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President's Message



Giacomo Mauri
President
Thai-Italian Chamber of Commerce

Dear Members and Friends,

Welcome to the first issue of **Informa** 2015! The first quarter of this year has gone very quickly. I wish all of you again a joyful and prosperous year. The Chamber looks forward to bringing more activities to strengthen the bonds between the TICC and all its members.

To start this New Year on a positive note, we have dedicated the first Informa to the Luxury and Design Business, a sector that is recording good growth because of the increase of power of Thai Consumers. This issue includes some great articles contributed by companies in the sector. We hope you enjoy them.

Among the ongoing projects, I would like to mention a brand new service called **"iThai Mobile Application"**, the first Thailand's Official Mobile Guide developed by SG Service, one of our members, in collaboration with the **Tourism Authority of Thailand (TAT)**. The application gives information beneficial to the expats and tourists. A new has been added for businesses based in Thailand which will be a great opportunity to increase visibility to TICC members. If your company would like to participate, please contact our staff.

Last but not least, the **Annual General Meeting 2015** and the **Election of the new Board of Directors for the term 2015 -2017** took place on **March 19, 2015**. The new Board of Directors for 2015 - 2017 and the new President will be officially announced soon.

In this regard, as this will be my last note in Informa, I would like to take this opportunity to thank all of you for the generous support of the TICC. I truly hope that you support will continue to strengthen our business network for the continuous growth of all members.

Arrivederci,
Giacomo Mauri

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ProPak Asia 2015 - Processing & Packaging Asia

ProPak Asia 2015 returns, 17 - 20 June 2015 for its 23rd successful edition at Bangkok International Trade and Exhibition Centre (BITEC), Bangkok.

ProPak Asia is Asia's number one international trade event for the food, drink and pharmaceutical processing and packaging industries. It is Asia's largest industry event and continues to grow every year gathering the world's best companies and leading industry players, who join ProPak Asia to present and demonstrate their latest machines, technology and services to Thailand and Asia.

This year will see ProPak Asia's biggest-ever event, presenting over 1,600 exhibitors from over 45 countries on more than 45,000sqm of exhibition space or all 6 halls of BITEC. Including international pavilions from over 15 countries/regions including China, France, Germany, Italy, Japan, Korea, Singapore, Spain, Taiwan, United Kingdom and the USA.

Italian Technology at ProPak Asia 2015

Italy is one of the world leaders in packaging machinery, with a world market share of 25.5%. In 2014 the sector's turnover totalled record figures of 6,200 billion Euros. Exports accounted for approximately 82.2% of total turnover, with a value of over 5,1 billion Euros. The largest market area for Italian packaging machinery is the European Union, followed by Asia. Next come the markets of non-EU Europe, Central and South America and North America.

Italy features strongly at ProPak Asia 2015 with 2 pavilions located in hall 6, one co-ordinated from The Italian Packaging Machinery Manufacturers' Association (UCIMA) with the support of the Italian Trade Agency (ITA) Office in Bangkok, and the other co-ordinated by Processing & Packaging The Hi-Tech Italian Way. Plus many individual companies participating directly or via local agents and partners.

The list includes:

Processing & Packaging The Hi-Tech Italian Way Pavilion

Cama
Cleverttech
PE Labellers
PFM
Ronchi
TMCI

UCIMA Pavilion

AETNA Group
Bocedi
IMA-Corazza
ITA / ICE
Firex
OCME Pacific
Pelliconi
Pneumofore
Sacmi Group
Tropical Food Machinery

Companies:

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Visam
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Zanasi

Above exhibitor list is up-to-date 26 Feb 2015



ProPak Asia 2015 features six industry zones to make it easier for suppliers and buyers to meet and conduct business.

The zones include:

DrinkTechAsia 2015 - The 14th International Beverage and Brewing Processing and Packaging Technology Exhibition.

FoodTechAsia 2015 - The 2nd International Food Processing and Packaging Technology Exhibition. FoodTechAsia is integrated into ProPak Asia. Showcasing food processing & packaging machines, technology and services.

PackagingMaterialsAsia 2015 - The 2nd International Packaging Materials Exhibition

Lab&TestAsia 2015 - The 9th International Laboratory Equipment, Instrumentation, Test and Measurement and Quality Control Exhibition

PharmaTechAsia 2015 - The 22nd International Pharmaceutical & Cosmetics Packaging and Processing Technology Exhibition

PrintTechAsia 2015 - The 4th International Printing, Coding, Marking & Labeling for Processing and Packaging Technology Exhibition



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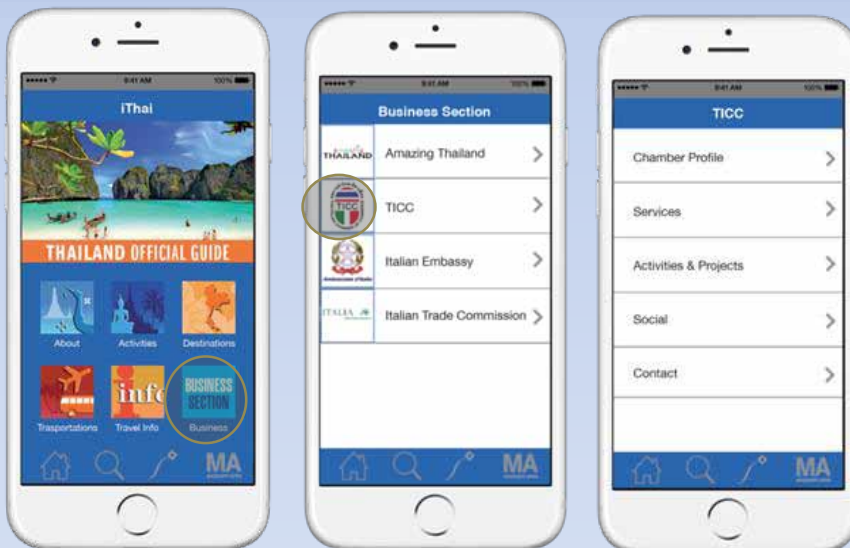
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LUXURY GOODS' MARKET IN THAILAND



A luxury good can be defined as “an item that is not necessary for living, but is deemed as highly-desired within a culture or society. The ability to purchase or finance a luxury item is directly proportionate to ones' income or assets.” Another definition of luxury items is “positional goods” because they represent the owner’s achievements within the society. This sector is wide and it ranges from automobiles to yachts, clothes, watches, jewelries, bags, restaurants, exclusive resorts, cigars, valued food, cherished wines, customized furniture, artworks and everything you can possibly imagine.

The luxury sector in Thailand has been following a positive path of growth due to the raise in income and the expanding purchasing power of Thai consumers. The materialistic culture is now the dominating one and it gives a remarkable incentive in pursuing a high style of living. In order to encourage the consumers, flagship stores and boutiques were established in the capital and in the most visited cities. Another factor responsible for the expansion of the sector is tourism, that, according to the Tourists and Sports ministry generated Bt 1.17 trillion in 2013, corresponding to almost 10 percent of the country’s GDP, even if shopping contributed just for 2-3 percent. In 2013 Bangkok was elected by Mastercard the most visited city of the world with 15.98 million of international visitors, overtaking London that is stable at 15.96. Bangkok generates 44% of GDP, because its infrastructure facilities and tourism stimulate trades.

