



# **EABC ACTIVITY REPORT**

EABC Annual General Meeting 2023

# 2022

# European Association for Business and Commerce

The Activity Report 2022 aims to give a fair, balanced and accurate *sample* of relevant EABC activity. EABC's core business is Advocacy. Advocacy involves developing recommendations (positions), aiming to build consensus in the foreign business community, supporting bilateral European chambers; dialogue with government agencies backed up by written submissions and participation in conferences, seminars, workshops, trade fairs in Thailand and regionally. The overall objective is about enhancing the volume and quality of trade between Thailand and Europe, and Investment. EABC's Advocacy Development Group and Working Group Chairs have been a catalyst for the advancement of effective advocacy. See advocacy brochure [here](#).



The EABC Activity Report 2022 is in three parts:

1. General Advocacy Dialogue and Events
2. Working Group by subject matter
3. EABC Affairs

## General Advocacy Dialogues and Events

- EU Delegation
- EU-ASEAN Business Council
- European Service Forum
- EUROCHAMBRES
- The European Business Organisation Worldwide Network (EBOWWN)
- South-East Asia IP SME Helpdesk
- GSMA and other industry organisations
- Foreign Chambers of Commerce
  - Ministry of Commerce
  - Ministry of Finance
  - Ministry of Public Health
  - Minister of Digital Economy & Society
- BOI
- Vocational Education Commission

## Working Group by subject matter

*(selected events only)*

- Automotive
- Cross Sectoral Issues (CSI)
- Digital Economy/ICT
- Food, Beverages, and Agriculture
- Healthcare and Pharmaceuticals
- Industry
- Insurance
- Intellectual Property Rights
- Rail and Road Infrastructure
- Tourism
- Transport And Logistics

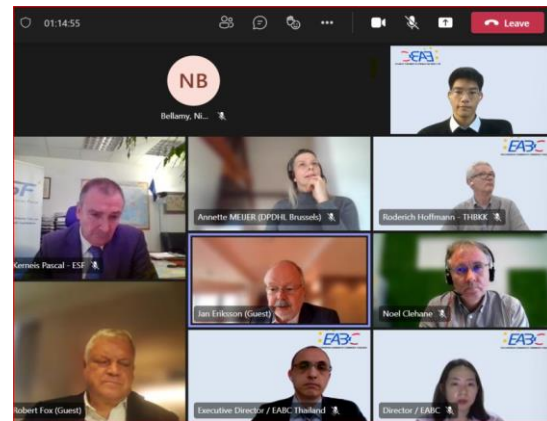
## EABC Affairs

- Annual General Meeting 2022
- The Digital Launch of the 2022 European Business Position Paper
- How to continue operating in Myanmar
- First Joint European Networking Cocktail
- EABC CONNECTS on PDPA
- Second Joint European Networking Cocktail

# GENERAL ADVOCACY DIALOGUES, ACTIVITIES AND EVENTS



On 17 February 2022, EABC joined JFCCT for a courtesy visit to the His Excellency General Prayut Chan-o-cha, Prime Minister of Thailand. The European Chamber of Commerce in Thailand was represented by its Vice-President, Mr. Bob Fox, for this meeting during which the Prime Minister spoke on Thailand 4.0, Digital transformation, Economic Development, Sustainability and Green economy, BCG economy and ESG.



On 22 February 2022, the EABC had the opportunity to discuss with the ESF (European Services Forum) about services in Thailand and possible collaborations. The key topics that were covered included.

Thailand's regulatory framework in services sector, service liberalization, trade in services and EU-Thailand FTA. The discussion was informative and uncovered many possibilities in the future to propel Thailand's economy forward.



On 24 February 2022, EABC Board of Directors met with the Ambassador of the European Union to Thailand and the Trade Department of the EUD, to discuss opportunities for a deeper collaboration on EABC's advocacy activities in the coming year.

The meeting included a presentation of EABC's Working Groups, including our new foray for the Cross Sectoral Issues WG into Sustainability, of our 2022 European Business Position Paper and to new areas of cooperation. The expected EU-Thailand Free Trade Agreement and recent developments of a Directive on corporate sustainability due diligence by the European Commission.



On 31 May 2022, Mr. Jan Eriksson, Mr. Bob Fox, Mr. Paul Scales (Irish Chamber), Mr. Anthony Hoglund, and Dr. Charanya Nopnukulviset, representing the EABC and JFCCT, met with Mr. Thosapone Dansuputra, Director-General Department of Business Development, Mr. Worwait Sing-In, Director of Foreign Business Administration Division, Ms. Punthip Chunsiripong, Trade Officer and Senior Professional Level of Foreign Business Administration Division and Mr. Somatat Sangkomkamhang, Trade Officer to discuss decision-making processes for Foreign Business Act List 3 and select substantive areas in List 3.



On 2 June 2022, EABC hosted a meeting with the European Union Delegation (EUD) along with other EU Member States (Embassy of France, Embassy of Spain, Embassy of Netherlands, Embassy of Portugal, Embassy of Belgium, Embassy of Greece, Embassy of Czech Republic, Advantage Austria and Embassy of Germany) on the developments of the EABC Food and Beverages Working group.

Constructive discussion during the meetings covered various key topics within the food, beverages and agricultural sector. The EUD and other EU member states provided positive support to the Working Group and gave an insight to the key areas where EABC could advocate for, to create an improve business environment in Thailand.



