



September 2024

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THAI-AMERICAN BUSINESS



INSIDE THIS ISSUE:

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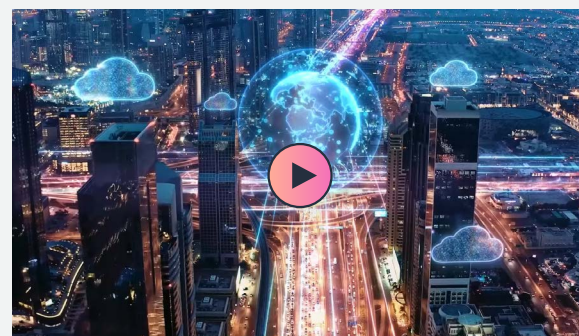
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LETTER

06 Executive Director

FEATURES

08 Thailand’s Soft Power Strategy Is Taking Shape, and It Is an Opportunity for Brands

12 Thailand’s Economic Outlook: Q3 Recovery Amid GERM Risks

16 Managing Customer Experience and Satisfaction: Holy Grails for Every Business

IN FOCUS

20 The Future of Hospitality: Trends, Technology, and Sustainability Post-Pandemic

LEGAL UPDATES

24 Thailand’s New Visa Policy: A Boost for Tourism and Business

26 Thailand Labour Laws: Updates and Potential Changes

SPECIAL UPDATES

30 A Letter from the Government Affairs Director’s Desk

GOVERNMENT ENGAGEMENT

32 Roundtable Meeting with the Ministry of Foreign Affairs

34 Thailand-U.S. Supply Chain Symposium

35 Roundtable Meeting with the Ministry of Energy

36 Roundtable Meeting with the Revenue Department

37 Member Briefing with Leslie Kiernan, General Counsel, U.S. Department of Commerce

FOUNDATION

38 Student Story - Praiwan (Ball) Channarong

HIGHLIGHT

40 AMCHAM/FedEx Career Camp

EVENTS

41 Digital Solutions for Demand and Supply Chain Planning

41 Behind the Scenes at the U.S. Embassy: Business Visas

42 How to Acquire and Retain Customers in a Cookieless World

42 Empowering U.S. Expats: Absentee Voting and Other U.S. Citizen Support Services

44 Property Market Update

46 Topgolf Foreign Chambers Open

48 Innovative Approaches for Sustainable, Affordable, and Accessible Healthcare

48 Preventing & Overcoming Founder Burnout

49 Governors’ Table @ The St. Regis

49 AmCham Vietnam ESG Committee and Environmental Policy Advocacy in Vietnam

50 PHIST: The Sustainable Hospitality Learning Event 2024

50 Mind the Gap: Diversity Leaders Empowered at the Hospitality’s Biggest Gender Equality Event

52 U.S. Presidential Debate 2024

52 Thriving Through Career and Life Transitions: Strategies for Success

MEMBER NEWS

54 Sindhorn Wellness by Resense Awarded Thailand’s Best Hotel Spa

NEW MEMBERS

56 Welcome New Members

DISCOUNT

58 AMCHAM Affinity Program



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Letter from the Executive Director

Dear Members,



As we head into the final stretch of 2024, our calendar is packed, with opportunities for members to connect. This is also the time of year that our members raise their hands for leadership service with AMCHAM in 2025, which shapes our programming and activity in the year to come. I am so grateful for our group of over 100 exceptional Board Governors and Committee Leaders who dedicate their time and energy to making AMCHAM one of the region's most dynamic business organizations.

In 2025, AMCHAM will be merging some of our Committees to introduce new groups addressing member needs. Councils, who host working group meetings and develop our advocacy positions, will maintain their four-leader structure. Committees will move to a six-leader structure to allow for more members to serve in these roles and to foster an innovative and collaborative approach to event planning utilizing a wider network.

Join us to meet our distinguished Board candidates running for the 2025/2026 term at our September 25 Member Luncheon. This is also a great chance to investigate Committee or Council Leadership with currently serving Co-Chairs, or Sarawan, Jen or myself. Any of us would be delighted to speak with you about a more visible role in our community.

If you are the voting representative for your company, look for your email ballot after our luncheon. Online voting will remain open through midday on October 17th, and the results will be announced that day at our AGM. Make sure your company's voice is heard in our Board Elections!

In other upcoming activity this September, I'm excited to announce our largest ever group of companies being recognized for Corporate Social Impact Excellence; to see you at our annual CharITEE Golf Tournament to raise funds for AMCHAM Foundation (ATF); to review and select this year's cohort of ATF scholarship recipients; and to meet various government agencies as the new administration gets settled. I hope to see you at one of our many events this month!

Sincerely,
Heidi Gallant
Executive Director



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Thailand's Soft Power Strategy Is Taking Shape, and It Is an Opportunity for Brands

By Nattabhorn Buamahakul and Pongsiri Poorintanachote, Vero Advocacy



The Thai government has made soft power—the country's economic or cultural influence in international relations—a key part of its agenda, following in the footsteps of the Cool Japan strategy and South Korea's Hallyu or K-Wave.

Late last year, the National Soft Power Strategy Committee was established, along with subcommittees focused on tourism, features, series, music, gaming, fashion, and more, to empower local creative industries as essential representatives of Thai culture. The growing success of these industries, marked by the growing popularity of Thai media and influencers, is known as the T-Wave—and it presents a major business opportunity.

Here are some ways brands can join the rising Thai soft power movement.

Consider the Thai Soft Power Strategy Committee as a Change Agent

Continuing soft power promotion is one of the economic priorities of the new Paetongtarn administration. The Thailand Creative Culture Agency (THACCA) Bill, which is currently under revision, will further institutionalize the National Soft Power Strategy Committee, with public hearings scheduled by early 2025.

One major shift introduced by the committee so far is the loosening of government censorship.

This, along with upskilling initiatives and events like the THACCA Splash: Soft Power Forum held last June, is key for both creative expression and industry development.

Utilize Cultural Diplomacy

The Thai government may be receptive to initiatives that promote Thai soft power through partnerships, events, festivals, and other activities that promote targeted industries. Brands should explore opportunities to partner with the government on cultural diplomacy activities outside Thailand to gain exposure and contribute to the country's soft power strategy.

Promote Thai Tourism



Brands can contribute to Thailand's efforts to attract more tourists. THACCA has organized a few big events for 2024, including the month-long Songkran celebration last April and the upcoming Loi Krathong Festival in November. Meanwhile, the 90-day Muay Thai visa is basically a rebranding of the extendable tourist visa, encouraging foreign practitioners to work with Thai martial arts studios.

Sponsor Events

Thai brands, especially those in the entertainment and beauty industries, can look to sponsor T-wave events and tours. This can help those brands associate their products and services with the success of T-pop entertainers and influencers, gaining recognition and prestige before an

international audience, much like the K-Beauty industry has with the Korean Wave.



Tap Celebrities for Endorsements

Global brands are finding success by partnering with popular T-Wave personalities for promotional campaigns and product endorsements. These celebrities are becoming cultural ambassadors who can help brands tap into their growing fan base and contribute to the global promotion of Thai culture.

Amplify the T-Wave

Online platforms, streaming services, and media companies can ramp up global distribution of Thai content. Doing so may be viewed by the government as a critical contribution toward achieving the nation's soft power goals.

Raise the Pride Flag



Thailand has long promoted its LGBTQ-friendly culture, and LGBTQ+ events are a popular platform for brands. One need only look at the lineup of corporate sponsors for the massive PRIDE parades in recent years.

Last June, Thailand made history by becoming the first Southeast Asian nation to legalize same-sex marriage. Once the Marriage Equality Act comes into force, Thailand is poised to become a destination for couples from countries without marriage equality. Brands of all kinds should capitalize on this surge of interest.

Embrace Y Series

Thailand's biggest cultural export in recent years has been Y series, which depict same-sex relationships across a wide range of genres, from high school coming-of-age stories to mafia drama. Besides being immensely popular across the region, Y series help Thailand stand out from more conservative Asian cultures.

While the genre originated in Japan, Thailand has quickly become Asia's largest producer of Y series, with Japan as a top market. It is a true homegrown success story that THACCA clearly wants to leverage, and there is considerable potential for more female-female romance stories in addition to male-male ones.

Conclusion

While Thailand is still in the early stages of its soft power initiative, Korea's example is instructive—

and provides both motivation and a model for the Thai government and industry leaders to embrace the soft power push.



With momentum already gained by the T-Wave, many business leaders now have a reason to engage with Thailand's soft power ambitions while building meaningful connections with both Thai consumers and the broader global audience interested in Thai culture. It is just a matter of considering how Thai soft power initiatives might impact their companies.

Not too long ago, Korean creatives and artists overcame various challenges to usher in K-Wave's global success. With support from both public and private sectors, Thai creative industries can do the same.



[Nattabhorn Buamahakul](#), Managing Partner, brings extensive experience in providing strategic advice, stakeholder engagement, and crisis communications to clients across a range of industries.



[Pongsiri Poorintanachote](#), Managing Partner, is a public policy advisor for Thai and regional businesses and has a background in government relations consultancies and the public sector.

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Thailand's Economic Outlook: Q3 Recovery Amid GERM Risks

By Amonthep Chawla, CIMB Thai Bank PCL.



