



หอการค้าไทย-อิตาลี  
THAI - ITALIAN  
CHAMBER OF COMMERCE

Volume No. IV/2026

# INFORMA

BUSINESS MAGAZINE



Roma & Bangkok  
Parallel Histories



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# A Message from the President



Dear Members and Friends,

April has been another remarkable month for the **Thai-Italian Chamber of Commerce**, marked by dynamic networking initiatives, industry engagement, and celebrations of Italian excellence that continue to strengthen the ties between Thailand and Italy.

The Chamber was delighted to host **Unico Aperitivo**, an exclusive networking gathering designed to encourage meaningful dialogue, strengthen professional relationships, and enhance engagement among our valued members. The event offered a welcoming setting where business leaders and professionals could connect, exchange ideas, and further reinforce the vibrant Thai-Italian business community.

In preparation for one of the Chamber's flagship wine initiatives, the **Top Italian Wines Roadshow** at Dusit Thani Bangkok once again showcased a carefully curated selection of outstanding Italian wineries. The featured producers were selected for their ability to combine deep respect for tradition with a strong spirit of innovation, consistently delivering exceptional wines that will be presented during the event this May.

The Chamber was also pleased to participate in **Jewelry & Gem ASEAN Bangkok** at the Queen Sirikit National Convention Centre, where it welcomed members, partners, and friends. The exhibition served as an important platform to engage

with industry stakeholders, strengthen existing relationships, and promote new opportunities for collaboration between the Thai and Italian business communities.

Continuing its commitment to fostering connections through hospitality and networking, the Chamber, in collaboration with Park Hyatt Bangkok, hosted an elegant Aperitivo & Networking evening. The event brought together members, partners, and friends of the Chamber in a refined and welcoming atmosphere, where guests enjoyed a curated selection of authentic Italian specialties that reflected the richness of Italy's culinary heritage in one of Bangkok's most sophisticated venues.

I would like to extend my sincere gratitude to our members, partners, and institutional supporters for their continued trust and participation. Your ongoing support remains essential in strengthening the ties between Thailand and Italy and in advancing the Chamber's mission of promoting meaningful business and cultural collaboration.

Arrivederci,  
**Federico Cardini**  
President

## 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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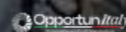
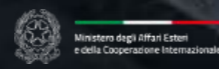
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### COVER STORY

#### Rome & Bangkok: Two Capitals Connected by History

Rome and Bangkok share a unique historical connection through their founding date of April 21. Rome, according to tradition, was founded on 21 April 753 BC, while Bangkok was officially established as the capital of Thailand on 21 April 1782. Despite the centuries and distance separating them, both cities became the political, cultural, and economic hearts of their nations. This remarkable coincidence reflects the rich heritage and enduring legacy of two capitals that continue to influence art, architecture, culture, and international exchange around the world.

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## THAILAND

### Dozen Flights Cancelled by Airlines Across Thailand

Retrieved from *Travel and tour world*, 17 April 2026

Several airlines—including Thai Airways, Bangkok Airways, Lufthansa, Condor, and Jetstar—have recently cancelled close to a dozen flights across Thailand, causing disruptions on key routes linking cities such as Bangkok, Phuket, Chiang Mai, Koh Samui, and Don Mueang Airport. These cancellations are part of a broader pattern affecting Thailand's aviation sector, where airlines are adjusting schedules due to operational pressures. Passengers traveling on both domestic and international routes are experiencing delays, rescheduling, and reduced flight availability. The disruptions are linked to wider industry challenges, particularly rising fuel costs and fluctuating travel demand, which have forced airlines to scale back services.

### Up to 5 Million People for Songkran Events in Bangkok

Retrieved from *Thaiger*, 17 April 2026

Nearly five million people joined Songkran celebrations across Bangkok from April 10–15, a rise of over 90% from last year. Major areas such as Siam Square, ICONSIAM, and Silom Road drew the largest crowds. However, the surge also led to more waste, fire incidents, and road accidents. While fatal crashes remained stable, deaths slightly increased, with motorcycles involved in most cases and many riders not wearing helmets. Authorities said the data will help improve safety, waste management, and planning for future celebrations.

### Thailand Reduced Retail Diesel Prices by THB 1.20 Per Litre Starting April 21

Retrieved from *the Nation*, 21 April 2026

Thailand reduced retail diesel prices by 1.20 baht per litre from April 21 after the Oil Fuel Fund adjusted subsidy and contribution rates, following a drop in global oil prices. Diesel prices fell significantly in recent days, allowing authorities to pass savings to consumers. Fuel retailers including PTT Oil and Retail and Bangchak implemented the cut, while petrol and gasohol prices remained unchanged. Diesel B7 and B20 both decreased by 1.20 baht per litre.

### Global and Thai Weekly Economic Review

Retrieved from *Krungsri*, 21 April 2026

Global economic conditions remain mixed, with signs of slowing growth in major economies prompting expectations of more supportive monetary policies. In the United States, softer economic indicators—such as weaker consumer confidence, slowing spending, and a cooling labour market—have increased the likelihood of interest rate cuts. Japan's outlook is somewhat more positive, supported by government stimulus and wage growth, though risks from external factors persist. Meanwhile, China continues to face economic weakness, with sluggish consumption, ongoing property sector issues, and limited effectiveness of recent stimulus measures.

## OTHER COUNTRIES

### A Year after Trump's Tariffs

Retrieved from *BBC News*, 2 April 2026

A year after sweeping tariffs introduced under Donald Trump, the global economy has shifted significantly. Trade patterns have changed, costs have risen, and uncertainty has increased. Companies have adjusted supply chains to avoid higher import taxes, creating new trade routes and partnerships. While some countries have benefited, others have seen exports decline. The tariffs have also driven up prices, adding inflationary pressure and raising costs for manufacturers reliant on imports. In response, several countries introduced countermeasures, increasing trade tensions and making global trade more fragmented and unpredictable.

### China halts Meta Platforms's \$2bn acquisition of AI start-up Manus

Retrieved from *BBC News*, 27 April 2026

Meta Platforms's planned \$2bn acquisition of AI start-up Manus has been blocked by Chinese regulators. The deal, announced in December, aimed to integrate Manus' autonomous AI agents into Meta's platforms. Authorities, including China's National Development and Reform Commission, reportedly prohibited foreign investment in the transaction, requiring it to be withdrawn after months of review. Meta said the deal complied with applicable laws and expects a resolution. Manus is known for developing "autonomous" AI agents designed to plan and complete tasks independently.

## ITALY

### No More Defence Agreement between Italy and Israel

Retrieved from *BBC*, 15 April 2026

Italy will not renew its defence agreement with Israel, Prime Minister **Giorgia Meloni** said, citing "the current situation." Relations have deteriorated after an incident involving Italian UN peacekeepers in Lebanon and mutual diplomatic protests. Italy's defence ministry is assessing the impact of the suspension. Italy is Israel's third-largest arms supplier, though with a small share. Other European countries have also limited arms exports during the Gaza conflict following the 7 October 2023 Hamas attack.

### Poste Italiane Fined for More Than 12.5 Million Euros Due to Personal Data Violation

Retrieved from *Reuters*, 20 April 2026

Italy's data protection authority has imposed a fine of over €12.5 million (\$14.7 million) on Poste Italiane and its payments division Postepay for unlawfully handling the personal data of millions of users. The regulator found that certain functions within Poste's mobile apps—designed to detect harmful software—were overly intrusive and went beyond what was necessary for fraud prevention. It also cited multiple violations of data protection rules, including insufficient transparency toward users and the lack of a proper data protection impact assessment.