On 8 June 2022, Mr. Guillaume Rebiere, then Executive Director of EABC attended meetings arranged by DG Grow in Brussels, and included a meeting with Dominic Alexander Boucsein, Head of International Trade and Foreign Policy at EUROCHAMBRES. The discussion covered the business environment in Thailand, a follow up on EU-Thailand economic relations, and potential future collaboration between EABC and Eurochambres.



On 8 June 2022, Mr. Guillaume Rebiere, former Executive Director of EABC attended the annual European Business Organisation (EBO) network meeting in Brussels. This meeting was intended to allow Eurochams as EBOWWN members from all around the world to exchange ideas, good practices and experience, and discuss stronger



cooperation within the network in the future. It was also the occasion to re-engage with European institutions, Directorates General, and other European stakeholders after two years of pandemic.



On 30 August 2022, Mr. Bob Fox, EABC Board Member and Chair of Digital Economy/ICT Working Group spoke, along with other European private sector representatives in Thailand at a seminar on “Keeping Pace with the EU’s New Trade Policy and Rules” organised by Department of Trade Negotiations (Ministry of Commerce) at Peninsula Bangkok.

The EU’s trade-related regulation, including Due Diligence (covering human rights and environment), deforestation-free products, eco-design for sustainable products (circular economy principles), new rules on single-use plastics, European Green Deal (including climate change and CBAM) are generally referred to as being about ‘sustainability’. Also covered were services liberalisation and procurement.

Many are domestic EU policies either with a potential international trade and investment impact, or which have extra-territorial reach.

They would, once fully enacted, have their own effect and force and in addition would be put forward as part of a future Thailand-EU FTA.

Mr. Bob Fox shared EABC’s perspectives and recommendations, together with Mr. Tom Cachet and Dr. Ajaree Tavornmas from TEBA, Dr. Nilsuwan Leelarasamee from The Federation of Thai Industries & The Subcommittee on Trade Regulations and Multilateralism, Dr. Chanintr Chalisarapong from Board of Trade of Thailand & Thai Tuna Industry Association, Dr. Thitiwut Srimanop from The Federation of Thai SME.

Business in Thailand, whether local or European, have shown general support for the new policies as they are considered to move economies and societies in positive (often essential) directions. Issues such as additional administrative overhead, competitiveness, ease of doing business are unavoidably relevant. How the policies can be implemented and supported was part of the consultation.

EABC provided, earlier in 2022, a response as part of the EU’s public consultation on Due Diligence, with such a balanced approach. EABC’s 2022 European Business Position Paper in its Introduction Chapter (and in its CSI and Energy chapters) provides background.

A Partnership and Co-Operation Agreement (PCA) was eventually signed on 14 December 2022, aimed at closer economic and political ties with Thailand, and resuming trade negotiations for an FTA”.



On 26th August 2022, EABC delegates led by Ms. Khemika Ratanakul, Vice chair of IPR Working Group and Ms. Warangkana Hicks, Policy Manager attended The 2022 Intellectual Property Rights Infringing Goods Destruction Ceremony organized by Department of Intellectual property and states agencies.

The opening remarks presided by Mr. Vuttikrai Leewiraphan, Director General of the Department of Intellectual Property and Mr. Sinit Lertkrai, Deputy Minister of Commerce at the Antiaircraft Artillery Regiment, Don Mueng.



On 31 August, 2022, EABC led by Mr. Jan Eriksson, Vice President and with Mr. Bob Fox, Board member and Chair of Digital Economy / ICT Working Group, and Ms. Warangkana Hicks, Policy Manager of EABC attended the Long-Term Resident Visa (LTR) Launching Event organized by Thailand Board of Investment (BOI) at Waldorf Astoria Bangkok.

The LTR scheme has four categories each with its own target groups and requirements and aims to appeal to foreigners (whether abroad or here in Thailand) to contribute variously to investment, domestic spending, skills transfer and imparting knowledge. There are many privileges for LTR visa holders which should make living in Thailand more attractive and less bureaucratic.

The LTR scheme does not include a 'digital nomad' visa and is not a sinecure for all work permit and visa issues. It is for specific groups each with a wealthier profile. EABC, with collaborators, has been involved in the development of the Smart Visa and now the LTR visa for some years.

LTR Visas were open for application from September 1, 2022. The visa (typically 5+5 years) comes with an 'automatic' digital work permit where needed. Post event update: the Highly Skilled category was expanded considerably 16 March 2023.



On 7 September 2022, EABC President, Mr. Farid Bidgoli, and some members of the Board of EABC, had a constructive meeting with H.E. Mr. Daly, Ambassador of the European Union to Thailand, and with members of the European Union Delegation. The discussion aimed to identify areas related to European policies, on which our two organisations could cooperate even more in the future. It was a very productive exchange, and will lead to new potential projects for EABC's Working Groups.



On 14th September, EABC delegates led by Khun Warangkana Hicks, Policy Manager of EABC and Khun Christian Mehlhorn, Digital Service Manager Asia/Pacific at Siemens Mobility attended the Opening Ceremony of ASEAN Sustainable Energy Week and Electric Vehicle Asia 2022.

The opening remarks presided by Prof. Dr. Pisut Painmanakul, Representative of the Minister of Energy with Keynote Address on "Thailand Energy Transition Plan Towards Carbon Neutrality" at Queen Sirikit National Convention Center (QSNCC).