The demand of luxury goods is considered to be relatively inelastic over time, so in order to increase the sales, companies supported a massive investment in marketing promoting a dynamic environment and stimulating consumption. The most innovative reform in the sector was proposed by TSCA, the Thai Shopping Centers Associated, and supported by the Ministry of Finance: gradually cutting the import duty by 5-10 percentage points annually. Nowadays the import duty imposed is between 30 and 60 per cent on luxury fashion brands. This reform would allow Thailand to be duty free within 5 years, raising the Kingdom’s competitiveness to the level of countries such as Hong Kong and Singapore. Those

countries abolished taxes on luxury goods beforehand in order to attract foreign shoppers looking for international luxury brands. This reform aims to reduce the price of products like watches, cosmetics and clothes, excluding electronic products which happen to be already cheaply priced in Thailand and where also low taxes are applied. Unfortunately this regulation was never approved by the government that backed down without giving an official reason. Nevertheless the main cause it is argued to be found in the current fiscal regime, the government can’t afford to lose this money by decreasing taxes.

Bangkok has plenty of premier malls which focus on high end consumers, even more than Europe and America, this is due to the high presence of expensive global brands



and the variety of high-end products offered. For example Siam Paragon and Central Embassy, both located in Bangkok, are the quintessential symbol of luxury malls. If all this was not enough, a new luxury mall is under construction: EM Quartier luxury retail complex recently was granted with the 2014 Asia Property Award for Best Commercial Architectural Design.

Italian luxury brands are located in the most prestigious malls throughout the country; for example Central Embassy exhibits legends such as Bottega Veneta, Giuseppe Zanotti Design, Gucci, Massimo Dutti, Moschino, Pomellato, Prada, Red Valentino, Roberto Cavalli, Versace.

Thailand wants to be acknowledged for its innovative luxury sector by becoming a destination for wealthy people willing to visit fancy malls rather than looking for cheap deals. For this reason TAT, the Tourism Authority of Thailand, launched a

new internet portal, named Thailand Super Quality, to show tourists the shopping opportunities this country has to offer. Moreover the plan is to attract the “right” tourists, which are the ones who have capital to invest and large sums of money to dedicate at this purpose.

A strategy recently used by luxury brand is to promote the extension of their brand coverage and product varieties, both vertically and horizontally, increasing the brand umbrella to target the new middleclass, previously not considered by the leading companies of the industry. An example can be easily found in the fashion industry, where Armani created different labels, all perceived as luxury. Diversification touches different sectors as showed by Giorgio Armani Beauty, Armani/Casa, Armani Exchange, Armani Hotels and Resorts, Armani/Fiori, Armani/Ristorante. In the fashion sector brands caters different consumers, both for their age and their earnings, as Giorgio Armani, Emporio Armani, Armani Jeans, EA7 or Giorgio Armani Prive. These adjustments need to be carefully planned, because they may deteriorate the brand positioning in the mind of the consumers, compromising the brand’s success.

In order to correctly examine the sector the domination of high-end multinational brands needs to be acknowledged, as well as the loyalty of its consumers. As more competitors entered the marketplace causing fragmentation, the base of the international companies did not vary much and the local brands emerged just relatively. Thai luxury brands are striving to be noticed and recognized by international sellers, but this is a long way to cover and it will cost a lot in terms of marketing through sponsorship, advertisement and events.

By:
Martina Vaglia, Fellowship Researcher
Thai-Italian Chamber of Commerce

THE ITALIAN JOB



SCHIFFINI

is an Italian brand known worldwide for its high-end kitchen furniture. The business was established in 1925 and this year is celebrating its 90th anniversary of activity. **Schiffini** started their business as contractors' builders for the Italian military navy, based in La Spezia, specializing in furnishing military and passenger liners. In 1950 they designed their first modular kitchen, moving toward the kitchen furniture industry and, at the beginning of 60s', the brand was among the few distinctive companies responsible for the creation of the "Italian Design".

In 1965 the company started to collaborate with prominent architects and designers; particularly significant was the relationship with and the contribution of Vico Magistretti, which led to brilliant intuitions and gave rise to innovative kitchen models, appraised even nowadays.

A modular kitchen is a revolutionary concept in the industry. Previously only cabinets were produced. Everything had to be created on commission, and only after providing the layout and the measures: customization was

the dominant trend. Nowadays the trend has completely changed, because modular kitchens fit better within pre-determined spaces, hence each module can be made perfectly fit without renouncing to design.

Nowadays **Schiffini** can be considered as a traditional family company since the group is run by family members. They call themselves "artisans" because they are a relatively small company involved in the manufacturing of special furniture.

Schiffini exported 30% of its productions, now it is around 60% doubling their hopes to keep growing.

They are currently focusing on Thailand, where they started about 5 years ago with an initial contract and now they have several projects in Singapore, China and Seoul. Their clients in the Country are mainly Thai, only 20 - 30% of customers are foreigners. Asia is a very important market for all the Italian brands, because consumers are finally starting to understand the quality of Made in Italy products; for the same reason they have a lot of collaborations with well-known architects in the area and they have decided to improve their business, since they found the right commercial partner here.

Schiffini believes that Thailand is ready to set up the important cultural basis to create beautiful apartments, since the Thai market is growing very fast and radically changing. When Thais build their private villa, they aim at fulfilling their self-esteem. They refuse to buy what others already have, because they desire uniqueness. In the past there was a high demand for more classical furniture, now the trend has been switching towards to a more contemporary and modern style. The lifestyle is also changing starting from the Thais studied abroad and brought back home the foreign culture. Decades ago Thai people used to receive their guests in restaurants or hotels, but now they receive them at home; they also used to build their own houses, but now the attitude has changed as a result of globalization.

The kitchen is part of the home: to have a nice place you need a kitchen which is complementary to the living room. When you stay home, you live 80% of your time in the kitchen; this is the reason why the brand's core idea is to stay together around the table. Because of this they created, a collection called "Mesa", that in Spanish means "table", since the dominant point of view is unity.

Schiffini bestseller model is "Cinque Terre", a kitchen totally made in aluminum: you can put it in the water and remove it without any damage; the whole structure is assembled without glue, in this way it can be easily reassembled in another place. Aluminum is a very good conductor of electricity, so it comes with a special cable to avoid any problems. Their models are available in different colors: black, natural aluminum and champagne titanium. It is not lacquered, but anodized through a long

process; this makes the coating particularly resistant so that even if you scratch it the color stays there. Schiffini's philosophy can be summarized with the following two words: "Absolute Quality". This means that they use the best materials available on the market to provide customers with excellence.

Their furniture is assembled in Thailand using the support of *Savino del Bene*, an Italian company that provides customized logistics solution.



Each project is very different from one another, so everything needs to be re-defined quickly. When designers come up with a new idea for the local Thai market, it needs to be explained in detail to the person in Italy to make sure that everything is deeply understood. There are many kitchen manufacturers, but you need to have a good project to satisfy to the needs of the customers.

In Thailand, **Schiffini** has a partnership with **Euro Creations** because they are appealing to their customers and they have a very good strategy for selling and creating the proper projects. **Euro Creations** represents also the biggest number of luxury brands, so **Schiffini** is confident they can click with the interior designers and always be within the top three competitors in the market.

The secret behind 19 years of success for

is that **Euro Creations** relies on the permanent connections established with the interior designers, since they are the ones who propose the brands and the models to the final customer. However, in some rare cases, the owner of the apartment himself just comes in and chooses the products according to his own preferences.

In Thailand there are about 40,000 high end individuals out of 72 millions of people, who

control 40% of Thai companies. **Euro Creations** has less than 1,000 customers, although this figure might seem small, those individuals have high spending power. They are continuously purchasing houses, therefore, new ranges of furnitures will always be needed.

