

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME OF CANDIDATE: Noel

FAMILY NAME OF CANDIDATE: Ashpole

NATIONALITY: British

POSITION IN THE COMPANY AND ROLE: Managing Partner



NAME OF THE COMPANY: BDO in Thailand

SECTOR/ACTIVITY: Professional Services

NUMBER OF EMPLOYEES IN THAILAND: 135

WEBSITE: www.bdo.th

SHORT BIOGRAPHY:

I have over 32 years of professional services experience, starting my career in London then transferring to Sydney (3 years), Hong Kong (3 years) before settling in Bangkok, where I have been based for the last 22 years.

During my career I have been involved in the delivery of a variety of audit and non-audit services including financial due diligence, controls and compliance reviews. She has developed strong relationships with regulatory bodies and provided services directly to local listed clients and global international clients.

Her international experience has provided her with great insight into cultural differences and has enabled her to build deep relationships with the Thai business community which is a critical enabler to succeed in Thailand.

She is currently the Managing Partner of BDO in Thailand, which is a member of the BDO global network which extends across 167 countries and territories, with 91,054 people working out of 1,658 offices.

She has a bachelor's degree in Mathematics from the University of Manchester and is a member of the ICAEW. She is married with 4 children.

SHORT DESCRIPTION OF THE COMPANY:

BDO is a professional services organization whose reach extends across 164 countries and Territories..... 95,414 people working towards one goal: to provide our clients with exceptional service.

This isn't about reinventing our profession's approach to service, but about delivering our services exceptionally well – and delivering that high quality consistently in every office, every country and every territory where we have a presence. No matter where you do business, we have people who can help.

There are five key components that describe BDO and our consistently exceptional service delivery:

- **CLIENT NEEDS:** we anticipate our clients' needs and are forthright in our views to ensure the best outcome for you
- **COMMUNICATION:** we are always clear, open & swift in our communication
- **COMMITMENT:** we agree to and meet our commitments, meaning that we deliver what we promise, every day, for every client
- **PEOPLE:** at BDO we are proud to provide the right environment for our people to grow and develop – but also the right people to deliver for our clients
- **VALUE:** Our experts focus on creating value: we give our clients up to date ideas and valuable insights and advice that they can trust

We are a global organisation built on local relationships.

**1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND?
IF YES, WHICH ONE?**

BDO is a member of the BCCT, AustCham and AMCHAM.

2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER?

No, but I currently lead the BCCT Women in Business working group.

3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED?

BDO in Thailand would like to be able to contribute to an organisation that can effectively advocate for European businesses in Thailand. Globally we have dedicated resources that are active in associations and chambers that contribute to policy making process.

From our experience of providing business services to international business operating in Thailand we find the rules and regulations can be complex and often not clear. Our team of professionals, which have local tax, legal and accounting knowledge, will be able to support in the identification of issues and where necessary provide recommendations or insights on solutions.

In addition to the above, I am passionate in ensuring that everyone is equally represented, and encouraging policy and organizational changes that support diversity. I strongly believe a diverse Board will benefit the EABC in achieving its objectives.

I feel my experience and energy will enable me to positively contribute to the EABC achieving its objectives.

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME OF CANDIDATE: YANN

FAMILY NAME OF CANDIDATE: BARY

NATIONALITY: FRENCH

POSITION IN THE COMPANY: EXECUTIVE DIRECTOR

NAME OF THE COMPANY: ACTEUS (THAILAND) CO., LTD.

SECTOR/ACTIVITY: MRO INTEGRATOR

NUMBER OF EMPLOYEES IN THAILAND: 12

WEBSITE: WWW.ACTEUSGROUP.COM



SHORT BIOGRAPHY:

An accomplished entrepreneur with track record of successfully setting up and growing various companies throughout Asia Pacific. Expert in MRO integration and Industrial Procurement, I have recently been more involved in Thailand to overview the growth of our local branch and am now commuting between Singapore and Bangkok.

SHORT DESCRIPTION OF THE COMPANY:

Acteus is a dynamic performance-driven company which provides skilled services in MRO Integration, Industrial Procurement and Supply Chain sectors. With experience in industries such as Oil & Gas, Mining, Chemical Plants, Aviation Fuelling, Food & Beverage Processing, Renewable Energies, Acteus brings a full purview of synergistic services to complement our clients' expertise.

Headquartered in Singapore, we now have physical footprints in Thailand, Myanmar, Cambodia, Australia and France.

- 1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND? IF YES, WHICH ONE?**

No

- 2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER?**

Not Applicable

- 3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED? (500 words maximum. You may amend this statement up to 20th April 2022)**

I believe I could contribute to the development of the EABC thanks to my experience as director of several companies over the past 10 years. As I have quite an extensive work experience in Singapore as well as Southeast Asia, I would be happy to share experience and advice as to the practices and regulations done in the region.

