



หอการค้าไทย-อิตาลี  
THAI - ITALIAN  
CHAMBER OF COMMERCE

Volume No. IX / Year 2023

# INFORMA

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## BUSINESS MAGAZINE



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# A Message from the President

Dear TICC Members and Friends,

Buongiorno, and thank you for reading Informa Magazine Volume IX.

I would like to extend my warmest welcome to all our readers as we unveil our latest edition, filled with numerous insights on conducting business between Italy and Thailand, as well as updates on the events hosted by our Chamber.

This September, the Thai-Italian Chamber of Commerce is proud to present exciting updates regarding Bumrungrad International Hospital, with its Alzheimer's Awareness Month, the Jaspal Group, Thailand's fashion industry to the world which demonstrates its leadership in the ASEAN fashion and lifestyle market, and "A new story begins with Ferrari Roma Spider; La Nuova Dolce Vita".

Our calendar of TICC events this September aligns with a spectacular lineup, offering enriching experiences for all. From the fifth episode of Italian Wine Appreciation Club, where we embarked on a journey through the world of wines,

to the TICC Factory Visit with Maxtex Trading Group. TICC proudly hosted "East Meets West: Networking with Resident Artists Event" at Montien Hotel Surawong Bangkok.

TICC represents the essential bridge between Thailand's and Italy's dynamic economic landscapes. Informa Business Magazine serves as an inspiration, bringing together visionaries from various industries, creating connections, nurturing collaborations, exchanging invaluable experiences, and revealing possible business opportunities. The events featured in this volume symbolize our commitment to building strong partnerships, supporting trade, and encouraging cultural interactions between our two great nations.

In closing, I would like to extend my heartfelt gratitude to our esteemed members for their unwavering support and active involvement in our chamber.

Arrivederci,

Federico Cardini



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is produced by  
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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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## Cover Story - Venice



Venice, major seaport, and capital of both the provincia of Venezia and the regi-one of Veneto, northern Italy. It was the greatest seaport in late medieval Europe and the continent’s commercial and cultural link to Asia. Venice is unique envi-ronmentally, architecturally, and historically, and in its days as a republic the city was styled *la serenissima* (“the most serene” or “sublime”). It remains a major Italian port in the northern Adriatic Sea and is one of the world’s oldest tourist and cultural centres.

Since the fall of the Venetian republic in 1797, the city has held an unrivaled place in the Western imagination and has been endlessly described in prose and verse. The luminous spectacle of ornate marbled and frescoed palaces, bell towers, and domes reflected in the sparkling waters of the lagoon under the blue Adriatic sky has been painted, photographed, and filmed to such an extent that it is diffi-cult to distinguish the real city from its romantic representations.

Reacting to their physical environment and to a variety of cultural influences—from Italy, northern Europe, and the East—the Venetians consciously designed their city as an exceptional place. They regarded it as a divinely ordained centre of religious, civic, and commercial life, a community blessed by St. Mark, protect-ed by its lagoon, and governed by a balanced constitution incorporating monar-chy, aristocracy, and republican institutions. Historians refer to this perception as the “myth of Venice.”

The upcoming movie “The Haunting in Venice”, which features a unique setting of post-World War II Venice, compelling storytelling, and a cast of talented actors, is a must-see to Venice admirers. “It’s jaw-droppingly extraordinary,” a production designer, John Paul Kelly, says. “To arrive at the airport, get in a water taxi and get zoomed across this lagoon into the Grand Canal is the most extraordinary thing in the world. It’s a city that defies logic because it’s just floating. The sheer age and beauty of the buildings is amazing. And it’s a lovely place to film.”

\*This month’s cover is a view of the Venice, Grand Canal, where the most important canal in the city meets the Giudecca canal, one of the most famous canals in the city.



## THAILAND

### **Elon Musk's Thai-landed ambitions: High-voltage investment opportunities on the horizon**

*Retrieved from ThaiGer, 27 September 2023*

Business magnate Elon Musk is set to discuss potential investment opportunities in Thailand with the Thai delegation via a teleconference. This news was shared by Prime Minister Srettha Thavisin. The prime minister revealed that the Thai government is seeking to attract foreign investors and will be meeting executives from major corporations such as Microsoft, Google, and Tesla. The Thai delegation aims to showcase the diverse investment opportunities available in Thailand. The prime minister highlighted the country's medical care services as a potential area of interest for investors.

### **Purple Line to kick off fare reduction scheme on Dec 1**

*Retrieved from The Nation, 29 September 2023*

The board of the Mass Rapid Transit Authority of Thailand (MRTA) on Thursday approved the move to cap the MRT train fare on the Purple Line at 20 baht by December 1 in line with the government's policy. The policy aims to reduce the public's financial burden. The MRT estimated that the policy will help increase the number of users by 17% from currently around 56,000 people per day to 66,000 people per day.

### **Thai government plans further electricity tariff cut to 3.99 baht per unit**

*Retrieved from ThaiGer, 28 September 2023*

The Thai Energy Ministry has laid out plans to further reduce electricity tariffs by an additional 11 satang per unit. Deputy Prime Minister and Energy Minister Pirapan Salirathavibhaga disclosed the plan during the meeting, stating that the current rate of 4.10 baht per unit is set to drop to 3.99 baht. This reduction starts from this month's billing. The step was enacted following Prime Minister Srettha Thavisin's instruction for the urgent creation of strategies to lower energy costs and electricity bills.

