

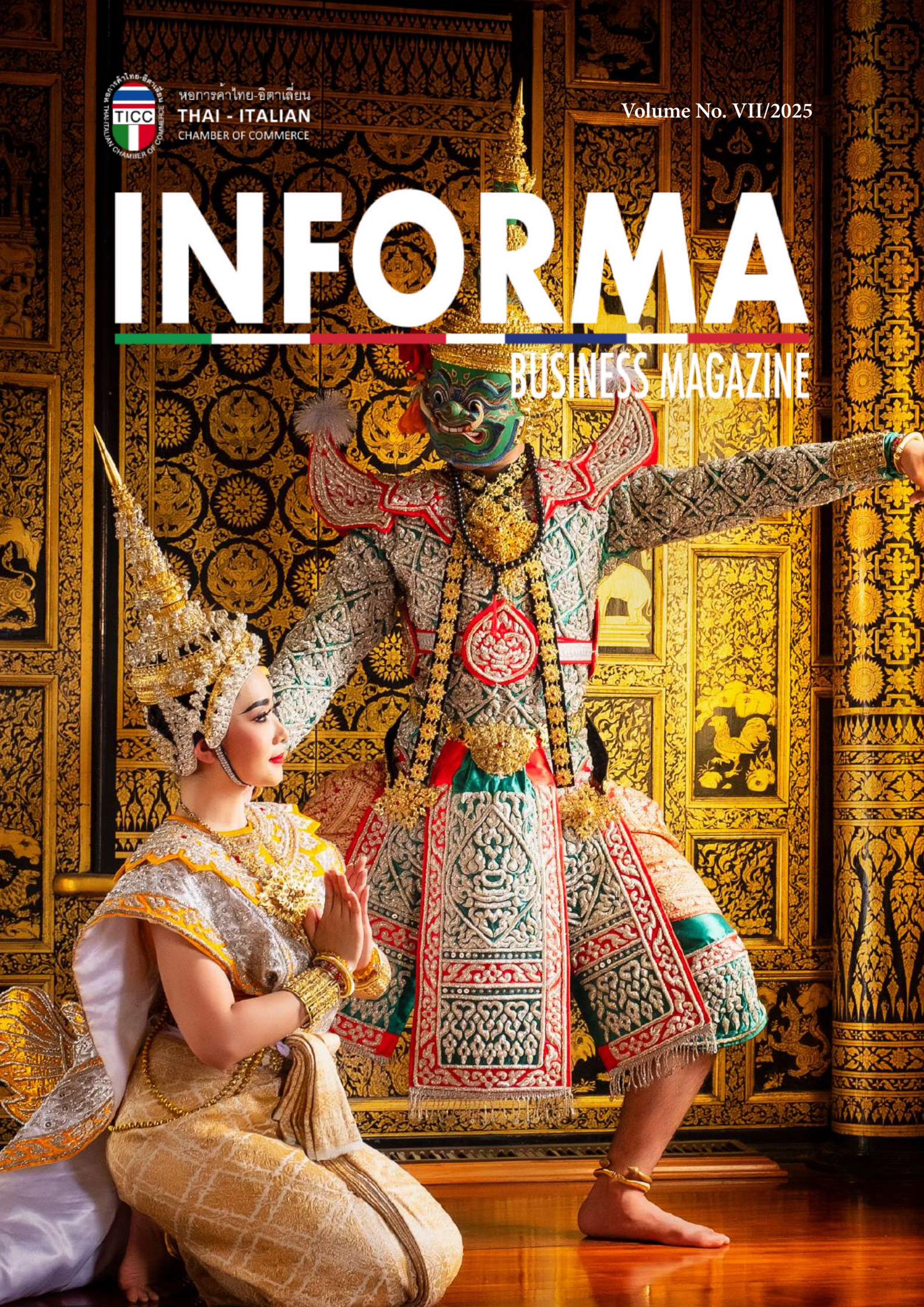


หอการค้าไทย-อิตาลี
THAI - ITALIAN
CHAMBER OF COMMERCE

Volume No. VII/2025

INFORMA

BUSINESS MAGAZINE





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A Message from the President



We also celebrated Italian excellence in food culture with **BuonDEE**, dedicating a special episode to **Italian Extra Virgin Olive Oil**. Made possible through the collaboration with **EVOO School** and **Unaprol**, our trusted partners in Rome. This event offered participants an in-depth exploration into the world of high-quality olive oil, including insights on tasting techniques and selection criteria. Special thanks to Ms. **Rebecca Romano**, who led the masterclass with great passion and expertise. Those interested in earning a **professional certification in extra virgin olive oil** are welcome to contact us for more details on the course.

Dear Members and Friends,

Ben ritrovati to this new edition of *INFORMA*.

This issue highlights the many activities carried out by the Chamber in recent weeks. Notably, we had a strong presence in Italy, where we engaged with numerous stakeholders and proudly participated in **Torino Fashion Week** alongside a delegation of talented Thai fashion designers and brand owners. Turin and Bangkok share a surprising number of historical connections, as many of their iconic infrastructures—such as train stations and monuments—were designed and built by Italian architects and engineers in the 19th century, working under the patronage of the royal courts of both the Kingdom of Italy and the Kingdom of Siam.

Closer to home, TICC took part in the **Asia Sustainable Energy Week**, a major trade show where we successfully facilitated connections between Italian companies and both local and international partners. Thailand continues to be a regional leader in the EV and automotive sectors, offering significant opportunities for collaboration and innovation.

I am also pleased to announce the upcoming **Education Forum**, taking place on **October 4th at EmQuartier in Bangkok**. This year's edition will feature the participation of **BimBi Italiani**, the association of Italian families and children founded by our dear friend and member, Ms. Elena Del Fabbro. In light of the growing importance of education in our societies, we have chosen to focus on two pillars of Italian pedagogical excellence: the **Reggio Emilia** and Montessori approaches. child-centered education.

Another delicious highlight was the TICC's **Best Tiramisu in Thailand** competition, where we crowned the winners in both the *Classic* and *Creative* categories. This event not only showcased authentic **Made in Italy** ingredients but also celebrated the rich history of this iconic dessert from Treviso. Congratulations to the two winning chefs, and heartfelt thanks to our judges, participants, and sponsors for making this such a memorable event. Let us continue to remind the world that *Tiramisu is Italian!*

In closing, I extend my sincere gratitude to all our members, partners, and friends for your continued support and collaboration. Together, we will keep promoting Italian excellence and fostering meaningful connections between Italy, Thailand, and the broader Asia-Pacific region.

