Jan 2026

T-AB

THAI-AMERICAN BUSINESS

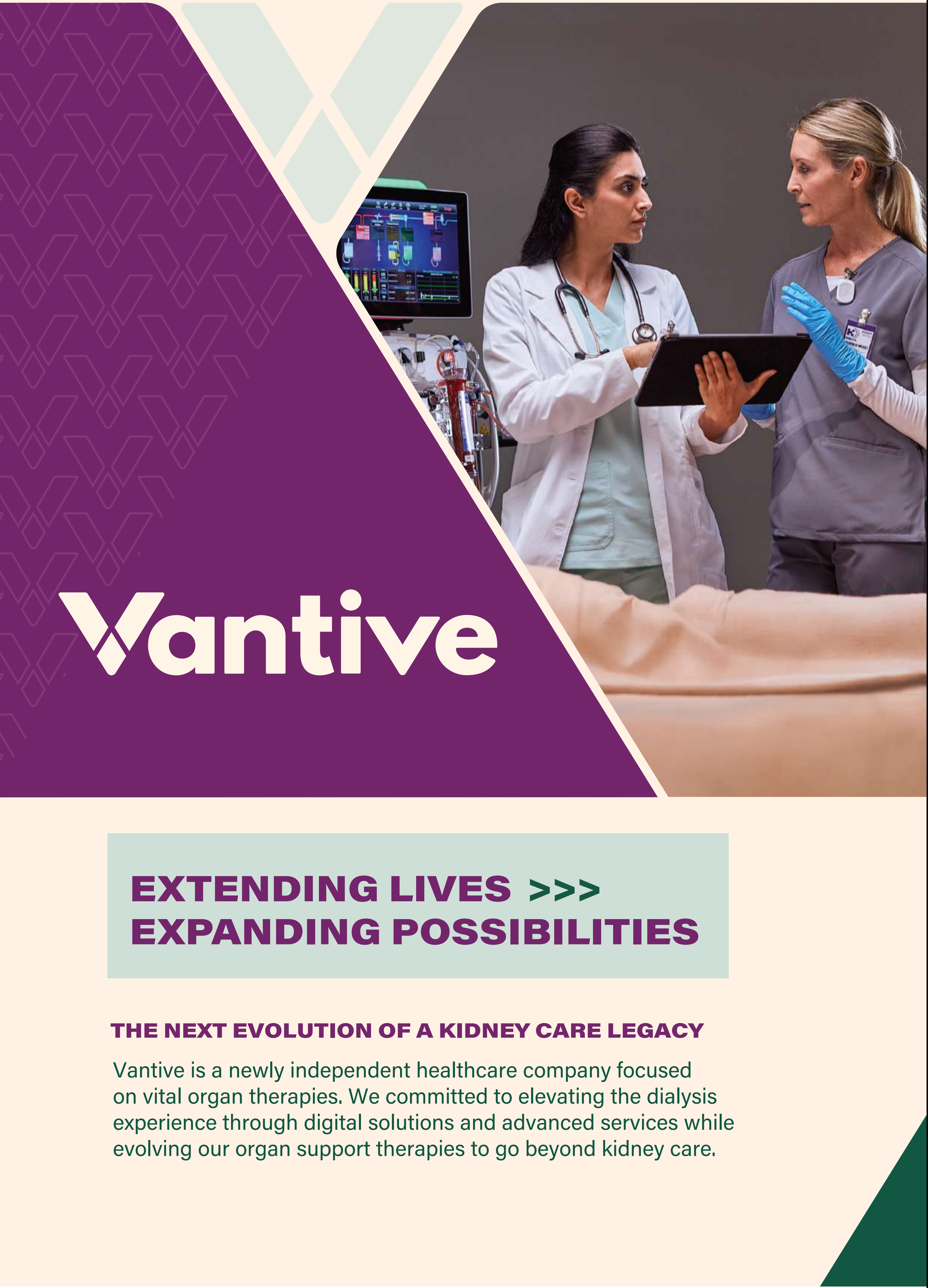
INSIDE THIS ISSUE:

CORPORATE FRAUD IN THE WORKPLACE AND ASSET RECOVERY RISKS IN THAILAND

HOW TO ENSURE YOUR BRAND SUCCEEDS IN THE ANSWER ECONOMY

REVOLUTIONIZING THAI DURIAN TRACEABILITY

LEADING THAILAND'S FINANCIAL FUTURE


Vantive
EXTENDING LIVES >>>
EXPANDING POSSIBILITIES
THE NEXT EVOLUTION OF A KIDNEY CARE LEGACY
Vantive is a newly independent healthcare company focused on vital organ therapies. We committed to elevating the dialysis experience through digital solutions and advanced services while evolving our organ support therapies to go beyond kidney care.


A "new generation" of mass storage.
Seagate delivers modern self-healing technology and higher performance.
EXOS™
SEAGATE
SEAGATE

Contents

Thai-American Business
ISSN-T-A 0125-0191
January 2026

EXCLUSIVE TIER MEMBERS 2026

PLATINUM

GOLD

SILVER

T-AB Magazine is a publication by The American Chamber of Commerce in Thailand.

101 True Digital Park, Griffin Building, Level 12A, Unit No.12A-06, Sukhumvit Road, Bangchak, Phra Khanong, Bangkok 10260
Tel: +66 (0)2 119 3350
www.amchamthailand.com

Editorial Advisory Board:
Heidi Gallant

Editors:
Varsha Wadhwani
Phenphitchaya Chapanon

Letter from the Executive Director

Dear Members,

Happy New Year! As we step into 2026, I want to take a moment to reflect on the incredible journey we've shared and the exciting opportunities ahead. Last year, AMCHAM continued to strengthen its role as a trusted partner for businesses navigating Thailand's dynamic landscape. From policy advocacy and digital transformation initiatives to community engagement and education programs, your support has been the driving force behind our success.

This year marks AMCHAM's 70th anniversary in Thailand—a milestone that speaks to our resilience, adaptability, and commitment to fostering a competitive and inclusive business environment. We will celebrate this legacy with events that honor our history while looking forward to the future of innovation, sustainability, and collaboration.

Our councils and committees remain at the forefront of shaping conversations on critical issues—from AI-driven commerce and digital law to ESG practices and workforce development. I encourage you to stay engaged, share your expertise, and leverage the Chamber's platform to amplify your voice.

As we prepare for upcoming programs, including site visits, networking events, and thought leadership forums, let's continue to build meaningful connections and champion initiatives that create shared prosperity for both Thailand and the U.S.

Thank you for your unwavering support and dedication to our community. Here's to a year of growth, collaboration, and impact!

