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THAI - ITALIAN  
CHAMBER OF COMMERCE

Volume No. II/2025

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# A Message from the President

Dear Members and Friends,

As we step further into 2025, I want to extend my warmest regards to all of you and express my sincere appreciation for your unwavering support and active participation in our events and initiatives.

Your dedication continues to strengthen the ties between Thailand and Italy, fostering mutual growth and collaboration. I am pleased to share that the Diamond Seminar held on February 18, 2025, in collaboration with our Platinum Member Nice Diam Co., Ltd., was a tremendous success. The event attracted significant attention from the industry, offering valuable insights into the world of diamonds and further cementing our Jewelry Hub's prominent role in promoting Italian excellence in the region.

Additionally, I had the privilege of attending an important meeting in Singapore with the Italian Chambers of Commerce across Asia and Australia, alongside the esteemed President of Assocamere Estero, Mario Pozza. This gathering marked a crucial step towards enhancing cooperation and creating new opportunities for our members on an international scale.

We also held a highly engaging Young Professionals Seminar, focusing on Business Planning and the role of Content Creators on social media. The event provided invaluable knowledge to our younger members, supporting their professional growth and development.

On February 25, we hosted an important meeting for the EDU FORUM at TICC Connect, with the participation of some of our esteemed educational institution members, including Bangkok Patana, St. Andrews, Bimbi Italiani, and The Food School. This initiative aims to strengthen our educational collaborations and enhance opportunities for our community.

Another noteworthy event was our delightful networking gathering at the Illy Café at Erawan on February 26. The atmosphere was filled with enthusiasm as members connected and shared ideas over fine Italian coffee, reinforcing the importance of community and collaboration.

Looking ahead, our commitment to fostering connections, sharing knowledge, and promoting Italian excellence remains stronger than ever. I encourage all of you to actively participate in our upcoming activities and leverage the Chamber's platform to expand your business and network.

Thank you once again for your continuous support, and I look forward to achieving more remarkable milestones together throughout this promising year.



**Arrivederci,  
Federico Cardini  
President,  
Thai-Italian Chamber of Commerce**

## INFORMA BUSINESS MAGAZINE

is produced by  
**the Thai-Italian Chamber of Commerce**

**A:** 1126/2 Vanit Building II, 16th Fl, New  
Petchburi Rd, Makkasan, Rajdhevee,  
Bangkok 10400  
**T:** +66 255 8695  
**E:** [pr@thaitch.org](mailto:pr@thaitch.org)  
**W:** [www.thaitch.org](http://www.thaitch.org)

**EDITOR:** Mr. Giacomo Iobizzi

**DESIGN AND ART DIRECTION:**  
Ms. Giuliana Bianchi

### 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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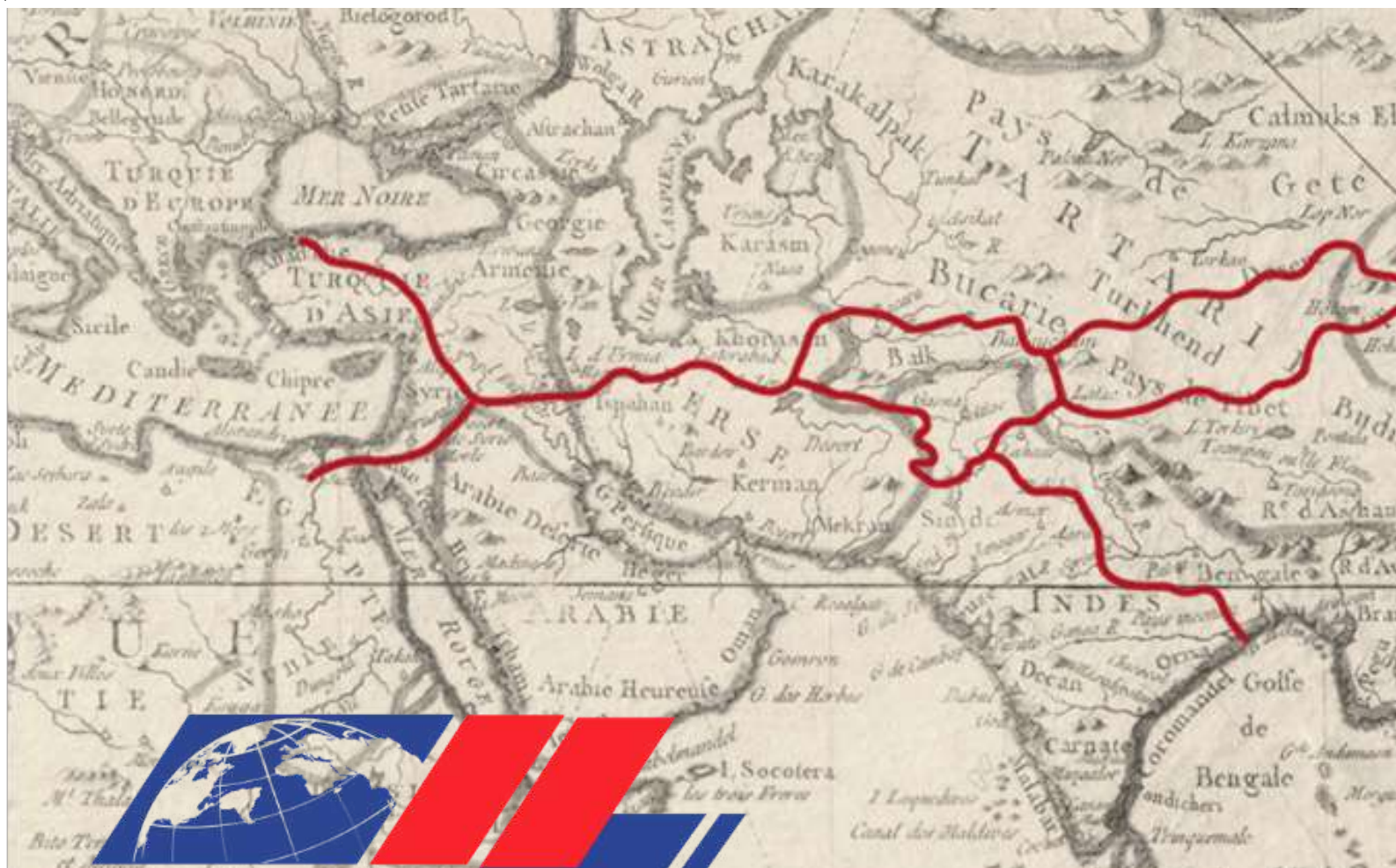
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**TICC NEWS**

## THAILAND

**The Private Sector Joint Committee revealed GDP 2025 as of February is at 2.4 - 2.9% Thai economy in 2025 tends to expand limitedly**

*Retrieved from M Report, 5 February 2025*

The severe trade barriers and the continuation of its challenges to exports, while some industrial sectors face competition from foreign products. As domestic demand remains weak, it is imperative to develop strategies to mitigate both the short-term and long-term impacts by taking advantage of the supply chain polarization trend to attract foreign direct investment (FDI). Last year, investment promotion requests reached 1.14 trillion baht, which is the highest within a 10 year record. Moreover, additional trade agreements from the recently concluded Thailand-EFTA FTA must be accelerated to enhance the competitiveness of Thai products.

