on a journey to create something extraordinary. With a vision rooted in innovation, passion, and unwavering integrity, he founded GFour Food & Beverage. What began as a dream quickly flourished under Luca's exceptional leadership, transforming into a powerhouse in the wine importing and distribution sector. GFour became synonymous with excellence, a direct reflection of Luca's commitment to quality and his belief in the transformative power of great wines to bring people together.

Under Luca's guidance, GFour grew from a nascent venture into a curator of global wine treasures, gaining the exclusive distribution rights to some of the world's most prestigious wineries. His keen eye for quality and his dedication to fostering strong relationships helped GFour secure a significant foothold in Thailand's high-end restaurant and hotel markets. Over the past two decades, the company has built a robust business foundation, characterized by a widespread distribution network, a dedicated sales team, and enduring partnerships with private customers and corporations alike.

Luca's brilliance as an entrepreneur was matched only by his deep sense of compassion and humility. He was a man of profound kindness, always willing to lend a helping hand, whether to a friend in need or to a cause close to his heart. His intelligence was paired with a heart as vast as his dreams, and his sensitivity to the needs of others was evident in his many philanthropic endeavors. Luca's generosity knew no bounds; he was committed to helping the less fortunate, whether it was the poor, orphans, or the elderly, both in

Thailand and abroad. His charitable efforts touched countless lives across continents, leaving a trail of goodwill and hope.

Though Luca is no longer with us, his spirit and the values he instilled in GFour will continue to guide the company. His team remains committed to honoring his legacy, carrying forward the work he was so passionate about. GFour will continue to be a beacon of excellence, embodying the high standards Luca envisioned and ensuring that his dedication to quality and community lives on.

Luca di Filippo will be dearly missed by all who had the privilege of knowing him. His impact on the wine industry and the lives of those he touched will be felt for generations to come. Luca's life was a testament to the power of vision, kindness, and integrity, and his legacy will continue to inspire and guide us all.



In loving memory of
Mr. Luca di Filippo





POST PRESS RELEASE

The BEST Tiramisù Masterclass on 19th August 2024 at the TICC CONNECT



Bangkok, 19 August 2024- The Thai Italian Chamber of Commerce (TICC) hosted a remarkable Tiramisu' Masterclass, providing a unique opportunity for food enthusiasts, influencers, chefs, and amateurs to delve into the rich world of Italian culinary arts. The event took place at the prestigious **TICC CONNECT**, a venue renowned for its cultural and professional exchange programs. This masterclass was more than just a cooking lesson; it was an immersive experience aimed at both educating and inspiring a new generation of chefs and food lovers.

The spotlight of the masterclass was the internationally acclaimed **chef, Mr. Paolo Vitaletti**, who led the session with unparalleled expertise. Known for his mastery of Italian cuisine and his passion for authentic culinary techniques, Chef Vitaletti shared his wealth of knowledge with participants, guiding them through the delicate and intricate process of crafting a perfect Tiramisu, one of Italy's most beloved desserts.

Participants, who ranged from professional chefs to non-professionals and amateur food lovers, received hands-on training during the session. Chef Vitaletti broke down the steps to creating the iconic dessert, focusing on the balance of flavors, the importance of fresh ingredients, and the traditional techniques that have been passed down through generations. The participants learned about each layer, from the rich mascarpone cream to the delicate coffee-soaked savoiardi biscuits, topped with a perfect dusting of cocoa powder.

More than just a practical class, this event served as an inspirational platform for attendees to sharpen their culinary skills, gain confidence in the kitchen, and cultivate a deeper appreciation for the nuances of Italian cuisine. The masterclass also offered an opportunity for food influencers, such as Khun Team (@Slangaholic), Khun Sea (@sea_suppa) from Slang A-hO-lic, and Khun Poi (@Poiploy_s), to share their experiences and insights with their followers, amplifying the reach of the event and fostering a wider community of food enthusiasts in Thailand.