The biggest goal for **Schiffini** in the next 5 years is to gain the leadership of the market with the joint support of **Euro Creations**, by becoming the biggest producers in Thailand. To achieve this ambitious goal, great efforts are required, but the company has already started heading this direction and it is determined to achieve the best results.

By: Vitale Amatore, Schiffini S.p.A.

Interviewed by:

Martina Vaglia, Fellowship Researcher,
Thai-Italian Chamber of Commerce

Thai motorcycle market is gearing up

The recent economic contingencies in Europe have led to a contraction in the European market in the year 2008-2009. Nevertheless, between 2007 and 2011 the global industry has grown approximately by 3% yearly, according to a research from Marketline, and by 2% in the period ranging from 2010 to 2015, according to IBISworld. The value of the motorcycle industry in Europe in 2010 amounted to roughly 13 billion dollars and increased to 15 by the beginning of 2015. In the same time span, the value of the industry increased from 27 to 38 billion in the Asia-Pacific area, making the relevance of such area evident. Italy represents the largest consumer market in Europe with respect to new motorcycles and by far the largest European producer, with more than a half of the cumulated production. The internal consumption of the country was drastically reduced in recent years, yet about 50% of the total production currently exported, therefore limiting the impact of a reduced internal demand on the producing companies.

On the other side, the area of South-East Asia has been representing a flourishing market because of various factors. Motorcycles are a privileged mean of transportation in the area, due to particular environmental conditions such as the state of weather and traffic. In Thailand motorcycles represent possibly the most convenient solution for mobility, so that are used by any social class for multiple purposes. Local production is aimed at satisfying the internal demand of the country, and the exports amount at 12% of the total. First movers in the motorcycles market have

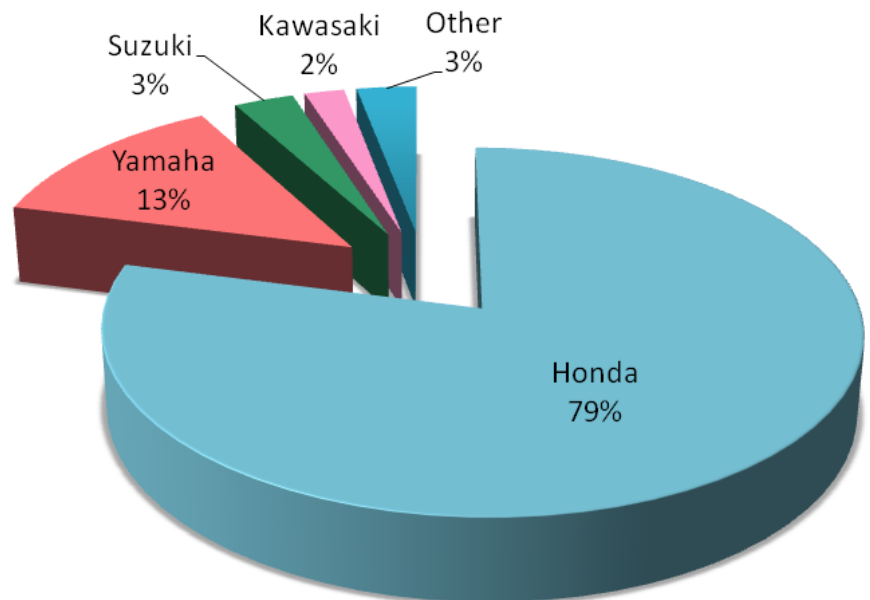
been amply rewarded. Honda is the market leader with about 79.5% of the market, a share that has been progressively increasing during the years. The second producer operating in the market, Yamaha, follows with a market share around 13%, in turn followed by Suzuki and Kawasaki, that amount respectively to 2.5 and 2.4% of the market.

Although the market is considered mature and the Japanese firms predominance appears to be solid, experts believe there's room for change in the near future. Although at present the largest share of the motorcycle market is related to the success and the diffusion of scooters, light motorbikes and mopeds, the current legislative situations

is particularly favorable for the production of large bikes, according to a report of the Board of Investment. Currently there are exemptions on corporate income taxes and on import duties, incentives that have spurred different producers to set up in Thailand and adjust their production in order to satisfy the demand of the country and the one of neighboring countries. Honda in fact set up its production line in Thailand also due to the fact that Thai suppliers could provide up to 95% of the components required by the production process.

initiative for these reasons. In the last year there has been a slowdown in the sales of motorcycles in Thailand, but according to a report of Kasikorn bank it appears to be related to recent political developments that lead to worsened condition in rural areas, so that almost no impact occurred in the area of Bangkok and on the medium and higher ends of the market.

Motocycle Market Share (May 2014)



In recent years also European producers such as Ducati and BMW have followed the example by founding subsidiaries to set production in Thailand and compete in the market at more advantageous terms. According to an article of "The Nation", the market may undergo further changes depending on the outcome of ongoing events. In fact in 2013 legal action was undertaken against Honda, the current market leader, for alleged unfair practices. The raising income in the area represents a good opportunity for exporters, since it allows a wider diffusion of foreign products, also in light of the appreciation of the European taste and goods. The campaigning of brands such as Vespa aimed at advertising their products and polishing the image of their brands may be a very profitable

By: Lorenzo Poloni, Fellowship Researcher
Thai-Italian Chamber of Commerce

Fashion Façade

The luxury goods market experienced a rapid growth in the period 1995-2007, with peak of 11% in the three-year period between 1995 and 1999. The market is currently recovering from the world economic slowdown of 2008 when total sales volume decline by 2% in comparison with 2007.

There are two main factors that are currently accelerating a positive trend in this sector: the economic growth in South East Asia, where we are observing the rise of a new class known as "the new rich", and the increase in the use of luxury products.

Even if recently new categories were added such as luxury automobiles, tourism, hotels, airlines and home furniture; luxury goods can be divided in four dominant categories: *fashion, perfumes and cosmetics, wines and jewelry*. The widest category is fashion, starting from couture to ready to wear, accessories, apparel, handbags, shoes, watches and so on. Especially when dealing with fashion items, by simply exposing these products, they will bring prestige to the owner, putting aside the functional utility. Luxury represent a social context, in terms of ostentation, social positioning and status symbol accumulation, therefore is strictly connected to the cultural evolution of a country.

Italy can be considered as a mature market for fashion luxury goods, both for its production and consumption.



Thailand on the other hand is one of the few countries in the world that can supply the entire textile chain from cradle to grave, through midstream to downstream, from natural fiber production to design, using different textiles and fabrics. However fashion is still a young industry in Thailand, compared to European fashion houses, as its first brands appeared only 25 years ago.

The contribution of the apparel and textile industry to the country's economy is undeniable as it covers approximately 17% of total GDP. However the fierce competition of both local and global firms has altered the strategy and structure of Thai firms. Many of them have adopted a more flexible approach to gain a competitive advantage and react proactively to unforeseen market demands. Therefore they have learned to adapt themselves from simple production operations (OEM) to more complex operations involving design and manufacturing (ODM) to skilled product development of their own brands (OBM).

The Thai government has also played an important role in assisting the apparel industry by recognizing the potential of the sector and taking action to enhance and promote Bangkok as a fashion hub in the South Asian region.

The project "Bangkok Fashion City" was launched in 2004 and has provided capital investment to boost research and development through the Thailand textile Institute.

The aim is to improve the quality of export goods and develop new and innovative products. A perfect example is an ongoing project using traditional Thai herbs on fabric through "microencapsulation technology" process as a substitute of traditional pesticides. Such projects may give Thailand a competitive advantage among the environmental conscious Western consumers and the new international commercial laws related to chemicals and their safe use in fabrics.

