



Jun-Jul 2025

T-AB

THAI-AMERICAN BUSINESS



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SHAPING THE NEW STANDARDS FOR SF6-FREE SWITCHGEAR

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Letter from the Executive Director

Dear Members,



Last week, AMCHAM hosted our AMCHAM Thailand Foundation scholarship students for their Career Camp in Bangkok. There are many things I love about working for AMCHAM, but my high point each year is when these young students stand up in front of the executives at our Member Luncheon and tell us about their scholarship experience.

You could hear a pin drop in the ballroom as they nervously gained real experience in public speaking and thanked our members for the donations that funded their education. Education is the heart of AMCHAM's mission and I feel so grateful for our community, who comes together to support this.

It's not just our scholarship students – we have a front and center role in lifelong learning for our members too. At our AMCHAM Academy Residential, I moderated a fireside chat with our Board Governors Sondra Sutton Phung of Ford and Winnie Wong of Mastercard, which underscored the necessity of continuing to learn throughout your career. The Academy is for rising stars of AMCHAM companies and has a focus on executive education and network building. Participants commit to leave their office and factories behind for a few days and pledge to take part in a series of workshops that expose them to new ideas and push these leaders to new heights.

Committing to a multi-day program is not always easy, but every AMCHAM event offers members the chance to learn something. Sometimes it's from the speaker or honored guest, but often you'll take away key insights from talking to each other before and after the event. In turbulent times, it's essential to stay connected and to take advantage of the community we have here at the Chamber.

I'm wishing you a very safe summer travel season and looking forward to seeing you soon!

Sincerely,
Heidi Gallant
Executive Director



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Shaping the New Standards for SF6-free Switchgear

By Dr. Michael Gatzsche, Hitachi Energy



In 1907, Charles Proteus Steinmetz, one of the pioneers of electrical engineering, warned that as the power grid expanded, engineers would need to standardize equipment to ensure safety and reliability¹. Fast forward to over a century later, and we face a similar challenge – this time with insulating gases used in high-voltage switchgear. For decades, sulfur hexafluoride (SF6) has been the industry standard due to its excellent insulation properties. However, SF6 is also the most potent greenhouse gas known to humanity, with a global warming potential 24,300 times that of CO2.

¹ One of the highest technical recognitions given by the Institute of Electrical and Electronics Engineers, the "IEEE Charles Proteus Steinmetz Award", is given for major contributions to standardization within the field of electrical and electronics engineering.

Now, as the power industry transitions to eco-efficient SF6-free alternatives, standardization is once again crucial. Without clear guidelines and a common framework, interoperability, safety, and long-term reliability remain uncertain. This article explores why SF6-free gases need to be standardized and how industry collaboration is shaping the future of switchgear technology.



The Importance of Standardization



Over the last decade, major manufacturers have focused on finding viable SF6-free alternatives. Although different institutions and companies explored various solutions in the early stages, SF6-free switchgear is now transitioning from an experimental phase to a standard procurement choice in certain regions. Governments and utility companies are prioritizing SF6-free equipment, making standardization crucial to ensure interoperability, safety, and long-term sustainability.

Standardization does not mean forcing all manufacturers to use the same design. Rather, it provides a common framework for testing, performance, safety, and long-term serviceability. High-voltage switchgear operates for 40 to 50 years, necessitating a robust ecosystem of support, including training, maintenance, and component availability.

Some key reasons why SF6-free gases need to be standardized include:

Interoperability

- Ensuring equipment from different manufacturers can be used together in the grid.

Long-term serviceability

- Defining clear guidelines for gas handling, maintenance, and safety procedures.

Training and safety

- Establishing best practices for personnel working with SF6 alternatives.

Procurement confidence

- Providing grid operators with certainty about performance and longevity.

Encouraging innovation

- Allowing different solutions while maintaining a baseline of requirements.

The Process of Standardization



Setting new standards is a lengthy process, typically taking over a decade. The standardization process follows a structured approach:

1. Pre-standardization phase: Companies and academic institutions publish technical findings. Organizations like Conseil International des Grands Réseaux Electriques (CIGRE) compile state-of-the-art knowledge in technical brochures.

2. Standardization phase: Regulatory bodies such as the International Electrotechnical Commission (IEC) and the Institute of Electrical and Electronics Engineers (IEEE) define global standards.

Each phase can take around five years, though the timeline may be extended depending on the complexity of the technology.

While manufacturers would benefit from a single, global SF6-free standard, the reality is more complex. Electricity grids operate on different frequencies, for example, 50 Hz in Europe and 60 Hz in North America, creating unique challenges. Regional regulatory requirements also vary, resulting in a diverse standardization landscape.

FEATURE

Nevertheless, most standards today have been updated to accommodate SF6-free alternatives. The key is to focus on standardizing the functional requirements rather than the specific design.

Standardization of SF6-free Equipment

The transition to SF6-free equipment called for an update of gas handling procedures to ensure compatibility and safety with alternative gases. The C4-FN mixtures for high-voltage equipment handbook serves as a guide for the worldwide application of eco-efficient gas mixtures containing C4-FN and addresses key technical questions from customers and experts in the high-voltage engineering community.

The Role of Industry Collaboration

Industry collaboration is vital for effective standardization. Organizations like CIGRE bring together manufacturers, grid operators, utilities, gas suppliers, academia, and consultants to share knowledge. These working groups ensure that standards are practical, testable, and aligned with real-world needs.

Confidentiality guidelines ensure that only public or pre-approved technical data is shared, promoting transparency while protecting commercial interests. This collaborative approach fosters innovation and accelerates the adoption of SF6-free technologies.

The Future of SF6-free Equipment

In an ideal world, SF6-free switchgear would be the default choice wherever feasible. Standardization efforts will ensure that operators have confidence in adopting these technologies. As the power grid expands to accommodate more renewable energy sources, transitioning to SF6-free equipment will prevent adding more SF6 to the installed base.

With growing real-world experience, the industry will continue to refine standards, ensuring continuous improvement and wider adoption.

The transition to SF6-free switchgear is a crucial step in reducing greenhouse gas emissions in the

power sector. Standardization plays a vital role in ensuring safety, interoperability, and long-term sustainability. Despite challenges, international collaboration through organizations like CIGRE, IEC, and IEEE is paving the way for a standardized, eco-efficient future.

By establishing robust standards, we can provide certainty for operators, encourage innovation, and ultimately enable a cleaner power infrastructure.



Dr. Michael Gatzsche is the Head of Interrupter and GCB Technology Development, High Voltage Products business unit at Hitachi Energy. He holds a doctorate in electrical engineering and is driven by a passion for learning and applying his expertise to build innovative technologies that will pave the way for a brighter future.



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Material Science is Driving a Brighter, Lighter, and More Sustainable Future

By Parvinder Walia, Magna Exteriors



From the development of plastics and other lightweight composite materials to sustainable paint processes and countless other innovations, material science has always been at the core of product design and manufacturing. It is all about the quest to make products better and more efficient - delivering greater value, safety, and sustainability.

