

**ISSUE**  
September 2017

**INFORMA**



The Business Magazine of the Thai - Italian  
Chamber of Commerce



**SMART  
FACTORIES**





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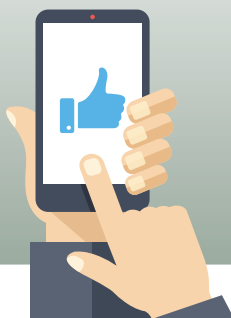
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# PRESIDENT'S MESSAGE



**Federico Cardini**  
President

Dear TICC Members and Friends,

I am very pleased to present to you the new issue of Informa. Throughout this year, the Thai Italian Chamber of Commerce (TICC) has expanded its involvement in many fields and projects to ensure enhanced cooperation and partnership between Italy and Thailand.

Particularly, for the past few months, TICC has established three regional Committees in Thailand and one in China to widen the range of services offered to its members and other companies. TICC Board of Directors has appointed **Dr. Francesco Pensato** as Chairman for Thailand - Southern and Central Regions, **Mr. Devis Bonetto** as Vice Chairman for Thailand - Southern and Central Regions (Samui and Chumpon), **Mr. Davide Bianchi** as Chairman for Thailand Eastern Seaboard Region, and **Mr. Giacomo Balletti** as Chairman for Greater China Region.

In June and July of this year, the Secretary General organized in many cities of Italy meetings for the Thailand Convention & Exhibitions Bureau's representatives with the aim of fostering business between our two countries.

On August 16, we hosted the JFCCT President's Council Meeting and were honored by the presence of H. E. Mr. Francesco Saverio Nisio, Ambassador of Italy to Thailand, who delivered a welcome address to 35 presidents of the Foreign Chambers of Commerce.

In September, we were also honored by the presence of the delegation of Industries from Padua (Italy), the Royal Thai Embassy from Rome, and three producers from Italy during three days of meetings on company tours, exploring Thai market.

Also in this month, we are launching the hospitality project Ospitalita' italiana 2017/2018 and the Chamber will start to gather Italian restaurants that are willing to participate in the evaluation as well as gathering the support of the Italian National Institute of the Tourist Researches. Furthermore, it is now available the Italian Fine Dining Guide 2017, a milestone for the Italian culinary tradition in Thailand. You will find information about Mediterranean diet, and you will find valuable information and details about restaurants awarded all over the country.

Over the years, TICC has gone through some of transformative processes aimed at providing better services to members in a number of diversified industries. In addition to the professional services provided, TICC never forgets to continue to nurture relationships between members by bringing together and connecting members at the multitude of social events and functions organized throughout the year.

TICC is a powerful tool that provides its members and others the access to Thailand's and Italy's best resources. From today onwards, TICC will continue to foster and expand our offerings in order to provide better services to companies and professionals.

Arrivederci,

Federico Cardini





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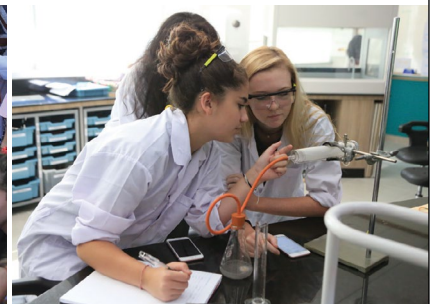
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# FOSTERING BUSINESS BETWEEN THAILAND & ITALY

Being able to do business with Italy is an opportunity to reach a potential market not only of 60 million people, but of 500 million, considering that Italy is part of the EU, a common market for goods where once entered in a member state, the product can freely circulate in any other remaining country.

In addition, the European Union is the most important importer and exporter of the world, with a total trade exchange exceeding 4,000 billion € (<http://ec.europa.eu/trade/policy/eu-position-in-world-trade/>).

In this context Italy is the second largest economy, one of the most important manufacturers and a country with an incredible diversification of products and industrial clusters.

This is basically the reason why you should put Italy on the top of your priority list for business.

## ITALY AT A GLANCE

Italy is one of the most populous countries in Europe, with more than 60 million inhabitants. The political capital is Rome, while the financial and commercial centre is Milan. Italy is the 12th nation per GDP with 1.85 trillion euros in 2016. After years of recession, since 2015 the economy is slowly but steadily increasing, with a forecast of 1.4% in 2017.

Italy is also one of the most important trading country of the world with more than 417 billion € in export and 365 billion € in import (in 2016).

## TRADE RELATIONS WITH THAILAND

The first important aspect to consider is that there is no bilateral agreement on trade between the EU and Thailand. Since the external political economy is determined by the EU, this means that also Italy and Thailand

have no facilitation agreement in terms of import and export. Anyway the EU is negotiating a Free Trade Agreement with Thailand, that will have a significant impact on trade relations once implemented. The first round of negotiations started on March 6th 2013.

Italy and Thailand have a long history of commercial relations, starting from 1980 with the treaty to avoid double taxations, to the latest Italy – Thailand business forum, created in 2015.





## ITALY – THAILAND: BUSINESS OPPORTUNITIES

The total bilateral trade between the two countries is 2.5 billion € with significant volumes of machinery (497 mln €), chemical products (104 mln €) electrical products (87 mln €) and food and beverage (75 mln €) of Thai imports from Italy and food products (270 mln €), machinery and equipment (205 mln €) and machines and vehicles (235 Mln €) of export from Thailand to Italy.

Italy is the 23rd supplier and 28th client of Thailand.

Among the most promising sectors for bilateral trade there is the industrial machinery sector where Italy, in some sub - sectors, is the most important exporter of the world (for example in the packaging field) or in the agricultural machines, where Italy is the third world strongest player after USA and Germany.

Interesting export opportunities for Thai companies are in the agricultural products and in the processed food sector. Italy is a strong importer of agricultural commodities (mainly for the productive process of the national manufacturers) but also for finished products, for fish products and for tropical fruit, exotic leathers (Italian leather companies sell exotic products to the most important fashion brands all over the world).

But we could make also other examples because the synergies between the two countries are many.

### DOING BUSINESS WITH ITALY

Exporting to Italy (and to Europe in general) may not be easy for the beginners but the European Union gives to the foreign exporter some tools with clear indications of the procedures and the documents required to avoid any problem with the export process.

The foreign exporter will find useful indications here <http://exporthelp.europa.eu/thdapp/index.htm> a website dedicated to tariffs, requirements, preferential arrangements, quotas and statistics relating to imports in EU from trade partner countries.



Also here [http://exporthelp.europa.eu/thdapp/display.htm?page=form%2fform\\_MyExport.html&docType=main&languageId=en](http://exporthelp.europa.eu/thdapp/display.htm?page=form%2fform_MyExport.html&docType=main&languageId=en) the foreign seller can find information on duties and documents required for every specific HS code.

To protect the internal market from dumping, the EU put some protectionist measures on some products coming from Thailand. The complete list is available here <http://trade.ec.europa.eu/tdi/completed.cfm>.

### OUR SUPPORT TO FOREIGN COMPANIES

Some final words about AICE, the Italian Foreign Trade Association. Our association is a no profit and private association born in 1946, straight after the II World War, from a

group of trading companies in the heart of the Italian booming economy, Milan.

We have almost 800 members, mainly Italian importers, exporters, manufacturers, trading houses, agents etc. from all the sectors.

We can only accept Italian members but we also work and give consultancy to foreign companies in different aspects of doing business with Italy, like finding trading partners, explain custom procedures, organizing b2b meetings in Italy and company visits to our members. Since 2017 AICE and TICC - Thai Italian Chamber of Commerce have agreed to work together to help Italian and Thai companies to do business and to foster trade relations between the two countries.

**By: Mr. Pierantonio Cantoni**

Associazione Italiana Commercio Estero  
(Aice)  
[www.aicebiz.com](http://www.aicebiz.com)



# NEW TICC COMMITTEES

TICC has established three regional Committees in Thailand and one in China, in order to widen the scope of services offered to its members and companies. These representatives will cooperate with member companies (and potential member companies) located outside Bangkok and also in China, due to the increasing inquiries from that country.

In view of the positive results achieved in the past years of operation by the regional Committees, the TICC Board of Directors has recently appointed:

- *Dr. Francesco Pensato* as Chairman for Thailand - Southern and Central Regions;
- *Mr. Devis Bonetto* as Vice Chairman for Thailand - Southern and Central Regions (Samui and Chumphon);
- *Mr. Davide Bianchi* as Chairman for Thailand Eastern Seaboard Region;
- *Avv. Giacomo Balletti* as Chairman for Greater China region.

The aim is to promote TICC visibility and services, to welcome new members, to distribute TICC publications and to organize - in cooperation with the Chamber - activities and events in these regions.

TICC President, Secretary General and Directors wish all the new TICC Committees to reach all the objectives by the next year.



**DR. FRANCESCO PENSATO**  
Chairman for Thailand - Southern and Central Regions



**MR. DEVIS BONETTO**  
Vice Chairman for Thailand - Southern and Central Regions (Samui and Chumphon)



**MR. DAVIDE BIANCHI**  
Chairman for Thailand Eastern Seaboard Region



**AVV. GIACOMO BALLETTI**  
Chairman for Greater China region



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# AN ITALIAN BANK AT THE SERVICE OF SMEs



**Banca Popolare di Sondrio**

Founded in 1871

Founded in 1871, Banca Popolare di Sondrio is one of the first popular Italian banks that was inspired by the popular cooperative banking movement.

