



หอการค้าไทย-อิตาลี
THAI - ITALIAN
CHAMBER OF COMMERCE

Volume No. X / Year 2024

INFORMA

BUSINESS MAGAZINE



Picture by Giuliana Bianchi

CHRISTMAS

is coming



Scan here

THU, 12 *Gala Dinner*
DECEMBER

CAPELLA BANGKOK HOTEL AT CHAO PHRAYA RIVER

A Message from the President

Dear TICC Members and Friends,

The month of October has been an incredibly busy and rewarding period for us, marked by meaningful events and initiatives that reflect our ongoing commitment to creating value for our members.

First and foremost, we took a moment to honor the memory of His Majesty King Bhumibol Adulyadej, reflecting on his enduring legacy and profound impact. On the local front, we hosted several impactful seminars on talent acquisition, made possible by the expertise of our member, Manpower. In the jewelry sector, we marked a significant milestone with the first annual meeting of our members, held at the newly inaugurated TICC Connect office at the end of the month.

Additionally, I would like to extend my heartfelt thanks to Cirio and EWTA for involving us in a remarkable culinary masterclass at The Food School of Alma in Bangkok on Oct. 7th. This event showcased the creative possibilities of vegan desserts in Italian cuisine, led by the talented Thai chef Mink, a proud graduate of Alma in Parma. In Phuket, we further fostered collaboration in the real estate sector by celebrating the opening of the Real Estate Committee. The event featured a seminar and a gala dinner at the Metadee Hotel, with over 100 participants. This success was made possible through the coordination of our Vice President, Dr. Francesco Pensato.

Beyond Thailand, the Chamber has been actively engaged in international

activities. Notably, we took part in the Asia, Africa, and Australia Foreign Chamber Meeting held in Dubai, where the Thai-Italian Chamber of Commerce played a leading role as the APAC Area President. This meeting provided a valuable platform to develop commercial strategies that benefit our members across the region.

Strengthening ties with Italian counterparts has also been a priority. Earlier in the month, on October 2nd, our Secretary General conducted a seminar at Regione Lombardia in Milan, fostering collaboration with key Italian stakeholders. In mid-October, we facilitated the participation of Thai buyers at a food and beverage B2B fair in Perugia in collaboration with Mirabilia. Following this, we conducted an official visit to the Royal Thai Embassy in Rome and participated in the General Secretaries' Meeting of Italian Chambers of Commerce, also held in Rome.

These initiatives—both local and international—are a testament to our commitment to fostering meaningful connections, supporting our members, and strengthening business opportunities within our network.

Thank you for your continued support, and I look forward to engaging with you in the months to come.

Arrivederci,
Federico Cardini
President

Thai-Italian Chamber of Commerce



INFORMA

BUSINESS MAGAZINE

is produced by
the Thai-Italian Chamber of Commerce

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The Chamber

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

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



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CHAMBER OF COMMERCE

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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Mr. Paul Crosio: Chairman

Ms. Mallika Margherita: Deputy Chairwoman

Mr. Andrea Favata: Deputy Chairman

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Mr. Giacomo Iobizzi: Secretary General

Mr. Michele Tomea: General Manager

Mr. Giuseppe D'Onofrio: Trade Assistant

Ms. Phanatchakorn Muangfak: Marketing & CRM Manager

Ms. Giuliana Bianchi: Media and Editorial Assistant

Mr. Nattanon Lapsantia: Accountant Executive

Ms. Ployngarm Namngoenrungsree: Corporate Events

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New Member Announcement



THAILAND

Six Thai Destinations Recognized in Green Destinations Top 100

Retrieved from Tat News, 10 October 2024

Six Thai destinations were featured in the 2024 Green Destinations Top 100 Stories list, highlighting the country's commitment to sustainable tourism development. The Designated Areas for Sustainable Tourism Administration (DASTA) submitted the stories of Chiang Khan and Songkhla City, among others, showcasing Thailand's efforts in promoting eco-friendly tourism practices and preserving cultural heritage.

Thailand Hosts Vibrant Festivals in October

Retrieved from Tat News, 23 October 2024

October 2024 was a festive month in Thailand, featuring events like the Siam Paragon Bangkok International Fashion Week from October 2-6, and the Thailand Coffee Hub at centralwOrld Bangkok from October 2-8. These events celebrated fashion and coffee culture, attracting both locals and tourists, and contributing to the country's cultural richness and economic vitality.

Thailand's Exports Exceed Forecasts in October

Retrieved from Reuters, 26 October 2024

In October 2024, Thailand's exports rose by 14.6% year-on-year, surpassing the expected 5.2% growth. This strong performance is anticipated to boost annual export growth beyond the 2% target, potentially reaching 4% for the year. Key factors include the recovery of industrial sectors among major trading partners, increased agricultural and food product exports, and reduced logistics costs. Notably, exports to the United States, China, and Japan saw significant increases.

Thai Economy Strengthens in October

Retrieved from : Reuters, 29 October 2024

The Thai economy showed improvement in October 2024, driven by tourism, exports, and private consumption, supported by government stimulus measures. The Bank of Thailand reported a 14.2% year-on-year increase in exports and a 17.1% rise in imports, resulting in a \$1.4 billion trade surplus. Private consumption grew by 0.8% from September, and private investment increased by 4.5%. The central bank emphasized that the recent interest rate cut to 2.25% is not the start of an easing cycle but a move towards neutral monetary policy.

ITALY

Italian GDP Grows by €100 Billion Since 2021

Retrieved from Il Sole 24 Ore , 12 October 2024

Italy's economy demonstrated remarkable growth in October 2024, with the GDP increasing by €100 billion compared to 2021. This achievement underscores the country's economic resilience amid global uncertainty. Italy's focus on innovation, exports, and sustainable industries has driven this progress, solidifying its position as one of Europe's leading economies. The growth reflects confidence in Italy's ability to adapt and thrive despite challenges posed by geopolitical and market pressures.

Leadership Forum 2024 Brings Business Leaders to Milan

Retrieved from Corriere Quotidiano, 15 October 2024

Milan became the epicenter of innovation on October 16-17, as the Leadership Forum 2024 brought together over 1,700 top executives, CEOs, and entrepreneurs. Hosted at the Teatro degli Arcimboldi, the event explored leadership strategies to navigate change and boost growth in a competitive market. Renowned international speakers delivered insights on resilience, decision-making, and sustainability, equipping attendees with tools to drive transformation within their organizations and industries.

