Apr 2025

T-AB

THAI-AMERICAN BUSINESS

INSIDE THIS ISSUE:

THE AWS SKILL BUILDER FOR TEAMS GUIDE

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

Accelerate business transformation

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

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

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

Top 5 benefits of AWS Skill Builder for Teams

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

eBook: *Build Cloud Expertise and Transform Your Business*

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

Download the eBook ›

AWS Skill Builder overview and demo

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

Watch the demo ›

Contents

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

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

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

Editorial Advisory Board:
Heidi Gallant

Editor:
Varsha Wadhwani

Letter from the Executive Director

Dear Members,

I hope you all had a wonderful Songkran and are returning to work rested and reinvigorated. Our AMCHAM team is energized to bring you a fantastic run of events over the next couple of months, starting this week with our dinner with Dr Thaksin Shinawatra and our rescheduled Governor's Gala. Registration closes today so be sure to sign up if you are planning to attend!

Tariffs are top of mind for many of our members, with information rapidly evolving. Be sure to keep an eye on our Friday news briefing for comprehensive and factual summaries of the week's happenings. We've also brought back our AMCHAM Business Today member video conferences for candid member information exchange; tomorrow we will welcome guest speakers from our recent Trade & Tariffs luncheon before opening the discussion with members on the call.

Our member community is your most valuable knowledge resource. Don't miss your chance to attend the Thailand-U.S. Trade & Investment Summit, which draws an audience of government policy makers and top decision-makers from the U.S. and Thai companies, and is held in partnership with the Thai Chamber of Commerce, the U.S. Chamber in Washington with the support of Thailand's Ministry of Commerce, Ministry of Foreign Affairs, and Board of Investment.

We have something for everyone in May. Meet our 40 new corporate members at our New Member Brew & Buzz; visit DEPA's Digital Valley before continuing on to our Multi-Chamber EEC Networking; or learn what your child needs to prepare to study in the U.S. next year at our U.S. Education Visa webinar. This is all in addition to our Council activity, continuing their regularly scheduled online meetings throughout the month. I'm hoping to see you at one or many of our events in the coming weeks!

Sincerely,
Heidi Gallant
Executive Director

EXCLUSIVE TIER MEMBERS 2025

PLATINUM

aws · Chevron · citi · SEAGATE

GOLD

Abbott · BANK OF AMERICA · C.P. GROUP · Ford · ISB · Ferrara · Meta · MINOR INTERNATIONAL · NETFLIX · RMA GROUP · TOPGOLF MEGACITY · Western Digital · WHA GROUP

SILVER

3M · AMATA · Bangkok Patana School · CATERPILLAR · Coca-Cola Thailand · DOW · FedEx · Honeywell · Johnson&Johnson MedTech · kenvue · NIST International School · Panda USA · PCS · Pfizer · PHYATHAI HOSPITAL · SCHAEFFLER · THE URBAN OFFICE · Tyson Foods · VIATRIS

Navigating Trade and Investment in a Shifting Global Landscape

By Jiradej (Joe) Jaturavith, Asia Group Advisors

The global trade environment remains complex as the United States continues to scrutinize trade imbalances, creating ripples of uncertainty across international markets. While the immediate threat of steep reciprocal tariffs proposed by the Trump administration has been put on hold pending further negotiations, pressure on Thailand persists. With billions of dollars in potential economic impact at stake, how is Thailand navigating these challenges, and what does it mean for businesses?

Recent estimates underscored the high stakes involved. The University of the Thai Chamber of Commerce projected that the previously proposed U.S. tariffs could potentially reduce Thailand's GDP by nearly 2%, equivalent to roughly 10 billion U.S. Dollars, and cut total exports by 2.6%. Key export sectors like processed seafood, tires, hard disks, electrical appliances, and rubber gloves are particularly vulnerable due to existing low U.S. tariffs and heavy reliance on the U.S. market. Other sectors, including automotive components, agriculture, and textiles, also face moderate risks.

Thailand's Strategy and Response: Negotiating and Rebalancing

Thailand is adopting a measured, strategic approach. Thailand did not rush into engaging the U.S. prior to the tariff announcements in early April and focused on gradually rebalancing trade over the long term (five to ten years) and engaging in a constructive dialogue with U.S counterparts. A high-level Thai delegation, led by Deputy Prime Minister and Finance Minister Pichai Chunhavajira, along with Commerce Minister Pichai Naripthaphan - is scheduled to engage in talks in Washington, D.C. on April 23. Key concerns and strategies the Thai delegation is considering include:

- **Boosting U.S. Imports:** Thailand is considering increasing imports of competitively priced U.S. Liquefied Natural Gas (LNG) to meet domestic energy needs and diversify agricultural feed sources by importing more U.S. corn and soybeans — a move supported by the Thai Feed Mill Association. Imports of other goods like petrochemicals, aircraft, cheese, walnuts, cherries, and apples are also being considered.

- **Tariff Adjustments:** A review is underway for potential import duty reductions on around 100 U.S. products, including pork, machinery, and healthcare equipment, potentially lowering rates from 10-40% to 0-5%. Opening the market and lowering duties for U.S. maize is specifically highlighted.

- **Non-Tariff Barrier Reforms:** Plans include streamlining import licensing, sanitary regulations, and customs procedures flagged by the U.S. Trade Representative (USTR). This also involves tightening certificate-of-origin verification to prevent goods from other countries from being rerouted through Thailand to circumvent U.S. tariffs.

- **Investment and Trade:** The approach also includes encouraging Thai investment in the U.S. and enhancing export inspection systems.

Ongoing Trade Diversification and Investment Promotion Efforts

Trade Expansion Through FTAs

The Thai government is proactively pursuing Free Trade Agreements (FTAs) to diversify its markets and reduce reliance on traditional partners:

- **EFTA Agreement:** The Free Trade Agreement with the European Free Trade Association (Iceland, Liechtenstein, Norway, and Switzerland), signed in January 2025, provides tariff-free access for EFTA exports. Key products include clocks and watches, fish and crustaceans, pharmaceutical products, electrical machinery, and mechanical appliances.

- **EU-Thai FTA:** Negotiations resumed in 2023, with significant progress in regulatory coherence and market access. While prospects remain low, the Thai government is pushing for the EU-Thai FTA's completion by December 2025.

- **Other Initiatives:** The government continues to expand and deepen trade networks through ongoing talks with Canada, South Korea, the United Arab Emirates, and Bhutan.

