



May 2025

T-AB

THAI-AMERICAN BUSINESS



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SMART CITIES: HARNESSING AI AND SUSTAINABILITY FOR A BETTER FUTURE

THE FUTURE OF WORKFORCE MANAGEMENT INNOVATION IN THAILAND

EMPOWERING SMART MANUFACTURING IN THE AGE OF INDUSTRY 4.0

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EXECUTIVE DIRECTOR

Heidi Gallant

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Letter from the Executive Director

Dear Members,



Over the past few weeks, we've done some exciting things. Holding an exclusive dinner with former Prime Minister Thaksin Shinawatra, raising 1.3 million baht for our scholarship program at the Governor's Mardi Gras themed Gala, organizing the second Thailand-U.S. Trade and Investment Summit and hosting my AmChams of Asia Pacific colleagues in Bangkok for our Executive Director meetings.

I always appreciate the chance to catch up with CEOs of other AmChams in Asia, but this meeting was a timely opportunity to understand the diversity of American business overseas. The complexity of each location where U.S. businesses are operating and how each AmCham works to offer insight and opportunities to build executive networks is fascinating.

On another note, I have been in touch with a number of our friends from USAID. A unique opportunity has emerged to connect the American business community with a remarkably talented group of Thai and American professionals soon to transition out of careers at USAID's Regional Development Mission for Asia in Bangkok. I would like to encourage our members who may be expanding their team to reach out to Ilada Sittiitunyakit at ilada.sit@gmail.com and Tanya Ronning at tanya.ronning@gmail.com for more information.

June promises to be very exciting with the [AMCHAM Academy Residential](#) for rising executives and our graduating students will have their [Scholarship Career Camp](#). We will host the Minister of Industry at our [June luncheon](#) on the 11th and a [Governor's Table Dinner](#) on the 19th. [The Customs and Excise](#), [Inclusion](#), Human Capital, and [Corporate Impact Councils](#) will all host in person events next month. Finally, please do not miss the chance to enjoy our [Independence Day Celebration](#) with the U.S. Ambassador and our Embassy friends hosted at his residence on Wireless Road. Looking forward to seeing you soon!

Sincerely,
Heidi Gallant
Executive Director



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Smart Cities: Harnessing AI and Sustainability for a Better Future

By Punnee Sankasikorn, TCC Technology



The concept of smart cities is revolutionizing urban living, blending technology and sustainability to create efficient and livable environments. This article explores the role of Artificial Intelligence (AI), the Internet of Things (IoT), and other advanced technologies in promoting sustainability, energy management, and integrated technical solutions to address modern urban challenges.

Sustainability in Urban Development

Aligning urban planning with the Sustainable Development Goals (SDGs) is crucial, particularly in areas such as renewable energy, energy efficiency, and sustainable building practices.

Cities like Singapore and Copenhagen are pioneers in adopting green initiatives. For example, Copenhagen aims to become carbon neutral by 2025 through wind energy and district heating systems (Copenhagen Green City Plan, 2021)¹. Similarly, Singapore’s Green Plan 2030 focuses on energy-efficient buildings and sustainable water management (Singapore Government Green Plan, 2021)².

Certifications such as Leadership in Energy and Environmental Design (LEED) serve as benchmarks for environmentally friendly construction and operational practices. For example, One Bangkok (OBK) in Thailand is designed to achieve LEED for Neighborhood Development (LEED-ND) Platinum certification by integrating smart energy management systems, efficient water use, and green spaces to promote sustainability (One Bangkok Smart & Sustainable Development Report, 2024)³. These efforts demonstrate how AI and IoT are leveraged to optimize building performance, reduce energy consumption, and enhance urban livability.

The Role of AI and Data in Smart Cities

Artificial Intelligence (AI) is a transformative force in urban management. AI enables data monitoring and analysis, facilitating smarter decision-making in energy management, building automation, and environmental monitoring. The integration of IoT devices plays a crucial role in data collection, offering real-time insights into air quality and energy usage. AI processes this data to optimize systems, predict maintenance needs, and ensure compliance with environmental standards. A notable example includes Seoul’s smart waste bins, which notify collection teams when full - reducing unnecessary trips and emissions (Korean Urban Technology Report, 2022)⁴.

1 Singapore Government. (n.d.). Singapore Green Plan 2030. Singapore Government. Retrieved February 5, 2025, from <https://www.greenplan.gov.sg/>

2 City of Copenhagen. (n.d.). Urban planning. City of Copenhagen. Retrieved February 5, 2025, from <https://urbandevelopmentcph.kk.dk/urban-planning>

3 One Bangkok. (n.d.). Sustainability & Smart City. Retrieved February 5, 2025, from <https://www.onebangkok.com/en/sustainability-and-smart-city/>

4 Ministry of Land, Infrastructure, and Transport. (n.d.). Smart city comprehensive portal. Retrieved February 5, 2025, from <https://smartcity.go.kr/en/>

Bridging the Gap: Collaboration and Expertise

Collaboration among industries, academic institutions, and professional associations is essential for successful implementation. While technology exists, its effectiveness depends on qualified professionals who can bridge the gap between technical expertise and practical application. Additionally, standardizing technologies across industries remains a challenge. Addressing this requires comprehensive training programs and research initiatives to prepare the workforce for smart city development.



Overcoming Challenges and Embracing Opportunities

The transition to smart cities is not without hurdles. The lack of global standards in industrial practices and the complexities of integrating AI into existing infrastructures are significant challenges.

However, these technologies also present vast opportunities - from improving energy efficiency to creating healthier living environments. AI-driven tools can enhance urban planning by providing insights into traffic patterns, public safety, and resource allocation.

As the world moves toward a more interconnected and sustainable future, smart cities stand as beacons of innovation and progress. Cities like Bangkok, Singapore, Copenhagen, and Korea showcase how technology can improve quality of life while protecting the planet, serving as models for other urban centers embracing the smart city paradigm.



[Punnee Sankasikorn](#) is a Senior Corporate Communication Officer (Community Builder) at TCC Technology.



Digital Economy (AI) & HR: The Future of Workforce Management Innovation in Thailand

By Kulnisha Srimontien, Price Sanond



A Focus on AI, Labor Law, and Ethical HR Practice

Artificial Intelligence (AI) is no longer a futuristic idea—it is now at the heart of modern business transformation. In Thailand, companies across sectors are adopting AI-powered tools to enhance recruitment, monitor employee performance, and streamline workforce management. While these technologies offer significant advantages in terms of efficiency and data-driven insights, they also raise critical legal and ethical concerns - especially around fairness, data privacy, and labor rights.