By: Tania Driusso, Fellowship Researcher, Thai-Italian Chamber of Commerce

Sources used:

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- *Thai Textile and Apparel Industry*: www.thaitradeusa.com

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TWIST X TURN



WHO ARE YOU?

Twist x Turn is a multidisciplinary high-street brand under the roof of creative studio. Our motto is favouring style over fashion as we believe that inspiration can be found from anyone anywhere around us from fashion scene to music, culture and lifestyle especially in this diverse modern society we are all living in. Combining different designs in a number of ways to suit each person individually aka mix-and-match is the key to effectively reflect individual style nowadays and that is the reason why our designs are simple yet characteristically eccentric, allowing the wearer to create their own style from day-to-night.

SO HOW DOES IT ALL START?

The Business

We started our business in 2013 with two testing collections rolled out in order to test the market and timing. The first collection which officially launched to the public was *SS14 collection*, exclusively launched the collection with **Topshop** major store in London in February 2014 and received warm welcome from customers. We have been trading mainly with **Topshop** throughout the year and we are now settling to the pace of fast-fashion environment and ready to expand to other areas of business in this industry e.g. Wholesaling.

WHAT IS THE PROCESS X HOW DO YOU WORK WITH YOUR TEAM?

The Team

For the studio, our employees are working closely together to create at least two main collections per fashion calendar year and two sub-collections additionally to support fast-fashion market. Everyone shares their ideas throughout the process from design process to marketing and sales as we believe that the more we share, the better the outcome will be.

For the retail, our staffs are working together with the head office team even though they are on site. We've been working together from delivery to merchandising.

WHAT IS YOUR VISION INTO THE FUTURE WITH YOUR BRAND?

The Future

Since we've been working with **Topshop** for over a year, now we are ready to take on to other roles in the business in terms of production, we have prepared. We have received emails from retailers regarding stocking our brand in their stores so we think this is the right time to start thinking about trading as a wholesaler.

We would like to expand our business to the area of fashion wholesale business, where small retailers around the world can stock our brand and our products will be presented to customers all over the world. We are going to start wholesaling with *high-SS15 collection*, followed by *AW15/16 collection*, which is almost ready for viewing.

We are currently working on another new brand for high-end market. The design will be different to **Twist x Turn**. This is due to launch in *AW15/16*. But definitely will be shown to the retailers and buyers in a few months time.

Online market is something that we are considering to join as well. In this non-stop growing cyber trend, clothing brands are definitely trying to reach and we are one of them. Working with major online retailers for each continent is probably the best idea for us. This could be a tailored service depends on the contract with each online retailer. We understand that each market works differently and logistic is one part to be considered.

WHY DO YOU THINK THE EXPANSION, ESPECIALLY TO ITALY, IS A GOOD IDEA?

The European

As we are familiar with UK market and Europe is definitely considered our starting point, therefore, we would like to expand our business to other countries in Europe such as Italy, France and Germany.

Having our brand established in such countries would definitely show that our products meet the international standard since the Italians are worldly recognised as the very high standard customers with very good taste in everything.

We would love to work with distributors and agents to carry our brand and present our lines in their showrooms to the retailers, as well as department stores. Since we have been working with department stores, working as a concession is somewhat the area that we know how it works.

As far as we concern, stocking would not be a problem for us. We could provide new styles to the store on weekly basis depends on the footfall and sales. These are also applied to online retailers and agents.

By: Gun Kanjanapokin, Director

W: www.twistxturn.com

FB: [Twistandturnlondon](https://www.facebook.com/twistandturnlondon)

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TWIST X TURN

SS 15 collection

LEAFY: A BRANCH OF THE ITALIAN PRESTIGE



Leafy Co., Ltd. operates as a subsidiary to **Yip In Tsoi & Jacks Co., Ltd.** to cater to high end lifestyle sector, as an extension to the Building Material & Hardware department. The company started cooperating in 2009 with two of the most prestigious Italian brands in their sectors - **B&B Italia** for furniture and **Boffi** for kitchens and bathroom – in order to bring about the best in Italian design and technology to the higher end of the Thai market.

Market reception and performance growth has been satisfactory and two complementary high quality materials have been added to their portfolio - **Salvatori** for innovative stones and **Listone Giordano** for engineering wood - in 2012 and 2014 respectively. Nonetheless, the core focus of being "**pure**" **Made in Italy** remains unchanged. The company is set for the moment and there is no plan to add any further brands under the umbrella in the foreseeable future.

The company has enjoyed year on year growth until the recent political unrests in Thailand which have caused a decline in spendings in the local market but, remarkably, also the rise in proportion of expats'

transaction, as Leafy offers competitive prices for their products, comparable to European prices.

After a careful analysis, it is a no brainer for Leafy to think outside the box and look east for more opportunities in other emerging and fast growing markets outside Thailand, like Indochina - especially Vietnam - to survive in this tough time of market decline and recessions in the Euro zone. After a couple of years of market familiarisations and numerous visits, the Vietnamese market has shown interest in the products and is slowly beginning to be ready. Fortunately, the Vietnamese, unlike the local market, found copied products unacceptable and would only specify original products in their projects whenever the opportunity arises.

The 2014 marked one of the most exciting years at **B&B Italia**, **Boffi** and **Leafy**. Aside from usual product launches during **Salone del Mobile** in Milan, **B&B Italia** also celebrates the 45th anniversary of one of its most iconic piece in its collection - the "**UP Series**" by **Gaetano Pesce** - with the introduction of the **UP JUNIOR armchair** which is the mini version of UP5_6 for kids



age over 3 years. **Boffi** embarked on a new journey away from traditionally pure minimalistic design, with the introduction of **Salinas kitchen** by **Patricia Urquiola** into its collection which is characterized by non-traditional structures, modules, and materials which are highly Eco-sustainable; both of them are and will be showcasing at Leafy's showroom within the middle of 2015.

The 2014 was also a big year at **Leafy**, as the company started the coordination of a project in Vietnam with both B&B **Italia** and **Boffi** contract divisions in order to provide kitchens and the furniture for the local hospitality project which is slated to be completed by the end of 2016. The project will be the first of its kind in Vietnam and only second in South East Asia after Singapore. The expanding vision doesn't limit to the east as Leafy also pioneered the west and is in touch with several parties to develop similar projects in Myanmar and as further away as Bangladesh.

Although the contract success lies abroad, the main objective and commitment remains in the Thai market, as the company still believes in the potential and capability of the

local market pending the right moment of implementation. As a matter of fact, Leafy is in open discussions with a couple of local developers for possible collaborations in Bangkok in the near future.

The journey in this business sector for **Leafy** was certainly not a rosy one, but the company is fortunate for having full support from its partners coupled with orders from abroad in emerging markets in the regions, which result in annual growth year on year basis. It is the ultimate goal to remain committed to provide the market with luxury furniture with competitive and affordable prices.

By:
Badipol Chutrakul, General Manager

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Human Capital: the New Challenge of the Luxury Industry

By: Dr. Thitiporn Sanguanpiyapan, Executive Director, Luxellence Center

Despite the fact that it has been a tough year for most luxury goods and services providers in 2014, we can still observe a continued growth of prime retail developments in Central Bangkok as well as along the Chao Phraya River. New shopping malls are both visited by local residents and, more importantly, tourist. With places such as Central Embassy, EmQuartier, EmSphere, and Icon Siam promote, Bangkok already contains more than 15 major shopping centers (i.e., Siam Paragon, Siam Center, Siam Discovery, Central World, Central Chid Lom, Emporium and Gaysorn Plaza) and it steps up as a leading regional shopping destination against Singapore and Hong Kong.