But the culinary excitement doesn't stop there. The Thai Italian Chamber of Commerce is gearing up to host another thrilling event—The BEST Tiramisu' Competition, set to take place on August 27, 2024, at the same venue. This upcoming competition will be a celebration of creativity and culinary

skill, inviting both professionals and amateurs to showcase their interpretations of Tiramisu. Participants will have the chance to compete in two distinct categories: traditional and creative Tiramisu. The competition promises to be an exciting and competitive event, with participants vying for the top prize in front of a distinguished panel of judges.

The winner of the competition will be awarded a voucher worth 10,000 THB, in addition to the prestige of being recognized for their excellence in one of Italy's most iconic desserts. This competition is expected to attract a wide range of talented chefs, aspiring bakers, and passionate foodies, all eager to demonstrate their Tiramisu prowess.



The Thai Italian Chamber of Commerce is dedicated to promoting Italian culinary traditions and fostering a thriving community of food lovers. Through events like the Tiramisu Masterclass and the upcoming competition, the TICC seeks to share the richness of Italian culture, empower participants with new skills, and inspire a passion for authentic cooking. These events are also a testament to the Chamber's commitment to building cultural bridges between Thailand and Italy, particularly through the universal language of food.

Special thanks are due to the event's sponsors, who played an integral role in making the event a success: **Global Food Products Co. Ltd, Mitr Phol Sugar, Sino-Pacific Trading (Thailand) Co., Ltd., The Food School Bangkok Alma, Virgilio, and Latteria Soresina**. Their support ensured that participants had access to the finest ingredients and equipment, elevating the quality of the masterclass and competition.

By bringing together a diverse group of people with a shared love for Italian cuisine, the TICC has created a vibrant platform for culinary excellence in Thailand. Whether participants attended to refine their professional skills or simply to learn how to craft a delicious dessert at home, the Tiramisu Masterclass left a lasting impression, setting the stage for the highly anticipated competition.

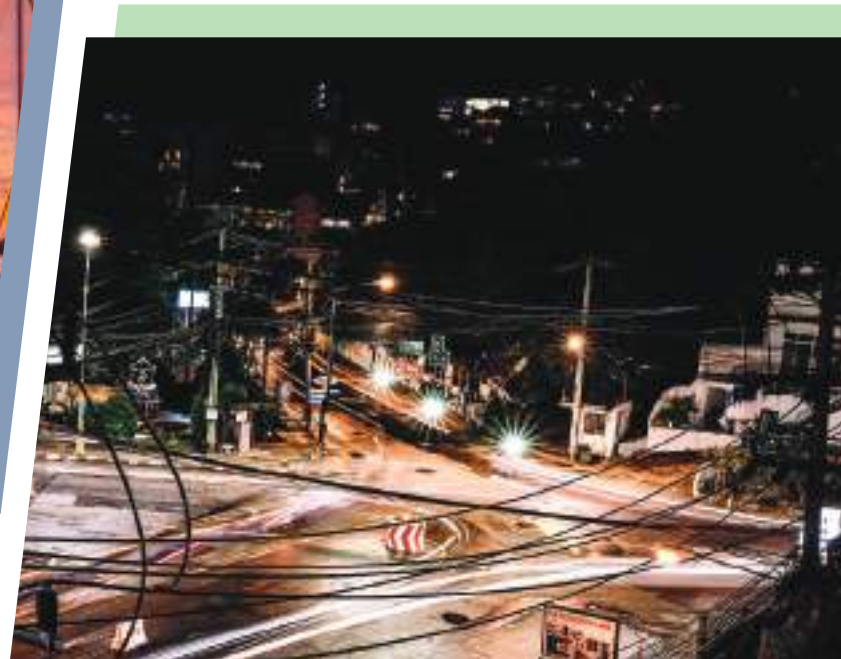
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Radisson Blu Plaza Bangkok

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The poster also features a painting of a Venetian canal scene with gondolas and a classical statue in the foreground.



