



# INFORMA

THE BUSINESS MAGAZINE OF THE THAI - ITALIAN CHAMBER OF COMMERCE



JUNE 2016

## EXPLORE NEW MARKETS

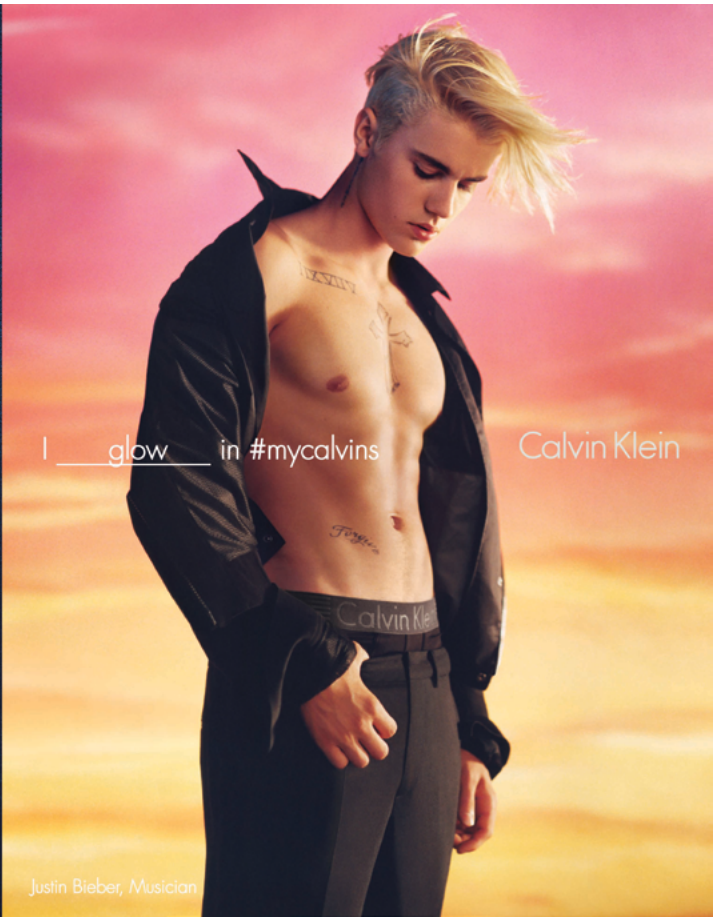
*As Food and Beverage scene is gearing up to full throttle*



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## INFORMA

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# President's Message

Lino Geretto  
President



## Dear TICC Members and Friends,

It is hard to believe that we are already half way through 2016, and what an incredibly full six months it has been! For this, I would like to express my deep gratitude for all the support we have warmly received since the beginning of the year. Your great cooperation and collaboration fuels the Chamber's engines and enables us to continuously improve. Below, together with news of other recent Italian community events, I share with you a sampling of some successful Chamber initiatives and activities which would not have been possible without your support.

One of our most important gatherings of the year, the TICC Annual General Meeting, was held in the ballroom of the Radisson Blu Plaza Hotel, Bangkok. This exclusive dinner event was well received by TICC's members and participation vastly exceeded expectations with the high number of participants and sponsors. The event was also attended by the Ambassador of Italy and other officials from the Embassy.

Last month, the Italian community in Bangkok and all its friends also had another occasion to gather at the much anticipated annual celebration for Italian National Day on June 2nd, organized and hosted by the Italian Embassy. As customary, the event took place at the magnificent Mandarin Oriental and was a joyous and momentous occasion for the entire Thai-Italian community.






Festivities aside, during the past few months, the Chamber has also focused more on informative seminars and conferences as we have been honored to be part of the Italian 2016 under the patronage of the Italian Embassy. Together with Sasin University, we organized the first conference of the Italian Business Culture series. The conference, on Italian Food and Wine, was met with much enthusiasm and positive feedbacks and was attended by over 80 participants. The next conference in this series of Italian Business Culture events, will be on the topic of Design. It will be held on July 6th at Sasin University. I take this opportunity to invite you all to this event.

Another significant event will also take place on July 12<sup>th</sup>. This is the annual Ospitalità Italiana Award Ceremony. Please do save the date for this and we look forward to seeing many of you there. Aside from our active presence in Thailand, the TICC continues its participation in fairs and events abroad. One example is the recent TUTTOFOOD 2017 road-show presentation which we organized for companies interested in the international food and beverage Fair that will take place in Milan, Italy between May 8-11, 2017.

All in all, the Chamber continues to grow and refine its efforts and services so as to provide what members seek. We do this, guided by your feedback, and with your support. We will continue to expand and initiate substantial activities for rest of 2016 and beyond. I leave you now with this issue of INFORMA. Please do enjoy our featured articles on both the Thai and Italian food sector, as well as on trade business which addresses opportunities for entrepreneurs, SMEs and big corporation. Happy Reading!

Arrivederci,  
Lino Geretto

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# THE DISTINCTIVENESS OF ITALIAN EXTRA VIRGIN OLIVE OIL

**High-quality product that is better tasting, healthier, and, last but not least, quintessentially Italian**

By | Giulia Gionco, Fellowship Researcher

Olive oil has been more than mere food to the peoples of the Mediterranean. Since its first appearance in Asia Minor in the 8th millennium BC, **wild olive tree has been a major protagonist in the history of Western civilization**. The first evidence of wild olives being pressed and turned into oil dates back to 5000 BC in present-day Israel. Olive tree cultivation quickly spread across Mesopotamia and the Mediterranean basin from East to West; **the Phoenicians' maritime trade routes** contributed to export the know-how to Italy and Spain, thus introducing olive tree cultivation and oil production to Europe, short before the 8th century BC.

In **Greece and Rome**, the presence of olive oil became increasingly pervading; in addition to its prominent role in the culinary tradition, olive oil was also used during religious rituals, as fuel in lamps, as massage oil for athletes, in soap-making and skin care and to warm up soldiers in winter, not to mention its value as a symbol of wealth and power. **Hippocrates** was the first to praise olive oil's therapeutic powers; since then, oil has been used to treat mental diseases, ulcers, fevers, skin rashes and as an antidote to some poisons. In modern times, the olive tree has continued to spread, and it is now farmed in places as far removed from its roots as Southern Africa, Australia, Japan and China.

Nowadays, the data concerning olive oil production and consumption is impressive. As of **November 2015, 3 million tonnes olive oil are consumed worldwide every year; Italy is the main consumer, as it accounts for 30% of the global consumption**, with an annual per capita consumption of around 12 kg. As for production, Italy ranks second in the world behind Spain, with an average production of 550 000 tonnes over the past four years, mainly consisting of extra virgin olive oils. Apulia region, in Southern Italy, is by far the leading purveyor, with about 250 - 300000 tonnes per year.



**“as a consequence, Italian producers are more and more committed to relaunching this symbol of made in Italy”**

After the threats to production posed by the plant pathogen Xylella, the catastrophic harvest of 2014 and the scandal about prominent Italian brands selling blends of foreign olives as 100% Italian oil, **Italian extra virgin olive oil is now facing a time of renewed prestige and growing global demand**. As a consequence, Italian producers are more and more committed to relaunching this **“symbol of made in Italy”**.

Back in the 1st century AD, **Pliny the Elder** wrote in his Naturalis Historia that **Italian oil was the best in the**

**Mediterranean**, and **UNAPROL**, the Italian Olive-Producing Consortium, is working towards keeping that tradition alive by offering the highest quality. UNAPROL intends to focus on **“those local characteristics of excellence that make Italian oil a one-of-a-kind product”**.

According to **David Granieri**, president of UNAPROL, the key to promote Italian extra virgin olive oil at an international level is its distinctiveness: **Italy's unique biodiversity necessarily makes Italian oil incomparable with oil blends**



from different countries, which do not possess the same specificity.

Therefore, UNAPROL wants to stress the importance of the entire supply chain, by promoting an oil that is not only pressed, but produced entirely in Italy.

In this regard, assessing the objective quality of an oil through certified parameters becomes crucial. Forty one Italian extra virgin olive oils are POD (Protected Designation of Origin) or PGI (Protected Geographical Indication) certified by the European Union, which is especially meaningful in the wake of the **growing international attention to organic and local products**.

Despite the rising consumer awareness, not everybody in the world knows that many commercial brands' olive oils are adulterated or blended with oils from abroad. There is only one kind of olive oil that qualifies by the Italian law as **extra virgin: the juice of the olive fruit that is extracted by pressing, not by chemical extraction**, and which does not exceed 0.8% acidity.

Extra-virgin olive oil, moreover, is easily recognizable by **its delicate bitterness**, which indicates the presence of **antioxidants and determines a young, freshly-harvested oil**.

But enhancing extra virgin olive oil's organoleptic quality is not only a matter of taste.

Ensuring authenticity is also essential since many consumers choose olive oil because of its **health benefits**. Due to the aforementioned antioxidants and polyphenols, and thanks to the presence of good **monounsaturated fat - especially oleic acid -**, high quality olive oil represents a healthy alternative that attentive consumers do not want to be deprived of.

