



หอการค้าไทย-อิตาลี
THAI - ITALIAN
CHAMBER OF COMMERCE

Volume No. V/2025

INFORMA

BUSINESS MAGAZINE





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A Message from the President



Dear Members and Friends of the Chamber,
It is a pleasure to present this new summer edition of INFORMA, in which we highlight several important initiatives that further strengthen the international connections fostered by the Thai-Italian Chamber of Commerce. Our mission remains clear: to support and enhance trade between Italy and Thailand through meaningful projects and strategic relationships.

In May, our General Manager, Michele Tomea, represented the Chamber at **OroArezzo**, a key event in the Italian gold and jewelry sector. During this visit, he also had the honor of delivering a formal recognition to our valued partners at **CNA Arezzo**, represented by Mr. Mercurio, at their headquarters.

Within the same framework, we participated in several strategic meetings hosted by the Florence Chamber of Commerce and organized by Promo-Firenze, as part of the Export-Hub project. This initiative was dedicated to opening the Asian markets to Tuscan enterprises, and we are proud to be one of its driving forces.

In Milan, we successfully concluded our participation in **Best Wine Stars 2025**, held at the iconic Palazzo del Ghiaccio, in collaboration with **Prodes Srl**. Through a rigorous selection process, we brought Thai buyers to the event (among them our recently acquired member, TGW Project Co. Ltd.), with the goal of increasing the presence of fine Italian wines in Thailand in the coming months.

Another major milestone has been our leadership role in the **European Tomato - A Red Passion project**. At THAIFEX, held from May 27 to 29, the Chamber played a central role in promoting European agri-food products. Thousands of professionals attended this major international trade fair, highlighting the strong trust that European institutions place in our Chamber and in the commitment and professionalism of our staff.

In June, we also launched a promising collaboration with **Roma Jewelry Week**, a prestigious design event focused on the jewelry sector. We look forward to leading a delegation of Thai companies to participate in the next edition, scheduled for October 24-26, 2025. During the same month, we finalized the buyer mission to send to **TORINO Fashion Week** (1-3 July at Green Pea Turin, Italy). This important initiative, focused on fashion and accessories, is organized in collaboration with the **European Entrepreneurs Network (EEN)** and **TMODA**, with several of our member companies participating as both buyers and exhibitors.

Among the more artistic and creative features of this edition, we proudly present an exclusive interview with one of our Diamond Member, **Wishulada**, a talented artist who transforms recycled materials and fabrics into thought-provoking installations and sustainable design objects.

Lastly, we are delighted to highlight the artistic excellence of students from our member school, **Shrewsbury International School Bangkok**, who recently showcased their work at the Four Seasons Chao Phraya Riverside Hotel. This remarkable showcase stands as a testament to the outstanding talent being cultivated within our community and the commitment to nurturing creativity in the next generation.

As always, I extend my heartfelt thanks for your continued support and for the valuable suggestions you share with us, which help improve our work every day.

Arrivederci,
Federico Cardini
President

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The Chamber

The Thai-Italian Chamber of Commerce (TICC), founded in 1978, is an independent, private, non-profit organization of Italian and Thai businessmen and professionals, duly constituted and registered in accordance with legislative regulations in Thailand and fully recognized by the Ministry of Economic Development and International Cooperation in Italy.

The Chamber, with its headquarters in Bangkok (Thailand), is proud to host a wide network of companies and entrepreneurs from all around the world -mostly Italian and Thai businesses, which allow TICC to pursue its objectives of enhancing commercial cooperation between Italy and Thailand. The Chamber constantly organizes activities, meetings, seminars, missions, and networking events to facilitate the promotion of economic, industrial, and cultural collaborations.

Coca-Cola Unveils

New “Coke Zero Vanilla”

A **Delightfully** and
Irresistibly **Refreshing**
Twist for **GenZ**

Coca-Cola introduces its latest innovation, “Coke Zero Vanilla”, crafted to captivate GenZ with its delightful, bold, and refreshing flavor. This new variant perfectly blends the irresistible fizz of Coke with the delicate sweetness of vanilla, delivering a one-of-a-kind taste experience. With its zero- sugar formula, fans can enjoy maximum refreshment with zero calories, making it a guilt-free pleasure that’s sure to leave a lasting impression.

Han Thwe Phyo, Marketing Director Coca-Cola Thailand and Laos, shared, “At Coca-Cola, we are dedicated to bringing innovative products, campaigns, and experiences that resonate with our consumers. The launch of ‘Coke Zero Vanilla’ reaffirms our commitment to elevating unique experiences, and we believe it will strongly appeal to our target audience, especially Gen Z, who are always eager to explore fun and exciting new flavors.”

To create a 360-degree consumer experience, the launch of “Coke Zero Vanilla” is supported through an integrated marketing campaign, including both online and offline channels:

Online Engagement: The campaign utilizes full-scale digital advertising across social media platforms, featuring engaging content and collaborations with influencers to build awareness and encourage product trials. Additionally, exciting giveaways will be hosted on popular online shopping channels, including Lotus, Big C, and Tops, ensuring fans can easily get their hands on the new flavor.

Offline Activation: The launch is bolstered by extensive out-of-home advertising for nationwide visibility, complemented by in-store promotional materials in convenience stores and modern trade outlets. Product sampling booths are set up in select stores, along with special promotions, including a 5-baht discount coupon when purchasing a 6-pack of 325 ml “Coke Zero Vanilla” from April 1 to May 31, 2025, at participating stores.



“Coke Zero Vanilla” is now available nationwide at leading retailers in 325 ml cans, 6-can packs, 510 ml bottles, and 1.5-liter bottles.



Discover the smooth, bold,
and refreshing
taste today!

For more exciting activities and the latest updates from Coca-Cola Thailand, visit <https://www.coca-cola.com/th/th>.



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Generative Ai



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TICC NEWS

THAILAND

Royal Ploughing Ceremony Predicts Year of Abundance and Economic Growth for Thailand

Retrieved from Bangkok Post, 11 May 2025

Thailand is forecasted to see economic growth, strong exports, and agricultural abundance this year, based on the Royal Ploughing Ceremony's traditional predictions. Presided over by Their Majesties the King and Queen, the ceremony saw the "5 Keub" cloth selected - signifying good rainfall and a plentiful rice harvest. The royal oxen consumed grass, water, and liquor, symbolizing sufficient water, strong crops, improved transport, and robust trade.

