



หอการค้าไทย-อิตาลี  
**THAI - ITALIAN**  
CHAMBER OF COMMERCE

Volume No. VI/2025

# INFORMA

---

## BUSINESS MAGAZINE





# A Message from the President



a significant milestone for the Chamber and reinforces our key role in promoting and supporting Italian wine producers across Asia.

On 30 May, we proudly joined the Italian Embassy, the Italian Trade Agency, and other key partners for the launch of the “Discover Italia” area at Tops Supermarket, a significant step in bringing authentic Italian products closer to Thai consumers. We also represented Thailand at the Asia-Pacific Roundtable on “Made in Italy” held in Shanghai, followed by our participation in the **Panda d’Oro Awards** hosted by the China-Italy Chamber of Commerce. This prestigious ceremony celebrated Italian companies that have significantly contributed to promoting Italian excellence in the region. It was an honor for the TICC to receive a commendation letter from President **Lorenzo Riccardi** in recognition of our commitment and achievements in strengthening Italy’s presence across Asia.

Furthermore, in this issue, you will also find insights into the activities of our Industrial Committee, now meeting for its fifth edition, as well as updates on the latest developments in BOI, legal regulations, and other key topics for our members. We are also delighted to welcome new members to our Chamber, including *SICIS* from Ravenna, world-renowned masters of artistic mosaic, and *Andwil International*, specialists in premium dried fruit and healthy snacks.

Finally, we are pleased to share excellent news for the food industry: Thailand has officially reopened its market to Italian cured meats, marking a new chapter for Made in Italy in Asia and creating new opportunities for our members in the agri-food sector.

I would like to thank all our members, partners, and friends for your continuous support and collaboration. Together, we will continue to strengthen the presence of Italian excellence in Thailand and the Asia-Pacific region.

Warm regards,  
**Federico Cardini**  
President

Dear Members and Friends,  
It is with great pleasure that I welcome you to this new edition of **INFORMA**. In this issue, we pay tribute to one of Italy’s most iconic cultural figures — **Maestro Luciano Pavarotti**. On the occasion of what would have been his 90th birthday, we dedicate our cover to the legendary tenor from **Modena**, whose extraordinary voice and passion for opera brought Italian culture to the world stage for decades. Over the past months, the Chamber has been at the forefront of promoting Italian excellence and strengthening our business network in Thailand and across Asia.

I had the privilege to attend the **34th World Convention of the Italian Chambers of Commerce Abroad** in Cosenza, together with our Secretary General **Giacomo Iobizzi**. In my role as President of the Asia & Australia Area for *Assocamerestero*, we worked closely with *Assocamerestero* and *Unioncamere* to define strategic actions aimed at further enhancing the promotion of Made in Italy worldwide.

In June, the Chamber successfully hosted the **Top Italian Wines Roadshow in Bangkok**, one of Asia’s most important events dedicated to Italian wine promotion, organized in collaboration with **Gambero Rosso**. Held at the recently renovated the Dusit Thani Hotel Bangkok, the event welcomed over 700 industry professionals and featured more than 50 prestigious Italian wineries. Alongside the exhibition, we were proud to organize exclusive wine masterclasses, offering valuable insights into Italian viticulture and enology. The success of this event marks

## INFORMA BUSINESS MAGAZINE

is produced by  
the Thai-Italian Chamber of Commerce

A: 1126/2 Vanit Building II, 16th Fl, New  
Petchburi Rd, Makkasan, Rajdivee,  
Bangkok 10400  
T: +66 255 8695  
E: pr@thaitch.org  
W: www.thaitch.org

EDITOR: Mr. Giacomo Iobizzi

DESIGN AND ART DIRECTION:  
Ms. Kaen Khongphetmanee

### 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.





# AUTOMATIC TEST EQUIPMENT FOR ELECTRONICS

*Enabling tomorrow's technology,  
by making electronics work defect-free.*



*Testing is an essential phase of the production process for every electronic device: integrated circuits, MEMS, electronic boards, batteries, LED products. SPEA's mission is to make electronics work, everywhere they are used. We achieve this by creating industrial machinery capable of automatically verifying every electronic product, identifying all potential defects and preventing future malfunctions.*



หอการค้าไทย-อิตาลี  
**THAI - ITALIAN**  
CHAMBER OF COMMERCE

#### PRESIDENT

Mr. Federico Cardini

#### VICE PRESIDENTS

Dr. Francesco Pensato

Ms. Mallika Esposito Seu Margherita

#### BOARD OF DIRECTORS

Mr. Chakrit Benedetti

Mr. Alberto La Lumia

Ms. Pannitta Srisa-ard

Mr. Enzo Massimo Chiappa

Mr. Luca Bernardinetti

Mr. Rosario Antonio Sanna

Mr. Filippo Cassabgi

Mr. Yongyudh Teeravithayapinyo

#### COMMITTEES

Southern Regions Committee:

Dr. Francesco Pensato: Chairman

Mr. Bruno Barone: Deputy Chairman

Mr. Antonio Sanna: Deputy Chairman (Phuket)

Mr. Gabrio Tosti: Deputy Chairman (Samui)

Mr. Stefano Gonella: Deputy Chairman (Krabi)

Cambodia Committee

Mr. Aurelio Flacco: Chairman

Industrial Committee:

Mr. Alberto La Lumia: Chairman

Mr. Alessandro Menocci: Deputy Chairman

Mr. Yongyudh Teeravithayapinyo: Deputy Chairman

#### STAFF MEMBERS:

Mr. Giacomo Iobizzi, Secretary General

Mr. Michele Tomea, General Manager

Mr. Giuseppe D'Onofrio, Trade Assistant

Ms. Phanatchakorn Muangfak, Marketing & CRM Manager

Ms. Na Karnrawee Pondate, Accountant

Ms. Ployngarm Namngoenrungsree, Events Assistant

Ms. Kaen Khongphetmanee, Media and Editorial Assistant

## COVER STORY

### Celebrating Maestro Luciano Pavarotti

This June, we celebrate the birthday of **Maestro Luciano Pavarotti**, a towering figure whose name is synonymous with artistry, passion, and excellence. Born in Modena, Italy, he rose from modest beginnings to achieve worldwide acclaim, capturing hearts with the warmth and brilliance of his voice. From his debut on the Italian stage to performances in the world's greatest opera houses, he became a cultural icon who brought classical music to a global audience.

Beyond the stage, **Maestro Luciano Pavarotti** inspired millions through historic concerts and humanitarian efforts. His extraordinary talent and lasting contribution to music continue to resonate, inspiring new generations to believe in the transformative power of art.

#### Cover Image

©Michigan Opera Theater Archives

# CONTENTS

**9** Tops launches "Discover italia"

**10** Gambero Rosso - Top Italian Wines Roadshow Returns to Bangkok

**17** Asia-Pacific Roundtable on "Made in Italy" in Shanghai

**19** Panda D'oro Awards by the China-Italy Chamber of Commerce

**23** The 34th World Convention of the Italian Chambers of Commerce Abroad

**28** Thailand Reopens Its Market to Italian Cured Meats

**31** New Members Announcement & Upcoming Events





## THAILAND

### Thailand Approved to Host Formula One (2028-2032)

Retrieved from the Nation Thailand, 17 June 2025

Thailand's Cabinet has given approval in principle to the country's bid to host Formula One (F1) and other motorsport events sanctioned by the *Fédération Internationale de l'Automobile (FIA)* during the period 2028-2032. The proposal includes a total operating budget of 41.4 billion baht, aimed at positioning Thailand as a regional hub for world-class motorsport. Officials noted that the investment is expected to generate significant economic benefits through tourism, international exposure, and related business opportunities. Further details, including venue selection and event schedules, will be determined in coordination with the FIA and local stakeholders in the coming years.