### IED's Urban Camping for Design Week

Retrieved from *IISole24ore*, 21 April 2026

The 3rd edition of "The Glitch Camp" returns to Milan during Design Week, offering a free urban camping experience for students worldwide. Promoted by **Fondazione Francesco Morelli** and **Istituto Europeo di Design**, it will take place for the first time at Ex Macello di Porta Vittoria. Up to 300 participants will join the 2026 edition. Supported by **Fondazione Cariplo** and part of a regeneration project by **Near Sgr**, the site will also host a future IED campus. As main sponsor, **IKEA** will furnish shared spaces, fostering community and cultural exchange.

### Coal Plants will be Reactivated in Italy if Gas Price Reaches 70 Euros

Retrieved from *IISole24ore*, 21 April 2026

Italy may temporarily restart coal-fired power plants if gas prices rise to around €70/MWh, according to Energy Minister **Gilberto Pichetto Fratin**. He stressed this would be a last-resort measure, as prices are currently about €40. Italy has four coal plants—two still operating in Sardinia and two (in Civitavecchia and Brindisi) that could be reactivated if needed. The government has also postponed the coal phase-out to 2038 following disruptions linked to the Iran war.

## HOTEL INDIGO: UNCOVER THE SOUL OF WIRELESS ROAD



**Hotel Indigo Bangkok** Wireless Road invites you to discover the neighbourhood stories of one of the world's most vibrant cities. Set along the historic Wireless Road on Bangkok's iconic Embassy Row, the hotel offers a true expression of place where past and present come together in a contemporary lifestyle experience.

Rooted in the area's heritage as the birthplace of Thailand's first radio station and a long-standing diplomatic district, the hotel reflects the character of its surroundings through thoughtful design and storytelling. Neighbourhood-inspired details are seamlessly woven into the modern architecture, creating an atmosphere that is both stylish and deeply connected to the local narrative.

From this prime location, guests are perfectly positioned to explore Bangkok with ease. Major business hubs, embassies, and upscale shopping destinations such as Central Embassy and Siam Paragon are just moments away, while cultural landmarks including Wat Phra Kaew and Wat Pho offer a glimpse into the city's rich traditions. Nearby, Lumpini Park provides a refreshing contrast – an urban oasis where guests can unwind amidst lush greenery.

Each guestroom is designed as a personal retreat, featuring floor-to-ceiling windows that frame sweeping views of the greenery and locally influenced touches are seamlessly integrated into the modern architecture, creating a stylish retreat deeply connected to its surroundings. Elevated lifestyle experiences continue at the infinity-edge pool or recharge at the fully equipped 24-hour fitness centre overlooking the city.

Dining at the hotel is equally inspired by discovery and craftsmanship. Led by Executive Chef Surasak, whose culinary journey spans more than 15 years across renowned hospitality brands, the hotel's culinary team combines premium ingredients with refined techniques to create memorable

dining experiences. Each dish reflects a balance of creativity, authenticity, and contemporary flavours, thoughtfully curated to delight.

You can savour Thai and international cuisine at Metro on Wireless, enjoy craft beers and casual bites at 22 Steps Craft House, or indulge in European grilled specialties at **CHAR** Restaurant. At **CHAR** Rooftop Bar, handcrafted cocktails are paired with panoramic skyline views, creating a memorable Bangkok evening experience.

More than simply a place to stay, **Hotel Indigo Bangkok** Wireless Road invites guests to connect with the neighbourhood, uncover hidden stories, and experience Bangkok like a true local.

**Contact Details:**

<https://www.ihg.com/hotelindigo/hotels/us/en/bangkok/bkkin/hoteldetail>  
 Reservation.HotelIndigoBangkok@ihg.com  
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## UNICO APERITIVO: TICC EXCLUSIVE EXPERIENCE AT TICC CONNECT



**Bangkok, 7 April 2026** – The **Thai-Italian Chamber of Commerce (TICC)** was pleased to host **Unico Aperitivo**, an exclusive networking gathering designed to foster meaningful dialogue, strengthen professional relationships, and enhance engagement within our valued member community. Reserved exclusively for members, the event provided a distinctive opportunity to connect directly with the Chamber's leadership in an open, welcoming, and collaborative setting.

Hosted at TICC Connect, the evening embodied the spirit of innovation and connectivity that defines TICC's mission. The venue offered a refined yet comfortable environment, encouraging participants to exchange ideas, explore new business prospects, and deepen cross-sector collaboration between Thai and Italian professionals.

Inspired by the Italian tradition of the aperitivo, the gathering seamlessly blended elegant hospitality with purposeful networking. Guests enjoyed a convivial atmosphere that encouraged authentic conversations, knowledge sharing, and the strengthening of existing partnerships. The informal yet thoughtfully curated format enabled members to engage not only with fellow entrepreneurs

and executives, but also with representatives of the Board of Directors and the Chamber's management team.

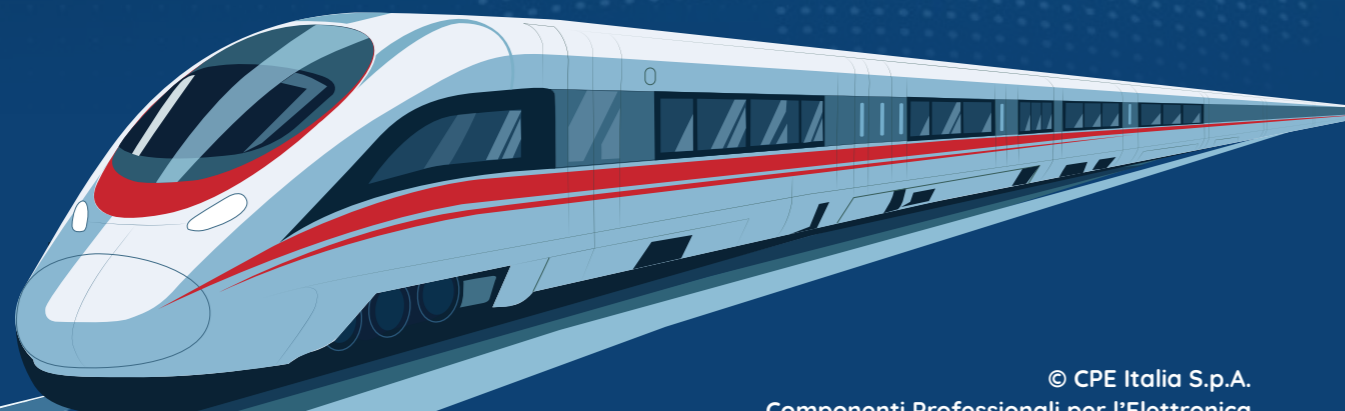
As a dedicated member benefit, Unico Aperitivo underscores TICC's ongoing commitment to delivering high-value platforms that promote participation, collaboration, and sustainable business growth. By creating spaces where ideas can be exchanged freely and relationships can flourish, the Chamber reinforces its role as a bridge between Thailand's and Italy's dynamic business communities.

We extend our sincere appreciation to all attendees for their enthusiastic participation, to our Board of Directors for their continued leadership and presence, and to our sponsor for their generous support in making this edition a success. The positive energy and engagement demonstrated throughout the evening reaffirm the strength of our network and the importance of community-driven initiatives.

TICC looks forward to welcoming members to many more occasions that celebrate Italian excellence, encourage professional synergy, and inspire future partnerships across industries.



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PROMOTED ARTICLE

## CPE'S SMART SOLAR EV CHARGING ENERGY STORAGE

Intelligent Solar Energy Storage System for Charging Electric Vehicles (ISES EVC) is a Smart solar energy storage system for charging electric vehicles. This is the development of a charging infrastructure for electric vehicles powered by a photovoltaic system and battery storage system with efficiency in the use of electricity resources using adaptive AI.

