

INFORMA

THE BUSINESS MAGAZINE OF THE THAI - ITALIAN CHAMBER OF COMMERCE



OCTOBER 2015

Hospitality business in Thailand



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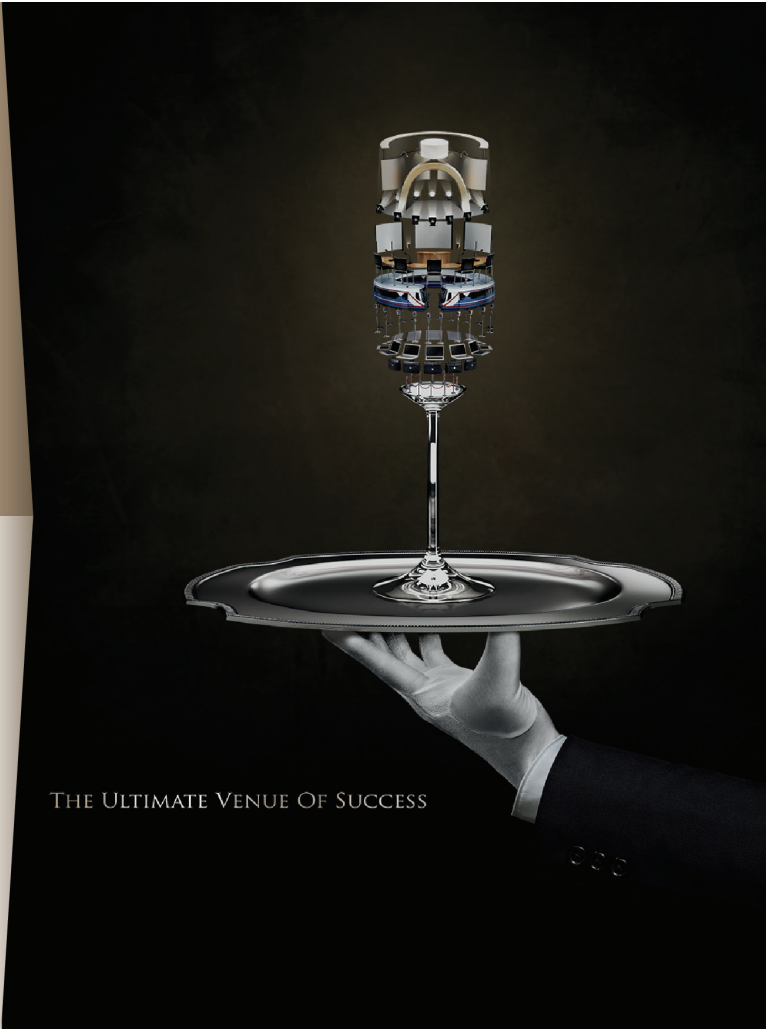


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President's Message

President | Lino Geretto

Dear Members and Friends,

I am glad to introduce the third issue of Informa 2015. The focus of this month's issue is the **Hospitality** Industry and touches upon several sectors, including that of hotel, restaurant and tourism.

In Thailand, the land of smiles, hospitality has a real meaning, just as it does in Italy. Among many other outstanding attributes, Italy is recognized around the world for its great cuisine. Italian cuisine is the result of a centuries-old historical process in our society. It represents significant moments of Italian civilization, as well as the importance of human relationships and the quality of life. It embodies the essence of hospitality and warmth. The food itself has taken on a value equal to art and music.

On this topic, I would like to mention the Ospitalità Italiana award ceremony that was held on October 14th at the Eastin Grand Hotel, Sathorn in Bangkok. Seven restaurants were awarded with the Ospitalità Italiana seal of quality from ISNART, the Italian organization for the promotion of tourism. Those in Bangkok are Lenzi Tuscan Kitchen, Sensi, Scalini, Vesper, Attico and Antonio's the Italian Experience. Also awarded was Piccola Roma Palace in Chiang Mai. I personally congratulate them for achieving these high standards.

Additionally, TICC is a proud participant of the HOST fair at Expo Milano, held from October 23rd to 27th, 2015. HOST is an international hospitality exhibition and TICC is glad to send buyers and exhibitors to Milan for this unmatched opportunity to better their products and services.

I would also like to take this opportunity to mention the upcoming Annual TICC Charity Dinner which will take place on December 15th at the Banyan Tree Bangkok. The general manager has granted us an exclusive interview for this issue. I hope to see many of you there, as funds are destined to the children of the Camillian Home.

Lastly, this is the final issue of INFORMA that you will see with this layout. TICC is in the process of redesigning the magazine. We want to give INFORMA a distinctive identity. The December issue promises a wide range of novelties. We have also made the PDF version available on our website and social media, to increase INFORMA's visibility and embrace the current digital climate.

Thank you all for your active support and involvement in our Chamber.

Arrivederci,
Lino Geretto

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Tourism in Thailand in Numbers

Travel and Tourism effect of Thailand GDP

By | Charlotte Boyer Chammard, Fellowship Researcher

Thailand has been a major tourism destination since the 1960s and increasingly in the past ten years. It was last ranked 35th out of 141 countries in the Travel and Tourism Competitiveness Report of the 2015 World Economic Forum, scoring high in Natural resources and Tourist Infrastructure but low in Environmental Sustainability and Safety and Security.

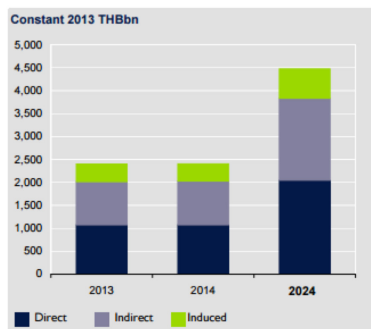


On the other side Italy ranked 8th due to its strong culture and history, monuments and picturesque towns. Weaknesses include the business environment that hinders private investment.

Thailand hosted 26.5 million tourists in 2013 alone, with 60% of them originating from the East Asian region. Chinese represent the biggest group of travellers to Thailand, while only 219 875 Italians entered the Kingdom in 2014. This is nonetheless an increase of 6% of Italian tourists compared to the previous year.

Tourists come for the white sand beaches of the south of Thailand, the big city life the capital Bangkok and the cultural and natural sites of the mountains, which offer adventure and trekking opportunities. Thailand's government, through the Tourism Authority of Thailand, promotes the country with the slogan "Amazing Thailand". Learning about Buddhist cultural, taking part in cooking or massage classes and amazing shopping deals, here are some of of a tourist in Thailand's typical activities.

THAILAND: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



According to the World Travel and Tourism Council, travel and tourism in Thailand contributes directly to 9% of Thailand's GDP and is forecasted to rise in the next ten years. On top of its direct impact on GDP, travel and tourism indirectly contribute, through wider investments spending, and induced contributions (the GDP and jobs supported by the spending of those who are directly or indirectly employed by the travel & tourism industry) to 20% of GDP.

The average tourists stays 9 days and spends 1 585 US Dollars (2013 numbers). Despite political instability, Thailand is bound

to remain attractive to tourists in the coming years, especially if it can follow the sustainability trend that has been emerging, and adapt to the consumers' greater demand for environmental friendly, socially inclusive practices in the hospitality industry, and business environment in general.

Sources:

- *The Travel & Tourism Competitiveness Report 2015. Growth through shocks. World Economic Forum*
- *Travel and Tourism, economic impact 2014, Thailand. World Travel and Tourism Council.*





Chinese Tourists lead Thailand Market

The increase rate of Chinese tourist in Thailand

By | Giulia Giacalone, Fellowship Researcher

Thailand had known a dramatic drop in 2014 of 6.6% in number of tourists visiting Thailand in comparison to the previous 2013, because of both the kingdom's political tensions and a drop in the value of the Russian rouble.

However, on the other hand, with the beginning of 2015, Thailand seems to had finally waking up from its long hibernation, and this is cause for celebration, since tourism counts for 10% of the total country's GDP. The Minister of Tourism, Kobkarn Wattanavrangkul, said this improved political situation helped attracting more visitors to the country.

However, even though the number of tourists is increasing, tourists'

expenditures are dramatically falling down. If from one side the expected target of 1.7 million of tourists coming from Russia is not achievable anymore, on the other side Chinese tourists are expected to increase of 1.4 million in comparison to the previous 4.6 million of 2014.

"We are seeing a rise in tourist arrivals, but most of them are Chinese, who do not spend much," said Thanavath Phonvichai, economist at the University of Thai Chamber of Commerce. "Even though tourism has started to recover, it's not enough to help drive the economy."

As a consequence, if from one side "quantity" in tourists number



increases, on the other hand the "quality" of tourists in terms of their expenditures, willingness to spend money and purchasing power inevitably bound to the weak strength of the Yuan, is slightly dropping.

The Thai Hotels Association (THA) declared that 2015 started with a growth in occupancy rate from 10 to 15% thanks to this injection of Chinese tourists in the country.