### **Online immigration system launched for foreign tenant registration**

*Retrieved from ThaiGer, 30 September 2023*

Thailand's immigration offices nationwide called for property owners and managers across Thailand to register for the new online notification system for foreign tenants. Phuket Immigration stated that the system would automatically approve all users who have previously registered. The new online system provides an avenue for owners and managers of properties, including hotels, guesthouses, resorts, and other lodgings, to report foreigners residing at their premises. This will ensure compliance with the law and avoid the potential for fines.





## ITALY

**The Ryder Cup returns to Europe, the world looks to Italy.**

*Retrieved from Il Sole 24 Ore, 30 September 2023*

Held every two years, alternately between the United States and Europe, this year the most prestigious international golf event was played in Italy for the first time. Team Europe won the Ryder Cup after a five-year drought. The Englishman Tommy Fleetwood won the decisive half point against the American Fowler, sealing the victory against the USA team which once again fails to establish itself on European soil.

**Pope Francis meets actor Sylvester Stallone, playfully pretending to box with him.**

*Retrieved from Ansa, 08 September 2023*

Pope Francis on Friday received Italian American Hollywood star Sylvester Stallone and his family in a private audience in the Vatican, the Holy See press office said. "We grew up with your films, and I am ready to box with you" the Pope said jokingly. Stallone, also known as "Sly", is also a screenwriter and director who perhaps is best known for creating and starring in the Rocky and Rambo film series, which made him an icon in the action genre.

**A group of researchers claims to have discovered a long-lost Raphael painting.**

*Retrieved from Artnet News, 22 September 2023*

A depiction of Mary Magdalene has been discovered by an international group of researchers, revealing what they believe to be a long-lost painting by the Renaissance master Raphael. It is dated 1504, belongs to a foreign private collection and has been attributed to the Renaissance master by a pool of scholars. Other experts, including the well-known art critic and the undersecretary to Italy's Ministry of Culture Vittorio Sgarbi aren't sold, calling the artwork an old, cheap replica.

**The fifth lane of the A8 motorway has been inaugurated: it is the first in Italy.**

*Retrieved from La Repubblica, 26 September 2023*

A depiction of Mary Magdalene has been discovered by an international group of researchers, revealing what they believe to be a long-lost painting by the Renaissance master Raphael. It is dated 1504, belongs to a foreign private collection and has been attributed to the Renaissance master by a pool of scholars. Other experts, including the well-known art critic and the undersecretary to Italy's Ministry of Culture Vittorio Sgarbi aren't sold, calling the artwork an old, cheap replica.

## OTHER COUNTRIES

**Nike closes offices to support the mental health of its employees.**

*Retrieved from The Guardian, 01 September 2023*

Employee mental health is a highly relevant corporate asset that is often overlooked. Nike is aware of this and for this reason has decided to close its offices in Oregon for a week, encouraging the mental recovery of its resources. As Matt Marrazzo, Senior Manager of Global Marketing Science for Nike, said: "In a year/two of this type, taking the right time to rest is key to working well." In fact, the decision, which only concerns the administrative offices and not the shops, was taken by the management to help employees better face a new year of work in a global context that is still so uncertain.

**The new iPhone 15 is finally getting USB-C. Here's What That Means.**

*Retrieved from Wired, 12 September 2023*

Despite adding USB-C to every new MacBook and iPad in the past few years, Apple has opted to stick with its proprietary Lightning connector for its smartphone, but after eleven years is being replaced by USB-C. Every new iPhone 15 model will feature the new port. Apple's hand was forced by the European Union, which passed a law last year requiring devices sold in the region to come equipped with a USB-C port by the end of 2024.

# ALZHEIMER'S AWARENESS MONTH: REDUCING RISK FACTORS

**Dr. KULRITHRA  
PISANUWONGRAK**

Neurologist specialized in  
Cognitive and Behavioral Neurology



*For over 30 years, Alzheimer's research has sought answers about the progressive and irreversible brain disorder that affects millions worldwide, slowly destroying memory and cognitive skills. While the elusive cure remains unknown, research delivered insights into causes and symptom management. Dr. Kulrithra Pisanuwongrak, a distinguished Cognitive Neurologist at Bumrungrad Hospital explore the latest breakthroughs in Alzheimer's research.*

## **Q: Dr. Kulrithra, can you shed some light on Alzheimer's research impact?**

We note significant progress in Alzheimer's research. The latest advancement in Alzheimer's disease treatment is the introduction of the Anti-amyloid injection. This innovative approach comes from the existing understanding that Alzheimer's could potentially be linked to the accumulation of a 'toxic' protein called Amyloid in the brain. However, the new treatment may be effective only at early stage and has serious side effects. Thus, early detection and early intervention for Alzheimer's prevention are of utmost importance.

## **Q: What are the key Alzheimer's risk factors for people in their 20s, 30s, and 40s?**

We found that ageing, limited education level, less social activities are main Alzheimer's risk factors across age groups. Midlife stress to our brain such as head injury – once or multiple times, having metabolic disease like high blood pressure, diabetes, high cholesterol, or arterial diseases also increase Alzheimer's risk. And interestingly, current studies have found that not engaging in

regular exercise, experiencing habitual constipation, and consuming an unhealthy diet show strong evidence of increasing the risk of Alzheimer's disease. In addition, carrying gene shortly named 'ApoE4' could be one of the Alzheimer's risks too. ApoE4 carriers are more prone to the accumulation of toxic protein, brain inflammation and damage, which increases their likelihood of developing the disease.

