



Jan 2025

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THAI-AMERICAN BUSINESS



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Letter from the Executive Director

Dear Members,



AMCHAM will start the year with our leadership wide Strategy Session where our newly appointed 2025 Board Governors, Committee and Council Co-Chairs will come together to brainstorm and collaborate on programming, member services, and key advocacy directions for the coming year. Each year, I am inspired to see the depth and breadth of expertise among our volunteer leaders, which includes over 100 top executives and leading professionals from almost every industry. This year we welcomed 31 new Committee and Council Co-Chairs and merged some of our Committees to add a wider perspective to our capacity building event line-up.

Last year our Council developed a number of position papers and recommendation letters to guide our discussions with the Thai government. From Tourism to Aerospace, from Climate Change to Tax, we're prepared to influence ease of doing business and incoming regulation in areas that affect member businesses. A great way to get a clear view on our government engagement is to attend the Government Affairs Council Meeting where we give you an overview of all industry sector advocacy activity each month.

We will be collaborating with the U.S. Chamber of Commerce in Washington and the Thai Chamber of Commerce on another Thailand-U.S. Trade and Investment Summit this year which will bring together key investors and businesses in Thailand and the U.S. to address the top priorities faced by both countries. This summit will identify opportunities to work together to strengthen the investment climate in Thailand and is set for May 19-20.

Meanwhile, we are looking forward to bringing our new cohort of AMCHAM scholarship recipients to Bangkok for their Orientation Camp from January 20-22. These deserving students will attend workshops provided by AMCHAM member volunteers designed to deliver key life skills and allow them to look ahead to their future careers after graduation.

I wish you all a great start to 2025 and look forward to seeing you at an AMCHAM event soon!

Sincerely,
Heidi Gallant
Executive Director



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Asia's Workforce Disruption: Navigating the Skills Revolution with Human-Centered Design and Employee Well-being

By John Gordon Holme, Boyden



In Asia's dynamic economic landscape, a quiet yet transformative revolution is reshaping the workforce. As the region solidifies its position as a global economic powerhouse, disruptive technologies and evolving market demands are driving rapid changes in the nature of work. The future of Asia's workforce is characterized by swift technological advancements, a shift in required skills, and a growing emphasis on human-centered design. This shift requires businesses not only to adapt their operational models but also to rethink the role of employee well-being in a digitally transformed world.

This article delves into the key forces shaping the disruption of Asia's workforce: the skills revolution, the role of human-centered design thinking, and the increasing importance of employee well-being. Understanding these interconnected trends, businesses can position themselves to thrive in a

landscape that prioritizes innovation, agility, and human-centric strategies.



The Rise of Workforce Disruption in Asia

Asia, long celebrated as a hub of innovation and economic growth, is at the forefront of a significant

workforce disruption. Emerging technologies such as artificial intelligence (AI), automation, blockchain, and the Internet of Things (IoT) are rapidly reshaping job roles and operational frameworks across industries. Countries like China, India, Japan, and South Korea are leading the adoption of these technologies, creating both opportunities and challenges.

Key Drivers of Disruption

Several factors are fueling this workforce transformation. First, AI and automation are making traditional roles redundant while creating new roles requiring advanced technical skills. Manufacturing and logistics are now dominated by robots and AI systems automating routine tasks, while finance professionals are navigating blockchain's impact on transactions and intermediaries' roles.

Second, the rise of the gig economy, is booming, particularly in countries like India and Indonesia. The growth of flexible work arrangements such as freelancing and remote worker, allows companies to stay agile in a rapidly changing environment. However, this shift raises concerns about job security, benefits, and career development for non-traditional workers.

Regional Disparities in Workforce Disruption

The impact of workforce disruption varies across Asia. Highly developed economies like Japan and South Korea are using AI and robotics to address aging populations and labor shortages. In contrast, emerging markets like Vietnam and the Philippines focus on upskilling their workforces to meet global supply chain demands. Tailored strategies that address both technological adoption and the socio-economic context are essential for success in diverse regions.

The Skills Revolution: Adapting to Future Needs

At the heart of workforce disruption lies the skills revolution. As industries pivot toward digitalization and automation, the demand for new skill sets intensifies. Traditional skills are no longer sufficient; adaptability and the ability to learn continuously are now essential.

In-Demand Skills in the Digital Economy

In the technology and finance sectors, expertise in AI programming, machine learning, and data analytics is critical. These skills enable businesses to harness big data and make smarter and faster decisions.



Similarly, cybersecurity and digital marketing are rapidly expanding as organizations prioritize protecting digital assets and engaging customers through innovative ways.

To meet these demands, governments and companies across Asia are investing in education and training programs designed to equip their workforce with the skills needed to compete in a globalized digital economy.

Reskilling and Upskilling: A Business Imperative

For businesses, investing in employee development is no longer optional. Companies that neglect reskilling and upskilling risk falling behind. Forward-thinking organizations implement training programs emphasizing both hard and soft skills, such as critical thinking, creativity, and leadership. This fosters a culture of continuous learning, creating a workforce resilient to digital transformation's complexities.

Human-Centered Design Thinking: Putting People First

As technology transforms workplaces, human-centered design thinking is gaining prominence as a key approach to innovation. This methodology emphasizes empathy, collaboration, and iteration in problem-solving, ensuring that solutions are tailored to the unique needs and experiences of end-users—whether they are employees or customers.

Fostering Creativity and Innovation Through Design Thinking

Human-centered design thinking moves beyond transactional problem-solving to considering the human impact of technology. By placing people at the center of the design process, businesses create tools and systems that enhance productivity and well-being.



Design Thinking and Organizational Culture

Beyond product development, design thinking is reshaping organizational culture. It promotes cross-functional collaboration and values diverse perspectives, creating an environment where creativity can thrive. Businesses that prioritize human-centered design are more likely to foster a culture of innovation, where employees feel empowered to contribute ideas and drive positive change.