Warm regards,
Federico Cardini
President

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The Chamber

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

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



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COVER STORY

The Art and Tradition of Khon Performance

Khon is Thailand's traditional masked theatre that dramatizes the Ramakien, a Thai adaptation of the Hindu Ramayana. Characters fall into four main groups: phra (lords), nang (ladies), yak (ogres), and ling (monkeys).

While lords and ladies now wear stylized makeup inspired by Thai mural art, ogres and monkeys still perform with elaborate masks. The word "Khon" is believed to derive from a Pali term for a sacred drum used in early Brahman rituals honoring Lord **Vishnu**, before the performance evolved to celebrate Lord **Rama**. Masks remain central to Khon, regarded as sacred objects that require ritual reverence. Each mask reflects a character's identity, with over 100 demon and 40 monkey designs crafted by master artisans, often requiring months to complete.

Cover Image

@paa-toos-im-ages

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OTHER COUNTRIES

7th BRICS Summit in Rio de Janeiro

Retrieved from Financial Times, 6-7 July 2025

Brazil hosted the expanded **BRICS summit** under the theme “*Strengthening Global South Cooperation and Promoting a More Inclusive and Sustainable Global Governance.*” Key outcomes: Focus on global health, trade and development finance, climate action, AI governance, global security reform, and institutional development. Adoption of a declaration urging the UN to lead in establishing inclusive AI governance, warning of digital inequalities. India was confirmed as the next chair and host of the 2026 summit.

India-UK Free Trade Agreement

Retrieved from EY, 30 July 2025

On 6 May 2025, **India** and **the UK signed a landmark FTA**, eliminating tariffs on 99% of Indian goods and reducing tariffs on 90% of UK goods. Bilateral trade, valued at US\$60 billion in 2024, could rise to US\$100 billion by 2030, boosting jobs and growth.

The deal opens new opportunities for UK products (whisky, gin, automotive, medical devices) and Indian exports (textiles, leather, footwear, engineering goods). It also eases professional mobility and streamlines customs and digital services, enhancing trade efficiency.

THAILAND

Thailand’s Next Central Bank Chief Champions Rate Cuts to Revive Growth

Retrieved from the Reuters, 22 July 2025

Vitai Ratanakorn, the incoming governor of the Bank of Thailand, by his own admission, will start his new job in October at a difficult time. Growth in Southeast Asia’s second-largest economy has stalled, tense negotiations with the United States over trade tariffs continue, industrial sentiment is tepid and critical sectors, including tourism and manufacturing, aren’t firing. “*We must accept that the Thai economy is not doing so well,*” **Vitai**, who has been approved by the cabinet as the next central bank chief but awaits royal endorsement, told reporters last week. “*And what is worrying is the sluggishness that may be prolonged.*”

Tariff Pressures and Trade Negotiations

Retrieved from the Nation, 29 July 2025

Thailand faced potential **36%** U.S. tariffs on its products if a deal wasn’t reached by August 1. Analysts warn such tariffs could decimate exports - losses potentially around THB 162 billion versus only THB 17.4 billion under a more moderate (20%) tariff scenario.

Ancient Buddha Statues Found in Champasak Temple

Retrieved from the Nation, 17 July 2025

A significant historical discovery has been made at Vat Meuang Kang temple in Champasak district, where a remarkable cache of 70 ancient Buddha images has been unearthed. Believed to date back several centuries, the images provide valuable insight into the region’s rich cultural and religious heritage. The rare find came to light when workers carrying out renovation work on the temple’s manuscript repository uncovered the Buddha figures along with other sacred objects, shedding new light on the temple’s historical importance and its role as a center of Buddhist practice in southern Laos.

Building Under Construction Collapses in Min Buri, Injuring 13 Workers

Retrieved from the Nation, 7 July 2025

A structure under construction in Soi Nimit Mai 6, Bangkok’s Min Buri district, collapsed on Sunday evening (July 6), injuring 13 workers. All 160 workers present at the site were safely evacuated, authorities confirmed. The incident occurred at approximately 7.55pm, when Min Buri Police Station received an emergency report about a collapse at a construction site within the grounds of the Metropolitan Waterworks Authority’s Min Buri Pumping Station.

ITALY

World’s Longest Suspension Bridge Approved

Retrieved from BBC, 7 August 2025

Italy has approved a €13.5 billion project to construct the world’s longest suspension bridge between Sicily and the mainland. The bridge is a strategic project long debated in Italian politics. It has faced delays over concerns about environmental impact, seismic risk, and potential mafia involvement. Construction is expected to begin next year and finish by 2033.

Tourism Shift: Decline in Beach Club Attendance

Retrieved from Financial Times, 28 August 2025

Italy’s 7,300 beach clubs, a summer staple, are seeing fewer visitors. In July 2025, attendance dropped at least 25% compared with 2024, and Ferragosto travel fell by 1 million. Rising living costs, including food, housing, and energy, along with a 7.5% drop in real wages since 2021, are limiting family budgets. A week at the beach now costs €212 on average, with luxury clubs charging far more. Many Italians are choosing cheaper destinations abroad or retreating to the mountains. Beach clubs operate on long-term, low-cost concessions, often passed down generations. EU-mandated public tenders won’t start until 2027, sparking debate over pricing and fairness amid industry profits.

Potential U.S. Tariffs — Export and Job Risks

Retrieved from Reuters, 02 July 2025

Italy could lose €20 billion in exports and 118,000 jobs next year if the U.S. enforces 10% tariffs on European goods, warns Confindustria President **Emanuele Orsini**. He stressed that Italian exports include machinery, transport equipment, and leather products, not just luxury items, making tariffs unsustainable. The European Commission seeks relief for key sectors before the July 9 trade agreement deadline. Meanwhile, the euro has strengthened 9% against the dollar, raising costs for U.S. buyers.

Stolen Renaissance Painting Returned After 52 Years

Retrieved from News Artnet, 21 July 2025

A Renaissance painting by **Antonio Solario**, depicting a **Madonna and Child**, has been returned to Italy after being stolen in 1973. The artwork was handed over to the Civic Museum of Belluno on July 21, 2025. Barbara de Dozza, a British woman who inherited the painting from her late ex-husband, had initially decided against returning it. After encouragement from art restitution expert **Christopher Marinello**, she agreed to return the piece. **Marinello** emphasized the importance of repatriating stolen cultural heritage, stating, “*A theft is a horrible thing, especially for a museum that is supposed to protect cultural heritage for its citizens and future generations.*” The painting was part of a major heist at the museum in 1973 and had been in private hands for over five decades before its return.