Sincerely,

H Gallant

Sincerely,
Heidi Gallant
Executive Director

AMCHAM 2026/2027 BOARD OF GOVERNORS

Chatit Huayhongtong
AMCHAM President
President
Chevron Thailand

Sondra Sutton Phung
AMCHAM Vice President
General Manager - Global Truck
Ford Motor Company

Raymond Deidrick
AMCHAM Vice President
VP & General Manager – ASEAN
Ingredion Incorporated

Norachet Saetang
AMCHAM Vice President
Country Manager – Senior Vice President
Seagate Technology

Philip Bernard
AMCHAM Vice President
Senior Vice President, Global HDD Operations
Western Digital

Winnie Wong
AMCHAM Treasurer
Country Manager
Mastercard

Ririnda Tangtatswas
AMCHAM Secretary
Chief Strategy & Innovation Officer
Betagro Group

Wiyada Srinaganand
AMCHAM Governor
Managing Director
3M Thailand

Narumon Chivangkur
AMCHAM Governor
Citi Country Officer & Banking Head
Citibank

Sasathorn Phaspinyo
AMCHAM Governor
Managing Director
FedEx Thailand

Anothai Wettayakorn
AMCHAM Governor
Managing Director
IBM Thailand

Charles Blocker
AMCHAM Governor
CEO
IC Partners

Asama (Prae) Dumrongmongcolgul
AMCHAM Governor
Country Director
Meta

Idara Huang
AMCHAM Governor
Managing Director
Mondelez International

Mark Kuo
AMCHAM Governor
Cluster Lead, Vietnam and Thailand
Pfizer Thailand

How to Ensure Your Brand Succeeds in the Answer Economy

By Pattiya Tanaphol, ABM Connect

It is the most fundamental shift in digital marketing since Google first appeared in 1998. So, let us get right into it: What is the answer economy?

The answer economy is artificial intelligence (AI) search now providing answers to users' questions, not just links to websites. These responses are triggering users' buying journeys. Many users no longer visit a website at all, a trend known as "zero click."

AI answer engines such as Google AI Summaries, ChatGPT, and Perplexity synthesize answers using trusted brand content. To succeed in the answer economy, your brand must show up in these AI-generated answers. Otherwise, it is invisible.

How Big is the Shift to the Answer Economy?

It is significant. A McKinsey & Company report from October 2025 says that half of consumers now use AI search. By 2028, it could affect 750 billion U.S. dollars in revenue. McKinsey warns that 20 to 50% of search traffic is at risk as AI influences buying choices before websites do.

You must shift from the search economy, where clicks and keywords matter, to the answer economy. AI shows answers from brands it trusts. If your brand lacks authority, AI will not trust it. Your brand will not be included in its answers, causing you to miss opportunities.

With AI answer engines giving direct responses, established companies are vanishing from search results. Not because they failed to share their stories but because AI chose not to listen. It found them unhelpful or lacking trust, so they were left out.

"Brands are vanishing not because they failed to tell their story, but because AI chose not to listen."

How to Get Your Brand Included in AI Answers?

To get your brand cited in AI-generated answers, you need to focus on AI optimization (AIO). This process involves:

- Identifying the questions your customers ask.
- Giving clear answers starting with your website.
- Spreading that content across other reliable online sources to build the authority and trust AI search engines want.

This is where public relations come in. Industry benchmarks show that 89% of citations in AI answers are from earned media and authoritative sources.

AI algorithms do not just read your content; they evaluate its credibility. Marketing executives can no longer buy visibility. You need informative content in reputable places online where AI answer engines can find it.

With its ability to create and place diverse targeted content online, PR is a natural fit for AI optimization.

"In this environment, AI algorithms do not just read your content; they judge your credibility."

What Role Does Public Relations Play in AI Optimization?

Public relations builds exposure for your content. The more your brand is mentioned in reliable sources online, the more AI answer engines trust it. A recent study by PR software platform Muck Rack showed 95% of references cited by AI are non-paid coverage, and around 27% are media stories.

Once seen as a support function, public relations is now the strategic backbone of brand visibility in the AI era.

AI engines want content that signals deep levels of trust. This includes coverage in credible media, expert commentary, and citations on government or academic websites. Together, PR and AI shape how people perceive your brand. PR builds reputation, while AI distributes and validates it.

"PR is no longer about making noise. It is about creating signals that AI recognizes and trusts."

What is the Difference Between SEO and AIO?

SEO (Search Engine Optimization) aims to rank your website high in search results to drive clicks. AIO focuses on getting your brand cited in AI-generated answers by building trust.

AI does not see brands the way humans do. It sees clusters of content, semantic relationships between topics, and trust signals that determine if your content is authoritative enough to be cited. Without these signals, even the most polished campaign becomes invisible in the AI ecosystem.

"Visibility is no longer a matter of buying reach; it is about being referenced."

How Should You Structure Your Communications for AIO?

You need to structure your communications around three dimensions to succeed in the answer economy by being featured in AI answer engines:

1. Reach & Orchestration (Earned Media)

For AI visibility, earned media is the anchor of trust. AI answer engines rely heavily on third-party validation using E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness). This means strategically orchestrating your stories across various platforms including articles, videos, and social media posts. Consistent messaging reinforces authority across your entire digital footprint.

2. Readiness & Semantic Design (Technical Expertise)

Your content must be structurally designed to help AI recognize it from a technical perspective. This includes schema, which is simple labels that identify different types of content. Entities that identify things such as an executive, product, or author consistently across all content. Information designed into small "nuggets" that make it easy for AI to extract and cite.

3. Results & Trust Measurement (Data Literacy)

Traditional KPIs do not apply to AIO. You must measure trust, not just traffic. Key metrics include AI citations that show how often your brand is referenced by an AI model. Answer Share is the percentage of queries in which your brand is chosen as the definitive answer.

How Does Evergreen Content Help With AIO?

Evergreen content is fact-based and remains relevant for a long time. Releasing and updating this reliable content builds trust with AI answer engines. Think of it as feeding the AI with clear, consistent proof of your brand's expertise and authority.

"The real win is when AI cites your brand as a trusted reference, organically and repeatedly."

Final thoughts: From Being Found to Being Chosen

As AI takes over the first layer of discovery, human creativity becomes even more valuable. Brands that provide helpful, authentic information build trust and stay discoverable. We call this philosophy Authenticity Builds Meaningful Impact. It is a way of blending data intelligence with human storytelling to help brands stay seen, trusted, and felt by both customers and AI answer engines.

Pattiya Tanaphol is Senior Strategy & Planning Manager at ABM Connect. She has eight years of media and communications planning experience. With a strategic and data-driven approach, she drives impactful end-to-end solutions that strengthen PR effectiveness and guides clients through customer journey mapping to support customer-led growth.

Click here to register

Revolutionizing Thai Durian Traceability: A Technological Recipe for Trust and Triumph

By Tai Pham, Bangkok Silicon

The Golden Fruit's Thorny Path: Challenges in Thailand's Durian Supply Chain

Thailand's durian, the revered "King of Fruits," is a cornerstone of the country's agricultural economy and a globally sought-after delicacy. However, the journey from Thai orchards to international consumers is fraught with challenges that threaten its premium status and market dominance. Key pain points include ensuring consistent quality, combating fruit fraud, meeting stringent import regulations, and overcoming fragmented traceability systems. These issues not only lead to economic losses but also risk eroding consumer trust and undermining Thailand's competitive edge amid rising competition from neighboring countries.

The lack of a robust, transparent, and unified traceability system remains a critical vulnerability. Incidents of unripe, poorly handled, or fraudulently labeled durians entering the market can have severe repercussions. As major export markets like China tighten import standards, demanding comprehensive "farm-to-fork" traceability, the urgency for Thailand to modernize its durian supply chain has never been greater.

A Technological Quartet: AI, IoT, Blockchain, and Cloud Computing to the Rescue

Fortunately, a suite of advanced technologies - Artificial Intelligence (AI), the Internet of Things (IoT), Blockchain, and Cloud Computing offers powerful, interconnected solutions to build a resilient, transparent, and efficient traceability system for the Thai durian industry.