This article explores how AI is reshaping HR practices in Thailand and what employers must consider to stay compliant and responsible.

AI in Recruitment: Legal & Ethical Implications

AI is now widely used to screen resumes, rank candidates, and even conduct video interviews using facial recognition or psychometric analysis. While these tools offer speed and scalability, they also carry risks of unintended bias—potentially disadvantaging candidates based on gender, age, or other personal characteristics.

Currently, Thailand does not have specific labor laws that govern the use of AI in recruitment. However, under the Personal Data Protection Act B.E. 2562 (PDPA), any personal data processed by AI systems must be collected and used fairly, transparently, and with explicit consent. For example, if an AI tool analyzes a candidate's facial expressions or speech to assess suitability, the candidate must be informed and allowed to opt out.

Although anti-discrimination laws in Thai employment law are not as detailed as those in some jurisdictions, ethical hiring practices are still expected. Using opaque AI systems without human oversight can lead to reputational damage and complaints to the Personal Data Protection Committee (PDPC).

Best Practices for Employers:

- Conduct regular audits of AI hiring tools for fairness and bias.
- Ensure candidates are informed of AI use and that consent is obtained.

- Keep a human in the loop—final hiring decisions should involve HR review.
- Use clear and explainable criteria when screening applicants.

AI, Layoffs & Labor Disputes: Legal Caution Required

AI is also being used to analyze employee productivity, attendance, and output to identify underperformers or departments for downsizing. While this can support data-informed decisions, relying solely on AI to trigger layoffs is legally risky.

Under Section 121 of the Labour Protection Act B.E. 2541 (1998), if employees are terminated due to the introduction of machinery or new technology, employers must provide:

- A minimum of 60 days' advance notice to both the employees and the labor inspector, and
- Statutory severance pays based on years of service.

If AI systems result in job losses because certain roles are automated or deemed redundant, this can be interpreted as machine replacement under Thai law—even if the “machine” is a software-based AI system. Therefore, employers must treat such AI-driven layoffs as technology-based terminations and follow the required legal process.

Failure to comply can lead to wrongful dismissal claims, labor court disputes, and reputational damage.

Best Practices for Employers:

- Clearly document how AI systems impact roles and business needs.
- Avoid using AI-generated performance scores as the sole basis for termination.
- Offer training, reskilling, or reassignment options before considering dismissal.
- Establish an appeal mechanism to allow employees to contest AI-based evaluations.

Conclusion

AI is set to redefine the future of HR in Thailand, but legal and ethical compliance must remain at the forefront. Although the law has yet to fully catch up with the pace of AI innovation, employers are still responsible for ensuring fair treatment, data transparency, and procedural justice for employees.

To move forward confidently, Thai businesses should:

- Develop AI legal governance frameworks in HR.
- Train HR and legal teams to critically evaluate AI outputs.
- Stay updated on emerging local regulations and global best practices.
- Always integrate human judgment into decisions affecting people's livelihoods.
- Responsible AI adoption is not just about compliance—it is about building a future of work that is both innovative and inclusive.



[Kulnisha Srimontien](#) is a senior associate specializing in corporate and commercial law, labor, mergers and acquisitions, foreign direct investment, and capital markets. She actively contributes to the legal community through her roles on the Business Development Committee of the Employment Law Alliance and the Digital Economy Committee of the American Chamber of Commerce in Thailand.

Empowering Smart Manufacturing in the Age of Industry 4.0

Philip Bernard is the Senior Vice President of Global HDD Assembly and Backend Operations at Western Digital



Smart manufacturing is powered by an ecosystem of advanced technologies, including AI, Generative and Agentic AI, IIoTs, Robotics, Edge Computing, Digital Twins, and 5G connectivity. Together, these technologies enable real-time visibility, intelligent automation, and data-driven decision-making across the value chain.

To prioritize adoption, companies should assess both the strategic impact and integration readiness within existing operations. Quick wins can be achieved through IIoT sensors and cloud platforms that enhance operational visibility.

While technologies like AI and digital twins offer transformative value over the long term, enabling predictive maintenance and process optimization.

A phased implementation roadmap aligned with business objectives and supported by workforce capability—is essential to ensure sustainable and scalable adoption

How will AI, machine learning, and real-time analytics transform the factory floor in the next five years?



"I wanted to be in a place that had a lot of people and a lot of innovation."

As the fourth industrial revolution redefines the global manufacturing landscape, businesses are rapidly embracing Smart Manufacturing — a convergence of advanced technologies, digital systems, intelligent processes and talent.

What key technologies are driving smart manufacturing, and how should companies prioritize adoption?

The factory floor of the near future will evolve into **hyperconnected, autonomous, adaptive, and intelligent environment**. AI and machine learning will continuously process data from thousands of sources, from machines, sensors, and supply systems etc. to optimize production schedules, enhance operation performance, minimize downtime, and enable real-time adaptation.

Real-time analytics, coupled with adaptive ecosystems, will power closed-loop feedback systems, allowing factories to self-diagnose and correct quality issues instantly, while anticipating and mitigating supply chain disruptions before they impact operations.

This convergence of technologies will lead to **"lights-out" manufacturing, virtual and remotely operated** facilities that function with minimal human intervention yet deliver maximum efficiency and agility.

What skills will be most needed in smart factories, and how can companies prepare their workforce?

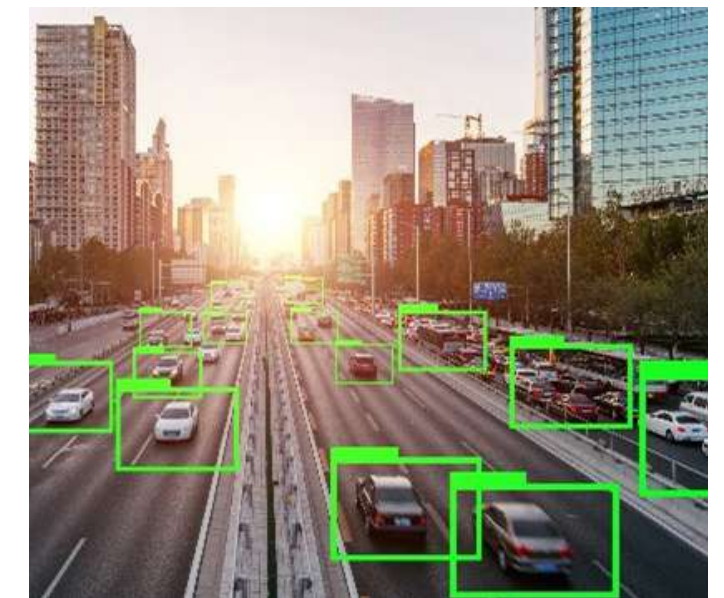


Smart factories require a **hybrid workforce** that blends traditional engineering and mechanical expertise with advanced digital capabilities.