Italian Hospitality School Expands to Egypt

Retrieved from : La Repubblica, 18 October 2024

The Italian Hospitality School celebrated a major achievement in October 2024 with the launch of its new branch in Hurghada, Egypt. This marks a significant step in enhancing Italy's influence in hospitality education globally and building a strong presence in the Middle East. The expansion aims to promote Italian excellence, improve international collaboration, and prepare professionals for the growing demands of the tourism sector, especially in a region that values Italian expertise in service and quality.

Tax Benefits for Meal Vouchers Extended in Italy

Retrieved from : Il Corriere della Sera , 29 October 2024

In a positive move for workers and businesses, the Italian government extended tax benefits for meal vouchers through 2024. This decision allows employers to deduct voucher expenses entirely while workers enjoy them tax-free. A recent survey found that 80% of employees preferred meal vouchers over salary increases, underscoring their practical and economic appeal. The measure supports businesses in reducing costs and boosts employee satisfaction, reinforcing its popularity among both parties.

OTHER COUNTRIES

BP Approves \$7 Billion Expansion of Tangguh LNG Project in Indonesia

Retrieved from Financial Times, 20 October 2024

In October 2024, BP and its partners approved a \$7 billion investment to expand the Tangguh LNG facility in West Papua, Indonesia. This expansion aims to unlock approximately 3 trillion cubic feet of additional gas resources and includes the development of Indonesia's first large-scale carbon capture, utilization, and storage (CCUS) facility. The project is expected to sequester around 15 million tonnes of CO₂ in its initial phase, aligning with global sustainability efforts.

Brookfield to Acquire Tritax EuroBox for \$1.44 Billion

Retrieved from Reuters, 27 October 2024

In October 2024, Brookfield Asset Management announced a definitive agreement to acquire Tritax EuroBox, a European logistics real estate firm, for approximately \$1.44 billion, including debt. This strategic acquisition enhances Brookfield's presence in the European logistics market, capitalizing on the growing demand for warehouses and distribution centers driven by the e-commerce boom. The deal values Tritax EuroBox shares at 69 pence each, slightly higher than a previous offer from British warehouse owner Segro.



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POST PRESS RELEASE

TICC PARTICIPATES IN THE "THAI-LAND OF NEW ECONOMY AND NEW OPPORTUNITIES" CONFERENCE IN MILAN



Milan, October 2, 2024 - The Thai-Italian Chamber of Commerce (TICC) was honored to participate in the high-profile conference "Thai-Land of New Economy and New Opportunities", organized by Regione Lombardia, BOI News, and Confindustria Lombardia. Held in Milan, the event celebrated the enduring partnership between Lombardy and Thailand while exploring opportunities for enhanced economic and commercial collaboration.

The conference builds on the success of last year's official visit of President Attilio Fontana of Regione Lombardia to Thailand, signaling the continued commitment to fostering robust economic ties between the two regions.

TICC's Contribution to the Conference

Representing the Chamber were:

- **Mr. Alberto La Lumia**, TICC Board Member and Chairman of the Industrial Committee.
- **Mr. Stefano Gonella**, Vice Chairman for Southern Region Committee, Krabi.
- **Mr. Giacomo Iobizzi**, TICC Secretary General, who delivered a presentation titled "The Role of Assistance to Italian Business by the Chamber of Commerce."

The presentation highlighted TICC's dedication to facilitating Italian-Thai trade relations and offering comprehensive support to Italian businesses exploring opportunities in Thailand.

The event featured distinguished speakers who shared valuable perspectives on economic growth and bilateral cooperation, including:

- **Mr. Francesco Buzzella**, President of Confindustria Lombardia. Undersecretary Raffaele Cattaneo, who emphasized the strategic importance of international partnerships.
- **H.E. Mr. Puttaporn Ewtoksan**, Ambassador of Thailand in Rome.
- **S.E. Paolo Dionisi**, Ambassador of Italy in Bangkok. The second panel discussion further explored investment opportunities and trade dynamics, with contributions from: Honorary Consul Alberto Virgilio.

- **Ms. Nuntanart Krisnachinda**, Director of BOI Paris.
- **Mr. Alberto La Lumia**, Director of Finance of Vittoria.
- **Mr. Edoardo Artese**, Ithai Partner. Strengthening Thai-Italian Business Relations.

The conference reaffirmed the mutual commitment of Lombardy and Thailand to driving innovation, fostering new business opportunities, and expanding economic cooperation. It also underscored the role of organizations like TICC in bridging gaps and facilitating international partnerships.

The TICC extends heartfelt thanks to the event organizers, speakers, and participants for making the conference a resounding success. Such initiatives highlight the potential for collaboration and set the stage for future projects that will further integrate the economies of Thailand and Italy.



TICC AND CIRIO THAILAND HOST AN EXCLUSIVE VEGAN PASTRY MASTERCLASS WITH CHEF MINK



Bangkok, October 7, 2024 – The Thai-Italian Chamber of Commerce (TICC), in collaboration with Cirio Thailand, hosted an extraordinary Vegan Pastry Masterclass led by the talented Chef Khun Mink, owner of The Fantasy of Baking Story. This exclusive event provided participants with an in-depth exploration of vegan pastry-making, combining artistry with sustainable culinary practices.

A Celebration of Vegan Creativity

The masterclass showcased the versatility of plant-based ingredients, guiding attendees through the creation of both savory and sweet vegan pastries. Under Chef Mink's expert instruction and drawing on her training from ALMA, the International School of Italian Cuisine, participants gained hands-on experience in crafting exquisite dishes suitable for every occasion.

Chef Mink's passion for plant-based culinary arts was evident as she demonstrated innovative techniques using high-quality vegan-friendly ingredients. These were generously provided by event partners, including Francesco Cioffi, representative of Conserve Italia Soc. Coop. Agricola (Cirio), as well as EWTA, Cirio's distributor, and Heritage Snacks & Food Co., Ltd.