**SME D Bank announces 2025 plan to support SMEs to upgrade to a new era business, preparing to provide a special loan worth 30,000 million baht**

*Retrieved from Royal Thai Government, 17 February 2025*

SME D Banks intend to support Thai SMEs to upgrade to another step of Thai business through access to financial services and development, helping businesses transition smoothly, highlighting 3 special loan projects, and aim for interest rates of only 3% per year. Along with the development of a complete cycle with the platform "DX" by SME D Bank, linking the promotion from more than 50 government and private sectors. This aims to reach sources of capital and upgrade more than 14,000 businesses, and stimulate the circulation of money in the economic system of more than 160,000 million baht.

**The International Monetary Fund (IMF) suggests that further interest rate cuts would support inflation and borrowers ability to repay debt**

*Retrieved from Reuters, 21 February 2025*

The IMF mentioned that since lending conditions in the Thai economy are still tight, there was little chance that a rate cut would result in higher borrowing. This advice comes amid high uncertainty in the economic outlook. The legitimacy and effectiveness of monetary policy in stabilizing inflation expectations were largely dependent on central bank independence and transparent communication of policy decisions. The IMF forecast Thailand's economic growth at 2.9% in 2025, with the country experiencing slower expansion compared to other countries in the Southeast Asian region.

**Thai exports in January 2025 expanded by 13.6% YoY, still supported by the acceleration of imports before the import tax increase**

*Retrieved from Kasikorn Research, 25 February 2025*

Thai exports are expected to benefit from accelerated imports in various markets until the first quarter of 2025. Although South Korean exports in the first 20 days of February 2025 expanded by 16% YoY, the average exports from the beginning of 2025 contracted by -0.8% YoY. This reflects into a weaker momentum. However, due to uncertainty of the US import tariff hike, Kasikorn Research Center has initially estimated the impact at 0.5%, which is already included in the overall Thai export forecast for 2025 at 2.5%, slowing down from the previous year. The impact stems from the US increase on the import tax by about 25% around the world.







Source: [www.invaluable.com](http://www.invaluable.com)

## The Italian mission to Antarctica has begun to study the cryosphere and simulate space conditions

Retrieved from *ilSole24Ore* 22 February 2025

Italy's 21st winter mission to Antarctica has begun, focusing on studying the cryosphere, climatology, and simulating space mission conditions. The mission is part of the National Antarctic Research Program, funded by the Ministry of University and Research. It is coordinated by the National Research Council, with logistical planning handled by ENEA and technical support from the National Institute of Oceanography and Experimental Geophysics. The mission takes place at Concordia, an Italian-French base, situated at 3,000 meters above sea level and 1,200 kilometers from the coast.

## Italy-United Arab Emirates: What is the Cotton Road and why is Italy focusing on it?

Retrieved from *ilSole24Ore* 25 February 2025

The "Cotton Road" is a new infrastructure project designed to create a logistics corridor connecting India, the Middle East, and Europe. It was introduced as an alternative to China's "Silk Road" and was outlined at the 2023 G20 summit in New Delhi. The project involves a railway connecting Europe to the Gulf (UAE, Saudi Arabia, Israel, Jordan) and a port link between India and the Gulf. The project is also part of a larger infrastructure plan, supported by the EU's Global Gateway and the G7's PGII, with up to €300 billion in investments. Italy stands to benefit significantly from this strategic position, with the potential for long-term economic growth.

# OTHER COUNTRIES

## ITALY

### Italy-United Arab Emirates: What is the Cotton Road and why is Italy focusing on it?

Retrieved from *ilSole24Ore* 15 January 2025

Ita Airways has a new board of directors, with Sandro Pappalardo as chairman, replacing Antonino Turicchi, and Joerg Eberhart as Managing Director, representing Lufthansa. The board, appointed by the Ministry of Economy and Finance and Lufthansa, consists of five members—three from MEF and two from Lufthansa. The German airline now holds a 41% stake after investing €325 million in Ita's capital increase, marking a key step toward eventual majority control.

### ADM, Director Alesse signs an agreement for customs cooperation in Bahrain

Retrieved from *ilSole24Ore* 20 February 2025

To its leadership in wine production, our country has added that in vegetable production. In 2024 it ranked first in the EU in terms of added value thanks to the growth recorded in both production (+1.4%) and added value (+3.5%). This was revealed by the preliminary estimate of agricultural accounts presented by Istat in Rome. A favourable year for fruit (+5.4%), fresh vegetables (+3.8%) and wine (+3.5%). Italy added vegetable production to its leadership in wine production this year.

### Despite the fact that the US economy is still expanding strongly, there are growing risks associated with tight financial conditions and the possibility of the trade war intensifying

Retrieved from *Krungsri*, 11 February 2025

The overall US economy remains strong, but the signs of slowing are becoming visible by the rate of consumer confidence and a slowdown in the services sector, which is the lowest rate within 7 months. In addition, the escalating US-China trade tensions add more uncertainty over economic direction, and also the path of monetary policy. The US raised tariff on Chinese import products by 10%, and China hit back with 10-15% tariff on US import products. This impact on US and global GDP, which will be -0.16%, and 0.05% respectively. Apart from that, the US President, Donald Trump, is preparing to impose a 25% tariff on steel and aluminum imports from every country.

### Amazon invests \$10 billion in AI and cloud expansion

Retrieved from *Bloomberg*, 19 February 2025

Amazon has announced a \$10 billion investment to expand its artificial intelligence and cloud computing infrastructure. The investment will enhance AWS data centers, strengthen AI capabilities, and support enterprise clients adopting AI-driven solutions. This move aligns with growing global demand for cloud services and increased competition from Microsoft and Google in the AI sector. Amazon expects the expansion to drive long-term growth and innovation across various industries.



# LA MARINA - A SOUTHERN ITALIAN SEAFOOD EXPERIENCE IN THE HEART OF THE CITY OFFICIALLY OPENS WITH FANFARE AT PARK HYATT BANGKOK



**Bangkok, 6 th February 2025-** Park Hyatt Bangkok, led by General Manager Mr. Mark de Leeuw, proudly hosted the official opening of La Marina, a vibrant new culinary concept that brings the authentic flavors and coastal charm of Southern Italy to the heart of Bangkok.

The grand opening of La Marina was marked by an evening of elegance and celebration attended by distinguished guests from both the Italian diplomatic community and Thailand's culinary and entertainment circles. Among the honored attendees were H.E. Mr. Paulo Dionisi, Ambassador of Italy to Thailand, and his Spouse Mrs. Tala Dionisi, who graced the evening with their presence, underscoring the strong cultural ties between Italy and Thailand. They were joined by Mr. Federico Cardini, President of the Thai Italian Chamber of Commerce, Mr. Giacomo Iobizzi, Secretary General of the Thai Italian Chamber of Commerce and Mrs. Paola Guida, Italian Trade Commissioner, all of whom praised La Marina's commitment to authentic Italian flavors and hospitality.

Adding a touch of glamour to the event were some of the city's most beloved celebrities, all known for their passion for food and culture. Whan Whan - (Pavarisa Phenjati), a renowned media personality, served as the MC for the evening, bringing her signature charm and enthusiasm to the launch. Celebrities such as WJMild (Wiraporn Jiravechsoontornkul), Metinee Kingpayome and Sweet Varn Varn (Aroonnapa Panichjaroon) joined the celebrations, sharing their love for Italian cuisine.

