

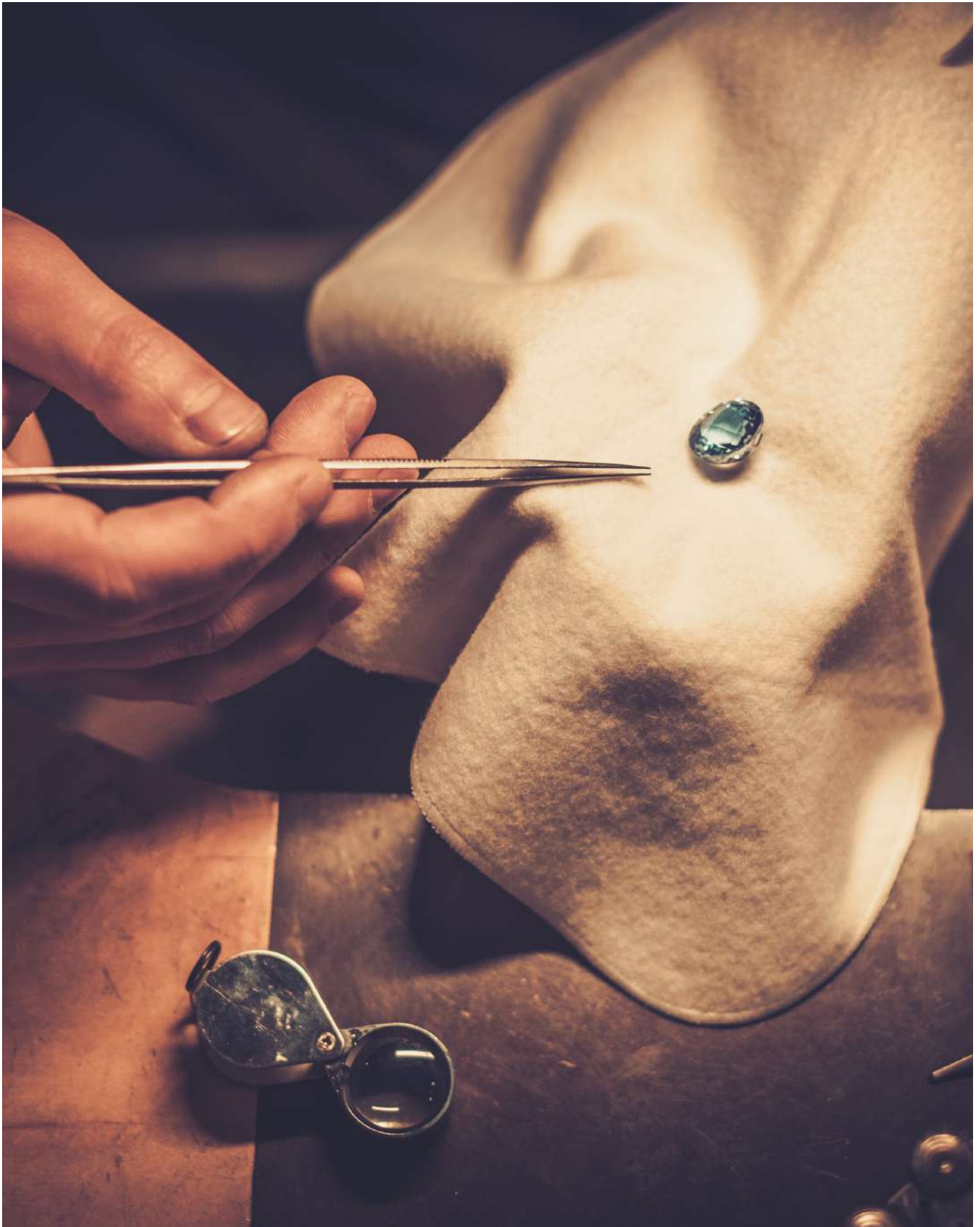
**ISSUE**  
July - August 2020



# INFORMA



The Business Magazine of the Thai - Italian  
Chamber of Commerce





# TAVI:

## A Minimally Invasive Solution for Aortic Valvular Stenosis

**Life expectancy** is increasing worldwide due to factors such as improved hygiene and advanced medical care. Nevertheless, age related health concerns are increasing alongside the growing population of elderly citizens, with cardiovascular diseases playing a major part.

Valvular stenosis is a heart condition in which a heart's valve becomes narrower than normal. The most common heart valve disease is aortic valvular stenosis, which causes symptoms that include fatigue, dizziness, shortness of breath, chest pain, and syncope (fainting). Aortic valvular stenosis is a dangerous condition that can increase the risk of heart failure and sudden death.

Aging is a common cause for aortic valvular stenosis; other contributing factors include high cholesterol, obesity, inactivity, smoking, and diabetes. Developing healthy lifestyle habits as early as possible may help towards preventing the condition.

### TAVI May Be the Answer

Traditional aortic valve replacement involves removing the narrowed aortic valve and replacing it with a prosthetic one through open heart surgery. TAVI, short for Transcatheter Aortic Valve Implantation, is a modern, effective procedure, with fewer potential risks, used to correct a dysfunctional aortic valve without the need for its removal through open heart surgery.

### The TAVI Procedure

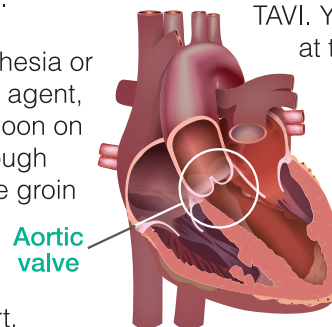
At Bumrungrad International Hospital, the TAVI procedure is performed by a highly skilled heart specialist, with support from a team of specialized nurses, cardiothoracic technologists, and anesthesiologist.

Under general anesthesia or intravenous sedative agent, a catheter with a balloon on its tip is inserted through a small incision in the groin area into an artery. The catheter is guided through the artery to the heart, positioning itself at the opening of the aortic valve. The balloon is then inflated allowing for the new TAVI valve to be set in place. The valve is balloon-expanded or self-expanded inside of the damaged valve leaving it wrapped around the TAVI valve without requiring its removal. The balloon and catheter are then removed leaving only a small scar.

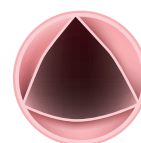
Being a minimally-invasive procedure, recovery time is shorter than for open heart surgery, and reduces the risk of infection and other complications.

### Consult a Doctor

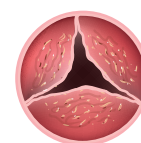
People deemed high risk for traditional aortic valve replacement surgery can look to TAVI as an alternative option; however, not everyone is eligible for TAVI. You can consult a cardiologist at the Bumrungrad International Heart Center for more information on TAVI and aortic valve disease. Physicians and nurses at the Heart Center are able to help anyone worried about their heart health and concerned family members may also consult a doctor on their behalf.



Aortic valve



Normal heart valve



Aortic stenosis



### Bumrungrad Heart Valve Center:

Bumrungrad International Clinic (BIC) Building, 14<sup>th</sup> floor

**Tel: +66 2011 3415,**  
**Daily 8:00 am to 8:00 pm**

### Contact Bumrungrad

☎ 1378

✉ [info@bumrungrad.com](mailto:info@bumrungrad.com)

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**Federico Cardini**  
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Dear TICC Members and Friends,

I would like to extend my warm greetings to all and sincerely thank all of our members for working with resilience and courage during this pandemic. It is my view that Thailand has controlled the COVID-19 pandemic exceptionally and now most restrictions have been eased, allowing us to lead our normal lives. The reopening has helped businesses to revive; however, some businesses still face difficulty due to the pandemic. Nevertheless, it is our top priority to boost business and trade, and ensure that adequate value is given to members of our network.

We have realized that, due to the pandemic, there will be many changes in business operations. Our team is currently evaluating various frameworks and options to best continue adding value for our members. We are convinced that this is the time to enhance creativity, and at the same time, push for the extra miles to overcome these challenging times. As a result, I would like to encourage all of us to work together as a team, synergize our efforts and support our community and Thailand as a whole. I would also like to recognize the effort and commitment of all members during this critical time for the immense support they have shown TICC, and for the support to those who were significantly affected by the pandemic.

During the crisis, TICC's adopted smart working and events were postponed. Nevertheless, we continued to maintain activities by frequently hosting webinars and widening our scope in online media. Now that Thailand has lifted some restrictions, TICC office is fully functional and enabled for working from the office. We have also confirmed events to be held in the next quarter, and are expecting the Annual General Meeting which will be held in August. Furthermore, the Member Card Campaign 2020/2021 will be launched and the member cards will be distributed to all of our members.

For the current issue of INFORMA, I would like to thank the contributors who send us the articles such as: Industrial Manipulators from Trento to Thailand from Italmec Siam, Solving the Liver Puzzles by Bangkok Hospital, Smart Electronics the Foundation of Smart Industries from the Board of Investment Office, as well as interesting content from some of our member companies such as Metalmont, MPG, RsA, Cosmoprof, Get it Fair, Bellavita, KCG Ad and press release: Vejduisit by TICC.