Critical skill areas include data analytics and AI literacy, cybersecurity, robotics and automation, and systems integration.

Given the current workforce landscape and the pace of rapid technological change, the challenge is twofold: reskilling experienced talent while building a sustainable a future-ready pipeline. To address this, companies must rethink talent pipelines strategies - reskilling current employees, partnering with educational institutions to modernize curricula, and creating applied learning environments where workers can gain hands-on experience with new technologies as part of day-to-day operations.

How can industry, government, and academia collaborate to build high-tech manufacturing talent?



Collaboration is essential to bridging the high-tech manufacturing skills gap. An effective strategy involves **joint investment, aligned incentives, and shared responsibility** across sectors:

Government can catalyze talent development by investing in innovation hubs, expanding STEM education with an early focus on AI and machine learning, and creating policy incentives that promote workforce development aligned with global technological trends.

Industry plays a vital role by providing insights into evolving skill demands, supporting talent pipelining through strategic partnerships with

educational institutions and government, and offering hands-on learning opportunities like apprenticeships and co-ops.

Academia must evolve curricula by integrating emerging technologies and embedding industry-defined competencies into engineering and vocational programs to ensure graduates are job-ready.



Strategic tri-sector **partnership**, such as an advanced manufacturing center of excellence, serve as powerful platforms for both innovation

and talent cultivation—functioning as ecosystem where research, workforce development, and real-world application converge.

How can smart manufacturing enhance not just efficiency but also sustainability and supply chain resilience?

Beyond boosting productivity, smart manufacturing serves as a catalyst for sustainable and resilient operations by embedding Design for Sustainability principles from the start. By integrating sustainability into product and process design, manufacturers can reduce environmental impact throughout the lifecycle. Predictive maintenance reduces waste, real-time energy monitoring optimizes consumption, and additive manufacturing minimizes raw material usage.

On the supply chain front, AI-powered demand forecasting, and flexible production systems ensure faster, smarter responses to global disruptions. The result: factories that are not only efficient, but also adaptive, transparent, and environmentally responsible.



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Move Towards Compliance – Data Protection, Privacy Compliance and Action Trends in Thailand

By Pranat Laohapairoj, Suphakorn Chueabunchai, and Pitchaya Roongroajsataporn, Chandler Mori Hamada



Data Protection

The Personal Data Protection Act B.E. 2562 (2019) (PDPA) was introduced five years ago and has become a cornerstone regulation in Thailand. Initially heralded as a new legal framework, both in terms of its enactment and unfamiliar concepts, its enforcement has significantly intensified in recent years. Often considered niche topics, data protection and privacy have become essential concerns for both businesses and individuals.

Prior to the PDPA, personal data in Thailand was frequently mined, collected, stored, sold, transferred, analyzed, and used – often without the consent of the data subjects. The absence of a comprehensive legal framework meant that such practices were largely unregulated, with general tort law offering little recourse due to the difficulty of proving damages and the lack of deterrence against non-consensual data use.

However, this landscape has changed dramatically with the PDPA's introduction and the growing focus on enforcement. Over the past five years,

medium-sized and large companies, particularly those affiliated with global corporations or operating in jurisdictions with stringent data protection laws, have steadily implemented measures to comply with the PDPA. The increasing enforcement of the PDPA serves as a critical reminder that adherence to data protection standards is no longer optional but a fundamental requirement for operating within Thailand's modern regulatory framework.

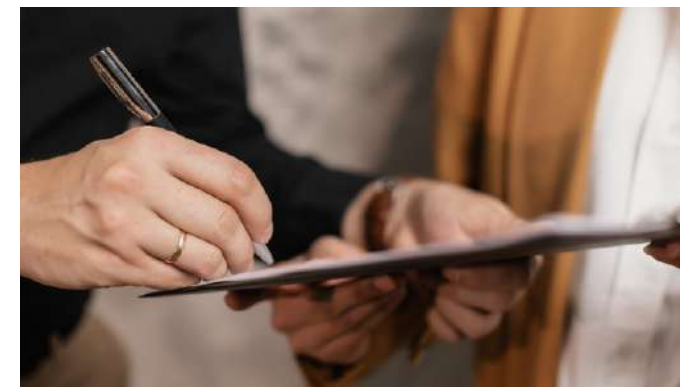
Compliance

More than three years since the full enforcement of the PDPA, many organizations in Thailand have taken significant steps to ensure compliance through comprehensive audits and evaluations of their data protection frameworks. Numerous companies, especially medium-sized and large organizations, have conducted PDPA compliance audits to assess and enhance the effectiveness of their existing frameworks. These companies have invested heavily in data analysis, due diligence, and mapping exercises, including structured interviews with personnel across various business

units. Such interviews - especially in departments heavily involved in personal data handling (for example, human resources, sales, administration, and IT) – are highly effective. When correctly implemented using ethnographic methods, these interviews provide deep insights into:

- Specific personal data items being used
- The rationale for their use
- Timing and processes for collection, use, and storage
- Data transfer practices
- Data deletion or destruction processes

These interviews also serve a dual purpose by inadvertently providing training for both interviewees and internal data protection teams. Issues identified often prompt discussions of legal principles and rationale, enhancing overall awareness of the PDPA. The insights gathered allow companies to create precise and tailored documentation, such as policies, consent forms, protocols, and impact assessments, addressing specific data protection needs.



As the PDPA enters its third year of full enforcement, compliance efforts have become increasingly widespread and sophisticated. Many operators are now focusing on fine-tuning their PDPA frameworks to ensure ongoing compliance and mitigate risks effectively. However, for organizations that have yet to prioritize comprehensive audits or proper compliance measures, the growing enforcement environment underscores the urgency of adopting robust data protection practices.

Action Trends

A positive trend in Thailand's PDPA compliance landscape is that, regardless of the internal due diligence method used – be it in-depth interviews, quick questionnaires, or limited template customization – many companies in Thailand have developed the core documentation required by law. Common documents include: Data protection and privacy policies, consent forms, cookie-collection mechanisms, data protection officer appointment announcements, data processing agreements or data protection clauses with a counterparty, specific protocols and standards of operation, and complaint reports.

