

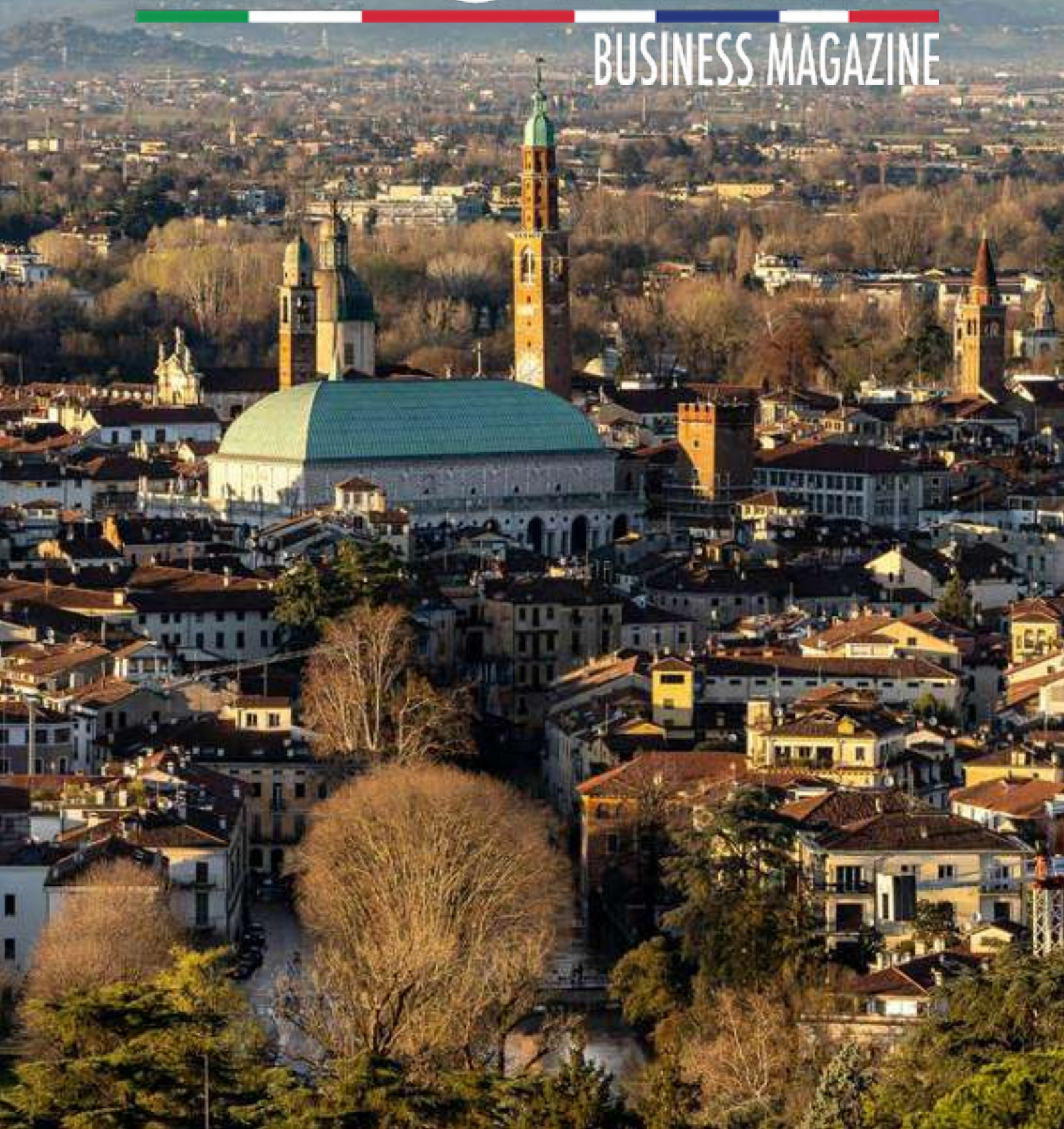


หอการค้าไทย-อิตาลี
THAI - ITALIAN
CHAMBER OF COMMERCE

Volume No. I / 2026

INFORMA

BUSINESS MAGAZINE





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A Message from the President



Dear Members and Friends,
The beginning of 2026 has already brought meaningful opportunities for the **Thai-Italian Chamber of Commerce** to further strengthen economic dialogue, cultural exchange, and industry collaboration between Thailand and Italy. I am pleased to share with you some of the initiatives that have defined this vibrant start to the year.

In January, the Chamber had the pleasure of organizing an exclusive experiential event in Bangkok dedicated to promoting European processed tomatoes, in collaboration with the **Consortium of OI Pomodoro da Industria - Bacino Centro Sud Italia**, led by President **Guglielmo Vaccaro**. This initiative highlighted the excellence of Made in Europe agri-food products while introducing Thai industry professionals and culinary experts to the quality, sustainability, and versatility of European processed tomatoes within the local market.

Continuing our commitment to knowledge-sharing and professional development, the Chamber partnered with **ILCT Advocates & Solicitors - ILCT Ltd.** to host a seminar focused on the latest legal, tax, and market developments within Thailand's art sector. The event brought together collectors, legal experts, art professionals, and industry stakeholders, providing valuable insights into regulatory frameworks and market opportunities, while strengthening the dialogue between the business and creative communities.

On the international front, TICC General Manager, **Michele**

Tomea, visited the headquarters of **MICAM** in Milan, the world's leading trade fair dedicated to the footwear industry. This engagement marks an important step in expanding business opportunities and strengthening trade connections between Thailand and Italy within the fashion and footwear sectors.

The close relationship between Thailand and Italy is also reflected in the jewelry industry, where both countries share centuries of craftsmanship, innovation, and artistic heritage. As highlighted by the **Gem and Jewelry Institute of Thailand**, Thailand's jewelry sector continues to demonstrate strong growth, combining traditional expertise with modern sustainability practices.

Among the creative highlights of this edition, we are proud to feature an interview with **VOGEM**, offering a compelling perspective on gemstone selection and craftsmanship. Their work illustrates how innovation, precision, and respect for natural beauty continue to shape and elevate the global gemstone industry.

I would like to extend my sincere appreciation to our members, partners, and institutional supporters, whose continued trust and commitment are instrumental in advancing our mission and creating new opportunities for meaningful collaboration.