September will be the month full of activities and trade shows: TICC will be involved in True Italian Taste Project with a Pizza Teaching event. Furthermore, we will be present at the Bella Vita Expo, Asean Sustainable Energy Week and several other trade shows.

I would like to thank all members for your continuous support that have shown us and for actively being a part of TICC. We wish for only the best in the times ahead.

Arrivederci,  
Federico Cardini

## ABOUT US

The Thai-Italian Chamber of Commerce (TICC) is a private, non-profit organization which has a network of companies from all around the world but mostly focusing on Italian and Thai companies with its headquarters in Bangkok, Thailand.

The main goal of the Chamber is to enhance cooperation between Italy and Thailand, by developing programs of common interest in order to increase the awareness between organizations and public administrations in the two countries. In order to reach its goals, TICC constantly organizes activities, seminars, commercial missions, networking events and meetings to promote the development of commercial activities as well as industrial and cultural collaboration between organizations and entrepreneurs both Thai and Italian.

TICC is a member of Assocamerestero (the association of Italian Chamber of Commerce abroad) (<http://www.assocamerestero.it>), the Joint Foreign Chambers of Commerce in Thailand (JFCCT) (<http://www.jfcct.org>) and is one of the founding partners of the European ASEAN Business Center (EABC)

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# INDUSTRIAL MANIPULATOR FROM TRENTO TO THAILAND

## First of all, could you please provide us with some information on your background in Thailand?

Federico Cellini, Managing Director of **Italmecc Group** of Companies. I am True-Blue Italian even though I think that I have been spending most of my life aboard and mainly in Asia. Since the beginning, we started in Asia, and then we spread to the Middle East and North Africa. The demand for industrial manipulators, material handling solutions, and factory automation in Thailand are more significant compared to other countries in SEA. Thailand operation covers the activities in Vietnam, Indonesia, and Malaysia. In which our present is essential to our turnovers. We could see in the next ten years that the demand for our industrial equipment will be more influential in this country. We are eager to explore a new potential market like Myanmar and Cambodia, which will be managed and operated from Thailand. So, Thailand is considered our central operational hub for SEA. In my opinion, the next wave of industrial development would certainly be in Africa. And we are proud to announce that we have created a joint venture in Australia recently, which is one of the most critical investments that we have done, and it is as well managed from Thailand.



## Do you have any opinions on this COVID-19 situation?

COVID-19, it is probably that greatest challenge for the economy and the manufacturing world is facing after the Second World War. It completely changes all the balance and equilibrium that you have in the economy. The way of living is undoubtedly different as well as the way to approach the clients. I think there are many other sectors which will be suffering until the vaccine is recovered and could bring back all of us to the normal life as we used to. Even though this pandemic affects many industries, we still see the incoming investment in many countries, which I positively think that Thailand and other regions in Asia Pacific are going to be benefit from that.

## What is your plan for investment in Thailand?

In the past 5-6 years, Thailand has an unprecedented increment of the cost of living, labor etc. So, we must monitor every investment carefully. As we want to compete as a group, we intend to nourish in investment to be able to get a profit. We believe that in the future, we will expand our hub in Thailand by having the warehouse and logistic center towards Suvarnabhumi airport or Bangna area, where will be a greater health and safe work environment that allows us to double the number of employees who will contribute their workability at every phases of their career with Italmecc.

## Do you have any different strategies in each branch?

In every market, there are different strategies. The motif of our companies is focusing on the clients' needs. The demand of the clients is becoming more sophisticated under a degree of quality and knowledge. So, we have different kinds of strategies according to the cost of human resources and the degree of perception that client and market asked about safety, back injury, production output, and operator productivity. Basically, we are using the same way to approach the client everywhere including industrial group and big multinational companies. We also try to cover the clients that are small-medium enterprises located in the country that require our maintenances and services.

## Why top-notch companies prefer Dalmecc manipulators?

This is the question of a million dollars. I think that is a straightforward answer to why Dalmecc is becoming successful. Dalmecc produces a manufacturing product where it provides the solution of the clients' need. Dalmecc produces equipment with highly customized, highly tolerant, and shipped over 60,000 units globally. And with these experiences, Dalmecc can reach all the corners of the world mainly to the most demanding clients that we have such as automotive, food and beverage, packaging, and paint industries. Today, if you want to purchase the reliable, user friendly, and a guarantee's product, you will undoubtedly use and choose Dalmecc.



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# SOLVING THE LIVER PUZZLES

The abnormalities of liver are usually susceptible to develop further severe diseases due to their complicated structures and functions. Disorder of the liver can range from mildly troublesome to intensely painful. It might start from acute to chronic inflammation and infection, benign hepatic tumors and hepatic cysts as well as liver cancer. More interestingly, liver cancer is one of the leading causes of death in Thai population. The trends in liver cancer incidence have appeared to rise continuously.

## Early diagnosis of liver disease

The liver is a football-shaped organ found in the upper right portion of the abdomen. The liver is essential for food digestion and excretion of toxic substances. Liver disease is prone to happen in people aged over 40, especially in men with contributing risk factors including heavy or chronic alcohol use. Over time, damage to the liver results in scarring (cirrhosis) which can eventually lead to liver failure and liver cancer. Typically, liver disease does not produce any specific signs and symptoms until disease progresses to advanced stage. Relevant symptoms that might indicate liver abnormalities include loss of appetite, unintentional weight loss, bloating or flatulence and chronic constipation. Patients might experience abdominal pain in the upper right abdomen where liver locates. If disease continues to progress, specific symptoms are ascites due to the abnormal buildup of fluid in the abdomen and dark urine color which is unsolved even after loading water as well as jaundice, a yellow discoloration of the skin and the whites of the eyes.

## Liver mass can be effectively treated

After liver masses e.g. tumors and cysts have been found, additional tests are further required in order to determine whether they are cancerous cells or benign tumors. If the confirmatory diagnosis is clearly made for cancer, surgery is urgently advised. Compared to open surgery which open cut is required, laparoscopic surgery helps enhancing surgical accuracy and promoting safety to surrounding areas. Smaller incisions cause less pain, less blood loss and reduced post-operative complications as well as a faster recovery time and a quicker return to normal activities. Due to the advancements in laparoscopic instrument with 4K Ultra High Definition and advanced 3D laparoscopic surgery, it enables surgeons to clearly visualize the surgical field in the abdominal cavity including internal organs, blood vessels and nerves. Advanced technology of laparoscopic camera with very high definition and resolution results in a better visualization of hidden areas that could not be previously seen.

Apart from highly skilled and experienced surgeons specialized in laparoscopic procedures, multidisciplinary team is essentially vital. Multidisciplinary team consists of hepatobiliary surgeons, anesthesiologists, diagnostic radiologists, gastroenterologist, pathologist and medical oncologists. Customized treatments are comprehensively planned prior to, during and after surgery. Since the surgery of hepatobiliary system is complicated, well-trained and highly specialized team supported by advanced surgical technology plays a crucial role to achieve the maximum level of surgical care with satisfied outcomes.



***"As a surgeon, I dedicate myself to take best care of my patients with advanced knowledge skill, responsibility, sincerity, great communication and empathy."***

More importantly, annual health check-ups remain essential to early screen the risks or symptoms of liver diseases. One of lifestyle modifications to reduce risks of developing liver disease is drinking alcohol in moderation. The best possible way to prevent liver conditions is to stop drinking which allows hepatic cells to restore the capacity to regenerate and function properly.

## References:

Dr. Thun Ingkakul, MD ,FACS  
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Surgery Center, Bangkok Hospital.

For more information, please contact:  
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## TRAVELING TO EVERY COUNTRY, DISCOVERING 200 ECONOMIES

Business Advisor Lorenzo Riccardi visited 200 countries and territories, collecting data and economic trends, completing the greatest business travel around the world

The project 200 Economies has ended at the beginning of 2020: the largest world business journey conceived by the international CPA and passionate traveler Lorenzo Riccardi, who was able to combine his interest for new geographies with the current trends of an always more global economy.

The project started from the concept of "G-200", an ideal cluster including all the countries in the world. Globalization has indeed allowed the creation of always more interactions among different countries in terms of trade, finance, investments, diplomacy and culture. G-200 is a project promoting a future change from G-20 to a global economy with investments to all developed, emerging and frontier countries.

With the last travel to Trinidad and Tobago, Lorenzo Riccardi has completed his own Grand Tour to every economy of the world visiting 200 countries and territories, including all member states of the United Nations (193) and carrying out the greatest business tour around the world. Over the years Riccardi has planned itineraries and collected economic data on a dedicated website (200-economies.com), organizing conferences under the patronage of investment agencies and government organizations.

Lorenzo Riccardi has been living in Asia, for 15 years and decided to follow the new path of Chinese investments from the Great Wall to the entire world as a modern Marco

Polo. A complex travel, in stages, along the Silk Road and the global market to catch all the newest economic trends under the influence of Washington and Beijing.