Born in the city of Sondrio, in the northern Italian Region of Lombardy, near the Italian-Swiss border, over the time and thanks to the gradual expansion of its activities and presence on the territory, the bank gained more regional dimensions with the possibility of operating nationwide, while at the same time keeping strong ties to the zone of origin. Branch openings, at today 339 unities, have taken place mostly in Lombardia and in Lazio (in the Province of Rome); more recently the bank has taken some steps outside of its traditional area and, more precisely, in the northern Regions of Emilia Romagna, Liguria, Piemonte, Trentino Alto Adige, Valle D'Aosta, and Veneto.

The bank offers its customers (families, professionals, small and large companies, public institutions, etc.) services in order to satisfy their every banking, financial or insurance need.

The bank's capital, which stands at around 1.360 million Euros, is shared among over 180.000 Shareholders, most of whom are customers. At 31st December 2016, customer loans amounted to 21.332 millions of Euro, direct deposits at 28.002 millions of Euro, indirect deposits for 26.888 million Euro and 80 millions of Euro as

net profits. The bank employs 2.676 persons.

Banca Popolare di Sondrio also has a strong international vocation, with its 45 desks abroad and its international recognition: full expertise and market leadership in the field of international pensions payment; ranking at first positions in the Italian chart of foreign transactions carried out on behalf of customers; ISO 9001:2008 Quality Management System Certification, obtained in many fields of foreign department; one of the most important and most reputed operators in the field of emigrate remittances, with 20 corridors opened; complete and personalized assistance to private and corporate clientele in their every needs on foreign markets; cooperation with international institutional customers (International Fund for Agricultural Development, Food and Agriculture Organisation, World Food Programme, International Development Law Organisation, Central Banks, Postal entities, European Commission).

In the latest year, many changes intervened in the payments domain: among them SEPA (Single European Payments Area) and the PSD (Payment Service directive) required strong technological innovations and a renewed strategy to keep considering payments as a business. The capability of reaching different counterparties has become a central issue in the new European payments

market, and Banca Popolare di Sondrio has done the necessary to accept the challenge offered by the new market, through a payment platform evolution and the adoption of the innovative Sepa products: SCT and SDD widely used by retail, corporate and institutional customers.

Banca Popolare di Sondrio has a worldwide network of almost 2.000 foreign correspondents enabling to reach every country in the world, with more than 35 foreign currencies traded; besides, through the participation in EBA Clearing and in Eurogiro, Banca Popolare di Sondrio has the broadest possible access to the European banks. New partnerships are in progress, with the purpose of expanding its network of correspondents worldwide.

In 1995 Banca Popolare di Sondrio (SUISSE) SA was founded with the aim of creating a bank to service retail customers in Switzerland, wholly owned by Banca Popolare di Sondrio.



**By: Ms. Mara Simonini**

Banca Popolare di Sondrio  
Servizio Internazionale

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# POLO MECCATRONICA: WHERE THE SMART FACTORY GROWS



Polo Meccatronica is a technology hub located in Trentino, where business, innovation and education interact to generate and develop innovative projects with the support of Trentino Sviluppo. It is promoted by the Autonomous Province of Trento, and involves key players from the public and private sectors and trade associations, offering a common space to produce, research and experiment innovative and more efficient products and processes. Thanks to the interaction between computer science, electronics and mechanics, Polo Meccatronica defines itself as one of the few examples of innovative hub in Italy, where entrepreneurs, researchers and students can grow together by sharing a stimulating habitat.

In Rovereto, on an area of 10 hectares, this technological centre creates synergies that facilitate the development of collaborative research projects, in order to create innovative products and processes, transferring skills (and staffing) from the world of education and research to companies. A bet on which the Autonomous Province of Trento has invested around 90 million euros.

In Trentino about 800 companies operate in the mechanical-mechatronics sector, for a total of 10,000 employees. A cluster that sees in particular the presence of companies qualified in automotive, intelligent and robotic systems, sensors and industrial automation. The project of Polo Meccatronica is part of the Intelligent Specialization Strategy defined by the Autonomous Province

of Trento, where Mechatronics (together with Energy and Environment, Agrifood, and Quality of Life) has been identified as a priority development area.

Started in 2013, Polo Meccatronica already hosts thirty companies and a total of 236 employees, with a turnover of 37 million. The first company moving in was Bonfiglioli Mechatronic Research, a research centre founded by an out-of-Region multinational company, that in Rovereto creates the next-generation reduced-speed gearboxes (TQs). Other companies that work within Polo Meccatronica are Carl Zeiss, a specialist in the design of precision optical systems, and the Ducati Energia Research Centre, which has built the prototypes of four-wheel electric vehicles and the first bike with an integrated electric motor inside the wheel. Since September 2015, the Dana Mechatronic Technology Centre, the first mechatronics-based Dana research centre in the world, has been specializing in advanced traction systems for off-road vehicles. The first centre of innovation worldwide initiated by the US multinational WATTS Water Technologies arrived at Polo Meccatronica in 2016. Among the most significant names there is also Nplus, part of the Aermec Group. A variety of interesting startups working on sensory, robotics, software and applied technologies complete this painting, together with Industrio Ventures, the first hardware accelerator in Italy.

## ProM Facility: The new rapid prototyping laboratory of Polo Meccatronica



ProM Facility is an open lab designed to produce, research and experiment innovative and more efficient products, combining traditional mechanics with the most modern sensors and sophisticated virtual prototyping systems and electronic control techniques. A result of the collaboration between the Autonomous Province of Trento, Trentino Sviluppo, Bruno Kessler Foundation, University of Trento and Confindustria Trento, the ProM Facility provides companies operating in the mechatronics sector with an integrated platform for the prototyping and qualification of mechatronic systems and subsystems.

This facility is a state-of-the-art infrastructure – unique in the Italian landscape. It brings together the skills provided by the Bruno Kessler Foundation and the University of Trento. Designed to respond to the incitements and requests from the local and national industry, through the support of students of technical schools, textiles and doctorates,



It also wants to become a “nursery” of new technicians and engineers ready for the working life, in a modern context able to fit the global challenges of Industry 4.0.

The beginning of the ProM Facility activities dates back to April 3, 2017, with the activation of the first machinery and the signature of the convention for the joint management of the laboratory by the promoters of the project. Yet, the public presentation of the ProM Facility was held on 29 and 30 June 2017, during a two-days event that saw guided tours, moments of in-depth study, a roundtable for the discussion of the more general topic of Smart Manufacturing and a scientific workshop focused on Additive Manufacturing.

The Facility, thanks to the commitment of European Regional Funds (ERDF), has innovative machines – 6 million euros worth – for rapid prototyping and three-dimensional printing of artefacts. Among ProM’s flagships is an integrated machine tool that works simultaneously as a five-axis numerical milling machining centre and as an additive production system - by sintering and melting metal powders using a laser beam. A combined laser cutting machine for tubes and sheets of various materials is also included. There are also two 3D printers to create components by sintering or selective casting of metal and polymer powders using a laser beam, a 3D scanner, an electromagnetic lathe with numerical programming, as well as other specialist equipments. The Facility’s offer is complemented by a specific focus on cyber security, an increasingly hot topic even in the industrial field.

Technical engineering staff moving in the mechanical and mechatronics sector can find upgrading and specialist training opportunities in a dynamic and next-gen context. Students and PhDs are offered high quality training courses and educational paths of excellence. Companies can get in touch with innovative technologies and find solutions with the help of researchers. At the same time, they will be able to target the professional skills that are ideal for their future needs and thus help define future generations of professionals tailored to their needs. For what concerns research, the expected result is the creation of a more effective link between business and training world. From the point of view of education,

the goal is to create a new generation of “T-shaped” students ready to face the new technological challenges of entrepreneurship and to favour the professional occupation of students who have operationally learned the specific skills required by the labour market.

The aim of the project is to provide responses to the needs of the future manufacturing market, through the introduction of the so called “Top Technologies” of the future (Mechatronics, Internet of Things, Additive Manufacturing, Composite and Nanomanufacturing, Embedded Systems and more).

The operational management of the ProM Facility is entrusted to a team of experts including a director, representing Trentino Sviluppo, a scientific manager, representing the University of Trento, a technical manager, representing FBK, a technical coordinator and three technologists. The laboratory staff is supported by high school students, graduates, and PhDs students, that have the opportunity to complete traineeships and research paths of excellence working on concrete projects. The University of Trento will grant two doctoral awards per year on topics related to Polo Meccatronica, whereas Confindustria Trento will fund a specific two-year research grant for related activities. Additional responsibilities for specific research projects can be made available by the partners. In particular, an FBK researcher will coordinate the activity focused on the ICT theme of industrial systems and IT security.

## A technological hub in steady evolution

The ProM Facility is linked to the overall design of the Polo Meccatronica Industrial Laboratories, a project that will be completed with the construction of the new building - about 6,000 square meters of laboratories and research centres. Temporarily placed in a production module of Polo Meccatronica, the ProM Facility will occupy approximately 1,000 square meters of the total 6,000, while the remaining 5,000 square meters will be available to individual companies that can be hosted for shorter periods so to exploit the services and develop new industrial research projects in an environment prone to cross-fertilization and innovation - an open model inspired by European and American centres of excellence.

At the completion of the Masterplan elaborated by the Municipality of Rovereto, the new headquarters of the Technical Technological Institute “G. Marconi” and the Professional Training Centre “G. Veronesi” will also find their place in Polo Meccatronica.

From the point of view of the urban planning, the Masterplan promotes the integration between productive realities, educational establishments and research institutes with a careful look to the wider involvement of the surrounding urban fabric. Indeed, Polo Meccatronica will communicate with the rest of the city via a functional roadside system, sleek connections, an efficient public transport system, where there will be many different green spaces open to the community (park, boulevard, etc.).