Prioritizing Employee Well-being: A Strategic Imperative

As work and personal life boundaries blur, prioritizing employee well-being has become essential. Businesses are recognizing mental and physical health directly impacts productivity, innovation, and long-term success.

The Shift Toward Holistic Well-being

Modern well-being programs in Asia take a holistic approach, addressing mental health, emotional resilience, and work-life balance. For example, Japan is tackling “karoshi” (death by overwork) by promoting flexible work arrangements, mental health support, and wellness programs.

Well-being as a Competitive Advantage

Organizations prioritizing well-being are better positioned to attract and retain top talent. A healthy, engaged workforce drives innovation and reduces turnover, creating a competitive advantage. Integrating well-being into business strategies fosters a culture of care and inclusivity, while also fostering employee loyalty to the organization.

Conclusion: Charting the Path Forward

Asia’s workforce is undergoing profound changes driven by technology, evolving skills, and shifting cultural priorities. By embracing the skills revolution, fostering human-centered design, and prioritizing employee well-being, businesses can navigate disruption successfully.

In the rapidly evolving digital transformation, organizations that empower their workforce with the right tools and skills, embrace creativity, and prioritize human-centric strategies will thrive. Balancing technology advancement with empathy-driven approaches is essential for ensuring both business success and employee well-being in Asia’s dynamic future.



[John Gordon Holme](#) has lived and worked across Asia Pacific markets for 30 years, including over 15 years in executive search. Partnering with clients in various industries, he has built an extensive network and deep expertise in numerous markets. John is also an expert in cross-cultural leadership, making him an asset to clients seeking leaders for expansion in Asia Pacific.

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Why Your Hotel's Sustainability Stories Must Be Backed Up by Data

By Liam Barnes, Tuu



Travelers today seek genuine change, not empty promises. Any hotel can claim to be eco-friendly in their marketing messages, but without data to back it up, these claims risk being dismissed as greenwashing.

For hoteliers, sustainability storytelling is not just about transparency—it is a competitive advantage. Research shows that eco-conscious branding can drive guest loyalty, increase bookings, and even open new revenue streams by appealing to high-spending, eco-conscious travelers. Achieving these benefits requires more than slogans; it demands credible, data-backed narratives.



Hotels in Thailand are uniquely positioned to capitalize on the growing trend of sustainable tourism. The country's tourism industry contributes nearly 20% to its GDP, making it a critical sector for both economic growth and environmental protection. This alignment between business and sustainability has created an environment where hotels can leverage their efforts to appeal to eco-conscious travelers from

Europe, North America, and even China, where sustainable travel is gaining traction.

Additionally, local regulations like Thailand's Bio-Circular-Green (BCG) economic model and global frameworks like the EU Green Claims Directive and the Corporate Sustainability Reporting Directive (CSRD) are pushing Thai hotels to adopt verifiable practices. For businesses reliant on international travelers, compliance with such regulations could be key to maintaining their reputation in global markets.

Sustainability storytelling is not just good for the planet—it is good for business. A 2023 Booking.com survey found that 76% of travelers actively seek sustainable travel options, and 70% of guests feel more confident booking with hotels that share sustainability data or have certifications.

Case in point: Thailand's Avani+ Riverside Bangkok partnered with local schools to donate surplus food, achieving nearly zero waste. The initiative not only reduced costs but also provided a powerful story that resonated with guests. Similarly, global hotel groups like Hilton and Accor have proven that publicizing tangible results—such as a 61% reduction in food waste during Ramadan or cutting energy use by 30%—drives guest engagement and loyalty.

Thailand's hotels are at the forefront of integrating sustainability into their operations.

Consider the following:

Boutique Properties

Properties such as Keemala in Phuket, have embedded sustainability into their brand identity. Keemala's eco-villas are built with locally sourced materials, and their partnerships with local farmers contribute to community livelihoods. These efforts are not only environmentally sound but also deeply relatable for guests who value authentic connections with their destinations.

Government and Industry Support

Thai tourism authorities actively promote the BCG economic model, offering tax incentives for green initiatives and supporting certifications like the Global Sustainable Tourism Council (GSTC). Hotels leveraging these opportunities can appeal to both eco-conscious guests and savvy investors who value long-term sustainability.

Meeting Global Expectations

Hotels catering to international tourists must address the skepticism surrounding sustainability claims. As the CSRD takes effect, Thai hotels targeting European travelers will need to communicate their sustainability metrics clearly. Transforming data into relatable stories ensures compliance and builds trust with these critical markets.

Guests do not just want an eco-friendly stay—they want to see how their visit contributes to a greener planet. Data-backed storytelling bridges this gap by making sustainability efforts tangible.



For example, Marriott International's Serve 360 program tracks reductions in water usage, waste, and energy consumption, presenting the data in guest-friendly formats like reports and videos.

Similarly, Accor's Planet 21 initiative connects dining choices to carbon footprint reductions, making guests feel part of the solution.

These practices do not just inspire trust—they drive bookings. According to the World Travel & Tourism Council, 70% of travelers believe transparency in sustainability efforts is essential for building trust. Guests who see genuine efforts backed by data are more likely to stay loyal and spread the word.

Investing in sustainability storytelling delivers measurable business benefits:

- **Increased Bookings:** Eco-conscious travelers are willing to pay more for hotels that demonstrate verifiable sustainability efforts.
- **Guest Retention:** Data-backed storytelling builds trust, leading to repeat visits.
- **Market Access:** Meeting global regulatory standards ensures continued access to international markets.

For Thai hotels looking to remain competitive, now is the time to embrace sustainability tracking. Start by measuring energy use, water consumption, and waste production, and turn these numbers into stories that resonate with your guests.

This is the future of hospitality: transparent, data-powered, and authentic. The question is—how will your hotel share its story?



[Liam Barnes](#) is the co-founder of the Tuu Eco Stay Awards, Asia's only dedicated and data-backed sustainability award for hotels.