After the pandemic the concept of traveling will probably change but the importance of global markets will not vary. To travel to different regions and in all the UN countries it takes a good organization, both from a logistic and bureaucratic point of view: there are many visas difficult to get such as the one for Equatorial Guinea and Turkmenistan. Also, many areas are not well connected by flights, like for example Kiribati which is the most easterly country in the world or Nauru which is the least visited with only 180 visitors per year. It's also important to have a good knowledge of dangerous areas, where there are ongoing wars (Iraq, Syria, Lybia), or areas at risk of serious illnesses (such as Ebola in the Democratic Republic of the Congo, Yellow Fever in most parts of Africa and Covid today on a global scale). Moreover, different time zones and weather conditions, political systems and religious influences are important factors to be taken into consideration when planning journeys and also to understand all the different regions.

To understand the global development, it's important to travel from Asia to the rest of the world. In Southeast Asia, Thailand and Vietnam both represent the ideal partners for investments in that area with export trades towards West. In Africa the influence of China is tangible: the new airport of Algeria, the railways along the coasts of Nigeria, the African Union headquarter in Addis Abeba and the biggest mosque of the

continent have all been built by Chinese companies. Also, in Oceania, one of the regions most influenced by the US, the Belt and Road projects brought to the construction of new airports, roads and infrastructures connecting the Pacific area with Asia, both from an economic and geographic point of view.

### About Lorenzo Riccardi

Lorenzo is an International CPA and the Managing Partner of RsA. Researcher at Shanghai University; has covered roles in the governance of institutions, nonprofit and multi-nationals, including some of the largest luxury, mechanical and food groups. He is a regular speaker on emerging Asia and has multi-language publications, including: China Accounting Standards (Springer), Ásia: Economia, fiscalidade e Investimento (Nova Delphi), Vietnam Tax Guide, (Springer), Investing in China through Free Trade Zones (Springer), Gli investimenti in Asia Orientale (Maggioli), Guida alla fiscalità di Cina, India e Vietnam (Il Sole 24 Ore)



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# FOOD LOSS

## TECHNOLOGIES FOR CEREAL STORAGE AND SUSTAINABLE FUTURE



Iacopo Meghini, Metalmont CEO

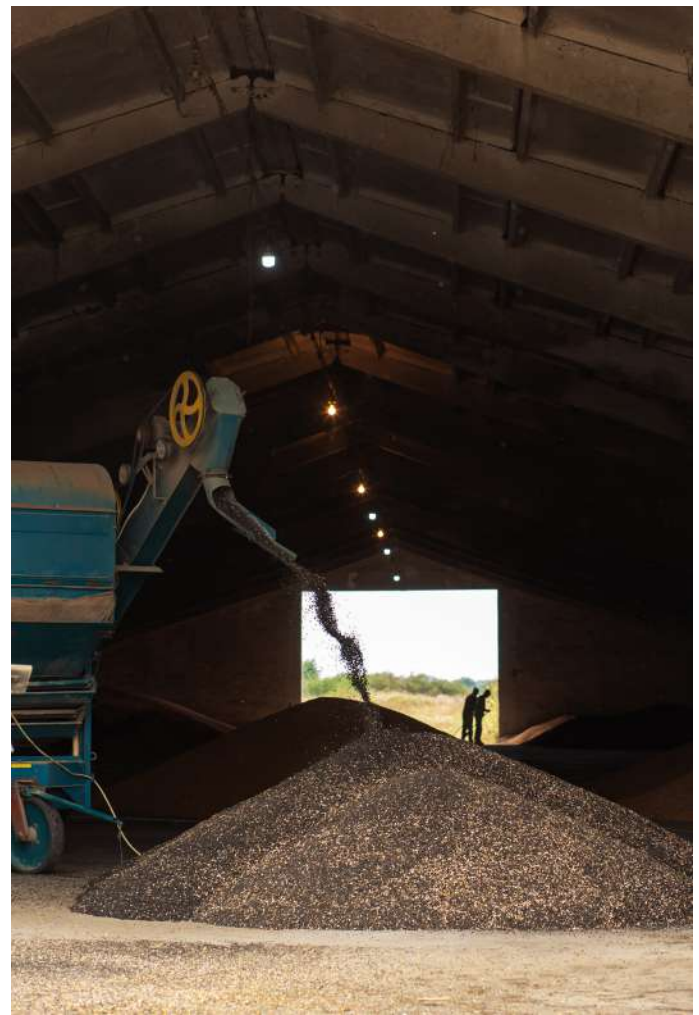
In 2011 the Food and Agricultural Organization of the United Nations estimated that every year, about 1/3 of the world's production of food for human consumption was lost along the food supply chain. 1.3 billion tonnes of food, 30 % of harvested grains and 20% of legumes and seeds have been thrown away annually.

Since 2011, the awareness on this issue has grown and the UN included it among the Sustainable Development Goals to be reached by 2030, but is this enough? According to the FAO Food loss index, 14 percent of food produced globally and 20–21 percent food produced in Central and Southern Asia in 2016 was lost before even reaching the retail stage: in post-harvesting and storage phases.

The population increase and the climate change are posing a significant challenge: how to minimize the losses of cereals, pulses and other agricultural products that are basic sources of food for human and animal consumption?

Since 1995, the Italian company Metalmont helps farmers, traders and animal food producers to minimize the loss of agricultural bulk products like cereals, pulses, seeds, cocoa, coffee, soya and meals, manufacturing machines and solutions for the mechanization and automatization of storage plants. With a whole range of handling and pre-cleaning equipment, accessories and the Automatic Levelling System for the management of flat storage warehouses, Metalmont experts support the agricultural operators in choosing the right storage solution, in order to preserve their cereal stocks from temperature, humidity or human handling damages, and to remotely control and simplify the whole storage phase.

Metalmont will be glad to share the issues of storage field and present its solutions at **AGRITECHNICA ASIA 2020 | 14 - 16 October 2020 | BITEC, Bangkok, Thailand**



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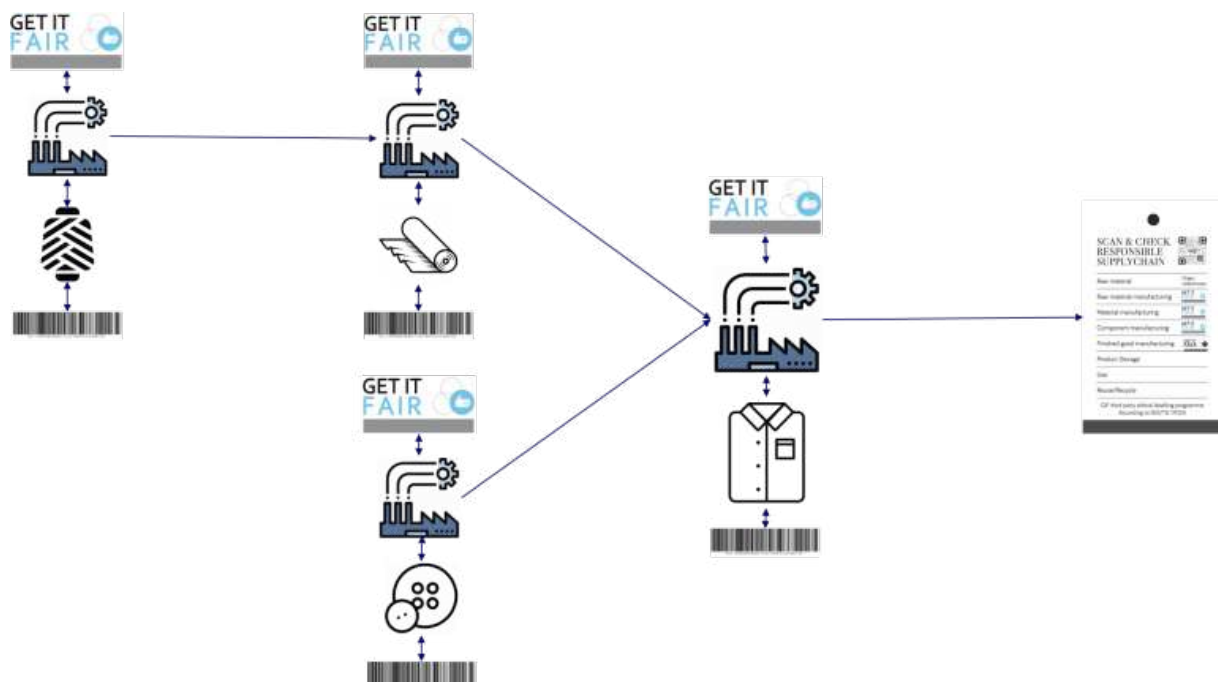
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## EMERGING ROLE OF NON-FINANCIAL INFORMATION IN BILATERAL TRADES AND INVESTMENTS



In the global market there is an emerging need of credible and reliable information regarding the Non-financial risks (ESG risks) due to social responsibility issues: social, health and safety, environment, business ethics. The need for such information is increasing in the "Post Covid-19" economy. Businessmen (buyers, investors, etc.) will travel less and the opportunity of personally assessing a supplier or a business partner will decrease. From the other side the regulatory framework trend is moving forward more stringent provisions and will require companies to prepare and disclose reliable and verified non-financial statements and reports to the relevant Stakeholder.

