



Sept 2025

T-AB

THAI-AMERICAN BUSINESS

INSIDE THIS ISSUE:

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NEW TECHNOLOGY ACCELERATES DIGITAL TRANSFORMATION IN THE TRAVEL INDUSTRY
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Heidi Gallant

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Letter from the Executive Director

Dear Members,



Events here in Thailand and in the U.S. continue to move rapidly, as they have done all year. At AMCHAM we will continue to keep you abreast of breaking news through our Friday newsbriefing and Council meetings like this morning's Government Affairs Council, where we had an insightful briefing on Thailand's incoming political leadership.

Closer to home, this time of year is most exciting to me because of the spotlight on AMCHAM's own leadership. Over the next two months, many of our dedicated leaders are stepping up again to serve our organization, joined by new faces raising their hands to volunteer for the first time. At our [Member Luncheon](#) on September 24, you will hear from our candidates for the 2025-2026 Board of Governors. This is one of our strongest slates yet, with 14 candidates running for eight seats, representing a wide range of industries. Voting will open by online ballot shortly after the luncheon. Be sure to cast your vote before our AGM on October 29, when the winners will be announced!

On October 1, we will open submissions for 2026 leadership roles on our [Committees & Councils](#). Our committees and councils drive event programming and advocacy at AMCHAM, and keep our organization dynamic and relevant. Please don't hesitate to reach out to us to learn more.

Our AMCHAM Corporate Impact Awards are once again setting a record, with 117 companies reaching a standard for excellence. We also have more special awards applications than ever before and are excited to begin hosting the judging panels. It has never been more important to showcase the great work of our member companies in Thailand.

AMCHAM's Scholarship Selection Committee also met this month to choose 35 well-deserving students to be granted university scholarships. We plan to support 28 vocational students and 89 university students this year, thanks to members' generous support at fundraising events like ChariTee Golf Tournament this Friday.

I look forward to seeing you soon at one of our many [events](#)!

Sincerely,

Sincerely,
Heidi Gallant
Executive Director



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New Technology Accelerates Digital Transformation in the Travel Industry

By Neil Rogan, Amadeus



Digital Transformation in the Travel Industry Is Driven by Simplicity

An international, end-to-end journey typically involves a travel seller, ground transport provider, at least one airline, two airports, border control authorities, a hotel, and a destination.

No travel industry stakeholders define and deliver the whole experience on their own. They must come together to build a seamless experience.

This is a great opportunity and a shared responsibility for everyone across the travel ecosystem. When done right, it makes the travel experience better for everyone, everywhere.



Traveler behaviors change at every touchpoint of the journey - from what inspires them, to how they shop and book, to how they can create

stress-free and memorable experiences. More than ever before, stakeholders across industry are working together and leveraging transformative technologies to unlock new opportunities and digitally transform travel. All to satisfy the enduring desire of people to travel.

What Is Digital Transformation in the Travel Industry?

Digital transformation in the travel industry is an opportunity to rethink processes and build more seamless, personalized, and efficient experiences for travelers.

Driven by new and transformational technologies, travelers receive offers tailored to their preferences. They enjoy faster, more autonomous services throughout booking and travel, along with greater transparency and control through real-time updates and flexible options.

Travel transformation involves smarter, connected experiences where flights, accommodations, and mobility services are synchronized. Technology providers are supporting all travel sellers to deliver better end-to-end journeys that enhance each stage of the experience.

The Opportunity for Digital Transformation in the Travel Industry

Digital transformation requires collaboration, coordinated technology investment, and a strategic approach to tackling customer experience pain-points.

The growing travel sector comes with a significant opportunity. According to the latest [World Tourism Barometer](#) from UN Tourism, an estimated 1.4 billion tourists travelled internationally in 2024 - an 11 % increase over 2023, or 140 million more arrivals. This growth is driven by a robust performance from large source markets and continued recovery in Asia and the Pacific.

Data from the World Travel & Tourism Council (WTTTC) [revealed](#) 2024 was a record-breaking year for travel, with the global economic contribution of the sector reaching an all-time high of 11.1 trillion U.S. dollars. According to the annual [Economic Impact Research](#) (EIR), tourism contributed an additional 770 billion U.S. dollars in 2024 compared to 2023, accounting for one in every ten dollars spent globally.

Challenges to Digital Transformation in Travel

Digital transformation in travel is accelerating, but key challenges remain. These include:

Data Fragmentation

Siloed data remains a major challenge for the travel sector, with information spread across multiple stakeholders in incompatible formats. This fragmentation hinders the ability to generate a unified view of the customer and deliver personalized, consistent experiences across touchpoints.

Legacy Systems

Many travel companies rely on decades-old legacy systems, often costly to maintain and poorly suited to the developing digital landscape. They cannot easily integrate with modern platforms or support the seamless, real-time interactions that travelers now expect.

New Standards

Inconsistent technological standards across the industry are an obstacle. Disparate systems, uneven adoption of frameworks, and incompatible APIs hinder collaboration between suppliers, intermediaries, and technology providers.

Compliance

Travel companies operate in a complex environment of national and international regulations covering data privacy, cybersecurity, taxation, and sustainability. Varying compliance requirements add legal risks and administrative burden to transformation efforts.

Sustainability

Travel businesses are under pressure from travelers to reduce carbon footprints and report on sustainability metrics.

Building a Seamless Travel Experience with Transformative Technology

The travel industry is transforming as traveler behavior evolves throughout the journey. Travelers now expect more intuitive, personalized, and inspiring choices than ever before.

Travel technology providers understand these shifts and are embracing the impact, striving to become the partner of choice for travel sellers and providers. By delivering stability, resilience, and reliability customers demand, along with the creativity and imagination they expect, they unlock the long-anticipated retail transformation in travel.

Never have so many enabling technologies been available:

- Public clouds provide the backbone for fast, scalable computing.
- Robust platforms make data widely available, organized, and connected.
- Modular solutions built on open technologies provide greater flexibility.

- Breakthroughs in biometrics and artificial intelligence create new dimensions of automation.

How Do We Transform the Travel Experience?

Partnerships and collaboration are essential as transforming the traveler experience with technology requires a connected ecosystem.

- An ecosystem approach, bringing together leading organizations, from startups to large enterprises.
- Co-creating and developing capabilities to envision, design, and deliver cutting-edge travel solutions, empowering the ecosystem to drive and implement change.
- Sustainability presents both a challenge and an opportunity that demands strong collaboration. A collective responsibility to protect the people and improve places travelers want to visit.

Wider Technology Trends Accelerate Digital Transformation

Digital transformation in travel is accelerating, driven by broader shifts in the technology landscape:

Artificial Intelligence

AI is transforming the entire traveler's experience. The planning phase is enhanced as AI creates inspirational, traveler-centric search and shopping experiences. During the trip, AI chatbots can ask the right questions to understand traveler preferences. Post-trip, AI helps evaluate customer sentiment, manage online reviews, strengthen online reputation, stay in contact with customers in a more meaningful way, and drive repeat business.