Thailand's Rapid Increase of COVID-19 Variant NB.1.8.1 Raises Concerns

Retrieved from the Nation, 31 May 2025

Thailand is closely monitoring NB.1.8.1, a rapidly spreading Omicron subvariant expected to become the country's dominant COVID-19 strain. First detected in Thailand on January 22, it has since been found in 22 countries. Dr. **Yongyot Thummavudhi**, Director-General of the Department of Medical Sciences, highlighted that the WHO tracks NB.1.8.1 among six Omicron variants under global surveillance. Data from GISAID shows its prevalence in Thailand rose from 2.5% to 10.7% of sequenced cases between March 31 and April 27. Phuket ranked third nationwide with 1,287 cases reported from January to May, but no deaths. Nationwide, Thailand has recorded 73,070 COVID-19 cases and 25 deaths in 2025, reflecting continued effective pandemic management.

Pichai Confident of 4% Export Growth after Meeting with Top Trade Officials

Retrieved from the Nation, 28 May 2025

Commerce Minister **Phichai Naripthaphan** led a Bangkok meeting with 200+ participants to address export challenges and target 3% growth in 2025. Key policies focus on private-sector collaboration and markets like the U.S., India, Middle East, ASEAN, and China. Initiatives include promoting Thai SELECT, advancing free trade agreements, and improving trade office coordination. **Phichai** reported 10.2% export growth in 10 months and stressed reducing reliance on the U.S. market.

Tension Escalates as Thailand and Cambodia Get into Another Territorial Dispute

Retrieved from Prachatai, 28 May 2025

A border clash on 28 May at Chong Bok in Ubon Ratchathani reignited a territorial dispute between Thailand and Cambodia, resulting in one Cambodian soldier's death. The conflict arose after Cambodian troops were seen digging in the contested area, violating past agreements. Cambodia plans to take the case to the *International Court of Justice (ICJ)*, while Thailand insists on bilateral talks through the *Joint Boundary Commission (JBC)*, meeting again on 14 June. Both sides have since withdrawn troops, agreed to weekly meetings, and Thailand imposed limited travel restrictions for safety. Thailand rejects ICJ involvement, emphasizing peaceful dialogue and existing mechanisms.

ITALY

Italy Celebrates Sports with Major Events

Retrieved from wantedinrome, 1 May 2025

Italy will host the America's Cup for the first time in 2027, with Naples chosen over Athens and Auckland. The agreement with Team New Zealand, 2024 champions, brings the world's top sailing event to the Gulf of Naples, backed by Mount Vesuvius. Sports Minister **Andrea Abodi** called it a "tremendous opportunity" for tourism and national pride. The event is expected to bring major economic benefits, with Italy's Luna Rossa team competing on home waters.

Naples to Host 2027 America's Cup – A First for Italy

Retrieved from Reuters, 15 May 2025

Italy marks Labour Day (Festa del Lavoro) on 1 May with a national public holiday, closing schools and government offices. Many Italians are expected to take a "ponte" long weekend, as the holiday falls on a Thursday this year. The highlight of the celebrations is the "Concertone", Europe's largest free music event, held in the newly renovated Piazza San Giovanni in Laterano in Rome. Running from 15.00 to midnight, the concert will be broadcast live on Rai3, Radio2, and RaiPlay. Organised by Italy's major trade unions, the event blends music with activism, spotlighting issues such as workplace safety and gender discrimination. The 2025 line-up includes *Achille Lauro*, *Giorgia*, *Eoldie*, *Lucio Corsi*, *Gabry Ponte*, *The Kolors*, *Arisa*, *Carl Brave*, *Rocco Hunt*, *Mimi*, *Gaia*, *Leo Gassman*, and *Brunori Sas*, among others.

OTHER COUNTRIES

OpenAI CEO tells Federal Reserve Confab that Entire Job Categories will Disappear due to AI

Retrieved from the Guardian, 22 July 2025

During a recent visit to Washington, OpenAI CEO **Sam Altman** shared bold predictions about AI's growing impact, stating that entire job categories—such as customer support—could be completely eliminated. He highlighted how AI systems are now capable of handling customer service more efficiently than humans and suggested that ChatGPT often outperforms doctors in diagnosing medical issues, though he still supports keeping humans involved in healthcare.

Altman also voiced serious concerns about AI's potential misuse, particularly by hostile nations targeting the U.S. financial system, and warned of the risks of voice cloning being used for fraud.

Japan Economic Panel Urges \$400 Billion Investment to Boost SME Productivity

Retrieved from reuters, 14 May 2025

Japan's economic advisory panel, under Prime Minister **Shigeru Ishiba**, unveiled a sweeping strategy proposing \$400 billion (≈ ¥60 trillion) in investment over five years to boost productivity across small and medium-sized enterprises (SMEs), which employ around 70% of Japan's workforce. The plan targets wage growth that exceeds inflation by 1%, supports digitization and automation, promotes mergers and acquisitions among SMEs, and advocates for tighter rules on large firms that squeeze supplier margins. This policy reflects the continuation of the "new capitalism" agenda and is set to be integrated into annual economic guidelines released in June.

Pope Leo XIV to Hold Inauguration Mass in Vatican

Retrieved from ncronline.org, 18 May 2025

Pope **Leo XIV** will officially begin his papacy with an inauguration Mass in St. Peter's Square on Sunday at 10:00 AM, marking the start of his role as spiritual leader of 1.4 billion Catholics. The ceremony, coinciding with Pope St. **John Paul II**'s birthday, will draw an estimated 250,000 attendees, including dignitaries such as U.S. Vice President **JD Vance** and Ukrainian President **Volodymyr Zelensky**. He will also greet the public for the first time in the popemobile. Over 6,000 security personnel will be deployed to manage the crowd and ensure safety, with snipers, anti-drone systems, and aerial surveillance in place. Pope Leo XIV's first general audience is scheduled for Wednesday, May 21, also in St. Peter's Square.