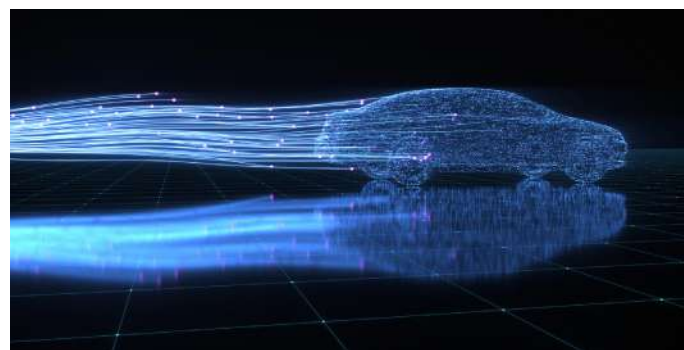
This has never been more important than in the transition to the car of the future, where sustainable materials and processes are becoming increasingly crucial. The industry strives to minimize its environmental impact and address growing concerns about climate change, resource depletion, and waste generation.

Innovations in Automotive Materials

The increased focus on materials in design and manufacturing reflects a broader societal movement toward responsible production and consumption. This movement seeks to balance economic growth with environmental preservation and social responsibility.

In the automotive world, the shift toward electrification is driving innovations in materials.

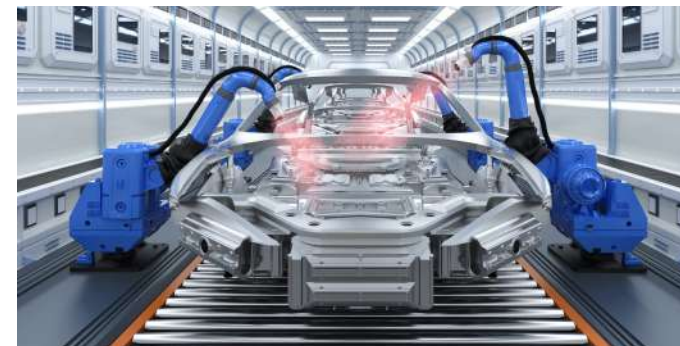
There is a growing emphasis on lightweight materials that support longer driving ranges, and flame retardants that enhance safety in battery spaces. With translucent materials, lighting can be hidden behind them to streamline designs. Additionally, sensor integration for driver assistance and autonomous driving is being enabled by new materials that help keep sensor covers clean from environmental elements such as ice and rain.



Advancements in Manufacturing Processes

One of the most significant areas of material innovation is in the paint booth. The traditional vehicle-painting process involves environmental challenges and paint waste. A recent collaborative project with a university is looking at ways to

convert paint waste into a usable filler for plastics. One innovative approach involves incorporating that filler from the paint sludge waste into a plastic foam molded right there, bringing circularity to the process.



Another exciting development is a new in-mold paint process, which is still in the development stage. This process provides an alternative to traditionally sprayed paint with a colored material that is molded directly with the plastic substrate. The result is nearly 100% efficiency and a drastically lower environmental impact, through reduced waste and lower energy consumption.

Sustainable Materials and Their Benefits



Metals like aluminum and steel require significant energy to produce, and their extraction can lead to habitat destruction, pollution, and other environmental harms. In contrast, sustainable materials like bamboo, hemp, or recycled metals can be sourced with a lower environmental footprint. These materials often require less energy to process and are either renewable or abundantly available.

One innovative project is exploring the use of household waste-based carbon-negative materials as additives in plastic. Even incorporating just 5% of this material can lower a product's carbon footprint by 30%. Another promising initiative

involves using hemp-based composites in automotive products such as roof racks.

Regardless of the application, innovative and more sustainable materials, along with waste-reducing processes, can significantly reduce our carbon footprint, minimize waste, and conserve natural resources. These advances help address some of the planet's most pressing challenges, such as biodiversity loss, pollution, and the overuse of finite resources like fossil fuels and metals.

Another significant benefit of material innovation is its role in contributing to a circular economy. Unlike the traditional linear model of "take, make, dispose", the circular strategy aims to keep materials in use for as long as possible through recycling, remanufacturing, and repurposing.

As consumers and businesses increasingly prioritize sustainability, manufacturers that adopt more sustainable materials and more eco-friendly production methods will lead the way. Moreover, sustainable materials can generate cost savings over time, particularly through energy-efficient production methods and waste reduction strategies.

Material science has always been the backbone of innovation for design and manufacturing, and in the new era of mobility, it has never been more critical.



[Parvinder Walia](#) is the Material Science Director at Magna Exteriors, leading the development of new material technologies for new and existing automotive products. He is passionate about innovation and sustainable material solutions for the automotive industry.

Transforming Real Estate Value into Measurable Business Value

By Sombat Ng, Paperspace



Organizations across Asia Pacific face a persistent challenge: real estate is the second-largest expense for most businesses, yet many still view their workplaces merely as cost centers rather than strategic investments. Changing this perspective requires a robust framework for measuring workplace ROI.

The Evolving Workplace Value Proposition



Traditional metrics - cost per square foot, occupancy expenses, and utilization rates - only tell part of the story. Today's workplace must deliver on multiple fronts: talent acquisition and retention, productivity and collaboration, corporate culture and innovation, brand expression, and environmental sustainability. Organizations that fail to measure these broader impacts miss critical insights that could drive strategic decision-making.

Establishing a Workplace ROI Framework

Most successful workplace transformations follow a four-step approach:

Step 1: Define Value Drivers

Start by identifying which business priorities your workplace should support. C-suite executives across the region prioritize: knowledge sharing and collaboration (83%), talent attraction and retention (76%), and innovation and creativity (71%).

Step 2: Establish Relevant Metrics

For each value driver, defining specific, measurable indicators provide a clear basis for evaluating performance, tracking progress over time, and demonstrating the workplace's contribution to broader business outcomes.

For talent outcomes:

- Reduction in turnover rates.
- Improvement in employee satisfaction scores.

For productivity outcomes:

- Time saved through space optimization.
- Revenue per employee.

For innovation outcomes:

- Cross-functional collaboration frequency.
- New ideas implemented.

Step 3: Collect Baseline Data

Most successful baseline assessments typically include:

- Leadership engagement to align workplace objectives with the overarching business vision.
- Employee experience surveys using validated methodologies.
- Observational studies to analyze current work patterns.

Organizations that implement data-driven workplace strategies report 27% higher success rates in their transformation initiatives. The best assessments combine quantitative metrics with qualitative insights, shedding light on how employees work together across departments.

Step 4: Implement and Measure

After implementing workplace changes, rigorous measurement against the established baseline is critical. Companies with highly effective workplaces achieve 22% higher employee retention, 16% greater productivity, and 32% stronger connection to company culture.