Sources:

- Article "Thailand forecasts 28.5 to 29 million foreign visitors for 2015" – by Boris Sullivan (thailand-business-news.com)
- Article "Thai tourism industry bounced back in 2015" – by Daniel Lorenzo (thailand-business-news.com)
- Article "Is Thailand's Tourism Too Dependent on China?" – by Boris Sullivan (thailand-business-news.com)
- Article "Thailand goes from 19 million to 20 million arrivals in just 10 days" (tatnews.org)
- Article "Tourists are Back in Thailand - For Now" – by Rina Chandran (bloomberg.com)
- The Bangkok Post (July 2015) – Economic Review

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Gunther Hagleitner

"Fall in the number of Russian tourists and rise of Chinese nationals visiting Thailand"



Managing Excellence in the Hospitality Industry

Exclusive Interview with Ms. Nopparat Aumpa, General Manager of Banyan Tree Bangkok

Edited By | Charlotte Boyer Chamard, Fellowship Researcher



Profile – Ms. Nopparat Aumpa

Ms. Aumpa is the **General Manager of Banyan Tree Bangkok**. She has a B.A. in History and English from Thammasat University Bangkok, Thailand and accomplished the Professional Development Program of Cornell University, USA.

She started out as an Assistant Manager in Banyan Tree Bangkok in 1996, and was subsequently promoted to Hotel Manager of Angsana Bintan, Indonesia (a Banyan Tree Group hotel) and later, Resident Manager of Banyan Tree Samui, Thailand. She was part of the opening team of ten Banyan Tree Hotels around the world, including Ringha (China), Kuwait, Mayakoba (Mexico) and Tianjin (China).

Could you tell us about the story of Banyan Tree?

The brand Banyan Tree was founded in 1994. We have just celebrated our 20th anniversary last year. Our Singaporean founder, Mr. Ho Kwon Ping, established the first resort on a lagoon in Phuket, Thailand. Originally a polluted tin mine, the team dedicated themselves to cleaning the soil by planting 7,000 trees and ten years later, the first Banyan Tree resort was established. Our brand is built on the foundation of sustainability, supporting local communities and the environment. We thrive to be unique, focusing on our signature concept of High Touch and Low Tech. Although we do employ technologies, our focus is more on our genuine service attention to our customers. At the moment, we have 38 properties around the world and over 70 Spas, 80 retail galleries; as well as three golf courses. In Thailand, we have 4 properties: Banyan Tree Phuket, Angsana Laguna Phuket, Banyan Tree Samui and Banyan Tree Bangkok. We employ over 500 people in our hotel in Bangkok.

You mention CSR, how does Banyan Tree do its part for society?

CSR is a core part of our business that we manage through the Banyan Tree Global Foundation. We set out to support the local communities wherever we are operating. We started out in Phuket, by implementing a conservation program to release turtles. We also have a variety of different activities ranging from teaching in local schools to planting trees. All our programmes come under Stay for Good, which is our overarching concept to encourage both our staff and guests to do good and feel good.

Our sustainability activities are carried out by our employees as well. When they participate in these missions, the company considers it a working day.

Likewise, the guests of the hotel are invited to join in on all of our activities. In Bangkok, we launched the Vertical Marathon 17 years ago. It is a race to the rooftop of the hotel. Through this, we manage to raise around 400 000 THB a year for the HIV Formula Feeding Fund under

the patronage of Her Royal Highness Princess Soamsawali. Furthermore, our guests are invited to contribute an additional 2 USD a night for the Foundation with the hotel matching their donation.

Moreover, through our retail outlet, Banyan Tree Gallery, we sell products that help sustain the livelihood of local artisans. Essentially, our CSR is about community – the employees, the guests and the local citizens.

How important is it to diversify and differentiate in the hospitality business today?

As I mentioned, our brand is very strongly focused on personalized service as opposed to mass service. We pay attention to our guests, individually.

The relationship is what matters the most to us and this means the relationship with the employees as well. For example, we allocate 5% of our yearly revenues to our employees' training fund, giving each person a right to a minimum of 6 hours of training per month. This is the key



to a reliable system. Additionally, we offer strong development programs, which is part of a long-term goals and objectives. Education is sponsored by the company if it is in line with the employees' personal and professional development within the company. We want our employees to be empowered. We listen to their opinions by conducting an internal survey twice a year. Hence, our employee turn-over is less than 2% a year and 75% of our personnel in this hotel has been employed for over 10 years. Treating the employees well fosters a trickledown effect all the way to the guests.

The Banyan Tree Management Academy strives to utilize our talented employees at their best. Through a program called Job Swap, we allow our employees to develop their skills in other hotels in the group for 3 months. Personally, I've been part of Banyan Tree for 19 years and started at the junior level. To become a general manager, I was offered educational opportunities by the company. Additionally, because of my strong skills in implementing the standards, I've participated in the opening of ten hotels for Banyan Tree around the world.

And how do you adapt the Banyan Tree brand to the local cultures?

On a personal level, I had the chance to learn about diversity and synergy through my interactions with the international management. When Banyan Tree expands abroad, we

adapt to the local cultures. We train the local employees accordingly and we change our strategy when and where it is necessary. Banyan Tree started out as an Asian brand, as such carrying out hospitality in Thailand is not a challenge because it is embedded in the values of our culture.

What are the last touristic trends in Thailand and how do you adjust to these?

When you work in the hospitality industry you have to set your brand apart. Banyan Tree is about intimacy, romance and relaxation. When you fully know your product, you can access a niche market. Instead of following the trend, you need to recognize and leverage on what you have in your hands.

It is also imperative to understand your guest profile. At Banyan Tree Bangkok, our market consists for the most part of leisure guests. Banyan Tree Phuket was the first to implement the pool-villa concept, at a time where all the hotels wanted to have a beachfront resort, because we realized our guests enjoy the pool more often than the beach.

We take into account nationalities as well, to respond to specific demands. With the rising number of Chinese guests, for instance, we have brought in Chinese speaking hosts, have Chinese collaterals and ensure that our restaurants have cuisine that is suited for their taste buds. For Korean

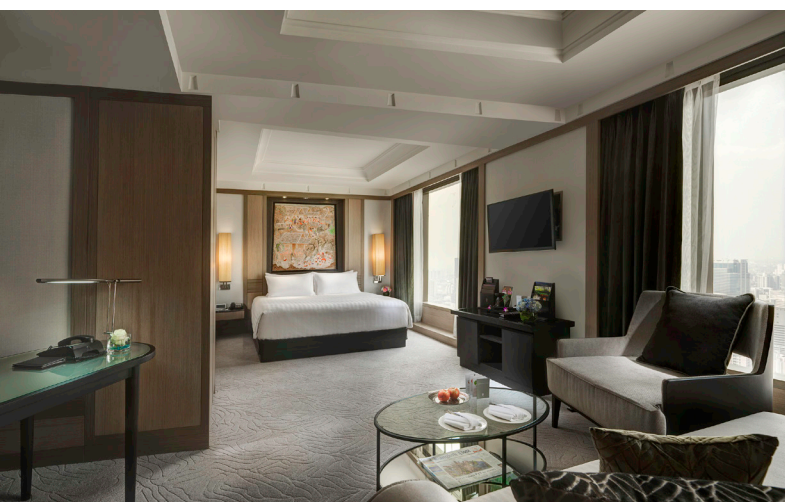
market, we use specific branding methods like influencer marketing in order to build our brand among consumers, and hence the Korean market is at the moment our second largest market.

How do you develop and offer new services for the corporate sector?

For our corporate guests, we customise our services based on their requirements. They will more often than not stay near their office, so we offer transportation services. We also have a tuk-tuk service, which is popular amongst both leisure and corporate guests for its local feel. Our Serenity Club and suites come with exclusive access to the Club Lounge which is a sought-after facility by corporate guests; our 7 restaurants offer varied cuisines so we are able to cater well to different tastes; amongst the highlights is the world-famous Vertigo rooftop restaurant and bar that welcomes over 800 guests per night. We offer meeting rooms and banquet facilities, a ballroom which can accommodate up to 400 guests, and a spa with 15 treatment rooms.

TICC and the Camillian Hospital will host their annual Charity Dinner on December 15th 2015 at BANYAN TREE BANGKOK.

Funds will support the children of the Camillian Home. To book a seat or for more information contact pr@thaitch.org



TOURISM 3.0 Experiences to Share

These modern tourists are not just looking for a standard trip, but a unique experience that they can share. They want to feel connected to the place they are visiting, even to know the local's attitude

What is Tourism 3.0

By | Giacomo Iobizzi, Fellowship Researcher

The Internet, Social Networks and smartphone applications have changed the way we travel, the tourism industry and even hospitality. Guests and customers use apps every day to find deals, make reservations, read reviews and find places to spend their money. These are the new trends that Millennial (from 17 to 34 years old) are carrying out with their experiences of tourism. In order to succeed, businesses vying for those customers have to adapt to these new trends. The tourism industry calls this new evolution, "Tourism 3.0"

Evolution of tourism

In Tourism 1.0 (users surf the web), tourists move following 3 steps: Collecting info, booking service and Visiting the destination. This method is basic and doesn't value sharing experiences.

