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INFORMA



The Business Magazine of the Thai - Italian
Chamber of Commerce



EURO  **vision**
SONG CONTEST
TURIN 2022



THE OPENING OF THAI HERBS AND PHARMACOPEIA PROJECT 2022

On April 1, 2022 - The Thai-Italian Chamber of Commerce, TICC, and the Department of Traditional Alternative Medicine, DTAM, of the Thai Ministry of Health have celebrated **the official opening of the promotion of Thai Herbs and Pharmacopoeia Project 2022** in the Conference Hall of Vanit Building II.

Dr. Monthaka Teerachaisakul Director at the Department of Traditional alternative Medicine of the Ministry of Thailand opened the ceremony. After, the TICC Secretary General Mr. Michele Tomea visited the twelve companies 'booths', where he met several producers of herbal products, aiming to export to Italy and Europe with the support of the Chamber.

Among the participants, we mention: FOUR MINDS Co., Ltd., NAMWAHPOWDER Co., Ltd., ROYAL SPICE AND HERB CO., LTD, Community Enterprise, Planting and Processing Group, Ban Thung Pam Organic Agriculture, TCFE Co., Ltd., Specialty Natural Products Co., Ltd., PMH Co., Ltd., AVA Plant Co., Ltd., Pharma Alliance Co., Ltd., ITHAI CORPORATION Co., Ltd., Chommpinn Co., Ltd., GOLDEN RAY Co., Ltd.,

The project aims to put Italian import/distribution companies, SPAs, nutritionists, pharmacists, and universities in contact with new products requested by the Italian and European consumers.

The Chamber of Commerce aims to select, promote, and bring products made from Thai Industries to the Italian market as alternative botanical food supplements, and herbal medicine as new products.

Furthermore, the TICC is planning a series of 12 webinars to promote Thai herbal medicine used in the field of raw materials in cosmetics, food ingredients and medical supplements.

The calendar will start from the end of April for three months until the beginning of July 2022.

The TICC will interview twelve companies specialized in the use of herbs for body care, food supplements, medicines, and cosmetics each month. We will be talking about innovation and traditional use of the ingredients to better inform new buyers

The topics touched upon in the webinars will be grouped into three categories

- Botanical Supplement
- Raw material
- SPA – herbs for thermal use

Each appointment enhances the experience of twelve entrepreneurs and their companies in an interview (of about 60 minutes) in which it will also be possible to ask questions at the end of the session. Finally, the registration will be uploaded to the YouTube Channel of the Chamber of Commerce: <https://www.youtube.com/channel/UC54rSC1596BIBdiKqScZYwQ>

At the end July, The Ministry of Health of Thailand will bring the companies to exhibit in the International Horticultural EXPO Floriade Almere (Amsterdam, NL) under the Thai Pavilion for 6 months starting from 14 April to the 9 October 2022.

To receive more information please scan QR CODE to visit the home page.

Contact: membership@thaitech.org





Italian Taste Journey

Celebrating the Authentic Taste of Italy

Wednesday, 1 June 2022
at The Food School, Samyan, Bangkok

With the patronage of



In collaboration with



What is True Italian Taste?

True Italian Taste is created as part of the government program "The Extraordinary Italian Taste", funded and promoted by the Ministry of Foreign Affairs and International Cooperation, which aims to enhance and promote the authentic Italian food products.

The project is developed in collaboration with Assocamerestero (involving 41 Italian Chambers of Commerce in 27 Countries around the world) and aims to sensitize the foreign consumers to the consumption and conscious purchase of 100% Made In Italy ingredients, as well as fighting the effects of the "Italian Sounding": brands with an Italian name or similar but of doubtful origins.

The one-day event will be organized by the Thai-Italian Chamber of Commerce (TICC) together with The Food School, the patronage of the Embassy of Italy in Thailand, and other sponsors involved in the creation of Masterclasses and Cooking classes for local influencers, journalists, entrepreneurs, chefs, restaurateurs, importers, distributors, etc.

The activities during the daytime will be completely free of charge and only people who receive the invitation will be able to join.



Event details

Name: **Italian Taste Journey**
Date: **Wednesday, 1st June 2022**
Time: **10:30 – 20:00 hrs.**
Venue: **The Food School Bangkok**

Types of Event: Masterclass / Workshop / School Tour
Target: **Influencers**

Tickets: — **On Invitation Only** —