Non-financial information and ethical labels will become innovative and effective marketing tools to attract or enhance the relationship with European customers, consumers or investors in bilateral trade and investment between Thailand and Italy.

The need of disclosing credible and reliable information to international stakeholder is creating the demand for third party Due Diligence with a specific focus on Non-financial risks.

This is the purpose of Get It Fair (GIF), a comprehensive Due Diligence program developed in Italy and covering all aspects of Social Responsibility. It takes into consideration the social responsibility management system together with the exposure to risk that may result into adverse aspects (social, safety, environment, ethics) on the Stakeholders.

The GIF Due Diligence is managed by ICMQ India, a third-party body to ensure

independency, reliability and impartiality in the evaluation and conducted by assessors qualified according to stringent criteria with transparency and fairness. GIF Due Diligence also provides an outstanding learning process inspiring the organization to strive for better social responsibility performance and risks' reduction.

The Due Diligence process is conducted referring to the GIF Framework, a non-prescriptive set of criteria (based on the seven principles of social responsibility) aiming to assist organizations in contributing to sustainable development. The GIF Framework is referred to internationally recognized guidelines (e.g. OECD Due Diligence Guidance for Responsible Supply Chains) and Standards (ISO 26000). It encourages and leads an organization to undertake activities that go beyond legal compliance, recognizing that compliance with law is a fundamental duty of any organization and an essential part of its social responsibility.

The GIF Framework is applicable to all types of organizations in the private, public and non-profit regardless of sector, size or location.

Get It Fair enables organizations to demonstrate how well they are performing social responsibility against the GIF Framework and what if the exposure level to risks that could result into adverse impacts on different stakeholders.

The Thai Italian Chamber of Commerce (TICC), in its continuous effort to promote bilateral trade and investment, has decided to become Get It Fair Ambassador in Thailand to fill up the gap (cultural etc) and helps in communication between the

business owners from specific country.

TICC will support its members to improve awareness regarding the emerging role of the non-financial information regarding the ESG risks in the bi-lateral trades and investment between Italy and Thailand and to promote the best practice towards.

Upon positive completion of the GIF Due Diligence an organization gains:

- The right of using the claim "GIF Responsible Organization"
- A Final Assessment Reports identifying improvement areas
- A Non-Financial Report to create confidences to investors
- The GIF Ethical Label to attract consumers and customers
- The publication in the Get It Fair portal promoting worldwide the "GIF Responsible organizations"

Improving business and performances while managing risk while investing or overtaking a business is an increasingly complex business challenge. Whether your focus is on transformation or more precisely on achieving growth.

Should you be interested to know more about the Get It Fair Due Diligence program don't hesitate to contact our Chamber: in partnership with ICMQ India we will support your organization to prepare the GIF Due Diligence program.

The TICC is organizing a webinar for those organizations interested to know more about Get It Fair and its benefits.

For more informations: [trade@thaitch.org](mailto:trade@thaitch.org)



## THE JUMP-START OF THE BEAUTY INDUSTRY AT WECOSMOPROF THE FIRST DIGITAL EVENT ORGANIZED BY COSMOPROF WORLDWIDE BOLOGNA HAS ENDED WITH EXCELLENT RESULTS

June 11, 2020 – The first edition of WeCosmoprof, the digital event for the beauty industry organized by Cosmoprof Worldwide Bologna, has successfully ended. From 4 to 10 June, the innovative format was made available to the 3,000 exhibitors registered for the 53rd edition of the event. More than 40,000 operators from over 100 countries have joined the initiative.

The core of the event was the networking platform, Cosmoprof My Match, which allowed companies, buyers, retailers, and distributors to re-establish relationships with key players in the industry, thanks to the implementation of messaging services and virtual rooms for exclusive video calls.

The webinars scheduled during the event have been particularly appreciated. CosmoTalks - The Virtual Series involved over 50 speakers, including representatives of trend and design agencies, market research experts, managers of leading international companies, and media partners of the Cosmoprof network. The ten meetings of Cosmo Virtual Stage meetings offered an overview of the professional channel in Italy, with 15 experts who shared suggestions and indications for operators, struggling with the reopening of the activities. Furthermore, 15 selected exhibitors presented their novelties to the WeCosmoprof virtual audience. Over 6,000 operators attended the live sessions as a total. On social media, the event reached over 170,000 unique users, with more than 970,000 views.

WeCosmoprof hosted the official presentation of CosmoTrends, the trends report based on the products proposed by exhibitors. During the last editions of Cosmoprof, the initiative created in collaboration with Beautystreams, has become a fundamental tool for visitors and companies. CosmoTrends 2020 has allowed companies to promote their latest launches: the report is the

starting point for reorganizing the business activities in the coming months.

"WeCosmoprof is the result of the research and innovation of the latest editions of Cosmoprof - says Enrico Zannini, General Manager of BolognaFiere Cosmoprof. - This project will match with the physical trade show. In this way, Cosmoprof enters a new decade as a protagonist: we want to offer cutting-edge business platforms integrated with our annual event. The fair is a key meeting point for the industry, and it will always play this role: face-to-face meetings facilitate networking and increase the possibilities for new collaborations. With WeCosmoprof, we offer our exhibitors digital technologies to optimize further the time they spend on the show floor. The digital evolution of Cosmoprof does not stop here: we are evaluating new initiatives for the coming months, with the support of international players".

On the occasion of WeCosmoprof, Cosmoprof Worldwide Bologna presented an exclusive digital catalog with over 800 Italian exhibiting companies, named "Beauty Made in Italy". The record is available on the cosmoprof.com website in 6 languages - Italian, English, French, Chinese, Arabic, and Portuguese - and was created thanks to the support of the Italian Ministry of Foreign Affairs and International Cooperation and ITA - Italian Trade Agency.

"Many companies in our country are experiencing serious economic difficulties, due to the spread all over the world of COVID19 - says Gianpiero Calzolari, President of BolognaFiere. - With the Italian Ministry of Foreign Affairs and International Cooperation, with ITA and with Cosmetica Italia - the personal care association, we are at the forefront of the restart for Made in Italy".

"Since the beginning of the lockdown, Cos-

metica Italia and Cosmoprof have collaborated side by side to find alternative and concrete answers to support the business - says Renato Ancorotti, President of Cosmetica Italia. - Today, the negative trends registered in the past weeks are being replaced by signs of recovery. Italian beauty industry has the opportunity to reaffirm itself as the flagship of Made in Italy in the world and to prove to be a strategic sector for a new Italian Renaissance".

"Since the start of the health emergency, ITA has implemented new services for Italian companies, in particular for SMEs - says Carlo Ferro, President of the ITA Agency. - Today we want to combine reaction and vision, supporting the new start with specific initiatives for companies facing new digital challenges in international markets. ITA is presenting new projects, including Smart 365 Fair, to equip the fair system with virtual tools; 59 initiatives of e-commerce and mass-market distribution; and, specifically for this sector, a digital promotion campaign in 17 countries of the "Beauty Made in Italy" catalog. These are just some of the many projects in our schedule. The agreement for export, which we have recently signed, confirms the commitment of our agency in innovation".

A second edition of the "Beauty Made in Italy" catalog will be ready in October with more translations, to promote the excellence of the Italian industry among the most important international players.

Further information, [www.cosmoprof.com](http://www.cosmoprof.com)

Scan here



To download the brochure

# THE ASSESSMENT PROCESS IN THE EXECUTIVE RECRUITMENT ACTIVITY



**Interview with Mr. Laurent Landie, Managing Director, Lim & Partner Co., Ltd.**

### What is an executive assessment?

An assessment is a way to study someone's competencies, in-depth, in a professional situation. Companies can run assessments targeted at training and development (to drive the performance of managers) but very often, they also use this method for recruitment purposes.

According to "Smart Assessment" methodology, in a recruitment project, a selection assessment is used to observe and report the most relevant insights from a shortlist of candidates, or finalists, in order to support a final hiring decision.

### What is the goal of a recruitment assessment?

Our assessment process focuses on three dimensions for each candidate:

- Competency: the fit of the candidate's existing behavioral competency profile with the role.
- Organizational fit: pre-boarding indications to help ensure a smooth integration into the new role and organization.
- Motivation: the main motivational levers that will drive the candidate's present and future engagement, commitment, and performance.

### Why do your clients use assessments today more than in the past?

Based on a survey that we have conducted on the impact of the Covid-19 crisis on Human Resources, 70% of companies mentioned that they will postpone or cancel recruiting activities. On the other hand, candidates are very reluctant to consider new job opportunities due to the risks imposed by changing jobs in this period. Candidates have become more prudent while making career decisions, so while there may be fewer open recruitments than before, candidates have become even more difficult to attract.

The pandemic has highlighted the importance of an assessment process, as both companies and the candidates are apprehensive about making bad choices. Assessments help in making safer decisions and provide an objective perspective that is supported by a technical approach.