Thailand's economic outlook remains volatile due to domestic and global factors. In Q2 2024, the economy grew slowly at 2.3% year-on-year (YoY) and 0.8% quarter-on-quarter, seasonally adjusted (QoQ, SA). It is expected that Q3 will show similar trends, with projected growth of 2.2% YoY or 0.6% QoQ, SA. The National Economic and Social Development Council (NESDC) will release Q3 data on November 18, which will provide more insights for the year's forecast. CIMBT Research maintains a 2024 GDP growth forecast at 2.3% and a more optimistic outlook of 3.2% for 2025.

Thailand's Economic Outlook: Q3 and Beyond

In Q2, Thailand's economy showed slow growth, with income concentrated in tourism-related services. The agricultural sector is gradually recovering, but manufacturing is contracting, raising concerns. Households are cautious about spending, and private investment, particularly in construction, is slowing. Exports have yet

to show a clear recovery. However, starting in May, government spending and investment have begun to expand, potentially preventing economic decline.

For the latter half of 2024, Thailand's economy is expected to grow more robustly, supported by tourism, private consumption, investment, and exports. Domestic demand will gradually recover. Political uncertainties may temporarily reduce investor and consumer confidence, but the main risks include geopolitical tensions, elections in various countries that might shift political power, persistently high interest rates, and a potentially continuing contraction in the manufacturing sector.

Government Measures and Bank of Thailand's Stance

Despite these challenges, the Thai government has a budget, and fiscal measures aimed at

stimulating investment and increasing domestic consumption without significantly increasing government debt. Infrastructure projects are accelerating, improving connectivity, efficiency, and job opportunities.

The Bank of Thailand (BoT) maintained its policy interest rate at 2.50% in the August 21 meeting to keep household borrowing in check due to concerns about long-term financial stability from rising household debt. The BoT also promotes responsible debt management among households and considers debt restructuring programs for those facing financial difficulties. Inflation remains within controllable limits, and the economic recovery aligns with the BoT's expectations, indicating no urgent need to cut interest rates to spur growth. However, a 0.25% rate cut to 2.25% is expected in the December meeting to stimulate economic growth in 2025 and align with Thailand's declining potential growth rate.

The Thai Baht is forecast to appreciate from 36.7 baht/U.S. Dollars at the end of June to around 33.50-34.50, expecting a U.S. first rate cut in September, easing market liquidity concerns and attracting capital flows into emerging Asian markets.

Key Growth Drivers:



- **Tourism:** Tourism is a key growth driver, with expected tourist numbers reaching 35.6 million in 2024 and 39.1 million in 2025. This recovery is likely to boost services like hotels, restaurants, transport, and retail, improving employment and wages in the mid-to-high-end market. However, the budget tourism sector,

reliant on Chinese tour groups, may not fully recover as Chinese tourists have only returned to about 60% of pre-Covid levels.



- **Household Consumption:** Expected to be supported by increased consumer confidence and household spending, backed by government stimulus measures such as utility subsidies and cash handouts to targeted groups. The plan to distribute 10,000-baht digital wallets could further boost economic growth by 0.2%, raising the 2024 growth rate from 2.3% to 2.5% if implemented this year. Overall consumption may still face challenges due to decreased purchases of vehicles and durable goods, though services are expected to continue expanding well.



- **Investment:** Private investment is anticipated to grow with the recovery of the export manufacturing sector. Public investment is also expected to expand following the budget allocation, particularly in infrastructure development. Accelerating public investment is crucial for boosting investor confidence, especially in attracting foreign direct investment (FDI) to the Eastern Economic Corridor (EEC), which is expected to show clearer progress in Q3.



- **Exports:** Exports are expected to recover well, supported by global trade recovery and demand for Thai products. The U.S.-China conflict may benefit Thailand through increased trade with the U.S., supporting the manufacturing and employment sectors, especially in electronics and processed foods.

Economic Risk Factors for Q3 - GERM:

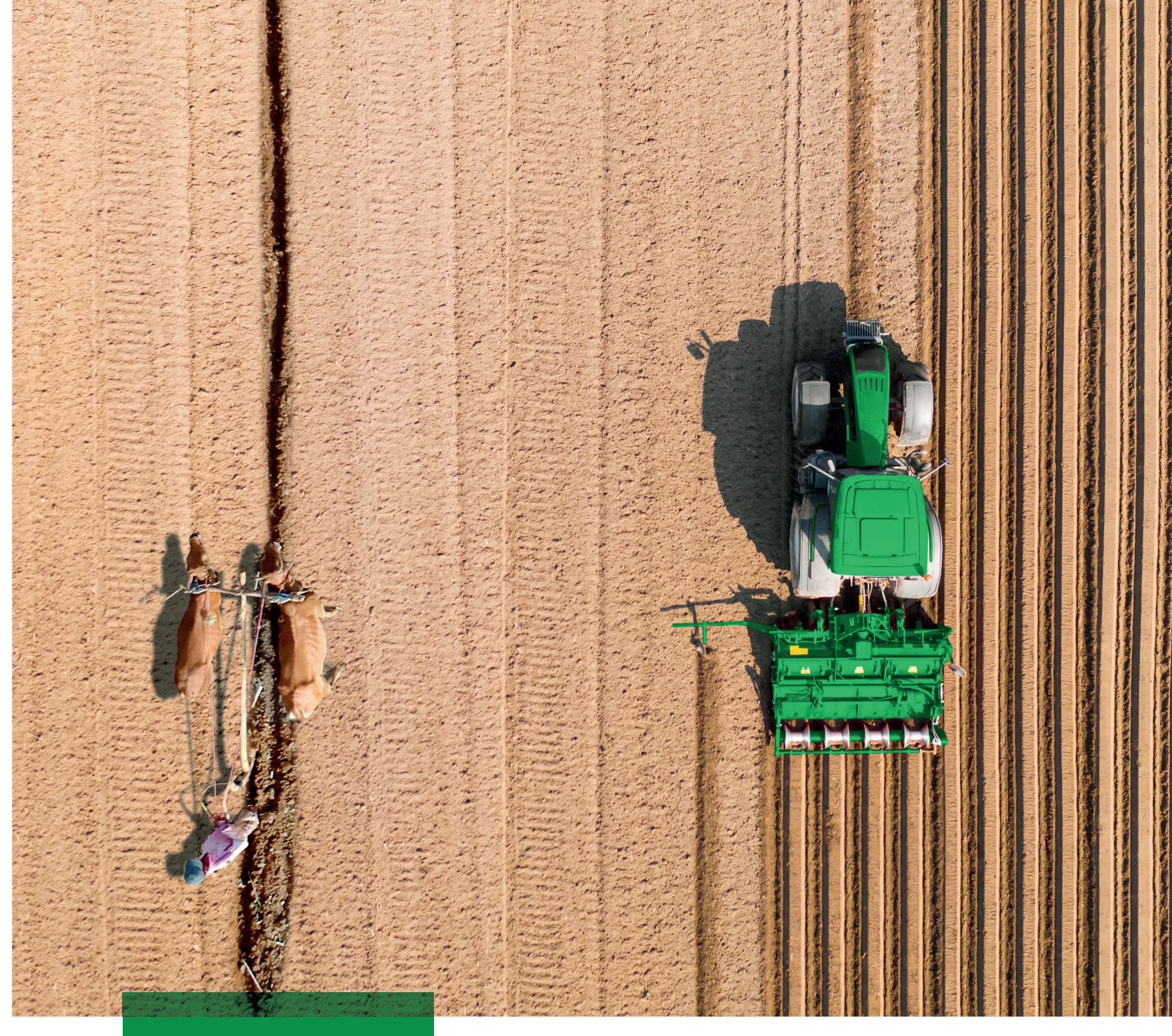
- **Geo-politics (G):** Investor confidence may decline, shipping costs could rise, and oil prices may spike, particularly affecting production and transportation costs. The Brent crude oil price, forecasted at 82 U.S. Dollars per barrel, could exceed 100 U.S. Dollars if geopolitical tensions worsen, especially involving major oil producers like Saudi Arabia, Iran, or in the Ukraine conflict, impacting Russian oil supplies. Conflicts between China-Taiwan and North-South Korea could disrupt supply chains, increasing prices, especially in electronics.
- **Elections (E):** Elections in multiple countries can shift political power, affecting confidence in reducing public debt and impacting currency and economic growth. Notably, the U.S. presidential election on November 5th is crucial for trade, investment, and de-globalization trends, potentially affecting the Thai economy.
- **Interest Rates (R):** While the Fed may cut interest rates in September, November, and December, keeping them at high levels

throughout the year or cutting the rate less than market expectation could raise U.S. government bond yields, reducing the appeal of risky assets in emerging markets. This could lead to capital outflows from Thailand, weakening the baht, impacting import costs, especially oil, and increasing inflation, potentially causing the Bank of Thailand to maintain high-interest rates.

- **Manufacturing (M):** The manufacturing sector's weakness has hindered Thailand's economic performance, including a lack of in-demand technology products, limited FDI growth, and competition from cheap Chinese imports. The continuous Marginal Propensity to Invest decline is concerning, even though Q3 is expected to improve. However, if China continues to increase its production in ASEAN, particularly in Thailand, it may put pressure on SMEs, potentially impacting employment and consumption. It is important for the Thai government to develop strategies to manage Chinese product inflows and help SMEs adapt to these changes.



