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President’s Message

The tourism industry is considered one of the largest industries in the world, not only in GDP contribution but certainly also with regards to employment generator. With several members, and our Executive Director in his former jobs, active in the hospitality and tourism related sector, we felt it’s about time to spend this 3rd Commerce Magazine edition of the year on this fast growing industry. It is an industry which affects us all, either directly through profession or as business traveler and/or tourist flying around the globe ourselves; we can all see the enormous impact tourism has.

Looking back at the first half of the year, the NTCC tourism committee has been very active in organizing several specific informative sessions with expert speakers in their respective fields of travel & hospitality.

The chosen topics are always forward looking and zooms in on the fast changing, sometimes disruptive technological solutions and trends. But one thing will remain; it is and will always be a people's industry and customer behavior tends to become more demanding, hence proper education and training will be even more important in the distant future. We will read all about this in the interview and event write-up pages.

Whilst tourism is generally being perceived as something positive, if not managed well it can also create unpleasant side-effects. We see examples in the world where mass-tourism is either damaging the natural environment or creates frictions with the local inhabitants. Not too far away, we can see what the enormous influx of mainly Chinese tourists bring to the pristine beaches of Phi Phi Island, the Chiang Mai old town and the Grand Palace temple complex.

The Thai government is fully aware of these implications and tries to steer the growth in proper channels but in the meantime has some catching up to do. Expansion of several international and domestic airports, (cruise) harbors and building new tourism attractions will generate more investment opportunities in the form of public-private-partnership deals and is being addressed in their 20-year masterplan.

Having recently enjoyed the largest Welcome Back Festival networking event ever in NTCC’s history at the beautiful Residence within the Netherlands Embassy, we are fully charged with positive energy and look forward to an active engagement with all our members in the months to come. One particular highlight I wish to focus on will be the upcoming 20th Sustainable Innovation Award ceremony & dinner taking place at The Athenee Hotel Bangkok on Friday 23rd of November. We encourage you all to submit your views on how we collectively can make this world a better place by focusing on people, planet and profits in doing business.

Stefan van der Sluys
NTCC President
Thailand has one of the most developed tourism markets in Asia. The ‘Land of Smiles’, is known for its hospitality, beautiful beaches, historical places and eco-attractions, its world-famous cuisine, good infrastructure and affordable accommodation. In 2017, Thailand welcomed a record number of 35.4 million visitors and is expected to remain a prime tourist destination in the years to come.

Thailand’s geographical location in the heart of mainland Southeast Asia and its relatively well developed infrastructure makes the country an important regional hub. The number of international visitors to Thailand is expected to increase in the coming years to more than 40 million by 2020 and will be the world’s 10th fastest growing country for the industry over the next decade. Most visitors will continue to come from the Asia Pacific region (31.2 million in 2020), followed by European tourists (5.7 million in 2020) and North American (1.3 million).

Thailand’s capital city Bangkok is listed in the top 10 of the world’s most attractive cities to visit and saw an increase in the tourists from China, USA, India and the Middle East. The city has two airports (Suvarnabhumi Airport and Don Mueang Airport), mass-transit rails system, busses and river boat services. Other established tourist destinations are Phuket, Pattaya and Chiang Mai. At the same time, domestic travelling for Thais is encouraged by the Thai government as a mean to support income distribution to regional households. Domestic spending on hotels and restaurants – in particular from the country’s middle class - is expected to increase between this year and 2020.

The Thai government aims to develop Thailand as a center for tourism services in ASEAN. Instead of competing with neighboring countries, tourism operators are encouraged to promote Thailand plus destinations, particularly as a gateway to Greater Mekong Sub-Region (Cambodia, Laos, Myanmar, Vietnam, and China). The government has also eased tourist visa procedures to attract both long-term and short-term visits. These include an allowance of multiple entry visa and reduced/waived visa fees for some nationals.