This system is presented by the company **CPE Italia S.p.A.**, which counts among its commercial activities aimed at customers, the Green Energy Division, which for some years has been designing, manufacturing and selling charging systems for electric cars. The experience acquired and consolidated over the years by the company's research and development group ensures choices that go in the correct direction of the development of technologically advanced systems that use techniques and materials in cutting-edge design and production.

The system consists of the construction of a charging infrastructure for electric cars that uses electricity from photovoltaic panels with an attached battery storage system. Unlike other renewable energy sources, such as wind and hydropower, which can generate intermittent energy during both day and night, solar PV follows a generation model that is certainly predictable but produces electricity exclusively during central daylight hours, while energy demand can peak at different times.

Therefore, the misalignment in the timing of electricity production from photovoltaic systems with respect to peak consumption periods certainly creates the opportunity to use battery storage systems (BESS: Battery Energy Storage System) placed together with photovoltaic panel production systems (PV+BESS systems). By storing the excess electricity produced during the day by the PV inside the BESS and discharging it from the batteries during periods of high demand, PV+BESS systems contribute not only to optimizing the use of resources but can also tend to maximize the economic returns of the plants.

Therefore, this system (ISES EVC) sees the creation of a PV+BESS plant subservient to a system of charging points for electric vehicles (EV: Electric Vehicle) which, by exploiting, mainly, the electricity produced by the PV plant and stored in the BESS system, can make the plant as autonomous as possible from the Distribution Network, maximizing its economic revenues through the use of software systems and management algorithms developed specifically and managed through the use of artificial intelligence to optimize consumption and make the sale of energy supplied to users more profitable.

In order to be able to estimate the costs and revenues that may be associated with the system during its entire life of use, it is necessary to go into the details of the system, but an initial theoretical and certainly not exhaustive evaluation is still understandable if we consider that the construction of the PV+BESS plant and its optimal management, in terms of overall theoretical economic revenues, can be more profitable than those obtainable from a charging infrastructure directly connected to the Distribution Network without the use of a



PV and BESS system. A first consideration on the advantages and economy of the charging infrastructure system can be considered as follows: the total energy supplied in DC and AC devices for charging electric vehicles represents the main share of economic revenue for the operator of the system. This economic share depends on the rate of use of charging stations by end users and the energy sales tariff applied by the operator. Both parameters are widely variable and difficult to predict because they function of economic markets in the electric car market and in the electricity sales market.

However, since a parameterization of these data is necessary in order to develop the economic model of our system, the following factors are considered: a solar energy plant produces electricity at certain costs and not influenced by external factors such as the increase in mineral resources for the production of energy itself, dependence on other nations on supplies, national economic policies and socio-economic factors and competition between producers and service providers that cause consumer prices to vary significantly, while in a PV plant the only cost components to be considered are the maintenance of the plant and the costs of depreciating the investment.

Furthermore, it should be considered that the excess amount of energy produced by the plant and not supplied simultaneously to the user, can be stored in the BESS storage system and therefore supplied on demand, therefore, it is strategic to be able to use the BESS system in such a way as to allow maximum availability of energy to end users (EV charging system) reducing when possible the possible withdrawal of energy from the Distribution Network. The combination of photovoltaic systems and energy storage through batteries can certainly lead to greater energy efficiency, waste reduction, more correct management and energy transition and at the same time could also generate greater potential revenue in the sale of electricity by bodies, companies or communities, for the recharging of electric vehicles.

If we also consider that programming tools such as predictive analysis, automatic learning of consumption data, monitoring through adaptive artificial intelligence that records the frequencies of energy requests from users and decides whether to use the stored energy or sell that produced at the moment or transfer the surplus to the distribution network or to energy communities can be used for the management of the BESS and the entire plant due to non-use of accumulated stocks, such management would make it possible to optimize the charging and discharging programs of the BESS by responding flexibly to demand and maximizing profits.

## BEYOND BORDERS: SCALING FASHION BRANDS ACROSS SOUTHEAST ASIA



### Interview with Giovanni Feo, CEO & Founder of AsianTrade Connect (ATC)

#### How would you define the current fashion landscape in Thailand and ASEAN, and what makes it unique compared to global markets?

The fashion landscape in Thailand and ASEAN can be described as very dynamic, but also quite fragmented. It's not a single, unified market, as each country has its own logic, its own pace, and its own consumer behavior. That's probably the biggest difference compared to more established markets in Europe or the US, where things tend to be more standardized. Thailand plays an interesting role in this context. It's one of the most developed retail markets in the region, with strong infrastructure and a very active consumer base, but it's not necessarily the biggest in terms of volume. What makes it important is that it often works as a kind of entry point into Southeast Asia.

Another thing that stands out is how consumers engage with brands. There's a very high level of aspiration, people are interested in international brands and trends, but at the same time, loyalty is relatively low. Consumers are open to trying new brands, which creates opportunities, but also makes the market more competitive.

Overall, what makes ASEAN unique is this mix of fast growth, strong digital influence, and constant need to adapt. You can't just replicate a strategy from another region and expect it to work. You really need to understand each market individually and adjust accordingly.

#### What are the most influential trends shaping fashion in ASEAN today?

We think that three key trends are shaping the region:

1. Digital-first consumption: platforms like TikTok and Instagram are not just marketing channels, but primary drivers of sales and brand discovery.
2. Accessible premium positioning: brands positioned between fast fashion and luxury are gaining the most traction.

3. Cultural storytelling: consumers increasingly value brand identity and narrative, especially when adapted to local culture.

Sustainability is growing in awareness but it is not yet a primary purchase driver compared to price and brand perception.

#### How are consumer behaviors evolving across key markets such as Thailand, Vietnam, Indonesia, and Singapore?

Consumer behavior across ASEAN varies significantly from market to market, making it essential to approach the region with a highly localized perspective.

In Thailand, consumers are generally extremely brand-conscious and trend-driven, with a strong influence that comes from social media and a well-established mall culture that still plays a central role in the shopping experience. Vietnam, on the other hand, is one of the fastest-growing markets in the region that cannot be ignored: while consumers remain relatively price-sensitive, there is a clear and rapid shift towards greater brand awareness.

Indonesia represents a high-volume market with its own unique dynamics, where local influencers play a key role in shaping demand and segments such as modest fashion have a strong impact on purchasing behavior. Singapore, on the other side, stands apart as a more mature and internationally aligned market, where consumers are less price-sensitive but operate in a highly competitive and saturated environment. Across all these markets, one common trend is the acceleration of digital engagement.

Social media platforms are increasingly driving not only brand discovery but also purchase decisions, with social validation becoming a critical factor in how consumers interact with fashion brands.

#### In your experience, what are the biggest challenges international brands face when expanding into Southeast Asia, and how can they successfully localize their strategies?

The biggest challenge international brands face when entering Southeast Asia is generally underestimating the complexity of

the region. ASEAN is often approached as a single market, when in reality it is a collection of very different countries, each with its own consumer behavior, pricing structure, and distribution ecosystem. What works in Singapore, for example, will not necessarily work in Vietnam or Indonesia.

Another key challenge is partner selection. Many brands struggle not because of product or positioning, but because they choose the wrong local partner—either too small to scale properly or not aligned with the brand's long-term strategy. In Southeast Asia, having the right partner is often more important than having the right product.

Pricing and positioning are also critical. Brands frequently enter the market with a pricing strategy that does not reflect local purchasing power or competitive benchmarks, which can either limit volume or damage brand perception. At the same time, over-localizing can dilute the brand's identity, so there is always a balance to strike between adaptation and consistency. Successful brands are those that adopt a phased and flexible approach. Instead of trying to scale the entire region at once, they focus on one or two key markets, test their positioning, and build from there.

#### How is Bangkok evolving as a regional fashion and lifestyle hub?

Bangkok is increasingly positioning itself as a regional lifestyle hub, combining retail, hospitality, and entertainment together. Malls such as Iconsiam, EmDistrict, and Central Group properties are not just retail spaces, but experiential platforms that attract both local consumers and international visitors.