IoT: Eyes and Ears on the Ground (and in Transit)

Imagine durian orchards equipped with smart sensors monitoring moisture, nutrient levels, and microclimates. This data empowers farmers to adopt precision agriculture, optimizing fruit development and yield.

Farm-Level Monitoring: IoT sensors can track growth stages, predict optimal harvest times, and even detect early signs of disease or pest infestation. This enables better quality control from the very beginning.

Supply Chain Transparency: During transit and storage, IoT devices with GPS and environmental sensors (monitoring temperature, humidity, and shock) can be attached to shipments. This provides real-time data on handling conditions, ensures adherence to quality protocols, and identifies any breaches that could affect shelf life or ripeness. For instance, if a refrigerated container malfunctions, an alert can be sent instantly.

AI: The Brains of the Operation

AI algorithms can analyze vast amounts of data collected by IoT devices, transforming raw information into intelligent actions and predictions.

Automated Quality Assessment: AI-powered image recognition and sensor data analysis can revolutionize durian grading. Systems can be trained to identify ripeness levels, detect internal defects (like hollow chambers or pest damage) non-invasively, and flag fruits with potential chemical residues. This automates a traditionally labor-intensive and subjective process, ensuring consistency and accuracy.

Demand Forecasting and Optimization: AI can analyze historical sales data, market trends, and even external factors like weather patterns in export markets to predict demand. This helps optimize harvest schedules, reducing post-harvest losses, and ensure the right amount of durian reaches the right markets at the right time.

Pest and Disease Prediction: By analyzing environmental data from IoT sensors and historical pest/disease outbreak patterns, AI models can predict potential risks, enabling proactive targeted interventions, thus minimizing crop losses and the need for excessive pesticide use.

Blockchain: Trust and Transparency

Blockchain technology provides a secure, transparent, and immutable ledger for recording every transaction and movement of durian throughout the supply chain.

- **Combating Counterfeiting and Ensuring Authenticity:** Each durian or batch can be assigned a unique digital identity on the blockchain at harvest. This identity, often linked to a QR code, can store information about its origin farm, harvest date, quality certifications, and journey through the supply chain. Consumers and importers can scan the QR code to verify the authenticity and provenance, significantly reducing the risk of purchasing counterfeit or misrepresented durians. This is particularly crucial for premium varieties like Monthong.
- **Enhanced Transparency and Accountability:** All stakeholders – including farmers, processors, exporters, logistics providers, and retailers – can record their interactions with the product on the blockchain. This creates a transparent and auditable trail, making it easier to identify bottlenecks, trace sources of contamination or quality issues, and hold responsible parties accountable.

Streamlined Compliance: Blockchain simplifies compliance with complex import regulations by providing an easily verifiable, tamper-proof record of compliance with phytosanitary standards, pesticide limits, and other requirements.

Cloud Computing: The Central Nervous System

Cloud computing provides a scalable and accessible platform that underpins the entire system, enabling the storage, processing, and sharing of data generated by IoT devices, analyzed by AI, and secured by blockchain.

- **Centralized Data Management:** Cloud platforms can handle the massive volumes of data generated throughout the durian supply chain, making it accessible to authorized stakeholders in real-time, regardless of their location.
- **Scalability and Cost-Effectiveness:** Cloud solutions offer flexibility to scale computing resources up or down based on demand, reducing the need for significant upfront investment in IT infrastructure.
- **Collaboration and Integration:** Cloud-based platforms facilitate seamless data sharing and collaboration among supply chain stakeholders, breaking down information silos

and fostering a more integrated and responsive ecosystem. Analytical dashboards hosted on the cloud can provide comprehensive insights into supply chain performance, quality trends, and market dynamics.

Benefits Across the Value Chain

The adoption of these advanced technologies promises significant benefits for all stakeholders:

- **Farmers:** Improved crop management, better yields, fair pricing based on verified quality, and direct access to market information.
- **Exporters and Processors:** Enhanced quality control, reduced losses from spoilage and counterfeiting, streamlined logistics, and easier compliance with international standards, strengthening their brand reputation.
- **Consumers:** Greater assurance of fruit quality, safety, and authenticity, increasing confidence and willingness to pay premium prices.
- **Regulatory Bodies:** More effective monitoring and enforcement of food safety and quality standards, and faster traceability in the event of safety incidents.
- **The Thai Durian Industry:** A strengthened global reputation, increased competitiveness, improved market access, reduced economic losses, and greater sustainability.

Navigating the Path to Adoption

While the potential is immense, the widespread adoption of these technologies in Thailand's durian sector will require a concerted effort. Key considerations include:

- **Investment and Infrastructure:** Initial investment in hardware, software, and digital infrastructure will be necessary.
- **Digital Literacy and Training:** Farmers and other supply chain participants will need training and support to effectively use these new tools.
- **Standardization and Interoperability:** Establishing common data standards and ensuring interoperability between the systems will be crucial.
- **Data Governance and Security:** Clear protocols for data ownership, access, and security must be established to protect sensitive information.
- **Public-Private Partnerships:** Collaboration among government agencies, technology providers, industry associations, and academic institutions will drive innovation and facilitate adoption.

Cultivating a Future of Excellence

This technological transformation will not only address current pain points related to quality, fraud, and transparency but also solidify Thailand's position as the premier global supplier of high-quality, trustworthy durian. The journey requires commitment and collaboration, but the reward – a more resilient, efficient, and reputable durian industry – is well worth the endeavor. It is time to invest in a technological recipe that will ensure the "King of Fruits" continues its golden reign for generations to come.

Tai Pham is the Chief Executive Officer of both BKS and VNS. His expertise centers on leveraging cutting-edge technologies, including AI, GenAI, Agentic AI, IoT, Computer Vision, Blockchain, and Cybersecurity. He maintains a particular focus on accelerating Digital Transformation within the agriculture sector.

Leading Thailand's Financial Future

Ornkanya (Mook) Pibuldham is the Thailand Country Executive of Bank of America.

"Despite global market volatility and uncertainties. Thailand remains an attractive investment destination in Southeast Asia."

What major shifts do you see shaping Thailand's financial landscape in 2026?

Despite global market volatility and uncertainties. Thailand remains an attractive investment destination in Southeast Asia. The country continues to benefit from policy continuity, as previous government's initiatives focused on building the new "S-curve" industries and attracting foreign direct investment (FDI).

Thailand's capital market is among Southeast Asia's most liquid markets, with equity trading typically around USD 1.0–1.3 billion per day and a large, active bond market. Subdued inflation and an accommodative monetary policy environment would create favorable conditions for high-quality issuers to access competitive funding costs, thereby enabling expansion.

A major structural shift will come from data center investments, driven by surging global computational demand.

"Thailand's capital market is among Southeast Asia's most liquid markets, with equity trading typically around USD 1.0–1.3 billion per day and a large, active bond market."

How are global macroeconomic uncertainties influencing how Thai businesses plan and execute strategy today?

Global macroeconomic uncertainties, from FX and Interest rate volatility to geopolitical factors, are reshaping corporate strategies. Interestingly leading Thai businesses are not waiting for clarity. Instead, they are executing business decisions with discipline and agility.

Key trends include:

- Export diversification toward higher-margin tech and industrial orders.
- Regional expansion strategies that reduce reliance on single markets.
- Active FX and commodity hedging to protect margins.
- Strategic partnerships with global tech firms, positioning Thailand as a regional hub for innovation and digital infrastructure.