**Contribution to the Thai economy**

The tourism industry is one of Thailand’s main economic sectors, contributing 9.4% directly (e.g. accommodation and transportation) to its GDP in 2017. The total contribution (direct and indirect spending such as purchases of goods and services by the sectors dealing directly with tourists) is even higher and was 21.2% in that same year. In 2017, international tourists spend USD 59.6 billion for both business and leisure trips. Also in terms of employment, the tourism industry is an important player in which 6.2% of all employed Thais are working in hotels, travel agents, airlines and other tourism related services. The spillover effect from this sector to other industries is large and the total contribution of travel and tourism to employment is 15.5% of total employment.

In 2016, the Thai government announced its ‘Thailand 4.0’ strategy, which aims to transform the country into a value-based economy through innovation, knowledge, technology and creativity. The plan is to turn the country into a sustainable tourist destination where quality is preferred over quantity. The aim is to promote Thailand as a ‘Preferred Destination’ that will attract quality leisure tourists from around the world by incorporating Thai culture into tourism promotion. Both on international and national level, Thailand is positioning itself as the tourism hub of Southeast Asia by promoting new markets as well as the niche markets, such as the medical, wellness, honeymoon and sports market.
Business tourism

Besides leisure tourism, business tourism to Thailand has been on the rise as well. Business travel spending accounted for 11.8% of the travel and tourism industry’s contribution to GDP in 2017, which was valued cumulatively at USD 9.07 billion for the year, according to data from the World Travel & Tourism Council (WTTC). While traditional business travelling is declining due to new communication technologies, the MICE (Meetings, Incentives, Conferences, and Events) industry has become more important.

Thailand has a reliable reputation within the MICE industry. The country offers a number of internationally accepted venues for trade fairs and exhibitions, including BITEC, IMPACT and QSNCC. Only the political unrest in 2008 and 2014 caused a decline within the industry with fewer events being organized. According to Thailand Convention and Exhibition Bureau (TCEB), Thailand welcomed more than 36 million MICE travelers, generating revenue of USD 5.39 billion in 2017. Of these, around 1 million were international MICE visitors, generating USD 2.65 billion in revenue and the rest was domestic MICE travelers.

The TCEB also reported that more than 350 conventions were already held in the first half of 2018. Up to 45% of these events took place in Bangkok, while the remaining happened in other MICE designated cities such as Chiang Mai, Pattaya, Phuket, and Khon Kaen, as well as others like Chiang Rai, Nakhon Ratchasima, Udon Thani, and Songkhla.

The TCEB plan, running from 2016 to 2020, includes several incentives to attract further investment in MICE at both the national and regional levels. One of these incentives is the “Convene in Paradise” campaign which provides up to THB 1 million in support of conventions related to the five core industries: health and wellness; energy; food and agribusiness; infrastructure and logistics; and automotive and electronics. To qualify, the convention needs to last at least two full days and attract a minimum of 500 international delegates.

Medical tourism

Medical and health tourism are another key components of the market strategy plan to increase the numbers of tourism and spending in Thailand. The country is recognized as one of the most competitive destinations for high-quality and affordable care (healthcare costs in Thailand are only around one-fifth of those in the US and Europe). In 2016, the International Healthcare Research Centre ranked Thailand’s Medical Tourism Industry no. 6 in the world based on the destination attractiveness and medical tourism costs.

Thailand attracts over 2 million international patients a year and the number is rising. It is estimated that in 2015 the healthcare system in Thailand treated around 2.8 million foreign patients (up 10.2% from 2014) and generated earning of US$3 billion (up 15%). Most foreign patients are from the Middle East and Southeast Asian countries. To stimulate this sector and attract more tourists, the staying period for medical treatment for patients from China, Laos, Cambodia, Myanmar and Vietnam has been tripled to 90 days. Besides medical treatments, medical tourists also visit Thailand for health checks, cosmetic surgery/treatment (e.g. Botox), wellness and traditional medicines.
The Future of Tourism

After an interesting discussion at the Tourism 4.0 event taking place on June 26th we asked ourselves, how is the future of tourism going to look like? Organized by students from Stenden Thailand, we got an interesting insight into what the future might look like.