These esteemed guests presided over the ribbon-cutting ceremony, officially inaugurating La Marina and symbolizing the blending of Italian culinary tradition with Bangkok's vibrant hospitality scene.

Now at Embassy Room La Marina, Chef Daniele channels his passion for Southern Italian cuisine, crafting dishes inspired by the vibrant flavors and traditions he cherishes most.

The design of La Marina draws inspiration from the Mediterranean landscape, with airy spaces, earthy tones, and an open kitchen concept, designed for comfort to allow guests to unwind and enjoy their meal in a cozy, laid-back setting that evokes the charm of coastal Italian living. The space is a celebration of warmth, style, and hospitality, providing the perfect environment for both intimate dinners and social gatherings.

Pictured from left: **Mrs. Angelica Aliberti**, Executive Assistant Manager Sales & Marketing, Park Hyatt Bangkok; **Mr. Federico Cardini**, President, Thai-Italian Chamber of Commerce; **Metinee Kingpayome**; **H.E. Mr. Paulo Dionisi**, Ambassador of Italy to Thailand; **Mrs. Tala Dionisi**; **Ms. Paola Guida**; **SweetVarnVarn** (Aroonnapa Panichjaroon); **Mr. Mark de Leeuw**, General Manager, Park Hyatt Bangkok; **WJMild** (Lapassalan Jiravechsoontornkul); and **WhanWhan** (Pavarisa Phenjati).

La Marina is open daily from 12:00 PM to 3.00 PM and from 5:30 PM to 10:30 PM, tel. 02 011 7431 or email: [embassyroom.bkk@hyatt.com](mailto:embassyroom.bkk@hyatt.com).



UP COMING ACTIVITIES

# TICC 47TH ANNUAL GENERAL MEETING



## ANNUAL GENERAL MEETING

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**The 47th Annual General Meeting (AGM)** Thai-Italian Chamber of Commerce Annual General is a key event for members to come together and reflect on the accomplishments of the past year while planning for the future. This prestigious gathering will take place on Tuesday, 11th March 2025, at the luxurious Park Hyatt Bangkok.

The AGM will feature important updates, including remarks from TICC President Mr. Federico Cardini, and the approval of essential documents such as the minutes from the previous AGM and the 2024 financial statements. Members will also review past initiatives and discuss upcoming activities that will shape the direction of the Chamber in the year ahead. Following the formal proceedings, a dinner will provide an excellent opportunity for networking and further engagement with fellow members and distinguished guests.

**Date:** Tuesday, 11th March 2025

**Time:** 5:00 PM - 10:00 PM

**Venue:** Park Hyatt Bangkok, Central Embassy, 88 Wireless Road, Khwaeng Lumpini, Pathum Wan, Bangkok 10330

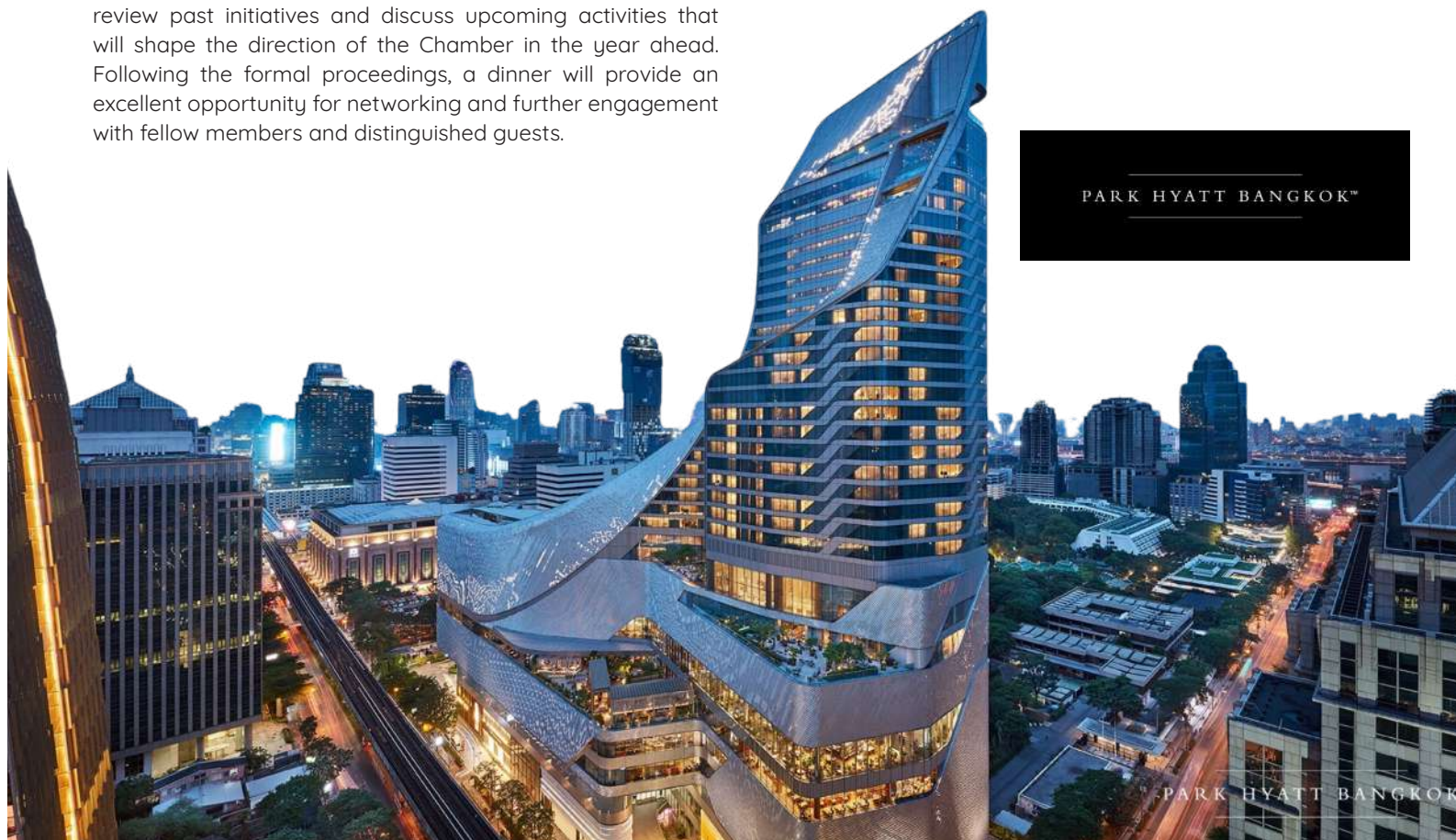
### Tickets:

Members: 2,200THB (net)

Non-Members: 2,800 THB (net)

**\*\*Walk-in: Not allowed\*\***

**For bookings and additional information, please contact**  
**K. Prae, [reservations@thaitch.org](mailto:reservations@thaitch.org)**



## TICC CHAIRMAN AURELIO FLACCO MEETS WITH CAMBODIA'S DEPUTY PRIME MINISTER TO DISCUSS ECONOMIC GROWTH AND INVESTMENT OPPORTUNITIES



**Phnom Penh, 5 February 2025** – In a significant step towards fostering stronger economic ties and business collaborations, Mr. Aurelio Flacco, Chairman of the Cambodian Committee of the Thai-Italian Chamber of Commerce (TICC), met with His Excellency Sun Chanthol, Deputy Prime Minister and First Vice President of the Development Council of Cambodia (CDC). The high-level meeting underscored Cambodia's commitment to international partnerships and economic expansion.