Congestion Charge for Bangkok Motorists Backed by Governor

By Matthew Long, Siam Legal



In an effort to ease traffic congestion in central Bangkok and fund cheaper, more accessible public transportation, the government has proposed a congestion charge. The plan involves imposing a fee of 40 to 50 baht on all motorists entering central Bangkok's streets.

This proposal has been endorsed by Bangkok Governor Chadchart Sittipunt but still needs other official approvals to take effect.

What is a Congestion Charge in Bangkok?



The congestion charge is a fee for all motorists driving into central Bangkok. Its goal is to encourage people to use public transport and avoid driving private vehicles in high-traffic areas. The congestion charge's concept is similar to those successfully implemented in cities such as London and Singapore.

The proposed charge in Thailand ranges between 40 and 50 baht per vehicle, with revenue embarked to support Bangkok's electric train system and maintain affordable fares at a flat rate of 20 baht. The plan includes a rate hike after five years, increasing the fee to 80 baht per vehicle.

Targeted areas, as outlined by Thailand's Transport Minister Suriya Juangroongruangkit, include Sukhumvit, Silom, and Ratchada. These areas were selected to charge the congestion fee as they frequently see high traffic and have extensive public transportation options available including the BTS and MRT.

What is the Purpose of the Congestion Charge?

Other than to support Bangkok's electric train system, the congestion charge aims to:

- **Reduce Traffic in Central Bangkok:** The congestion charge will hopefully ease the heavy traffic in central Bangkok, discourage unnecessary use of vehicles, and create less crowded and safer streets with faster travel times for those who use vehicles for purposes such as commuting.



- **Fund Public Transport:** Revenue from the charge will support Bangkok's electric train system, keeping fares affordable at a flat rate of 20 baht. Currently, fares range between 14 and 62 baht depending on the railway operator and travel distance. Improvements to Bangkok's bus network have also been proposed as beneficiaries of this funding.
- **Reduce Air Pollution in Bangkok:** Fewer vehicles on the road will result in lower emissions, addressing Bangkok's unhealthy air pollution levels.



Concerns Regarding the Implementation of the Bangkok Congestion Charge

Despite its goals, the congestion charge has raised concerns, as it could affect low-income residents and cause traffic issues in areas previously not known for having high traffic if it is not done fairly and effectively.

- **Public Transport Accessibility:** Many Bangkok residents lack easy access to public transport. Those in poorly served areas may see the charge as unfair. The government will need to expand public transport services before implementation.
- **Traffic Diversion:** Motorists might avoid the charge by using roads outside the congestion zone, potentially creating traffic problems in low-traffic areas.
- **Technology and Enforcement Costs:** Implementing the charge requires technology

to track vehicles and collect fees. Without adequate infrastructure and preparation, enforcement could be challenging, leading to fee evasion.

- **Burden on Lower-Income Households:** Critics argue for exemptions or discounts for low-income residents commuting or taking children to school otherwise the increased expenses could lead to more economic troubles.



The goal of making Bangkok cleaner, safer, and easier to navigate with more public transportation is a noble one, but it remains to be seen if officials can agree on an implementation plan.



[Matthew Long](#) is Siam Legal's Marketing Manager and an experienced writer who also contributes to Siam Legal's blogs and other content platforms, including [thaiembassy.com](#).

A Letter from the Government Affairs Director's Desk

Dear Members,

2024 has been a remarkable year for AMCHAM Government Affairs. With the strong support of our members, council and committee leaders, we published 12 advocacy papers, including three comprehensive white papers from the SBE Committee, Tourism and Hospitality Council, and Aerospace Council, and eight targeted recommendation letters. These documents addressed pressing issues, including the Global Minimum Tax Implementation and Incentives, the Draft Climate Change Act, the 90-day Report Requirement, the Draft Act to Regulate Food & Beverage Marketing Affecting Children's Health, Withholding Tax Imposed on a Foreigner's Gain from the Sale of Foreign Shares, and Worldwide Basis Personal Income Tax.

In December, we submitted two important papers. First, the Aerospace Council released a white paper with strategic recommendations for Thailand's aviation hub aspirations. The paper addressed five key areas: infrastructure development, regulatory reforms, human capital development, sustainability and environmental considerations, and strategic partnerships and regional cooperation. Second, the Tax Council issued a recommendation letter regarding the Worldwide Basis Personal Income Tax in Thailand. In this letter, we urged the government to reconsider the proposed worldwide taxation framework.

In 2025, we look forward to strengthening our collaboration with the government by following up on these advocacy papers to achieve tangible results and supporting initiatives that facilitate business operations and attract foreign investment for sustainable economic growth. We will share meeting outcomes during relevant council and committee meetings. To stay informed about these and other important issues, members can follow AMCHAM's e-news briefing, published every Friday afternoon.



We are setting an even higher bar for the coming year! If you identify pressing issues that affect a significant number of our members, please reach out to our team. Together, we can make a difference.

[Jen Meckhayai](#)

Government Affairs Director



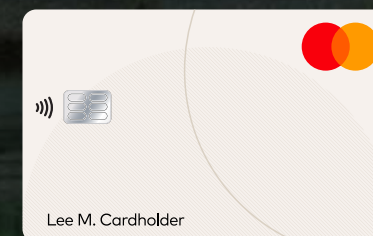
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Customs & Excise Council's November 2024 Video Conference

On November 12, the AMCHAM Customs & Excise Council meeting, featured speakers from the Department of Commerce's Bureau of Industry and Security (BIS) and the U.S. Embassy in Bangkok. The conference provided crucial updates on U.S. export control rules, focusing on the Foreign Direct Product Rules and the Common High Priority List (CHPL). The session aimed to guide member companies subject to the updated U.S. Export Administration Regulations through the latest rules and compliance requirements.

