



Mar 2025

T-AB

THAI-AMERICAN BUSINESS



INSIDE THIS ISSUE:

DIVERSITY IS GOOD FOR BUSINESS

INTERNATIONAL WOMEN'S DAY CELEBRATION

EVALUATING VENDORS IN THE AI AND DATA SPACE

WOMEN AS CATALYSTS FOR SUSTAINABLE ECONOMIC GROWTH IN ASEAN

We're not authors,
but we help our clients
shape their businesses'
financial stories.

We're not architects,
but we help our clients build
stronger businesses.

We're not an airline,
but our network connects
global businesses in nearly
180 local markets.

We're not a tech startup,
but we help our clients *digitally*
transform their businesses.

With global expertise and over
two centuries of experience,
we're not just any bank.

We are Citi.

citi.com/weareciti

© 2025 Citigroup Inc. Citi, Citi and Arc Design and other marks shown herein are trademarks and service marks of Citigroup Inc. used and registered around the world.

for the love of
moving our clients forward.
for the love of progress



THE AWS SKILL BUILDER FOR TEAMS GUIDE

Invest in your workforce with cloud training - empower teams to drive innovation



Accelerate business transformation

Help your teams build practical skills and cloud expertise critical to your organization. Over 600 digital courses and curated learning plans, along with interactive, hands-on training, provide engaging learning experiences that span more than 30 technical domains and all skill levels.

Build cloud skills at scale with AWS Skill Builder, the online learning center built by AWS experts

- Self-paced labs with [AWS Builder Labs](#)
- Expert AWS instructor-led training - on demand with [AWS Digital Classroom](#)
- Game-based learning with [AWS Cloud Quest](#) and [AWS Industry Quest](#)
- Use case challenges with [AWS Jam](#)
- Exam preparation for [AWS Certification](#)

Top 5 benefits of AWS Skill Builder for Teams

1. Accelerate business transformation
2. Encourage hands-on experience
3. Develop expertise in key roles and industries
4. Motivate teams with collaborative learning and friendly competition
5. Fast-track career development for team members



eBook: *Build Cloud Expertise and Transform Your Business*

Discover how empowering your teams with cloud skills can drive innovation.

[Download the eBook >](#)



AWS Skill Builder overview and demo

Learn how to maximize your cloud investment by upskilling your workforce with diverse training and learning experiences.

[Watch the demo >](#)

Contents

Thai-American Business
ISSN-T-A 0125-0191
March 2025

LETTER

06 Executive Director

FEATURES

- 08 Women as Catalysts for Sustainable Economic Growth in ASEAN
- 10 Evaluating Vendors in the AI and Data Space: The Case for a Multivariate POC Approach
- 14 Diversity is Good for Business

IN FOCUS

- 16 Steering the Future of Logistics: Insights on Innovation, Inclusion, and Industry Growth

LEGAL UPDATES

- 20 Same-Sex Marriage: Updated Registration Process at Overseas Thai Embassies and Consulates-General to Reflect New Legal Landscape

GOVERNMENT ENGAGEMENT

- 22 Working Roundtable Meeting with Ministry of Foreign Affairs
- 24 Deputy Prime Minister and Minister of Finance and AMCHAM Discuss Government Key Priorities and “Five to Thrive” and Initiatives to Drive Economic Growth
- 26 Roundtable Meeting with Board of Investment Office
- 28 Roundtable Meeting with Bangkok Metropolitan Administration

IN THE SPOTLIGHT

- 30 [Sunanta Titikajorn](#) - the Director of Global Corporate Banking at Bank of America in Thailand

FOUNDATION

- 32 Student Story - Niaswanee (Farny) Kortornillo

AMCHAM HIGHLIGHT

- 34 Netherlands-Thai Chamber of Commerce Wins Topgolf Foreign Chambers Open

EVENTS

- 36 Connecting for Corporate Impact: AMCHAM Member Forum 2025
- 37 ESG Council February Videoconference
- 38 Ford Thailand Factory Tour
- 39 Western Digital & Singha Factory Tours
- 40 Suvarnabhumi Airport Cargo Clearance Customs Office Site Visit
- 41 Accelerating an Inclusive Future – International Women’s Day Celebration

MEMBER NEWS

- 42 Patana Canvases: Celebrating Creativity in Teaching and Beyond
- 42 Baxter Kidney Care is Now Vantive, A New Standalone Vital Organ Therapy Company

NEW MEMBERS

- 44 Welcome New Members

DISCOUNT

- 48 AMCHAM Affinity Program

Chevron is committed to supporting
Thailand’s energy security.
We work tirelessly 24/7 to be a force
driving the progress of the country.



For over 60 years,

we have a vital role to play in meeting growing demand for affordable, reliable,
and ever-cleaner energy, which continues to enable human progress.

We are the human energy company.®



AMCHAM BOARD OF GOVERNORS 2025

PRESIDENT

Chatit Huayhongtong, Chevron

VICE PRESIDENTS

Wiyada Srinaganand, 3M Thailand

Ornkanya (Mook) Pibulldham, Bank of America N.A.

Peerasak Gamonsugosol, Honeywell Systems

Sondra Sutton Phung, Ford Motor Company

TREASURER

Simon Denye, Harmless Harvest

SECRETARY

Ririnda Tangtatswas, Minor International

GOVERNORS

Narumon Chivangkur, Citibank

Raymond Deidrick, Ingredion

Winnie Wong, Mastercard

Asama (Pae) Dumrongmongcolgul, Meta

Mark Kuo, Pfizer Thailand

Kwanjit Sudsawad, Seagate Technology

John Evans, Tractus

Philip Bernard, Western Digital

BOARD ADVISORS

David Lyman, Tilleke & Gibbins

AMCHAM President in 1975, 1986

EXECUTIVE DIRECTOR

Heidi Gallant

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

Editorial Team:
Varsha Wadhwani

Any opinions expressed in articles in
this magazine do not necessarily reflect
the views of the Chamber.

T-AB Magazine welcomes contributions from AMCHAM
members. Articles may be reproduced with acknowledgement,
except those taken from other sources.

Letter from the Executive Director

Dear Members,



This is the time of year when we ask our members to vote on our 2024 Financial Statements, 2025 Auditor and 2024 President's Report – if you are a voting representative and have not yet received your company's ballot, please let us know.

In addition to our regular buzz of activity, we are closely following U.S. and Thai policy announcements that will affect our members. We are sensitive to the uncertainty that our members may be facing and remain committed to keeping you updated through events with expert speakers, like our upcoming [Member Luncheon on Trade & Tariffs](#), and of course through our weekly newsbriefing.

Our best resource of all, however, is our extended member network. At AMCHAM, we keep you connected to other businesses that may be facing similar challenges for information sharing and problem-solving sessions. Our online Council meetings are a great forum for these types of discussions. We encourage all participants to turn their cameras on and we require that everyone is identified by name and company to ensure open sharing and communication. The video connection also helps us recognize each other when we have the chance to meet in person. Your participation in these meetings fosters an engaged and informed business community and we are incredibly grateful for the members who volunteer to chair these sessions.

The team and I are always happy to hear from you with ideas and feedback, please do not hesitate to reach out. I look forward to seeing you at an AMCHAM event soon!

Sincerely,
Heidi Gallant
Executive Director



EXCLUSIVE TIER MEMBERS 2025

PLATINUM



GOLD



SILVER



Bangkok Patana School
The British International School in Thailand
Established 1957



Women as Catalysts for Sustainable Economic Growth in ASEAN

By Naruephon Boonyaban, Kenan Institute Asia



Across ASEAN, women entrepreneurs are shaping the future of the region's economy. Their contributions extend beyond individual business success to fostering job creation, promoting economic growth, and strengthening community resilience. As ASEAN economies strive for sustainability and innovation, empowering women with the right resources, skills, and opportunities is an economic imperative.

Unlocking ASEAN's Economic Potential Through Women-Led Enterprises

According to the Asian Development Bank's Greater Mekong Subregion Gender Strategy 2022, inclusive economic policies lead to higher productivity, increased household incomes, and stronger regional competitiveness. Yet, many women in ASEAN still face structural barriers such as limited access to financial services, skill development, and leadership opportunities. Overcoming these challenges is key to unlocking the full potential of women-led enterprises and ensuring sustainable growth in the region.

When women thrive, families and entire communities prosper. Through targeted programs in entrepreneurship, financial literacy, and leadership development, organizations can equip women with the tools to break through traditional

barriers, achieve economic independence, and drive long-term economic transformation.