During their discussions, HE Sun Chanthol outlined his strategic vision for Cambodia's economic growth, emphasizing the nation's dedication to attracting foreign investment, strengthening infrastructure, and implementing key economic reforms. He highlighted the government's efforts to create a business-friendly environment, including regulatory improvements, investment incentives, and major development projects aimed at modernizing Cambodia's economy.

Mr. Flacco reaffirmed TICC's commitment to supporting Italian and Thai businesses seeking to invest and expand in Cambodia. As the country continues to position itself as a regional hub for trade and investment, he noted that Italian companies could play

a key role in sectors such as manufacturing, agriculture, infrastructure, and technology. The meeting also provided an opportunity to explore potential areas of collaboration between Italian, Thai, and Cambodian businesses to foster innovation, knowledge exchange, and sustainable economic growth.

One of the key takeaways from the discussion was the importance of strengthening bilateral trade and investment ties between Cambodia and Italy through the facilitation of joint ventures and knowledge-sharing initiatives. With Cambodia's rapidly growing economy and ongoing infrastructural developments, Mr. Flacco highlighted the need for continued engagement between private enterprises and government bodies to maximize business opportunities in the region.

For more updates on TICC's initiatives in Cambodia, follow @italianthaichamber on social media.



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# SUCCESSFUL CONCLUSION OF BUY WINE TOSCANA 2025



**Toscana, Italy 5-6 February 2025-** The 15th edition of **Buy Wine Toscana** took place on **Feat Lucca Polo Fiere**, with 90% of sellers and buyers expressing high expectations for developing the negotiations started. The event, promoted by the **regionetoscana**, the **Florence Chamber of Commerce**, and organized by **promofirenze**, attracted 210 selected Tuscan producers, including 96 organic ones, and 164 buyers from 37 countries.

The event saw over 4,000 B2B meetings, more than 20,000 tastings of 1,400 wines, and 50 different denominations. The Tuscan wine production represented at **BuyWine Toscana 2025** exceeds 45 million bottles annually, with 70.4% of the sellers producing up to 500,000 bottles a year.

The event confirmed solid markets for Tuscan wines, including Canada, the US, and Central Europe, along with significant interest from Asian countries, especially China and Vietnam, as well as South American countries like Brazil, Argentina, and Colombia.

The success of the event can be attributed to careful buyer selection and effective matchmaking, which generated over 16,000 meeting preferences prior to the event, helping ensure the event's success. The organization was well-received, and 85% of participants reported a satisfactory balance between the price offered by sellers and the price sought by buyers.

A networking dinner at **Real Collegio di Lucca** and a wine tasting event showcased Tuscan wines, while a city tour and closing aperitif concluded the event. On February 7th, many buyers participated in **Wine Tours** to visit the vineyards, further exploring the origin of the wines.

The **Thai-Italian Chamber of Commerce** has selected a buyer to attend the fair, further strengthening its decade-long partnership with **PromoFirenze**.



For further information, please visit the following website:  
<https://www.buy-wine.it/>



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# TICC RESIDENT ARTIST

## Interview with Artist and Illustrator



IG: @mew\_inp  
FB: Muse Mew Art

### Kanchanok Inrung (Mew)

After a career in interior design in Bangkok, I decided to settle in Phetchaburi, my hometown. I have had an art studio for over 10 years. This city, a historic center and gastronomic capital recognized by UNESCO in 2021, allows me to develop various projects promoting the culture and gastronomic heritage of my country.

#### 1. Can you tell us about your journey as an artist?

I have loved drawing for as long as I can remember. My father was an art teacher at a small school in Thap Sakae District, Prachuap Khiri Khan Province. My father had plenty of art supplies at home; I would draw and sketch everywhere—on walls, notebooks, and every book I could find—drawing non-stop. When my teachers noticed my talent, they sent me to represent the school in a drawing competition, and I won first place at the district level at just six years old.

From that point on, I kept practicing and was determined to pursue art in the future. However, living in a small district surrounded by coconut plantations, the sea, mountains, and waterfalls made finding an art school difficult. When I reached secondary school, I had to take an entrance exam to attend a school in Phetchaburi, my family's hometown. Phetchaburi had skilled art teachers and was a city rich in history, arts,

and culture. At this school, my teachers taught me the basics of drawing, coloring, and watercolor painting. Back then, I only practiced watercolor painting out of duty. The school needed a representative for still-life competitions, but most of the art students declined watercolor painting, so I took on the responsibility myself. As expected, I lost every year (laughs). However, those losses motivated me to keep learning, finding solutions, and improving my skills. Over time, I developed my own unique style.

#### 2. What was your educational background?

I graduated with a bachelor and degree in Interior Design from the Faculty of Decorative Arts, Silpakorn University in Bangkok. I initially chose this faculty because it offered comprehensive design skills across various disciplines, including applied arts, product design, graphic design, jewelry design, fashion design, ceramics, and interior design.

During my studies, I discovered a passion for the course Survey of Thai Art, which involved exploring and documenting Thailand's art and culture. This required immersing myself in local traditions, architecture, lifestyles, and cuisine while gathering information through sketching with different skills, precise structural drawings, line art, and watercolor techniques.







After graduation, I worked on design projects for Museum Siam and was recognized in the architecture field for my skills. I was invited to become a guest lecturer at the Faculty of Architecture, Silpakorn University, where I taught Drawing, Painting, and Basic Design for seven years. While teaching, I pursued a master's degree in Visual Arts Education at the Faculty of Painting, Sculpture, and Graphic Arts at Silpakorn University. However, I eventually decided to pause my thesis and teaching career to focus on creating art full-time. My determination to become a professional illustrator and achieve my dream of being an international artist with works recognized globally.

### 3. What inspired you to create a book about Thai cuisine with your illustrations?

I began my career in design in Bangkok. However, during a period of seeking new opportunities, I returned to my hometown, Phetchaburi. With free time on my hands, I revisited my hobby of sketching and began exploring and sketching scenes of Phetchaburi city and its cuisine. Over more than 10 years, I extended this practice to other parts of Thailand as well.

**Phetchaburi** is not only rich in cultural heritage but is also renowned for its culinary excellence, often ranked among the top food destinations in Thailand. The abundance of natural ingredients, specialized cooking tools, artistic food presentation, and even the intricate packaging—all of it exudes a sense of craftsmanship. Inspired by this, I documented these aspects in my sketches.

Four years ago, **Phetchaburi was recognized as a City of Gastronomy by UNESCO**, making it one of only two provinces in Thailand to receive this honor (the other being Phuket). **Mrs. Aurelie Cazenave, an editor from Mango Editions in Paris, France**, came across my work on social media and was impressed by my artistic style. This led to an opportunity to collaborate on illustrating the book *La Cuisine Thaïe Illustrée* alongside writer Caroline Trieu. The book, spanning

128 pages, was first published and sold in bookstores across France and online globally in late September 2024. *La Cucina Thaiandese Illustrata* was published and sold in bookstores across Italy and online globally in late October 2024.

### 4. What is your creative process when working on a project like this?

Before creating any product, I need to have a lot of interest and specialized knowledge. I would like to separate the creative process into two aspects:

Interest in making books and organizing the content: I make illustrated books about Thai food, so I need to have knowledge of history, geography, food culture, ingredients, cooking, and flavors. But to do it well, I need to have some Thai cooking skills so that I can see the picture clearly.