By: Ms. Laura Gallina  
Trentino Sviluppo S.p.a.  
<http://www.trentinosviluppo.it/>



# GET THE MOST OUT OF YOUR MARKETING DOLLARS

Effective solutions to grow your brand with **DemoPower**



When companies in Southeast Asia want to expand their client base or promote their products, they turn to DemoPower. As the largest trial and demonstration service company in the region, they specialize in spreading brand awareness, inspiring conversation amongst shoppers, and boosting sales. For more than 20 years, DemoPower has been bringing clients unique and highly customized marketing campaigns; through efficient product demonstration and sampling, clients grow their business and connect with existing and new consumers.

### **How Does DemoPower Connect With People?**

DemoPower reaches shoppers through a variety of mediums; utilizing product demonstrations, coupons, promotional troops, interactive booths, events, mascots, mobile apps, and more; connecting with people every day.

With over 40 million unique shopper interactions each year, DemoPower creates customized marketing solutions, helping clients increase both their customer base and market share. Results show, 1 in 5 shoppers purchase the product when they were engaged in a demonstration.

In order to increase effectiveness of these marketing campaigns, DemoPower leverages on power of play, creativity, and technology.

In October 2016, DemoPower designed a mascot on behalf of snack-maker, Mogyi, to maximize the impact of an in-store product demonstration campaign. This promotion was a big hit, engaging 17,580 shoppers and facilitating an astonishing 772% sales uplift. Simultaneously, DemoPower executed campaigns for brands such as Foremost and Ovaltine in hundreds of stores nationwide reaching more than 630,000 shoppers.

Another effective marketing strategy is to create a sense of exclusivity and urgency. DemoPower developed a specific engagement tool for this purpose, namely ActivLink. Aside from product visualization, video playing, and shopper surveys, the technology allows on-the-spot coupon printing. Throughout 2016, DemoPower ran various campaigns for Nestlé Dolce Gusto and the Oblo coffee machine utilizing ActivLink, motivating sales of 1,700 machines.

**SCAN HERE >>  
TO WATCH OUR VIDEO: ACTIVLINK  
FOR DOLCE GUSTO**

### **Creating Memorable Moments**

The key to spreading brand awareness and conversion lies in effective shopper engagement. To maximize the effectiveness of a campaign, DemoPower is present at every touch point within the consumer journey. From retail to transit, from work to leisure, DemoPower exposes audiences to new and existing products, drawing them into interactive campaigns that show how these brands can benefit them. DemoPower helps to establish a relationship built on trust, confirming brand benefits, and gaining a place in the consumers' heart and home.

Brand experience is a key factor in developing loyal consumers.





Utilizing flash events, technology, mascots, sampling and demonstrations; DemoPower gets the consumers involved in the product activation, creating a long-term emotional connection.

A memorable product experience and positive connection with a brand has an exponential effect in spreading awareness and driving brand loyalty. If the engagement is noteworthy and intimate, your brand will be in the forefront of the consumer's mind. Therefore, feeling confident and excited to share their experience with others online and offline, allowing your product to be exposed to a wide-range of potential consumers.

**Bringing Brands To Life At The BTS**

DemoPower is opening more doors to brands by being present at the BTS with an extended reach of 1.2 million passengers at 34 stations. With close proximity to shopping malls, businesses, and residential areas, BTS campaigns present one of the highest returns on investment. By connecting with a younger, urban, technology-savvy generation with strong purchasing power, DemoPower is reaching more consumers than ever!

Earlier in 2017, DemoPower delivered a series of Flash Events for skincare manufacturer Bioré. The client needed to find an out-of-the-ordinary, engaging way to boost awareness and trial of UV Face and Body Milk. DemoPower toured 3 BTS stations for a total of 12 days and chatted with commuters explaining the risks of sun exposure and how Bioré UV products provide protection. To amplify Bioré's brand message, DemoPower leveraged on the power of play and set up touchscreen kiosks prepped with interactive games. The campaign created 26,000 opportunities to see, engaged more than 18,000 passengers, garnered 11,000 game interactions, and delighted 5,000 people with free samples.



**Connecting The Dots Of The Consumer Journey**

The field of marketing is constantly evolving. New channels and platforms are emerging every day. Mass transportation systems, such as BTS and MRT, are helping clients connect with consumers on a larger scale. As Thailand's retail industry trends upward, creating brand engagement through public transit provides a strategic way to complement campaigns within the retail channel. By establishing a presence at every touch point of the consumer journey, DemoPower spreads brand awareness. In 2017, with so many products available, price is the leading differentiating factor that shoppers recognize. DemoPower changes that conversation,

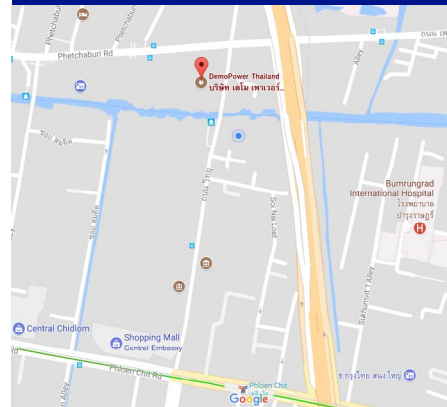


**<< SCAN HERE TO WATCH OUR VIDEO: FLASH EVENT FOR BIORÉ**

allowing brands to have a two-way dialogue with audiences, giving your brand a face, a personality, and something to relate to. DemoPower breathes new life into your products and connects with consumers on a higher level, leaving them with a positive emotional connection.

**Author: Andrew Schiff**

**HOW TO CONTACT DEMOPOWER**



**Tel.:** +66 2023 7077  
**Fax:** +66 2250 7102  
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**BOUNCE @EmQuartier:** 4<sup>th</sup> floor, The Glass Quartier

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**Mr. Ahmet Tugcu**  
Director Thailand & Cambodia

# A TALK WITH TURKISH AIRLINES



A STAR ALLIANCE MEMBER 

*In 2011, I graduated in Industrial Engineering. Having a curious mind of management, I then decided to take up a course related to MBA (Finance) in University of Sunderland, UK and eventually received a master degree in 2012. I am now doing PhD and interested mainly in heuristic systematic models and revenue management - academic studies.*

*In 2013, I landed in Turkish Airlines as a Marketing and Sales Specialist and further appointed as an analyst and coordinator of Central Europe. I worked the TK+1 project which is cooperated by McKinsey company in Europe. With the successful project, I was promoted to be a Marketing Manager at Turkish Airlines, Bangkok Office. I have further become a General Manager for Thailand and Cambodia since 1 February 2017.*

**Could you please tell us about the story of Turkish Airline?**

Established in 1933 with a fleet of five aircraft, Star Alliance member Turkish Airlines, with a fleet of 332 (passenger and cargo) aircrafts, is flying to 300 destinations worldwide with 251 international and 49 domestic. According to the 2017 Skytrax survey, Turkish Airlines was selected a six consecutive years of "Best Airline in Europe" award between 2011 and 2016, now chosen as the "Best Airline in Southern Europe" for the ninth consecutive times. Having won the "Best Economy Class Onboard Catering" award in 2010, Turkish Airlines was also awarded as the World's "Best Business Class Onboard Catering" in 2013, 2014 and 2016, and 2017 respectively. Winning the "World's Best Business Class Lounge" award in 2015 and 2017, the global carrier also picked up the World's "Best Business Class Lounge Dining" award for the third consecutive years according to this year's survey results.

**How did you develop in South East Asia and Cambodia?**

As being known that South East Asia with its recent emerging and growing economy has much attracted the interest of our company's regional investment and business expansion into the region. With our ongoing journey, we are now proudly to operate Turkish Airlines's cargo flights (twice a week) to Cambodia and in a row arrange 18 flights to Southeast Asia; namely, Thailand, the Philippines, Malaysia and Indonesia connecting to 113 destinations in Europe and to totally 300 destinations worldwide. Under the rapid growing trade and passenger volume, we (as one of Turkish Airlines representatives for the region) are enthusiastically encouraged each passing day to offer more capacities throughout the region.

**What about the daily connections from Istanbul?**

In addition to Bangkok line, where we have served 14 frequencies a week, Phuket, as new destination which we started 4 times a week, has expanded our flight volume to Thailand. In terms of strategic location, we are establishing a strong transit passenger traffic carrying 65M passengers per year, with 332 fleets

through Istanbul aviation hub. The motto "widen your world" becomes a bridge connecting two continents (Asia and Europe) and offering convenient one-stop transitconnections around the globe.

**How would you like to support and cooperate to benefit the business and activities of TICC members and network?**

Having been as the World's largest airlines flying the most countries around the world, we have been connecting Thailand to 113 European destinations. After our inaugural flight to Bari in 2015, We as Turkish Airlines has consequently reached to our 10th destination in Italy. With our diverse destinations spanning throughout Italy: namely Bologna, Genoa, Milan, Naples, Rome, Turin, Venice, Catania and Pisa and recently Bari, we offer unique advantages under the framework of corporate club to Italian companies that can fly anywhere in the world to support our responsibility to narrower the gap between Italy and Thailand.

Turkish Airlines Corporate Club has been designed with two goals in mind. To offer your company an easy and streamlined method to reduce travel cost and in addition, to offer your company's business travelers various perks to make their travels as comfortable as possible. With benefits for both your company and your staff, we are sure that you will choose Turkish Airlines when you book your travels, via Istanbul, to 296 destinations around the world! What's in it for your company?