### Phi Ta Khon Ghost Festival 2025 – June 28-30

Retrieved from the Nation Thailand, 27 June 2025

The Phi Ta Khon Festival 2025, also known as the Ghost Festival, will be held from June 28 to 30 in the town of Dan Sai, located in Thailand's northeastern Isan region. This colorful and lively event is one of the country's most unique cultural celebrations, combining Buddhist traditions, folklore, and animist beliefs. The highlight of the festival is the famous mask parade, where locals dress in elaborate ghostly costumes and vibrant handmade masks, dancing joyfully through the streets to the rhythm of traditional music.

### Chiang Mai Earthquake Linked to Mae Tha Fault

Retrieved from the Nation Thailand, 28 June 2025

The Meteorological Department has confirmed that the recent light earthquake in Chiang Mai's Phrao district was caused by activity along the Mae Tha fault line. The tremor, which measured 4.5 on the Richter scale, struck at 14:07 in Tambon Mae Pang at a shallow depth of 1 kilometre. Officials reported that the quake was felt in several nearby areas, but no injuries or property damage have been reported so far. Authorities continue to monitor the situation closely, as the Mae Tha fault is recognized as one of the active fault zones in northern Thailand.

### "Half-Price Thailand Travel" Scheme Approved

Retrieved from the Nation Thailand, 24 June 2025

"Half-Half Thai Travel" scheme with, Cabinet approves 1.76 billion baht stimulus to boost tourism and generate over 35 billion baht for the economy. This initiative is projected to inject over 35.033 billion baht into the Thai economy. The "Half-Price Thailand Travel" scheme is anticipated to attract at least 100,000 tourists, generating over 14.125 billion baht in revenue for the tourism business sector. This surge is set to create an aggregate economic value exceeding 35.033 billion baht, support over 40,669 jobs, and contribute more than 1.863 billion baht in tax revenue to the government.

## ITALY

### Tree Collapse in Venice Injures Tourists

Retrieved from Euronews, 03 June 2025

Multiple people injured after 50-year-old oak collapses in Venice. A dozen people, including foreign tourists, were injured when a 50-year-old tree collapsed next to a bus stop in the Italian lagoon city of Venice, authorities have said. The oak tree fell on a group of people waiting in a shaded area at Piazzale Roma, the last stop for buses and taxis ferrying visitors to and from the lagoon city from the mainland, city officials said. The most seriously injured was a 30-year-old Italian, who was sitting on a wall near the tree with her two children when it fell, Italian media reported. The woman is in a critical condition with abdominal injuries, while her children were not seriously injured and have been placed under psychological care, according to hospital officials.

### Activists Plan to Disrupt Jeff Bezos's Wedding in Venice

Retrieved from BBC, 17 June 2025

Venice activists plan to disrupt **Jeff Bezos's** wedding, Activists in Venice have launched a series of protests against Amazon's founder **Jeff Bezos**, who is due to marry fiancée **Lauren Sánchez** next week in a lavish, multi-million dollar ceremony that could shut parts of the famous city down. **Jeff Bezos**, 61, is the world's third richest person, with an estimated net worth of \$220.9bn. He is the founder of Amazon and space tech company Blue Origin.

## OTHER COUNTRIES

### Nick Kyrgios Hits Out at BBC's Decision Not to Include Him in Wimbledon Coverage

Retrieved from Yahoo! Sport, 21 June 2025

**Nick Kyrgios** has criticized the BBC for not including him in its Wimbledon coverage this year, calling it the broadcaster's loss rather than his. The Australian joined the BBC team last year as a commentator after missing Wimbledon due to a wrist injury and was popular with viewers. His inclusion, however, sparked controversy after **Caroline Nokes**, then Women and Equalities select committee chair, criticized the BBC for hiring him following his admission of assaulting an ex-girlfriend. **Kyrgios** returned to tennis this year but will miss Wimbledon due to a knee injury setback. While the BBC has not confirmed its 2025 line-up, **Kyrgios** said he was not invited back. He also claimed that the BBC planned to feature American **Christopher Eubanks**, although reports indicate this is not the case.

### BOJ board divided over rate pause and inflation risks, June summary shows

Retrieved from Reuters, 25 June 2025

Bank of Japan policymakers are divided over interest rates. Some want to hold rates steady due to uncertainty from U.S. tariffs, while others warn rising inflation may require a future hike. At the June meeting, the BOJ kept rates at 0.5% and slowed its balance sheet reduction. Members expressed mixed views: some cited potential tariff impacts on business sentiment, others saw minimal effect. Rising consumer inflation, partly from rice prices, also drew attention. The BOJ ended its decade-long stimulus last year and raised short-term rates to 0.5% in January. Next rate hikes are expected in early 2026. The central bank will review growth and inflation forecasts at its July 30-31 meeting.

### Italy's Mount Etna, Europe's Largest Active Volcano, Spews Plumes of Ash

Retrieved from the Guardian, 02 June 2025

Mount Etna erupts as large plumes rise from volcano, Italy's Mount Etna has erupted, with large plumes of ash seen rising from the volcano. Images and video from the island of Sicily showed volcanic material spilling out of the volcano on Monday morning. A number of explosions of "increasing intensity" were recorded in the early hours on Monday morning, Italy's National Institute of *Geophysics and Volcanology (INGV)* Etna Observatory said. The full scale of the eruption is currently unclear and disruption appears to be minimal, with flights departing and arriving as usual at the island's airports. Mount Etna is one of the world's most active volcanoes, so eruptions are not uncommon and its outbursts rarely cause significant damage or injury.

### Couple Damages Crystal-Covered Art Chair in Verona

Retrieved from BBC, 15 June 2025

Museum's plea after couple break crystal-covered chair, An Italian museum has called on patrons to "respect art" after a couple was filmed breaking a chair covered in hundreds of glittering crystals. Footage released by the Palazzo Maffei, in Verona, shows a man and woman taking pictures of each other while pretending to sit on the so-called "Van Gogh" chair. The man then appears to slip and fall onto the chair, crushing it underneath him. Officials say the couple fled the museum before staff noticed what happened.





หอการค้าไทย-อิตาลี  
THAI - ITALIAN  
CHAMBER OF COMMERCE



2 GIUGNO 2025

FESTA DELLA  
REPUBBLICA



POST PRESS RELEASE

## TOPS LAUNCHES “DISCOVER ITALIA”



**Bangkok, 30 May 2025** - TOPS, under Central Food Retail Group of Central Retail, has launched “**Discover Italia: The Most Iconic Products by Region**” in collaboration with the *Embassy of Italy in Thailand*, the Thai-Italian Chamber of Commerce, and the Italian Trade Agency (ITA).

Running until 10 June 2025 across TOPS, TOPS FOOD HALL, and TOPS ONLINE, the campaign showcases authentic specialties from eight renowned Italian regions, featuring exclusive

products such as Liguori Pasta, Domori Cocoa, Caratina Olive Oil, Schar Gluten-Free Biscuits, and Arnoldi Alpine Cheese.

The launch event welcomed H.E. **Paolo Dionisi**, Italian Ambassador to Thailand, along with key Italian and Central Retail executives, celebrating the strong cultural and trade ties between Italy and Thailand. Secretary-General, Mr. **Giacomo Iobizzi**, was also present representing the Thai-Italian Chamber of Commerce (TICC).

## CP AXTRA LAUNCHES “TASTE OF ITALY” CAMPAIGN



**Bangkok, June 6, 2025** – CP Axtra, the operator of **Makro**, **Lotus's**, reinforces its position as a Fresh & Food Destination with the exclusive “**Taste of Italy**” event, hosted for the first time at Makro Sathorn from June 5–9, 2025.

A unique experience bringing the best of Italy to Thailand: premium ingredients, authentic flavors, and culinary culture to explore. Under the patronage of the Embassy of Italy in Bangkok, the Italian Trade Agency, and the Thai-Italian Chamber of Commerce, the festival features a selection of top-quality Italian products: Pasta from *Barilla* and *La Molisana*, *Mutti* canned potatoes, *Bertolli* olive oil, Sparkling drinks from *S.Pellegrino*, Beloved snacks like *Kinder* and *Loacker*.