Priority Investment Sectors:

The government is actively promoting investments in high-potential and future-oriented industries:

- **Digital Economy and AI:** With investments from global tech companies, Thailand is strengthening its position as a regional hub for cloud service providers and data centers.

- **Electric Vehicles (EVs):** Incentive programs have attracted new investments from EV manufacturers, with a goal of EVs making up 30% of vehicle production by 2030. This initiative is creating opportunities in components, batteries, and infrastructure.

- **Semiconductors:** Thailand is enhancing its semiconductor industry with incentives such as tax holidays of up to 10 years for capital-intensive projects like wafer fabrication.

- **Future Food and Precision Agriculture:** Incentives such as corporate income tax exemptions and import duty waivers are offered by Thailand's Board of Investment (BOI) to attract investments in food technology and sustainable agriculture.

Looking Ahead

While the pause in severe U.S. reciprocal tariffs provides temporary relief, the underlying trade tensions and economic uncertainty persist. Thailand is actively engaging in negotiations, proposing concrete steps to rebalance trade, and simultaneously working to strengthen its economic resilience through diversification and strategic investment promotion.

For businesses operating in Thailand, particularly those deeply integrated into U.S. supply chains, this period demands vigilance and agility. Staying informed on negotiation developments, understanding potential impacts on specific sectors, and engaging with policymakers—both Thai and U.S.—will be critical.

Jiradej (Joe) Jaturavith is Associate Director at Asia Group Advisors. Joe leads regional client service, advising technology, payments, FMCG, and tourism clients on advocacy and partnerships. He holds master's and bachelor's degrees from NYU in political science and economics.

Tackling 2025's Trade Barriers – What Can Firms Expect?

By Armin Sonnauer, MIC Customs Solutions

The coming year is set to be a turbulent time for world trade. One of the biggest challenges facing many firms will be an increasing number of tariff and non-tariff barriers that could push up the cost of importing and exporting.

A recent report from the World Trade Organization (WTO), for example, found that countries enacted 169 new trade-restrictive measures in 2024. These covered 887.7 billion dollars' worth of global trade. Elsewhere, traditional trading arrangements are already being affected by U.S. President Donald Trump, with long-standing deals such as the USMCA facing challenges and tensions between the U.S., China, and the EU expected to escalate. So how can businesses navigate this challenging environment?

The Trade Challenges Facing Businesses in a More Divided World

New tariffs may be the most obvious barrier set to impact world trade in 2025, but this is far from the only issue firms have to contend with. Fragmentation is another major challenge. The WTO has noted that the trade world is increasingly splitting into blocs, stating, "We are seeing more evidence of trade fragmentation driven by geopolitical considerations. Trade is increasingly conducted among like-minded countries."

Indeed, the WTO found that trade flows within blocs of geopolitically aligned countries have grown four percent faster than other trade blocs since the onset of the Russia-Ukraine war in 2022.

Firms must also navigate what the World Economic Forum (WEF) has described as a "labyrinth of compliance requirements," particularly concerning the flow of digital data and sensitive information. The WEF noted that this will not only increase operational costs but also make it harder for firms to adopt digital technologies to improve efficiency and innovation.

Among the non-tariff regulatory issues that firms will have to deal with are:

- More complex rules of origin requirements
- Protectionist policies that favor local producers
- Environmental and sustainability regulations
- Labelling requirements
- Complex customs procedures

The WEF observed that businesses that depend on 'just-in-time' supply chain approaches will be particularly affected by these challenges, leading to higher prices that will likely be passed on to customers.

However, the WEF added: "Companies shifting to a just-in-case approach may be similarly challenged. While this move may seem prudent given expected protectionist policies, it will inevitably increase pressure on economic costs and inflation."

Key Steps for Addressing These Issues

While these issues will pose difficulties for many importers and exporters, businesses can take several steps that can limit their exposure to shifting market conditions. The WEF has recommended these key actions for businesses if they are to address these challenges.

1. **Improve supply chain visibility.** Technologies such as AI can provide real-time analytics and insight into supply issues, helping firms identify potential risks early and make better-informed decisions to mitigate any risks.

2. **Diversify sources.** Reducing reliance on any one country or region for components or raw materials will be essential for navigating tariffs and other trade restrictions.

3. **Engage in scenario planning** - Conducting Proactive training exercises to simulate the impact of new trade policies can help businesses develop contingency plans and respond quickly to changing circumstances.

4. **Advocate for trade agreements.** Engaging with policymakers to promote multilateral, regional, and bilateral trade agreements can help reduce fragmentation and foster a more collaborative approach to trade.

Armin Sonnauer is the general manager of MIC Customs Solutions' regional office for the Asian-Pacific market. Armin started his career as an IT professional, holding operational and managerial roles in several functions. He has also acquired over 15 years of experience in customs and international trade.

Enhancing Bangkok's Livability: Advancing Sustainability, Innovation, and Urban Resilience

By Bangkok Metropolitan Administration

Driven by the vision to make Bangkok 'a livable city for all', the Bangkok Metropolitan Administration (BMA) is committed to sustainable growth and urban innovation. To achieve this goal, Bangkok Governor Dr. Chadchart Sittipunt has collaborated with policymakers, industry pioneers, and thought leaders, taking significant steps and introducing ambitious new initiatives that will shape Bangkok's future as a global city.

The BMA's partnership with the American Chamber of Commerce (AMCHAM) has already delivered significant results, with projects such as the Sustainable Digital Classroom, Invest in Bangkok website, and One Million Tree Project showcasing the power of public-private collaboration. These initiatives align with broader sustainability goals and create a meaningful impact.

Education Transformation: The Sustainable Digital Classroom initiative has revolutionized student learning. Students with access to Chromebooks exhibited 28% better academic performance, reinforcing the importance of digital literacy. BMA's plan to expand this initiative to 437 schools through 43,700 additional devices marks a significant step forward.

Investment-Friendly Bangkok: The Invest in Bangkok Website serves as a one-stop digital hub for investors. With the establishment of the Urban Economic Strategy Division, BMA is reinforcing its commitment to promoting ease of doing business and eliminating barriers that could deter international investors.

Urban Greening at Scale: The One Million Tree Project has surpassed expectations, with 1.33 million trees planted, many contributed by AMCHAM members. The new goal for this project is to plant two million trees by the end of 2025, a milestone in Bangkok's sustainability journey.

Waste Management: A Critical Focus

With global travelers increasingly valuing sustainability, waste management has emerged as a key concern. The BMA has adopted proactive measures, which include:

Incentivized Waste Separation: BMA's new policy reduces waste collection fees for properly sorted waste, encouraging compliance at all levels. Households will receive designated green bags for food waste, with specialized collection services to enhance efficiency. Households who are interested in this program must register themselves on BMA website.