Strategic vs. Traditional Approaches: The Performance Gap

Organizations employing strategic workplace approaches and those maintaining traditional models indicate significant disparities. The numbers tell a compelling story (based on 2024 data from Leesman Index and JLL's Workplace Performance Report, figures in USD):

Talent Outcomes:

Strategic Workplaces	Traditional Workplaces
14% annual turnover rate	22% annual turnover rate

Measurable impact: 8% improvement translating to 360,000 U.S. dollars in annual savings per 100 employees (at 45,000 U.S. dollars in average replacement cost)

Productivity Metrics:

Strategic Workplaces	Traditional Workplaces
78% of employees report environment enables productivity	42% of employees report environment enables productivity

Measurable impact: McKinsey research shows this productivity gap represents approximately 2.3 million U.S. Dollars in annual revenue potential per 100 knowledge workers.

Space Utilization:

Strategic Workplaces	Traditional Workplaces
72% average space utilization	46% average space utilization

Measurable impact: 15-20% reduction in real estate footprint while improving experience, yielding 425,000-\$575,000 U.S. dollars in annual savings per 100,000 sq ft (based on Bangkok CBD rates)

Innovation Indicators:

Strategic Workplaces	Traditional Workplaces
67% of employees report frequent cross-team collaboration	34% of employees report frequent cross-team collaboration

Measurable impact: 41% higher new product development success rate (Steelcase Workplace Innovation Study)

Organizations embracing strategic approaches consistently outperform their peers across every business metric, while simultaneously reducing real estate costs. The advantage becomes particularly evident during challenging economic periods, with workplace-optimized companies demonstrate 26% greater resilience, according to Gensler's Work from Home Survey.

Beyond Financials

While financial metrics are essential, it is equally important to monitor qualitative indicators through employee experience surveys, client feedback, and innovation metrics.

Looking Forward

In collaboration with organizations rethinking their workplaces, it is evident that rigorous ROI methodologies confer a competitive edge through better-informed decision-making and stronger alignment between their physical environments and business objectives.

By transforming how we measure workplace value, we can transform the value workplaces deliver—by transforming workplaces into catalysts that actively advance an organization’s most critical business goals.



Sombat Ng is the CXO of Paperspace Asia and an active AMCHAM Thailand member. He brings over 15 years of workplace strategy expertise, helping organizations across APAC transform their workplaces into strategic business assets.

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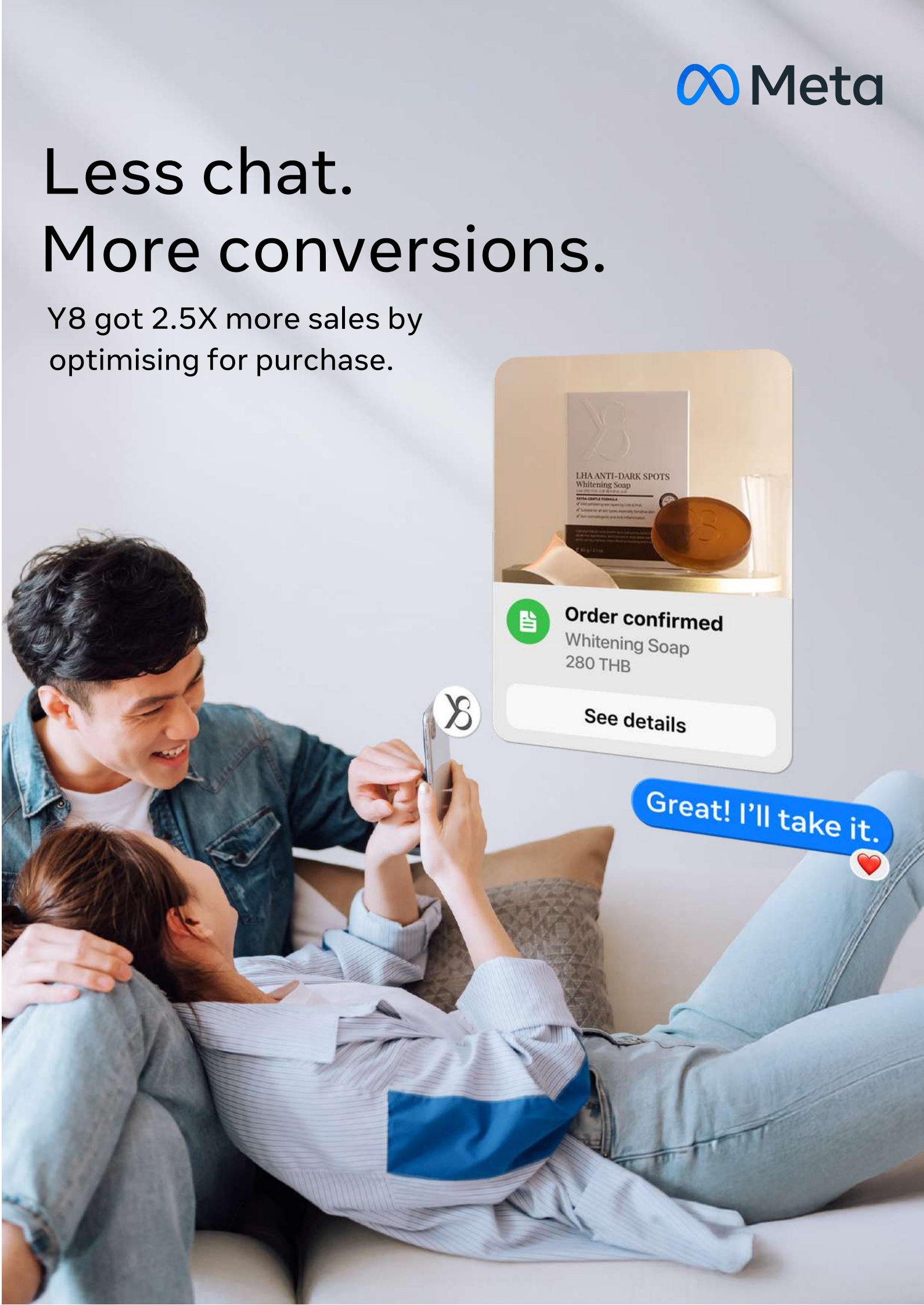
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Beyond Green: Embedding Sustainability in Business Strategy

Vichan Tangkiengsirisin is the President of Dow Thailand Group

"We believe that sustainable growth is achievable through innovation and strategic planning."

What are the key sustainability challenges unique to Thailand's industrial landscape, and your opinion on addressing them?

Balancing industrial growth with environmental preservation is crucial for a developing country like Thailand, particularly in the areas of climate change and waste management. It is essential to conserve and nurture the environment, as it provides resources for everyone, including industry. Therefore, protecting the climate and efficiently managing waste, especially by turning it into resources again, is vital for Thailand to maintain its competitiveness.

