

INFORMA



A BUSINESS MAGAZINE OF THAI – ITALIAN CHAMBER OF COMMERCE

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President's Message



Lino Geretto
President
Thai-Italian Chamber of Commerce

Dear Members and Friends,

I am glad to present the second **Informa** of 2015.

The topic of this issue is “*Green and Sustainability*”: i.e. maintaining the ecological balance. This is indeed in a response to a growing need of care towards the environment and towards eco-sustainability.

The **Thai-Italian Chamber of Commerce (TICC)** also wants to be an active player and wishes to inspire an ecological attitude among our members and readers. One of the Chamber's goals must be to raise awareness of and to promote eco-friendly technologies and products so as to encourage sustainability. Many Italian and Thai companies are already reducing ecological damages by investing and developing new safe technologies in various fields, including that of renewable energies.

With respect to corporate activities, the TICC continues to successfully promote the *Ospitalità Italiana* project by reviewing selected Italian restaurants in Thailand. The TICC will continue to undertake this project again in 2016. The TICC recently organized the Award Ceremony in Phuket on July 17, 2015. Five restaurants obtained the prestigious recognition. The *final Ospitalità Italiana* Award event will be held in Bangkok on October 14, 2015 to recognize six new qualified restaurants.

The Chamber still continues to promote Italian business and Thai products through international fairs. Among the upcoming ones we would like to mention HOMI, the Lifestyle Fair that will take place in Milan on September 12 to 15, 2015, and HOST, a hospitality fair that will also be held in Milan on October 23 to 27, 2015.

Our social gatherings resumed with enthusiasm, starting last July 22, 2015 with our Get-Together event at Il Bolognese Restaurant, in Sathorn. More than 90 participants attended the wine and beer tasting event. Everyone enjoyed the amazing Italian food and naturally, there were many opportunities for business networking. The next event one will be held at **Vino di Zanotti, on September 23** and welcome all of you to join us for another successful *aperitivo*.

Lastly, I would like to thank all our Members, Partners, Sponsor and Friends for their active involvement with the Chamber.

Arrivederci,
Lino Geretto

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New investment subsidies in Thailand

The region of South-East Asia has been one of the best performing in the latest years, economically speaking, and Thailand has been one of the most virtuous economies in the region. Although the economic performance has been a roaring one, compared to the international scenario, it is also true that the great bulk of the Thai economy is the manufacturing industry, which is a sector that allows for relatively little human capital development. This fact in particular is the one that threatens the national economy of falling in the so-called “Middle income trap”, which would result in a slowdown of the economic growth due to the impossibility of increasing the added-value of the produced goods. The biggest challenge is moving from resource-driven growth that is dependent on cheap labor and capital to growth based on high productivity and innovation. This requires investments in infrastructure and education—building a high-quality education system which encourages creativity and supports breakthroughs in science and technology.

Considering that, new policies have been recently introduced to avoid the



worst scenario. The new plan aim to attract the knowledge and the capital needed to push the economy forward and to jump over the real danger of stagnant economy.

By the initiative of the Board of Investment (BOI), a 7-year subsidy plan will be implemented starting from this year, 2015. The strategy that will be put into effect, aims to enhance Thailand’s competitiveness by stimulating investments inside the Country as well as the Thai ones overseas, in order to make the national economy growth sustainable in the medium term. The

main aspects that this strategy addresses are the attraction of FDI (Foreign Direct Investment), the technological and environmental development of the industrial sector and the economic improvement of certain regions.

The subsidies are mainly in the form of tax exemptions and they will be allocated according to two main logics: one activity-based, the other one merit-based.

By activity-based subsidies it is meant that the type of activity that has a higher positive impact on the level of economic efficiency of the Country is better rewarded.

Following this logic, six different levels of incentives are defined, four of which incentivize high-technology industries (group A) and the remaining two are meant to reward supporting industries that represent an added value for the production chain (group B).

Group A includes knowledge-based activities, activities in infrastructures, activities that operate with high-technology or those that simply add value



to domestic resources and strengthen the supply chain.

The idea is that high technology industries have a very high added value and, as well as knowledge based activities, require a level of know-how that is in Thailand's interest to attract. Establishing such a business in a Country generates a spillover effect, spreading part of the know-how and therefore increasing the overall competitiveness of the market.

Aside from the mere nature of the business, also the kind of investment and the way in which it is carried out is rewarded. In fact three further categories may be listed out among the merit-based investments and they reward respectively:

- Competitiveness enhancement
- Decentralization
- Industrial area development (only for Group A)

By competitiveness enhancement are meant different measures that increase the efficiency of the market mainly by internal investments or donations. In fact the cases that fall under this category are R&D in the Country,

donations to HR or technology funds and educational or training institutions, technology trainings and other.

The subsidies for decentralization generate from the need to improve the state of the economy of some regions that are currently poorer and underdeveloped. By setting up a business in one of the 20 regions indicated by the BOI, it is possible to benefit from these subsidies.

Subsidies for the development of industrial areas are allocated basing on the idea that clustering allows for a higher level of efficiency of the production, since transportation costs and the overall costs of the produced goods drop down.

Projects are approved and therefore funded if they respect various criteria, including the use of modern techniques and the possibility to operate in full respect of the capital and environmental requirements (among others), the latter of which have been gaining an increased importance in the last subsidy allocation decisions.

Moreover, some special policies were included in the incentive strategy. A special interest was addressed towards enhancing the capabilities of the SMEs and a particular attention was paid to boosting the industrial development of some specific areas. In fact, efforts have been made for creating clusters of industries in the border regions of the Country, in order to better benefit from the international trade, especially in sight of the entrance into the ASEAN Economic Community. Some special zones were also established for this purpose to grant access to further subsidies for companies that decide to set up there.

If this 7 years program reaches its objectives, Thailand will establish the basis for a strong and long-lasting sustainable economic growth. Other countries from the SEA region should follow this example in order to build a durable and widespread economic wealth.

By: Lorenzo Poloni & Eugenio Soriannini
Fellowship Researcher
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IS THAILAND GOING green?

An overview

The research for growth has been started several decades ago and still remains one of the main policy goals of emerging Asian countries. However, this incredible fast-paced economic growth has been accompanied by high rates of consumption both of materials and energy. As a consequence, emerging Asian countries are orienting themselves and their policies to a more sustainable approach, attempting a low-carbon green growth.

Concerning the "green theme" among Asian countries, is Thailand going on the same direction? How close are these latter to turn their aspirations of low-carbon growth into a reality? Which are the main green sources that can be exploited? Which are the main incentives in becoming green? Are the policies stimulating the eco-sustainability of businesses?

Thailand and its sustainability approach

In order to obtain a sustainable approach, the Thai government developed the Alternative Energy Development Plan (AEDP), which is a plan for obtaining a green approach in the production of energy, set on a 10 years perspective (from 2012 to 2021) aiming to promote alternative energy usage to 25% of energy consumption and reduce dependency on energy import. In the following bar chart it is possible to see the level of consumption of renewable energy in September 2014, and the goal Thailand is supposed to achieve within 2036.

While Thailand's large hydropower currently occupy the highest position in terms of renewable power, the rapid growth of solar development could conceivably see solar power becoming the Kingdom's second most important renewable resource by the next decade.

There is a huge potential for solar and wind power in Thailand and both of these options are now being invested in to meet government targets. There are several solar photovoltaic (PV) projects operating successfully, even though they typically incur large start-up costs.

Biomass offers one of the most promising sources of potential energy. Sources of biomass in Thailand include fuel wood, rice husks, coconuts, corn cobs and distillery slop. Biogas can also be derived from animal dung and cassava.

Small scale hydro-power systems (ranging from 10 to 50 MW as a maximum level depending on the country) are seen as a successful alternative in the near future, but high costs of materials, equipment and expertise are relevant obstacles for their construction.