[Amonthep Chawla](#) is an Executive Vice President and Head of Research Office at the CIMB Thai Bank. Amonthep conducts market research on financial liquidity, interest rate, and economic outlook of Thailand and the ASEAN region. He also evaluates business sectors that provide opportunities or pose potential risks to the Bank.



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Managing Customer Experience and Satisfaction: Holy Grails for Every Business

By Peter Elsey, Computec Engineering



Great Customer Experience (CX) is a priority for every business. It can be described as a journey that begins before a customer buys anything and potentially extends through a lifetime of “post-sales” support for repeated transactions.

Every business understands what makes for great experiences with its products and services, but do they fully understand how customers of different nationalities and ages prefer to receive care and support, whether through person-to-person (human) channels or automated assistance? Do all their managers have full visibility into their care center’s performance and ability to rapidly respond to deteriorating situations?

To learn more, we initiated two surveys of Customers and Customer Service Managers. The following article overviews these surveys and some of the findings.

Survey 1: Customer Preferences for Receiving Care and Support

We surveyed 1,000 people from 40 countries, predominantly in Asia (including from Thailand and ASEAN generally), but with about 25% from North America, UK/Europe, the Middle East, and Africa. All respondents worked for medium to large companies across various business segments.

We started by asking, “If you have a question or problem and you contact a service provider for help, what is your preference?”

We found that despite recent explosive growth in online services, when given a choice, 85% of all age groups prefer person-to-person interactions whether by voice or chat.

We also found that some nationalities, for example Japanese, overwhelmingly prefer personal (human) care whilst other nationalities, including Thai, are more accepting of automated assistance.

	All	Age Less than 25	Age 25-35	Age 36-45	Over 45
Stated First Choice					
Speak or Chat with a real person or contact centre agent	83.8	81.6	83.1	88.4	90.3
Use an automated help facility (eg chatbot, FAQ or other	11.2	12.1	12.0	7.4	6.4
No preference	5.0	6.3	4.9	4.2	3.3

Preferences Vary by Product or Service Type

Although personal assistance is generally preferred (typically 75%) for product-oriented support transactions, the percentages can be reversed for services-based support.

Preference Type (1st choice)	Clothing	Electronic goods	Services
P2P “human” (face to face or over phone or chat)	73.7	77.9	24.0
On Line or Automated	25.7	21.0	73.4
Other	0.6	1.1	2.6

When an Issue is More Important Demanding

Critically, when a matter is most important, preferences are even more in favor of human help (85-93%) as opposed to automated assistance.

Preference by Age Group	All	<25	25-35	36-45	>45
Person to Person help	86.6%	88.4%	85.2%	86.2%	93.5%
Automated help	13.4%	11.6%	14.8%	13.8%	6.5%

In other survey questions, we asked about many more preferences for all types of communication channel, products/service types, age, and nationalities.

Key Takeaways:

- One Size Does not Fit All

Age, nationality, and language are major considerations as there can be counterintuitive variances in preferences. For example, the youngest cohort sometimes shared surprising similarities with older generations, whilst those in middle age groups may have different views.

- Choice of Language

We confirmed customers prefer to use their own language, whether by human or automated channels. Many view suppliers more favorably if they can communicate in their first-choice language with native speakers. However, in some automated support cases, high-quality English may be more effective than substandard local language options.

Considering the need for local language support along with transnational languages such as English, the consolidation of care (both human and automated) into expert multilingual centers still makes a lot of sense.

- Automated Help

Businesses need to be sensitive, as the survey indicated little support for automation when deployed simply to cut costs without improving service. However, automation can be a game changer when used to offload tasks from human agents during peak times, simplify tasks, and reduce call handling times, or provide a business continuity (BCP) backstop.

Since the survey was conducted, AI has emerged as a strategic pillar of support operations, such as voice analytics to guide human agents. AI will have a far-reaching impact on many aspects of customer care.

- Strategy

The survey suggested companies need a nuanced strategy that drives better CX but is also resilient, adaptable, and scalable to cope with changing conditions at global, regional, and country levels, whether due to disasters or unexpected growth.

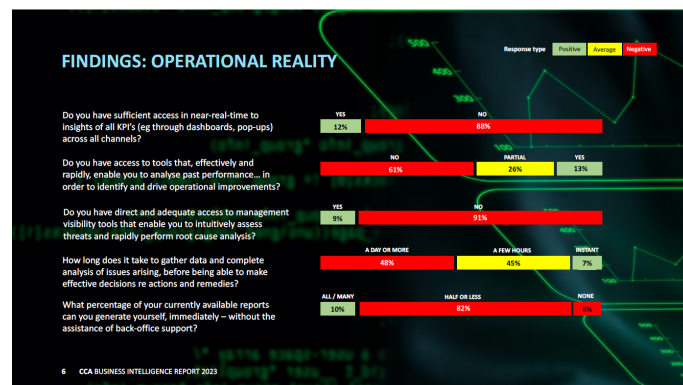
Survey 2. Business Intelligence for Managers of Customer Support and Experience

We asked 400 managers about their levels of insight into support operations. For example, could they set and monitor a full range of KPIs and rapidly identify and assess threats, then execute remedies?

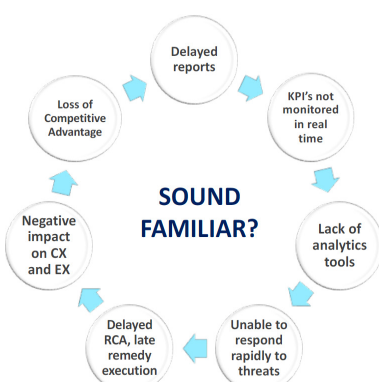
The managers came from numerous countries worldwide but were predominantly Asian-based and responsible for the delivery of support and CX for companies across most industries. Some worked for BPOs and others for businesses with in-house support teams.

What We Found

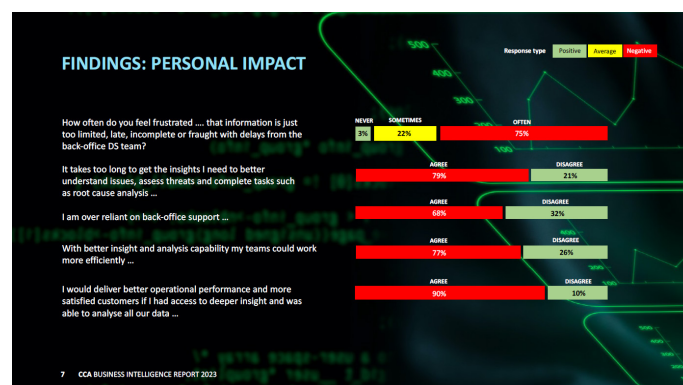
The survey confirmed that existing Business Intelligence (BI) systems tend to be expensive but may still fail to meet frontline manager needs to set and monitor a full range of KPIs, enable rapid threat and root cause analysis, and identify remedies. 83% said they did not have immediate access to Insight, 82% felt they were overly dependent on back-office specialists, and 48% said it took a day or more to get reports.



For some, this results in a cycle of problem- solving that impacts Service Level Agreements (SLAs) and customer experience.



Next, we asked customer-facing managers how suboptimal Insight can impact performance. Almost all managers reported feeling frustration. 90% said they felt they could deliver better operational support experiences if they had faster access to deeper insight.



So Why Is Some BI Not Insightful?

We found that BI systems may:

- Only collect and collate a subset of the total data available across the operation, thus fail

to enable each Manager' full range of desired KPIs to be set and monitored.

- Dis-intermediate and cause delays where businesses over-rely on data analysts.
- Automate only a subset of potentially needed dashboards into libraries accessible on demand by managers.
- Lack tools that allow managers to proactively seek ways to improve operational performance.

Getting BI Insight Right

When shortcomings are avoided, managers can achieve higher levels of customer and staff satisfaction. One senior manager from a Singaporean telecom company who began using a new system developed in Malaysia said, "It gave us insight that enabled us to make faster decisions which helped improve Net Promoter Scores by 192%. Complaints fell, and staff attrition was reduced by 40%. Productivity rose and led to 25% savings in annual staff costs, aided by an 80% reduction in data analysts."

This article has been substantially edited for brevity and is based on two major international surveys. Read full reports here – [Link 1](#) and [Link 2](#)



Peter Elsey has 30 years' experience in the IT and Network services industry and in BP Outsourcing across Asia. Currently, he is a Consultant for Computec Engineering Japan in a regional role.

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The Future of Hospitality: Trends, Technology, and Sustainability Post-Pandemic

Dillip Rajakarier is the Chief Executive Officer of Minor Hotels and Group Chief Executive Officer of Minor International

“Sustainability, once considered a trend, has become a standard expectation.”

What are the most significant trends currently shaping the travel and hospitality industry?



The travel and hospitality industry are influenced by several significant trends. Experiential travel is gaining popularity, with guests seeking unique and authentic experiences that go beyond traditional tourism. They want to immerse themselves in local cultures and explore hidden gems. The current trend is in creating such experiences where luxury meets authenticity, ensuring guests enjoy one-of-a-kind stays. The standard cookie-cutter approach no longer works. Guests now desire personalized, memorable experiences tailored to their preferences.