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME OF CANDIDATE: Nicholas

FAMILY NAME OF CANDIDATE: Bellamy

NATIONALITY:
British

POSITION IN THE COMPANY AND ROLE:
Partner, Financial Services

NAME OF THE COMPANY: KPMG in Thailand

SECTOR/ACTIVITY: Audit & Assurance, Tax,
Legal, Advisory

NUMBER OF EMPLOYEES: 2,000+

WEBSITE: <https://home.kpmg/th>



SHORT BIOGRAPHY:

Nicholas has been a Partner of KPMG in Thailand for the past 15 years, specializing in the financial services sector. His clients include many of the leading banks and insurers in Thailand, both Thai and multinational. He has been working in Thailand and other countries in the Asia Pacific region for 30 years, having previously qualified as a Chartered accountant in the UK.

He has been an active member of EABC since its inception, and has been a Board Member and Chairman of the Cross-Sectoral Issues working Group since 2016.

SHORT DESCRIPTION OF THE COMPANY:

KPMG in Thailand is a member firm of KPMG International, providing Audit & Assurance, Tax, Legal, and Advisory services with professionalism and integrity. Combined with our dynamic approach to serving clients in a digitally driven world, our expertise has seen us work with renowned Thai, European and other companies to help them solve complex challenges, disrupt sectors and grow. Collaboration and innovation are ingrained in our approach, with our Partners and professionals aiming to provide sustainable value for our clients.

1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND? IF YES, WHICH ONE?

- The American Chamber of Commerce in Thailand (AMCHAM)
- Netherlands-Thai Chamber of Commerce (NTCC)
- British Chamber of Commerce Thailand (BCCT)
- Thai-Canadian Chamber of Commerce (CanCham)

2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER?

- No

3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED? (500 words maximum. You may amend this statement up to 20th April 2022)

Nick has been an active member of the Cross Sectoral Issues Working Group since its inception, and a Board Member and the Working Group Chairman since 2016. He is the representative of KPMG where he is a Partner in the Financial Services Practice.

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME OF CANDIDATE: FARID ALAN

FAMILY NAME OF CANDIDATE: BIDGOLI

NATIONALITY: BRITISH

**POSITION IN THE COMPANY: GENERAL MANAGER,
THAILAND, MYANMAR, CAMBODIA AND LAOS**

NAME OF THE COMPANY: ROCHE THAILAND LTD.

SECTOR/ACTIVITY: PHARMACEUTICALS

NUMBER OF EMPLOYEES IN THAILAND: 161

WEBSITE: <https://www.roche.co.th>



SHORT BIOGRAPHY:

I joined Roche in 2017 and became Thailand General Manager in November 2019, responsible for Thailand, Myanmar, Cambodia and Laos. Prior to joining Roche Thailand, I was the Country Manager for Roche Iran where he helped transform the culture in the affiliate, increasing affiliate employee engagement. I also led the Iran affiliate registering three new medicines within a span of 18 months - the first such registration for Roche in 8 years. I bring to my work great energy and passion for people and patients. Prior to Roche, I was with MSD and AstraZeneca and held various leadership positions in market access, strategy development and customer solutions. I hold a BSc degree in Pharmaceutical Chemistry from Sheffield Hallam University, England.

Working for a company that is focused on data and digital healthcare is important to me, I am passionate about the work Roche does and is committed to making a difference to patients' lives.

SHORT DESCRIPTION OF THE COMPANY:

At Roche, we develop breakthrough medicines, improving the standard of care across oncology, immunology, infectious diseases, ophthalmology, neuroscience and rare diseases. We bring these innovative medicines to Thailand first, in the form of clinical trials, as part of the global network in clinical research & development for new molecules. Roche Thailand has 150 employees for Pharma sector. We are leading in oncology in Thailand. Roche Thailand cover business in Myanmar, Lao and Cambodia.

- 1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND? IF YES, WHICH ONE?**

- 2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER?**

- 3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED? (500 words maximum. You may amend this statement up to 20th April 2022)**

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME: Anne

FAMILY NAME: Coulon

NATIONALITY: French

POSITION IN THE COMPANY AND ROLE:
Regional Legal Adviser - Consultant



NAME OF THE COMPANY:
DFDL (Thailand) Limited

SECTOR/ACTIVITY: Legal & Tax Services

NUMBER OF EMPLOYEES IN THAILAND: Approximately 50

WEBSITE: www.dfdl.com

SHORT BIOGRAPHY:

Anne is a dispute resolution expert with extensive experience in arbitration, mediation and complex dispute settlements. She is listed as an arbitrator for the Thailand Arbitration Center and is an accredited mediator in Singapore.

She regularly works in corporate and commercial law, foreign direct investments, private equity and international property. Anne has worked for reputed local and international law firms in India, Thailand, Singapore and France, as well as in international development with the European Union and NGOs.

Anne was a Trade Advisor in the French Embassy in India and was legal counsel for the French Consulate. Since 2015, she has been a lecturer at Thammasat University. Her scholarly articles have featured in many publications, and she often speaks at conferences in Thailand and abroad.