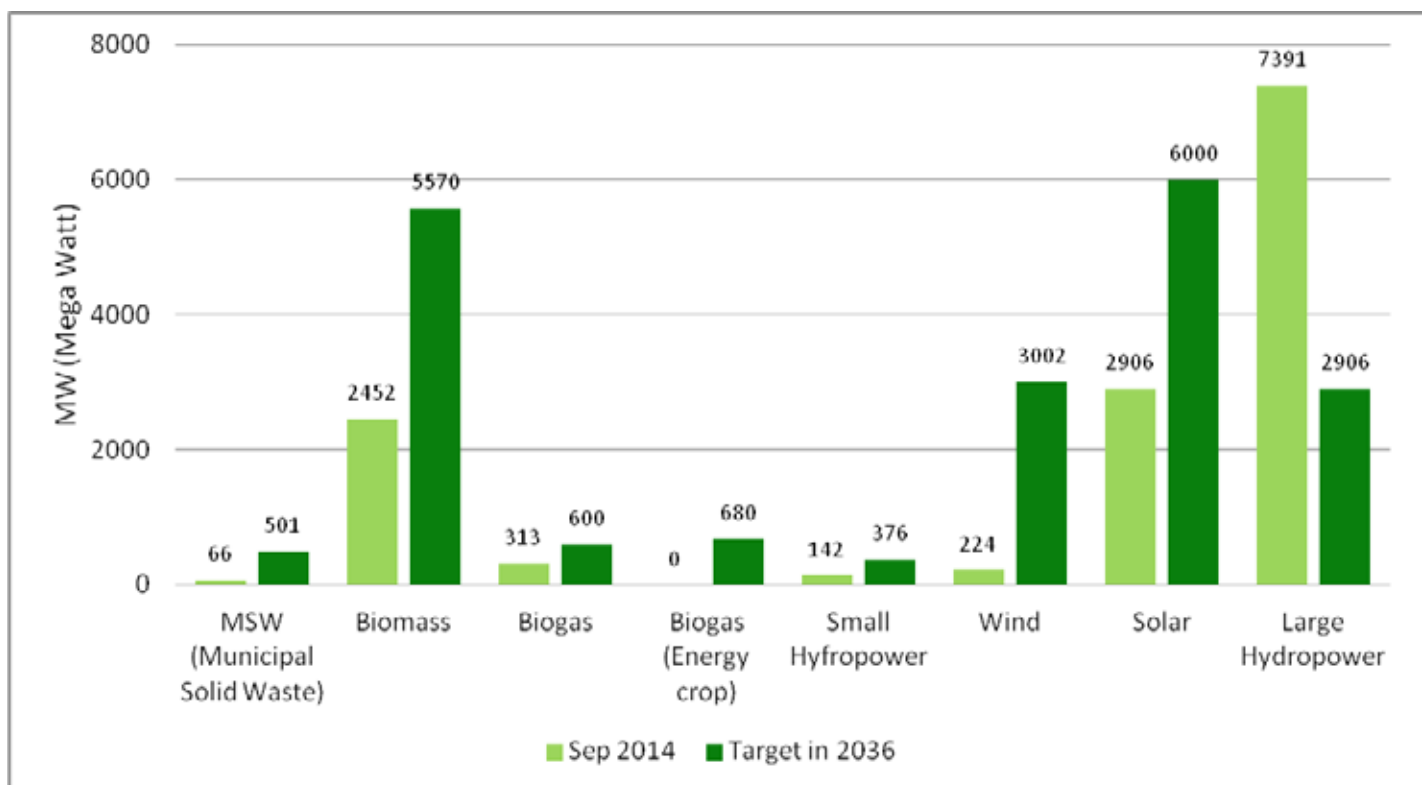


Chart 1 – Consumption of renewable energy for each category in 2014 and the target level of 2036



Why going green?

When using renewable energy, it is possible to obtain a series of advantages such as saving money, boosting the economy and satisfaction among customers and employees

First of all, consumption of green energy means saving money. Since Thailand, benefits of sunshine all year round, solar panels can be powering street signals, providing energy for outdoor lighting, and being useful both for homes and offices to store energy and use it for private consumption. Storing power thanks to the solar energy, allows to contract energy costs. In cases where there is an excess in electricity production, this can even be sold back to the government.

Another major cost reduction technology involves driving, an expensive (and unfortunately, integral) part of many people's lives. The hybrid car is also a more financially and environmentally friendly option. As a matter of fact, hybrids use considerably less fuel, helping to economize and helps reducing one's carbon footprint. Secondly, going green means getting a sort of competitive

advantage among competitors, in terms of priority and easiness of getting funding for investments. Moreover, both customers and employees would be more willing to buy from and work for an eco friendly company.

Are Thai policies boosting a green approach?

The government had announced this year it was revoking solar power production licences for those people and organisations that did not use them, and started scheduling offerings for the next renewable energy licences in 2015. Renewable energy has had a main position for governments for some time now. Nevertheless, because of Thailand's concerns on energy security, the country has seriously considered where to source its power from in the near future. In the Alternative Energy Development Plan of 2011, Thailand's Ministry of Energy aimed to reach 25% of renewable energy consumption on the total, but rumours from a recent update to the plan suggest that this goal will be reappraised as the segment only makes up to 5% of the total.

In order to better boost the companies in being eco-sustainable and achieve this goal, there are hundreds of steps the government can take, and the current administration seems to have taken a stronger approach towards renewable energy. "Regulatory policies can ban or limit certain behaviours or products. Financial incentives can use taxes or subsidies to influence green behaviour. Information policies including green labelling can show the carbon footprint of a product. Last but not least, behavioural tools use the 'nudge' concept to encourage consumers to make decisions

that are better for the environment," wrote Ms Kannika. The government has proposed solar power through rooftop, city initiative, and government building programmes, using special feed-in tariffs, investment funds and spending schemes to subsidise the strategy, wrote Wantana Somcharoenwattana for www.renewableenergyworld.com.

In order to be more "goal-oriented" towards the renewable energy as the main supplier of power in Thailand, the Thai government has established a dedicated committee, which will not be completed until 2028-2032.

If Thailand wants to meet its goal in terms of proportion of renewable energy on the total power supply, the promotion of the sector must be the main government's issue.

The only way Thailand can struggle for green growth is to decide if it is serious about trying to produce renewable energy, through its policies and actions. Even though producing power from fossil fuels is less costly and will probably persist for many years, government should become conscious of how much this sources of power could be profitable in the long-run and the positive effects renewable energy would have on environment, people and future generations.

By: Giulia Giacalone
Thai-Italian Chamber of Commerce

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NIA promotes a pilot project of using biodegradable plastic bags in Bangkok

Thailand has obviously announced the strategy and vision to push the full-cycle of bioplastics industry in order to be a leader in this region. With the confidence of potential to be a center and production base for bioplastics, Thai cabinet has appointed National Innovation Agency (NIA) as the responsible agency to manage the "National Roadmap for the Development of the Bioplastics Industry since 2551-2558"

To reduce many problems of plastic waste in environment which has increase every year, many countries in the world have supported the policy of bioplastics utilization. For example, Italy has declared the enforcing law about using biodegradable plastic bags at shops in 2554 and supports the organic fertilizer production from organic waste. In Furano, Japan the community uses biodegradable plastic bags to collect household organic waste, which account for 90 percent and this in turn produces organic fertilizers. Similarly, Germany, in collaboration



with plastic manufacturing companies, is conducting the pilot project of using biodegradable plastic bags to use collect organic waste and then eradicate in compost manufacturing plant. Germany government is trying to make their people can realize that



using biodegradable plastic bag is better than paper bag so that they are willing to buy biodegradable plastic bags from municipality.

For Thailand, NIA has promoted the supportive measure about using biodegradable products by offering tax deduction. Entrepreneurs who use bioplastic products instead of plastic products can deduct 300 percentage of tax. Meanwhile, NIA is researching the comparative impact of government economic and the production costs. This measure will be brought up to Joint Public-Private Sectors Consultative Committee (JPPCC) for approval because it can be changed customer behavior and encourage the demand of bioplastic products in order to establish the market in Thailand.

Furthermore, there is also a collaboration with Environment Department of Bangkok, and Thai Bioplastic Industry Association (TBIA) under the pilot project of "Promotion of Using Biodegradable Packaging and Bioproduct in Bangkok", in order to actively promote the using of biodegradable packagings and bioproducts before launching the project

in other major tourist sites. This is viewed as a significant step, in collaboration with a number of governmental and private organizations, towards a promotion of using plastic bioproducts as packaging materials and so forth. This is, thus, to drive forward the setting of national policies in sustainable consumption of plastic bioproducts, for example: Green Procurement policy and Organic Waste Collection with Biodegradable Bin Bag policy.

This collaboration is consistent with the policy of creating Bangkok a city of environment, in order to improve life quality of Bangkok's people, through the creation of clean environment. At the beginning the project will be initiated in the management of Bangkok public parks, through the using of biodegradable food packagings and bin bags in organic waste sorting. The collected organic waste would be made organic fertilizer subsequently. Bangkok Metropolitan Authority (BMA) has chosen to launch this project in Suan Luang district. Thus, bioplastic bin bags, as well as bioplastic plant bags, will be used in the parks of this district.

At present bioplastic market in Thailand still remains small in size and the price of bioplastic products are still considerably high. However, the trend is steadily rising.

Additionally, bioplastics are being used in many more ways. A number of merchandise are manufactured from bioplastics such as yogurt cups, organic dried banana bags, salad containers and coffee mugs.