**- Exclusive discount: Up to 13%** upfront discount that the company can immediately enjoy after becoming a member.

**- Flexibility: Turkish Airlines Corporate Club fares** allow your staff members to rebook or reroute without incurring any penalties. All they have to do is pay the difference, IF ANY! Since business plans can change quickly, this is a valuable benefit that can save your company a lot of money.

**- Exclusive baggage allowance:** The companies will enjoy generous baggage allowance, when becoming our member the companies entitle to 40kgs for economy class and 50kgs for business class when traveling to Europe/Middle East/ Africa/ Central Asia and 32kgs/ piece

2 pieces for Americas routes (flight must depart from Thailand)

**- Mileage program:** As a member of Star Alliance, the strongest and widest airline alliances in the world. If you are a member of another Star Alliance frequent flyer program. You can also earn and redeem miles when traveling with Turkish Airlines and collect miles to other Star Alliance carriers.

**- Corporate Club agreement:** Free membership, companies do not pay any penalties for not reaching targets, companies just save money and enjoy benefits starting from today.

**What is your business strategy for the next 5 years and Vision to achieve the strongest position in the market?**

There is no doubt that "Airline" seats are often referred to as a commodity but we as carrier strategically keep fighting hard to change this perception. Through the addition (continued development) of new features, we are trying to differentiate our products as well as services in a way battling for consumers (passengers) through price and product/service itself.

Before getting any particular business strategy plan, I think we have to look at South East Asia's business opportunity in overall pictures, it is seen that since much of the young population has many years ahead to earn greater incomes, this trend consequently leads to an incredible increase in their purchasing power. Strategically, there are some attractive characteristics of such diverse population to be focused. That is to say, there have a high inclination to use the internet, computers, mobile devices and those who are connected to the internet have greater purchasing power to buy any product or service. Furthermore, South East Asia as established AEC in 2015, nearly every country in this region (except for Singapore) has an emerging and fast growing economy offering opportunities in the form of a huge market of US\$ 2.6 trillion and over 622 million people. This AEC, a major milestone in the regional economic integration in ASEAN, was collectively the third largest economy in Asia, the seventh largest in the world and the most advanced integrated markets.

Therefore, this opportunity paves my future



vision to look forward a possible 5-year business strategy plan in line with our company's goals and objectives, mainly to become the preferred-leading European air carrier with the largest network of coverage with its strict compliance with flight safety, reliability, product line, service quality and competitiveness. We as one of the largest major airlines flying both business and leisure travellers to the region, are enthusiastically working for being the most reliable airlines in the industry for "on-time arrivals" and having "the lowest number of customer complaints". These are the main keys leading to my statements to define strategically the goals of long-term initiatives to be competitively superior than other competitors over the market throughout the region. This could be in the scope of the following company visions; for example, a continued growth trend over industry average, most envied service levels worldwide, sales and distribution costs below industry averages and a personnel constantly developing their qualifications with the awareness of the close relationship between the benefits for the company and the added value that they contribute.

Despite the fact that the busiest lines of the world, in terms of available capacity, are based in the region, the tension and uncertainty in global economy and strong competition force the leading Asia-regional carriers to take some measures. It seems we have been exposed to intense competition, insufficient infrastructure capacity and slot deficiencies at the airports put pressure on ticket prices and profitability (Turkish Airlines' s 2016 Annual Report). Under this circumstance, I think that developing a "winning idea" based on the company's critical elements such as mission, vision and value is a core goal of "business strategy" which may take a lot of efforts to find, shape, test and refine. However, the idea should not mistranslate our identity as the flag carrier of the Republic of Turkey in the civil air transportation industry. Here, our core goal of "business strategies" for any specific region, hereby South East Asia is firstly to determine and understand fully the internal and external environmental factors recently affecting Turkish Airlines where I am responsible for. This is of course to take a lot of efforts to analyze, identify and evaluate a proper business strategy. With the above-mentioned understanding, it is the easiest way for me as GM for Thailand and Cambodia to identify our clear advantages and use these to be competitive in such highly competitive market. These are some particular points of view ensuring that what I want to win is to something that contributes towards Turkish Airlines's overall purpose.

**Customer Focus:** I think we cannot denied that being customer-oriented is one of the greatest important perspectives in the aviation industry. Nearly every major airlines in the past mainly would focus on their products which turn a blind eye to the expectations of their customers who preferred them. Today's world business especially in Airline industry, the most successful companies, however, grow by defining customer-oriented strategies,



rather than focusing just on the products. I think utilizing proper advanced technologies in the region where most of population are being obsessed with and vary arrangements to meet the expectations of customers in the best way is strategically one of the possible ways for business success. Aware of the fact that meeting the expectations of customers can not only be possible by properly analysing and defining who the customer is, but also taking their sensitivities in price, time and quality into consideration. Plans must take into account the challenging and ever-changing competitive environment as well as how passengers define value. For example, business travelers are sensitive to flight times and expect a high level of service. To deal effectively with the planned-business strategy, I believe that each stage of service should be clearly designed to the customer satisfaction and offers different alternatives before and during the flight with our friendly and welcoming crew members. In this respect, I will pursue what Turkish Airlines's customer-focused strategy is set out. In other words, Turkish Airlines is offering a wide range of services to satisfy the passenger at every stage of their flight experiences; namely, time-saving, pre-flight procedures such as check-in services via user-friendly website and easy-to-use kiosks at the airports, various in-flight service concepts such as in-flight entertainment options, special occasion celebration surprises and sleep sets that promise home comfort in the sky, and excellent post-flight services at our lounges for transfer passengers to feel at home while waiting for their connection flights. These provided services can be guaranteed by the above-mentioned awards (story of Turkish Airlines) which are the outcome of the winning ideas created to make our customers feeling themselves special and exclusive.

Another important strategy by which Turkish Airlines carried out is social responsibility projects designed in every single year with the participation of its shareholders, particularly the volunteer groups formed with the participation of its employees within the company at the beginning. A great number of people, particularly children, are planned to reach both around Thailand and other neighborhood in the Southeast Asia region by providing with various activities within the scope of these social responsibility projects.

Last but not least, other 5-year ahead strategic business plan is, during his reign as General Manager, to pursue a continuously expanding network by finding the right niche. With respect to the "best" category-awards and transitional period to Istanbul New Airport planned to open in the end of 2018, I think this is providing us with another opportunity to easily span our network connecting Asia to Europe and other destinations worldwide through the possible increase in the quality of the products/services offered and standardisation based on the new airport's full-equipped facilities and comforts. By means of being completely and effectively implemented, the major problems arising from the existing runway and capacity restrictions at the current airport will be significantly resolved and the productivity is accordingly increased. I hope that this is, in line with the spanning airport facilities, strategically how to find the right intergration into the new market with the potential target groups from ASEAN (one of the potential hubs in Asia) bridging worldwide destinations via Istanbul (one of the aviation hubs in Euro-Asia) with the World's largest "Widen Your Word" carrier named Turkish Airlines.

To sum up, what we have earlier mentioned is to reduce stress for our customers and help them enjoy travel. Therefore, my upcoming 5-year vision might strategically say that we help travelers have a free and enjoyable flight. We will fly people to their destinations happily and on time. This can be seen as vision statement which is more emotional. It sounds like a partnership between the airlines and its customers that bring about the airlines itself being number one of on-time arrivals as well as the lowest number of customer complaints. This is an idea that we as an airline team members can really get excited about. It gives us a sense of enthusiasm about "what we are doing" by developing our mission and vision statements can motivate our team to realize an inspiring vision of the future. Upon my scope of future vision, I am also to keep working in that way till I can combine our company's "purpose and success" measures into one and concise understanding. Once I finalize such those perspectives, I can further move on to my "vision" statements materialized and defined under the long-term projects of Turkish Airlines.

# BUSINESS IN VERONA, THE CITY OF ROMEO & JULIET

Welcome in Verona, you are in the 4th Italian city for art, history and architecture: the city of love, the city of shakespeare's Romeo and Juliet. Even from a distance: do not forget that the agricultural and food tradition of Verona is very popular abroad with its wines, olive oils, baked goods and other delicacies, along with fruits and vegetables. My best wish is that you might experience our region through the eyes of so many poets and writers whom since the days of the Romans described the beauty and made it to the theater epic events like the Romeo and Juliet of

Shakespeare. In the words of Charles Dickens: "Delicious Verona! With its beautiful old buildings and the lovely countryside view away from hiking paths and tunnels with solid balustrade. With its serene Roman bridges that draw the right path lighting, in today's sunlight, with shades of ancient centuries. With marble churches, the tall towers, rich architecture that overlooks the ancient and quiet streets where echoed the cries of the Montagues and Capulets". Tourism is one of the flagships of Verona. Always very popular with German and Dutch tourists, our province is becoming a magnet



for Russian tourists that enjoys our high standard hotel facilities and have a passion for our fine wines and luxury shopping. The figure confirms the level of acceptance of Verona: where there is not much to say and so much to live. From history to nature, from the beaches to the mountains, from amusement parks to spa. From the plains to the hills, from food to wine. The area of Verona offers everything to tourists who can also count on an opera festival

in his millenary roman Arena.



**Giuseppe Riello**  
President of Verona Chamber of Commerce  
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"MEXICO OAXACA, COSTA RICA TARRAZU and BRAZIL CHOCOLA" Single Origin Coffee Bean is 100% Arabica bean. With Espresso Machine, initiating the single origin with different ways to reach its peak of aroma, so finding your own aesthetic and unique taste.