Proper policies, laws, and regulations, along with private partnerships, are key to achieving Thailand's environmental conservation targets, such as carbon neutrality and the waste management roadmap. For example, appropriate laws and regulations are needed to encourage recycling systems and ensure that technological advancements are supported by adequate infrastructure and consumer collaboration to separate waste at the source. The Thai government can help by promoting smarter design standards and setting recycled content requirements so that waste can be more easily sorted, recycled, and reused.

We need to address financing and capacity building through public-private finance models and circularity policies that enable and de-risk investments. For instance, embracing concepts like Extended Producer Responsibility and



mass balance accounting will spur the plastics value chain to assume additional financial and operational responsibility from raw materials to end-of-life, while also incentivizing increased use of recycled plastics. At Dow Thailand, we believe in incentivizing rather than punishing to drive these sustainability changes.

Additionally, there is a need for more robust infrastructure to support green energy and climate protection initiatives for Thailand to achieve its carbon neutrality goal.

How do you balance growth with environmental responsibility?

We embed sustainability in business strategy. We believe that sustainable growth is achievable

through innovation and strategic planning. Our approach involves integrating sustainability into every aspect of our business operations. Embedding sustainability in business goes beyond meeting regulatory requirements but also creates long-term value for all stakeholders.

For instance, we focus on developing products that are more sustainable than existing alternatives, advancing the efficiency of our manufacturing operations, and collaborating with external stakeholders. By setting clear [sustainability goals](#) and continuously monitoring our progress, we ensure that our growth does not come at the expense of the environment.

Dow, as a materials company striving to be the most innovative and sustainable, supports creating a socially inclusive, circular economy. However, no organization can tackle these problems alone. Collaboration across the entire value chain is essential.



For example, working closely with customers to develop sustainable solutions like mono-material packaging, which is more recyclable; thinner yet stronger packaging films, and packaging with recycled content. These innovations promote circularity, reduce plastic consumption, divert waste from landfills, and maintain packaging performance to prevent food spoilage and ensure product quality and extended shelf-life.



We work with like-minded organizations to initiate collaborative platforms to drive circularity in Thailand, such as PPP Plastics. This public-private partnership has led over 40 waste-related projects, including the "Smart Recycling Hub." This initiative aims to build a circular economy ecosystem and recover at least 50,000 tons of high-quality post-consumer plastics annually, preventing them from entering the environment.



Why are data and transparency critical in sustainability strategies?

Data and transparency are fundamental to an effective sustainability strategy. Accurate data allows us to measure our environmental impact, set realistic goals, and track our progress. Transparency, on the other hand, builds trust with our stakeholders, including customers, employees, and the community. At Dow Thailand, we are committed to transparent [reporting of our sustainability efforts](#). This includes sharing our progress towards reducing carbon emissions and

our initiatives to promote a circular economy. By being transparent, we hold ourselves accountable and encourage others in the industry to adopt similar practices.

What role does communication play in driving sustainable change?



Communication is a powerful tool in driving sustainable change. It helps raise awareness, educate stakeholders, and foster a culture of sustainability. At Dow Thailand, we utilize a variety of communication channels to share our sustainability initiatives and achievements. This

includes engaging with the community through events, social media, and partnerships with local organizations. Additionally, we leverage the efforts of employee volunteers, Employee Resource Groups, and our employee advocacy program to further amplify our message. Effective communication ensures that our message reaches a broad audience and inspires collective action towards a more sustainable future.



In conclusion, Dow Thailand is committed to leading by example and driving sustainable change through materials science expertise and collaboration.



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Thai Solar Rooftops: Updates to Thailand's Factory Act

By Christopher Osborne, Nishimura & Asahi



A recent notification removes the requirement to obtain factory licenses for solar rooftops in Thailand. This will make it easier for business operators across the country to install large-scale solar rooftops and acquire electricity under corporate power purchase agreements (PPAs) from solar rooftop installations.

Solar Rooftops No Longer Considered "Factories"

Although solar panels in Thailand typically have no moving parts, until last year, a solar rooftop with an installed capacity exceeding 1,000 kW was considered a "factory" under the Factory Act B.E. 2535 (1992) (**Factory Act**), and required a factory license from the Department of Industrial Works.

In December 2024, the Ministry of Industry introduced Ministerial Regulation (No. 3) B.E. 2567, which specifies the classifications, types, and sizes of factories (**Ministerial Regulation**).

This regulation removes solar rooftops from the definition of factory, regardless of the installed capacity, if they are installed on rooftops or any part of a building that can be occupied or utilized by individuals.



In theory, there may be limited types of solar rooftops on buildings that cannot be occupied

or utilized by individuals, which require detailed consideration as to whether factory licensing is needed. Solar rooftops on warehouses, logistics and distribution centers, department stores, convention centers, and car parks now appear to fall outside the definition of a factory.

Previous Hurdles Removed

The prior classification of solar rooftops as factories posed significant obstacles. It prevented some building occupiers from installing solar rooftops with an installed capacity exceeding 1,000 kW if located in zones where factories were prohibited. These occupiers can now install solar rooftops without concern, and the Ministerial Regulation should allow solar installations in areas which previously prohibited them due to zoning laws related to factories.

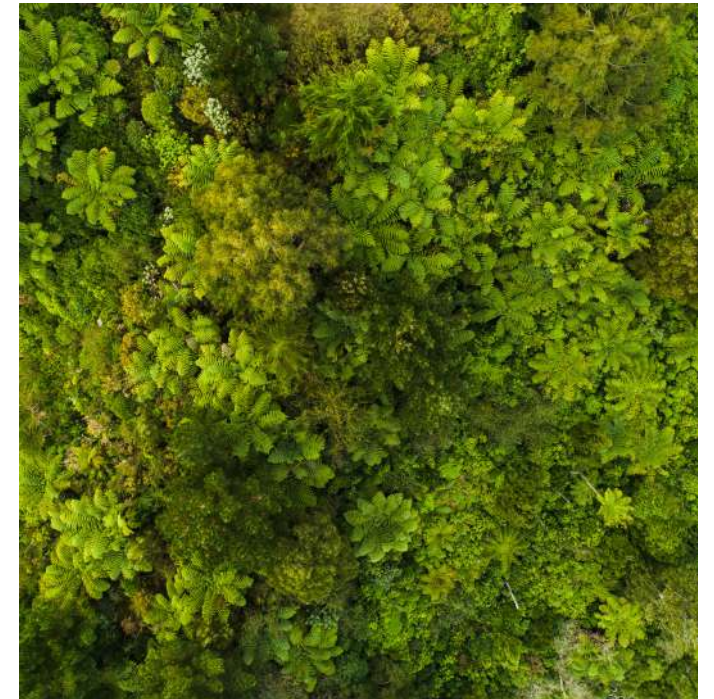


In other cases, solar rooftop developers would intentionally limit the installed capacity to 999 kW in order to avoid the need to obtain a factory license. For large buildings capable of supporting more than 1,000 kW, it is common for developers to create multiple special purpose vehicles (SPVs), each installing up to 999 kW of capacity on a single rooftop. Going forward, there will be no need for developers to incur the administrative costs of multiple SPVs for a single rooftop capable of hosting more than 1,000 kW.