Near-term trade policy developments remain an area of attention. However, the business community and policy makers are confident that Thailand will return to the negotiation table in a timely manner, ensuring continued trade momentum.

What leadership qualities are becoming essential for executives navigating Thailand's rapidly evolving business environment?

Executives navigating Thailand's business landscape must demonstrate strategic resilience and discipline. Essential qualities include:

- Multi-scenario playbooks to manage tariffs, FX volatility, rate paths, and ways to mitigate the impact of natural disasters.
- Pre-wired capital decisions for rapid pivots as conditions change.
- A partnership mindset, fostering cross-sector collaboration to unlock growth opportunities in an interconnected economy.

The ability to combine foresight with flexibility will define successful leadership in 2026 and beyond.

"The ability to combine foresight with flexibility will define successful leadership in 2026 and beyond."

As AMCHAM marks 70 years in Thailand and as one of the founding members, how do you see the organization shaping the country's business landscape and supporting its continued evolution?

As AMCHAM celebrates 70 years in Thailand, its role in shaping the country's business landscape remains as vital as ever. Bank of America is honored to have been among AMCHAM's founding members, joining the Chamber in 1956.

50TH YEAR ANNIVERSARY

50 Years of American Business in Thailand

In Honor of the 50th Anniversary, AMCHAM thanks and recognizes longstanding Member Companies who have all helped to build the American Business Community in Thailand.

50 YEAR MEMBERS (1950s)

- American International Assurance
- Bank of America
- Berli Jucker
- Caltex Oil
- Colgate-Palmolive
- Diethelm & Company
- Esso
- IBM
- Kian Gwan
- Maersk Bangkok Branch
- Pfizer
- Thai Airways
- Thai Petroleum & Trading
- Tilleke & Gibbins

40+ YEAR MEMBERS (1960s)

- 3M
- ACE Insurance
- AIG/New Hampshire
- Coca-Cola
- Connell Bros
- Deacons
- Letter-Ads Direct Mail Mark
- McCann Worldgroup
- Nestle

AMCHAM is expected to continue focusing on:

- Championing policy dialogue that promotes a competitive, transparent, and sustainable business environment.
- Facilitating partnerships between Thai and U.S. businesses in emerging areas such as technology, innovation, and sustainability.
- Providing a platform for knowledge exchange to help members navigate challenges and seize opportunities in an increasingly dynamic global economy.

AMCHAM's history reflects resilience, adaptability, and collaboration. As Thailand's economy evolves, the Chamber will remain a trusted partner in shaping a future of shared prosperity.

This article does not constitute investment advice nor is it a recommendation of any specific asset class, security or investment strategy.

"As Thailand's economy evolves, the Chamber will remain a trusted partner in shaping a future of shared prosperity."

Tracing The Truth – Corporate Fraud in the Workplace and Asset Recovery Risks in Thailand

By Niruch Winiyakul, Emi Rowse (Igusa), Ninpim Nawavatcharin, and Vorapong Sutanont, Kudun and Partners

Employee-Related Risks and Fraud Management in Thailand

Corporate fraud within the workforce has become one of the most pressing threats facing employers in Thailand. It affects organizations of every size and sector, and the risks are now cut across legal, HR, compliance, finance, and IT functions. Fraud may arise from day-to-day misconduct by staff, misappropriation by senior management, or more sophisticated schemes. Many organizations still assume that fraud originates externally, but in Thailand a significant portion is committed internally.

Employee-Driven Fraud: The Hidden Threat Within

Internal fraud in Thailand is often underestimated. Conflicts of interest are very common. One notable example involved a Thai company whose vice president engaged in fraudulent procurement decisions that favored his wife's business over several years. These transactions provided undue benefits to a related party, caused systematic financial losses to the company, and demonstrated the risks created by trust, access, and weak internal controls.

Legal Framework and HR's Expanding Role

Thailand's legal framework for dealing with employee fraud spans several statutes:

- **Labor Protection Act B.E. 2541 (1998):** Dishonesty or intentional criminal acts against an employer constitute grounds for termination without severance.

- **Civil and Commercial Code:** Allows termination without severance for gross misconduct or conduct incompatible with faithful performance of duties.

- **Criminal Code:** Penalizes embezzlement, forgery, and breach of trust by employees.

- **Computer Crime Act B.E. 2550 (2007):** Addresses unauthorized access, system interference, and data theft - frequent issues in IT-related fraud.

- **Securities and Exchange Act B.E. 2535 (1992):** Regulates insider trading and false disclosures - especially relevant to listed companies.

- **Anti-Money Laundering Act B.E. 2542 (1999):** Supports tracing and recovering assets derived from unlawful conduct.

Labor and privacy laws are equally important. Under the Personal Data Protection Act B.E. 2562 (2019) (PDPA), employers must handle employee personal data lawfully during investigations. Mishandled evidence collection, improper data use, or unauthorized disclosure can expose organizations to penalties.

Investigations and Compliance Practices

HR departments are typically the first line of defense against corporate fraud, but complex cases require collaboration with external counsel and investigation agencies to ensure efficiency and due process. Once suspicion arises, rapid preservation of digital and physical evidence is essential. HR should coordinate with legal counsel, IT teams, and forensic specialists to secure emails, financial documents, and device logs to prevent data destruction.

As business activities become increasingly digital, digital forensics now plays a crucial role. Communication reviews, metadata analysis, log analysis, and computer artefact examination are now central to detecting fraudulent activity and identifying accomplices.

During employee interviews, employers must proceed carefully ensuring voluntary participation, proper documentation, and compliance with both the PDPA and Thai labor laws. Poorly handled interviews or improper disciplinary steps may lead to labor disputes. External investigators and counsel help ensure fairness, objectivity, and procedural compliance. Recording interviews (with written PDPA-compliant consent) provides protection against allegations of coercion or unfair treatment.

Preventive Strategies: Building a Culture of Integrity

Prevention and culture are the most effective defenses against employee-related fraud. Key strategies include:

- **Strong internal controls:** Segregate duties, rotate roles, enforce multi-level approvals, and conduct routine audits.

- **Background and conflict-of-interest checks:** Conduct pre-employment and ongoing screenings.

- **Whistleblower programs:** Provide confidential reporting channels and ensure protection against retaliation.

- **Training and awareness:** Incorporate fraud risk, ethics, and data protection training into onboarding and compliance programs.

Asset Recovery and Enforcement

Speed is critical once fraud is discovered. The longer an employer waits, the harder it becomes to trace dissipated or transferred assets, especially when funds move offshore (not to mention statutes of limitation or expiry of prescription periods for bringing civil and criminal claims). Effective asset tracing requires gathering and analyzing internal and external information to map the flow of assets - similar to assembling a jigsaw puzzle - to identify the ultimate beneficiary. Coordinated efforts between HR, legal counsel, and investigation teams are vital.

Depending on the evidence gathered, employers may impose disciplinary sanctions, pursue civil claims for damages, or file criminal complaints with relevant authorities. Judicial measures, combined with internal controls, form a comprehensive approach to containment and recovery.

Conclusion

As Thailand's economy becomes more digital and interconnected, employee-related fraud risks will continue to expand. Fraud prevention is no longer solely a compliance or legal issue; it is a central part of workforce and organizational management. By aligning HR policies with legal requirements, strengthening internal controls, training and fostering a culture of accountability, companies can shift from a reactive posture to proactive protection.