Empowering Women Entrepreneurs in ASEAN's Emerging Markets

One effective approach to empowering women in ASEAN's emerging markets is through targeted initiatives that provide financial literacy, business training, and mentorship. These programs help women overcome socio-economic barriers, gain confidence, and build sustainable livelihoods.



In the Mekong region, many marginalized women entrepreneurs remain trapped in cycles of poverty due to socio-economic constraints, despite rapid economic growth. Additionally, women still face traditional gender roles and expectations. For instance, Bai Suphan Phetwatcharanan, a Hmong woman from Chiang Khong, Chiang Rai Thailand has experienced these challenges firsthand.

In her community, women are expected to prioritize domestic duties over economic pursuits. Cultural norms discourage women from traveling alone, making it difficult for them to engage in business activities.

When Bai first joined a financial literacy training, her husband insisted on accompanying her to ensure the program's credibility. However, as she gained confidence and knowledge, she began attending independently and encouraged other Hmong women to join. Today, Bai and her peers have established successful businesses crafting traditional Hmong products, generating income, and gaining a voice in financial decision-making.

Scaling Women-Led Businesses for Sustainable Growth

It is important to provide women-led businesses with capacity building opportunities in business acumen, financial literacy, and digital skills. Equally important is ensuring access to resources and capital, as the finance gap for women-owned micro-, small, and medium-sized enterprises (MSMEs) is estimated at 760.8 billion baht, or 25 billion dollars—accounting for 61% of the country's overall MSME finance gap (Krungsri 2019). Additionally, connecting women entrepreneurs with other business leaders and mentors as well as financial institutions and alternative funding sources is crucial for their success.

Beyond financial challenges, many micro-businesses are disrupted by health emergencies. Promoting health literacy and health care is equally important, as entrepreneurs must maintain good health to run their businesses and support their families, particularly in underserved communities, helping them navigate the challenges of launching and scaling their businesses in post-pandemic ASEAN economies.

Driving ASEAN's Digital Economy with Women-Led MSMEs

ASEAN's digital transformation presents new opportunities for women entrepreneurs. A needs assessment conducted in 2021 as a part of 'Promoting Economic Empowerment of Women at Work in Asia', found that digital skill was the most needed technical skills for women entrepreneurs.

To foster the growth of women-led MSME across the region, it is essential to collaborate with private sector partners, including tech leaders like Meta, Microsoft, and AWS. Equipping women entrepreneurs with essential digital skills and resources will enable them to thrive in an increasingly technology-driven economy.

The Path Forward: Strengthening Women's Leadership in ASEAN's Economic Future

Sustainable economic growth in ASEAN cannot be achieved without the full participation of women. By dismantling barriers, fostering entrepreneurship, and embracing digital transformation, we can create a more growth and resilient economic landscape.

As policymakers, businesses, and civil society organizations come together to support women's economic empowerment, we must work together to ensure that equal opportunities remain at the forefront of ASEAN's development agenda. When women succeed, communities flourish, and economies thrive—driving sustainable growth for generations to come.



[Naruephon Boonyaban](#), Senior Manager for Social Inclusion at Kenan Foundation Asia. She has over 12 years of experience working with a vulnerable population to support them with skill knowledge for a better life.

Evaluating Vendors in the AI and Data Space: The Case for a Multivariate POC Approach

By Randy McGraw, Sertis



As the rate of AI adoption across enterprises hastens, and Agentic AI integration to workflows becomes a competitive necessity, leaders have more at stake to get AI and data related deployments right the first time. Easier said than done. Rescue projects are increasing across the industries, with evidence suggesting that more projects than reported fail to reach their expected pre-deployment ROI and projected value.

This happens across industry verticals; none are immune to the root causes. According to Information Week, the #1 reason that nearly two out of five AI projects in the U.S. end in disappointment is poor initial expectations and the consequent decision-making that follows. Clearly, there are better and worse ways to originate and deploy AI and data projects.

Even within the same enterprise, there can be substantially different experiences and outcomes with AI and data projects, pointing to intra-organizational differences in approach and a general lack of a unified AI framework championed across business units (BUs) or functional teams. Several factors contribute to “post-deployment

disappointment”, some frequently coexist within a project, and most seem to gravitate around:

- Poor initial definition of objectives.
- A fundamental lack of understanding of technology.
- Archaic decision-making processes.
- Poor vendor selection.

In this article, we focus on vendor selection and its impact on outcomes.

The AI vendor landscape has become crowded. Five years ago, an average of two to three competitors would be present in a bidding situation, but that number is now tripled. Parsing through these is difficult, and many enterprises remain stuck with thinking and decision-making processes that are anathema to the AI space - leftover from the hardware-centric IT era, or they lack a fundamental understanding of how data and AI projects differ from web and mobile projects. This leads to a susceptibility to unrealistic vendor proposals.

Moreover, the prohibitively high-cost structures of many reputable global firms push payback periods further than necessary. This highlights how rightsizing AI initiatives and adopting best practices in evaluating vendors and proposals are critical.

Too often, organizations fall into the trap of selecting vendors based on compelling presentations or prior relationships rather than on the actual performance of the AI itself. To avoid this, businesses must adopt a rigorous, measurable Proof of Concept (POC) process that ensures fair evaluation and optimal selection.

Setting Up a Measurable POC Process



A well-structured multivariate POC allows organizations to clearly define their deployment goals and compare AI vendors on a level playing field.

Here is a step-by-step framework to guide scaled enterprises through the evaluation process:

1. Provide All Vendors with the Same Data Set

To ensure fairness, all vendors should receive the same dataset. It is also advisable to hold back a portion of the data for blind testing to assess the AI's ability to generalize rather than merely memorize patterns. If a vendor does not insist on this, do not use them.

2. Define Clear, Measurable Goals

Before vendors start working on the POC, establish key performance indicators (KPIs) for the application tied to reflect the business's real needs. These should include:

- Accuracy (for example: precision, recall, F1-score)

- Processing speed and efficiency
- Adaptability to edge cases
- Ease of integration with existing systems
- Explainability and interpretability of AI decisions

By setting these parameters upfront, organizations can objectively measure each vendor's AI capabilities, eliminating charlatanry and the tendency of newer vendors to exploit asymmetry of information by making outrageous performance claims to win opportunities.

3. Set an Initial Submission Deadline

Require all vendors to submit their first round of results within a defined period. This ensures they are progressing at a similar pace and provides an early indication of their approach and methodology. Vendors with real experience - these that will de-risk your eventual deployment - will shine by delivering objectively better performance in a shorter timeframe.

4. Rank Results and Openly Provide Feedback

Once the initial results are in, rank each vendor based on predefined evaluation criteria. Share the rankings and performance breakdown with vendors so they understand where they stand and what needs improvement. This allows enterprises to reinforce priorities and make any mid-course corrections.

5. Allow Vendors to Refine and Resubmit

Offering vendors multiple rounds - a “second chance” to refine their models based on feedback - helps organizations assess which vendors are experienced and not exaggerating capabilities and are truly adaptable and responsive—hallmarks of a good AI and data vendor. Getting a vendor that understands how AI models get better over time and commits to continuous improvement is important. This approach simulates real-world AI deployment, where unlike buying web or mobile application software, continuous improvement is necessary and a hallmark for long-term success.

6. Assess Collaboration and Customization Capabilities

Throughout the POC, evaluate not just the AI's performance but also the vendor's ability to:

- Collaborate effectively with the organization's team.
- Incorporate feedback and adjust their solution accordingly.
- Provide technical support and domain expertise, including commercial understanding.
- Clearly explain their work to your team and that makes sense in the context of your business.

7. Make a Data-Driven Selection

At the end of the Measurable POC period, cross-functional decision-makers will have a comprehensive understanding of:

- Which AI solution performs best based on real-world data - how and why.
- Which vendor is easiest to work with and most responsive to feedback.
- Which vendor can best customize their AI to fit the business's unique needs.
- Which vendor embraces the dance off versus eschews it.
- Which vendor behaves more like a partner and ensures that its intelligent deployment gets more intelligent over time.

Why Measurable Multivariate POC Approach Works

The AI and data world are fundamentally different from the hardware-centric IT world and the fixed-point web software world. Evaluating directions and deciding among vendors requires an enterprise to think differently. Running a comprehensive, pre-structured and data-driven evaluation process minimizes the risk of

choosing a vendor based on marketing materials, previous relationships, polished sales pitches, and unsubstantiated claims.