Cloud Technology

The shift to cloud is enabling seamless, scalable, and personalized services. Rather than investing in physical infrastructure, travel businesses, from

airlines to hotels, can scale their operations on demand using cloud-based computing resources.

Biometrics

Airlines, airports, cruise lines, seaports, border authorities, and other industry players need to efficiently perform passenger recognition and authentication. Biometric solutions use facial recognition to create a seamless and contactless experience. Travelers can enroll via mobile device before arrival and use their face as ID at checkpoints to shorten queues and speed up passage. Travel providers, airports, and border authorities benefit from enhanced processing and security.

Conclusion

These technologies support airlines in modernizing travel retail, creating simpler, more personalized journeys. Airports benefit from optimizing terminal space, while travel sellers see more efficient corporate and leisure booking and payment processes.

For hotels, the development of AI, cloud, and biometrics provides insights to drive profitable demand and decisions, while delivering differentiation and loyalty to guests. Additionally, all travel partners are automatically informed of real-time updates, ensuring smooth operations.



[Neil Rogan](#) is Global Director of Corporate External Communications and Digital Marketing at Amadeus, a leading supplier of advanced technology solutions for the travel and hospitality industries.

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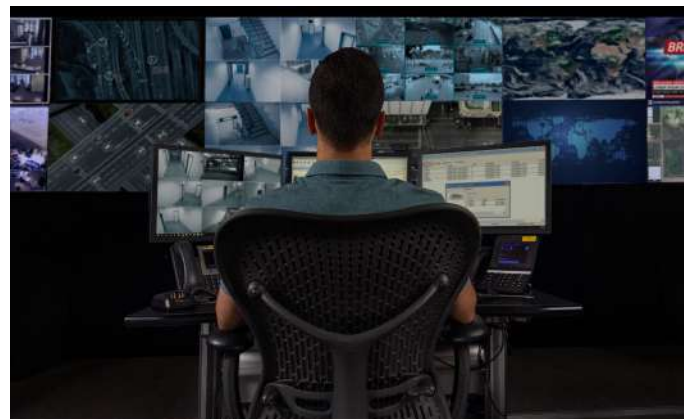
Navigating the Digital Shift: Technology, Talent, and Policy for the Future of Industry

Norachet Saetang is the Thailand Country Manager and Vice President of Seagate Technology.



“Technologies cannot inspire people, but people inspire people, and it is that inspiration that drives exceptional performance.”

globally, we have implemented a wide range of AI tools such as generative AI for software coding, autonomous sensor data monitoring, machine learning, automated vision system enhancement, and more. We use AI to improve precision and boost yields and reduce energy and materials waste.



These are just a few examples of how digital transformation not only improves efficiency but also enables smarter, data-driven operations and more sustainable innovation without compromising performance. Ultimately, digital transformation is more than a technological upgrade – it is a business evolution. The ability to adapt quickly and leverage data-driven insights is as vital as enhancing efficiency. This adaptability enables companies to thrive in today's fast-changing digital landscape.

How is digital transformation redefining core business operations across industries?

Digital transformation is reshaping industries by placing data at the heart of decision-making, innovation, and efficiency. At Seagate, we see firsthand how the value of data, from edge to cloud, is driving the fundamental change in how businesses operate.

A great example is our own adoption of AI. Seagate began integrating AI into our manufacturing operations in 2019, initially for predictive equipment maintenance and malfunction analysis to help prevent production downtime. Building on that, through our smart manufacturing projects

What role does data play in driving innovation?

Data has become the most valuable asset in today's digital economy, driving everything from advanced AI models to scientific breakthroughs and global digital initiatives. Without data, it is impossible to drive successful insights, decisions, and innovation.

In today's digital landscape, organizations have access to a wealth of information generated through interactions, operational processes, and market activities. The real value of this data lies not in its sheer volume, but in how responsibly it is analyzed and used to improve services, inform better decision-making, and foster innovation. By drawing thoughtful insights from diverse data sources, businesses can enhance their operations and create more meaningful value for customers and stakeholders.

At Seagate, we view data not just as a byproduct of operations, but as a strategic asset. AI's power comes from its ability to learn from vast, complex datasets, transforming raw information into meaningful insights, predictions, and innovations. Our own experience applying data-driven AI solutions across operations demonstrates how data unlocks continuous improvement and innovation.

How is digitalization changing the skills companies need from the modern workforce?

The value of data does not come from data alone. The key is having the right infrastructure, organizational mindset, and approach to unlock its full potential. This means organizations need talent who are comfortable working with data, interpreting insights, collaborating with technology, and adapting quickly as the environment evolves.

Beyond the technical skills, soft skills like problem solving, critical thinking, and continuous learning have become essential. Companies now value creativity and innovation more than ever, as these drive new solutions and business models enabled by digital transformation.

Cross-functional collaboration and effective communication are also crucial, since digital projects often require teamwork across different

departments and disciplines. In short, the modern workforce needs a blend of technical skills, analytical thinking, and interpersonal abilities to thrive in the digital age.

In Thailand, digitalization is rapidly reshaping workforce expectations across industries, from manufacturing to finance and retail. Thai businesses are increasingly prioritizing digital skills and agile mindsets as they adopt new technologies to stay competitive in both domestic and global markets. This shift creates exciting opportunities for the workforce to upskill and contribute to Thailand's evolving digital economy.



What strategies can help upskill or reskill employees during rapid technology shifts?

In a world where technology evolves faster than ever, the ability to adapt and grow is no longer optional, it is essential. Organizations must foster a culture of continuous learning, encouraging employees to explore new skills aligned with emerging technologies and growing business needs.

One effective approach is to provide structured learning frameworks that help individuals understand how technologies like AI can be applied in practical, meaningful ways. At Seagate, we created the Explore AI learning paths that help employees see how innovation connects to their day-to-day work, whether through tools that streamline workflows or platforms that support secure, personalized learning - they are more likely to embrace change and contribute to progress.

Career development is deeply personal. Through our TalentLink platform, we offer tailored learning that reflects individual aspirations and

roles, ensuring upskilling efforts are relevant and impactful. When these paths are supported by intelligent insights and connected to real opportunities—such as leadership development or cross-functional experiences, employees are empowered to take ownership of their growth.

Flexibility is also key. Providing access to a wide range of learning resources - from technical training to leadership and wellness - allows people to develop skills at their own pace. This is especially important as we navigate the growing influence of generative AI and other transformative technologies.

Ultimately, successful upskilling strategies require visible leadership commitment. When leaders prioritize learning and model curiosity, it sets the tone for the entire organization. It signals that growth is not just encouraged, it is expected. That is how we build resilient, future-ready teams.



How can government policy better support digital infrastructure and workforce development?

Government policy plays a critical role in shaping the success of digital transformation, both in building the right infrastructure and preparing the workforce to thrive in a technology-driven economy.