ASEAN Sustainable Energy Week & Electric Vehicle Asia 2022 organized by Informa Market. It is ASEAN's Most Comprehensive International Exhibition and Conference on Renewable Energy, Energy Efficiency, Environmental and Electric Vehicle Technology. The event is co-located with Boilex Asia & Pumps and Valves Asia 2022- The Region's Leading Exhibition Specializing in Boiler, Pressure Vessel Pumps and Valves Technology.





On 16 September 2022 - Ms. Khemika Ratanakul, Chair of F&B Working Group and Vice Chair of IPR Working Group, Ms. Warangkana Hicks, Policy Manager of EABC and Mr. Chet Suksang, Trade and Economic Officer from EU delegation attended Thai Customs IPR Recordation Systems (TCIRs) event at the Customs Department.

TCIRs event was aimed to practice the understanding of the submission of trademark and copyright information request through the Customs department's trademark and copyright database system. The opening remarks presided by Mr. Pongthep Buasub, Deputy Director-General of the Customs Department.



On 23 September 2022, EABC held a meeting with Mr. Lavaron Sangsnit, Director General of Revenue Department. We also took this opportunity to congratulate Mr. Lavaron Sangsnit on his new role as the Director General of Revenue Department and to present a print copy of EABC's 2022 European Business Position Paper to his team.

EABC would like to extend thanks to his team for constructive discussions on various tax topics; e-commerce tax, digitalization of tax compliance, cross border-trade and financial flows, BEPS plans and tax incentives to attract skilled workers.



On 11 October 2022, EABC delegates led by Mr. Jan Eriksson, Vice President, Mr. Bob Fox, EABC Board Member and Chair of Digital Economy/ICT Working Group and Dr. Charanya Nopnukulviset, Operations Director attended the 5th edition of the Sustainability for Business Forum 2022: Technology as Enabler organised by Franco-Thai Chamber of Commerce (FTCC), Netherlands-Thai Chamber of Commerce (NTCC) and Thai-Swedish Chamber of Commerce at Marriott Marquis Queen's Park. The opening remarks presided by Mr. Pornphrom Vikitsreth, Advisor to Governor of Bangkok (Environment Affairs). Mr. Bob Fox also was moderator of two sessions on Track #3 Sustainable Digitalisation and CEO Panel.



On 25 October 2022, EABC Chair of Rail and Road Infrastructure, Mr. Georg Wolff, attended the lunch talk with Bangkok Governor, Mr. Chadchart Sittipunt, organized by the Franco-Thai Chamber of Commerce (FTCC) at SO/Bangkok.

Governor Chadchart outlined his vision to develop Bangkok as “a livable city for all” as well as his development plans on education, healthcare, environment including infrastructure. Mr. Georg Wolff also had an opportunity to hand him a copy of the 2022 EABC Position Paper.



On 28 October 2022, EABC signed the MoU on Online Advertising and IPR at the Office of the Permanent Secretary, Ministry of Commerce. The Signing Ceremony was witnessed by Mr. Sinit Lertkrai, Deputy Minister of Commerce. A representative from EABC, Ms. Khemika Ratanakul, Chair of F&B Working Group and Vice Chair of IPR Working Group, attended and signed the MoU together with the Department of Intellectual Property, Advertising Association, the Owner of Intellectual Property Rights and the representatives from public and private sectors.

The MOU is an important milestone for IPR development, which will be beneficial to the advertising industry, IP owners, e-commerce including digital content.. This is the second of two MoUs, the first being about on-line activity generally.



On 11 November 2022, EABC had a meeting with Mr. Patchara Anuntasilpa, Director-General, and Mrs. Kitjaluck Srinuchart, Deputy Director-General of the Customs Department to discuss the development and enforcement of customs procedures.

Topics of discussion include the update on Customs Notification, the ACTS System, the Rewards and Penalty System, and the development of the Digitalization of the department.



On 23 November 2022, EABC led by Ms. Khemika Ratanakul, Chair of Food & Beverages WG, Mr. Guillaume Rebiere, then Executive Director, Ms. Charanya Nopnukulviset, Operations Director and Ms. Warangkana Hicks, Policy Manager had an in-person meeting with Mr. Eddy De Cuyper, Counsellor Customs from Embassy of Belgium at the EABC Office.



As part of the joint EABC / EU-ABC Mission Trip to Thailand, on 28 November 2022 - EABC and delegates visited Ministry of Energy and met with H.E. Mr. Supattanapong Punmeechaow, Deputy Prime Minister and Minister of Energy to discuss collaboration opportunities between public and private sectors. Mr David Beckstead, Chair Energy Working Group, made opening remarks.

On the discussion cover variety of areas; Power Market Liberalisation, Reliance on Natural Gas, Hydrogen, Climate bill, Renewable Energy, and National Economic Priorities 2023. In this regard, the Deputy Prime Minister has shared his ideas and priorities to ensure the achievement of green energy in Thailand.



As part of the joint EABC / EU-ABC Mission Trip to Thailand, on 29 November 2022 - EABC and delegates visited European Union Delegation and met with H.E. Mr. David Daly, Ambassador of the European Union to Thailand to discuss further collaboration between Thailand and Europe.

On the discussion cover variety of areas; Free Trade Agreement, Partnership and Cooperation Agreement, EU Policy on Sustainability and European Standards. In this regard, the ambassador shared his ideas and commitment to strengthening partnership with Thailand.





As part of the joint EABC / EU-ABC Mission Trip to Thailand, on 29 November 2022 - EABC and delegates visited The Office of the Prime Minister and met with H.E. General Prayut Chan-ocha to discuss collaboration opportunities between public and private sectors.