Premium dairy and cheese from *Ambrosi*, *Sterilgarda*, *Red POP apples* and many other Italian specialties!

The event was officially opened by the H.E. **Paolo Dionisi** - *Embassy of Italy*, *ITA Bangkok*, and Mr. **Giacomo Iobizzi** - Secretary General of the Thai-Italian Chamber Of Commerce, joined by *CP Axtra's* top management.

The Thai-Italian Chamber of Commerce (TICC) would like to extend its warmest congratulations and sincere thanks to *CP Axtra (Makro and Lotus's)*, a valued corporate member, for organizing the remarkable “**Taste of Italy**” event.



# GAMBERO ROSSO - TOP ITALIAN WINES ROADSHOW RETURNS TO BANGKOK, CELEBRATING A NEW ERA FOR ITALIAN WINE



**Bangkok, 4 June 2025** - The Thai-Italian Chamber of Commerce (TICC) was proud to partner with **Gambero Rosso International** for the highly anticipated return of the **Top Italian Wines Roadshow in Thailand on 4 June 2025**.

Held at the prestigious **Dusit Thani Bangkok**, the sold-out event confirmed Thailand's growing relevance as a key destination for Italian wine and culinary culture in Southeast Asia.

This year's edition marked a particularly significant milestone, taking place just weeks after the official removal of import duties on wine in Thailand, a major policy shift that is already revitalizing the hospitality sector and increasing local interest in Italian wines.

The full-day programme featured three technical masterclasses, all fully booked in advance, led by **Marco Sabellico**, Editor-at-Large of *Vini d'Italia*. These sessions explored some of Italy's most iconic wine regions and native grape varieties presented in the 2025 edition of the renowned wine guide.

In the afternoon, over 60 Italian wine producers took part in a walk-around tasting session, offering Thai importers, sommeliers, chefs, retailers, media, and hospitality professionals the opportunity to engage directly with Italy's winemaking excellence.

This initiative reaffirms **Gambero Rosso's** commitment to promoting authentic Italian cuisine worldwide and strengthening

ties between Italian producers and global markets. As part of a broader international roadshow that reaches over 40 cities worldwide, the Bangkok stop underscored the rising bilateral interest in Italian food and wine, lifestyle, tourism, and trade.



A highlight of the event was the **Top Italian World Awards Ceremony**, held at 4:00 PM, celebrating outstanding Italian dining venues in Thailand. The ceremony welcomed key figures including:

- Mr. **Luigi Salerno**, Consigliere Delegato, *Gambero Rosso Corporate*
- H.E. **Ambassador Paolo Dionisi**, *Embassy of Italy in Bangkok*
- Mr. **Federico Cardini**, President, Thai-Italian Chamber of Commerce (TICC)
- Mr. **Marco Sabellico**, Editor-at-Large, *Vini d'Italia*

The event was organized by TICC, with media and communication support from *MIDAS-PR*, and stands as a testament to the Chamber's mission of fostering cultural and economic exchange between Italy and Thailand.





# INDUSTRIAL COMMITTEE AT THE SIAM PATUMWAN



**Bangkok, 5 June 2025** - The Thai-Italian Chamber of Commerce (TICC) **Industrial Committee**: a day of insight, collaboration, and networking. TICC hosted a new session of the Industrial Committee at the Siam Patumwan Building, bringing together representatives from 12 member companies, including *Vittoria Thailand*, *Siam Motors Group (SMG)*, *CNH Industrial*, *Danieli & C. Officine Meccaniche*, *Eufintrade*, *PiovanGroup*, *Electrolux*, *MONILI*, *Nidec Corporation*, *Enapter*, and *Alfa Sistemi*.

The Chairman of the Committee, Mr. **Alberto La Lumia** (*Vittoria Thailand*), together with the Vice Chairman, Mr. **Alessandro Menocci** (*Danieli & C. Officine Meccaniche Thailand*) and the General Manager of the TICC, Mr. **Michele Tomea** welcomed the participants. The meeting provided an engaging platform for companies to exchange views on key industrial topics, with a special focus on logistics and insurance: two essential pillars in today's rapidly evolving market environment.

Following the roundtable discussion, participants had the opportunity to visit the innovative spaces of *Daikin Comfort* and the *Yamaha Music School Thailand*, both located within the *Siam Motors Group (SMG)* premises, offering a closer look into the integration of technology, education, and business.

The day concluded with a vibrant networking event at *iO Italian Osteria Bangkok* at *Groove CentralWorld*, where members connected in a relaxed and friendly atmosphere.

TICC would like to express its sincere gratitude to **Italiasia Group Thailand**, *iO Italian Osteria Bangkok* with a great menu prepared by Chef **Anna Borrasi**, and **Motors Group (SMG)** for their generous support and sponsorship, which contributed to the success of the event.

Organized by:

**EDITRICE ZEUS**  
editricezeus.com

**FOOD PROCESSING**

THAI - ITALIAN  
CHAMBER OF COMMERCE

**PROPAK ASIA**

Venue Partner:  
informamarkets

11<sup>th</sup> June 2025 - BITEC Bangna - Room NILE 3 (2<sup>nd</sup> floor)

**PACKAGING & PROCESSING INNOVATION DIALOGUE:  
EAST MEETS WEST**

**Moderator SONIA BENNATI**  
Editorial Manager at Editrice Zeus Srl

**GIACOMO IOBIZZI**  
Secretary-General at Thai-Italian  
Chamber of Commerce

**LORENZO CORRADINI**  
Sales Area Manager at Raytec Vision SpA

**SAOWALUCK MAEKAROON**  
Sales Engineer at HITEC Food Equipment

**STEFANO ROMANELLI**  
Managing Director - Omnia Technologies  
Beverage Singapore

In Collaboration with:

**PTTC**  
Pak-Tech Trade & Technology Center

**Omnia Technologies**  
Training Center

**Rademaker**

## SAVE THE DATE!

As we approach 11th June 2025 for the “**Packaging & Processing Innovation Dialogue:East Meets West**” we are pleased to introduce the outstanding speakers who will participate in the conversation on innovation and technology, led by our moderators.

This roundtable, organized by Thai - Italian Chamber of Commerce (TICC) in collaboration with **Editrice Zeus**, will offer a dynamic platform for exchange between Italian and Thai industry leaders. The focus will be on practical innovation and advanced processing solutions that directly respond to the needs of Thai manufacturers and end users, enabling greater efficiency, safety, and competitiveness across the local value chain.

Date: 11 June 2025 | Time: 15:00 – 17:30  
Place: BITEC Bangna - Room NILE 3 (2nd floor)

# TICC AND AL LEGAL HOSTS THE SEMINAR: “DOING BUSINESS IN THAILAND: BOI INCENTIVES AND OTHER OPPORTUNITIES”



**Bangkok, 12 June 2025** - The Thai-Italian Chamber of Commerce (TICC) had the pleasure of hosting the seminar “**Doing Business in Thailand: BOI Incentives and Other Opportunities**” at the TICC Connect space, welcoming both in-person and online participants.

Organized by *Allegal studio*, *Fieldfisher*, and *ITHAI* the event offered key insights from the *Thailand Board of Investment*, including up to 13 years of corporate income tax exemption, import duty waivers, and streamlined visa procedures. Focus areas included digital infrastructure, EV and mobility, medical innovation, and bio-circular-green industries.

The seminar opened with remarks by **Giacomo Iobizzi** (TICC),

followed by **Edoardo E. Artese** (*ALLEGAL*), who introduced the legal framework. **Cristian Preiata** (*ITHAI*) highlighted investment strategies, while **Nuntanart Krisnachinda** (*BOI Paris*) presented incentives for automation, packaging, and the IBC scheme. **Ettore Bonaccorsi** (*Fieldfisher*) concluded with legal and fiscal guidelines.