An important fact to highlight is that we share the assessment results with the client as well as with the candidate. So while clients perceive the value with regard to the hiring decision, the candidates will have a better vision of themselves, which can also help them decide their own fit for the position.

### How do you guarantee the quality of your assessment process?

All assessment projects are tailor made and consist of various tools and activities. Our assessments are managed by one or more certified assessors, with a psychological background, and international testing tools. Our assessment method works globally and takes into consideration multicultural aspects. As an international network, we exchange best practices and experiences to ensure our process is reliable and relevant in an ever changing world.

### How do you manage cross-border assessment projects with the Thai subsidiaries of

### international groups?

This is one of the reasons why we have developed a toolkit of assessment processes within Praxi Alliance, our global network. International groups usually require the same process throughout the world and we help them in providing the same tool no matter where they operate.

One of the golden rules of assessments is that each person has to be assessed in his/her native language. However, a global assessment method ensures a consistent structure when we manage assessments for our clients.

### Based on experience with Italian companies. What do you suggest to our members?

Recruitment assessments are becoming more and more popular with Italian companies. Our Italian member, Praxi, has a long-standing background in development and selection assessments for the Italian market. They believe strongly in the efficacy and are prepared to answer your questions.

Based on our experience, we can say that more and more Italian companies are committed to making recruitment decisions based on reliable, objective data, and not based on intuition or opinions. Why? Because a well-rounded assessment lowers the risk of false recruitments and avoids the expensive mistake of hiring the wrong person!



**PRAXI Alliance Worldwide**  
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[www.praxialliance.com](http://www.praxialliance.com)

# NOT ONLY THE CITY OF LOVE



## VERONA IS THE CAPITAL OF WINE, CULTURE AND WELL LIVING.



**Verona** has always been a stopover for the great travelers of the past, boasting a privileged position in the ideal panorama of the great international tourist destinations. The idea of a well-integrated tourism development where economic excellences support touristic flows find its fulfillment in Verona.

Unesco heritage site since 2000, is located in an area surrounded by natural beauty, the plain and the hills of Verona, Lake Garda and the mountains. Verona is the city of love, celebrated by Shakespeare in his *Romeo and Juliet*, but it is also a city of art, culture, entertainment, sports, nature and business. Verona fascinates visitors with its elegance and its welcoming atmosphere: elegant cafés, ancient "osterie" (typical inns of the Veneto territory) and craftsman shops enliven city life all year long. With more than two thousand years of history Verona is one of the most ancient and beautiful Italian cities, with a very extensive and well conserved city centre. A walk through Verona is a continuous discovery of ancient streets, charming corners, distinctive alleys, as well as palaces and

churches of every age. Different historical periods are harmoniously moulded together: from the magnificent traces of the Roman Empire, first of all the Arena - the third greatest lyrical amphitheater in the world, to medieval vestiges as well as Venetian and Austrian palaces, squares, bridges on the river Adige and wonderful churches - Piazza Bra, Piazza Erbe and Piazza dei Signori, the Roman Theatre, Ponte Pietra, Castelvecchio, Lamberti Tower, the Cathedral and San Zeno Church.

The province of Verona is renowned not only for its culture, history and hundreds of gastronomic delights, but also for its great wines. With a diverse range of soil types from sandy plains to mountain and lakeside landscapes, the vineyards of the Verona Province reflect the essence of place within nineteen denominations of DOC and DOCG wines.

Since 2016, Verona has represented Italy in "**Great Wine Capitals**" a network of major global cities in both the northern and southern hemispheres, which share a key economic and cultural asset: their internationally renowned wine regions.

It is the only such Network to encompass the so-called 'Old' and 'New' worlds of wine, and it aims to encourage travel, education and business exchanges between the prestigious wine regions of Adelaide | Australia, Bilbao Rioja | Spain, Bordeaux | France, Cape Town Cape Winelands | South Africa, Lausanne | Switzerland, Mainz | Rheinhessen, Mendoza | Argentina, Porto | Por-

tugal, San Francisco Napa Valley | USA, Valparaíso Casablanca Valley | Chile and Verona | Italy.

Being founded in 1999, the Network has developed and introduced several projects, initiatives and programs with the objective of achieving excellence in tourism, business services and education within the global alliance of its renowned wine regions.

To celebrate innovation and excellence in wine tourism, the Chamber of Commerce of Verona creates a guide dedicated to the wineries of Verona that welcome the wine-tourists and offer experiences to visitors.

With "**Verona Wine Tourism Guide**", wine lovers will be accompanied to visit large and small wineries offering hospitality, good cuisine, innovative and sustainable activities and tastings of great Verona wines. Gourmands, curious, professionals: everyone will find the ideal trail in beautiful Verona!



CAMERA DI COMMERCIO  
INDUSTRIA ARTIGIANATO  
AGRICOLTURA VERONA

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BANGKOK GEMS  
& JEWELRY FAIR

# Discover the Secret Behind Thailand's Magic Hands

Due to Thailand's manufacturing expertise, Thai artisans possess the skills and the intricate craftsmanship required to create the finest products, richly sought around the world. Thai companies are well versed in international trade, quick to adapt to market conditions, and skilled in sourcing raw materials, as well as jewelry design, marketing, and catering to customers' needs.

The finest designs and superb craftsmanship are integral to what makes the jewelry industry so appealing compared with other countries in the region. The country's manufacturing process is recognized for its cost effectiveness, and incorporates the latest technology as well as using high-skilled artists dedicated to their professional excellence. The Thai jewelry industry covers the full ambit of services customers need to manufacture jewelry from design to the finished piece, according to customer specification and desire.

Explore Thailand's Magic Hands: The Spirit of Jewelry Making with your own eyes! Mark your calendar for the 66<sup>th</sup> Bangkok Gems & Jewelry Fair, February 2021 at IMPACT Muang Thong Thani, Thailand.

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

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## ICONSIAM



## SMART ELECTRONICS THE FOUNDATION OF SMART INDUSTRIES

### SMART INDUSTRIES

Lifestyle changes are driving new demands for a growing array of intelligent products. Decreasing birthrates and increased urbanization are contributing to an aging population, smaller working age population, smaller families, and solo living. People are more concerned by health and wellbeing. Modern consumers increasingly care about environmental impact of their product choices. At the same time importance of connectivity and mobility is growing. These global trends are driving demand for consumer electronics products such as health promoting electronic devices, care robots, mobile communication devices, and small-but-smart home appliances. These products are more energy efficient and environmentally friendly. Moreover, they are equipped with smart technologies that use computation and connectivity to access and share information in real time in almost any place.

The modern economy is driven by data, and that trend is being accelerated by the spread of IoT. This has spurred a rise in **smart electronics**, which can be defined as any intelligent device with integrated sensors that is connected to the internet. These devices, which can include the capabilities of sensing, actuation, and control, are used in everything from smart traffic management systems, to smart building solutions, energy automation systems, smart farming, healthcare service management, and many other systems.

The industrial sector is quickly adopting these technologies to become “smarter” and more efficient in managing resources, improving productivity and reducing costs. The electrical and electronics (E&E) industry is the foundation for all smart industries.

### NATIONAL INDUSTRY AGENDA

Thailand’s E&E industry is already the world’s

second largest air conditioner exporter, as well as a major producer of refrigerators, cellphones, electronic integrated circuits (IC) and micro-assemblies, and hard disk drives. In 2019, Thailand’s forecasted E&E export value was US \$59.52 billion<sup>1</sup>, equaling 24 percent of Thailand’s total exports<sup>2</sup>. The E&E industry, and its supporting supply chain, employ more than 750,000 workers, making it one of the largest industrial employers in Thailand.

The government selected Smart Electronics to be one of the 12 targeted growth industries under the Thailand 4.0 economic model because it is a fundamental building block that enables many other growth industries. Smart Electronics is indeed a “National Industry Agenda” as described by The Electrical and Electronics Institute (EEI). The institute, supervised by the Ministry of Industry (MOI), has proposed three key pillars of sustainable smart E&E development. First a collaborative platform among designers, programmers and marketers must be created. Second, a data science center needs to be established to analyze and make use of industrial and behavioral data efficiently. Lastly, an industry’s innovation lab must be set up to research and test product standards as well as user design. In line with the EEI strategy, the MOI has formed measures to enhance the capacity of the E&E industry in four key areas:

1) capacity enhancement of potential and existing operators such as manufacturers of hard disk drives and electrical appliances, as well as promoting IC design, wafer fab and embedded software businesses;

2) enhancing system developers, including establishing an IoT Platform, Center of Smart E&E, and standards of smart



Office of Industrial Economics. (2020).

<sup>1</sup><http://www.oie.go.th/assets/portals/1/fileups/2/files/Industry%20conditions/annual2019trends2020.pdf.pdf>

<sup>2</sup><http://www.ops3.moc.go.th/thtrade/sarup.htm>



E&E products;

3) market stimulation by tax incentives and other support;

4) disposal of electronic waste. Ultimately, the MOI aims to promote new growth industry subsectors that require advanced technologies and developer skills, such as smart home, smart appliances, wearable electronics, and electronics design<sup>3</sup>.