Another encouraging trend in Thailand is the surge in data breach reports. Under the PDPA, entities must notify the PDPC within 72 hours of becoming aware of a data breach that may impact data owners. So far, hundreds of cases have been reported, far more than anticipated. This rise signifies two key developments.

- A global rise in electronic crime involving personal data, with many cases involving offshore breaches affecting Thai citizens and residents.
- A growing trend of companies reporting incidents despite minimal risk detection.

Part of this stems from the PDPC's fair and reasonable judgments handling of breach cases. Until mid-2024, no company had been fined for late reporting, given the complexities of breach detection and impact assessment. However, the PDPC has since adopted a stricter stance, with at least one company fined for delayed notification, emphasizing the diligence and timeliness in breach management.

Previously, as long as companies acted responsibly and responded promptly to PDPC inquiries, the PDPC granted leniency. Now, with the full PDPA implementation and additional subordinate regulations, the PDPC has become more proactive. It promptly initiates investigations, demands clarifications, or collaborates with relevant authorities. Notably, it has established the "PDPC Eagle Eye" unit to address data breach incidents,

educate the public, monitor compliance, and manage complaints effectively.

In 2024, Thailand saw its first major penalty under the PDPA: a 7 million baht fine imposed on a major online retailer for multiple violations, including failure to appoint a Data Protection Officer (DPO), inadequate security measures, and late breach reporting.

A third positive trend involves greater caution in cross-border data transfers, especially among companies with global operations. Most companies have been cautious about such transfers, and some companies have even gone so far as to re-train their project personnel on PDPA requirements prior to the commencement of each project. This shows that many companies do put extra care into ensuring compliance with the PDPA.

A fourth development is increased public awareness. Thai citizens are now more vocal in exercising their PDPA rights, prompting businesses to improve compliance. However, this has also increased operational costs, driven not only by compliance measures but also by the need to handle a surge in complaints and allegations – many of which are ungrounded or stem from misunderstandings of the law.

Summary

Thailand-based companies are steadily advancing towards full compliance with the PDPA. Multinational companies have led the way, influencing local entities to follow. In 2024, new regulatory updates were issued, particularly concerning cross-border data transfers and DPO appointments.

Looking ahead, 2025 marks a significant milestone as it triggers a formal review of the PDPA by authorities. This review is anticipated to assess the law's effectiveness, address gaps, and propose amendments or new supplemental regulations. As enforcement is likely to intensify, companies are strongly encouraged to deepen their understanding of the PDPA and undertake thorough compliance reviews. Doing so will

help minimize legal and operational risks associated while ensuring readiness for future regulatory developments.



[Pranat Laohapairoj](#) is a Partner at Chandler Mori Hamada specializing in M&A, antitrust & competition, anti-corruption, compliance, data privacy, and data protection.



[Suphakorn Chueabunchai](#) is a Senior Associate who specializes in corporate law and has advised clients on M&A, data protection as well as due diligence on Thai and international clients.



[Pitchaya Roongroajsataporn](#) is an Associate and a member of the Corporate and M&A practice group. She has a particular focus on technology, media, and telecommunications, including data protection.



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Thailand's Next Big Move: Becoming a Global Financial Hub

By Sonya Kalnin and Apicha Sangchoo, Watson Farley & Williams



With the draft Financial Hub Act now advancing through the legislative process, the government is laying the foundation for a dynamic, investor-friendly financial ecosystem.

Why Thailand? A Strategic Vision for Growth

Global financial institutions are increasingly looking for cost-effective locations, as high operating costs and regulatory complexities burden traditional financial hubs. Thailand stands out as a strong contender, offering:

- lower cost of living and business operations;
- a prime location in the heart of ASEAN;
- a commitment to financial infrastructure and regulatory support; and
- incentives designed to attract global financial players.

Recognizing this opportunity, Thailand is moving quickly to create a supportive environment that encourages financial services businesses to set up and thrive.

Draft Financial Hub Act: Key Highlights

The Draft Financial Hub Act, approved by the Thai Cabinet in February 2025 (the Act), sets out a framework to attract financial businesses primarily serving non-Thai residents. Here is what you need to know:

Who Can Operate in Thailand's Financial Hub?

The Act is designed to support a wide range of financial services, including commercial banks, payment services, securities, future exchanges, digital assets, insurance and reinsurance, and other finance-related businesses.

Business Scope: Who Can They Serve?

The primary focus is on international clients, though some limited operations within Thailand will be permitted:

- Insurance business operators can engage in reinsurance with Thai insurers.
- Securities firms can collaborate with Thai operators to facilitate overseas investments for clients.
- Commercial banks can conduct interbank transactions with Thai financial institutions.
- Payment service providers can partner with or connect to service providers regulated under Thai laws.

Licensing & Compliance

To operate under this framework, financial businesses must:

- be a registered private or public company in Thailand or a foreign branch office;

- obtain a license from the designated regulatory committee;
- set up operations in designated financial zones; and
- meet the prescribed ratio of Thai and foreign employees.

Incentives: Why Financial Firms Should Pay Attention



Thailand is offering a mix of tax and non-tax incentives to encourage financial institutions to establish a presence.

Tax Incentives (Details Pending Finalization)

- Likely tax exemptions on dividends paid to overseas parent companies.
- Additional tax benefits are expected to be outlined in forthcoming regulations.

Non-Tax Incentives

- Exemptions from foreign business restrictions under the Foreign Business Act;
- Ability to own condominium units for business or residential use; and
- Streamlined visa and work permit processes for expatriate employees.

What's Next? Key Considerations for Businesses

The draft Financial Hub Act is still making its way through the legislative process, including reviews by the Senate and the Council of State. Given that changes may still occur, it is essential that businesses considering expansion into Thailand should monitor:

- Finalized licensing requirements and conditions, once supporting regulations are released;
- Details on tax incentives, and how they compare to other regional financial hubs; and
- Implementation timelines and regulatory changes that may impact market entry strategies.

Thailand is opening its doors to global financial institutions. With the right strategic approach, businesses can position themselves to capitalize on this emerging opportunity.



[Sonya Kalnin](#) is a Partner in WFW's Corporate group, with over 20 years of experience advising diverse clients on complex, high-value corporate transactions and delivering strategic, commercially-focused legal solutions.



[Apicha Sangchoo](#) is an Associate in WFW's Corporate group. Apicha advises local and international clients across various industries, with a particular focus on cross-border M&A deals, project finance, corporate restructuring, and real estate.