Strategic Waste Reduction Targets: Bangkok aims to slash landfill dependency from 54% in 2025 to 22% by 2027, increasing reliance on incineration, recycling, and mechanical biological treatment (MBT). Two waste-to-energy plants, On Nut (2025) and Nong Khaem (2027)—are being developed to further this goal.

Tackling Air Pollution: A Multi-Faceted Strategy

PM 2.5 air pollution remains a pressing challenge, particularly in Bangkok's dry season. The BMA's multi-pronged response includes:

Work-from-Home (WFH) Initiatives: When PM 2.5 levels reach hazardous levels in 35+ districts, BMA has actively invited the private sector to adopt WFH policy. Nearly 100,000 private sector employees are already participating, with a goal of 200,000.

Green Zones & Low-Emission Standards: Large trucks are restricted from entering key inner urban areas unless they meet strict EV, NGV, or EURO 5-6 standards during the announced high level of PM 2.5 period. So far, 12,000 vehicles have registered under this program.

Car Maintenance Program: A partnership with the private sector offers discounts for oil and air filter changes, directly reducing emissions. More than 291,137 vehicles have already benefited from this initiative.

Clean Air Classrooms: Specialized classrooms with air purifiers and air conditioning provide children with safe environments to learn, even on high-pollution days.

Public Awareness & Smart Monitoring: Real-time air quality tracking empowers residents across the city with pollution monitoring and awareness.

Strengthening Resilience: Water Management and Social Innovation

Beyond air and waste concerns, Bangkok is enhancing flood prevention and water quality by systematically cleaning 4,200 km of sewers and 217 km of canals, upgrading drainage infrastructure, and bolstering wastewater treatment.

Additional forward-thinking initiatives include:

Traffy Fondue: A digital platform enabling Bangkok residents to report infrastructure and public service issues in real-time. To date, 841,556 cases have been rzeported, with 680,850 successfully addressed.

The Food Bank Project: Tackling food insecurity and reducing waste, this initiative redistributes surplus food to vulnerable communities. The introduction of district-based food banks ensures accessibility through a voucher system.

A Model for Sustainable Urbanization

Bangkok serves as a model for cities worldwide, demonstrating how smart governance, private-sector collaboration, and community engagement can drive urban transformation.

The World of Statistics, Travelness, and Mastercard ranked Bangkok as the most visited city in the world (Y 2023) and InterNations also announced Bangkok as the ninth best city for expatriates to live and work (Y 2023). By addressing core urban challenges with innovative solutions, Bangkok is setting a precedent for cities seeking to balance growth with environmental responsibility. As these projects unfold, the city's position as a global leader in sustainable urban development will only strengthen, proving that when public and private sectors unite, impactful change is possible.

Navigating the Future of Trade and Commerce

Winnie Wong is the Country Manager for Thailand and Myanmar at Mastercard.

"As cross-border trade grows, companies must prioritize seamless and secure payment solutions to facilitate international transactions."

How is Thailand positioning itself as a key trade and business hub in ASEAN, and what are the biggest opportunities and challenges ahead?

Thailand's strategic positioning as an ASEAN trade and business hub hinges on leveraging its geographical centrality, accelerating digital economy, and resilient tourism sector. To capitalize on its location, Thailand's infrastructure investments—ports, airports, and high-speed rail—must be strategically aligned with comprehensive economic development plans to unlock sustained regional trade growth. The nation's tourism sector, a proven economic driver, requires a long-term strategy that integrates digital infrastructure to enhance the visitor experience and operational efficiency, thereby maximizing its contribution to the overall economy.

The projected 165 billion Dollars digital economy by 2030[1] presents a transformative opportunity. However, realizing this potential demands a proactive approach to cybersecurity and fraud prevention, as digital trust and security are central to the growth and resilience of a digital economy. Thailand's long-term success as a regional hub necessitates a collaborative ecosystem where government and industry players come together to collectively advance cybersecurity standards and collaborate on more robust standards and practices. Specifically, this requires developing a comprehensive digital infrastructure framework and national cybersecurity standards. Further, targeted policy interventions are needed to foster digital literacy among individuals and small businesses and to facilitate SME integration into the regional digital supply chain, so that everyone can benefit from the digital economy. For instance, SMEs – which comprise 99% of businesses in Thailand[2] – should be empowered with resources to navigate rapid technological shifts and evolving consumer demands, while also protecting themselves from cyber risks and vulnerabilities. Thailand's strategic imperative is to move beyond transactional growth and cultivate a sustainable, digitally inclusive economy that reinforces its leadership within ASEAN.

1 Joint report by Google, Temasek and Bain & Company titled "e-Conomy SEA 2024 – Profits on the Rise, Harnessing SEA's Advantage"

2 A study of the Office of Small and Medium Sized Enterprises Promotion (OSMEP), under the Ministry of Industry

What role do digital payments play in driving financial inclusion and supporting SMEs in Thailand's evolving economy?

Digital payments have become an essential part of our everyday lives, transforming how we pay, get paid, and manage our finances. Whether dining, shopping, or traveling, consumers now expect seamless, cashless experiences. For those previously reliant on cash or without access to traditional banking, digital payments have provided a critical path to financial inclusion.

For small businesses, this shift has been game changing. Digital acceptance solutions that enable businesses to accept cashless payments not only allows them to provide more payment choice to their customers – thereby, catering to a new segment of customers – but also opens up a larger, online marketplace for these businesses. Cost-effective solutions like SoftPOS are particularly impactful, democratizing payment acceptance by allowing merchants to easily accept contactless payments using just their NFC-enabled devices – eliminating the need to invest in costly hardware – and enabling them to compete in the rapidly digitizing market.

As adoption accelerates, partnerships are key to ensuring these solutions remain accessible, affordable, and secure, empowering SMEs to thrive in an increasingly digital economy.

How can businesses strengthen supply chains and leverage digital solutions to navigate global trade disruptions?

Global trade disruptions—from geopolitical shifts to supply shortages—have made supply chain resilience a top priority. To navigate these challenges, businesses are increasingly turning to digital solutions that enhance efficiency, visibility, and adaptability.

Digital financial solutions are a key driver for Thailand's economic growth, not just simplifying transactions, but fundamentally expanding financial inclusion and reach. They bring those previously outside the formal financial system—reliant on cash or without bank access—into the mainstream. For small businesses, this translates to immediate operational improvements: instant transactions, better cash flow, and access to crucial working capital. Going digital also gives them a wider geographical reach in terms of suppliers and customers, so that they can diversify their risks and build supply chain and business resilience.