Another trend is the growing recognition of travel to rejuvenate the mind, body, and soul. This holistic approach includes wellness programs and activities that enhance overall well-being, reflecting a deeper understanding of the benefits of taking a break from everyday life. Travelers seek



to maximize their trips by combining business and leisure, indicating a shift towards encompassing mental health, dietary preferences, physical activities, and even medical aesthetics. They expect to return from their travels not only feeling good but looking amazing as well.

How do you envision the future of travel and tourism evolving over the next decade?

The next decade will see a shift towards more personalized and meaningful travel experiences, with technology playing a pivotal role. Artificial intelligence and big data will enable offering highly personalized services tailored to each guest's

preferences. Imagine arriving at your hotel room to find your favorite music playing, preferred room scents, or gym equipment that matches your training regimen—these are the kinds of experiences that can be provided.



Data accessibility will benefit both business operators and travelers. Real-time data analysis will allow airlines and hotels to anticipate demand, enabling better management of airfares and room rates. This optimization ensures better availability and pricing for travelers. Data transparency empowers travelers to plan trips more efficiently, making informed decisions about when and where to travel based on real-time visitor information. With this transparency and accessibility, authorities such as immigration bureaus and attraction administrative offices can manage airport and attraction traffic more effectively, enhancing overall traveler satisfaction by efficiently managing the flow of passengers and visitors.

How can technology be leveraged to enhance the guest's experience without compromising the personal touch that defines luxury hospitality?



For a luxury hotel experience, guests do not expect their amenities to be delivered by robots. However, when used thoughtfully, technology can enhance the guest's experience while preserving the essence of luxury hospitality. It is essential to be selective about where to integrate technology smartly. Digital transformation, particularly in the pre-stay phase with online bookings and virtual tours, can streamline processes and eliminate several middlemen.

When guests arrive at the hotel, the focus shifts to personalized services. Technology can provide immediate data from loyalty programs and mobile apps, enabling hotels to offer detailed and personalized assistance. Guests can book spa treatments and contact concierge to secure entertainment show tickets through the mobile app, all at their fingertips. This integration of technology ensures a seamless yet personalized luxury experience.

In what ways can sustainable practices be integrated into hotel operations to balance environmental responsibility with profitability?



Sustainability, once considered a trend, has become a standard expectation. Integrating sustainable practices into hotel operations benefits both the environment and long-term business value and profitability. Conservation efforts enhance the guest experience. For instance, working closely with local mahouts in the northern Thailand who care for elephants responsibly and sustainably. Guests have the unique opportunity to learn about and interact with these magnificent animals, gaining insights into the conservation efforts and the cultural significance of mahouts and their elephants.

This provides a memorable experience and underscores a hotel's commitment to preserving the natural and cultural heritage of the regions they operate in.

Sustainability efforts also enhance brand reputation, leading to increased customer loyalty and higher hotel revenues. Guests increasingly seek out hotels that align with their values. Sustainable initiatives can also reduce operating costs. For example, installing rooftop solar panels can reduce energy expenses during high inflationary periods while contributing to sustainability goals.

How can hotels and resorts adapt their business models to thrive in a post-pandemic world, considering both health and economic factors?

In a post-pandemic world, travelers are looking to maximize their trips, seeking destinations that meet all their varied demands. Medical and wellness tourism is growing, as are extended business trips. Beautiful rooms and expected services are now the baseline; hotels need to offer

much more. Hotels should leverage their unique strengths to provide unforgettable experiences.



Be strategic with hotel facilities, thinking unconventionally about transforming dated spaces to accommodate new demands and activities. Utilize data to thoroughly analyze guest preferences and behaviors. Building strong relationships with partners who can provide valuable insights and expand the ecosystem, and most importantly, having the right and diverse team in place are crucial steps. Ultimately, it is about maximizing guest satisfaction as well as hotel returns.



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Thailand's New Visa Policy: A Boost for Tourism and Business

By Piyanj (Lui) Ratprasatporn, Watson Farley & Williams



Thailand recently introduced new visa policies to promote tourism effective July 15, 2024. The changes create a more welcoming environment for both leisure and business travelers:

- **Extended Visa-Exemption Period:** Citizens of 93 countries and territories can now stay for up to 60 days without a visa, up from the previous 30 days. This extension aims to enhance tourism and short-term business travel.
- **Visa on Arrival Scheme:** Citizens of 31 countries and territories can obtain a visa upon arrival at designated immigration checkpoints, allowing stays of up to 15 days for tourism;
- **Destination Thailand Visa (DTV):** a new visa category has been introduced to attract overseas talent, freelancers, remote workers, and other long-term visitors engaged in activities such as attending Thai boxing, cooking classes, arts and music exhibitions and seminars, and medical treatment. DTV holders can stay in Thailand for up to 180 days per visit, with a visa validity of up to five years with multiple entries. This visa positions Thailand as a preferred destination for those wishing to stay for a longer period or to work remotely; and
- **ED Plus Visa:** Aimed at international students enrolled in bachelor's or higher degree

programs at Thai universities, this visa offers exemption from re-entry permits. Graduates can apply to extend their stay in Thailand for up to one year to seek employment, travel, or engage in other activities.

These policies are expected to positively impact Thailand's economy and enhance its reputation as a welcoming destination by easing travel requirements and providing longer stay options to attract more tourists.



[Lui Ratprasatporn](#) is a Partner in WFW's Corporate group. Lui is a specialist in compliance and legal requirements in relation to corporate, commercial, M&A, FDI, regulatory, and relocation in Thailand.

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Thailand Labor Laws: Updates and Potential Changes

By Komson Suntheeraporn, Parada Saibua, Natnicha Nakhwan, DLA Piper



Overview

Thailand’s labor courts are known for their employee-friendly stance, often ruling in favor of employees in termination disputes. The labor laws are designed to provide employees with easy access to dispute resolution mechanisms. For instance, employees do not need to pay court fees when submitting a complaint, nor are they required to have legal representation during labor court proceedings.



Recent Updates

In 2019, significant amendments were made to the Labor Protection Act, one of Thailand’s primary labor laws. These changes included an increase in the statutory severance pay rate. Specifically, the maximum severance pay was adjusted to be equivalent to the employee’s wages for the last 400 days for those with 20 or more years of service. This change necessitated amendments to other labor-related laws to ensure consistency with the updated Labour Protection Act.

In July 2024, a new Ministerial Regulation was issued under the Revenue Code of Thailand concerning revenue tax exemption. This regulation, published in the Royal Gazette on July 17, 2024, aimed to increase the personal income tax exemption on statutory severance pay. The

new exemption amount is set to the lower of the employee’s wages for the last 400 days or 600,000 baht. This adjustment aligns with the 2019 changes to the Labor Protection Act regarding severance pay. However, it is important to note that this new exemption does not apply to severance payments made upon retirement or the completion of a fixed-term employment contract. The exemption is applicable to assessable income received from January 1, 2023.

The new tax exemption is more generous than the previous one, which applied to the lower of the employee’s wages for the last 300 days or 300,000 baht. This previous rate was the maximum before the 2019 amendments to the Labor Protection Act.

Potential Changes

There are also proposed changes to the Labor Relations Act of Thailand. These changes aim to enhance the protection of outsourced workers through a broader definition of employer and to introduce more stringent conditions for strikes and lockouts.



Under the current definition, an employer is someone who agrees to hire an employee in return for wages or someone entrusted by the employer to act on their behalf. If the employer is a legal entity, it includes representatives of that entity. The proposed definition expands this to include

entrepreneurs who accept outsourced workers to work at their business premises under the Labor Protection Act, making them the employer of these outsourced workers.

Additionally, more conditions are proposed for lockouts or strikes, especially for employers in sectors like electricity, water, telecommunications, aviation, transportation, logistics, and other public utilities. These employers would need to prepare a plan to ensure uninterrupted public service during such events.



Detailed Analysis

The 2019 amendments to the Labor Protection Act were a significant step towards improving employee rights in Thailand. By increasing the statutory severance pay, the government aimed to provide better financial security for long-serving employees. This change was particularly beneficial for employees with 20 or more years of service, who saw their severance pay increase to the equivalent of their wages for the last 400 days. This adjustment not only provided immediate financial relief but also set a precedent for future labor law reforms.

The 2024 Ministerial Regulation further builds on these improvements by addressing the tax implications of severance pay. By increasing the personal income tax exemption on statutory severance pay, the regulation aims to reduce the financial burden on terminated employees. This change is particularly significant given the economic challenges many employees face upon termination.

LEGAL UPDATE

The proposed changes to the Labor Relations Act represent another step towards comprehensive labor law reform in Thailand. By expanding the definition of “employer” to include entrepreneurs who accept outsourced workers, the government aims to provide better protection for these workers. This change is particularly important in today’s economy, where outsourcing is becoming increasingly common.

The additional conditions for strikes and lockouts are also a crucial aspect of the proposed changes. By requiring employers and employees in essential sectors to prepare a plan for uninterrupted public service during such events, the government aims to balance the rights of employers and employees with the need to maintain essential services. This approach ensures that while exercising the right to strike or lockout, the public is not affected by disruptions in essential services.

In conclusion, the recent updates and potential changes to Thailand’s labor laws reflect a commitment to improving employee rights and ensuring a fair and balanced approach to labor relations.



[Komson Suntheeraporn](#) is experienced in all aspects of commercial dispute resolution, banking litigation, contentious employment, consumer protection, trade competition, restructuring, and insolvency. He has assisted clients in complex disputed matters in arbitration and court proceedings.