Anne holds a PhD in law from the University of Limerick in Ireland, a master's degree in International Public and Private Law from the University Nice Sophia-Antipolis in France, and a bachelor's degree in European Law and Public Law from the University of Franche-Comte. Anne is a registered lawyer in Singapore and a member of the Paris Bar. Fluent in French and English, Anne also speaks conversational Hindi, Thai and Japanese.

DESCRIPTION OF THE COMPANY:

DFDL was established in 1994 and founded on a unique vision: to create an integrated legal and tax advisory firm, with in-depth local knowledge in all areas of operation.

DFDL was the first international law firm to specialize in Southeast Asia's emerging markets with legal and tax expertise developed throughout the Mekong Region.

In Thailand, DFDL is a full-service law firm that provides legal and tax services across all sectors and practice areas. Our team of Thai, foreign and internationally trained legal advisers offer a full range of services to local and international clients in Thailand, Southeast Asia and beyond. The expert team at DFDL is capable of advising clients on all aspects of Thai law.

Many of DFDL's regional advisers are based in Bangkok, all with extensive and longstanding experience in complex cross-border and multi-jurisdictional matters.

DFDL has a regional team of nearly 300 employees in Southeast Asia, including more than 170 lawyers and legal advisers working across a fast-growing network of 13 offices. The DFDL team provides personalized and cost-effective legal, tax and consulting services and solutions.

1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND? IF YES, WHICH ONE?

- American Chamber of Commerce
- Thai Chamber of Commerce
- Franco-Thai Chamber of Commerce
- Canadian-Thai Chamber of Commerce
- British Chamber of Commerce in Thailand
- Malaysian-Thai Chamber of Commerce
- Indian-Thai Chamber of Commerce

2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER

No

3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED?

First, thank you for allowing me to present my credentials as a candidate for the Board of Directors. I am eager to dedicate as much time and effort as is required to support the work of the EABC. I hope my experience and enthusiasm will be beneficial to the Board and to the overall mission of the European Chamber of Commerce.

Regarding my candidacy, I have devoted my career to working through trade barriers and challenges and helping companies do business in Asia. In terms of qualifications, I am an experienced attorney, member of the Paris Bar, and hold a PhD in European Law. As a member of DFDL, I work in dispute resolution and on a range of corporate and commercial matters.

I have worked for globally recognized law firms in India, Thailand, Singapore and France, as well as with notable NGOs. I am well acquainted with EU policies, having worked in the Trade and Investment Development Programme (TIDP), a €14 million EU technical assistance program in India, serving as a Deputy Team Leader and monitoring the implementation of Lot 1- on Sanitary/Phytosanitary Standards. I believe my experience will be of value to the Board and all EABC members.

The reputation of DFDL is rock solid across the Mekong Region, and I feel this will also benefit the EABC. Our extensive background in foreign investment issues coupled with our legal expertise can support research development, the sharing of expertise, and impactful discussions with relevant local stakeholders.

These measures, and others, will help advance the issues at the heart of EU priorities in Thailand, such as the need for economic recovery, the upskilling of businesses, and the promotion of sustainability. We will also work to highlight the ease of doing business in Thailand, the liberalization of services, and the signing of an EU-Thailand Free Trade Agreement.

As we wrote in a publication in 2015: *“The geo-centric location of Thailand in ASEAN places it in a position to drive trade and investment with its Cambodia, Laos, Myanmar and Vietnam neighbors.”* To this day, we strongly believe this to be true, and we are willing to meaningfully support any EABC initiatives to help Thailand achieve its full potential as an investment destination.

I thank you in advance for your consideration of my candidacy.

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME: Jan

FAMILY NAME: ERIKSSON

NATIONALITY: Swedish

POSITION IN THE COMPANY AND ROLE:
Managing Director



NAME OF THE COMPANY:
SPICA

SECTOR/ACTIVITY: Retail/Wholesale/Sourcing

NUMBER OF EMPLOYEES IN THAILAND: 30

WEBSITE: <https://www.spica-siam.com/>

SHORT BIOGRAPHY:

Born and educated in Sweden. Chief Accountant at Volvo Overseas at the age of 25. Moved to Hong Kong at an age of 26 as an Executive in the Volvo RHQ. Married with English wife, three grown up children two living and working in Singapore and one in London. I have lived and worked for Volvo in Hong Kong, Malaysia, Singapore, Thailand, Australia and Taiwan. For the last 14 years I have run my own company in Thailand.

DESCRIPTION OF THE COMPANY:

Spica Co., Ltd. was established in 2008. Spica Co., Ltd. is the exclusive importer for well know and high-quality premium brands:

HUSQVARNA: Husqvarna belong to Husqvarna AB, Sweden. Husqvarna is one of the world's largest brands within powered products for forests, parks and gardens. The company operates in over 100 markets throughout the world and offers a wide range of products extending from extreme professional products for forestry to consumer products such as chainsaws, brushcutters, lawn tractors, blowers, trimmers and lawnmowers.