Reinforcing Thailand's Commitment to Greenhouse Gas Reduction

The Ministerial Regulation underscores the Thai government's commitment to sustainability and

its pursuit of Sustainable Development Goals (SDGs), aligned with international agreements pursuant to which Thailand has pledged to reduce greenhouse gas emissions.



By removing a licensing requirement that previously hindered the installation of solar rooftops on large buildings and buildings in areas where factories were restricted, the new Ministerial Regulation makes a critical policy shift and plays a significant role in supporting the use of solar rooftops.



[Christopher Osborne](#), Partner at Nishimura & Asahi in Bangkok, specializes in cross-border M&A and renewable energy projects across Asia, with over two decades of experience in Thailand.

Thailand's Draft Industrial Waste Management Act: A New Waste Management Regime

By Varutt Kittichungchit and Dr. Muanjit Chamsilpa, Baker McKenzie.



Over the past several years, the Thai government has introduced various draft sustainability-related laws. Regarding waste management, some notable drafts include the Draft Sustainable Packaging Management Act and the Draft Waste Electrical and Electronic Equipment Management Act (Draft WEEE Act). The most recent development in this area is the public hearing on the Draft Industrial Waste Management Act (DIWMA), introduced by the Department of Industrial Works (DIW). Like several other draft waste laws, the DIWMA adopts the Extended Producer Responsibility (EPR) principle, requiring operators of industrial establishments to remain responsible for the industrial waste they generate until it is fully treated or disposed of. These responsibilities include the collection and transportation of the waste and ensuring that only DIW-licensed entities handle its disposal.

What Is Covered?

The DIMWA defines industrial waste broadly, covering almost all types of waste generated by the industrial sector, excluding only infectious

waste (as defined by public health law) and radioactive waste (as defined by nuclear energy for peace law). Industrial waste may include any waste generated by industrial establishments, whether located in Thailand or abroad, and explicitly includes electronic waste and vehicle scraps. The term "generator" is broadly defined to include generators, manufacturers, assemblers, importers, owners, and brand or trademark owners. As a result, the obligations under the DIWMA apply to the generators of electronic equipment and vehicles.

Specific Provisions for Electronic Waste and Vehicle Scraps

To regulate the disposal, disassembly, and treatment of electronic waste and vehicle scraps, the DIWMA outlines specific obligations regarding the collection, transportation and disposal of electronic waste, and requires that generators of vehicle scraps remain responsible for the scraps until the treatment is complete. The DIWMA also prescribes penalties for violations and non-compliance.

Hazardous vs. Non-Hazardous Waste



The DIWMA distinguishes between hazardous and non-hazardous industrial waste. Stricter rules apply to hazardous waste: disposers, collectors, and transporters must obtain a license from the Director-General of the DIW or an authorized representative. Similar licensing requirements apply to those handling electronic waste and vehicle scraps.

Operating Licenses of the Existing Waste Management Factories

Transitory provisions under the DIWMA allow existing factory licenses for waste management factories (i.e., factory types 101, 105, and 106 under the Factory Act, B.E. 2535 (1992)) to be deemed industrial waste disposal operating licenses under the DIWMA for a limited period.

Sustainable Industry Fund

A Sustainable Industry Fund will be established under the Ministry of Industry. The fund will support efforts to prevent, mitigate, and remedy environmental and public health impacts resulting from industrial waste mismanagement. It will also support the development, promotion, and enhancement of the industrial sector in relation to waste management. Under the DIWMA, disposers, collectors, and transporters of industrial waste will be required to place a security deposit as initial compensation for potential damages arising from their operations. This security deposit contributes to the fund.

The DIWMA vs the Draft WEEE Act

Certain provisions in the DIWMA overlap with those in the Draft WEEE Act, which was proposed by the Pollution Control Department (PCD) and revised in August 2024. Both laws require manufacturers of electrical and electronic products to take responsibility for collecting

waste generated by their products. However, the treatment of such waste differs under both laws. Under the DIMWA, manufacturers must send the waste to licensed disposers or collection facilities. In contrast, the Draft WEEE Act requires manufacturers to develop a waste management plan and manage the electronic waste themselves, unless the obligations are entrusted to a product waste management organization registered with the PCD.

It remains to be seen which of these draft laws will eventually be adopted, as both must still undergo further legislative process. Overlapping obligations may be consolidated during this process. In any case, once adopted, these draft laws will impose new legal obligations on manufacturers and factory operators to oversee the proper disposal of generated waste. Therefore, relevant business operators should closely monitor the developments to prepare when either draft comes into effect.



[Varutt Kittichungchit](#) is a lead associate of the Corporate and M&A and Sustainability groups with experience assisting companies on ESG regulatory frameworks and due diligence.



Dr. Muanjit Chamsilpa is a Sustainability Specialist at Baker McKenzie.

Minister of Industry Delivers "Thailand's Industrial Future" to AMCHAM Business Community

On June 11, the American Chamber of Commerce in Thailand (AMCHAM) welcomed Minister of Industry, H.E. Akanat Promphan, and Permanent Secretary of Industry, Nattapol Rangsitpol, at its Member Luncheon. The Minister shared the Industry Ministry's key policy priorities for transforming Thailand's industrial sector to enhance its competitive advantage.

AMCHAM Vice President Wiyada Srinaganand of 3M Thailand opened the event, expressing appreciation for H.E. Akanat Promphan and his team for participating. She also welcomed 32 AMCHAM Thailand Foundation (ATF) scholarship students who were experiencing the luncheon as a part of their ATF Career Camp and introduced 22 new member companies to the AMCHAM network.

During his keynote speech, H.E. Akanat addressed the Ministry's priorities in transforming, building up, and strategically preparing Thailand's industrial future to attract and increase foreign investment. Key talking points highlighted the importance of incentives for employee upskilling, technology and knowledge transfers, and sustainability projects in supporting both business and government in the long run.



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Meet Wuttichai (Peach) Phomasorn

Wuttichai “Peach” Phomasorn, an aspiring educator and ATFer Class of 2022, is a dedicated teacher at Thap Sakae Wittaya School and the founder of MERMAID Pride Thailand. Passionate about inclusive and equitable education, Peach shares how the AMCHAM Scholarship opened doors to valuable networking opportunities.

“Real change begins when you act on that belief.”

Greetings, T-AB Magazine readers! My name is Peach Wuttichai Phomasorn. I am twenty-five years old and currently serve as a guidance counselor at Thap Sakae Wittaya School in Prachuap Khiri Khan. I am also the founder of MERMAID PRIDE THAILAND, a youth-led platform dedicated to promoting diversity and equality for LGBTQ+ youth in Thailand.

Alongside my professional roles, I am pursuing a master’s degree in Applied Behavioral Science Research at the Behavioral Science Research Institute, Srinakharinwirot University.