This dynamic is further strengthened by Bangkok's strategic position at the center of ASEAN and its role as one of the region's main tourism hubs. The constant flow of international visitors significantly amplifies brand exposure and allows companies to test their appeal across multiple consumer profiles within a single market.

At the same time, ongoing infrastructure development and a steadily growing economy continue to support the expansion of the retail and lifestyle ecosystem. This creates a favorable environment for brands to enter through pop-ups and short-term activations, validate their positioning and gradually scale into more structured investments.

#### With the rapid rise of platforms like TikTok and Instagram, how has digital influence reshaped brand building and consumer engagement in the region?

Digital platforms have fundamentally changed how brands are built in Southeast Asia. Today, awareness is often created online first, long before a brand has any physical presence in the market. In many cases, consumers already know the brand through TikTok or Instagram before they ever see it in a store. What is particularly interesting in this region is how fast content translates into action. Short-form videos, influencer recommendations, and user-generated content, they directly drive traffic and sales. The line between marketing and conversion is much thinner than in more mature markets.

At the same time, this also raises the bar for brands. It's no longer enough to have a strong product or a global image, but brands need to communicate in a way that feels local aligned. Content that works in Europe, for example, often needs to be completely reinterpreted for Southeast Asia.

That said, digital alone is not sufficient to build a sustainable brand. While platforms like TikTok are powerful to start, long-term growth still depends on credibility, which in this region is often reinforced through offline presence, whether that's in key retail locations, pop-ups, or collaborations.

#### What opportunities do you see for local designers and emerging brands in ASEAN to scale regionally or globally in the next 3-5 years?

I think there's actually a very good moment right now for local designers in ASEAN to grow beyond their home market. Compared to a few years ago, it's much easier to get visibility, especially through digital channels. A brand doesn't need to be in Paris or Milan anymore to be seen internationally.

What I notice is that many local brands already have a strong identity, sometimes even stronger than international ones. The real challenge is less about creativity and more about structure. Scaling means being able to produce consistently, manage distribution, and keep the brand positioning clear across different markets. That's where many brands struggle when they try to grow too fast.

So overall, the opportunity is definitely there, especially for brands that can combine a strong identity with a more disciplined approach to the business side. Those are the ones that have the highest chance to grow beyond the region in the next few years.

#### Looking ahead, what key shifts—whether technological, cultural, or economic—will define the future of fashion consulting in ASEAN?

Probably the biggest shift is that fashion consulting in ASEAN is becoming much more execution-driven. A few years ago, many brands were mainly looking for market insights or high-level strategy. Today, that's not enough anymore, they expect concrete results, like finding the right partner, opening distribution and actually generating sales.

Technology is clearly playing a role, especially in how quickly brands can test a market. With digital channels, you can get early feedback almost immediately. But at the same time, it also means there's less room for mistakes, as the brands need to move faster, but also more precisely. Culturally, there's a growing awareness that you can't approach ASEAN as a single market.

Each country behaves differently, and this is becoming more evident as more brands enter the region. So the role of a consultant is less about giving general advice and more about helping brands navigate very specific local dynamics. On the economic side, the region will continue to grow, but probably not in a perfectly linear way. Some markets will accelerate faster than others, and brands will need to be more selective in where they invest and how they scale.



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PRESS RELEASE

## GAMBERO ROSSO'S TOP ITALIAN WINES ROADSHOW RETURNS TO THAILAND

Italian food and wine publication Gambero Rosso will be back in Bangkok on 22 May for an unmissable tasting

The **Top Italian Wines Roadshow** event at **Dusit Thani Bangkok** will once again feature a selection of the very best Italian wineries – producers who we have selected because they embody a commitment to tradition while still possessing a philosophy of innovation. Above all, the most important thing is that they must make exceptional wines, wines which will be presented at the event this May.

Attendees, be they members of the trade, media or wine lovers, will be able to enjoy these beautiful bottles served at their very best thanks to the wine tools provided by **Pulltex**.

In 2024 **Thailand** imported US\$20 million worth of Italian wine, making it an important market, but one where there is still plenty of space for growth.

**Giuseppe Carrus**, one of Italy's leading wine critics and a contributor to the Vini d'Italia guide, notes that this East Asian country is becoming a very promising market for the wine sector: "Just as it's no longer a surprise to see Thai restaurants in Italy, it's no surprise to see Italian wine in Thailand. I use this example between restaurants and wine consumption because the great challenge for Italian wine in Bangkok and throughout the country is to demonstrate how food pairing works very well. The multitude of Italian wine styles allow us to pair light products, sparkling wines, and aromatic wines with the many spicy Thai dishes, even though they are very different from our own."

With its complex flavour and varied profiles, Thai cuisine certainly lends itself to the huge stylistic diversity that Italy can offer wine drinkers.

Carrus gives his own picks for Italian wines to pair with two iconic Thai dishes: "For pad kra pao, a white would definitely be a good choice, even though the meat might suggest a red. However, red wines would risk pairing poorly with their tannins, so a structured white wine with a few years under its belt, perhaps aged in wood, would be perfect. With green curry, I would pair an aromatic, dry wine. A Moscato, for example, or a Malvasia. The aromatics would pair beautifully with the spicy aroma of the dish, and the smoothness on the palate would counteract the spiciness."

As excellent as Thai cuisine is, Thailand is also the home to some very good Italian-inspired eateries, and it is these that will be recognising and celebrating during our **Top Italian Restaurants awards**, announced during the event.

Join us in **Bangkok on 22 May** as we raise a glass to Italo-Thai relations and say 'chok dee'.

### About Gambero Rosso

Gambero Rosso, the most important multimedia brand in the Italian food and wine world, celebrates its 39 years of activity.

In 1986, Gambero Rosso took its first steps as an insert in a daily newspaper, but by the next year its first Guida dei Vini went to print, the 1988 edition. After that, dozens of guides and books followed. In 1999, Gambero Rosso Channel, the first thematic television channel in Europe, began broadcasting. Shortly after, a constellation of the Città del Gusto sites was founded in Italy, followed by Gambero Rosso Academy in the rest of the world, with cooking classes for professionals and amateurs, along with courses about wine, journalism master programs, and seminars on restaurant management. Meanwhile, a fascination with Italy has been growing in the world, a longing for its authentic products, and Gambero Rosso events organized around the globe have multiplied. Since the first ones in 1990, the number of events on our international calendar has grown to over 40. They are above all, but not only, dedicated to wine, supported by the translations of the guide Vini d'Italia. That volume is translated in German, English, Chinese and Japanese.

### About Top Italian Restaurants

While the stereotype of Italian food is that it is rooted in tradition and rigid culinary codes, the reality is that it is constantly innovating and evolving thanks to the tireless efforts of chefs and restaurateurs across the globe. Top Italian Restaurants is the guide which recognises those who have pushed the boundaries to deliver gastronomic excellence far beyond Italy.

### About Top Italian Restaurants

Vini d'Italia, the flagship guide for Italian wine, is the result of a year of work. Travelling from the Alpine heights of Valle d'Aosta down to sunbaked Sicily, the expert team of 70 tasters has sought the best bottles on the market, tasting approximately 40,000 wines. Following a whittling down process to find the best of the bunch, 508 wines were deemed worthy to be distinguished as 'Tre Bicchieri' – the highest rating that can be given. 187 of these have been recognised as 'Tre Bicchieri Verdi' for their organic and/or biodynamic credentials, 43 are priced under €15 and, at the other end of spectrum, 50 are Vini Rari – top wines with a production of fewer than 3,000 bottles. Overall, the 2026 guide features some 2,605 wineries and 24,315 wines (each with a rating), making it a truly comprehensive companion and a must-have for lovers of Italian wine. It can be purchased online and is available from all good bookshops.