The Thai government has been a proactive leader on both fronts, advancing digital transformation and setting a strong example. Investments in digital infrastructure, from expanding broadband access to supporting cloud services and smart manufacturing, have laid groundwork for innovation and business growth. These efforts help businesses, especially SMEs, to adopt technologies like AI, IoT, and automation more effectively.

The government is also actively driving multiple key initiatives such as Digital Skill Roadmap by Digital Economy Promotion Agency (DEPA), which focuses on emerging sectors like AI, blockchain, and 5G technology. The program also offers tax incentives for businesses that invest in employee training. These initiatives demonstrate how policy can directly support both the infrastructure and talent needed to drive sustainable digital transformation.

Looking ahead, continued collaboration between government, industry, and educational institutions will be key. Policies that encourage public-private partnerships, support modular and role-based training, and incentivize workforce development can help build a more agile, future-ready talent pool. It is also crucial to extend the digital infrastructure and upskilling opportunities beyond major urban centers to bridge the digital divide and enable broader participation in the digital economy.

Looking ahead, what excites you most about Thailand's digital future?

I am excited about the growing momentum behind Thailand's digital transformation and the country's positioning as a strong player in the global digital economy. We are seeing accelerated adoption of advanced technologies like AI, automation, and advanced analytics across sectors, not just to improve efficiency, but to rethink how businesses operate and deliver value. This signals a shift toward a more data-driven, innovation-led economy, and it creates opportunities not only for business growth but also workforce transformation.

With continued investment in digital infrastructure and a focus on upskilling the workforce, the country is creating an environment where innovation can scale.

Stronger collaboration between government, industry, and education will continue to play a vital role in building the ecosystem needed to support long-term innovation, competitiveness, and inclusive growth.



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Cloud & Software Services and Withholding Tax: Where Does Thailand Draw the Line?

By Tanva Mahitivanichcha, Sanporn Sanpatchaya, and Tikomporn Kuanpoonpol, Grant Thornton



Is every software-related payment to a foreign vendor subject to Thai withholding tax? Do cloud-based services constitute royalties? And what if intellectual property (IP) rights are transferred to the Thai customer?

As Thai businesses increasingly engage with global IT service providers—whether for cloud infrastructure, software-as-a-service (SaaS), or bespoke software development—the tax treatment of cross-border payments has become a focal point.

In March 2025, the Thai Revenue Department (TRD) issued a ruling addressing these questions. The ruling examined whether payments made by a Thai company to non-resident service providers in three foreign jurisdictions were subject to Thai withholding tax under the Thai Revenue Code (TRC) and relevant Double Tax Treaties.

Case Summary

A Thai company entered into separate service agreements with three foreign entities:

Company A (Country A): Provided cloud infrastructure and SaaS services via a foreign-hosted platform. The company retained full ownership of the technology and granted the Thai company only a limited, non-exclusive, non-transferable, and revocable right to access the platform.

Company B (Country B): Delivered software development services under a time-based contract. In certain engagements, the developed software's IP was transferred to the Thai company; in others, it remained with the service provider.

Company C (Country C): Provided custom software development under specific job orders, with full IP rights clearly assigned to the Thai company.

TRD's Ruling

1. Company A – Cloud Services (Country A)

The TRD determined that the payment to Company A was not made in exchange for rights to reproduce, modify, or distribute software.

Therefore, the payment did not qualify as a royalty, but rather as business profits. Under the applicable tax treaty, and in the absence of a permanent establishment (PE) in Thailand, the payment was exempt from Thai withholding tax.

2. Company B – Software Development (Country B)

Where the Thai company acquired full ownership of the software, the payment constituted other income under Section 40 (8) of the TRC and was again characterized as business profits under the tax treaty. In such cases, no Thai tax applies if the foreign service provider has no PE in Thailand.

However, if the IP remained with Company B and the Thai company was merely granted usage rights, the TRD noted that a royalty may apply—but only where those rights equate to copyright usage. Absent such qualifying rights, the payment remains classified as business profits and is not subject to Thai tax.

3. Company C – Custom Software (Country C)

As the software was developed under job-specific terms and ownership was clearly transferred to the Thai company, the payment was treated as income under Section 40 (8) of the TRC and as business profits under the relevant treaty. Without a PE in Thailand, the payment was not taxable, and no withholding tax was required.



Expert Commentary

This ruling provides welcome clarity that not all cross-border payments for software or IT services fall within the definition of royalties. Specifically, payments for:

- Standard cloud platform access, or
- Custom software development where IP is transferred.



[Tanva Mahitivanichcha](#), a Partner - Tax & Legal, advised the Thai government on trade and legal policy and supported businesses with customs, compliance, and foreign investment in Thailand.



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Thailand's PDPA: Legal Expectations, Operational Challenges, and Strategic Compliance

By Werinorn Manphan, Mahanakorn Partners Group



As Thailand continues to enforce its Personal Data Protection Act B.E. 2562 (2019) (PDPA), businesses face growing pressure to establish robust data protection frameworks. The PDPA, which governs the collection, use, and disclosure of personal data, applies broadly to both Thai and foreign entities operating in Thailand or targeting Thai data subjects. This legal update highlights key compliance obligations, common implementation challenges, and strategic considerations - drawing from legal and technical insights.

Roles and Obligations of Data Controllers

Data controllers are responsible for ensuring that personal data is processed lawfully, fairly, transparently, and securely. One of the more operationally complex obligations involves

responding to requests from data subjects to delete, destroy, or anonymize their personal data. Under the PDPA, such requests must be addressed without undue delay and generally within 30 days of receipt, with the possibility of a one-time extension of an additional 30 days under justifiable circumstances.

Where data cannot be deleted due to technical constraints or legal obligations (for example, statutory retention requirements), anonymization is required to render the data no longer identifiable. It is essential to distinguish anonymization, which irreversibly removes identifiers - from pseudonymization, which allows for re-identification under controlled conditions. While pseudonymization enhances data security, it does not satisfy the legal requirement where anonymization is specifically mandated.

These requirements reflect the PDPA's emphasis on data minimization, necessity, and integrity - core principles that organizations must implement throughout the data lifecycle.

Operational Challenges in Achieving Compliance



Implementing a fully compliant PDPA framework presents significant challenges, particularly for SMEs. Mapping the collection, use, storage, and sharing of personal data across internal systems often requires substantial investment in time, personnel, and technology. This becomes more complicated when legacy IT systems, paper-based records, or decentralized operations are involved.

Another critical area is data classification and lawful basis. The PDPA distinguishes between general personal data (for example, names, contact information) and sensitive personal data (for example, biometric, health, religious beliefs, or criminal history), the latter of which requires a valid legal ground and heightened safeguards under Section 26. Organizations must document the lawful basis for each processing activity - whether consent, contract, legal obligation, public interest, or legitimate interest (where applicable) - in compliance with Section 24 of the PDPA.

Limited staff awareness, poor interdepartmental coordination, and constrained compliance budgets remain major barriers for many organizations.