[Parada Saibua](#) has broad experience in employment advice, corporate governance, employment disputes, bankruptcy cases, and commercial disputes. He has represented Thai and multinational companies in a wide range of labor and employment matters.



[Nalnicha Nakhwan](#)’s practice is predominantly focused on various types of complex cross-border disputes throughout the litigation life cycle, including arbitration-related disputes.



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A Letter from the Government Affairs Director's Desk

Dear Members,

I would like to outline notable AMCHAM Government Affairs activities from the past month, including several impactful, high-level government meetings. On August 21, we met with H.E. Maris Sangiampongsa, Foreign Affairs Minister, who praised AMCHAM's efforts to attract foreign investment and its "Five to Thrive" quick-win recommendations, aligned with Ignite Thailand's initiatives. We discussed facilitating business visa acquisition, our support for the reinstatement of the U.S. Generalized System of Preferences, and the Thailand-Cambodia Joint Development Area to strengthen energy security.

On August 29, the Thailand-U.S. Symposium on Supply Chain Resilience, co-organized by the Ministry of Foreign Affairs and the U.S. Embassy, attracted over 200 high-level participants from both public and private sectors. The event aimed to generate policy recommendations on supply chain resilience. Panelists emphasized private sector involvement in policy planning and shared valuable insights.

The Board of Governors approved two recommendation letters. The Government Affairs Council (GAC) submitted a letter to the Bangkok Metropolitan Area suggesting enhancements to the Invest Bangkok website, recommending more regulatory guidance on visa applications, land ownership, office rentals, business regulations, and access to funding. We also offered our membership resources for testimonials and database access. The Environmental, Social, and Governance Council submitted a letter on the draft Climate Change Act to the Ministry of Natural Resources and Environment, urging private sector involvement, regulatory clarity, and standardized carbon calculations. In addition to the six advocacy papers submitted this year, we are developing more. The Small Business and Entrepreneur Committee and GAC are focusing on Thailand's startup ecosystem. The Aerospace Council is



gathering feedback from members on aviation hub ambitions. The ICT Working Group under the GAC is addressing AI regulation, the draft Platform Economy Act, and the cloud-first policy. Members can share feedback at council and working group meetings.

With the new administration in place, we look forward to continuing our advocacy efforts. I would like to thank our council leaders and members for providing input ahead of upcoming government meetings. AMCHAM maintains a collaborative approach, offering our member's resources and expertise. Please contact me or our Government Affairs team with any questions.

[Jen Meckhayai](#)
Government Affairs Director

More details at:
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Roundtable Meeting with the Ministry of Foreign Affairs

On August 21, AMCHAM President Ornkanya (Mook) Pibulldham of Bank of America led an AMCHAM delegation to meet with the Foreign Affairs Minister H.E. Maris Sangiampongsa. Dr. Dusit Manapan, Advisor to the Minister, and Mr. Chettaphan Maksamphan, Director General of American and Pacific Affairs Department, along with their team also attended.

Minister Maris praised AMCHAM’s “Five to Thrive,” for its role in attracting foreign investment and supporting Thailand’s economic growth. The minister shared his vision on three areas of security he aims to address: Food Security, Energy Security, and Human Security. He views IPEF as one of the key mechanisms to drive these security initiatives to success. He also highlighted the potential of U.S.-Thai business ventures to boost the Thai economy.

AMCHAM delegates welcomed the new visa schemes, including the visa exemption for 93 countries and the Destination Thailand Visa (DTV) for remote workers and digital nomads. They also discussed AMCHAM’s advocacy efforts through the Regulatory Reform for Ease of Doing Business Committee, reinforcing their commitment to fostering strong relationships with Thai government officials and promoting policies for trade and investment.



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Thailand-U.S. Supply Chain Symposium



On August 29, AMCHAM Thailand supported the Thailand-U.S. Supply Chain Symposium, organized by the Ministry of Foreign Affairs and the U.S. Embassy in Bangkok. This event underscored Thailand’s commitment to supply chain resilience and the Indo-Pacific Economic Framework (IPEF) agreement. It aimed to strengthen the Thailand-U.S. relations and develop policy recommendations for the Thai government. AMCHAM Treasurer Simon Deyne moderated the Future Food panel. The symposium gathered high-level executives from AMCHAM member companies and key government agencies involved in investment, trade, and supply chains.

The symposium featured three sessions: Future Food, Digital Infrastructure, and Clean Energy. Future Food session focused on sustainable agriculture and a resilient supply chain for future generations. Digital Infrastructure explored technological advancements for supply chain efficiency and security. Clean Energy addressed the shift to sustainable energy sources for a greener economy.



Roundtable with the Ministry of Energy

On September 3, AMCHAM President Ornkanya (Mook) Pibulldham of Bank of America, AMCHAM delegates, and Environmental, Social, and Governance Council Co-Chairs met with the Advisor to Minister of Energy Dr. Norkun Sitthiphong, Director of International Affairs Division Woranon Chansiri, and his team.

Dr. Norkun outlined the Ministry’s priorities, focusing on renewable energy development, including the draft Power Development Plan and Thailand’s Carbon Capture and Storage project. He also discussed the Ministry’s approach to energy transition and their exploration of new energy sources, such as Sustainable Aviation Fuels (SAF), hydrogen, and nuclear power.

AMCHAM representatives praised the Ministry’s efforts on renewable energy initiatives such as the Utility Green Tariff, Direct Power Purchase Agreement, and the Third-Party Access Code. The delegation committed to assisting the Ministry and the Thai Government through technology and knowledge transfer, sharing best practices, and ongoing dialogue to address challenges and opportunities in Thailand’s evolving energy landscape.



Roundtable with the Revenue Department

On September 4, AMCHAM President Ornkanya (Mook) Pibulldham of Bank of America, AMCHAM delegates, and Tax and Customs and Excise Councils co-chairs met with Deputy Director-General Nirandara Prachaubmoh and his team.

The meeting featured discussion on key issues including updates on Personal Income Tax, plans for a revised 2024 tax return and guidance on foreign source income remittance, and covered BEPS Pillar 2 implementation, targeted for 2025 or 2026, with details on transitional rules. Positive feedback about the International Business Center (IBC) was mentioned.

Regarding mergers and acquisitions, AMCHAM presented a recommendation letter on taxation of a non-resident taxpayer selling shares to a Thai buyer (Section 70 of the Revenue Code). AMCHAM also discussed goodwill amortization and VAT registration for amalgamations, which the Revenue Department team showed interest in receiving written consultations on. Additionally, the Department shared updates on VAT collection measures for low value imported goods and upcoming law amendments.

Overall, the Revenue Department demonstrated openness to industry feedback and further discussions on specific issues, while AMCHAM representatives appreciated the Department's efforts to elevate the taxation system in Thailand, enhance the business environment, and promote long-term sustainable investment in the country.



Member Briefing with Leslie Kiernan, General Counsel, U.S. Department of Commerce



On September 10, Leslie Kiernan, General Counsel at the U.S. Department of Commerce, met with AMCHAM members to discuss key initiatives affecting the investment climate in Thailand. As the third most senior official in the Commerce Department and principal legal advisor to Secretary Gina Raimondo, Ms. Kiernan provided valuable insights into the department's activities.

Ms. Kiernan highlighted the Commercial Law Development Program's (CLDP) recent collaboration with EGAT to develop capacity for renewable energy forward contracts. She also discussed the CHIPS Act, overseen by her office, which aims to strengthen the U.S. semiconductor industry and create opportunities for key supply chain partners like Thailand.

She provided updates on the EGAT workshop, CHIPS Act implementation, and insights from the President's Export Council's recent visit to Thailand, while also addressing U.S. export trends.

AMCHAM members discussed challenges faced by U.S. businesses in Thailand, seeking support and facilitation from the U.S. government. The delegation committed to ongoing dialogue and collaboration to tackle challenges and explore opportunities in the U.S.-Thailand business landscape.

Meet Praiwan (Ball) Channarong

Meet Praiwan “Ball” Channarong, a proud alumnus of the AMCHAM Thailand Foundation Scholarship Program, Class of 2023, and now a Full-Stack Developer at ClickNext, with a passion for continuous learning. A graduate of Burapha University with a B.Sc. in Software Engineering, Ball recently returned to the AMCHAM/FedEx Career Camp 2024 to share his journey as both an alumnus and a young professional navigating his first job.

Hello, dear reader. My name is Praiwan Channarong, but most people call me Ball or Bally. I recently received my Bachelor of Science in Software Engineering from Burapha University and now work as a Full-Stack Developer position at ClickNext, a role I secured through an internship. After completing my internship, I continued to work part-time with ClickNext for a year.

Due to financial challenges - my father is disabled, and my mother has been unemployed since I was in high school- I had to earn a living throughout my bachelor's degree. During my education, I worked part-time at the university's Computer Center, providing software and hardware services. Since then, I studied and worked at the same time.

I applied for the AMCHAM Scholarship because I have always aspired to be part of an American scholarship program that enhances my skills and provides financial support at the same time. After learning about the AMCHAM Scholarship from a university publicist, I realized that this scholarship provides everything I need.

The AMCHAM scholarship has helped me hone my skills, including boosting my confidence and motivating me to try new things. Engaging with the AMCHAM community gave me valuable insights from experienced professionals who offered great advice.