Italy's Consumer Confidence Rises Sharply in May 2025

Retrieved from tradingeconomics, 29 May 2025

Italy's consumer confidence rose sharply in May, with the index climbing to 96.5 from 92.7 in April, reflecting widespread optimism, particularly in the economic outlook. Business sentiment also improved, as the Istat Economic Sentiment Indicator rose to 93.1. Manufacturing confidence edged up to 86.5, supported by stronger orders and production expectations. Retail confidence increased to 102.8, though future expectations declined. Market services confidence rose to 94.5, driven by improved order books and business conditions.

THE CHAMBER IN ITALY TO EXPLORE NEW SYNERGIES AND STRENGTHEN RELATIONSHIPS WITH PARTNERS

The Thai-Italian Chamber of Commerce (TICC) was in Italy to explore new synergies, consolidate existing collaborations, and strengthen relationships with its valued partners, institutions, and business networks across the country. This strategic mission, led by TICC General Manager **Michele Tomea**, included a series of institutional visits, meetings with industry leaders, and discussions with regional stakeholders aimed at identifying fresh opportunities for cooperation. Through these engagements, the Chamber sought not only to enhance commercial exchanges but also to encourage cultural and professional connections that underpin long-term partnerships.

By actively engaging with Italian enterprises, trade organizations, and public institutions, TICC continues to reinforce its pivotal role as a dynamic hub and trusted connector between Italy and Thailand. This proactive approach supports the creation of joint projects, business-matching platforms, and promotional activities designed to foster collaboration, stimulate mutual growth, and open new strategic pathways for both business communities. The mission reaffirmed TICC's commitment to serving as a bridge for innovation, investment, and shared prosperity between the two nations.

OFFICIAL VISIT TO BANCA POPOLARE DI SONDRIO



Sondrio, 8 May 2025 – The Thai-Italian Chamber of Commerce (TICC) had the privilege of meeting with Mr. **Mario Erba**, Deputy General Director of *Banca Popolare di Sondrio*, at the bank's headquarters in Sondrio.

During the meeting, TICC General Manager **Michele Tomea** engaged in a constructive dialogue focused on exploring potential partnerships, promotional initiatives, and joint events to support the internationalization of the bank's clients and local businesses toward Thailand.

This institutional visit represents a significant step in TICC's mission to connect Italian enterprises with new opportunities in Southeast Asia. We are honored to collaborate with such a respected financial institution in building bridges that foster growth and innovation. We sincerely thank Mr. **Erba** for his warm hospitality and look forward to future collaborations.

Website: www.popso.it

TICC SHARES TOKEN OF APPRECIATION WITH CNA AREZZO

Arezzo, 13 May 2025 – The General Manager of the Thai-Italian Chamber of Commerce (TICC), **Michele Tomea**, visited the CNA Arezzo office for a meeting with Mr. **Francesco Mercurio**, Coordinator of Internationalization Projects for the Agribusiness sector.

This long-standing collaboration has fostered numerous initiatives supporting Italian companies from the region in expanding their exports to Thailand. During the visit, Mr. **Tomea** presented a small token of appreciation in recognition of the recent joint projects successfully completed. The discussions also focused on upcoming activities, particularly those aimed at promoting Italian agri-food excellence in the Thai market.

CNA Arezzo was also among the participants in the 11th edition of the Ospitalità Italiana Awards Ceremony, held on 4 November 2024 at Gaysorn Urban Resort in Bangkok. The event was a great success, attracting over 700 attendees from the food and hospitality industries.

Website: www.cna.arezzo.it



ASSOCAMERESTERO IN BANGKOK: WELCOMING SECRETARY GENERAL DOMENICO MAURIELLO

Bangkok, 14 May 2025 – The President **Federico Cardini** and the Secretary General **Giacomo Iobizzi** of the Thai-Italian Chamber of Commerce, had the pleasure of welcoming Mr. **Domenico Mauriello**, Secretary General of *Assocamerestero* – the Association of Italian Chambers of Commerce Abroad, for an official visit to the Chamber's headquarters in Bangkok.

During the meeting, Mr. **Mauriello** was introduced to TICC Connect, our newly expanded space for business activities, seminars, and networking. The day continued with a working lunch together with H.E. **Paolo Dionisi**, Ambassador of Italy to Thailand, further strengthening ties between Italian institutions and the Thai business community.



TICC AND BOI FOR “INDUSTRIAL ALLIANCES” ROUNDTABLE



Bangkok, 16 May 2025 – The Thai-Italian Chamber of Commerce (TICC) was proud to take part in the morning session of the international conference “**Thailand: Southeast Asia's Leading Hub for Business & Procurement**”, organized by the *Thailand Board of Investment (BOI) Paris Office* and held at BITEC Bangkok.

The conference gathered key representatives from the European business community, with the participation of major institutions such as *TEBA*, *FTCC*, *Business France*, and the *Spanish and British Chambers of Commerce*. Representing TICC, Secretary General **Giacomo Iobizzi** joined the networking reception and engaged with delegates from across the continent.

Later in the afternoon, the Thai-Italian Chamber of Commerce hosted the exclusive roundtable “**Industrial Alliances: Italy and ASEAN at the Heart of Subcontracting Innovation**”, welcoming the official Italian delegation of SUBCON Thailand, led by Mr. **Domenico Mauriello**, Secretary General of *Assocamerestero*, Mrs. **Pitchaporn Liwjaroen** from the Royal Thai Embassy, Rome, and Ms. **Souchitra Abhay-Sassad**, Investment Promotion Officer at BOI Paris.

The event, held at TICC Connect in Bangkok, was opened by Secretary General **Giacomo Iobizzi** and focused on industrial synergies, investment opportunities, and the evolving subcontracting landscape in Southeast Asia and a keynote by Mr. **Stefano Passarello**, Managing Partner Asia at *MONX*, who provided practical insights on tax structuring, residency for foreign investors, and market access strategies.

The event concluded with a Q&A and networking cocktail, strengthening connections between Italian stakeholders and ASEAN markets.

TICC extends its sincere thanks to all participants, institutional guests, sponsors, and event partners who contributed to this meaningful dialogue.

A special thanks to our partners: *SUBCON Thailand*, *Monx*, *Thailand Board of Investment (BOI)*, *Assocamerestero*, *Assolombarda*, *Promos Italia*, *Confindustria Emilia Romagna*, *Royal Thai Embassy in Rome*.