I had the honor of receiving the AMCHAM Scholarship for the 2021–2022 academic year. I graduated with First-Class Honors in Educational Psychology and Guidance from the Faculty of Education, Prince of Songkhla University, Pattani Campus.

I come from a family that has always supported my educational aspirations. Since childhood, I have dreamed of becoming a civil servant, not only to fulfill my personal goals but also to improve my family’s quality of life.

To ease the financial burden on my family, I actively searched for scholarship opportunities and discovered the AMCHAM Scholarship Program. I applied by submitting an essay that explained my motivation and aspirations. Although I initially lacked confidence in my English skills, I wrote the essay in Thai, used translation tools, and carefully revised the text to reflect my authentic voice. This experience was both meaningful and transformative, significantly improving my English proficiency. I was thrilled to learn that I had been selected.



The Orientation and Career Camps organized by AMCHAM were incredibly enriching. These events brought together scholarship recipients in a warm and inclusive environment. I had the opportunity to learn from AMCHAM members, explore various career paths, and connect with program alumni.

This scholarship introduced me to a supportive network of peers and mentors. It offered more than financial assistance: it provided life-changing experiences and access to a vibrant professional community.

Most significantly, it empowered me to launch MERMAID PRIDE THAILAND, a platform that champions the rights and well-being of LGBTQ+ youth in Southern Thailand. The confidence I gained through this scholarship enabled me to seek additional funding, establish key partnerships, and create safe, inclusive spaces where young people can thrive. I now feel driven to pass on this opportunity to future students. This experience has inspired me to pay it forward. I now feel deeply motivated to support and encourage future students on their journeys.

As I have come to realize: *“Believing in the possibility of success is not enough. Real change begins when you act on that belief.”*



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Thailand–U.S. Trade & Investment Summit 2025 Strengthens Bilateral Economic Ties



On May 20, The Thailand–U.S. Trade & Investment Summit 2025 convened American investors, Thai corporations, and key government leaders to strengthen economic ties and explore new opportunities for bilateral growth. The event was co-hosted by the American Chamber of Commerce in Thailand (AMCHAM), the Thai Chamber of Commerce, and the U.S. Chamber of Commerce in Washington.

“The Thai Government is firmly committed to establishing a long-term fair and balanced partnership in trade and investment with the U.S. We have already submitted to the U.S. a framework proposal, which will address the trade imbalance and enhance partnership that serves the long-term interest of both countries.” said Deputy Prime Minister and Minister of Finance Pichai Chunhavajira in his keynote address. U.S. Ambassador to Thailand Robert Godec emphasized the strategic importance of the partnership, *“The Indo-Pacific region has and will continue be a top priority. The United States is deeply engaged in this region and is committed to its prosperity and security.”* Professor Dr. Surakiart Sathirathai, former Deputy Prime Minister and Minister of Foreign Affairs, highlighted building on a longstanding partnership in a shifting global landscape, *“Thailand—strategically located, diplomatically agile, and economically open—can serve not as passive observers, but as active bridge-builders. We can be stabilizing anchors in an uncertain world.”*

In a Commendation Letter, U.S. Senator Tammy Duckworth noted, *“Our two nations have long benefited from a shared commitment to trade and investment, and today’s summit offers us a chance to build on that legacy, driving further growth and creating new opportunities for the future.”*

AMCHAM President Chatit Huayhongtong (Chevron Thailand), Thai Chamber of Commerce Chairman Dr. Poj Aramwattananont, and U.S. Chamber Executive Director for Southeast Asia John Goyer underscored the enduring value of U.S.–Thailand collaboration. *“Through this Summit, we celebrate the powerful partnership between Thailand and the United States,”* said Chatit. *“At AMCHAM, we are proud to call Thailand home as we work together to create lasting opportunities and deepen our strategic collaboration.”* Minister of Commerce Pichai Nariphaphan opened the afternoon session and remarked, *“Thailand aims to remain a top strategic partner of the United States.”*



EVENTS

AMCHAM Signature Event

Governors' Table @ Siri Sala Private Thai Villa – May 15

Speakers: [Chatit Huayhongtong](#) of Chevron; [Ririnda Tangtatswas](#) of Minor International; and [Kwanjit Sudsawad](#) of Seagate

Event Highlights:

The AMCHAM Board of Governors hosted an exclusive dinner at Siri Sala Private Thai Villa, offering an exceptional opportunity to connect and expand networks with leading executives from diverse industries. Set within beautifully reimagined traditional Thai wooden stilt houses, the event provided a serene, contemporary ambiance that encouraged meaningful engagement among industry leaders.



AMCHAM Special Event

Innovations for Access: Advancing RNA Technologies and Clinical Trial Hubs – May 26

Speaker: [Prof. Dr. Kiat Ruxrungtham](#) of the Chula Vaccine Research Center

Organized by: [Healthcare Council](#)

Event Highlights:

The AMCHAM Healthcare Council led members in the Innovations for Access: Advancing RNA Technologies and Clinical Trial Hubs event. The event featured a discussion on Thailand's potential as a clinical trial hub and the recent advancements in RNA technologies. Professor Dr. Kiat presented data on global and Thai clinical trials, highlighting Thailand's competitive position in Southeast Asia. The session explored the rapid development of mRNA vaccines. Dr. Kiat shared updates on ongoing vaccine and therapeutic developments, including promising results in HPV and dengue

vaccines. Participants learned about Thailand's strengths in clinical trials and the steps needed to establish the country as a regional medical hub. The event provided valuable insights into the evolving healthcare ecosystem and potential collaborations in Thailand.



Legal Committee

Trade, Tech & Compliance - Navigating U.S.-Thai Business from a Legal Perspective – May 27

Speakers: [Jackson Pek](#) of Amadeus ; [David Lawrence](#) of Pegleg; [Tony Andriotis](#) of DLA Piper Tokyo; and [Tassanu Chutikanon](#) of Siam Premier

Moderator: [Emi Rowse](#) of Kudun and Partners

Organized by: [Legal Committee](#)

Event Highlights:

The AMCHAM Legal Committee hosted a panel discussion on the legal and compliance implications of the U.S. tariff policies. The speakers provided insights on strategies for building flexibility and resilience in contracts, compliance frameworks, and cross-border operations amid geopolitical uncertainty. They also shared risk management tactics and emphasized the importance of identifying commercial opportunities in the evolving global trade landscape.

The panel was followed by a question-and-answer session and a networking event, where AMCHAM members exchanged insights and engaged in dynamic discussions.