Painting: **I need to create feelings.** The watercolor skills I have for painting food need to show the ingredients as well as the feeling of taste. Let's just say that when I paint, people (including myself) need to feel like eating, feeling hungry. That's when I'll know I've been successful (laughs).

### 5. Are there any particular artists or styles that have influenced your work?

Let me mention three people who inspired me:

1. **Professor Emeritus Ornsiri Panin**, National Artist in Visual Arts (Local Architecture) 2021. I saw her sketches at the Architect Expo in 2004. At that time, I was still in high school. I collected my money to buy a set of postcards and told myself that this was what I wanted to do.
2. **Assistant Professor Payoon Moksikarat**, a teacher of Survey of Thai Art, provided knowledge and creative processes in Thai art.
3. **Leonardo Da Vinci**, His sketches from his notebook were an inspiration that made me feel that, in addition to his skills, thinking about what to draw was equally important.

### 6. What are your plans for the future?

Now I have achieved my dream of becoming an international illustrator/artist, but I still want to continue publishing books, releasing products (including fashion), and opening art exhibitions both domestically and internationally.





# TICC CO-HOSTS THE PRIME MINISTER'S ADDRESS LUNCHEON: A DIALOGUE ON THAILAND'S ECONOMIC FUTURE



**Bangkok, 14 February 2025-** The Thai-Italian Chamber of Commerce (TICC) was honored to co-host the prestigious Prime Minister's Address Luncheon 2025, held at the Grand Hyatt Erawan Bangkok in collaboration with the Joint Foreign Chambers of Commerce in Thailand (JFCCT) and other prominent foreign chambers of commerce.

This year's event centered around the theme, "Sustainable Thailand: Advancing with Reforms," highlighting key government policies aimed at shaping Thailand's economic development, investment landscape, and sustainability efforts. The luncheon provided a unique opportunity for business leaders, foreign investors, and industry representatives to gain insights into the government's long-term vision for economic resilience and growth.

The TICC delegation, comprising 30 distinguished members, was led by President Federico Cardini and included Board Members, premium members, and standard members. Their participation underscored the chamber's ongoing commitment to fostering strong economic partnerships between Thailand, Italy, and the global business community.

During the address, Thailand's leadership outlined critical economic policies, including strategies to enhance foreign direct investment (FDI), green and digital transformation initiatives, infrastructure expansion, to support sustainable business growth. With a focus on innovation, competitiveness, and economic inclusivity, the event underscored Thailand's readiness to adapt to global challenges and maintain its status as a key economic hub in the region.

Beyond the policy discussions, the luncheon served as an exclusive networking platform where business leaders engaged in meaningful dialogue with policymakers, diplomats, and fellow entrepreneurs.

TICC extends heartfelt appreciation to all members and guests who attended and contributed to the event's success. As the chamber continues to champion business collaboration, we invite our members to stay engaged with TICC's upcoming initiatives, industry forums, and networking opportunities.





# TICC JEWELRY HUB HOSTED JEWELRY SEMINAR & NETWORKING APERITIVO AT TICC CONNECT



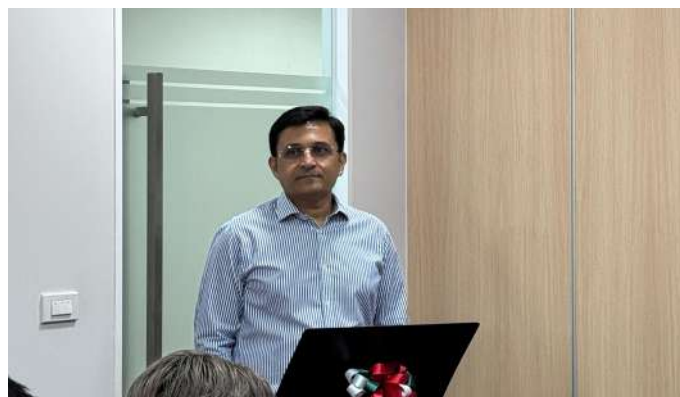
**Bangkok, 18 February 2025-** the TICC Jewelry Hub hosted an exclusive Jewelry Seminar & Networking Aperitivo at TICC Connect, bringing together a distinguished group of industry leaders, experts, and jewelry enthusiasts for an evening of knowledge-sharing, networking, and fine hospitality.

The highlight of the evening was an insightful seminar delivered by Mr. Nikunj Mehta, CEO of Nice Diam Co., Ltd., on the topic “Diamonds in the Rough: Sustainable Sourcing and Ethics.” His expert insights into ethical diamond sourcing and sustainability shed light on the importance of responsible mining, transparency in the supply chain, and the future of ethical luxury in the jewelry industry. Attendees were deeply engaged as Mr. Mehta addressed key challenges and emerging trends in sustainable practices, sparking meaningful discussions across the room.

Following the seminar, guests enjoyed a lively networking session, set against a backdrop of elegance and sophistication. The evening was complemented by fine Prosecco and gourmet canapés, creating the perfect atmosphere for business connections, collaborations, and shared industry insights. The event provided a unique platform for professionals to exchange ideas, explore potential partnerships, and strengthen ties within the jewelry and luxury goods community.

TICC extends a heartfelt thank you to our esteemed speaker, Mr. Nikunj Mehta, whose expertise and passion added immense value to the event. A special appreciation also goes to our generous sponsors, **IC Wine** and **Heritage**, for their support in making the evening a delightful experience. Most importantly, we thank all our TICC members and guests who participated and contributed to making this event a resounding success.

Stay connected with TICC Jewelry Hub for more upcoming seminars, networking events, and industry-focused discussions that continue to shape the future of the jewelry sector.





# THAI-ITALIAN CHAMBERS OF COMMERCE ABROAD GATHER IN SINGAPORE FOR THE REGIONAL AREA MEETING



**Singapore, 21-22 February 2025** - The two-day in the Regional Area Meeting of the Italian Chambers of Commerce Abroad recently concluded in Singapore, with a particular focus on the Asia, Oceania, and South Africa regions. The event, held in prestigious hotels across the city, was impeccably coordinated by the Italian Chamber of Commerce in Singapore (ICCS), bringing together key representatives from the Italian business network in the region.

Representing the Thai-Italian Chamber of Commerce, **President Federico Cardini**, attended alongside **Secretary General Giacomo Iobizzi** and **General Manager Michele Tomea**. Their presence underscored the chamber's active role in strengthening international business relations and fostering economic cooperation.

The Regional Area Meeting serves as an essential platform for dialogue, knowledge-sharing, and collaboration among Italian Chambers of Commerce worldwide. With participants representing businesses across diverse industries—including manufacturing, fashion, design, technology, food & beverage, and finance—the conference provided an opportunity to explore emerging market trends and discuss challenges and opportunities within their respective sectors.

A key topic of discussion was the promotion of **“Made in Italy”** excellence—an initiative at the heart of all Italian Chambers of Commerce abroad. From luxury brands to high-quality industrial products, Italy's reputation for craftsmanship and innovation remains a powerful driver of economic growth. The Chambers reiterated their commitment to supporting Italian businesses looking to expand their footprint in Asia, Oceania, and South Africa, ensuring they receive the necessary assistance in navigating new markets, trade regulations, and business networks.