AWARD PRESENTED TO THE FLORENCE CHAMBER OF COMMERCE FOR THE EXPORT HUB PROJECT



Florence, 14 May 2025 - A significant milestone in international economic cooperation was marked in Florence during a formal ceremony recognizing the strategic partnership between the Chamber of Commerce in Florence, **PromoFirenze**, and the Thai-Italian Chamber of Commerce (TICC).

During the event, an official award was presented to Dr. **Massimo Manetti**, President of the *Florence Chamber of Commerce*, and to the team behind the innovative ExportHub project. The award was conferred by **Michele Tomea**, General Manager of the Thai-Italian Chamber of Commerce, as a symbol of appreciation for the continued efforts to bridge the Tuscan and Thai markets.

This symbolic gesture underscored the growing synergy between Tuscany's dynamic business environment and Southeast Asia's expanding economic landscape. The partnership aims to facilitate internationalization pathways for Tuscan enterprises, particularly small and medium-sized businesses, by promoting trade, investment, and cross-cultural exchange.

The ceremony also formally inaugurated a new phase of cooperation and friendship between Florence and Thailand, emphasizing mutual commitment to support sustainable economic growth, knowledge exchange, and increased visibility for Made in Tuscany in the Thai and broader ASEAN markets.

The ExportHub project, jointly developed by PromoFirenze and the Florence Chamber of Commerce—continues

to serve as a powerful platform for promoting local excellence abroad. It plays a pivotal role in preparing companies to compete internationally through tailored support, market intelligence, and strategic matchmaking.

This recognition from the Thai-Italian Chamber of Commerce further highlights Florence's role as a hub of innovation and entrepreneurship, as well as its openness to cultivating global partnerships that deliver long-term value for the region.



"LEADERSHIP IN THE ERA OF US TRADE WAR: STRATEGIES FOR PEOPLE ADAPTATION AND GROWTH CHALLENGES"



Bangkok, 15 May 2025 - *Kilpatrick Executive* marked another meaningful step in our ongoing collaboration with the Thai-Italian Chamber of Commerce (TICC) during the business roundtable: **"Leadership in the Era of US Trade War: Strategies for People Adaptation and Growth Challenges"**, held at TICC Connect in Bangkok.

In a world of accelerating change, the discussion brought together forward-thinking leaders to examine how organizations can adapt people strategies, foster resilience, and lead with clarity in the face of global uncertainty.

We were honored to have **Cristina Spagna** and **Jaap Hoekstra**, CEO at *Kilpatrick Executive*, and **Andrea Spiriti**, Director ASEAN at *Kilpatrick Executive*, contribute their multifaceted expertise and regional perspective - highlighting the evolving challenges and leadership models reshaping the ASEAN market.

A sincere thank you to TICC for hosting this vital dialogue, and to all participants for making the conversation both timely and action-oriented. It's through open exchange and shared vision that we build leadership for the future.

www.kilpatrickexecutive.com



BEST WINE STARS 2025: THREE DAYS OF WINE, IDEAS & INNOVATION



Milan, 17 to 19 May 2025 - The Thai-Italian Chamber of Commerce (TICC), represented by General Manager **Michele Tomea**, proudly took part in the sixth edition of **Best Wine Stars**, held from May 17 to 19 at the iconic Palazzo del Ghiaccio in Milan.

TICC's participation was marked by a significant contribution: facilitating the presence of two Thai buyers, specially invited to discover new business opportunities and engage with Italian wine producers. This initiative was made possible through the close collaboration with **Prodes Italia**, further strengthening commercial ties between Thailand and Italy.

The 2025 edition of Best Wine Stars brought together over 1,200 wine and spirit labels, industry leaders, buyers, members of the press, and wine enthusiasts from 45 countries.

Several outstanding producers were honored during the event:

- **Azienda Agricola Nenci**, winner of both Best Green Project and Best Hospitality Project
- **Fontana Reale**, awarded Best Vinum Innovation

Other notable winners included: **Cantina Delaiti**, **Cantina Cerbero**, **Albino Armani**, and **Tenute Marino Abate**.

With sold-out masterclasses, exclusive tastings, and high-level networking opportunities, Best Wine Stars once again affirmed its role as a premier platform for the global wine and spirits industry.

The collaboration between TICC and Prodes Italia will continue later this year with another flagship event: **Milano Jewelry Week**, taking place from October 18 to 20, 2025, a new occasion to promote Italian excellence on the international stage.

Website: www.prodesitalia.com



THE
FOOD
SCHOOL

OROAREZZO 2025 CONFIRMS ITS STRATEGIC GLOBAL RELEVANCE FOR ITALIAN GOLDSMITHING



Oroarezzo, 13 May 2025 - The Thai-Italian Chamber of Commerce (TICC), represented by General Manager Mr. **Michele Tomea**, had the pleasure of attending the **44th edition of OROAREZZO**, a landmark event in Italy's jewelry trade calendar, organized by *Italian Exhibition Group SpA (IEG)*.

TICC's growing Jewelry Hub continues to strengthen its network of affiliated member companies, reaffirming the Chamber's commitment to enhancing the connection between Thai and Italian excellence in the luxury and creative industries. The presence of TICC at OROAREZZO underscores the strategic importance of supporting cross-border collaborations in the high-end jewelry sector.

The 2025 edition recorded a 9% increase in international attendance, with professionals from 100 countries converging in Arezzo, clear evidence of the sector's resilience and global appeal. Attendance breakdown included 40% from Europe, followed by the Middle East (15%), Africa (11%), North America (10%), South America (7%), Turkey (6%), and Asia (5%).

With 84% of exhibitors representing Italian companies, OROAREZZO once again proved to be a powerful showcase for Made in Italy craftsmanship, placing a spotlight on design, innovation, and international business development. Notably, the event also hosted over 400 international buyers, further cementing its global positioning.

Looking ahead, TICC is pleased to continue promoting Italian excellence across key international jewelry appointments, including:

- SIJE – Singapore International Jewelry Expo (July 10-13)
- The Vicenza Symposium (September 2-4)
- VICENZAORO – IEG (September 5-9)
- 5th Italian Jewelry Summit, Arezzo (December 5-6)

TICC remains committed to cultivating meaningful partnerships and invites stakeholders from both countries to join this ongoing journey of growth, creativity, and cross-cultural cooperation.