#### STRONG E&E INDUSTRY

Thailand is well positioned to be a prominent manufacturing base of smart E&E products. The Thai E&E industry is highly proficient in the production and development of sophisticated E&E products. Thai manufacturers, as well as MNC's such as Bosch, Siemens, Daikin, Samsung, Seagate, and Western Digital that have manufacturing operations in Thailand, are trusted by global partners because of their skill in precision manufacturing, as well as electronic manufacturing services such as IC design. Thailand has an extensive E&E supply chain, and companies are equipped with well trained technicians and engineers who are capable of harnessing the benefits of factory automation systems.

In the consumer electronics segment, major opportunities lie in the rise of IoT-embedded electrical appliances. Backed by strong supply chains and trends in digital services<sup>4</sup>, the market value of Thai IoT is forecasted to leap from only US \$120 million in 2018 to US \$2.19 billion by 2030. Cloud services and mobile devices are also substantial parts of the Smart Electronics trend. Various government targeted growth industries, from next-generation automotive to the digital industry, are creating large market opportunities for providers of electronic industrial parts and systems with applications ranging from private smart factories to government smart city initiatives.



In addition to the domestic consumer and industrial markets, Thailand has convenient links to ASEAN, China and Japan, providing easy access to a large regional demand.

#### BOI INCENTIVES FOR SMART E&E

Committed to facilitating investors business success, the BOI constantly works with ministries and industry experts to enhance policies and incentives. Investment in the manufacturing of E&E products, parts or equipment used for E&E products, including material for microelectronics, may be granted corporate income tax exemption up to eight years. The more advanced embedded software developer and electronics design business, including microelectronics design and embedded system design, could also receive the generous eight-year holiday on corporate income tax with no annual limit.

Opportunities for investors in the smart electronics industry go far beyond the E&E sector. The smart technologies will also transform other growth industries, including

the digital, robotics, aviation, automotive, agriculture, food, and healthcare industries. With supportive incentives from the BOI, along with the existing expertise of the domestic E&E supply chain, Thailand is an excellent choice for investors in this industry segment.



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<sup>3</sup>[http://www.industry.go.th/center\\_mng/index.php/2016-04-24-18-07-42/2016-04-24-18-09-38/2016-04-24-18-10-07/item/10433-smart-electronics-1-5-first-s-curve](http://www.industry.go.th/center_mng/index.php/2016-04-24-18-07-42/2016-04-24-18-09-38/2016-04-24-18-10-07/item/10433-smart-electronics-1-5-first-s-curve)  
<sup>4</sup><https://www.depa.or.th/storage/app/media/file/Second%20Deliverable%20RevVer%20EN%20V12%20140819%20FIN.pdf>



advocates  
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solicitors

## REGULATIONS ON ADVERTISEMENT OF ALCOHOLIC BEVERAGES

Thailand has one of highest road-related fatalities per capita, many of which are contributed by alcohol consumptions. Not only that, it was found that road related fatalities skyrocketed during national Thai holidays where social drinking were prevalent. As such, the issue of alcohol consumption has always been a major concern for the Thai government and society alike.

To curb alcohol-related problems, the Thai government implemented Alcohol Beverage Control Act, B.E. 2551 (2008) ("ABCA"). Similar to Plain Tobacco Packaging Act included in WHO Framework Convention on Tobacco Control (WHO FCTC), the ABCA aims to control alcohol related advertisements by removing positive associations of brands (including design and/or symbol) from the consumption of alcoholic beverages. With the ABCA, the advertisement avenue for alcoholic companies and content creators has been reduced. Consequentially forcing them to adjust or face heavy fines and punishments.

### About the Regulations

Section 32, paragraph 1 of the ABCA prohibits any persons from directly or indirectly advertising or displaying name, symbol or trademark of any alcoholic beverages in a manner showing its properties or persuading another to drink. Meaning, any image and/or video advertisement of alcoholic beverage's related symbol (i.e. trademark or name) is strictly prohibited. Hence, obvious advertisement of any illustrations relating to alcoholic beverages, packaging or container is not allowed. With this being said, the ABCA does provide an exemption if the advertisement originated from outside of Thailand.

The Ministerial Regulations Prescribing Bases and Conditions on Displaying of Picture of Symbol for Advertising or Public Relations of Alcoholic Beverages, B.E. 2553 (2010) also stipulates the following regulations:

- Any symbols that may be used to illustrate alcoholic beverages must not occupy more than 3% of the total advertisement space;
- The symbol must be accompanied by a health warning statement either in English

or Thai (e.g. alcohol can decrease driving ability);

- The symbol should be displayed for less than 5% of the total advertising time, while not exceeding 2 seconds of the total advertisement;
- The symbol may only be shown at the end of the advertisement, which may only be broadcasted between 22:00 (10.00 pm) – 05:00 (05.00 am) BKK +7 GMT.

### Common Pitfalls

As mentioned above, companies and content creators should avoid any advertisement that can be considered as inducement or persuasion of alcoholic beverage consumptions. Section 30 and 32, paragraph 2 of the ABCA further stipulate the manner of sale and the manner of advertisement. These are such as:

1. Boastfully advertising property of an alcoholic beverage (e.g. the beverage has health benefits);
2. Using a person of fame (i.e. celebrity, influencer or athlete) or any person under the age of 20-year-old to advertise the alcoholic beverage;
3. Display of the actual beverage, packaging or container;
4. Any persuasive advertisements; or
5. Using lotto, lucky draw, free-sample or promotional activity in relation to promoting alcoholic beverages.

### Penalties

Failure to comply with Section 32 includes liability for imprisonment for a term not exceeding a year, or for a fine not exceeding 50,000 Baht a day through the period of violation, or until acting correctly. Furthermore, the penalty for violating Section 30 includes liability for imprisonment for a term not exceeding six months, or for a fine not exceeding 10,000 Baht, or both.

### Final Advice

Overall, the safest route would be to not include the actual images, videos and/or illustrations of alcoholic beverages on advertisement content(s). Whereas, symbols



may be used as long as it is in compliance with the stipulated regulations. In any case, companies and content creators may still create "tasteful content" to allow wholesome advertisement while remaining in compliance with the laws. Alcohol-free/zero percent alcoholic beverages and creatively imitated water bottle are such examples. With such strategy, companies can avoid the legal pitfalls, while able to promote its entire brand image and all related products in a positive light.

For further assistance or advice on how to safely create your advertisement content or compliance evaluation, please contact us at: [law@ilct.co.th](mailto:law@ilct.co.th)



advocates  
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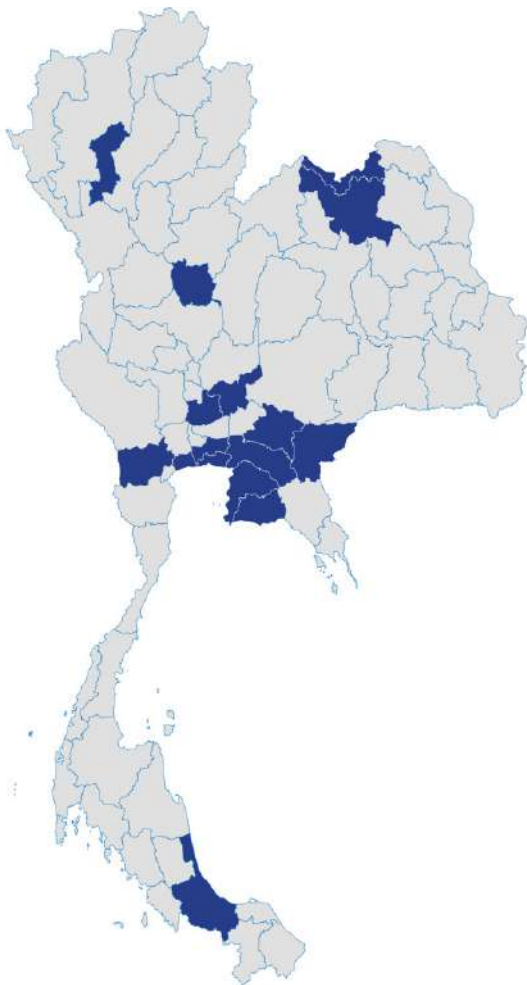
2020

## Tax Update: Corporate Income Tax Reliefs SEZs, Machinery & Hotels

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Measures providing corporate income tax reliefs to spur investment in the Special Economic Zones, new machinery, and the hotel industry were promulgated in the Government Gazette on June 22, 2020.

**Issue No. 693: Income tax reductions for companies or juristic partnerships that have business establishments located in a Special Economic Zone**



Corporate income tax reductions on the net profits of a company or juristic partnership have been granted for income generated by business establishments located in a Special Economic Zone (SEZ) from manufacturing goods or services rendered and used in an SEZ. The corporate income tax has been reduced to 10% of the company's net profits for ten years or ten consecutive accounting periods. Companies in an SEZ area, regardless of where their head office is located, can claim these tax benefits from June 23, 2020 until December 30, 2020.