Highlight Creations

The masterclass featured delectable creations that married traditional flavors with modern vegan innovations. Participants prepared dishes such as:

- Leb Lentils Tofu Bag, a savory delight blending textures and bold flavors.
- Penne Nam Prik Ong, a fusion dish combining classic Thai flavors with Italian culinary elegance.
- Coconut Caramel Upside-Down Oats Cake, a sweet masterpiece showcasing the potential of plant-based desserts.

Each session included practical demonstrations and interactive discussions, with Chef Mink sharing her expertise on ingredient selection, flavor balancing, and presentation techniques. A Platform for Culinary Excellence

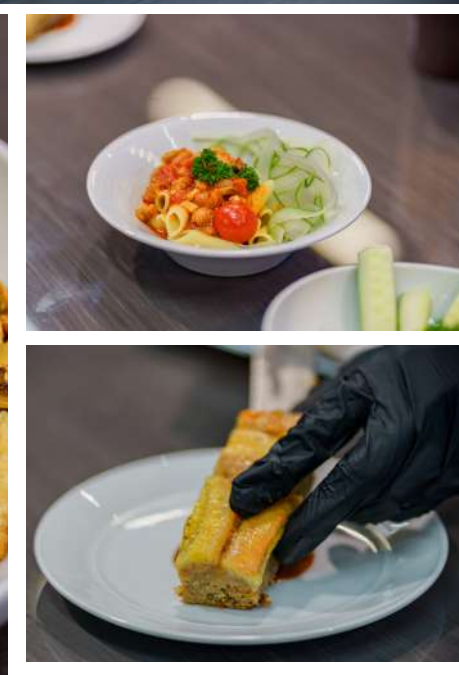
The Thai-Italian Chamber of Commerce expressed its gratitude to all collaborators who made this event possible. This masterclass not only celebrated the artistry of vegan cuisine but also highlighted the shared values of sustainability and creativity embraced by the Thai-Italian business community.

As the event concluded, participants left with new skills, inspired to incorporate vegan baking into their personal and professional culinary journeys.

Looking Ahead

The success of this masterclass has paved the way for future TICC culinary events, fostering cultural and culinary exchange between Thailand and Italy.

For more about Cirio's premium products, visit www.cirio1856.co.th. Discover more of Chef Mink's creations at The Fantasy of Baking Story & Thai Cuisine.



DUBAI HOSTED THE MEETING OF ITALIAN CHAMBERS OF COMMERCE IN ASIA, OCEANIA, AND SOUTHERN AFRICA



On October 11, 2024-the vibrant city of Dubai hosted the Meeting of Italian Chambers of Commerce in Asia, Oceania, and Southern Africa, an event that brought together representatives from across the region to discuss strategies for advancing Italian business abroad. Held over two days, the meeting underscored the importance of cooperation in navigating a rapidly evolving global economy.

Among the attendees were President Federico Cardini and Secretary General Giacomo Iobizzi of the Thai-Italian Chamber of Commerce, who praised the exceptional organization and warm hospitality provided by the Italian Chamber of Commerce in Dubai. President Stefano Campagna and Secretary General Mauro Marzocchi were instrumental in ensuring the success of the event, which highlighted the strong collaborative spirit shared by the chambers.

The meeting also benefited from the participation of Assocamerestero, represented by President Mario Pozza and Secretary General Domenico Mauriello, whose guidance helped shape the discussions. A blend of in-person and virtual contributions from various chambers enriched the dialogue, focusing on key priorities such as enhancing the global presence of Italian-made products, fostering strategic partnerships, and supporting businesses in adapting to local markets.

A recurring theme was the role of the chambers in promoting Italy's cultural and entrepreneurial legacy, particularly through initiatives that align innovation with the values of quality and authenticity. Participants reaffirmed their commitment to collaboration, viewing it as essential to sustaining Italy's reputation as a leader in craftsmanship and excellence.

This meeting not only strengthened ties among Italian chambers but also laid the groundwork for future initiatives aimed at supporting businesses and enhancing Italy's economic influence in Asia, Oceania, and Southern Africa. The outcomes of the event are expected to translate into significant opportunities for Italian enterprises operating in these dynamic regions.



Dubai, October 12, 2024 - The second day of the Meeting of the Italian Chambers of Commerce in the Asia, Oceania, and South Africa area successfully concludes today, marking yet another milestone in fostering collaboration and strategic dialogue among Italian business representatives worldwide.

The Thai-Italian Chamber of Commerce (TICC), represented by President Federico Cardini and General Secretary Giacomo Iobizzi, extends its sincere gratitude to the Italian Chamber of Commerce in Dubai for their outstanding hospitality and flawless organization of this significant event. Special thanks go to President Stefano Campagna and General Secretary Mauro Marzocchi for their exceptional efforts in creating a productive and welcoming environment for all participants.

The meeting was further enriched by the presence and contributions of Assocamerestero, with **President Mario Pozza** and General Secretary **Domenico Mauriello**. Their leadership and dedication continue to strengthen the ties among Italian Chambers of Commerce globally, ensuring a shared vision and coordinated action across regions.

This two-day gathering brought together representatives from various Chambers of Commerce both in-person and virtually, reflecting a collective commitment to building strategic partnerships and promoting Italian excellence worldwide. In an ever-changing global economic landscape, the role of these Chambers has become increasingly crucial. Through open dialogue and shared objectives, this meeting highlighted the importance of collaboration in achieving common goals: supporting Italian enterprises, fostering economic growth, and elevating the prestige of **#MadeInItaly** on the global stage.

As representatives of Italian business communities operating in diverse cultural and economic contexts, the participants reaffirmed their dedication to championing Italy's entrepreneurial and cultural heritage. Discussions focused on

addressing emerging challenges and identifying opportunities to enhance trade, investment, and cultural exchanges within their respective territories. The synergy and cooperation witnessed during this event underscored the vital role of Italian Chambers of Commerce in driving innovation and sustaining Italy's reputation for quality, craftsmanship, and excellence.

This meeting not only celebrated shared successes but also laid the groundwork for future initiatives aimed at strengthening ties across continents. The collective energy and vision displayed over these two days reaffirmed the Chambers' role as key players in promoting Italy's legacy while embracing the opportunities of a dynamic and interconnected world.