## **Q: How does sleep quality impact Alzheimer's risk?**

Previous studies found that declining sleep quality might reduce our ability to wash out the toxic proteins in the brain, which are primary risk factors for Alzheimer's. Recent research has examined individuals with OSA (Obstructive Sleep Apnea) and discovered that those with untreated OSA exhibit higher levels of brain knots in their spinal fluid, indicative of brain degeneration. Eventually, those experiencing sleep problem should consult a healthcare professional for possible interventions.

## **Know Early, Live Fully : Detect Alzheimer's**

Early detection can significantly improve the quality of life. Assess your memory and cognitive abilities with our **Memory Work-up Package**.

**DON'T WAIT,  
GET TESTED:**



## **Q: How do diet, hydration and bowel habits affect our neurological health, particularly in Alzheimer's patients?**

Those are crucial for brain health. The brain is composed of about 75% water, and even mild dehydration can lead to neurological issues and cognitive impairment. Drink 1.5 to 2 liters of water daily is recommended to maintain a healthy brain. Moreover, there is a growing body of evidence supporting a new concept called the 'Gut-Brain Axis,' which emphasizes the intricate connection between gut bacteria and brain function. It means that our eating habits and bowel movements can also impact our brain health.

## **Q: What message would you like to convey to our readers?**

As we commemorate Alzheimer's Awareness Month, I urge readers to stay informed and proactive in reducing Alzheimer's risk. Protect yourself from head injuries, prioritize sleep quality, engage in regular exercise to enhance cardiovascular health, maintain a proper diet, bowel habits, and hydration. Early detection through specific tests and interventions can significantly reduce or prevent the risk of developing Alzheimer's disease in the future.

## **Contact Information:**

Bumrungrad International Hospital  
Memory Clinic  
Service Hours : 8.00 am to 8.00 pm  
Tel: +66 2011 3994  
Tel: +66 2011 3995  
Tel: +66 2011 3996

# M Card Drives Expat Community Through In “BANGKOK I’M EXPAT” Event Highlighting the M Expatriate Card, as The Leading Membership Card for Expats



**Bangkok, 21 September 2023** - M Card, by the Mall Group, highlights an important customer group, the expats, aiming to create the Expat Community in the event, “BANGKOK I’M EXPAT”, under the concept Green Fair. The event expresses the appreciation towards expats living in Thailand, who have continuously given positive feedback. This is a move forward to solidify the creation of an expat community, for the M Expatriate Card members, with the green marketplace that hosts a variety of wonderful lifestyle products, foods, authentic international goods, business workshop, and a performance from the students of Bangkok Patana School. The event will be held on September 21-24, 2023 at the Helix Garden, 5th floor, EmQuartier.

In the event, BANGKOK I’M EXPAT, under the concept Green Fair, the green marketplace has assembled a variety of lifestyle products and environmentally-friendly products that are valued by expat customers, with over 40 booths.

Furthermore, enjoy the many art activities, including: DIY Teddy Bear Painting; Natural Flower Painting, getting creative with decorating textiles in patterns from nature; Japanese Dessert Nerikiri Making, making the traditional sweetened white bean paste filled mochi; and Dot Painting, design jewelry with dots

and colors with artist. Also, enjoy the fun music performance and Art Gallery Showcase by the students of Bangkok Patana School. Moreover, attend the business seminar that shares direct business experiences from expat entrepreneurs who have successfully entered the Thai market. Special privilege! For expat members who attend the event and become a newly registered member of the M Expatriate Card, receive a free, chic M Expat bag. Join the fun in the Green Fair, which will be held on September 21 – 24, 2023 at the Helix Garden, 5th floor, EmQuartier.

Also, delight in the many super value-added promotions for the M Expatriate Card members, who can receive the special Voucher or E-Coupon, through the M Card Application, valued at over 40,000 Baht, to use in purchasing a variety of products from well-known brands in the Department Store, including Kieh’s, Lancome, Electrolux, Sony, Taylor Made, Harnn, Komfy SANTAS, and Rev Runnr; or dine-out with delicious cuisines from international restaurants, including Piri Piri, Le-TAO, Tokyo Milk Cheese Factory, and DEAN & DELUCA from September 18 to November 30, 2023 at The Mall Lifestore, every The Mall branch, The Emporium, The EmQuartier, and Paragon Department Store.





**Jaspal Group demonstrates  
its leadership in ASEAN  
fashion and lifestyle market**

**Armed with a diverse  
portfolio of famous brands  
covering all target groups**

**JASPAL  
GROUP**

# Jaspal Group is now taking Thailand's fashion industry to the world

Jaspal Public Company Limited (Jaspal Group or JPC) has solidified its position as a leader in the fashion and lifestyle business within ASEAN as it showcases its expertise in the sector from upstream to downstream levels of design, sourcing, manufacturing and distribution. With its impressive portfolio of internationally recognized brands in clothing, high fashion, mattresses and bedding, home furnishings and furniture, Jaspal Group caters to a wide range of target demographics both at home and overseas. It is also actively contributing to Thailand's ascent in the global fashion landscape.

**Mr. Charan Singhsachathet, Chief executive officer of Jaspal PCL**, said the company and its subsidiaries have carved a niche in the ASEAN region as a prominent business entity operating across the fashion spectrum, from manufacturing to distribution and spanning to mattresses and bedding, home furnishings and furniture under its subsidiary Jaspal & Sons Co., Ltd. The group also manages as many as 25 internationally acclaimed brands encompassing both in-house and imported labels.

The primary objective is to cater to the diverse requirements of customers across various demographics and lifestyles, ensuring adherence to global standards of quality. This commitment has resulted in a positive reception not only within Thailand, but also internationally. The collective expertise of the company's personnel, who are well-versed in consumer trends, drives the creation of fashion products and services. This approach encompasses thoughtful design, production and efficient inventory management to meet the multifaceted needs of consumers across different lifestyle segments.