Sensitive Data and Criminal Records

The PDPA imposes strict limitations on the processing of sensitive personal data, including criminal records. Under Section 26, such data can only be processed if:

- Explicit consent is obtained (subject to Section 19 consent requirements), or
- It falls within specific legal exemptions (for example, compliance with employment law, public interest, or legal claims).

Additionally, the Personal Data Protection Committee (PDPC) Notification on the Processing of Sensitive Data (2022) requires appropriate technical and organizational safeguards. When handling criminal record data, for example, for pre-employment screening or regulatory compliance - organizations must maintain records of processing activities and conduct risk assessments.

Risks and Pitfalls in Implementation

Common pitfalls observed during PDPA implementation include:

- Inadequate consent mechanisms (for example, using pre-checked boxes, bundled consent, or unclear privacy notices).
- Lack of data flow documentation and processing records required under Section 39.
- Insufficient data security controls (for example, unencrypted storage or inadequate access controls).
- Overlooking contractual obligations with data processors, as required under Section 37 (4).
- Lack of regular staff training, resulting in poor internal policy adherence.

These deficiencies not only raise the risk of regulatory enforcement but also increase the likelihood of reputational harm and potential civil liability under Section 77.

Cross-Border Data Transfers



Transfers of personal data outside Thailand are subject to Sections 28 and 29 of the PDPA. Transfers are permitted when:

- The destination country has been deemed by the PDPC to provide an adequate level of personal data protection, or
- The transfer is based on a legal mechanism, such as: Standard Contractual Clauses (SCCs) approved by the PDPC,
- Binding corporate rules (BCRs) for intra-group transfers, or
- Other exemptions (for example, explicit consent or contractual necessity).

Organizations must conduct transfer impact assessments (TIAs) to evaluate the risks involved and must maintain documentation proving that the appropriate safeguards are in place.

Road to Sustainable Compliance



The PDPA should not be viewed as a one-off project. Organizations are expected to integrate data protection into their core operations and culture. Automating consent records, data subject access requests, and data retention schedules can streamline compliance and reduce errors.

Adopting centralized data governance platforms helps maintain real-time visibility over personal data assets. Regular internal audits, refresher training, and simulation exercises, such as data breach response drills-are essential for maintaining compliance.

For companies lacking in-house capacity, engaging legal and technical experts is often necessary to build effective and scalable PDPA programs.

Independent third-party support can also assist in navigating regulatory updates and enforcement trends.

Conclusion

Thailand's PDPA presents both compliance challenges and opportunities to enhancing data governance and stakeholder trust. With increasing scrutiny from the PDPC and the risk of financial and reputational penalties, businesses must operate a well-documented, strategic, and defensible compliance program.



By going beyond minimum requirements, and with the right advisory support, businesses can build competitive advantage and foster regional interoperability, particularly as ASEAN jurisdictions move toward converging data protection standards.



[Werinorn Manphan](#) is a Legal Counsel at Mahanakorn Partners Group, specializing in data privacy, regulatory compliance, and corporate law. She regularly advises multinational clients on PDPA implementation and cross-border data protection strategies in Thailand.

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Meeting Between U.S. Congressional Staff Delegation and AMCHAM Thailand

On August 20, AMCHAM Executive Director Heidi Gallant joined a meeting with a U.S. Congressional Staff Delegation and Thai private sector companies with investments in the U.S., hosted by the Ministry of Foreign Affairs. Hattaya Khusakul, Director-General of the Department of American and South Pacific Affairs emphasized nearly 200 years of close and strong relations between Thailand and the U.S. and reaffirmed Thailand’s committed to further enhancing its economic ties through increased trade and investment.

AMCHAM Executive Director Heidi provided an overview of U.S. business and investment presence in Thailand highlighting the accessibility and responsiveness of the Thai government and policymakers to the business sector. She also noted other key strengths for attracting foreign investment, including ease of doing business, investment incentives, established infrastructure, energy security, connectivity, and workforce quality. The session concluded with a questions-and-answer session between the U.S. Congressional Staff Delegation and the Thai private sector representatives.



AMCHAM Thailand and Thai Chamber of Commerce Host Dinner in Honor of U.S. Congressional Delegation Visiting

On August 25, AMCHAM President Chatit Huayhongtong, TCC Chairperson Dr. Poj Aramwattananont, and representatives from AMCHAM and TCC hosted a dinner in honor of the U.S. Congressional Delegation visiting Thailand. The visit is part of the Ministry of Foreign Affairs' 2025 Thailand Familiarization Program for U.S. Members of Congress, organized by the Royal Thai Embassy in Washington, D.C., in cooperation with the U.S.-Asia Institute. The program aims to deepen U.S. lawmakers' understanding of Thailand-U.S. relations and the strategic importance of our partnership across multiple dimensions shared by both countries.

The delegation comprised four Members of the U.S. House of Representatives from both the Republican and Democratic parties, along with congressional staff. The delegation holds key positions on committees relating to budget, military and security affairs, and foreign affairs. This visit also represents a significant high-level engagement from the United States, following the U.S. President's August 1, 2025, announcement of reciprocal tariff rates for trading partner countries.



U.S. Ambassador Robert Godec Hosts AMCHAM Leadership Ahead of America’s 250th and AMCHAM’s 70th Anniversary Milestone

On August 28, U.S. Ambassador to Thailand Robert Godec hosted the AMCHAM Board of Governors and Platinum members at his residence to discuss the upcoming celebrations of the United States’ 250th anniversary of the signing of the Declaration of Independence. During the gathering, he also introduced new U.S. Embassy officers to foster collaboration with AMCHAM members. The meeting also provided an opportunity to initiate discussions regarding AMCHAM’s 70th Anniversary in Thailand in 2026.



Innovation at the speed of life



Applying the power of science and technology to deliver innovation at the speed of life



IN THE SPOTLIGHT

Randy McGraw is the Chief Commercial Officer at Sertis. He also serves as AMCHAM Digital Economy Committee Co-Chair.

Describe your journey with AMCHAM and what the experience has taught you

AMCHAM has been far more than just a networking platform for American firms in Thailand. Through events and symposiums presented by AMCHAM, I have not only learned valuable local business lessons from other member firms but also been able to share our organizational learning and perspectives on complex technical and business matters with others - something that brings both satisfaction and joy on various levels. Participation does not feel like an obligation, rather, it feels like a constant opportunity.

"AMCHAM has been far more than just a networking platform for American firms in Thailand."



What key factors drive successful AI adoption across industries?

A solid understanding of project goals before any project is even contemplated, cross-functional buy-in within the enterprise, an AI champion who owns the strategy and its moving parts internally, and a willingness to calculate ROI for the spend needed to produce an AI/data deployment.

Knowing and acknowledging the impact of AI on the enterprise is also paramount.

What is AMCHAM's biggest strength in driving business collaboration and growth?

AMCHAM is a collection and filtering mechanism for members, finding unique ways to encourage collaboration across sectors, opening doors to fundamental knowledge and business cases to demonstrate possibilities, and advocating on behalf of its members in high-level discussions that individual firms might otherwise be unable to.