Tourism 4.0 is an annual event that focuses on the newest trends in the tourism and hospitality industry. After last year’s discussion about the importance of digital influencers, this year’s guiding question was ‘Blockchain in Tourism: ready for takeoff?’. This new trend was discussed by experts, such as representatives from Amadeus, HotNow and SmartContract, as well as the attendees present. Blockchain does not only affect the tourism industry but any industry. As the world is always changing we have to think about new opportunities, as well as threats these new trends behold. Described as a ‘game changer’ by some and ‘just another trend’ by others, Blockchain technology has certainly caused a stir in recent years. With cryptocurrencies as a regular topic of discussion and plenty of media attention, other areas that are and will be impacted by Blockchain don’t receive the same attention yet. Especially for Tourism stakeholders, Blockchain offers plenty of opportunities. During the event Lodewijk Veldhuizen from Anything App explained the definition of blockchain as a digital database containing information that can be simultaneously used and shared within a large decentralized, publicly accessible network.

Benefits include cost reduction due to the elimination of middle men as well as better accessibility because of the fact that the data is stored online. Major players in the blockchain technology are disrupting the way we do business. Companies such as Avinoc and the Winding Tree are innovating the industry as they offer new concepts for airlines and vacation resorts to efficiently make use of the technology. The sustainable approach hereby lies within the reduction of empty seats or unused rooms.

This new concept might also be a good opportunity for a more sustainable approach. However there should also be a precaution because there are no global regulations on this technology yet.

Stenden’s Approach on educating the Future

After an insightful event, we also wanted to get a better insight on how the education system adapts all the changes. We asked Jens Dallmann, Academic Dean and Site Manager of Stenden Thailand, how he sees the future of tourism, and how NHL Stenden is educating its students for this future.

NHL Stenden has a Design Based approach on educating its students. This new method implements an interdisciplinary approach and blockchain technology is just one example of how two different disciplines (IT and tourism) create a demand in the job market. Their philosophy ‘has proven to provide the perfect
playground for students to create prototypes, redesign ideas and develop entrepreneurial mindsets.' Students work closely together with companies in order to gain practical experience. Mr. Dallmann added ‘For our campus here in Thailand, the collaboration with the local partner Panyapiwat Institute of Management, and its corporate background within CP ALL Plc., enables us to implement this practically-oriented mindset perfectly.’

With its new approach, NHL Stenden tries to envision what the job market requires and include these requirements in the form of learning outcomes into the curriculum while adhering to national and international education standards. ‘This means to let students, lecturers and researchers form a multidisciplinary team by working in small groups that aim to solve real life problems in co-creation with the professional field, all taking place in an international context.’ As can be seen in the example of blockchain technology, especially in ever-changing industries such as tourism it is important to prepare students for the unknown.

Furthermore, the university is also trying to implement that the students look outside of the box with long term solutions for the tourism industry.

Nowadays the basic hard skills are still important, but so-called 21st century skills have become more relevant. This includes learning skills such as critical thinking and creativity, digital skills like ICT literacy and life skills such as self-direction and cross-cultural management skills. So students in all sectors do not just have to perform on the academic level, but also on a whole different level.

When talking of the future of tourism, the effects of mass tourism in many countries are a regular topic of discussion. As an example it was mentioned that ‘closing one beach and organizing beach clean-ups are short-term solutions to a long-term problem. Managing tourist numbers is part of a sustainable approach and in the end it boils down to education and awareness. If tourism providers and regulators think sustainably, they will know that, in the long run, the environment needs stronger consideration as it is the product they are ultimately selling.’ Stenden Thailand is providing a community-based tourism program that teaches tourism students how to help local communities with finding new and more sustainable ways of tourism.