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AMCHAM Signature Event

AMCHAM Academy Residential 2025 – June 4 – 6



Speakers: [Joshua Morris](#) of the Progression Group; [Maria Clancy](#) of Disegno.life; [Larry Persons](#) of JacksonGrant; [Nannapat Sage](#) of Potentia; [Sondra Sutton Phung](#) of Ford Motor Company; [Winnie Wong](#) of Mastercard; [Panomporn Yapakai](#) of Kenan Foundation Asia; [Suruswadee Jaimsuwan](#) of Tilleke & Gibbins; Dr. Arnunchanog Sakondhvat of Office of the National Economic and Social Development Council (NESDC); and [Randy McGraw](#) of Sertis

Event Highlights:

At the AMCHAM Academy Residential, over 40 rising business leaders came together for a two-and-a-half-day intensive professional development experience. Participants had the opportunity to reassess career risk-taking and leadership with the guidance of CEOs and experts. The second half of the program featured trailblazers in corporate and digital transformation, as well as key figures in macroeconomics and AI.

Through presentations and small group discussions, attendees applied insights to their careers, fostering meaningful connections across a variety of industries.

Minister Counselor for Commercial Affairs from the U.S. Embassy Catherine Spillman presented certificates to participants at the end of the program.

Participating companies included: 3M Thailand, Abbot Laboratories, Alliance Laundry Systems, Amata Corporation, Bank of America, Br'er Rabbit Legal, Caterpillar, Chevron Thailand, Citibank, Copeland (Thailand), GSK (Thailand), FedEx, HP Thailand, Ingredion (Thailand), Jelly Belly, Mastercard, Ministry of Commerce, Ministry of Digital Economy and Society (MDES), Minor International, NIST International School, Office of the Council of State (OCS), PCS Security and Facility Services, Phyathai Hospital Group, Pfizer, RMA Group, Seagate Technology, Thailand Board of Investment, The Federation of Thai Industries, Vero Advocacy, VCON, and Western Digital



AMCHAM Special Event

U.S. Embassy & AMCHAM: Independence Day Picnic 2025 – June 7

Event Highlights:

AMCHAM Thailand and the U.S. Embassy co-hosted a festive picnic to celebrate Independence Day 2025. Attendees enjoyed a classic American celebration with lively music, delicious picnic fare, and fun outdoor activities for families.



AMCHAM Thailand Foundation Event

AMCHAM Scholarship Career Camp 2025 – Jun 8 – 11

Event Highlights:

The American Chamber of Commerce in Thailand Foundation (ATF) successfully hosted its annual Career Camp, providing 32 final-year vocational and university scholarship students from disadvantaged backgrounds with essential skills for career readiness and professional development.

The four-day camp delivered comprehensive career training, including mock job interviews conducted by HR professionals from AMCHAM member companies, LinkedIn profile building, and workshops on effective communication, workplace readiness, and mental well-being. In addition to skills training, the camp fostered valuable networking opportunities, helping AMCHAM scholarship recipients connect with one another and engage with the AMCHAM business community.



EVENTS

Customs and Excise Council Coffee and Tariffs – Jun 12

Speaker: [John Patrick Leonard](#) of Kim & Chang

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

Event Highlights:

The AMCHAM Customs and Excise Council hosted an exclusive session featuring John Patrick Leonard, a former senior U.S. Customs and Border Protection (CBP) official now working in Asia. The speaker provided an overview of the current U.S. tariff regimes, ongoing negotiations, and their implications for Thailand. He also offered insights and strategies to help importers and exporters navigate the complexities of these regimes.

The presentation was followed by a question-and-answer session and a networking event, where AMCHAM members and the speaker engaged in a dynamic discussion.



Inclusion Committee Take Tea with Pride – Jun 17

Speaker: [Stephanie Galera](#) of Open for Business

Organized by: [Inclusion Committee](#)

Event Highlights:

AMCHAM hosted a special Pride Month afternoon tea at The Peninsula Bangkok under the theme “Bring an Ally.”

Participants enjoyed an elegant high tea, inspiring remarks from Stephanie Galera of Open for Business on the power of allyship in business, and a showcase of art exploring identity and inclusion. The speaker shared interesting global research on the economic case for LGBTQI+ Inclusion, her touching personal experience, and posed thought-provoking questions for participants to discuss.

The participants continued their conversation at the River Cafe Terrace and Bar, where they connected over drinks and celebrated their pride in a welcoming, inclusive community.



Powering Innovation with Human-AI Collaboration

By Concentrix

Generative AI and agentic AI are making waves in 2025, transforming the way we work while reshaping entire industries. It is an exciting time, though understandably a bit daunting. One thing remains clear: customers and colleagues are still human. When situations are complex and the stakes are high, the human touch remains indispensable. As long as that remains a fundamental truth, human-AI collaboration—as empowered with [iX Hero™](#) will be the future.

Like any tool, AI's power lies in how it is used. Companies that integrate humans and AI will outperform those that act as if AI does not exist. This applies to any technology that reshapes the very foundation of a business. When we combine AI with the unique talents of our people, we call it "intelligent transformation," making better decisions and powering a more effective world.

The Evolving Role of Humans in an AI-Powered World

We want to set the record straight. AI will transform your job. It has already transformed the jobs of thousands of people. How organizations respond to this pivotal moment will determine their future relevance whether by connecting citizens to government officials or enabling customers to get the help they need across channels, the true power lies in AI innovation.

Conversations with business leaders around the world show a significant demand for AI innovation in the workplace. Gartner® reinforces this, reporting that "92% of employees want AI to help them with administrative tasks and summarizing information."¹

¹ Gartner, Predicts 2024: AI's Impact on the Employee Experience, Matt Cain, Stephen White, Nicole Greene, Christopher Trueman, Anushree Verma, Suzanne Schwartz, January 9, 2024.



This statistic highlights how crucial human-AI collaboration has become in enhancing workplace efficiency and effectiveness. For businesses to succeed with AI, they must do more than experiment. They must demonstrate that these investments are driving meaningful business results.

Empowering Businesses with Human-AI Collaboration

Unlocking the true value of AI is not a straight path. It requires targeted investment, solid data, and a culture that is resilient in the face of change.

As you consider how your teams can benefit from AI tools, here are some use cases where human-AI collaboration can drive immediate impact and spur broader enterprise-wide adoption.

Customer Service: Enhancing Support and Engagement

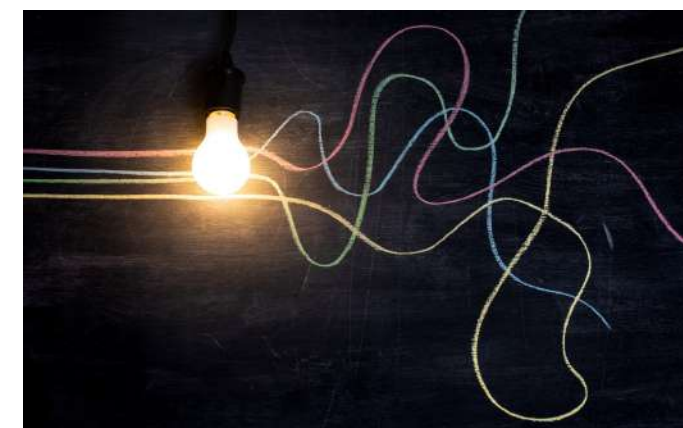


AI-powered chatbots and virtual assistants have improved response times and efficiency, but AI technology also enhances human advisors. AI-driven sentiment analysis, predictive insights, and automated workflows - allow customer service teams to focus on complex issues, strengthen relationships, and provide tailored interactions. This elevates advisors' roles to brand ambassadors where their empathy, creativity, and deep expertise remain crucial in addressing higher-stakes, complex support scenarios.