Thus, the challenge which Italian producers have accepted is multifaceted: **they want to respond to an increasing demand by offering a high-quality product that is better tasting, healthier, and, last but not least, quintessentially Italian**.

Only by striving to produce an extra-virgin olive oil of outstanding quality it is possible to **turn Italian oil into the undisputed synonym of uniqueness and excellence** and to face the fierce competition of other countries.

**“those local characteristics of excellence that make Italian oil a one-of-a-kind product”**



UNAPROL



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# TUTTOFOOD AN INTERNATIONAL EVENT WITH A VARIED OFFERING IN MILAN

The leading show in Italy is preparing to welcome the world in 2017

TUTTOFOOD, the International Food & Beverage Show organized by Fiera Milano and scheduled to be held from 8 to 11 May 2017 in the fieramilano exhibition centre in Milan, is to be characterized by excellence.



With more than **2,800 exhibitors** and about **80,000 professional visitors from 120 countries**, TUTTOFOOD is ranked third out of the B2B food/agribusiness shows in Europe and holds top honours in Italy. The professionals who attended the last show attest to this leading position: **94%** of exhibitors said they were satisfied with the quality of visitors to the stands, **88%** were satisfied with attendance and **86%** were satisfied with the contacts made.

Thus, with the next edition a little more than a year away, the **biggest Italian names in the business – from companies to international collectives and important food associations** – have confirmed they will be there.



As of today, **more than one-third of the exhibition space occupied in 2015** has been reserved, which is the same situation as a year before the previous edition as well. Furthermore, international producers are participating more and – thanks to Expo as well – they associate food with Milan.

Its international nature is one of the fundamental qualities of TUTTOFOOD, which will welcome buyers from all over the world and will make the most of synergies among the various industries in order to offer a complete selection of products.

When it comes to engaging buyers, one of the innovations of the next



edition is TUTTOFOOD's **international road show** organized along with **ITA-ICE**. It will make various stops in Europe and outside of Europe in 2016 and 2017 to meet with the buyers of most interest, forming business relationships now that will be strengthened in the coming months and especially during the trade show.

With its strong positioning, TUTTOFOOD 2017 will present many innovations. It is to include **two new product areas** and **will further increase participation by the fruit and vegetable industry**, which started in 2015 with the first edition of **Fruit Innovation**, the professional exhibition that is to round out the show with products from that sector.





Furthermore, for the first time, in 2017, **TUTTOHEALTH / Spazio Nutrizione** is to be launched. Thanks to an agreement between **Fiera Milano** and **Akesios**, a company that specializes in organizing medical and scientific conferences and conventions, **TUTTOFOOD 2017** will boast a dedicated area for holding meetings with new key players, such as doctors, nutritionists, dieticians, wellness professionals, personal trainers and pharmacists, thanks to an agenda with a strong professional scientific focus.

Thanks to the agreement signed between Fiera Milano and FederBio, la Federazione Italiana Agricoltura Biologica e Biodinamica (the Italian Federation for Organic and Biodynamic Agriculture), **TUTTOFOOD** will be the only **B2B show dedicated to excellence in the organic industry in Italy**.

**FederBio** is an important federation that began in 1992. With its **34 partner organizations**, it represents almost the entirety of the industry.

In terms of traditional industries, **PASTA ITALIA** is seeing great success. This area has come about as the result of a partnership between Fiera Milano and **AIDEPI**, Associazione delle Industrie del Dolce e della Pasta Italiane (the association for pasta and confectionary industries in Italy), and will promote the value of pasta in the Mediterranean diet on an international level.

Participation is growing in all other industries represented at **TUTTOFOOD**: from dairy companies to the grocery sector, from the olive oil industry - with **Unaprol** confirming its all-important participation once again - to the green industry, to the meat and cured meats area - with **ASSICA** confirming that the key players in Italy are to take part - to the confectionary industry thanks again to the partnership with AIDEPI, to seafood and, finally, the beverage industry.

And there's a new project that will guarantee the success of **TUTTOFROZEN**, the area dedicated to frozen foods, which has been created along with **UNAS**, to present a way to store foods that brings together freshness and natural properties with convenience, which is a factor that consumers are focusing on ever more due to their lifestyles.

Along with the exhibition areas, there will be plenty of interactive experiences, which will involve

visiting professionals. There are to be cooking demonstrations held by experts, important chefs who represent Italian (and other types of) cuisine, and workshop demonstrations that will present the versatility of the products on display. In addition, these workshops will tell about the trends currently taking place and offer a look at the eating habits that will characterize Italy and the world in the near future.

There are to be high-impact training sessions thanks to the many organizations that will help bring to life a full calendar of initiatives. Thanks to these sessions offering up-to-date information, professionals will discover the new opportunities offered by progress in the food industry.



**Fruit**  
INNOVATION  
FROM HARVEST TO CONSUMER



Fiera Milano, Milan - Italy  
**8-11 May 2017**  
[www.fruitinnovation.it](http://www.fruitinnovation.it)

Capture new trends to increase **consumption of fruit and vegetables**: this is the goal of the 2017 edition of **FRUIT INNOVATION** - the second since its debut - the global meeting point between demand and offer for the entire industry, scheduled from **May 8 to 11 at Fiera Milano**.

A new concept evolving from a traditional exhibition to a place of relationships and experiences, where fruit and vegetable products combine with the **latest evolutions in food&beverage**. In this context fruit and vegetables acquire a higher value as the chance to educate people to healthiness in line with **new lifestyles**, both in **domestic consumption** and **out of home**.

A **two-yearly event** competing with the strongest global shows, attracting major players to Italy thanks to the conjunction with **TUTTOFOOD** - the international food&beverage event - and showcasing the top-level production of the fruit and vegetable industry system.

New product areas, new content, new opportunities for meetings abroad and new strategic alliances: **TUTTOFOOD** is ready to expand once again. The event is to take place from **8 to 11 May 2017** in **fieramilano**.

To learn more: **www.tuttofood.it** and on the major social media channels (**#TUTTOFOOD**, @**TuttoFoodExpo**)

**Membership@thaitch.org**



# TRUFFLES, AN ITALIAN EXCELLENCE IN THE WORLD

The history of truffles deepens its roots in the ages so far away to make it difficult sometime to distinguish what is real and what is but a **fruit of legend or fantasy**. Since the olden days the truffle has been highly sought after, as a consequence its value was extremely high and its presence over a table was a sign of nobility and power of whom offered it.

The homeland of such a precious good is Italy. Indeed Italy is one of the very few countries able to supply the highest quality of all the varieties of truffles due to its ground and climate. Each variety that can be found in Italy has its own season and its own particular features. Spring and summer offer respectively spring (**Tuber albidum Pico**) and summer (**Tuber aestivum Vitt**) truffles. While autumn and winter offer the two more famous and precious varieties of truffles: the white truffle (**Tuber magnatum Pico**) and the winter truffle (**Tuber melanosporum Vitt**)

While many people love and are curious about truffles, two people like, **Vania and Giuseppe**, consider it to be one of nature's most unique and irreplaceable treasures, and have made the search for perfection their profession. For over 30 years they have been selecting and selling high-quality truffles in every season. Their company, Geofoods is headquartered in the centre of Italy, in the heart of a large production district that is ideal to ensure an always fresh product but the search for quality takes them on a continuous journey throughout all Italy to the best production areas.



Summer Truffle  
TUBER AESTIVUM



White Truffle  
TUBER MAGNATUM



Springer Truffle  
TUBER ALBIDUM



Winter Truffle  
TUBER MELANOSPORUM

Highly prized and virtually impossible to find, the natural element with the **richest fragrance**, the white truffle or the **Tuber Magnatum Pico** is considered the diamond of the table, the most precious gem. With an irregular shape and size, a smooth and slightly velvety surface, a color that varies from light ochre to dark cream up to greyish-yellow and pale green, with a complex and intense fragrance, white truffles are different from all other varieties. Harvested from September to December, it requires special conditions in order to grow, such as soil that is soft and moist throughout the year, rich with calcium and well ventilated. Geofoods provides its white truffles with a certification of origin, in order to give their customers the guarantee that they are tasting a **real and unique Alba White Truffle**.

On the other hand, thanks to its gastronomic versatility, the **Black Truffle** or **Tuber Melanosporum** has become a main feature in French Nouvelle Cuisine. With a delicate and elegant aroma, a blackish-blue skin and blackish-purple pulp, it ripens in winter, in the first months of the year, in contact with oak, hornbeam and hazel trees. Its high yield in the kitchen has made it popular throughout the world. In Italy it is harvested and selected in the regions of Umbria, Marche and Abruzzo.

The secret is to go to the source, and relying on their experience, they touch, see and smell the truffles first hand, the only way to recognize what is truly unique, rare and precious. **Professionalism, care and attention** to every single detail are their trademark and the guidelines also for the range of truffles based preserved products this company offers. Basic products like truffle based oil, sauces and creams and completely natural products like truffles patès or truffle slices that stand out for their refined, elegant packaging. A new edge has been reached by this company thanks to the production also of **freeze dried truffles: completely natural products, 100% Italian truffles** that can supply the unique aroma and flavor of truffles even out of their season.