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POST PRESS RELEASE

TICC PARTICIPATES ASIA SUSTAINABLE ENERGY WEEK 2025



Bangkok, 2-4 July 2025 - The Thai-Italian Chamber of Commerce (TICC) is proud to announce its active participation at **Asia Sustainable Energy Week 2025 (ASEW)**, held from 2-4 July at the Queen Sirikit National Convention Center in Bangkok, thanks to the collaboration with our partners at Informa Markets.

ASEW is Asia's most comprehensive exhibition and conference dedicated to renewable energy, energy efficiency, and energy storage technologies — bringing together innovators, industry leaders, and decision-makers committed to building a sustainable future.

At the TICC booth, we were delighted to welcome our member companies Lockton companies and Geoclima, whose presence underscored the strength of Italian-Thai collaborations in driving the transition towards a greener, smarter regional economy.

We also extend our heartfelt thanks to our booth sponsor *illycaffè* — a true icon of Italian excellence worldwide. Thanks to illy's authorized distributor in Thailand, visitors enjoyed the authentic taste of premium Italian coffee while engaging in meaningful discussions on sustainable energy and mobility solutions.

We warmly invite participants, industry professionals, and stakeholders to visit our booth Q63, GFL, to explore innovative projects, discover new business opportunities, and join us in shaping a sustainable tomorrow.



asew-th@informa.com
www.informamarkets.com



THE SUCCESSFUL CONCLUSION OF TORINO FASHION WEEK: AN OPPORTUNITY FOR THAI BRANDS AND DESIGNERS



Turin, 27 June - 3 July 2025 - The Thai-Italian Chamber of Commerce (TICC) is pleased to announce the successful conclusion of the **10th Edition of B2B Torino Fashion Match 2025**, held in Turin from June 27 to July 3, 2025.

This highly anticipated event was organized in cooperation with *Unioncamere Piemonte* and in collaboration with the *Chamber of Commerce of Turin* as partners of the *Enterprise Europe Network (EEN)*, the largest international network supporting businesses to grow, innovate, and internationalize (co-funded by the European Commission and operating in over 40 countries).

TICC was proud to support and witness the participation of Thai buyers, designers and models including *Respect Group*, *Respect Model*, *Supa Choice*, *Meagems Thailand Co., Ltd.*, and *Wishulada (Turning Trash to Treasured Art)*.

The event kicked off with a vibrant fashion show featuring models, showcasing Thai-Italian contemporary designs rooted in ethical and artistic values. Following the B2B matchmaking sessions, it took centre stage, facilitating productive exchanges among manufacturing companies, international brands, retailers, suppliers, and thought leaders from across the globe. This edition proudly recorded over 500 meetings organized among 220 participants from 35 countries worldwide, underscoring the international scope and impact of the initiative.



The final highlight on July 3 was Talk Day. Mr. **Giacomo Iobizzi**, the Secretary General of TICC, joined the talk with an inspiring forum where national and international stakeholders discussed evolving textile trends and paid tribute to iconic fashion brands that have shaped the industry's history. This gathering encouraged cultural exchange and deepened understanding of the fashion ecosystem across continents.

We thank Mr. **Claudio Azzolini** for the fashion show and Mrs. **Federica Leonetti** for the B2B matching program to make this event great!

TICC remains committed to fostering global opportunities for Thai creatives and promoting sustainable innovation in the fashion industry. Stay tuned for future collaborations that continue to elevate Thailand's presence on the international stage.



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www.changemsfest.org



OFFICIAL PRESS RELEASE (COURTESY OF BANGKOK POST)

PIRELLI LAUNCHES NEW OFFICE AND LOGISTICS HUB



Bangkok, 14 July 2025 - *Pirelli Tyre (Thailand) Limited* celebrated the official opening of its new office and logistics hub in Bangkok, Thailand. This milestone marks a significant step in the Group's strategy to strengthen its presence in ASEAN, where Pirelli already has a strong commercial footprint, underscoring its long-term commitment to the Asia-Pacific region.

As a pure consumer tyre company, Pirelli will focus on developing its passenger car and motorcycle businesses, as well as reinforcing its brand in Thailand. In addition to decisively strengthening well-established partnerships with key Motorcycle Original Equipment (OE) manufacturers, the opening of the new local logistics hub in Bangkok will bolster Car OE collaborations and its motorsport business. This will further enhance Pirelli's capabilities across key mobility sectors, reaffirming its commitment to delivering premium solutions tailored to regional market needs.

The opening event was held at One Bangkok Tower, with the participation of Mr. **Andrea Conti**, Deputy Head of Mission of the Embassy of Italy in Thailand; Mr. **Giacomo Iobizzi**, Secretary-General of the Italian Chamber of Commerce; alongside Mr. **Andrea Maganzani**, Pirelli APAC CEO; Mr. **Ting Chen**, Managing Director of Pirelli Asia Pte Ltd; and Mr. **Leonardo Saccioni**, Managing Director of Pirelli Thailand.

"The opening of Thailand's new office and logistics hub

is more than a milestone – it's a reaffirmation of Pirelli's commitment to Southeast Asia," said Mr. **Maganzani**. *"By strengthening our presence here, we aim to offer better support to Thailand's consumers and partners, while enhancing strategic collaborations with leading retailers and manufacturers."*

Pirelli's presence in Thailand is already well established through strong relationships with leading retail chains and car dealers. In the motorcycle segment, Pirelli supplies renowned OEMs such as *Triumph, Ducati, Royal Enfield, Honda, and BMW*.

The new facilities will serve as a local base for direct engagement with partners, enabling Pirelli to respond swiftly to market demands and drive future growth across Thailand's dynamic automotive landscape.

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RISO GALLO AND EUROFOOD CELEBRATE THAI CULINARY TALENT AT FIRST YOUNG RISOTTO CHEF COMPETITION



Bangkok, 15 July 2025 - Culinary creativity and cultural collaboration took centre stage as aspiring chefs from across the country gathered for the **Thailand Young Risotto Chef Competition 2025**. This event was held for the first time in Thailand by renowned Italian rice producer **Riso Gallo**, in partnership with **Eurofood**, a division of the Commercial Company of Siam – Maison Denis in Thailand.

The competition, held at The Food School Bangkok, featured culinary students aged 18–27 showcasing their skills with Italy’s iconic risotto in two rounds: a classic Arborio preparation and an innovative Carnaroli reinterpretation.

“We are deeply impressed by the creativity and discipline shown by Thailand’s young chefs,” said **Carlo Preve**, Board Member of Riso Gallo and a sixth-generation member of the founding family. *“Beyond just mastering risotto, this competition is about connecting cultures through cuisine. Hosting this in Thailand, a country renowned globally for its vibrant culinary heritage, has been a privilege.”*

The Young Risotto Chef competition, previously successful in dynamic food destinations like the UK and Taiwan, received an enthusiastic reception in Thailand. Participants represented leading culinary institutions, competing before distinguished judges from Thailand’s hospitality sector and esteemed Italian culinary experts.