Organizations facing suspected employee fraud or compliance concerns benefit greatly from expert legal and investigative support. The right team can conduct legally compliant investigations, advise on labor and data-protection issues, and pursue civil or criminal remedies with strong evidence, where appropriate. Partnering with experienced professionals enables companies to act decisively, safeguard assets, protect reputation, and maintain corporate integrity while minimizing legal and financial risks.

This summary highlights key insights from a joint article authored by Emi Rowse (Igusa), Niruch Winiyakul and Ninpim Nawavatcharin of Kudun and Partners (KAP), and Vorapong Sutanont of BRG. For the full article, please refer *https://www.kap.co.th/thought-leadership/tracing-the-truth-corporate-fraud-and-asset-recovery-in-thailand-insights-from-legal-and-investigation-experts/*

Niruch Winiyakul is a Partner specializing in complex disputes, investigations, and regulatory matters, advising executives and corporations on high-stakes litigation involving securities, competition, governance, and white-collar issues across Thailand's key authorities. He is recognized as a Litigation Star Practitioner by Benchmark Litigation.

Emi Rowse (Igusa) FCIArb, Partner and Head of the Japan Practice, has over 20 years of experience in international arbitration, advising clients across Asia on complex disputes. She is a Fellow of the Chartered Institute of Arbitrators (FCIArb), bilingual in English and Japanese, and recognized among Thailand's Top 100 Lawyers.

Ninpim Nawavatcharin is an associate in dispute resolution and litigation, advising multinational clients on commercial, intellectual property (IP), construction, and employment disputes across diverse industries, with experience in arbitration, mediation, and complex corporate matters.

Vorapong Sutanont, Managing Director of the US-based BRG Forensics, is US-trained with a decade of Chicago experience and has led more than 300 fraud investigations in Thailand over the past 15 years.

Roundtable Meeting with the Ministry of Digital Economy and Society

On November 25, AMCHAM President Chatit Huayhongtong of Chevron led a delegation of AMCHAM members to meet with Inspector General Chomparee Chompurat, Ministry of Digital Economy and Society, and senior officials from key departments.

During the meeting, AMCHAM received updates on the Ministry's current policies and initiatives, including insights into the Digital Quick Big Win strategy and progress in digital infrastructure development. Delegates also received updates on the Cloud First Policy and AI human workforce development for digital transformation across sectors and high-value digital investments.

AMCHAM highlighted its commitment to collaborate with the Ministry, offering member expertise to develop digital economy and AI frameworks, legislation, and policies ensuring that Thailand remains competitive and well-positioned for long-term digital growth.

Kulnisha Srimontien is a Partner at PriceSanond and serves as an AMCHAM Digital Innovation & Enablement Committee Co-Chair.

Describe your journey in the AMCHAM community in 2025.

In 2025, I had the privilege of serving as Co-Chair of AMCHAM Digital Economy Committee, where I contributed to the development of digital law in Thailand and collaborated with industry leaders. PriceSanond, a long-standing AMCHAM member, advises clients on the legal aspects of emerging technologies, including AI adoption, and provides comprehensive support on related matters such as company formation, employment, BOI promotion, and licensing.. As a Committee Co-Chair, I led discussions on the draft Platform Economy Act and guidelines on unfair trade practices, issued two Letters of Recommendation that influenced government action, and organized a site visit to DEPA's Digital Valley and a roundtable with the Ministry of Digital Economy. The most rewarding part was seeing collective efforts help shape a more inclusive and forward-looking digital economy for Thailand.

What major digital trends do you see shaping Thailand's business landscape over the next few years?

Thailand's business landscape will continue to be driven by rapid digital transformation. AI and automation will enhance efficiency across many sectors, while e-commerce and platform-based business models will continue to grow, guided and influenced by regulations like the draft Platform Economy Act considering fast-moving technology applications. Data privacy and cybersecurity will become increasingly critical as businesses manage increasing volumes of sensitive data. Investments in cloud services and 5G will enable innovation in fintech, health tech, and smart agencies and companies. These trends represent not just technological change but a fundamental shift in how businesses operate and create value.

What are your goals for the Digital Innovation & Enablement Committee this year?

My goal for 2026 is to strengthen Thailand's digital foundation by promoting the practical adoption of emerging technologies such as AI, automation, and cloud solutions. I aim to advance practical regulatory clarity and compliance readiness, helping businesses navigate new laws like the Platform Economy Act and data protection frameworks. Additionally, I plan to foster collaboration between the private sector and government agencies through forums for dialogue and knowledge sharing. Ultimately, I want to enable businesses of all sizes to participate confidently and inclusively in Thailand's digital economy, positioning the country as a regional leader in innovation.

Meet Natthapat (New) Kaewjamnong

A vocational scholarship alumnus who believes that continuous learning is the foundation of career success. A recipient of the AMCHAM Vocational Scholarship in 2023, he chose the vocational pathway to gain hands-on industry experience early. His dedication to skill development and self-improvement later led to an international study opportunity in China.

"ATF continues to stay connected with us - like a family that offers ongoing support and encouragement."

Happy New Year, T-AB Magazine readers!

My name is New, and I am honored to be one of the recipients of the AMCHAM Vocational Scholarship - part of the very first cohort in 2023, when the AMCHAM Thailand Foundation (ATF) Scholarship Program expanded to include vocational colleges.

Since then, I have grown and developed tremendously through continuous effort and determination. I have opened many doors for myself and achieved several important goals. I strongly believe that learning never stops - there is always something new to discover, so we should continue adding value to ourselves at every stage of life.

I chose vocational education because it offers earlier entry into the workforce and hands-on industry experience, allowing students to begin building their career paths sooner. This decision has brought me many valuable opportunities, including the AMCHAM Scholarship.

I decided to apply for the scholarship, and I was fortunate to receive it. It provided me not only with financial support but also with meaningful learning experiences and memorable activities alongside hosts and friends from diverse backgrounds. I felt incredibly proud of myself.

After reaching that milestone, I challenged myself even further by learning an additional language beyond English. I had the opportunity to study in China for one year, an experience that contributed greatly to my personal and professional growth. Today, I can confidently say that language skills truly create opportunities - they made finding employment much easier for me.

I am deeply grateful for the opportunities that AMCHAM has given me. Although I was unable to attend the second AMCHAM Career Camp due to my studies in China, the Orientation Camp left me with unforgettable and invaluable experiences.

This scholarship is more than financial assistance - it instills a spirit of volunteerism and a commitment to giving back to the community. Most importantly, ATF never abandons scholarship students. Even after graduation or program completion, ATF continues to stay connected with us - like a family that offers ongoing support and encouragement. That sense of warmth and belonging means more to me than words can express.

Finally, I would like to extend my sincere gratitude to the ATF Scholarship coordinators, Sheree and Pailin, for their dedication, guidance, and unwavering support.

Thank you for creating such a positive and lasting impact on our lives.

AMCHAM THAILAND FOUNDATION

ABOUT US

Education has been a core value for AMCHAM since the very beginning of the Chamber. Over the last three decades, AMCHAM has provided over 3,200 scholarships and supported over 890 primary schools.