A Letter from the Government Affairs Director's Desk

Dear Members,

In the first quarter of 2025, we actively advocated on behalf of our members. We met with over 100 high-ranking government officials through various engagements, including 17 roundtable meetings, member luncheons and dinners, and multiple online knowledge-sharing sessions. Through our council leadership, we submitted three recommendation letters.

The first recommendation letter, addressing the Draft Platform Economy Act, was jointly developed by the Government Affairs Council and Digital Economy Committee. This proposed law aims to regulate e-commerce platforms, which raised significant concerns among AMCHAM members. The regulation would not only impose substantial business obligations but also hinder investment and digital innovation in the country. With our recommendation, several government meetings, and collaboration with the U.S. Embassy and our members, we successfully achieved a temporary suspension of this draft regulation.

The AMCHAM ESG Council prepared our recommendation letter regarding the Draft Sustainable Packaging Management Act (February 2025 Version). While our members strongly support this regulation, we aim to ensure both business-friendly implementation and clear compliance obligations. The government incorporated some of our initial recommendations into the latest version of the draft. We look forward to seeing how our latest comments are reflected in the next version and to discussing them with the Pollution Control Department in the near future.

The Customs and Excise Council also prepared a recommendation letter concerning the exemption of mixtures of odoriferous substances from Excise Tax. Our members expressed concerns about the new excise tax on industrial odoriferous substances used in everyday products like food, shampoo, soap, and detergents. This tax would



increase consumer goods costs, affecting all consumers. We have asked the Excise Department to reconsider this new tax and thoroughly examine its economic impact.

Regarding U.S. Tariffs, our team closely monitors and updates members through a series of events. These include the Legal Committee's "Trade, Tech & Compliance - Navigating U.S.-Thai Business from a Legal Perspective" and the Customs & Excise Council's session featuring a U.S. Customs expert. Members can stay informed through our Friday Weekly News Briefing.

Our Government Affairs team continues to build and maintain meaningful relationships with relevant ministers and government agencies, who remain enthusiastic about engaging with AMCHAM. We stand ready to provide feedback on behalf of our members and collaborate with the government to improve Thailand's economy and ease of doing business.

[Jen Meckhayai](#)

Government Affairs Director

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AMCHAM Hosts Former Prime Minister Dr. Thaksin Shinawatra for Exclusive Dialogue with U.S. Business Community

On April 24, the American Chamber of Commerce in Thailand (AMCHAM) welcomed former Prime Minister and renowned businessman Dr. Thaksin Shinawatra for an exclusive dinner and candid conversation with members of the American business community.

In his wide-ranging speech, Dr. Thaksin shared his perspectives on key economic issues, including incentives to attract investment, Thailand's economic outlook, innovation potential, and its strategic role in both regional and global contexts. Drawing on his extensive experience in both politics and business, he offered valuable insights into the opportunities and challenges facing Thailand in today's rapidly evolving landscape. *"We hope the U.S. will remember our shared history. Our goal is to foster a strategic partnership,"* he said. Dr. Thaksin also addressed the importance of reskilling the workforce, embracing artificial intelligence, investing in clean energy, and developing strategies to attract high-quality tourism.

The event fostered meaningful engagement between Dr. Thaksin and AMCHAM members, emphasizing the value of ongoing collaboration between Thailand and international investors. *"Tonight's gathering signifies not only our recognition of Dr. Thaksin's contributions to Thailand but also underscores the importance of dialogue in navigating the relationships that shape our complex world today,"* said AMCHAM President Chatit Huayhongtong of Chevron.

Distinguished guests included U.S. Ambassador to Thailand Robert Godec, Deputy Prime Minister and Minister of Digital Economy and Society H.E. Prasert Jantararungtong, Minister of Foreign Affairs H.E. Maris Sangiampongsa, and Minister of Commerce H.E. Pichai Naripthaphan.



Caroline Shen is Director of Sales and Marketing at The Peninsula Bangkok. She also serves as a Co-Chair of the AMCHAM Inclusion Committee.

1. What do you enjoy most about being part of the AMCHAM community?

Being part of the AMCHAM community offers a unique opportunity to build meaningful business connections and friendships with like-minded individuals. I appreciate the open exchange of ideas, the valuable flow of information, and the strong sense of support among members. It is truly a joy to work with the AMCHAM team, who are so business-focused and passionate about giving a voice to all member companies, while genuinely making a difference.

2. How is innovation shaping the future of the hospitality and luxury travel industry?

Innovation is rapidly redefining the hospitality and luxury travel experience. Technology-driven personalization, sustainable travel practices, and wellness-centered offerings are becoming core expectations from today's travelers. In Thailand and globally, we are seeing the rise of AI-powered services, immersive wellness experiences, and eco-luxury resorts that seamlessly blend indulgence with responsibility. Innovation empowers us to create more meaningful, bespoke guest experiences that are not only memorable but also mindful of our impact on the world.

3. What are your goals for the Inclusion Committee this year?

Our mission this year is to foster an environment where AMCHAM members feel confident in embedding inclusive practices into both their personal and professional spaces. We aim to create a strong community of leaders who are empowered advocates for inclusion both inside and outside the workplace. By offering opportunities to discuss, share, learn, and collaborate, we hope to enable members to gain a deeper understanding of what inclusion truly means and inspire them to become active allies. We are also excited to announce that our committee is preparing a special Pride Month event this June, presented in a unique afternoon tea format — stay tuned for more details!



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Meet Phakphum (Big) Chodkuntod

Driven by a passion for improving patients' health, Phakphum "Big" Chodkuntod, an ATFer class of 2011 graduate, has become a successful Area Sales Manager at Eisai. Fun fact: He loves grapes but dislikes raisins — only recently discovering they're made from grapes!

"Even a decade later, I reconnected with a fellow scholarship recipient and saw how this program had uplifted so many lives."

Hello T-AB Magazine readers. My name is Phakphum Chodkuntod, but you can call me Big. I currently serve as an Area Sales Manager at Eisai, a leading Japanese multinational pharmaceutical company. In my role, I work closely with healthcare professionals, presenting medicines that improve the quality of life for patients and their families. While my career today brings me immense fulfillment, my journey to this point has been shaped by resilience, gratitude, and the life-changing support of the AMCHAM Scholarship Program.

Growing up, financial difficulties were a constant challenge for my family. My grandparents and relatives lovingly stepped in to support me, even when it strained their own resources. Their quiet sacrifices motivated me to ease their burden by seeking scholarships to fund my education. During my time at the Faculty of Pharmaceutical Sciences at Chulalongkorn University, a compassionate professor introduced me to the AMCHAM Scholarship Program. Trusting my professor's recommendation, I applied—and little did I know, this opportunity would profoundly change my life.