With the issue at hand to consider the environment as part of the product that is being sold, Mr Dallmann proposes the ‘Long-term question if Thailand can and should maintain the image of a cheap travel destination and whether that is what all tourism stakeholders want.’ All in all there are many changes to come. Whether blockchain might behold the future or another technology is an open question. NHL Stenden's approach on educating young people is on the right track to keep an open mind to anything new and unknown.

We would like to thank Jens Dallmann for his time and his insights within the industry as well as the educational point of view.
St Andrews International School, Green Valley, located on the Eastern Seaboard, is proud to be the only school in the area offering a Dutch programme for its thriving community. Recently the school welcomed a visit from H.E. Kees Rade, the Ambassador of the Kingdom of the Netherlands, who was accompanied by Ms. Pantipa Sutdhapanya, the Senior Economic Officer and Mr. Kevin van Lierop, Intern at Political and Economic department. The Ambassador was extremely impressed by the welcome he received from our Dutch community and the unique setting of our beautiful campus. After meeting students, parents and teachers over lunch, the Ambassador was invited to watch the launch of rockets which the children had created with typical Dutch/Belgian designs to celebrate this special day. It was a great opportunity for everyone to speak to the Ambassador and answer many of his questions about the Dutchstream at St Andrews. After an exchange of gifts, where there were shrieks of delight as the children received their special Dutch presents, the Ambassador then enjoyed a tour of the school.

At St Andrews Dutch classes are taught by highly qualified native Dutch speakers with over 20 years experience. Children receive 2-3 hours per week in a dedicated class space with a well resourced Dutch Library and achieve outstanding grades with a track record of 100% A/A* in IGCSE Dutch. If you would like further information about this programme please contact Mirna via mroosma@standrews-schools.com

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CAMBODIA: MARKET OPPORTUNITIES

On the 23th of August, the NTCC in collaboration with the Embassy of the Netherlands in Thailand and EuroCham Cambodia, organized a seminar on potential business opportunities in Cambodia.

During the event, sector specific opportunities were highlighted in the agricultural, health, logistics, energy, and garment industry. The more than 30 attendees had the opportunity to exchange thoughts and ideas with the present speakers, who already work in the country. The event was a great success and the participants enjoyed the discussion with the expats working in Cambodia.

CHIANG MAI CONNECT BY NTCC

After the launch of the new platform Chiang Mai Connect in May 2017, various events have been organized this year.

The second meetup of the year took place on May 3rd and was all about travel and tourism ecosystem. More than 130 people joined from various local and international companies. This event was all about the future of tourism and how the changes will influence the way people travel.

The third meetup took place on August 2nd and involved a large networking special. The event was joined by two guest speakers Niels Ammerlaan from Mind Tools and Peter Cauvelier from WEAL.

Attendees had the opportunity to learn about new ways of inspiring individuals but also teams.
Starting May 31st until June 2nd the NTCC and various partners organized the Holland Hospitality Business Week. This consists out of a diversity of events such as a Networking event, a culinary luncheon and a career day. During the Networking event the members had the opportunity to catch up with each other, as well as meeting the new Board of Directors of the NTCC. Additionally to that had the members the opportunities to taste an array of Dutch dishes, as well as enjoying some live entertainment.

The second part of this event consisted of a culinary luncheon also at the Ramada Plaza Bangkok Menam.

Furthermore the attendees had the possibility of listening to a presentation by Mr Maarten Prins and Khun Pitinut Pupatwibul from Jones Lang LaSalle about Commercial Real Estates Investments in the Netherlands and a discussion by Mr. Lucien Heijstee, Executive Vice President from Thaivivat Insurance on the topic of ‘Reduction of Liabilities for Local Tour Operators.’

