



August 2024

T-AB

THAI-AMERICAN BUSINESS



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RETHINKING YOUR PATH: CAREER IN RECRUITMENT

FLEXIBLE WORKFORCE: A NEW CURRENCY IN THE WORLD OF WORK

5 INSIGHTS FOR LEARNING ORGANIZATIONS TO SUCCESSFULLY EMBRACE AI

THAILAND'S CYBERSECURITY SNAPSHOT: CURRENT LAWS AND EMERGING TRENDS

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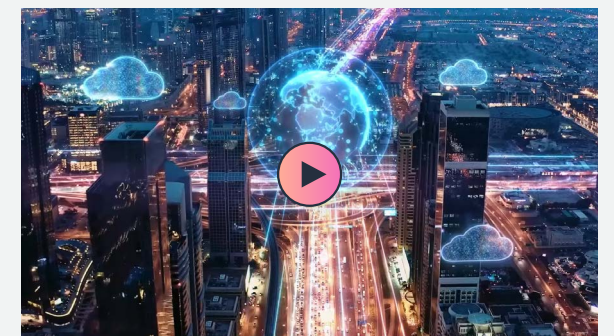
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Letter from the Executive Director

Dear Members,



2024 is certainly flying by and there's never a dull moment! Our government affairs team has worked closely with our member-led Councils to issue papers on two important advocacy concerns. The Tourism and Hospitality Council has developed a White Paper for their industry and the Food and Agri-business Council has prepared a recommendation letter on the potential ban on marketing of food and beverages to children.

Under development are the SBE Committee's paper on ease of doing business for SMEs; a recommendation letter for Thailand's ambition to be an Aerospace hub from our Aerospace Council; a document addressing AI consent, licensing and privacy rights, spearheaded by our Creative Economy Council; and a recommendation letter on the Climate Change Act from our ESG Council. If you are interested, please reach out to our Government Affairs Director, Jen, to be put in touch with the Council leaders working on these matters.

Our Corporate Social Impact Awards have now closed their applications, and our Corporate Social Impact Awards Committee is currently reviewing the submissions and identifying this year's Recognition recipients and Special Awards Finalists. Mark your calendars for our Impact Awards Gala Dinner on November 13.

We have an upcoming [Member Luncheon](#) on August 21, where you'll meet our AMCHAM Thailand Foundation Scholarship students who are visiting Bangkok for their career camp. On September 25, our Board of Governors election season kicks off at [our "Meet-the-Candidates" Luncheon](#). Online voting will open shortly after, and election results will be announced at our AGM on October 17.

In mid-October, we will also be issuing our call for interest in 2025 Committee or Council leadership. If you are interested, please reach out to have a conversation with me or AMCHAM Deputy Director, Sarawan about the opportunity and responsibilities involved.

Hope to see you at one of our upcoming events!

Sincerely,
Heidi Gallant
Executive Director



EXCLUSIVE TIER MEMBERS 2024

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Rethinking Your Path: Career in Recruitment

By Zen Loh, PERSOLKELLY



The aftermath of the pandemic has sparked a surge in demand for recruiters across various industries. As businesses recover, they recognize the importance of skilled professionals and effective human resource management. This has led to an increased need for recruiters to bridge the gap between organizations and qualified candidates.

Recruiters play a crucial role in finding top talent for job openings and meeting the demands of different organizations. They possess the expertise and soft skills to identify, attract, and engage high-caliber professionals who can contribute to a company's success. The role is vital in shaping the workforce.

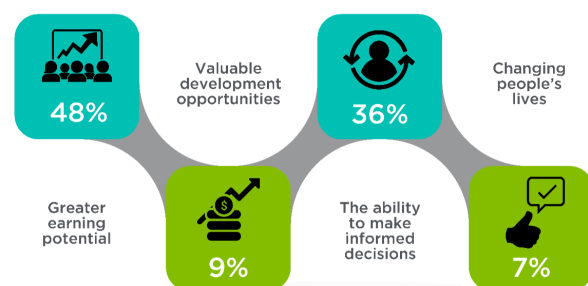
Recruiters understand business requirements, assess candidate qualifications, and facilitate ideal matches. Their ability to screen and evaluate candidates ensures informed hiring decisions for organizations, boosting demand for their

services and making recruitment a promising industry for those seeking a fulfilling profession and career development.

To delve deeper into this topic, we have conducted a survey within our network of LinkedIn connections to explore the compelling reasons driving people to pursue careers in recruitment.

Most Individuals Associate Their Decisions with These Four Factors:

Why is the recruitment industry a good place to set foot in?



A Quick Look into the Recruitment Industry

The recruitment industry has experienced significant growth in recent years. According to Staffing Industry Analysts (SIA), global revenue increased by 4% in the previous year, demonstrating its ability to adapt and meet ongoing demand. Although the growth rate was slower than in 2021, it is expected to increase by 2024. This growth, with a total revenue of 648 billion U.S. dollars, underscores its significant contribution to the global economy.

Recruiter roles are crucial in today's job market, bridging the gap between employers and job seekers. Businesses are increasingly relying on hiring managers and recruiting consultants to secure top talent for various roles. These experts possess deep insights into hiring practices, industry trends, and candidate assessments.

Furthermore, industry-specific trends significantly affect recruiter demand, especially in rapidly growing sectors like technology, healthcare, and renewable energy. These fields often witness intense competition for skilled professionals, making recruiters essential in identifying candidates with specific skills and qualifications. As emerging and niche industries evolve, recruiters with expertise in these areas remain highly sought after.

Why a Career in Recruitment Can Be Incredibly Fulfilling



Recruiters are crucial in linking job seekers and employers. Their knowledge of hiring, industry trends, and evaluating candidates is highly valuable in today's job market and contributes to their professional development. Let's explore why a career in recruitment can be very satisfying.

1. Personal Fulfilment and Satisfaction

For some, witnessing individuals excel is incredibly fulfilling. Being a recruiter allows one to guide others in their career paths, leaving a lasting positive impact on their lives. The sense of pride and accomplishment from helping someone achieve their career goals is a unique and rewarding aspect of this profession.

2. Financial Rewards

Recruiters often enjoy financial rewards through commissions and bonuses. The more successful placements they make, the higher their earning potential becomes. This financial incentive can be a powerful motivator for recruiters to continuously seek out the best talent and match them with the right employers, leading to satisfying career growth.

3. Flexibility in Navigating Job Market Dynamics

Recruiters connect talented individuals with companies by identifying job market needs and finding creative ways to match people with jobs. They have the autonomy to strategize and adapt to market changes, choosing the methods and tools that best suit their hiring processes. This flexibility allows them to make informed decisions, respond quickly to industry shifts, and stay competitive.