One of the methods to promote the using of bioplastic products within domestic market is to create a common understanding and raise awareness about their benefits among people, as they are replacing non-degradable plastic and reducing greenhouse gas emission. Moreover, an establishment of a universally standardized biodegradability testing laboratory was successfully encouraged. This collaborative support of the laboratory establishment was provided by National Metal and Materials Technology Center (MTEC), Thailand Institute of Scientific



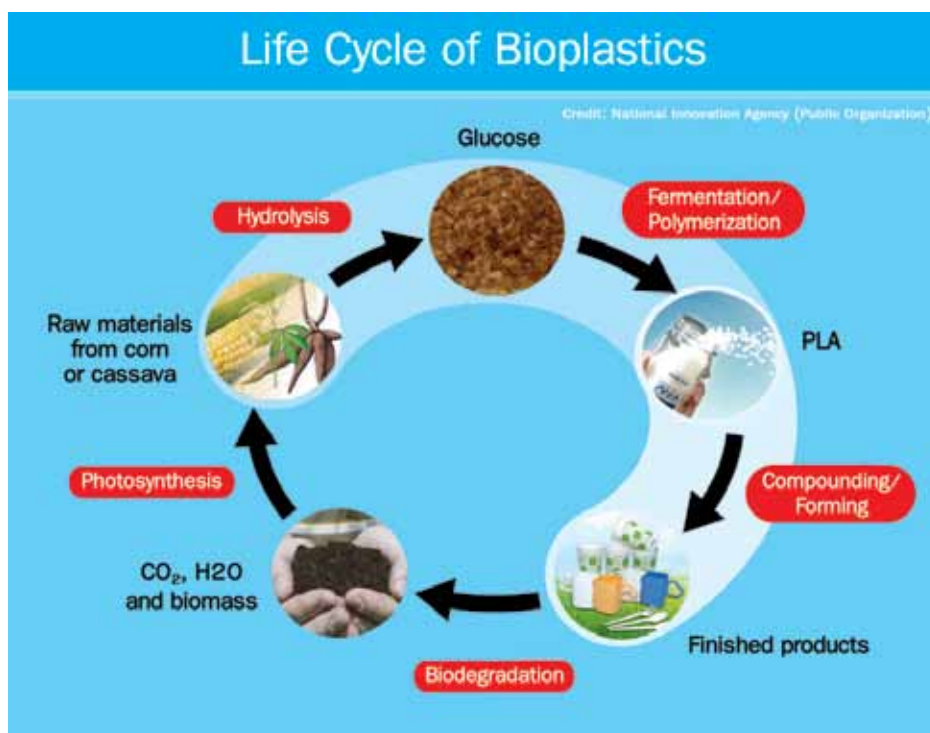
and Technological Research Center (TISTR), and Department of Science Service. In addition, this testing laboratory is certified by DIN CERTCO of Germany, globally-recognized

certification organization of the TÜV Rheinland AG and DIN, the German Institute for Standardization.

Last year, TBIA launched a special label of biodegradable plastics and bio-based plastics in May and December respectively. This is an indication that the products marked with this special labels are from bioplastics and thus eco-friendly.

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The Eco – Economy

A business talks about Eco market perspective

Nowadays the prefix 'eco' is widely used when we refer to a product or service, that has been manufactured and distributed in a way that does the least damage possible to the environment and that use sustainable resources where applicable. It can also be applied to a product that once in use provides benefits to the environment or to a product made from recycled or recyclable materials.

When we talk about eco market we potentially refer to a large variety of products and services, in fact if some years ago the focus was only on reducing the pollution generated by production process, the status quo has changed. Today the eco philosophy is contaminat-

ing every aspect of the economy: we started to talk about eco agriculture, eco design, eco architecture, eco tourism, and so on. We need to understand that the term 'eco' does not indicate anymore only an eco-friendly product, but it stands for a new Market; the Eco Market which provides extremely profitable business opportunities.

Supporting this thesis, more and more economist emphasizes the importance of the eco economy from one side as a key sector to fight the European slump and consequently re-launch the economy and on the other side as a core sector for developing countries to consolidate their growth and add value to their product chain. According to Hans Bruyninckx EEA (European Environment Agency) Executive Director: *"Innovation may be the single most important driver to change the inefficient way we currently use resources, environmental innovation is key to address the challenges of the 21st Century ... This is not just about new inventions, encouraging the uptake and diffusion of new green technologies may be even more important". In another interview he underlines the importance of rethinking our economy "The way we live and how we produce things has a substantial impact beyond our borders. We can see that in a globalized world it is increasingly important that we fundamentally re-think how we consume and*

produce, to encourage true sustainability throughout the whole lifecycle of products".

These words prove that a big revolution will shape green and eco economy. Since several things are going to be reshaped, this will involve many business opportunities for those able to catch them.

A precursor theory of Eco Market is certainly the 'prosumerism', as Marshall McLuhan and Barrington Nevitt suggested in 1972 book, with electric technology the consumer would become a producer. In 1980 Alvin Toffler coined the term "prosumer" when he predicted that the role of producers and consumers would begin to blur and merge. Proving this vanguard theory, today many people have started to consume in different ways as new technologies make it easier to do things collectively, from sharing cars and work tools to managing community gardens. Consumers are also becoming producers in many cases, which can bring environmental benefits. This trend towards 'prosumerism' may imply selling electricity from rooftop solar panels or cooperatively producing and distributing food. Companies should understand the overall scenario and renew their operational model to serve this new need of customers to be part of the production process.

Another trend of Eco Market will be to reduce the impact of urban waste through redesigning products and packages, and investing in new recycling policies. The European Commission states that better strategies to prevent urban waste and a new eco-design of products could help European Business save up to 600 billion Euro. In addition to this, the Commission further explores that implementing measures to increase the productivity of employed resources by 30% within 2030 could make European GDP grow by 1% and it could create 2 million additional jobs. Regarding the waste management, as Accenture and McKinsey say the new model seems



to be circular economy, a model that is based on the concept of 'cuddle to the cuddle' which is substituting the old 'cradle to the grave' model. On the first hand, a recent research from McKinsey on the 'benefits of the circular economy' shows that if the model of the circular economy was adopted on a worldwide scale, the manufactured sector would save 630 billion dollar every year. On the second hand, Accenture confirms that companies that have adopted the circular model are gaining relevant and sustainable competitive advantage, by 2020 the amount of raw materials employed by the world economy would increase by 30% reaching the quota of 82 billion tons. According to Fabio Iraldo from Geo Bocconi, the only way we have to satisfy this increasing demand is to drastically increase the quota of recycled materials.

In Italy the waste recycle system developed by Conai enabled to save up to 3.24 billion Euro per year, money that could have been used for waste disposal. Gian Luca Galletti the Italian Minister of Environment declared: "During year of deep crisis, only the green economy compartment is growing hardly and deeply, especially, also the employment rate of this sector has increased, as a minister I can say that the government sustain this green revolution".

If during the past years the environment was considered an obstacle, today more entrepreneurs perceive it as an opportunity to make their business more profitable and to deliver more value-added products to customers. The 98% of Italian entrepreneurs believe that to guarantee a sustainable revenue flow, you should focus on efficiency and eco-application of energy and resources.

Reading the Italian report on green economy 2014, entitled "Green economy firms, the main way to jump over the crisis", we discover that 26% of European firms have already offered eco products and services while the 93% state that they are working on eco efficiency.



Roberto Morabito, responsible of Environment Technology Department of Enea Agency, emphasizes business opportunities involved in this revolution: "The path to a new, more sustainable, economic model, passes through the development of a new green value chain, but this is not enough. We should also redesign the traditional process of the industrial sector".

As described, in Europe the awareness of the importance of eco revolution is high. Meanwhile in Thailand is still focusing only on producing eco friendly products without serious discussion on production policies, and eco topics have not been carried on yet.

In Thailand there is no formal recycle scheme but despite this, it is evident that glass, plastic bottles, cans and paper are precious resources that directly bought by private recycling factories. One of the major challenges of next years for Thailand will be to reduce the impact of packaging on the total amount of waste. We can state that the eco revolution in Thailand has not started yet. Nevertheless, the auto industry is the sector where the eco presence is making improvements led by the western demand for eco products. In fact, a strong European or American regulation on imported products can lead the eco revolution

to the manufacturing country such as Thailand. This can encourage them to improve the standards. As reported by Bangkok post: "Thailand's automobile exports continued to rise last month, driven by eco-cars, helping to offset tepid domestic sales. April exports rose by 17.7% year-on-year to 82,130 vehicles, boosted by an increase in shipments of eco-cars to Europe and North America and a recovery in Australia and Asia. In value terms, Thai car shipments rose by 18.2% year-on-year to 39.1 billion baht (13.6% increases for first four months of the year)".

As a result of this investigation on the Eco Economy, it is clear that this trend will lead the worldwide economy in the near future. Greater business opportunities are already available both in western countries and ASEAN community. The Thailand's Board of Investment (BOI) recognized the renewable and alternative energy as one of the growing opportunity of the next year, including solar energy, biogas, biodiesel plants, and waste management solutions.

By: Eugenio Soriannini
Fellowship Researcher
Thai-Italian Chamber of Commerce

Ecotourism as a Growing Global Trend in Tourism: A Comparative Study on Ecotourism in Thailand and Italy

The International Ecotourism Society, a non-profit association that promotes global responsible tourism practices, defines ecotourism as "a responsible travel to natural areas that conserves the environment and improves the well-being of local people."

Generally speaking, according to Martha Honey, Executive Director of the Center for Responsible Travel, ecotourism has emerged as an alternative form of tourism in the mid-1980s, and is meant to contribute to the safeguarding of the natural environment and the local communities. This should enhance the sustainability and independence of local populations. Those who participate in ecotourism activities should follow these ecotourism principles: reduce their impact on nature, build environmental and cultural awareness and respect, strive for positive experiences for both visitors and hosts, implement direct financial benefits for conservation, enable empowerment of local people and raise awareness to the host countries' environmental, political, and social climate.