The last day of the event was filled with a career day organized in cooperation with Nuffic Neso. This day offered for European alumni as well as recent graduates opportunities of networking as well as networking with potential future employers from various Thai, as well as Dutch companies.
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On Thursday August 23th we had our annual Nexus-Welcome Back Festival. With a little over 200 guests it was a cheerful evening at the Residence of the Dutch Ambassador in Thailand. The participants had the chance to catch up with each other after the long summer break.

A variety of food dishes and drinks were served by our member companies such as Betagro, BR Group, FrieslandCampina, Fresh Partners, JDE, Coffee Group Asia, onoff spices!, Asian Artisan, SweetChew, Take Me Home Tomatoes, Koedooer Trolleys, Heineken and Wine Connection.

In addition to the delicious food and drinks we also had some live music, lucky draw prices and a nice giveaway. If you missed this event, make sure that you will join us at our upcoming Nexus!
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Willem Niemeijer – CEO YAANA Ventures

By Coline Junghans – Business Development Manager NTCC

A sustainable approach for the future of tourism

YAANA Ventures started its journey in 1993 with the travel company Khiri Travel, which is still central in the company’s portfolio of sustainable travel ventures. Founder Willem Niemeijer wanted to create a different approach on tourism in the region. A more sustainable way that not only benefits tourists but also locals. YAANA Ventures (Khiri Travel, GROUND, Anurak Lodge and Cardamom Tented Camp) present a new way of tourism with the same key values.

Based on the Triple Bottom Line (people, planet, profit) YAANA Ventures strives to give equal importance to the company’s impact on the people and planet, as well as the profit it makes.

After traveling to Asia for the first time, to Indonesia in 1982, he recognized the opportunities for the travel industry in the region. Mr. Niemeijer arrived in Thailand on a job offer in 1987 and soon fell in love with the country and its people. In the future Mr. Niemeijer sees many changes. Global Tourism Arrivals are growing exponentially and expected to reach 1.8 billion annually by 2030, with the largest increase expected in the Asia Pacific region.

So in the next 10 years this region will see a lot more changes as well as challenges. The impact mass tourism has, can already be seen all around the world. Maya Bay is just one of these examples that take place in Thailand. A good approach may be to study examples set by other major cities in the world. In metropolis such as NYC and Amsterdam visitor limits on museums are already in place, managing large numbers. So why not implement the same method on touristic places in Asia?

The sustainability of the massive increase of arrivals is a challenge for the region. Mr. Niemeijer offers “visitor dispersion”, the distribution of travelers to less well-known places as a solution. Thailand itself has so much potential and with a little bit of work new destinations can be created.

This is also an opportunity to get tourism involved in nature conversation effort, helping fund habitat for endangered species. More and more of the forests are being taken away for agricultural or other reasons. Creating a safe haven for animals can provide employment and income for the local community and pull tourists away from sites that are threatened by
over-tourism. An example of this is Cardamom Tented Camp, a project in which YAANA Ventures partners with the Minor Group and Wildlife Alliance to help protect 18,000 hectares of nature in Western Cambodia.

Every guest that stays there automatically helps protecting the rainforest and allowing wildlife to thrive in this ranger-protected area. By supporting one of these projects each and everybody can make a difference. Cardamom Tented Camp raises awareness about the importance of nature conservation in Asia, not just for its guests, but also for the local community, and allows nature and wildlife to be part of a sustainable future for all.

The debate about elephant riding has been going on for a long time. Mr. Niemeijer thinks that everybody should decide on their own if they want to do it or not, as long as they do it with organizations that treat the animals right. A complete ban on elephants in the tourism industry is not a solution. Captive elephants need much space and food, which can only be provided, if their owners gain enough money to do so. The elephants can also not survive in the wild anymore. Creating sanctuaries for captive elephants to live is another good option, though space and costs will be a challenge.

YAANA Ventures plans to unlock more remote areas of Asia by establishing more eco-lodges around regions that support communities, the nature and wildlife, while creating awareness at the same time.