Five Essential Skills to Succeed as a Recruiter

Entering the recruitment industry can be a rewarding career choice, but certain skills and qualities are essential for excelling in this competitive field. Whether you're an experienced recruiter or embarking on a recruiter career journey in an entry-level position, here are some essential skills and attributes you will need to succeed:

1. Communication Skills

Effective communication is crucial in recruitment. Recruiters must convey job requirements clearly to clients and explain the recruitment process to candidates. Good listening skills are equally important for understanding the needs and preferences of both parties.

2. Networking Abilities

Networking abilities are essential for a successful career in recruitment. Building a network of contacts and maintaining strong relationships with hiring managers, job candidates, and industry professionals is key. Participating in industry events, online forums and connecting with professionals in their niche expands a recruiter's network.

3. Salesmanship

Recruiters often need to sell job opportunities to candidates and their services to clients. The ability to pitch and persuade is critical for convincing both sides to choose your agency.

4. Tech Savvy

Modern recruitment heavily relies on technology. Recruiters need to know about ATS, job boards, and social media to streamline hiring processes and reach more candidates.

5. Market Knowledge

Staying updated on industry trends, salary benchmarks, and job market dynamics is vital. This knowledge helps recruiters provide valuable insights to clients and ensures competitive compensation packages are offered to candidates. Honing these essential abilities is crucial for career progression. They drive candidate placements and foster trust and credibility with clients and candidates alike.

Conclusion

The consistent demand for recruiters makes a career in recruitment a promising choice. It offers

ample opportunities for growth, from specializing in industries or job functions to advancing into leadership roles. Moreover, a career in recruitment enables professionals to make a meaningful impact. They bridge the gap between talented individuals and great career opportunities while assisting businesses in finding the right talent. This profession fosters strong relationships, leverages industry expertise, and contributes strategically to talent acquisition strategies.



Zen Loh, Regional Business Group Head, (PERSOLKELLY China & Hong Kong) boasts over 17 years of expertise in the recruitment industry. His robust skill set encompasses executive search, recruiting, project management, account management, human resources, and more, providing valuable insights into the industry.



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FOR A BETTER TOMORROW

5 Insights for Learning Organizations to Successfully Embrace AI

By Matt Donovan and Ben Keher, GP Strategies



As members of the Learning & Development (L&D) community, we must prepare for a technology-based and AI-enabled future. To do so, we should revisit the foundations that our learning strategies have been and will be built, including how we skill our people and train our leadership.

Adapting to disruptions like AI requires a deeper understanding of our work, organizations, and our goals.

Insight 1: Create a Skill-Oriented Infrastructure

Organizations must transcend traditional competency models and skill taxonomies to ensure our workforce remains skilled, agile, and

relevant. It is crucial to have a profound insight into our current organizational readiness and chart a clear course for growth through skill-oriented infrastructures.

This necessitates close coordination among business units, human resources, and L&D. While taxonomies organize skills pertinent to specific domains, skill ontologies structure and organize skills based on their interconnectedness across various roles within an organization. An example of this would be illustrating relationships between PowerPoint skills, Presentation Skills, sales roles, and management roles. This comprehensive approach makes an ontology more versatile and adaptable for

HR/ L&D, especially in a world where employees face increasing disruption and pressure to continuously upskill and reskill.

TAXONOMY

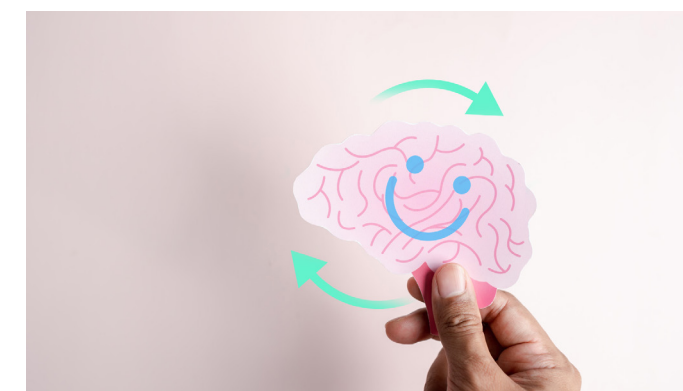


ONTOLOGY



Skills ontologies form the core of AI-driven talent solutions, enabling technology-supported algorithms to automate employee development pathways and reskilling opportunities more effectively and accurately.

Insight 2: Reskill the L&D Team to Embrace AI & Data-Driven Mindsets



IBM reports that 40% of the global workforce will acquire new skills within the next three years due to the implementation of AI, and 87% of leaders believe that most positions will be augmented rather than replaced by AI. As we navigate this shift, it is essential to craft a harmonious human intelligence (HI) + AI relationship.

Critical thinking and problem-solving are pivotal as we determine when, where, and why AI will be beneficial.

Integrating AI into our workflows should create space for meaningful human connections and cherish uniquely human characteristics like curiosity and innovation. Our use of AI must enhance, rather than diminish, our human experiences.

Insight 3: Place Measurement at the Core of Our Work

Measurement should be integral to learning design rather than an afterthought. Measurement mapping helps validate content and learning outcomes linking. When organizations invest in L&D programs, they typically aim for strategic goals such as fostering a top-tier employee culture or enhancing financial performance. This highlights the value delivered by L&D programs. The process begins with learning design, necessitating the development of measurement-enabling processes. Beyond evaluation, measurement ensures alignment of learning content with goals.

AI and technology offer new measurement opportunities, providing instantaneous, automated, and accurate insights, enhancing learner engagement, knowledge retention, and other critical metrics.

Insight 4: Revisit the Fundamentals of 'How People Learn'

Workplace learning often faces a dichotomy: clinging to traditional methods ("classroom training is the only way!") or hastily adopting digital platforms. This approach can lead to missed opportunities, wasted investments, and ineffective outcomes.



Understanding how adults learn is crucial for navigating the complex L&D landscape and making informed decisions about learning modalities. Recognizing that adults learn better in social settings, have limited capacity for retaining information, and prefer learning

that is immediately relevant and urgent helps us weigh the pros and cons of different learning methods.

Classroom training offers social interaction, practice, and instant feedback but may overwhelm learners and lack on-the-job support. Online learning supports retention through spaced content but does not always provide adequate social interaction or real-time feedback.

Emerging technologies and design practice connect learning modalities creating more effective, scalable, and engaging learning experiences than ever before. Keeping the fundamentals of how people learn at the center of your thinking is blending different modalities and making smarter decisions on training investments.

Insight 5: Prepare Leadership to Make Deeper Human Connections



Advancing technology requires recalibrating our understanding of a leader's role. The primary function of technology should be to create space and time for genuine human connections.

Leadership's importance lies in navigating the evolving landscape and empowering individuals to inspire and grow. Leaders must support the HI + AI relationship, ensuring that technological advancements catalyze deeper human connections that are authentic and meaningful.

In this new era, effective leaders understand that their true impact transcends technological proficiency and centers on fostering meaningful connections and growth within their teams.