According to several studies, ecotourism represents a rapidly-growing share in the overall tourism market. The reason behind this boom is that consumers these days are demanding more individual and authentic travel experiences, in other words, more cultural and nature-based adventures, as mentioned in the 2012 Internationale Tourismus-Börse Berlin, world's largest tourism trade fair held in Berlin, Germany. Additionally, global awareness in the importance of protecting the environment is growing among the world population, together with a desire to be more absorbed in the natural surroundings in an increasingly fast-paced world. This alternative tourism is thus expected to develop and become mainstream within a decade, according to Alex Blackburne, editor of Blue & Green Tomorrow, a magazine about green investment.

The World Tourism Organization (UNWTO) predicted in 2012 that ecotourism, nature, heritage, cultural and "soft adventure" tourism will grow rapidly

over the next two decades and global spending on ecotourism is expected to increase at a higher rate than the tourism industry as a whole. Ecotourism has made its mark worldwide as a popular way to see the sights without leaving a big footprint. Lindsey Hoshaw reported in her contributed article of 2010 in Forbes "The World's Best Green Vacations" that such tourism could grow to 25% of the global travel market within six years and account for US\$470 billion per year in revenues, as claimed by the International Ecotourism Society (TIES).

Thailand, one of the most popular touristic destinations in Asia, is located in the South-East Asian region, and consists of a large mainland area with mountains, forests and tropical beaches, as well as numerous islands. Thai cultural heritage sites and natural resources offer abundant ecotourism opportunities, such as staying at local homestays and observing locals' lives, hiking on foot or trekking on elephant-back, rock climbing, snorkeling and diving among coral reefs, enjoying agro-tourism sites, visiting various cultural sites or simply relaxing on the beach.

For Thailand, ecotourism is not absolutely brand-new. It was first introduced in Thailand in 1974. In the 1980s, alternative

tourism was developed initially by the Thai government, followed by conservation tourism in 1994 and ecological tourism in 1998. As a consequence of the seventh National Economic and Social and Development plan (1992-1996), an ecotourism-related policy was launched in 1993 and initially merged into the tourism policy of the Tourism Authority of Thailand (TAT) in 1995. The concern for the environment in Thailand has created a new demand for eco-friendly activities. The big progress in eco-tourism has prompted TAT to create a plan in 2014 to develop green tourism in Thailand. It will rely, among others, on a strong marketing strategy to brand the country as an international ecotouristic destination. This is consistent with the statistic stated by the Minister of Tourism and Sports that 24.8 million tourists visited Thailand in the year 2014, generating ฿1.24 billion (US\$ 36.8 million) in revenues, despite the Thai political crisis in the middle of the year and the depreciation of the Euro, the Ruble and the Yen (Department of Tourism and Bank of Thailand).

Examples of ecotouristic agencies and organizations are Local Alike, a community-based tourism platform based in Bangkok, run by a group of active young people, to help travelers get in



touch with local communities or The Cottage Group, that offers a network of local homestay provinces in the Northern region of Thailand.

Moreover, a number of Thai hotels and resorts are doing their part for the environment by utilizing green, local products, and putting recycling and nature conservation at the center of their policies, for example, Bangkok Tree House, Banyan Tree Group, Mandarin Oriental Dhara Dhevi Chiang Mai and Anantara Golden Triangle Resort & Spa.

Meanwhile, Italy was one of the three most visited European countries in 2014, according to Eurostat, and ecotourism is also a rising trend. Tourism is one of Italy's most important economic sectors and its long-term development potential is essential. According to the World Travel & Tourism Council, in 2014 the country has welcomed approximately 48 million tourists who have generated a total impact of €180 billion (US\$ 200 billion). This accounts for 10.1% share of Italy's GDP, and a total contribution to employment of 11.4% of total employment (2,553,000 jobs), including jobs indirectly supported by the industry.

However, apart from mass tourism in all-time famous cities like Rome, Florence, Verona, Venice, and Milan, a constantly growing number of travelers are seeking peace beyond the bustling metropolis, in distant villages, in parklands, islands, mountains, in local postcard-perfect coastal towns and in country towns with ancient roots with timeworn-yet-honored traditions.

To measure the small niche of the ecotourism market in Italy is not easy. It is estimated that ecotourism holds 2% of share of the overall tourism market of Italy according to the research conducted by Dr. Dirk Glaesser, Chief of the Risk and Crisis Management at UNWTO. This figure, though, is expected to escalate as mentioned above.

Small SMEs are the drivers of the ecotourism trend in Italy, offering predominantly lodging activities and arranged tours in

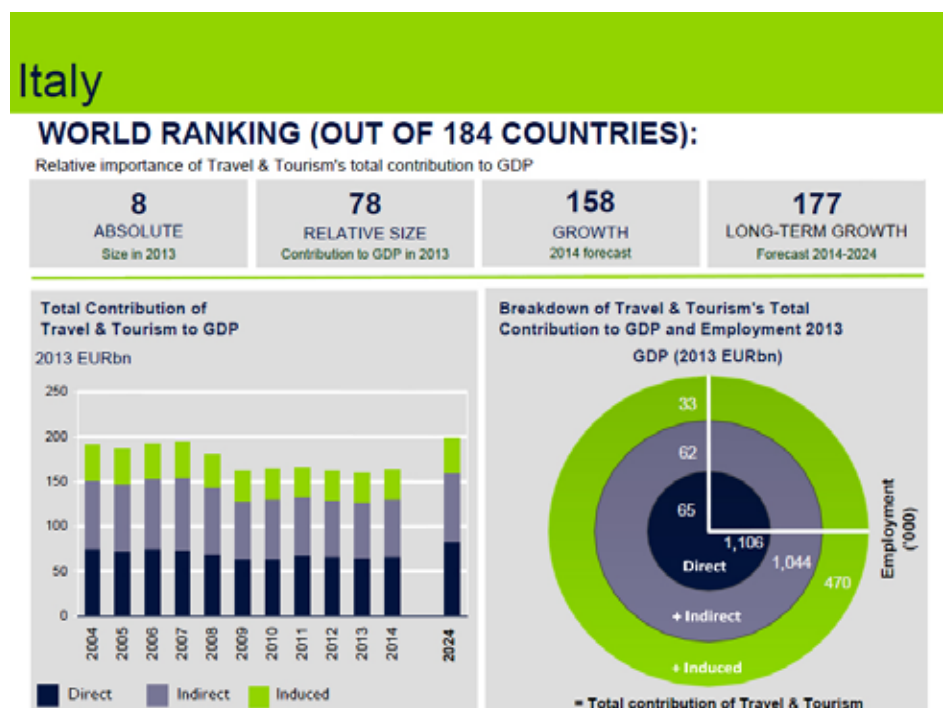


the countryside. National parks offering nature conservation-related activities are the main destination for eco-tourists. For example, the renowned UNESCO World Heritage Site of Cinque Terre National Park in Liguria region and Vesuvio National Park in Campania region.

In conclusion, the future for ecotourism in both Thailand and Italy is promising, seeing from the growing amount of

nature-based tourism activities. This is a good sign for alternative inbound tourists and investors in both countries should consider this business sector.

*By: Thapanee Tubnonghee & Charlotte Boyer Chamard
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OSMEP joins hands with Thai-Italian Chamber of Commerce (TICC) boosting Thai SMEs

Discuss with the OSMEP Deputy Director-General about the opportunities for Thai SMEs in Italian market



Dr. Vimolkarn Kosuma,
OSMEP Deputy Director-General

What benefits does the OSMEP (TICC) offer to Thai SMEs?

OSMEP is in charge of the overall SME policies and plan to create a viable business environment of SMEs. We have regular exchanges with both government and private sectors to draft up a 5 year SME Promotion Master Plan, to make sure that SME policies and plans evolve in the same direction.

Additional to this major task, OSMEP act as a focal point for SME promotion and acts as a coordinator between the public and private sectors. OSMEP is also a spokesperson for Thai SMEs. They can voice their opinions through us to the government, especially on how to create a more enabling regulation and support measure and improve the business environment. Moreover, OSMEP provides many benefits for the SMEs: basic business knowledge, business consultation, market niche, and international market networks.

Many SMEs come to meet OSMEP when they face challenges in their business: finding a market channel, sources of finance, and information on trade regulations. Our team from the Business Promotion Department regularly gives consultation on the matters. Furthermore, OSMEP has established a Front Service and SME Clinic to provide information and activities that give SMEs knowledge about business operation, business matching, and privileges to inspire people to do business. We have collaboration from government agencies, private sector, and financial institutions to carry out the activities.

How can the OSMEP and the Thai Italian Chamber of Commerce promote trade between Italy and Thailand?

In September 2013, the government of Thailand and Italy renewed the MOU on the cooperation for SMEs, which is a major event to reinforce a strong relation of both countries, especially in the area of business promotion.

TICC and OSMEP have been working

closely for a long time, since 2004 when the first MOU was signed. Our cooperation has encouraged our mutual interest in the development of SMEs.