Through these efforts, the company aims to establish enduring product brands that leave a lasting impact and are accessible to a global audience. This pursuit is propelling the company towards becoming a leading global fashion lifestyle enterprise, spreading joy to millions worldwide. These endeavors are also instrumental in elevating Thailand's fashion industry to international recognition within the global fashion arena.

"With more than 70 years in the business, we have a

deep understanding of the lifestyle fashion industry, spanning from design and procurement to manufacturing and distribution. The company's diverse portfolio of brands is meticulously curated to cater to the ever-changing lifestyle of consumer segments both within Thailand and overseas. This has helped drive the group's operations to grow steadily and sustainably," Charan said.

**Mr. Viseth Singhsachathet, Deputy chief executive officer of Jaspal PCL**, highlighted the company's significant market share in Thailand's specialized clothing and footwear industry. With a market share of 8.4%, 10% and 10.5% in 2020, 2021 and 2022, respectively (according to Euromonitor International), JASPAL GROUP's prowess in design, sourcing and customer-centricity is evident in the variety of products offered. The group's brands, both in-house and imported, cover a wide spectrum of styles, designs and identities, meeting the comprehensive needs of various customer segments.

As of March 31, 2022, Jaspal Group's fashion business covered 19 brands, divided into 10 in-house brands such as JASPAL, CC DOUBLE O, CPS CHAPS, LYN, and lyn around, and 9 import brands such as FRED PERRY, DIESEL and Superdry, etc. These brands offer more than 113,000 stock keeping units (SKUs) spanning clothing accessories, shoes, bags, cosmetics, and eyewear.

The mattress and bedding business group, meanwhile, encompasses 6 brands, offering over 21,500 SKUs of products under both in-house and import brands, including SANTAS, SANTAS HOME, STEVENS, Sealy, TEMPUR and ETHAN ALLEN.

With an extensive distribution network comprising 970 branches both domestically and internationally, Jaspal Group is committed to offering quality products to its customers. In addition to stores in shopping malls, department stores and leading retail centers nationwide, Jaspal Group has also embraced online channels, including its website and various online marketplaces, to expand its reach and adapt to changing consumer preferences. The group is also expanding its reach in the mattress and bedding market through project sales and export.

**Mr. Yosathep Singhsachathet, Deputy chief executive officer of Jaspal PCL**, highlighted the company's presence overseas, saying the group has a competitive advantage in the fashion industry in Thailand, especially with its extensive portfolio of leading brands covering consumer lifestyles, and a strong internationally recognized label. JASPAL is the first Southeast Asian brand to participate in a "Brand Collaboration" with world-class designers to create special collections as well as choose international supermodels, celebrities, actors and singers to become ambassadors for the brands.

The group currently has branches and distribution points in leading shopping centers in ASEAN countries, like Vietnam, Malaysia, and Cambodia. With future plans for market expansion into countries like the Philippines, Jaspal Group is poised to continue its journey as a leader in the fashion and lifestyle industry, showcasing its commitment to innovation, quality and customer satisfaction on a global platform.



# Italian Wine Appreciation Club EP.5



**Bangkok, 8 September 2023** - The Thai-Italian Chamber of Commerce held the monthly “Italian Wine Appreciation Club”, this time presenting four distinct wines from Italy’s diverse regions, thoughtfully paired with a curated selection of four artisanal goat cheeses from Caseificio Maremma.

The Chamber welcomed Mr. Giancarlo Stefana, Sales Manager from Jet Italian Deli, who led the masterclass and cheese pairing with Ms. Ivana Campa, TICC Assistant. The ambiance during the event was genuinely fascinating, with attendance fully involved in the experience of tasting various Italian Red and White wines alongside cheese, focaccia, and grissini dipped in Polla Wild Cherry Honey and Taggiasca Olive Pate.

The Chamber would like to thank Jet Italian Deli and Gfour Wine for providing the extraordinary cheeses and wines. We extend our heartfelt thanks to everyone who contributed and helped make this event a success.



# Cosmoprof CBE ASEAN Bangkok



**Bangkok, 14-16 September 2023** - Cosmoprof CBE ASEAN, organised by BolognaFiere, Informa Markets, and China Beauty Expo, has taken place in Bangkok, Thailand.

International beauty companies and suppliers from across the world gathered to provide a global overview of avant-garde solution both for finished products and the supply chain. The exhibition closed with great satisfaction and remarkable results for this second edition: the exhibition area of about 17,000 square meters hosted more than 1,000 exhibitors - more than the half coming from abroad - and more than 13,255 visitors, registering +78% with respect to the previous edition.

Events and special initiatives enriched the 3-days visit of attendees in Bangkok. Beauty Made in Thailand, the business initiative created to support Thai SMEs in international markets, attracted international buyers interested in discovering the best proposals from local growing brands and cutting-edge supply solutions. Medical Beauty provided inspiration and business suggestions to the professional sector.

Macro trends, actual topics and market insights were presented during CosmoTalks and CosmoForum. In addition, Cosmo On-stage hosted live demos, brand presentations and competitions committing beauty and spa professionals.

Enthusiastic holistic experts and spa professionals approached the rich calendar of the first edition of World Massage Meeting, organised in collaboration with EMA – European Massage Association, which presented a training path to advanced professionals, with a focus on innovation, change, and the pursuit of excellence in the massage industry.