A practical case study was shared by **Alberto La Lumia** (*Vittoria Group*), showcasing the brand’s successful growth in Thailand. The day ended with a panel discussion, Q&A, and networking session.

Special thanks to *BOI*, *ALLEGAL*, *Fieldfisher*, and *ITHAI* for making this event possible.

# TICC JOINS JFCCT DELEGATION IN VISIT TO DEPUTY PRIME MINISTER OF THAILAND



**Bangkok, 16 June 2025** - The Thai - Italian Chamber of Commerce (TICC) had the pleasure of taking part in the *Joint Foreign Chambers of Commerce in Thailand (JFCCT)* visit to the Deputy Prime Minister of Thailand.

Our Chamber was proudly represented by Vice President **Mallika Margherita**, alongside other members of the international business community.

We would like to sincerely thank the Deputy Prime Minister of Thailand for the warm welcome, and extend our appreciation to *Joint Foreign Chambers of Commerce in Thailand* and its Chairwoman **Vibeke Lyssand Leirvag** for coordinating this important institutional visit.

Moments like these reinforce our commitment to fostering strong partnerships between Thailand and Italy.



# HOW WE GROW PREMIUM F&B BRANDS WITHOUT ADS OR TRADE SHOWS—AND SCALE DIGITAL EDUCATION BUSINESSES



In today's food and beverage industry, having a great product is no longer enough. The key to consistent B2B growth lies in connecting with the right buyers—efficiently, predictably, and at scale. At *Andwil International*, we help premium food and beverage brands achieve just that through a proven B2B marketing system that operates without relying on paid ads, trade shows, or large sales teams.

We are a European-Thai family business operating from Thailand with a multi-service performance marketing agency. We manage and grow our own brands—including a curated portfolio of premium Italian products such as wine, truffle products, and cheese, alongside our own snack line made from chocolate and dried fruits. These snacks are produced in collaboration with our family-run chocolate factory in Thailand and backed by over 30 years of experience in dried fruit processing.

## What We Do

At *Andwil International*, we specialize in automated B2B lead generation tailored exclusively for the food and beverage industry. Our core mission is to connect producers and brand owners with real, qualified buyers—consistently and efficiently—without draining budgets on outdated, low-return methods.

We work directly with stakeholders across the supply chain, including importers, exporters, and distributors, as well as retail buyers, category managers, foodservice operators (HORECA), and private or white label clients. Each of our lead generation systems is lean, data-driven, and engineered to deliver measurable commercial results. By eliminating guesswork, we ensure that every interaction has a purpose—and that purpose is growth.

## Our Product Lines

*Andwil International* exclusively markets its own product lines, giving us full control over every element—from product quality to branding, pricing, and positioning. This level of autonomy allows us to move swiftly in response to market trends and ensure brand integrity across every touchpoint.

Our snack line, crafted in Thailand, combines high-quality chocolate with Southeast Asia's most iconic tropical fruits. This range includes indulgent yet functional items such as chocolate-covered mango, banana, and pineapple, as well as clean-label, vegan dried fruit snacks. Many of our products are also available in premium gifting formats and private label editions, ideal for brand customization.

We also manage a curated portfolio of premium Italian foods and wines, built through exclusive partnerships with boutique producers. These include DOC and DOCG wines from small vineyards, artisan truffle products, aged cheeses, and other rare gourmet items that carry strong storytelling and shelf appeal. These are more than just products—they're culinary experiences.

## Our B2B Lead Generation System

Forget trade shows and ad campaigns with uncertain ROI. Our sales system is designed to put B2B lead generation on autopilot, delivering a steady pipeline of qualified prospects week after week.

**ANDWIL  
INTERNATIONAL**

It starts with identifying the ideal buyer profile—focusing on geography, product-market fit, and category demand. From there, we launch personalized, automated outreach campaigns that are not only scalable but also maintain a human touch. Each conversation is tracked within a CRM system that provides complete visibility into your pipeline, from first contact to closed deal.

The final step is sales process optimization. By the time our leads reach you, they're warm and ready for a real business conversation—leaving your team to focus on what they do best: closing deals and building partnerships. This system empowers food and beverage brands to scale without the overhead of hiring large sales teams or investing heavily in paid ads.

## Who We Serve

Our services are best suited for food and beverage brands that need a consistent flow of qualified B2B leads and specialize in premium, natural, or niche products. If you're looking to grow predictably—without being tied to the trade show calendar or spending large budgets on ads—you'll find our system both practical and powerful.

## Helping Digital Founders Scale Sales

While our roots are in food and beverage, we also support digital founders—particularly in the education, coaching, and info-product sectors. Through LabScale, a system developed and led by Andrea Famularo, we help online entrepreneurs streamline their sales workflows, delegate operations, and scale without the chaos.

Over the past three years, LabScale has helped generate more than \$20 million in new revenue for clients across North America and Europe. Brands like Graystone Trading, Petra Genco Fitness, and Bryant Wood have used the system to remove bottlenecks and unlock growth at speed.

To explore the free LabScale training, visit: [www.famuandreas.com/labscale](http://www.famuandreas.com/labscale)

If you're running a digital agency, info business, or coaching company and struggling to scale efficiently, LabScale gives you the tools and systems to take control.

## Why Work With Us

What sets us apart is simple: we build and grow our own brands—so we know what works. Our systems are not theoretical or experimental; they are performance-driven and rooted in real-world success. We measure success through outcomes, not vanity metrics.

Our unique position—combining European sourcing expertise with Southeast Asian production capabilities—gives us a strategic supply chain edge that translates into quality, flexibility, and speed to market.

## Ready to Scale Smarter?

Whether you're launching a new product, expanding internationally, or looking to build a predictable, scalable sales engine for your digital business, Andwil International can help. We bring clarity, consistency, and commercial precision to your growth journey—with less overhead, no wasted budget, and smarter execution.

## Book your free consultation today:

[www.andwilinternational.com/b2bfoodmarketing](http://www.andwilinternational.com/b2bfoodmarketing)

## Andwil International Ltd

B2B Performance Marketing for Food & Beverage Brands and Digital Founders

Website: <https://www.andwilinternational.com/home>

Email: [andrea@andwilinternational.com](mailto:andrea@andwilinternational.com)

Location: Bangkok, Thailand | UK-Registered

LabScale: <https://www.famuandreas.com/labscale>







หอการค้าไทย-อิตาลี  
THAI - ITALIAN  
CHAMBER OF COMMERCE

SAVE THE DATE

TICC

# Christmas GALA DINNER

Thursday, 11 December 2025  
5:30 PM onward  
Capella Bangkok Hotel

Reservation and Sponsorship Opportunities



SCAN ME



POST PRESS RELEASE

## TICC REPRESENTS THAILAND AT ASIA-PACIFIC ROUNDTABLE ON “MADE IN ITALY” IN SHANGHAI



**Shanghai, 14 June 2025** - On the occasion of the Asia-Pacific Roundtable “Unlocking the Potential of Made in Italy”, the Secretary General of the *Thai-Italian Chamber of Commerce* (TICC), **Giacomo Iobizzi**, embarked on an important mission to Shanghai, representing our Chamber on behalf of President **Federico Cardini**. His participation marked a significant step in reinforcing TICC’s presence and voice within the network of Italian Chambers operating in the Asia-Pacific region — one of the world’s most dynamic hubs for trade, investment, and innovation.

The Roundtable was organized by the *China-Italy Chamber of Commerce* and supported by the *Embassy of Italy to the PRC*, the *Consulate General of Italy in Shanghai*, *ITA - Italian Trade Agency*, in collaboration with *Asian Infrastructure Investment Bank (AIIB)*, *SACE*, *SIMEST*, *EU SME Centre*, and the *Italian Chambers of Commerce across the Asia-Pacific*. This impressive coalition of partners ensured that the event brought together leading institutional representatives, business executives, trade experts, and chamber officials, all united by a shared mission: to explore the future of Italian business in the region and identify practical strategies for growth.