There is a great potential for Thailand to become a shopping district given the large volume of visitors and consumption intentions. Therefore, Bangkok has become the choice for many international luxury-fashion brands that open or even expand their retail outlets, as they strive to capture part of the sky-rocketing well-to-do Asian shoppers in the region. All these new retail development projects aim to increase tourism and business as well as create over 400,000 jobs over the next four years. Looking ahead, the future has the potential to be very bright for luxury business in Thailand. Providing high-end goods and services to wealthy customers will remain a growth industry in volume, and value, for decades to come.

The current situation also presents challenges and opportunities for the luxury brands. Within this sector, it's particularly hard to find people with right set of skills. The right skills are necessary to enable successful growth through a phase of major transition and expansion. One of the biggest challenges is the increasing demand for talented executives and designers, while the pool of talents is rapidly shrinking.

Increasing demand	Shrinking supply
<ul style="list-style-type: none"> > Adaptable growth > Globalization > Competitive pressures > Technological advancements > Dynamic business model 	<ul style="list-style-type: none"> > Shifting demographics > Complex leadership requirements > Desirability of hot skills > Customer values > Increase mobility

Companies are eventually competing for talent; luxury companies lack people. Attracting and retaining talents will get harder and harder. One strategy for luxury companies to improve the chance of recruiting the best talent is to cultivate close relationships with educational institutes that teach "Luxury Brand Management". In these academies companies can get closer to a pool of fresh talents that are strong on both

the business and creative sides. Relationships with schools can lead to internships that serve as an invaluable screening mechanism and as an ideal training ground for future professionals.

Luxury companies' expectations on their talent are significantly different from what they were before. These days they need to find talents with new competencies that are aligned with new challenges:

- A balanced leadership profile that blends intelligence with relevant competencies (creative, intuitive, rational and social) in order to be efficient;
- Being able to operate in different key geographic regions, such as Asia, USA or Europe, to understand different cultural characteristics both of employees and customers;
- Switch easily between different time frames, from long-term thinking to short-term operating;
- Having management skill to reinvent the business model, while preserving the "mystery" of a brand's DNA;
- Having great attention to retail and customer issues, acknowledging the central role of sales staff;
- Having talent to represent a brand as its ambassador and a great cultural ability to interact well with a very demanding international clientele;
- Develop specific leadership skills to work efficiently with creative designers;
- Fit in with the founder's vision of the world and those of the family members who are inevitably involved in the business;
- Understand the characteristics of the brand's organizational culture;
- Possess the cultural background (from their family values and their education) that

allows them to master the intricacies of a very "cultural" business.

In addition, there are competencies that differentiate luxury professionals working in high performing luxury brands from those working outside the luxury industry as follows:

1) Luxury Relevant Knowledge is a fundamental talent that must be acquired and mastered to act efficiently in this particular

landscape. The Brand's DNA, the ability to get things done, an intimate knowledge of the customer experience and role as the brand ambassador are examples of industry relevant knowledge.

2) International Track Record. This is critical for performing in the luxury industry, which is both an international and cultural business, which can be broken down into three major domains: 1) *luxury business acumen* (i.e. has deep and broad understanding of the customer and luxury landscape, knows how to network and connect with the luxury and business community, has a good understanding and knowledge of the core disciplines: the craftsmanship's experience and the retail experience), 2) *impact and impression* (i.e., aware of the impression he/she makes and he/she masters the "art of execution", and 3) *communication* (i.e., communicate passion, energy, intensity, and excitement).

3) Performance Competencies are those skills critical for creating value, attracting and managing diverse key talents and to delivering results accordingly.

4) Personal Competencies. Within the luxury landscape, these personal traits taken from his/her own cultural background, family background, early education and early international exposure, further education, initial professional background and professional development in an organization are critical in helping the aspiring talent learn and effectively deal with international clients, acting at ease in the locations where their high-net worth clientele "play and spend" all over the world.

The luxury sector is differentiated in the talent market due to its unique management structures. The talent gaps that exist in these organizations are a true blend of business acumen and creativity, which are required to enable the growth targets of the larger industry groups. Whereas this industry previously focused on harnessing and sustaining the talent of young designers, business management skills are now seen as an equally important criterion for success. In 2015, we can expect luxury companies to evolve and sharpen their business models to ensure the right people in place as their top strategic priority.

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Silk Road

According to a recent wide-ranging analysis taking into account the vast region of Southeast Asia, this region could grow to absorb more than half of global luxury market in the next 10 years. The real economy contributes to the growth of the luxury market in Southeast Asia through two channels:

- a) in 2030, the number of the new rich (i.e. people with an income of more than 150,000 Euros per year) is expected to grow to 27 million;
- b) secondly, in the future there should be a substantial contribution to the luxury market coming from the middle class which, is also expected to register a significant growth rate in this market in the next 10 years.

In addition to these important growth channels, there is a further index detecting the wealth of this region: the presence of many upscale malls.

However, after the four-year period 2010-2013, the geopolitical and economic situation - especially in Asia - changed dramatically in the luxury market. Some data about it are significant: in the years 2013-2014 there was a crisis in the luxury sector in all Asia, except for Japan and Thailand, and it hit China in particular, especially Hong Kong and Singapore.

Dwelling on the situation in Thailand, it is interesting to focus our attention on a flagship sector of the luxury market: the field of silk is undoubtedly a "Made in Thailand" sector quintessentially.

However, there are some contradictions in this respect: in fact, on the one hand in April 2014 both sericulture and the international demand for Thai silk appeared to be growing; about this,

it is also possible to call up ministerial sources of the Government in charge at the time, according to which the demand for Thai silk remained consistently high in the United States, Japan and European countries and also some countries of the Middle-East (such as Oman) were developing interest in Thai silk products. On the other hand, there was also a strong reduction of the area reserved to the silk industry from the initial 160,000 acres to 40,000 acres in the first four months of 2014.



When it comes to Thai silk, we cannot go on without referring to the giant "Jim Thompson", named after US entrepreneur who had - during the '50s and '60s - a key role in the development of the Thai Silk Market, so much that Time magazine has even stated that "he almost singlehandedly saved Thailand's vital silk industry from extinction" (BUSINESS ABROAD: The Silk King, Time, Monday, 21 April 1958). Even before looking at some figures, there is to say that the story of Jim Thompson is really very special and fascinating. Businessman, he was born in Greenville, Delaware, in 1906, and came to Bangkok as a US military intelligence officer for the OSS (Office of Strategic Services). Only after being discharged from military duty he decided to settle in Thailand definitively. By this time, he began to provide a substantial contribution to the workmanship of Thai silk,



which long had been in a phase of strong decline. This especially thanks to an element that has contributed to confer greater fame to his name: namely, the construction of the famous Jim Thompson House.

Located in Bangkok, the Jim Thompson House is comprised of six teak buildings, with typical features of traditional Thai architecture: only in the spring of 1959, Jim Thompson decided to move to his new home, which since its early days became a place of interest and attraction for most people. It became so popular up to the point that Thompson decided to open it to the public, donating to charity the revenues to the Thai authorities as well as devolving them in favor of projects promoting the artistic and cultural Thai tradition. Still today, 48 years after his mysterious disappearance in Malaysia, the Jim Thompson House continues to be a coveted tourist destination for many who decide to travel to Bangkok.