GARDENA: Based in Ulm/Germany, Gardena is the preferred brand for millions of home & garden owners worldwide when it comes to garden care. That is because Gardena offers a complete range

of all that is required - no matter if watering systems, pumps, garden ponds, lawn care, tree and shrub care, garden tools. Today Gardena is the leading brand for high-quality garden tools in Europe & represented in more than 80 countries all over the world.

GREENWORKS TOOLS: GreenWorks Tools supplies products for forestry, lawn, garden and handheld tools using Lithium-Ion Battery which offer premium performance and versatile features, environmental friendly, zero emission and low noise.

Spica Co., Ltd also has our own unique brand "KHUNSUKE" offering water pumps, gasoline engines, blades and sprayers. All brands are distributed nationwide through 200 dealers, modern trades, direct sale and online sales.

1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND? IF YES, WHICH ONE?

Yes, the Thai Swedish Chamber

2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER

Yes

3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED?

32 years of experience as Senior Executive/Managing Director for VOLVO (Cars and Trucks) living in 5 Asian countries and Australia whereof 14 years in Thailand. Currently for 14 years running my own Company in Thailand representing European brands with distribution throughout Thailand.

Founding member of Thai-Swedish Chamber of Commerce and past President, currently Vice President. Founding member of EABC and Vice President and interim President. Long experience working in the Asian environment and extensive experience in Chamber of Commerce work. Humble attitude, willing to continue to contribute in the interests of all members and being the only Board candidate from a Scandinavian country.

Highest priority for EABC is to work through advocacy to enhance sustainable competitiveness, including removing barriers, enhancing skills and improving "Ease of doing business", to leverage the fact that EABC represents European business and works in close cooperation with the EUD, European institutions, European Embassies and the bilateral Chambers via our Advisory Council and other means. In these difficult times a strong representation for European business through EABC is important for its members and the standing of European business. Having taken EABC through difficult times with a good financial standing for EABC given the Covid impact on our operations I stand for, to continue as a Director of EABC.

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES

**FIRST NAME OF CANDIDATE:**

Anthony (Tony)

FAMILY NAME OF CANDIDATE:

Hoglund

NATIONALITY: USA**POSITION IN THE COMPANY AND ROLE:**

VP, Head of Legal, Asia Pacific

**NAME OF THE COMPANY:** Amadeus Asia, Ltd.**SECTOR/ACTIVITY:** Technology (Travel)**NUMBER OF EMPLOYEES OR EQUIVALENT IN THAILAND:** 306 (+50 in Thai Airways JV)**WEBSITE:** www.amadeus.com

SHORT BIOGRAPHY:

Tony has worked for Amadeus for over 14 years, based variously in Bangkok, Madrid, and Boston. He is now Vice President and Head of Legal, Asia Pacific, based in Bangkok, and his role includes leading Amadeus's industry affairs efforts in the region. In addition to his regional responsibilities, Tony leads a global legal team supporting Amadeus's airline distribution business unit.

Previous to Amadeus Tony worked in Japan for several years in private practice primarily with clients in the manufacturing and pharmaceutical sectors, and he has several years of experience in his native California working in general civil litigation.

Tony currently acts as the Treasurer of the Asia Travel and Technology Industry Association, and is the President of the Spanish-Thai Chamber of Commerce in Thailand.

He is a graduate of the University of California, Santa Barbara (B.A.) and the University of San Francisco (J.D.)

SHORT DESCRIPTION OF THE COMPANY:

Amadeus is one of the world's leading software companies and the leading technology company dedicated to the global travel industry. Our software solutions help airlines and airports, hotels and railways, search engines, travel agencies, tour operators and other travel players to run their operations and improve the travel experience, billions of times a year, all over the world. We are present in 190+ countries, employ more than 16,000 people worldwide, and are represented by employees of over 150 nationalities.

Amadeus has been in Thailand for over 27 years. We have a regional headquarters here in Bangkok that covers all Asia-Pacific countries, with over 300 employees and approximately 75 expatriates at offices in All Seasons Place on Wireless Road. We are qualified as an IHQ company under the BOI. We also have a local Thailand company with approximately 50 employees that works primarily with travel agencies within the Thai market, and this is run through a Joint Venture between Amadeus and Thai Airways International. In 2020 we were awarded the Top Employers in Thailand certification.

Among other things, we power the passenger services, including Reservations, Inventory, and Departure Control at Suvarnabhumi and Don-Mueang airports, for both Thai Airways and Bangkok Airways.

1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND? IF YES, WHICH ONE?

Yes, Amadeus is a member of the Spanish-Thai Chamber of Commerce

2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER?

Yes, I am on the Board of Directors of the Spanish-Thai Chamber of Commerce and am currently serving as the Chamber's President.

3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED?