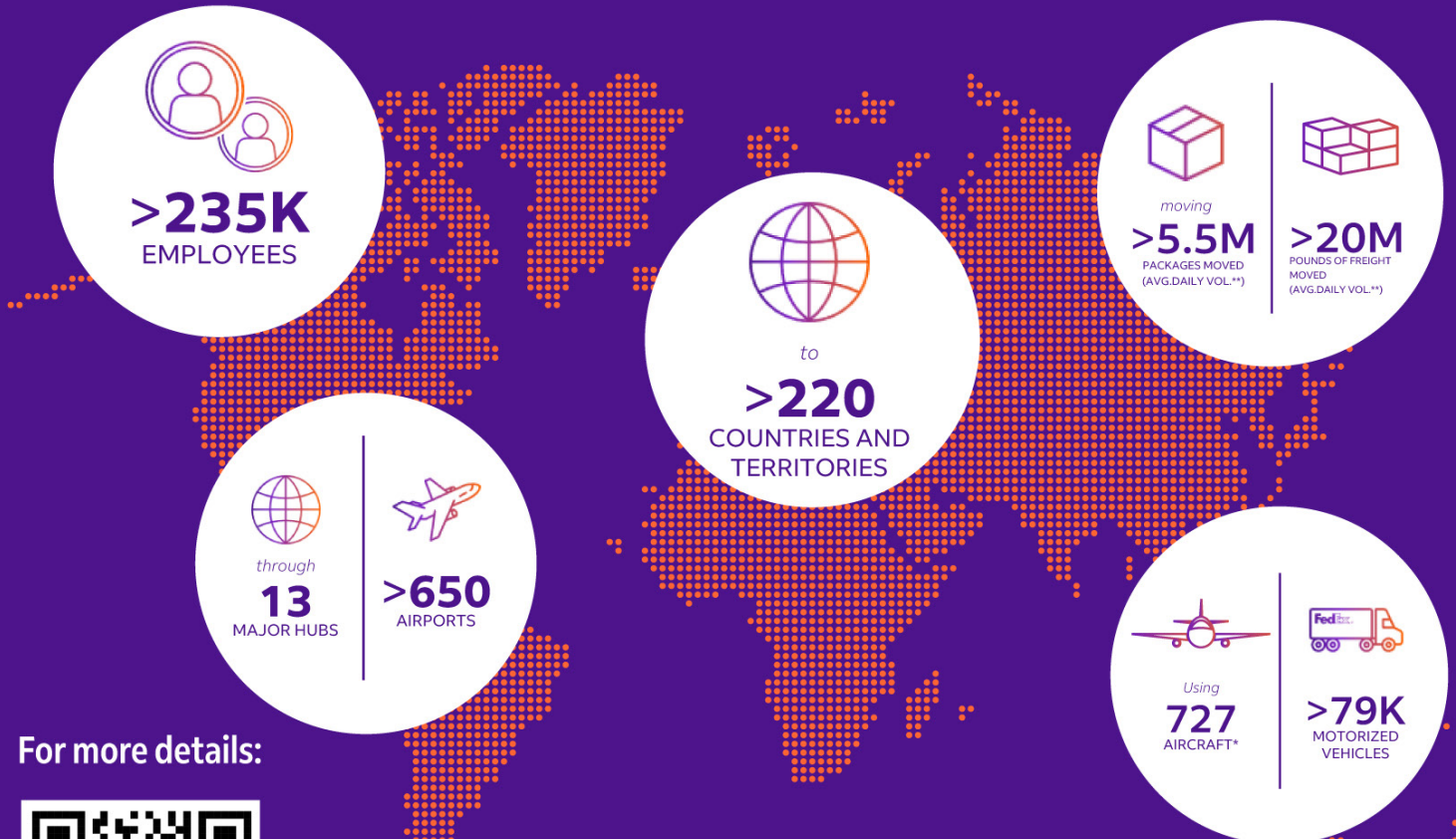


As an AMCHAM Scholarship recipient, I participated in orientation activities like financial planning and CPR & AED course on emergency first response. The Career Camp included site visits to AMCHAM member companies, mock interviews, and a fun bowling and karaoke session where I guided friends in bowling and enjoyed singing together. Both Orientation Camp and AMCHAM/ FedEx Career Camp activities included ice-breaking and dinner to help us get to know each other.

In conclusion, the AMCHAM scholarship has enhanced my skills, especially mock interviewing, where I learned to use the STAR model to communicate more clearly. I am grateful for this experience and proud to be a part of AMCHAM.



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AMCHAM/FedEx Career Camp



The American Chamber of Commerce in Thailand Foundation (ATF) hosted its annual Career Camp from August 18-21, equipping promising Thai students with essential career readiness skills. Supported by FedEx, the Career Camp, provided comprehensive career development training, including mock job interviews with AMCHAM member company HR professionals, training on effective communication tools for business and professional social media use. It also provided networking opportunities for scholarship recipients to get to know each other and the AMCHAM business community.

The ATF's commitment to fostering Thailand's next generation of leaders, especially those from financially disadvantaged backgrounds, is exemplified by the Career Camp. The program offers robust career readiness workshops designed to bridge the gap between academia and the professional world. This year, the program expanded its focus to include vocational scholarship students, underscoring the ATF's dedication to developing a skilled workforce across various educational backgrounds.

During the Career Camp, professionals and guest speakers from the American Chamber of Commerce in Thailand (AMCHAM) member companies, including 3M Thailand, BDO Advisory Services, Bitkub Capital, Cargill Siam, Citibank, CoffeeWorks, FedEx Express, GP Strategies, HP, InnerSpark Group, International SOS Services, JacksonGrant, Lazada, Mastercard, MINOR International, Mondelez, On Art Creation, PCS Security & Services, Persolkelly, Sasin School of Management, The Mobius Agency, Tilleke & Gibbins, United Overseas Bank, and Yannix shared their expertise through presentations and workshop sessions, and volunteered in HR mock interviews. These industry experts provided invaluable guidance and inspired students to pursue their career goals.

"The camp is well organized, allowing me to reflect on myself and become aware of the need to develop professional skills before entering the professional world," said Wanissa Ruenarkas, a fourth-year student from Mae Fah Luang University. Kanyawee Pimpuru, a second-year student from Chonburi Technical College added, "Coming from a vocational background and being the first AMCHAM Vocational

Scholarship recipient, I have received so much positivity and motivation to improve myself in languages, especially communication skills."

The AMCHAM Vocational Scholarship Program, launched in 2023, recognizes the importance of vocational education in addressing Thailand's workforce demands. By supporting vocational students, the ATF is contributing to the development of a skilled and adaptable workforce.

ATF Vice President Heidi Gallant expressed the foundation's commitment to providing ongoing career guidance to AMCHAM Scholarship students beyond the camps. "AMCHAM and the Foundation place great importance on building a strong and lasting bond with our scholars. These students come from provinces across Thailand and the orientation and the career camps that we organize provide a valuable opportunity to foster the connection with these talented scholars as they transition into the local workforce." In 2024, the Foundation will award 76 university scholarships and 18 vocational scholarships.

The Career Camp concluded with a certificate ceremony honoring the participants' achievements. Sakilla Machema, Taksin University and Pongpalin Sakkaekaw, Naresuan University, delivered a compelling address to an audience of AMCHAM members, sharing their experience and expressing gratitude for the ATF's support.

The ATF extends its appreciation to FedEx for their generous sponsorship and to HP for providing laptops to support resume writing workshops.



Manufacturing Committee

Digital Solutions for Demand and Supply Chain Planning – Aug 13

Speakers: [Brent Gorham](#) of CPM Group; [Dr. Deborah Pike](#) of CPM Group; and [James Field](#) of PMsquare Asia

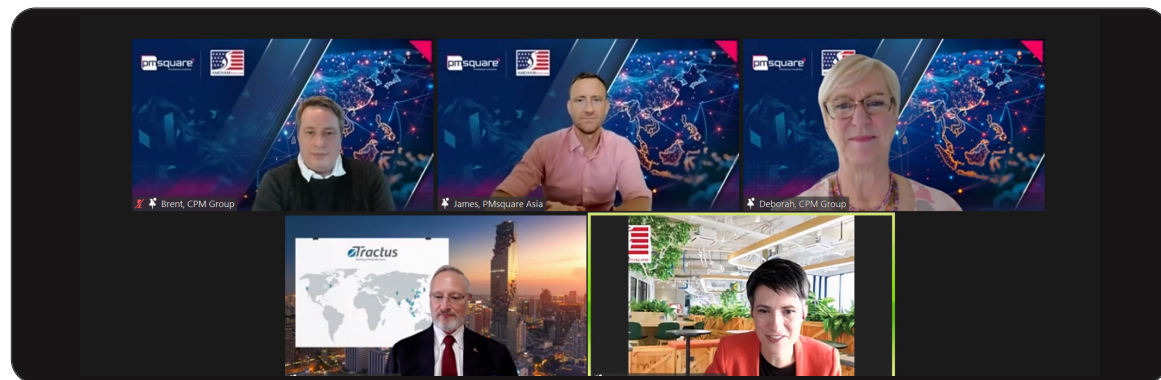
Moderator: [Frank Timmons](#) of Tractus Thailand

Organized by: [Manufacturing Committee](#)

Event Highlights:

AMCHAM Manufacturing Committee held a discussion on Digital Solutions for Demand and Supply Chain Planning. Speakers highlighted key manufacturing trends in Asia and the importance of integrated business planning.