# East Meets West: Networking with Resident Artists



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**Bangkok, 28 September 2023** - The Thai-Italian Chamber of Commerce hosted its monthly networking event, “East Meets West: Networking with Resident Artists,” inspired by our talented TICC Resident Artists.

This event was a blend of art and business, where attendees made meaningful connections and discovered opportunities, all set against the backdrop of creativity and innovation showcased by our Resident Artists: Arash Groyan, Amy Diener, Christian Fielitz, Ulrich Gottlieb, Thabadin Boonnuang, JP Pempasorn, and Carl Piaf.

We would like to extend our deepest gratitude to all participants and our generous sponsors who made this event possible. The evening featured delicious Italian and international snacks, premium wines, pasta, risotto, Parma ham, and cheese provided by GFour Food & Beverage, Italasia Group Thailand, ZI-LIFE, EWTA Online, Cirio, Global Food Products, KCG Corporation, Craft Select, Albero.th, VitalLife Scientific Wellness Center, Amrapur Tailors JusmagThai, and Wild Ferns Thailand.



# TICC Factory Visit - Maxtex Trading Group



**Bangkok, 22 September 2023** – The Thai-Italian Chamber of Commerce, in collaboration with our premium member, Maxtex Trading Group, is organizing a factory visit to Maxtex Engineering, providing insightful information on how to produce brown rice flour and explaining the advantages of brown rice over wheat products. Mr. Tripop Boommuan, the President of Maxtex Trading Group, has presented the company's research and development on brown rice and brown rice flour, showing the healthy characteristics, the processes regarding the production, and how both technologies, health and science can be combined to improve our daily life. His R&D division prepared a demo on how to make pasta, lasagna, and others dishes by using brown rice flour.

The Thai-Italian Chamber of Commerce wishes to express gratitude to Maxtex Trading Group for the factory tour and valuable information. Stay tuned for the next factory tour!



**Maxtex Trading Group Co., Ltd**  
www.maxtex.net  
130/150 Soi Ramintra 40, Yaek 6 Nuanchan rd., Nuanchan,  
Buengkum, Bangkok Thailand. 10240



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A wholesome, gluten-free, and health-centric alternative aligns perfectly with the needs of IBS sufferers.

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# Brown Rice Flour: Revolutionizing the Italian Food Industry

In recent years, Italy has garnered international attention not only for its rich culinary heritage but also for its high incidence of Irritable Bowel Syndrome (IBS). According to a December 2021 report on the Global Distribution of IBS by Country, Italy leads the pack with a startling 5% of its population affected by this digestive disorder. For Italian food manufacturers and distributors, this poses a unique challenge and opportunity. How can they cater to the culinary preferences of a nation while addressing the specific dietary needs of those with IBS? The answer may lie in a simple but transformative ingredient: Brown Rice Flour.

## The IBS Dilemma in Italy

IBS is a chronic digestive disorder characterized by symptoms such as abdominal pain, bloating, and altered bowel habits. It can be exacerbated by certain dietary choices, particularly those containing gluten, which is found in wheat flour. In Italy, where pasta and bread are dietary staples, addressing IBS has become a pressing concern.

## The Global Rise of Brown Rice Flour

Brown Rice Flour has gained significant attention worldwide as a viable alternative to wheat flour. Its natural gluten-free properties make it an excellent choice for those with IBS, gluten sensitivities, or Celiac disease. But its benefits extend far beyond dietary restrictions. Let's explore why Brown Rice Flour is becoming a game-changer for the Italian food industry.



## Health Benefits of Brown Rice Flour:

- **Digestive Relief:** Brown Rice Flour is gentle on the digestive system, making it an ideal choice for those with IBS. It soothes gastrointestinal discomfort and reduces the incidence of digestive distress after meals.
- **Nutrient-Rich:** Unlike refined wheat flour, Brown Rice Flour retains its bran and germ, which are rich in essential nutrients such as B vitamins, minerals (including magnesium and phosphorus), and dietary fiber. These nutrients support overall health and well-being.
- **Blood Sugar Control:** The complex carbohydrates in Brown Rice Flour have a lower glycemic index compared to wheat flour. This means they are digested more slowly, helping to regulate blood sugar levels. This property is especially beneficial for individuals with diabetes or insulin resistance.
- **Heart Health:** The fiber content in Brown Rice Flour may contribute to improved heart health by helping to lower cholesterol levels, reducing the risk of heart disease.
- **Weight Management:** The fiber in Brown Rice Flour promotes a sense of fullness, which can aid in weight management by reducing overeating and unhealthy snacking.

## Culinary Creativity Unleashed:

One might wonder if making the switch to Brown Rice Flour means sacrificing the delicious Italian cuisine that is beloved around the world. The answer is a resounding no. Brown Rice Flour is incredibly versatile and can be used as a direct substitute for wheat flour in a wide range of recipes.

- **Perfect for Pasta:** Imagine indulging in your favorite pasta dishes without digestive discomfort. Brown Rice Flour allows you to create al dente, gluten-free pasta that tastes just like the Italian classics.
- **Baking Brilliance:** From bread to pizza crusts and pastries, Brown Rice Flour's texture and taste make it an excellent choice for all your baking needs.
- **Pancakes and More:** Start your mornings right with fluffy, satisfying breakfasts like pancakes, waffles, and crepes made with Brown Rice Flour.



Irritable  
Bowel  
Syndrome

## Why Brown Rice Flour Is the Answer:

For Italian food manufacturers and distributors, Brown Rice Flour represents an opportunity to cater to a growing segment of health-conscious consumers who seek IBS-friendly options without compromising on flavor and tradition. It's a wholesome, gluten-free, and health-supportive alternative that aligns perfectly with the dietary needs of those with IBS.