Today, real-time data and AI-driven insights help businesses anticipate disruptions, optimize inventory, and make data-informed decisions to navigate the complexities of global trade.

What trends will shape the future of trade and commerce in Thailand, and how should businesses prepare?

Thailand's trade and commerce landscape is being reshaped by three key trends: increased regional trade, digital-first consumer behaviors, and evolving tourism spending. These trends demand strategic adaptations from businesses to remain competitive.

Firstly, as cross-border trade grows, companies must prioritize seamless and secure cross-border payment solutions to facilitate international transactions or e-commerce capabilities. Secondly, consumers increasingly expect digital-first experiences. This means businesses need to integrate real-time payments, contactless systems, and mobile wallets across all customer touchpoints, and use data to personalize and improve customer experience. This digital transformation is not optional, but a necessity to meet modern consumer expectations.

Finally, tourism, a vital economic pillar for Thailand, is shifting towards experience-driven spending. Businesses in travel, hospitality, and related sectors must tailor their offerings and embrace digital payments to capture visitor spending. Successful businesses will be those that strategically adapt to these trends, focusing on efficient international operations, seamless digital experiences, and catering to the evolving preferences of both local and international consumers.

What advice would you give to businesses and policymakers looking to drive inclusive economic growth in Thailand and the region?

To drive inclusive economic growth in Thailand and the region, businesses and policymakers must prioritize collaboration, digital trust, and strategic SME empowerment.

Firstly, fostering public-private partnerships is essential. These collaborations can address critical needs, particularly in cybersecurity, while simultaneously unlocking new market access for businesses of all sizes. Secondly, building a robust foundation of digital trust is non-negotiable. Every digital innovation must be underpinned by strong security measures, safeguarding both businesses and consumers from evolving cyber threats. This investment in security is an investment in the entire digital ecosystem's stability and growth.

Finally, empowering SMEs requires a holistic approach. Beyond simply providing access to digital tools and payment solutions, policymakers must prioritize cybersecurity education and streamline regulations to nurture a conducive environment for SMEs' growth. This enables SMEs to not only adapt to the digital economy, but also to thrive within it. The ability to build an even more inclusive digital economy in Thailand, where businesses of all sizes are connected to regional opportunities and no one is left behind, hinges on this strategic and collaborative approach.

Thailand's Journey to Becoming a Global Financial Hub: Learning from the World's Leading Financial Centers

By Jularat Putson, Brer Rabbit Legal

In 2025, the Thai government, led by Paetongtarn Shinawatra is set to push forward its "Financial Hub" policy as a key initiative. The Ministry of Finance expects the country's first Financial Center Act to take effect next year. The legislation aims to establish a One-Stop Authority: OSA and offer both tax and non-tax incentives to attract eight key types of international financial businesses to invest in Thailand.

Thailand's Position in the Global Financial Landscape

According to the Kasikorn Research Center, Thailand currently ranks ninety-fifth among global financial hubs, based on the Global Financial Centres Index (GFCI). In comparison, top-ranked financial centers such as New York (first), London (second), Hong Kong (third), and Singapore (fourth) stand out due to their robust financial regulations, competitive tax structures, and well-developed financial infrastructure that supports seamless capital movement and fundraising.

Even Dubai, ranked sixteenth, has successfully positioned itself as a financial hub by implementing favorable regulations and leveraging its strategic connectivity between the Middle East, Asia, and Africa. Thailand, however, still has a long way to go to close the gap with these leading financial centers.

Key Strengths of Thailand as a Financial Hub

Despite its current global ranking, Thailand holds several strategic advantages. Within ASEAN, the Thai baht (THB) is the second-most preferred currency after the U.S. dollar for cross-border transactions, particularly in trade with neighboring countries such as Cambodia, Laos, and Myanmar.

Additionally, Thailand boasts a modern financial market with an evolving digital infrastructure and efficient logistics systems. Combined with a relatively affordable cost of living, and a culturally vibrant and open society, the country is increasingly attractive for expatriates and foreign talent.

In 2023, InterNations, a global community for expatriates, ranked Bangkok as the ninth most livable city in the world for foreigners. Meanwhile, Time Out named Bangkok the second-best city in the world in 2025, emphasizing its cultural diversity, world-renowned cuisine, and the happiness of its residents.

These factors—including advanced digital infrastructure, high quality of life, and a solid foundation of Thailand's financial institutions—serve as crucial building blocks for Thailand's ambition to expand its role as a regional financial hub.

The Evolution from Trading Ports to Financial Hubs

A financial hub is typically characterized by a concentration of diverse financial institutions, strong connectivity with global markets, and comprehensive services that facilitate cross-border financial activities. Historically, many global financial hubs evolved from major trading ports that served as vital crossroads for commerce.

- **New York**, the world's top financial hub, owes much of its development to its strategic location as a key trading port, which laid the foundation for its financial markets.
- **Dubai**, once a crucial trading post in the Persian Gulf, leveraged its historical role to become a financial gateway between the Middle East, Asia, and Africa.
- **Singapore**, with its strategic position on major shipping routes, transformed into Southeast Asia's leading financial hub, supporting its thriving trade and logistics sector.
- **Hong Kong**, under British rule, developed into a key trading port connecting East and West. Its proximity to mainland China further solidified its position as a financial center for Chinese trade and investment.

The Road Ahead for Thailand

To realize its ambition of becoming a more prominent financial hub, Thailand must focus on enhancing its workforce capabilities, attracting foreign talent, and reducing regulatory barriers such as complex tax structures. These efforts, alongside sustained economic growth and the implementation of the Financial Center Act, will be critical in creating an environment that supports international financial activities.

The Kasikorn Research Center emphasizes that collaboration between public and private sectors is essential for addressing the challenges ahead. Key areas of focus should include improving financial regulations, modernizing infrastructure, and fostering an environment that encourages innovation and investment.