One of the SME sectors currently receiving our priority is the wellness industry and medical device cluster. They are highly capable of expanding into the international markets. (Thailand has gained reputation globally as a reliable medical tourism destination over the last decade with up to 1.5 million international medical tourists visiting the country each year). Therefore, we look forward to the cooperation and support from the TICC in networking for these SMEs to help expand their markets and help promote their products and services. Facilitation of this sector in TICC's trade fairs and business matching events will mutually benefit both Italian and Thai SMEs.

OSMEP will be privileged to support TICC's network of SMEs that wish to do business with Thai SMEs. The TICC may specify its priority businesses or sectors so that OSMEP can facilitate the needs accordingly. Cooperation may be carried out in terms of business matching facilitation or a special quota in trade shows organized in Thailand. I suggest that we develop a concrete plan together and exchange our event calendar to enable effective planning of continuous support for our SMEs.

How many Thai companies are willing to trade in Italy and Europe?

As concern the international trade value of goods in 2012 the worth of Thailand's overall exports was highest for those goods in machinery and parts as well as computers and accessories then electrical machinery and parts, and automobiles and parts

Goods constituting the highest proportions of exports for SMEs were gems and ornament the plastics and plastic-made article and rubber and rubber articles. The exports for the first two categories expanded 14.62%, 4.67% from 2011

Regarding the import value of goods in 2012, the worth of the country's overall imports was highest for those goods in petroleum and coal. Second, was electrical machinery and parts. Third were machinery and parts as well as computer and accessories.

As for SMEs, goods constituting the highest proportion of imports were gems and ornament. Second, machinery and parts as well as computers and accessories. Third, electrical machinery and parts. Respectively. The import of gems and ornaments declined 30.45% from 2011. In contrast, the other 2 categories were expanded 22.46% and 10.99% respectively.

From the information earlier, it can be seen that the manufacturing business had the potential to be most valuable. And must be supported by both Thailand and the EU governments. This could take the form of benefits of trade, such as tax exemptions for export and import goods, using the Rule of Origin or a special quota for SME and the waiver of labor law as an incentive to Thailand's business investment in the EU

What are some ways that Thai-Italian economic relations can be strengthened?

To start with, the food industry in Thailand and Italy is both strong. Everyone knows that Italian cuisine is one of the most famous in the world. In cases that Italy needs to import ingredients from other parts of the world, Thailand is the one of the major exporters of frozen seafood and processed agricultural products. A trade agreement between us will surely offer a great opportunity for our respective SMEs to connect into the global supply chain and allow for reliability of demand and supply, which is attributable to continuous economic expansion.

Moreover, the textile and fashion industry in Italy is very strong. Products that are in high demand for Thailand include: garment, jewelry, accessory, and furniture. Cooperation in the forms of knowledge exchange, technology

transfer, and trade exchange will be beneficial. A joint venture will definitely enhance our SME products and services and will create a great opportunity for new market channels.

How is the current condition of Thailand's economy for Italian business?

The economy is expected to grow at around 3.9% this year, against 0.7% in 2014 According to the National Economic and Social Development Board (NESDB), Thai economy grew 3% in the first quarter (Jan-Mar).

Major contributors of the economic growth are:

- government spending policy: the major factor of the growth
- private consumption, which is quite strong and vibrant
- Tourism: The number of tourists has positively increased in 2015. Apart from cultural tourism, Thailand continues to promote medical tourism, which is already favoured by visitors from Middle Eastern and ASEAN nations

What are some investment opportunities that exist across Thailand for Italian companies?

Thailand is entering ASEAN Economic Community in 2015, leading to the integrated economic systems among ASEAN countries. It is expected that the trading between Italy and ASEAN countries, including ASEAN +6, will be more open. On this occasion, Thailand, as the strategic alliance, will become the center that links products and service between Italy and ASEAN countries.



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Chic, Clean, and Green: Go Green-Invest Clean with Solar Energy

Investing in clean energy has never been more in trend than it is now with investors clamouring to invest in clean energy producing projects. With increasing awareness to save the planet, clean energy investment is seen as one way of both helping the planet and at the same time creating a good image for investor. Especially as, Thailand is located close to the equator, intense and prolonged sunlight makes investments in solar energy attractive to investors. So, let's take a look and see how we can invest in solar energy.

Why should we invest? Where should we start?

Not only foreign companies are encouraged to invest in the solar market, but there are also a lot of incentives waiting for the investor.

Structure of the company

There are certain activities under the Foreign Business Act 1999 ("FBA") that require foreigners to have a foreign business license ("FBL") or a minimum amount of registered and paid-up capital to exempt them from the FBL, e.g. retail, wholesale businesses, etc. The good news is that generating electricity for sale to the national grid is not regarded as activities restricted under List 1, List 2, or List 3 of the FBA. Moreover, the Regulation of the Energy Regulatory Commission on the License and Approval of Energy Industry 2008, stipulates clearly that a foreign company can operate in energy industry provided that the authorized director is a Thai citizen. Simply put, investing in this clean energy will not give you a headache with complicated company structures and energy business is not subject to FBL under the foreign business law to operate this business in Thailand.

Incentives

If a simple structure of the company is not enough to entice you to put your money in the solar energy market, the Board of Investment of Thailand ("BOI") offers both tax and non-tax incentives to encourage investors to invest in renewable energy.

For production of solar energy, the foreign company can enjoy corporate income tax holiday, exemption of import duty on machinery and raw materials up to 8 years. Furthermore, the BOI has announced new merit-based incentives in January 2015 for alternative energy projects by granting additional reduction of corporate income tax. Plus, under the BOI's promotion, the foreign firms are eligible to have 100% ownership of land. The BOI has made things even simpler for investing in renewable energy. Apart from each project having been approved by related agencies, conditions of renewable energy projects, except clean coal technology and cogeneration system, are pretty much the same with the general criteria normally set forth for other BOI projects, i.e. minimum capital shall be considered and approved by the BOI and a debt-to-equity ratio shall not exceeding 3 to 1.

On top of that, a solar power project may be eligible to sell carbon credits under the Clean Development Mechanisms ("CDM") project according to the Kyoto Protocol. Now, Greenhouse Gas Management Organization (Public Organization) Thailand ("TGO") has launched a new program called "Thailand Voluntary Emission Reduction Program" ("T-VER") to make selling of carbon credits much easier, as it can be sold in the domestic market with less cost in obtaining approval than the CDM project.

One Stop Service

Apart from a simple corporate structure, availability of attractive incentives from the BOI and the marketability of carbon credits, applicants for licenses to operate energy industry nowadays no longer have to run around to each Ministry to get their licenses as everything can be done at the One Stop Service at the Energy Regulatory Commission (the "Regulator").

All related authorities have tried to make the procedure of obtaining a license as convenient as possible. First, an investor





have to consider the type of power plant and its capacity you would like to operate and where it will be located, to comply with the Town and Country Planning Regulations. Then go down the check list to see whether the project will be required to have any of the following licenses and permits:

- Building Construction Permit (Form Aor.1, Local Administration, Building Control Act);
- Factory Operation License (Form Ror. Ngor. 4, Department of Industrial Works);
- License to Operate Energy Industry (Energy Regulatory Commission); and,
- Regulated Energy Production Permit (Form Por. Kor. 2, Department of Alternative Energy Development and Efficiency)

There are more details on licenses required to operate electricity from solar energy, i.e. license related to Industrial Estate Authority of Thailand (IEAT), depending on the power plant's capacity and its location. Since the Regulators have signed the Memorandum of Understanding with various Ministries, applications for all of the above licenses can be submitted to the One Stop Service at the Regulator's office.

When is the best timing?

The Regulator has recently called for more applications for selling Solar PV for residential rooftops before the deadline at the end of June 2015. Moreover, according to the Power Development Plan 2015 ("PDP 2015 (2015-2036)") which has already been approved by the National Energy Policy Council, chaired by Prime Minister Prayuth Chao-cha, and currently waiting for cabinet approval, the Ministry of Energy plans to increase sources of energy from renewable energy to be not less than 20% of Thailand's electricity generation. As the investment climate is much better now with no political unrests, a new plan to stimulate investment from the government, and a high target on renewable energy

in PDP 2015, the timing is right to invest in renewable energy, specifically, solar energy.

Who can help us with energy issues?

Thanks to many governmental organizations, investors can find general information, in the form of info-graphics and flowcharts, at websites of the Energy Policy and Planning Office, providing up-to-date policies or agenda on energy, website of the Regulator on implementation of projects and licenses, website of the BOI for business promotions. However, this is just the starting point. There are still a lot of details on laws and regulations to be considered. Thus, it is highly recommended to get professional help to ensure smooth sailing and to assist your business to be "chic, clean, and green with solar power in Thailand".