In the AI and data world, the consequences of a poor decision can be far more severe than in the software world. It also ensures that the natural asymmetry of information in the process between enterprise and vendor does not gravitate toward any charlatanism, or unsubstantiated claims.

This approach ensures that the selected AI vendor is not only technologically superior but also the best fit for the organization's operational and strategic needs, approaching its relationship with your enterprise more like a partner than a one-and-done vendor. It also has the benefit of making sure the enterprise does not overspend for results.

By adopting a measurable POC process, organizations can confidently invest in AI solutions that drive real business value, ensuring a strong foundation for long-term AI success.



[Randy McGraw](#) is a graduate of the Wharton School of Business at the University of Pennsylvania. Randy is the Chief Commercial Officer at Sertis and Co-Chair of AMCHAM Digital Economy Committee.

ISB International School Bangkok



Apply Today!

**Your Pathway
to Top Universities
Starts Here**

At ISB, our High School program combines academic excellence, personalized college counseling, and extensive extracurricular opportunities to prepare students for success at the world's leading universities. Unlock your future with us.



Contact us: +662 963 5800 | Email: admissions@isb.ac.th
Visit: www.isb.ac.th/admissions

Diversity is Good for Business

By Courtney Konyn, Steps Social Enterprise



In today's dynamic business world, embracing diversity in leadership is not just the right thing to do—it is a game-changer. McKinsey & Company's latest research shows that companies with diverse leadership teams are more likely to outperform their peers financially. This is not just a trend; it is a testament to the power of varied perspectives driving innovation and better decision-making.

Why Diversity Matters



McKinsey's analysis of over 1,200 companies across 23 countries reveals a compelling insight: those in the top quartile for gender diversity on

executive teams are 39% more likely to exceed revenue goals. The message is clear: Diversity, Equity, and Inclusion (DEI) is not just a buzzword; it is a strategic advantage.

Moreover, companies with less than 30% female representation on their executive teams are increasingly less likely to achieve above-average profitability. In a complex global market, homogeneity can be a liability.

Beyond the Bottom Line

Diversity in leadership does not just boost profits; it enriches company culture and societal impact. McKinsey's research highlights a significant correlation between board diversity and financial success. Companies with diverse boards are more likely to engage effectively with their communities and create positive workplaces, deepening engagement and broadening corporate impact.

Thailand Leading the Way

Thailand stands out as a beacon of progress in gender diversity. Grant Thornton's "Women in

Business 2024" report reveals that 41% of senior management positions in Thai businesses are held by women. Even more impressive, 42% of surveyed companies have a female CEO or managing director.



This success stems from Thailand's commitment to gender equality, enshrined in its constitution, and a significant reduction in the gender gap in education. Cultural dynamics also play a role, with Thai society increasingly recognizing and supporting women's contributions in business. This is an untapped opportunity for Thai soft power for both firms and individuals.

Strategies for Sustaining Momentum

To build on this progress, organizations can:

- 1. Implement Clear DEI Strategies:** Setting and measuring specific diversity, equity, and inclusion goals fosters an environment where everyone can thrive.
- 2. Promote Flexible Work Policies:** Offering flexible work arrangements supports the retention and advancement of women in leadership roles.
- 3. Leadership Commitment:** When top executives champion DEI efforts, it signals a genuine organizational commitment to diversity.
- 4. Continuous Monitoring and Adaptation:** Regularly assessing DEI initiatives ensure they remain effective and responsive to changing needs.
- 5. Lean into Local Success:** Recognize women who lead in Thailand and continue to promote them.

What You Can Do

Embracing diversity in leadership is more than an ideal or even a moral obligation; it is a strategic imperative that drives success. Thailand's impressive representation of women in senior management showcases the benefits of inclusive leadership. But there is still work to be done.

As we mark International Women's Day this month, let us move beyond conversation and take action. Whether you are a CEO, a manager, or an aspiring leader, commit to concrete steps that champion gender diversity. Mentor a female colleague. Advocate for inclusive policies. Challenge biases in your workplace.



[Courtney Konyn](#) is a strategic communications professional with 15 years of experience in the political, education, and impact sectors. She has worked in the United States, South Africa, Myanmar, and Thailand.

Steering the Future of Logistics: Insights on Innovation, Inclusion, and Industry Growth

Juthamart Kaothong is the Senior Manager, Customer Experience Thailand, Vietnam, and Cambodia at FedEx.



"The most important strategy that we need to understand to enhance satisfaction and build loyalty is customization and flexibility."

Digital Transformation and Automation: Technologies such as IoT, blockchain, and advanced analytics are enabling better control and visibility of the supply chains. These solutions empower companies to track shipments in real-time and make data-driven decisions.

Sustainability and Green Logistics: Businesses are increasingly focused on reducing carbon emissions through more efficient transportation routes, optimizing load capacities, and exploring alternative fuels such as the adoption of electric vehicles.



Growth of E-Commerce: The rise of e-commerce is driving innovations in last-mile delivery, prompting the adoption of strategies like drone delivery, picture proof of delivery, and micro-distribution centers in urban areas. These innovations help reduce operational costs while meeting customers' needs for speed and reliability.

Logistics is constantly evolving—what are the most significant trends you see shaping the industry today?

The logistics industry is experiencing transformative changes driven by technological advancements, shifts in consumer behavior, and increasing demands for sustainability. Companies that adapt to these trends and remain flexible in their strategies are more likely to thrive in this dynamic environment. As the landscape continues to evolve, staying informed and agile will be key to success in logistics. Here are several key trends that are shaping the industry:

Collaboration and Integration: The growing complexity of logistics necessitates greater collaboration and partnerships among various players in supply chain management. Companies are increasingly forming strategic partnerships to share resources, enhance capabilities, and expand market reach. Integrated software solutions that combine transportation management, warehouse management, and order management are helping companies streamline operations and optimize efficiencies.

Evolving Global Trade Dynamics: The global trade landscape is constantly evolving due to geopolitical shifts, trade agreements, and economic policies. These changes impact global supply chains, market access, and supply chain strategies. Therefore, businesses must stay informed and be prepared to adapt to these changes to minimize the impact on their operations and stay competitive in the market.

With shifting customer expectations, what strategies have you found most effective in delivering exceptional experiences in logistics?

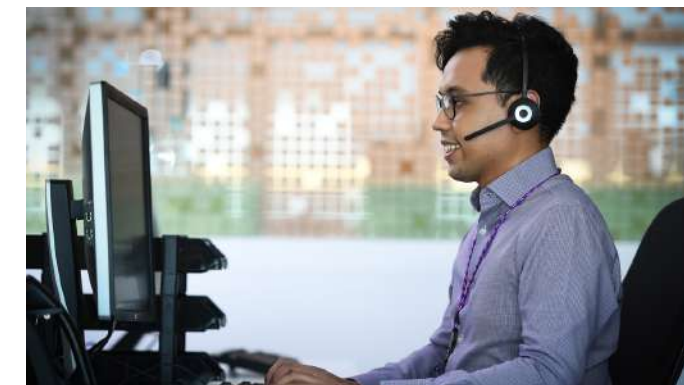
To deliver exceptional logistics experiences, it is crucial to adopt a customer-centric approach that combines technology, flexibility, and sustainability. By enhancing visibility, streamlining operations, and understanding customer needs, businesses can exceed evolving customer expectations, fostering loyalty and driving growth.

Shifting customer expectations, especially in the wake of accelerated e-commerce growth and technological advancements, necessitates innovative and responsive strategies in logistics. Below are some strategies I found most effective in delivering exceptional experiences for customers:

Improving supply chain visibility with real-time tracking technologies such as GPS and IoT can significantly enhance transparency, allowing customers to monitor their shipments throughout the delivery process, providing peace of mind and improving satisfaction.

Keeping customers informed through regular updates via SMS, email, or app notifications about order status, delays, or changes in delivery

estimates helps manage customer expectations and build trust.



Offering flexible last-mile delivery or payment options, such as same-day or next-day delivery, locker pickups, and scheduled delivery windows, can help cater to diverse customer needs.

The most important strategy that we need to understand to enhance satisfaction and build loyalty is customization and flexibility. Today, it is extremely important for businesses to be able to leverage data analytics to offer a personalized experience tailored to individual customer preferences.

Building a customer-centric culture within the organization by empowering staff with customer service training and logistics ensures they can effectively handle inquiries and resolve issues on the first contact.

What key factors make a leadership culture effective in fostering inclusivity in logistics?