“Riso Gallo has always believed that great cuisine begins with exceptional ingredients, but truly thrives through the creativity of passionate chefs,” Preve added. *“Witnessing Thai chefs elevate Italian risotto with originality and respect reaffirmed that culinary excellence truly transcends borders.”*

“This initiative reflects our commitment to fostering Thailand’s culinary future,” said **Thomas Francois David Sanchez**, Chief Operating Officer of the Commercial Company of Siam. *“Seeing young Thai chefs engage with authentic Italian traditions and reimagine risotto with such creativity was truly inspiring. Their talent shows the strength of Thailand’s culinary potential, and we’re proud to support their journey.”*

Chaipatr Taanapolphaisan, a student from Chitralada Technology Institute, won first place and THB 50,000. **Pattharathon Phetwichit** from *Suan Dusit University* and **Sittha Bualoylert** from *Dusit Thani College* received THB 30,000 and THB 20,000, respectively. All competitors were recognised with official certificates and exclusive gifts from **Riso Gallo**.

The standout winning dish: Shrimp risotto with tom-yum Espuma, Kaffir lime leaf powder, Coriander emulsion and ikura egg; skillfully combined Thai ingredients with classic Italian techniques, impressing the judges with its balanced flavours and culinary sophistication.

The competition underscored Thailand’s growing role as a hub for culinary innovation, reflecting a rising appetite for cross-cultural collaboration and next-generation talent.



www.risogallo.co.uk



www.eurofoodthai.com

THAI SPRING FISH: A CELEBRATION OF PREMIUM SEAFOOD EXCELLENCE



Bangkok, 16 May 2025 – In collaboration with the *Thai Spring Fish Co., Ltd.*, a proud member of Italy’s renowned **PanaPesca Group**, welcomed distinguished guests from the foodservice, hospitality, and retail sectors for an exclusive product showcase and culinary experience. The event highlighted the brand’s unwavering commitment to sustainability, quality innovation, and adherence to international standards.

A culinary highlight of the evening featured a live show cooking session led by Chef **Gerardo Calabrese**, Head Chef at **Cantina BKK** (Soho Hospitality Group). Guests were treated to a refined tasting menu that brought Thai Spring Fish’s premium frozen seafood to life through three exquisite creations:

- Seafood Risotto
- Tom Yum Goong
- Tempura Medley

The event was made possible thanks to the leadership of Mr. **Gaurav Sunil Kumar**, Managing Director of Thai Spring Fish Co., Ltd., and Mr. **Vincenzo Crucinio**, CFO of Thai Spring Fish

Co., Ltd., whose vision continues to drive the company forward on a global scale.

We extend our sincere appreciation to Chef **Gerardo Calabrese** for his artistry and dedication, and to all professionals from the F&B, hospitality, and retail industries who joined us for this memorable occasion.

the Thai-Italian Chamber of Commerce look forward to nurturing new partnerships and sharing more extraordinary culinary journeys together.



www.thaispringfish.co.th

BEYOND JOB TITLES: REDEFINING THE FUTURE OF WORK IN THAILAND



Bangkok, 18 July 2025 , The Thai-Italian Chamber of Commerce (TICC), in collaboration with *Kilpatrick Group*, proudly hosted a high-level business roundtable: **“Beyond Job Titles: Redefining Roles, Skills, and Structures in Times of Constant Change”** at our TICC Connect space in Bangkok.

Over 40 senior executives, HR professionals, and business leaders came together to explore how evolving skill sets, agile structures, and hybrid leadership are reshaping the modern workplace.

Key themes included:

- From fixed roles fluid capabilities
- The rise of cross-functional leadership
- Talent strategies for a role-less future

The event concluded with a warm Italian-style aperitif, creating space for meaningful networking and connection.

Special thanks to our valued sponsors for making this possible: *Boonrawd Brewery Co., Ltd., Essilorluxottica, Food Gallery Limited, Pizza Massilia, and Zanetti Formaggi.*

TICC remains dedicated to curating impactful conversations that inspire progress and drive business innovation across borders.



www.kilpatrickexecutive.com



DEFENSE AND SECURITY 2025 – BANGKOK



The **Defense & Security 2025**, taking place from 10 to 13 November 2025 at the IMPACT Exhibition Center in Bangkok, is one of Asia’s most prominent events dedicated to military and internal security. Held biennially, the exhibition brings together defense ministries, armed forces, police forces, and industry leaders from across the region and beyond.

Celebrating over 20 years of activity, the 2025 edition will highlight the latest advancements in land, air, sea, and cyber defense technologies, featuring over 500 companies and numerous national pavilions. It serves as a strategic platform for showcasing cutting-edge systems—from armored vehicles and unmanned drones to communication and surveillance tools—while also encouraging dialogue through conferences and official delegations.

Supported by the Royal Thai Armed Forces and the Ministry of Defence, the event plays a key role in promoting regional cooperation, procurement opportunities, and industrial partnerships in Southeast Asia’s rapidly evolving defense landscape.

The Thai-Italian Chamber of Commerce (TICC) is proud to partner with *Thailand Defense & Security 2025*, offering a unique opportunity for Italian companies in the aerospace, defense, and security sectors to explore one of Asia’s most dynamic markets. TICC is providing a special participation package, which includes the chance to exhibit at the Institutional Booth during the 3-day event—an ideal gateway to connect with government delegations, buyers, and strategic partners from across the region.

Contact: Mr. Michele Tomea - business@thaitch.org



ADVANCED MATERIALS FOR SAFER, LIGHTER, AND GREENER AVIATION



Bangkok, 24 July 2025 – The Thai-Italian Chamber of Commerce (TICC) led an International Roundtable on Innovation in Aerospace Materials at TICC Connect, Bangkok, reaffirming its role as a bridge for knowledge-sharing and business collaboration between Thailand and the global aerospace sector.

Organized in collaboration with the *Italian Aerospace Network (IAN)*, *Kilpatrick Executive*, and *Coetek*s, the event brought together distinguished industry leaders under the theme: “**Advanced Materials for Safer, Lighter, and Greener Aviation.**”

This high-level roundtable gathered aerospace manufacturers, MRO providers, research institutes, universities, regulatory experts, and technology innovators from across Europe and Asia to discuss the latest breakthroughs in material science and their applications in aviation.