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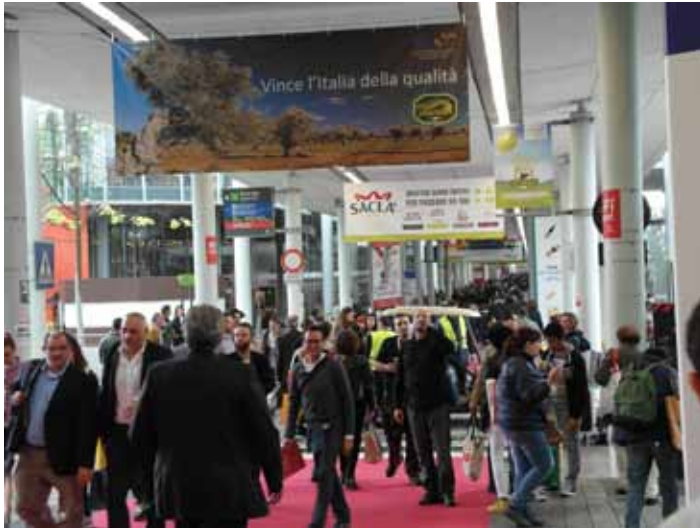
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RECORD-BREAKING TUTTOFOOD FAIR DRAWS TO A CLOSE : WHERE THE WORLD COMES TO TASTE ITALIAN FOOD ... AND MORE BESIDES



The number of certified professional visitors exceeds 78,000 and the number of business meetings doubles with respect to 2013. Increased dynamism in agri-foods sector. Research projects and events enhance the fair's status as provider of previews of the latest innovations.

Bangkok, June 5 2015 – The latest edition of TUTTOFOOD, which ended on May 6 at the Milan Trade Fair Centre in Rho, broke record after record.

The Thai - Italian Chamber of Commerce (TICC) in cooperation of the Department of International Trade Promotion (DITP) brought for the first time 9 Thai Exhibitors and 6 Thai Buyers. The great satisfaction among the Thai companies is the result of the experienced selection of products made by Fiera Milano to keep this exhibition the most professional and business related as possible.

The number of UFI - certified professional visitors rose by more than 40.8% to 78,493. There was a significant increase (+78.7%) in the number of foreign visitors hailing from 119 countries. Nor did the Italian turnout disappoint, thanks to an increase of 25.3%.

The event enjoyed a veritable boom in business-to-business matching: around 2,100 selected top international buyers met 2,838 exhibitors, 433 of them from outside Italy, representing 7,000 brands, at 11,790 appointments prebooked though the online Expo Matching Program.

"This year's numbers, especially the number of targeted business appointments," declared Corrado Peraboni, CEO of Fiera Milano, "point to one clear conclusion: namely that TUTTOFOOD is the ultimate tool for furthering the internationalization of the Italian agrifoods sector. Thanks to TUTTOFOOD, many quality small to medium-sized businesses have gained access to markets where they would otherwise have been unlikely to make themselves known. The goal of 50 billion euros in exports from the Italian food system is increasingly within reach, and we are doing our part."

The countries with the largest number of buyers representing the traditional markets were the USA, Belgium, Canada, Germany, France, Japan, the United Kingdom and Spain, but there was also a strong contingent from Thailand, the Middle East, India, China, Brazil, and

Australia, and even from "unusual" countries such as Sweden, Lithuania and New Zealand.

The fair also owes its success to the work of Italian Chambers abroad which collaborated by scouting for buyers from many international markets, as well as to the indispensable support of partner associations operating in the sector: AIDEPI, ASSICA, AssoBirra, Mineracqua, UNAPROL, UNAS and UnionAlimentari.

The internationalization drive organized in collaboration with Regione Lombardia (the Regional Government of Lombardy) also proved a success, with around 100 local companies being afforded an opportunity to meet buyers from all over the world at more than 600 pre-scheduled appointments.

A qualitative survey conducted among the top international buyers at the event revealed that Italian products, along with Italian food and wine, are very much in demand across the world because they have a reputation for being natural, safe and of good quality. Among the emerging markets, India, China and Thailand are the most receptive to the added value of all-Italian ingredients.



"The French and Germans are mature consumers who are looking for more sophisticated products, such as burrata or truffle oil," observed Cédric Duperray, Head of Gourmet di Galeries Lafayette (Germany). "And it is here at TUTTOFOOD that we can find the high-end products to match our brand."

In the opinion of Peter Carolan, Founder and President of Real Torino, Inc. of New York (USA), "Health considerations are also important. In recent years the demand for organic products in the US has increased by up to 40%, and even the most gourmet products are now going organic."

The Thai - Italian Chamber of Commerce (TICC) in Bangkok is working to help companies and customers to commit to quality as a pre-eminent necessity for the new economies.

At TUTTOFOOD2015, these trends were reflected on the other side of the equation, among the exhibitors, who also had good things to report.

To respond effectively to the demands of participants, TUTTOFOOD promoted two TUTTOFOOD Awards. One, dedicated to innovation and organized

in collaboration with IPSOS, a market research company that samples and interviews consumers, went to eight companies. The other, which refers to Certified Quality and is organized with the participation of Qualivita, emphasizes the importance of the Geographical Indication (GI), especially as regards traceability and safety, and was shared by seven prize-winners.

TUTTOFOOD2015 also saw the entrance of some new sectors, including fish and gluten-free products, which took part in a Universal Championship.

A series of seminar events confirmed TUTTOFOOD's usefulness as an observation point giving advanced insight into coming trends and innovations, as well as an indispensable meeting venue for businesses. The fair was also punctuated by entertaining moments of cooking shows from Blue Elephant where the potential of the food was tangibly demonstrated through the wizardry of master chefs.

The great success of TUTTOFOOD2015 was replicated online. The number of unique visitors to the website www.tuttofood.it was up 40% compared

with 2013 and rose by 53% as the fair progressed. The Twitter account [Twitter@TuttoFoodExpo](https://twitter.com/TuttoFoodExpo) obtained 20,000 followers, and in the first few days of the fair, hashtag #tuttofood was one of the top five trending topics in Italy. The tweets from the account were read by an average of 16,830 people.

The next edition of TUTTOFOOD, the sixth, is scheduled for 2017, and will run from Sunday 7 to Wednesday 10 May at the Milan Trade Fair.

To learn more and discover all that's new at TUTTOFOOD: www.tuttofood.it



Official Partner



HOMI 2015

The new greatest MACEF

Collaborating with Fiera Milano, on June 16, the Thai-Italian Chamber of Commerce hosted the presentation of HOMI, the successful great project of Fiera Milano focused on people, their lifestyles and spaces. The presentation has received positive feedback both from companies and associations. In fact both

the Department of International Trade Promotion, Lifestyle Sector, and the Thai Housewares Trade Association have expressed interest in HOMI. TICC is now delivering Thai visitors, exhibitors and buyers special conditions to join the fair encountering a relevant response.

The Thai-Italian Chamber of Commerce believes that HOMI is a great opportunity for Thai companies to get international visibility and to build new business relationships, since HOMI, according with the public opinion, is going to be the leading lifestyle establish its leadership over Maison d'Objects and Ambiente.

HOMI, the lifestyles exhibition that relates the ideas of design and beauty for the home and individual, is closing in on a new edition that will be held at fieramilano from 12 to 15 September 2015, concurrent with Expo 2015.

Now in its fourth year, the show has evolved to meet the demands of its highly qualified, varied professional audience, building on the legacy of two intensive years which have gathered the interest of a platform of international buyers and companies.

But HOMI is ready to evolve further, with its representation by exhibitors from the

world of Tableware, an expanded Home Decorating Fabrics area, representation by international companies from a number of key countries, and expansion of several segments such as Kids and Outdoor.

Events will transform the satellites of HOMI - Living Habits, Home Wellness,

to introduce to the great companies and professionals to propose an alternative and unique way of conceiving the design object

Instead, the area "La Magnifica Forma" is based on the concept of interaction between our Italian production history and artistic heritage.

The fourth edition of this experimental workshop will be held during the EXPO2015 World's Fair dedicated to food and features seven tables inspired by the Historic Banquet, which spans seven distinct time periods: Ancient Rome, Medieval, Renaissance, Baroque, Neoclassical, Futurist, and Rationalist.



Fragrances & Personale Care, Fashion & Jewels, Gifts & Events, Garden & Outdoor, kid Style, Home Textiles, and Hobby & Work - in dimensions of style waiting to be discovered, when the discovery of shapes, cultures and languages is experienced in Milan from the world through Expo 2015, which will still be underway, as it has expanded its potential and will find in the Lifestyles Exhibition a new interpretation of its values.

Among the many aspects of HOMI, the theme sections of Creazioni and HOMI Sperimenta, dedicated to research and experimentation with projects and proposals of young designers and artists where they can discover innovative ideas and interesting revivals.

Creative avant-garde is set forth as a reference point of the Creazioni designer, dedicated to young designers and emerging talents that HOMI wants

Under the artistic direction of architect Anna Del Gatto, Stefano Casciani, Dorota Koziara, Denis Santachiara, Luca Scacchetti, and Carlo Rampazzi will stage seven banquets and, inspired by the great works of art, will revisit them in a modern key, while working with 20 junior designers who will enjoy a unique experience and training opportunity.

The engagement is from 12 to 15 September 2015, in fieramilano, ready to welcome buyers to Milan from around the world, a city of style and fashion as well as of EXPO2015.

To learn more and discover all that's new at HOMI: <http://www.homimilano.com/>



MEMBERS *for* MEMBERS

T I C C C A R D



BENEFITS :

Special discounts exclusively for TICC members offered by participating TICC members

TERMS & CONDITIONS :

All the offers are not applicable with any other promotions. TICC and its partners keep the right to change the promotion without prior notice. Additional restriction can be applied.