Amadeus is a global technology leader that has been in Thailand for over 25 years and is here for the long term. For over thirty years we have been influencing, primarily in Europe and the U.S., the regulation of the digital economy, e-commerce, digital platforms, data security and consumer privacy. We have done this both in our individual corporate capacity along with as a member of travel technology industry organizations. Although Amadeus has been in Thailand a long time, and we maintain close relationship with our Thai based customers such as Thai Airways and Bangkok Airways, the legislative landscape here will continue to evolve with the further development of the digital economy and we need to both keep abreast of these changes and also seek to positively influence these developments for all stakeholders. Through a director position on the EABC, Amadeus can contribute our global experience to the increasingly complex business landscape in Thailand, and in turn will better permit Amadeus to anticipate changes in Thailand in the operating conditions for digital platforms and cross-border SAAS.

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME OF CANDIDATE: Jerome

FAMILY NAME OF CANDIDATE: KELLY

NATIONALITY: Irish

POSITION IN THE COMPANY AND ROLE: CEO

NAME OF THE COMPANY: LawtonAsia Insurance Brokers

SECTOR/ACTIVITY: Insurance

NUMBER OF EMPLOYEES IN THAILAND: 33

WEBSITE: <https://www.lawtonasia.com/>



SHORT BIOGRAPHY:

A founding partner in LawtonAsia Insurance Brokers, I have over 30 years' experience in international finance and insurance. LawtonAsia was set up in 1997 and has grown successfully becoming one of Thailand's leading independent insurance brokers. We have worked closely with several international broking networks to build our business and taken an active role in setting policy and strategy. I am Chair of the International Business Network of Insurance Brokers (IBN) Steering Committee on Ethics globally and acting regional coordinator of IBN Asia.

I was a founding member and former President of the Irish-Thai Chamber of Commerce and joined the EABC at its inception. I am the EABC Treasurer and Chair of the Insurance Working Group.

SHORT DESCRIPTION OF THE COMPANY:

LawtonAsia is licensed by the Office of Insurance Commission under the Ministry of Finance in Thailand to act as a broker dealing with both General and Life Insurance businesses.

We are an independent insurance broking company, which offers transactional and/or advisory services to meet your individual and business insurance requirements.

We advise on all types of life and non-life general insurance products. To ensure objectivity and the interests of our clients, we are not tied to any one insurer.

**1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND?
IF YES, WHICH ONE?**

Yes

- British Chamber of Commerce Thailand
- Irish Thai Chamber of Commerce
- American Chamber of Commerce in Thailand

2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER?

No.

**3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN
ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE
TO EABC SHOULD YOU BE ELECTED?**

I have seen the EABC evolve into what it is today and would like to continue to influence its direction in an ever-changing and fast-paced business world. In this respect I would also like to encourage more younger members to join and help to shape our future direction. There are now many young professional working in European companies and I believe that the broader the representation on our committees, the better, I believe, we will be as an organization.

I have worked in Thailand for 30 years and, because of the nature of my company's business, have met a broad spectrum of European companies and seen the many issues that they have had to confront. I believe I can use that experience to help set policies aimed at helping members to better interact, both with each other and with government agencies.

In the Insurance Working Group, we have addressed many issues over its 10-year life and continues to work with the Thai insurance regulators and insurance industry bodies. As an SME insurance business, we have brought together not only major European insurance businesses but also SME insurance operations including insurance brokers, insurance loss adjusters and legal firms specialising in insurance practices. We continue to lobby regulators in respect of capital requirements, foreign ownership, licensing of products and professional standards & education. The overall aim being to level the playing field.

Being the current Treasurer of the EABC I am more familiar than most with our financial position and would like to work with the Board to explore ways of improving our income. In this respect, LawtonAsia is a sponsor, and we will continue to be so and I would like to think that I can help attract more such sponsors and plan money-raising events. Again, I have experience of this from my time with the Irish Chamber.

Being Irish, I am also acutely aware of how Brexit has affected Europe's relationship with the UK and would like to do everything to ensure that we in Thailand can work together to promote mutual respect and co-operation in business here —we can look more closely at working with the British Chamber of Commerce Thailand to promote common interests, especially when dealing with government agencies (for transparency purposes, please note my wife is a member of the BCCT Board).

I believe that I can play a productive role in moving the EABC forward and look forward to your vote.

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME OF CANDIDATE: Fabian

FAMILY NAME OF CANDIDATE: Lorenz

NATIONALITY: German

POSITION IN THE COMPANY AND ROLE: Location Head

NAME OF THE COMPANY: Luther in Thailand

SECTOR/ACTIVITY: Legal Advice, Tax Advice &
Corporate Services

NUMBER OF EMPLOYEES IN THAILAND: 20

WEBSITE: www.luther-lawfirm.com



SHORT BIOGRAPHY:

I am a fully-qualified lawyer from Germany with 9+ years of post-qualification experience. I have joined Luther in 2014 and have worked for them in Singapore, Myanmar and Thailand. My main areas of expertise are corporate/M&A, employment law, data protection and supply chain matters.

I am married with children and am very passionate about food and sports (running, swimming, badminton and cycling).

SHORT DESCRIPTION OF THE COMPANY:

Established in Bangkok in 2018, our team comprises of international professionals and Thai lawyers, corporate secretaries, accountants and tax advisors.