The speaker emphasized the potential consequences of engaging in transactions involving U.S.-regulated items without proper licensing, stressing the importance of due diligence in understanding customers and their supply chains. Strict U.S. export controls were highlighted, along with the significance of the CHPL, which includes 50 HS codes used to prioritize controlled items.

Three Questions

- All FDP rules require you to answer three questions
- What was used to make the foreign item? (Input)
- What is the foreign-produced item? (Output)
- What will you do with the foreign item? (Destination Scope or End-User Scope)

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Subject to the EAR

Input: technology/software

Output: Foreign product

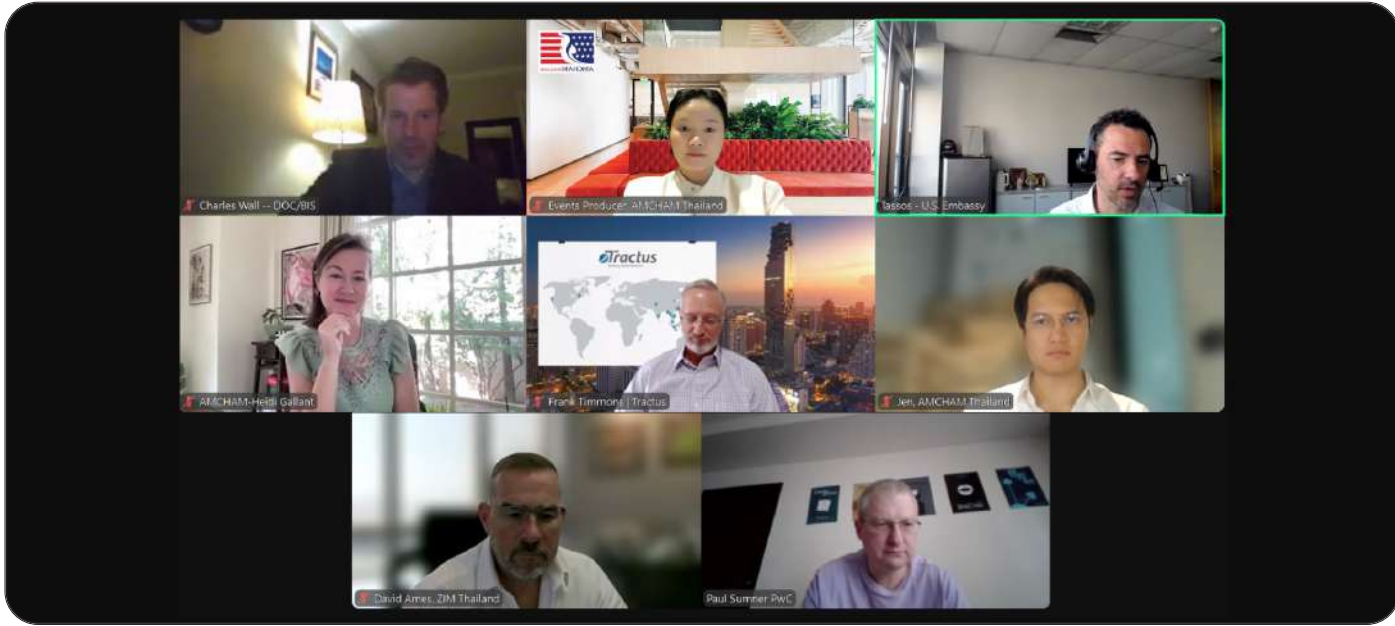
Destination: End User/Use



Charles Wall -- DOC/BIS



3



Meeting with Eastern Economic Corridor Office of Thailand (EECO)

On November 21, Executive Director Heidi Gallant, along with AMCHAM's Government Affairs Director Jen Meckhayai and team members, welcomed delegates from the Eastern Economic Corridor Office of Thailand (EECO), led by Dr. Chalachit Vorawangso Virakul, EECO's Assistant Secretary General.

During the meeting, AMCHAM and EECO explored potential collaboration opportunities, including promoting the EEC's new investment incentive scheme among AMCHAM members, enhancing the high-skilled workforce and talent pool for investors, and streamlining the investment process for foreign investors. The discussion also covered updates on EEC infrastructure projects and initiatives to boost investment in high-value tourism, the medical and wellness industries, and bio-circular-green industries.



Roundtable with the Ministry of Commerce

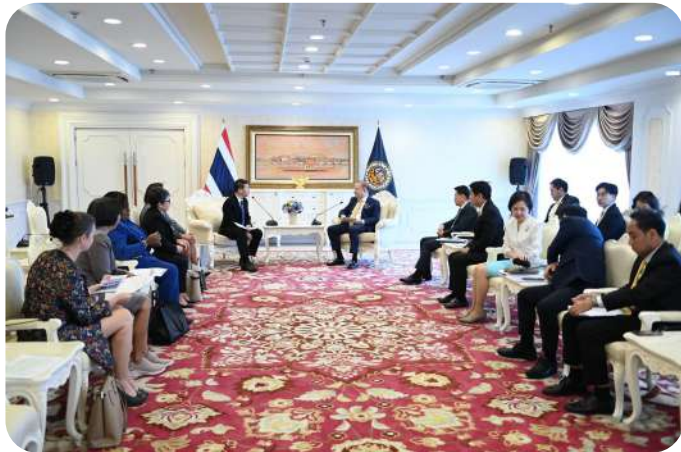
On January 6, AMCHAM President Chatit Huayhongtong of Chevron led a delegation to meet with H.E. Pichai Nariphaphan, Minister of Commerce, and senior officials from key departments.

Minister Pichai outlined his priorities to boost Thailand’s GDP, promote ease of doing business, ensure legal compliance, and advance Free Trade Agreements negotiations. The discussion included the Thailand-U.S. Trade and Investment Conference 2025, with the Ministry confirming its role as an organizing partner.