[Matt Donovan](#), Chief Learning and Innovation Officer for GP Strategies, is a recognized name in learning, bringing 25+ years of crafting learner-centric solutions and leading high-impact teams.



[Ben Keher](#), Head of Learning Solutions - AMEA at GP Strategies. Expert in digital learning, facilitation, and organizational development across Asia-Pacific for 15+ years. Trusted by global brands for innovative learning solutions.

A WORLD OF OPPORTUNITY

Mahi's decision to pursue Mechanical Engineering sure may seem a surprise considering her vibrant IB Art portfolio but her fascination with four-wheel racing began at the age of eleven, evolving into a profound interest in engines and automotive technology. Mechanical engineering emerged as a perfect outlet for Mahi to blend her love for math, physics and art to develop practical solutions to real-world problems.

Mahi will matriculate at the University of Pennsylvania in the Mechanical Engineering programme.

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Flexible Workforce: A New Currency in the World of Work

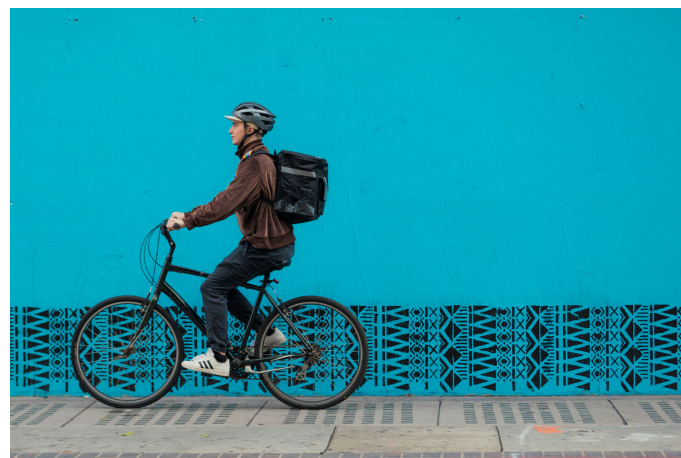
By Nam-Ake Lekfuangfu and Theeranit Pongpanarat, Baker & McKenzie



It is an irrefutable fact that the nature of the workforce is changing. The traditional nine-to-five, bricks-and-mortar employment models within the familiar legal frameworks are being challenged. For quite some time, we have witnessed an evolution in the types of work people do and how the work gets done, with a move towards more flexibility and new ways of hiring, employers are increasingly embracing and capitalizing on technological advancements.

However, the shift towards greater flexibility and non-traditional employment models comes with risks and uncertainty, as laws do not always provide clear guidance on complex legal issues around these arrangements. These legal complexities require careful navigation, from compensation and benefits to immigration, corporate tax, cybersecurity, and data privacy, among others. A pressing legal issue is whether gig or contingent workers are legally considered employees of their hirers.

The recent ruling by Thailand's National Human Rights Commission (NHRC) on the status of delivery riders highlights this issue. The NHRC ruled riders are indeed employees of the digital platform owners, not merely their business partners, and thus have the employer-employee relationship in accordance with the Thai labor laws, including being entitled to rights and benefits under such laws as employees.



The ruling considered that digital platform owners can directly supervise riders on matters such as working hours and uniforms and subject them to penalties based on altered work conditions. Additionally, it was deemed that the riders do not have a say or stake in the operation of the digital platform business nor its profits and loss, which would be the case of a business partner.

Interestingly, the NHRC's ruling, and rationale were not based on Thai labor laws but on the Thai Constitution, international treaties, and foreign court rulings. It should also be noted that the NHRC's ruling does not have legal power and is not legally binding. In contrast, the Thai labor court has decided in a similar case that a platform worker is not considered an employee of a platform operator under Thai labor laws.

While the two cases involve different facts, they reflect ongoing legal debates and complexities around non-traditional work models, which can trigger several compliance issues and risks and uncertainty for employers. To formally address these flexible workforces, a new legal framework is being developed in Thailand in the form of the draft "Promotion and Protection of Independent Worker Act." The draft act aims to provide broader coverage and protection to all independent workers, especially "semi-independent workers," which includes platform workers. The draft proposes to help independent workers by providing certain accident and health assistance and loans. It also aims to ensure that business operators pay fair wages at agreed rates

and conditions. However, it remains to be seen whether the draft act can strike the right balance between the interests of gig workers and other relevant parties.

In the meantime, employers need to navigate this modern workforce issue carefully to avoid any risk exposure while continuing to utilize flexible work models.



[Nam-Ake Lekfuangfu](#) is an Employment Partner. He assists clients on all aspects of employment and immigration work.



[Theeranit Pongpanarat](#) is an Employment Partner with all-round experience advising matters including business restructuring, hiring, and terminating executives.

Thailand's Cybersecurity Snapshot: Current Laws and Emerging Trends

By Panupan Udomsuvannakul, Jirayu Sanguankaew, and Koraphot Jirachocksubsin, Chandler MHM



Introduction

In recent years, Thailand has experienced a surge in cyberthreats and crimes, impacting both organizations and individuals. These threats, ranging from ransomware attacks, system hacks, spam calls, to phishing scams, and data leaks, underscore the critical need for robust cybersecurity measures.

In response, the Thai government has developed a comprehensive cybersecurity framework. This framework includes legal measures aimed at bolstering technology security and privacy standards. Additionally, a dedicated cybercrime department within the criminal court has been established to enhance the handling of cyber-related offenses.

This article discusses the key aspects of Thailand's cybersecurity legal framework, offering insights

to assist business operators in understanding, and ensure compliance with current cybersecurity standards.

Who Do Cybersecurity Compliance Requirements Apply to?

Cybersecurity in this article refers to the broader concept, beyond the Cybersecurity Act, B.E. 2562 (2019) (Cybersecurity Act), which is merely one of several Thai laws related to cybersecurity. Business operators may still be subject to other cybersecurity compliance requirements, even if they are not subject to this Act.

Designated critical information infrastructure operators (collectively referred to as CIIOs, and individually as a CIIO) are subject to the Cybersecurity Act. CIIOs include public and private organizations that provide services in sectors like IT and telecommunications, energy

and public utilities, banking and finance, and transportation and logistics, among others. These sectors are crucial to the country, necessitating specific requirements, especially regarding their operating systems.

However, not all non-CIIO business operators can assume they are free from legal obligations. These business operators must still comply with other regulations, such as the Computer Crime Act, B.E. 2550 (2007) (Computer Crime Act), and the Personal Data Protection Act, B.E. 2562 (2019) (PDPA). Additionally, the criminal court has established a cybercrime department to handle cases related to computer crime, cybersecurity, and privacy.



What Are the Recent Legal Highlights in Relation to Cybersecurity?