Arrivederci,
Federico Cardini
President



is produced by the **Thai-Italian Chamber of Commerce**

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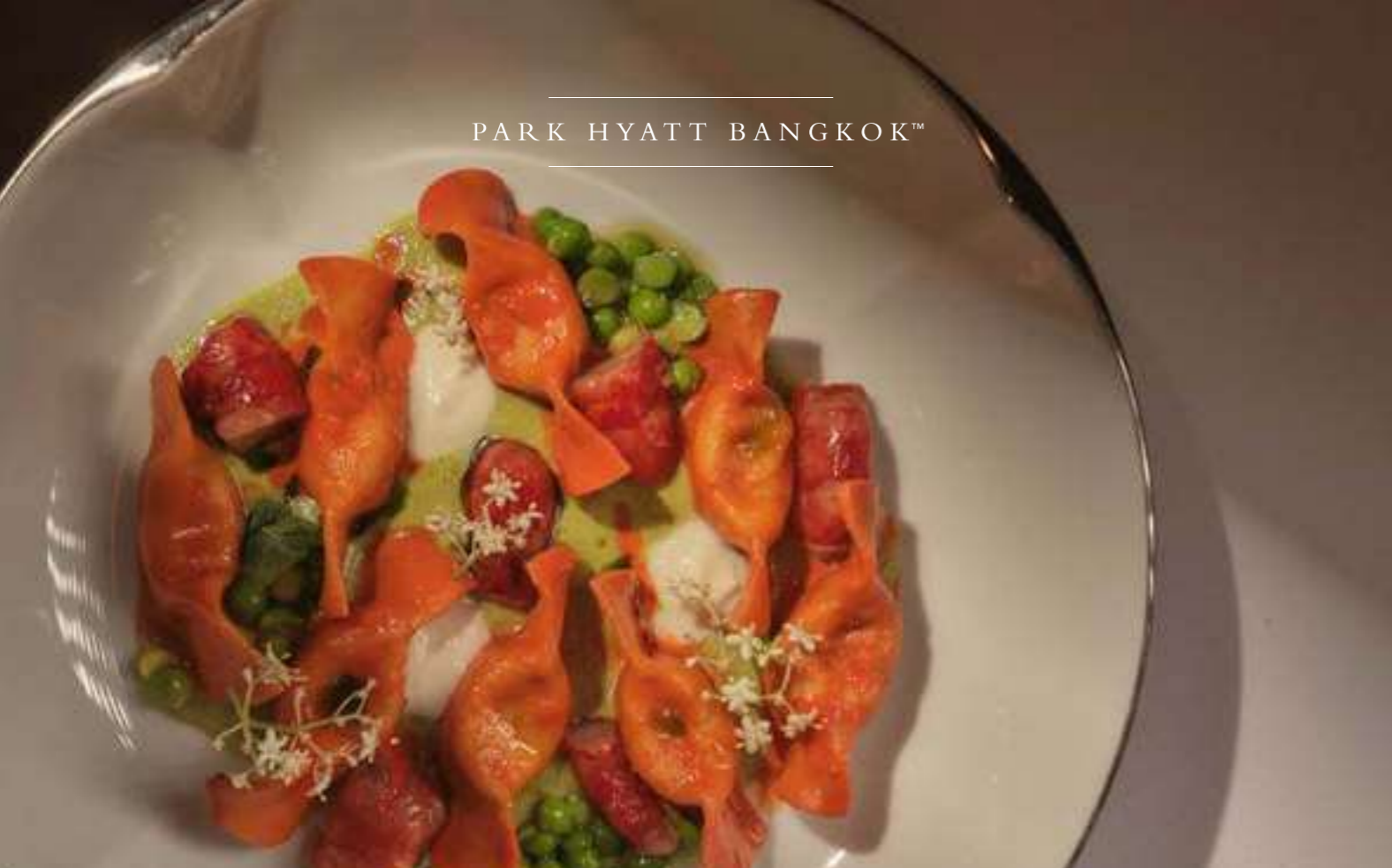
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The Chamber

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.



THAI-ITALIAN CHAMBER OF COMMERCE (TICC)

EXCLUSIVE PRIVILEGE

Guests with room bookings under the Thai-Italian Chamber of Commerce (TICC) corporate rate between 1 January – 20 December 2026 are entitled to an exclusive 15% discount on food and beverage dining at Embassy Room La Marina, Park Hyatt Bangkok.



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CONTENTS

10 E-Tomato MasterClass & Aperitivo Italiano Promote EU Tomato Excellence

15 Navigating Legal Art Frameworks in the Thai Art Market

17 MICAM, the First Digital Solution to Confidently Select Future Bestsellers

23 The Artisanal Craftsmanship of Thai and Italian Jewelry

27 CPE Thailand

28 Interview with VOGEM

31 New Members Announcement & Upcoming Events

COVER STORY

Vicenza: A UNESCO World Heritage Architectural Treasure

On 15 December 1994, the city of **Vicenza** was inscribed on the **UNESCO World Heritage List**, with the designation expanded in 1996 to include the Palladian villas across the Veneto region. The heritage site, titled City of **Vicenza** and the Palladian Villas of the Veneto, encompasses the historic centre of **Vicenza**, which features 23 architectural monuments designed by **Andrea Palladio**, including the renowned **Teatro Olimpico**, as well as 24 villas located throughout **Veneto**. The inscription recognises the outstanding universal value of Palladio's architectural achievements and their enduring global influence.

Cover Image

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ROSSO VALENTINO

Per sempre



THAILAND

The Bank of Thailand has Cautioned that Thailand's Economic Competitiveness is Weakening

Retrieved from Reuters, 7 January 2026

The Bank of Thailand warned that Thailand's economy is facing growing challenges, including declining competitiveness, a strong baht, and external pressures such as U.S. tariffs that may hurt exports. Inflation has remained below target, raising concerns about potential deflation, while the strong baht continues to pressure smaller exporters.

Thailand's Economic Challenges: Soaring Private Debt, Low Productivity, and Rising Inequality

Retrieved from The Nation, 14 December 2026

Thailand's economy is facing deep structural challenges, according to Vitai Ratanakorn, Governor of the Bank of Thailand. He highlighted low productivity, weak investment, and rising household, corporate, and public debt as key factors reducing the country's long-term competitiveness. An ageing population and widening inequality are also limiting economic growth. The BOT is also working to stabilise the baht by tightening oversight of large-scale gold trading and strengthening monitoring of suspicious large cash exchanges to curb grey capital flows. Meanwhile, Thailand's GDP growth has slowed significantly to around 2.2%, with weaker domestic consumption and pressured export performance.