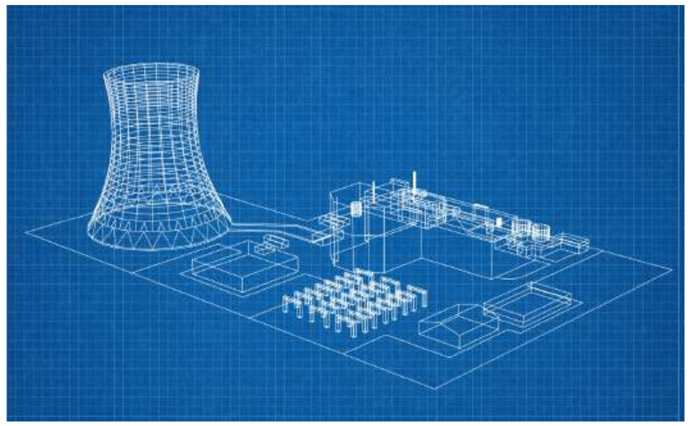
If Thailand successfully leverages its strengths while addressing its weaknesses, the country could secure a stronger foothold in the global financial arena, unlocking new opportunities for growth and positioning itself as a competitive financial hub in the region.

Jularat Putson is a corporate lawyer with over ten years of experience, providing legal services for business, particularly in foreign investment in Thailand.

Navigating the Nuclear Landscape: Understanding Thailand's Laws and Approach

By Chumbhot Plangtrakul and George Borovas, Hunton Andrews Kurth LLP

Amid growing calls for Thailand to adopt small nuclear power projects as an alternative to traditional energy sources, the country is exploring new avenues to integrate nuclear power into its energy future. One approach involves using small modular reactors (SMRs) coupled with renewable energy sources.



According to the Draft Power Development Plan (PDP), set to take effect from early 2025 to 2037, Thailand plans to introduce two SMRs in the Northeast and South. Each will have a capacity of 300 MW and is expected to be operational towards the end of the planned period. The Electricity Generating Authority of Thailand (EGAT) will oversee their development and operation.

What are the Current Regulations Governing Nuclear Power in Thailand?

The regulations governing Thailand's nuclear power are overseen by the Office of Atoms for Peace, which reports to the Nuclear Energy for Peace Commission and the Ministry of Higher Education, Science, Research and Innovation. The primary legislation governing the sector is the Nuclear Act, under which secondary laws have been issued. Notably, the Ministerial Regulation on Permitting Nuclear Facility B.E. 2563 (2020) outlines the requirements and procedures for obtaining permits to operate nuclear facilities in Thailand, covering application processes, safety standards, and compliance measures.

Currently, there are approximately 56 Ministerial Regulations and 67 Notices issued by the OAP to regulate the nuclear energy industry. While these regulations are sufficient for now, Thailand has yet to introduce nuclear energy into its energy mix, additional regulatory instruments are expected to be introduced in preparation for the introduction of SMRs.

However, the pending PDP 2024, remains crucial to the future of nuclear energy adoption. While its adoption is uncertain, it is expected to be implemented in 2025.

Recently, minor legislative changes have been introduced, including the Notification on Permit Form for Import and Export of Radioactive Waste, which requires details such as the venue for waste management and the objectives of the imports and exports. Thai authorities are actively preparing for nuclear power adoption by drafting and enacting new laws, updating existing regulations, and establishing frameworks to ensure the safe, secure, and efficient integration of nuclear energy. These efforts focus on safety standards, environmental protection, and public health, thereby ensuring a robust and sustainable nuclear power adoption in the country.

Will Thailand Adopt Nuclear Power?

The most challenging aspect for the introduction of nuclear energy is public acceptance and political instability, largely due to the lingering concerns following the Fukushima Daiichi Nuclear Power Plant incident in Japan.

However, with a growing, strong regulatory framework and the proposed adoption of the PDP 2024, Thailand is well-positioned to adopt nuclear energy into its energy mix in the future.

The country is expected to commission nuclear energy by 2037. To enhance its nuclear capabilities, Thailand is forming strategic partnerships with countries with existing nuclear power regimes. For example, in January 2025, the United States signed a 123 Agreement for Cooperation Concerning Peaceful Uses of Nuclear Energy (123 Agreement) for nuclear cooperation, allowing for the export of nuclear components and materials from the U.S. to Thailand.

Can Foreigners Invest/Run Nuclear Power Operations in Thailand?

There are no foreign ownership restrictions on nuclear power producers or nuclear facility operators under the Energy Industry Act, B.E. 2550 (2007) and the Nuclear Act. Consequently, foreign investors can operate nuclear power plants in Thailand.

However, under the Land Code, a company with more than 49% foreign ownership is classified as a "foreigner," and cannot own land outright unless explicitly permitted by the Prime Minister or covered under specific laws, such as the amended Investment Promotion Act, B.E. 2520 (1977) of the Board of Investment (BOI) or the Industrial Estate Authority of Thailand Act, B.E. 2522 (1979) of the Industrial Estate Authority of Thailand (IEAT).

Currently, electricity generation from nuclear energy is not eligible for Board of Investment (BOI) incentives. Additionally, the Energy Industry Act and the Nuclear Act require that the authorized director/representative of a project company must be a Thai national or have residency in Thailand.

What's Next for Thailand?

Thailand's long, but persistent, journey towards integrating nuclear energy is marked by careful planning, regulatory development, and international cooperation. The potential introduction of SMRs represents a significant step towards a sustainable and low-carbon energy future.

While challenges such as public acceptance and political stability remain, the robust regulatory framework and strategic partnerships with experienced nuclear nations provide a solid foundation for Thailand's nuclear ambitions. To further complicate the situation, the PDP 2024 is yet to be fully announced.

As the country moves forward, addressing safety, environmental, and public health concerns will be crucial for secure and successful adoption of nuclear energy.

Chumbhot Plangtrakul is a US-trained partner based in Hunton's Bangkok office, focusing on energy and infrastructure projects, renewable resources and M&A transactions throughout the Asia Pacific region.

George Borovas is head of Hunton's Nuclear practice. He advises governments, lenders and sponsors on the development of civilian nuclear power programs and the financing and construction of nuclear power plants.

Roundtable Meeting with the Deputy Chief of the Policy Advisory Board to the Prime Minister and Chairman of the National Soft Power Development Committee

On March 19, AMCHAM President Chatit Huayhongtong of Chevron led an AMCHAM delegation, including the Co-Chairs of Creative Economy and Tourism and Hospitality Councils, to meet with Deputy Chief of the Policy Advisory Board to the Prime Minister and Chairman of the National Soft Power Development Committee Dr. Surapong Suebwonglee, Chairperson of the National Soft Power Development Steering Subcommittee on Tourism Industry, Marisa Sukosol Nunbhakdi, and Assistant Executive Director of Strategic Transformation Office, Ranee Itara.

Dr. Surapong provided insights into each soft power program including film, music, and the annual Splash festivals, and Thai cultural activities promotion in many countries. He also discussed updates on the draft Thailand Creative Culture Act that has already been submitted to the Cabinet and is pending review.