Through this extensive experience Geofoods has brought many truffles throughout the World and today this company continues to search for the best, most beautiful, best tasting and most fragrant truffle - the kind of truffle they would choose for themselves.

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# ITALY'S OVERWHELMING LOVE FOR CRAFT BEER

Beer in Italy was once synonymous with blue-collar workers drinking a cold brew at a pub after a long day of hard work. The beer industry was ruled by large breweries like Peroni and Moretti, who dominated the market with common lagers. However, 20 years ago things began to change in Italy. The beer scene shifted in the mid 1990s when Teo Musso, founder of BALADIN, started brewing uniquely flavorful beers in northern Italy. What was once a nonexistent category is now a thriving industry with creativity and innovation. The art of beer making has expanded from fewer than 20 microbreweries in 2001 to nearly 1,000 today, each with its signature brews and personalities.

What is **CRAFT BEER**, or **BIRRA ARTIGIANALE** as they call it in Italy? Think small independent breweries. Microbreweries that produce a limited number of barrels per year and are more focused on the ingredients used in the beer. Each glass contains the creativity and passion of the brewmaster and the complexity of the ingredients.

This was the perfect storm for Italy. A place where art and food has always been part of the culture. With no beer history, producers were able to experiment using ingredients like chestnuts, ancient grains, farro, spelt, wild honey, seasonal fruits, wine grapes and Italian spices - ingredients that give these beers a decidedly Italian flare. It has given a rise to beer pairing providing a versatile and complementary experience when paired with food.



Today you'll find more and more Italian craft beer around the world and especially in Thailand where food has always been part of the culture.

Craft beer labels such as **L'OLMAIA**, **OPPERBACCO**, **BIRRA ROMA**, **BIRRADAMARE**, and **LAMBRATE** are now selling in Thailand. **BALADIN**, the Godfather of Italian craft beer, will also be arriving on the shores of Thailand in a few months.

The thirst for craft beer in general has created a greater demand for craft beer in the Thai market and there now are two dedicated Italian craft beer restaurants in the center of Bangkok - **ABOUT EATERY** and **PIZZA AND THE CITY** - that are helping to propel the Italian craft beer movement forward in Thailand. **ABOUT EATERY** has a 6-tap draft system catering exclusively to Italian craft beer. **PIZZA AND THE CITY** has a full lineup of bottled beers at the bar. In addition to these two venues, more



**EACH GLASS  
CONTAINS THE  
CREATIVITY  
AND PASSION  
OF THE  
BREWMASTER**



and more top-tier hotels, bars, cafes, and international restaurants all over Thailand now carry Italian craft beer on their menus. Such venues include **VESPER**, **ROCKET**, **LADY BRETT**, **QUINCE**, **ENOTECA**, **APPIA**, **TBC**, **DEAN&DELUCA**, **VERTIGO**, the **ST. REGIS HOTEL**, and the **LEBUA HOTEL**, among others.

It's been a long journey for craft brewers in Italy to reach the point where they are today. Wine and mass-produced beer have long dominated the landscape of Italy's beverage market but so long as consumers and new generation of drinkers care for what's in the beer, the craft beer industry will flourish and grow.

Look around now in Italy where artisanal beer pubs in Rome, Florence, Milan, Torino, and Bologna are fully packed each night. **World-famous EATALY's selection of Italian craft beer is pushing the category onto the masses** which has also helped bring awareness to the market. If you haven't tried a craft beer from Italy then the saying goes you haven't been to Italy!

**For more information or a selection of Italian craft beer, please contact Pacific B&B (PACBEV), dedicated Italian craft beer supplier at 02-3811574 or sales@pacific-bb.com**

# THAI JEWELRY, THE NEW FOCUS FOR THE ITALIAN MARKET

**From Food to Design Thai companies are experiencing great success in doing business with Italy. Now it's time for Thai Jewelry**

By | Thai Trade Center Milan



*The 58th Bangkok Gems & Jewelry Fair will celebrate the new look being sophisticated, global and design-oriented to draw new target groups and stimulate trading. The event has planned to become the world's top three best fair by 2018. From September 7th to 11th at IMPACT*

## **What is the role of Thai Trade Center in supporting Thai firms interested in operating in Italy ?**

Thai Trade overseas offices are the local extension of the DITP – Department of International Trade Promotion. Our office in Milan arrange business matching and provide market sectors information as a first approach to the market to all Thai companies willing to enter the Italian market. As the other 61 offices spread all over the world, Thai Trade Center has a deep knowledge of the market working in. As a matter of facts Italy is very different from the other nearby European countries and has different peculiarities even in all its regions.

## **How would you rate Thai interest in Italy from a trade and business perspective ?**

The main strong point about Italy is its capability in transforming products in a unique experience. Brands are the key to convey a inner world full of values which the products become the symbol of all people willing to use it. Thailand can be inspired by this vision: **Italy and Thailand are similar because of their cultural heritage in**

**craftsmanship capability** which drove Italy to create worldwide known companies in different sectors from Fashion and Design to Food. Thai companies can be successful as well following this kind of business model and, actually, **Salone del Mobile** showed interesting success case: we use to showcase both in Salone and Fuorisalone bringing both structured companies and young designers which use to highlight the spirit of Thailand.

## **What are some of the most important Thai businesses in Italy ?**

The top products exported to Italy are machineries and products related to Automotive sectors, Food and Jewels. Our office accomplished interesting project both in Automotive and Food sectors during these years: our office supported the Ducati project from the very beginning and we emphasized a lot on our main theme of Thailand as **"Kitchen of the world"** during EXPO2016; it had been an incomparable moment for Thai Food promotion. Still we think that Food is the strategic sector for the next following years: food related experiences are booming in Italy and

the market is now open to discover foreign delicacies.

**Jewelry is one of the top sectors of Thai economy:** from raw materials to finished products Thailand is the perfect hub for all professionals. The huge range of services and facilitation that the Government provides for Jewelry industry is incomparable to other countries. Thai gems and jewelry exports are expected to grow by 10% to US\$ 7.89 bln in 2016.

This year DITP will arrange and organize the **58th edition of Bangkok Gems and Jewelry Fair** which will be hosted from September 7 to 11 at IMPACT. It's one of the most relevant Fair in the world and this edition will show a new look. Thai Trade Center has a key role in developing the next edition supporting the event which has the plan to become the world's top three best fair by 2018.

## **Which will be the new directions of the Fair ?**

Being competitive in an international market means become strategic for your customers. In this fair Thailand will



show its potential as a country and as a market place: with its new sophisticated layout, new synergies in private and public sectors and enhanced effective services the fair will show its real potentialities and will attract a lot of buyers, traders and importers for about 30,000 expected visitors.

Our Headquarter already received positive feedbacks in signing for a booth or expressing their real interest in attending the fair: they will come from Thailand, Hong Kong, India, China, Singapore, Malaysia, the US, Japan, Taiwan and other European countries. DITP, the organizer of the fair, is introducing a new concept in designing the **58,000 sqm shaping new market segments** which will follow the new expectations of buyer's demand like jewelry for seniors, for pets or special occasions like weddings or festivals.

In addition, the event will be enriched with seminars, workshops and presentations to outline new trends, improve skills to support audience knowledge with different themes from product development to market trend and from presentation skills to product design.

Still DITP will support **trade by waiving on import duty and VAT on gems and jewelry** for international exhibitors



*Mrs. Malee Choklumlerd, Director General DITP*

displaying and selling to other international buyers or exhibitors at Bangkok Gems & Jewelry Fair. Thai Trade Center in Milan will be at any Italian visitors or exhibitors' disposal to support their visit to Bangkok not only for travelling but also to arrange business matching with potential Thai partners: there are many Italian companies already operating in Thailand finding success into the market. Additional info can be found at the new web site **[www.bkkgems.com](http://www.bkkgems.com)**.

**Thai Trade Center Milan  
Department of International Trade  
Promotion**

**Ministry of Commerce, Thailand**

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# THAI HERBAL SECTOR, PAST TO PRESENT

In step with the sweeping global trend for all things Wellness & Spa, here's a look at the Thai herbal sector

By | Jenjira van der Linden, photos courtesy of DTAM



When you think of Thai herbal products, you likely think of the **fragrant and attractively-packaged spa products** that line the shelves of department stores. These are, for the most part, a limited range consisting of aromatherapy oil blends, soaps, skin scrubs and lotions, shampoos and conditioners scented mostly with floral oils such as **ylang ylang, jasmine or lavender**.

The world of Thai herbal products, in fact, covers much, much more and could be broken down into the following categories: **skincare and haircare; cosmetic; dietary supplement; food & beverage; traditional herbal medicine; household & pet**.

Do you know the names of any Thai herbs? A few which have been used throughout centuries here are **centella asiatica, zingiber cassumunar, pueraria mirifica, kaempferia parviflora and litsea cubeba**. Spices, fruits and indigenous flowers are also used in Thai herbal preparations and these include **turmeric, kaffir, butterfly pea flower, coconut, tamarind and mangosteen**.