On the discussion cover variety of areas; Future Outlook for Thailand, update on the Free Trade Agreements, and Public-Private Partnership on Thailand 4.0. In this regard, the Prime Minister shared his ideas and commitment to discuss further in order to make all the plans successful in the future.

Mr. Farid Bidgoli, EABC President also took this occasion to present a print copy of EABC's 2022 European Business Paper to him.



As part of the joint EABC / EU-ABC Mission Trip to Thailand, on 29 November 2022 - EABC and delegates visited Ministry of Public Health and met with H.E. Mr. Anutin Charnvirakul, Deputy Prime Minister of Thailand and Minister of Public Health to discuss collaboration opportunities between public and private sectors.

On the discussion cover variety of areas; Access to innovative vaccines and/or medicines, Preventive care & NCD Management, Holistic Management of Care, Telehealth, Insurance, Co-payment & Avenues for public - private partnership, High Cost Drug Framework, Cancer Management in Thailand, Data in enhancing healthcare experience, and Alternative Financing Model.



As part of the joint EABC / EU-ABC Mission Trip to Thailand, on 29 November 2022 - EABC and delegates visited Ministry of Agriculture and Cooperatives and met with Mr. Narapat Kaeothong, Vice Minister to discuss collaboration opportunities between public and private sectors.

On the discussion cover variety of areas; Price Control Measure, Raw milk shortage, Control on movement of goods, climate change, EU Deforestation Directive, Sustainable practices, and SPS Risk Analysis & Standardising Operating Procedures. In this regard, the Vice Minister expressed his commitment to work closely with private sector to ensure Thailand economic grow.



As part of the joint EABC / EU-ABC Mission Trip to Thailand, on 30 November 2022 - EABC and delegates visited Ministry of Finance and met with H.E. Mr. Arkhom Termpittayapaisith, Minister of Finance to discuss collaboration opportunities between public and private sectors.

On the discussion cover variety of areas; ASEAN Taxonomy for Sustainable Finance, Sustainable Healthcare Financing, Taxation Policy Earmarked Tax / Health Bills, Tender Valuation for Government projects, Tobacco Excise Taxes, Role of Technology in Sustainable Finance, BEPS Pillar II, Support for SMEs' Access to Finance, eTax invoice and e-receipt refunds, and e-Commerce Tax.



As part of the joint EABC / EU-ABC Mission Trip to Thailand, on 30 November 2022 - EABC and delegates visited Office of the Board of Investment and met with Mr. Wirat Tatsaringkansakul, Deputy Secretary - General to discuss collaboration opportunities between public and private sectors.

On the discussion cover variety of areas; 2023 - 2027 Investment Promotion Strategy, Investment in EV, Startup Grants, BOI's Application Processing Time, Smart Visa, Long-Term Resident Visa.

In this regard, the Deputy Secretary-General shared his idea and commitment to work closely with private sector to ensure Thailand economic growth.



As part of the joint EABC / EU-ABC Mission Trip to Thailand, on 30 November 2022 - EABC and delegates visited Ministry of Transport and met with Mr. Chayatan Phromsorn, Permanent Secretary to discuss collaboration opportunities between public and private sectors.

On the discussion cover variety of areas; Road Safety Standards, Electrification of Transport, Adopting 1958 Agreement, Movement of Goods, and Rail Projects. In this regard, the Permanent Secretary shared strategic plan for Ministry of Transport and expressed his commitment to ensure Thailand economic growth.



As part of the joint EABC / EU-ABC Mission Trip to Thailand, On 30 November 2022 - EABC and delegates visited Ministry of Digital Economy and Society and met with H.E. Mr. Chaiwut Thanakamanusorn, Minister of Digital Economy and Society to discuss collaboration opportunities between public and private sectors. Mr Bob Fox, board member and Chair, Digital Economy/ICT Working Group,

On the discussion cover variety of areas; Electronic Performance of Administrative Functions Act, Draft Royal Decree on Digital Platform Services, PDPA and PDPA Sub-regulations, Digital Skills / Digital Literacy, Streaming Content Regulation, and Digital Healthcare.



As part of the joint EABC / EU-ABC Mission Trip to Thailand, on 1 December 2022 - EABC and delegates visited Bank of Thailand and met with Dr. Sethaput Suthiwartnarueput, Governor of BOT to discuss collaboration opportunities between public and private sectors.

On the discussion cover variety of areas; Fraud Prevention, Financial Inclusion, ESG+ Sustainable Financing, Prompt Pay, Financial Outlook, digital banking and many more. In this regard, the Governor shared his plans and commitment in order to make all the plans successful in the future.

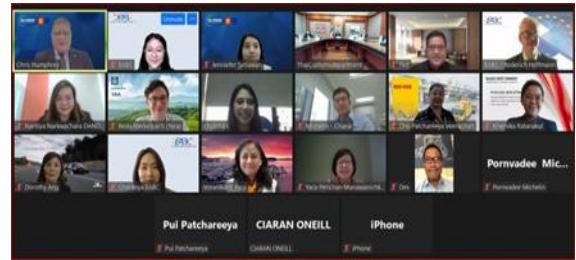
It was a constructive discussion and will lead Thailand into a better collaboration between public and private sector to ensure Thailand economic growth.





On 1 December 2022 - EABC and delegates visited Ministry of Industry and met with Mrs. Siripen Kiatfuengfoo, Deputy Director General, Office of Industrial Economics to discuss collaboration opportunities between public and private sectors.