The Thai-Italian Chamber of Commerce is proud to be part of this dynamic network and looks forward to continued collaboration with its peers to support Italian businesses and create new avenues for growth. With heartfelt appreciation for all participants and organizers, this meeting serves as a testament to the power of unity, innovation, and shared purpose in advancing Italian excellence across the globe.



HOME FOR THE AGED RATCHASIMA



The Thai-Italian Chamber of Commerce (TICC), represented by President Federico Cardini, Board of Director Massimo Chiappa, Secretary General Giacomo Iobizzi, and Business Development Manager Michele Tomea, recently undertook a meaningful visit to Father Giovanni Contarin at the Home for the Aged Ratchasima and Sharing for Life Foundation in Korat.

The facility, inaugurated in January 2017, is a sanctuary for over 150 elderly patients in need. It offers compassionate care and essential services, emphasizing dignity and well-being for some of the most vulnerable members of society. Father Giovanni, who has dedicated decades to charitable work in Thailand, personally guided the TICC delegation through the center. He shared the inspiring journey of the facility's development and shed light on its ambitious plans for the future.

One of the most remarkable aspects of the visit was learning about the new expansion project currently under construction. The initiative aims to house an additional 15-20 elderly individuals living in extreme poverty. This area will provide free accommodation, meals, and medical care, ensuring a safe and nurturing environment for those in dire need. Father Giovanni expressed his unwavering commitment to raising the necessary funds and resources to complete this project, calling on individuals and organizations for their support.

A Beacon of Hope in Korat

The Home for the Aged Ratchasima is more than just a care facility; it is a symbol of compassion and community. Operated under the Sharing for Life Foundation, the center caters to elderly patients with a range of needs, from chronic illnesses to those abandoned by their families. Its holistic approach combines medical care, psychological support, and social activities, fostering a sense of belonging and purpose among its residents.

The TICC delegation was deeply moved by the dedication of Father Giovanni and his team. Their work not only addresses the physical needs of the elderly but also restores hope and dignity, creating an environment where every individual feels valued.

TICC's Commitment to Social Responsibility

The visit underscores TICC's commitment to fostering meaningful connections and supporting charitable initiatives within the Thai-Italian community. "It was an honor to witness the incredible work being done by Father Giovanni and his team. This visit reminds us of the importance of giving back and supporting those in need," said TICC President Federico Cardini.

The Chamber aims to raise awareness about the foundation's ongoing projects and encourage its members to contribute to this noble cause. From financial donations to volunteer efforts, every bit of support can make a tangible difference in the lives of the elderly residents.

How You Can Help

The Home for the Aged Ratchasima and Sharing for Life Foundation rely heavily on donations to sustain their operations and fund expansions like the new residential area. Individuals and organizations are encouraged to support this life-changing work through monetary contributions or in-kind donations of food, medical supplies, or equipment.

The foundation will join with TICC during the Christmas Gala Dinner 2024, held on December 12, 2024, to bring attention to this vital cause.

Contact Information

For those who wish to learn more or contribute to this cause, you can reach out to the foundation directly:

Address: 892 Dech Udom Rd, Tambon Nai Mueang, Amphoe Mueang Nakhon Ratchasima, Chang Wat Nakhon Ratchasima 30000
Phone: 0-4495-7260-3
Fax: 0-4495-7264
Website: www.camilliankorat.org
Facebook: Home for Aged Ratchasima

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TICC HOSTS EXCLUSIVE SEMINAR ON ORGANIZATIONAL STRATEGY AND TALENT ACQUISITION WITH MANPOWER



DATE: OCTOBER 17, 2024
TIME: 15.30 – 17:00

VENUE: TICC CONNECT
1126/2 Vanit Building, Suite Room 1601 B, 16th Floor, New Petchburi Rd., Bangkok, Thailand 10400.

SPEAKERS:



Mark Bateman
SENIOR MANAGER, MANPOWER EXECUTIVE
RECRUITMENT AT MANPOWERGROUP THAILAND



EDOARDO ROVEDA
SENIOR INTERNATIONAL BUSINESS DEVELOPMENT
PROFESSIONAL AT MANPOWERGROUP THAILAND

SPECIAL SPEAKER:



CARLOS MARTINS
COUNTRY TALENT ACQUISITION, DEVELOPMENT &
COMMUNICATION MANAGER (THAILAND) AT
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TICKET PRICE:

MEMBER 450.-THB
NON- MEMBER 750.-THB

****Limited seat please book in advance****

CONTACT FOR REGISTER

Ms. Ployngarm (praeploy) email: event@thaitech.org call 022558695
Ms. Giuliana Bianchi email: pr@thaitech.org call 022558695

Bangkok, October 17, 2024 – The Thai-Italian Chamber of Commerce (TICC) successfully organized an exclusive seminar on Organizational Strategy & Talent Acquisition, held at TICC Connect. The event attracted a diverse audience, including business leaders, HR professionals, and entrepreneurs eager to enhance their understanding of workforce strategies in today's competitive landscape.

The seminar served as a platform for sharing expertise on effective talent acquisition practices and the strategic management of human resources. It featured distinguished speakers from top organizations, who provided attendees with actionable insights and tools for fostering organizational growth.

Highlights of the Seminar

The event commenced with a welcome speech by Giacomo Iobizzi, Secretary General of TICC, who emphasized the importance of human capital as a driving force behind business success. His opening remarks set an engaging tone for the session, paving the way for a dynamic exchange of ideas.

Expert Presentations

- 1. Mark Bateman**, Senior Manager at ManpowerGroup Executive Recruitment, delivered a thought-provoking presentation on strategic workforce planning. He highlighted current trends in recruitment and the importance of aligning hiring practices with organizational goals.
- 2. Edoardo Roveda**, Senior International Business Development at ManpowerGroup Thailand, expanded on actionable strategies for sourcing top talent and implementing robust hiring frameworks that cater to both global and local markets.
- 3. Carlos Martins**, Country Talent Acquisition, Development & Communication Manager (Thailand) at Forvia Faurecia, captivated the audience with his discussion on inclusive

hiring practices. He shared innovative methods for creating diverse workplaces, emphasizing the role of employee engagement in driving business success.