But there are still two very important issues to deal with, regarding the market of Thai silk.

The first one - recently arisen - relates to GI Certification (Geographical Indication) about the silk (in particular, with reference to the silk produced in the northeast of Thailand): this in order not only to promote the recognition of Thai handicrafts and the reputation of Thai silk in the international market, but also in order to recognize a sort of added value for the benefit of producers.

In August 2013, two particular brands got the GI certification: Lamphun's Brocade Thai Silk and Kalasin's Praewa Thai Silk. A further aspect to be analyzed regarding the processing sector of Thai silk is related to G.O.T.S. (Global Organic Textile Standard), which aims to promote sustainable production in the textile sector, in full respect of the protection of environment and the social rights of workers. The idea of this certification was launched by Bioagricoop, a nonprofit organization structured in a cooperative society which, in August 2002, transferred to Bioagricert Ltd. the activities of control and certification of organic production.

So, with the collaboration of the Franco-Thai Chamber of Commerce and the Thai-Italian Chamber of Commerce, in January 2011 Bioagricert launched "Script" project, which has allowed, on the occasion of Pitti Filati Fair, six small companies to present themselves as exhibitors with products of



high quality and in accordance with the European Regulation 510/2006 on the protection of geographical indications and designations of origin of products.

This makes it clear that, thanks to such projects, the success of the market of Thai silk can involve not only the giants of the industry (such as Jim Thompson), but also smaller companies that fail to internationalize.

In conclusion, comparing Thai and Italian silk market, Como is the most important centre for silk production in Italy: about 90% of the total amount of silk in the country is produced only by companies based in this town.

Indeed, in consideration of the Italian corporate life, mainly involving SMEs (Small and Medium Enterprises), it is important to be pointed out that also in Como there are mainly small companies operating in this

field - with no more than 500 employees and not really high incomes, compared to Thai Silk companies.

Furthermore, according to Mr. Guido Tettamanti – from Confindustria Como – the Italian silk sector has built its fortune by developing a new differentiation strategy focused on the capacity of the Italian companies to make silk products for fashion really quickly (fast fashion). Last but not least, according to Mr. Guido Tettamanti, the second key factor which should help the Italian silk market to outperform the competition is the knowledge of manufacturing processes, which are environment-friendly and respectful of the code of ethics.

By:
Marco D'Onofrio, Fellowship Researcher
Lorenzo Poloni, Fellowship Researcher
Thai-Italian Chamber of Commerce

Source:

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Trademark infringement enforcement procedures

on luxury items and in Thailand

For the past few years, tourists traveling to some of the European countries have been warned that they could be fined or jailed for buying counterfeit designer goods. Not only could those who produce or sell counterfeit goods face penalties, but also those who buy them.

In Thailand, however, there is no law prohibiting buying of counterfeit goods. On the other hand, it is illegal to produce and sell counterfeit products. Thai trademark law has been imposed in accordance with minimum standards of protection set out in international treaties; nonetheless, it does not seem to be effective in terms of enforcement of rights. Trademark infringement has been a renowned unsolved problem in Thailand for a long time although enormous effort has been put from the relevant bodies. Lady Gaga's tweet about buying a fake Rolex watch is one of the proofs. Even in the heart of Bangkok, you can find widespread open sales of counterfeit designer goods of almost all high-end brands. According to statistics of the Central Intellectual Property and International Trade Court (IP&IT Court), approximately 4,090 and 4,130 trademark infringement criminal cases had been brought into the court based on the Trademark Act B.E.2534 (A.D. 1991) in 2012 and 2013, respectively. Further, as in previous years, Thailand remains on US Priority Watch List for intellectual property right violations and insufficient protection.

With a growing number of trademark infringement cases, it is of paramount importance to trademark owners to know how to cope with this problem. Generally speaking, Thai laws afford protection to both registered and unregistered trademarks; however, in comparison with registered trademarks, the unregistered

receive rather thin protection. Thus, it is a good practice for trademark owners to register their trademarks with the Department of Intellectual Property.

If unauthorized use of a trademark occurs, there are essentially two options available to take action against trademark infringers: criminal action and civil action.

Criminal Prosecution

Trademark owners may start with gathering relevant evidence and filing a complaint with the police officer based on trademark infringement. The police officer will then proceed with investigation and request



a search warrant from the IP&IT Court in order to conduct a raid. Since infringement of a registered trademark is considered the non-compoundable offence, the police officer together with the public prosecutor will pursue the criminal charge against the infringer until the case is final.

In addition to filing a complaint with the police officer, trademark owners may use border measures in order to prohibit the importation or exportation of counterfeit goods. That is, trademark owners can seek assistance from the Department of Intellectual Property and the Customs Department by filing a request to include their registered trademarks in the Customs

watch list, and that Customs officials can be authorized to detain shipment suspected of containing counterfeit goods.

Civil Enforcement

Trademark owners may also initiate civil action against an infringer by filing a complaint with the IP&IT Court. Generally, this option has been shown to be not so cost-effective due to the fact that the Thai courts only awards damages based on actual loss basis. Punitive damages are not available in trademark infringement cases in Thailand.

To solve the country's trademark infringement problem for the long term, legislation alone is not enough; building and promoting public awareness on the importance of intellectual property right is also the key. In addition, intellectual property education needs to start at a young age to fix the nation's problem at the root.

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Frittelle di carnevale

The Sweet side of carnival

Ingredients:

- eggs 4
- flour 500 gr
- sugar 150 gr
- lemon 1
- milk 200 ml
- baking powder 1 teaspoon
- anise liqueur 1 small glass
- oil (olive, sunflower) for frying
- pinch of salt

Directions:

1. Beat the eggs vigorously with the aid of a whip, stir in the sugar and continue beating until the mixture is light and fluffy.

2. Add the zest of a lemon, milk, a pinch of salt and anise liqueur. Keep stirring the mixture and, when it will be smooth, stir in gradually throughout the sifted flour and baking powder in the end.

3. Let the mixture rest for a few minutes in the bowl; in the meantime, heat the oil. Once the oil is hot, take a little dough with a spoon and dip it in the oil. Fry the dough balls turning them occasionally, until they are golden on the whole surface.

4. Your *frittelle* are ready! Sprinkle with icing sugar and serve warm.

February is the season of Carnival in Italy, especially in Venice, which is particularly known for its spectacular and picturesque masks that create a one of a kind and playful atmosphere that has no comparison in the whole wide world.

The artistic side of this holiday is paired with a culinary specialty that can only be found around this time of the year. This delightful treat is called "**Frittelle**" and consists of fried egg-base pastry that can be filled with various types of delicious fillings such as Chantilly cream, whipped cream, chocolate and Zabaione¹.

The most traditional type of frittella is the one that comes from the region of Venice and is made with raisins and icing sugar.

Each bakery jealously withholds its own secret recipe in order to make their frittelle different and unique.

This particular dessert was once spread throughout the whole Mediterranean area; its historical origin is believed to belong to

the ancient Romans and maybe even before them. The Romans used to call them "*frittilia*" and prepare them in honor of Saturn. Later this dish was spread everywhere and different names were created to identify it.

During the eighteenth century, in Venice, this treat became so popular and valued that it turned into the "*national cake of the Venetian State*". However, in the past, this dessert was not a common menu that could be prepared by anyone. Only special chef called "*fritolero*" were allowed to make "**frittelle**". The craft of "*fritolero*" was a real corporation that had the exclusivity in the local area. To become a "*fritolero*", the only way was to have a "*fritolero*" father. This strategy allowed the corporation to survive until the end of the nineteenth century.