Held on the eve of the prestigious **Panda d’Oro Gala Awards 2025** — an annual celebration of Italian excellence in China

— the Roundtable provided an ideal stage for meaningful discussions that went far beyond the usual networking. It served as a strategic think tank where market intelligence met institutional vision, allowing participants to address both opportunities and challenges in expanding the “*Made in Italy*” brand throughout Asia-Pacific. As part of the day’s program, Mr. **Iobizzi** took the floor as a speaker in the second panel discussion, “**Italian Business in Asia-Pacific: Regional Strategies and Chamber Insights**”.

The value of the Roundtable extended well beyond the formal agenda. Throughout the event, Mr. **Iobizzi** engaged in dynamic exchanges with prominent leaders in the Italian chamber network and high-level institutional representatives. Notable attendees included **Michele D’Ercole** (President, *Italian Chamber of Commerce in Vietnam - ICHAM*), **Lorenzo Riccardi** (Chairman, *China-Italy Chamber of Commerce*), **Alessandro Giuliani** (President, *The Indo-Italian Chamber of Commerce and Industry - IICCI*), **Davide De Rosa** (President, *The Italian Chamber of Commerce in Hong Kong and Macao*), **Antonella Fontanarosa** (Secretary General, *China-Italy Chamber of Commerce - Pechino*), **Federica Viggiani** (Secretary General, *China-Italy Chamber of Commerce - Beijing*), and **Caterina Bernardini Pace** (Secretary General, *The Italian Chamber of Commerce in Hong Kong and Macao*).



## PANDA D'ORO AWARDS BY THE CHINA-ITALY CHAMBER OF COMMERCE: CONSOLIDATING PARTNERSHIP IN THE REGION

**Shanghai, 14 June 2025** - The fourteenth edition of the **Panda D'Oro Awards** took place at the iconic W Hotel in Shanghai, bringing together entrepreneurs, members and friends of the Chamber, as well as distinguished representatives of Italian and Chinese institutions.

The **Panda D'Oro Gala Awards** was preceded by the Asia-Pacific Roundtable. Together, the two events brought together **over 700 guests** from the Italian and Chinese business communities.

The event was organized by the *China-Italy Chamber of Commerce (CICC)*, in collaboration with the *Embassy of Italy to the P.R.C.*, the *Consulate General of Italy in Shanghai*, the *Italian Trade Agency (ITA/ICE)*, and the *Italian Cultural Institutes of Beijing and Shanghai*.

The high-profile nature of the event was confirmed by the attendance of prominent Chinese institutional leaders, including *Shanghai SCOFCON* (Shanghai Commission of Commerce), *Shanghai Foreign Investment Development Board*, *Shanghai Hongkou District Government*, and *CCPIT Shanghai*.

The ceremony was officially opened by **Lorenzo Riccardi**, Chairman of the *CICC*, and H.E. **Massimo Ambrosetti**, Ambassador of Italy to the P.R.C. Among the notable guests were **Tiziana D'Angelo**, Consul General of Italy in Shanghai, **Marco Midolo**, First Counsellor at the Italian Embassy, **Francesco Pensabene**, Italian Trade Commissioner to China and Mongolia, **Augusto Di Giacinto**, Director of ITA/ICE Shanghai, and **Federico Roberto Antonelli** and **Francesco D'Arelli**, Directors of the Italian Cultural Institutes in Beijing and Shanghai respectively.



Special guests of the evening included several Presidents and representatives of Italian Chambers of Commerce across Asia, who had earlier participated in the business roundtable on opportunities for Italian companies in the Asia-Pacific region, held in the afternoon of the same day. Among them were **Alessandro Giuliani**, President of the *Italian Chamber of Commerce in India*; **Michele D'Ercole**, President of the *Italian Chamber of Commerce in Vietnam*; **Giacomo Iobizzi**, Secretary General of the *Thai-Italian Chamber of Commerce*; and **Davide De Rosa**, President of the *Italian Chamber of Commerce in Hong Kong*.

 **Camera di Commercio Italiana in Cina**  
中国意大利商会  
China-Italy Chamber of Commerce

[www.cameraitacina.com](http://www.cameraitacina.com)



## INSIDE THAI HOSPITALITY: INVESTMENT BOI AND BEYOND”, IN COLLABORATION WITH NEXT GOAL AND BELLMAN SOLUTION



**Bangkok, 19 June 2025** - The Thai-Italian Chamber of Commerce (TICC), in collaboration with *Next Goal* and *Bellman Solution*, successfully hosted the seminar **“Inside Thai Hospitality: Investment BOI and Beyond”** at TICC Connect.

The event brought together leading professionals from the hospitality and real estate sectors for a dynamic session that explored Thailand’s rapidly evolving hospitality and condominium landscape. Key discussions focused on BOI investment incentives, emerging market trends, and the expanding opportunities for investors in Phuket.

Featured speakers included:

- **Sumaytinee Wongrunroj**, Director of Agency at *Next Goal*, who offered expert insights into the Thai property market and shared a forward-looking investment outlook.
- **Fiona Nel**, Director of Sales at *MontAzure Phuket*, who presented a compelling case study on *MontAzure* — a landmark mixed-use development that exemplifies luxury coastal living and strategic investment potential.

TICC extends its sincere gratitude to all participants, speakers, and partners for contributing to the success of this insightful seminar. Events such as this reaffirm the Chamber’s commitment to fostering meaningful dialogue, encouraging knowledge-sharing, and building long-term partnerships between Thai and international stakeholders.

**Bellman  
SOLUTION**

[www.bellmansolution.com](http://www.bellmansolution.com)



## BUONDEE EPISODE 8: “MAMPE X MISAKI DRINKS TASTING EXPERIENCE”



**Bangkok, 20 June 2025** - The Thai-Italian Chamber of Commerce (TICC) proudly celebrates the success of BuonDee Episode 8: **“Mampe Spirituosen GmbH x Misaki Drinks Tasting Experience”**, held at TICC Connect in Bangkok.

Organized in collaboration with *Mampe Berlin 1831* and *Bellman Solution*, the event offered guests a creative showcase of *Misaki Premium Saké* and *Yuzu Saké*, taking participants on a curated tasting journey that highlighted the artistry and heritage of both Japanese and European traditions.

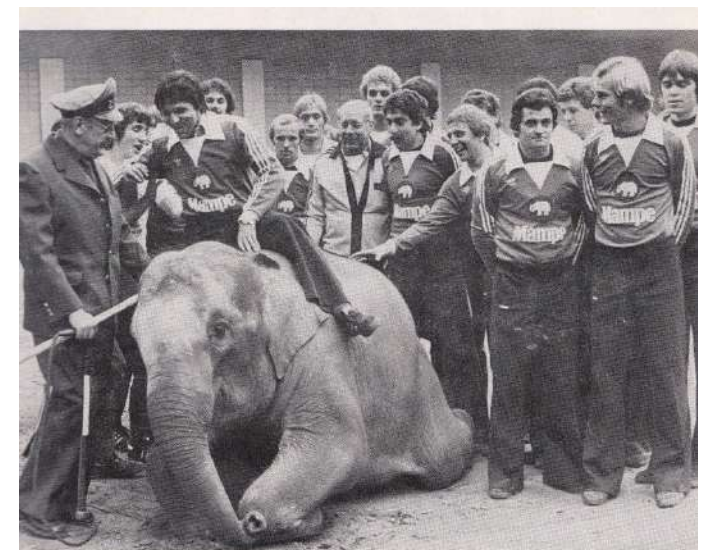
Attendees were guided by a Mampe mixology specialist, discovering the delicate nuances of flavour pairing while immersing themselves in the rich history and craftsmanship behind each brand. The experience unfolded in an elegant, relaxed atmosphere, perfectly blending culture, creativity, and connection.

TICC was delighted to welcome members of Bangkok’s international community for an afternoon of learning, networking, and cultural exchange.