"AMCHAM is a collection and filtering mechanism for members, finding unique ways to encourage collaboration across sector."

Your child learns new skills everyday



Exclusive formula with **MFGM**, DHA and Vitamin B12

Vitamin B12 helps the normal functioning of the nervous system and the



Brain

Meet Nuttaporn (Fern) Boonraksa

Meet ATFer Class of 2023 Economics graduate Nuttaporn "Fern" Boonraksa, who is thriving in the finance sector. Fern reflects that the AMCHAM Scholarship provided more than educational support; it bridged the gap between academic achievement and professional success. She is continuing to pursue her ambitious career goals in the Treasury and Credit Analysis sector.



"Participating in the AMCHAM/FedEx Career Camp gave me a deeper understanding of what AMCHAM does."

was joining AMCHAM/FedEx Career Camp. It was an incredible experience for a student preparing to graduate in a few months. I met fellow scholarship recipients from many places and provinces in Thailand. We also had the opportunity to connect and interact with senior executives from various business industries: marketing, finance, management, etc. Moreover, I attended insightful workshops that helped us understand career planning and professional development. During the camp, we visited several AMCHAM member companies. These visits were eye-opening and gave me a clearer picture of what to expect after graduation.

Conversations with experienced professionals provided valuable advice on navigating future challenges. Participating in the AMCHAM/FedEx Career Camp gave me a deeper understanding of what AMCHAM does. I made new friends and met inspiring professionals across various sectors. Being an AMCHAM Scholarship alumna has significantly expanded my opportunities, and I am truly proud to be part of the AMCHAM Thailand Foundation community.

These experiences would not have been possible without participating in the AMCHAM Scholarship. I would like to express my gratitude to everyone who helped make this career camp a reality. I also hope that in the future, I can play a part in supporting the next generation in achieving their goals.

Hello, I am Nuttaporn "Fern" Boonraksa. I graduated from the Faculty of Economics at Khon Kaen University. I currently work in the finance industry at TSFC Securities. I believe my strength lies in having faith in people and in the power of determination: if we have a goal and put in enough effort, we can achieve it. Even when we face obstacles or make mistakes, the important thing is not to give up. Instead, we should use every experience to develop ourselves to be better.

In my second year of university, I received a scholarship from AMCHAM. During that time, many people also faced problems due to Covid-19. With my family background, we are just a typical farming family with very low income, I was seeking opportunities to reduce the financial burden on my family.

The AMCHAM Scholarship enriched both classroom and outside-class experiences that I never had before; it broadened my world, and it also increased my sense of social responsibility. One of the highlights of my scholarship journey



AMCHAM THAILAND FOUNDATION



ABOUT US

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

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

AMCHAM FOUNDATION SCHOLARSHIP PROGRAM

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

HOW YOU CAN SUPPORT THESE PROGRAMS

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

For further information, contact foundation@amchamthailand.com.

The American Chamber of Commerce Wins Topgolf Foreign Chambers Open

AMCHAM, in partnership with AustCham, BCCT, and NTCC, hosted the last Foreign Chambers Open of 2025 at Topgolf Megacity. Several teams of players joined for the fun yet competitive tournament. Everyone enjoyed swinging, socializing, and expanding great connections. The trophy goes to the AMCHAM team this time!



AMCHAM Special Event

AMCHAM Business Today: The Tariff Edition (Part III) – Aug 14

Speakers: [Dr. Kirida Bhaopichitr](#) of TDRI Economic Intelligence Service and [Paul Sumner](#) of PricewaterhouseCoopers

Moderator: [Sunanta Titikajorn](#) of Bank of America

Event Highlights:

Dr. Kirida Bhaopichitr and Paul Sumner provided a comprehensive update on U.S. trade policies and tariffs at the AMCHAM Business Today: Tariff Edition III. Following the presentation, Sunanta Titikajorn, AMCHAM Economic and Trade Committee Co-Chair, led a discussion with members on investing in Thailand and strategies for businesses to mitigate tariff impacts.



SBE Committee

Unlock Business Resilience - Business Continuity Management System (BCMS) Essentials for SMEs – Aug 15

Speakers: [Alstair Bharata](#) of Marsh McLennan; [Marisa Chaichumnan](#) of Western Digital; [Philip Bernard](#) of Western Digital; and [Ravee Supanimitwisetkul](#) of Disaster Relief Operations Center

Organized by: [SBE Committee](#)

Event Highlights:

AMCHAM SBE Committee hosted a presentation on Business Continuity Management Systems (BCMS), a vital framework that empowers businesses to prepare for, respond to, and recover effectively from any disruption. The event featured discussions on real-world applications of BCMS principles, showcasing the practical steps taken and the valuable lessons learned. Attendees also discovered firsthand how a well-implemented BCMS can minimize operational disruptions through proactive strategies, ultimately reducing downtime.



Joint Committee and Council

Building a Future-Ready Workforce for Thailand's Tourism Industry – Aug 19

Speakers: Phantajit Promkutkaew of Tourism Authority of Thailand; Chalothorn Sumanasrethakul of Ministry of Tourism and Sports; [Bree Creaser](#) of Minor Hotels; and [Khemkhaeng Andrew Rohrbach](#) of Asian Institute of Hospitality Management (AIHM)

Organized by: [Human Capital Committee](#) and [Tourism & Hospitality Council](#)

Event Highlights:

AMCHAM's event Building a Future-Ready Workforce for Thailand's Tourism Industry addressed talent opportunities and challenges in the tourism and hospitality industry.

The event included an overview of Thailand's tourism and hospitality industry, followed by a panel discussion with government agencies and business operators on workforce development, digital and influencer marketing, career pathways, and emerging technologies like AI. A question and-answer session and networking session allowed participants to engage with the panelists and explore ways in which AMCHAM can support the government going forward.



AMCHAM Signature Event

Member Luncheon: Beyond the Big Screen - The Economic Impact of Soft Power – Aug 27

Keynote Speaker: Dr. Surapong Suebwonglee, Deputy Chief of the Policy Advisory Board to the Prime Minister and the Chairman of the National Soft Power Development Committee

Speakers: [Ruben Hattari](#) of Netflix, Southeast Asia; [Apinat “Obb” Siricharoenjit](#) of Living Films; and [Dane Halpin](#) of Minor Hotels

Moderator: [Nattabhorn Buamahakul](#) of Vero Advocacy

Organized by: [Creative Economy Council](#)

Event Highlights:

At the AMCHAM Member Luncheon, the Deputy Chief of the Policy Advisory Board to the Prime Minister and the Chairman of the National Soft Power Development Committee delivered special remarks on Thailand's soft power potential and the government's initiatives to promote the Thai creative economy.

He explained the objectives of the Thai Creative Culture Agency (THACCA) to empower the creative industry in an integrated manner. He emphasized the government's aim to upskill the workforce, create jobs, and boost the economy through soft power initiatives, while also expressing openness to collaborate with the private sector to contribute to the sector's development.