An effective leadership culture that fosters inclusivity in logistics hinges on commitment, awareness, and active engagement at every organizational level. Emphasizing clear communication, representation, empowerment,

and accountability is crucial to creating a diverse and inclusive work environment.

Leadership should articulate a clear vision and commitment to inclusivity, ensuring it is embraced as a core organizational value. Leaders must exemplify inclusive behavior, demonstrating openness to diverse perspectives and actively challenging biases within the organization.

Empower employees to bring their authentic selves to work and create an environment of accountability and ownership; encourage collaboration across functions as cross-functional teams or employee activities can break down silos and promote inclusivity; diverse teams often produce innovative solutions.

As leaders, we should serve as role models, showcasing the importance of inclusivity and setting the standard for others to follow. By promoting these key factors, leaders can enhance employee satisfaction, drive innovation, collaboration, and ultimately success in the logistics industry.

How can the Thai government and corporate leaders collaborate to promote a more inclusive environment?

To foster a more inclusive environment in Thailand, government and corporate leaders must engage in a multifaceted approach that encompasses policy development, education, and community involvement. By working together, they can create an ecosystem that values diversity, thereby enhancing innovation, economic growth, and social cohesion within the country. This collaboration can leverage policies, resources, and community engagement to create a framework that supports diversity, equity, and inclusion.

The Thai government can establish and enforce regulations that promote workplace inclusivity, such as anti-discrimination laws, equal pay regulations, and workplace accommodations for individuals with disabilities. Corporate leaders can collaborate with the government to help shape these policies based on their industry needs and best practices.

Government initiatives can be developed to support minority-owned businesses and cooperatives, providing them access to resources, funding, and training. Corporations can engage in supplier diversity programs that prioritize sourcing from these businesses. This approach can help grow more in One Tambon One Product and Small & Medium Enterprises to drive a stronger business foundation.

Government-funded training programs can be developed in collaboration with corporations to educate employees and management about diversity, cultural sensitivity, and inclusive leadership. These joint training programs can help raise awareness and familiarize employees with the best practices. Additionally, collaboration with educational institutions by providing vocational and professional training targeted at underrepresented groups can help increase their employability.

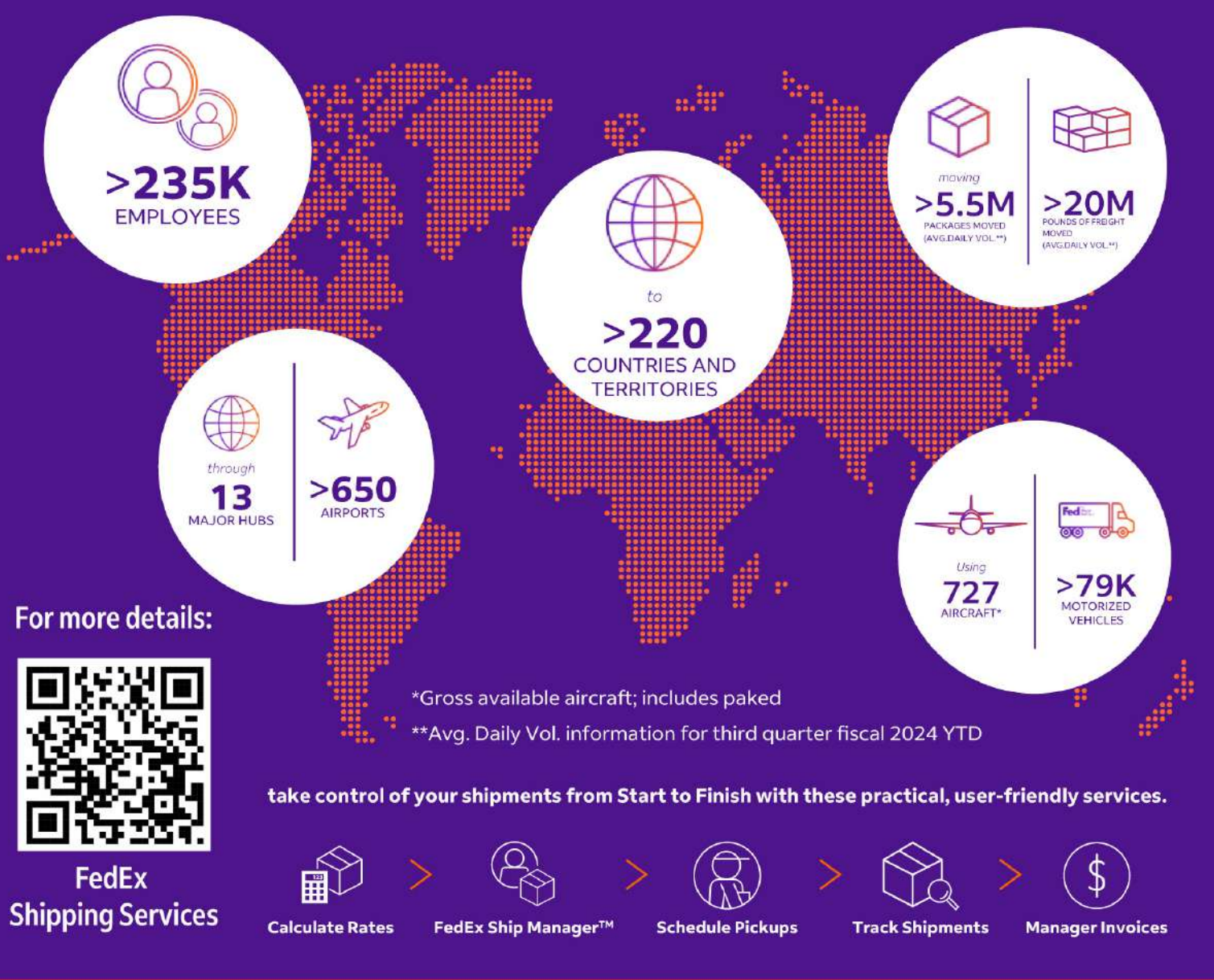


How can young professionals challenge the status quo and drive equity in traditionally male-dominated industries?

Young professionals have a pivotal role to play in challenging the status quo and driving equity in traditionally male-dominated industries. Their fresh perspectives, willingness to advocate for change, and ability to leverage technology can create significant shifts in workplace culture.

Through advocacy, education, collaboration, and leading by example, they can create a more inclusive work environment that values the contributions of all individuals, regardless of gender and background. Ultimately, fostering an equitable workplace culture benefits both individuals and organizations, driving innovation, engagement, and success.

Welcome to the World of Possibilities with FedEx



Choose the best shipping service based on your top priority, whether it's speed, budget or even a customised solution!

Weight per package	I'm after speed first	I'm after value for budget
<68kg	FedEx International First® FedEx International Priority® Express FedEx International Priority® FedEx International Connect Plus	FedEx International Economy®
>68kg	FedEx International Priority® Freight	FedEx International Economy®

Same-Sex Marriage: Updated Registration Process at Overseas Thai Embassies and Consulates-General to Reflect New Legal Landscape

By Panisa Suwanmatajarn, Motana Sumetsawat, Tanadol Rungruengnoravet, and Pannaphat Suwantharakorn, The Legal

On September 24, 2024, Thailand took a historic step forward towards equality by enacting the Same-Sex Marriage Act, officially amending the Civil and Commercial Code (CCC). Published in the Royal Gazette, this landmark legislation replaces gender-specific terms like “husband” and “wife” with gender-neutral terms such as “spouses” and “individual,” legally recognizing same-sex marriages. The law came into effect on January 23, 2025, following a 120-day grace period, and has been met with widespread public support.

The Same-Sex Marriage Act in Thailand not only allows same-sex couples to officially register their marriage under Thai law but also grants them a comprehensive range of rights and protections. These include, but are not limited to, the right to make medical decisions for a spouse, inheritance rights, adoption rights, joint asset management, social security and healthcare benefits, tax advantages, and more.

According to statistical reports released by the Department of Provincial Administration, over 1,754 same-sex couples registered their marriage on the very first day the Same-Sex Marriage Act took effect. The momentum continued on February 14, 2025, with more than 2,039 same-sex couples celebrating their love through legal marriage registration. This overwhelming response highlights strong public support for the Same-Sex Marriage Act and marks a significant milestone in Thailand’s journey towards inclusivity and equality.