Luther provides the full range of legal, tax and business process outsourcing (BPO) services and has the competency and expertise necessary to comprehensively assist and advise clients in all stages of the business lifecycle, namely, from the establishment of a business vehicle, through ongoing legal and tax advice, bookkeeping, accounting, payroll and payment administration up to the dissolution of a business.

1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND? IF YES, WHICH ONE?

Yes. We are a member of the German-Thai Chamber of Commerce (GTCC), Franco-Thai Chamber of Commerce (FTCC) and the Singapore-Thai Chamber of Commerce (STCC).

2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER?

No.

3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED? (500 words maximum. You may amend this statement up to 20th April 2022)

I would like to help the EABC to foster investment opportunities for European businesses in Thailand. I am a good listener, which should help to understand the interests of different stakeholders, and can devise balanced solutions that work in practice.

My company has a well-developed international network and is advising clients from a broad range of economic sectors. We are thus well aware of the various challenges of our clients' activities in Thailand and other ASEAN member states and believe ourselves to be well prepared to advocate interests of the members of the EABC.

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME OF CANDIDATE: Tomasz

FAMILY NAME OF CANDIDATE: MAZUR

NATIONALITY: German

POSITION IN THE COMPANY AND ROLE: CEO

NAME OF THE COMPANY: Siemens Mobility



SECTOR/ACTIVITY: Transportation, Rail and Intermodal Solutions

NUMBER OF EMPLOYEES IN THAILAND: 1,000

WEBSITE: <https://www.mobility.siemens.com/th/en.html>

SHORT BIOGRAPHY:

Mr. Tomasz Mazur (62 years old) was born in a mountainous area at the Polish/Czech boarder. He studied Electrical Engineering and collected his first professional experience as a young research and commissioning engineer in Germany on the field of linear propulsion systems for high-speed Maglev and conventional train systems.

Continuing his mission for railways, he went on to China executing Shanghai Maglev Transrapid project, led Rail Services projects in Bangkok / Thailand and Rail Services in ASEAN region.

In the last 35 years he has been working in various railway disciplines incl. research/development, engineering, manufacturing, sales, project management and rail services.

He assumes the CEO responsibility of Siemens Mobility Limited Thailand.

SHORT DESCRIPTION OF THE COMPANY:

Siemens Mobility's core business areas are rolling stock, rail automation and electrification, turnkey systems, intermodal solutions of rail/road, as well as related services. For our customers, we are constantly innovating our portfolio. With digitalization, we enable mobility operators worldwide to make trains and infrastructure intelligent, increase value sustainably over the entire lifecycle, enhance the passenger experience, guarantee availability while providing intermodal solutions for seamless transport from the first to the last mile.

1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND? IF YES, WHICH ONE?

Yes. We are a member of the German-Thai Chamber of Commerce (GTCC)

2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER?

No.

3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED? (500 words maximum. You may amend this statement up to 20th April 2022)

I have prepared a short VDO. In summary being a member of EABC, Rail/Road Group I am committed to enhance European professional business presence in Thailand while representing EU value especially in fair competition, providing state-of-art technology, supporting education/knowhow-transfer to local citizens.

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME OF CANDIDATE: Paul

FAMILY NAME OF CANDIDATE: Scales

NATIONALITY: Irish

POSITION IN THE COMPANY AND ROLE: Chairman

NAME OF THE COMPANY: East Eight

SECTOR/ACTIVITY: Real Estate/Education

NUMBER OF EMPLOYEES IN THAILAND: 5

WEBSITE: www.easteight.com



SHORT BIOGRAPHY:

I have been working in Thailand since 1989.

SHORT DESCRIPTION OF THE COMPANY:

East Eight is the turnkey solution for investors and school brands. We facilitate everything you need for successful educational projects: ideation, planning, launch, and operations. Our expert global team based in multinational offices, harbour over 65 years combined experience from the classroom to the boardroom. Our method marries industry know-how with an unrivalled pedigree to arrive at boutique, tailored education solutions.

1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND? IF YES, WHICH ONE?

Yes, the Irish Thai Chamber of Commerce

2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER?

Yes

3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED? (500 words maximum. You may amend this statement up to 26th April 2022)

Paul was born in Ireland and after graduating from Trinity College Dublin came to Asia in 1983 and to Thailand in 1989.

He has been involved in real estate, logistics and education in Thailand as an investor, developer and a consultant. A company he founded and is still a shareholder owns Unilever's main distribution facility in Chachoensao.

Paul has served on many boards related to foreign business in Thailand over the past 30 years, including the British Chamber of Commerce, The Irish Thai Chamber of Commerce, the Joint Foreign Chambers and the Board of Trade of Thailand. He believes strongly in our duty as foreign investors in Thailand that we should devote time from our busy schedules to improving relations between Thailand and Europe and in turn increasing trade and investment opportunities.

Paul's involvement in major projects in Bangkok has brought him in contact with some of Thailand's leading business figures and creates the opportunity to profile Europe and the great work undertaken by the EABC.