In 2004, AMCHAM formally registered the American Chamber of Commerce in Thailand Foundation (ATF) to carry out its charitable activities. The ATF is recognized by the Ministry of finance as a Public Charitable Organization (number 632) and donations are deductible in Thailand.

AMCHAM FOUNDATION SCHOLARSHIP PROGRAM

Each year ATF enables disadvantaged Thai university and vocational students to complete their higher education studies through targeted scholarships. Our Community Engagement Council works directly with universities and vocational colleges to identify hard-working and motivated students enrolled in programs championed by AMCHAM member companies.

HOW YOU CAN SUPPORT THESE PROGRAMS

- Sponsor university scholarship.
- Provide speakers and goodie bag items for Orientation/Career.
- Join the Community Projects Council.

For further information, contact foundation@amchamthailand.com.

Incoming U.S. Ambassador Sean O'Neill Fosters U.S. Thai Relationship at AMCHAM Member Luncheon

On January 9, The American Chamber of Commerce (AMCHAM) hosted the incoming U.S. Ambassador to Thailand, Sean O'Neill, at its first Member Luncheon of the year. This event provided AMCHAM members with a valuable opportunity to engage directly with Ambassador O'Neill and gain firsthand insights into the Embassy's priorities for 2026. AMCHAM members were also pleased to reconnect with former U.S. Ambassador to Thailand, and current Assistant Secretary of State for East Asian Affairs, Michael George DeSombre, who introduced Ambassador O'Neill to AMCHAM members at the event.

During his remarks, Ambassador O'Neill commended AMCHAM for its significant role in strengthening the relationship between the United States and Thailand. He highlighted the Chamber's ongoing efforts to promote fair trade, drive innovation, enhance education, and support American businesses operating in Thailand. Emphasizing the importance of continued partnership, Ambassador O'Neill underscored the U.S. commitment to shared prosperity and security for both nations. He stated, *"U.S interests and Thai interests almost always overlap. We are upfront with each other about what those interests are and how we can work together to achieve them."*

The Ambassador also outlined the Embassy's key priorities for the coming year, focusing on deepening the longstanding U.S.-Thailand relationship. Attendees learned about specific strategies aimed at enhancing bilateral cooperation, supporting economic growth, and fostering a dynamic environment for trade and investment between the two countries.

The AMCHAM Member Luncheon served as a platform for business leaders to connect with U.S. diplomatic leadership and hear directly from Ambassador O'Neill about his vision and plans, including initiatives in Thailand for America250. Members were informed about upcoming celebrations marking this important anniversary for American independence and explored new opportunities for partnership and innovation designed to advance U.S.-Thailand commercial interests.

Joint Councils

Powering Thailand's Tourism Landscape: Enhancing Connectivity for a Sustainable Future – Nov 28

Speakers: Chuwit Sirivajjakul of the Tourism Authority of Thailand; Daniel Wu of Agoda; and Noor Ahmad Hamid of Pacific Asia Travel Association (PATA)

Moderator: Dieter Ruckenbauer of Le Meridien Bangkok

Organized by: Tourism and Hospitality Council and Aerospace Council

Event Highlights:

AMCHAM's Tourism & Hospitality and Aerospace Councils jointly hosted a panel discussion on Thailand's connectivity and tourism landscape, featuring a government representative and industry experts. The speakers shared insights on Thailand's tourism outlook, the role of digital technology in enhancing travel experiences, and the importance of infrastructure connectivity, supportive policies, and public–private collaboration in driving sustainable tourism growth, particularly in building confidence in Thailand's tourism sector. The panel was followed by a question-and-answer session and networking.

AMCHAM Signature Event

Holiday Eggnog Reception – Dec 8

Event Highlights:

AMCHAM hosted our traditional Holiday Eggnog Reception to kick off the holiday season. AMCHAM members and their families gathered for a good time and the famous Eggnog by MINOR International. Children were delighted by the appearance of Santa Claus and the fun activities from ELC International Schools Bangkok.

This festive event allowed members to give the gift of education by donating to support Thai university students through the AMCHAM scholarship fund. At the event, we also honored Pojjanee and Sheree, who have been strong driving forces in AMCHAM and are retiring after 21 and 17 years of service. The atmosphere was indeed filled with warmth, laughter, and joy.

Special thanks to our sponsors: AWS, MINOR International, International School Bangkok, Jelly Belly, Meta, and Netflix.

Manufacturing Committee

Caterpillar Factory Tour – Dec 11

Organized by: Manufacturing Committee

Event Highlights:

AMCHAM members enjoyed an exclusive visit to the Caterpillar Factory in Rayong. The program began with welcome remarks, an informative introduction to Caterpillar, and a safety briefing. Participants then embarked on an exciting tour of two Caterpillar plants, gaining firsthand insight into the assembly process. The visit concluded with a question-and-answer session.

SBE Committee

Small Business, Big Connections - How Multinationals Partner with SMEs – Dec 16

Speakers: James Lange of Google; Jonathan Powell of Jelly Belly Candy Company; and Chris Aurand of Thai Union Group; and Philip Bernard of Western Digital

Organized by: Small Business & Entrepreneurs Committee

Event Highlights:

AMCHAM Thailand's Small Business & Entrepreneurs (SBE) Committee hosted an interactive discussion on how multinational corporations and SMEs collaborated to drive growth and innovation in Thailand. Speakers shared practical insights on partnerships, supply chains, and startup ecosystems, highlighting what large organizations looked for in SME partners. The session concluded with a networking session, allowing participants to connect in a relaxed setting.

Corporate Impact Awards Council

Impact in Action - Western Digital – January 9

Speakers: Chee Wai Mak and Nathalita Poopirom of Western Digital

Organized by: Corporate Impact Awards Council

Event Highlights:

The AMCHAM Corporate Impact Awards Council kicked off the Impact Awards Series with its first webinar, highlighting exemplary CSR initiatives and encouraging best-practice exchange across the AMCHAM community.

The session featured Western Digital, recipient of the Ambassador's Award for its program, LEAD: Elevating Thailand's Digital Transformation for the Future, which has empowered over 5,000 learners nationwide through STEM education, digital literacy, and entrepreneurial training. Speakers shared project insights and provided attendees with practical takeaways to elevate their own initiatives followed by an engaging question-and-answer session.

Click here to register

New Era of AI-Driven Commerce

By Visa

The future of commerce in Asia Pacific was presented at the Visa Asia Pacific Media Showcase, where the company announced several product innovations and strategic partnerships to enable a new era of commerce for the region.

The showcase highlighted how AI-enabled digital commerce may change how consumers across the region discover and purchase products and services. AI agents will browse, select, purchase, and manage transactions on behalf of users, making trust in payments more important than ever. These AI-enabled solutions intend to give regional partners, including AI platforms, fintechs, banks, and merchants, a seamless way to deliver secure and frictionless payment experiences.

A New Era for Asia Pacific

Visa Intelligent Commerce brings a suite of integrated APIs and a commercial partner program for AI platforms, enabling developers to deploy AI commerce capabilities. The company is in explorations with Ant International, Grab, and Tencent to grow AI commerce by enabling a secure and seamless checkout experience.

Over the past 25 years, the company's global network has handled 3.3 trillion transactions. Soon, AI agents integrated into familiar platforms will be able to transact using its 4.8 billion credentials at merchant locations worldwide.