A frequently asked question is whether the Same-Sex Marriage Act applies to same-sex

foreign nationals wishing to marry a Thai spouse. The answer is yes. Similar to traditional heterosexual marriage registration, the foreign partner must obtain a certificate of single status from their embassy, have it certified and legalized, and present it to the registrar at the civil registration office.

Whilst some authorities’ processes (like domestic registration of marriage) are well prepared for the enforcement of the Same-Sex Marriage Act, others will need to catch up. In particular, the registration process at Thai embassies and consulates abroad has remained outdated, relying on forms that use traditional gendered terms like “male” and “female.” To address this, the Cabinet has approved a Draft Ministerial Regulation proposed by the Ministry of Foreign Affairs (MFA) under the Family Registration Act B.E. 2478 (1935). This regulation aims to modernize the registration process, ensuring alignment with the Same-Sex Marriage Act and improving services for Thai citizens worldwide. The Ministerial Regulation, approved by the Cabinet, was published in the Royal Gazette on January 23, 2025, and has now come into force.

Key Revisions Proposed in the Ministerial Regulation:

1. Unified Application Form: Previously, five separate application forms existed for different registration types. The new proposal consolidates these into a single form and removes gender-specific terms like “male” and “female,” ensuring compliance with the Same-Sex Marriage Act.

2. Data Submission to Central Registration Bureau: After registration at overseas Thai embassies and consulates-general, registrars will submit details to the Central Registration Bureau through a computerized system for national database inclusion. If electronic submission is not possible, a certified registration copy will be sent to the Ministry of Foreign Affairs, which will forward it to the Ministry of Interior for processing.

3. Revised Government Fees: Government fees will be updated to reflect the new process. The fee for a certified copy of the registration certificate will increase from 2 baht to 300 baht, and the fee for requesting information from the Central Registration Bureau will rise from 4 baht to 300 baht.

Conclusion:

The revisions to the registration process at overseas Thai embassies and consulates-general represent a significant step ensuring legal recognition of same-sex marriages domestically and internationally. By adopting gender-neutral

language and unifying application forms, the Ministry of Foreign Affairs is aligning its procedures with the Same-Sex Marriage Act and contemporary societal norms.

While implementing these changes may require administrative adjustments, they are crucial to strengthening Thailand’s commitment to equality and inclusivity. These updates demonstrate the government’s efforts to adapt and ensure all citizens are treated with dignity and respect, regardless of gender or sexual orientation. Further amendments to existing regulations are expected to fully recognize the rights of same-sex couples and update laws to reflect current social standards.



[Panisa Suwanmatajarn](#), Managing Partner of The Legal Co., Ltd., is a seasoned attorney with expertise in corporate and commercial, intellectual property, information technology, real estate and family and will matters.

[Motana Sumetsawat](#) is an associate who specializes in dispute resolution, family, will, labor, visa, and work permit matters.



[Tanadol Rungruengnoravet](#) is an associate who specializes in intellectual property, information technology, data privacy, corporate and commercial and family matters.

[Pannaphat Suwantharakorn](#) is an attorney-at-law, well-versed in taxation, corporate and commercial, and family matters.



Working Meeting with Ministry of Foreign Affairs



On February 10, AMCHAM Executive Director Heidi Gallant led AMCHAM’s representatives to meet with the Deputy Director General of Consular Affairs Department Naruchai Ninnad, Director of North America Division Waramon Waruttama, delegates from Ministry of Foreign Affairs, and Deputy Commander Rapeepat Usaha and officials from the Immigration Bureau.

The Deputy Director General provided updates on various visa implementations, including the 60-day visa exemption program for 93 countries, the Destination Thailand Visa (DTV), non-immigrant ED visas for studying in Thailand, and e-visa services.

AMCHAM delegates shared feedback about the visa application process, particularly regarding the e-visa system and visas related to same-sex marriage. AMCHAM offered member companies as resources to help the Ministry streamline visa processing and improve the experience of foreigners applying for visas and living in Thailand.



AMERICAN CHAMBER OF COMMERCE IN THAILAND FOUNDATION (ATF)

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.



An OCS Group Company

INTEGRATED FACILITIES MANAGEMENT.



Our Services:

- Canteen & Kitchen Management
- Cleaning
- Engineering Solutions
- Food Service Management
- Gardening and Landscaping
- Helpdesk
- Inventory & Stocktaking
- Receptionist
- Security Personnel & Systems
- Specialist Cleaning
- Visitor Management Systems

PCS contact centre

+66 2741 8800 customer@pcs.co.th www.pcs.co.th Call Centre 1290



Deputy Prime Minister and Minister of Finance and AMCHAM Discuss Government Key Priorities and “Five to Thrive” and Initiatives to Drive Economic Growth



On February 11, AMCHAM Vice President Ornkanya (Mook) Pibulldham of Bank of America, and AMCHAM Board Governors Kwanjit Sudsawad of Seagate, and Narumon Chivangkur of Citibank led a delegation of AMCHAM members to meet with Deputy Prime Minister and Minister of Finance, H.E. Pichai Chunhavajira, together with advisors and executives from various departments, including the Fiscal Policy Office, Customs Department, Revenue Department, and Excise Department.

During the meeting, AMCHAM presented its “Five to Thrive 2025” initiative, which is developed to attract and promote investment as well as cultivate economic growth in Thailand. The discussion focused on key areas such as encouraging trade facilitation, digital regulation to foster innovation and investment, as well as incentives for preparing the skilled workforce to cope with Thailand’s economic growth.

DPM Pichai emphasized the importance of the government’s flagship project developments, including high-speed rail links, preparing Thailand as a regional trading hub connecting goods from land through rails and seaports.

Ease of doing business was the main topic of discussion. Both parties exchanged information regarding Thailand’s accession plan to the OECD, covering general tax reform and Global Minimum Tax Pillar II. As a network of almost 700 companies, many of them having a global footprint, AMCHAM offered members’ resources in sharing business input and international practices to be considered for government policy.

AMCHAM reasserted its dedication to bolstering Thailand’s economic expansion, promoting investment opportunities, and partnering with the Ministry to advance sustainable development goals. This collaborative effort contributes to an attractive environment for international investors, with the ultimate goal of increasing foreign direct investment inflows.



A Masterpiece of Sustainable, Scalable Storage

Mozaic 3+™ is a breakthrough hard drive platform that incorporates Seagate’s unique implementation of HAMR to deliver mass-capacity storage at unprecedented areal densities of 3TB per disk and beyond.

Roundtable Meeting with Board of Investment

On February 14, AMCHAM Vice President Ornkanya (Mook) Pibulldham led an AMCHAM delegation to meet with the Secretary General of Thailand's Board of Investment Office Narit Therdsteerasukdi, Deputy Secretary General Wirat Tatsaringkansakul, and BOI senior officials.

Secretary General Narit presented BOI's updated key priorities and the development of non-tax incentives under the OECD's global minimum tax adoption. He reiterated BOI's efforts to attract new investment while retaining existing investors. These initiatives support technology transfer, advance human capital development, and promote economic growth in Thailand.

AMCHAM delegates introduced the "Five to Thrive 2025" and shared foreign investors' feedback on the application process. Both parties explored potential collaborations, including the upcoming Thai-U.S. Trade and Investment Summit in May 2025.



EVEREST TITANIUM+

EXPERIENCE A NEW ADVENTURE



RMA

SPECIAL OFFER

0 interest rate
% for **60 months**

Book Your Test-Drive Now. ☎ 02 407 0999

LINE @fordrma.th Facebook FordRMA Website fordrma.com

Branches: Kalapapruek | Huamark | Rama 4 | Rama 5

Roundtable Meeting with Bangkok Metropolitan Administration

On February 28, AMCHAM Vice President Peerasak Gamonsugosol of Honeywell led an AMCHAM delegation, including ESG and Tourism and Hospitality Co-Chairs, to meet with the Bangkok Governor Dr. Chadchart Sittipunt, Deputy Governor Sanon Wangsrangboon, Advisor to the Governor Pornphrom Vikitsreth, and senior Bangkok Metropolitan Administration (BMA) officials.

Governor Chadchart highlighted AMCHAM’s impactful collaboration with BMA, focusing on three key initiatives: the One Million Tree project, Bangkok Sustainable Digital Classroom, and the Invest in Bangkok website. He then unveiled ambitious plans to tackle the city’s most pressing challenges, detailing innovative strategies for reducing PM 2.5, enhancing flood prevention systems, and revolutionizing waste management initiatives.