PARTICIPATING COMPANIES (2015 - June 2016)

AIRLINES : Turkish Airlines | **CONSULTING** : LGV Engineering Co., Ltd., Avvocati Associati Franzosi Dal Negro Setti, Campanella and Associates Recruitment, C.A.T. Accounting and Tax Co., Ltd. | **EDUCATION** : Luxellence Center | **F&B/RESTAURANTS** : Hillkoff, Wine n' About, G Four International, Ampersand Boutique, Centara Grand at Central World, La Buca, Flow Wine Bar, Great Earth International, La Capannina, Blu Acqua Restaurant, Little Italy Restaurant, Grottino Restaurant, Renaissance Bangkok Ratchaprasong Hotel, Eastin Grand Hotel Sathorn Bangkok | **FACTORY DEVICES** : Sacmi (Thailand) Co., Ltd. | **FURNITURE & INTERIOR DESIGN** : Davinci the world of interiors | **HOSPITALITY** : Kata Wellness Co., Ltd., Happy Elephant Resort, Chao Phaya Resort Ltd. | **IT** : Digithai Software Group, S.G. Service **LOGISTICS** : FLS1993 (Thailand) Co., Ltd. | **RETAIL** : OMI Asia

BUSINESS DIRECTORY 2015

THAI-ITALIAN CHAMBER OF COMMERCE

The business directory is a great tool to enhance business growth and network with the information of both countries including economy overview, TICC activities, interesting fairs & exhibitions and TICC members.

For non-members :

Printed copy 2,000 THB

Digital copy 1,800 THB (plus VAT 7%)

Please contact membership@thaitch.org or call (66) 2255 8695 ext 106.



SAVE THE DATE | OCTOBER 14, 2015



OSPITALITÀ ITALIANA
QUALITY APPROVED

AWARD CEREMONY BANGKOK 2014-2015



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ENTREPRENEUR NOW

WWW.ENTREPRENEURNOW.ASIA

The Awards Recognizes Thai and Non-Thai Entrepreneurs in the Kingdom

Twelve years ago, BNOW.org was established by a group of friends working professionally in the metropolis. The objective is to link and inspire the community by organizing networking activities. In 2014, BNOW.org participated in a pioneering awards event that recognizes expat entrepreneurs. Today, Entrepreneur Now Awards (ENA) is expanding on the foundation of last year's awards event and this year, is welcoming Thai and non-Thai applicants as Thailand opens its doors to ASEAN Economic Community (AEC). This widens the reach to recognize entrepreneurs from more countries and industries operating in the Kingdom of Thailand.

BNOW worked with its partners to finalize the categories and they are as follows: Most Outstanding Male and Female, Eco Entrepreneur, Creative Entrepreneur, Social Enterprise Entrepreneur, Student Plan, Exceptional ASEAN/Foreign Owned, Exceptional Thai Owned, Most Entrepreneurial Team, SME (30 to 100 employees) and Micro Enterprise (less than 30).

For this Award, our objective is to promote entrepreneurship, attract investors to Thailand and the ASEAN region, and revitalize the Thai economy and the SME sector. Additionally, we aim to champion the entrepreneurial spirit, cultivate the entrepreneur culture and support an eco-system to sustain it.

To create great exposure for the Award, we broaden the network to include chambers and other players who support entrepreneurs in the market. We are honored to

have onboard the Italian-Thai Chamber of Commerce, The American Chamber of Commerce in Thailand (AMCHAM), Irish Thai Chamber of Commerce, Bangkok University, Bangkok Entrepreneurs, UNESCO, iLearn and international internet-based market research firm, YouGov.

OUR PARTNERS FOR ENTREPRENEUR NOW:



Paul Scales, the Director of Irish-Thai Chamber of Commerce said, "The Irish-Thai Chamber of Commerce wants to support this healthy and vibrant competition."



Michele Tomea, the Secretary General of Thai-Italian Chamber of Commerce said, "Entrepreneur Now is able to help business community in Thailand. It can bring new ideas, bigger networking for Chambers of Commerce and support in globalizing businesses."



fb.me/EntrepreneurNowAsia



www.entrepreneurnow.asia



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ENTREPRENEUR NOW

WWW.ENTREPRENEURNOW.ASIA

The Awards Recognizes Thai and Non-Thai Entrepreneurs in the Kingdom



Pawoot Pongvitayapanu, the Managing Director and Founder of Thailand's leading e-commerce website Tarad.com said, "This project will help push entrepreneurs to grow even faster and will support the economy, society and much much more."



Paul Robere, Co-Coordinator of the AMCHAM SME Committee said, "I love the idea that the business environment in Thailand is stronger than it has ever been. We feel that SMEs will be very strong in the future development of Thailand. The American Chamber of Commerce in Thailand wants to do everything possible to help make that happen."

// ENA welcomes foreign and local owned businesses to be involved."



"We are excited to be involved in this exciting initiative to spur the entrepreneurial spirit through ENA. This project will help entrepreneurs on their journey towards success. We hope that by being able to interact with Thai people from all walks of life via mobile devices, we are able to provide insights that can help budding entrepreneurs and investors to understand consumers better too," Colin Marson, Co-CEO of YouGov Asia Pacific.

We're inviting you, your company, other chambers of commerce and business groups to be part of this movement where we create a forward momentum for the entrepreneurs and SME which makes up 70 to 75% of the economy. This plan requires all kinds, not just entrepreneurs. We require cheerleaders, mentors, sponsors, advisors, supporters, and anyone interested to contribute and be part of a vibrant group. We're calling on the leaders, geniuses, mavericks, thinkers, game changers, creative and awesome people to join us. Drop us an email: entrepreneurnowasia@gmail.com.

About BNOW.org

Started in 2003 by a group of friends and professionals who wants to make a difference in the community, the motto of BNOW.org is to link and Inspire. Entrepreneur Now Awards is expanding on the foundation of Expat Entrepreneur Awards 2014. We want to continue to support entrepreneur in Thailand and expand the concept to include Thais and non-Thais, plus involve more partners. For more info, please visit www.entrepreneurnow.asia.

IF YOU HAVE WHAT IT TAKES THEN REGISTER NOW!
fb.me/EntrepreneurNowAsia



fb.me/EntrepreneurNowAsia



www.entrepreneurnow.asia



entrepreneurnowasia@gmail.com



หอการค้าไทย-อิตาลี
THAI - ITALIAN
CHAMBER OF COMMERCE

TICC MEMBERSHIP APPLICATION FORM

Company Name: _____

Address: _____

Telephone: _____ Fax: _____ Email: _____

Website: _____

Registered Capital: _____

Company Background (please describe briefly): _____

Company's Representative: _____

Position: _____

Telephone: _____ Email: _____

Contact Person: _____

Position: _____

Telephone: _____ Email: _____

Accounting Representative: _____

Telephone: _____ Email: _____

Herewith the application form, please attach:

1. Company Registration

(หนังสือรับรองบริษัทจากกระทรวงพาณิชย์)

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

3. Certification of incorporation

(ใบทะเบียนภาษีมูลค่าเพิ่มหรือเลขประจำตัวผู้เสียภาษีอากร)

_____ Date (Company Seal) _____ Authorized Signature

Note:

Please send the application form to TICC at **email: membership@thaitch.org** or fax: **+66 2 253 9896**.

Some of the Benefits for TICC members:

- Priority to join fairs and events in Thailand/Italy
- Assistance to business missions visiting Italy/Thailand
- Assistance in setting up a company locally
- Promotion/assistance for foreign investments in Italy and Italian investments in Thailand
- Business matching and meeting arrangement
- Partner search for commercial and/or joint-ventures projects, and assistance in the creation of joint-ventures
- Special rates for marketing services, as well as seminars, workshops and training programs

Membership Fee 2015

- Registration fee (1st time only)	3,000 THB
- Subscription (12 months)	13,600 THB
- VAT 7%	1,162 THB
Total	17,762 THB

Please transfer your payment to:

Account Name: Thai-Italian Chamber of Commerce

Bank Name: Siam Commercial Bank,
Chidlom Branch

Account No.: 001-4-82611-3

SWIFT Code: SICOTHBK

Free:

- Company profile included in **INFORMA** business magazine and **monthly e-newsletter** in the new member area and annual **Business Directory**

- Fast Track VISA assistance exclusively for Thai citizens travelling to Italy for Business





"Tutto Food Milano World Food Exhibition", Milan – Italy

On May 3-6, TICC has supported Thai companies in cooperation with the Department of International Trade Promotion (DITP), to bring 9 Thai exhibitors and 6 buyers to "TuttoFood 2015", organized by Fiera Milano. "TuttoFood 2015" is a leading international food and beverage fair and held in Milan on 3-6 May. During the fair, Thai products were displayed to the international business community, through live cooking shows and events.

"Let Your Brand Stand Out in the Digital Clutter", Joint Chambers Breakfast Talk, Bangkok – Thailand

On May 19, TICC, in close partnership with the Belu-Thai and Thai-Canadian Chambers of Commerce, organized the breakfast talk "Let Your Brand Stand Out in the Digital Clutter" with the interesting presentations by Luc Van Hocht, CEO of Divine Digital Communication, and Ami Mandel, Managing Director of Upmedio.