Khiri Travel has celebrated its 25th anniversary on August 24, 2018 and looks back on an eventful era. Looking into the future with bright eyes, Khiri Travel, and its sister companies under the YAANA Ventures brand are planning to achieve even more in the years to come. New technologies, such as blockchain have already now an impact on how they are doing business. This will intensify exponentially in the coming years.

We would like to thank Willem Niemeijer for his time and his insights in the tourism industry. We wish him and his team many more eventful years to come.
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John Sieben
Trade Lane Development Manager
Makro is the first and only wholesale center for professional business operators in Thailand which offers more than 20,000 lists of fresh foods, dried foods, beverages, snacks, consumption goods i.e. soap, toothpaste, non-prescription medicines, kitchen utensils, office equipments and electrical appliances. We provide convenience, time saving and cost efficiency for our members while shopping at makro.

Makro is committed to provide services and become "Your Trusted Partner" to support business growth and create opportunities for members who are operators in various kinds of businesses throughout Thailand to grow together with us.

Makro provides full ranges of consumer products, supporting business operators to reduce costs and increase profitability.
Tourism is one of the most prominent and fastest growing industries in the world. In 2015, the tourism industry generated more than USD 7.8 billion in value, which accounted for 9.8% of global GDP. Thailand has developed its own unique and unrivalled tourism brand. The industry contributes almost a fifth of Thailand’s economy in 2015 and grows year-on-year.

The Second National Tourism Development Plan (2017-2021) outlines the country’s tourism strategy and development roadmap for the next five years. Planning these years is essential, not only to sustain Thailand as a destination of choice, but also to ensure the country’s brand longevity beyond this period.
Building on the previous tourism development plan, the new plan identifies Tourism Thailand’s brand strengths vis-à-vis external competitors, the needs of today’s tourists as well as global tourism trends that must be taken into consideration. On this basis, five strategies will address the country’s tourism challenges and bring the industry to new heights:

1. Development of tourist attractions, products and services, including the encouragement of sustainability, environmental friendliness

2. Development and improvement of supporting infrastructure and amenities, without inflicting negative impact to the local communities and environment

3. Development of tourism human capital’s potential and the development of tourism consciousness among Thai citizens

4. Creation of balance between tourist target groups through targeted marketing that embraces Thainess

5. Organization of collaboration and integration among public sectors, private sectors and general public in tourism development and management including international cooperation 55 detailed initiatives will support these strategies and will be executed in close coordination of the stakeholders; they aim to bring the country closer to its 2036 Tourism Vision. The vision aims to underscore Thailand as the world’s leading quality destination, through balanced development while leveraging Thainess to contribute significantly and sustainably to the country’s socio-economic development and wealth distribution. This is not lip-service, but an elaborated goal to let tourists experience the true Thailand now and for years to come, and to make sure the spoils of tourism are enjoyed by all tourism stakeholders and Thailand’s citizens.

This comprehensive plan is based on interviews, inputs and ideas from industry and government stakeholders, as well as the public. Five focus groups were hosted across the nation, nearly 60 tourism experts and two public hearings with input from more than 1,000 industry stakeholders were taken into consideration.' (Tanatkatrakul, 2017)

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<td>United Kingdom</td>
<td>Kirloskar</td>
<td>123 Main Street, London</td>
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<tr>
<td>U.A.E.</td>
<td>Kirloskar</td>
<td>456 Dubai Avenue, Dubai</td>
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<td>101 New Delhi Street, ND</td>
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<td>The Netherlands</td>
<td>Kirloskar</td>
<td>202 Amsterdam Road, NL</td>
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From new partnerships and new employees to expanding product ranges and sustainability initiatives, our members have not been sitting idle in the past months. Read all about their innovations in this NTCC member news section. If you have any news about your company you would like to publish in the next Commerce magazine or via the bi-weekly NTCC Next newsletter, contact us at communications@ntccthailand.org.

lebua Hotels and Resorts is a rapidly growing international luxury brand that operates distinctive hotels, fine restaurants and bars across continents. Led by visionary CEO Deepak Ohri, the Bangkok-based lebua aspires to tap into a deeper level of exchange with guests and create emotional connections. The Dome at lebua has an impressive collection of restaurants and bars atop lebua presents a 360 degree view of Bangkok skyline. These include Sirocco, the rooftop restaurant serving Mediterranean cuisine, Breeze which serves pan Asian cuisine and Mezzaluna, the Michelin two star restaurant that conjures up French cuisine with a Japanese touch.