AMCHAM introduced its “Five to Thrive” — five strategies to boost foreign direct investment in Thailand. They also offered resources to support these initiatives and share BMA programs with the business community. AMCHAM reaffirmed its commitment to being a strategic partner in making Bangkok a livable city for all.



Success is not a question of size, but of agility -
in particular when passion meets excellence.
We pioneer motion



In-depth expertise, pioneering spirit and agile mindset makes Schaeffler a preferred technology partner of automotive and industry customers. Innovating together to shape the future of sustainable mobility and motion. www.schaeffler.co.th

SCHAEFFLER

Sunanta Titikajorn is the Director of Global Corporate Banking at Bank of America in Thailand. She also serves as a Co-Chair of the AMCHAM Economics & Trade Committee.

What inspired you to take on a leadership role in the AMCHAM Economics & Trade Committee?

My inspiration to lead within the committee came from a deep commitment to fostering economic collaboration between Thailand and the United States. As Director of Global Corporate Banking at Bank of America in Thailand, I have witnessed firsthand the impact of bilateral trade and foreign direct investment (FDI). Engaging with AMCHAM provides a platform to advocate for policies that enhance this partnership, support cross-border businesses, and contribute to Thailand’s economic growth.



What are the key economic and trade trends shaping Thailand’s business landscape?

Several trends are currently shaping Thailand’s business environment:

- Digital Transformation: Businesses are increasingly adopting digital technologies to improve efficiency and reach, as seen in the rise of FDI in data centers in Thailand.
- Sustainable Development: There is a growing emphasis on sustainability, with companies integrating eco-friendly practices to meet regulatory standards and consumer expectations.
- Government Initiatives: Incentives such as BOI’s International Business Center and Bank of Thailand’s Treasury Center are attracting foreign investment and promoting infrastructure development, positioning Thailand as a regional hub.

What is one key lesson you have learned from working in Thailand’s financial sector?

A fundamental lesson from my experience in Thailand’s financial sector is the importance of adaptability. The Thai market, influenced by cultural aspects, regulatory changes, and global economic shifts, requires a flexible and responsive approach. Building strong relationships with local stakeholders and staying aware of the evolving landscape are essential for sustained success in this sector.



Make an impact

Celebrating over 75 years of commitment to clients in Thailand.

How can your company’s lasting success be part of a better future?

By connecting with partners who share your commitment
to moving businesses, communities and economies forward.

What would you like the power to do?

Start the conversation
business.bofa.com/international

"Bank of America" and "BofA Securities" are the marketing names used by the Global Banking and Global Markets divisions of Bank of America Corporation. Lending, derivatives, other commercial banking activities, and trading in certain financial instruments are performed globally by banking affiliates of Bank of America Corporation, including Bank of America, N.A., Member FDIC. Trading in securities and financial instruments, and strategic advisory, and other investment banking activities, are performed globally by investment banking affiliates of Bank of America Corporation ("Investment Banking Affiliates"), including, in the United States, BofA Securities, Inc., which is a registered broker-dealer and Member of SIPC, and, in other jurisdictions, by locally registered entities. BofA Securities, Inc. is a registered futures commission merchant with the CFTC and a member of the NFA. This advertisement does not constitute an offer or a solicitation of any product or service of Bank of America or BofA Securities in Thailand.

Investment products offered by Investment Banking Affiliates: **Are Not FDIC Insured** **Are Not Bank Guaranteed** **May Lose Value**

© 2025 Bank of America Corporation. All rights reserved.

Meet Niaswanee (Farny) Kortornilo

Meet Niaswanee “Farny” Kortornilo, a dedicated gender and peace advocate passionate about connecting with diverse communities through food. Now a Chevening Scholar, she is pursuing a Master’s in Gender, Violence, and Conflict at the University of Sussex. Farny’s journey is fueled by a deep commitment to social change and inclusivity.



My name is Niaswanee Kortornilo (Farny), and I am currently pursuing a Master’s degree in Gender, Violence, and Conflict at the University of Sussex in the United Kingdom as a Chevening Scholarship recipient.

I come from Thailand’s deep south, a region known for its armed conflict, where the majority of people are Muslim and speak the local Malay language. As the second child but the first to complete high school and earn a bachelor’s degree, I have experienced both privilege and challenges within my community. With government financial support, I was able to pursue a Bachelor of Arts in English at Thaksin University in Songkhla, with the intention of gaining access to international development.

During my third year of university, one of my professors encouraged me to apply for the AMCHAM scholarship, which could expand my opportunities beyond extracurricular programs at my university. I was honored to be selected as the 2020-2021 recipient, and I am incredibly grateful to AMCHAM and Agoda for this prestigious award. The scholarship not only provided me with financial support but also helped me connect with

others and build my confidence. For example, when preparing to apply for an exchange program, Agoda assisted me by organizing a mock interview, which was very helpful.

Although I was unable to attend the AMCHAM/ FedEx Career Camp due to my internship and graduation commitments, I had the opportunity to meet the United States Chargé d’Affaires, Michael Heath during the AMCHAM Scholarship Orientation, and we have stayed in touch ever since. In October 2023, during my Young Southeast Asia Leaders Initiative (YSEALI) Academic Fellowship, I reached out to him and was able to visit him at the U.S. State Department in Washington, D.C., where he was serving as Deputy Assistant Secretary for West Africa in the Bureau of African Affairs. Our conversations were deeply inspiring and have greatly influenced my academic and professional interests in international development. Thank you to AMCHAM for supporting my personal and professional development journey.

“Not only did the scholarship provide financial support, but it also helped me connect with others and build my confidence.”



DO YOU WANT TO BE PART OF THE NIST GRADUATING CLASS OF 2027?

JOIN OUR IB DIPLOMA OPEN HOUSE

AT NIST INTERNATIONAL SCHOOL

Friday, 28 February 2025
13:00 - 16:00



sign up here

REGISTER NOW

+66 (0)2 017 5888

admissions@nist.ac.th

Netherlands-Thai Chamber of Commerce Wins Topgolf Foreign Chambers Open

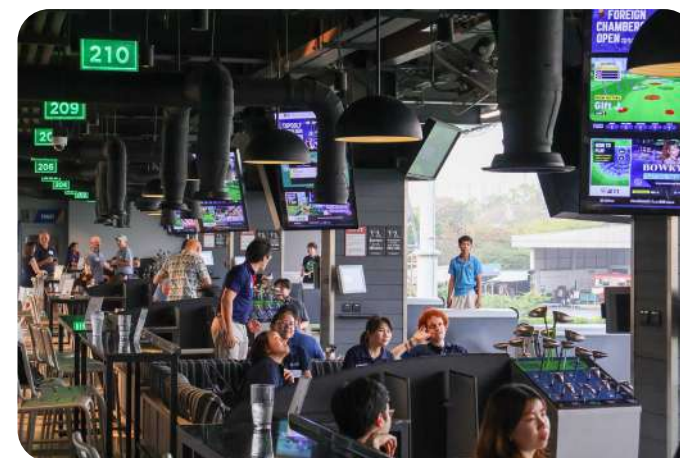


Bangkok, Thailand, February 20 – The American Chamber of Commerce in Thailand (AMCHAM), in partnership with AustCham, BCCT, and NTCC, successfully hosted the Topgolf Foreign Chambers Open at Topgolf Megacity.

During the event, members of the chambers formed teams and participated in a friendly yet competitive tournament, showcasing their golfing and gaming skills for a chance to take home the trophy.

Heidi Gallant, AMCHAM Executive Director, stated “We brought back the Topgolf Foreign Chambers Open after receiving excellent feedback last year. This event is a fantastic way to connect our business community in a fun and engaging environment. This is not just about the competition—it is about building connections and spending a great time together.”

The tournament concluded with NTCC emerging as the winning team, so their office will hold the trophy until the next event. Following the competition, attendees enjoyed a buffet dinner and open networking in a relaxed and social atmosphere to connect and celebrate.



Corporate Impact Awards Council

Connecting for Corporate Impact: AMCHAM Member Forum 2025 – Feb 21

Speakers: [Boratay Uysal](#) of Agoda; [Phumjai Krisintu](#) of PepsiCo; and [Adam Brennan](#) of Thai Union Group PCL

Moderators: [Jacob Holder](#) of The Mobius Agency and [Panomporn Yapakai](#) of Kenan Institute Asia

Organized by: [Corporate Impact Awards Council](#)

Event Highlights:

The AMCHAM Corporate Impact Awards Council recently hosted the Connecting for Corporate Impact Forum 2025, our signature Impact Awards workshop. The forum brought together sustainability and corporate social responsibility (CSR) professionals to exchange insights and expand their networks. The program began with the 2025 AMCHAM Impact Special Awards recipients showcasing best practices from their projects, followed by workshops focused on four key areas: environment, social contributions, upskilling/STEM, and partnerships.