This section highlights notable trends and movements in cybersecurity:

Reinforcement of Personal Data Protection Measures: The Personal Data Protection Commission (PDPC) has taken proactive steps, officially establishing the PDPA center to handle complaints and provide advice on data protection and data breaches. In addition, the PDPC Eagle Eye Personal Data Violation Surveillance Center (PDPC Eagle Eye) has been established to actively monitor, inspect, and supervise relevant agencies and data protection officers (DPO).

Reports of Data Leaks and Cyberattacks: According to the PDPC Eagle Eye, the PDPC investigated

organizations and identified 5,273 data leak cases from November 2023 to January 2024. In addition, the National Cyber Security Agency reported 1,789 cyberattack cases in 2023. Reports also indicate that banking and financial services, telecommunications, and logistics are the most targeted sectors.

Establishment of a Cybercrime Division in the Criminal Court: Recognizing the complexity and volume of cybercrime, the Supreme Court of Thailand established a specialized technology crime division within the criminal court. This division has jurisdiction over crimes under the Computer Crime Act and other offenses involving technology and computer crimes, including fraud and extortion committed using computer systems, offenses related to measures for the prevention and suppression of technological crimes, and offenses involving personal data. It also handles cases concerning orders issued under the Cybersecurity Act, the Computer Crime Act, and the PDPA.

Keeping Up with Cybersecurity Compliance and Trends

Amidst rapid development, staying informed and compliant is crucial. An organization may begin with the following steps:

- Conduct self-assessments and risk assessments to identify potential threats and vulnerabilities within the organization.
- Implement appropriate technical and organizational measures to protect the data collected by the organization and the IT system from potential cyber threats.
- Develop internal documentation, IT systems, and crisis management measures for cybersecurity incidents.
- Raise employee awareness on cybersecurity and privacy to reduce risks from carelessness, such as phishing and identity theft.
- Ensure employee understanding of laws and compliance with internal rules when handling data or managing cyber systems by conducting regular cybersecurity awareness training and

implementing phishing simulations to test and improve employees' responses to potential cyber-attacks.

- Conduct due diligence on third-party vendors and service providers to ensure they meet the organization's cybersecurity standards.
- Include cybersecurity and data protection clauses in contracts and/or agreements with third-party vendors.
- Monitor and audit operations regularly to address any potential weaknesses or compliance gaps.

This approach will ensure all cybersecurity aspects are thoroughly understood and addressed. By understanding and implementing the necessary measures, an organization can protect itself against cyber threats, ensure compliance with

relevant laws, and maintain customer trust and business integrity.

Organizations are advised to remain vigilant, as preparedness can make a significant difference when incidents occur. They should ensure their teams are equipped with sufficient knowledge and the appropriate documentation needed to handle potential threats effectively.



[Panupan Udomsuvannakul](#) specializes in joint ventures, cross-border mergers & acquisitions (M&A), legal support expanding businesses, focusing on technology, e-commerce, cryptocurrency and blockchain-related businesses, fintech, and artificial intelligence (AI) related matters.



[Jirayu Sanguankaew](#) is a Counsel at Chandler MHM (CMHM) in the Dispute Resolution and Litigation Department. He specializes in dispute resolution and litigation including arbitration and other forms of alternative dispute resolution.



[Koraphot Jirachocksubsin](#) is a Counsel at Chandler MHM Limited (CMHM). He has extensive experience advising on a broad range of technology-related matters including digital assets, ICO filings, NFT projects, utility tokens, online gaming, trading platforms, and e-payment systems. Koraphot advises on M&A, financial regulatory, and real estate matters.

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A Letter from the Government Affairs Director's Desk

Dear Members,

Our Government Affairs team is closely monitoring significant political events taking place this month. The outcomes of these could significantly influence the direction of Thailand's political landscape

Our council leaders remain proactive and have published two advocacy efforts this month. The Food and Agri-business Council submitted a recommendation letter on the Draft Act to Regulate Food and Beverage Marketing Affecting Children's Health. If this bill passes, it will overly regulate any food and beverage products that target children under 18 years old. While there are unclear definitions and measurements, the bill would affect many members in both the food and beverage business and those involved in public relations and advertising for these products. The Council emphasizes the need for industry collaboration in developing the Draft Act, opposes the broad advertising ban and age threshold, and advocates for establishing clear nutritional thresholds before approval.

The tourism industry is a key short-term economic booster and priority for the government. The Tourism and Hospitality Council also submitted a white paper outlining strategies for the sustainable development of Thailand's hospitality and tourism industry.

The Council recommends enhancing Thailand's tourism through improved air, rail, and cruise connectivity, workforce training, and financial incentives. They advocate for integrating digital infrastructure for streamlined e-government services and better data management. Emphasizing environmental sustainability, they call for advanced technology, best practices, and strong regulatory frameworks to protect resources and ensure good governance.

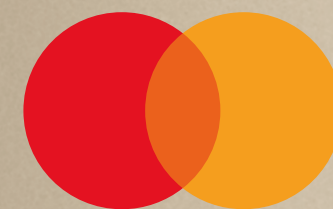


Members can access these two advocacy papers on our Member Information Center. They were submitted to the Ministry of Public Health and the Ministry of Tourism and Sports. We have also requested a roundtable meeting with the Ministers to discuss collaboration and support for shared goals with the government.

[Jen Meckhayai](#)

Government Affairs Director

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BOI-Foreign Chambers of Commerce in Thailand Consultative Meeting



The Board of Investment (BOI) held its annual Consultative Meeting with the Foreign Chambers of Commerce at the Queen Sirikit National Convention Center. The meeting was attended by over 100 representatives from foreign chambers of commerce and Thai government agencies. BOI Secretary General, Narit Therdsteeerasukdi, briefed attendees on Thailand's latest investment policies and incentives. He also facilitated discussions between agencies to collaboratively enhance Thailand's appeal as an investment destination.



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A Consultative Meeting with Super License Sub-Committee Under the Regulatory Reform for Ease of Doing Business Committee, Chaired by Peangpanor Boonklum

On July 8, 2024, AMCHAM Vice President Wiyada Srinaganand of 3M Thailand and AMCHAM representatives participated in an online meeting with the Super License Sub-Committee under the Regulatory Reform for Ease of Doing Business Committee. This followed an earlier meeting with Dr. Tongthong Chandransu, Advisor to the Prime Minister and Chairperson of the Regulatory Reform Committee for Ease of Doing Business.

At the meeting, AMCHAM presented recommendations and solutions gathered from its members, aiming to attract more foreign direct investment. The topics covered foreign film production and incentives, hotel standards, and simplifying restaurant licenses.

AMCHAM will continue to collaborate closely with the Ease of Doing Business Regulatory Reform Committee and its subcommittees. Members interested in learning more about this initiative can contact the AMCHAM Government Affairs team for more information.