POST PRESS RELEASE

TICC Hosts 4th Industrial Committee Meeting at Vittoria Tyres Praeksa and Networking Event at Topgolf Megacity



Samut Prakan, 23 August 2024 – The Thai-Italian Chamber of Commerce (TICC) is delighted to share the highlights of its 4th Industrial Committee Meeting, which took place at the impressive facilities of Vittoria Tyres Praeksa – Cotton Factory. The meeting brought together key figures in the industry to discuss pivotal developments and strategies in fostering industrial collaboration between Thailand and Italy.

The Chamber extends its heartfelt gratitude to (from left to right) **TICC President Mr. Federico Cardini, Chairman of the TICC Industrial Committee Mr. Alberto La Lumia, and COO of Vittoria Tires Mr. Massimo Zanco**, for their unwavering support and guidance throughout the event. Their contributions played an integral role in steering the committee towards greater success in its mission to strengthen Italian-Thai industrial ties and promote the exchange of expertise and innovation across the two nations.



Following the formal proceedings of the committee meeting, attendees were treated to a Factory Visit at Vittoria Tyres Praeksa, from 15:30 to 17:00. This visit offered participants a rare opportunity to witness firsthand the state-of-the-art operations of Vittoria, an Italian company that has earned global recognition for producing advanced, high-quality tyres and accessories for road, gravel, and mountain bikes. The factory visit was particularly notable, as Vittoria prides itself on operating the world's first carbon-neutral facility, dedicated to crafting high-performance and sustainable bicycle tyres. It was an inspiring showcase of cutting-edge technology, innovation, and commitment to sustainability, all set against the backdrop of Thailand's growing industrial landscape.



The day's agenda culminated with a vibrant **networking event, Aperitivo** held at the **Topgolf MegaCity in Bang Na** from 18:30 to 21:30. The relaxed atmosphere and engaging conversations among participants underscored the importance of such events in fostering stronger ties between businesses. TICC is particularly grateful to Noble Marketing Co., Ltd., the wine sponsor for the evening, whose exquisite selection of wines added a touch of elegance and sophistication to the event. Their contributions helped create the perfect ambiance for guests to unwind and network after a productive day of discussions and factory tours.

The TICC extends its sincere thanks to all members, sponsors, and attendees for making this day a memorable success. We look forward to continued collaboration and growth within the industrial sector as we work together towards mutual goals of innovation, sustainability, and economic progress.





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POST PRESS RELEASE

Celebrating Italian Excellence: A Successful Evening at the Orsumella Wine Tasting

Bangkok, 26 August 2024 - The Thai-Italian Chamber of Commerce (TICC) is delighted to announce the success of our recent event, the Orsumella Wine Tasting. This sophisticated gathering, in collaboration with PromoFirenze, showcased the rich heritage and exquisite craftsmanship of Italian winemaking, delighting our esteemed guests with an unforgettable evening dedicated to the celebration of fine wines.

We proudly presented four distinguished Italian wines, each carefully sourced from the esteemed ORSUMELLA winery. The featured selections included the ORSUMELLA Chianti Classico DOCG, the GRAN SELEZIONE Chianti Classico DOCG, the RUBERETO Toscana IGT, and the CORTE RINIERI Chianti Classico DOCG Riserva.

Located in the picturesque landscape of Montefiridolfi, the Orsumella Estate has the unique terroir within the Chianti Classico denomination. Sitting at an altitude of 300 meters above sea level, the estate spans an impressive 78 hectares, with 36 dedicated to vineyards and 11 to olive groves. The combination of altitude and rich soil creates an ideal environment for producing high-quality wines that captivate everyone's hearts.

This refined tasting experience was led by Mr. Emanuele Menichetti, whose expertise illuminated the evening. Attendees not only enjoyed sampling ORSUMELLA's premium wines but also gained invaluable insights into the art of food and wine pairing.

Stay connected with TICC for more exciting events that strengthen the cultural and gastronomic connection between Thailand and Italy. Cheers to many more future collaborations!