Environment, Social, and Governance (ESG) Council

ESG Council February Videoconference – Feb 27

Speakers: [Hannah Martinez](#) of Indorama Ventures and [Kantinan Vanichkirati](#) of ThaiNamthip Corporation

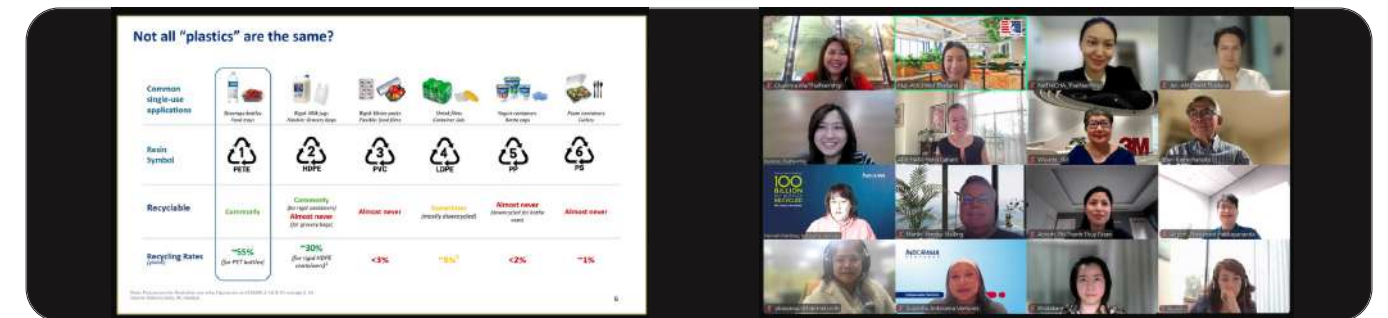
Moderators: [Suchintana Viraratt](#) of BlueScope

Organized by: [Environment, Social, and Governance \(ESG\) Council](#)

Event Highlights:

The AMCHAM ESG Council welcomed Hannah Martinez, Head of Sustainability Advocacy Americas at Indorama, to provide updates on the United Nations International Negotiation Committee on Global Plastic Treaty Negotiations (INC). She discussed the results of the latest negotiations, INC 5, in Busan, South Korea, and the potential for INC 5.2.

Later in the meeting, Kantinan Vanichkirati, Corporate Affairs and Sustainability Executive at ThaiNamthip Corporation, presented updates on the draft Sustainable Packaging Management Act.



[Click here to register](#)

POST-EVENT NETWORKING AT WINE CONNECTION

HUMAN CAPITAL COMMITTEE

HUMAN CAPITAL TRENDS REPORT 2025



JAROSPONG (JAY) SUVARNASUDDHI
Total Rewards Director
Agoda



MARK MACLEAN
Human Resource Transformation
Practice Leader, SEA
Deloitte



DESMOND LAU
Human Capital Manager
Deloitte



RICHARD JACKSON
Managing Director
JacksonGrant

Moderator

TRUE DIGITAL PARK
CLASSROOM 7



APR 23
3 - 5 PM

Auto Council

Ford Thailand Factory Tour – March 5Organized by: [Auto Council](#)**Event Highlights:**

AMCHAM members visited the Ford Thailand Manufacturing Plant in Rayong for an exclusive factory tour. The program began with an overview of Ford Thailand's history, an informative introduction to the company, and a safety briefing. Participants then embarked on an exciting tour, gaining firsthand insight into the assembly process of vehicle components, followed by a question-and-answer session at the end.



Manufacturing Committee and Food & Agribusiness Council

Western Digital & Singha Factory Tours – Mar 14Organized by: [Manufacturing Committee](#) and [Food & Agribusiness Council](#)**Event Highlights:**

AMCHAM members enjoyed an exclusive one-day tour to the Western Digital factory in Ayutthaya and the Singha factory in Nakhon Pathom. The day started with an introduction to Western Digital's history, sustainability goals, and the WEF GLN Frontline Talent Initiative, followed by a tour of the hard disk drive production line. In the afternoon, participants learned about the history of Thai brewing at Singha and observed the beverage production process. The tour concluded with a networking session at Singha Café, where members had the opportunity to sample Singha beverages.



EVENTS

Customs & Excise Council

Suvarnabhumi Airport Cargo Clearance Customs Office Site Visit – Mar 18

Organized by: [Customs & Excise Council](#)

Event Highlights:

The AMCHAM Customs and Excise leaders led a visit to the Suvarnabhumi Airport Cargo Clearance Customs Office. Apart from the presentations provided by the Customs Department, AMCHAM members had the opportunity to observe the free zone cargo clearance process on-site and gain firsthand insight into how express shipments undergo customs clearance.



[Click here to register](#)

Sponsored by

Holiday Inn Pattaya

Multi-Chamber EEC

Networking

May 9, 6-8:30 PM

Sponsored by

Inclusion Committee

Accelerating an Inclusive Future – International Women’s Day Celebration – Mar 18

Speakers: [Kuanruthai Siripatthanakosol](#) of United Nations Global Compact Network Thailand (UNGNT); [Prim Rajasurang Wongkrasamongkol](#) of Child Teach Child; [Allison Morris](#) of Kenan Asia Foundation; and [Orapun \(Nib\) Pratheeptham](#) of McKinsey & Company

Moderators: [Suruswadee Jaimsuwan](#) of Tilleke & Gibbins

Organized by: [Inclusion Committee](#)

Event Highlights:

The AMCHAM Inclusion Committee hosted an International Women’s Day event, bringing together leaders from across diverse industries to discuss the path towards inclusive corporate environments.

Panelists emphasized the power of allyship in creating meaningful change, sharing personal stories and practical strategies that have proven effective within their organizations. The conversation expanded beyond gender to include intersectional perspectives, highlighting how inclusive practices support the transition to sustainable economies by promoting fair labor standards and social protection for everyone in the workforce.



Patana Canvases: Celebrating Creativity in Teaching and Beyond



Bangkok Patana School hosted an exhibition to culminate the first Teachers as Arts Practitioners (TAPs) Project. This professional development program encourages staff to explore their creative passions alongside their professional roles, highlighting how creativity enriches teaching and fosters innovation.

The exhibition called "Patana Canvases: Unveiling the Artistic Practices of Our Community," showcased the work of over 30 staff members across diverse mediums, including visual art,

photography, creative writing, and textiles. The TAPs program has significantly influenced participants' creativity and artistic expression, pushing them beyond their comfort zones and providing new avenues for self-expression. The project was led and curated by English Teacher Purnima Ghogar, who initially worked with the University of Melbourne to study the impact of creativity on productivity and teaching.



Baxter Kidney Care is Now Vantive, A New Standalone Vital Organ Therapy Company

With 23,000 global employees - Vantive - formerly the Baxter Kidney Care segment, has launched as a standalone vital organ therapy company following its acquisition by global investment firm Carlyle from Baxter International Inc.

Building on a 70-year legacy as a leader in kidney care, Vantive delivers innovative products, digitally enhanced solutions, and advanced services to support dialysis at home and in clinics, as well as critical care therapies for the kidneys and other vital organs in an ICU setting.

Vantive's mission is to extend lives and expand possibilities for patients everywhere. Every day, patients in more than 100 countries around the world, including Thailand, interact with Vantive's people, solutions, and services over a million times.

Vantive is committed to providing patients and their care teams with more flexible, collaborative, and accessible treatment options. With approximately four million people worldwide receiving dialysis treatment for chronic kidney disease, access to this life-sustaining treatment varies across regions, and patients on dialysis often face physical and emotional burdens. Vantive aims to break down barriers to therapy, improve outcomes, and elevate the standards of kidney and vital organ support therapies.



SHARPEN *your* VISION



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

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

email admissions@patana.ac.th



Bangkok Patana School
The British International School in Thailand
Established 1957

IB Career-related Programme
BUSINESS
SPECIALISM

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



Welcome New Members

CORPORATE MEMBERS



Located in Pratunam on Petchburi Road, Amari Bangkok offers easy access to shopping, business districts, and airport expressways. The hotel features spacious rooms and the Amaya Food Gallery, serving Asian and Italian cuisine. Cascade offers coffee, tea, sandwiches, and cakes, while the pool bar provides light meals and drinks. As a premier event venue, Amari Watergate boasts over 20 event spaces accommodating up to 1,500 guests, making it ideal for meetings, banquets, and weddings.