Following the remarks, the panelists explored the impact of the film industry. The speakers shared insights into how the sector drives Thailand's economic growth and international visibility. They also highlighted Thailand's resourcefulness for the industry and the industry's economic contribution through foreign investments, tourism, and spillover effects such as job creation and skills development, and support local businesses. Strategic partnerships between the public and private sectors were emphasized, aiming at positioning Thailand as a leading global hub for film production.



Environmental, Social, and Governance (ESG) Council

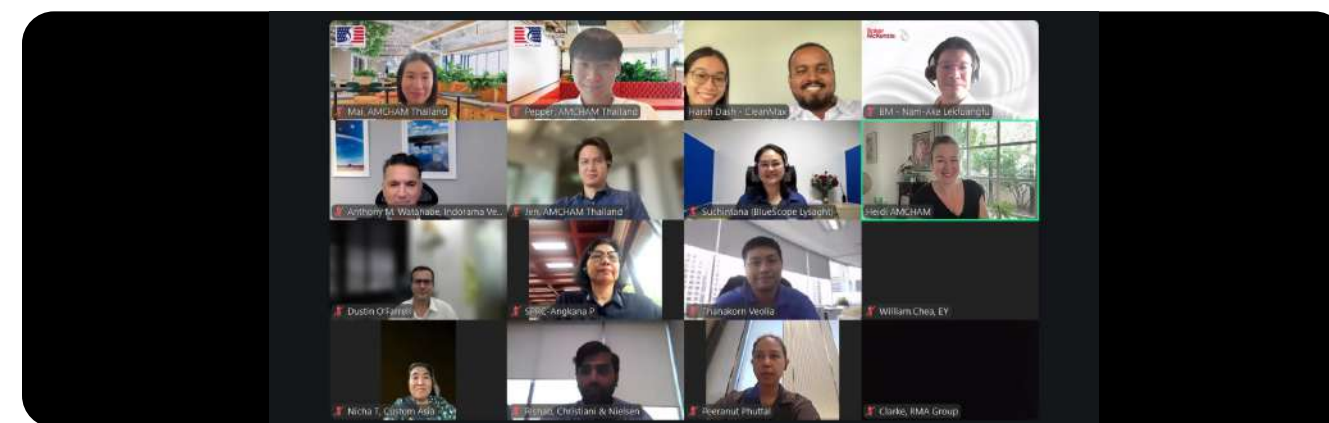
August 2025 Video Conference: Alternative Energy Solutions: Solar Power's Role in Thailand's ESG Strategy – Aug 28

Speaker: [Harsh Dash](#) of CleanMax

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

Event Highlights:

The AMCHAM Environmental, Social, and Governance (ESG) Council hosted a presentation on solar energy investments and cost-saving solar panel options. Speakers discussed current government policies supporting solar installation and renewable energy adoption, including the Board of Investment's incentives, Direct Power Purchasing Agreement and Third-Party Access (Direct PPA/TPA), Renewable Energy Certificate (REC), and the Utility Green Tariff (UGT). Before concluding, participants discussed renewable energy procurement options and the future of Thailand's clean energy initiatives.

**AMCHAM Member-Get-Member**

We would like to say **Thank You** for growing our community!

For every new member referred, AMCHAM would like to thank you with one 2,000 baht voucher for dining at Jim Thompson's F&B outlets



Contact membership@amchamthailand.com for more details. Terms & Conditions Apply.

Tax Council

Tax Council: August 2025 Video Conference on Tax Audit Procedures – Aug 29

Speakers: [Melea Cruz](#) of BDO Advisory and [Jonathan Stuart-Smith](#) of Forvis Mazars

Moderators: [John Andes](#) of KPMG and [Paknapa Boonprasop](#) of DKSH

Organized by: [Tax Council](#)

Event Highlights:

AMCHAM Tax Council offered information and practical guidance regarding tax audit procedures. The speakers provided an overview of Thailand's tax audit processes and timeline. They presented important issues on tax audits, ranging from inconsistencies usually found in financial reviews and overseas payments to cases that may trigger tax audits. Members also participated in an engaging discussion on the matter, including tax calculation and digital documentation.



AMCHAM Partner Event

Phuket Hotels for Islands Sustaining Tourism (PHIST) 2025 – Sept 1**Event Highlights:**

Asia's biggest sustainability event for tourism, PHIST 2025, broke records with over 1,300 delegates from across the region as government and business leaders warned the hospitality industry to act fast on integrating community-driven sustainability into travel and tourism experiences to appeal to a new generation of visitors.

Held at the Angsana Laguna Phuket resort, the eight edition of PHIST brought together hoteliers, policy makers, and innovators for more than 25 hard-hitting sessions, alongside a sustainable fashion show, farm-to-table showcase, and awards recognizing best practices.



AMCHAM Signature Event

Governors' Table @ Blue Elephant Restaurant – Sept 4

Host: [Chatit Huayhongtong](#) of Chevron Thailand; [Raymond Deidrick](#) of Ingredion; [Peerasak Gamonsugosol](#) of Honeywell Systems; and [Prae Dumrongmongcolgul](#) of Meta

Event Highlights:

AMCHAM successfully hosted the Governors' Table at Blue Elephant Bangkok Sathorn, where leading business executives gathered to build valuable connections and enjoy a pleasant Thai heritage cuisine in a leisurely and authentic atmosphere.



Thailand's Digital Leap: Council of State Uses AI and Cloud to Modernize Laws

By Microsoft

Thailand's legal advisory body is joining forces with Microsoft to align over 70,000 Thai legal instruments with OECD standards—the first pivotal step toward Thailand's accession to OECD membership. This initiative underscores a powerful truth: digital transformation is not just about technology—it is about empowering people, modernizing institutions, and shaping a future-ready nation.

For almost a century, the Office of the Council of State of Thailand (OCS) has served as the guardian of the nation's legal framework. Today, it is leading to a digital transformation that redefines not only how laws are drafted, updated, and accessed, but also how a nation positions itself on the global stage.



"Digital transformation is not just about the technology," says Nilrapunt, Secretary General of the OCS. "It is about people. It is about how we can use technology to better serve our citizens and support Thailand's progress."

By leveraging Microsoft's cloud and AI capabilities, OCS can better manage huge volumes of legislative

documents, ease complex research of inter-linked laws, and accelerate the transformation of Thailand's legal framework in alignment with international standards—an essential step in the country's ambition to join the OECD.

A Legal Landscape in Need of Innovation

Thailand's legal system, like many around the world, faces unique challenges in the digital age. With over 70,000 legislative acts, ministerial regulations, Royal Decrees, and agency notification and guidelines in force, the scale and complexity of information at hand is immense.

"These documents are not just large in number, they are deeply interconnected," explains Nilrapunt. "Each law can impact or be constrained by others, and all must align with the Constitution as well as international standards. Keeping this synchronized is a monumental task."