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## ASEAN AT THE CROSSROADS: NAVIGATING MIDDLE EAST DISRUPTIONS IN GLOBAL LOGISTICS



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As global supply chains continue to recalibrate in 2026, ongoing disruptions in the Middle East are sending ripple effects far beyond the region. For ASEAN - strategically positioned at the center of global trade flows - these developments are not distant geopolitical events, but immediate operational and economic concerns.

From Bangkok to Singapore, logistics stakeholders are closely monitoring the evolving situation as traditional maritime routes face instability and shipping networks adapt in real time. The result is a complex combination of rising costs, operational uncertainty, and emerging strategic opportunities.

#### A SHIFT IN GLOBAL TRADE ARTERIES

One of the most visible consequences of the crisis has been the disruption of key maritime corridors linking Asia to Europe. Shipping lines are increasingly rerouting vessels away from traditional passages, often opting for significantly longer journeys around the Cape of Good Hope.

According to **TpLS**, these adjustments are materially affecting Asia-Europe logistics flows.

*"From our perspective, the current disruptions in the Middle East - particularly around the Red Sea and the Suez Canal - are having a significant impact on supply chains connecting Asia to Europe and other global markets,"* explained Mr. **Carlo Gardella** of **TpLS**, a member company of **TICC**. *"A large share of container traffic is now being rerouted around the Cape of Good Hope, which is adding approximately 10-20 days to transit times and increasing freight costs by an estimated 15-30%. As a result, schedule reliability has declined and global vessel capacity has become more constrained."*

For ASEAN hubs such as Bangkok, the effects are immediate and tangible. Longer lead times for exports to Europe, greater reliance on inventory buffering, and increasingly complex routing decisions are becoming part of daily logistics management - particularly for time-sensitive cargo.

*"Overall, supply chains are becoming less predictable and more costly, which means companies can no longer rely on passive execution,"* **Gardella** added. *"Businesses need to adopt a more proactive and flexible*

*approach to logistics and supply chain management."*

This transformation is particularly significant for export-driven economies across Southeast Asia, where manufacturing ecosystems depend heavily on predictable shipping schedules and integrated cross-border supply chains.

#### ASEAN BETWEEN PRESSURE AND OPPORTUNITY

ASEAN's strategic location near the Strait of Malacca - one of the world's busiest maritime chokepoints - places the region at the center of this evolving logistics landscape.

From **TpLS**'s perspective, the situation presents both pressure and opportunity. On one hand, rerouted global traffic is increasing congestion across regional ports and creating additional demand for feeder services, transshipment infrastructure, and vessel capacity. Major logistics hubs across Southeast Asia are operating under growing pressure as shipping volumes intensify. At the same time, ASEAN's role as a logistics gateway between East and West is becoming increasingly important.

"We expect continued growth in transshipment volumes, regional warehousing and distribution activities, and value-added logistics services as companies seek more flexible and resilient supply chain solutions," **Gardella** noted.

As global shipping patterns evolve, ASEAN is increasingly absorbing the overflow from disrupted international trade routes - reinforcing the region's strategic relevance within the global supply chain ecosystem.

### RISING COSTS AND COMMERCIAL PRESSURES

Beyond operational disruptions, rising freight rates and fuel prices are placing additional strain on exporters throughout Southeast Asia.

Mr. **Andrea Samogin** of **TpLS** highlighted: "Exporters across Southeast Asia, particularly in Thailand, are currently facing significant pressure from rising freight costs, fuel prices, and war-risk premiums linked to ongoing geopolitical instability".

Freight rates remain elevated compared to historical averages, while fuel surcharges continue to fluctuate sharply. In addition, war-risk premiums are being applied on certain shipping routes, further increasing transportation costs.

Operationally, exporters are also experiencing reduced schedule reliability and increasing difficulty securing vessel space during peak periods — creating additional uncertainty for manufacturers dependent on strict production and delivery timelines.

"These factors are contributing

to margin erosion, especially for industries dealing with low-value, high-volume goods where transportation costs represent a significant portion of overall expenses" **Samogin** added.

As a result, many exporters are being forced to renegotiate Incoterms, pricing structures, and delivery conditions with international customers. Thai companies, in particular, are becoming more selective in market targeting and shipment planning in order to preserve competitiveness.

### INFRASTRUCTURE AS A STRATEGIC RESILIENCE LAYER

Despite the challenges, ASEAN's infrastructure development is emerging as a major strategic advantage.

The region's logistics network is increasingly acting as a resilience layer capable of absorbing shocks and maintaining trade continuity amid global instability.

Major regional ports such as Laem Chabang Port, Port of Singapore, and Port Klang are strengthening their role as redistribution and transshipment centers for both regional and international cargo flows.

Beyond maritime infrastructure, ASEAN is also seeing rapid growth in inland logistics capabilities, including inland container depots (ICDs), dry ports, and cross-border logistics zones. These developments are improving cargo flexibility, enhancing regional connectivity, and increasing supply chain resilience.

Regional corridor initiatives - particularly

the Thailand-Malaysia-Singapore connectivity framework — are further integrating ASEAN into broader Asian supply chains and reinforcing the region's strategic logistics position.

"Strong and increasingly interconnected infrastructure is enabling ASEAN to absorb external shocks more effectively, maintain trade continuity, and reinforce its long-term importance within global supply chains" **TpLS** stated.

### RECONFIGURING GLOBAL SUPPLY CHAINS

The current environment is accelerating structural changes that were already beginning to emerge before the crisis.

Companies are diversifying transportation routes, exploring alternative sourcing and destination markets, and investing in greater supply chain flexibility. Modal shifts - including increased use of air freight and multimodal logistics solutions — are becoming more common despite higher associated costs.

For logistics providers, adaptability has become a defining competitive advantage.