Interactive Engagement

Participants were actively involved in the seminar through practical sessions focused on crafting compelling job descriptions, mastering interview techniques, and understanding workforce dynamics. The seminar concluded with an interactive Q&A session, where attendees posed questions to the speakers and received tailored advice for their specific HR challenges.

Impact and Acknowledgments

With its insightful presentations and strong audience participation, the seminar highlighted the critical role of strategic HR management in today's evolving business environment. Attendees left with a deeper understanding of how to attract, retain, and develop top-tier talent to achieve sustainable growth.

TICC extends its heartfelt thanks to the distinguished speakers, participants, and attendees who contributed to the event's success. TICC remains dedicated to fostering knowledge-sharing opportunities and supporting its members in navigating the complexities of the modern business world.



THAI-ITALIAN CHAMBER OF COMMERCE CELEBRATES "ITA AIRWAYS" NEW DIRECT ROME-BANGKOK CONNECTION



Rome, October 24, 2024 – The Thai-Italian Chamber of Commerce (TICC) joined distinguished leaders and stakeholders in celebrating the announcement of ITA Airways' new direct flight route between Rome Fiumicino and Bangkok. The official presentation, held at the elegant Hotel de la Ville, marks a significant milestone in strengthening ties between Italy and Thailand, with far-reaching implications for tourism, business, and cultural exchange.

Representing TICC at the event, Secretary General Giacomo Iobizzi underscored the Chamber's commitment to fostering bilateral collaboration, noting the pivotal role this new connection will play in enhancing mobility and facilitating economic growth.

Key Highlights of the Ceremony

The event gathered a prestigious array of attendees, including:

- H.E. Ambassador Puttaporn Ewtoksan**, Ambassador of Thailand in Italy.
- Ms. Nanthasiri Ronnasiri**, Director of the Tourism Authority of Thailand (TAT).
- Emiliana Limosani**, CCO of ITA Airways and CEO of Volare.
- Ivana Jelinic**, CEO of ENIT (Italian National Tourism Board).
- Alessandro Onorato**, Councilor for Major Events, Sport, Tourism, and Fashion for the Municipality of Rome.
- Sandro Botticelli**, Marketing Director of TAT.
- Mr. Giacomo Iobizzi**, Secretary General of Thai-Italian Chamber of Commerce

The new direct route, launching on November 16, 2024, will operate five times a week, offering travelers a seamless connection between the two capitals. This development is expected to significantly boost tourism, providing an efficient link for travelers seeking to explore the rich cultural and historical landscapes of Italy and Thailand.

Economic and Cultural Benefits

The direct flight route is more than a transportation milestone; it represents a bridge for deeper collaboration. By simplifying travel logistics, the service will open up new opportunities for

businesses, enhance trade relations, and promote investment between the two nations. Additionally, the route will facilitate vibrant cultural exchanges, allowing travelers to immerse themselves in the unique traditions and heritage of Italy and Thailand.

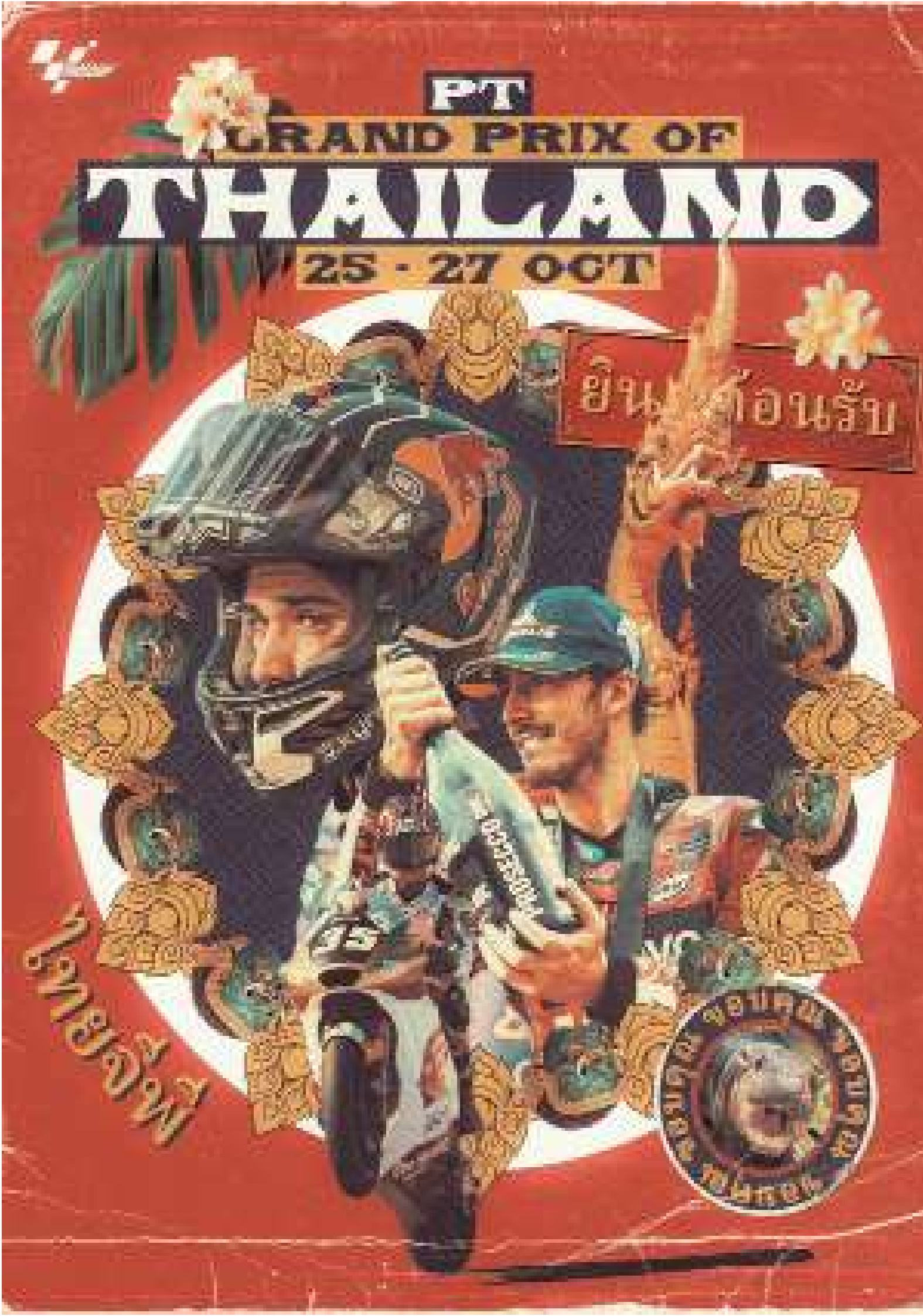
TICC's Perspective

Giacomo Iobizzi remarked on the Chamber's enthusiasm for the project, stating, "This new connection is a testament to the growing partnership between our countries. It not only supports economic exchange but also fosters a spirit of cultural unity and mutual respect."