In Tourism 2.0 (users influenced by the web), tourists get involved thanks to technology and ease of finding information. The second generation's tourists know how to utilize technology to improve their travels. They have smartphones and are often connected to internet, looking for news, information, and sharing their experiences. They trust the feedback of the social community and the easier they access the internet, the easier they can connect themselves to the world around them.

Now is the advent of Tourism 3.0 (Users are the web). These modern tourists are not just looking for a standard trip, but a unique experience that they can share. They want to feel connected to the place they are visiting, even to know the local's attitude. Then they post about their experience on social networks, to bring attention to their travels, to gain followers, to gain visibility in the digital social sphere. These tourists not only use the web to find the best places to go, but to share online in real time their experiences.

Tourist's cycle of Experience:

Pre-experience: Planning the travel, looking for info, collecting materials.

During-experience: Making memories, taking pictures, taking notes

Post-experience: After travel, reliving the experiences by sharing online

The Crowdsourcing is a right answer for this new needs,

(Crowdsourcing, a modern business term coined in 2005, is defined by Merriam-Webster as the process of obtaining needed services, ideas, or content by soliciting contributions from a large group of people, and especially from an online community, rather than from traditional employees or suppliers; a portmanteau of "crowd" and "outsourcing," its more specific definitions are yet heavily debated. Eg. Wikipedia is the major case, TripAdvisor.)

Tourism is one of the the biggest sectors often E-Commerce

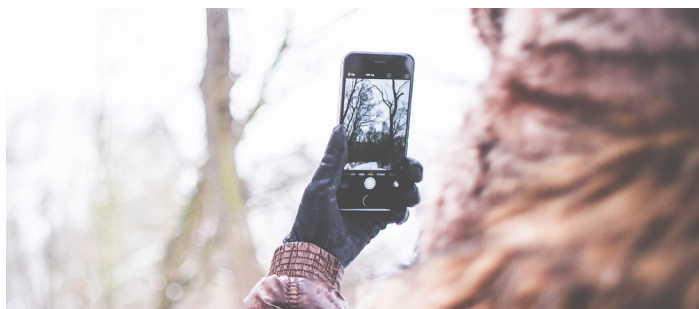
The businesses utilizing social networks can benefit just as much as the customers. The growth of online travel tools has brought new life into the travel industry. Great examples of this growth are companies like Expedia, TripAdvisor and AirBnB, now some of the most well-known names in tourism. Many of these online tools utilize crowdsourcing to bring to best travel information to you.

The 'word of mouth' feedback and advice that has always led travellers on their journeys is now accessible directly on your smartphone. In the age of Tourism 3.0, one in two users leave online feedback from their travels. Being 'social' is the key for the future of travel, and being innovative is the right key for the success.

No doubt, the quality of travel is increasing worldwide, as our access to information allows us to make more informed decisions. However, businesses and travellers will need to decide if the information they read is true for them. A family traveling will have different preferences than a single backpacker. Likewise, a company can tailor their services for a specific demographic, but should try to include as many travellers as possible.



The real challenge is to still 'get lost' while traveling, even with our smartphone at hand

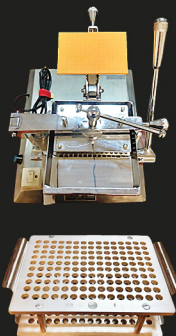
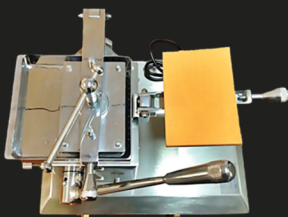


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- www.un-industria.it
- www.tesionline.it
- www.robertamilano.com

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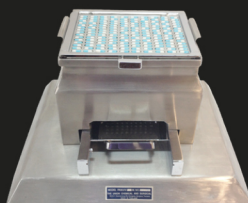
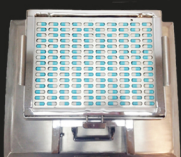


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High Quality and Best Taste, Family and Ambition



An interview with Francesco Lenzi, Chef of Lenzi Tuscan Kitchen

By | Alfredo Riggio, Fellowship Researcher

Two Italian espressos in a row to start the day, eight months since the opening of the restaurant, 35 years old and 51 employees: these are the impressive numbers of the Chef Lenzi, owner of the new Lenzi Tuscan Kitchen which was lately awarded with the prestigious Ospitalità Italiana Award.

Since the first moment you step in the Lenzi Tuscan kitchen you feel that it is a special place. The restaurant was an old Thai house that Chef Lenzi and his father completely renovated. They designed each area and chose the style to create a simultaneously rustic and tasteful, bright and familiar, ambiance. The aim is to plunge the guest into a typical Italian, Tuscan atmosphere.

I heard that you received an unconventional education for a chef.

I went to a Scientific High School and then I started a school of Cinema, Music and Theater. I had several work experiences in that field but after some time I understood that my future wasn't there. Then, my father suggested me to go to Gambero Rosso, the prestigious cooking school in Rome. He said: "You love to cook and you are skilled, why don't you try?"

So you moved to Rome. But when your passion for cuisine was born?

When I was 12, when I started to cook for my family and my friends. I had a particular taste for high quality ingredients; at the age of 18 I used

to go to the wine shop to ask what wines could fit better with my dishes. I started to comprehend that I had talent.

Then Gambero Rosso experience was a stepping stone for your future.

They taught me the ABC of cooking, the technical basis to become a chef. Furthermore I learned so much from the excellent chefs who taught the courses - from their attention to details, their leadership and their discipline. I'm very grateful for what they transmitted to me.

And what happened after the cooking school?

I started working for several

restaurants of different kinds. The first one was a familiar restaurant specialized in cooking fish. For the first time I understood what "hard work" meant. I remember when in winter I had to clean the shrimps that had arrived early in the morning, my hands would become like sandpaper. I worked in many other restaurants, from the North of Italy to Sicily, it was a rapid and intense education.

When and how did you move to Thailand?

Well, the first time I went to Thailand was in 1989, I was just a kid but I still remember very well that trip. After a seasonal job, I decided to go on a long travel alone in Thailand, to relax and see that beautiful country of my memories again. The first days, I took a room in a prestigious hotel in Bangkok. There I got to know the general manager of the hotel. During our conversations, I talked also about my experience as a chef and he seemed to be interested in that. When I had to leave the hotel he asked for my telephone number: "Who knows, maybe in the future we'll meet again!" he said. Then I spent the rest of my holiday having fun and enjoying the "land of smiles".



I guess you received a call by the General Manager of the hotel.

He called me shortly before the end of the holiday: "One of our chefs wants to quit, could you take his place for about a month?" He offered to refund my flight ticket and to pay me as a chef. Obviously, I accepted. After only three days of work he offered me an employment contract.

Then everything went well.

Yes, but it wasn't easy. Working in a completely different country can be hard sometimes. Nevertheless, Thai people love Italian food. I found out that my style and my cuisine were really appreciated by Thai clients.

Finally, after some other inspiring experiences, eight months ago you opened your own restaurant, Lenzi Tuscan Kitchen.

My loyal clients followed me. They come here to find the highest quality of Italian food. More precisely, they come here for the Tuscan cuisine of Lenzi.

I give them two free days per week and I make them feel part of a big family.

You should thank your parents for this idea.

Absolutely, I owe them everything. They have always been two special parents, two friends, two open-minded people. Now they live in Thailand too, they keep helping me with the restaurant.

Now that you are a successful entrepreneur in Thailand, what do you think about Italy?

I love Italy - its art, its food, its quality. Every year I come back to Italy, I visit our wonderful museums, our old buildings, our masterpieces of art.

Do you think you could have opened the Lenzi Tuscan Kitchen in Italy? And with the same success?

No, unfortunately investing in Italy is still too expensive and risky. Thailand allows me to be open seven days per

Somethingelse?

I'd like to have one or two sons with my lovely Thai wife. My life would be more complete if I had my own family. But we have already talked about the importance of family for me.

The last question, if we had lunch today in your restaurant, what we would eat?

A starter of Italian high quality hams and cheeses from Tuscan (some of them certified by Slow Food); stuffed homemade ravioli with French foie gras and ricotta cheese in truffle emulsion [this dish won a competition on a BBC channel for the best homemade pasta]; spaghetti in tomato sauce, squids, prawns, clams, baby octopus and cherry tomatoes; pan-fried angus Australian lamb loin topped with pan fried French foie gras and black truffle from Saint Miniato in Tuscany; you would probably end the meal with an original Italian Tiramisú and a coffee.

"Who knows, maybe in the future we'll meet again!" he said. Then I spent the rest of my holiday having fun and enjoying the "land of smiles"

Your restaurant has an incredible success, what's your secret?

Tradition, very high quality ingredients and modern techniques - and then of course the desire to continuously reach higher standards. Furthermore, my clients have to feel at home when they come to my restaurant, they have to feel the familiar atmosphere.

Family is really important for you, Chef Lenzi, isn't it?