"Organic Tasting Dinner", Networking Event, Bangkok– Thailand

On May 27, TICC in partnership with Bioagricoop hosted the "Organic Tasting Dinner" at the Eastin Grand Hotel Sathorn. 40 guests attended this event to learn more about organic culture and establish new commercial relationship while tasting delicious food. In addition, enjoyed a delicious Italian organic menu and a live cooking show.

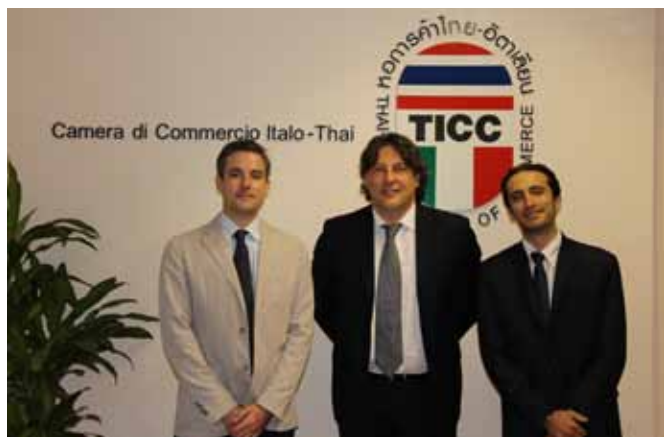


"Economic Outlook 2016", Bangkok - Thailand

On June 3, TICC in collaboration with the German-Thai Chamber of Commerce and other partner Chambers organized the business luncheon under the topic "Economic Outlook 2016" at the Grand Hyatt Erawan Bangkok.

"Private Sector Benefits' from Engaging in Disaster Risk Reduction and Management", Bangkok - Thailand

On June 9, TICC, in collaboration with the Netherlands-Thai and Franco-Thai Chambers of Commerce, with the support of UNISDR, UNESCAP and Asian Disaster Preparedness Center, hosted a breakfast talk about disaster risk reduction and management. The talk gained attentions from Thai and foreign audiences from both small and large corporations.



"HOMI Fair 2015 Presentation", Bangkok - Thailand

On June 16, TICC hosted the presentation of HOMI, the business opportunity for the lifestyle sector. The presentation received positive feedback from many companies that are interested in both exhibitors and buyers programs. The exposition is divided in 10 different satellites: Living habits, Home Wellness, Fragrance & Personal care, Fashion & Jewels, Gift & Outdoor, Kid style, Home Textiles, Hobby & Work, concept Lab.

"iThai Mobile Application Presentation", Bangkok - Thailand

On June 24, TICC hosted the presentation of iThai, Thailand's Official Travel Guide mobile application. iThai mobile application is a national official travel guide, FREE download with exhaustive information, interactive GIS mapping, graphics, attractive pictures, internationally recognized as Tourism Authority of Thailand (TAT) official source of information on Thailand. The attendees included F&B sectors, restaurants, hotels, travel agencies and others.



AMPERSAND
*Exclusively Represented***Ampersand Co., Ltd.**147/3 Soi Sukhumvit 39 (Prompong),
Klongton Nuea, Wattana, Bangkok 10110
T: (66) 2662 0351
W: facebook.com/theampersandboutiqueCompany Background
Internationally inspired organic milk gelato**Avvocati Associati Franzosi Dal Negro Setti**Via Brera 5-20121 Milan, Italy
T: 39 02 85909220
F: 39 02 80299259
W: www.franzosi.comCompany Background
Founded in 1963 with its headquarters in Milan. There are 3 departments: IP, Life Sciences and Corporate, and Business Law.**B Cube Ahuja Trading Co., Ltd.**284 Phetkasem, Bangkok Nuea,
Bangkare, Bangkok 10160
T: (66) (0) 2455 2228-9
F: (66) (0) 2455 2227
W: www.drahuja-3b.com;
www.herbal-3b.comCompany Background
The company is formed in 2009 for import and export focusing on hair products and toothpaste and care products.**Camera di Commercio I.A.A. di Trento**Via Calepina, 13, 38122, Trento (TN), Italy
T: 39 0461 887111
F: 39 0461 887286
W: www.tn.camcom.it/HomePage.htm**Etihad Airways**900 Tonson Tower 11th floor, Ploenchit Rd., Lumpini, Pathumwan, Bangkok 10330
T: (66) 2305 4800
F: (66) 2252 2100
W: www.etihad.comCompany Background
National Carrier of United Arab Emirates**20th Bel Vedere****Bel Vedere Co., Ltd**82 Soi Saen Sabai, Rama4 Rd.,
Prakanong,
Klongtoey, Bangkok 10110 Thailand
T: (66) 2661 2411
F: (66) 2262 1073
W: www.belvedere.co.thCompany Background
Thailand's leader in glass mosaics and ceramic tiles since 1994 offering full range of glass mosaics, ceramic tiles, and installation products, including services from concept design to project completion.**Fourproject Srl.**Via Pepe 7, 20037 Paderno Dugnano (MI), Italy
T: (66) 2996 7373
W: www.fourproject.itCompany Background
International experience in fit-out of permanent and temporary exhibition, in particular fair exhibitions and turn-key projects of buildings.**Kata Wellness Co., Ltd.**Santosa Detox & Wellness Center 3 Soi Plak Je 2, Karon, Muang, Phuket 83100
T: (66) 76 330 600
W: www.santosaphuket.comCompany Background
Wellness and detox center, SPA, personal training, yoga center, multi-complex activities center, vegetarian and vegan restaurant, meditation center, Chinese medicine, healing practitioners hub.**OCME Pacific Co., Ltd.**Level 29, Suite 2910, The Offices at Centralworld, 999/9 Rama I Rd, Patumwan District, Bangkok 10330, Thailand
T: (66) 2207 9286
F: (66) 2207 2525
W: www.ocme.comCompany Background
To build machines and systems that allow package handling and/or filling in an efficient and economic manner, enhancing the product trademark to promote sales, without altering the characteristics of the products being processed.

MBS Thailand Co., Ltd

Minibar Services (Thailand) Co., Ltd.797/1 Pra Rama 9 Rd., Building C., Bangkok, Huay Kwang, Bangkok 10310
T: (66) 80 080 0265
F: (66) 2719 6177
W: www.mbsthai.comCompany Background
The Sole Distributor of Peroni Nastro Azzurro and SABMiller's products in Thailand**Nithipon Trading Co., Ltd.**89/17, 13th floor, Amornpan Tower 1, Soi Naithong, Ratchadaphisek Rd., Dindaeng, Bangkok 10400
T: (66) 2248 7293
F: (66) 2692 1137
W: www.quarella-thai.comCompany Background
Thailand's leading trading company specialized in building products and a distributor of Quarella S.P.A. (Italy) importing composite stone from Verona for almost 20 years.**Royal Paragon Hall Exhibition & Convention Center**991 Siam Paragon Shopping Center, Rama 1 Pathumwan, Bangkok 10330
T: (66) 2610 8011
F: (66) 2610 8040
W: www.royalparagonhall.comCompany Background
Located on the 5th floor of Siam Paragon Shopping Mall with the most advanced technology facility and multi-purpose space serving the needs for all arrays of events.**The Signature Brand Co., Ltd.**771 Prachautis Rd., Samsennok, Huaykwang, Bangkok 10310
T: (66) 2274 3434
F: (66) 2274 3078
W: www.sbo-brand.comCompany Background
Distributor of "tecnogas" (kitchen appliances products from Italy) and many kitchen appliances brand in Thailand.

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
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
FOOD and HOTELEX Khon Kean	Food & Hospitality	17 - 20 September	Central Plaza Khon Kean Hall, Khon Kean www.foodandhotelex.com/2015/khonkaen
Thailand Innovation & Design Expo 2015 (TIDE)	Innovation & Design	17 - 20 September	Queen Sirikit National Convention Center, Bangkok
FOOD and HOTELEX Phuket	Food & Hospitality	19 - 22 November	Royal Phuket Marina, Phuket, Thailand www.foodandhotelex.com/2015/phuket

Upcoming Events July - September 2015

Date	Event	Location
July		
3	Entrepreneur Now Awards (ENA) Press Conference	The Hive Bangkok, Bangkok
17	Ospitalità Italiana Award Ceremony Phuket	Panwa House, Cape Panwa, Phuket
22	TICC Get Together - Aperitivo Italiano	Il Bolognese Restaurant, Bangkok
31	Early Bird Rate Deadline: Working Together Forum 2015	Pullman G Bangkok, Bangkok
August		
31	Early Bird Rate Deadline: Bonjour French Fair 2015 - Viva Europa!	QSNCC, Bangkok
September		
23	TICC Get Together - Aperitivo Italiano "Into the Blue"	Vino di Zanotti, Bangkok
29	Working Together Forum 2015	Pullman G Bangkok, Bangkok

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activities in just one day.

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9 am to 5 pm**

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Bumrungrad Clinic Building

Shuttle bus is available
from Nana BTS station exit 1.

www.bumrungrad.com/livinginbangkok