Events like this serve as an essential platform for **communication, collaboration, and the exchange of**

**best practices, reinforcing the role of Italian Chambers of Commerce** abroad in supporting both Italian and local businesses in their respective countries. These institutions play a pivotal role in promoting #MadeInItaly, facilitating business expansion, and attracting investments to Italy, further strengthening the economic ties between Italy and international markets.

TICC remains committed to fostering global business connections and looks forward to continuing its efforts in supporting Italian enterprises in Southeast Asia and beyond.





# GFP

Global Food Products





# ALFA SISTEMI STRENGTHENS ITS PRESENCE IN THAILAND WITH AN EVENT ON DIGITAL TRANSFORMATION



**Bangkok, 20 February 2025** - Great success for the Digital Transformation event organized by Alfa Sistemi in Bangkok. With a dedicated office in Bangkok, the event reaffirmed the importance of Alfa Sistemi's presence in Thailand, consolidating its role as a key reference point for local companies in transforming their business processes. The initiative provided an opportunity to discuss the latest trends in enterprise digitalization, showcase Alfa Sistemi's updated service offerings and emphasize the company's commitment to support organizations in leveraging cutting-edge technologies to optimize efficiency, drive innovation, and remain competitive in an evolving market landscape.

The event was held in an engaging and dynamic format, featuring keynote speeches, panel discussions, and networking sessions that facilitated direct dialogue with industry experts. It was also a valuable opportunity for networking among peers, enabling executives and decision-makers to exchange ideas, share best practices, and explore potential collaborations.

The event provided a unique platform for industry leaders to discuss challenges, opportunities, and actionable strategies for driving innovation, optimizing processes, and unlocking new business value through technology.

By fostering meaningful connections and insightful discussions, the event further strengthened the business ecosystem in Thailand, paving the way for future partnerships and collaborative efforts in the digital transformation space.

## Digital Transformation: A Trillion-Dollar Opportunity

According to **McKinsey**, the total economic impact of digital transformation is projected to be between **\$3.9 and \$11.1 trillion by 2030**, highlighting the immense value generated by digitization across industries. The **manufacturing sector is expected to see the highest economic impact**, with an estimated contribution between **\$1.2 and \$3.7 trillion**,

making it a critical area for investment in automation, AI, and smart systems.

These figures reinforce the **importance of digital transformation for businesses in Thailand**, especially in key sectors like **Construction, Chemicals, and Complex Manufacturing**, which represented a significant portion of the event's attendees.

## High-Profile Participation and Industry Engagement

The event featured the participation of Federica Meroi, Executive Officer & Chief Sales and Marketing Officer of Alfa Sistemi, Cinzia Lacopeta, Executive Officer & Chief Strategy Officer, and Marco Benvenuti, Managing Director of Alfa Sistemi's Thai branch. Their presence underscored **Alfa Sistemi's commitment to the Thai market** and its role in **supporting companies on their digitalization journey**.

The meeting attracted a select audience of C-level executives from major international companies with offices in Thailand, representing strategic industries such as Construction, Chemicals, and Complex Manufacturing. The strong participation confirmed the urgency and growing interest in digital transformation, as companies seek to modernize their operations, enhance data-driven decision-making, and integrate AI-driven automation into their business processes.

## Federica Meroi remarked:

*"This demonstration of interest in the topic of Digital Transformation has shown how crucial it is in the agenda and objectives of CEOs and CIOs. These executives have dedicated time and energy to deepening their understanding of these technologies and their impact on business and finding solutions for their digital needs. It is evident that companies are no longer questioning whether to digitize but rather how to scale transformation effectively and efficiently."*





She also added a lighthearted note, emphasizing the enthusiasm of attendees:

*"It was incredible to see so many business leaders willing to face Bangkok's notorious afternoon traffic and spend hours commuting just to join us and explore the potential of these technologies!"*

#### Key Topics: IoT, ERP, and AI as Business Accelerators

The event delved into the major technological trends that are revolutionizing industries and shaping the future of business operations. Among the most discussed topics were:

- **IoT (Internet of Things)** as a critical enabler for **condition-based and preventive maintenance processes**. Attendees explored how smart sensors and real-time data analytics can improve equipment reliability, reduce downtime, and optimize asset performance.
- **Augmented ERP**, reaffirming the **ERP system's role as the backbone of corporate ICT**. The discussions highlighted how a robust and well-integrated ERP solution is essential to maintaining **a homogeneous, consistent, and up-to-date data set** for strategic decision-making.
- **AI and GenAI (Generative AI)**, with a particular emphasis on transitioning from **pilot projects to full-scale operational solutions**. Companies shared insights into their experiences with AI, discussing the need to identify high-impact use cases and implement **AI-driven automation** in ways that align with business goals.

According to the **Global Lighthouse Network of the World Economic Forum**, Asia is leading the digital transformation trend with **20% of manufacturing companies in Asia already recognized as Advanced Lighthouses**, proving that digital transformation delivers measurable success. These companies set a **benchmark for innovation**, demonstrating how AI, IoT, and automation can drive efficiency and competitiveness.

This growing network of digital pioneers provides a **clear roadmap** for businesses looking to accelerate their transformation and unlock new opportunities in Industry 4.0. Discussions also covered practical applications of these technologies, showcasing how businesses can leverage digital tools to streamline processes, enhance customer experiences, and improve overall efficiency.

#### Case Studies: Real-World Success Stories in Digital Transformation

One of the key highlights of the event was the presentation of real-world case studies, offering tangible examples of successful digital transformation initiatives. Business leader of a major steel plants producer shared their experiences on how embracing smart technologies and data-driven approaches has led to measurable improvements in their organizations. These success stories illustrated how companies that have wisely digitized their core processes have realized significant competitive advantages through:

- Enhanced operational efficiency, achieved by automating manual tasks and improving workflow management.
- Better decision-making, supported by real-time analytics and AI-powered insights.
- Increased business agility, enabling organizations to adapt quickly to market changes and emerging trends.

Attendees had the opportunity to gain valuable insights from peers and industry experts, fostering knowledge-sharing and best practices exchange.

#### A Strategic Partnership with the Thai-Italian Chamber of Commerce

A key factor contributing to the event's success was the collaboration with the Thai-Italian Chamber of Commerce, which played a crucial role in expanding outreach and engaging a high-profile audience.

The Chamber has proven to be a structured and effective partner, leveraging its extensive network and expertise to facilitate the participation of leading companies. Through its support, the event strengthened business connections between Italian and Thai enterprises, fostering new opportunities for cross-border collaboration in digital transformation.

The partnership also underscored the importance of international cooperation in advancing technological innovation, highlighting how shared knowledge and resources can accelerate digital adoption across industries.

#### Alfa Sistemi's Commitment to Digital Transformation in Thailand

The Bangkok event reaffirmed Alfa Sistemi's leadership in guiding companies toward an effective and sustainable digital transformation. As organizations worldwide recognize the strategic importance of technology-driven change, Alfa Sistemi continues to position itself as a trusted partner in digitalization initiatives.

With an expanded presence in the Thai market, Alfa Sistemi aims to support local businesses by offering:

- Advanced digital solutions tailored to industry-specific needs.
- Expert consulting and strategic guidance to help companies navigate their transformation journey.
- Ongoing collaboration and innovation, ensuring that clients stay ahead of evolving trends and emerging technologies.

By reinforcing its commitment to the Thai market, Alfa Sistemi is set to play a pivotal role in helping businesses unlock the full potential of digital transformation and drive long-term success.