Yes, family is the cornerstone of love. If you feel loved, you feel happy. If you are happy, you do everything better. That's why I want my employees to be happy.

week, both lunch and dinner. Could I do the same in Italy?

Lenzi Tuscan Kitchen is going to become a landmark in Bangkok, what are your projects for the future?

My mind doesn't stop to imagine new projects, new opportunities, new possibilities. Nevertheless for at least another year I want to focus on my restaurant, try to reach perfection in my cuisine in Bangkok. To do this, I must keep training my high level staff and find the highest quality standard. Then I could think about opening new restaurants in Asia, but these are only dreams. For now.



The list and the description of these delicious courses made my colleague and I particularly hungry. Chef Lenzi probably noticed it and decided to let us taste all these dishes. All we can say is that their quality and taste were really impressive - from the authentic starters to the delicious dessert - pure Italian quality, incredible taste.



A worldwide project to certify authentic Italian restaurants abroad

By | Giulia Giacalone, Fellowship Researcher

Ospitalità Italiana is a worldwide project to certify authentic Italian restaurants abroad, implemented and promoted by Unioncamere, an Italian public institution representing the whole and extended network of Italian Chambers of Commerce around the world, with the support of IS.NA.R.T., the National Institute for Research in Tourism.

It was born with a focus on Italy in 1997, but in 2009 was extended to Italian Restaurants worldwide.

The goal of Ospitalità Italiana Certification has three main objectives:

1. Develop and promote traditional Italian taste and quality, together with spreading globally the awareness of Italian culture;
2. Set up a global network of Italian Restaurants, and support them in organizing events in order to promote the premium quality of Italian products;
3. Strengthen the image of real Italian Restaurants abroad that meet and guarantee quality criteria of the genuine Italian hospitality.

In order to receive the **Ospitalità Italiana** Promotional Pack, which includes the Certificate with the “Golden Q” trademark, the official plate and window decals, Italian Restaurants abroad must fully respond to the following set of 10 strict requirements set by IS.NA.R.T.:

- The restaurant must have at least one person among the staff able to relate with customers in official Italian language;
- The restaurant should incorporate typical Italian elements;



- The Menu should be available in original and accurate Italian language;
- The percentage of Italian dishes in the Menu should not be below 50%;
- The description of ingredients for each dish should be included on the Menu. The region and origin of the ingredients should be listed under the description;
- The Wine list should include at least 30% of Italian DOP or IGT wines;
- The restaurant must offer only DOP/IGT extra virgin olive oil of Italian Origin;
- The restaurant should have at least one person in the kitchen who can attest to his/her own professional experience/proficiency in Italian cooking;
- A declaration to state and promote the enhancement of the given culture;
- Mainly use of DOP products for the preparation of dishes.

TICC is glad to invite all restaurants in Thailand responding to all these criteria, to benefit from this free opportunity that would bring to your restaurant business advantage in terms of image and reputation.

If your restaurant responds to all these criteria or you have some information regarding a restaurant that might respond to the requirements, please call us at the following number 02 255 8695 ext. 104, or send an email to oi@thaitch.org

Tel: 02 255 8695 ext. 104
Email: oi@thaitch.org



Ospitalità Italiana 2014 - 2015 Awarded Restaurants

Portofino

Le Meridien Phuket Beach Resort
, 29 Amphur Muang, Karon Nui
Alley, Tambon Karon, Phuket,
83100, Thailand
T: + 66 (0)76 370 100

La Gaetana Restaurant

352, Phuket Rd., Talat Yai, Muang
Phuket, Phuket 83000, Thailand
T: +66 (0)76 250 523

Fabio's Restaurant

10/1 Moo 2 Bantai, Koh Phangan,
Surat Thani, Thailand
T:+66 (0)77 377 180

Gusto Italian Restaurant

73/3 Moo 1 Fisherman Village
T: +66 (0)77 245 066

Ospitalità Italiana 2014-2015
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The Thai - Italian Chamber of Commerce announced Ospitalità Italiana awarded restaurants in Phuket

The ceremony for the awarded restaurants in Phuket

By | Federico Ruosi, Fellowship Researcher

July 17, 2015 – The Thai – Italian Chamber of Commerce (TICC) organized, in collaboration with Peroni, the Ospitalità Italiana Phuket Award Ceremony 2014- 2015 at Panwa House at Cape Panwa Hotel, with 4 awarded Italian restaurants located in Phuket, Koh Samui and Loh Pha Ngan Thailand.



More than 60 guests attended the evening in the fine atmosphere of Cape Panwa Hotel, venue partner of the event. The event took place in form of an Italian aperitif where food and beverages were provided by our sponsors. After a brief presentation of the project by Mr. Andrea Gallucci, one of the TICC Director, the TICC Secretary General Michele Tomea awarded the four chefs.

The Phuket Award Ceremony 2014 - 2015 was supported by Peroni Italy (distributed by Minibar services) that supported us with the organization and provided us a great amount of Italian beer for the event. The Phuket Award Ceremony 2014 - 2015 buffet received the generous support of Aroy Italy Co., Ltd., Pluto Ice Cream and Acqua Panna & San Pellegrino.

The awarded restaurants are Portofino (Chef Michele Laiso), La Gaetana Restaurant (Chef Giovanni Ferrara), Fabio's Restaurant (Chef Fabio Colapietro) and Gusto Italian Restaurant (Chef Pasquale di Gennaro).

Ospitalità Italiana is an international project started in 2010 in collaboration with Unioncamere, IS.NA.R.T. and the Italian Chambers of Commerce worldwide aiming to certify the authentic Italian restaurants around the world. Main goals of this project are to develop and promote the tradition of Italian food and agricultural products worldwide; honour the Italian gastronomic culture, create new opportunities and promote methods for Italian Restaurants around the world with the Ospitalità Italiana seal.

All the awarded restaurants positively responded to the strict requisites for quality of the ingredients, genuine Italian recipes and wines, chefs with direct experience in Italy and, over all, a strong commitment to spread and enhance the Italian culture overseas.

Several Italian restaurants in the whole Thailand have been considered but just a few received this important award. Since its first launch, there are certified Italian restaurants under this project in 45 countries, and 36 restaurants in Thailand.



<http://www.italianqualityexperience.it>

Edited By | Giulia Giacalone, Fellowship Researcher

Italy is well recognized worldwide for the quality of its cuisine, the good wine and the “Made in Italy” as synonym of excellence in production. Also, worldwide leader in food safety and eco-sustainability of its agricultural production, Italy finally gave dignity to its premium quality production chain thanks to this latest initiative.

What is Italian Quality Experience

Italian Quality Experience is a web portal that was born with the contribution of Unioncamere, the Italian public institution grouping all Italian Chambers of Commerce in Italy, in the occasion of EXPO 2015, to promote the complicated Italian agribusiness production model abroad. This portal was born also with the aim of connecting as a bridge the 700,000 companies involved in the agribusiness production, private users and foreign businesses interested in the “Made in Italy”, through the collaboration of the 81 Chambers of Commerce abroad.

Key Facts

2,2 Million visit just in the month of June 2015

500,000 views of the 4 social channels activated

1,700 restaurants submitted their profiles

700,000 companies decided to register

3,500 companies decided to create their own profile/ space inside the portal



How it Works

Each Italian company is asked to upload information on their own company's features and products. The IQEX portal, through a “rating” system, will give higher visibility to the companies that provided more information about their production chain and traceability of their product.

The result is 700,000 businesses in the food industry and 1,700 restaurants who can tell us about the skilful blend of territory, talent and tradition that shapes the “Made in Italy” concept.

The advantage of this online platform is that the advantage does not derive from the name of the company or from the dimension of this latter, but the more detailed and the higher is the number of information given, the higher would be the visibility given to the company, even the smallest one.

What is the Added Value

IQEX advantages can be summed up in the following points:

- Great advertising tool for the restaurant;
- Direct email marketing service for the restaurant thanks to the dedicated web page (for events, campaigns, ...);
- Client database of the restaurant.

Its Costs

Italian Quality Experience portal is absolutely free. As a matter of fact, it represents a complementary tool offered by Unioncamere to Restaurants of the Ospitalita' Italiana in order to underline even more the effort they put in the Ospitalita' Italiana initiative.

*Pictures from www.berries.com
Dine & Dish for Shari's Berries*



ACETO BALSAMICO TRADIZIONALE DI MODENA

The only Italian way to serve Aceto Balsamico Tradizionale di Modena is to add a few drops of it just before serving. Enjoy it with a scoop of vanilla ice cream or in this risotto recipe

Risotto with traditional balsamic vinegar

By | Charlotte Boyer Chammard, Fellowship Researcher

Aceto Balsamico Tradizionale di Modena originates from the region of Modena, in Northern Italy. It is widely known around the world today as Modena balsamic vinegar, and its popularity is growing



in kitchens around the world, especially when it comes to making a delicious salad dressing. Yet Italians have various other usages for this luxurious product – such as pouring it on vanilla ice cream for dessert! Indeed, true balsamic vinegar tastes very sweet and should not be confused with other vinegars. Here's what makes Aceto Balsamico Tradizionale di Modena different:

First, while other vinegars are made from alcohol (mainly wine, but also cider or beer), Aceto Balsamico Tradizionale di Modena is made straight from the grapes, giving it its much sweeter taste.