Thailand Steps Up to Global Stage at World Economic Forum Davos 2026 as Digital Economy Champion

Retrieved from The Nation, 19 January 2026

Thailand is using its participation at the World Economic Forum Annual Meeting in Davos 2026 to position itself as a strategic global partner, focusing on digital economy leadership, sustainable trade, and global food security. The country aims to strengthen digital governance through its leadership in ASEAN digital integration while adapting to climate-related trade measures. Assistant Commerce Minister Kirita Phaophichit highlighted these priorities as part of Thailand's strategy to enhance competitiveness and foster international collaboration.

Beyond the QR Code: Thailand's Silent Rise in Digital Finance

Retrieved from The Nation, 22 January 2026

Thailand now has more mobile banking accounts than people, with most consumers preferring instant payments. At the centre of this transformation is PromptPay, which has surpassed 90 million registrations and processes over 74 million transactions daily. Its widespread adoption has accelerated the shift toward a cashless society, prompting the Bank of Thailand to scale back new banknote production while expanding Thailand's connectivity to global digital payment networks.

ITALY

Meta Platforms will Exclude Italy from Its Policy Banning Rival AI Chatbots on WhatsApp

Retrieved from Reuters, 12 January 2026

Meta Platforms will exclude Italy from its ban on rival AI chatbots on WhatsApp, following an order from Italy's antitrust authority, the Autorità Garante della Concorrenza e del Mercato. Italian regulators are investigating Meta for potential abuse of market dominance, while the European Commission is also reviewing the case. Under the revised policy, Italian (+39) phone numbers are temporarily exempt from WhatsApp's updated terms that restrict third-party AI chatbots.

Italy's Antitrust Authority, the Autorità Garante Della Concorrenza E Del Mercato (AGCM), has Reduced a Record Fine Previously Imposed on Amazon to \$878.2 million.

Retrieved from Reuters, 13 January 2026

UNESCO Milan, Jan 12 (Reuters) – Italy's antitrust authority, the Autorità Garante della Concorrenza e del Mercato (AGCM), said it has reduced a record fine imposed on Amazon to 752.4 million euros (approximately \$878.2 million), down from the original 1.128 billion euros. The authority initially fined Amazon in 2021 for abusing its dominant position in logistics services. The penalty was recalculated following a ruling by a regional administrative court in September, which prompted a reassessment of the original sanction.

OTHER COUNTRIES

U.S. Inflation Holds at 2.7% in December Amid Persistent Cost Pressures

Retrieved from CNN Business, 13 January 2026

United States consumer prices rose 2.7% year-on-year in December, showing modest progress in controlling inflation but ongoing affordability challenges, according to data from the U.S. Bureau of Labor Statistics. The Consumer Price Index remained unchanged from November on an annual basis. However, monthly inflation accelerated to 0.3%, up from 0.1% the previous month, driven mainly by continued housing cost pressures, rising food prices, and higher energy costs.

Japan is Set to Restart the Kashiwazaki-Kariwa Nuclear Power Plant, the World's Largest Nuclear Power Facility

Retrieved from Bangkok Post, 21 January 2026

The Kashiwazaki-Kariwa Nuclear Power Plant, operated by Tokyo Electric Power Company, is set to restart one reactor for the first time since the 2011 disaster at the Fukushima Daiichi Nuclear Power Plant. The restart has been approved by local authorities but remains controversial, with many residents raising safety and evacuation concerns. Japan is reviving nuclear power to reduce reliance on fossil fuels, support energy demand, and meet carbon reduction targets.

Italian Fashion Legend Valentino Garavani has Died

Retrieved from BBC, 20 January 2026

Valentino Garavani, the legendary Italian fashion designer known simply as Valentino, has died at the age of 93. A towering figure in 20th-century fashion, his elegant and luxurious creations were worn by global icons including Elizabeth Taylor, Nancy Reagan, Sharon Stone, Julia Roberts, and Gwyneth Paltrow. He co-founded the renowned fashion house Valentino in 1960 and was widely regarded as one of the industry's greatest designers, alongside Giorgio Armani and Karl Lagerfeld. According to the Valentino Garavani and Giancarlo Giammetti Foundation, he passed away peacefully at his home in Rome, surrounded by family.

Italy's Cash Limit Debate: Freedom, Control, and the Fight Against Fraud

Retrieved from Reuters, 28 January 2026

Business confidence in Italy rose to a two-year high in January, with the composite index from ISTAT increasing to 97.6, supported by gains in manufacturing and other sectors. Consumer confidence also improved slightly. Despite stronger sentiment, Italy's economic growth remains weak, with modest GDP performance and government growth forecasts of 0.5% for 2025 and 0.7% for 2026, among the lowest in Europe.



POST PRESS RELEASE

MADE IN EUROPE TOMATOES TAKE CENTER STAGE AT TICC CONNECT IN BANGKOK



Bangkok, 20 January 2026 – The Thai-Italian Chamber of Commerce (TICC), in collaboration with the Consortium of OI Pomodoro da Industria Bacino Centro Sud Italia, represented by President **Guglielmo Vaccaro**, and Mr. **Michele Sabatino**, General Manager di EuroConsult, successfully hosted a professional and experiential event dedicated to **Made in Europe** processed tomatoes at TICC Connect.

The afternoon opened with a closed-door seminar bringing together industry operators for an open exchange on market trends, consumer insights, and business opportunities for European processed tomatoes in Thailand. The session encouraged dialogue among professionals and highlighted the growing interest in quality, traceability, and authenticity in the Thai food market.

The event continued with a hands-on cooking class, led by Chef **Francesco Deiana** of **La Dotta Pasta Bar**, who demonstrated the versatility and culinary value of **Made in Europe** tomatoes through practical recipes and live preparation. The interactive format allowed participants to experience first-hand the quality and adaptability of European tomatoes, while fostering networking in a relaxed and engaging setting.

By combining professional discussion with a live culinary experience, the initiative strengthened awareness of European agri-food excellence and reinforced the role of TICC as a platform connecting European producers with the Thai market.