A little background information, now. The term '**Thai Traditional Medicine**' (TTM) is a catch-phrase that encompasses the philosophies, herbal treatments and therapies that are used by its practitioners. This natural, holistic approach to healthcare originated in Thailand even before the **golden era of Sukothai** during the 13th-14th centuries. It applied Buddhist philosophy with wisdom from elders, and herbal treatments, towards improving health and treating symptoms and diseases.

Towards the end of the 19th century, medical schools started to open. They initially taught both TTM and modern western medicine but, in the early 20th century, TTM was phased out of their curriculum due to the trend of embracing western norms over traditional. General public usage of TTM declined, not surprisingly, and when **medical licencing legislation was passed in 1923 and 1936 did not cover TTM practitioners**, its public acceptance was further eroded. (Practitioners have been and are, however, able to earn university degrees in TTM)

This is the primary and very unfortunate reason why TTM and Thai herbal products – **essentially national**



**heritages** – are not widely recognised or understood by the general public, even though they offers beneficial properties equal to those from India or China. The long-term oversight led to Thai herbal operators, farm to shelf, mostly struggling to develop on their own as they are, for the most part, dedicated TTM practitioners in smaller communities.

Happily, change is now stirring within the Thai herbal sector at grassroots level – **most likely driven by generational change** – and it is moving with greater speed into the present by using more up-to-date manufacturing technologies and business models, together with a keener awareness about customer needs and marketing practices.

A steady arm for the Thai herbal sector to lean on, all the while, has been the **Department of Thai Traditional & Alternative Medicine** (DTAM) of the Ministry of Public Health. It works to preserve this national heritage through their various activities including R & D, education, seminars and events. DTAM also supports local manufacturers of Thai herbal products with R & D and technical assistance.

DTAM's work is showcased each year at the national event for the Thai herbal sector that is named **Thai Herb Expo**. In addition to hosting the Annual National Conference of TTM for the sector, the Expo offers the general public the opportunity to meet herbal practitioners (farm to shelf) from all corners of the country as well as to attend seminars and workshops.

For 2016 the Expo's highlight will be the '**Thai Herb Metropolis**' zone where the best FDA-approved Thai herbal products, covering all categories, will be displayed. The 13th National Thai Herb Expo will take place during 31 August–4 September 2016 at Halls 6-8, IMPACT Exhibition Centre, Muang Thong Thani, Bangkok. Hope to meet you there.

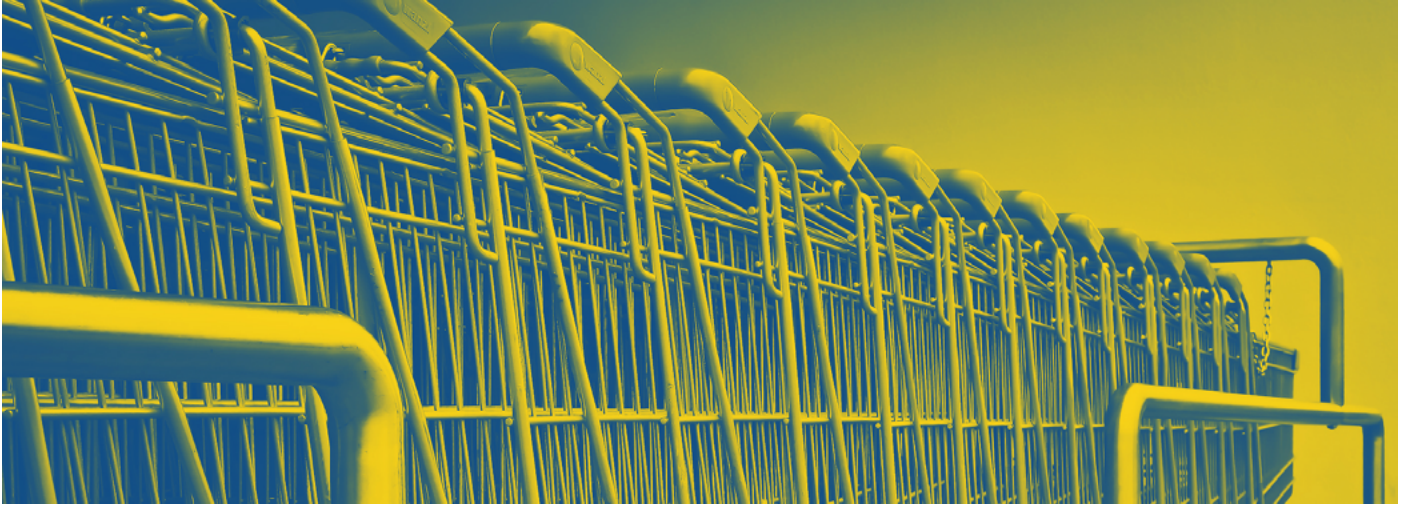
The author is well-versed in the world of Wellness & Spa, having worked with one of the world's consistently top-ranked destination health resorts. She currently works with herbal product companies and is on the working committee of DTAM for public events. She is the founder of Samoŭnprai and can be contacted at [ask@samoŭnprai.com](mailto:ask@samoŭnprai.com)





# 3 GREAT PURCHASING POWERS THAT IMPACT MOST ON THAI ECONOMY

In Thailand, there are three groups of people with greatest consuming power nowadays. They significantly have an influence on Thai economy. The three groups of people stated are **elderly people**, **single people**, and **Chinese tourists**.



Thailand is stepping into **Aged Society** since a number of the elderly are increasing to 20% of all the population. According to the increase of the number, it is a good opportunity to work on the marketing, especially on the active aging or the elderly with potential to purchase. For the elderly, there shouldn't be any complicated. They like things that are easy to understand and easy to use. Moreover, goods and services related to **safety and social** are also attracting for them since they are concerned about their health much more than people of different age groups, and making more friends makes them feel more content with life.

One good thing about giving them good services is that when they are impressed, they would be stuck with the same brand for long and would let others know about the nice services.

Single people are another group of people who impact on Thai economy. They are not married so that they do not have much responsibility like those who are married and have children. They can spend time and money for themselves. Single people can be divided into two groups; the younger ones and the older ones.

The younger ones are still having fun on what brings happiness to them or what makes them look nice while the older ones are earning more for security in life. According to a result of the marketing research, single people usually spend time on social media most between 20:00 - 23:00. So this is a **good period of time for any entrepreneurs who would like to promote the goods or services** by posting them on social media.

Nowadays, the numbers of tourists from China to Thailand are becoming greater and there is tendency of increasing every year. They share their experience of traveling online which includes the cost of hotels and restaurants. The information has a lot of influence on other tourists' decision. Reasonable - priced hotels and restaurants can attract the Chinese tourists very well. The key for handling with the Chinese tourists to get to the point of their need easily is to understand their behavior and culture.

*Translated by Natthawee Itthipassanan, Fellowship Researcher from "3 Great Purchasing Powers That Impact Most On Thai Economy", SME Thailand. Volume12, No. 137, (May 2016): p. 42-51.*

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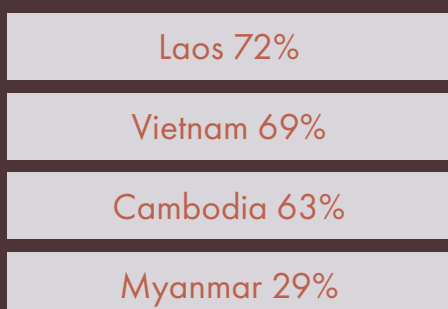
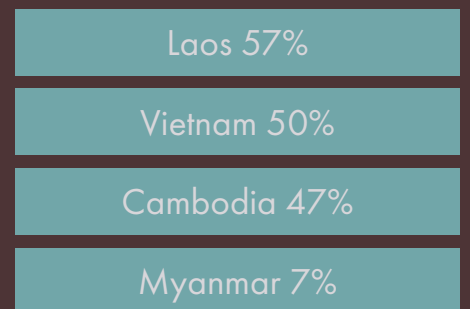
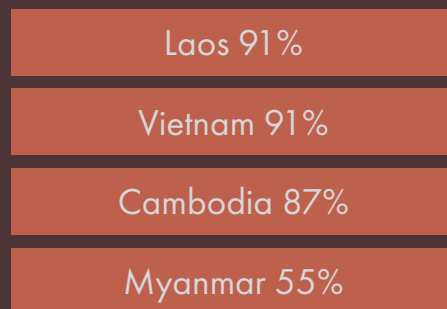
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# CAMBODIANS AND THEIR LOVES OF SPIRITS!

## Alcohol consumption behavior in Cambodia, Laos, Myanmar and Vietnam

A few years back, I had an opportunity to lead a fieldwork survey of a **comprehensive research project on consumer behavior in Cambodia, Laos, Myanmar and Vietnam** (CLMV). Exploring their drinking habits including alcohol consumption was one of the main focuses. Based on this survey and analysis, it was very interesting to learn that Laotians drink alcoholic beverages more than drinkers in Cambodia, Myanmar and Vietnam. Myanmar people don't drink much of alcohol due to their strong religious belief. **Drinkers in CLMV share the same love for beer as their No. 1 choice of alcoholic beverage.** Well, whisky and wine are favored by high income consumers but becoming quite popular for middle class income. Other alcoholic beverages such as, vodka, brandy, whisky, wine, and champagne are widely available in grocery stores, bars, and night clubs but more than 80 percent of the interviewees rarely or never consume them.