A heartfelt thanks to all partners and guests for making BuonDee Episode 8 an inspiring and memorable experience. Stay tuned for upcoming editions that promise more exciting journeys into the world of fine beverages and Italian hospitality.



[www.mampe.berlin](http://www.mampe.berlin)



**Mampe Halb und Halb,  
ganz Ihr Geschmack:  
liebenswert,  
lebenswert,  
voller Genuß.**

CARL MAMPE • BERLIN • SEIT 1852





## Shrewsbury Bangkok Preparing Students for a World of Opportunities

The leading British international school in Asia, Shrewsbury Bangkok empowers students to thrive globally. With our Riverside campus (3-18 years) and City Campus (2-11 years), our curriculum combines academic rigour with extracurricular activities, equipping students with well-rounded skills for future challenges and opportunities.

Now accepting applications for enrolment (limited spaces).



**Shrewsbury Bangkok City Campus**  
Call: 02 203 1222  
admissions-city@shrewsbury.ac.th  
f @SHBcitycampus  
Shrewsbury国际学校曼谷



**Shrewsbury Bangkok Riverside**  
Call: 02 675 1888  
admissions@shrewsbury.ac.th  
f @SHBriverside



LEARN MORE  
[www.shrewsbury.ac.th](http://www.shrewsbury.ac.th)

POST PRESS RELEASE

## TICC ATTENDS THE 34TH WORLD CONVENTION OF THE ITALIAN CHAMBERS OF COMMERCE ABROAD



**Cosenza, 21-23 June 2025** – The Thai-Italian Chamber of Commerce, represented by President **Federico Cardini** and Secretary General **Giacomo Iobizzi**, attended the **34th World Convention of Italian Chambers of Commerce Abroad**, organized by *Assocamerestero* and the *Cosenza Chamber of Commerce*.

On the first day, the proceedings were also attended by:

- Deputy Minister **Valentino Valentini**, *Ministry of Enterprises and Made in Italy (MIMIT)*
- President **Klaus Algieri**, *Cosenza Chamber of Commerce*
- President **Mario Pozza**, *Assocamerestero*
- President **Andrea Prete**, *Unioncamere – Italian Union of Chambers of Commerce, Industry, Handicraft, and Agriculture*

During the closed-door session dedicated to the Regional Meeting: Asia, Oceania, and South Africa, President **Federico Cardini**, who also serves as a Board Member of *Assocamerestero*, moderated the panel discussion with Chamber representatives, followed by a Q&A with Deputy Minister **Valentino Valentini**.

On the second day, *Assocamerestero* President **Mario Pozza** signed a cooperation agreement with **Matteo Zoppas**, President of *ICE – Italian Trade Agency*, further strengthening collaboration within the *Sistema Italia* abroad.

We extend our sincere thanks to the *Cosenza Chamber of Commerce* and *Assocamerestero* for their warm hospitality, as well as to the many colleagues, Presidents, and Secretaries General from 86 Italian Chambers of Commerce representing as many as 63 countries.





## SICIS: CRAFTING TIMELESS ELEGANCE IN THAILAND

SICIS is a distinguished Italian brand celebrated worldwide for its exceptional mosaics and sophisticated design solutions. With a heritage rooted in artistic innovation and artisanal excellence, the company reimagines traditional craftsmanship through contemporary aesthetics. As part of its global expansion, SICIS has brought its distinctive style to Thailand, embracing the country's appreciation for refined artistry and quality materials. This presence is not just commercial—it's a cultural bridge, offering Thai clients direct access to the timeless elegance and technical expertise that define Italian design. SICIS aims to become a trusted partner for architects, designers, and visionaries throughout the Thai market.

**The soul of SICIS lies in its mosaic artistry, where every piece is the result of deep research, patient hands, and bold imagination.** Drawing from centuries-old Italian techniques, artisans at SICIS cut, assemble, and place thousands of micro tiles—whether glass, marble, gold, or other precious materials—with millimetric precision. This process is not only meticulous; it is poetic. Each mosaic becomes a living surface, capable of telling stories, evoking emotions, and transforming spaces. The materials are sourced and treated with the utmost care, ensuring that every element is both beautiful and durable. From classic geometric patterns to highly detailed artistic compositions, SICIS mosaics stand as a testament to the harmony between tradition and innovation. The result is a product that is not merely decorative but carries the weight of heritage, culture, and craftsmanship.

**As SICIS continues to expand its presence in Thailand, the appreciation for the company's artistry grows.** Clients seek out the brand for its unique ability to blend modern needs with traditional Italian techniques, crafting timeless pieces that become the centerpieces of their environments. Whether designing a luxury home, a commercial space, or a sacred temple, SICIS's mosaics add an unmatched level of refinement to any project. The artistry is seen in the attention to detail, which makes SICIS not just a manufacturer but an art form in itself.

One of the most emblematic projects in Thailand is SICIS's contribution to the **Shri Mariamman Temple in Bangkok**, a sacred Hindu site rich in history and devotion. Known for its vibrant architecture and spiritual significance, the temple required a restoration that honored its heritage while enhancing its beauty. SICIS was chosen to execute intricate mosaic works throughout the temple, including sacred motifs and ornamental details. The project was a respectful dialogue between cultures: Italian craftsmanship meeting Indian spiritual tradition, set within the Thai cultural landscape. **The transformation brought about by SICIS's mosaics is not just aesthetic—it elevates the entire environment, adding luminosity, depth, and a renewed sense of sacredness to this revered place of worship.**

Beyond mosaic, SICIS has pioneered a revolutionary material: **Vetrite**. These large glass slabs, created through a patented process, open a new dimension in surface design. Vetrite combines technical strength with artistic flexibility, offering a luxurious alternative to stone or ceramic for walls, furniture, and even pools. Every Vetrite collection reflects an exploratory spirit, with textures, colors, and finishes designed to adapt to the most sophisticated interiors. **In Thailand, where design often blends nature, tradition, and modern flair, Vetrite has found fertile ground. Its ability to be backlit or customized allows architects and designers to create exclusive environments that feel both avant-garde and grounded in timeless beauty.**

The addition of Vetrite to SICIS's portfolio allows the company to offer more versatility to its clients, particularly in high-end residential and commercial projects. With Vetrite, designers have access to a material that provides the elegance of glass combined with superior strength, making it suitable for everything from countertops to wall coverings and flooring. It's a game-changer for luxury interior design, especially for those looking to make a bold statement while maintaining elegance.

SICIS is an active member of the **Thai-Italian Chamber of Commerce**, a partnership that reflects shared values of quality, creativity, and cross-cultural collaboration. Through this membership, the company enjoys access to an influential network of professionals and businesses committed to promoting Italian excellence in Thailand. The Chamber provides SICIS with opportunities to connect, grow, and contribute meaningfully to the local design and business community. It also reinforces SICIS's belief in dialogue, not only between aesthetics but also between people, ideas, and markets.

Looking ahead, SICIS is eager to deepen its presence in Thailand through more projects, partnerships, and initiatives that celebrate beauty in all its forms. Whether partnering with Thai luxury brands, collaborating with international architects, or showcasing Italian craftsmanship at major events, SICIS is committed to bringing the finest of Italy to Thailand's vibrant design community.

With each mosaic laid and every surface designed, SICIS reaffirms its commitment to delivering unrivaled craftsmanship to the Thai market. The brand stands ready to collaborate with those who seek the extraordinary—architects, developers, and private clients alike.

**In a world where design often follows trends, SICIS offers something more enduring: a vision. One rooted in artistic integrity, one that inspires awe.** Explore SICIS and discover how Italian excellence can shape the future of design in Thailand.