E-TOMATO MASTERCLASS & APERITIVO ITALIANO PROMOTE EU TOMATO EXCELLENCE IN THAILAND



Bangkok, 22 January 2026 - Blending culinary craftsmanship with industry dialogue, the **Thai-Italian Chamber of Commerce (TICC)**, in collaboration with the **Consortium of OI Pomodoro da Industria - Bacino Centro Sud Italia**, represented by President **Guglielmo Vaccaro**, hosted an exclusive experiential event in Bangkok, highlighting **Made in Europe** processed tomatoes in the Thai market.

Part of a broader initiative to strengthen the visibility and competitiveness of EU tomato products across key Southeast Asian markets, the program also featured institutional speeches that provided valuable perspectives on European agri-food excellence, sustainability, and market opportunities in the region.

The experience continued with a live cooking demonstration by Chef **Jaime “Jimmy” Rojas López**, Executive Sous Chef at **Anantara Siam Bangkok**, who showcased the essence of Italian cuisine through an authentic pasta dish prepared with **OI Pomodoro** products - a refined expression of Mediterranean simplicity and culinary excellence.

The afternoon concluded with an elegant Aperitivo Italiano, where guests explored the story behind European tomatoes while enjoying a relaxed and convivial networking atmosphere.

A curated selection of premium Italian food products and wines completed the experience, offering an authentic taste of **Made in Italy** excellence.

TICC extends its sincere thanks to all participants, institutional guests, and event partners who contributed to this meaningful dialogue. A special thanks to our valued sponsors: **Anticaluna, Italiasia, Jagota, Noble Marketing, and Riso Scotti (Thailand)**, for their precious support.

Through initiatives like this, TICC continues to foster innovation, collaboration, and cultural exchange, strengthening meaningful connections between Europe and Thailand beyond the business sphere.



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RECAP 2025

Total Members*:

356

Total New Members:

85

Total Events:

120

Community Engagement:

6K

Members by Tier *

6	5	9	16	320
DIAMOND	PLATINUM	GOLD	SILVER	STANDARD

Social Media Performance

Platforms	Engagement	Visits	Growth
FACEBOOK	1,600,000	326,900	+10.8%
INSTAGRAM	316,200	32,300	+22%
LINKEDIN	173,000	3,600	+16.6%

Events (≈ 10 per month)

4	21	36	32	27
SIGNATURE	SEMINARS	NETWORKING	FAIRS	PRIVATE

Events Locations:



POST PRESS RELEASE

A PROMISING START: ORIENTATION DAY MARKS THE BEGINNING OF 2026



Bangkok, 28 January 2026 – The **Thai-Italian Chamber of Commerce (TICC)** warmly welcomed both new and existing members to its first **Orientation Day 2026** at TICC Connect. The event provided an engaging platform for participants to strengthen connections within the TICC community, gain valuable insights, and explore the wide range of opportunities available through their membership.

The session offered a comprehensive overview of how members can maximize the value of their TICC membership. Key highlights included business matching services, signature and member events, international buyer programmes, marketing and promotional opportunities, and the use of digital member tools. Participants also received a preview of upcoming initiatives and events planned for 2026, aimed at enhancing professional development and fostering international collaboration.

The session was opened by **Mr. Michele Tomea**, General Manager, and followed by **Ms. Phanatchakorn Muangfak**, TICC Marketing & CRM Manager, who delivered an insightful presentation highlighting how the Chamber's services and dynamic community play a vital role in building meaningful connections, opening new business opportunities, and supporting global growth.

TICC extends its sincere gratitude to all members and guests who attended the event and actively contributed to its success.



*Data as of December 2025



11-13 MARCH 2026
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POST PRESS RELEASE

ILCT OFFERS LEGAL INSIGHTS INTO THAILAND'S ART MARKET



Bangkok, 29 January 2026 – The **Thai-Italian Chamber of Commerce (TICC)**, in collaboration with **ILCT Advocates & Solicitors**, hosted an insightful seminar on the latest legal, tax, and market developments in Thailand's art sector. The event brought together art professionals, collectors, and industry stakeholders for a valuable exchange of expertise and perspectives.

The seminar opened with a legal segment led by **ILCT**, featuring **Ms. Puttaruksa Pisansrisomsuk**, Associate – General Practice at **ILCT**, a legal professional with a strong academic background and extensive expertise in mergers and acquisitions, alongside **Ms. Ginevra Guasti** of ILCT's Business Development Team, who specializes in art law and contemporary art markets. Together, they offered an in-depth overview of current and emerging regulations affecting the art world.

Discussions covered laws governing art transactions and ownership, tax obligations related to the sale, import, export, and holding of artworks, as well as compliance considerations for galleries, collectors, and art-related businesses. Particular

attention was given to cross-border transactions and how recent legal developments may influence cost structures, reporting requirements, and strategic planning within the Thai art market.

The second part of the seminar featured Art Curator **Ms. Camilla Russell**, who shared a cultural and market-oriented perspective on Thailand's contemporary art scene. Her presentation explored the evolution of Thailand's art ecosystem, its growing international visibility, emerging artistic and curatorial trends, and the role of galleries, collectors, and institutions in shaping the market.

By combining legal expertise with curatorial insight, the seminar provided participants with a well-rounded understanding of both regulatory considerations and market trends influencing Thailand's art world today.

The evening concluded with a networking reception featuring artisanal pizza from our sponsor, **Massilia Thailand**, and beverages generously provided by **Boon Rawd Brewery Co., Ltd.**, allowing guests to continue discussions and build valuable connections in a relaxed setting.

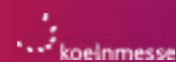
TICC extends its sincere thanks to the speakers and participants for contributing to a successful and engaging event.



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POST PRESS RELEASE

TICC STRENGTHENS COLLABORATION WITH MICAM TO PROMOTE ITALIAN FOOTWEAR EXCELLENCE IN THAILAND



January 2026 - The **Thai-Italian Chamber of Commerce (TICC)** is pleased to announce that its General Manager, **Mr. Michele Tomea**, visited **MICAM HQ** in Milan, the world's leading international trade fair dedicated to footwear, held in Milan. During the visit, TICC formalized a collaboration agreement with **MICAM** aimed at promoting the September 2026 edition of the fair and supporting the participation of Thai footwear distributors and industry professionals.

The initiative is designed to facilitate market scouting activities, enabling Thai companies to discover new Italian and international footwear brands and evaluate business opportunities for the Thai market. The next edition will take place in September 13 to 15 2026.