On the discussion cover variety of areas; Competitive Market Environment, Technical Trade Barriers, and Food for the future. In this regard, the Deputy Director General shared her ideas and commitment to discuss further in order to make all the plans successful in the future.



On 8 December 2022 - EABC and delegates had a virtual meeting with Mr. Patchara Anuntasilpa, Director-General of the Customs Department to discuss collaboration opportunities between public and private sectors.

On the discussion cover variety of areas; Illicit Alcohol Trade, illicit Trade in Tobacco, E-Customs system, and Appeal Process for Classification Rulings. In this regard, the Director-General shared his idea and commitment to work closely with private sector to ensure Thailand economic growth.



On 12 December 2022 - Dr. Charanya Nopnukulviset, Operations Director participated in the EBO Worldwide Network Annual Meeting in Brussels as a representative from EABC. The meeting aimed to strengthen cooperation, exchange ideas, good practices and experience with other European Business Organization worldwide.



On 14 December 2022, Dr. Charanya Nopnukulviset EABC Operations Director participated in the 10th ASEAN-EU Business Summit. The event was attended by Prime Ministers, cabinet ministers, the ASEAN Secretary General and senior officials from the ASEAN member states and the EU. The event highlighted a closer EU-ASEAN cooperation that would be mutually beneficial for both Europe and ASEAN.

The Prime Minister, H.E. General Prayut Chan-o-cha attended a C-Suite Luncheon between European Business Leaders and Heads of Government and Senior Ministers from across the ASEAN region.

# EABC WORKING GROUPS

## CROSS SECTORAL ISSUES (CSI)

Sustainability integration is a planned mission for all EABC Working Groups. The formal establishment of a Sustainability Cluster in EABCs Cross Sectoral Issues (horizontal) Working Group shows a central focus for this horizontal engagement. The objective for the sustainability cluster is to build upon leading global norms (with important leading European policy) and also Thailand's adoption of the BCG and Net Zero Climate commitments, environmental and other commitments through advocacy engagements and education, to ensure that trade and foreign business development in Thailand are progressing in an environmentally and socially sustainable manner. The Working Group has developed a knowledge base in ESG standards and reporting.

## DIGITAL ECONOMY/ICT

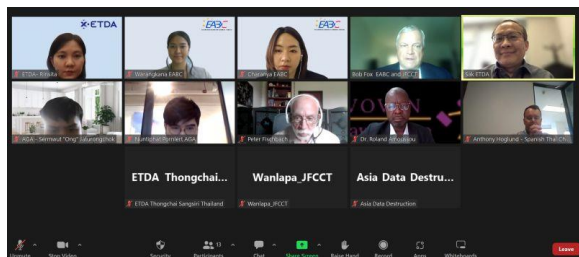


On 24 January 2022, the EABC-JFCCT Digital Economy and ICT Working Group Meeting with Flg.Off. Somporn Pandam Deputy Secretary-General of Vocational Education Commission was held virtually.

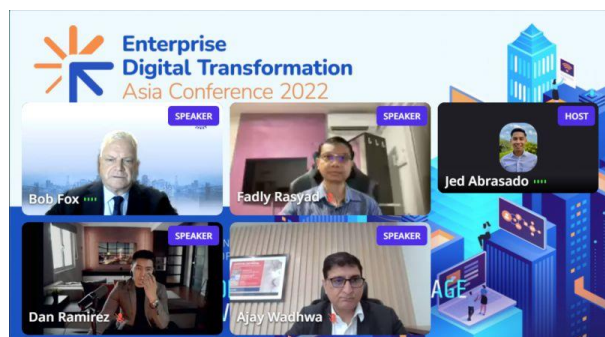
It has been EABC's long-termed goal to support the realization of the Thailand 4.0 vision towards a competitive economy through upskilling and re-skilling. EABC Digital Economy and ICT Working Group has been engaged with the digitalization of the economy and business lives including the promotion of education and skills development to support the digital sectors.

Flg.Off. Somporn Pandam kindly provided us with meaningful answers during the Q&A session. The questions were mainly about the current status of the three apparatus - the Human Capital Excellence Center (HCEC), the Digital Education Excellence Platform (DEEP) and the Excellence Individual Development Plan (EIDP) as well as the issues

regarding Thailand Education Eco-System (TE2S) initiative and digital literacy.



On 28 June 2022 – The EABC and JFCCT Digital Economy and ICT Working Group led by Mr. Bob Fox had a meeting with Dr. Sak Segkhoonthod, Deputy Executive Director of ETDA and his team regarding the topic of Digital Transformation, Electronic Signatures, National ID, Digital skills and others related issues.



EABC Digital Economy/ICT Working Group Chair and Board member, Mr. Bob Fox, chaired and was moderator of the central session on Digital Culture of Enterprise Digital Transformation Asia Conference 2022 organised by Escom Events was held on 3-4 August 2022. Panellists were Mr. Ajay Wadhwa, Head Global Business Services at Indorama Ventures PCL, Mr. Dan Ramirez, Business Excellence Head at Insular, and Mr. Fadly Rasyad, Enterprise Agile Coach at Bank of Singapore. Mr. Bob Fox shared his

perspectives on the importance of Digital Values & Culture including identifying them, inculcating them and using them for successful transformations and ‘being digital’ in an on-going way.