RECOMMENDED BREWING METHODS



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OSPITALITÀ ITALIANA  
QUALITY APPROVED

# OSPITALITA' ITALIANA

*we simply take care of  
Authenticity*

Talking about Italy is mainly talking about food and there's no other country in the world owning and covering a leading role in Quality Food Industry as Italy does.

*Italians simply take care of their own **Identity, Heritage and Tradition**, especially if strictly related to food because eating it's for us: **sharing**. Cooking or having feast together, with our families or friends, not only in special occasion, It's part of our lifestyle and we are proud of it!*

Exactly two decades ago, in 1997, the **Italian National Tourism Research Institute** (ISNART) has begun to ward and award *Authentic Italian Culinary* from fake Italian products and Italian sounding by setting down the 10 strict requirements to be awarded and certified *Ospitalita' Italiana*.

In the following years the project has been increased, involving up to 54 Countries and 65 Italian Chambers of Commerce worldwide with



thousands and thousands of awarded restaurants.

The Thai-Italian Chamber of Commerce brought the project here in 2010, celebrating now (in 2017) its **8<sup>th</sup> Edition** with up to 57 awarded restaurants. The strength of the Italian Community and Italian Food Lovers has helped us to promote and spread awareness among Thai and Expat community for authentic and quality Italian food.

Furthermore, historical Italian restaurants along with the freshly opened ones have brought Thailand to the next level on the world gourmet cities. For this reason, together with the *Ospitalita' Italiana Project*, we are willing to promote 2 special focuses for this year: **Italian Sounding** - monitoring centre, to collect all the notification about fake or copy Italian products and restaurants; and **ICIF - the Italian Culinary Institute for Foreigners** in Italy.

Be part of our project and share with us your comments, you can also report to us new Italian restaurants or Italian Sounding products in Thailand.

E-mail: [oi@thaitch.org](mailto:oi@thaitch.org)  
Tel: (+66) 02-255-8695



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International Exhibition and Conference on Renewable Energy, Energy Efficiency and Environmental Technology



**6-9 JUNE 2018**

BITEC, Bangkok, Thailand

## ADVANCING THE FUTURE OF ASEAN ENERGY



ASEAN's booming economic growth has resulted in increasing demand for energy - more so than ever. In fact Thailand is now one of the leading and most advanced countries for energy sources in Asia. The country has now established itself as ASEAN's prime Energy hub and Thailand Energy 4.0 will shape the future of ASEAN Energy and ASE 2018. Both will provide an unbeatable platform for manufacturers to showcase their latest technology to buyers and policies makers from across the region.

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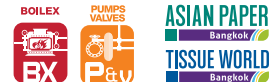
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# ITALIAN FINE DINING IN THAILAND 2017



The Italian Fine Dining in Thailand 2017 has been revealed during our last Get Together Event: 'The Launch of Ospitalita' Italiana' on August 24.

This little and precious handbook is collecting many different information, which range from Ospitalita' Italiana awarded restaurants to short informative articles about Italian fine ingredients and food curiosity.

The aim of this publication is to promote and collect the **excellences of the Authentic Italian Culinary here in Thailand**, providing awareness about Italian Cuisine, Ingredients and Restaurants to Thai and Expat Community.

You will find this publication at four and five-star Hotels, Airport Lounges, Tourism Agencies, Shopping Malls as well as our channels in order to make it the **major reference for Italian Cuisine** – Food and Wine Culture in Thailand and South East Asia.

Purchase your **Italian Fine Dining in Thailand 2017**, now! Only 250.- THB net.

Choose your favorite restaurant from the details on this book and scan the QR code to get further information and directions!

Enjoy with our Italian Fine Dining in Thailand, Buon appetito!

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## THAILAND - ๗๗ - THE 77 PROVINCES



The **Thai-Italian Chamber of Commerce (TICC)** is pleased to present: **'Thailand - ๗๗ - The 77 Provinces'**.

This project is part of new activities aimed to celebrate our 40<sup>th</sup> Anniversary in Thailand and our bilateral cooperation among Italy and Thailand.

Through this voyage we will discover together the Provinces of the wonderful Land of Smiles, from the most remote ones to the most famous ones, avoiding the common places and focusing on the local lifestyle and the huge Heritage of Thai Traditions and Cultural aspects.

Please let us know if you like the initiative, if you have been to these provinces and suggest us the next destination! We would be glad to cooperate with our readers so feel free to send us your own best photos to be featured!

**Would you like to be a part of this project sponsoring your own activity?**

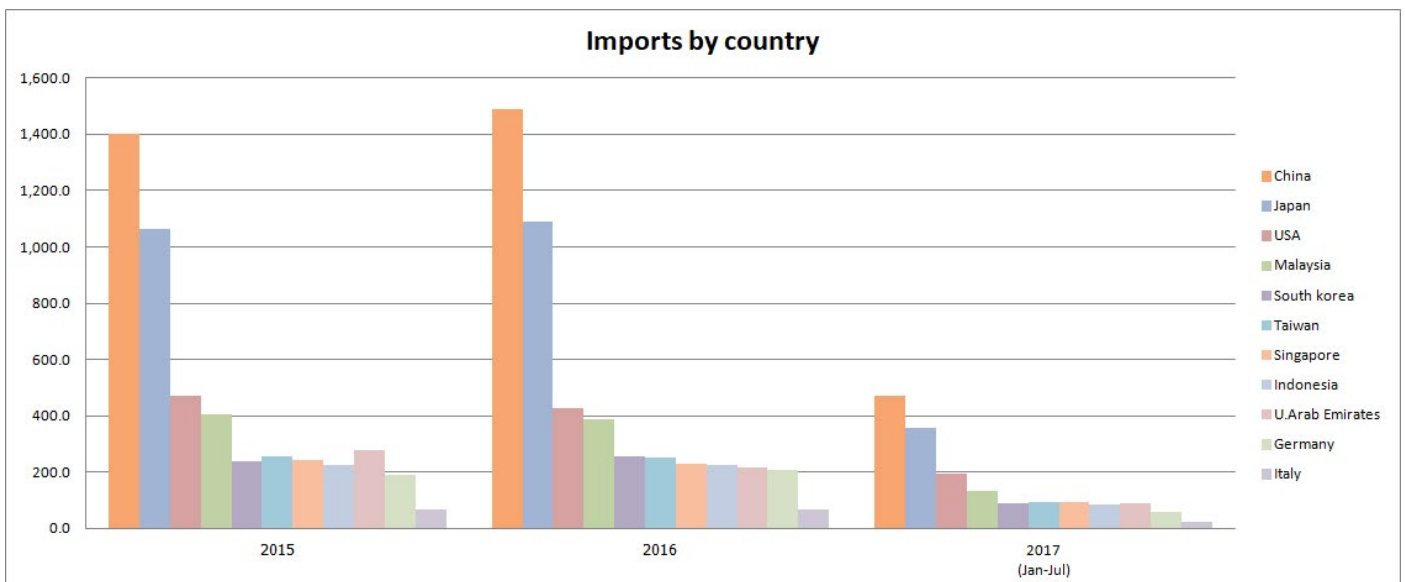
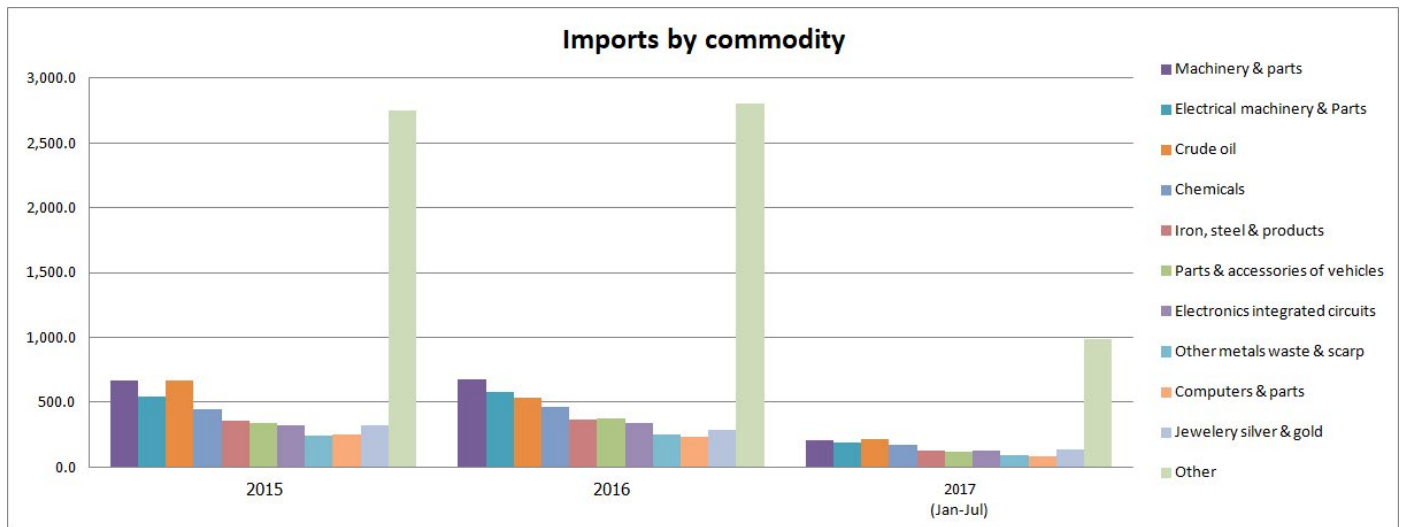
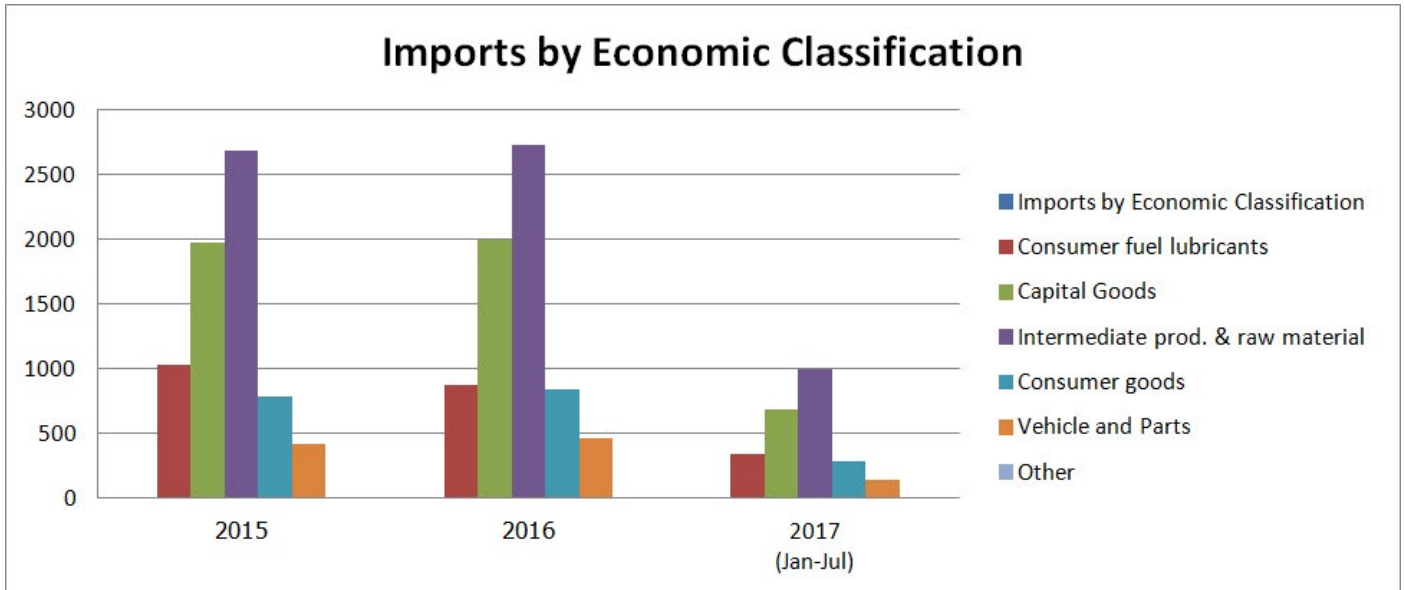
Contact us! We would be glad to cooperate with you. We are welcoming hotels, tourism agencies, B&B, restaurants, tour guides, scuba diving and all of those activities that will welcome Italian travelers.