The AMCHAM delegation expressed appreciation for the Thailand Soft Power initiatives to promote Thai cultural activities and talents. The AMCHAM delegation also discussed past advocacy issues including sustainable tourism and hospitality and platform economy promotion. AMCHAM representatives emphasized potential collaborations between the Thailand Creative Culture Agency (THACCA) and AMCHAM's councils, reaffirming its commitment to supporting Thailand's soft power and creative economy industries.

Medical Hub Opportunities in the Eastern Economic Corridor

On March 31, Dr. Cholachit Vorawangso Virakul, Assistant Secretary General of the Eastern Economic Corridor Office (ECCO), presented "EEC: Opportunities for Sustainability" at the meeting hosted by AMCHAM Healthcare Council.

Dr. Cholachit highlighted the EEC's strategic investment prospects in Thailand's five special-targeted industries, focusing on the medical and comprehensive healthcare sector. The presentation covered regulatory sandboxes, research units, and recent investments in the sector, demonstrating the EEC's potential as a hub for health and wellness development.

[Click here to register]

Kengkran Louvirojanakul is the Managing Director of B2G Solution. He also serves as a Co-Chair of the AMCHAM Tourism & Hospitality Council.

Can you share your experience in AMCHAM leadership?

With over two decades of experience in government affairs and communications, my career has spanned both public and private sectors. I began as a diplomat at the Ministry of Foreign Affairs, where I worked in the Department of Legal and Treaty Affairs and was posted to Thai missions in China and India.

For the past 12 years, I have been in the private sector, leading government affairs initiatives across multiple industries. This role has provided me with opportunities to collaborate closely with various stakeholders, navigating complex regulatory environments and fostering cross-sector partnerships. In early 2024, I was honored to be appointed as a Co-Chair of the Government Affairs Council, and in 2025, I assumed the position of Co-Chair of the Tourism and Hospitality Council. These roles have allowed me to contribute to AMCHAM's mission of strengthening business engagement and policy advocacy in Thailand.

What are the main challenges and opportunities for businesses navigating trade policies in Thailand and ASEAN?

Drawing from my experience in the digital platform, pharmaceutical, and FMCG sectors, I have observed that political instability remains one of the most pressing challenges. This uncertainty often disrupts the efficiency of policy implementation, making it difficult for businesses to anticipate regulatory changes and long-term government priorities.

However, this dynamic landscape also presents opportunities. With Thailand's strategic location and strong regional trade ties, businesses that remain adaptable and actively engaged in policy discussions can leverage emerging economic frameworks.

How can the private sector and government collaborate to drive sustainable growth in Thailand's tourism industry?

The private sector and government must work hand in hand to ensure the long-term sustainability of Thailand's tourism industry. A strong example of this collaboration is AMCHAM's role as a key conduit between businesses and the government, advocating for policies that align corporate strategies with national development goals.

Recently, I represented AMCHAM in presenting the White Paper on "Sustainable Development of the Hospitality and Tourism Industry" at a roundtable discussion with Dr. Surapong Suebwonglee, Chairman of the National Soft Power Development Committee and Advisor to the Prime Minister, at Phitsanulok Mansion. This engagement highlights the importance of continuous dialogue between policymakers and industry leaders in driving sustainable progress in Thailand's tourism sector.

As the voice of the U.S. business community in Thailand, AMCHAM members collectively employ more than 500,000 Thai people, with approximately 13% of AMCHAM's membership contributing to the expansion of the tourism and hospitality sector.

Meet Apiwat (Jui) Potiya

From the vibrant city of Ubon Ratchathani comes an inspiring success story that seamlessly blends technical brilliance with exceptional leadership, Apiwat "Jui" Potiya, an ATFer Class of 2011 showcases the remarkable impact one individual can make. Now he is an engineer at the Department of Groundwater Resources, Ministry of Natural Resources and Environment.

"I would like to pass on this great opportunity to my juniors, who will be the future of society."

Hello, readers of Thai-American Business magazine (T-AB). My name is Apiwat Potiya, my nickname is Jui. I was an AMCHAM scholarship student for the 2010-2011 academic year. I graduated with a Bachelor of Engineering in Mechanical Engineering (First Class Honors) from the Department of Mechanical Engineering, Faculty of Engineering, Ubon Ratchathani University in 2012. I am currently working as an engineer, practitioner level, at the Department of Groundwater Resources, Ministry of Natural Resources and Environment.

I grew up in a family that was ready to support me to receive the highest level of education, and I always had high expectations for my academic performance. However, this also brought challenges - I was constantly afraid that I would not be able to study, fail the exams, or even be dismissed. Additionally, while I was studying, I was assigned to be the president of the Student Club and vice president of the Ubon Ratchathani University Student Association. Therefore, I had to balance both my studies and activities at the same time. I hoped that I would be able to apply my academic knowledge, and the experience gained from extracurricular activities in my future work.

Regarding the AMCHAM scholarship, the staff of the faculty's Student Affairs Division contacted me to apply because they saw that I met the criteria for the scholarship. I was eventually considered to receive this scholarship, which helped reduce the family's financial burden.

For the orientation and career camp, at first, I was very excited to join. Unfortunately, due to severe

floods in Bangkok and nearby areas in 2011, the ATF did not organize this camp.

Since receiving the AMCHAM scholarship, I have always wanted to give back to those around me. The closest thing I did was tutor my friends and juniors while I was studying. While working, I wrote books and articles to share my knowledge and experiences with others.

Finally, I think that sharing knowledge is always beautiful. I would like to thank the AMCHAM scholarship for giving me this opportunity, and I would like to pass on this great opportunity to my juniors, who will be the future of society.

Young Professionals Committee

Personal Branding for Young Professionals – Mar 20

Speakers: Samantha Lauver-Marion of Global Partnerships at AIHM

Organized by: Young Professionals Committee

Event Highlights:

The AMCHAM Young Professionals Committee proudly hosted the "Personal Branding for Young Professionals" event, featuring mentorship from Samantha Lauver-Marion. She provided valuable guidance and tips to help participants enhance their personal brand when presenting themselves publicly - both online and offline.

Throughout the event, participants gained useful techniques and insights through various sessions and workshops, including group discussions and self-crystallization exercises. The event concluded with a networking session at Wine Connection, where participants had the opportunity to practice their professional communication skills after the class.