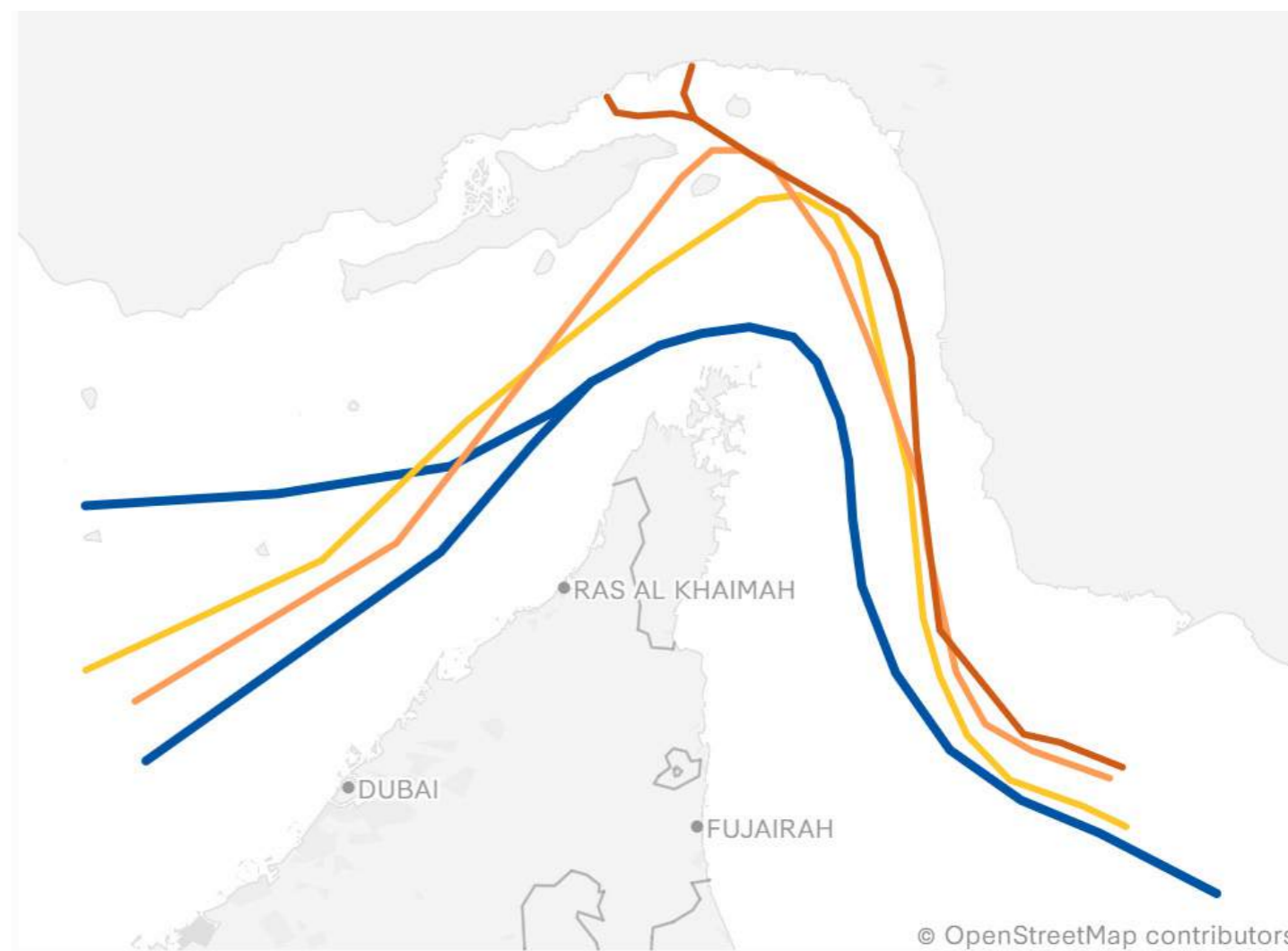
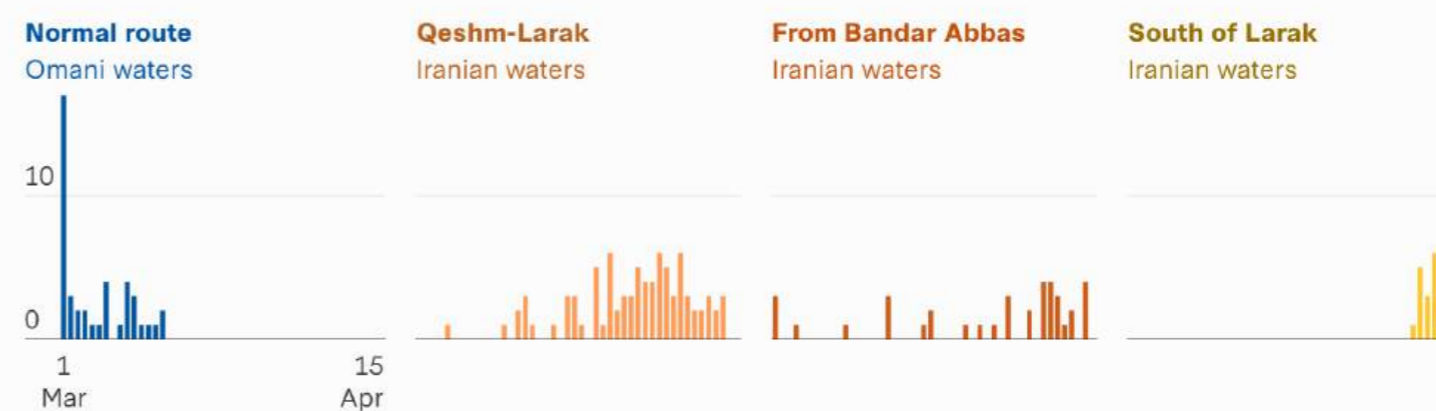
The traditional "just-in-time" model is gradually evolving toward a more resilient "just-in-case" approach, characterized by larger inventory buffers, route diversification, and increased regionalization of supply chains.

According to **TpLS**, these changes are unlikely to be temporary. "While some degree of normalization may eventually occur, we do not expect supply chains to fully return to pre-crisis patterns," the company noted. "Ongoing geopolitical tensions are likely to continue creating periods of volatility and uncertainty across global trade and logistics networks."

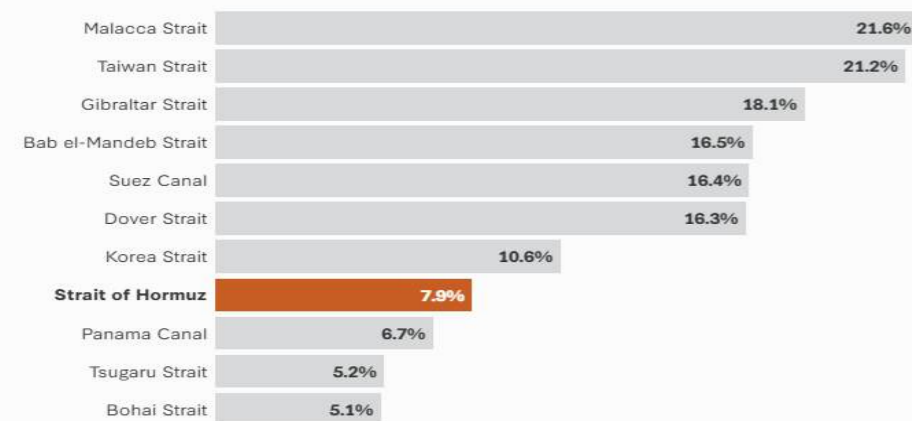
### LOOKING AHEAD: ASEAN'S EXPANDING STRATEGIC ROLE

As 2026 progresses, uncertainty remains high. However, one trend is becoming increasingly clear: logistics is no longer simply an operational function - it has become a strategic business lever.

For ASEAN-based companies, resilience will depend on proactive planning, diversified logistics partnerships, flexible



Share of global maritime trade transiting key chokepoints



Source: Jasper Verschuur, Johannes Lumma, and Jim W. Hall. • Chart: Fabio Murgia/CSIS

routing strategies, and stronger regional integration.

**TpLS** recommends that "businesses prepare for sustained cost volatility, longer and less predictable transit times, and the growing need for multi-routing supply chain strategies. Companies should also reassess market exposure, strengthen contract flexibility, and invest in strategic inventory management.

In this evolving environment, ASEAN - and Thailand in particular — appear well positioned not only to mitigate

global disruptions, but also to capture new trade flows and strengthen their role within next-generation global supply chains".

As the global logistics map continues to shift, ASEAN is no longer merely a transit region. It is becoming a central pillar of supply chain resilience in an increasingly uncertain world.



**TpLS (Thailand) Co., Ltd.**  
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- Daily Luncheon and refreshment provided in the venue;
- One-way transport to the venue in the morning daily.

Contact person: Mr. Michele Tomea, General Manager

[business@thaitch.org](mailto:business@thaitch.org)

POST PRESS RELEASE

## STRENGTHENING THAI-ITALIAN TIES AT JEWELRY & GEM ASEAN BANGKOK 2026



Bangkok, 22-25 April 2026 - The Thai-Italian Chamber of Commerce was pleased to take part in the Jewelry & Gem ASEAN Bangkok that took place at the Queen Sirikit National Convention Centre, where it welcomed members, partners, and friends at Booth C31.

The event provided an excellent platform to strengthen connections within the jewelry and gemstone community and to foster new business opportunities in Thailand. The Chamber was delighted to meet with its members in a spirit of friendship and collaboration, further reinforcing the strong ties between the Italian and Thai business communities.

The Chamber extends its sincere thanks to all members and guests who visited the booth and contributed to making the experience both engaging and productive.