AMCHAM also presented its Five to Thrive 2025 framework, focusing on regulatory improvements to attract foreign direct investment and green initiatives. The Minister welcomed the alignment with the Ministry’s agenda and expressed support for collaboration on sustainable growth.

Additional topics included trade agreements and extending the Generalized System of Preference program to enhance export competitiveness.

The meeting reinforced the strong partnership between AMCHAM and the Ministry, emphasizing shared commitments to advancing U.S.-Thailand trade and investment.



Roundtable Meeting with Digital Economy Promotion Agency

On January 7, AMCHAM Government Affairs Director Jen Meckhayai, along with AMCHAM Digital Economy Committee Co-Chairs Randy McGraw of Sertis, Kulnisha Srimontien of Price Sanond, Sarinthorn (Jyoti) Sachavirawong of Asia Group Advisors, and Piriya Piriyaakrit of Bower Group Asia welcomed delegates from the Digital Economy Promotion Agency (DEPA). The delegation was led by Kasama Kongsamak, Executive Vice President of the Digital Strategy and Security Promotion Unit at DEPA and joined by Steven Rynecki of USAID, who participated to explore potential USAID support for the collaboration.

During the meeting, DEPA and AMCHAM discussed collaboration opportunities to support the Thai government’s human resource development initiatives for the digital economy. They also reviewed DEPA’s efforts to enhance the government’s public procurement system using digital solutions.



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 2204, 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.



Naambo Shivute is the Business Development Manager of LawtonAsia. She also serves as a Co-Chair on the AMCHAM Human Capital Committee



Describe your experience of being involved in AMCHAM leadership.

Being involved in AMCHAM leadership as a co-chair on the Human Capital committee has been both rewarding and impactful. My involvement has provided the opportunity to influence HR policy discussions, collaborate with diverse business leaders, and contribute to the professional development of members. It also provides a platform for networking, fostering relationships, and addressing issues affecting business communities in Thailand.

Can you share a memorable success story that highlights the impact of effective HR practices?

I experienced the impact of effective HR practices firsthand in 2014 when I took on a role at a major tech company right after maternity leave. Being

recruited during my third trimester was daunting, but the company's onboarding process made all the difference. They recognized that new hires might feel overwhelmed and structured the onboarding to include comprehensive orientations, mentorship pairings, and regular check-ins during the first six months. The initial two months were focused on familiarizing ourselves with different roles, departments, and resources, which alleviated the pressure to perform immediately. By considering employees' varied needs, the company fostered an environment of support and equity. As a result, my transition back to work was much smoother, and I quickly became a key contributor to my team. This experience highlights the importance of effective HR practices in enhancing employee integration, engagement, and productivity.

What advice would you give young women to succeed in their personal and professional lives?

Succeeding both personally and professionally involves advocating for yourself. It is crucial! Do not hesitate to speak up for your needs and ambitions. It is equally important to stick to your moral ground and make decisions that align with your values, even when facing external pressures. Building a strong and supportive network of mentors and sponsors has been instrumental for me. They can open doors and provide invaluable guidance. Participating in organizations like AMCHAM has significantly boosted my networking and visibility. Nurturing relationships with family and friends and having interests beyond your career can provide balance and motivation. Ultimately, having goals that go beyond just career aspirations adds depth and fulfillment to life.

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Meet Parichat (Fourth) Khuanmateta

Meet Parichat “Fourth” Khuanmateta, an AMCHAM Scholarship alumna and rising HR professional. Now an Associate Consultant at PERSOLKELLY, Fourth shares her AMCHAM University Scholarship experience and how it has transformed her life. A dedicated learner, gym enthusiast, and cat lover, she’s passionately building her dream career as an HR Business Partner.

“The AMCHAM Orientation and Career Camps were particularly beneficial in preparing me for future opportunities.”

My name is Parichat Khuanmateta, or Fourth. I am currently employed as an Associate Consultant at PERSOLKELLY Thailand. I hold a Bachelor of Arts degree in English from Khon Kaen University. During my time at my university, I encountered various challenges; however, I was fortunate to receive the AMCHAM scholarship at that time. I applied for the scholarship because AMCHAM Thailand fosters global connections and aims to create a positive impact within the country.



This scholarship significantly transformed my academic journey. It allowed me to strengthen my academic skills and take on new challenges. The AMCHAM Orientation and Career Camps were particularly beneficial in preparing me for future opportunities. Workshops and mock interviews led by industry professionals provided me with a clearer understanding of my goals and aspirations. Interacting directly with executives from multinational companies, entrepreneurs, and HR professionals provided me with essential insights

into the dynamic job market. These sessions emphasized practical skills like resume writing, interview techniques, and personal branding, offering me constructive feedback to improve my self-presentation. Additionally, the opportunity to network with peers and professionals was invaluable, allowing us to build relationships that could positively impact our careers.

Thanks to these experiences, I was able to join PERSOLKELLY Thailand, a member of AMCHAM. In nearly a year with the company, I have gained valuable insights into business operations across various industries in Thailand, while also contributing to workforce development. Although my journey is just beginning; I am eager to make a meaningful contribution to society and continue developing my skills to the best of my abilities. This role has deepened my understanding of the complexities of the job market and has fueled my passion for helping others succeed in their careers.

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Member Luncheon with Minister of Commerce H.E. Pichai Naripthaphan



On December 9, the American Chamber of Commerce in Thailand (AMCHAM) welcomed H.E. Pichai Naripthaphan, Minister of Commerce, as the honored guest at its Member Luncheon, where he shared insights into Thailand's trade and economic strategy.

Incoming AMCHAM President Chatit Huayhongtong of Chevron opened the event, emphasizing the significance of the U.S.-Thailand trade relationship, with the U.S. being Thailand's largest export market. He said, "AMCHAM remains committed to partnering with Prime Minister Paetongtarn Shinawatra's administration and strengthening our collaboration with the Royal Thai Government and the Ministry of Commerce."