Key Themes Explored:

- **Sustainable Materials** – Cutting-edge thermoplastic composites designed to reduce aircraft weight, cut fuel consumption, and lower environmental impact.
- **Smart Materials for Cabin Interiors** – Advanced, adaptive materials that improve safety, passenger well-being, and in-flight efficiency.
- **Certification & Compliance** – Addressing international standards such as FAR/CS 25.853 and AS9100D, ensuring both innovation readiness and alignment with global aviation safety requirements.

Beyond technical discussions, the roundtable highlighted the strategic importance of international collaboration in fostering innovation. Speakers emphasized how Thailand’s growing aerospace ecosystem, combined with Italy’s expertise in advanced materials, can position the country as a regional

hub for aerospace innovation, R&D, and technology transfer. TICC extends its sincere gratitude to all speakers, partners, and participants for contributing to this dynamic exchange of expertise and insights. The Chamber remains committed to advancing high-tech industries in Thailand, while providing a platform for global and local stakeholders to co-create solutions for a safer, more sustainable, and future-ready aviation sector.



www.itaerospacenetwork.it



THAILAND AS GATEWAY: HOW ITALIAN AEROSPACE CAN SCALE ACROSS CHINA AND ASEAN

A pragmatic hub strategy — ASIANAIR HUB and IAN's operational model for SMEs to pilot, certify and scale in Asia.

Lead

China and ASEAN offer strong aviation growth, but complex regulations challenge entry. Thailand’s logistics, clusters, and supportive ecosystem make it the ideal gateway, with IAN’s ASIANAIR HUB enabling testing, partnerships, certification, and regional expansion.

1. The regional market at a glance: scale, diversity, opportunity

Asia-Pacific, driven by China and ASEAN, is a fast-growing aviation market. China leads in scale and capacity, while ASEAN shows higher growth from rising travel, cargo, and infrastructure demand.

Key market drivers:

- Post-pandemic surge in passenger traffic, boosting demand for narrow-body aircraft;
- Rising need for localised MRO and aftermarket services;
- Investment in defence modernization and ISR systems across multiple ASEAN states;
- Rapid adoption of drones and growing demand for small-satellite and EO data services.

Italian firms can target components, avionics, MRO, and drone/satellite payloads, but fragmented regulations make entry complex—especially without a regional base.

2. Why Thailand functions as a strategic regional hub

Thailand serves as a strategic regional base for companies entering Asia. Its strong logistics, growing industrial clusters, pilot-friendly spaces like TICC Connect, and skilled talent pool reduce market-entry risks, enabling firms to test solutions, build references, and scale across neighboring countries.

3. IAN’s mission and operational role: more than advisory

IAN is a consortium of Italian SMEs, partners, and academia offering hands-on support—matchmaking, certification, pilot coordination, and scaling beyond advisory. Core missions and services:

- Internationalisation support: partner identification (MROs, distributors, integrators), JV negotiation.
- Certification guidance: roadmaps for EASA/FAA and local approvals.
- Proof-of-concepts: drone BVLOS trials to MRO demos, building operational references.
- Training & workforce development: workshops, internships, and curricula aligned with Italian standards.
- Operational presence: offices and reps in key markets, reducing costs for SMEs.

This approach reduces information gaps, eases administration and accelerates contracts.

4. Collaboration with Italian Chambers of Commerce: multiplying reach and legitimacy

IAN’s regional impact is strengthened through collaboration with Italian Chambers of Commerce across Asia, offering:

1. Local access — connections to stakeholders, government, and business communities.
2. Coordinated programs — joint missions, B2B workshops, and sector roundtables that boost visibility and leads.
3. Operational support & credibility — Chambers enhance legitimacy and streamline logistics.

The ASIANAIR HUB is developed with regional Chambers of Commerce—including China, Thailand, Vietnam, Malaysia, Singapore, and the Philippines—to provide practical local support for members and participants.

5. ASIANAIR HUB: the operational gateway

Headquartered in Thailand, ASIANAIR HUB is a multi-country accelerator that gives Italian aerospace firms a Bangkok base, B2B programs, technical cooperation, and streamlined access across Asia.

What ASIANAIR HUB delivers (high level):

- Temporary office and event space for pilots, workshops, and roundtables;
- Direct links to OEMs, Tier-1s, and institutional buyers across ASEAN and China;
- Matchmaking and follow-up support to convert pilots into contracts;
- Joint R&D and training programmes with local universities and technical centres.

As a multi-country platform, ASIANAIR HUB lets companies explore multiple markets simultaneously without the fixed costs of local operations.

6. Practical roadmap for Italian SMEs: a hub-based approach

For a typical Italian SME the recommended approach is pragmatic and staged:

1. Strategic base: use Thailand (TICC Connect) plus one nearby market for 12-18 months.
2. Modular offering: package products into flexible services.
3. Pilot: run proof-of-concept via ASIANAIR HUB to gain local references.
4. Certify: secure approvals in Thailand for broader ASEAN marketability.
5. Partner & scale: expand via local MROs or distributors using Thai references.
6. Train & localize: develop certified local workforce to reduce dependence on expatriates.

IAN support: matchmaking, regulatory guidance, pilot coordination, and training to reduce risk and speed execution.

7. Measurable benefits and expected outcomes

With IAN and ASIANAIR HUB, companies gain faster market entry, lower costs, operational references, quicker access to procurement, and skilled local staff. For Italian aerospace, this means stronger visibility, SME competitiveness in high-value niches, and a more resilient export model.

Conclusion — a practical invitation

China and ASEAN offer vast potential but demand local knowledge, presence, and credible pilots. Thailand’s logistics, skills, and institutional access make it the natural hub. Through IAN and ASIANAIR HUB, in partnership with Italian Chambers in Asia, Italian firms gain a multi-country platform that turns complexity into growth.

THE BEST TIRAMISU (2ND EDITION - 2025)



Bangkok, 24 July 2025 - The Thai-Italian Chamber of Commerce (TICC) proudly hosted the second edition of its much-anticipated “**The BEST Tiramisu**” Competition on Thursday, 24 July 2025, at BITEC Bangna, Bangkok, during **TRAFFS - Thailand's Retail, Food and Hospitality Services 2025**.

Following the success of last year's event, chefs and culinary professionals once again gathered to showcase their finest renditions of Italy's most beloved dessert, Tiramisu. Participants crafted delicious, creative, and visually stunning tiramisu, with each entry judged on flavor, texture, presentation, and originality.

The competition represented a celebration of this timeless Italian dessert, inviting both professional chefs and passionate amateurs to demonstrate their expertise and creativity. Tiramisu, meaning “lift me up” in Italian, captivated participants and visitors alike with its rich layers of coffee-soaked ladyfingers, mascarpone cream, and cocoa.