Like the rest of the world, **men in all 4 countries drink alcohol more than female.** The figure below shows that the research finds that 57% of female interviewees from Laos drinks alcohol while only 7% of female interviewees from Myanmar drinks alcohol.



Let's take a look at drinking behavior of alcohol drinkers from each country.







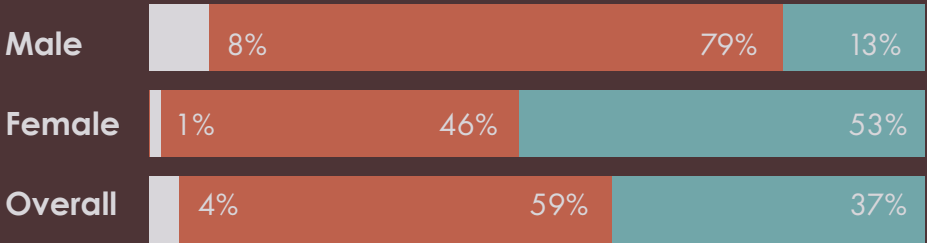
By | Dr. Nimnul Piewthonggam

Deputy Director,  
**ASEAN Strategy**  
**E-Saan Center for Business and Economic Research, Khonkaen University**

Though this article focuses on **Cambodians' love of alcoholic beverages** but I think you might want to know what Cambodians drink during normal day. They drink instant coffee, tea, juice, and soft drinks. Though, tea is consumed more than coffee but coffee consumption is on the rise. While instant coffee is widely available, freshly brewed coffee is rarely consumed. Instant and bottled tea, soy milk, non-carbonated soft drinks, energy drinks, beauty drinks, and herbal drinks are not their favorite drinks yet but the market for these products is expected to grow slowly.

Alcoholic beverages are consumed in moderation by both men and women. Only 4 percent of 1,600 Cambodian interviewees said they drink alcohol regularly and 37 percent of them said they never drink alcohol at all. Why don't they drink? It is because the non-drinkers view drinking as detrimental to their health.

**Alcohol Consumption**



- Never Drink
- Drink Occasionally
- Drink Regularly



When it comes to drinking, Cambodians love drinking their local brewed beers especially Angkor Beer. Do they drink other kinds? Yes, they do. Beside beer, middle to high income consumers like imported whiskey and imported wines.

Is there a chance for other alcoholic beverages? How about the imported ones? Definitely! Why? It is because **Cambodians are socialized people and they celebrate many festivals throughout the year like its neighbors; Thais and Laotians. For this reason, the alcohol consumption has been increased healthily.** Moreover, drinking expensive and imported alcoholic beverages has become very popular among the middle class to upper class groups as a way they show their richness and their high-class tastes. Their drinking habit and the new drinking trend will contribute a good growth rate in alcoholic beverage business. Bottoms Up!

**Resource:** This article is written based on data and analysis from interviewing 1,600 samplings and focus group discussion from the CLMV countries. All data and figures are copyrights of the E-Saan Center of Business and Economic Research (ECBER), Khonkaen University, Thailand. For full report on consumer behavior survey in CLMV countries "CLMV Pulse: the Heartbeat of Southeast Asia's Consumers", please visit [www.ecberkku.com](http://www.ecberkku.com) or [npiewthonggam@gmail.com](mailto:npiewthonggam@gmail.com)

**INTEREST TO KNOW MORE ABOUT BUSINESS IN CAMBODIA**

On April 11, 2016 the **Thai – Italian Chamber of Commerce (TICC)** signed a **Memorandum of Understanding (MoU)** with the **European Chamber of Commerce in Cambodia (Eurocham Cambodia)** in order to provide a framework to a business cooperation between TICC and Eurocham Cambodia, through which the Parties support each other in their clients.

For opportunities contact:  
**pr@thaitch.org** or **trade@thaitch.org**  
**02 255 8695**



# 8 REASONS BUSINESSES HAVE STARTED INVESTING IN CAMBODIA

**Cambodia's business landscape is growing, be a part of it**

By | European Chamber of Commerce in Cambodia

Reaping the benefits of a successful process of political stabilisation and of huge investments in infrastructure supported by the international community, Cambodia has consistently achieved some of the world's highest levels of annual economic growth over the past ten years. Built upon a strong backbone of export-oriented garments and agricultural industries, tourism services, and a booming construction sector, Cambodia has recently been described by the Asian Development Bank as 'Asia's New Tiger Economy' and has been recording ever-higher levels of Foreign Direct Investment.

Cambodia's industrial sector grew by over 11% in 2015 as business executives start to take note of the considerable competitive advantages that the Kingdom has to offer. With labour costs increasing across much of the Asia-Pacific, manufacturing companies already present in the region have begun to consider Cambodia as an investment destination that can help to reduce costs and enhance operational security. In particular, there have been several success stories coming from Thailand-based production companies who have diversified their operations by bringing some production into Cambodia, adopting a 'Thailand Plus One' strategy.

**These businesses have been attracted to Cambodia on account of the following strategic benefits that the country can provide:**

- Cambodia has one of ASEAN's most **investor-friendly governments**. The Royal Government allows local companies to be 100% foreign-owned, makes it easy to repatriate profits, and guarantees against any type of discrimination against foreign-owned businesses. The Kingdom has a competitive corporate tax rate of 20% and almost all goods exported from Cambodia are exempt from export duties. Investors can even apply to be recognized as a 'Qualified Investment Project' and thereby receive multiple financial and administrative investment incentives tax exemption periods and expedited Customs procedures.
- **Labour** in Cambodia is cheaper than in most ASEAN states and is of a proven quality and reliability given the success of the country's labour-intensive export-oriented industries. Cambodia benefits from favourable demographics—a youthful population with steadily rising education levels. The hiring of foreign staff is also very easy, with the Labour Department approving hires of managerial or technical staff where the domestic workforce is unable to provide the necessary skills.
- The country benefits from a **central geographic location** in the heart of Southeast Asia. As the ASEAN Economic Community moves from ambition into reality, the Royal Government has prioritized its infrastructural investments to enable easy and reliable intra-regional trade and to ensure that manufacturers based in the Kingdom can serve not only the domestic market but the entire ASEAN region – a market of over 600 million consumers.
- **ASEAN integration** also provides opportunity to include a Cambodian facility as part of a regional production chain. Cambodia fully participates in the ASEAN-agreed tariff reduction schedules and can be a cost-effective choice the production of certain components in support of the parent factory in Thailand or elsewhere.
- Exporters benefit from the Kingdom's preferential market access, including duty-free and quota-free access to the European Union single market through the **'Everything But Arms'** policy as well as far greater access to the American market than regional neighbours.
- Manufacturers in particular can realize time and cost savings by investing in the country's 9 dedicated **Special Economic Zones (SEZs)**, which have been specifically designed to provide as much support as possible to international businesses operating on tight timeframes. Each SEZ has on-site administrative teams with strong connections to relevant ministries to deal with





- imports/exports, registrations, and troubleshooting, and there is a concerted effort to ensure that infrastructure projects such as roads and power generation are coordinated so as to facilitate smoother operations within the SEZs.
- The Kingdom has a **strong recent reforms record** with the Royal Government taking considerable steps to address issues related to ease-of-doing-business in Cambodia in the last two years. New initiatives such as the ongoing automation of Certificate of Origin issuance (a document required by exporters) and an online business registration system are designed to reduce the time and resources required to comply with Cambodian regulations.
- Investors who make the move to Cambodia will benefit from a great **quality of life** thanks to a low cost-of-living and the chance to live in a country with rich cultural heritage and stunning natural beauty. The main investment areas of Phnom Penh, Siem Reap and Sihanoukville comfortably caters to all types of lifestyles with a range of accommodation options, bars, restaurants, world-class malls and entertainment facilities, as well as strong connectivity to other major Asian cities. Cambodians have strong English language skills and are widely considered to be some of the most welcoming people in the region.

EuroCham is the largest Western business association in Cambodia and serves as the first point of contact for prospective investors looking to gain more information about the market. The organization is able to provide a range of market entry services including market entry studies, business partner identification, facilitating B2B meetings, assistance in navigating administrative procedures and translation services.

***Cambodia's business landscape is growing. Be a part of it.***

Those interested in learning more about Cambodia as an investment destination are invited to contact

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# MYANMAR'S CONDOMINIUM LAW OF 2016

## A Foundation for Foreign Investment



**Dino Santaniello**  
**Consultant**  
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In 2011, when **Myanmar** embarked on a series of political and economic reforms, there was a surge in demand for real estate. Demand quickly outpaced supply, resulting in an undersupply of quality office space and housing. By 2014, rental prices in Yangon's prime areas had climbed to as high as USD 100 per square meter, rivaling those found in lower Manhattan and over three times those in prime areas of Bangkok. More recently, the combined effects of oversupply and Myanmar's undeveloped real estate laws have led to a softening of the real estate market, causing rental prices in many high-end developments to fall.

Recognizing the need to encourage real estate investment and to support the development of a more robust legal structure focused on the industry, on January 22, 2016, the government passed the Condominium Law. In this article, we provide an overview of the law and highlight areas which may need further refinement.