The Italian food industry is at a crossroads, facing the challenge of catering to a population with diverse dietary needs while preserving the essence of its culinary traditions. Brown Rice Flour emerges as a compelling solution, offering health benefits that extend beyond IBS relief and culinary versatility that can reinvigorate Italian cuisine. For food manufacturers and distributors in Italy, embracing Brown Rice Flour may improve digestive health and drive innovation and customer loyalty in a rapidly evolving market. Brown Rice Flour is the secret ingredient that brings digestive harmony and culinary excellence to the Italian table. Bon appétit!



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# FERRARI ROMA SPIDER: LA NUOVA DOLCE VITA – A NEW STORY BEGINS



- The Ferrari Roma Spider, a 2+ spider equipped with an innovative soft top
- Featuring special bespoke fabric in numerous tailored options, the soft top boasts acoustic comfort on a par with retractable hard tops and can be opened in just 13.5 seconds at speeds up to 60 km/h
- Top-down driving comfort is ensured by a patented wind deflector that is integrated into the rear seat backrest
- With its 620cv, twin-turbo V8 and vehicles dynamics systems from the Ferrari Roma, the new Ferrari Roma Spider offers an unmatched combination of timeless elegance, driving thrills, performance and on-board comfort

Ferrari Roma Spider, the latest model from the Maranello marque, is a contemporary take on the chic, pleasure-seeking Italian lifestyle of the 1950s and 60s. This spider carries over the proportions, volumes and specifications of the Ferrari Roma's hugely successful V8 2+ concept, but what makes it so striking is the adoption of a soft top, a solution making a welcome return to the Prancing Horse range on a front-engined car 54 years after the 1969 365 GTS4.

There's a novel and modern take on the soft-top design that underlines the Ferrari Roma Spider's exuberant character, with extensive personalisation options that include sophisticated, bespoke fabrics and contrasting stitching. On a functional level, the soft top deploys in just 13.5 seconds and can be actioned at up to 60 km/h. The fact that it is so compact also yields a larger boot and boosts the car's versatility. A new, patented wind deflector integrated into the backrest of the rear bench can be deployed by a button on the central tunnel, guaranteeing exceptional in-car occupant comfort without taking up any space in the car.

The Ferrari Roma Spider retains the Ferrari Roma's excellent dynamic characteristics: it boasts a best-in-class weight/power ratio thanks not only to its soft top, but also to its all-al-

uminium chassis and 620 cv V8 from the engine family that was heralded as the International Engine of the Year on four consecutive occasions. The engine is coupled with Ferrari's universally-acclaimed 8-speed DCT known for its incredibly fast shift times as well as excellent standards of comfort and mechanical efficiency.

## STYLE

Designed by the Ferrari Styling Centre headed by Flavio Manzoni, the Ferrari Roma Spider aims to move the "La Nuova Dolce Vita" concept beyond city limits for elegant, carefree driving 'en plein air'. This 2+ spider boasts a sophisticated fabric soft top, which is designed not just to maintain, but to enhance the flawless proportions of the coupé on which it is based without modifying that car's elegantly flowing silhouette.

## EXTERIOR

The stylistic approach taken for the Ferrari Roma Spider's exterior centres around a clean design and absolute symbiosis between its various elements. Its harmonious proportions and pure, elegant volumes are very much in line with Ferrari's front-engined GT tradition. That said, the designers have created a modern take on those classic proportions, giving the car a sophisticated, contemporary stylishness.

## CABIN

For the Ferrari Roma Spider's cabin, the Ferrari Styling Centre designers took the same approach to volumes and forms introduced on the Ferrari Roma. Two separate spaces, one each for driver and passenger, were created in an evolution of the dual cockpit concept, which has its roots deep in the marque's history with cars from the 1970s. The innovative look of this dual cockpit was achieved by extending the philosophy applied to the dash to the entire cabin. Hence, the vision of two modules that wrap around driver and passenger and that extend and integrate with the two rear seats.

For more information, please contact Cavallino Motors at (+66) 02-319-6109 email [info@cavallino.co.th](mailto:info@cavallino.co.th) or visit [www.bangkok.ferrari dealers.com](http://www.bangkok.ferrari dealers.com)



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25 OCTOBER / CONFERENCE EVENT

# TRAVEL HASHTAG BANGKOK EDITION

25 October 2023, INNSiDE by Meliá Bangkok Sukhumvit



INVITATION-ONLY

## PRESS RELEASE

### TRAVEL HASHTAG DEBUTES IN BANGKOK

Travel Hashtag has chosen South-East Asia to close the year 2023 with an edition - the twelfth in four years - dedicated to Italy as destination.

At the brand new INNSiDE by Meliá Bangkok Sukhumvit hotel, located in the trendy and emerging On Nut district, an evening networking event will be staged with a decidedly lifestyle slant and reserved for a selected number of local guests including travel agents, journalists, weddings planners and many other professionals of these sectors.

Sponsored by ENIT and organized in collaboration with the Italian-Thai Chamber of Commerce, the last stage of the Travel Hashtag year will have #glamourousitaly as its theme and hashtag. Among the main partners of the initiative, The Mall Luxury Outlets, Etihad Airways, Italo NTV, Italia Wedding Tourism, Kelmer Group who will have the task of “telling” Italy through the lens of shopping, wedding and experiential tourism. Will also intervene remotely Palazzo di Varignana, APT Basilicata, Matera Collection, Municipality of Cremona, Bettoja Hotels, and Canne Bianche Lifestyle Hotel.