Paul has served as a board member of a leading Bangkok international school and currently is working through his company East Eight to raise the standard of education in Thailand through foreign investment in this ever increasingly important sector of the economy.

Advocacy in relation to the Foreign Business Act and the forthcoming negotiations on the FTA between the EU and Thailand will define the future for Thailand and its competitiveness within the Region. The role of the EABC could be pivotal in the coming years and Paul would like to contribute his experience in whatever capacity is appropriate.

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME OF CANDIDATE: **John**

FAMILY NAME OF CANDIDATE: **SIM**

NATIONALITY:
British

POSITION IN THE COMPANY AND ROLE:
Executive Chairman

NAME OF THE COMPANY: **PK Holdings**

SECTOR/ACTIVITY: **Professional services**

NUMBER OF EMPLOYEES:

WEBSITE: <https://www.pkfthailand.asia/>



SHORT DESCRIPTION OF THE COMPANY:

PKF Thailand is a leading international accountancy and business advisory firm in Thailand. It is a member of PKF International's global family of legally independent member firms who have over 400 offices in 150 countries. PKF Thailand has offices in Bangkok, Pattaya, Phuket and Sri Racha with virtual offices in Hua Hin and U Tapao.

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- 1. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED?**

I have been involved with EABC since its inception and for nine years served as Treasurer. I have been asked to stand again and have agreed to do so as I now have more time to contribute to the Chamber's activities. If elected my focus will be on supporting foreign owned SMEs particularly in the tax compliance, data protection, data analytics and cyber security fields.

I am delighted that there is a strong field of candidates, and my support is not contingent on being re-elected. This would include supporting the Treasurer as required

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME: Thitiwat

FAMILY NAME: Thanapornnithinan

NATIONALITY: Thai

POSITION IN THE COMPANY AND ROLE:
Sales Director



International Workplace Group

NAME OF THE COMPANY:
IWG PLC

SECTOR/ACTIVITY: Real Estate/Service

NUMBER OF EMPLOYEES IN THAILAND: 60

Website: www.iwgplc.com

SHORT BIOGRAPHY:

Thitiwat Thanapornnithinan joined IWG PLC (Regus, Spaces, HQ) in 2019 as a Sales Director, the most senior role on the ground. Thailand has become from the last to the highest occupancy in SEA also size of IWG Thailand network has grown by 50%.

Thitiwat is a Bangkok based, Thai citizen where he previously worked for Wall Street English (Which was owned by Pearson at the time) as a Head of Sales.

As a Gen Y leader Thitiwat can bring new ideas and good diversity to the mix.

DESCRIPTION OF THE COMPANY:

IWG PLC (Regus, Spaces and HQ) is the world's leading flexible workspace provider operating in 120 countries helping more than 8 million people work flexibly and more productively. We have been operating in Thailand since 1998, and currently, with more than 1000 companies in our workspace.

1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND? IF YES, WHICH ONE?

- British Chamber of Commerce Thailand
- BeluThai Chamber
- Thai Swedish Chamber

2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER

No

3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED?

IWG PLC (Regus, Spaces and HQ) is the world's leading flexible workspace provider operating in 120 countries, and helping more than 8 million people to work flexibly and more productively. We have been operating in Thailand since 1998, and currently, with more than 1000 companies in our workspace.

As a leading flexible workspace provider, we are willing to support and to be a platform for EABC to increase an exposure and support running operation eg. Workspace, meeting, events etc. These will result in attracting more members and in an increase in efficiency to run the association. IWG has shown a commitment being a premium member.

Myself personally as a Gen Y leader with a Thai citizen, will bring fresh ideas and a diversity to the mix of the board.

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME: Georg

FAMILY NAME: WOLFF

NATIONALITY: Austrian

POSITION IN THE COMPANY AND ROLE:
CEO

NAME OF THE COMPANY:
Civil Engineering Solutions (Thailand) Co. Ltd.

SECTOR/ACTIVITY: Consulting

NUMBER OF EMPLOYEES IN THAILAND: 5

Website: x



SHORT BIOGRAPHY:

I studied Mechanical Engineering and Economics at Linz, Austria.
Started to work 1973 in the construction industry. Nominated expert in many national and international Standardizing Committees in the field of Bridge design. Specialist for structural protection and evaluation. 1989 first SEA office in Singapore, living in Thailand since 2011.

DESCRIPTION OF THE COMPANY:

Civil Engineering Solutions (Thailand) Co. Ltd. deals with marketing advice in the field of transport-infrastructure. We serve European clients who want to market high-quality products or services in Thailand. We are not trade agents and not importers. Partnering with us in Thailand leads to a significant decrease in market entry costs.

Our consultancy includes a bridging function between the European and SEA business cultures. We make recommendations for the commercial and technical adjustment of our customers' marketing strategy in detail.

Our engineers are engaged in European and International Standards Committees. Thailand benefits, as we bring the newest technologies here.

1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND? IF YES, WHICH ONE?

No

2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER

No

3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED?

I am a European from Austria, and my family members are also located in Poland, in England, in Portugal and in Liechtenstein. Since 1989 I have been doing business in Southeast Asia and I am living in Thailand since 2011.