Environment, Social, and Governance (ESG) Council

Nuclear Energy in Thailand: Current Status and Future Prospects – Mar 27

Speakers: George Borovas of Hunton Andrew Kurth

Organized by: Environment, Social, and Governance (ESG) Council

Event Highlights:

At a recent AMCHAM ESG Council event, guest speaker, George Borovas delivered a presentation on Nuclear Energy in Thailand: Current Status and Future Prospects. The presentation covered the potential of nuclear energy and its background, from global to local perspectives.

Participants also received updates on the AMCHAM roundtable meeting with the Bangkok Governor and the development of a draft recommendation letter on the proposed EPR Act.

Click here to register

AMCHAM Signature Event

AGM & Member Luncheon: Trade & Tariffs - The State of Play – Mar 27

Speakers: Ken Buck, Former U.S. Congressman; Dr. Kirida Bhaopichitr of TDRI Economic Intelligence Service; and Paul Sumner of PricewaterhouseCoopers

Moderator: Lyn Kok of Mula-X

Organized by: Customs & Excise Council and Economics & Trade Committee

Event Highlights:

At AMCHAM's member luncheon on trade and tariffs, speakers provided attendees with insights, such as the overview of the current administration's trade policies, key changes and impacts on Thailand, relevant sectors, and areas of economic collaboration. The event also served as AMCHAM's Annual General Meeting in March to approve the 2024 President's and financial reports.

Manufacturing Committee
Safety Culture for Thai Manufacturers – Apr 1

Speakers: James Wong of ERM

Moderator: Frank Timmons of Tractus

Organized by: Manufacturing Committee

Event Highlights:

The AMCHAM Manufacturing Committee hosted a webinar on Safety Culture for Thai Manufacturers. Guest speaker James discussed key principles for creating a strong safety culture within organizations, the crucial role of leadership in instilling safety as a core value, and the importance of open communication and employee engagement in safety initiatives. The webinar ended with a question-and-answer session, during which James gave insightful responses to a wide range of questions.

Click here to register

NIST International School Launched Landmark Pavilion Building

NIST International School has unveiled its groundbreaking Pavilion Building, a transformative addition to its educational landscape. This state-of-the-art facility is designed to foster innovation, collaboration, and community engagement, featuring a cutting-edge Lecture Hall, versatile meeting spaces, and the Pavilion Lounge.

More than just a building, the Pavilion is a dynamic hub that embodies NIST's commitment to providing world-class education. It paves the path for the upcoming Elementary Buildings, opening in August 2025, which will introduce advanced learning spaces, including a bespoke two-level library and dedicated Makerspaces, significantly expanding the school's capacity and offerings.

Samitivej International Children's Hospital Opens New Facility

Samitivej International Children's Hospital has officially opened its new state-of-the-art facility, elevating Smart Hospital services to the next level. Designed to address patients' pain points through a Smart Healthcare Ecosystem, the hospital offers a seamless digital experience - from pre-visit preparation to post-discharge care- through the Well Kidz application.

The hospital provides comprehensive pediatric care, with more than 100 pediatric specialists covering all subspecialties, including the treatment of complex and rare diseases. The facility includes 111 inpatient beds, with 12 PICU beds and eight NICU beds.

Key innovations include: A Hybrid Operating Theater designed to minimize radiation exposure. Smart ER for emergency and critical pediatric care, starting at the scene. Ambulances are equipped with real-time communications linked to the Samitivej Medical Transport Center, enabling the transmission of patient data in advance. This allows the hospital's medical team to provide immediate treatment upon arrival.

Samitivej is dedicated to every child's health, helping them grow up strong and healthy; while ensuring they enjoy a good quality of life and a healthier future.

Burson Study Reveals Gen Z Health Misconceptions

Burson, the global communications leader, has published a report on Gen Z adults' attitudes toward health.

The report, "GenZ: Calling for Healthcare Connection and Change," is based on a survey of 5,000 Gen Z adults (aged 18-27) across 10 countries, making it the largest global study of its kind by a communications company. The findings are supported by data from Decipher Health, Burson's new cognitive artificial intelligence (AI) platform designed to assess believability and virality, optimizing communications impact and stakeholder engagement across patient, advocate, healthcare provider, decision makers, and analyst communities.

With Gen Z's focus and their preoccupation with mental health, the Burson survey found that emerging from the pandemic, this generation is equally concerned with physical (56%) and mental health (57%), prioritizing both (59%).

"Gen Z is not the future of healthcare — they are the present, so now is the time to create a meaningful dialogue that can empower them as newly independent health consumers," said Brenna Terry, Global Healthcare Client Leader, Burson. "Our research confirms that there is a considerable opportunity for healthcare companies and communicators to connect with this digitally native, values-driven generation. With our new insights about Gen Z's needs and interest in action, we can build trust, drive collaboration and shape a more satisfying healthcare experience for them."

Full report here.

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.

Welcome New Members April 2025

CORPORATE MEMBERS

Founded in 2019, B2G Solutions is a leading government affairs consultancy in Thailand. Led by retired senior officials and academics, we help global and local MNCs strategize and drive real change. Their experts operate across Southeast Asia, China, and India, fluent in multiple languages.

BCX Design bridges human behavior and business strategy, leveraging AI, psychology, and data science to optimize decision-making and drive growth. Led by David McCann and Rupali Babu, the team develops inclusive, data-driven solutions for top brands like SCB, TTB, and NocNoc.

Providing tailored legal and business services for SMEs in Thailand, including company formation, IP protection, licensing, contracts, ESG, AMLA, accounting, visas, and more. Serving industries like cannabis, cosmetics, and real estate, they offer strategic guidance to ensure compliance, minimize risks, and support sustainable growth with personalized solutions.

A global leader in strategy execution, BTS equips leaders with the mindset, skills, and tools to drive lasting impact. With SEAC now part of BTS Thailand, they have strengthened their regional presence, helping businesses in banking, healthcare, and tech thrive. Through experiential learning and data-driven solutions, they turn strategy into results.

A global leader in CX solutions, Concentrix helps top brands modernize technology, transform experiences, and solve business challenges. With deep insights and advanced technology, they design, build, and run end-to-end solutions. In Thailand, their skilled team delivers world-class customer engagement, driving efficiency and success through innovation and a customer-first approach.

DB Results Thailand delivers fast, impactful digital solutions with a commitment to quality and integrity. Backed by over 20 years of expertise, they specialize in advisory, transformation, and systems integration. From cloud to cybersecurity, they help businesses achieve strategic goals with innovative, ethical, and results-driven solutions that create a lasting impact.