As a longstanding advocate for Thai-Italian cooperation, TICC is confident that ITA Airways' Rome-Bangkok route will serve as a catalyst for enduring partnerships, enriching the lives of businesses and individuals in both regions.

With the inaugural flight just weeks away, this announcement sets an optimistic tone for the future of Thai-Italian relations, promising new horizons for tourism, commerce, and cultural diplomacy.





POST PRESS RELEASE

THAI-ITALIAN CHAMBER OF COMMERCE SECRETARY GENERAL MEETS THAI AMBASSADOR IN ROME TO



Rome, October 25, 2024 - In a significant diplomatic engagement, Giacomo Iobizzi, Secretary General of the Thai-Italian Chamber of Commerce (TICC), met with H.E. Puttaporn Ewtoksan, Ambassador of Thailand to Italy, at the Royal Thai Embassy in Rome. The meeting underscored the shared commitment of both nations to enhancing trade relations and fostering bilateral collaboration across a wide range of sectors.

The courtesy visit provided a platform for an in-depth discussion on strategies to strengthen economic ties between Thailand and Italy. With both countries holding pivotal positions in their respective regions, the meeting focused on identifying synergies that could drive growth and innovation.

Key Discussion Points

1. *Strengthening Trade Relations*

Both parties emphasized the importance of expanding bilateral trade, particularly in key industries such as automotive, luxury goods, agriculture, and technology. The discussion highlighted ongoing efforts to reduce trade barriers and create opportunities for businesses in both countries to thrive in each other's markets.

2. *Investment Opportunities*

Thailand's strategic location in Southeast Asia and its growing economic landscape were highlighted as significant opportunities for Italian investors. Likewise, Italy's leadership in design, manufacturing, and innovation was recognized as an attractive prospect for Thai businesses seeking to expand into European markets.

3. *Collaborative Initiatives*

The conversation also touched on future joint initiatives to promote cultural and commercial exchanges. Ideas for trade fairs, business forums, and educational partnerships were explored, aiming to deepen the connection between Thai and Italian stakeholders.

4. *Reinforcing Partnerships*

During the meeting, Ambassador Puttaporn Ewtoksan expressed Thailand's commitment to strengthening its ties with Italy and acknowledged TICC's pivotal role in bridging the two countries. Similarly, Giacomo Iobizzi reaffirmed the Chamber's dedication to supporting Thai-Italian businesses and enhancing mutual understanding through tailored programs and initiatives.

Looking Ahead

This engagement comes as part of a broader effort by TICC to amplify its impact on Thai-Italian relations. It coincides with the Chamber's participation in the 25th Meeting of the Secretaries General, hosted by Assocamerestero, further solidifying TICC's position as a key player in promoting bilateral cooperation.

The visit marks a step forward in fostering a dynamic partnership between Thailand and Italy. By nurturing dialogue and collaboration, both nations are set to unlock new opportunities for growth, ensuring that their relationship continues to flourish in the years to come.

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Source: Wikipedia

Villa Tantawan

Perched on the scenic hills of Phuket, Villa Tantawan Resort stands as a beacon of luxury and tranquillity, offering an unparalleled seasonal retreat. Renowned for its breathtaking vistas of the Andaman Sea, this resort harmoniously blends modern elegance with the natural beauty of its surroundings, making it the ideal destination for discerning travellers seeking an unforgettable holiday experience.

Season Changes

As the seasons change, Villa Tantawan comes alive with a unique charm that caters to every traveller's desires. During the dry season, the resort is bathed in sunlight, perfect for sun-seekers looking to indulge in the private infinity pools that each villa offers. The panoramic views of the sea, coupled with the gentle sea breeze, create an atmosphere of serene relaxation, allowing guests to unwind completely. The resort's proximity to Kamala Beach adds another layer of appeal, providing easy access to one of Phuket's most pristine shorelines, where golden sands meet crystal-clear waters. The rainy season, often considered off-peak in other destinations, transforms Villa Tantawan into a secluded haven of peace. The lush, verdant surroundings come alive, offering a different kind of beauty—one that is lush, vibrant, and rejuvenating. Guests can enjoy the sound of the rain against the backdrop of the mountains while relaxing in the spacious, elegantly designed villas that boast floor-to-ceiling windows, bringing nature indoors.

Commitment

What truly sets Villa Tantawan apart as the best seasonal destination in Phuket is its commitment to providing personalized service that caters to the individual needs of its guests. Whether you are seeking a romantic getaway, a family vacation, or a solo retreat, the resort's staff go above and beyond to ensure every stay is tailored to perfection. The culinary offerings at the resort's restaurant reflect the best of Thai and international cuisine, with seasonal ingredients that highlight the flavours of the region.

Conclusion

Villa Tantawan Resort Phuket is not just a place to stay; it is a destination in itself, offering a seasonal experience that is both luxurious and intimately connected to the natural beauty of Phuket. Whether visiting during the sunny heights of the dry season or the lush serenity of the monsoon, guests are guaranteed an unforgettable experience that will linger long after the journey home.



POST PRESS RELEASE

TICC JOINS THE 25TH MEETING OF THE SECRETARIES GENERAL IN ROME TO STRENGTHEN GLOBAL BUSINESS RELATIONS

Rome, October 26, 2024 – The Thai-Italian Chamber of Commerce (TICC), represented by Giacomo Iobizzi, is actively participating in the **25th Meeting of the Secretaries General**, hosted by **Assocamerestero**, the Association of the Italian Chambers of Commerce Abroad. The prestigious event is taking place at the Courtyard Rome Central Park from October 26 to 28, 2024, bringing together representatives from Italian Chambers of Commerce across the globe.