TICC is pleased to announce the winners of this year's competition:

- **Traditional Category:** Chef **Luciano Favro**, Gianni Ristorante
- **Creative Category:** Chef **Alessio Fini**, Isola by Signor Sassi



The success of this event was made possible thanks to the generous support of its sponsors: *Latteria Soresina, Acqua Panna & San Pellegrino SpA, Biscotti P. Gentilini S.p.A. - Società Benefit, Global Food Products, Lavazza, Makro, Mitr Phol Group, Sino Pacific, Matilde Vicenzi 1905, and Tulip Cocoa Co-Creation Gold*. A special thank you also goes to our venue sponsor, *Kavin Intertrade Co.,Ltd.*, for providing the platform to host this competition inside **TRAFFS**.

TICC extends its heartfelt appreciation to the distinguished panel of judges for their time and expertise: **Andrea Bernardi, Michelle Goh, Parita Viriyarungsarit, Matteo Fontana, and Patty S.**, whose valuable insights contributed greatly to the success of the event.

The Tiramisu Competition continued to affirm its role in promoting Italian culinary excellence in Thailand, providing a platform for chefs to share their passion and for the public to discover the richness of Italian dessert traditions.

The BEST
Tiramisu
ที่ศูนย์การค้า





PROMOTED ARTICLE

THE GOOD WINE PROJECT TASTE. LEARN. SHARE.



At the *Good Wine Project*, our mission is simple: to bring wines to Thailand that speak of nature, tradition, and authenticity. Unlike mass-produced commercial wines, our bottles are made with minimal intervention — low sugar, low sulphites, and no unnecessary additives. Each sip reveals the purity of grapes and terroir, offering a taste that is both honest and unforgettable.

We focus on organic and biological practices, where vineyards are treated as living ecosystems. These methods avoid chemical fertilizers and pesticides, relying instead on natural cycles, compost, and biodiversity. The result is not just healthier soil, but wines with greater depth, energy, and character. It's a philosophy that respects both the land and those who drink from it.

Among our collection, one highlight is Prosecco — but not the sugary, generic versions often found on supermarket shelves. Our selection features artisanal producers crafting sparkling wines of elegance, finesse, and balance. From the crisp freshness of an organic Prosecco to the complexity of a traditional Col Fondo, these bottles prove just how versatile and food-friendly true Prosecco can be.

This passion has earned me the affectionate nickname “*Khun*

Prosecco” among friends and clients, a reminder that wine is not only about drinking, but about sharing stories, experiences, and culture.

At *The Good Wine Project*, we invite you to taste differently: to discover wines that inspire curiosity, spark conversation, and celebrate the beauty of simplicity.

“Prosecco can be elegant, complex, and food-friendly — not just sweet bubbles. My goal is sharing my passion, knowledge and love for this golden liquid. That’s why they call me Khun Prosecco.”

Contact:

TGW Project Limited
1126/2 Vanit Building 2, Room N.1604/2,
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near.tl/thegoodwine

BUONDEE EPISODE 9: “A JOURNEY INTO ITALIAN EXTRA VIRGIN OLIVE OIL”



Bangkok, 31 July 2025 - The Thai-Italian Chamber of Commerce (TICC) successfully hosted the ninth edition of its BuonDee series at TICC Connect, Bangkok.

This special event marked the first collaboration with the *Fondazione EVOO School* and *Unaprol, the Italian Olive Producers Consortium* - and focused on promoting the quality, authenticity, and regional richness of 100% Italian Extra Virgin Olive Oil (EVOO).

Aimed at chefs, sommeliers, and professionals from the food and beverage industry, the event featured a hybrid format, combining a live tasting experience with an online masterclass led by a certified Professional Taster from Italy. Participants had the opportunity to explore a variety of **EVOOs** from different Italian regions, learning to assess their sensory profiles through aroma and taste, and understanding their use in both raw and cooked applications.

The session also emphasized the importance of **PDO** (Protected Designation of Origin) and **PGI** (Protected Geographical Indication) certifications, key indicators of traceability, quality, and authenticity in Italian agricultural products.

This initiative reflects TICC’s continued mission to foster cross-cultural exchange and support professional development in Thailand’s culinary landscape through meaningful educational experiences. The Thai-Italian Chamber of Commerce extends its sincere appreciation to *the Fondazione EVOO School* and *Unaprol* for their collaboration and valuable contribution.

For updates on future BuonDee sessions and other TICC events, visit www.thaitch.org



www.evooschool.it



PASTA DAY WITH RUSTICHELLA D’ABRUZZO AND “APERITIVO ITALIANO”, NETWORKING EVENT





หอการค้าไทย-อิตาลี
THAI - ITALIAN
CHAMBER OF COMMERCE



LABORAZIONE ARTIGIANALE
rustichella d'abruzzo

Pasta Day

A Fusion of Cultures

Monday, 15th September 2025
16:30 - 20:00
@ The Food School, Bangkok

Professional Networking



The Thai-Italian Chamber of Commerce (TICC) is pleased to announce the second edition of **Pasta Day with Rustichella d’Abruzzo. A Fusion of Cultures** on 15th September 2025, from 16:30 to 20:00 at the Food School Bangkok. This exclusive event is dedicated to Chefs, Hospitality & F&B operators, Media, and Influencers, offering a unique opportunity to explore the artistry of pasta through live cooking, tastings, and networking.

Event Concept & Layout
Pasta Day is designed as both a professional and casual networking event where industry operators can interact, exchange ideas, and walk around the venue to taste recipes created by five different chefs. *The Food School Bangkok*, equipped with five open kitchens (incubators), will host live stations where each chef will prepare a unique interpretation of Rustichella d’Abruzzo pasta, showcasing its variety of shapes and high-quality features in diverse culinary styles. This interactive layout allows guests to experience the versatility of Rustichella pasta in premium gastronomy while fostering connections within Thailand’s food and hospitality community.

Additionally, the event will host the monthly **“Aperitivo Italiano”**, a networking gathering for members and friends of the Chamber, providing an informal space to meet, socialize, and strengthen professional relationships.

Event Details:
Date: Monday, 15th September 2025
Time: 16:30-20:00
Venue: The Food School, Bangkok
Target Attendees: Chefs, Hospitality, F&B operators, Media & Influencers
Expected Number of Guests: 100 - 150 pax

Ticket:

- **Free of Charge for target attendees** [Chefs, Hospitality, F&B operators, Media & Influencers]
- **Member Price:** 950 THB net per person
- **Non-Member Price:** 1200 THB net per person
- **Walk-in Price, Member & Non-member:** 1500 THB net per person

***Non-target attendees can join, upon registration and payment, only for the networking session from 18:00-20:00.*

Agenda:
16:30-17:00: Welcoming guests
17:00-18:00: Professional MasterClass with Rustichella d’Abruzzo
18:00-20:00: Networking Event with chefs’ activities

Secure your spot to discover, taste, and network while elevating your understanding of premium Italian pasta and expanding your professional connections.