They addressed challenges stemming from underinvestment or delayed technology adoption, which impede the implementation of long-term planning solutions vital for identifying constraints and investment opportunities in the manufacturing sector.



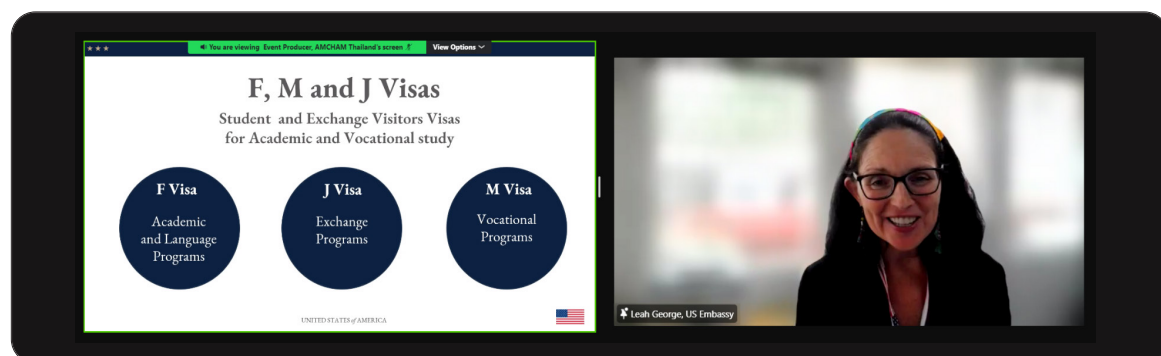
AMCHAM & The U.S. Embassy

Behind the Scenes at the U.S. Embassy: Business Visas – Aug 14

Speaker: Leah George of the U.S. Embassy

Event Highlights:

AMCHAM with the U.S. Embassy hosted an insightful webinar where Leah George, Visa Chief, provided detailed information about business visas and the Consular Section's work process. The webinar ended with a question-and-answer session in which Leah offered tips on the visa interview and the best way to secure a visa for their upcoming business trip to the U.S.



Digital Economy Committee

How to Acquire and Retain Customers in a Cookieless World – Aug 15

Speakers: [Antonio Fernández](#) of Relevant Audience; [Krittin Kulsri](#) of VGI; [Edgar Salmeron](#) of Neat Interactive; and [Arthit Naidu](#) of Meta

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

Organized by: [Digital Economy Committee](#)

Event Highlights:

The AMCHAM Digital Economy Committee hosted an event where business leaders and experts discussed one of the significant challenges in today's digital landscape: the phase-out of third-party cookies. The speakers provided a clear understanding of the challenges ahead and, more importantly, actionable strategies for navigating the cookieless world successfully. The event concluded with a networking session at Wine Connection, allowing leaders to connect and exchange insights.



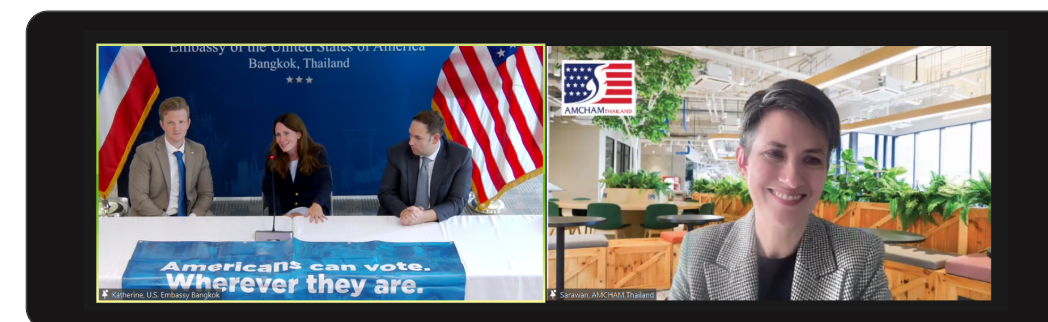
AMCHAM & The U.S. Embassy

Empowering U.S. Expats: Absentee Voting and Other U.S. Citizen Support Services – Aug 20

Speakers: Katherine Pettersson, Jonathan Collett, and Jared Brown of the U.S. Embassy

Event Highlights:

AMCHAM and the U.S. Embassy hosted a webinar featuring Deputy American Citizen Services (ACS) Chief Katherine Pettersson, Vice Consul Jonathan Collett, and Vice Consul Jared Brown. They provided information on voting in the upcoming U.S. election and discussed support for U.S. citizens abroad. The webinar concluded with a question-and-answer to address voting-related questions.



AMCHAM Signature Event Member Luncheon: Property Market Update – Aug 21

Speakers: Natha Kittiaksom, of Major Development Public Company Limited; [Karlo Pobre](#), of Colliers Thailand, and [Wimolnit \(Joy\) Lertpitakkit](#), of JustCo Thailand

Moderator: [Tysen Kamin](#) of Colliers Thailand

Event Highlights:

At the event, speakers provided the annual Thailand property market update, sharing insights on the current property market trends, economic factors, and future projections.

They also focused on the emergence of co-working spaces and factors affecting occupancy rates in new office buildings post-Covid.

Attendees were able to engage directly with the experts for personalized insights. The event also welcomed our AMCHAM Thailand Foundation Scholarship graduates, who were in Bangkok for a 3-day Career Camp. AMCHAM President Orkankya (Mook) Pibulldham and FedEx Managing Director Sasathorn Phaspinyo presented certificates to the students.



AMERICAN CHAMBER OF COMMERCE IN THAILAND FOUNDATION (ATF)

ABOUT US

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

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



AMCHAM FOUNDATION SCHOLARSHIP PROGRAM

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

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EVENTS

Joint AMCHAM Event Topgolf Foreign Chambers Open – August 22

Event Highlights:

AMCHAM, in partnership with AustCham, BCCT, BeLuThai, CanCham, GTCC, ITCC, and NTCC, hosted the first Foreign Chambers Open at Topgolf Megacity. Members from various chambers had a great time socializing, gaming, and enjoying snacks and free-flow beverages in their private bays. The day wrapped up with a buffet dinner, where everyone enjoyed good food and even better company.



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Prices starting from 550++ per bay per hour, accommodating up to six players.

Healthcare Council

Innovative Approaches for Sustainable, Affordable, and Accessible Healthcare – Aug 26

Speakers: Assoc Prof. Pol. Lt. Puree Anantachoti, Ph.D. and Assoc. Prof. Suthira Taychakhoonavudh, Ph.D. of Faculty of Pharmaceutical Science, Chulalongkorn University

Organized by: [Healthcare Council](#)

Event Highlights:

The event featured two key presentations on innovative financing and policy frameworks to improve access to essential medicines and high-cost treatments.

Dr. Suthira discussed optimizing pricing and reimbursement strategies for equitable access across Thailand's public health insurance schemes, emphasizing systematic approaches and sustainable, evidence-based funding solutions.

Dr. Puree explored financing strategies like Managed Entry Agreements (MEA) and Dedicated Disease Funds (DDF) to develop new revenue streams and ensure access to innovative and high-cost drugs.

The event highlighted the need for collaboration to create sustainable healthcare policies that ensure affordable, quality healthcare for all.



HR & SBE Committees

Taming the Hustle - Preventing & Overcoming Founder Burnout – Aug 27

Speakers: [Kush Sodhia](#) of Papaya; [Sheji Ho](#) of HD; [Paul Meyers](#) of Asian Digital Media; and [Tareef Jaffer](#) of Happily.ai.

Organized by: [HR Committee](#) and [SBE Committee](#)

Event Highlights:

Speakers shared valuable insights from their own burnout experiences and recovery. They discussed strategies for attracting talent, securing investors, and identifying the signs and causes of founder burnout. The event also covered developing sustainable habits to prevent burnout and effective techniques for managing stress and recharging.



AMCHAM Signature Event

Governors' Table @ The St. Regis – Aug 29

Speakers: [Wiyada Srinaganand](#) of 3M Thailand; [Simon Denye](#) of Harmless Harvest; [Ririnda Tangtatswas](#) of Minor International; [Eddy Harinasuta](#) of Amazon Web Services (Thailand)

Event Highlights:

The AMCHAM Board of Governors hosted a fantastic dinner for AMCHAM members at the Governors' Table at The St. Regis Bangkok. Members enjoyed a meaningful evening focused on networking and building business connections. The intimate dinner format allowed for in-depth discussions and sharing of valuable insights. dinner at The St. Regis Bangkok.