Income tax reductions for companies or juristic partnerships that have business establishments located in a Special Economic Zone

To qualify for the tax benefit, companies registered as a corporate entity after June 23, 2020 must be established in a permanent building in an SEZ. Companies registered before this date must be established in an expansion or addition to an existing permanent building in an SEZ.

Companies must also meet the following requirements:

- a. Corporate income tax exemptions and reductions granted under the law on investment promotion.
- b. Corporate income tax reductions for Regional Operating Headquarters granted under Article 6 of the Royal Decree No. 530 (2011) and amended by the Royal Decree No. 583 (2011).
- c. Income tax exemptions for SMEs under Article 7 of the Royal Decree No. 530 (2011) and amended by the Royal Decree No. 564 (2013).
- d. Income tax reductions for investors in SEZs under Article 4 of the Royal Decree No. 591 (2015).

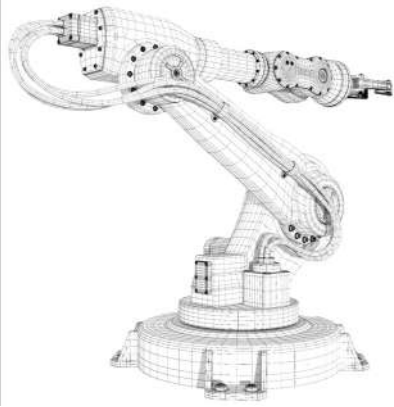
1. The company has submitted an application to be a company or juristic partnership in the Special Economic Zone to the Revenue Department before December 30, 2020.

2. The company must not claim tax incentives under the following:

3. The company must create separate accounts for business activities in the Special Economic Zone that receive the tax privilege and those that do not.

4. The company must comply with the terms and conditions under additional regulations to be issued.

If the company or juristic partnership fails to comply with the conditions in any accounting period, the tax benefit will be revoked as from that accounting period.



**Issue No. 695: Income tax deduction for companies or juristic partnerships for investment in new machinery**

Companies or juristic partnerships may receive a 150% corporate income tax deduction for expenditure on new machinery assets purchased between January 1, 2020 and December 31, 2020. The tax deduction does not apply to businesses that purchase machinery

for the purpose of renting or leasing them out.

The Royal Decree No. 695 extends and augments the scope of the Royal Decree No. 690, which permitted companies to deduct expenses on new machinery purchased between September 19, 2019 and May 31, 2020 at a rate of 50%.

Machinery is defined according to the Machinery Registration Act B.E. 2514 (1971) as anything which consists of a part that either generates, converts or delivers energy. This definition does not include vehicles registered under the Motor Vehicle Act B.E. 2522 (1979).

Income tax deduction for companies or juristic partnerships for investment in new machinery

The machinery must also meet the following requirements:

1. The machinery has never been used before.
2. The machinery is entitled to deduct costs for the wear and depreciation of property under Section 65 bis (2) of the Revenue Code
3. The machinery shall be in a condition ready for use by December 31, 2020.
4. The machinery shall be located in Thailand.
5. The machinery shall not be entitled to any tax deduction under another Royal Decree.
6. Businesses exempt from corporate income tax under the law governing investment promotion, targeted industry businesses, or Eastern Economic Corridor businesses are not eligible.

In order to claim the deduction, companies must:

1. Provide an investment plan and payment plan to the Revenue Department.
2. Comply with the terms and conditions under additional regulations to be issued.

In any accounting period, if the company or juristic partnership fails to comply with the Revenue Department's conditions, or the machinery does not satisfy the above criteria, the tax benefit will be revoked and tax returns from the relevant accounting period will need to be re-filed. If the machinery is sold, damaged or no longer exists, the tax benefit will end in the accounting period in which any of these events occur, and there will be no need to re-compute the tax benefit.

**Issue No. 698: Income tax exemption for companies or juristic partnerships that are hotel operators for the addition, change, expansion or improvement of assets related to the business**

Companies or juristic partnerships that are hotel operators are permitted a corporate income tax deduction for 150% of expenses for the renovation or expansion of hotel assets. The deduction applies to purchases made between January 1, 2020 and December 31, 2020. It does not apply to repair or maintenance costs.

Income tax exemption for companies or juristic partnerships that

are hotel operators for the addition, change, expansion or improvement of assets related to the business

Hotel assets eligible for the deduction are as follows:

1. A permanent building for use as a hotel business under the relevant law.
2. Fixtures that are components of or attached to the permanent building.

The hotel assets must also satisfy the following requirements:

1. The assets have never been used before.
2. The assets are entitled to deduct costs for the wear and depreciation of property under Section 65 bis (2) of the Revenue Code
3. The assets shall be in a condition ready for use by December 31, 2020.
4. The assets are located in Thailand.
5. The assets shall not be entitled to any tax deduction under another Royal Decree.
6. Businesses exempt from corporate income tax under the law governing investment promotion, targeted industry businesses, or Eastern Economic Corridor businesses are not eligible.



In order to claim the deduction, companies must:

1. Provide an investment plan and payment plan to the Revenue Department.
2. Comply with the terms and conditions under additional regulations to be issued.

In any accounting period, if the company or juristic partnership fails to comply with the Revenue Department's conditions, or the asset does not satisfy the above criteria, the tax benefit will be revoked and tax returns from the relevant accounting period will need to be re-filed. If the asset is sold, damaged or no longer exists, the tax benefit will end in the accounting period in which any of these events occur, and there will be no need to re-compute the tax benefit.



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## DONATION TO VEJDUSIT FOUNDATION

To celebrate the festive season every year TICCC hosts its prodigious Annual **Charity Gala Dinner** joining hands with a selected charity to donate proceedings earned during this Gala.

For the year 2019, **Vejdusit foundation** was the selected foundation and The Thai Italian Chamber of Commerce *donated 80,000 Baht* to support of the foundation.

As shown in the picture, a cheque is handed to a representative of the Vejdusit foundation by Secretary General, Mr. Michele Tomea.

Vejdusit was founded in 1984, as a charitable organization for Helping Destitute Patients with a firm determination to improve the quality of life of Thai People with some of its objectives as follows:

- Providing free medical care to low-income patients
- Providing government assistance in the field of public health in

collaboration with other charities and foundations dedicated to public services

- Providing medical assistance for patients under the royal patronage and under privileged patients in Thailand
- Providing scholarships to help fund medical services, nursing care, and public health research.

### Vejdusit Foundation



7th Floor, Building E, Bangkok Hospital  
2 Soi Soonvijai soi 7, New Petchburi  
Road, Bangkok 10301  
Tel: +662 310 3071  
Fax: +662 310 3255  
Email: [vejdusit@bdms.co.th](mailto:vejdusit@bdms.co.th)  
Website: [www.bangkokhospital.com/en/content/vejdusit-foundation](http://www.bangkokhospital.com/en/content/vejdusit-foundation)



## TICC B2B BUSINESS MATCHING


On June 25, Thai Italian Chamber of Commerce organized a B2B Business Matching "An Exclusive Opportunities of Boosting Thai Products to the Italian Market, special thanks to all of sponsors Bon Café, San Benedetto Water, Demo Power and Print Master for the kind support in our event.

TICC organized this B2B Business Matching. Thanks to ZAINO one of the largest distributors in Italy of food.

TICC also would like to thank all of the participants that bring their products to presents to the Italian buyer SIAMFOODTECH Co., Ltd, Apple's Island (Thailand) Co., Ltd, Thai Lee Foods International Co., Ltd, OCTA FOODS Co., Ltd, C.P. Intertrade Co., Ltd, PAN INTER



FOODS Co., Ltd, Siam Agro-food Industry Public Co., Ltd, The Peace Canning (1958) Co., Ltd., TOFUSAN Co., Ltd., Artchit International Pepper and Spice co., Ltd., Rayong Fish Sauce Industry Co., Ltd., F-Plus Co., Ltd., Golden Grain Enterprise Co., Ltd., NR Instant Produce Public Co., Ltd., K.L. Interfood Co., Ltd., Pranburi Hotei Co., Ltd., V.Thai Food Product Co., Ltd, Gigahelth Co., Ltd., R&B Food Supply Public Co., Ltd., AIM Thai Intertrade (2001) Co., Ltd., Proplan company., Thai Coco Farm Co., Ltd., Bangkok Flavor Ltd., Universal food Public Company Limited., Lampang Food Products Co., Ltd.