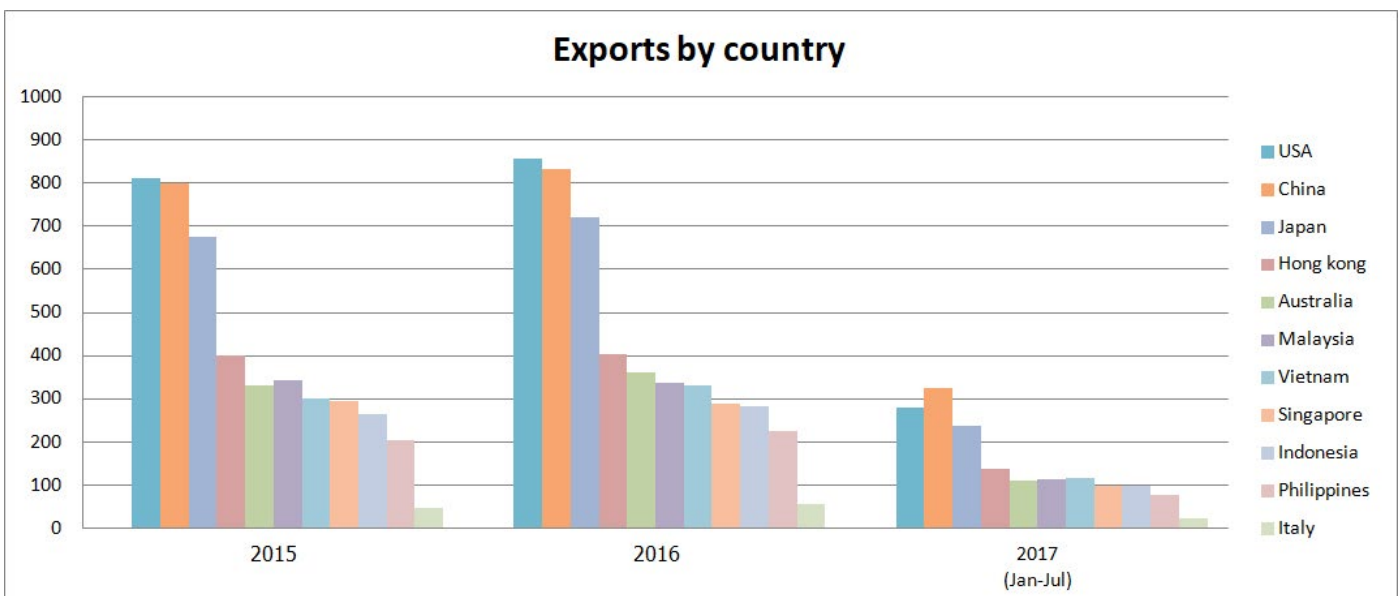
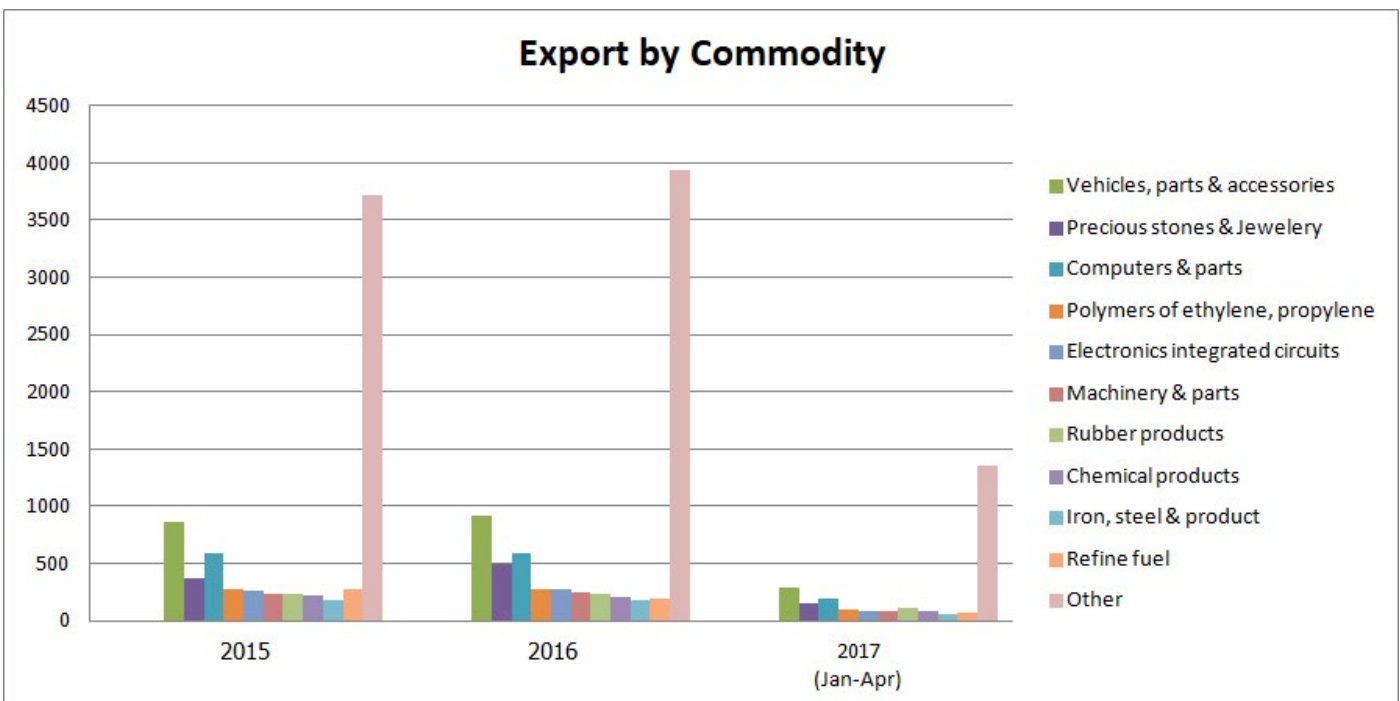
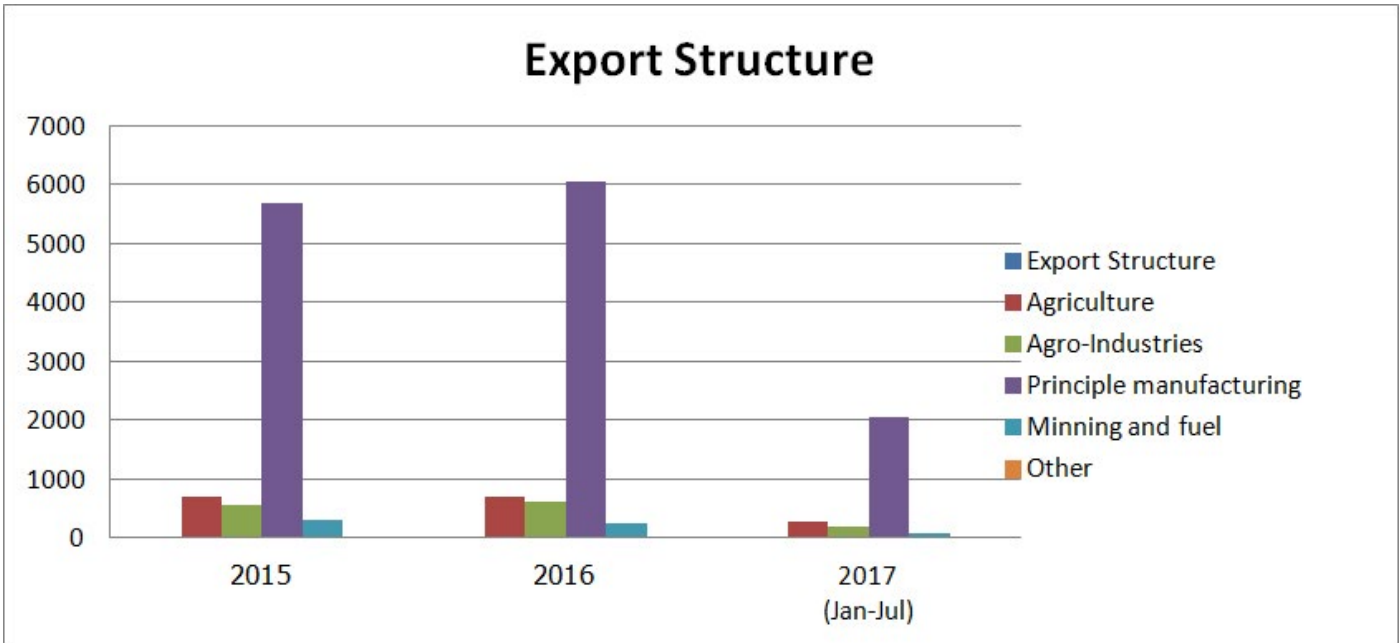
# THAILAND IMPORT & EXPORT CHARTS