Then, like good wine, it sits for years in wooden barrels, made of cherry tree, oak or chestnut wood, which will give it its strong aroma. A minimum of 12 years is required for

it to be called true Aceto Balsamico and the process can take up to 25 years. The longer it sits, the sweeter the taste. You can recognize Aceto Balsamico Tradizionale di Modena by its dark colour and thick texture. It is



protected under the Italian label Denominazione di Origine Protetta (D.O.P.) and the bottle should carry a stamp. True Italian quality has a price: Bottles can cost up to 300 Euros. In 2007, a 100mL bottle was even sold for 1700 Euros at an auction.

The only Italian way to serve Aceto Balsamico Tradizionale di Modena is to add a few drops of it just before serving. Enjoy it with a scoop of vanilla ice cream or in this risotto recipe.

Pictures from <https://www.flickr.com/photos/avlxyz/428015187/> Alpha, <https://www.flickr.com/photos/ideasinfood/8303701850/> H. Alexander Talbot



Risotto with traditional balsamic vinegar

Ingredients

- 400 g. of Italian risotto rice (Carnaroli if possible)
- 60 g. of butter
- 1 onion
- 1 litre approx. of meat stock (or a stock cube)
- 80 g. approx. of grated Parmigiano Reggiano cheese
- 1 glass of dry white wine
- 2 or 3 tablespoons of Traditional Balsamic Vinegar

Preparation

Place the sliced onion in a pan with some butter and 4 tablespoons of water.

Put lid and cook until onion is glazed. Add rice followed by white wine. Continue cooking, gradually adding boiling stock to the rice.

After 15min remove from heat and add butter and grated Parmigiano Reggiano.

When serving in individual plates, add a few drops of Traditional Balsamic Vinegar, which will release its full aroma with the hot rice.



Christmas Charity Dinner

Banyan Tree Bangkok, 21/100 South
Sathorn Road, Bangkok 10120

December 15, 2015

PRICE | 4,000 THB per seat
40,000 THB per table (10 seats)

Dress code | lounge suit/ evening gown

Contact | membership@thaitch.org

+66 2255 8695 ext. 106

www.christmascharitydinner2015.com

ORGANIZED BY





Matilde di Canossa Terre di Lambrusco

Wine Competition in Reggio Emilia, Italy

By | Charlotte Boyer Chammard, Fellowship Researcher

TICC in partnership with the Italian Chamber of Commerce in Singapore supports the Reggio Emilia Chamber of Commerce in promoting economic development in the wine making region.

On May 2st and 22nd 2015, Reggio Emilia witnessed the 6th edition of the Matilde di Canossa – Terre di Lambrusco Wine Competition, organized by the Chamber of Commerce of Reggio Emilia.

The purpose is to highlight and promote the best production of dry, semi-dry, semi-sweet and sweet Lambrusco wine, as well as to award and encourage the wine-making enterprises to continuously improve the quality of their products. The wines presented at the 6th Matilde di Canossa - Terre di Lambrusco Competition were produced with grapes from the 2014, 2013 and/or previous harvests and the enterprises were allowed to present one single bottling lot for each sparkling and/or spumante wine label of each vintage.

Taking part in the Matilde di Canossa - Terre di Lambrusco competition is a clear sign that a winery intends to be competitive and wants to promote its image, starting out from the extraordinary standards of quality that Lambrusco wine made in Emilia has reached, and underlining the efforts and significant investments made to penetrate domestic and international markets. In total, 90 wines were awarded with a diploma of merit for this edition of the competition. The ultimate goal of the Reggio Emilia Chamber of Commerce's actions and investments are aimed at creating new business opportunities to bring more wealth, work, and social cohesion to the area.

This is where the Italian Chambers of Commerce around the world come in. Indeed, in order to favour local economic growth and achieve high levels of environmental and social sustainability while contributing to the realisation of an European strategy for an intelligent, sustainable and inclusive growth, the Reggio Emilia Chamber of Commerce invites buyers from all over the world to meet the winners of the competition from October 18th to 21st 2015. The Thai-Italian Chamber of Commerce,



through the ASSOCAMERESTERO network of foreign Italian Chambers of Commerce and in cooperation with the Italian Chamber of Commerce in Singapore (ICCS) has communicated the information to wine distributors in the South-Asian region. The TICC is sending three wine distributors from Thailand to Italy: GFour, Texica and Asia Beverage.

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Business and Legal Update

August 2015

COUNTDOWN 2015 ASEAN Economic Community

RCEP Breakthrough

At the 47th Meeting of the ASEAN Economic Ministers held this month in Kuala Lumpur, Malaysia, significant progress was made on the pending Regional Comprehensive Economic Partnership (RCEP). The RCEP is the proposed free trade agreement between the ASEAN member states and Australia, China, India, Japan, South Korea and New Zealand. Past obstacles were overcome during the meeting and now the RCEP agreement could be finalized by 2016. Of note at the meeting, all parties to the RCEP agreed to immediately zero-rate 65% of all tariff lines when the agreement takes effect and have 80% zero-rated within 10 years after.

ASEAN Bank Resilience

In a new report, a global credit-ratings agency maintains that while the asset quality of ASEAN banks may weaken over the next year, the banks will be resilient and absorb any downside risks. The agency credits this to the healthy recurring profits and adequate capital cushions of ASEAN banks and strong government support.

Cambodia News

New Securities Directives

To promote the Cambodia Securities Exchange and encourage more companies to list on it, Cambodia's government released two new directives. The first gives listed companies a 50% tax break for three years, and the second allows companies to delay their monthly prepayment of tax on profit until the end of the year.

Open Skies Agreement

Cambodia and New Zealand finalized an open skies air services agreement this month which will improve air links between the two countries and the ASEAN region.

Laos Watch SEZ Growth

A recent report from the Laotian National Committee for Special Economic Zones states that due to the coming regional integration, more companies are investing into the country's special and specific economic zones (SEZs). Currently, 213 companies are investing in the SEZs with a total registered capital of US\$ 4.2 billion with future investment plans of US\$ 17.4 billion.

Indonesia Update

Foreign Employees

Working in Indonesia just became less complicated for foreigners. To help brighten Indonesia's business climate, President Joko Widodo cancelled the requirements that foreign employees have to master the Indonesian language and hold a Temporary Stay Permit (KITAS) in order to work.

Investment Incentives

To attract more foreign investment, the Indonesian government has extended tax incentives for pioneer industries and is planning to open it fisheries sector to foreign investors. Firms investing a minimum of 1 trillion rupiah in pioneer industries will be eligible for tax reduction of 10-100% for up to 15 years. Currently, foreign investors can only own 40% of Indonesian processing and food

technology businesses. For fishery-related businesses, except for fishing in Indonesian waters, ownership will be increased to 100%.

Vietnam Watch

EU Free Trade Agreement

After over two years of negotiations, Vietnam and the European Union (EU) signed an agreement in principle for a free trade agreement earlier this month. They have agreed to eliminate almost all of their import tariffs within 10 years for Vietnam and 7 years for the EU.

Myanmar News

Bank Reform

The World Bank and the International Monetary Fund are urging Myanmar to reform and modernize the country's four state-owned banks. These four banks account for more than 60% Myanmar's total banking assets and are performing poorly.

THAILAND UPDATE

Intellectual Property

New Copyright Law

The amended Thai Copyright Act came into effect this month. Under the new copyright law, intermediaries and internet service providers can now be held responsible for copyright infringement on the internet. Also, people who illegally record movies in theaters can be fined and imprisoned.

Securities and Exchange

Crowdfunding

Regulations for equity crowdfunding were announced by Thailand's Securities and Exchange Commission



earlier this year and the first crowd funding platforms are expected to launch by the end of 2015. The SEC hopes that crowdfunding, which uses the internet to raise money, will boost the economy and help start-ups and small businesses get funding.

SET Opportunity Days

The Stock Exchange of Thailand

(SET) held its quarterly Opportunity Days where listed companies' top executives meet with analysts and investors. In all, 145 firms, an event best, with a total market capitalization of THB 5 trillion were showcased. The sessions are available on the SET's website.

Trade

ASEAN Cultural Center

The first ASEAN Cultural Center (ACC) in Southeast Asia opened in Bangkok at the Ratchadamnoen Contemporary Art Center. The Thai Minister of Foreign Affairs hopes the ACC will provide an active cultural learning space for Thais and ASEAN visitors as the ASEAN Economic Community integration approaches.

Trade Websites Linked

To help drive export growth and forge closer ties with online traders and shoppers, the International Trade Promotion Department will link its website, Thaitrade.com, to the major websites of Thailand's trading partners. The sites include China's Alibaba, South Korea's TradeKorea, India's TradeIndia, and Vietnam's VietTrade.