[Click here to register](#)

JOINT SBE & HR COMMITTEES

TAMING THE HUSTLE: PREVENTING & OVERCOMING FOUNDER BURNOUT



Kush Sodhia
CEO
Papaya



Sheji Ho
CEO
HD



Paul Meyers
Head Coach
Asia Founder Coaching



Tareef Jafferi
Founder
Happily.ai



THE URBAN OFFICE
(QUANT SUKHUMVIT 25)



AUG 27
6 - 8 PM



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for growing our community!



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INTERNATIONAL



Scan QR code or contact membership@amchamthailand.com
for more details. Terms & Conditions Apply.



Meet Rujiraporn (Boom) Khamlong



My name is Rujiraporn Khamlong, affectionately known as Boom. I embody the spirit of dedication, resilience, and a thirst for knowledge that defines my academic and professional journey. Born and raised in Phitsanulok, Thailand, I discovered my passion for language early on. This discovery marked my first significant academic and personal achievement during my secondary education. Driven by this passion, I took it upon myself to practice language and communication skills through various means. I engaged in projects, conducted fieldwork research and questionnaires, participated in volunteer work with foreigners, and committed myself to improving the environment. These efforts were aimed at developing my potential, and my pursuit of higher education has been marked by a relentless pursuit of excellence, despite numerous challenges along the way.

My educational odyssey began with a Bachelor's degree in International Development from Mae Fah Luang University, where I cultivated a passion for community service and social responsibility as well from being a Scholarship student of AMCHAM. Navigating the complexities of higher education while balancing financial responsibilities posed significant hurdles. However, undeterred by these challenges, I persevered, leveraging every opportunity to expand my horizons and make a meaningful impact. It was during my undergraduate studies that my path intersected with the AMCHAM Scholarship, a beacon of hope for aspiring scholars seeking to fulfill their academic aspirations. Motivated by a desire to

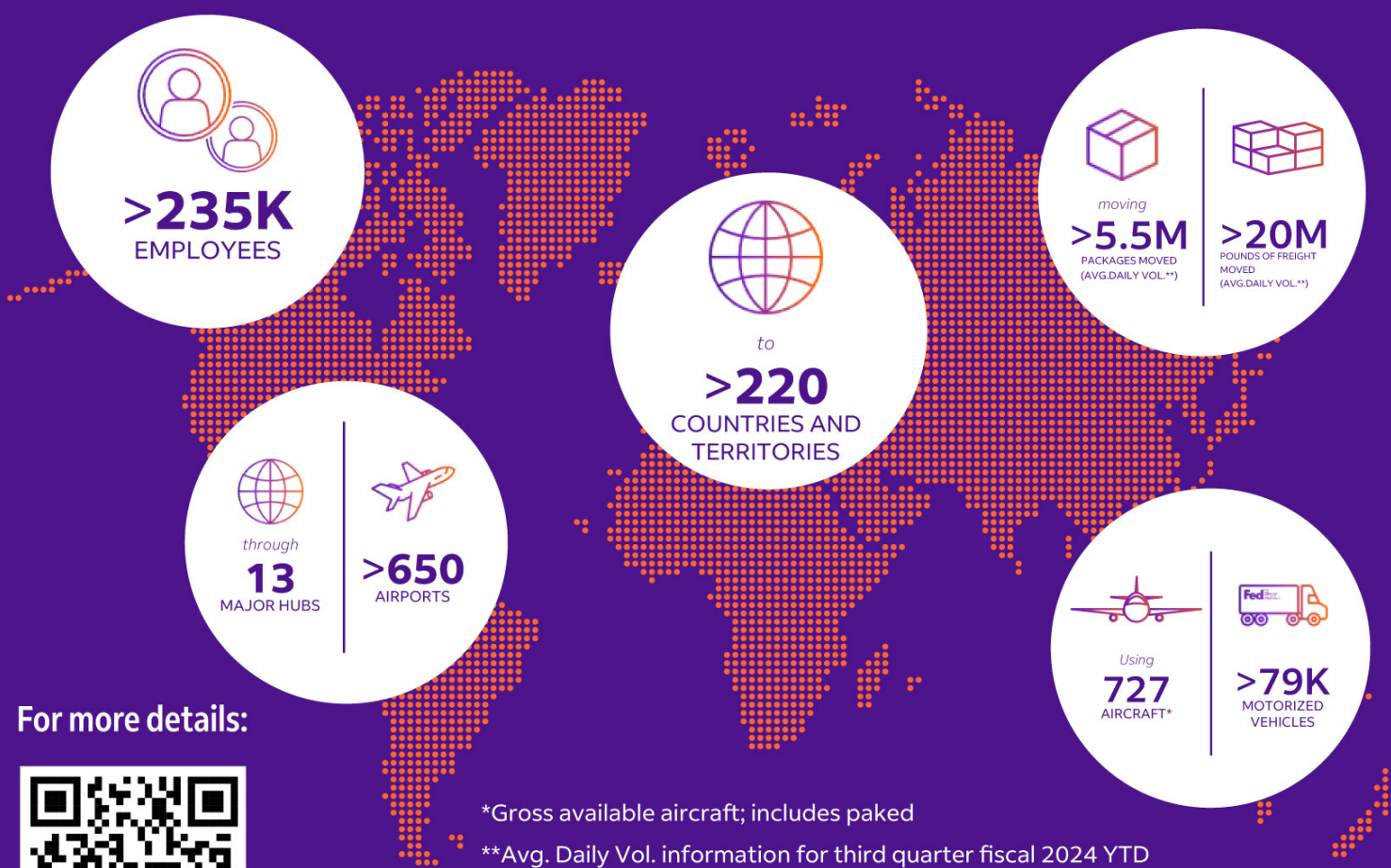
excel and a commitment to lifelong learning. I seized the opportunity to apply for the scholarship, recognizing AMCHAM's reputation for promoting educational excellence.

Receiving the AMCHAM Scholarship was transformative. It provided not only financial assistance but also served as a catalyst for personal and professional growth. This support empowered me to pursue a Master's degree in Public Administration with a focus on public policy and management at Mahidol University. The impact of the AMCHAM scholarship on my life and academic journey cannot be overstated. It alleviated the financial burden and opened doors to opportunities that were previously beyond my reach. Armed with newfound knowledge and skills, I embarked on a trajectory of success, carving out a niche for myself in the realm of foreign affairs and public service.

Participating in AMCHAM Orientation and Career Camps further fortified my professional development. These experiences provided practical insights and essential tools for navigating the workforce such as drafting CVs and resumes. Through workshops, mock interviews, and networking sessions, I honed my interpersonal skills and expanded my professional network, preparing me for the dynamic challenges of the corporate world.

Currently, I serve as a Foreign Relations Officer at the Secretariat of The House of Representatives, National Assembly of Thailand. Over the past few years, I have gained valuable insights into international relations and diplomacy. My experience spans more than seven years, including roles in top private companies like CP ALL Pub Co., Ltd., and in the public sector with the Ministry of Education, the Ministry of Foreign Affairs, and the Ministry of Industry. I am grateful for the support and opportunities afforded to me by the AMCHAM Scholarship. My journey thus far has been shaped by a commitment to lifelong learning, cultural exchange, and community service, and I am excited to continue making meaningful contributions to society.