In the past, OCS staff relied on printed records and institutional knowledge to perform their duties. A foundational legal database was launched in 1994, but it was limited in terms of searchability, structure, and accessibility.

Enter AI and the TH2OECD Initiative

At the core of the OCS transformation is TH2OECD – an AI-powered legal comparison system co-developed between OCS and STelligence, a Microsoft partner. The AI system, built on the Microsoft Azure OpenAI platform, enables OCS staff to analyze over 70,000 Thai legal documents and compare them against more than 270 OECD legal instruments — in real time, and across languages.

"Language has always been one of the biggest barriers to aligning Thai law with international standards,"

says Nilrapunt. "Now, with AI translation and comparison tools, we can bridge that gap."

The TH2OECD AI system automatically translates Thai laws into English and OECD standards into Thai. It then uses natural language processing (NLP) to compare and highlight differences, allowing legal professionals to assess how aligned the provisions are and recommend updates more accurately.

All of this runs securely on the Microsoft Azure cloud, which has enabled OCS to transition from storing laws to unsearchable PDFs to saving them as structured, searchable legal texts. With Microsoft 365 and Copilot, OCS teams can now collaborate more easily, update documents faster, and conduct policy analysis more effectively from anywhere in the country.



Mike Yeh, Vice President and Deputy General Counsel, Microsoft Asia said *"We are proud to support OCS's work to leverage AI to align Thailand's laws with OECD standards. Tasked with comparing over 70,000 Thai laws to 276 OECD instruments in under a year—a process that typically takes other countries several years—OCS is setting a new*

standard for innovation. Their leadership and bold use of technology are accelerating change at an unprecedented pace."

Paving the Way to OECD Membership

OCS's move to modernize its structure is not just about national reform. It is also a strategic step toward joining the Paris-based international group OECD. Membership would unlock new opportunities for trade, investment, and global cooperation for Thailand.

"OECD membership is more than a badge, it is a commitment to international standards, transparency, and innovation," says Nilrapunt. "TH2OECD is helping us get there faster by aligning our legal structures with global best practices."

Future plans include expanding the system's use across other Thai government agencies, integrating databases from the Cabinet Secretariat and other bodies, and building a centralized legal portal that both government officials and citizens can use with AI assistance.

As Thailand enters a new era of legal transparency, inclusion, and modernization, its leaders know this is just the beginning. By building digital infrastructure for justice and law, and doing it in collaboration with trusted partners, OCS is showing how AI can serve the public good.

"We do not believe in transformation for its own sake," concludes Nilrapunt. "We believe in transformation that empowers people, so every law is not just in the books, but in the hands of those it is meant to protect."



GC Joins Honeywell to Advance Carbon Capture Goals



The partnership accelerates sustainable solutions to achieve Net Zero emissions and transition to a low-carbon organization by 2050.

PTT Global Chemical (GC), a company in the chemicals sector has partnered with Honeywell, a provider of carbon capture technology, through a Memorandum of Understanding to study and develop advanced carbon capture and utilization technologies. This collaboration focuses on exploring the feasibility of applying Honeywell's technology in Carbon Capture and Storage (CCS) at GC Group's facilities, while leveraging Carbon

Capture Utilization (CCU) to support the goal of achieving Net Zero greenhouse gas emissions by 2050.

Pornsak Mongkoltrirat, Chief Operating Officer–Center of Excellence, GC, stated, “GC is dedicated to sustainable business operations. Partnering with Honeywell brings efficient technology to enhance competitiveness, drive sustainable growth, and balance environmental responsibilities. Our goal is to achieve Net Zero greenhouse gas emissions by 2050 and transform into a low carbon organization. This knowledge exchange and innovation will deepen our understanding of industry needs and address sustainability challenges more effectively.”

Tsui Tsui Young, Regional General Manager (Asia-Pacific) at Honeywell UOP, added, “Honeywell's technology enables the capture and storage of up to 15 million tons of carbon dioxide (CO₂) annually. Our collaboration with GC supports Thailand's carbon neutrality ambitions and lays the groundwork for future regional projects.”

New Downy® Gentle Soft + Fresh Debuts with Audio Romance Series, “Almost Scandalously Soft Stories”

CINCINNATI – Downy® has announced Downy Gentle Soft + Fresh, a new fabric softener designed for consumers who want softness and scent without compromising on gentleness. The launch is an original audio campaign, “Almost Scandalously Soft Stories,” a series of immersive audio romance stories now streaming on Spotify.

The campaign features four original, 20-minute audiobooks designed to evoke the emotional comfort of soft, fresh sheets and quiet time.

The campaign taps into the rising popularity of audiobooks, a category that reached 2.22 billion U.S. dollars in revenue in 2024, up 13% from the previous year.¹

¹ Publishers Weekly. (2025, June 2). Audiobook sales rose 13% in 2024 to \$2.2 billion. <https://www.publishersweekly.com/pw/by-topic/industry-news/publisher-news/article/97920-audiobook-sales-rose-13-in-2024-to-2-2-billion>.

HELPING MAKE SUSTAINABLE MORE ATTAINABLE NOW

We are ready now with an array of solutions ranging from sustainable aviation fuels to battery energy storage systems

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Honeywell

Scotch Brand Celebrates 100 Years of Adhesive Innovation

A century of innovation from automotive and packaging to construction and electronics

This year marks the 100th anniversary of Scotch™ Brand, which began in 1925 with the creation of Scotch Masking Tape, created to help auto-body painters detail cars without damaging existing paint jobs. Today, the Scotch Brand offers more than 600 adhesives, sealants, and fillers used across industries worldwide.

To commemorate the centennial, 3M is sharing customer stories, past innovations, and looking toward a new era of adhesive solutions that will shape the future.

"This year, we proudly celebrate a century of Scotch Brand innovation—a legacy built on trust, ingenuity, and relentless problem-solving," says Chris Goralski,

President 3M Safety and Industrial, 3M. "As we look ahead to the next 100 years, we are inspired by our history and energized by the opportunities to deliver breakthrough solutions that drive safety, performance, and sustainability, helping industries and communities thrive well into the future."



Siam Kempinski Hotel Bangkok Presents a Summer-Inspired 'Joyful Harvest Afternoon Tea'



The 'Joyful Harvest Afternoon Tea' is inspired by Aura's time in the natural surroundings of Tasmania, Australia, where the landscapes and simple pleasures of cultivating a backyard garden serve as her creative muse. The menu includes a variety of sweet and savory items crafted by Executive Pastry Chef Franck Istel.



Siam Kempinski Hotel Bangkok marks the vibrant summer season with a collaboration featuring Thai mixed-media artist Sasipan 'Aura' Siriporn, also known as 'Aura CherryBag'. The project highlights an afternoon tea experience accompanied by a silk-satin scarf designed by Aura herself.

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Learn more at [3M.co.th](https://www.3m.co.th).