Bars at lebua Bangkok are legendary with Sky Bar, named as the most stunning rooftop bar with amazing views of Bangkok; the Flute, a Perrier Jouet Bar, world's highest Al Fresco Champagne Bar; Alfresco - a Chivas Bar, that takes whisky drinking to a new high with an exclusive lebua blend created by Chivas; Distil which has the most amazing liquor options for the connoisseur in you. And that is not all, there is more in the days to come. For your restaurant reservations at Bangkok’s finest dining destination, please call +66 2 624 9555 or email us at reservations@lebua.com.

SPACES, THE AMSTERDAM BASED CREATIVE CO-WORKING HUB OPENS ITS SECOND BANGKOK LOCATION AT CHAMCHURI SQUARE

Bangkok, Thailand – June 7, 2018 – Spaces, the Amsterdam-based creative co-working hub, opens its second location at the heart of Bangkok in the same building that hosts the Board of Investment. On the 24th floor of mixed use building, Chamchuri Square, the workspace offers stunning views of Bangkok and a serene atmosphere, emphasized with relaxing blue hues to set the tone for sparking business ideas.

The convenient location provides 3,281 sqm of sleek and inspiring office space, including 597 workstations and two meeting rooms, offering the ideal creative workspace for everyone from freelancers and entrepreneurs, to startups and anyone requiring a more flexible work environment to facilitate any future organizational changes. Spaces at Chamchuri Square has teamed up with Rocket X, to provide great beverage and snack options as well.

For more information on Spaces at Chamchuri Square and to make enquiries and bookings, please visit www.spacesworks.com.
DELEGATION OF DUTCH EMBASSIES VISITS RABOBANK SINGAPORE


He spoke about the real and rising political and economic tensions between the US and China (and Russia and a very wide range of potential market outcomes are possible, ranging from flat, negative yield curves to higher and steeper ones; and from a sharp sell-off in CNY to a sharp sell-off in USD. Michael concluded saying that if there would be a trade war, major market volatility would follow.

Kirloskar Brothers Thailand Pump Factory Fully Operational

The Kirloskar Pumps Thailand and SPP Pumps Asia new common factory is fully operational at Amata Nakborn Chonburi Industrial Estate.

The factory service the East Asia regional customer base providing FM/UL Fire Pump solutions, water, power, API and industrial pumps solutions to a variety of industries like building & construction, paper, sugar mills, power plants and refineries as well as prestige water projects throughout the region with a recent project delivery of 6 concrete volute pumps for water drainage at Bang Sue for BMA in cooperation with Nawarat.

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Elephants parading from Chiang Mai to Schiphol

In September, Elephant Parade will present 32 stunning life-size, baby elephant statues for one month at Schiphol, the main international airport of The Netherlands and ‘gateway to Europe’. There will be two Pop-up shops with a vast array of Dutch, Thai and international themed miniature replicas. The first at Jan Dellaert Square and a second at Schiphol Plaza.

As one of the busiest airports in all of Europe, it’s the perfect place to raise awareness and funds for the Asian elephant.

Elephant Parade® is a social enterprise and runs the world’s largest art exhibition of decorated elephant statues. Created by artists and celebrities, each Elephant Parade statue is a unique art piece. Limited edition, handcrafted replicas and a select range of products are created from the exhibition elephants. 20% of Elephant Parade net profits are donated to elephant welfare and conservation projects.
As a leading provider of international health insurance, our aim is simple: to offer affordable cover without compromising quality. Our newly launched Elite health plans are flexible and designed specifically for individuals and groups living in Thailand, who wish to secure national and/or international coverage.