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

Digital Economy Committee

A Fast-Paced Guide to Large Language Models for Business Leaders
– June 25

Speakers: [Michael Araneta](#) of AWS Banking GTM in Southeast Asia; [Dr. Thanachart Numnonda](#) of IMC Institute; and [Chutima Sribumrungsart](#), an executive coach.

Moderator: [Waleeporn Sayasit](#) of TCC Technology

Organized by: [Digital Economy Committee](#)

Event Highlights:

AMCHAM Digital Economy Committee hosted a successful event attended by business leaders and executives. Guided by experts in the field, the session covered the understanding of LLMs, real-world applications, competitive advantage, and the future of work. The event was followed by the networking session at Wine Connection, where leaders had the opportunity to connect and exchange insights.



Signature Event

U.S. Embassy & AMCHAM: Independence Day Picnic 2024 – June 29

Event Highlights:

The U.S. Embassy and AMCHAM partnered to celebrate Independence Day on Saturday June 29. Generously hosted by U.S. Ambassador Robert Godec on the grounds of the historic Ambassador's Residence on Wireless Road, this traditional picnic-style celebration offered music and open-air activities for kids. Well-loved American brands and restaurants were present with food and beverage offerings. Members had a great time enjoying the live band music and celebrating the festive day with colleagues, friends, and family!



Joint Committees
Risks and Compliance Solutions for Customs and Trade – July 18

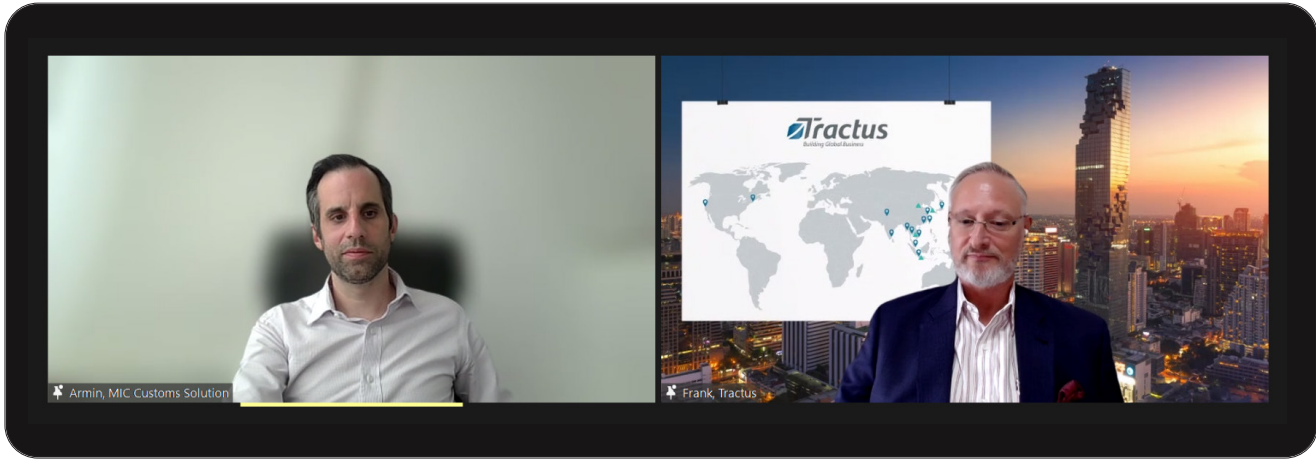
Speaker: [Armin Sonnauer](#) of MIC Customs Solution

Moderator: [Frank Timmons](#) of Tractus Thailand

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

Event Highlights:

The AMCHAM Manufacturing Committee and Customs & Excise Council led an event on the topic of Risks and Compliance Solutions for Customs and Trade. Guest speaker Armin provided insights into challenges in global customs processes and how to comply with export control regulations, boosting efficiency in international trade. Members learned about digital solutions that can optimize their export control and document management, reducing costly errors and disruptions.



[Click here to register](#)

MEMBER LUNCHEON

Property Market Update

BUSINESS ECONOMICS COMMITTEE

Natha Kittiaksom,
Deputy CEO,
Major Development Public
Company Limited

Karlo Pobre,
Deputy Managing Director,
Colliers Thailand

Wimolnit Lertpitakkit,
Vice President & Country Head,
JustCo Thailand

HILTON SUKHUMVIT
BANGKOK

AUG 21
12 - 2 PM



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growing,
thriving,
and transforming
since 1967.
for the love of progress™

Joint AmCham Event

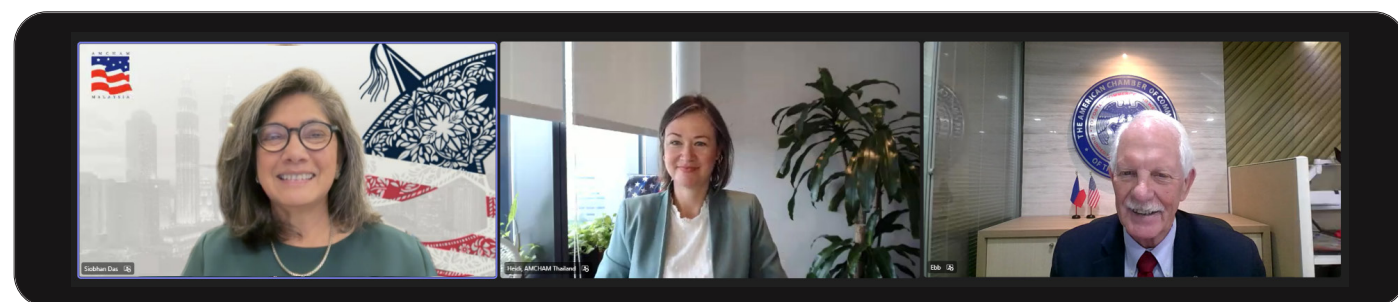
Opportunity ASEAN: Thailand and Philippines Hosted by AMCHAM Malaysia – August 8

Speakers: [Ebb Hinchliffe](#) of AmCham Philippines and [Heidi Gallant](#) of AMCHAM Thailand

Event Highlights:

AMCHAM Malaysia hosted the Opportunity ASEAN Webinar, featuring AMCHAM Thailand and AmCham Philippines. Heidi Gallant of AMCHAM Thailand and Ebb Hinchliffe of AmCham Philippines discussed the dynamic markets of SEA powerhouses and the potential for growth, expansion, and success.

Through a detailed discussion and a question-and-answer session, the participants gained insights into the essentials needed for investment decisions in the region.



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of our ingredients biobased
or derived from abundant
minerals in 2023

We believe nature is the future of beauty.