Avis International Car Rental offers rentals, leasing, and chauffeur services at 30 locations across 14 provinces, including major airports and hotels. Its fleet features top brands like Toyota, Honda, Volvo, and Mercedes Benz. Avis provides GPS, baby seats, and mobile internet. International travelers benefit from all-inclusive rates with insurance, while the free Avis Preferred program ensures fast, hassle-free service.



Established in 1989, B. Braun a subsidiary of B. Braun Melsungen AG, has been a trusted healthcare partner for 35 years. B. Braun offers innovative solutions in pain management, critical care, cardiology, dialysis, surgery, and wound management. As a leader in infusion systems and orthopedic solutions, they also advance medical education through Aesculap Academy, partnering with Thailand's top medical institute to establish five training centers for healthcare professionals.



HARMAN, headquartered in Stamford, Connecticut, designs connected products for automakers, consumers, and enterprises, including car systems, audio products, and IoT solutions. Trusted globally, its brands - AKG®, JBL®, and Harman Kardon® - are used in over 50 million vehicles. With 30,000 employees worldwide, HARMAN became a Samsung subsidiary in 2017 and fosters an inclusive work environment.



HSJR Global Solutions LLC specializes in cybersecurity, digital infrastructure, and technology solutions. With over 25 years of IT and telecom expertise, they offer cybersecurity, GRC management, and tech advisory services. Focused on emerging markets, particularly in the Indo-Pacific, they provide tailored solutions in connectivity, smart cities, IoT, and advanced technologies for businesses, governments, and NGOs.

March 2025



Founded in 2008 by professional golfer James Stewart, J Stewart Golf has offices in Hong Kong and Thailand. They distribute luxury golf brands like Peter Millar and G/Fore in Thailand, with eight retail locations offering premium apparel and accessories. Their wholesale and corporate division also supply custom golf accessories to top golf clubs.



Laksasubha Hua Hin is a four-star boutique beachfront resort with 65 rooms across 16 two-story villas. Set on a seven-rai estate, it blends traditional Thai nobility-inspired decor with modern comforts. The resort features world-class facilities like Rim Talay beachfront dining and La Costa Beach Bar, making it ideal for families seeking a cozy, private residence with activities for all ages.



LINE has been operating in Thailand since 2014, offering services in messaging, news, content, lifestyle, and fintech. Used by over 80% of the population, LINE is Thailand's top messaging app. LINE provides a comprehensive digital ecosystem, including LINE TODAY, LINE MAN, and LINE BK, and is consistently ranked as one of Thailand's best workplaces.



Megabangna Shopping Center, a premier destination for Bangkok's east, features over 900 stores offering fashion, home essentials, furniture, dining, and services. With over 165 restaurants, including shabu-shabu, Korean barbecue, and cafés, it caters to all tastes. Live music venues add to the vibrant atmosphere, making it a perfect spot for foodies and socializing.



Moxy Bangkok Ratchaprasong, the first Moxy Hotel in Thailand, offers stylish rooms, free Wi-Fi, and a vibrant dining experience. Located near Chit Lom BTS station, it provides easy access to shopping, dining, and attractions. With a fitness center, lively events, and eco-friendly practices, it is ideal for both business and leisure travelers.

Welcome New Members

CORPORATE MEMBERS



Founded in 2016, OnTheList is Asia's first members-only flash sales platform. It offers sustainable solutions by selling past-season items directly from brands and distributors, reducing waste while providing exclusive discounts. With over 1.2 million members, OnTheList operates in key markets like Singapore, Australia, Thailand, and Dubai, promoting sustainability and premium shopping experiences.



Founded during Covid, Pegleg connects individuals and businesses with vetted legal service providers through a technology-driven platform. It offers affordable, transparent solutions, and ensures access to quality legal services. Established by a lawyer with experience in Thailand and Vietnam, Pegleg provides plans for individuals, families, and businesses, with no hidden fees for services like wills, document translation, and corporate needs.



Founded in 1907, Siam Commercial Bank is Thailand's first bank, with over 110 years of financial expertise. As a leading universal bank, SCB offers deposits, lending, home loans, personal credit, car hire purchase, credit cards, ATM and debit cards, currency exchange, remittances, investment, and insurance products to meet diverse customer needs.



Weatherford is a leading multinational oilfield service company, offering innovative solutions and services for drilling, well construction, completions, and production. Focused on efficiency, safety, and sustainability, it provides a broad range of products, including wireline services, artificial lift systems, and reservoir management. Operating in over 75 countries, Weatherford is supported by a skilled workforce.

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.

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 membership@amchamthailand.com



AMCHAM Member-To-Member Offers

FedEx



Save up to 60%
on your shipping rates when open a new
account with FedEx!

10.10



15% Discount
on Food & Beverage

adlib



Enjoy 20% Off
on Bed & Breakfast Rates & Dining at Kaen
Ground

JW MARRIOTT



Receive Up to 20%
on Food at JW Cafe, Bangkok Baking
Company (BBCO) and New York Steakhouse

Le MERIDIEN
BANGKOK



20% Off at Rolling Ribs Brew Bar & BBQ
on Food & Beverage

Le MERIDIEN
PHUKET BEACH RESORT



Get 10% Discount
on Food & Beverages and Hotel Facilities



Special Privilege 20% Off
on All Purchases of Suits

ANANTARA



15% Discount
on Food during Dine-In at all Restaurants



**Enjoy a 5% discount on Meeting and
Event Services**

MISKAWAN



SPECIAL 5,990.-
(10,000.-)
**Special Price at 5,990 baht From 10,000
baht**
On EpiAge Test

moxy



20% Off at Moxy Bar & Restaurant
on Food & Beverage

ONYX



Exclusive 20% Discount
at the ONYX Affiliated Hotels



Discounts up to 20%
at the AWC Affiliated Hotels

BB&B



15% Discount
on All Courses at the ASEAN Professional
Beverage Academy (APBA)

**BANGKOK
HOSPITAL**



Special Privileges up to 20% off
on Inpatient Room & Labs, Medicines, &
X-ray & Dental Care

**RAJA'S
FASHIONS**



Buy 1 Suit and
Get 1 Complimentary Shirt

RENAISSANCE
BANGKOK INTERNATIONAL



Exclusive Up to 50% Off
on Dining, Spa, & Fitness



Receive Up to 200 U.S. Dollars Discount
for Local Moves & International Moves



Enjoy 20% Off
on BAR & All Outlets

bts



**Exclusive 5% Discount & Free
Consultation**
on Learning & Development

FACTUM
GLOBAL



**Enjoy a Free 60-Minute Business
Consultation**

**THE
FOOD
SCHOOL**



Exclusive Up to 15% discount
on All Short Courses & Food & Beverage

ASB
AMERICAN SCHOOL BANGKOK



100% Registration Fee Waived
for AMCHAM Members

ZINC



Get 10% Off
on Red Tumblers



10% discount
on A La Carte Menus and Special Events at
Scalini and Mondo restaurants

HYATT REGENCY
PATTAYA



**Exclusive Pet-Friendly Stays & Business
Event Packages**
with Special Perks

INTERCONTINENTAL
PATTAYA RESORT



**15% Off at InterContinental
Pattaya Resort**
on Food & Beverage

Members must present AMCHAM member card to receive promotions or discounts. If you have not received your member card, please contact the AMCHAM office. For more information please visit www.amchamthailand.com.



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



Voted Thailand's Best COWORKING SPACE

The Urban Office is Thailand's award-winning premium coworking brand, offering flexible workspaces for startups, SMEs, and large enterprises. With four prime locations in Bangkok's Central Business District, including the latest at Quant Sukhumvit 25, we provide more than just a workspace. Members thrive in a tech-driven, growth-focused environment, backed by cutting-edge IT infrastructure, high-speed connectivity, and VOIP services.

Our spaces are thoughtfully designed with modern ergonomics, high-speed WiFi, virtual office solutions, meeting rooms, and cozy breakout areas. Members also benefit from exclusive support services, networking events, and a vibrant community—ideal for businesses looking to grow in today's dynamic market.

 www.theurbanoffice.com

 info@theurbanoffice.com

CONTACT US

+66 2 200 1111



Quality Solid Wood Cabinetry Manufacturing



www.pandakitchen.com