Through this agreement, TICC confirms its commitment to acting as a strategic bridge between Italy and Thailand, fostering trade relations and encouraging direct engagement between manufacturers, distributors, and key stakeholders in the footwear sector.

The **Thai-Italian Chamber of Commerce** is proud to have been entrusted with this important project for 2026 and looks forward to bringing selected companies, buyers, and specialized influencers to **MICAM**, further enhancing visibility, networking, and knowledge exchange between the two markets.

TICC remains dedicated to promoting Italian excellence abroad while supporting Thai businesses in accessing high-quality international products and partnerships.



PRESS RELEASE

AT MICAM, THE FIRST DIGITAL SOLUTION TO CONFIDENTLY SELECT FUTURE BESTSELLERS: IT'S NOT MAGIC, BUT A DATA-DRIVEN TREND GUIDE DEVELOPED WITH AI

Purchasing future bestseller products while reducing unsold stock and simultaneously optimizing commercial and environmental impact: it's not magic, but the exclusive service offered by **MICAM**, the first international trade show to present a **TREND GUIDE** and a **TREND AREA** based on data and generated by artificial intelligence. As an exclusive service provided by **MICAM**, this data-driven project was born from the desire to enhance the visitor experience by offering the most reliable insights into seasonal trends, helping buyers optimize their purchasing decisions. For this reason, **MICAM** collaborates with **Livetrend**, a cutting-edge digital platform specializing in trend and market analysis.

This innovative digital solution, powered by artificial intelligence, analyzes millions of images and data points from various web sources. Through specially developed algorithms, it identifies and processes seasonal macro-trends. Instagram, e-commerce platforms, fashion shows, and consumer interest are all leveraged to support trend forecasting.

According to the data-driven guide, **2026** will be marked by a collective search for authenticity—a "**Primordial Renaissance**", in which footwear must respond to consumers' renewed demand for value. Within this scenario, four macro-trends define the season: **Bucolic Slumber**, rooted in a serene, natural rural world; **Lavish Subversion**, inspired by the enchantment of the everyday, a luxurious and surprising theme; **Primal Futurism**, based on the ambivalence between a minimalist future and a past rich in traditions; and **Dark History**, which introduces an almost religious and historical dimension inspired by ancient rituals, asserting itself through its dramatic intensity.

Bucolic Slumber reflects the growing desire to slow down and reconnect with nature, expressed through footwear featuring soft shapes and an aesthetic that evokes the comforting familiarity of well-worn objects. Classic rural styles are updated with contemporary solidity: Mary Janes and riding boots take on a character suspended between nostalgia and modernity, thanks to substantial soles, rounded lines, and materials such as suede and prominently grained leathers.

Lavish Subversion explores a sense of rebellious maximalism through unexpected playful details that transform classic silhouettes—ballet flats, feminine pumps, and loafers—enhanced by glossy finishes, velvets, and satin surfaces that convey a theatrical sensibility.

Primal Futurism builds the future from fragments of the past, integrating technology and craftsmanship. The aesthetic favors matte surfaces, materials such as pony hair and distressed finishes, hardware elements like studs and mechanical fastenings, and minimalist, intellectual forms.

Dark History draws inspiration from the **Middle Ages**, **Baroque** influences, and the dark elegance of Gothic romanticism, featuring sculptural shapes, elongated toes, twisted or arched heels, and high shafts reminiscent of ceremonial attire. Materials intensify this atmosphere through textured combinations: embossed leathers, lace, patent finishes, velvets, and even chain mail, creating contrasts between softness and structure. Corset styele lacing, oversized buckles, and multiple straps contribute to a sense of ritual and enhance the vintage allure of the designs.



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FEATURED ARTICLE

NAVIGATING THAILAND'S BOLD LEEP: PROPOSED FOREIGN BUSINESS ACT AMENDMENTS TO BOOST COMPETITIVENESS



Thailand is taking a significant step towards a more dynamic and competitive economic future. Recent reports in the **Bangkok Post** and **The Nation** have highlighted the Cabinet's approval in principle to amend the **Foreign Business Act (FBA)** of 1999. This landmark initiative, driven by the Law Reform Commission, recognises that after 25 years, the current law requires modernisation to reflect today's global business landscape.

• **For All Businesses:** Streamlined administrative procedures, leading to greater ease of doing business.

This reform, currently being finalised by the Ministry of Commerce, represents a proactive and welcome evolution of Thailand's economic policy. It is a promising development for anyone invested in the future of the **ASEAN** economic region.

The proposed amendments signal a strategic pivot from a protectionist stance to a forward-looking policy focused on enhancing national competitiveness. The goal is clear: to attract high-value foreign investment, empower startups and future industries, and integrate Thai enterprises more deeply into the global value chain.

Key Proposed Changes & Rationale

The driving force behind this reform is the understanding that the existing **FBA** can be a barrier to innovation and growth. By updating the restrictive lists and streamlining administrative processes, Thailand aims to:

- **Attract "Future Businesses":** Encourage the establishment of high-tech and startup ventures.
- **Accelerate Technology Transfer:** Facilitate foreign expertise and knowledge inflow.
- **Strengthen Thai Competitiveness:** Foster a more robust and innovative domestic private sector.

The table below summarises the potential key changes to the restricted business lists, which are at the heart of the reform:

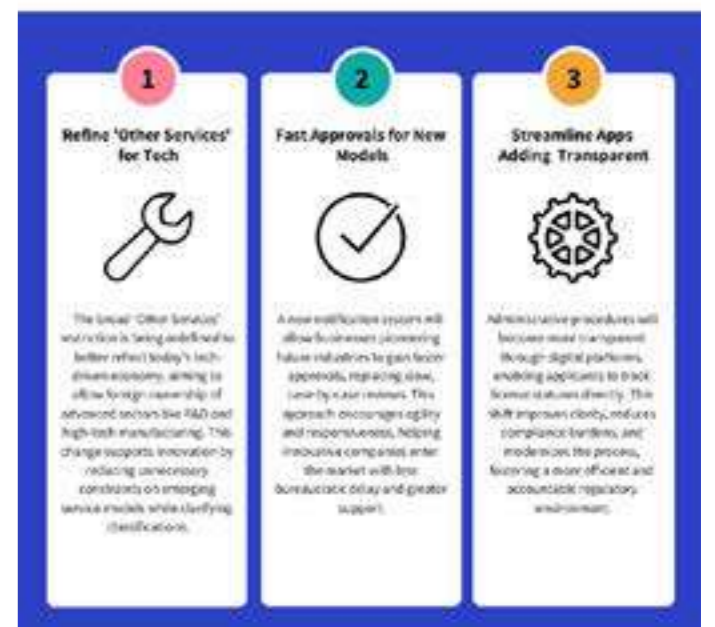
A Positive Trajectory for Business in Thailand

For investors and entrepreneurs, these changes are poised to create a more supportive and predictable environment. The anticipated benefits include:

- **For Startups & Tech Firms:** A clearer pathway for establishment and operation, enabling Thailand to compete for top-tier innovative talent.
- **For Foreign Investors:** Reduced regulatory uncertainty and a more open environment in key growth sectors.

