



EABC ACTIVITY REPORT 2025

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EABC - European Association for Business and Commerce



EABC - European Association for Business and Commerce



EABC Thailand



European Association for Business and Commerce (the European Chamber of Commerce Thailand)

The Activity Report 2025 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.



The EABC Activity Report 2025 is in three parts:

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

General Advocacy Dialogues and Events

- European Parliament
- Federation of Thai Industries (FTI)
- Joint Foreign Chambers of Commerce in Thailand
- World Bank Thailand
- Thailand Board of Investment (BOI)
- Office of the Council of State (OCS)
- Thailand Trade Representative (TTR)
- Ministry of Commerce
- National Economic and Social Development Council (NESDC)
- Ministry of Finance
- Thailand's Food and Drug Administration (FDA)

Working Group by subject matter

(selected events only)

- Automotive
- Cross Sectoral Issues (CSI)
- Digital Economy/ICT
- Energy
- Food, Agriculture and Beverages (FAB)
- Healthcare and Pharmaceuticals
- Insurance
- Intellectual Property Rights (IPR)
- Phuket Chapter
- Tourism
- Transport, Logistics, Rail & Road (TLRR)

EABC Affairs

- EABC Corporate Golf Day
- Annual General Meeting 2025
- Launch of the 2025 European Business Position Paper
- EABC Art & Networking Night
- Civil Servant Medical Benefit Scheme: Policy Direction and Way Forward for Sustainable Financing and Patient Access
- Advancing Trade, Investment, and FTAs in a Shifting Global Landscape
- Thailand's Investment Promotion
- FTA Survey Report

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GENERAL ADVOCACY DIALOGUES, ACTIVITIES AND EVENTS



On 10 January 2025, EABC had a hybrid meeting with Kathleen Van Brempt, (participating on line) MEP and Standing Rapporteur on Thailand for the European Parliament Trade Committee along with Antoine Ripoll, Minister-Counsellor at the EU Delegation to ASEAN. EABC presented its mandates and missions to the MEP. The meeting discussed EU-Thailand economic relations, including the next round of the EU-Thailand FTA negotiations, which will happen in Brussels.



On 15 January 2025, EABC welcomed representatives from EUIPO - European Union Intellectual Property Office. During the meeting, EABC provided an update on the current state of Intellectual Property Rights (IPR) in Thailand. Both parties discussed potential areas of collaboration to strengthen their efforts in advancing IPR in the country.



On 30 January 2025, EABC met with Ms. Diana Acconcia, Director for International Affairs and Climate Finance at the Directorate-General for Climate Action of the European Commission. During the discussion, Ms. Diana Acconcia presented the EU’s vision for the green transition, highlighting the European Green Deal and its Green Deal Industrial Plan. EABC provided updates on the adoption of sustainability-related policies in Thailand, reaffirmed European businesses’ commitment to the green transition, and advocated for a holistic approach that enhances Thailand’s competitiveness.



On 13 February 2025, EABC representatives led by Mr. Jan Eriksson, Vice President, and Dr. Charanya Nopnukulvised, Operations Director, attended the FTI Expo 2025 opening ceremony at the Queen Sirikit National Convention Centre. This year’s theme, “Empowering Thai Industry, Elevating Thailand’s Future,” underscores Thailand’s commitment to industrial innovation and sustainable growth.

Organized by the Federation of Thai Industries (FTI), the FTI Expo serves as a key platform to showcase Thailand’s advancements in innovation, cutting-edge technology, and sustainable business practices, supporting the country’s transition into a digital and globally competitive economy.



On 14 February 2025, EABC representatives attended the JFCT Prime Minister’s Address Luncheon 2025, held under the theme “Sustainable Thailand: Advancing with Reforms.”

H.E. Ms. Paetongtarn Shinawatra, Prime Minister of Thailand, delivered the keynote address, outlining the government’s vision for driving Thailand’s economy forward through sustainable economic development. She emphasized the importance of collaboration between the government and the private sector in achieving long-term growth, ensuring that Thailand’s economic progress is sustainable, inclusive, and prosperous for all. This was followed by a panel session moderated by Professor Thitinan on major policy topics.