### Overview

The **Condominium Law**, for the first time, allows foreign nationals to legally purchase condominiums in Myanmar. Total foreign ownership in any one project, however, is limited to 40 percent of total project space. The Condominium Law stipulates criteria necessary for a project to qualify as a condominium suitable for foreign ownership. To qualify under the law, a building must meet the following main requirements:

- The licensed developer must construct the building on a "collectively owned" land parcel. This is land owned by persons who have obtained an apartment ownership registration certificate. The land must be registered through local authorities as collectively owned land, even if the developers are the actual owners of the land.

- Before the project is developed, the developer must obtain the approval of the Ministry of Construction to qualify the building as a condominium. After construction is complete and the building is inspected, a "residence permit" must be obtained.
- The condominium must be constructed on a land mass of at least 0.5 acres or 20,000 feet.

These steps apply to projects that were not in place or under construction at the time the law was enacted. For projects that were commenced or that existed before the law was enacted, a Special Purpose Committee has the authority to review and approve projects as condominiums, provided they meet these main requirements. To date, the process and timelines that the Special Purpose Committee uses to evaluate preexisting projects have not been clearly outlined.

For the first time, the Condominium Law also provides a legal framework allowing the financing of condominiums. Prior to the Condominium Law, buyers of condominiums paid almost exclusively in cash, as financing options were largely unavailable. There is no limitation on financing for foreign buyers, who may seek financing from abroad. However, foreign investors must purchase a condominium through a transfer of funds from abroad, as there is no current allowance for in-country payment.

### Challenges

The Condominium Law aims to establish a framework that promotes and facilitates foreign investment in Myanmar's real estate market. Although this is an important step, there is still some way to go, as the law lacks clarity in certain key areas.

It is uncertain whether existing or developing projects can qualify as condominiums under the Condominium Law. For example, there is significant uncertainty over whether Build-Operate-Transfer (BOT) projects, existing or currently under development in Myanmar, will qualify as condominiums under the law.

Many BOT projects are developed on land granted for use by the Myanmar government. The Condominium Law states that the land must be registered as collectively owned for the benefit of the owners, and cannot be the property of a department, organization, or person. The difficulty here is that many buildings that owners want qualified as condominiums are currently being built under BOT projects on land which is owned by Myanmar government entities.

There has been significant public debate over whether an exception should be granted to allow these projects to qualify as condominiums under the law. No such exception has been provided to date, although government officials have tried to assuage investor fears by saying that the ministries that own the land on which these projects are built would have the authority to give permission to register those lands as required by the law. This may provide a practical solution, but it does not directly address this issue.

Another issue that the Condominium Law does not address is whether there are any limitations on commercial use by foreign owners of units registered under the law, whether by the owner or lessee. Potential investors should consult relevant authorities before committing to long-term investment in a commercial enterprise that involves the Condominium Law.

In addition, while there are general provisions stating that there is a process through which a project can qualify as a condominium with the



approval of a Management or Special Committee, the law is silent on what the process entails, leaving the details for development by the committees. Until this process is clarified, investors should take a cautious approach. This is particularly important as it relates to possible investment in developing or existing projects reviewed by the Special Purpose Committee.

Other concerns include the fate of projects which have halted or have been suspended because of discovered zoning infringements. Zoning infringements were overlooked for many years, but under the new democratically elected government, **Myanmar's zoning laws** have been more heavily enforced. As a result, some high-profile projects have been suspended. While this is expected to benefit the industry in the long term, in the interim potential investors should conduct thorough due diligence on a project, the developer, and the chain of land titles and registrations.

**Outlook**

The passage of the new Condominium Law represents another important effort to encourage foreign investment and economic development in Myanmar. While it is uncertain whether some pre-existing projects can qualify for condominium classification and whether certain commercial ventures will be permitted, the Condominium Law nonetheless opens an additional market for foreign investment in Myanmar.

This summary is designed to provide general information only and is not offered as specific advice on any particular matter.

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# ENTREPRENEUR SUMMIT THAILAND 2016 | JULY 8

Calling all Entrepreneurs, the Entrepreneur Summit Thailand 2016 is around the corner



**Thailand's Entrepreneur Summit** scheduled to take place **July 8th** at the Windsor Suites Hotel Bangkok is just a month away! Organized by social enterprise Bangkok Now (BNOW.org), the theme of the Entrepreneur Summit Thailand 2016 is **"Knowledge, Growth and Success"**

Featuring over 20 speakers, 5 panel discussions, and 4 keynote addresses, attendees can expect a full day program which will see leading local and international entrepreneurs and experts share their experience, wisdom and insight on how to create, grow and succeed in a business. Supporters of Entrepreneur Summit Thailand 2016 include twenty-one community partners comprising of various international Chambers of Commerce and associations related to entrepreneurs and businesses.

According to the Institute for Knowledge and Innovation Management South-East Asia (IKI-SEA) at Bangkok University, **entrepreneurship and innovation are of huge importance for Thailand's economic growth**, hence the partnership with BNOW.org and other community partners.

**"The summit is an opportunity to support the emergence and development of new innovative businesses in Thailand. It also constitutes the possibility to get more involved in the Thai entrepreneurial ecosystem and to become an active player in this current national movement,"** said Xavier Parisot, MBI Program Director of IKI SEA.

*The Thai-Italian Chamber of Commerce Secretary General, Mr. Michele Tomea also added that **entrepreneurs are an important asset to the growth of the international business world and by being involved in this summit, they want to be part of the great community supporting SMES***

Another supporter of this summit is The Thai-Canadian Chamber of Commerce, which believes that **the Entrepreneur Now program is a great opportunity to acquire first-hand experience from many successful guest speakers.**

Caterina Meloni, Founder of Connecting Founders, which hosts training and mentoring programs for women-led startups and aspiring entrepreneurs, said **the summit served as an opportunity for Thai women entrepreneurs to share experiences, collaborate, and learn from each other in an open and safe environment.**

Tickets for the event and program can be found on [www.entrepreneurnow.asia/2016summit](http://www.entrepreneurnow.asia/2016summit)

Booth are available for businesses to showcase their products/ service to wide range of attendees which include investors and accelerators.

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To book a seat, visit [www.entrepreneurnow.asia/2016summit/](http://www.entrepreneurnow.asia/2016summit/)

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# TICC ANNUAL GENERAL MEETING 2016

## Exclusive dinner for the Thai - Italian Chamber of Commerce's members and network

March 21, 2016 has been a very prosperous day for the Thai-Italian Chamber of Commerce. Radisson Blu Plaza hosted the core event of the Chamber: **the Annual general Meeting**



The event is every year an opportunity for Members, Italian, Thai and international companies to check on TICC past performance and the future objectives. This year the Annual General Meeting exceeded expectations, counting over a hundred participants. The event started with a welcoming aperitif with many products kindly offered by our sponsors who also sponsored part of the dinner: **Mangiatorella's water, Del Casaro's mozzarella, Chicco D'Oro's coffee, Peroni's beer, Sole Mio's pizzas, El Toro's meat, G Four's wine, Vespiario's gadgets, Food Project's cheese, Centonze's oil, Faisal Malik's wooden chopping boards, Enlight's table lights, Citterio's cold cuts.** After the registration, our guests entered the Ballroom and listened to the President **Mr. Lino Geretto** giving his speech, welcoming all the members, Directors and guests, talking about the TICC's past performances and future challenges. To make the event even more outstanding the **H.E. the Ambassador of Italy in Bangkok** conferred a substantial distinction to this already prestigious occurrence giving his message to the sitting audience regarding the strong and long lasting relationship between the two Countries, Italy and Thailand.

Subsequently, **Ethiad Airways**, our new official carrier, gave a presentation of the brand and its routes. Next off, the minutes of the 2015 Annual General Meeting were unanimously approved and **Mr. Chakrit Benedetti**, The Honorary Treasurer, explained the 2015 financial statements based on the income statement and the balance sheet prepared by the Independent Auditor. The meeting unanimously approved the appointment of **Mr. Viroj Chalermrattana** as the auditor for 2016 and then the Secretary General Michele Tomea presented the activities performed by TICC during the year 2015 and introduced the program for 2016. The past year there have been multiple notable activities which enhanced the success of the Thai Italian Chamber of Commerce such as international fairs, events and seminars. After the speeches, the dinner was served. All the guests seemed to be very pleased with the event and the members of TICC seemed gratified to be part of such a dynamic and laborious environment. We warmly thank again all our guests and members to have been part of this central event of the Chamber, and we hope to see as many participants and support next year as well.







# ASEAN SUSTAINABLE ENERGY WEEK



## ASEAN SUSTAINABLE ENERGY WEEK 2016 AN OUTSTANDING SUCCESS!

We are delighted to inform you that **ASEAN SUSTAINABLE ENERGY WEEK 2016** exceeded all expectations for both exhibitors and visitors. **UBM Asia (Thailand) Co., Ltd.** the show organizer, extends its deepest appreciation to all for making the show the most successful renewable energy, energy efficiency, environmental technology, boilers, pumps and valves exhibition ever held in the region. The overall objective of **ASEAN SUSTAINABLE ENERGY WEEK 2016** is to provide business opportunities for exhibitors and ASEAN entrepreneurs. It also provides a special platform and business linkage between ASEAN policy makers, investors, entrepreneurs and exhibitors in energy and environmental management. We have received excellent feedback from exhibitors in this regard. **Cavagna Group** booked a booth at Asean sustainable Energy Week through the Thai-Italian Chamber of Commerce where it displayed its innovative Green gear products.