#### Alfa Sistemi (Thailand) Co.,Ltd

Level 29, 388 Exchange Tower, Room No. 2926, Sukhumvit Road, Klongtoey District Bangkok 10110 Thailand

**For more information please contact: [info@alfasistemi.net](mailto:info@alfasistemi.net), [alfa.sistemi@pec.it](mailto:alfa.sistemi@pec.it) or**

**Visit website: [www.alfasistemi.net](http://www.alfasistemi.net)**



# AN ITALIAN NETWORKING: TICC APERITIVO ITALIANO AT ILLY CAFFÉ ERAWAN

**Bangkok, 26 February 2025** - The Thai-Italian Chamber of Commerce (TICC) proudly hosted an exclusive “Aperitivo Italiano” Networking Event at the newly opened Illy Cafe Erawan Bangkok, bringing together a dynamic mix of over 50 professionals, entrepreneurs, and business leaders from both Italy and Thailand. The evening was a celebration of Italian culture, hospitality, and business networking in an elegant and welcoming setting.

Guests were treated to an exquisite traditional Italian aperitivo, featuring a curated selection of authentic delicacies, premium Italian beverages, and artisanal gelato. The atmosphere was lively and engaging, reflecting the warmth and conviviality that defines Italian gatherings. Conversations flowed effortlessly as attendees exchanged ideas, forged new business connections, and strengthened professional relationships, all while savoring the best of Italy’s culinary heritage.

Adding an artistic flair to the evening, attendees had the unique opportunity to admire the works of Leyla Sandshiko, a talented resident artist whose Coffee Art collection, inspired by the essence of coffee itself, was on display. Her creations beautifully captured the fusion of art and Italian coffee culture, further enhancing the ambiance of the event.

TICC extends its heartfelt appreciation to our valued sponsors, whose generous support contributed to the success of this remarkable event:



## Stay Connected with TICC

TICC remains dedicated to fostering a strong business community through engaging networking events, cultural exchanges, and strategic business initiatives. We invite our members and guests to stay connected and be part of our upcoming activities.

### For event inquiries:

K. Prae – [events@thaitech.org](mailto:events@thaitech.org)

### For membership inquiries:

K. Angela – [marketing@thaitech.org](mailto:marketing@thaitech.org)

Visit [www.thaitech.org](http://www.thaitech.org) for more updates and upcoming events.









# TICC CONNECT

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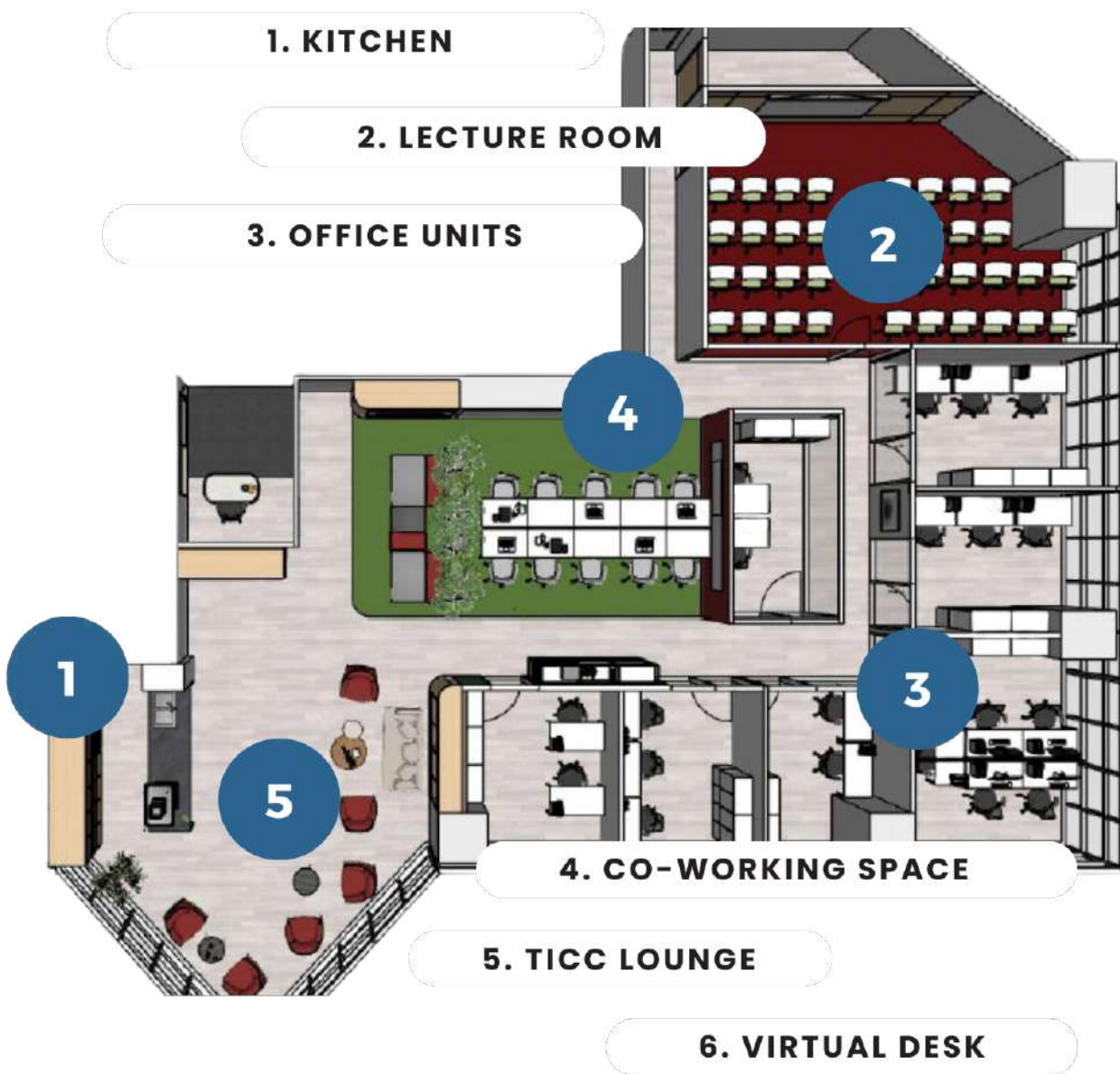
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- 1. Privacy and Concentration:** Having a dedicated private office allows for uninterrupted work and enhanced focus compared to working in open or shared spaces. This is especially beneficial for tasks that require concentration or confidentiality.
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- 5. Meeting Facilities:** Access to a conference room for up to 2 hours per month, subject to availability. This service offers tenants the flexibility to host meetings, presentations, or collaborative sessions on-site. This eliminates the need to book external meeting spaces, saving time and resources.
- 6. Networking Opportunities:** Having a private office within a shared workspace environment often provides opportunities for networking and collaboration with other professionals or businesses sharing the space. This can lead to potential partnerships, referrals, or knowledge exchange, enriching your professional network.
- 7. Flexibility:** Private office spaces typically offer flexible lease terms, allowing tenants to scale up or down as their business needs evolve. This flexibility is advantageous for startups, freelancers, or small businesses that may experience fluctuations in space requirements over time.
- 8. Professional Support:** The private office package include access to administrative support services, such as mail handling, receptionist services, or IT assistance. These services can help streamline operations and alleviate administrative burdens for tenants.