In a fireside chat moderated by AMCHAM President Ornkanya (Mook) Pibulldham of Bank of America, Minister Pichai outlined Thailand's 2024 trade performance and his strategic vision for 2025. He addressed priorities such as attracting Foreign Direct Investment (FDI) and advancing free trade agreements. His strategies to overcome challenges were well received by AMCHAM members.

During the question-and-answer session, Minister Pichai discussed his support for Thailand's automotive industry, plans to bolster SMEs, and enhancing collaboration with the private sector to implement stronger safeguard measures aimed at protecting important industries in Thailand.

U.S. Ambassador to Thailand Robert Godec was also in attendance, underscoring the event's significance as a platform for dialogue on critical trade and investment issues.

This luncheon reflected AMCHAM's dedication to facilitating meaningful discussions between its members and key government leaders to help shape Thailand's economic and trade landscape.



Legal Committee

Will Your Next Lawyer Be a Robot? - AI and Its Impact on Legal Services – Nov 19

Speakers: [Eddie Nasser](#) of Paxton.AI

Moderator: [Christopher Knight](#) of Everett Knight

Organized by: [Legal Committee](#)

Event Highlights:

The AMCHAM Legal Committee hosted an insightful webinar featuring Eddie Nasser of Paxton.AI where the speaker shared valuable insights into how AI technologies are reshaping the legal landscape and transforming traditional legal practices.



Tax Council

November 2024 Webinar - U.S. Tax Updates – Nov 22

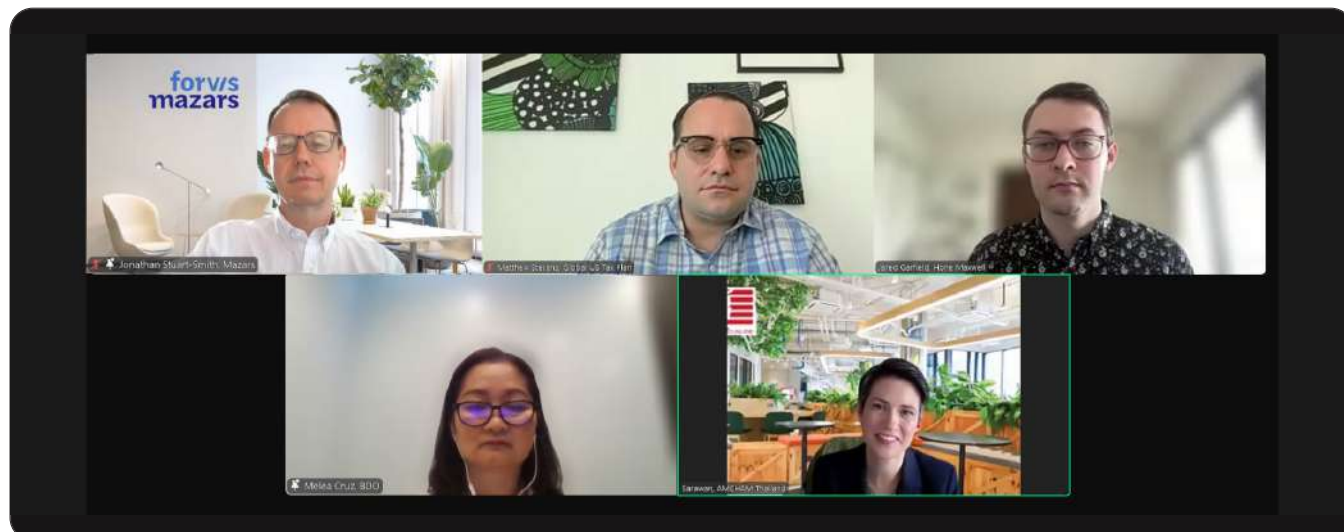
Speakers: [Matthew Stevens](#) of Global U.S. Tax Plan and [Jared Garfield](#) of Hone Maxwell LLP

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

Organized by: [Tax Council](#)

Event Highlights:

The AMCHAM Tax Council hosted a webinar on U.S. Tax 2024 Updates featuring Matthew Stevens of Global U.S. Tax Plan and Jared Garfield of Hone Maxwell LLP. They provided key updates on the Corporate Transparency Act 2024, notable international tax cases, and potential tax changes under a new administration. Topics included the SCOTUS ruling on taxing unrealized income, the IRS appeal regarding Form 5471 filing, and the expiring Tax Cuts and Jobs Act provisions in 2025.



HR Committee

2025 Top Trends in Compensation & Benefits: Navigating Through Change & Challenges – Nov 27

Speakers: [Thira Laulathaphol](#) of Mercer

Organized by: [HR Committee](#)

Event Highlights:

The AMCHAM HR Committee hosted an insightful event featuring Thira Laulathaphol of Mercer, exploring the latest trends in compensation and benefits. Participants delved into topics such as global risks, employee priorities, key trends, and industry insights. During the question-and-answer session, the speaker provided comprehensive answers to all attendees' questions.



EVENTS

AMCHAM Signature Event AMCHAM Festive Eggnog – Dec 2

Event Highlights:

AMCHAM kicked off the holiday season with its traditional Festive Eggnog Party. Members enjoyed a wonderful evening filled with eggnog, lively conversations, and a festive atmosphere. Children were delighted by holiday movies, creative activities, and a special visit from Santa. Members also contributed by making donations to support the AMCHAM Thailand Foundation's scholarship students, giving the gift of education. What a joyful celebration!