Enhancing Business Flexibility Through Updated FBA Regulations

The proposed FBA amendments aim to expedite service classifications by removing restrictions in several broad categories, introducing agile approval for innovative businesses via new institutions, and imposing accountability to improve budget tracking, all leading to a more adaptive business environment.



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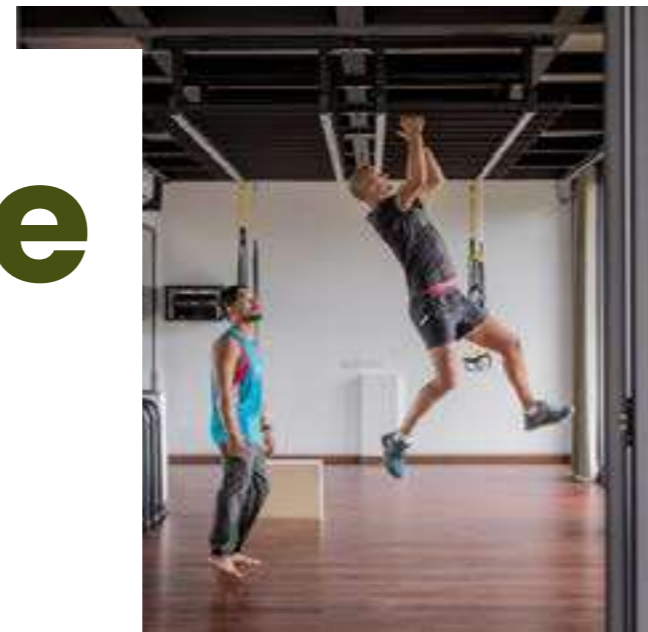
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DAILY RHYTHM

6:00 AM

Waking Up & Solo Meditation

8:00 AM

Morning Cardio Workout

9:30 AM

Stretching & Mindful Practice

11:00 AM

Breakfast Together!

12:00 PM - 3:00 PM

2 daily business talks, Active Rest, Massage

4:30 PM

Gym Workout followed by Sauna & Ice

7:00 PM

Communal Dinner, Case Studies

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Daily Structure

Each day will feature:

- ****2-3 fitness sessions****
- Learning opportunities
- Restorative activities like massages

After breakfast, participants can look forward to engaging talks on a variety of topics, including:

1. Entrepreneurship 101
2. Founder's stories
3. Crafting pitches and fundraising
4. Company evaluation techniques
5. Future trends and strategic investments
6. Key performance indicators (KPIs) for founders
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PROMOTED ARTICLE

THE ARTISANAL CRAFTSMANSHIP OF THAI AND ITALIAN JEWELRY: VERIFIED HERITAGE AND GLOBAL SYNERGY



Image: Chiang Mai niello silversmith at work on silver piece

By *Sittichai Parinyanusorn, Deputy Director (Business), The Gem and Jewelry Institute of Thailand (Public Organization)*

Thai and Italian jewelry craftsmanship share deep historical roots, refined techniques, and a forward-looking vision for global luxury. Both balance heritage with innovation, reflecting growing demand for authenticity and sustainability.

Their artisans preserve centuries-old traditions while driving major industries through precision and creativity. Thailand's sector reached 800 billion baht with **49%** export growth in early 2025, while Italy remains a key global gold processing hub.

Shared Heritage Across Centuries

Thai jewelry heritage spans centuries, shaped by strong regional and royal traditions. Northern Thailand's Lanna Kingdom refined silverwork and niello decoration with intricate floral and religious motifs, while Ayutthaya's court culture elevated elaborate gold ornaments, ceremonial regalia, and gemstone setting. Hill-tribe communities, including Karen and Yao artisans, added distinctive heavy silver designs that combined decorative beauty with practical value.

Italian jewelry history reaches even further back, highlighted by Etruscan mastery of granulation and filigree. These techniques

influenced Roman and later European craftsmanship. During the **Renaissance**, centers such as **Florence, Vicenza, Valenza, and Arezzo** became renowned hubs of goldsmithing, supplying courts and churches across Europe and establishing Italy's enduring global reputation.

Together, Thai and Italian jewelry traditions represent a meeting of civilizations, where each piece reflects centuries of cultural exchange, artistry, and symbolic storytelling.

Techniques That Define Identity

Thai and Italian jewelry share materials like gold, silver, and gemstones but differ in technique. Thai craftsmanship emphasizes silver, especially northern chased and repoussé work and detailed niello inlay, where engraved designs are filled with dark alloy for contrast. Hill-tribe artisans further stand out with high-silver jewelry featuring bold, stamped designs.

Italian artisans are closely linked to gold, especially 18-carat alloys valued for durability and rich color. Signature techniques such as granulation and filigree use tiny gold spheres and wires to create intricate floral and geometric patterns inspired by ancient traditions. Italian workshops also excel in advanced stone-setting, including pavé, micro-settings, and complex multi-stone designs. Their focus on proportion and refinement results in jewelry that feels elegant, balanced, and architectural.



Image: Florentine goldsmith soldering filigree in

Despite their differences, both traditions value craftsmanship and visual balance. Thai silversmiths and Italian goldsmiths share a deep understanding of weight, finish, and how jewelry moves on the body, creating a natural foundation for collaboration.

Contemporary Hubs and Innovation

Today, both countries sustain dynamic jewelry industries that blend craftsmanship, manufacturing, and design education. In Thailand, Bangkok leads in production, export, and design, while **Chiang Mai's Wua Lai** district remains a key center for silver craftsmanship. Industry fairs, training programs, and institutional support help SMEs improve technology, quality, and global competitiveness, serving both mass and luxury markets.