ESG Council

AmCham Vietnam ESG Committee and Environmental Policy Advocacy in Vietnam – Aug 29

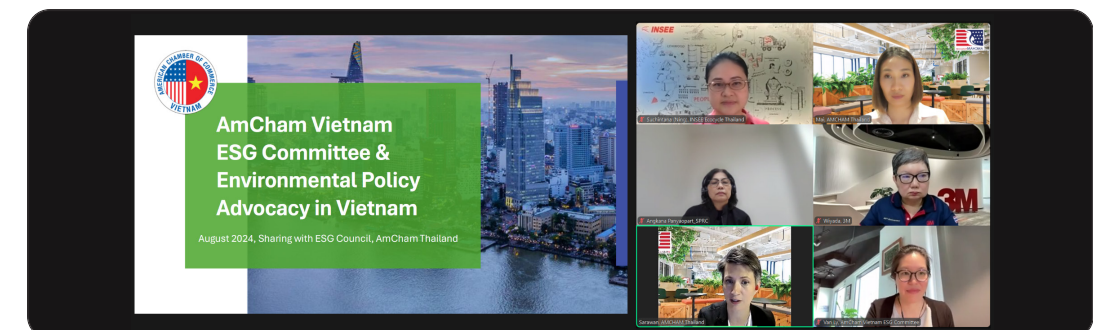
Speakers: [Van Ly](#) of Raise Partners and [Jason Lusk](#) of Clickable Impact

Moderator: [Suchintana Viraratt](#) of INSEE Ecocycle Thailand

Organized by: [ESG Council](#)

Event Highlights:

At the August Council meeting, AMCHAM ESG Council Co-Chair Suchintana Viraratt from INSEE Ecocycle Thailand, welcomed the AmCham Vietnam ESG Committee Co-Chairs Van Ly and Jason Lusk. The Co-Chairs presented on Vietnam's energy transition, carbon market, and extended producer responsibility policies, and their advocacy efforts.



AMCHAM Partner Event

PHIST: The Sustainable Hospitality Learning Event 2024 – Sept 2

Event Highlights:

At PHIST 2024, tourism leaders gathered to discuss matters related to travel and hospitality, calling for an urgent sustainable development masterplan for Thailand’s idyllic islands. Over 1,000 delegates learned about the major issues and challenges facing island communities in Southeast Asia and Thailand.

The fast-paced, one-day event featured more than 20 workshops and inspiring talks. The discussions led to the exploration of potential solutions and the latest green innovations.

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



AMCHAM Partner Event

Mind the Gap: Diversity Leaders Empowered at the Hospitality’s Biggest Gender Equality Event – Aug 31

Event Highlights:

At “Mind the Gap: Women & Diversity in Hospitality in Phuket,” hoteliers, female executives, entrepreneurs, and diversity leaders came together for a unique, candid, and insightful half-day session. They addressed critical issues facing women in the workplace, empowering change and sparking inspiration to make a difference. One of the highlights was an engaging panel discussion that featured insights from highly successful female leaders, offering the audience valuable perspectives.



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HIGHLIGHT

AMCHAM Partner Event

Live Viewing at JUSMAG: U.S. Presidential Debate 2024 – Sept 11

Event Highlights:

AMCHAM Thailand partnered with JUSMAG to host a live viewing of the U.S. Presidential Debate 2024. The event provided a fantastic opportunity for members to gather and watch a pivotal moment in the U.S. democratic process. With a lively atmosphere and insightful discussions, the event offered a platform to stay informed about the upcoming U.S. election.



AMCHAM Women Committee

Thriving Through Career and Life Transitions: Strategies for Success – Sept 12

Speakers: [Kathy Lee Scalabre](#) of AGS Worldwide Movers; [Maria Clancy](#) of Disegno.life; [Siree Sivapetchranat](#) of FPCOACHES; and [Emi Rowse \(lgsua\)](#) of Kudun and Partners

Organized by: [AMCHAM Women Committee](#)

Event Highlights:

The AMCHAM Women Committee hosted an engaging discussion and interactive workshop that inspired attendees to develop strategies for success. Participants explored common life transitions and reflected on their impact on both careers and personal lives. The session empowered attendees to share insights and exchange ideas, fostering a supportive environment for personal and professional growth.



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**แนะนำให้ใช้ร่วมกับการแปรงฟันและการใช้ไหมขัดฟัน

Sindhorn Wellness by Resense Awarded Thailand's Best Hotel Spa

Sindhorn Wellness by Resense, the renowned spa facility at Sindhorn Kempinski Hotel Bangkok has been recognized for the second consecutive year as Thailand's Best Hotel Spa at the Travel + Leisure Luxury Awards Asia Pacific 2024. This prestigious accolade solidifies the hotel's commitment to exceptional wellness experiences for its guests.

Nestled in the heart of Sindhorn Kempinski Hotel Bangkok, it offers the most extensive wellness services. Spread over two floors with more than 4,000 sqm of facilities, it combines spa, fitness, and wellness experiences, offering a retreat from everyday life with a variety of effective treatments and health.

A unique highlight is a thermal facility featuring saunas, a cold chamber, a tepidarium lounge, a Moroccan hammam, a Vichy shower, a flotation tank, and a Rasul mud room, allowing guests to benefit from the earth, water, heat, and cold.

Christian Ruge, General Manager, expressed his delight, saying, "It is a pleasure that Sindhorn Wellness by Resense has received this prestigious award for the second year. This achievement was made possible by the joint efforts of all employees."



[Click here to register](#)



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Hard Rock Hotel Pattaya

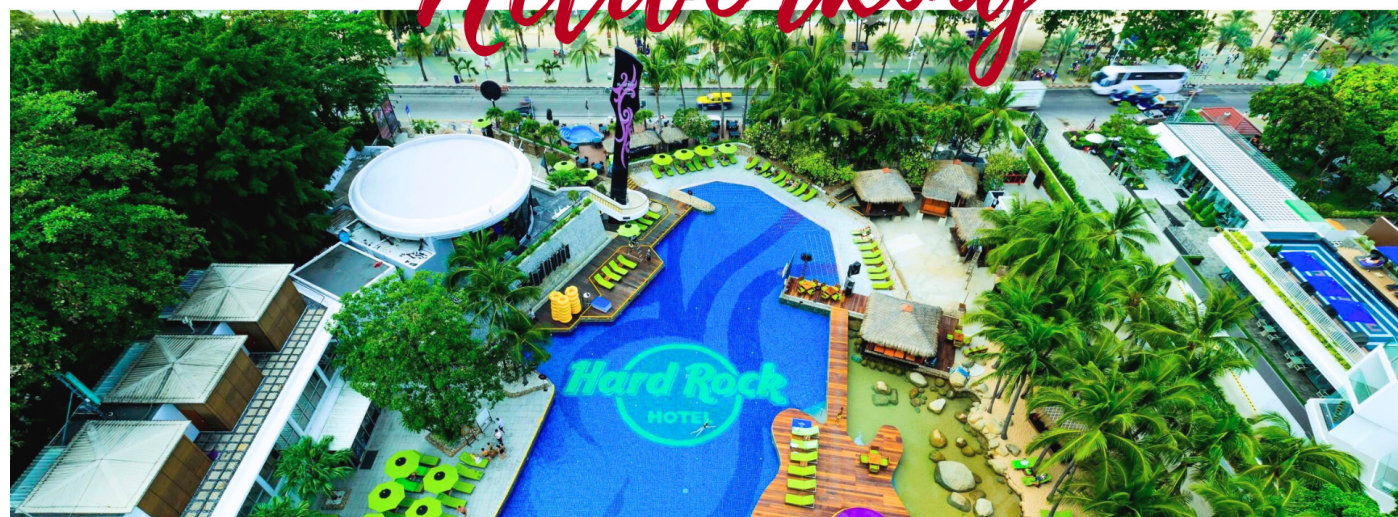
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Magan is a leading provider of industrial solutions, specializing in high-quality safety equipment. They enhance community well-being through innovative, sustainable products, empowering businesses to thrive while exceeding safety standards across industries.



PRTR Group is a leading total HR solutions provider in Thailand, with over 31 years of experience. They help companies of all sizes attract and develop top talent. Their comprehensive range of services includes permanent recruitment, outsourcing, employee training, and HR software.



VinFast is a proud member of Vingroup, offering a seamless customer experience, design-centric features with superior craftsmanship, the highest safety standards, and an intelligent infotainment system for your very own personalized lifestyle.



AMCHAM Member-Get-Member

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



For every new member referred, AMCHAM would like to thank you with **one AIHM Executive Education course**.



MINOR
INTERNATIONAL

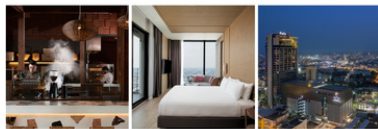


Scan QR code or contact membership@amchamthailand.com
for more details. Terms & Conditions Apply.



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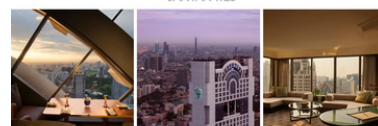
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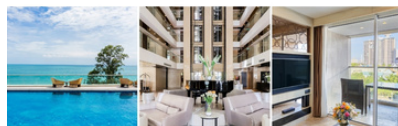
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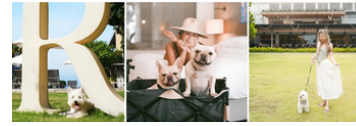
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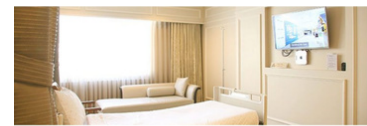
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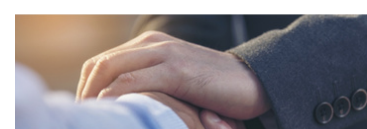
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Amplify your voice with AMCHAM!



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

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*อาหารและภาชนะในภาพใช้เพื่อการโฆษณาเท่านั้น



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