Contact Details:
For any inquiry, please contact:
Mr. **Giuseppe D’Onofrio**, Trade Department
E: trade@thaitch.org
T: 66 (0) 22558695 ext. 102



www.rustichella.it

PIAZZA ITALIANA: A TASTE OF ITALY IN THE HEART OF BANGKOK



The Thai-Italian Chamber of Commerce (TICC) proudly presents **Piazza Italiana: A Taste of Italy in the Heart of Bangkok** — a prestigious new platform dedicated to promoting **Made In Italy** across diverse industries and honoring authentic Italian culinary establishments in Thailand.

This professional B2B networking event is designed to connect Italian brands with key players in the Thai market, fostering business development, cultural exchange, and greater brand visibility. Taking place in the elegant setting of Gaysorn Urban Resort, Piazza Italiana will serve as a vibrant showcase of Italian innovation, tradition, and lifestyle.

Event Highlights Italian Industry Showcase

Piazza Italiana features sector-dedicated exhibition zones where Italian companies and sponsors can present their products and services to a curated audience of professionals.

Key industries include:

- Food & Beverage
- HoReCa
- Fashion & Design
- Furniture
- Jewelry
- Tourism

B2B Booths & Networking

Engage directly with Italian brands through interactive booths, tastings, and product demonstrations. Build new connections and explore collaboration opportunities within a high-profile professional setting.

Cultural Experience

Enjoy a selection of live performances, Italian music, and artistic elements that immerse guests in the rich cultural atmosphere of Italy.

Ospitalità Italiana Award Ceremony

The event will include the official award presentation for the Ospitalità Italiana certification — recognizing restaurants, pizzerias, and gelaterias in Thailand that meet the highest standards of authentic Italian hospitality.

Ospitalità Italiana is an international certification program that promotes and protects true Italian culinary heritage abroad. Established by ISNART (National Institute of Tourism Research – Rome), the certification is granted only to establishments that strictly adhere to quality and authenticity standards.

Learn more: www.ospitalita-italiana.com



GOALS & IMPACT

- **Promote Made in Italy:** Showcase the innovation, craftsmanship, and design quality of Italian products to a targeted Thai audience.
- **Support Italian Brands:** Offer a strategic platform for Italian businesses to expand their reach and develop partnerships in Thailand.
- **Celebrate Italian Culture:** Deliver immersive experiences that reflect the essence of Italian lifestyle, cuisine, and creativity.
- **Facilitate Business Growth:** Encourage dialogue and collaboration through meaningful B2B connections between Thai and Italian stakeholders.

Interested in joining as a sponsor?

Contact: Mr. **Giuseppe D'Onofrio**, Project Manager
Email: trade@thaitch.org
+66 (0) 2255 8695 ext. 102

EDUCATION FORUM 2025: REGGIO EMILIA & MONTESSORI APPROACHES



The Thai-Italian Chamber of Commerce (TICC) is delighted to announce the **“Education Forum 2025”**, on Saturday, 4 October 2025, in collaboration with BimBi Italiani, well-known companies, and TICC member schools and universities.

What is the Education Forum?

The Thai-Italian Chamber of Commerce’s Education Forum is a platform developed to provide information and showcase our education partners to facilitate easy access to the tools and resources needed to support a superior experience for scholars, professional enthusiasts, and students.

What is the Education Forum on Reggio Emilia & Montessori Approaches?

The Education Forum on Reggio Emilia & Montessori Approaches is a one-day event in central Bangkok, bringing together families, educators, and schools for expert talks, live demonstrations, and interactive ateliers. Parents gain valuable insights, while children enjoy creative, hands-on activities.

Expected visitors: Families, students, job seekers, young professionals, and recent graduates

Media coverage: Local press + TICC digital channels + event photography and video

Why You Should Join as a Visitor

For Parents & Practitioners: Learn Montessori & Reggio Emilia principles, meet educators and schools, and gather practical ideas for your child’s development.

For Children: Enjoy interactive ateliers, hands-on activities, and a safe, engaging environment to explore and learn.

For the Whole Family: Spend the day learning, creating, and discovering, all for free, taking home inspiration and valuable connections.

What to Expect

Inspiring talks from Montessori & Reggio Emilia experts, hands-on creative ateliers, and opportunities to connect with schools, education brands, and child-centered products.

Talk Highlights

Montessori 101: Learn the principles that empower children to lead their own learning.

Montessori in Everyday Life: Practical tips for applying Montessori at home and in classrooms.

Reggio Emilia: Discover how creativity, relationships, and environment shape development.

The Atelier as a Thinking Space: Explore art, nature, and materials as tools for learning.

Time: 10:00 - 17:00

Venue: Emquatier, Q Stadium, M Floor

Are you interested in learning more about the event and sponsors?

Contacts:

Ms. **Angela** at marketing@thaitch.org or call +66 (0) 2255 8695 ext. 106 for ENG/THA

Mr. **Michele** at business@thaitch.org or call +66 (0) 2255 8695 ext. 115 for ITA/ENG

ITALIAN PEDAGOGICAL EXCELLENCE: REGGIO EMILIA AND MONTESSORI APPROACHES IN EDUCATION AND BEYOND

Italy is celebrated worldwide for its design, cuisine, and cultural heritage. Less visible, but equally powerful, is its contribution to education. Two Italian approaches—the **Montessori Method** and the **Reggio Emilia Philosophy**—have become global benchmarks of innovation, shaping schools, parenting, and even industries far beyond the classroom. Today, they are gaining new relevance in Thailand, where education is undergoing rapid change.

Italian Origins and the Child at the Center

Both **Montessori** and **Reggio Emilia** were revolutionary in placing the **child at the center of learning**.

Dr. **Maria Montessori**, Italy's first female physician, developed her method in the early 1900s after observing that children learn best through independence and hands-on experience. In Montessori classrooms, teachers act as guides, children work with carefully designed materials, and autonomy is valued as highly as knowledge. Today, more than **25,000 schools in over 140 countries** follow this model.

The **Reggio Emilia Approach**, meanwhile, was born after World War II in Northern Italy, when educator **Loris Malaguzzi** and local parents created schools that viewed children as capable, creative, and resourceful. Learning unfolds through projects and what Malaguzzi called "*the hundred languages of children*"—from art and music to movement and storytelling. Central features include the **atelier**, a workshop space for experimentation, and the environment itself as a "**third teacher**." Both approaches affirm children's potential, but **Montessori** emphasizes independence through structure, while **Reggio** highlights creativity, collaboration, and expression.