[Contact Information](#)

**Mr. Kavin Massand**

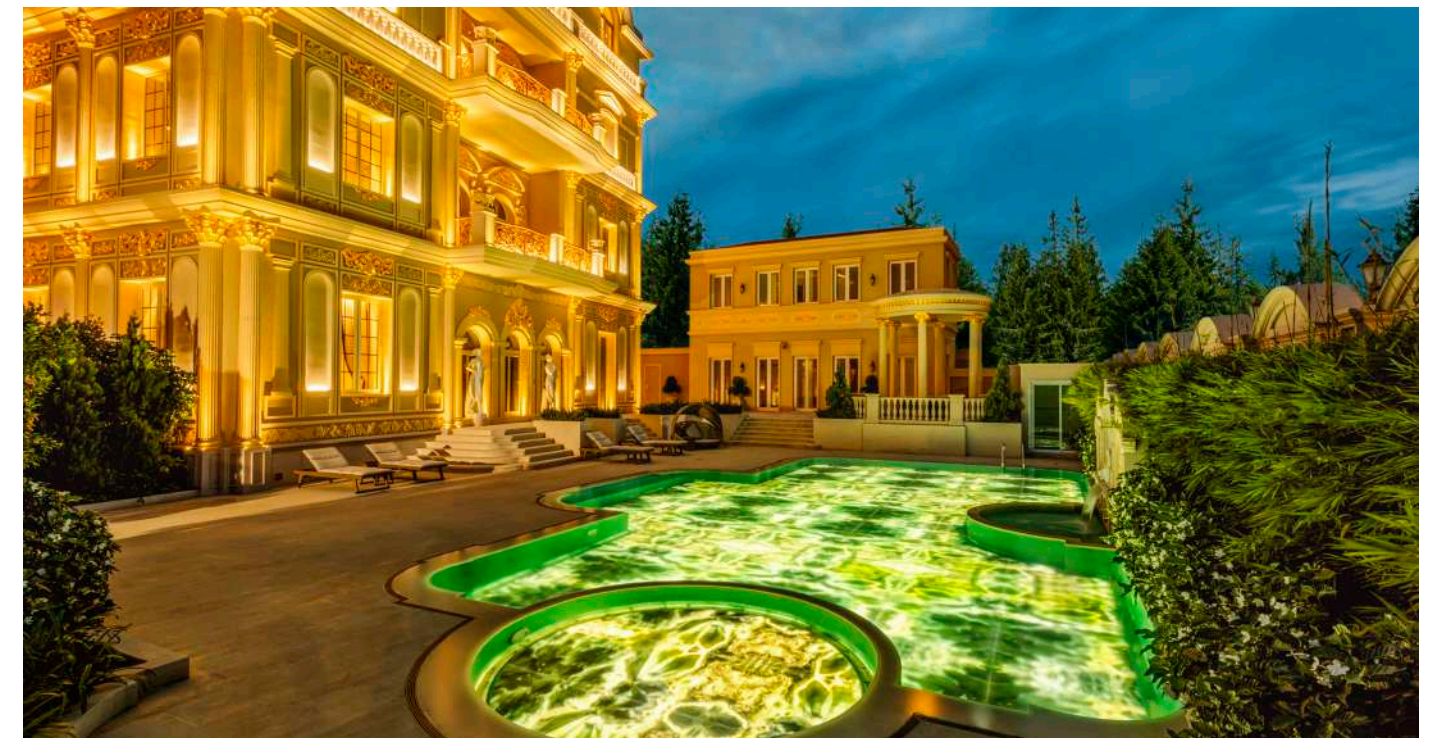
*Resident South East Asia Territory Manager*

Email: [Kavin.massand@sicis.com](mailto:Kavin.massand@sicis.com)

Phone: +66 89 681 7379

Website: [www.sicis.com/GLOBAL/en/](http://www.sicis.com/GLOBAL/en/)

# SICIS





## LAB-GROWN DIAMONDS: MARKET GROWTH AND CONSUMER TRENDS



Lab-grown diamonds, also known as synthetic diamonds, have gained widespread recognition and consumer popularity in recent years. According to the latest Report Ocean analysis, the global lab-grown diamond market was valued at approximately \$17.8 billion USD in 2020 and is projected to grow to \$27.9 billion USD by 2027, with a compound annual growth rate (CAGR) of 6.7% during 2021-2027.

### Market Applications and Growth Drivers

Lab-grown diamonds are utilized across multiple industries including electronics, healthcare, and jewelry. The jewelry sector shows particularly strong growth due to increasing fashion trends and the affordable pricing of lab-grown diamond jewelry.

### Key Growth Factors:

1. **Industrial Expansion:** Rapid growth in construction and automotive industries drives demand for lab-grown diamonds in drilling, cutting, and polishing applications, especially in Asia-Pacific regions with major projects like Smart City Mission and Housing for All initiatives.
2. **Cost Advantages:** Lab-grown diamonds offer significant cost savings compared to natural diamonds while eliminating ethical concerns associated with natural diamond mining.

### Market Challenges:

1. **Consumer Awareness:** Many consumers still lack understanding of lab-grown diamonds and continue to perceive natural diamonds as superior quality.
2. **COVID-19 Impact:** The pandemic affected mining and production activities, creating price volatility that may negatively impact downstream industries.

### Market Share and Production

**Morgan Stanley** reports lab-grown diamonds made up 14.3% of global supply (16M carats) versus 112M natural diamonds. Their share is projected to rise to 18% this year and 21.3% next year, with output reaching 25.1M carats against 118M natural diamonds.

China dominates production at 9.3% (expected to hit 12.7% this year), followed by India at 2.9%.

### India: A Key Market Case Study

India is both a key producer and consumer of lab-grown diamonds, especially in weddings. Average wedding costs now reach ₹3.65M (\$142K), with destination weddings averaging ₹5.11M (\$198K). Around 9% of weddings spend over ₹10M, reflecting a growing shift toward luxury and larger budgets.

### Consumer Adoption Trends:

- 45.5% of brides choose lab-grown diamonds
  - Engagement rings show the highest adoption rate
  - 50% of couples select environmentally friendly wedding options
  - Growing acceptance among first-time diamond buyers
- Despite India's \$80 billion gem and jewelry market, diamond jewelry represents only 5% market share. However, lab-grown diamond demand continues rising steadily.

### India Market Analysis

#### Growth Drivers:

- **Cost Effectiveness:** A 2-carat natural diamond costs approximately 1.5 million rupees (\$585,000) while a comparable lab-grown diamond costs only 40,000 rupees
- **Market Expansion:** Positive consumer response to lab-grown engagement ring collections
- **Increasing Awareness:** Projected 30-40% CAGR growth over the next 5-7 years, positioning India as the world's largest lab-grown diamond consumer

### Challenges:

- Natural diamond values (especially above 1 carat) have declined 30-35% in recent years, making investors cautious about natural diamond businesses

### Opportunities:

- Lab-grown diamond production takes only 2 months, enabling rapid market response
- Expansion into secondary cities (Tier 2 and 3) will stimulate additional demand

*Source: Gem and Jewelry Information Center  
The Gems and Jewelry (Public Organization), July 2025*



Enrol now and let the adventure begin!

W: [www.standrewssukhumvit.com](http://www.standrewssukhumvit.com)

E: [admissions107@standrews-schools.com](mailto:admissions107@standrews-schools.com)



St. Andrews  
International School  
Sukhumvit 107

## Early Years Play to Learn, Learn to Grow at S107

### Nurturing Every Aspect of Your Child's Growth



Specialist Learning from Age 2: From music and swimming to PE, even our youngest learners benefit from expert instruction by dedicated specialists.



A Small Early Years Centre with a Big Heart - where every child is known, supported, and celebrated.

**Limited spaces remaining!**  
**Enrol now before we're full —**  
**Don't miss out.**



☎ 02 393 3883

A COGNITA SCHOOL



## THAILAND REOPENS ITS MARKET TO ITALIAN CURED MEATS – A NEW CHAPTER FOR MADE IN ITALY IN ASIA



**Bangkok, 25 June 2025** – The Thai-Italian Chamber of Commerce (TICC) is delighted to share a milestone achievement for Italian agri-food exports: Thailand has officially reopened its market to Italian cured meats after more than three years of suspension.