As a global analytics and advisory firm, Gallup empowers organizations with data-driven insights and strength-based solutions. Using tools like the Gallup Q12® and CliftonStrengths®, they enhance engagement, leadership, and performance. With a legacy of research and innovation, they help businesses and governments drive productivity and long-term success.

A global leader in real estate and technology, Keller Williams Realty transitioned into a tech-focused company in 2017. Expanding into Thailand in 2020, it offers expertise in sales, rentals, and project consultation, leveraging advanced technology and personalized services to transform the local real estate market and ensure customer satisfaction.

A leading provider of material handling equipment and warehouse solutions, they been serving Thailand since 1984. Part of Toyota Industries Corporation (TICO) since 2000, they rebranded in 2023. They offer comprehensive solutions in collaboration with global partners, ensuring expertise and support for businesses across Thailand.

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

AFFINITY PROGRAM

AMCHAM
Member-To-Member Offers

FedEx.

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

10·10

15% Discount
on Food & Beverage

ad lib

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

JW MARRIOTT

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

Le MERIDIEN BANGKOK

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

Le MERIDIEN PHUKET BEACH RESORT

Get 10% Discount
on Food & Beverages and Hotel Facilities

AMBAPER TAILORS

Special Privilege 20% Off
on All Purchases of Suits

ANANTARA

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

THE ASCOTT

Enjoy a 5% discount on Meeting and Event Services

MISKAWAAN

Special Price at 5,990 baht From 10,000 baht
On EpiAge Test

moxy

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

On The List

Exclusive Early Access for MISSONI Friends and Family Sale by OnTheList

ASSET WORLD

Discounts up to 20%
at the AWC Affiliated Hotels

BB&B

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

BANGKOK HOSPITAL

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

ONYX

Exclusive 20% Discount
at the ONYX Affiliated Hotels

Principal Asset Management

Free Consultation for setting up provident fund and 50% Discount on newly set-up fee

RAJA'S FASHIONS

Buy 1 Suit and
Get 1 Complimentary Shirt

BANYAN TREE

Enjoy 20% Off
on BAR & All Outlets

bts

Exclusive 5% Discount & Free Consultation
on Learning & Development

FACTUM GLOBAL

Enjoy a Free 60-Minute Business Consultation

RENAISSANCE

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

SANTA FE

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

SHINTA MANI

Stay 3 nights, pay for only 2
At Shinta Mani Hotels

Hilton

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

HYATT REGENCY

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

INTERCONTINENTAL PATTAYA RESORT

15% Off at InterContinental Pattaya Resort
on Food & Beverage

THE FOOD SCHOOL

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

ASB

100% Registration Fee Waived
for AMCHAM Members

zinc.

Get 10% Off
on Red Tumblers

Amplify your voice with AMCHAM!

SEEKING MEMBER CONTENT

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

SUBJECT GUIDELINES

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

FORMAT GUIDELINES

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

THOUGHT LEADERSHIP

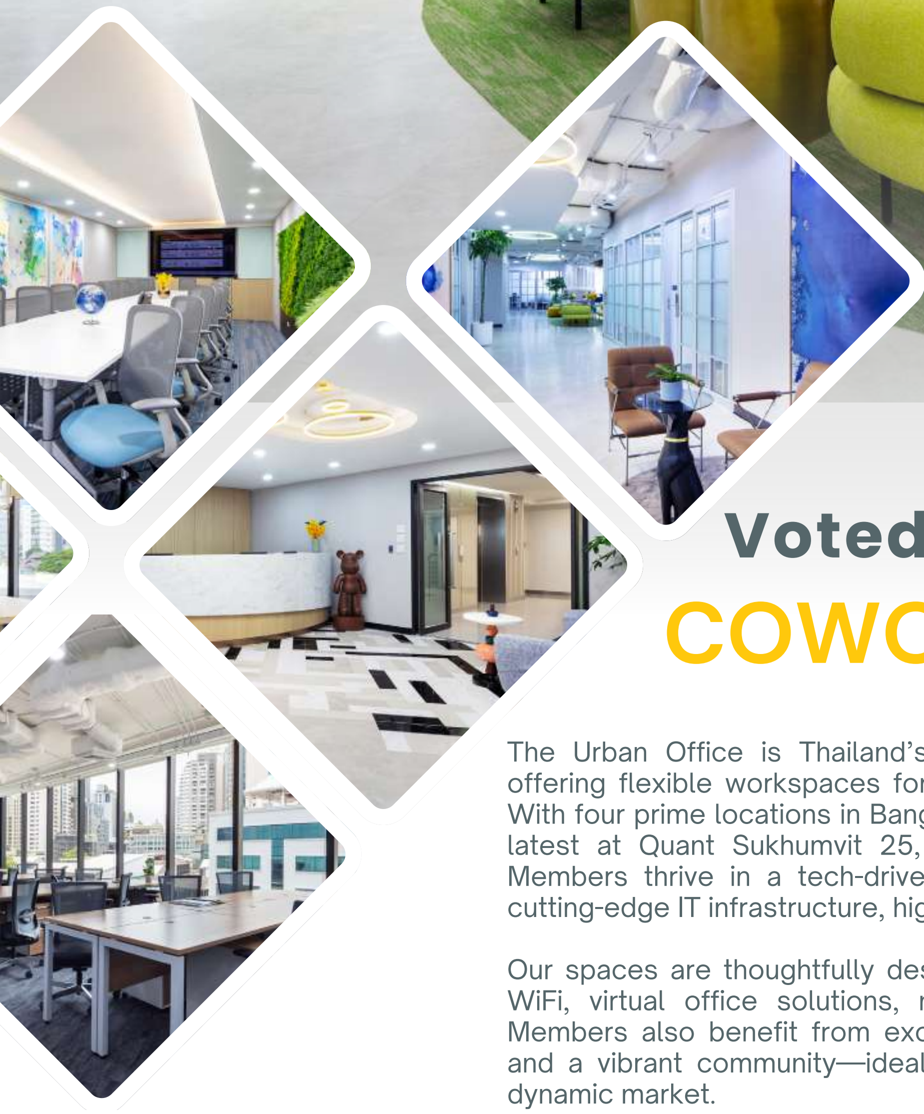
Articles should be on topics of general interest with original research or analysis. Articles should not be self-promotional or be company member news.

CONNECT WITH MEMBERS

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

TIMELINE FOR SUBMISSION

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



Voted Thailand's Best

COWORKING SPACE

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

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

CONTACT US

www.theurbanoffice.com

info@theurbanoffice.com

+66 2 200 1111