Board of Investment

Maximum Incentives

As part of the plan to revive the country's economy, Thailand's Board of Investment (BOI) will now offer maximum incentives to eligible investments in special economic zones (SEZs). 61 business activities are eligible and the maximum incentives include corporate income tax exemption for 8 years, import duty exemption for machinery and raw materials, and the use of unskilled foreign labor.

Labor

Job Creation Program

The Cabinet approved a THB 6.5 billion job-creation program to help boost domestic purchasing power. Made up of 5,000 projects that will create jobs primarily in the agricultural sector for 2 million households, the program also seeks to reduce agricultural production costs. The program funds will be disbursed in the 2015 fiscal year.

Banking

Currency Agreement

To help reduce their exposure to the volatile global markets, the Bank of Thailand and the Bank Negara Malaysia signed a memorandum of understanding to encourage the use of the two countries' currencies in settling cross border trades and direct investment.

Investment

Public-Private Partnerships

The Economic Stimulus Committee announced that the 14-month process for public-private

partnerships (PPPs) for infrastructure projects will begin in January 2016 with work expected to commence in the first half of 2017. The Thai government disclosed a five-year PPP strategic plan earlier this year that has 65 development projects in 20 categories worth a total of THB 1.35 trillion.

Real Estate

Land Transfer Fees

Property experts expect land transfer fees for developers and buyers to increase by 25% on average in 2016. However, for land near the mass transit systems, they expect the land transfer fees to increase by 100%.

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**Share the Road, Share the Rules
Wear Helmet and Be Safe**

Your Hidden Treasure Could Be Here: Hotel Management Business in Thailand

Service businesses are one of the businesses that under the provision of the Foreign Business Act B.E. 2542 (FBA) is restricted for being operated by a foreigner or a foreign majority company doing business in Thailand. The operator of a service business would then need to co-invest with a Thai partner for operation of service businesses by setting up Thai majority owned company with minimum 51% Thai shareholders and maximum 49% foreign shareholders. The good news is such mechanism is not required in some cases, for instance, a hotel management business. Hotel management business can be operated by a foreigner or foreign majority owned company doing business in Thailand.



Why hotel management business?

With its natural resources, unique culture, and convenient tourism infrastructure, Thailand is undeniably an attractive destination for tourists around the world, and of course, tourism industry investment. Not only nature and culture tourism, Thailand is also well-known for and is a leader in health and welfare tourism attracting approximately 1.5 million tourists each year from the Middle East who are in need of high standard medical care at a competitive price. The number of tourists coming to Thailand for the first half of 2015 is approximately 17,504,204, expanding 31% compared to this time last year, and the income from tourism industry alone is 826,867 Million Baht, expanding 31.95% from this time last year.

Economically speaking, the Gross Domestic Product (GDP) in the hotel business sector is expanding 19.6% in the first four months of 2015 because of the increasing number of tourists. The hotel occupancy rate is

increasing to 68.5%. To go beyond domestic statistics, the United Nations World Tourism Organization (UNWTO) has also predicted the growth of tourism industry up to the year 2030 and estimated that the highest growth will be in “Asia Pacific” with the number of tourists of increasing from 331 Million to 535 Million in the year 2030 or an increase of 5% each year.

How long will tourism industry in Thailand stay blossoming?

The Thai government has acknowledged the importance of the tourism industry and how it significantly affects the economy of the country as a whole and, therefore, the government has set a firm goal to generate higher revenue from and sustainably develop the quality of tourism in Thailand in order to secure and maintain this valuable source of income in the long run. This commitment by the Thai government is proven by the fact that the Department of Tourism has continued to receive increasing budget from the government at the average of 1,121 Million Baht each year. The government has progressively invested in land and air transport infrastructure and supported the growth of low cost airlines. It also engages the private sector to continuously create and organize a variety of promotions and events to gain publicity and popularity for more and more regional and local tourist attractions. Furthermore, the government also

promotes the expansion of specific types of tourism, for instance, MICE (Meetings, Incentive Travel, Convention, Exhibition) and adventure tourism. Last but not least, tax reduction is also given to those who choose to travel domestically instead of internationally. Finally, with the ASEAN Economic Community (AEC) being fully integrated at the end of this year, it is foreseeable that Thailand will benefit from this regional cooperation tremendously in terms of intra-ASEAN tourism, especially in promoted priority markets like generic/mass travel, creative travel, and senior/extended/long-stay travel.

What is missing?

From the above data and figures, it is more than obvious that Thailand is a hub of hotel investment, and the hotel business is rapidly and continuously booming. However, it is undeniable that Thailand is still in need of competent business management staff who can communicate in English and other languages proficiently, including those who possess expertise in hotel management and high standard related services. Apart from this, many hotels in Thailand have inadequate English language websites and are not active in doing e-marketing and e-commerce. This is where those who operate hotel management business can play a significant role and as a result benefit from their involvement in hotel management business in Thailand.



Could it be a hidden treasure for you?

First things first, let us introduce you to the world of hotel business. There are some terms of hotel business that we need to understand: first, hotel owner; and second, hotel operator. In general, these two terms are under the umbrella of the term “hotel business”. It is essential to note that under the FBA, the term of hotel business listed in List III of the FBA, means “hotel owner”. It thus should be stressed that a hotel owner or hotel business must be a Thai national, i.e. Thai person or a corporation with 51% of shares held by Thai shareholders, unless foreign nationals or companies have been granted certain investment promotion from the Board of Investment (BOI) and a foreign business certificate (FBC). A hotel owner is likely to be the one who owns the hotel building and land. Hotel owner, as a result, is under the obligation to apply for various licenses to operate a hotel under the **Hotel Act B.E. 2547** (Hotel Act).

On the other hand, a hotel operator or the so-called hotel management business which is not the restricted business according to terms specified in the FBA, might be considered as a hidden treasure as a foreign national or company may operate without having to submit an application for a foreign business license (FBL) or a foreign business certificate (FBC) regardless of the percentage of shares or capital held by foreigners in case of a corporation. As for this type of business, FBA requires the minimum capital in the amount specified by the Ministerial Regulation which currently is only 2 Million Baht.

If this minimum requirement is met, a foreign national or company may start the operations in a snap. Besides not having to apply for FBL or FBC, the hotel management business is not required to have a hotel registration under the Hotel Act as opposed to the hotel owner. What this means is that the business does not have to go

through application submission and approval process. More importantly, this also means that the business is not subject to inspections by the authority under various types of laws ranging from building control, city planning, conflagration to public health, and many more. The failure to comply with all such relevant laws may result in serious criminal charges including imprisonment.

In many cases, Thai hotel owners that would like to develop his standard of services or would like his business to be well-known internationally, may enter into agreement with the hotel operator, which maybe the foreign chain hotel business, for example, Conrad, Hilton, Anantara, and Six Senses etc. In short, a foreign majority owned company with minimum 2 Million Baht capital, possessing of good knowledge and having great knowhow, is encouraged to explore these types of investments in Thailand. Hotel management business could be a real hidden treasure and a missing piece of jigsaw puzzle waiting for you to fulfill this blossoming business development in Thailand.

What else is available?

The other advantage in being a hotel owner in Thailand is that the business may be eligible to receive investment promotion from the government under the Announcement of the Board of Investment No. 2/2557 regarding Policies and Criteria for Investment Promotion, Trade and Investment Support Office (TISO) category, if the business is considered by the Office of the Board of Investment (BOI) to: (a) promote investment that helps enhancing national competitiveness by encouraging research and development, innovation, value creation in the services sector, SMEs, fair competition and inclusive growth; or (b) promote special economic development zones, especially in border areas to create economic connectivity with neighboring countries and to prepare for entry into AEC, provided that

each hotel must have at least 100 rooms or minimum investment (excluding cost of land and working capital) of not less than Baht 500 million. This investment promotion provides both tax and non-tax incentives. The non-tax incentives include a permission to own land and hire an appropriate number of foreign skilled workers and experts. To receive such investment promotion, the business will need to provide required documentation and go through the process of application submission and presentation and interview session, and approval process by the BOI. The business has to meet both criteria for project approval and criteria for granting incentives. The criteria for project approval are determined by its development of competitiveness in the service sector, environmental protection, and minimum capital investment and project feasibility. The approval process by the BOI will normally not take more than 90 working days depending on the investment value.

What to do next?

Regardless of how simple this may seem, if you are interested in doing a hotel management business in Thailand, it is advisable to consider retaining a reliable and highly experienced legal professional to assist you with the legal aspects of it which include reviewing and advising on relevant contracts, foreign business laws, BOI, taxes, intellectual property, labor and immigration to ensure uninterrupted operation of the hotel business management, your hidden treasure, maybe?

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The wave of entrepreneurship in Thailand

BNOW.org-YouGov survey results reveal financial freedom and being your own boss as driving factors for entrepreneurs and wannabe entrepreneurs

Bangkok, August 6, 2015 – In follow up to the launch of Entrepreneur Now Awards (ENA) which is accepting nomination from now to September 30th, 2015, BNOW.org, would like to share some findings on entrepreneurship in the Thai market. The survey questions were co-developed by BNOW.org and YouGov, a mobile and online focused market research agency team. The research was carried out online and on mobile phones with 1000 respondents based in Thailand during June 2015. The results of the finding are summarized into an infographic below.