The import ban was originally imposed following outbreaks of African Swine Fever in Italy, temporarily halting the flow of premium Italian cold cuts – from prosciutto and salami to mortadella – into the Thai market. The reopening marks not only the end of a challenging period for producers and distributors but also the beginning of renewed trade opportunities in one of Southeast Asia's most promising markets.

This positive outcome is the result of determined diplomatic efforts led by Italian and Thai authorities. TICC extends its deepest gratitude to H.E. **Paolo Dionisi**, Italian Ambassador to Thailand, for his tireless advocacy, and to Hon. **Francesco Lollobrigida**, Italian Minister of Agriculture, whose recent official visit to Bangkok played a decisive role in reinforcing bilateral cooperation and demonstrating Italy's unwavering commitment to high-quality exports.

During the Minister's visit, TICC had the privilege of hosting a high-level Roundtable with leading importers, distributors, and industry stakeholders. This meeting created an open platform to discuss logistics, regulatory processes, and promotional strategies, laying the groundwork for Italian cured meat producers to re-enter the Thai market with renewed strength and visibility. With an estimated market value exceeding €7 million annually, Thailand offers significant growth potential for

Italian producers, particularly in the premium hospitality, gourmet retail, and fine dining sectors. Beyond the direct economic benefits, the reopening also strengthens the Made in Italy brand across Asia, showcasing Italy's culinary heritage, craftsmanship, and quality standards.

TICC remains committed to supporting Italian companies interested in entering or expanding their presence in Thailand's agri-food sector. Through our network, market intelligence, and promotional initiatives, we aim to facilitate connections that lead to lasting commercial success.

The return of Italian cured meats to Thailand is more than a trade victory – it's a celebration of culture, tradition, and the enduring appeal of authentic Italian flavors.



## TICC ORIENTATION DAY: BUILDING CONNECTIONS, STRENGTHENING COMMUNITY



**Bangkok, 26 June 2025** - The Thai-Italian Chamber of Commerce (TICC) recently hosted its Orientation Day at TICC Connect, welcoming both new and existing members to an inspiring morning of engagement, learning, and exchange.

The event was designed to deepen participants' understanding of the Chamber's mission, highlight the exclusive benefits of membership, and showcase upcoming initiatives aimed at supporting professional growth and international collaboration.

Mr. **Giuseppe D'Onofrio**, TICC Trade Assistant, who opened with an insightful presentation on international business opportunities and hosted buyer programs available to members.

Ms. **Phanatchakorn Muangfak (Angela)**, TICC Marketing & CRM Manager, who highlighted the Chamber's core values, services, and programs that make TICC a dynamic hub for professionals across industries.

The Orientation Day was not only a platform for knowledge sharing but also a chance to strengthen relationships within Bangkok's international business community.

TICC extends its warm thanks to all members who attended and contributed to the event's success. Special appreciation goes to our generous sponsors – *Food Gallery Limited, Oranfrizer, Caffè Vergnano, Great Earth International, and Rocket Espresso* – for their invaluable support in making this occasion possible.

For more information about TICC membership and upcoming initiatives, please contact: [membership@thaitch.org](mailto:membership@thaitch.org)





# TICC JOINS BUSINESS MISSION FOR ISAN MICE EXPO 2025



**Khon Khaen, 27-28 June 2025** - The Thai-Italian Chamber of Commerce (TICC), represented by General Manager **Michele Tomea**, proudly joined a business mission to Khon Kaen for the official launch of **ISAN MICE Expo 2025** — a milestone initiative designed to put Northeastern Thailand on the global Meetings, Incentives, Conferences, and Exhibitions (MICE) map.

Organized by *Mitr Phol Sugar*, *Glowfish*, and *Adlib Management*, with strong support from the *Thailand Convention and Exhibition Bureau (TCEB)* Northeastern Regional Office, the mission brought together around 50 delegates from a wide range of industries and international Chambers of Commerce. Distinguished participants included representatives from the *Thai-Norwegian Chamber of Commerce*, the *Thai-Swedish Chamber of Commerce*, and the *Blu-Thai Chamber of Commerce*, alongside other key business leaders and regional stakeholders.

The **ISAN MICE Expo**, set to take place on 28–29 June 2025 at TCDC Khon Kaen, will shine a spotlight on Isan’s untapped potential as a strategic hub for high-value business events. The region’s central location within the Greater Mekong Subregion, improved infrastructure, and rich cultural heritage make it a compelling choice for investors and event organizers seeking new destinations beyond Thailand’s traditional business centers.

This year’s Expo will focus on showcasing innovative MICE solutions, promoting sustainable event practices, and creating platforms for cross-border collaboration. Exhibitors and conference speakers will present case studies, discuss emerging trends, and explore strategies to enhance the region’s competitiveness — all in alignment with Thailand’s broader economic development policies.

For TICC, the mission was not only about attending an inaugural event, but also about forging stronger ties with regional partners, identifying opportunities for member companies, and supporting initiatives that contribute to balanced national growth. By participating in the launch, TICC reaffirmed its commitment to helping Italian and Thai enterprises discover new markets, expand their networks, and leverage the business potential of Northeastern Thailand.

As the MICE industry continues to recover and evolve in the post-pandemic era, Khon Kaen stands out as an example of how regional hubs can play a vital role in decentralizing economic growth while delivering high-quality international events. With strong institutional backing and active private-sector engagement, the ISAN MICE Expo 2025 promises to be a catalyst for attracting both domestic and foreign investment to the region.

## NEW MEMBERS ANNOUNCEMENT



## UPCOMING EVENTS

**ANDWIL INTERNATIONAL**

**Andwil International Ltd**

Email: [andwilinternational@gmail.com](mailto:andwilinternational@gmail.com)  
[www.andwilinternational.com](http://www.andwilinternational.com)

*Cafe' des Arts*

**Cafe Des Arts Co., Ltd.**

Tel: +02 853 9100  
 Email: [info@cafedearts.com](mailto:info@cafedearts.com)

**fieldfisher**

**Fieldfisher**

Tel: +44 20 7861 4000  
 Email: [info@fieldfisher.com](mailto:info@fieldfisher.com)  
[www.fieldfisher.com](http://www.fieldfisher.com)

**Mectronic HEALTHCARE**

**Mectronic Medicale srl**

Tel: +39 035 656080  
 Email: [info@mecmedix.com](mailto:info@mecmedix.com)  
[www.mecmedix.com](http://www.mecmedix.com)

**ONE**  
 OCEAN NETWORK EXPRESS

**One Line Service Co., Ltd.**

Tel: +66 2 097 1111  
 Email: [thailand.customer@one-line.com](mailto:thailand.customer@one-line.com)  
[www.th.one-line.com](http://www.th.one-line.com)

**SABAITHAI**  
 CENTRO BENESSERE SPA & BEAUTY

**Sabai Thai srl**

Tel: +39 0544 469711  
 Email: [info@sabaithaispa.com](mailto:info@sabaithaispa.com)  
[www.sabaithaispa.com](http://www.sabaithaispa.com)

**SICIS**

**SICIS srl**

Tel: +39 0544 469711  
 Email: [info@sicis.com](mailto:info@sicis.com)  
[www.sicis.com](http://www.sicis.com)

**SUPA**  
 EAST GLAMOR

**Supa Choice Co., Ltd.**

Tel: +66 99 629 9878  
 Email: [supaeastglamor@gmail.com](mailto:supaeastglamor@gmail.com)





# FOCUS *your* VISION



Career-related  
Programme

Bangkok Patana's IB career-related Programme allows students to deepen their specialised knowledge in the areas of Business or Arts and Design, whilst benefitting from the renowned Patana learning environment.

**Find out how to give your child a focus to their passion**

email [admissions@patana.ac.th](mailto:admissions@patana.ac.th)



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

*IB Career-related Programme*  
**ART & DESIGN**  
SPECIALISM

Bangkok Patana is a not-for-profit IB World School, accredited by CIS