On 20 September 2022, EABC Digital Economy / ICT Working Group organised a Site Visit of SUPERNAP Thailand at Chonburi. The Site Visit included a presentation of SUPERNAP (Thailand) and their services, followed by a tour of SUPERNAP (Thailand) Data Center, and concluded by an exclusive networking event at the Pattana Golf Club. We appreciate the support and active participation of the members of our Digital Economy / ICT Working Group, and we will continue to be the leading voice for the European business community in this sector.

The Digital Economy/ICT Working Group engages in many policy and law developments, through dialogue, public hearings and written submissions. These cover Data Privacy, Digital Signatures, Digital payments, Digital Platforms, Innovation and Tech Start Ups, Work Permit & Visa (including LTR and Smart Visa).

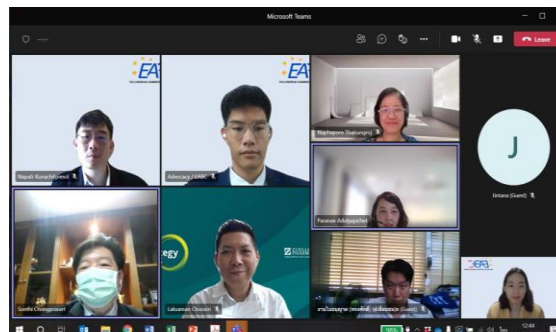


## ENERGY



On 5 August 2022, EABC delegates lead by Ms. Noel Ashpole, Mr. David Beckstead, and Ms. Warangkana Hicks attended the Opening Plenary of Thailand Climate Action Conference (TCAC) organised by Ministry of Natural Resources and Environment at Siam Paragon Hall. H.E. General Prayut Chan-o-cha, Prime Minister of Thailand also provided the opening remarks and keynote speech on Mission to D-emission 2065 for Thailand Sustainable Growth. Thailand Climate Action Conference (TCAC) aims to enhance Thailand to move towards low - greenhouse gas emission and climate - resilient development that align with the UNFCCC and the 2030 SDGs.

## HEALTHCARE AND PHARMACEUTICALS



On 14 February 2022, the EABC Healthcare and Pharmaceutical Working group and the EABC Office have had the chance to discuss with the FDA and Dr. Suchart Chongprasert (Drug Control Division) regarding the development of E-Pharmacy in Thailand.

The meeting touched upon a number of topics with a review of existing E-Pharmacy systems in both the Western and Eastern countries, their differences and similarities. The meeting uncovered key information about the necessary infrastructure needed to develop an E-Pharmacy eco-system in Thailand.



On 8 April 2022, EABC together with the EU-ASEAN Business Council (EU-ABC) and Chulalongkorn Faculty of Pharmaceutical Sciences hosted the webinar on Moving forward on the self-care path in digital new normalcy. This webinar focused on experience sharing about self-care according to international experiences as well as deep diving to economic impact of self-medication in Thailand from an academic viewpoint. We had the honour to welcome H.E. Mr. Statit Pitutecha, Deputy Minister of Public Health to open the event and kindly summarised the current position of Self-care in Thailand and future possibilities within the sector.



On 30 June 2022 – The EABC Health and Pharmaceuticals Working Group led by Ms. Paranee Adulyapichet had an in-person meeting with Mr. Sittichai Ngamkiatkajorn, Director of Medical Benefits Division of the Controller General's Department at the Ministry of Finance.

Constructive discussions during the meeting allowed to cover various topics regarding on procurement and reimbursement in patient treatment costs.



On 10 August 2022, The EABC Healthcare and Pharmaceuticals Working Group had a hybrid meeting with Fiscal Policy Office and The Comptroller General's Department.

We would like to thanks Mr. Rit Sayamanon, Director of the International Economic Policy Bureau, Fiscal Policy Office, Mr. Rachata Ounsuk, Director of Legal Affairs Group on Civil Servants Medical Welfare Department of the Comptroller General's Department and their teams for constructive discussions regarding the Sustainable Healthcare Financing and Risk-Sharing Agreement.



On 20 October 2022 - EABC Healthcare and Pharmaceuticals Working Group led by Ms. Paranee Adulyapichet, the Working Group chair and members had an in-person meeting with Dr. Surachoke Tangwiwat, Deputy Secretary- General of the Food and Drug Administration at the FDA on the topics of Sustainable Healthcare Financing, E-Pharmacy and Self-care.

## INDUSTRY



On 12 July, 2022, EABC Industry Working Group hosted the fourth meeting of 2022 at Danieli Co.,Ltd. in Rayong province. The meeting included various discussions related to the industry sector in Thailand, followed by the Danieli factory tour, as well as an exclusive networking event afterwards.

## INTELLECTUAL PROPERTY RIGHTS (IPR)



On 6 May 2022, EABC and the South-East Asia IP SME Helpdesk co-organised the "Virtual Training: Online Enforcement of Intellectual Property Rights in Thailand". The event was a huge success with great contributions from two experts in the IP sector, Ms. Kannicha Wungmuthitakul (Tilleke & Gibbins) and Ms. Raenuka Fangthong (Lazada) who provided industry insight on the current regulatory developments of Online IP infringements and real-world implementations of the enforcement from one of Asia's largest e-commerce platform.



On 24 May 2022, EABC had an opportunity to meet with Khun Kanitha Kungsawanich , Deputy Director General, along with other representatives from the International Affairs Office, Legal Affairs Office, and Bilateral Cooperation section of the Department of Intellectual property (Ministry of Commerce).