THAILAND'S 2025 DIGITAL ASSET TAX REFORM: KEY IMPLICATIONS FOR INVESTORS AND PLATFORMSART



Photo by Nataliya Vaitkevich

On **June 17, 2025**, the Thai Cabinet approved a major tax measure aimed at promoting Thailand as a leading digital asset hub in the world. This reform introduces a clear and strategic fiscal incentive designed to stimulate investment, attract digital asset platforms, and enhance Thailand's competitive position in the global crypto economy. With growing regional competition and the increasing adoption of blockchain-based financial products, the Thai government is seeking to modernize its regulatory framework and offer concrete benefits to both local and international participants in the digital asset space.

Scope and Conditions of the Tax Exemption

The core of the reform lies in a sweeping exemption from personal income tax on capital gains derived from the sale of digital assets, which are cryptocurrencies and digital tokens. This tax measure will be effective from January 1, 2025, to December 31, 2029, establishing a five-year period during which qualifying gains will be fully exempt from personal income tax. The declared objective of the policy is to support the growth of Thailand's digital economy by attracting both retail and institutional players into its regulated market.

To benefit from this exemption, individual investors must meet one essential condition: the sale of the digital assets must occur through an operator licensed under the Digital Asset Business Operation Law. This includes three types of regulated entities: digital asset exchanges, digital asset brokers, and digital asset dealers. Only transactions processed through these authorized platforms will be eligible for the exemption. This condition is critical to the policy's design, as it ensures that tax benefits are tied to regulatory compliance, investor protection, and traceability. It also incentivizes market participants to operate within Thailand's legal infrastructure, reinforcing the country's position as a responsible and innovation-friendly jurisdiction.

Previous Tax Framework

This new framework marks a significant departure from the previous tax regime. Prior to this reform, capital gains from digital asset sales were subject to a 15% withholding tax, automatically deducted at the time of the transaction. Moreover, net capital gains after deducting capital losses had to be included in the taxpayer's annual personal income tax

return. This could expose individuals to further taxation based on Thailand's progressive income tax brackets, which range from 0% to 35%.

By contrast, the new measure removes both the withholding obligation and the requirement to declare such gains, provided the transactions meet the specified regulatory criteria. This simplification not only reduces the tax burden on compliant investors but also clarifies their obligations and minimizes the risk of non-compliance.

The reform also signals a shift in tone: from passive regulation to active promotion of digital asset innovation. It reflects an understanding that tax policy is not just a tool for revenue generation, but also a lever for economic strategy. For investors and crypto-native businesses, this means a renewed opportunity to enter or expand operations in Thailand with greater certainty, lower cost, and legal clarity. However, the opportunity comes with responsibility. Investors must ensure that all transactions are conducted through approved operators and maintain accurate records of their activities. For professionals involved in fund structuring, token offerings, or advisory services, understanding the nuances of the new system is essential to properly guide clients and assess eligibility.

About ILCT Ltd.

ILCT Ltd. is a full-service law firm based in Bangkok, Thailand, with 59 years of experience providing comprehensive legal solutions to domestic and international clients. Our firm offers expertise across a wide spectrum of legal fields, including corporate and commercial law, mergers and acquisitions, intellectual property, dispute resolution, taxation, regulatory compliance, and foreign investment. Beyond these core areas, *ILCT Ltd.* delivers tailored legal services to meet the diverse needs of businesses operating in various industries, ensuring strategic, efficient, and compliant solutions in an ever-evolving legal landscape. Our multidisciplinary approach, combined with in-depth knowledge of Thai and international law, enables us to assist clients in navigating complex legal and business challenges with confidence and clarity.

For more information, please contact us at: law@ilct.co.th

E-COMMERCE IN GREATER CHINA: A PRACTICAL GUIDE FOR GLOBAL BUSINESSES



Fidinam is pleased to announce the release of a new resource: **“E-Commerce in Greater China”**. This guide is designed for international brands, e-commerce founders, and cross-border operators with their sights set on mainland China and Hong Kong (Greater China).

Greater China is one of the most commercially significant regions in global e-commerce. Mainland China continues to lead in online retail scale and innovation, while Hong Kong serves as a strategic base for cross-border trade and regional digital expansion. Understanding how these markets operate – and where they differ – is key to building a successful e-commerce presence.

The guide provides practical insights, including:

- An overview of key e-commerce platforms
- Major payment methods and gateways
- Traditional vs. digital banking options
- Sourcing approaches
- A full glossary of market-specific terminology

The e-commerce guide is available for free download from the Fidinam website. www.fidinam.com

“Success in Greater China’s e-commerce requires more than strong products; it demands local expertise, the right infrastructure, and strategic partnerships,” said **Alessandro Pedrinoni**, CEO Asia Pacific at **Fidinam**. *“This guide helps businesses approach the market with greater clarity and confidence.”*



fidinam

SHREWSBURY BANGKOK RIVERSIDE STUDENTS PRESENT: “ART BY THE RIVER” AT FOUR SEASONS HOTEL BANGKOK



Shrewsbury Bangkok Riverside is proud to announce an exceptional exhibition of student artwork at the prestigious Four Seasons Hotel Bangkok. In collaboration with **MOCA Bangkok**, a leading institution in Thailand’s contemporary art scene, the exhibition took place from May 2nd to May 30th 2025, celebrating the creativity and talent of the next generation of artists.

Set against the backdrop of Bangkok’s iconic Chao Phraya River, this exhibition reflects the boundless creativity and artefacts of personal expression. The exhibition featured a diverse collection of paintings, sculptures, and mixed-media works.

This exhibition provided an exceptional glimpse into the future of art, showcasing the creative excellence nurtured at Shrewsbury Bangkok Riverside by the next generation of artists, set to shape the future landscape of art through their distinct perspective, worldview, and innovation.

“The exhibition highlights a high standard of work, strong technical skills, and a diverse range of ideas and concepts. Each piece is unique, reflecting different artistic approaches and creativity” - Mr. **Brimsted**, Head of Art.