From Classrooms to Families

The greatest impact of these approaches remains in schools, where they continue to challenge traditional teacher-centered systems. Montessori classrooms feature child-sized furniture and materials that encourage exploration and concentration. Reggio schools document children's projects with photos and drawings, turning classrooms into living galleries that involve families in the learning process.

Increasingly, parents are adopting these principles at home. Montessori-inspired homes feature low shelves and child-accessible spaces that transform cooking, cleaning, or dressing

into learning opportunities. Reggio-inspired families encourage artistic expression, outdoor exploration, and conversations that value children's ideas. In Bangkok, for example, families set up Montessori play corners or join Reggio playgroups where art and nature are central. What began as school models has evolved into a **parenting culture** that reshapes everyday life.

Beyond Education: A Broader Influence

Montessori and **Reggio Emilia** now extend into industries that serve families. In **furniture and interior design**, child-centered layouts and natural materials mirror their principles. The global **educational toy market**, projected to reach **USD 132 billion by 2030**, is heavily shaped by Montessori sensorial toys and Reggio-style open-ended materials. Architecture and hospitality are also embracing these ideas, with hotels, museums, and community centers around the world incorporating ateliers and child-friendly spaces. Italian pedagogy has become part of the broader "**Made in Italy**" brand, influencing how families learn, live, and play.

Montessori in Practice

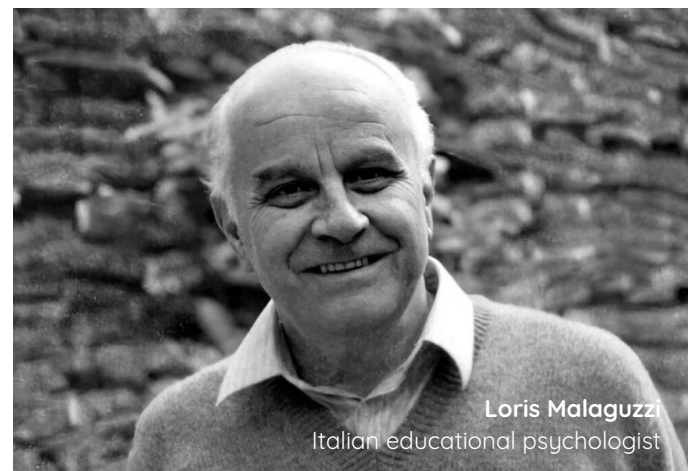
The strength of Montessori lies in its **prepared environment**—a classroom or home where children can choose activities that support their development. Practical life exercises such as cooking or gardening build confidence and responsibility, while sensorial materials prepare children for abstract concepts in mathematics and language. In Thailand, Montessori programs are found in leading international schools, and parents increasingly purchase Montessori kits or attend workshops. Its appeal lies in showing that education is not confined to school but embedded in everyday life.

Reggio Emilia: Identity, Art, and Community

The Reggio Emilia philosophy sees the child as a competent learner whose identity is shaped through community and creativity. The **atelier** is central, offering children tools to explore questions through many "*languages*"—painting, music, movement, or digital media. Learning is project-based and often connected to the environment, whether through recycled materials or time in nature. Documentation—through photos, journals, and exhibitions—turns schools into showcases of children's ideas. In Thailand, Reggio-inspired preschools integrate these values with local traditions, weaving Thai crafts and storytelling into ateliers that highlight both global innovation and cultural identity.



Dr. Maria Montessori
Italy's first female physician



Loris Malaguzzi
Italian educational psychologist



Credit: Image courtesy of Kidsburgh, by Renee Rosensteel

Relevance in Thailand

Thailand's education landscape is evolving rapidly. The number of international schools has grown from **92 in 2000 to more than 230 in 2023**, many of which adopt Montessori and Reggio practices. At the same time, national reforms are promoting **flexible learning pathways, equity, and creativity**—goals that align directly with Italian pedagogy. Parents are also turning to these approaches, from Montessori nurseries in Bangkok to Reggio-inspired playgroups in Chiang Mai. Businesses, from toy shops to interior designers, are beginning to incorporate these models, creating a wider ecosystem where Italian educational philosophy is becoming part of everyday Thai life.

Education Forum 2025: A First Entry Point

Against this backdrop, the **Made in Italy - Educational Forum on Reggio Emilia & Montessori Approaches** will take place in Bangkok on **4-5 October 2025**, co-organized by **BimBi Italiani** and the **Thai-Italian Chamber of Commerce (TICC)**.

This will be the **first event in Thailand** dedicated to Italian pedagogical excellence. The Forum will bring together educators, parents, school leaders, toy and furniture designers, and cultural institutions to explore how **Montessori** and **Reggio Emilia** can shape the future of education in Thailand. It will not only highlight classroom practices but also showcase applications in parenting, design, and community development.

BimBi Italiani, the cultural network connecting Italian families worldwide, and TICC, the bridge between Italy and Thailand in business and culture, are uniquely positioned to lead this

initiative. For schools seeking innovation, parents eager to enrich family life, and businesses looking to align with family-centered design, the Forum offers a unique platform to engage, connect, and collaborate.

By bringing these approaches to the forefront, the Forum affirms Italy's role as a leader in educational innovation and gives Thailand a powerful entry point into models that combine global recognition with local adaptability. It is not just a showcase, but a call to co-create the future of education—rooted in creativity, identity, and the child at the center.



www.bimbiitaliani-eng.com
info@bimbiitaliani.com



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THAI - ITALIAN
CHAMBER OF COMMERCE

SAVE THE DATE

TICC
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GALA DINNER

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

Reservation and Sponsorship Opportunities



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7 August 2025 | 2.30 pm - 5.30 pm
Thai Italian Chamber of Commerce
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New Petchaburi Rd, Makkasan, Ratchathewi, Bangkok 10400
Free of Charge (FOC)
Limited only 20 participants
SPONSORED BY
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2025 ORIENTATION DAY
A TICC morning networking exclusively for new and fellow Members
Date: Wednesday, 27th August 2025
Time: 9.30-11.45 am.
Venue: Vanit Place Building 2, 16th Floor, Room 1601 A-B, 1126/2 New Petchaburi Rd, Makkasan, Ratchathewi, Bangkok 10400
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PROFESSIONAL MASTERCLASS
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15th September 2025
10:00 - 14:30
@ The Food School Bangkok
Mr. Giuseppe D'Onofrio, Trade Department
trade@ttritch.org / 66 (0) 2256 8696 ext. 102
Sponsors: Artisan, GIOIELLA, fiamma, Solania, BRENTINA, THE FOOD SCHOOL



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A Fusion of Cultures
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