Receiving the AMCHAM scholarship was more than financial support—it was a beacon of hope. It lifted the weight of financial stress off my family's shoulders and allowed me to fully dedicate myself to my studies and extracurricular activities. With this freedom, I was able to develop both academically and personally, which laid the foundation for my future success.

One of the most unforgettable experiences of the program was the AMCHAM Career Camp.



It was not just an event; it was a transformative experience that sparked a deeper drive to achieve my goals. The mentors, staff, and inspiring speakers opened my eyes to possibilities I had not imagined before. Their encouragement gave me confidence, while the practical sessions, like job interview simulations, prepared me for real-world challenges. These lessons have stayed with me throughout my career.

What stands out most about AMCHAM is the sense of community it fosters. Even a decade later, I reconnected with a fellow scholarship recipient and saw how this program had uplifted so many lives. AMCHAM does not just provide scholarships; it creates opportunities and builds futures.

Today, as I contribute to improving lives through my work, I carry with me a profound gratitude for AMCHAM's role in shaping my journey. From the bottom of my heart, thank you, AMCHAM, for believing in me and empowering me to dream bigger. Your support has inspired me to give back to society and help others find their own paths to success.



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.
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- Join the Community Projects Council.

For further information, contact foundation@amchamthailand.com.

AMCHAM Thailand's Governors' Gala 2025 Raises Over 1.3 Million Baht for AMCHAM Scholarship Program



On April 26, the American Chamber of Commerce in Thailand (AMCHAM) hosted its most dazzling event of the year—the 2025 Governors' Gala: Mardi Gras at the Shangri-La Hotel Bangkok. This spectacular evening celebrated AMCHAM's leadership while raising funds to support the AMCHAM Thailand Foundation (ATF) Scholarship Program, dedicated to empowering 95 Thai students in 2025 with access to vocational and higher education.

Inspired by the vibrant traditions of New Orleans, the gala immersed guests in an enchanting world of colorful masks, jazz rhythms, and carnival spirit. Attendees enjoyed a gourmet dining experience, live music, and an exclusive silent auction featuring luxury getaways, fine jewelry, and unique experiences—donated by the Thailand business community.

"This year's gala is all about community, celebration, and giving back," said AMCHAM President Chatit Huayhongtong of Chevron. *"With the spirit of Mardi Gras, we aim to bring our members together for a night of fun while making a meaningful impact on the lives of students in our scholarship program."*

The event honored the 2025 Board of Governors, recognizing their dedication to fostering business growth and U.S.-Thailand relations. Distinguished guests, including U.S. Ambassador Robert F. Godec, attended to celebrate AMCHAM's mission and achievements.

Thank you to our Exclusive Tier Members for sponsoring this event. AMCHAM Platinum Members – Amazon Web Services, Chevron, Citibank, and Seagate. AMCHAM Gold Members – Abbott, Bank of America, C.P. Group, Ford, International School Bangkok, Jelly Belly, Mastercard, Meta, Minor International, Netflix, RMA Group, Topgolf Megacity, Western Digital, and WHA Group. AMCHAM Silver Members – 3M Thailand, AMATA, American Axle & Manufacturing, Bangkok Patana School, Boon Rawd, Caterpillar, Coca-Cola Thailand, Dow Thailand Group, FedEx Express, Honeywell, Johnson & Johnson, Kenvue, McThai, NIST International School, Panda USA, PCS Security & Facility Services, Pfizer, Phyathai Hospital, Schaeffler, The Urban Office, Tyson Foods, and Viatrix.



EVENTS

Food & Agribusiness Council

Co-Creating for Future: Food & Beverage Policy in Thailand – Apr 21

Speakers: Dr. Saipin Chotiwichien of Department of Health, Han Yin Leong of Food Industry Asia (FIA), and Dr. Pichet Itkor of Federation of Thai Industries' (FTI) Food & Beverage Industry Club

Organized by: [Food & Agribusiness Council](#)

Event Highlights:

AMCHAM recently welcomed Dr. Pongpol Vorapani, Deputy Director General of the Department of Health and representatives to the Food and Agribusiness council meeting.

At the meeting, Director of Nutrition Bureau Dr. Saipin Chotiwichien, Regional Senior Manager of Food Industry Asia Han Yin Leong, and Secretary of the Federation of Thai Industries presented developments in regional and Thailand food and beverage policies, including draft legislation on

food marketing to children, sodium reduction initiatives, and other related measures.



AMCHAM Special Event

AMCHAM Business Today: Tariff Edition – Apr 22

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

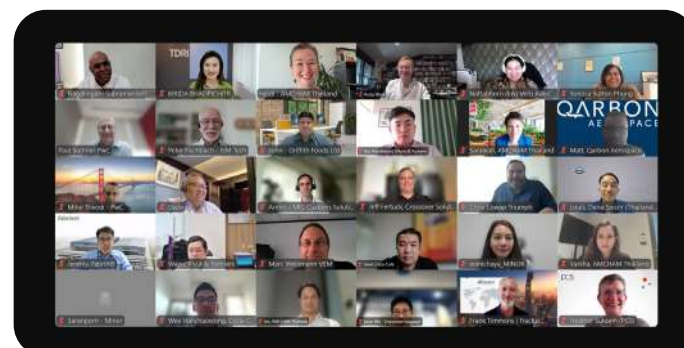
Moderator: [Lyn Kok](#) of Mula-X

Event Highlights:

In response to the newly announced reciprocal tariffs, AMCHAM relaunched its Business Today online member roundtable, bringing together business leaders for timely discussion and insight into the rapidly evolving business environment.

Guest speakers Director Dr. Kirida and international trade and customs expert Paul provided a clear snapshot of the current trade landscape, sectors most impacted, and how companies are responding.

Moderated by Lyn Kok of Mula-X, the session moved into an open forum where members shared challenges and strategies. The exchange highlighted the strength of the AMCHAM network and the power of shared knowledge in uncertain times.



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EVENTS

Human Capital Committee

Human Capital Trends Report 2025 – Apr 23

Speakers: [Jarospong \(Jay\) Suvarnasuddhi](#) of Agoda, [Chris Meylan](#) of the Asian Institute of Hospitality & Management (AIHM), [Mark Maclean](#) of Deloitte, [Desmond Lau](#) of Deloitte, and [Natnisha Kongtaveesawas](#) of Indorama Ventures

Moderator: [Richard Jackson](#) of JacksonGrant

Organized by: [Human Capital Committee](#)

Event Highlights:

The AMCHAM Human Capital Committee hosted an event on Human Capital Trends in 2025, featuring expert speakers who discussed balancing business goals with human outcomes, fostering workplace creativity, and building a strong human value proposition in the age of AI.