The collaboration not only highlights the achievements of Shrewsbury Bangkok Riverside’s young artists but also creates a space for guests to experience the growing intersection of the education, hospitality, and arts sectors, all in one place.



For media inquiries, interviews, or more, please contact:

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“EUROPEAN TOMATO, A RED PASSION”: OFFICIAL LAUNCH AT THE THAI-ITALIAN CHAMBER OF COMMERCE IN BANGKOK



Bangkok, 26 May 2025 - The Thai-Italian Chamber of Commerce (TICC) had the privilege of hosting the official press conference for “**European Tomato, A Red Passion**”, a campaign co-funded by the European Union and promoted by OI Pomodoro Centro Sud.

This strategic initiative aims to enhance the visibility and competitiveness of EU-processed tomatoes in key Southeast Asian markets: Thailand, Malaysia, and Singapore, over the next two years, highlighting the values of quality, safety, traceability, and sustainability.

The event was moderated by Mr. **Giacomo Iobizzi**, Secretary General of TICC, and featured distinguished speakers including Mr. **Guglielmo Vaccaro**, President of *OI Pomodoro Centro Sud*, and Mr. **Michele Sabatino**, Director General of *Euroconsult Sicilia*, the executing agency of the campaign. Together, they presented the project's vision and outlined its strategic objectives for market outreach in the ASEAN region. The press conference welcomed a select audience of journalists, food importers, Ho.Re.Ca. professionals, institutional

representatives, and media stakeholders, highlighting the growing interest in European agri-food excellence across Asia.

To conclude the event, guests enjoyed a live cooking show led by Italian Chef **Ermanno Lelli**, who prepared an authentic pasta dish using OI Pomodoro products, a true celebration of Mediterranean flavor, simplicity, and culinary tradition.

The Chamber is proud to support this initiative, which aligns perfectly with its mission to promote Made in Italy and to facilitate high-level economic and cultural exchange between Italy and Southeast Asia.



JOYFUL MOMENTS TO STRENGTHEN AND CELEBRATE THE PARTNERSHIP WITH ITALY’S LEADING TOMATO CONSORTIUM



Bangkok, 30 May 2025 - The Thai - Italian Chamber of Commerce (TICC), represented by President **Federico Cardini**, Vice President **Francesco Pensato**, Secretary General **Giacomo Iobizzi** and General Manager **Michele Tomea**, had the pleasure of hosting the representative of **OI Pomodoro Centro Sud** - President **Guglielmo Vaccaro**, **Michele Sabatino** Director General of *Euroconsult Sicilia* and **Dario Rota** President of *DR & Partners Italia* for an exclusive Italian dinner at Lenzi Tuscan Kitchen in Bangkok.

The evening was a valuable opportunity to strengthen and celebrate the partnership with Italy’s leading consortium for processed tomatoes (peeled canned tomatoes), reaffirming the importance of promoting Made in Italy and supporting high-quality European agri-food production in international markets. A special thanks to **Francesco Lenzi**, Patron Chef of Lenzi Tuscan Kitchen.

CONTINUING THE MISSION: THAIFEX – ANUGA ASIA 2025



Bangkok, 27 to 31 May - the “**OI Pomodoro Centro Sud**” campaign brought the rich flavors and traditions of Southern Italian tomatoes to **THAIFEX – Anuga Asia**, Southeast Asia’s leading food and beverage trade show, held annually in Bangkok. The event, recognized as a key platform for the F&B industry in the region, attracts thousands of buyers, distributors, chefs, and industry professionals from across the globe, making it an ideal stage for promoting authentic Italian agri-food products to an international audience.

OI Pomodoro Centro Sud participated with a dedicated booth (L43 – Hall 6) that became a focal point for visitors eager to discover the taste, quality, and versatility of Italian tomatoes. The highlight of the booth was a live cooking show led by Chef **Ermanno Lelli**, who captivated the crowd with his culinary expertise, transforming premium Italian ingredients into simple yet exquisite dishes that showcased the authentic flavors of the Mediterranean diet. Guests not only learned



about the characteristics and production methods of Italian tomatoes but also experienced them through tasting sessions that brought the products to life.

The initiative was further enriched by the presence of several Thai-Italian Chamber of Commerce (TICC) member companies, all united in presenting the very best of Italian agri-food excellence. Their joint participation reinforced the collaborative spirit that underpins the Chamber’s mission connecting producers with new markets, fostering business relationships, and highlighting the craftsmanship and sustainability that define Italy’s food heritage.

TICC’s continued support of the OI Pomodoro Centro Sud campaign reflects its broader commitment to promoting high-quality, sustainable Italian products in Southeast Asia and beyond.

AN EVENING OF TIMELESS ELEGANCE: MASERATI OWNERS CLUB WINE DINNER PRESENTED BY GFOUR FOOD & BEVERAGE



Bangkok, May 2025 - In a celebration of refined taste and Italian sophistication, *GFour Food & Beverage*, Thailand's premier curator and importer of fine wines, joined hands with the *Maserati Owners Club* to host an exclusive wine dinner for a handpicked circle of Maserati aficionados. Held on Tuesday, May 13, 2025, this private gathering embodied the spirit of Italian excellence, bringing together like-minded connoisseurs in an intimate tribute to craftsmanship, heritage, and understated luxury.

The venue for the evening, Casa Lenzi Bangkok, provided the perfect backdrop. Revered for its authentic Tuscan culinary philosophy and awarded the prestigious Michelin Guide Thailand "The Plate" distinction in 2018, Casa Lenzi has long stood as a beacon for Bangkok's most discerning palates. The elegant setting welcomed guests into a world where tradition and innovation coalesce seamlessly.

The event featured a five-course degustation menu curated by Casa Lenzi's master chef, whose culinary journey includes tenure at some of Europe's most acclaimed kitchens. Each course was thoughtfully designed to showcase the depth and balance of Italian cuisine, with flavors that complemented and elevated the carefully selected wine pairings.

GFour's sommelier team presented a remarkable collection of terroir-driven wines, sourced from both storied vineyards and avant-garde boutique estates. Each pour told its own story of origin, vintage, and philosophy, reflecting GFour's unwavering commitment to bringing rare and expressive labels to Thailand's wine enthusiasts.