In Italy, specialized districts drive the sector. Valenza is known for high-end gold jewelry and luxury brand production, Arezzo combines large-scale manufacturing with artisanal traditions, and Florence preserves bespoke goldsmithing through family workshops. Strong partnerships with design schools and trade associations help maintain quality and develop future artisans. Both countries are blending modern technology with traditional craftsmanship. Tools such as CAD, 3D printing, laser

welding, and advanced casting help artisans create more complex and precise designs. Rather than replacing handcraft, these technologies enhance it—Thai designers may use digital tools to develop motifs before hand-finishing each piece, while Italian artisans often combine 3D-printed elements with traditional techniques like granulation.

Sustainability, Ethics, and Market Expectations

Global buyers increasingly demand transparency in sourcing and production, driving innovation in both Thailand and Italy. Thailand is strengthening gemstone and metal supply chain transparency, promoting responsible sourcing, recycled materials, and international certification standards, while improving worker safety and environmental practices.

Italian companies face similar demands, particularly under stricter EU regulations. Many are adopting responsible gold sourcing, recycling programs, and traceability systems, turning compliance into a competitive advantage.

In both countries, sustainability has become part of brand storytelling, combining ethical sourcing with traditional craftsmanship to meet growing consumer expectations.



Image: Etruscan granulation artifact

The Role of Institutions and Industry Support

Institutions are vital in preserving craftsmanship and linking artisans to global markets. In Thailand, the **Gem and Jewelry Institute of Thailand (GIT)** supports the industry through certification, research, training, and promotion, helping businesses meet international standards while encouraging new designers to reinterpret traditional aesthetics.

Italy maintains strong support through trade associations, regional consortia, and training academies that promote exports, protect craftsmanship, and develop both artistic and technical skills.

Collaboration between these networks creates valuable exchange opportunities, including joint workshops, student programs, and industry events, allowing Thai and Italian artisans to share practical knowledge and strengthen cultural and professional ties.

Thai - Italian Collaboration and Business Potential

The **Thai-Italian Chamber of Commerce** and related initiatives position jewelry as a strong pillar of bilateral cooperation. Thailand contributes competitive manufacturing, expertise in colored gemstones, flexible production, and strength in silver and mid-range gold jewelry, while Italy brings high-end design, branding excellence, and established ties with global luxury houses, particularly in gold jewelry.

Combining these strengths creates several collaboration models. Co-design allows Italian designers to create collections produced in Thailand with high-skill, cost-efficient manufacturing. Another approach involves Thai companies supplying gemstone-set or silver components for Italian brands. Joint branding is also possible, highlighting both origins through positioning such as *"Designed in Italy, Crafted in Thailand."*

Beyond commercial partnerships, collaboration can include knowledge-sharing through workshops on digital design, sustainability, and traditional techniques like niello, filigree, and granulation. Over time, this exchange can inspire distinctive Thai-Italian creations, blending Thai motifs and gemstones with refined Italian metalwork and structure.

Looking Ahead: A Shared Vision

The global jewelry market is evolving rapidly through digital platforms, new technologies, and changing consumer values. Younger buyers increasingly seek authenticity, storytelling, and individuality, favoring brands that combine heritage with innovation.

Thai and Italian artisans are well placed to meet these demands, drawing on rich histories, strong industry capabilities, and growing cooperation through institutions and business partnerships. By learning from each other, they can reach markets neither could fully capture alone.

Jewelry remains deeply personal, marking milestones and carrying centuries of craftsmanship. When Thai and Italian artisans collaborate, they blend heritage and innovation, creating pieces that unite tradition, technology, and cross-cultural artistry.



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Eowyn Crisfield

ผู้เชี่ยวชาญด้านการใช้สองภาษา (Bilingualism) และการเรียนรู้ภาษา Eowyn เป็นนักเขียนและอาจารย์ที่ปรึกษาของ Oxford Brookes ด้วยวุฒิปรึษาเอกวิชาภาษาสเปนประยุกต์ Eowyn มีความเชี่ยวชาญในการให้คำปรึกษาและสนับสนุนครอบครัว เพื่อจัดการศึกษาทางภาษาของเด็กนำสู่ผลสำเร็จที่ดีที่สุด



Louise Jupp

Louise เป็นคุณครูชาวอังกฤษสอนภาษาอังกฤษที่โรงเรียนประถมศึกษาในเครือ Serenica College ที่เมืองลิเวอร์พูล ประเทศสหราชอาณาจักร เธอเป็นคุณแม่ชาวอังกฤษที่อาศัยอยู่ในเมืองหลวงของอังกฤษ - London ซึ่งนี่คือแรงบันดาลใจในการนำภาษาอังกฤษมาสอนลูกสาวของเธอ Louise เป็นแม่บ้านที่ทุ่มเทและใส่ใจในการสร้างรากฐานที่แข็งแกร่งและสนับสนุนให้ลูกสาวของเธอมีความมั่นใจและกล้าแสดงความคิดเห็น การเรียนรู้คือสิ่งที่สำคัญที่สุดในการพัฒนาเด็ก



Lisa Low

Lisa เป็นผู้นำทางความคิดระดับนานาชาติ ที่ปรึกษา และนักการศึกษา ผู้มีประสบการณ์ที่มากกว่า 30 ปีจากทั่วโลก เธอทำงานร่วมกับองค์กรภาครัฐและเอกชน เพื่อสนับสนุนพัฒนาการด้านอารมณ์และสังคมของเด็ก ด้วยประสบการณ์ในภาคการศึกษา ความสัมพันธ์ การทำงานบริการ และความมุ่งมั่นในวิชาชีพ Lisa ช่วยสร้างรากฐานที่มั่นคงเพื่อให้เด็กสามารถเป็นอิสระประสบความสำเร็จในชีวิตได้อย่างเต็มที่

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INTERVIEW: HOW VOGEM PERFECTS NATURE'S FINEST STONES



1. VOGEM is recognized for its exceptional precision in cutting calibrated gemstones. How did your journey in the gemstone industry begin, and what inspired you to create VOGEM?

It began when I joined my father's business in the late 80s. He had a gemstone wholesale in Pforzheim, the center of jewelry manufacturing in Germany.

While I was getting my mind around the gems, how to distinguish them, how to assess them, the curiosity of how they are cut evolved. Many questions about the techniques came up and led me to begin an apprenticeship.