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EVENTS

Auto Council

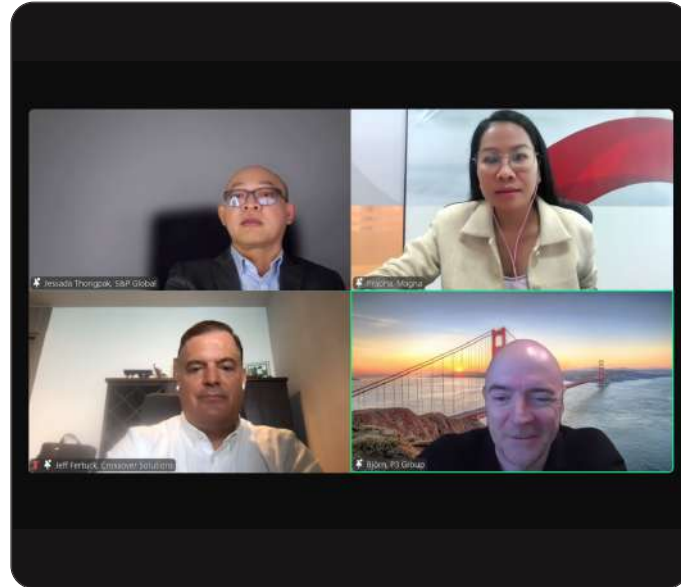
Thailand and ASEAN Automotive Market Update – Dec 4

Speakers: [Jessada Thongpak](#) of S&P Global Mobility

Organized by: [Auto Council](#)

Event Highlights:

The AMCHAM Auto Council hosted a webinar on Thailand and ASEAN Automotive Market Update, featuring Jessada Thongpak of S&P Global Mobility. The speaker presented the ASEAN Light Vehicle Production Capacity & Utilization Forecast for 2019–2031, highlighting the region's potential as a developing market for electric vehicles. He also provided a snapshot of Thailand's automotive industry in 2024, discussing key challenges facing the ASEAN market, particularly Thailand, for example, stricter auto loan policies, market and manufacturing competitiveness, and global uncertainties. The webinar also covered Thailand's xEV trend forecast and xEV incentives.



Manufacturing Committee

Cloud-based Video Security Options for Manufacturers – Dec 12

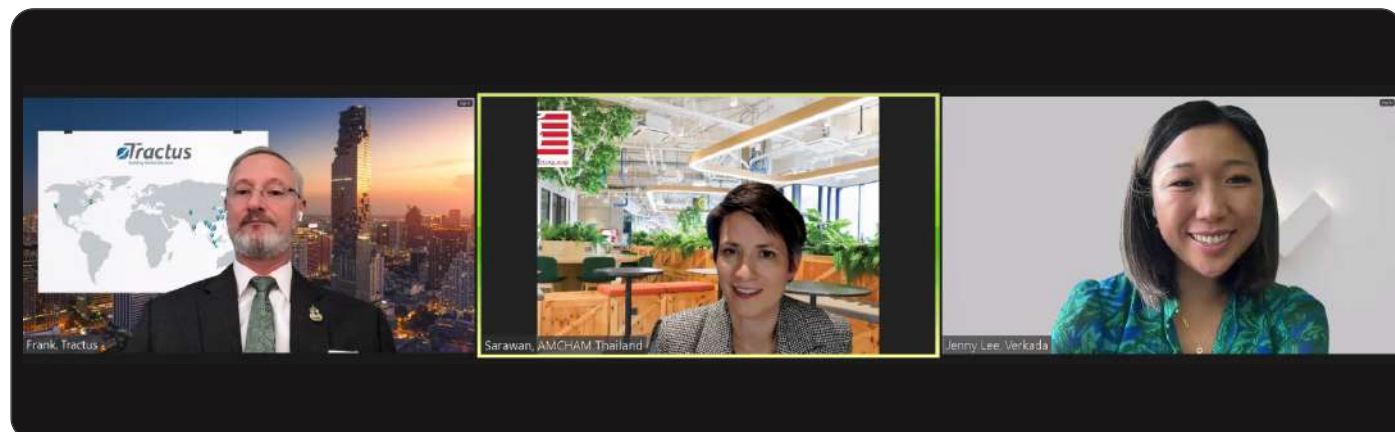
Speakers: [Jenny Lee](#) of Verkada

Moderator: [Frank Timmons](#) of Tractus

Organized by: [Manufacturing Committee](#)

Event Highlights:

The AMCHAM Manufacturing Committee hosted a webinar featuring Jenny Lee of Verkada, who discussed the value of integrated security solutions in the manufacturing sector. She demonstrated how manufacturers can transform facility security and operational management into proactive, efficient, and future-ready systems.



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Bangkok Welcomes 1010 Wine Bar & Restaurant

A new addition to Bangkok's culinary scene, 1010 Wine Bar & Restaurant has recently opened at Emsphere Mall, bringing a fresh take on wining and dining to Bangkok. Offering over 50 wines by the glass and bottle, paired with a Mediterranean-inspired menu, 1010 caters to wine enthusiasts and casual diners alike.

Led by Sommelier Maliwan and Sardinian-born Chef Andrea Ortu, 1010 combines expertise and creativity to deliver an unforgettable dining experience. Signature dishes, such as Paccheri with Seafood and Scallops with Foie Gras, reflect a dedication to quality ingredients and authentic flavors.

The venue features distinct spaces to suit every occasion, from a cozy indoor dining area to a lively

outdoor terrace complete with DJ sets ideal for a quiet meal or a vibrant night out.



Cathay Pacific Expands Its North America Network with a New Route to Dallas Fort Worth



Deepening the airline's North America presence and strengthening Hong Kong's transpacific connectivity

Cathay Pacific is set to enhance its North America network with the launch of non-stop flights between Hong Kong and Dallas Fort Worth

International Airport (DFW) starting April 24, 2025. This will mark the airlines' sixth U.S. passenger destination and eighth in North America, reinforcing its presence on the continent while strengthening Hong Kong's position as a transpacific aviation hub.

Cathay Pacific will operate four weekly flights using its Airbus A350 - 1000 aircraft, adding to its 88 weekly North America return flights, which currently include destinations like Boston, Chicago, Los Angeles, New York, San Francisco, Toronto and Vancouver—which will increase to 108 by May 2025.