Throughout the evening, the pairing of fine wines, artful cuisine, and curated conversation evoked the very essence of the *Maserati brand*, a legacy built on passion, precision, and timeless design. The dinner wasn't merely a gastronomic experience; it was an immersive celebration of elegance, exclusivity, and Italian flair.

As the final glasses were raised and farewells exchanged, it was clear that this was more than an event, it was a moment of shared identity among those who live not just with style, but with intention, grace, and an appreciation for life's finest expressions.

Because the Maserati lifestyle extends beyond the open road, it is about savoring heritage, embracing excellence, and celebrating the art of living well.



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TORINO FASHION WEEK 2025 CELEBRATES ITS 10TH ANNIVERSARY WITH A FOCUS ON SUSTAINABILITY AND INTERNATIONAL BUSINESS OPPORTUNITIES



Founded by **Claudio Azzolini** in 2015, **Torino Fashion Week** has grown into one of Italy’s most dynamic platforms for emerging designers, independent brands, and sustainable fashion innovation. In 2025, the event proudly celebrates its 10th anniversary, marking a decade of creativity, cross-cultural collaboration, and entrepreneurial spirit.

This year’s edition will take place from **June 27 to July 3** at Green Pea, the world’s first green retail park, located in Turin. This venue is a symbolic choice for the milestone edition, reflecting the event’s strong commitment to environmental sustainability, ethical production, and circular fashion.

Among the key highlights of Torino Fashion Week 2025 is the participation of *TMODA*, a prominent fashion brand dedicated to design excellence and responsible production practices. *TMODA*’s presence underlines the event’s ongoing support for innovative fashion that blends aesthetics with accountability.

Among the key highlights of Torino Fashion Week 2025 is the participation of *TMODA*, a prominent fashion brand dedicated to design excellence and responsible production practices. To strengthen international business relations, the 2025 edition will feature an extensive B2B Matching Program, organized by the *Enterprise Europe Network (EEN)* in collaboration with *Unioncamere Piemonte*, the Regional Union of the *Chambers of Commerce of the Piedmont Region*.

This program will host a series of business meetings between companies and professionals from July 1 to July 3, focusing on generating real commercial opportunities.

As part of the event’s global outreach, the Thai-Italian Chamber of Commerce is proudly supporting Torino Fashion Week 2025 as an official partner in Thailand. The Chamber is actively promoting the event among Thai fashion companies, designers, and buyers, with the goal of bringing high-quality exhibitors and participants to Turin. This collaboration is set to further enrich the international dimension of the event and create new business bridges between Southeast Asia and Europe.

Over the years, **Torino Fashion Week** has become a launchpad for designers from more than 50 countries and a crucial platform for showcasing new talents, especially in the realm of sustainable and inclusive fashion. The 2025 edition is expected to attract a global audience of professionals, media, and fashion enthusiasts looking to explore the future of fashion through a responsible and forward-looking lens.

For more information, please contact:
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Visit our website: www.thaitch.org



ROMA JEWELRY WEEK 2025: INTERVIEW WITH MONICA CECCHINI



It is precisely this foundation of knowledge that prepares them to engage with contemporary trends, exploring new creative languages that bridge tradition with innovation. Looking ahead, RJW 2025 will dedicate a special space to showcasing the new wave of creativity emerging from Rome's goldsmithing schools.

What will be the main highlights and thematic focus of the 2025 edition?

The theme for the fifth edition is *"GAUDIUM: The Jewel of the Jubilee."*

To celebrate the momentous Jubilee of 2025, Roma Jewelry Week will draw inspiration from Gaudium, the Latin concept of joy — a profound, authentic feeling that goes beyond fleeting pleasures, rooted in lasting fulfillment and spiritual well-being.

The idea of Gaudium is rich and multifaceted, open to interpretation across various disciplines, from philosophy and theology to psychology. At RJW, where our mission is to elevate the cultural significance of goldsmithing and contemporary jewelry, we entrust this concept to the master goldsmiths, artists, and designers participating in this extraordinary edition.

Gaudium evokes a deep sense of joy, which can be both personal and collective, shared through community or spiritual experiences.

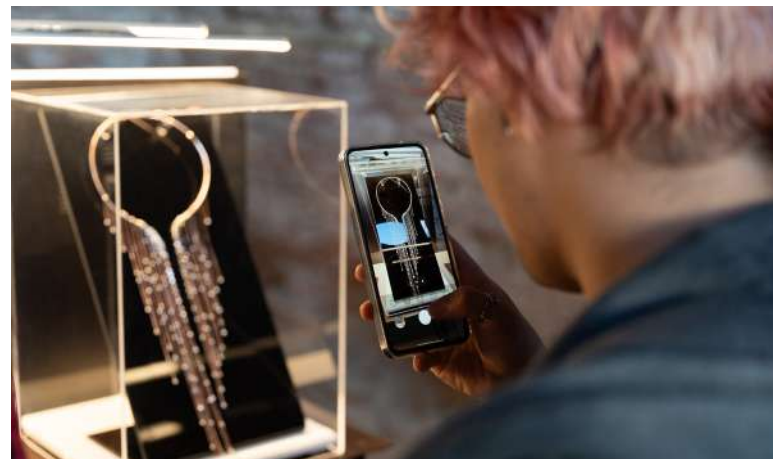
How did the idea for Roma Jewelry Week originate, and what vision has guided it since the beginning?

The idea for **Roma Jewelry Week** was born within a Roman art gallery, Incinque Open Art Monti. In 2019, we had our first encounter with authorial jewelry through the artist **Emanuele Leonardi**, and in 2021, we launched the first edition of Roma Jewelry Week along with the Incinque Jewels Award.

The project stems from the desire to promote the culture of jewelry in all its forms and expressions, to enhance artistic, historical, and intangible heritage, to support education, and to encourage research in jewelry design. Our goal is to become a reference point for promoting design culture, stimulating creativity, fostering knowledge sharing, and building professional networks.

How does RJW promote Rome's goldsmith tradition while engaging with contemporary jewelry?