By 2030, 95% of our ingredients in formula will be biobased, derived from abundant minerals or circular processes.

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GROUPE

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THAT MOVES THE WORLD



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Enrich your life with our passion because
our goal is wishing you not only live longer but also live better.



Facebook Page
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1772

www.phyathai.com
Enrich Your Life with Our Passion

พญาไท
PHYATHAI

Lazada Thailand Strengthens Collaboration with the Office of the Consumer Protection Board

Lazada Thailand recently welcomed a delegation from the Office of Consumer Protection Board (OCPB) at its Bangkok offices. The delegation led by then Deputy Secretary General Police Colonel Prateep Charoengul and Director of the Complaint Center, Natchapat Khaokaew, engaged in discussions with Lazada Thailand's CEO Varitha Kiatpinyochai and Lazada Thailand's Head of Government Affairs Dr. Thamakorn Supathanarangsri. The focus of the meeting was to strategize on enhancing consumer protection measures, tackling emerging challenges, and reinforcing trust in e-commerce to elevate the shopping experience for Thai customers.

In addition to forging partnerships, Lazada Thailand continues to drive innovations and technologies to enhance user experiences across its platform. Recently, the company introduced several improvements to its Returns Policy, offering customers greater flexibility with their purchases.



Notably, Lazada Thailand now facilitates Change of Mind returns with expedited refund processes for all items, providing Thai shoppers with peace of mind. Customers can initiate a Change of Mind return at no cost within 30 days for LazMall and Choice orders, and within seven days for marketplace orders.

Through proactive collaboration with regulatory bodies such as OCPB and a steadfast commitment to innovations, Lazada is committed to consumer confidence and fostering a trusted, safe, and enjoyable online shopping ecosystem.

[Click here to register](#)



2024

PHIST EVENT

MONDAY 2ND SEPTEMBER

ANGSANA LAGUNA PHUKET

TIME 09:00 - 18:00

SOUTH EAST ASIA'S LARGEST AND BEST SUSTAINABLE TOURISM LEARNING EVENT IS BACK!



WORKSHOPS

GREEN PRODUCT EXPO

INSPIRING TALKS



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45 Years of Operational Problem Solving Through Interim Management



As a pioneer of "temporary management," Brainforce AG laid the foundations for the globally established method of interim management in German-speaking countries. Future projections indicate a growing demand for these services in the coming decades.

When Brainforce AG celebrated its 45th anniversary in early July, it also commemorated the birth of an industry now flourishing worldwide. When company founder Hans Häusermann launched Brainforce in June 1979, interim management was a relatively unknown concept. Today, over four decades later, "temporary management" is a well-established method for addressing short-term challenges in corporate management.

Since 2004, Martin Schneider has been steering the company as CEO and since 2007, as the majority shareholder following the founder's departure. Under Schneider's leadership, interim management has evolved significantly.

Brainforce has consistently excelled during challenging times. During the pandemic, for example, the company supported businesses facing several restrictions, leveraging its presence at 12 locations worldwide at the time. Post-pandemic, the company addressed the surge in compliance issues by prolonged remote management of subsidiaries and deploying unbiased interim managers.

Looking ahead, Martin Schneider expects growth in demand for international interim management services. Brainforce's approach of interim management extends beyond traditional management bridging or crisis management. Its expertise in transition and transformation management, combined with interim management, positions Brainforce to implement sustainable changes effectively.



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.



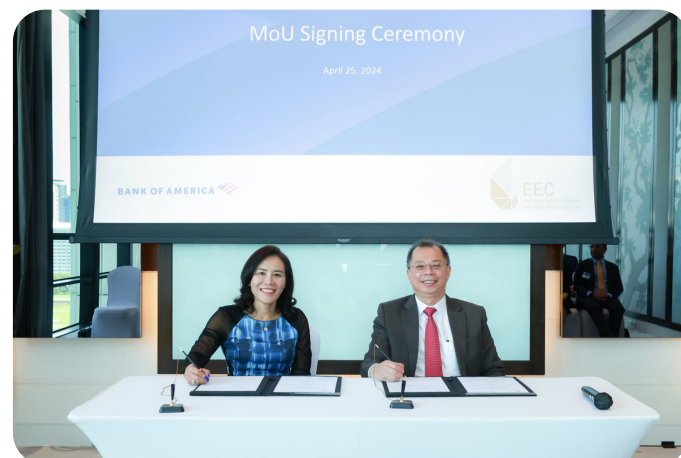
EEC Signs MOU with Bank of America to Attract U.S. Investors to the EEC



Recently, Dr. Chula Sukmanop, Secretary-General of Thailand's Eastern Economic Corridor Office of Thailand (EEC), and Ornkanya (Mook) Pibulldham, Country Executive of Bank of America, Thailand Branch, formalized a Memorandum of Understanding (MOU). The signing ceremony was attended by Lisa Clyde, Managing Director, Global Head of Corporate Banking and Leasing at Bank of America and underscored a strategic partnership between these institutions.

Ornkanya, Country Executive of Bank America remarked, "We are delighted to collaborate with the EEC Office on this crucial project, which we think will strengthen Thailand's position as a preferred destination for global investors in Southeast Asia. We look forward to helping our global and regional clients invest in Thailand across all industries, including infrastructure, robotics, automotives, and clean mobility." Dr. Chula stated that this MOU marks the establishment of a strategic collaboration between

the EEC and Bank of America. The collaboration aims to promote investor confidence and attract U.S. investment into the EEC, focusing particularly on key industrial clusters including medical and healthcare, digital technology, aviation, and logistics. Bank of America has expressed its commitment to support the EEC's vision through investment promotion mechanisms for sustainable development in the EEC area.



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Celebrating 75 years of commitment to clients in Thailand.

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Welcome New Members

CORPORATE MEMBERS



Academy Prêt is a full-service premier education company headquartered in Singapore, with satellite centers in Gangnam and Euljiro, Korea. Their goal is not only to provide their students with in-depth subject knowledge and academic excellence, but also to empower them with the inspiration and confidence to seize educational and career opportunities ahead.



AFB partners with pet food manufacturers to make food, treats, and supplements for dogs and cats taste great, ensuring that pets receive the vital nutrition they need. In an increasingly competitive marketplace, they bring value to pet food companies through research expertise, technical support, and unparalleled customer service.



Founded in 1963, Bangkua Factory (BKF) specializes in three main manufacturing operations: plastic injection, aluminum die-casting, and the production of rubber tires and inner tubes for motorcycles and bicycles. With the successful implementation of ISO 9001:2000, they continue to uphold their deep-rooted culture of commitment and innovation.



Bouygues-Thai: Building for life. From their Asian roots in the early 1900s, Bouygues-Thai has been in Thailand for more than 30 years. Since then, the company has been involved in a range of landmark projects, playing a pivotal role in shaping Bangkok's skyline.