The annual meeting serves as a vital platform for exchanging ideas, sharing best practices, and fostering stronger connections within the global network of Italian Chambers of Commerce. The 2024 edition focuses on key themes such as sustainable economic growth, digital innovation, and the promotion of Italy's business excellence worldwide, aligning with the evolving needs of the global market.

Giacomo Iobizzi, representing TICC, is engaging in discussions aimed at enhancing Thai-Italian business collaborations. With Thailand's position as a strategic trade partner in Southeast Asia, TICC is leveraging this opportunity to highlight the strengths of its member businesses and advocate for deeper bilateral ties.

The meeting agenda includes keynote presentations by industry leaders, interactive panel discussions, and working groups addressing diverse topics, such as:

- *Strengthening Bilateral Trade*: Exploring new avenues for trade and investment between Italy and partner countries.
- *Innovation and Sustainability*: Highlighting Italian advancements in green technology and sustainable business practices.
- *Expanding Market Access*: Identifying opportunities to support member companies in penetrating new international markets.

This year's meeting also celebrates the 25th anniversary of Assocamerestero, recognizing the association's pivotal role in connecting Italian businesses with international markets. Attendees are participating in strategic networking sessions designed to foster collaborations and drive the shared mission of promoting Italy's economic interests abroad.

For TICC, the event offers a platform to showcase Thailand's growing potential as a hub for Italian investments in industries such as luxury goods, technology, and food & beverage. By engaging with peers from around the world, TICC aims to adopt innovative approaches to better serve its members and enhance its role as a facilitator of Thai-Italian business success.

The three-day event promises to reinforce the global network of Italian Chambers of Commerce and set a forward-thinking agenda for the years ahead. TICC's active involvement underscores its commitment to advancing Thai-Italian business relations and fostering a thriving commerce landscape.



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Combating Greenwashing: Implications for Thailand and Global Business

FEATURES

COMBATING GREENWASHING: IMPLICATIONS FOR THAILAND AND GLOBAL BUSINESS

In today's market, sustainability is increasingly prioritized. Advertisements frequently highlight the environmental benefits of products, claiming "packaging made from 30% recycled plastic" or "carbon emissions reduced by 50% compared to 2020." Yet, beneath these claims lies a challenge: how accurate are they? Instances such as T-shirts allegedly made from recycled plastic bottles—where only 1% of the material is recycled—raise concerns about greenwashing, the practice of overstating environmental efforts.

Greenwashing is a global issue. In 2019, UK-based ClientEarth filed a complaint against BP for misleading claims in their low-carbon campaign, where natural gas was presented as more carbon-efficient than it actually was. BP subsequently withdrew the ad following the complaint. Similarly, in 2023, Greenpeace Australia Pacific requested an investigation into Toyota's claims about their electric vehicles and net-zero emissions targets, questioning their accuracy.

In Europe, the crackdown on greenwashing is more rigorous. A 2020 study by the European Commission revealed that over half of environmental claims were vague or unverified. These concerns spurred legislative responses, such as the Green Claims Directive, passed by the European Commission in 2023. The directive, expected to be fully enforced by 2024, requires businesses to substantiate green claims with rigorous, scientifically recognized evidence. Furthermore, companies must commit to genuine emissions reductions rather than relying solely on carbon credits.

While these developments are specific to Europe, they signal a broader shift that could affect businesses worldwide, including those in Thailand. Thai companies must align with

these regulations, particularly if they trade with the EU or aspire to enter its market. Thailand's Consumer Protection Act and Trade Competition Act offer some protection against misleading advertising, including greenwashing, but these frameworks have yet to evolve to fully meet international trends.

Thailand's Legal Framework and Greenwashing

Thailand's laws already provide a basis for combating greenwashing. Under the Consumer Protection Act B.E. 2522 (1979), businesses are prohibited from advertising false or exaggerated claims, including misleading environmental statements. The Trade Competition Act B.E. 2560 (2017) also includes provisions against unfair trade practices, which could encompass false claims of environmental responsibility.

However, the global shift towards stricter regulations, exemplified by the European Green Claims Directive, suggests that Thai authorities may need to introduce more specific guidelines related to environmental claims. Current enforcement mechanisms in Thailand could be strengthened, requiring companies to provide verifiable evidence of their sustainability efforts, similar to the EU's approach.



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Applications for Thai Businesses

Thai companies operating internationally, particularly those targeting the EU market, must be aware of the Green Claims Directive. Non-compliance could lead to penalties, including fines of up to 4% of annual revenue. Additionally, companies making environmental claims about their products must substantiate these with verified, third-party certification, adopting a life-cycle approach to ensure transparency across their supply chains.

Adopting stricter internal guidelines for environmental claims can provide a competitive edge, even for businesses focusing on domestic markets. As consumers globally—and increasingly in Thailand—demand more transparency about sustainability, businesses that can prove their green credentials may gain trust and loyalty.

Conclusion

The global crackdown on greenwashing presents both challenges and opportunities for businesses, including those in Thailand. By adopting rigorous standards for environmental claims and ensuring transparency in sustainability efforts, Thai companies can avoid penalties and position themselves as leaders in the growing green economy. Proactively aligning with international trends, such as the EU's Green Claims Directive, will enable Thai businesses to thrive in an increasingly eco-conscious world.

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accurate as possible, changes to legislation or other factors may affect your decisions. Please feel free to contact us for a free consultation at info@silklegal.com.

References:

1. European Commission, "Green Claims Directive," 2023.
2. ClientEarth, BP Greenwashing Case, 2019.
3. Greenpeace Australia Pacific, Complaint against Toyota, 2023.
4. Thai Consumer Protection Act B.E. 2522 (1979).
5. Thai Trade Competition Act B.E. 2560 (2017).