RJW is an opportunity for dialogue and discovery. It's a platform for culture in its broadest sense, where we aim to connect artisanal know-how with artistic expression. The Roman master goldsmiths are deeply respectful of the traditions they have mastered and continue to interpret with excellence. Many belong to the second or third generation of family workshops, carrying forward this legacy with great awareness of the value of refined craftsmanship and technical expertise.



How important is it today to foster international connections in the jewelry world?

It's absolutely crucial. Cultural and professional exchanges are fundamental to staying competitive, innovative, and unlocking one's full potential.

International connections can lead to collaborations with other professionals or direct access to potential clients. Global events and partnerships offer invaluable opportunities to discover new techniques, expand design research, explore innovative materials, and enrich a company's portfolio.

They also help participants stay attuned to evolving trends and cutting-edge techniques. Collaborations open new business avenues and pathways for growth. Engaging with international events and building professional relationships increases global visibility.

These connections can also be a powerful tool for advancing social causes. For example, the *"Jewels for Freedom"* initiative, featuring artist **Elina Chauvet**, the Resident Incinque artists, and jewelry designer **Alessio Boschi** in collaboration with **Alessia Crivelli**, highlights how jewelry can become a vehicle for social engagement.

How do you view the role of Chambers of Commerce, such as ours, in promoting Italian jewelry abroad?

Chambers of Commerce undoubtedly play a vital role in promoting Italian jewelry — and not only that. They serve as key reference points and privileged intermediaries with international markets. They provide tangible support, helping companies navigate the complexities of global trade and access new markets. Their contribution is essential in facilitating growth and strengthening Italy's reputation for excellence worldwide.

What message would you like to share with young designers and artisans entering the jewelry sector?

Knowledge and awareness are the foundation of creativity in practice. Study, train, stay curious — explore the past and discover the new. Mastering goldsmithing techniques can greatly assist your creative process.

Creativity alone, though often innate, is not enough. You need knowledge, experience, and exposure to different cultures

and countries. Art is about connection, commitment, and collaboration. The more you collaborate, the more engaging your work will be.

Don't be afraid to share your ideas. Those who merely copy will never create true value — those who design and innovate will always stay ahead.

Do not fear experimentation, whether in design or materials. Experimentation fosters growth, regardless of immediate success or failure. Every professional experience contributes to your development and skillset.

Listen to experienced masters, and don't be discouraged by those who try to hold you back at any cost. Don't settle for the first opportunity unless it truly aligns with your vision.





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We're excited to announce that the *Thai-Italian Chamber of Commerce* has launched the Digital Member Card 2025.

This new, eco-friendly card offers an easy and convenient way for members to access exclusive privileges and discounts from fellow members. Available for both Corporate and Individual Members, the card can be easily stored in your Apple Wallet or Google Wallet for quick and convenient access.

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Go paperless! The Digital Member Card eliminates the need for physical cards, making it both environmentally friendly and easy to carry on your phone.

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Key Information

Valid for 12 Months: The card is valid from 1 March 2025 to 28 February 2026, giving you an entire year of benefits.

How to Get Involved

Add Your Business to the Digital Member Card Program.

If you'd like to feature your business and provide exclusive offers to fellow Chamber members, please reach out to:

- Ms. **Phanatchakorn Muangfak** (Angela),
Marketing & CRM Manager
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PROMOTED ARTICLE

TRANSFORMING TRASH INTO TREASURE: A CONVERSATION WITH WISHULADA



1. What first inspired you to use waste materials as the core of your artistic practice?

The worsening environmental crisis has increasingly affected all aspects of life—air, land, and water. From my perspective, environmental issues are urgent challenges that must be prioritized, as they directly impact our health and way of life in the long term. Therefore, I wanted to bring together my passion and skills in art and design—something I’ve loved since childhood—and use them as a tool for creative problem-solving and innovation. Through my work, I aim to raise awareness about the value of resources we use and inspire people to tap into their own skills to tackle today’s challenges. I also hope to spark ideas using familiar, discarded materials—items found at home or in workplaces. I truly believe that if we all work together, we can reduce the severity of environmental issues for the future.

2. How do you approach the creative process when transforming discarded objects into meaningful artworks?

My creative approach is based on the principles of Regenerative Art and Design, emphasizing a holistic perspective that considers the upstream, midstream, and downstream phases of the creative process. I integrate the concept of a circular economy into every step—from collecting data on the type and quantity of materials, to engaging with local communities

in Thailand, and finally to evaluating the impact. This includes outcomes such as income distribution to local communities and measurable reductions in carbon footprints through material reuse.

3. What are the biggest challenges you face when promoting sustainability through art?

One of my biggest challenges is using Thai craft to address the waste problem and serve as a voice that highlights the value of every resource we consume. Additionally, the process of gathering extensive data from artworks to quantify their environmental impact—translating them into tangible metrics—is a complex but essential part of my work.

4. In what ways do you collaborate with communities or businesses to support your projects?

Communities play a vital role in my creative supply chain—from the initial stages to the final outcome. I work with them on waste sorting workshops, enabling households to separate their waste effectively. I also provide training in creative thinking so they can apply artistic concepts to waste management. Most importantly, I focus on inspiration—helping community members feel proud of their contributions to each piece of art and design. This allows them to apply their strengths to address local environmental issues, right in their own hometowns.



5. How do you measure the social or environmental impact of your work?

I collect data throughout the entire process—from sorting and collecting materials to delivering finished works to consumers. Each stage involves weighing, measuring, and recording the types and amounts of materials used. I also track the people involved in the creation process, converting all this into measurable impact metrics, including job creation and environmental benefits.

6. What role do you believe artists should play in solving global environmental issues?

Artists and designers have a crucial role in addressing environmental problems. As upstream creators of nearly everything that exists in our world, they have the power to influence change. If artists and designers adopt environmentally conscious mindsets throughout the design process, they can help reduce waste generated by their work, minimize the use of new resources, and instead maximize the reuse of existing materials. Creativity is not only about beauty—it should also enhance people's quality of life and make the most of existing resources, ensuring sustainability for future generations.

7. What future projects or goals are you most excited to pursue with WISHULADA?

I'm deeply interested in working with Thai communities—particularly those with strong craftsmanship traditions. My goal is to enhance their skills and quality while preserving their cultural identity. I want to harness the potential of local communities to help tackle household waste through the concept of sustainable craft-based industry.

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