Special thanks are also due to Informa Markets for their kind hospitality and for the outstanding organization of the event and our member community: Asian Institute of Gemological Sciences (AIGS), The Gem & Jewelry Institute of Thailand (GIT), Mr. Matteo Dellavalle, Gesswein Siam Co., Ltd., GLOBAL-FINDINGS.COM (THAILAND) LTD., Ferrari Logistics Asia (Thailand) Co., Ltd., A. B. Impex Co., Ltd., Nice Diam Co., Ltd., Sparkling Gems Co., Ltd., Swadi Stit Co., Ltd., Thai Stones Manufacturing Co. Ltd., Vogem Co., Ltd., Arezzo

Refinery, Felicia Design Co. Ltd., Marigold Jewelry, Midas Touch Co., Ltd., Monili Co., Ltd., Mosaic Jewelry Co., Ltd., Meagems (Thailand) Co. Ltd.

The JewelryNetwork Co., Ltd., Palakiss, and our Media Partners, Preziosa Magazine and Bangkok Gems & Jewellery Magazine. The Thai-Italian Chamber of Commerce looks forward to continuing its support for the sector and to welcoming everyone again at the next edition in 2027.



[www.jewellerygemaseanbkk.com/2026](http://www.jewellerygemaseanbkk.com/2026)

## Hosted Buyer Program

### ANNOUNCEMENT AND REQUIREMENT

- 15 Business meetings with exhibitors;
- Complete survey;
- Attend all required functions that will be shared at a later date.

### WHAT WE OFFER

- Reimbursement of flight, up to SGD 300 (THB 7590)
- 3 nights hotel stay at JEN Singapore Tanglin by Shangri-La;
- Daily Luncheon and refreshment provided in the venue;
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Contact person: Mr. Giuseppe D'Onofrio, Trade Department

[trade@thaitch.org](mailto:trade@thaitch.org)



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Open 24 hours a day, Miracle Lounge at Suvarnabhumi Airport offers multiple locations throughout the terminal, ensuring convenient access regardless of your departure gate. Facilities include First Class and Business Class lounges across Concourses A, C, D, F, G, and the SAT-1 terminal extension.

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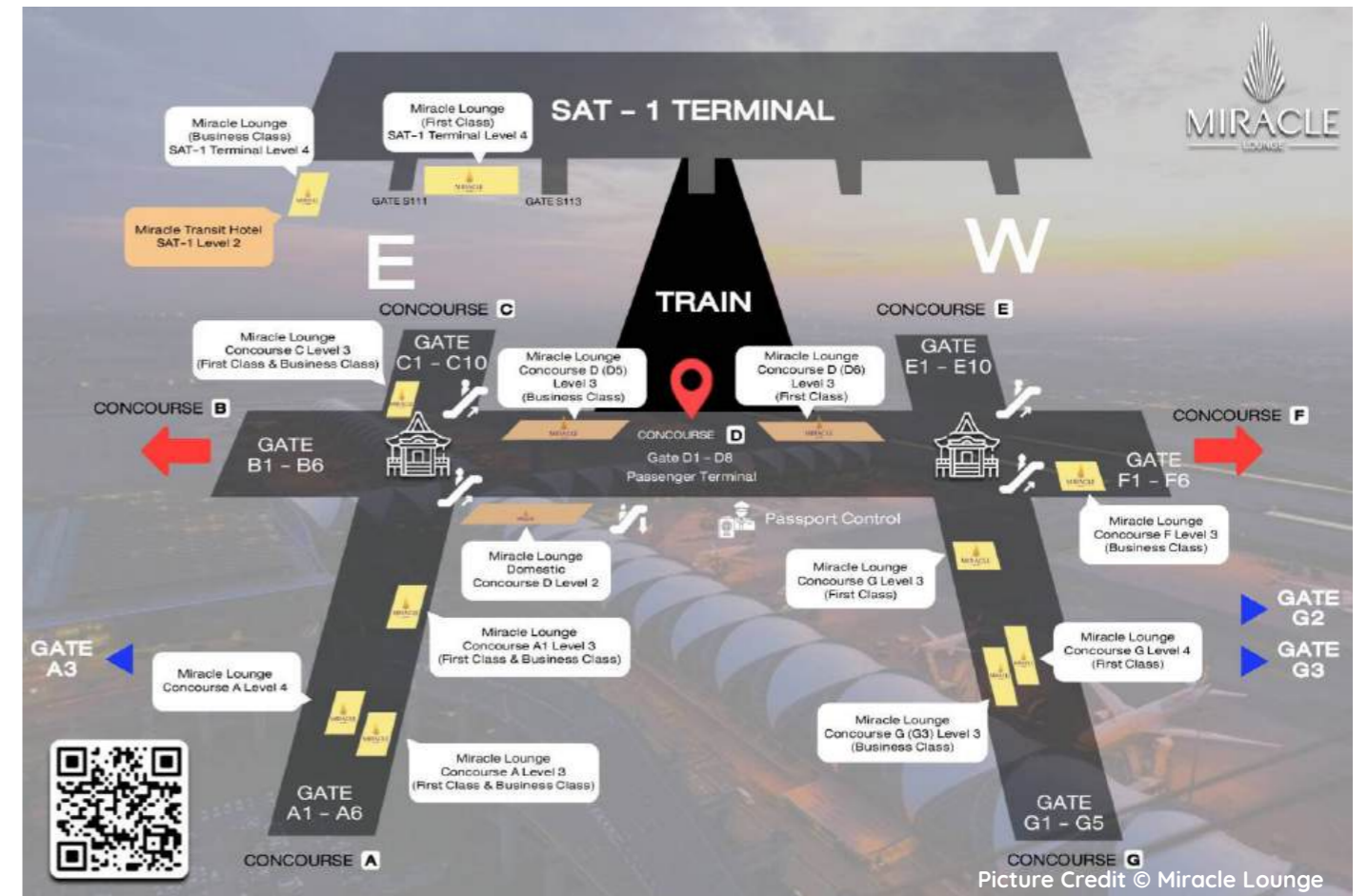
- Time Optimization: Skip crowded gate areas and enjoy a productive or restful pre-flight period
- Wellness Benefits: Access to showers, nutritious meals, and calm environments helps reduce travel fatigue
- Business Continuity: Reliable Wi-Fi and quiet workspaces enable uninterrupted productivity
- Travel Readiness: Real-time flight updates and attentive staff support ensure smoother boarding

Whether you're preparing for a long-haul flight to Europe, a business trip across Asia, or a quick regional getaway, lounge access can significantly improve your overall travel experience.

### Contact & Reservations

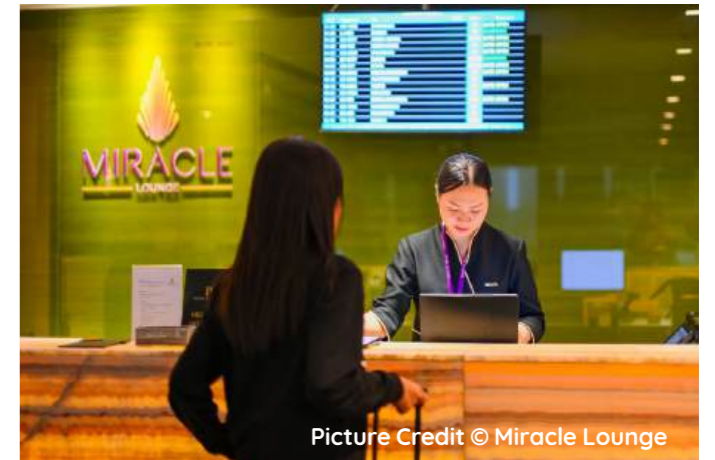
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- First Lounge Con D opposite D6 Tel. 02-134 66657-58
- First & Business Lounge Con C Tel. 02-134 6584
- First Lounge Con G opposite G2 Tel. 02-134 6264
- Business Lounge Con F Tel. 02-134 6658
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## APERITIVO & NETWORKING EVENING AT PARK HYATT BANGKOK CELEBRATES THAI-ITALIAN BUSINESS