POST PRESS RELEASE

TICC Host The BEST Tiramisu competition the First time in Thailand



Bangkok, 27th August 2024 – The Thai-Italian Chamber of Commerce (TICC) proudly organized a memorable Tiramisu Competition at the Chamber's **TICC CONNECT** venue. This event brought together professional chefs, amateur cooks, and food enthusiasts to celebrate the beloved Italian dessert, Tiramisu, in an engaging and spirited competition. Participants showcased their culinary prowess in two exciting categories: traditional and creative Tiramisu. The goal was not only to recognize the best Tiramisu in Bangkok but also to create an opportunity for the Thai-Italian community to come together in appreciation of Italian cuisine and culture.

The competition was judged by a distinguished panel of experts, who carefully evaluated each entry based on taste, presentation, and authenticity. The two categories reflected both the rich tradition of Italian culinary arts and the innovative spirit that thrives in modern kitchens. The traditional category required participants to remain faithful to the authentic ingredients and methods of making Tiramisu, while the creative category allowed more artistic freedom, encouraging participants to reimagine this classic dessert using innovative flavors and presentation techniques.

This event was more than just a competition; it was a celebration of Italian culinary heritage. By inviting both professional chefs and home cooks to participate, the TICC sought to inspire a broad audience and demonstrate that making an exquisite Tiramisu is an achievable goal for anyone passionate about cooking. The event also served to foster greater appreciation for the cultural ties that bind Thailand and Italy.

We were honored to have the esteemed **Mrs. Francesca Blasone, Counsellor of the Italian Embassy to Thailand**, grace the event with her presence, reinforcing the deep connections between the Thai and Italian communities. Her involvement highlighted the significance of the event as a cultural bridge, transcending the boundaries of food and hospitality.



TICC is deeply grateful to the **five expert judges** who lent their time and expertise to the competition: **Ms. Naree Boonyakiat**, renowned for her expertise in Thai and international cuisine. **Mr. Andrea Bonaffini**, a celebrated Italian pastry chef. **Ms. Tassinee Kiattikhunphan**, a highly regarded culinary professional. **Ms. Roberta Santoni**, a respected figure in the food industry. And **Ms. Feng Chen**, an expert in fine dining and culinary trends. Each judge brought a wealth of knowledge and passion to their role, ensuring that the competition maintained the highest standards.

A special thanks is also due to our generous sponsors: **Global Food Products Co. Ltd, Mitr Phol Co., Ltd, Sino Pacific Co., Ltd, and The Food School Alma**. Their support was instrumental in making this event possible, and their commitment to excellence in food production and education was evident throughout the day.

The TICC would also like to extend its deepest gratitude to **Mr. Francesco Redi, CEO of the Tiramisu World Cup**, for his enthusiastic support of the competition and for his special video message from the Tiramisu Academy. His words of encouragement inspired the participants and lent an international flair to the event.

As the competition came to a close, it became clear that this was more than just a contest—it was a celebration of community, creativity, and culinary excellence. The Thai-Italian Chamber of Commerce is proud to have hosted such a successful event and looks forward to building on this momentum with more exciting and engaging activities in the future. Stay tuned for more events from TICC as we continue to celebrate and strengthen the cultural and business ties between Thailand and Italy!



The BEST
Tiramisu
ที่สุดของทiramisu



The BEST Tiramisu competition winners!

By the end of the day, the much-anticipated winners of the Tiramisu Competition were announced, to the excitement of participants and attendees alike. In the **Authentic Tiramisu category**, **Yodying Phoomcharoom, Hybrid-cuisine** (1st Photo) claimed the top prize by impressing the judges with a flawless and faithful rendition of the classic Italian dessert. His meticulous attention to detail and mastery of the traditional recipe earned him high praise.

In the **Creative Tiramisu category**, **Jeriko Van Der Wolf, Bianca Restaurant** (2nd Photo) dazzled the judges and audience with his innovative take on the beloved dessert, incorporating unexpected ingredients and artistic presentation, which added a modern twist to the traditional Tiramisu. His originality and flair for creativity stood out, earning him first place in the category.