With three Elite plans to choose from, that include generous benefit limits and full cover for in and outpatient cancer treatment, high annual limits, and no room-per-day price cap; we can help you build a health plan to suit your needs.

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To find out more or get a quote today contact+66 (0) 2 695 0790 or elite.sales@premiumdirectbroker.com

HMS Thailand entered into a strategic partnership with Beonprice, a global leader in Hotel Revenue Optimization solutions. This intuitive revenue management product is backed by big Data and artificial intelligence to predict better pricing levels and maximize hotel Revenue.

Beonprice is designed to connect with leading Property Management Systems (PMS), Central reservation Systems (CRS) and Channel managers.

Partnering with Beonprice, HMS Thailand is able to perform its Revenue Management Outsourcing services on a continued base and scale their operations without leveraging on quality and output. HMS Thailand is currently supporting over 16 independent hotels in Thailand with Revenue management services and close to 80 hotels with PMS, CRS and Channel manager systems. Visit www.hmsthailand.com to get a full scope of our services.
LUXURY ON THE RIVER OF KINGS

No visit to Bangkok is complete without a trip on the River of Kings. Combining old world splendor and luxurious modern comfort, Manohra Cruises at Anantara Riverside Bangkok offers unforgettable heritage journeys along this legendary waterway.

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HOLLAND RECEIVES A PERFECT SCORE ON GLOBAL LOGISTICS RATING

Inbound Logistics’ calls the Netherlands “the model for European logistics excellence”

The recent Inbound Logistics 2018 Global Logistics Guide gave Holland 10 out of 10 for its sound infrastructure and positive business climate, calling it “the model for European logistics excellence”. The guide evaluated the supply chains and logistics networks of countries worldwide.

The Netherlands received the highest possible score for its “strong transportation pedigree, strong government stimulus around domestic consumption and favorable policies that attract heavy foreign investment.” Inbound Logistics also called Holland the model for European logistics excellence.

The 14th-annual Global Logistics Guide evaluated countries on structural, economic, political and social criteria. Countries were scored on their transportation infrastructure and IT competency. Also, Inbound Logistics assessed each country’s business culture including talent, foreign direct investment and economic freedom.

Holland’s Logistics Leadership

The Netherlands is a true gateway to Europe as home to a multitude of industries like agrifood, fashion and medical technology. With world-class seaports, airports and modern roads and highways, the country is a leader in European logistics. For these reasons along with Holland’s supportive tax structure and highly-educated workforce, companies like Coca-Cola and IBM have chosen the Netherlands for their European operations.

FRESH NEW INGREDIENTS GET AMBASSADOR AND EAST-WEST SEED VP COOKING

The Ambassador of Kingdom of Netherlands to Thailand, His Excellency Kees Rade, and East-West Seed (EWS) Vice President, Michel Devarrewaere, recently showed off their culinary skills in Bangkok.

In front of an audience including media, dignitaries and other VIPs on 19 July at the Embassy of the Netherlands, the pair whipped up the famous Thai spicy papaya salad, known locally as somtum. Three new varieties from EWS were used as key ingredients in the dish, including papaya, cherry tomatoes and corn.

These varieties are in the pre-commercial stage but visitors to the Horti ASIA exhibition (22-24 August at BITEC, Bangkok) were given access to see, taste and feel them for themselves.

These varieties are:
• Fantasy, a tri-color waxy corn,
• Somtum F1, non-GMO papaya and,
• Colorato, cherry tomatoes in different sizes, shapes and colors

Speaking ahead of EWS’ first participation at Horti ASIA, the region’s largest trade exhibition for horticulture, Mr Devarrewaere said: “We want to show the diversity of our range, offering both tropical and temperate vegetable varieties for farmers in Thailand and Asia.”
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