Today everyone can make "**frittelle**" and since they are so easy to prepare, they became even more popular.

By: Tania Driusso, Fellowship Researcher, Thai-Italian Chamber of Commerce

¹ **Zabaione** (written also *sabayon*, *zabajone*, *Zabaglione*) is an Italian dessert, or sometimes a beverage, made with egg yolks, sugar, and a sweet wine (usually Marsala wine).



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CHAMBER OF COMMERCE

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Herewith the application form, please attach:

1. Company Registration

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2. Registered list of shareholders (บัญชีรายชื่อผู้ถือหุ้น บอจ. 5)

3. Certification of incorporation

(ใบทะเบียนภาษีมูลค่าเพิ่มหรือเลขประจำตัวผู้เสียภาษีอากร)

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DECEMBER

The Bridge of Hope 2014 - Christmas Charity Dinner for Children in need of the Camillian Home, Bangkok - Thailand

On December 18, the annual Christmas Charity Dinner "Bridge of Hope 2014" organized by TICC for the Camillian Home for Children Living with Disabilities took place at the Eastin Grand Hotel Sathorn with goal to raise funds to support the children living with disabilities, HIV/AIDs and in need of medical attention.

The event started with the opening Thai Classical Dance performed by Ms. Sutheera Satyaphan, followed by the opening speeches from Mr. Giovanni Quaratesi, former TICC Secretary General, and welcome speech by Father Giovanni Contarin, Director of Camillian Hospital. Almost 400 participants enjoyed the Christmas spirit and an exclusive dinner prepared by Chef Edoardo Bonavolta from Luce Italian Restaurant with premium quality products served with beverages contributed by generous sponsors.

During the dinner, the guests were entertained by shows and activities such as singing performance by children from the Camillian Home, CUSO's choir and Ms. Monique Klongtruadrok; magic show from Dr. Penguin and glass harp music by Mr. Weerapong Taweesak. The night ended with traditional Italian Christmas cake "Panettone" and Spumante wine, followed by Father Giovanni's blessing.



JANUARY**"Crystal Ball Business Luncheon",
Joint Chambers Business Luncheon,
Bangkok – Thailand**

On January 14, TICC in partnership with the Canadian, Franco, German, Swedish and the British Chambers of Commerce organized the "Crystal Ball Business Luncheon". The presentations were presented by prominent speakers from the private sector with their views and outlook for the Thai economy, the financial and property markets and the legal landscape.

**FEBRUARY****"New BOI Investment Policy", Joint Chambers
Business Luncheon, Bangkok – Thailand**

On February 6, NTCC in collaboration with European Chambers, organized the presentation of Khun Duangjai focused on the eligible sectors for promotion and benefit from income tax or other BOI privileges. The seminar was crowded with around 100 guests from the participated Chambers and interested public.

**"ICE BREAKER NETWORKING LIFESTYLE NIGHT",
Networking Event, Bangkok – Thailand**

On February 24, TICC, in collaboration with the German-Thai and Franco-Thai Chambers of Commerce organized the "Ice Breaker Networking: GTCC-FTCC-TICC Lifestyle Night". More than 100 guests attended the event and enjoyed the product displays from many brands such as Italiasia, BMW, Pierre Hermé, Lampe Berger, Arkitektura, Günthart and Häfele.

**"AEC 2015 -What will really change (and what
not?)", Joint Chambers Breakfast Talk,
Bangkok- Thailand**

On February 26, TICC in partnership with the Netherlands and other European Chambers of Commerce organized the breakfast talk "AEC2015 - What Will Really Change (and What Not)?". The presentation by Andrew Durieux, the Chairman of the AEC committee of the Joint Foreign Chambers of Commerce (JFCCT), covered the current state, changes and expectation from the AEC this year, as well as the commitments of Thailand and its ASEAN partners, including his personal perspective of the threats and opportunities for companies in Thailand once the AEC comes into place by the end of 2015.



MARCH

"Organicity Project Orientation 2015", Bangkok - Thailand

On March 10, TICC hosted the "Organicity Project Orientation 2015" at TICC's office with the project presentation by Mr. Riccardo Cozzo, BioAgricert. The presentation introduced the attendants to the culture of organic products that has been acquired in Europe and it was addressed to retailers, importers, distributors and agencies in order to report the value of organic production and the knowledge behind it, but the ultimate stakeholders of this initiative are the consumers.



"Vespa Anniversary", Bangkok - Thailand

On March 14, Vespiario (Thailand) Co., Ltd., the official distributor of an Italian iconic scooter "Vespa", and also one of the members of TICC, organized the "68 Years of Vespa: La Festa" at the Royal Turf Club to celebrate the 68th year of the brand's establishment and operation. In this occasion, TICC participated in the Italian Food Fair with its members.



"Annual General Meeting 2015 & Election of Board of Directors 2015 - 2017", Bangkok - Thailand

On March 19, TICC organized the 36th Annual General Meeting at Eastin Grand Hotel Sathorn. The meeting was hosted by the TICC President Giacomo Mauri introducing the TICC Board of Directors' elections. The TICC has been honored by the presence of Mr. Andrea Speronello, Head of Commercial and Consular Sections of the Embassy of Italy in Bangkok, and Mr. Fabio de Cillis, Trade Commissioner of Italian Trade Agency (ITA).

Later on, Mr. Chackrit Benedetti, TICC Honorary Treasurer, reported about the financial status of the Chamber, followed by a presentation from Mr. Michele Tomea, Secretary General with an overview of activities in 2014 and plans in 2015. Then, the Election Committee, Mr. Pierre Nicou and Mr. Andrea Gallucci screened the ballots with the monitoring of ITA's Trade Commissioner, Mr. Fabio De Cillis. Finally, the new Board of Directors for 2015 - 2017 was appointed.

MEMBERS AREA



NEW PLAN Steel Detailing Co., Ltd.

199/111 Moo6, Bowin, Sriracha, Chomburi 20230
T: +66 (0) 38337544
W: www.newplaneng.co.th

Company Background
Combined with over 10 years' experience New Plan Steel Detailing Co. Ltd dedicated management and technical personnel aims to deliver more than expected and to value-add to our customers growth and development. In essence, New Plan Steel Detailing Co. Ltd is committed to enhancing its capabilities to move up the value chain and become an integral part of our existing and new customer future via quality and professionalism.



HILLKOFF Co., Ltd

66 Changpuek Road, T.Sriphum, A.Muang, Chiang Mai 50200, Thailand
T: +66 (0) 53231030
E: info@hillkoff.com
W: www.hillkoff.com

Company Background
HILLKOFF is one of the biggest coffee producers in Northern Thailand. We focus on producing quality coffee to meet customers' requirements. Our coffee products range from Green Bean, Roasted Bean, Blended & Grounded Bean and much more. He concern not only on quality and customer satisfaction but also environments, farmers' standard of living and community.



KPB International Marketing Co., Ltd

112 Rangsit-Nakornnayok 23, Prachatibat, Thanyaburi, Patumtani 12130
T: +66 (0) 29971388
W: www.kpb.com

Company Background
KPB is a leading provider of intelligent and collaborative 3-D Platform technologies. KPB is the pioneer in providing 'street-level' Real & Realistic™3-Dimensional applications. KPB builds the 3-D Information Infrastructure.



Generali Insurance (Thailand) Plc.
87/2 CRC Tower, All Seasons Place 16th
Floor, Unit 1602-1605 Wireless Road,
Lumpini, Pathumwan, Bangkok 10330
T: +66 (0) 26853828
W: www.generali.co.th

Company Background
P&C Insurance Company from the Group's
parent and principal operating company
Assicurazioni Generali.