Both winners were awarded **prizes valued at 5,000 baht**, generously sponsored from *Global food Product* and **voucher 10,000 baht** from *The Food School*. The prizes not only recognized their outstanding skills but also celebrated their contributions to the culinary arts.



UPCOMING EVENT

Applications for the 11th edition of Ospitalità Italiana 2024 are now open!

We are glad to announce the launching of OSPITALITÀ ITALIANA THAILAND, 2024-2025, the Project recently reached its eleventh anniversary and TICC is proud to be able to introduce it again in Thailand.

OSPITALITÀ ITALIANA - Italian Restaurants, Pizzerias and Gelaterias in the world! is a quality endorsement issued by the Italian Government to Italian Restaurants, Pizzerias and Gelaterias Abroad that follow strict requirements set **by ISNART, the Italian Institute for Tourism Research.**

The Thai-Italian Chamber of Commerce recently celebrated a significant milestone with the **11th edition of Ospitalità Italiana in Thailand.** This certification program, initiated in 1997 and brought to Thailand by TICC in 2010, aims to honor and promote authentic Italian cuisine according to standards set by the Italian Institute on Tourism Researches (ISNART).

The event usually attracts over 500 people. TICC's facilitation of business opportunities allow companies interested in renting booths to showcase their products. The price of booth ranges from 70,000 to 150,000 THB.

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TICC's successfully hosted 4th orientation sessions for new members



Bangkok, 30th August 2024 - The Thai-Italian Chamber of Commerce (TICC) is proud to announce the success of its 4th Orientation Sessions, held at TICC CONNECT. The event, moderated by Ms. Phanatchakorn Muangfak (Angela), Marketing and CRM Manager, welcomed new members and fostered connections across the Chamber's diverse business network.

The orientation introduced participants to a wide range of services, events, and resources available to them, highlighting how they can leverage their membership for business growth. Presentations covered key topics such as membership benefits, upcoming events, and collaborative opportunities, all aimed at enhancing relationships within the Thai-Italian and international business communities.



The session also encouraged open dialogue, with attendees sharing valuable insights and exploring potential partnerships.

TICC extends heartfelt thanks to all participants for their active engagement and contributions. The event reinforced the Chamber's commitment to creating a platform for businesses to connect, learn, and thrive together.

As TICC continues to expand its influence, it looks forward to playing a pivotal role in fostering collaboration and growth for all members. By offering a robust network and a diverse range of events, TICC ensures that businesses can thrive in the Thai-Italian and international markets. Members can look forward to more exciting initiatives, exclusive events, and opportunities to deepen connections with peers and partners from various industries.

With a strong commitment to innovation, collaboration, and excellence, TICC remains dedicated to driving the prosperity of its members and strengthening the bonds between Thailand and Italy. We encourage all members, both new and long-standing, to stay engaged and take full advantage of everything the Chamber has to offer.

Stay tuned for more updates and announcements from the Thai-Italian Chamber of Commerce as we continue to support and celebrate the success of our vibrant business community!



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UPCOMING EVENTS

August - On wards



Networking Event with BCCT in HuaHin

2 AUGUST 2024

Hilton HuaHin



The Best Tiramisu Masterclass

19 AUGUST 2024

TICC Connect



Industrial Committee's Factory Visit and Aperitivo at Topgolf

23 AUGUST 2024

Vittoria tyres Praeksa
Aperitivo at Topgolf



The Best Tiramisu Competition

27 AUGUST 2024

TICC Connect



4th Orientation Day

30 AUGUST 2024

TICC Connect



70th Bangkok Gems & Jewelry fair

9-13 SEPTEMBER 2024

Queen Sirikit National Convention Center



Networking Event: Celebration for Corrado Feroci

19 SEPTEMBER 2024

Radisson Blu



Ospitalita Italiana Award Ceremony

4 NOVEMBER 2024

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Christmas Gala Dinner

12 DECEMBER 2024

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