T.R. Ramachandran, Head of Products and Solutions, Asia Pacific, said, *"We believe AI agents will play a growing role in commerce, from handling routine purchases such as ordering food, to more complex purchases such as securing event tickets or making travel reservations."*

New Products and Capabilities for Asia Pacific

Visa continues to expand its product portfolio with solutions to address evolving payment needs of consumers and businesses across Asia Pacific.

Stablecoins: It has supported cryptocurrency transactions for over five years and is expanding to include stablecoin-backed cards, settlement, and programmable money. On and off-ramps via stablecoin-backed cards allow consumers to use their credentials to buy stablecoins with fiat currency and pay with stablecoin across Visa-accepting merchant locations.

Seven-day-a-week settlement for stablecoins: Settling more than 225 million U.S. dollars in stablecoin volume across participating clients.

Through the Visa Tokenized Asset Platform (VTAP), it provides a platform for issuing and managing fiat-backed tokens with connectivity to public and private blockchains. The platform is intended to support programmable financing, tokenized assets trading, and cross-border money movement.

Flex Credential: Flex Credential allows users to toggle between debit, credit, and reward points. The company first launched Flex in partnership with Sumitomo Mitsui Banking Corporation (SMBC) and Sumitomo Mitsui Card Company (SMCC), under the Olive brand in Japan. Today, more than five million Olive account holders use the Visa Flex Credential. The Olive card continues to outperform, with cardholder transactions averaging 40% higher than the national average in Japan over the past year.

New Strategic Partnerships to Support Payments

New services and partnerships make it easier for consumers, merchants, and businesses in Asia Pacific to pay and get paid.

Visa Pay: The service is designed to connect participating digital wallets to Visa-accepting merchants, both locally and internationally, in-store or online. It will launch across Asia Pacific. Partners include LINE Pay in Taiwan, Maya in the Philippines, OpenRice in Hong Kong, and Woori Card in South Korea.

Digital Identity: This includes Passkeys, Tap to Confirm, and enhanced data features for authentication and fraud prevention. New partners in the region include Coles, a supermarket chain in Australia and Maybank in Malaysia and Southeast Asia.

Visa Accept allows micro-sellers to receive payments directly to their eligible debit card using NFC-enabled smartphones. Launching in Vietnam, the service supports micro-entrepreneurs and informal sellers such as street vendors, freelancers, and rural service providers. Participating issuers will enable cardholders to accept contactless payments through their bank's mobile app.

EVA Air Introduces Night Flight from Bangkok with Morning Arrival in the U.S.

EVA Air offers a convenient night flight from Bangkok to the United States via Taipei, offering travelers greater convenience and flexibility.

Departing Bangkok, the flight allows passengers to rest through the night and arrive in the U.S. West Coast in the early morning — making it easy for travelers to continue their journey seamlessly or begin exploring their destination.

The schedule supports travel for both business and leisure passengers. With arrival times in the morning at Los Angeles (LAX) and San Francisco (SFO), travelers can begin their U.S. journey, whether connecting to domestic flights or exploring the city.

CEO of the Year: Dhanawat Suthumpun Leads Microsoft Thailand to New Heights

Under the leadership of Dhanawat Suthumpun, Microsoft Thailand has reinforced its role in supporting the nation’s digital and AI transformation. Since becoming Managing Director in 2017, Dhanawat has driven strategies that help organizations innovate securely and responsibly, supporting Thailand’s vision for a future-ready digital economy.

Central to this progress is a commitment to trust, including strong security, compliance, and transparency. Simultaneously, the company is leading the AI transformation journey, across industries, helping them improve operations, enhance efficiency, and create new value through cloud and AI solutions.

With a clear vision and unwavering dedication, Dhanawat plays an active role in shaping Thailand’s digital future.

voco Bangkok Surawong: The first property under voco hotels opens in Thailand

IHG Hotels & Resorts announces the opening of voco Bangkok Surawong, marking the debut of IHG’s premium brand, voco hotels in Thailand.

“We are thrilled to introduce voco hotels to Thailand, and offer travelers a stay that is upscale, familiar yet refreshingly different. We look forward to inviting guests to immerse in the brand’s playful nature and enjoy delightful, uplifting voco experiences provided by our thoughtful hosts here in Surawong,” said Walid Ouezini, General Manager, voco Bangkok Surawong.

Award-winning Thai architecture firm A49 refashioned the Brutalist modernism of the original Tawana Hotel. Within the hotel, Thai interior design studio, P49 Deesign brings mid-century charm to life in true voco’s warm, playful style - balancing retro character, Thai artistry, and modern comfort to reflect Surawong’s vibrant spirit.

DMT Receives the Award for Organizations Promoting Employment of People with Disabilities in 2025

Don Muang Tollway (DMT) received the "Good Level Organization Promoting Employment of People with Disabilities Award 2025" from the Department of Empowerment of Persons with Disabilities, in collaboration with Disabilities Thailand, various disability organizations, and partner networks from all sectors. The award ceremony was held recently at IMPACT Muang Thong Thani, as part of the International Day of People with Disabilities 2025.

Rumphai Chompoo, Vice President - Human Resource and Quality Management System, represented the company in receiving the award from Sonthaya Boonyaphusit, Director-General of the Department of Empowerment of Persons with Disabilities.

This prestigious award reflects DMT's commitment to providing opportunities and supporting sustainable employment for people with disabilities, in line with its corporate social responsibility initiatives and equitable human resource development guidelines.

Welcome New Members January 2026

CORPORATE MEMBERS

Andaz One Bangkok blends modern luxury with Thai inspiration drawn from the surrounding neighborhoods of Wireless Road and Lumphini Park. Located in the heart of Bangkok, the hotel offers an enriching, inclusive space where guests can truly be themselves, just steps away from cultural landmarks, lush greenery, and the city's dynamic energy.

An energy technology company committed to advancing safer, cleaner, and more efficient energy solutions. With over a century of experience, it partners closely with customers to reduce emissions, innovate new technologies, and drive productivity through digital and industrial optimization. Its advanced and diverse portfolio serves energy and industrial sectors worldwide, transforming how the industry operates today and shaping a more sustainable future.

A leading provider of air-conditioning solutions in Thailand, offering innovative and energy-efficient systems for residential, commercial, and industrial use. As part of the global Carrier network, the company combines advanced technology with local expertise to deliver reliable climate control tailored to the Thai market.

Serves as the BOI-promoted headquarters and assembly hub for the KBL Group in East Asia. With renowned brands such as KBL and SPP Pumps, they lead the market in fire protection, water, energy, process, and industrial pump solutions. Their manufacturing excellence, engineering expertise, testing facilities, and strong service and stock capabilities in Thailand enable them to deliver high-efficiency, high-quality products and services across the region.

A global organizational consulting firm that integrates strategy and talent to help clients achieve superior performance. It designs effective organizational structures, defines roles, and supports recruitment, development, and workforce motivation. It equips leaders with the skills and mindsets to navigate change and guide teams confidently. By aligning structures, capabilities, and ways of working, it helps organizations attract, develop, and retain top talent - driving growth and delivering stronger, long-term results.

Represented by AT Success Marketing Company Limited, the brand partners with the California Milk Advisory Board to expand the presence of California dairy products in the Thai market. Its seal guarantees products made with 100% milk from family-owned California farms known for sustainable and responsible practices. In Thailand, the brand builds awareness through retail partnerships, promotions, and culinary collaborations, aiming to grow distribution and strengthen consumer recognition.