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# MotoGP™ PT GRAND PRIX OF THAILAND

28 FEB  
2 MAR



Source: MotoGP™





# THE 2025 MOTOGP™ SEASON COMMENCED WITH THAI GRAND PRIX AT THE CHANG INTERNATIONAL CIRCUIT IN BURIRAM

The 2025 MotoGP season commenced with Thai Grand Prix at Chang International Circuit in Buriram. This historic event marked Thailand's first-ever season opener, making it the first Southeast Asian country to host the opening race in over 25 years. Fans from around the world gathered to witness high-speed action, heart-stopping overtakes, and a battle for supremacy among the world's best riders.

Chang International Circuit, a 4.554 km track with 12 challenging turns, has earned a reputation as a fan-favorite venue. Since its inclusion in the MotoGP calendar in 2018, the circuit has delivered thrilling races and unpredictable finishes. The long straights allow for incredible top speeds, while the tight corners test the riders' braking skills and precision.

Buriram transformed into a hub of excitement, with fans filling grandstands and creating an electrifying atmosphere. The Thai Grand Prix is not just about racing; it's a celebration of motorsport culture, bringing together passionate supporters, local businesses, and international tourism.

## Racing Highlights and Top Contenders

As the lights went out, the 2025 season was officially underway. Defending champion Francesco Bagnaia, young sensation Pedro Acosta, and the returning veteran Marc Márquez were among the key contenders. The race saw fierce battles, with multiple lead changes and dramatic overtakes that kept fans on the edge of their seats.

MotoGP's introduction of a new eco-friendly fuel regulation also made its debut in Thailand, with teams adapting to the sustainable changes while still maintaining high performance. The evolution of aerodynamics and ride-height devices also played a crucial role in determining race strategies.

### The Thai Grand Prix: A Game-Changer for Southeast Asia

Thailand's emergence as a premier MotoGP destination is a testament to the region's growing love for motorsports. With a well-organized event, passionate fanbase, and world-class circuit, it is poised to remain a staple in the MotoGP calendar for years to come.

The event also had a significant economic impact, boosting tourism, hospitality, and local businesses. Hotels in Buriram were fully booked, restaurants thrived, and merchandise sales soared. The Thai government and race organizers have recognized MotoGP as a major driver of tourism, ensuring continued support and investment in the sport.

## What's Next in the 2025 Season?

With the Thai Grand Prix setting the tone, fans can look forward to an action-packed season. The next stop on the calendar is Mandalika, Indonesia, another Southeast Asian gem known for its breathtaking coastal circuit. The season promises intense rivalries, new technological advancements, and unexpected surprises on the road to the championship.

As the engines cool down in Buriram, one thing is certain—MotoGP in Thailand is here to stay. The 2025 season has only just begun, but if the Thai Grand Prix is any indication, fans are in for an unforgettable year of racing.

### Source:

Moto GP, <https://www.motogp.com/en/news/2025/02/24>

MotoWish, <https://www.motowish.com/motorsport/race-program-motogp-2025-round-1-thailand>

Reuters, <https://www.reuters.com/sports/formula1/motogp-2025-season-have-record-22-races-18-countries-2024-09-26>



**2025 MotoGP™ CALENDAR** (PROVISIONAL)

<b>1 THAI GP</b> 28 <sup>th</sup> FEB - 2 <sup>nd</sup> MAR CHANG INTERNATIONAL CIRCUIT	<b>12 CZECH GP</b> 18 <sup>th</sup> JUL - 20 <sup>th</sup> JUL AUTOMOTOCEDROM BRNO
<b>2 ARGENTINA GP</b> 14 <sup>th</sup> MAR - 16 <sup>th</sup> MAR TERMINOS DE BEO MONDO	<b>13 AUSTRIAN GP</b> 15 <sup>th</sup> AUG - 17 <sup>th</sup> AUG RED BULL RING - SPILLBERG
<b>3 AMERICAS GP</b> 22 <sup>nd</sup> MAR - 30 <sup>th</sup> MAR CIRCUIT OF THE AMERICAS	<b>14 HUNGARIAN GP</b> 22 <sup>nd</sup> AUG - 24 <sup>th</sup> AUG BALATON PARK CIRCUIT
<b>4 QATAR GP</b> 11 <sup>th</sup> APR - 13 <sup>th</sup> APR LOSAIL INTERNATIONAL CIRCUIT	<b>15 CATALAN GP</b> 5 <sup>th</sup> SEP - 7 <sup>th</sup> SEP CIRCUIT DE BARCELONA-CATALUNYA
<b>5 SPANISH GP</b> 25 <sup>th</sup> APR - 27 <sup>th</sup> APR CIRCUITO DE JEREZ - RAGEL NERIO	<b>16 SAN MARINO GP</b> 12 <sup>th</sup> SEP - 14 <sup>th</sup> SEP MISANO WORLD CIRCUIT MARCO SIMONCELLI
<b>6 FRENCH GP</b> 9 <sup>th</sup> MAY - 11 <sup>th</sup> MAY LE MANS	<b>17 JAPANESE GP</b> 26 <sup>th</sup> SEP - 28 <sup>th</sup> SEP MOTULITY RESORT MOTEGI
<b>7 BRITISH GP</b> 23 <sup>rd</sup> MAY - 25 <sup>th</sup> MAY SILVERSTONE CIRCUIT	<b>18 INDONESIAN GP</b> 3 <sup>rd</sup> OCT - 5 <sup>th</sup> OCT PERMANAMA MANDALIKA INTERNATIONAL CIRCUIT
<b>8 ARAGON GP</b> 6 <sup>th</sup> JUN - 8 <sup>th</sup> JUN MOTORLAND ARAGON	<b>19 AUSTRALIAN GP</b> 17 <sup>th</sup> OCT - 19 <sup>th</sup> OCT PHILLIP ISLAND
<b>9 ITALIAN GP</b> 20 <sup>th</sup> JUN - 22 <sup>nd</sup> JUN AUTODROMO INTERNAZIONALE DEL MUGELLO	<b>20 MALAYSIAN GP</b> 24 <sup>th</sup> OCT - 26 <sup>th</sup> OCT SEPANG INTERNATIONAL CIRCUIT
<b>10 DUTCH GP</b> 27 <sup>th</sup> JUN - 29 <sup>th</sup> JUN TT CIRCUIT ASSEN	<b>21 PORTUGUESE GP</b> 7 <sup>th</sup> NOV - 9 <sup>th</sup> NOV AUTODROMO INTERNAZIONALE DO ALGARVE
<b>11 GERMAN GP</b> 11 <sup>th</sup> JUL - 13 <sup>th</sup> JUL SACHS RING	<b>22 VALENCIA GP</b> 14 <sup>th</sup> NOV - 16 <sup>th</sup> NOV CIRCUIT RICARDO TORRES

# TICC UPCOMING EVENTS

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CHAMBER OF COMMERCE

**TICC Gems & Jewelry Meeting**

**Diamonds in the Rough**  
*Sustainable Sourcing and Ethics*



DATE: 18TH FEB 2025  
TIME: 16:30-ONWARDS  
VENUE: TICC CONNECT  
SPEAKER: MR. NIKUNJ MEHTA (NICE DIAM)

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TICKET PRICE  
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Mr. Giulio Bianchi Email: gbi@thaitech.org  
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Moderator:  
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# NEW MEMBERS ANNOUNCEMENT JANUARY

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