Updated Import and Export data from 2015 - July 2017

For more data please contact: [trade@thaitch.org](mailto:trade@thaitch.org)







# TRADE SHOWS IN FOCUS

60<sup>th</sup> BANGKOK GEMS AND JEWELRY - 7 September 2017

Enjoy benefit of IMPORT DUTY EXEMPTION in Thailand.



The Thai-Italian Chamber of Commerce (TICC) has visited the 60<sup>th</sup> trade show Bangkok Gems and Jewelry 2017, held at the IMPACT, Bangkok between September 7 -10.

For 34 years, the Bangkok Gems & Jewelry Fair has been playing a pivotal role in establishing Thailand as a reputed destination for producers and exporters wishing to expand their businesses and networks internationally.

To celebrate the show's 60<sup>th</sup> edition this September, DITP is most honored by the presence of Her Royal Highness Princess Sirivannavari Nariratana at the BGJF's opening ceremony.

The World Ruby Contest is also one of the show's must-visits as 60 of the finest rubies from around the world will be on display.

With all the interesting exhibitions and extensive seminars, the 60<sup>th</sup> Bangkok Gems & Jewelry Fair will surpass all expectations and prove to be beneficial to all.

It was a pleasure to visit some of our member companies related to this business and we were happy to meet *Global Findings*, *Ferrari Logistics*, specialized in the shipping of valuable goods and *Palakiss* from Vicenza.

The aim of the TICC is to foster this business and inform Italy that Thailand has an attractive environment to produce jewelry and export. We are willing to bring more Italian companies to exhibit Bangkok next year.



In the next edition of the Bangkok Gems and Jewelry, planned for February 2018, we hope to see a stronger presence of Italian brands. Thank to new custom regulation related to import of finished products, we are confident that many brands from Italy will be able to find easily a market in Thailand and Southeast Asia.

Together with the member companies, we also had a meeting with representatives of the Department of international *Trade Promotion of Thailand (DITP)*, in order to synchronized our effort and improve the cooperation between our countries. The DITP is looking for new exhibitors and Italian companies with know-how in gems cutting stones machineries are welcome to attend.

For further information contact us at;  
Email: [info@thaitch.org](mailto:info@thaitch.org)  
Tel: (+66) 2 255 8695





## PAST EVENTS

### Thailand Convention & Exhibition Bureau business mission to Italy

Italy, 18-25 June 2017



The TICC has organized a business mission to Italy for the Thailand Convention & Exhibition Bureau during last June to promote Bangkok and Thailand as a hub for business gathering in the South East Asia, SEA. The area can easily foster Italian business in a market of 630 mln citizens in 10 countries, furthermore, every destination in SEA is reachable within 2 hrs flight from Bangkok. (in the pictures the meeting in Rimini and Vicenza)

### “The Maestro Barista Challenge 2017” - Press conference:

Bangkok, Tuesday 4 July 2017, Quaint Sukhumwit 61



*Ms. Rawinan Akaraphonkulthorn, Mr. Carlo Odello, Ms. Sakuntala Thianphairot, Khun Kijja Wongvaree, Mr. Phuphoom Pongpanu, Ms. Napak Leetavorn and Mr. Giacomo Iobizzi*

**Aroma Group Thailand** (TICC Silver Member) has invited us to attend the Press Conference of “**The Maestro Barista Challenge 2017**” on July 4, 2017 represented by Mr. Giacomo Iobizzi, TICC's Trade Manager and Analyst.

The big event has been held on August 17-23, 2017 at Mega Bangna, in collaboration with International Institute of Coffee Tasters.



## TICC Fashion Night

Bangkok, Wednesday 26 July 2017, Pathumwan Princess Hotel



On July 26, 2017 we organized "TICC Fashion Night" at Pathumwan Princess. During the event, we welcome over 100 guests which came to build up their network with us.

This event would not be successful without all kind sponsors as; Accademia Italiana, Dragon B Model and Aim Star Network for Fashion show. Zaino Food Bangkok, Heritage, Anticaluna, Italiasia, Menabrea(Pacific B&B) and iClean food for food and beverage. Chakapor, Vespaio, Amazing Adventure and Siam Botanicals for welcome gifts and lucky draw prizes. And a special presence of MISIS and Royal Caribbean.

## JFCCT Presidents' Council meeting

Bangkok, Wednesday 16 August 2017, Radison Blu Plaza



On August 16, 2017, TICC hosted an important event with JFCCT "JFCCT President's Council Meeting" which is a monthly meeting of all Foreigns Chamber of Commerce in Thailand at Radison Blu Plaza.

During the event, we received a great support from Heritage by sponsoring with Mangiatorella, Italian Mineral Water from Calabria for all attendees.

Mr. Stanley Kang (JFCCT's President),  
H.E. Ambassador Mr. Francesco Saverio Nisio (Embassy of Italy to Thailand)  
and Mr. Federico Cardini (TICC's President)



## The Launch of Ospitalita' Italiana VIII Edition

Bangkok, Thursday 24 August 2017, VERTIGO TOO, Banyan Tree Hotel



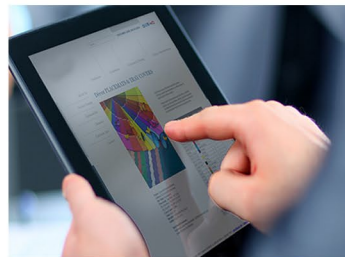
TICC organized "The Launch of Ospitalita' Italiana VIII Edition" on August 24, 2017 at VERTIGO TOO. During the event, we launched Ospitalita' Italiana 2017-2018 project and Italian Fine Dining in Thailand 2017 by all over 90 guests. Sponsored by Zaino Food Bangkok, Food Project, Italiasa, SEST Beverage, Menabrea, Opperbacco, Ferrero Rocher, UB Pack, Ducati, Lazgame, Co-van Kessel and Healthy Hair Asia. Thank you again to all of the great supports.

# LAST MILE ASEAN

## CONFERENCE & EXPO 2017

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BITEC, BANGKOK

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For participation queries, kindly contact our team:

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**CHANKAPHO CO., LTD.**

106/1 Moo.1 , Raisom Sub district,  
Mueng Pectchburi district Pethchburi  
province 76000 Thailand  
**Tel:** 0-3240-137  
**Fax:** 0-3240-137  
**Email:** Chankapho@hotmail.com  
**Website:** <http://chankapho.net/>

**Company Background**

Chankapho Co., Ltd. was established in 2001 as the "Rai Som" herb product group (Rai som is the name of sub district). We are focusing on product for health and beauty which main material is the local herb. As Thai herb attribution is worldwide well known but no potential affordability, Chankapho's mission is to levitate the standard of producing process and marketing for prolonging the opportunity to group of Thai local villagers and agriculturists.

**ARMONIA VILLAGE (PRDJ CO., LTD.)**

85 Moo 5, Tambon Nacha Ang,  
Muang, Chumphon 86000 Thailand  
**Tel:** 077 622 899  
**Fax:** 077 622 898  
**Website:** [www.armoniavillage.com](http://www.armoniavillage.com)

**Company Background**

PRDJ Co., Ltd. was founded on 2007. Their business focuses on Hotel, residence and restaurant to serve for Thai and foreign tourist. The venue is located near Tung- Wua-Lan beach, the important attractive place in Chumporn Province, Thailand.