A regional leader in drivetrain and powertrain solutions across Thailand, Laos, and Cambodia. As an authorized distributor and service center for Allison Transmission and Dana Spicer, TDE provides engineering support, sales, service, genuine parts, overhauls, remanufactured units, and technical training. Serving multiple sectors, TDE combines U.S. technology with local expertise to improve efficiency, maximize uptime, and reduce total cost of ownership for customers across Southeast Asia.

Founded in 1997, TRSC International Eye and Vision Center is Thailand's first private medical center dedicated solely to vision correction. With more than 100,000 successful procedures, TRSC is a national pioneer in LASIK and ReLEx technologies. The center offers advanced solutions for nearsightedness, farsightedness, and astigmatism, including SMILE Pro, ReLEx SMILE, Femto LASIK, LASIK, PRK, and ICL, along with comprehensive care for cataracts, retina conditions, and glaucoma.

An independent consulting firm based in the Washington, D.C. area, serving clients in the global telecommunications and energy sectors. The firm specializes in regulatory analysis, international government relations, market access, and business development. With over 30 years of expertise in telecommunications law, satellite policy, and emerging technologies such as D2D, Westbury Global supports regulators with capacity building and helps private-sector clients form strategic partnerships to advance global growth.

Corporate Membership is available to all companies registered in Thailand.
If you are interested in joining AMCHAM Community,
please contact us at **membership@amchamthailand.com**.

AMCHAM Member-To-Member Offers

THE ASCOTT

Enjoy a 5% discount
on Meeting and Event Services

BAAN THAI

Complimentary After-Party Hour, Free Theme Consultation & More
for AMCHAM Members

bts

Exclusive 5% Discount & Free Consultation
on Learning & Development

lebua

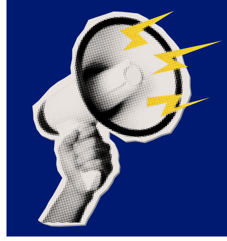
Complimentary After-Party Hour, Free Theme Consultation & More
for AMCHAM Members

SAFE

Special 2,000 THB Voucher
on ICSI & Egg Freezing Packages

TRSC

Enjoy exclusive eye care privileges with discounts up to THB 5,000 for AMCHAM members



Join us!

We are looking for offers for the 2026 Affinity Program.
Please contact us at membership@amchamthailand.com

Affinity Program

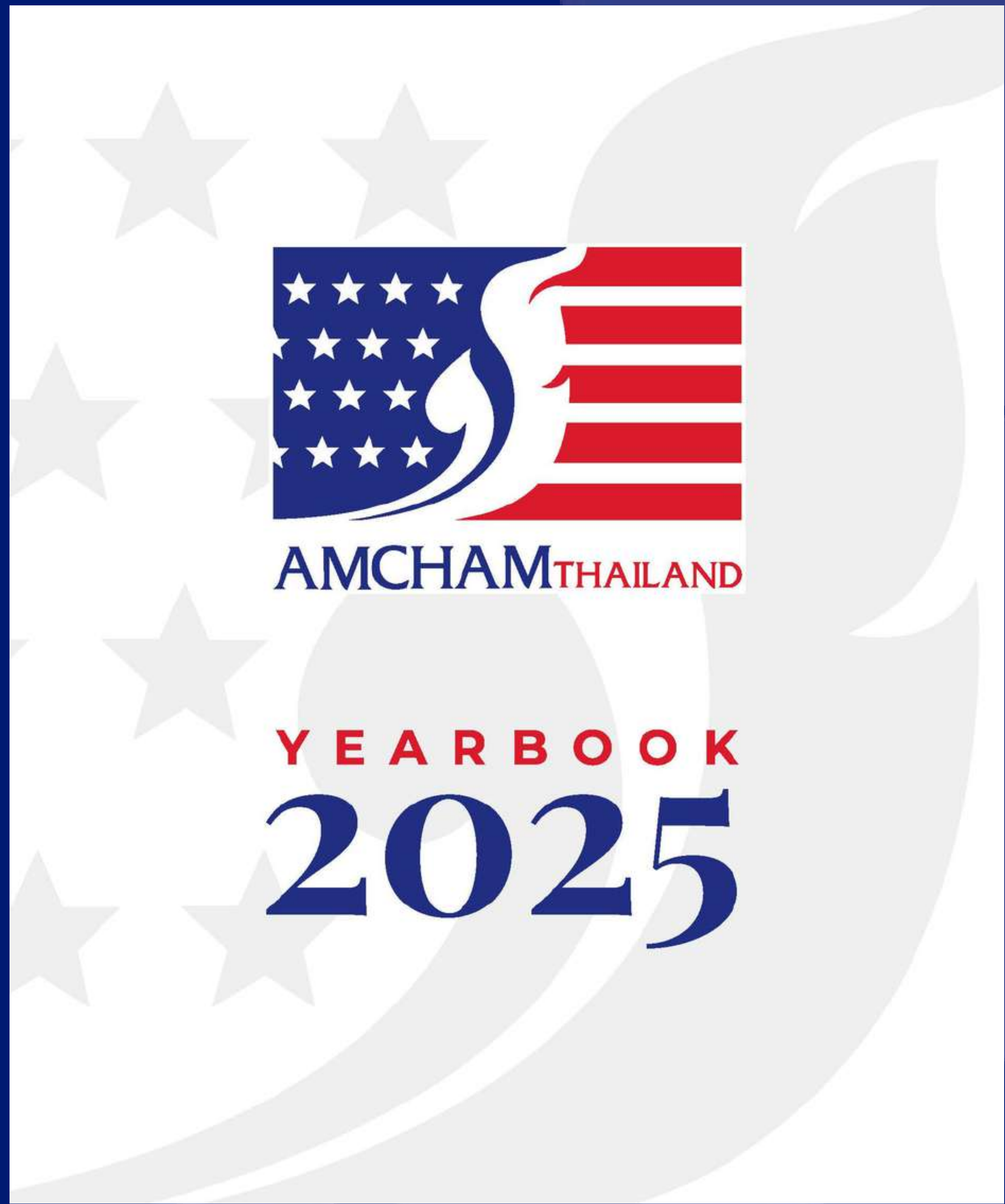
MEMBER-TO-MEMBER DISCOUNTS

Amplify your brand's visibility through AMCHAM's Affinity Program by offering Member-to-Member discounts on your products and services.

Contact mew@amchamthailand.com

www.amchamthailand.com

THE AMCHAM YEARBOOK 2025 IS OUT NOW!



Amplify your voice with AMCHAM!

SEEKING MEMBER CONTENT

The Chamber is always seeking member submissions for *Thai-American Business (T-AB)* magazine as well as the AMCHAM website.

SUBJECT GUIDELINES

Check with the communications team to learn about the theme for our next issue. AMCHAM also looks for legal and regulatory developments, knowledge sharing and best practices.

FORMAT GUIDELINES

Articles should be shared in an editable format accompanied and with any applicable graphics that are 300dpi minimum.

THOUGHT LEADERSHIP

Articles should be on topics of general interest with original research or analysis. Articles should not be self-promotional or be company member news.

CONNECT WITH MEMBERS

Authors are frequently approached regarding their expertise. Be sure to include an author photo and short biography with article submissions.

TIMELINE FOR SUBMISSION

Please send your article submission for consideration to the communications team before the **beginning** of the previous month at comm@amchamthailand.com