Topics included how AI bridges talent gaps, the rise of work-from-anywhere policies post-Covid-19, and strategies for hiring based on skills, attitude, and aptitude. The event concluded with a panel discussion and question-and-answer session on leveraging AI and technology to enhance work boost productivity.



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EVENTS

Environment, Social, and Governance (ESG) Council Indorama Ventures Visit – Apr 25

Speakers: [Yash Lohia](#) of Indorama Ventures

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

Event Highlights:

The AMCHAM ESG Council organized a visit for AMCHAM members to Indorama Ventures' office at Asoke. Yash Lohia, Chairman of the ESG Council at Indorama Ventures, along with the sustainability team, welcomed the visitors with a presentation on the company's sustainability reports and initiatives. Participants then enjoyed a 360-degree gallery tour, where they learned about recyclable materials and products manufactured from sustainable materials.



AMCHAM Signature Event AMCHAM New Member Brew & Buzz – May 6

Event Highlights:

AMCHAM hosted its quarterly Brew & Buzz coffee morning to welcome new members in a comfortable setting. The AMCHAM community, business professionals from various industries, gathered to enjoy coffee and good conversations. The Board Governors and Council and Committee Chairs also joined and networked with fellow members.



EVENTS

Human Capital Committee Getting Your U.S. Student Visa – May 7

Speakers: Leah George and [Amyre Brandom-Skinner](#) of U.S. Embassy Bangkok

Moderator: [Jessica Vechbanyongratana](#) of Bangkok Patana School

Organized by: [Human Capital Committee](#)

Event Highlights:

AMCHAM in partnership with the U.S. Embassy, hosted an insightful webinar featuring Leah George, Visa Chief, and Amyre Brandom-Skinner, Vice Consul. They provided detailed information about the different types of students and exchange visas, the application process, and shared tips for visa interviews - including what to bring and what to avoid. The webinar ended with a question-and-answer session and guidance on the best way to secure a visa for pursuing a degree in the U.S.



Rawi Warin Resort & Spa features distinctive design blending contemporary Southern Thai architecture with the natural landscape. Buildings and common areas are positioned to preserve original large trees, creating shade throughout the resort. Local materials like wood, stone, and natural elements are harmoniously incorporated, reflecting regional wisdom and craftsmanship.

All rooms include balconies with views of the Andaman Sea or green spaces, connecting guests with nature. The main swimming pool integrates with the natural hillside, creating the sensation of swimming in a tropical forest, demonstrating a design philosophy centered on sustainable coexistence with nature while honoring local culture.



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EVENTS

Digital Economy Committee Site Visit at Thailand Digital Valley – May 9

Speaker: [Hatsadin Kampiranond](#), Acting Director of DEPA Asset Management Office

Organized by: [Digital Economy Committee](#)

Event Highlights:

AMCHAM Executive Director Heidi Gallant joined the Digital Economy Committee Co-Chairs Kulnisha Srimontiem of Price Sanond, Sarinthorn (Jyoti) Sachavirawong of Asia Group Advisors, and Thamakorn Supathanarangsri of Lazada in leading an exclusive member site visit to the Thailand Digital Valley, hosted by the Digital Economy Promotion Agency (DEPA) in Chonburi.

The visit began with a presentation by Hatsadin, highlighting the agency's initiatives to attract digital investment and its regulatory efforts to drive Thailand's digital transformation. This was followed by an engaging exhibition by Ericsson, showcasing cutting-edge technologies. AMCHAM members and staff actively participated, exchanging insights and engaging in dynamic discussions throughout the event.



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AMCHAM Special Event Multi-Chamber EEC Networking Hosted by AMCHAM – May 9

Event Highlights:

On May 9, the American Chamber of Commerce in Thailand (AMCHAM) successfully hosted the Multi-Chamber Eastern Economic Corridor Networking event at the Holiday Inn Pattaya. The event, held in collaboration with AustCham, BCCT, BeLuThai, CanCham, FTCC, GTCC, ITCC, NTCC, SATCC, and STCC, offered a vibrant platform for professionals to grow their networks and build meaningful business connections. The event was generously sponsored by Jelly Belly, PERSOLKELLY, and Topgolf.

Read the full press release here – [link](#)



AMCHAM Thailand Foundation AMCHAM Thailand Scholarships: Virtual Information Session – May 14

Speakers: [Papatson Manoboot](#) of VISTEC, [Wuttichai Phomasorn](#) of Thap Sakae Witthaya School, and [Maturada Charoensuk](#) of Naresuan University

Moderator: Pailin, AMCHAM Thailand

Organized by: AMCHAM Thailand Foundation

Event Highlights:

The AMCHAM Thailand Foundation (ATF) held a virtual information session to offer valuable insights into the application process and eligibility criteria. The session also featured ATF alumni, who shared their personal journey and experiences, giving participants a unique perspective on the Foundation's impact.



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How Mars Is Reducing Water Usage in Its Food Supply Chain

When it comes to the agricultural supply chain, Mars is working with farmers to implement climate-smart practices that help them reduce water usage, reduce greenhouse gas emissions, and maintain yields for farmers.

A great example is the company's work on rice. On World Water Day (March 22), Mars shined a spotlight on its progress to reduce water usage in rice farming and the projects delivering impactful results.

Why Is Reducing Water Usage in Rice Farming Important?

Rice plays an important role in the world's diet and economic prosperity. It is a daily staple for 3.5 billion people around the world and provides income to around 19% of the world's population. However, traditional rice production is water intensive – it uses approximately 40% of the world's irrigation water and accounts for up to 10% of global methane emissions.

As the owners of – Ben's Original™ – rice is a critical raw material for the Food & Nutrition segment at Mars. Mars is focused on sourcing rice more sustainably to reduce impact on the planet.

How Is the Food & Nutrition Segment of Mars Working with Rice Farmers to Implement Climate-smart Agriculture Practices?

The focus is on making rice farming more sustainable by reducing the amount of irrigation water used, minimizing greenhouse gas emissions and helping to increase yields for farmers.

One technique that Mars is working with farmers to adopt is called "alternate wetting and drying" (AWD). Traditionally, rice farming has involved continuously flooding the fields which is very water intensive. In addition, it produces a lot of methane; flooded fields are ideal growing conditions for methane-emitting bacteria.