**BOILEX ASIA AND PUMPS & VALVES ASIA 2016** both run in conjunction with ASE2016 and are the only specialized shows in the Kingdom featuring pumps, valves and boiler technology exclusively. The show has now become a central meeting point for world leading brands and entrepreneurs will find it the perfect place to do business and find the latest technology in energy saving and energy efficient. This is a without a doubt a must-attend event.



### ANOTHER RECORD BREAKING EVENT!

**ASEAN SUSTAINABLE ENERGY WEEK 2016** has broken all records. The total number of visitors for the four day exhibition was 26,337 from 40 countries. The number of overseas visitors increased by 10% and exhibitors were all highly satisfied with the quality of attendees who represented a wide variety of industries. Over 75% of 2017 exhibition space has already been booked and confirmed on site.

The show organizer, **UBM Asia (Thailand)**, extends its deepest appreciation to all exhibitors, delegations, speakers, business partners, government officers, industrial associations and agencies for their support in making the 2016 event an all-round winner!

**ASEAN SUSTAINABLE ENERGY WEEK 2017** is projected to expand once again and will run from **June 7-10, 2017** at **BITEC, Bangna, Thailand**.

**PUMPS & VALVES ASIA 2017** will be held from **June 7 – 10, 2017** and **BOILEX ASIA 2018** is a bi-annual event that will run in **June 2018**. Altogether a winning team!

For more information please visit: [www.asew-expo.com](http://www.asew-expo.com)  
Tel. +66 (0)2642 6911



# TICC ACHIEVED EVENTS

## “Traditional Balsamic Vinegar: History, Production, Certification and Recipes”

Bangkok, Wednesday 27 April 2016, TICC Office



The seminar is about **Cavalli balsamic vinegar**, leader in the **premium Italian vinegars**. The speaker has highlighted the origin of the product, balsamic beneficial properties, the differences between vinegar **certification** and **unconventional recipes** that involves balsamic vinegar. During the seminar, the attendees also have experienced vinegar tasting with premium cheese from Italy.

## “Import of Cosmetic Products and Food into EU and Italian Sounding”

Bangkok, Thursday 28 April 2016, TICC Office



The speakers from **Avvocati Associate Franzosi Dal Negro Setti** (Ombretta Fabe Dal Negro, Federica Santonocito) have presented a Seminar about “**Import of cosmetic products and food into EU and Italian Sounding**” at TICC office. The informative seminar is covered most of the important aspects of the Regulation for Exporters with detail presentations on three of the topics (Food, Cosmetic and Italian Sounding)

## “Getting to Know TUTTOFOOD 2017: Food and Beverage Fair Presentation”

Bangkok, Wednesday 11 May 2016, TICC Office



The fair presentation is the first step in getting to know **TUTTOFOOD 2017**, which is the **international B2B show** dedicated to food & beverage and organised by **Fiera Milano**. In just 5 editions, it has become the perfect showcase for presenting one's products to the national and international markets. It is the fastest growing **trade show** in Europe as well as offers important business opportunities with **national** and **international buyers**.

## “BOI PARIS Networking Meeting at SUBCON THAILAND 2016

Bangkok, Thursday 12 May 2016, BITEC



On May 12, TICC's members and representatives have participated in the BOI PARIS' Networking Meeting at SUBCON Thailand 2016. Our Secretary General **Mr. Michele Tomea** have been presented as well as representatives from our members' companies; **Lafranconi Silenziatori (Thailand)**, **Sacmi (Thailand)**, **Quick Pack Pacific** and **Danieli**. The networking meeting was well received by all attendees.

# TICC ACHIEVED EVENTS

## “Food and Wine: Italian Business Culture Series Conference”

Bangkok, Wednesday 18 May 2016, Sasin University



First conference as part of the **Italian Business Culture Series** in which divided into **Food and Wine**, Tourism and Design. On May 18, the conference is held at Sasin University in the framework of the Italian Festival 2016. The speakers included **Prof. Paolo Piazzardi**, the former cultural attaché of the Italian Embassy in Bangkok. **Mr. Vittavat Phonphaisan**, the Vice President of Heritage Snacks & Food. And **Dr. Cozzo**, the President of Bioagricert S.r.L.

## “Import of Cosmetic Products and Food into EU and Italian Sounding”

Bangkok, Friday 27 May 2016, Eastin Grand Sathorn



On May 27, **OrganicCity**: Information and promotional activities about Organic Products and European Organic Certification in South-East Asia, India & Brazil dinner presentation has been presented by **Dr. Cozzo**, the President of Bioagricert S.r.L. All of the products from Italy that have been displayed and promoted throughout the night are certified according to the **EU Organic Regulations** by **EU recognised Control and Certification bodies**.



**PINKY TAILOR**

888/40 Ploenchit Road Bangkok Thailand

**Tel:** 02 252 9680  
**Fax:** 02 253 5055  
**Email:** pinkytailor@hotmail.com  
**Website:** www.pinkytailor.com

**Company Background**

Established since 1980, N&P Pinky Tailor proudly introduce ourselves as a specialized tailor for both Ladies & Gents tailoring for quality shirts, trousers, suits, tuxedos, uniforms, overcoats, skirts, dresses etc.

At Pinky Tailor you will find 3 floors of fabrics where you can touch all fabrics without having to pushed for orders by sales associate. Our staffs can speak English and most importantly all have been well trained in Tailoring skill, so as to guide you through each steps in choosing the Fabrics, Clothing designs and Measurements whenever you visit us at Pinky Tailor.



**Bangkok Patana School**

643 Lasalle Road (Sukhumvit 105), Bangna, Bangkok 10260

**Tel:** 02 785 2200  
**Fax:** 02 785 2399  
**Email:** admissions@patana.ac.th  
**Website:** www.patana.ac.th

**Company Background**

Bangkok Patana was founded in 1957 to provide a British-style education to English-speaking expatriate children and others in Bangkok. A non-profit making foundation, the school currently has an enrolment of just over 2,200 students from 18 months to 18 years old, representing about 65 different nationalities. Bangkok Patana School is accredited by the Council of International School (CIS), the New England Association of Schools and Colleges (NEASC) and is an IB World School.



**LAZADA Limited**

Unit 2901, 29th floor, Bhiraj Tower, 689 Sukhumvit Road, North Klongton, Vadhana, Bangkok 10110

**Tel:** 02 004 7902  
**Website:** www.lazada.co.th

**Company Background**

Lazada is Asia's leading online department store offering a fast, secure and convenient online shopping experience with a broad product offering in categories ranging from fashion, consumer electronics to household goods, toys and sports equipment.



**MBK Guarantee**

444, 12th Floor MBK Tower, Phayathai Road, Wangmai, Pathumwan, Bangkok 10330

**Tel:** 087 530 2528  
**Email:** marciano@mbkg.co.th  
**Website:** www.mbkg.co.th

**Company Background**

MBK Guarantee Co., Ltd. (MBK-G) started operations in 2008, with a registered capital of THB 500 million. We are a wholly owned subsidiary of the MBK Group, one of the leading shopping mall operators in Thailand. MBK-G- is pioneering the foreign home loan market, offering something that no other banks can do.



**Questor Capital Ltd.**

Unit 903, 9th Fl. 571 RSU Tower, Sukhumvit 31 Rd, Khlong Ton Nua, Wattana, Bangkok 10110, Thailand

**Tel:** 02 285 0494

**Fax:** 02 285 0490  
**Email:** daniel.w@questor-capital.com  
**Website:** www.questor-capital.com

**Company Background**

The Questor team has been servicing the international expatriate community in Asia for the past 10 years. We help individuals in anything as simple as opening an offshore bank account or obtaining an offshore mortgage, through to discretionary portfolio management and estate planning.



**ATALIA (Thailand)**

Sukhumvit road Soi 20, Mille Malle Shop 307 Klongtoei, Bangkok 10110

**Tel:** 02 663 6727  
**Email:** ataliathailand@gmail.com  
**Website:** www.atalia.com

**Company Background**

ATALIA was launched in February 1987 as an international sales hub for European design furniture, offering its clients, on the one hand, comprehensive procurement services, including consulting, information, documentation and logistics and, on the other hand, meeting the needs of furniture manufacturers, by extending their reach into channels and markets to which they were not exposed.



**Galdi S.R.L**

Via E Fermi 43/B

**Tel:** +39 0422 482277  
**Email:** info@galdi.it  
**Website:** www.galdi.it

**Company Background**

From raw materials to finished products a delicate, multi-faceted passageway involving vital, often invisible inputs. We provide added value solutions for the filling and packaging of milk, dairy products and fruit juice, and are committed to ensure the satisfaction of our customers through ongoing relationships.