The meeting was led from the EABC side by active IPR Working Group members, Mr Bob Fox (with a deep involvement in Copyright and Ms Paranee Adulapichet (with a deep involvement in Patents)

The meeting was set up under the umbrella of EABC's Working Group on Intellectual Property Rights. Constructive discussions during the meeting allowed to cover various topics surrounding the current developments of IP in Thailand including; Patent Act, MoU on Online advertising, Draft Customs Notification, IP and Ransomware and Post COVID-19 IP Challenges.



On 22 July 2022 , EABC and the South-East Asia IP SME Helpdesk co-organised “EABC and South-East Asia IP SME HELPDESK Webinar on “How to make IPR protection easier for business in Thailand.” The event was a huge success with great contributions from our panelists with informative insights on the importance of protection of IPRs in Thailand in light of current and future IP legislative framework, the enforcement of IPR and how IPR holders can effectively combat counterfeiting offline and online, and the commercialization of IP assets.





On 6 September 2022, Department of Intellectual Property held a meeting on 'Stakeholders Consultation on the Protection and Enforcement of IPRs in Thailand' via Zoom. Mr. Vuttikrai Lewiraphan, Director General of DIP presided the opening remarks and welcomed all the participants in the meeting.

EABC led by Mr. Franck Fougere, Chair of IPR Working Group, Ms. Khemika Ratanakul, Vice Chair of IPR Working Group, and Mr. Bob Fox, EABC Board Member and Chair of Digital Economy/ICT Working Group had the opportunity to share perspectives on various topics; Patent Act, Copyright Act, Online enforcement, MoU on Online Advertising and Intellectual Property Right, Ransomware and Trademark Act. The meeting was also joined by representatives from EU Delegation to Thailand, US Embassy, USPTO, EU-ABC, and AMCHAM.



On 24 November 2022 - Ms. Khemika Ratanakul Chair of Food & Beverages Working Group moderated a Roundtable Discussion & Open Forum on the New Customs Notification System: Issues, Challenges, and Opportunities at the Workshop on the New Customs Notification System on Border Enforcement of Trade Marks and Copyrights in Thailand organised by IPKEY SEA.

Following the issuance of Customs Notification No. 106-2565 in relation to the Export, Import, and Transit of Trademark- and Copyright- Infringing Goods, the workshop aimed to promote awareness and better understanding of the practical implications of the new customs notification system for EU businesses and brand owners in Thailand.

## RAIL AND ROAD INFRASTRUCTURE



On 10 May 2022, The German Ambassador H.E. Mr. Georg Schmidt received the POSITION PAPER 2022 of the European Chamber of Commerce Thailand EABC at a reception for the German Railway Technology Leaders in the garden of the residence. This was presented by the new Board Member of EABC Mr. Tomasz Mazur (SIEMENS Mobility) and EABC Vice-President Mr. Georg Wolff.



On 30 May 2022, The new Austrian Ambassador H. E. Mag. Wilhelm Donko was pleased about the visit of EABC Vic President Georg Wolff, who informed him about the activities of the EABC and handed him a copy of the 2022 EABC Position Paper.



On 16 December, 2022 - EABC Working Group Rail & Road Infrastructure Chair, Mr. Georg Wolff joined the ARISE Plus Thailand meeting regarding SMEs in the construction industry. This project is an EU commitment supporting the ASEAN region in trade facilitation.

The project execution is done by the International Trade Center ITC, a joint agency of the United Nations UN and the World Trade Organisation WTO. Key project partners in Thailand are the Ministry of Commerce / Department of Trade Negotiation and the Ministry of Finance / Comptroller Department.

ITC experts presented detailed suggestions for the improvement of public procurement. After a fruitful discussion, a continuation of information exchange and co-operation between the ITC and the European Chamber of Commerce Thailand EABC was agreed.

## TOURISM



Regularly attended the meetings with JFCCT Tourism Committee. Major topics are MICE, greener tourism, and many more. Reskilling of the workforce was also major focus in the tourism and hospitality sector post-pandemic the committee covering this agenda item throughout the year along with other working groups.



On 9 December 2022 - Mr. Anthony Hoglund, Chair of EABC/JFCCT Tourism Working Group attended a Discussion forum on Sustainable Travel and Tourism along with local industry experts/members of the EuroChams, stakeholders and authorities at the Anantara Siam Bangkok Hotel.

The meeting aimed to bring together industry experts, thought leaders and policy shapers in a forum to exchange ideas, plans, and practices on Sustainable Tourism including how to build synergies between the public and private sectors.

## EABC AFFAIRS

### The Digital Launch of the 2022 European Business Position Paper



The Digital Launch of the 2022 European Business Position Paper was held successfully on 27 January 2022 with the presence of H.E. Mr. Arkhom Termpittayapaisit, Minister of Finance as a keynote speaker and followed by Ambassador David Daly, EU Ambassador of the European Union to Thailand, sharing EU vision.

The event was well attended by Ambassadors and trade counsellors of European countries, Government officials, EABC members, Directors & members of the European bilateral chamber of commerce, businesses in Thailand, ASEAN and Europe.

The launch event reflects the shared efforts from European businesses in Thailand from a broad range of industries and pan-economic policy areas to provide practical recommendations for Thailand to become a more competitive economy and sustainable business.

### EABC Annual General Meeting 2022



EABC's AGM 2022 was held on 28 April 2022 at The Sheraton Grande Sukhumvit. AGM 2022 covered the topics which an Association needs to cover each year; approval of EABC audited financial statements, report of the President, presentation of EABC activities, financial outlook including an election of the board.