“Bringing Italy to Bangkok – explains Nicola Romanelli, founder of Travel Hashtag – means opening a new channel of opportunities in a potentially enormous area that looks at our country with an interest in tourism linked to emotions, but also to business. The recent words of Ivana Jelinic, CEO of Enit, on the need to promote Italy also in South-East Asia confirm the goodness of our decision to debut in this region. An initiative, planned for some time with a medium-long vision term, which intends to act as a first small seed in a market yet to be known and conquered”.

Furthermore, the following day, Travel Hashtag partners will be among the protagonists of the event “Bridging Italy and Thailand in mutual tourism development” scheduled for October 26th at the Rembrandt Hotel & Suites Bangkok and which will involve entrepreneurs and managers of the companies

present in the exclusive network of TICC.

“It is with great joy and enthusiasm that we welcome this extraordinary tourism event here in Bangkok – declares Federico Cardini, the president of the Italian-Thai Chamber of Commerce – This occasion represents an unprecedented opportunity to promote and strengthen the ties between our two nations through the tourism industry. Bangkok, with its vibrant culture, historical monuments and unique gastronomic offerings, is an extraordinary place to discover. But that’s not the only treasure we have to offer. Thailand is a land of natural beauty, with enchanting beaches, lush forests and a rich diversity of fauna and flora. On the other hand, Italy is a country rich in history, art and culture. With its fascinating cities, artistic masterpieces and world-renowned cuisine, it represents a highly appealing tourist destination. This meeting between the two cultures, through the tourism industry, can only enrich travelers’ experience and promote greater mutual understanding. It is our desire to host many tourism operators from both countries, so that we can share our knowledge and promote the unique attractions that each of us has to offer. Together, we can create unforgettable experiences for tourists and promote respect for the age-old traditions that make our countries so special.”

“It is an honor for us to be a partner of this event” – states Giorgio Motta, General Manager of The Mall Luxury Outlets – “We work with passion and dedication to be ever closer to this extraordinary country. Thanks to this initiative we will have the opportunity to talk about our DNA and share the excellence that the territory that hosts us offers and that we are increasingly trying to enhance. The beauty of our countries and the continuous work of tourism promotion are just two of the many factors that bring us together; in fact, the Thai market, its people, its history and culture are extremely important to us, and I hope that this is just a further step towards a genuine and lasting partnership.”

[www.thaitch.org](http://www.thaitch.org)





หอการค้าไทย-อิตาลี  
**THAI - ITALIAN**  
 CHAMBER OF COMMERCE

# รู้จักอิตาลี 20 แคว้น

*Toscana: A Journey Through Timeless Beauty and Enchanting Landscapes*

ซีรีส์ Webinar จากหอการค้าไทย - อิตาลี ที่จะพาคุณไปรู้จักกับแคว้นทั้ง 20 แคว้นในอิตาลี



The Thai-Italian Chamber of Commerce (TICC) is glad to announce the next episode of Webinar Series dedicated to the 20 Regions of Italy, called: “Toscana: A Journey Through Timeless Beauty and Enchanting Landscapes”. Follow our webinar series that will take you on its prosperity and development, making it one of the most advanced places in Europe.

Luxury Italy: Top Destinations aims to promote and educate non-Italians about discovering iconic cities, regions, as well as lesser-known destinations. In this episode 5, Miss Nutpravee Bantadchan, Former TICC Assistant, and Ilaria Zolia, TICC Trade Assistant will introduce the central part of Italy, one of the most visited regions in the country called ‘Toscana’ The main attractions in Toscana is also a hub of Art, culture, wine production, and historic architecture.



## EP 6 “Apulia: Unveiling the Hidden Gems of the Authentic South”

Let’s join our webinar series that will take you on a virtual tour of the most interesting and breathtaking places in the South of Italy. Get to know the renowned region of Apulia, characterized by ancient art, the beauty of nature and unique traditional food. This webinar would like to introduce you to K.Ruenrudee Prachayaphruet, who will share her firsthand experiences regarding the region’s beauty, history, travel destinations, and local cuisines in Apulia.



Visit our YouTube Channel





## PASSIONE PER LA PASTA DAL 1789

GRAGNANO  
AND THE HISTORY  
OF GAROFALO

Garofalo Pasta is produced in Gragnano, near Naples in the South of Italy.

Since the 1500s, Gragnano, with the right wind, humidity and sun, has been the ideal place for drying pasta, the most delicate phase in pasta production.

Its mills, springs and legendary artisanal traditions, celebrated by poets and historians, have made the city the "homeland of pasta". The Garofalo brand's history dates back to 1789 in Gragnano when, by Royal Decree, Mr. Garofalo obtained the official license for making and selling "well-made pasta".

Since those days, Garofalo Pasta had been synonymous with excellence.