The AWD technique is different from traditional flooding practices. It alternates between flooding and drying down the fields during the rice growing stage. This practice is most efficient when used on a zero-grade (fully flat) farm.

In the U.S., Mars has been working with the Whitakers – a multi-generational family of farmers in Arkansas – who have grown rice for Mars for over 10 years. As a result of adopting the AWD technique, the Whitakers saw a 60% reduction in water usage and up to 60% lower greenhouse gas emissions, compared to average farms in the region (on an annual basis).



(The Whitaker's farm)

How Does Mars Encourage Farmers to Adopt Water-saving Techniques?

In India and Pakistan, Mars launched the Sustainable Rice and Stewardship program (WAPRO) in partnership with Helvetas Swiss Intercooperation, to support farmers in enhancing their water-management practices.

This program provided education and training support through farmer partnerships and organized sessions – training farmers on the Sustainable Rice Platform (SRP) standard, and water stewardship.

Importantly, this project also incentivized farmers by subsidizing the adoption of water-saving techniques, including drip irrigation, laser leveling, and AWD.

By the end of the project, all participating farmers had adopted these new techniques. As a result, they improved their water efficiency and increased their rice production.

Does Mars Take a Different Approach in Different countries?

Mars tailors projects to local needs and challenges and works closely with its farmers to implement practices.

For example, in Thailand, rice is the most important food crop, accounting for roughly half of Thai agricultural land, but farmers in Thailand are vulnerable to climate change because yields are heavily dependent on weather conditions.

In 2018, Mars joined forces with the German agency for international cooperation, GIZ, alongside other like-minded partners, to develop a collective approach to sustainable, climate-smart rice production in Thailand, launching the Sustainable Aromatic Rice Initiative (SARI).

The SARI program focused on training farmers on the Sustainable Rice Platform (SRP) standard for sustainable rice cultivation, including the use of digital farming solutions, record keeping, water management practices, and the efficient use of farming inputs.



(SARI project)

Over the six-year program, Mars worked with 1,450 farmers across two areas – Roi Et and Central Plain – in Thailand, 70% of whom were women. As a result of the project, all the farmers reduced their water usage and increased their rice production.

In Roi Et, where most of the farmers were trained, farmers were able to reduce their water usage by up to 56%, and we have seen that farmers are spending less, and at the same time earning more, than the average farmer in the Roi Et province.

Mars is now scaling this project further across Thailand.

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A leading provider of civil engineering, architectural design, and project management services, the firm delivers high-quality infrastructure and building solutions across Thailand. With a focus on innovation and sustainability, it manages projects ranging from roads and bridges to industrial facilities and interior spaces. From planning to execution, the firm ensures safe, efficient, and timely project delivery while integrating eco-friendly practices and modern construction techniques.



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May 2025



A global leader in medical technology and digital solutions, the firm offers diagnostic imaging systems, patient care solutions, and pharmaceutical diagnostics for disease detection and personalized medicine. Its enterprise digital solutions optimize healthcare workflows, while services extend to drug discovery and biopharmaceutical manufacturing. With a focus on precision health and sustainability, the firm empowers healthcare professionals to improve patient outcomes and create a healthier future.



A consultancy specializing in real estate advisory, the firm offers expertise in property valuation, market analysis, investment advice, project feasibility, and property management. With a focus on industrial properties like manufacturing facilities, warehouses, and logistics centers, it provides tailored solutions to help clients optimize investments, mitigate risks, and make informed decisions. Serving developers, investors, and corporations, the firm drives long-term growth and success.



A human resources solutions provider, the firm offers strategic, confidential recruitment services across various sectors, including sales, engineering, IT, legal, and finance. Specializing in sourcing senior executives and specialized professionals, it leverages data insights and market trends to ensure efficient and high-quality placements. By streamlining the hiring process, the firm helps businesses access top talent while empowering professionals to advance their careers through a consultative approach.



A leading manufacturer and distributor of coated and pre-painted steel, the company serves Thailand's construction and industrial sectors. Specializing in zinc/aluminum metallic-coated steel, it ensures high quality, durability, and corrosion resistance. Operating in 15 countries, the company emphasizes sustainability with energy-efficient processes and eco-friendly products. Its innovative solutions support infrastructure growth while minimizing environmental impact and promoting responsible business practices.



A leading international school in Samut Prakan, the school offers American-style education from Pre-K to Grade 12. Accredited by the Thai Ministry of Education and WASC, it provides a rigorous curriculum with Advanced Placement courses. The school also hosts a top junior golf academy and offers extracurricular activities like sports, robotics, and scuba diving, all while prioritizing student well-being and diversity.

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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

MOXY



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

On The List



Exclusive Early Access for MISSONI Friends and Family Sale by OnTheList

ONYX



Exclusive 20% Discount
at the ONYX Affiliated Hotels

BANVANTREE



Enjoy 20% Off
on BAR & All Outlets

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

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

RENAISSANCE



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

CATHAY



Receive up to 11,000 Asia Miles
By registering for Business Plus recruitment campaign

FACTUM GLOBAL
Accelerating Your International Growth



Enjoy a Free 60-Minute Business Consultation

Hilton



10% discount
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Receive Up to 200 U.S. Dollars Discount
for Local Moves & International Moves

SHINTA MANI



Stay 3 nights, pay for only 2
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STARLUX



Exclusive 10% discount
Routes from Bangkok / Chiang Mai to Los Angeles / San Francisco / Seattle / Ontario

AMCHAM Member-To-Member Offers



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



100% Registration Fee Waived
for AMCHAM Members

Join us!
for Member-To-Member
Offers, a great
opportunity to amplify
your brand visibility.

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



Established in 1958, Pfizer (Thailand) Limited is one of a leading biopharmaceutical company in Thailand. The company is at the forefront of scientific innovation and stays committed to our purpose **'Breakthroughs that Change Patients' Lives'**.

We apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety, and value in healthcare products, including innovative medicines and vaccines as well as to deliver breakthrough medicines that address major global health priorities in cancer, rare disease, inflammation & immunology, primary care, cardiovascular diseases, infectious diseases, and preventative care with vaccines.



In addition to providing medications, Pfizer Thailand has been actively involved in community service initiatives. The company has launched numerous programs focused on disease prevention, health education, and supporting underprivileged communities through the Pfizer Thailand Foundation (PTF), which was established over twenty years ago. One of PTF's notable contributions is its first-aid centers for community project initiated in 2019 and completed in 2022.





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