I joined the EABC Board in 2012 and founded the Working Group Rail and Road Infrastructure. With my voluntary work at the EABC, I would like to thank for all the benefits that I was able to experience from Europe and from Thailand.

I am proud to be part of the team that developed the EABC into a financially independent, well-respected and influential factor in European-Thai trade policy.

Last year the Board of Directors commissioned me to look for candidates for the position of an Executive Director. Fortunately, in Mr. Guillaume, we have been able to recruit an excellent manager for this task.

With the new slogan "The European Chamber of Commerce Thailand" we put our core task in the focus of attention.

The EABC is now well positioned to assist in addressing the challenges posed by the Covid and Ukraine crises.

Based on my experience of a decade of voluntary work in the EABC and the large network I built up I will be happy to continue my work as Vice President.

The new Board of Directors must set the course for mastering a large number of new challenges.

The involvement of the members in the activities shall be strengthen. Priority is to even better than before understand the wishes and problems of our members and present our solutions to the Thai government in a way that makes implementation possible and likely.

Our excellent guideline is the Position Paper 2022, now more voluminous than ever before. And we must improve communication and present the services of the EABC to the members in a more detailed way.

Events to be organized shall give members the opportunity to introduce their companies to a large forum. The participation of the members in the Working Groups shall be extended e.g. by Subgroups and Task Groups. We should also try to expand the scope of subject areas covered by our working groups.

We must continue and intensify our engagement to ease business with lifting restrictions on activities and facilitating visas and work permits.

My personal efforts also include improving EABC's internal communication.

We need to develop clear objectives, which above all include the dialogue with the Thai decision-makers and the representatives of the European nations and organizations.

Effectiveness should be enhanced through actionable and transparent action plans.

2022 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES



FIRST NAME: Cosma

FAMILY NAME: ZACHERO

NATIONALITY: French

POSITION IN THE COMPANY AND ROLE:
CFO (Chief Finance Officer)

NAME OF THE COMPANY:
L'Oréal

L'ORÉAL
THAILAND

SECTOR/ACTIVITY: Cosmetics (FMCG)

NUMBER OF EMPLOYEES IN THAILAND: 630

Website: www.loreal.com/en/thailand/

SHORT BIOGRAPHY:

After starting my career in external audit with Ernst & Young I joined the Internal Audit Department of L'Oreal Group based in Paris in 2011. For 5 years I had the opportunity to audit multiple countries across the globe and various entities (subsidiaries, factories, shared services...).

After about 10 years in external / internal audit roles I was appointed as Business Unit Controller for our Consumer Product Division based in Poland. It was the start of an international career path. After Poland I moved to California in charge of Finance for an acquisition of the Group: Urban Decay.

Then I stepped in Asia with a regional finance role in Shanghai: I was in charge of our Consumer Product Division across Asia Pacific. In 2021 I was appointed to my current role: CFO of L'Oreal Thailand.

My husband is Korean American and I'm a happy mother of a son who was born last year in Thailand.

DESCRIPTION OF THE COMPANY:

For more than 110 years, L’Oreal Group has devoted its energy and competencies solely to one business: beauty. From the very first hair dye L’Oréal produced in 1909 to our innovative Beauty Tech products and services today, our company has been a pure player and leader in the beauty sector worldwide for decades.

The company has chosen to offer our expertise in the service of women and men worldwide, meeting the infinite diversity of their beauty desires, while understanding and respecting all the nuances in cultures, needs and traditions. We are committed to fulfilling this mission ethically and responsibly.

1. ARE YOU OR YOUR COMPANY A MEMBER OF ANOTHER CHAMBER OF COMMERCE IN THAILAND? IF YES, WHICH ONE?

Yes, L’Oreal is a member of the Franco Thai Chamber

2. IF YES, ARE YOU ON THE BOARD OF DIRECTORS OF THIS OTHER CHAMBER

No

3. PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED?

European Association for Business and Commerce (EABC) mission’s is to be the “the unified voice of the European business community in Thailand”. Amongst others, its core values are ethic, personal integrity, and diversity.

I started my career 15 years ago as an external auditor at Ernst & Young. After 4 years of a rich experience, I joined the Internal Audit Department of L’Oreal based in Paris. Throughout the years I kept building a solid finance expertise but as well developed as a Business Partner and a leader: able to advise, support company’s development while protecting its assets. L’Oreal supported my development both on hard and soft skills for more than a decade now, through various roles in Europe, USA and Asia.

Company’s values are dear to my heart: diversity, sustainability, engagement for women all summarized in a mission: “create the beauty that moves the world”.

I’m willing to apply for the EABC treasurer position in order first and foremost to bring my professional experience and act as a business partner amongst the board. Being CFO of an international FMCG in Thailand is also for me the opportunity not to focus only on the company’s business but as well to get a better understanding of the Thai economy and business culture. Finally, with all respect for current members of the board I would be delighted to contribute to the board gender diversity and promote women empowerment.