From then on, it was clear that this is what I really like. Now it had to be combined with the wholesale, which was not difficult. Demand for special cutting was always there. The focus was, and still is, on improvements of the polish, the faceting, the shaping and sizing and the overall appearance of stones.

Special attention came from jewelry watch makers, because our precisely cut stones made a good match with their precisely manufactured watches.

That was the beginning. But how could I possibly take over the business in the future when I'm cutting stones all day long? That's when the idea of setting up a cutting operation came up. But where?

I decided for Bangkok for several reasons. The main reason certainly being the nearby market for rubies and sapphires, from which I had to source anyway. Another reason was the business friendly environment with manageable conditions for establishing and running a company. Prices for rental space and labour were reasonable. However, it was really far from home!

2. What were the biggest challenges you faced when establishing VOGEM as a leader in high-quality gemstone cutting?

It was a challenge to get other people to cut my stones the way I want. a way that was already developed to certain level

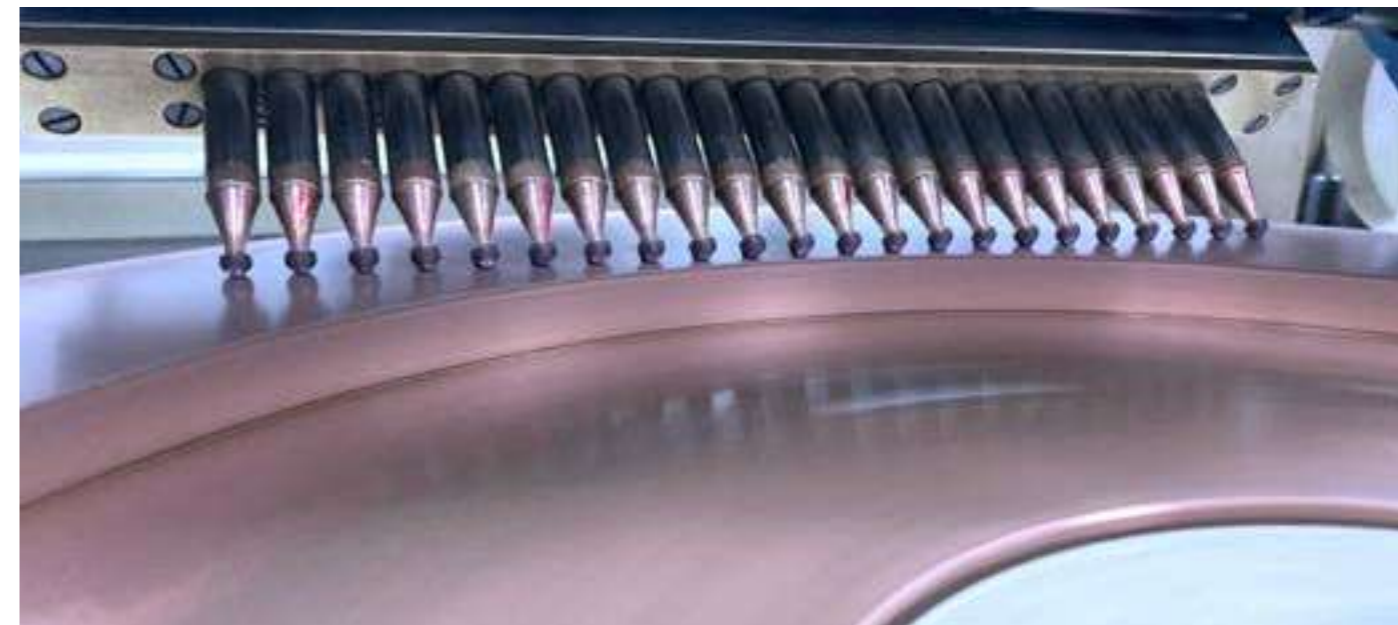
through my personal interest in the work itself. An interest that other people could not be expected to have. And then, to teach them to do the best possible job required time and patience. Furthermore, it was a real challenge to do this in a completely different language, which I still had to get familiar with.

3. Why did you choose Thailand as the base for your operations, and how has the country influenced the growth and success of your company?

Thailand turned out to be a good choice because it is a center for the ruby and sapphire trade. Bangkok has a good infrastructure. People from around the world come to Bangkok to buy gemstones. Many tools and materials are available, shipping and insurance is there too. And the staff was willing to work hard if required. All this helped tremendously to develop the company further.

4. Your work requires combining technical expertise with artistic precision. How do you ensure consistent quality and innovation in every gemstone you cut?

This is indeed a very important question. As we all know, human nature is not always in line with consistency. However, good training, setting the right working standards, providing suitable technical equipment are some factors for maintaining consistent quality output. And of course, there has to be a strict quality control.



5. The demand for calibrated gemstones has evolved over the years. What key trends have you observed in the global jewelry and luxury markets?

Over time, jewelry and watch brands detected the potential of using small, calibrated colored stones as beautiful design elements. On the other hand, more machining was implemented in the jewelry production, as well as in the setting itself. This required more precisely cut stones. The demand increased, and as it grew, the number of factories producing those goods also grew.

Another noticeable trend is the increasing requirement to disclose the provenance of the stones.

6. How does VOGEM maintain its competitive edge when working with international brands and high-end jewelry houses?

I guess what keeps me in the competition is my cooperation with the houses, where I work closely with the purchase and the production departments in order to best understand their needs. They know I'm directly implementing requirements with the workers. Providing exactly the expected goods results in a smooth work flow on both sides, without interruptions and rejections.



7. Finally, what is your vision for the future of VOGEM and the gemstone cutting industry as a whole?

I believe there will always be an interest in perfectly cut quality gemstones. And quality cutting will always be at the heart of VOGEM.

There's also an increasing demand for a more transparent supply chain that will make visible how ethical and sustainable the stones were mined and processed. The brands will probably pursue this approach seriously by looking directly at the worker with what he's getting for the work he's doing, and under what conditions. If modern techniques can make this reality visible to the consumer, many things may happen. This could be a great, sincere and successful development for the industry. and I'm in full support of it. Everyone involved in the supply chain of luxury goods should be happy!

As for VOGEM, the outlook is promising, especially as my son shows interest in stepping in. He will bring in new ideas and fresh energy for decades to come.



Mr. Christian Voigt
Founder and Director of VOGEM



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