LIV-24 is Sansiri's innovative security management service, developed in partnership with Plus Property. LIV-24 enhances safety by upgrading the Smart Command Center and extending coverage to residential areas with features such as an Intrusion Alarm for detecting unauthorized access detection and a Smart Meter for monitoring water and electricity usage.



Shinta Mani Hotels are designed by co-owner Bill Bensley whom Architectural Digest calls "a pioneer in sustainable hotel design." Each of their small properties reflects its natural and cultural environment, providing heartfelt hospitality that supports the people, animals, and ecosystems of Cambodia through the Shinta Mani Foundation.

August 2024



Mentabuild is a market-leading construction consultancy firm specializing in Construction Cost & Commercial Management (Quantity Surveying), Project & Construction Management and Environmental Advisory Services. With a rich heritage and extensive experience in managing construction projects of various sizes and complexities, Mentabuild is well-equipped to provide a range of services to meet the diverse needs of clients.



MessageSpring is a team of talented IT professionals committed to creating exceptional products and delivering outstanding service. With our expertise in the field, they stay at the forefront of technological advancements, providing innovative solutions that meet clients' unique needs.



Nissin Electric was established in 1987 as a company that manufactures power capacitors and panel gas circuit breakers, primarily in Thailand. To better serve their customers, they aim to continuously improve the manufacturing technology they have developed across their businesses.



The Raks Thai Foundation (RTF) was established on August 15, 1997, as a Thai successor to CARE International (Thailand), with a focus on promoting strong communities and assisting the disadvantaged in society.



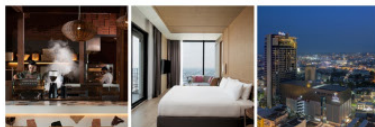
Schneider Electric System creates impact by empowering everyone to make the most of their energy and resources, bridging progress and sustainability. Their mission is to be the trusted partner in sustainability and efficiency.



Plan International, founded in 1937, is a development and humanitarian organization that advances children's rights and gender equality. They strive for a just world by working together with children, young people, their supporters and partners.

AMCHAM Member-To-Member Offers

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Adecco



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1 Month Free Marketing Services from Adfinity

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way2n
PHYATHAI



15% Off
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on Labs and X-Rays

Roberta's



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THE ASCOTT
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Enjoy a 5% discount on Meeting and Event Services

ASSET WORLD
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Discount Up to 20%
at the AWC Affiliated Hotels

BANYAN TREE



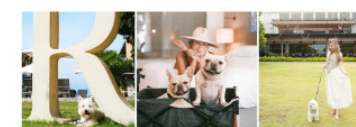
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S
HOTELS & RESORTS



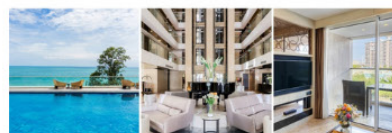
15% Discount
when Booked at any S Hotels & Resorts Property in Thailand

Bumrungrad
International HOSPITAL



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

BWH Hotels



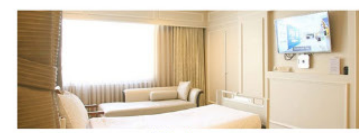
15% off
on Accommodation at BWH Affiliated Hotels

CAPELLA
BANGKOK



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on accommodations inclusive of breakfast
10% Savings
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SAMITIVEJ



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on Room Rates, Medications, Laboratory fees, and X-rays for in-patient services.
10% discount
on Medications, Laboratory fees, and X-rays for Out-Patient Services.

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on Your Next International Relocation and 1 Month Free Storage!

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LEGAL



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Yearly Contract with FIT to Fight Food Waste

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Evergreen
Exclusive Privileges for AMCHAM Members
Please complete Evergreen application form
Evergreen Membership - Complimentary Access to Lounge and Discounts up to 10%

ONYX
Hospitality Group



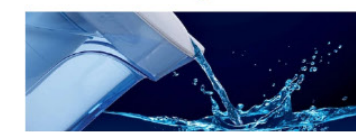
Up to 35% Discount
on Room Only and Room with Breakfast
X2 Points
for ONYX Rewards Members

THONBURI
BAMRUNGMUANG HOSPITAL



10% discount
on Medicine & In-House Lab (OPD & IPD)
10% - 15% discount
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ZERO WATER



15% OFF On All Items When Purchasing
On ZeroWater Thailand Website!

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for Member-To-Member Offers, a great opportunity to amplify your brand visibility.*



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.

FORMAT GUIDELINES

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

CONNECT WITH MEMBERS

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

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.

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.

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

Empowering Community to get easy access and appropriate first aid treatment



Pfizer's caring culture is core to achieving its purpose to deliver breakthroughs that change patients' lives. As health problems are their great concern, they are committed to building a more equitable future for patients and people to their accessible treatment and care.

Pfizer (Thailand) Ltd. has established Pfizer Thailand Foundation (PTF) as an independent organization in 2001 to support philanthropic programs for local communities by working together with various partners to provide opportunity and access to education as well as support to those in need, especially in activities related to scientific research, medical studies and public health care.

In 2020, PTF in partnership with World Vision Foundation of Thailand (WVFT) started their 'First Aid Center' initiative, a three-year project to build 10 first aid centers by 2024 for 10 schools and communities in rural areas in 9 provinces across Thailand. With great support from Public Health officers in district areas who stand by or frequently pay visits to the centers and filling up basic first aid kits and medicines, these centers are beneficial to those who require basic emergency care or first-aid treatment in a timely and professional manner as the community distance from a primary healthcare facility is quite far and can limit access to health services.

Nine centers are now providing services in 8 provinces, i.e., Ratchaburi, Chantaburi, Buriram, Uthaitхани, Chiangmai, Satun, Phetburi and Ranong. PTF will hand-over the last one to Watkommaneeyakhet School in Phang-Nga soon.

"The first aid centers project underlines our commitment to long-term social investment to help reduce the country's health disparities. We are immensely proud of our contributions to good health and well-being of the Thai people." Mark Kuo, Country Manager of Pfizer Thailand, and the Chairperson of PTF.

PTF has brought over 100 of Pfizer's colleagues to those schools and communities to share their knowledges and expertise as well as to empower students and communities people to enhance their health literacy.

Pfizer Thailand Foundation has been operating for over two decades and we're really proud of our contributions to the Thai society to help reduce the country's health disparities.

Mark Kuo

Country Manager, Pfizer (Thailand) Limited
and the Chairperson of Pfizer Thailand Foundation

Breakthroughs that change patients' lives



ตราไก่สับ

ไก่โตสสัน อร่อยเกินคาด เซฟพร้อมคอนเฟิร์ม



ชอ.1111/2566

*อาหารและภาชนะในภาพใช้เพื่อการโฆษณาเท่านั้น



ไก่โตสสัน ไก่ประจำบ้าน