Welcome New Members

CORPORATE MEMBERS



A leading firm in Asia, the company provides net-zero and renewable energy solutions for the commercial and industrial sector, managing around 2GW of operating renewable assets across India, the Middle East, and Southeast Asia. They pioneered rooftop solar and offer customized sustainability solutions—including wind and solar projects, renewable energy certificates, and carbon initiatives. They support diverse corporates in achieving their clean energy goals through turnkey projects and long-term Power Purchase Agreements at competitive rates.



Established in 1972, this leading processor and exporter specializes in high-quality canned fruits and juices. Operating multiple production sites across Thailand, it produces products such as canned pineapples, tropical fruit salads, mandarin oranges, peaches, and pineapple juice for export to North America, Europe, the Middle East, and Asia. Certified to international food safety standards, the company is committed to sustainability, supporting local farmers, and ensuring reliable, eco-friendly sourcing.



A leading Asia-Pacific real asset manager and one of the largest listed real estate investment managers globally. Their integrated fund management and development platform spans Australia, New Zealand, Japan, South Korea, Greater China, Southeast Asia, India, and Europe. The company delivers modern solutions for logistics, data centers, infrastructure, and renewables, providing diverse investment and development options. Guided by their purpose -Space and Investment Solutions for a Sustainable Future—it manages sustainably and creates lasting impact.



The company delivers cutting-edge technology and business solutions that help organizations transform through AI, cloud, cybersecurity, and data-driven services. Guided by its mission to build trust in society and promote sustainability, they connect people, technology, and ideas through Fujitsu Uvance. In Thailand, they leverage global expertise and local insight to provide tailored digital solutions that drive growth, efficiency, and a smarter, more secure, and sustainable future.

September 2025



Givaudan creates fragrances, flavors, and well-being solutions that celebrate the beauty of human experience and promote happier, healthier lives with a love for nature. In collaboration with its customers, the company crafts inspiring food experiences, fragrances, and beauty products that help people look and feel good. With over 163 locations and 78 production sites worldwide, Givaudan is committed to purpose-led growth that delivers positive impact across communities and industries.



Located in central Bangkok, this premier men's health center is dedicated to enhancing men's well-being, confidence, and vitality. It offers personalized treatment plans and specialized services, delivered by experienced doctors in a discreet, upscale environment. Committed to patient-centered care, the clinic combines medical expertise with privacy and comfort to help men achieve optimal physical and mental health.



A global gaming and entertainment company, it offers world-class hotels, casinos, meeting spaces, live shows, restaurants, nightlife, and retail experiences. Its portfolio spans 31 destinations worldwide and includes BetMGM and LeoVegas for sports betting and online gaming. As it expands into Asia, the company is pursuing integrated resorts in Japan. Guided by a philosophy of sustainability and social responsibility, it strives to create memorable experiences while making a positive impact on employees, guests, and communities.



With over 32 years of experience, the hospital delivers expert care using advanced medical technology and internationally accredited standards. Its specialists manage complex procedures, including brain and heart surgeries and kidney transplants, performing over 1,000 successful transplants. Pioneering innovations like CT Scan 640 slice, 4D Ultrasound, and Laparoscopic surgery, the hospital's modern facilities also include a wellness center for pain management, sports injuries, and stress, ensuring comprehensive, high-quality care for all patients.



Welcome New Members

CORPORATE MEMBERS



TFU Language School has been providing educational services such as tutoring and academic counseling for 9 years. The school specializes in test preparation for IB, A-LEVEL, SAT, IGCSE, TOEFL, IELTS, GRE, GMAT, CU-AAT, CU-TEP, TU-GET, and more. TFU provides educational opportunities for students who are pursuing preparation for standardized tests, both at a convenient location and from the convenience of students' homes. TFU offers a variety of courses in test preparation, taught one-on-one to maintain high satisfaction and effectiveness, since students can focus on lectures and class activities.



The Web3 infrastructure provider delivers solutions for the telecommunications sector across emerging markets. Part of a global network, it offers scalable, efficient blockchain-powered tools, including decentralized apps, advertising platforms, and loyalty program, reaching over 169 million users. Central to its ecosystem is the \$BNRY token, which enables secure transactions and engagement. Supported by global partners, it helps telecom providers to drive growth, enhance user experiences, and lead Asia's Web3 adoption.



Part of the Veolia Group, a global leader in resource management, the company provides sustainable solutions in water, waste, and energy across over 40 countries. In Thailand, it specializes in comprehensive waste management, including the collection, treatment, recycling, and disposal of hazardous and non-hazardous waste for industrial and commercial sectors. Committed to sustainability and circular economy principles, the company helps businesses reduce their environmental impact while promoting efficient and innovative resource use.

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.

We pioneer motion

SCHAEFFLER

The Motion Technology Company

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SUSTAIN MOTION » SUSTA
TION » **GUIDE** MOTION »
MOTION » **TRANSMIT** MO
TION » **CONTROL** MOTIO
MOTION » **GENERATE** MO
ION » **POWER** MOTION »
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MINOR
INTERNATIONAL



**A Complementary
30-Minute Reflexology Session with IV-Drip**
at Longevity Hubby
Clinique La Prairie

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

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at Holiday Inn Bangkok Silom

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J STEWART GOLF RESORT



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Exclusive Offers Up To 20%
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JW MARRIOTT



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

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BANGKOK



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

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, and
X-ray & Dental Care

BANYAN TREE
BANYAN TREE



Enjoy 20% Off
on BAR & All Outlets

Le MERIDIEN
PHUKET BEACH RESORT



Get 10% Discount
on Food & Beverages and Hotel Facilities

**BANGKOK
RATCHAPRASONG
moxy**



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

ONYX
Residential Concept



Exclusive 20% Discount
at the ONYX Affiliated Hotels

bts



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

**Bumrungrad
International
Hospital**



Receive up to 15% discounted
on Inpatient rooms, medication, X ray,
certain laboratory tests and medical
supplies

CATHAY



Receive up to 11,000 Asia Miles
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campaign

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Free Consultation for setting up
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set-up fee

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Exclusive Up to 50% Off
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SANITARIUM



**5 Hotels & Resorts Thailand Residents
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**Enjoy a Free 60-Minute
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AMCHAM Member-To-Member Offers

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BANGKOK



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at The Peninsula Bangkok

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.

Affinity Program

MEMBER-TO-MEMBER DISCOUNTS



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

Contact mew@amchamthailand.com



**WE ARE A WORLD-CLASS FOOD COMPANY
AND RECOGNIZED LEADER IN PROTEIN**



At Tyson Foods we are proud of our growing portfolio of protein-centric brands, offering nutritious and delicious options that fit seamlessly into modern lives. Driven by a commitment to feed the world, we are reimagining the journey from farm to table. With a focus on innovation and doing what is right, we are dedicated to making food that not only tastes good but also nourishes the future.



Head Office : Tyson International APAC Ltd.
89 AIA Capital Center, 22nd Floor,
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Bangkok 10400

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We feed the world like family.™



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