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# NEW MEMBERS ANNOUNCEMENT

In September

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# UPCOMING EVENTS

## September - Onwards



### Factory Inauguration: Vittoria Tyres

3 October 2023

Vittoria Tyres



### "High Level Dialogue" by Ambrosetti House

3-4 October 2023

Grand Hyatt Bangkok



### Wine Appreciation Club

12 October 2023

TICC Office, Bangkok



### Pasta Day

16 October 2023

The Food School



### Fair: Host Milano 2023

13 - 17 October 2023

Milan, Italy



### Event: Travel#

25 October 2023

Bangkok, Thailand



### Monthly Networking Event

26 October 2023

Rembrandt Hotel



### Fair: ASEAN Café Show 2023

26 - 29 October 2023

BITEC, Bangkok



### Ospitalita' Italiana

6 November 2023

Gaysorn Urban Resort



**MULTI-CHAMBER EVENING BRIEFING:**  
"Alternatives for Foreigners Seeking Long-Term Stay in Thailand"

Tuesday 7<sup>th</sup> November 6-9 pm Pullman Bangkok Hotel G

Dr. Paul Crosio  
John Casella

**"Alternatives for Foreigners Seeking Long-Term Stay in Thailand"**


7 November 2023  
Pullman Bangkok



**Week of the Italian Cuisine in the World**

**Week of the Italian Cuisine in the World (the 8th Edition)**

13-19 November 2023  
Bangkok, Thailand



**Awarding Ceremony**  
Phuket 2023  
FRI. 1 DEC  
METADEE CONCEPT HOTEL

**Ospitalita' Italiana Ceremony in Phuket**

1 December 2023  
Metadee Concept Hotel



**Christmas Gala Dinner**  
7 DEC  
6:00 PM onwards  
The Four Seasons Bangkok Hotel

**TICC Christmas Gala Dinner**

7 December 2023  
Four Seasons Bangkok



**AI community**  
06th Nov 2023  
AI 4 EDUCATION  
PRESENTED BY BLUE RESOURCES  
Location: SCBX Next Stage, SIAM PARAGON, 4TH FLOOR  
Open Registration: 5:00 PM - 6:00 PM  
Event: 6:00pm - 10:00pm

**AI Community EP.3 AI 4 Education**

21 December 2023  
Siam Paragon



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# Awarding

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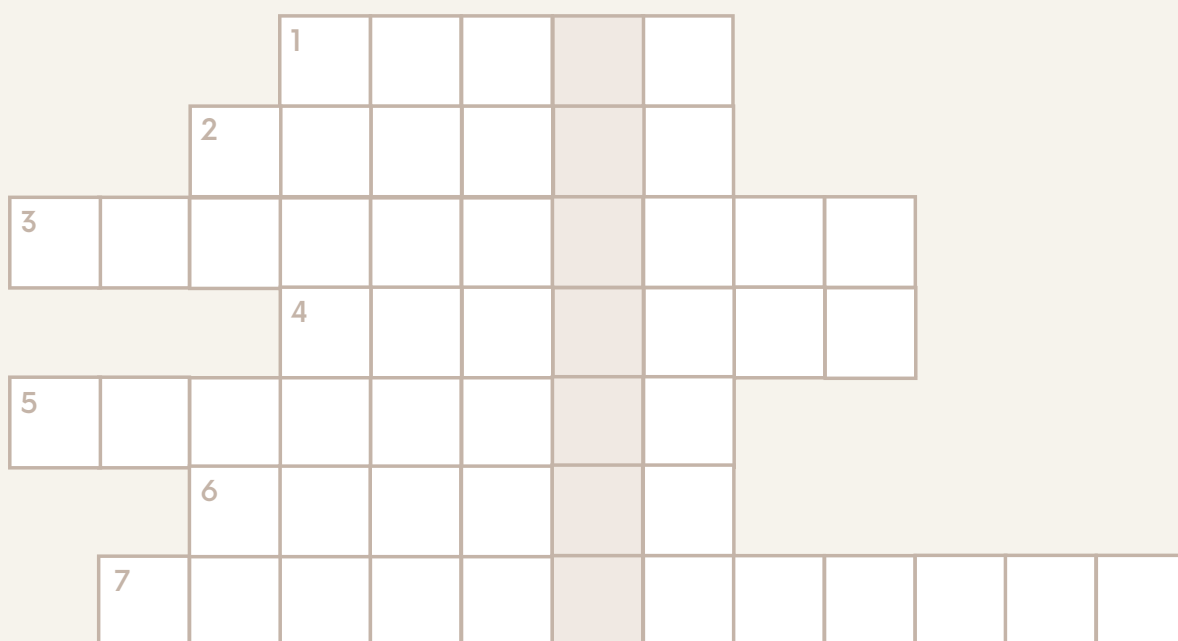




# Impara l'Italiano

The Thai-Italian Chamber of Commerce's is collaborating with Italiano Full Immersion School, a certified institution that cooperates with the Universities for Foreigners of Siena and Perugia. The school offers both in-person and online Italian language courses catering to all levels of proficiency. The school also provides students with the possibility of taking the CILS and CELI exams, which grant internationally recognized language certificates.

Classes are available both online and offline and students have the unique opportunity of taking the CILS and CELI exams conveniently at the TICC offices. Mark your calendars for the upcoming exam dates: November 21, 2023 (open to all levels), March 13, 2024 (excluding C1/C2), June 19, 2024 (all levels), and November 20, 2024 (all levels). In the meanwhile, test your Italian skills completing this crosswords!



1. La bevanda preferita degli italiani.
2. Lo sport più diffuso in Italia.
3. La "classica" pizza.
4. Cognome di un famoso cantante d'opera italiano.

5. Lo stato dove si trova il Papa.
6. Il pasto tra la colazione e la cena.
7. Il "Mar" intorno all'Italia

**Completa il cruciverba per rivelare la città dove si trova la scuola "Italiano Full Immersion"!**

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ITALIANOFULLIMMERSION

Via Ghibellina 42r / 54, 50122 Firenze

Veronica (Coordinator): +39 / 350 142 7051 - Instagram: @italianofullimmersion  
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## Bangkok Patana Goes to the Davis Cup!

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**Kelsey Stevenson**  
Bangkok Patana 1999-2007

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