Sales: AI-Enhanced Smart Selling

AI is reshaping sales by offering real-time analytics, predictive lead scoring, and automated outreach. AI-powered tools enable sales teams to prioritize prospects, personalize messaging based on behavioral insights, and improve conversion rates. This allows sales professionals to focus on the human touch, including building relationships, negotiating deals, and fostering trust.

Software Development: AI as a Creative Partner



Software developers now leverage AI to accelerate coding, detect bugs, and optimize performance. AI-powered development platforms automate repetitive coding tasks, allowing developers to focus on strategy and innovation. You will still need developers - but with AI, your developers outperform their counterparts who are still coding the way they did a few years ago.

Accounting: Driving Accuracy and Strategic Value

AI automation is making a significant impact on accounting tasks, streamlining processes

like reconciliation, fraud detection, and tax compliance. This enables financial professionals to shift their focus from data entry to strategic advisory roles. While AI enhances efficiency and accuracy, human oversight remains essential for interpreting financial insights, managing risks, and ensuring compliance. Simply put, an accountant powered by AI tools is better positioned to deliver exceptional value.

Navigating the Challenges of Intelligent Transformation

The path to intelligent transformation is exciting and complex. Businesses recognize the need to embrace AI, automation, and real-time analytics, but many struggle with where to begin, what to prioritize, and how to manage risks.

Common challenges include:

- **Operational Disruptions:** AI integration can disrupt workflows, increase complexity, or face resistance from employees.
- **ROI Justification:** The pressure to demonstrate quick returns on AI investments can hinder long-term adoption strategies.
- **Strategy-Execution Gap:** Misalignment between leadership vision, teams, and technology leads to fragmented initiatives.
- **AI-Driven Decision-Making Risks:** Ethical considerations, regulatory compliance, and trust issues require careful management.

The greatest risk is in delaying AI adoption. Organizations that do not leverage AI risk falling behind competitors that are seizing the opportunity and unlocking new revenue streams.

The Future Is Human-Centered AI

AI is a catalyst for human potential. Businesses that thrive in the AI era will be those that invest in their people, rethink traditional models, and embrace intelligent transformation. In a world increasingly powered by AI, nothing will be as important as the humans who lead, innovate, and drive the future forward.

Lighting the Way: Bangkok Patana's Ongoing Solar Village Project

For the past eight years, Bangkok Patana School has supported Pang Hua Village, a remote Lisu hill tribe community in Chiang Mai. Known as 'The Solar Village,' the initiative began with a simple question: How to make a lasting impact where it is needed most?

Through the school's Student Environmental Committee (SEC), funds were raised for a sustainable solution: individual solar power kits for homes with no access to electricity. With support from Energreen Asia, the school launched a project to bring light—literally and figuratively.

What began as a single idea has grown into a long-term commitment. Over the years, students have helped install solar kits in 72 homes, donated

winter clothing, built a playground, and provided laptops, fans, and other essentials. Each year, students travel to the village to engage directly with the community, fostering a deep understanding of service and empathy.

The Solar Village Project is a hands-on, student-led initiative that reflects the values of global citizenship and sustainability they strive to instill in every student. Importantly, the focus has always been on collaboration and respect, ensuring that the SEC works with the village, not just for it.



Ascott and CapitaLand Hope Foundation Partner with Save the Children to Empower 160 Children and Youths with Disabilities



Funding supports life skills and social inclusion programs in Thailand and the UK

The Ascott Limited (Ascott), CapitaLand Investment's lodging business unit, is advancing disability inclusion with a 400,000 U.S. dollar contribution to Save the Children. Funded by the CapitaLand Hope Foundation under the CapitaLand AccessABLE Programme, this initiative supports two programs in Thailand and the UK,

benefiting 160 children and youth with disabilities through skills training and opportunities for social, educational, and economic participation.

In Thailand, the partnership supports workplace-readiness training for 60 visually impaired youths, with half expected to work at Dots Coffee and others receiving additional job-placement support. The partnership was announced at a concert at Somerset Rama 9 Bangkok in May, 2025, in celebration of Global Accessibility Awareness Day. Featuring performances by artists with disabilities, the event drew approximately 100 attendees and showcased inclusion efforts within Thailand's arts and hospitality sectors. Concert proceeds funded wheelchairs and white canes for local foundations. Dots Coffee also hosted a kiosk to promote its inclusive employment model.

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APL Logistics is a leading provider of innovative supply chain solutions, specializing in freight consolidation, transportation management, and order fulfillment. With a strong presence in Southeast Asia, they support industries such as automotive, retail, and consumer goods. Their advanced order management platform delivers real-time tracking and analytics, while their expertise in trade compliance, customs brokerage, and multimodal transport ensures efficient, technology-driven logistics and seamless cross-border operations.



With over 90 years of experience, Christiani & Nielsen is a leading construction and engineering firm in Thailand. Their expertise spans infrastructure, industrial facilities, buildings, and petrochemical projects. Renowned for quality and timely delivery, they focus on innovation, sustainability, and safety. Their portfolio features major developments like aircraft maintenance centers, utility systems, and petrochemical facilities that support national growth.



Established in 2021, HSMT New Material Technology produces high-quality guanidine salts, fire retardants, and phase transfer catalysts at our advanced facility in Prachinburi. Serving global industries like pharmaceuticals and agriculture, they prioritize innovation, quality, and sustainability. Backed by extensive expertise and a strong international network, they ensure reliable exports, regulatory compliance, and trusted partnerships in the specialty chemicals sector.



Nimble is a leading digital solutions agency specializing in web and mobile app development. Using technologies like Ruby on Rails and Go, they build high-performance applications for iOS and Android. Adopting agile methodologies, they serve the fintech, healthtech, and e-commerce sectors. Their regional presence and commitment to continuous learning drives innovation and transformation across industries in Southeast Asia.

June-July 2025



Founded in 2017, Paperspace is a workplace strategy and design company transforming offices into vibrant, high-performing environments. With regional offices in Bangkok, Manila, and Singapore, they deliver customized solutions that support hybrid work and promote employee well-being. In Thailand, they have led impactful projects for global clients, driving innovation, collaboration, and productivity through future-ready workspace design.



Established in 1971, Roche Thailand is a leader in pharmaceuticals and diagnostics, advancing personalized healthcare to improve patient outcomes. Their focus areas include oncology, infectious diseases, neuroscience, and immunology, offering targeted therapies and cutting-edge diagnostics. Committed to sustainability and access, they collaborate with healthcare providers and institutions to support early detection, treatment innovation, and improved healthcare across 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.



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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