**Bangkok, 30 April 2026** - The **Thai-Italian Chamber of Commerce (TICC)**, in collaboration with **Park Hyatt Bangkok**, hosted an elegant **Aperitivo & Networking** evening that brought together members, partners, and friends of the Chamber in a refined and welcoming setting. The event delighted guests with a curated selection of authentic Italian specialties, reflecting the richness of Italy's culinary heritage, all served against the backdrop of one of Bangkok's most sophisticated venues.

sponsors who contributed to the success of the event: **Sanpellegrino, Antica Luna, Bellman Horeca, Food Gallery Limited, Heritage Snacks & Food, Mampe Spirituosen, Oranfrizer, Surfhouse Residences, and Tartufi Jimmy.**

For more information on upcoming events and activities, please visit [www.thaitch.org](http://www.thaitch.org)

Designed as both a social and professional gathering, the evening provided a valuable platform for attendees—both members and non-members—to connect directly with TICC's leadership, exchange ideas, and explore potential collaborations. The relaxed yet engaging atmosphere encouraged meaningful conversations, strengthening existing relationships while opening doors to new opportunities within the Thai-Italian business community.

The event stood as a celebration of collaboration, innovation, and shared success. Distinguished guests had the opportunity to experience firsthand the excellence and diversity of TICC's member companies, highlighting the dynamic contributions they make across a wide range of industries. It also reaffirmed the importance of bilateral trade and cooperation between Thailand and Italy, underscoring its role in driving economic growth, fostering innovation, and enhancing mutual prosperity.

More than just a networking occasion, the Aperitivo evening served as a testament to the enduring value of connection and partnership. It reflected the Chamber's ongoing commitment to building bridges between the two countries and supporting a vibrant, forward-looking business ecosystem.

TICC extends its sincere appreciation to the generous




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INTERVIEW

## WHERE HERITAGE MEETS CONTEMPORARY STYLE: THE NEW SARTOR STUDIO



**Amrapur Tailors has a long story to tell. Recently, you have a new branch opening “The Sartor Studio” Can you tell us a bit about your identity?**

The **Amrapur** family legacy began in the 1950s when **John Amrapur** started tailoring for the US and Australian Armed Forces during the Vietnam War. His reputation for precision and quality led to multiple NCO Club concessions across Thailand, making Amrapur a trusted name among servicemen and diplomats alike.

Following the war, a US Air Force General invited the **Amrapur** family to establish their services inside the **JUSMAG** compound, cementing a heritage built on trust, service, and exceptional craftsmanship. Today, we continue to honour this legacy with every garment we create.

As the first military tailors at **Kadena Air Force Base** and now located inside **JusmagThai**, we bring 70+ years of expertise to every garment, from custom suits to shirts for men and women. Our store in the premises, is taken care by **Sam & Maya**.

Our dedication to quality has earned the trust of presidents, ambassadors, military professionals, high level executives and leaders across generations. We take pride in delivering handcrafted garments with a personal touch, ensuring your wardrobe reflects your best first impression, wherever life takes you.

As a third generation in the family business, Dev’s dream is to create his own label and adapt to contemporary styles. His dream has come true! A space in the busiest streets of Bangkok, Dev has opened his own label “**The Sartor Studio by Amrapur Tailors**”.

**How does the new studio reflect the evolution of the brand while staying true to its heritage?**

The new role and the expansion of The Sartor Studio by

**Amrapur Tailors** stays the same. Our precise craftsmanship and even better bespoke fittings will stay intact. We still believe in satisfying every client or friend that walks in.

**What role does a typical client journey look like from first consultation to final fitting?**

At The **Sartor Studio**, we believe in giving clients the perfect fit so we require 2-3 fittings. We do not do a 24 hours or 48 hours craftsmanship. With that, you are not able to control the quality your team does. Our in house team is crafting each garment for person to person.

**Your family is known for having served presidents and diplomats. What have you learned from working with them that has influenced your craft?**

**Dev** continues to keep in mind the legacy, the controlled high level expectation in bespoke fittings, fine craftsmanship and leading with redefining menswear. Many have forgotten to look smart when you’re at a board room, at evening dinners, or professional meetings and he takes this initiative to scoop this up again.

The **Sartor Studio** by **Amrapur Tailors** has taken a level up by holding much more exclusive brands, precise craftsmanship, international level bespoke fittings and so much more. The concept of The **Sartor Studio** is for people to make a statement in the professional world, for people to remember that looking good is important because it leaves an impression.

**Italy is globally recognized for its excellence in textiles and tailoring. How have italian fabrics from Zegna, Loro Piana and Drago influenced your clients?**

Italy is globally recognized for its excellence in textiles and tailoring. Italian fabrics from Zegna, Loro Piana, Drago and many other exclusive brands have elevated style and fabric composition when I recommend them to clients. We offer a great and reasonable deal compared to other designer houses.

# ITALIA RELOADED. TRADITION, AESTHETICS AND INNOVATION BETWEEN TASTE AND MEMORY: SIP OF ITALY



(Photo courtesy of Italian Cultural Institute Bangkok)

The fourth edition of the “**Capitals of Italian Creativity in the World**” competition saw the Italian Cultural Institute in Bangkok emerge as the winner, in collaboration with the Italian Embassy in Thailand, thanks to the multidisciplinary project “Italia Reloaded. Tradition, Aesthetics, and Innovation between Taste and Memory.” This program includes “Sip of Italy,” a multidisciplinary event dedicated to the world of coffee, exploring its cultural, social, and sensorial dimensions. The exhibition, centered around the exhibition “Italian Passion: The Art of Espresso,” is centered around the exhibition “Italian Passion: The Art of Espresso.”

Presented by the IMF Foundation and EP studio, curated by Elisabetta Pisu with exhibition design by Distortion Studio, the exhibition traces the evolution of coffee as a universal symbol of Italian identity, a point of convergence between design, ritual, and sustainability. This exhibition celebrates coffee as a platform for cultural exchange and encounter. It tells the story of how a daily ritual can unite history, politics, industrial design, cinematic art, and social commitment, creating a unique bridge between Italian identity and Thai creativity. On display are 40 iconic objects created by leading international designers—from Alessandro Mendini’s “Oggetto Banale” to Matteo Frontini’s “Turbo Moka”—alongside historic professional machines from MUMAC, the Cimbali Group’s Coffee Machine Museum, including rare models from the 1920s and the famous Faema Marte and La Cimbali Brillante machines from the 1950s.

Website: <https://iicbangkok.esteri.it/en/>



# Sip of Italy



## CRAFTING THE PERFECT ITALIAN ESPRESSO by Caffè VERGNANO 1882

April 28th 2:00-4:30 PM | NEXTOPIA, SIAM PARAGON, 5th floor, 5A

An introduction to the art and technique behind the perfect *Italian Espresso* experience. During this workshop, Ekawit Chokkanapitak, certified Barista Trainer from Caffè Vergnano 1882, will guide the participants through the essentials of espresso preparation, from understanding the components of the coffee machine and grinder, to mastering brewing parameters, milk frothing, and cappuccino making. Together, we will explore how to recognize a quality espresso, adjust a coffee grinder correctly, learn standard coffee menu proportions, and understand the importance of cleaning and maintenance. A practical and engaging session designed for coffee lovers and curious learners alike, where Italian coffee culture meets hands-on experience.



Ambasciata d'Italia Bangkok

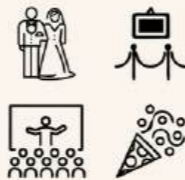


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