# UPCOMING FAIRS

## MEMBER NOTICE

change of contact information  
for **DIGITHAI SOFTWARE GROUP** as  
following:

### DIGITHAI SOFTWARE GROUP CO., LTD

PARK AVENUE BUILDING 4th floor  
Unit no. 446/40 Room E, Sukhumvit  
71 Rd., Phra Khanong Nua,  
Wattana, Bangkok 10110



## L'OPERA ITALIAN RESTAURANT

### L'Opera Italian Restaurant

53, 53/ 1-2 Sukhumvit Soi 39,  
Klongton Nua, Wattana, Bangkok  
10110

**Tel:** 02 258 5606

**Fax:** 02 258 5599

**Email:** info@lopera-bangkok.com

**Website:** www.lopera-bangkok.com

### Company Background

L'Opera was established in 1983: one of the first Italian Restaurants on the gourmet scene of Bangkok. From the beginning we have catered to the Italian food lovers of Bangkok who have found both a dining experience and a meeting point at the L'Opera.



### N.C.C. Management & Development

Queen Sirikit National Convention Centre, 60 New Petchaburi Road, Klongtoey, Bangkok 10110, Thailand

**Tel:** 02 229 3051

**Fax:** 02 229 3060

**Email:** adesorn.gun@qsncc.com

**Website:** www.qsncc.com

### Company Background

N.C.C. is Thailand's premier private sector venue management company. Its dedication to management excellence in organising a large number of high profile international events has earned the company the respect of event organizer, exhibitor, business and public sector.

## International Trade Fairs in Thailand 2016



### International Ice Cream Factory at Street Ratchada

**Sector:** Ice Cream

Come and enjoy International Ice Cream fair at the brand new department store, the Street Ratchada. In which you will find three great Italian Ice Cream booths from TICC members and network.

**Dates:** 22 - 26 June 2016

**Venue:** The Street Ratchada

**Time:** 10:00 - 22:00 hrs

**Link:** www.thestreetratchada.com

**Email:** pr@thaitch.org

**Tel:** 02 255 8695 ext. 103



### COSMEX 2016

**Sector:** Cosmetic

The first and the only exhibition in ASEAN where providers of cosmetic manufacturing, processing technologies, packaging, labeling and contract manufacturing services and more, will be able to present their services and products and interact with thousands of customers in one event for industry sourcing, manufacturing and outsourcing under one roof.

**Dates:** 8 - 10 November 2016

**Venue:** BITEC, Bangkok

**Time:** 10:00 - 18:00 hrs

**Link:** www.cosmexshow.com

**Email:** trade@thaitch.org

**Tel:** 02 255 8695 ext. 104

## International Trade Fairs in Italy and Abroad 2016



### TUTTOFOOD 2017

**Sector:** Food

TUTTOFOOD is the international B2B show dedicated to food & beverage and organised by Fiera Milano. In just 5 editions, it has become the perfect showcase for presenting one's products to the national and international markets.

**Dates:** 8 -11 May 2017

**Venue:** Fiera Milano, Italy

**Link:** www.tuttofood.it

**Email:** membership@thaitch.org

**Tel:** 02 255 8695 ext. 106



### TriestEspresso Expo 2016

**Sector:** Coffee

The 8th TriestEspresso Expo is the most important biennial B2B exhibition for international coffee industry professionals.

**Dates:** 20 - 22 October 2016

**Venue:** Old Port Warehouses - Trieste (Italy)

**Link:** www.triestespresso.it

For more information and Special conditions for **BUYERS** and **EXHIBITORS** through TICC, please contact

**Email:** membership@thaitch.org

**Tel:** 02 255 8695 ext. 106



YOUNG PROFESSIONAL	INDIVIDUAL	ASSOCIATE/ ORDINARY	SILVER	GOLD	PLATINUM
3 000 THB 1 year	6 000 THB 1 year	16 600 THB 1 year	80 000 THB 1 year	100 000 THB 1 year	120 000 THB 1 year

All the prices above do not include 7% VAT

### ASSOCIATE AND ORDINARY MEMBERS

#### Information activities

- Fairs, exhibitions and events in Thailand/Italy
- Country/sectors/markets profiles
- Selection of companies from databases and partner research
- Business opportunities
- Seminars, workshops and training programs

#### Promotion of Business activities between partners

- Organization of business missions to Italy and Thailand
- Participation in fairs and exhibitions
- Assistance to business missions visiting Thailand and Italy
- Organization of bilateral meetings amongst business entrepreneurs
- Setting up business meetings schedule
- Partner search for commercial and/or joint-ventures projects
- Circulation of goods and services demands/offers
- Mail-out activities

#### Assistance activities

- Acting as informative and promotional desk on behalf of Italian entrepreneurial associations and institutions
- Assistance in commercial matters
- Assistance in the creation of joint-ventures
- Assistance in setting up a company locally
- Legal assistance

#### Promotion & Network

- Promotion and assistance for foreign investments in Italy
- Promotion and assistance for Italian investments in Thailand
- Publishing company profile as new member on our business magazine "INFORMA"
- Opportunity of being featured on our brand new website [www.thaitech.org](http://www.thaitech.org)

#### Visa service

- Business visa fast track (this service is aimed exclusively at non EU citizens residing in Thailand travelling to Italy for Business)

#### Extra benefits

- Special rates on the promotional channels.
- Publishing company profile in our Chamber yearbook "Business Directory"
- Special fares for air tickets

#### Only for Ordinary, Silver, Gold and Platinum Members

- Voting rights and the opportunity to be elected to the TICC Board of Directors

### SILVER MEMBERS

In addition to benefits provided to Associate/Ordinary Members, **Silver Members** are entitled to the following tailor-made marketing services:

- Logo on our website - side banner- under silver members
- Half page advertisement in Informa (4 issues)
- Inside half page advertisement in our Business Directory
- 2 event vouchers for 2 people (Get Together)
- Logo printed on member for member card (normal size)
- Logo on our roll up banner at all TICC events
- 1 additional copy of the business directory

### GOLD MEMBERS

In addition to benefits provided to Associate/Ordinary Members, **Gold Members** are entitled to the following tailor-made marketing services:

- Logo on our website - side banner- under gold members
- One page advertisement in Informa (4 issues)
- Inside full page advertisement in our Business Directory
- 4 event vouchers for 2 people (Get Together)
- Logo printed on member for member card (big size)
- Logo on our roll up banner at all TICC events
- 1 additional copy of the business directory
- 1 direct email service (e-blast)

### PLATINUM MEMBERS

In addition to benefits provided to Associate/Ordinary Members, **Platinum Members** are entitled to the following tailor-made marketing services:

- Logo on our website - side banner- under platinum members
- One page advertisement in Informa (4 issues)
- 2 page article in Informa (interview)
- Inside full page advertisement in our Business Directory - top visibility location
- Vouchers for 2 people to all our events (excluding charity dinner)
- Logo printed on member for member card (big size)
- Logo on our roll up banner at all TICC events
- 2 additional copy of the business Directory
- 3 direct email service (e-blast)
- Logo in our monthly e - newsletter
- One B2B seminar with guest speakers

### YOUNG PROFESSIONAL AND INDIVIDUAL MEMBERS

- Special price for events and services
- Special fares for air tickets
- Received news and updates from the Chamber
- Special price for promotional channels

### HOW TO JOIN

Apply by filling an online form at our website: [www.thaitech.org/members/join-us/](http://www.thaitech.org/members/join-us/)

**For more membership related information please contact:**

**Email:** [membership@thaitech.org](mailto:membership@thaitech.org)

**Tel:** 02 255 8695 ext. 106

**Fax:** 02 253 9896

**For more marketing related information please contact:**

**Email:** [pr@thaitech.org](mailto:pr@thaitech.org)

**Tel:** 02 255 8695 ext. 103

**Fax:** 02 253 9896



# *Brown* Jasmine Rice

*100%*  
*from*

# Thung Kula Rong Hai



สวนอยู่หัวใจ





# BANGKOK PATANA SCHOOL

## CLASS OF 2016

## Celebrates Global University offers

GRADUATING STUDENTS HAVE RECEIVED

# 438 OFFERS

From 194 Selective universities and colleges  
(Data correct as of 23/05/16. Southern hemisphere application process has not yet commenced)



NUMBER OF OFFERS BY COUNTRY

Over 40 offers were made by the following institutions listed in the Top 25 of The Times Higher Education World University Rankings 2015-16

### UK Universities

Imperial College London  
London School of Economics and Political Science  
University of Edinburgh  
University College London

### Rest of the World

University of Toronto, Canada

### USA Universities

Carnegie Mellon University  
Johns Hopkins University  
Northwestern University  
University of California, Berkeley  
University of California, Los Angeles  
University of Chicago  
University of Michigan  
University of Pennsylvania



**Bangkok Patana School**  
*The British International School in Thailand*  
Established 1957

Bangkok Patana School is an IB World School, accredited by CIS and NEASC

Our mission is to ensure that students of different nationalities grow to their full potential as independent learners in a caring British international community.

643 Lasalle Road, Bangna, Bangkok | T: +66 (0) 2785 2200

[www.patana.ac.th](http://www.patana.ac.th)