PRDJ Co., Ltd. runs the resort business as "Armonia Village" offering international standard experience for the tourists. They are proud to be a part of supporter for the service business to be in a progress. As the fact that service business makes the main income for Thailand and South East Asia region.

**NEW MEMBERS****Gemini Personnel Limited****GEMINI PERSONNEL CO., LTD.**

Unit 10C03, 10th Floor, Habor Office  
Laem Chabang, 4/222 Moo 10  
Sukhumvit Road, Si Racha District,  
Chonburi 20230  
**Tel:** 033 146 951  
**Website:** <http://www.gemini-global.com/>

**Company Background**

As a regionally renowned company, they have established their-selves as a significant presence in the industry, which is a factor in helping them grow as one of the leading agencies in Thailand.

They have developed a comprehensive regional recruitment network, with facilities located in different countries all across the region, putting them in perfect position to help companies connect with the most appropriate, best-equipped professionals to meet their needs.

**MASTER BKK CO., LTD.**

Penny's Balcony  
Soi Thonglor 16, Sukhumvit 55  
10110 Bangkok, Thailand  
**Tel:** 02 7148723  
**Email:** [marketing@divinobkk.com](mailto:marketing@divinobkk.com)  
**Website:** [www.divinobkk.com](http://www.divinobkk.com)

**Company Background**

Divino Bangkok is an Italian restaurant located on Thonglor that was opened in late 2010. It serves classic Italian foods and pairs this with a wide variety of different wines. Divino Bangkok repeatedly offers new dishes to try and makes it a priority to have an endless wine list to chose from.

**JK COORDINATE CO., LTD.**

68/203 Moo.1 T.Chalong A.Muang Phuket  
**Tel:** +66 88 761 2637  
**Email:** [dr.francescopensato@jkdrinks.org](mailto:dr.francescopensato@jkdrinks.org)  
**Website:** [www.jkdrinks.org](http://www.jkdrinks.org)

**Company Background**

It was founded in 2002 by the junction of multinational ideas of Italian and Thai partners to create a company which specialized in producing High-standard quality products. The factory is based in Bangkok with international office is in Phuket, Thailand. The Group delivers to any country in Europe or America within the respect of Law and Regulations for Food import.

The company is HALAL-GMP-HCCP- BIO certified.

However, should any clients require personalizing their own brand name, and then we can accomplish all necessary task, at our Bangkok Factory. All of this can be done at the right price, FOB or CIF, which Position our Group in the global market as winner and Trustworthy business partner.

**PATHUMWAN PRINCESS HOTEL**

444 MBK Center, Phayathai Road,  
Wangmai, Pathumwan, Bangkok  
10330 Thailand  
**Tel:** +66 2216 3700  
**Fax:** +66 2216 3730  
**Email:** [ppb@pprincess.com](mailto:ppb@pprincess.com)  
**Website:** [www.pprincess.com](http://www.pprincess.com)

**Company Background**

Pathumwan Princess Hotel is an outstanding hotel that offers first class accommodation and award winning restaurants in an enviably strategic location. Now in its 21st year, the hotel is part of a young, fast growing company with several new hotels opening up over the next few years.





## BROMSGROVE INTERNATIONAL SCHOOL THAILAND

- **Early Years Campus**  
344 Mu 12 Ramkamhaeg 164 Road Minburi
- **Primary and Secondary School Campus**  
Windsor Park and Golf Club 55 Moo 9, Suwinthawong Road Minburi

**Tel:** 02-989-4873

**Fax:** 02-989-4094

**Email:** enquiries@bromsgrove.ac.th

**Website:** www.bromsgrove.ac.th

### Company Background

Bromsgrove International School Thailand (BIST) is a British Curriculum Day and Boarding School for students aged 2-18 years old. BIST is affiliated with Bromsgrove School UK, which was established in 1553. We offer an appropriate and personalised programme of study, based upon the National Curriculum for England, whilst incorporating the flexibility to effectively respond to global change. Our students ultimately take the University of Cambridge IGCSE's, AS and A level examinations which open doors to universities worldwide.

Our community consist of over 27 nationalities. All our teachers are appropriately qualified with a degree and teaching qualification. Our teachers are mostly British with some from other native-English speaking countries like Australia, USA and Canada. We also have specialist teachers teaching Thai, Chinese and Korean all highly qualified to deliver the best education and opportunities to our students.

We offer a boarding programme which is second to none for students aged 9-18 years old and students may choose day, weekly or full boarding. We ensure that each student that boards at BIST is given the opportunity to work to the best of their ability by offering them further support, encouragement and individual care outside of school hours.



**BEST GLOBAL LOGISTICS**

## BEST GLOBAL LOGISTICS CO. LTD.

77/143 Sinnsathorn Tower, 30th floor  
Krungthorn road, Klongtongsai, Klangsan,  
Bangkok 10600

**Tel:** 02-400 4999

**Fax:** 02-400 4997-8

**Email:** info@bestgloballogistics.com

**Website:** www.bestgloballogistics.com

### Company Background

Best Global Logistics Co. Ltd. & Best Global Logistics (Thailand) Ltd is an European/Thai Manager logistics and freight forwarding company founded in February 2014. Its CEO acquired in-depth knowledge over 30 years in the 3PL industry of which 14 years in Thailand itself.

Our Thai Directors all have their background with top tier International logistics companies, as such setting the high quality standard in customer services & tailoring solutions for you. We are proud to be recognized for our flexibility and partnership attitude. Through our existing large volumes in air cargo and ocean freight and lean overheads as we not have those heavy burden by corporate cost structure, BGL is able to offer very often a more competitive pricing too. Our comprehensive global network of partners enables us to support the various INCO terms. In Italy, Air Ocean Cargo S.p.A is the partner & representative of B.G.L.

B.G.L. has been using it experience and been specializing in Food and Feed Industry, Pharmaceuticals, Fashion, Industrial Regulated Waste Transport, Marine Ship Spares (24/7), Automotive parts, Industrial products.

### Individual Member

Mr. Anil Kumar Upadhyaya  
Trade/Investment Consultant in South  
East Asia/India  
Email: au03976@gmail.com



บริษัท มันทซ์ เอ็กซิบิชั่นส์ (ประเทศไทย) จำกัด

## MANCH EXHIBITIONS (THAILAND) CO., LTD.

93/26 Modern Group Tower, Third  
Floor, Klongkua, Chaengwattana Road,  
Pakkred, Nonthaburi – 11120, Thailand

**Tel:** +66 2-103-4863

**Website:** www.manchcommunications.com

### Company Background

Manch Exhibitions is a specialist trade show and professional conference organiser based in India and Thailand. Their objective is to create a portfolio of events which caters to a variety of industry sectors while providing them with meaningful platforms for business, learning and networking.

Manch is an active member of trade bodies such as UFI – The global association of the exhibition industry, AFECA, EXSA, JCCI and IEIA. The company also formed Reed Manch Exhibitions India, a JV company in partnership with Reed Exhibitions, UK in 2012.

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AS A NEW MEMBER!**

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# UPCOMING FAIRS AND EVENTS



**OCT 12-13, 2017**  
**HOTEL DE L'OPERA,**  
**HANOI, VIETNAM**

*"The truly and best  
 for living made in Italy"*

Date: **October 12-13, 2017**  
 Venue: **Hotel De L'Opera, Hanoi, Vietnam**

The Thai-Italian Chamber of Commerce (TICC) would like to present to you the B2B project **"Lifestyle Made in Italy"**. The project is dedicated exclusively to Italian companies operating in these fields: interior & design, construction and building materials.

For more information please contact us;  
 Tel: (+66) 02 255 8695 / Email: [trade@thaitch.org](mailto:trade@thaitch.org)

Hosted By:



Date: **October 19, 2017**  
 Time: **10.30 AM. – 2.00 PM.**  
 Venue: **Eastin Grand Hotel Sathorn Bangkok** Cost: **Member 1200 THB / Non-member 1500 THB**

The intellectual property (IP) of a business can be the most valuable assets it possesses. Nationally and globally, intellectual property rights protect the inventive and creative works of a business and encourage innovation and foster investment. IP also helps drive economic growth and competitiveness and supports the growth of jobs. However, consistent and effective protection and enforcement of IP rights can be complex and challenging for new and veteran business owners.

For more information please contact us;  
 Tel: (+66) 02 255 8695

SAVE THE DATE!

**TICC GALA DINNER**  
 EARLY DECEMBER 2017





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# GO BEYOND THE CLASSROOM




## THE ISB ENVIRONMENTAL WILDERNESS CAMPUS

ISB's new 15-acre, state-of-the-art facility, located in Petchaburi province on the banks of Mae Prachan Reservoir, is a center of sustainability and outdoor education. It will be a place of exploration, adventure, research, and personal growth. Learners will build awareness and respect for the environment and community, while learning valuable, practical lessons in sustainability and sustainable systems.

### FACILITIES

-  Accommodation
-  Classrooms
-  Canteen
-  Swimming pool
-  Boat house

### SUSTAINABILITY

-  Grey Water System
-  Solar power
-  Waste management

### ACTIVITIES

- Base for ISB Outdoor Education Programs
- Field trips to the local botanical gardens
- Science, biology and ecology field studies
- Artists and writers in residence programs
- Environmental systems and societies field studies
- IB Theory of Knowledge retreats
- Geography Field studies
- Duke of Edinburgh International Awards
- Graduates' life-readiness programs
- Sports, Arts and Cultural Retreats



FIND OUT MORE