When asked why they wanted to start their own business, over 57 % of the respondents replied that they wanted to build a better financial future for themselves. Others said they wanted to start a business to take their future into their own hands and become their own bosses, while the remaining respondents cited job security, the desire to have flexibility in work and family and to create a legacy.

Qualities that the respondents considered to be most important for entrepreneurial leadership are passion and innovation. This was followed integrity and vision, risk-taking and team spirit.

With the growth of e-commerce (29% of the respondents have online store), the barriers towards starting business has declined over time, giving people the opportunity to start their business small, and build it up over time. Besides financial reasons and the need for product and service differentiation, some of the key challenges for starting one's own business, as pointed out by the respondents, include the fast changing consumer preferences/habits, business laws and regulations



and lack of capable and skilled staff and specialists.

Most of the respondents surveyed, fall in the age bracket of 25-44 and earn a monthly salary of between THB 15,000-35,000. Their companies fall under retail/wholesaling and food/beverages business. Other industries include technology, business services, real estate, beauty and fashion, education, health/medical services, agriculture and transportation.

“Entrepreneurs are the backbone of an economy, bringing jobs and innovation to the marketplace. Shining the spotlight on these leaders is a wonderful way to recognize their contributions. I am honored to be a part of this year’s ENA,” said BJ Radomski, Managing Director of Big Picture Inc., which offers coaching to businesses and individuals.

In summary, most of respondents have already fully launched their businesses or are currently developing their products and services. Financial benefits and the freedom for working for oneself are the driving factors why entrepreneurs wanted to start their own business. In the mind of entrepreneurs, passion and innovation are the most important qualities of a good entrepreneurial leader.

“The results show a dynamic start-up scene in Thailand and it also highlights the challenges entrepreneurs face.

This confirms the need for ENA, as it acknowledges the entrepreneurial spirit and creates a multi-dimensional supportive network from various fields including finance, technology and consultation, which helps entrepreneurs to scale their businesses,” said Pacharee Pantoomano-Pfirsch, BNOW.org’s founder.

On being an entrepreneur, Gerald Ang, the Director at Yougov, said, *“Passion is very important. Indeed it’s great to have a good idea, but without careful and sometimes painful execution, driven by an underlying passion, it’s difficult to build your own business and sustain it over time.”*

Sponsors for ENA include Thai Air Asia X, Acer, YouGov, Avon, Big Picture Inc. and Brand Now. Media partners include The Asian Entrepreneur and The Phuket News. Partners include AMCHAM, Bangkok Entrepreneurs, Bangkok University, Irish Thai Chamber of Commerce, Thai-Italian Chamber of Commerce, UNESCO and Brand Now. Friends include Busy Bees @115, Kliquedesk, ONEDAY, Hive Bangkok, 63 Bangkok.

For further media enquiries, please contact:

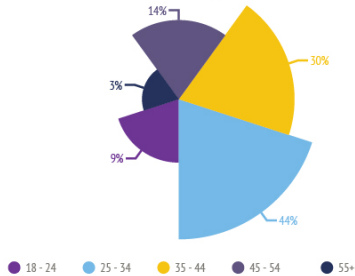
Kittima Sethi 081-8262399
kittima@brandnow.asia
Panuch Suwanthada (Fai) 089-064 6352
pr@brandnow.asia
Brand Now Co., Limited
www.brandnow.asia T: +66 2 662 5622



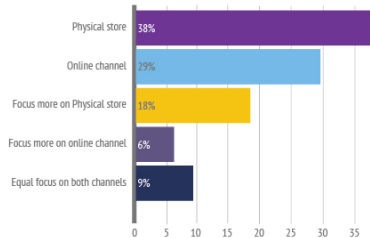
ENTREPRENEUR NOW

www.entrepreneurnow.asia

Entrepreneur Age Group

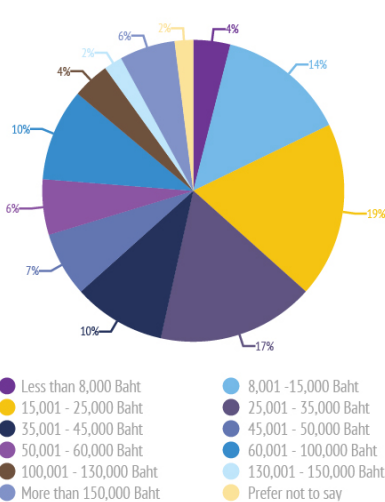


Which channel do you currently/will you run your own business?

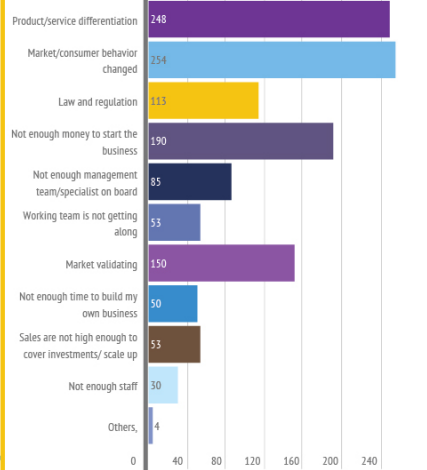


BNOW.org is welcoming nominations and submissions for Entrepreneur Now Awards (ENA) 2015. By sharing entrepreneurs' stories and recognizing their outstanding achievements, we aim to support and boost the growth of SMEs, which make up 70-75% of the GDP in Thailand. Thais and non-Thais nominations and submissions are accepted. We invite you to join us and tell a friend. To get more information, please visit www.entrepreneurnow.asia.

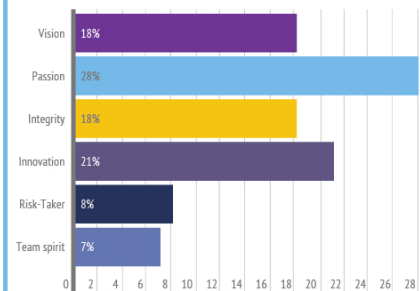
Entrepreneur Monthly Household Income



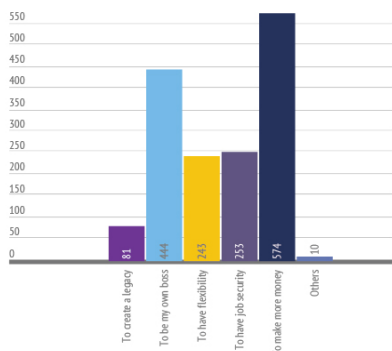
What do you think are the key challenges to start your own business?



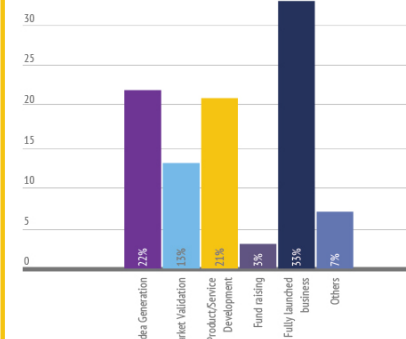
What are the **MOST** important qualities of an entrepreneurial leader?



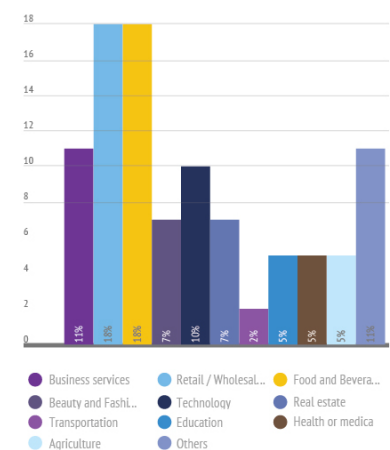
Why do/did you want to start your own business?



Which stage are you currently in towards building your own business?



Which sector does/will your own business falls under?



Contact Us: +66-2-105-4217 entrepreneurnowasia@gmail.com

Survey conducted by: **YouGov**
What the world thinks

About BNOW.org

Started in 2003 by a group of friends and professionals who want 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. BNOW wants to continue to support entrepreneurs in Thailand and expand the concept to include Thais and non- Thais, and to involve more partners. For more info, please visit www.entrepreneurnow.asia

About YouGov

YouGov is a mobile and online focused market research agency. Yougov will be conducting surveys to 1,000 respondents every month to help on stakeholders in Entrepreneur Now gain insight into the Entrepreneurship scene in Thailand.

TICC Achieved Events



“Entrepreneur Now Awards 2015 Press Conference”, Bangkok - Thailand

On July 3, TICC, in close partnership with BNOW.org, 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, joined the Press Conference of the Entrepreneur Now Awards (ENA) 2015. The awards’ objective is to promote entrepreneurship, attract investors to Thailand and the ASEAN region, and revitalise the Thai economy and its small and medium-sized enterprises. During the event, Mr. Michele Tomea, TICC’s Secretary General, gave a brief speech about the role of TICC and its will to promote and support Thai entrepreneurs to both domestic and international markets.