We look forward to the expansion for the Thai products to the Italian market. Stay tuned with us please contact [trade@thaitch.org](mailto:trade@thaitch.org)



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**Email:** info@europeanfruitgroup.it  
**Website:** www.europeanfruitgroup.it



Italian Taste Trade srl

**Address:** Via Sansovino 243/67, 10151 – Torino – Italy  
**Tel:** +39 011 30.24.780  
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**Website:** ittrade.it



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# TICC PODCAST

# THAILAND'S FOOD INNOVATION (WEBINAR SERIES)



Episode 7

**"The Circular Eco-Coffee Innovation from Producers to Consumers: Creating sustainability with shared benefits for every layer of the industry"**

Speaker: Ms. **Naruemon Taks-Udom**, Hillkoff Co., Ltd  
Details: May 29, at 14.30 on Zoom App

BIO: After graduating from Chiang Mai University with a Bachelor of Science and a Master's degree in Business Administration, Khun Naruemon has always had her interest in agricultural market analysis, especially in the coffee industry. As the present managing director of Hillkoff Company, she exceptionally has achieved a significant number of accomplishments in various areas, such as: SME Thailand Innov Award, Assistant Secretary Chiang Mai Chamber of Commerce Committee, Board of Northern Thai Arabica Coffee Association and many more. Moreover, Khun Naruemon also conducted several pieces of research on coffee product development from 1995 up to 2017 with numbers of certificates qualifying her expertise.



Episode 8

**"The innovative formula design: Cosmetic Sphingolipids in formulating with food ingredient"**

Speaker: Ms. **Netnapha Lertmalaiman**, ismith Co., Ltd  
Details: June 5, at 14.30 on Zoom App

BIO: Qualified chief executive with experience in overseeing the daily activities of small businesses. Excellent communicator who uses digital technology and pharmaceutical graphic design expertise in the online social platforms. Strong ability to solve complex company problems using excellent judgment and decision-making skills. Believe in receiving ongoing education and running a customer service-oriented company and have more than 10 years of experience in relevant positions.



Episode 10

**"Zero Food Waste? Tackling one of the biggest global contributors to climate change. What is it, what is being done, what are business opportunities and what is Thailand's current and future role in reducing loss and waste?"**

Speaker: Chef **Daniel Bucher**, Marriott Hotels  
Details: June 19, at 14.30 on Zoom App

BIO: Daniel Bucher joined Bangkok Marriott Marquis Queen's Park in the pre-opening phase in 2016. As Executive Senior Sous Chef, he is responsible for catering at the hotel's extensive conference and banqueting facilities. He also heads up the hotel's F&B sustainability projects, including the "Food Waste" initiative. Chef Daniel also acts as honorary food waste ambassador for TCEB Thailand and food waste advisor for the UN in Bangkok.



Episode 11

**"East Meets West: Natural Innovative Product Concept"**

Speaker: Mr. **Suwajpong Asawathippaibul**, Managing Director of GigaHealth Co., Ltd.  
Details: June 26, at 14.30 on Zoom App

Company Brief: As reorganizing of healthcare system is a megatrend, we believe that natural herbs combine with technology will generate a variation of natural innovative products by using East meets West concept. Asian herbs especially in Thailand have powerful herbs but they are not widely known. We start from innovative natural sleepy drinks and collaborate with NSTDA to innovate natural hand sanitizer to avoid getting sick or spreading viruses.



Episode 9

**"The Uniqueness of Italian Wine"**

Speaker: K. **Anusorn Lohaphantakit**, Texica Wine  
Details: June 12, at 14.30 on Zoom App

BIO: Anusorn Lohaphantakit is a chemist by education and professional career. He received a Bachelor of Science from KMITL Ladkrabang and Master of Business Management from Hawaii Pacific University. Anusorn started having an interest in wine when he was travelling around the world for his chemical business. His curiosity in diversity of wines from different parts of the world encouraged him to begin his own study. The more he knew about wines, the more passionate he was about it.



The "Thailand's FOOD INNOVATION (Webinar Series)", a TICC Webinar Series which will be held on Fridays, weekly.

SCAN TO WATCH  
EP. 7 - EP.11



## PAST WEBINARS

**Rise of AI industrial robotics: how to best prepare for competition**

Date: June 18, 2020  
Time: 14:30 - 16:00 hrs.  
Platform: ZOOM Webinar  
Ticket: FREE of charge for everyone  
Bookings: reservations@thaitech.org

**Speaker**  
Ruchanee Gulayanan, Ph.D / Robotics and AI Engineering King Mongkut's Institute of Technology Ladkrabang (KMITL)

**Cina e Stati Uniti – verso un nuovo equilibrio  
Le influenze sul Sud-Est Asiatico e il ruolo dell'Italia**

**TICC WEBINAR**

Ospite: **Alberto Forchielli**

10:00 - Ore 12.00 pm Italia - Ore 5.00 pm Thailandia

(The webinar will held in Italian language)  
Registrati su ZOOM

Per informazioni: reservations@thaitech.org

# UPCOMING WEBINARS



## Webinar: Discovering the certifications

**Ep.1 - The Italian Wines**  
 July 8, 2020 - h 15:00 - ZOOM  
 FREE of charge for everyone  
 Bookings: reservations@thaitch.org

**Ep.2 - The Italian Olive Oil**  
 July 15, 2020 - h 15:00 - ZOOM  
 FREE of charge for everyone  
 Bookings: reservations@thaitch.org



## Lines of Credit for Business During COVID-19

Thursday, July 9, 2020 | 9:00 - 10:00 hrs  
 Platform: ZOOM Webinar  
 Ticket: FREE of charge for everyone  
 Bookings: reservations@thaitch.org



## Tuttofood Roadshow Live in Bangkok

Thursday, July 16, 2020 | 10:30 - 11:30 hrs  
 Platform: ZOOM Webinar  
 Ticket: FREE of charge for everyone  
 Bookings: reservations@thaitch.org



## Investment Opportunities in Sri Lanka

Thursday, July 23, 2020 | 15:30 - 16:30 hrs  
 Platform: ZOOM Webinar  
 Ticket: FREE of charge for everyone  
 Bookings: reservations@thaitch.org



## Innovative Packaging Solutions to respond to Thailand Market Needs

Friday, July 24, 2020 | 15:00 - 16:00 hrs  
 Platform: ZOOM Webinar  
 Ticket: FREE of charge for everyone  
 Bookings: reservations@thaitch.org

# UPCOMING EVENTS



## TICC Annual General Meeting 2020

19 August 2020 at Anantara Siam Bangkok  
17:30 - onwards  
Ticket: Member 1,500 THB | Non-Member 1,700 THB  
Bookings: reservations@thaitch.org



## Ospitalita' Italiana 2020

OSPITALITA' ITALIANA is a worldwide project which aims to certify Authentic Italian Restaurants abroad by following the strict requirements set by National Institute of Research on Tourism (IS.NA.R.T.).

Website: <https://ospitalitaitalianathailand.com/>  
For more information, contact us at [trade@thaitch.org](mailto:trade@thaitch.org)



## TICC Networking Night: Back to Business

The Thai-Italian Chamber of Commerce (TICC), regularly hosts social and business networking events in order to encourage companies, entrepreneurs and the business community to interact and meet with other people in our Network (over 7,500 contacts all over the world).

**Date:** Tuesday, July 14, 2020  
**Time:** 18:00 - Onwards  
**Venue:** Flamenco, 9th Floor, Helix, Emquartier  
**Ticket:** Member 550 THB | Non-Member 750 THB  
**Bookings:** reservations@thaitch.org

# UPCOMING FAIRS



## Bangkok Gems & Jewelry Fair

February 2021  
**Venue:** At Challenger Hall 1-3, Impact, Bangkok  
[membership@thaitch.org](mailto:membership@thaitch.org)



## ASEAN Sustainable Energy Week 2020

September 23-26, 2020  
**Venue:** At Bitec, Bangkok  
[pr@thaitch.org](mailto:pr@thaitch.org)



## Agritechnica ASIA 2020

October 14-16, 2020  
**Venue:** At Bitec, Bangkok  
[pr@thaitch.org](mailto:pr@thaitch.org)



## Cosmoprof CBE ASEAN Bangkok

December 14-16, 2020  
**Venue:** At Impact Exhibition and Convention Center  
[trade@thaitch.org](mailto:trade@thaitch.org)

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**MR. SIMONE CALLAI**  
Chief Executive Officer



**MS. SAWITREE  
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Chief Executive  
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## Company Background

GLOBAL-FINDINGS.COM GROUP LTD., as the name implies, we are a group of manufacturers and distributors of high quality precious metal findings, beads and chains supported by a metal bank in order to assure the daily cheapest market price of the metal and its clean origins. With a "Just-in-Time" delivery policy we aim to cover most of the needs of the jewelry manufacturers in South East Asia, especially the brand names that nowadays consists the core of our clientele.

Our founder, Mr. Simone Callai, brings over 40 years of experience as a jewelry stylist, manufacturing consultant and distributor to the GLOBAL-FINDINGS.COM GROUP LTD.

The GLOBAL-FINDINGS.COM GROUP LTD. concept has come from our client's need to find a single supplier that offers a very wide range of products at an affordable price with very short lead times.

## Products & Services

GLOBAL-FINDINGS.COM® GROUP LTD. Is the online head office of the group  
Thailand region distributor: GLOBAL-FINDINGS.COM® (THAILAND) LTD.

## Facts & Figures

Year Established: 1992

Registered Capital: 6,000,000 Baht

Annual Turnover: 100,000,000 Baht

Total Employees: 25

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