The Directors of the Board who have been elected;

- Mrs. Noel ASHPOLE – BDO
- Mr. Nicholas BELLAMY – KPMG
- Mr. Farid BIDGOLI – Roche
- Mrs. Anne COULON – DFDL
- Mr. Jan ERIKSSON – SPICA
- Mr. Anthony HOGLUND – Amadeus
- Mr. Jerome KELLY – LawtonAsia
- Mr. Fabian LORENZ – Luther
- Mr. Tomasz MAZUR – Siemens Mobility
- Mr. Thitiwat THANAPORNNITHINAN – IWG
- Mrs. Cosma ZACHERO – L’Oreal
- Mr. Robert Fox – Aviation Pro
- Mr. Roderich Hoffman – JAS Forwarding Worldwide
- Mr. Alessandro Menocci – Danieli

Special thank you to our generous event sponsor; MultiCORE International Group, Husqvana, L’Oréal, Samitivej Hospital, Aviation Pro, and Civil Engineering Solutions, as well as our beverages sponsors, Diageo Moët Hennessy and Loka Brew Work.

## How to continue operating in Myanmar



On 17 May 2022, EABC organised a webinar on “How to continue operating in Myanmar?”. The webinar addressed and presented the challenges faced by organisations operating in Myanmar, the current economic situation in the country after one year of political crisis, and some solutions to companies on how to navigate safely in this difficult environment from our two experts; Karina UFERT, Executive Director of Eurocham Myanmar and Raphaël GOUÉ, CEO of Euracific.

## First Joint European Networking Cocktail



EABC organised its first Joint European Networking Cocktail yesterday, on 25 May, at the Athenee Hotel. This event was organized in collaboration with 15 European national Chambers in Thailand, which we thank for their support: Advantage Austria, BeluThai Chamber, British Thai Chamber, Franco Thai Chamber, German Thai

Chamber, Hellenic Thai Chamber, Irish Thai Chamber, Netherlands Thai Chamber, Polish Investment & Trade Agency, Romanian Thai Chamber, Spanish Thai Chamber, Swiss Thai Chamber, Thai Finnish Chamber, Thai Norwegian Chamber, and Thai Swedish Chamber.

We also thank H.E. Mr. David Daly, Ambassador of the European Union to Thailand, and H.E. Mr. Thierry Mathou, Ambassador of France to Thailand, for greeting us with their presence, and for delivering keynote addresses to all participants.

This friendly gathering of all these European embassies, institutions and Chambers, and of more than 160 business representatives, was a great reminder of the fact that Europe's strength, the third largest economy in the world, and the fourth largest economic partner of Thailand, relies on "unity in diversity" and on sharing the humanist values. Europe continues to engage in a constructive relationship with Thailand, in order to contribute to its sustainable development.

This first pan-European event was a great success, thanks to the support of our sponsors: Acteus, MultiCORE, CIC, Husqvana, L'Oreal, Samitivej Hospital, Aviation Pro, B.Braun, Diageo Moët Hennessy, Loka Brew Works and Pernod Ricard.

## **EABC CONNECTS on "Real World Experiences, Requirements and Misconceptions in PDPA Compliance"**



On 22 September 2022, EABC organised its first EABC CONNECTS on "Real World Experiences, Requirements and Misconceptions in PDPA Compliance", a collaboration between EABC's Digital Economy/ICT Working Group and DFDL (Thailand), held around a sumptuous breakfast at Sheraton Grande. EABC Connects combines networking, cogent information and advocacy.

The event received very positive feedback, with great contributions from our speakers in the PDPA sector, Mr. Bob Fox, EABC Board member Chair of EABC's Working Group Digital Economy/ICT, Mr. Kraisorn Ruengkul, Partner of DFDL (Thailand) Limited, and Mr. Suriya Nachin, Head Legal Consultant/Head PDPA Team of DPO services Ltd.

Our experts provided actionable advice about conducting and implementing PDPA compliant projects and PDPA documents, policies, and procedures.

## Second Joint European Networking Cocktail



On 29 November, EABC organised the second edition of its Joint European Networking Cocktail, at the Sheraton Grande Sukhumvit, in the presence of 230 participants. This event was organized in collaboration with 16 European national Chambers in Thailand. We would like to special thank the following European ambassadors for participating in our event: H.E. Mr. David Daly, Ambassador of the European Union, H.E. Mr. Pavel Pitel, Ambassador of the Czech Republic, H.E. Mr. Georg Schmidt, Ambassador of Germany, H.E. Mr. Sandor Sipos, Ambassador of Hungary, H.E. Mr. Pat Bourne, Ambassador of Ireland, H.E. Mr. Waldemar Dubaniowski, Ambassador of Poland and H.E. Mr. Pedro Zwahlen, Ambassador-Designate of Switzerland.

The event was a great success, thanks to the support of our sponsors: Luther, MultiCORE, Bumrungrad Hospital, Dextra, Docquity, Nishimura & Asahi, WHA Group, YCP Solidiance, Aviation Pro, Pearson, B.Braun, L'Oréal, Sheraton Grande Sukhumvit and The Ascott, Diageo Moët Hennessy Thailand and Eurofood.

## EABC webinar with CEOE (The Spanish Confederation of Business Organisation)



On 1 December 2022 - EABC had a webinar with the Spanish Confederation of Business Organizations (CEOE) via Zoom. The webinar aimed to provide a general overview about Thailand market, current business relations with European companies and specially with the Spanish ones and to recognize suitable institutions in Thailand for identifying possible ways of collaboration for business and investment opportunities.