“Ospitalità Italiana Award Ceremony Phuket 2014-2015”, Phuket - Thailand

On July 17, TICC, in collaboration with Peroni, Aroy Italy, Pluto Ice Cream, San Pellegrino and Cape Panwa Hotel, organised the Ospitalità Italiana Award Ceremony Phuket 2014-2015 at Cape Panwa Hotel. More than 60 guests attended this event to celebrate together with the awarded Italian restaurants located in Phuket, Koh Samui and Koh Pha Ngan, Thailand. After a brief presentation of the project by Mr. Andrea Gallucci, one of the TICC Director, the TICC Secretary General Michele Tomea awarded the four chefs. In this year, the awarded restaurants are Portofino (chef Michele Laiso), La Gaetana Restaurant (chef Giovanni Ferrara), Fabio’s Restaurant (chef Fabio Colapietro) and Gusto Italian Restaurant (chef Pasquale di Gennaro).



“Aperitivo Italiano - Get Together Event”, Bangkok - Thailand

On July 22, TICC, in collaboration with, Pacific B&B, G Four International, Independent Wine & Spirits Thailand and San Pellegrino, hosted the “Aperitivo Italiano” Get together Event at il Bolognese restaurant, one of the awarded restaurants under the Italian hospitality project “Ospitalità Italiana. More than 80 guests attended this event to meet new faces and establish new relationship while tasting delicious Italian food.

“Into the Blue - Get Together Event”, Bangkok - Thailand On September 23

After the great success of the last “Aperitivo Italiano” Get Together Event, with more than 90 people attending and amazing Italian cuisine, wine and beer, TICC has arranged another Get Together Aperitivo with a new theme “INTO THE BLUE” at Vino di Zanotti restaurant. The evening was packed with guests and buzzing with networking opportunity. We also have various sponsors both in food and beverage as well as the exclusive prizes of the lucky draw session.



Fairs and Events

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 www.host.fieramilano.it/en



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@thaitch.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, 5th floor Khon Kean, Thailand www.foodandhotelex.com/2015/khonkaen
Thailand Innovation & Design Expo 2015 (TIDE)	Innovation & Design	17 - 20 September	Queen Sirikit National Convention Center, Bangkok, Thailand
FOOD and HOTELEX Phuket	Food & Hospitality	19 - 22 November	Royal Phuket Marina, Phuket, Thailand www.foodandhotelex.com/2015/phuket

Events October - December 2015

Detail	Event	Location
October		
14	Ospitalità Italiana Award Ceremony Bangkok 2014-2015	Eastin Grand Hotel Sathorn, Bangkok
November		
17	Entrepreneur Now Awards (ENA) 2015 with BNOW.org	Fourpoints by Sheraton, Bangkok
December		
15	Christmas Charity Dinner 2015 with Camillian Hospital	Banyan Tree Bangkok, Bangkok



Mille Stelle Co., Ltd.

90/7 Moo 4 Bangkruey-Sainoy Rd., Bangsrithong, Bangkruey, Nonthaburi 11130
T: (66)83 445 9387

W: www.facebook.com/pages/Mille-Stelle-Co-Ltd-Bangkok

Company Background

We are a small Thai company, which is producing mozzarella cheese type product originated from Puglia. Our mozzarella cheese production is fully hand-made.



Fratelli Co., Ltd

(Antonio's Restaurant)
26, Sukhumvit 31, Sukhumvit Road, Klongtoey-Nua, Wattana, Bangkok
T: (66) 2-662-1001/(66) 2-662-3731
E: info@antoniosbkk.com
W: www.antoniosbkk.com

Company Background

Fratelli Co., Ltd was established in 2008 by Mr. Antonio Armenio. This company was an extension of his previous Antonio's. It has worked successfully for 11 years.



Lenzi Asia Co., Ltd.

(Lenzi Tuscan Kitchen)
69/1-2 Soi Ruamruedee, Wireless Rd., Lumpini, Patumwan, Bangkok 10330
T: (66)2-001-0116 / (66)97-232-8764 / (66)89-791-6710
W: www.lenzibangkok.com

Company Background

We are an Italian restaurant that has opened in October last year, with the aims to import all the best quality products from Italy.

ATTORNEYS & LEGAL SERVICES



JNP Legal Co., Ltd

399 Sukhumvit Rd., Interchange 21 Bldg., 26th Flr., Unit 4, Bangkok
T: 02-611-2798-99
E: info@jnplegalthailand.com
W: www.jnplegalthailand.com

Company Background

JNP Legal Co., Ltd is a law firm focusing on general commercial and corporate legal matters.



CAFFÈ CHICCO D'ORO (Thailand) Co., Ltd

232/650 Moo 4, Chaengwattana Road, Chaengwattana-Pakkred Soi 22, Tambon Pakkred, Amphoe Pakkred, Nonthaburi 11120
T: (66) (0) 2-962-7075
E: info@chiccodoro.co.th
W: www.chiccodoro.com

Company Background

Sole Importer and Distributor of Chicco d'Oro coffee product in the Kingdom of Thailand.



Sambuca Co., Ltd.

139/3 South Rd., Tungmahamak, Sathorn, Bangkok 10120
T: (66)2-286-8805
E: Wanrayasri@gmail.com

Company Background

IL Bolognese offers over 20 varieties of smoke-oven pizzas and a wide selection of other tasty Italian dishes. This Mediterranean-style decorated restaurant is sure to satisfy the hunger of many happy guests. There is also a good selection of wines from the wine-producing regions of Italy.



Skywave Technologies (Thailand) Co., Ltd.

20/7 Sukumvit Rd., Soi 41, Klongton Nua, Wattana Bangkok 10110
T: (66)2-004-9118
E: anja.heck@skywavetechnologies.com
W: www.skywavetechnologies.com

Company Background

Skywave Technologies is a 100% German owned and managed provider of IT services for international companies in Thailand and all over the world. We are promoted by the BOI (Thailand Board of Investment) as an expert company in the field of Software Development & Services.



Lorenz & Partner Co., Ltd.

27 Floor, Bangkok City Tower, 179 South Sathorn Rd., Bangkok 10120
T: (66)2-287-1882
E: info@lorenz-partners.com
W: www.lorenz-partners.com

Company Background

Lorenz & Partners is an international firm of business lawyers and consultants headquartered in Bangkok since 1995. The firm specialises in legal, tax and business consultation for foreign companies investing in Southeast Asia.



Great Foam Products Co., Ltd.

88 Village, 1 Nongjok Sub - District, Bangpakong District, Chachoengsao Province, Thailand 24130
T: (66)3-857-8652
E: gfp@greatfoam.com
W: www.greatfoam.com

Company Background

A Local Thai company which operated for 28 years in business with one stop service in producing different kinds of Polyurethane foam in all processes.

**For non - members:**

Printed copy 2 000 THB

Digital copy 1 800 THB (plus Vat 7%)

Please contact:Email: membership@thaitch.org

Tel: +66 (2) 255 8695 ext. 106

Business Directory 2015

The 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.

Press Releases

Thailand launches the Multiple Entry Tourist Visa (METV) scheme

Thailand is launching the “Multiple Entry Tourist Visa (METV)” scheme. This new type of visa is an addition to the already existing 60 days tourist visa, and will be effective from 13 November 2015 onwards.

The METV is applicable to tourists of all nationalities wishing to travel to the Kingdom. Applicants can apply for the METV at all Royal Thai Embassies, Consulates-General and Honorary Consulates worldwide. The application fee is 5,000 THB with a visa validity of 6 months and the duration of stay of up to 60 days per visit.

The METV scheme aims to boost Thailand’s tourism industry and Thailand’s readiness for the ASEAN Community at the end of this year.



Ministry of Foreign Affairs of
the Kingdom of Thailand



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
(ใบทะเบียนภาษีมูลค่าเพิ่ม หรือเลขประจำตัวผู้เสียภาษีอากร)

_____ Date (Company Seal) _____ Authorized Signature

Note:

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

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

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

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





BEST AIRLINE IN EUROPE

We've just been voted Europe's Best Airline at the 2014 Skytrax World Airline Awards, for the fourth year running. As well as Best Airline in Southern Europe, Best Business Class Onboard Catering and Best Business Class Lounge Dining. Thank you to all our passengers - your loyalty is our highest reward.

WIDEN YOUR
WORLD

TURKISH
AIRLINES



Tiny Tigers Playgroup *at Bangkok Patana School* Now Roaring for Longer!



*Due to popular demand,
Tiny Tigers playgroup is now
available five days a week!*

Run by our specialist Early Years teachers, offering access to our wonderful Foundation Stage environment and learning, Tiny Tigers welcomes accompanied children between one and three years of age.

For more information and to join the fun, please email us at admissions@patana.ac.th or call on **02 785 2205**.



Monday to Friday
8.00am until 10.30am



Bangkok Patana School
The British International School in Thailand
Established 1957

Bangkok Patana School
643 Lasalle Road (Sukhumvit 105)
BTS station: Bangna or Bearing
www.patana.ac.th
admissions@patana.ac.th