**CMC - Cooperativa Muratori e
Cementisti Ravenna**
209 K Tower (Tower A) 10th Floor,
Sukhumvit 21 Road (Asoke),
Klongtoey Nuea,
T: +66 (0) 26640642
W: www.cmcgruppo.com

Company Background
C.M.C. has gained its experience in over
100 years' in constructing sector of highly
sophisticated projects. They operate in the
underground sector and in the building sector.



DANIELI CO., Ltd.
64/210 MOO4, Tambol Pluakdaeng,
Amphur Pluakdaeng, RAYONG 21140
T: +66 (0) 38 955 888
W: www.danieli.co.th

Company Background
Our business is design, manufacturing,
assembly and project management of steel
industry and other highly qualifying equipment
according to ASME-PP and ASME-U stamp.
The quality of the services and equipment
delivered by DFE has already met the approval
of top customers (e.g. Arcelor-Mittal, for the
supply of strand segments and secondary
cooling system that are part of their ongoing
slab caster project).



Asia Cement Public Company Limited
23/124-128 Soi Soonvijai, Rama 9 Road,
Bangkapi, Huay Kwang, Bangkok 10310
T: +66 (0) 2 641 5600
W: www.asiacement.co.th

Company Background
Asia Cement is one of the major cement
producers in Thailand with current installed
capacity of 5 million tons of cement per
year. The two production lines are located
at Pukrang sub-district in Saraburi Province,
Central Thailand. The first production line
was started in 1993, with a full capacity

of 2 million tons of cement per year. In late
1996, the second production line was added,
with an installed capacity of 3 million tons of
cement per year. Both lines are operated with
the dry process technology.



Advance Civil Group Co., Ltd.
219136 Sukhumvit Road 21 (Asoke),
Klong Toei Nuea, Wattana, Bangkok
10110
T: 02-261-1414
E: acg@acg.co.th W: www.acg.co.th

Company Background
Advance Civil Group is a leader in providing
value-added construction services to our
customers by creating a successful partnership
with them throughout the construction process.
Our pledge is to establish lasting relationships
with our customers by exceeding their
expectations and gaining their trust through
exceptional performance by every member of
the construction team.



**CNH Industrial Services (Thailand)
Ltd.**
23rd Floor Asia Center Tower.
1-73 South Sathorn Road,
Thungmahameh Sathorn, Bangkok 10120
T: +66 (0) 26458100
W: www.cnhindustrial.com

Company Background
CNH Thailand carries on the business of
ROH providing services regarding general
administration, business planning, product
research and development, Technical support,
Marketing and Sales promotion, Management
and credit control, in the sectors of agricultural
equipment, construction equipment, trucks and
buses.



Luxellence Centre
19th Floor, Tara Sathorn Building, 119 Soi
Sathorn 5, South Sathorn Road, Bangkok
10120, Thailand
T: +66 (2) 6482941
E: Luxellence@LuxellenceCenter.com
W: www.luxellencecenter.com

Company Background
Luxellence Centre is an academic services
centre operated by CP ALL Public Company
Limited as part of CP group offering three main
services: Luxury Education, Luxury Consulting
and Luxury Research. Our objectives are
to promote and develop the luxury industry
demand and to serve as the knowledge hub/
information centre for Thai and International
luxury brand operating in Thailand.



Sofitel So Bangkok
2 North Sathorn Road, Silom, Bangrak,
Bangkok 10500
T: +66 (0) 26240000
W: www.sofitel-so-bangkok.com

Company Background
Situating on the corner of Sathorn and
Rama IV Roads Sofitel So Bangkok is an
intrigue-steeped 5-star hotel with a resolutely
contemporary outlook.



Pumpui Restaurant Co., Ltd.
1025/13 Ploenchit Road,
Lumpini, Pathumwan, Bangkok 10330
T: (66) (0)2 253 7573
F: (66) (0)2 254 4778
W: www.cibus.co.th

Company Background
Import material foods from Italy.



N2ICE Co., Ltd.
226/30 Lakeview 31 Building,
Bond Street, Bangpoo, Pakkred, Nonthaburi
T: (66) (0) 2960 1714
F: (66) (0) 2960 1714
W: www.clubswetty.com

Company Background
Club Sweety is the joy of ice cream making
with both ingredients & equipments. With
expert advice we have the tricks of the trade
to help you make your dream ice cream.
Our selected N2ICE products reflect our
experience in many different approaches to
ice cream making.

Apart from our signature Italian gelato, for
those with a keen interest we also have ice
cream making courses to satisfy your appetite.



Blue Spice Co., Ltd.
75/109 M.11 Phaholyothin Rd.
Klong1, Klong Luang,
Pathumthani 12120 Thailand
T: (66) (0) 2996 9401-3
F: (66) (0) 2996 9415
W: www.blueelephant.com

Company Background
International, Thai Culinary Ambassador since
1980. Services also include food catering,
grocery line and food service solution.

International Trade Fairs in Italy 2015

Exhibitions In Italy	Detail	Date	Venue/Website
Expo Milano 2015	International expo	1 May – 31 October	Milan, Italy www.expo2015.org/it
Tutto Food	Food & Beverage	3 – 6 May	Milan, Italy www.tuttofood.it/en
HOMI	International Home Show, Design	12 – 15 September	Milan, Italy www.homimilano.com
HOST	Hospitality	23 – 27 October	Milan, Italy



FIERA MILANO

In 2015, take your golden opportunity to display and trade your products and services in the TICC supported fairs!

For more information and Special conditions for BUYERS and EXHIBITORS through TICC, please contact : Mr. Alfonso Pellegrino, Trade Manager
Email: trade@thaitech.org
Tel: 02 255 8695 ext. 104

International Trade Fairs in Thailand 2015

Exhibitions in Thailand	Detail	Date	Venue/Website
ProPak Asia	Processing, Filling, Packaging Technology	17 - 20 June	BITEC Bangna, Bangkok, Thailand www.propakasia.com
FOOD and HOTELEX Suratthani	Food & Hospitality	2 - 5 July	Central Plaza Suratthani Hall, Suratthani, www.foodandhotelex.com/2015/suratthani
FOOD and HOTELEX Khon Kean	Food & Hospitality	17 - 20 September	Central Plaza Khon Kean Hall, Khon Kean www.foodandhotelex.com/2015/khonkaen
FOOD and HOTELEX Phuket	Food & Hospitality	19 - 22 November	Royal Phuket Marina, Phuket, Thailand www.foodandhotelex.com/2015/phuket
Thailand Innovation & Design Expo 2015 (TIDE)	Innovation & Design	17 - 20 September	Queen Sirikit National Convention Center, Bangkok

Upcoming Events May – June 2015

Date	Event	Location
May		
8	Western Seaboard Networking Event, <i>BCCC-GTCC-FTCC-NTCC-TICC</i>	Red Piano, Hua Hin, Prachuabkirkhan
19	Breakfast Talk "Let your brand stand out in the digital clutter", <i>TICC-BeluThai-TCCC</i>	Landmark Hotel, Bangkok
June		
9	Breakfast Seminar on "Private Sector Engagement in Disaster Risk Reduction and Management (DRRM)", <i>TICC-GTCC-NTCC-FTCC-BCCC-UNISDR-UNESCAP</i>	Room Astor 1-2, The St. Regis Bangkok
TBC	Orientation on "iThai Mobile Application", <i>TICC-SG Service</i>	TICC Office

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