This expansion underscores Cathay Pacific's enduring commitment to the North America market since its augural flight to Vancouver in 1983.

Le Méridien Bangkok Achieves Prestigious Diamond Safety Award

Le Méridien Bangkok has been awarded the prestigious Diamond tier at the BSA Building Safety Awards 2024, distinguishing itself as the only five-star hotel to receive this highest level of recognition from The Building Inspectors Association.

The Diamond Award represents the pinnacle of building safety excellence and demonstrates the hotel's unwavering commitment to maintaining the highest standards of safety and security for its guests and staff. "This Diamond award reflects our dedication to exceeding safety standards and ensuring a secure environment for our valued guests and team members," said Dieter Ruckenbauer, General Manager at Le Méridien Bangkok. "Being the only five-star hotel to achieve this recognition underscores our position as a leader in hospitality safety standards."

The BSA Building Safety Awards are recognized as a benchmark for excellence in building safety and maintenance across Thailand's hospitality sector.



The PLEDGE on Food Waste Certifies 55 Marriott Hotels



Marriott International UK, Ireland, and Nordics (UKIN) set the ambitious goal for all 55 managed properties to be certified by The PLEDGE on Food Waste

To achieve this, more than 120 Chefs, directors of F&B, and hotel managers have been trained by LightBlue during a two-day workshop in Edinburgh. The workshop equipped them with the mindset, know-how, and tools to effectively implement and achieve The PLEDGE certification.

Adopting a holistic approach, the hotels first formed their Food Lovers' Committee and then

implemented new best practices aligned with the 95 criteria of The PLEDGE.

To verify the 55 hotels' compliance with the standard, each property went through third-party audits conducted by SGS UK and Audit Diagnostic Solutions Tourism.

This collective effort resulted in a remarkable 25% reduction in food waste per cover, equivalent to over 215,900 meals and 415 tonnes of carbon emissions avoided. On the culinary craft side, 121 zero-food-waste dishes were added to the menus.





Welcome New Members

CORPORATE MEMBERS



Located at Emsphere Mall in Bangkok, 1010 Wine Bar & Restaurant offers a curated selection of global wines and Mediterranean-inspired dishes. Named after the playful Thai phrase “Sip Sip,” it features cozy interiors and a lively terrace, making it perfect for any occasion. At 1010, every visit is a celebration of life’s simple pleasures, brought to you with great flavors and warm hospitality.



Amsterdam GR bridges the gap between business, politics, and policy in global markets. Founded by international lawyer Robert Amsterdam, the firm combines global expertise with local insights, specializing in government relations advisory, market entry support, strategic communications, and crisis management. With a strong presence in Thailand and an extensive international network, they help businesses engage effectively with policymakers and stakeholders.



BHJ is a leading global supplier of animal proteins for food and pet food industries. Since 1969, it has sourced meat and fish raw materials worldwide, processing them in its own plants to add value for industry clients. Through its international network, market intelligence, and quality processes, it provides global access to valuable proteins while reducing complexity for its partners and operating in compliance with local regulations.



Chanwanich Security Printing specializes in anti-counterfeiting printing technology. Trusted by both government and private sectors, it prints high-security materials including banknotes, lottery tickets, stamps, financial documents, identity cards, educational materials, and various card types. From its origins in security printing, it has expanded its services to include packaging, e-document solutions, and fulfillment services.

January 2025



Established in 1989, EVA Air is Taiwan’s first private international airline and a part of the Evergreen Group. Operating a fleet of over 80 Boeing and Airbus aircraft, it serves more than 60 destinations worldwide. A Star Alliance member, it has earned SKYTRAX 5-Star status for nine consecutive years, along with accolades for its premium economy catering, business class amenities, and world-class service standards.



InterContinental Chiang Mai The Mae Ping offers a modern retreat in the heart of Chiang Mai, conveniently located near Wat Chang Kong and just minutes from the airport. Blending Lanna heritage with contemporary luxury, the hotel features 240 elegant rooms, five dining venues, and versatile event spaces. Guests can enjoy art exhibitions, live music, and stunning views of a 600-year-old stupa, embracing local culture.



JUMP! Foundation inspires and empowers youth through innovative, transformational learning programs. It offers leadership activities for international schools and universities through in-school (J! Schools), online platforms (J! Connected), and outdoor adventures (J! Experiences). As a non-profit social enterprise, JUMP! reinvests surplus into J! Impact, supporting youth development projects and CSR initiatives. Headquartered in Bangkok, JUMP! operates on a global space.



Kilpatrick specializes in headhunting and HR services, delivering reliable results through personalized client contact and advanced in-house technology. Committed to excellence, it prioritizes employee well-being with flexible work arrangements and robust benefits, fostering a positive environment. Operating globally as a united team, Kilpatrick thrives on bringing out the best in itself to serve its clients better.



Welcome New Members

CORPORATE MEMBERS



TSK Steel, based in Thailand, is a leading supplier of premium flat steel products in Southeast Asia, serving the electrical appliance, automotive, and electronics industries. Partnering with China Steel Corporation, it prioritizes research and development, quality, and cost efficiency. With strict quality control and exceptional service, it delivers high-performance steel coils and sheets that meet industry standards.



VCON, a leader in Thailand's construction materials industry, specializes in innovative products like hollow core slabs, precast concrete, and low-carbon materials. Founded over 50 years ago by U.S.-trained engineers, VCON prioritizes sustainability and quality. Known for landmark projects like Suvarnabhumi Airport and ICONSIAM, VCON sets the standard for modern, eco-friendly construction solutions.



Zinc is a global marketing business with 400 specialists across 20 offices in 13 countries. Founded in 2005 in Melbourne, Australia, its roots trace back to mcs promotion GmbH, established in 1975 in Solingen, Germany. Built on the philosophy of finding better ways to do business, it delivers innovative, client-focused marketing solutions worldwide.

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

Affinity Program

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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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