Written by

Dr. Paul Crosio
Partner of Silk Legal

The banner features the Ospitalità Italiana 2024 logo at the top left, with the text "QUALITY APPROVED" below it. To the right is the TICC logo, "THAI-ITALIAN CHAMBER OF COMMERCE", and the Thai text "หอการค้าไทย-อิตาลี". The background shows a cityscape with a large dome, likely St. Peter's Basilica. The word "Award Ceremony" is written in large, elegant script across the center. Below the banner, a grid of logos for sponsors and partners is displayed. The "Diamond Sponsors" section includes logos for Albergo, Acetificio Aretino, Busatti, Caputo, Cerri, Cirio, EWT, FOI, Gimetal, Great Earth, Italasia, and Zaino IFB. The "Gold Sponsors" section includes logos for Acqua Panna, Artisan, Bianca, Brindale, Brigadara, Cembra, Feline, Giffalo, GFP, Hybrid, IWS, KCG, Latteria Saresina, Lavazza, Massilia, Mazzetti, Peroni Italia, Planeta, Polse, Rainoldi, Rana, Sabatini, Talamonti, and Festilia. Other logos include ASSOCAMERESTERO, ISNART, CNA, Arezzo, GRANA PADANO, PromoFirenze, GAYSORN VILLAGE, and various regional and industry associations.

JEWELRY NETWORKING MEETING AT TICC CONNECT SPARKS VALUABLE INDUSTRY INSIGHTS AND COLLABORATION



Bangkok, October 29, 2024 – The Thai-Italian Chamber of Commerce (TICC) hosted an exclusive Jewelry Networking Meeting at its state-of-the-art TICC Connect venue, bringing together 21 leading companies from the jewelry sector. This dynamic event served as a platform for addressing critical industry topics while fostering meaningful collaboration among participants.

The meeting opened with a warm welcome from **Mr. Michele Tomea**, who highlighted TICC's dedication to strengthening partnerships within the jewelry industry. Michele underscored the Chamber's role as a bridge between Thai and Italian businesses, aiming to create synergies that drive growth and innovation across markets.

Attendees included prominent TICC members and stakeholders, such as **Nice Diam Co., Ltd., Felicia Designs Co., Ltd., Global Findings (Thailand) Co., Ltd., Dianoorstar, Monili Co., Ltd., Ferrari Logistics Asia Thailand, Bellman Solution Co., Ltd., Pasuda, and Meagems Thailand Co., Ltd.** The diversity of companies present reflected the event's broad appeal and the Chamber's ability to convene influential players in the sector.

Key topics discussed included export taxation, the challenges and opportunities in international trade, and upcoming trade shows and collaborative events. Participants shared insights on strategies to navigate export regulations while identifying opportunities for growth in the global market. The meeting also explored innovative ways to leverage TICC's extensive network to enhance brand visibility and market reach.

The interactive format allowed participants to voice their challenges and successes, creating a rich dialogue that fostered deeper connections. The event proved invaluable

for attendees, providing them with actionable insights and opportunities to forge new partnerships. The focus on collaboration highlighted the collective ambition of the Chamber's members to strengthen their presence both locally and internationally.

In addition to sparking meaningful conversations, the event also provided a glimpse into the Chamber's ongoing initiatives to support its members. From connecting businesses with strategic partners to organizing tailored events, TICC continues to reinforce its role as a vital resource for the jewelry industry. The success of this gathering underscores TICC's commitment to nurturing Thai-Italian business cooperation. As the jewelry sector faces evolving market demands, events like these demonstrate the Chamber's ability to unite diverse stakeholders and drive impactful results.

With more events planned in the coming months, TICC remains a cornerstone for fostering innovation and collaboration across industries, paving the way for continued success in the Thai-Italian business community.



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POST PRESS RELEASE

TICC HOSTS THE 5TH ORIENTATION DAY EVENT TO WELCOME NEW MEMBERS AND STRENGTHEN NETWORKING CONNECTIONS



October 30, 2024 – The Thai-Italian Chamber of Commerce (TICC) hosted its 5th Orientation Day event at the TICC Connect venue in Bangkok. The event welcomed new members and prospective partners, providing an opportunity to introduce attendees to the Chamber's operations while highlighting the extensive benefits and opportunities that come with membership. This initiative is part of TICC's broader commitment to fostering business growth and promoting bilateral trade relations between Thailand and Italy.

The event opened with a warm reception, where attendees were greeted and registered before diving into a morning of insightful presentations and productive networking. The session commenced with a comprehensive overview of TICC's operational framework, delivered by Ms. Phanatchakorn Muangfak (Angela), the Chamber's Marketing & CRM Manager. Angela provided an in-depth look at TICC's mission to strengthen ties between Thai and Italian businesses, its organizational structure, and the numerous strategic resources available to members. She also emphasized the Chamber's role as a catalyst for business development and innovation within the Thai-Italian commercial ecosystem.

One of the key highlights of the presentation was a showcase of the tailored services TICC offers to its members, including market research, networking events, and advocacy support. Angela further explained how these services align with the Chamber's vision of facilitating sustainable and profitable collaborations between the two countries.

Following the presentation, attendees were invited to the newly launched TICC Business Lounge for a networking breakfast. The space, thoughtfully designed to inspire collaboration, provided an ideal setting for participants to engage in meaningful conversations. New and seasoned members alike took the opportunity to exchange industry insights, explore partnerships, and discuss the latest market trends.

The atmosphere of the lounge buzzed with dynamic interactions, as attendees—from various industries including manufacturing, hospitality, and technology—connected and laid the groundwork for future collaborations. For many, the event offered a first-hand experience of the supportive and resourceful environment that defines TICC membership.

The event concluded with a group photograph, capturing the camaraderie and collaborative spirit of the day. This moment symbolized TICC's dedication to nurturing a thriving business community that bridges the gap between Thailand and Italy.

The success of the 5th Orientation Day reaffirms TICC's position as a vital platform for fostering business opportunities, facilitating meaningful connections, and driving bilateral trade relations forward.

For further information about the event and more details <https://www.thaitech.org/>





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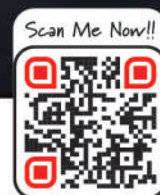
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TICC Connect



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18 OCTOBER 2024
Metadee Concept Hotel, Phuket



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4 NOVEMBER 2024
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Exclusive Roundtable with Minister of Agriculture of Italy

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