On 14 February 2025, EABC participated in the World Bank’s Thailand Economic Monitor event, themed “Unleashing Growth: Innovation, SMEs, and Startups.” The event marked the launch of the February 2025 edition of the Thailand Economic Monitor, which provides an overview of key economic developments over the past six months. The report places these changes in the context of global trends and Thailand’s long-term economic trajectory, while also offering updates on economic and social welfare outlooks. The event began with a keynote speech by H.E. Mr. Pichai Nariphthapham, Minister of Commerce, followed by discussions on the report’s key findings.



On 17 February 2025, the first day of the EABC / EU-ABC Mission Trip to Thailand, EABC, together with EU-ABC delegates, engaged in high-level discussions with three government agencies.

In the morning (see photo), EABC met with the Board of Investment (BOI), led by Deputy Secretary-General Mr. Wirat Tatsaringkansakul, to discuss key investment policies and Thailand's investment priorities. EABC also explored potential collaboration with BOI in the agricultural sector to enhance productivity, improve production and distribution, and address environmental challenges.

At the same time, another group of delegates had a separate meeting with the Ministry of Energy, led by Mr. Samerjai Suksumek, Advisor to the Minister of Energy. In the meeting, EABC discussed how the private sector could support the government's objectives outlined in the Power Development Plan.

In the afternoon, EABC met with the Bangkok Metropolitan Administration (BMA), led by Governor Chadchart Sittipunt. The meeting covered Bangkok's healthcare strategies, environmental sustainability, and opportunities for businesses to support financial governance in urban development.



On 18 February 2025, the second day of the EABC / EU-ABC Mission Trip in Thailand, EABC, together with EU-ABC delegates, continued their high-level engagements, holding discussions with key government agencies and diplomatic missions.

In the morning, EABC met with the Ministry of Natural Resources & Environment, led by Mr. Apichat Sakdiset, Adviser to the Minister, to discuss Thailand’s environmental policies and sustainability regulations. EABC engaged in discussions on the revised Nationally Determined Contributions (NDCs) action plan and the Ministry’s perspective on business participation in Internationally Transferred Mitigation Outcomes (ITMOs) under the Paris Agreement framework.

In the afternoon, EABC visited the Delegation of the European Union to Thailand, led by Renita Bhaskar, Head of the Economic and Trade Section, to discuss EU-Thailand economic relations. The meeting focused on the latest updates on the EU-Thailand Free Trade Agreement (FTA) negotiations, highlighting key priorities and potential areas where the private sector could contribute.



On 19 February 2025, as part of the EABC / EU-ABC Mission Trip in Thailand, EABC, alongside EU-ABC delegates, participated in high-level discussions with key Thai government representatives on economic and policy issues.

In the morning, EABC met with the Ministry of Public Health, led by H.E. Somsak Thepsutin, Minister of Public Health, to discuss risk-sharing agreements and dedicated funding mechanisms aimed at improving access to innovative treatments, particularly for rare diseases.

Later, EABC paid a courtesy visit to H.E. Prime Minister Paetongtarn Shinawatra at Government House. EABC underscored the importance of the EU-Thailand Free Trade Agreement in unlocking Thailand's economic potential and strengthening its role in the global supply chain amid geopolitical shifts. Reaffirmed its commitment to collaborating with the Thai government to drive economic transformation and enhance Thailand's attractiveness as an investment destination for European businesses.

In the afternoon, EABC met with the Bank of Thailand (BOT), led by H.E. Roong Poshyananda Mallikamas, Deputy Governor, to discuss Thailand's economic outlook, BOT's key priorities, and strategic initiatives supporting the country's net-zero emissions target by 2065. The meeting also included cross-border digital payments and financial integration. Simultaneously, another group of EABC representatives visited the Ministry of Transport, led by H.E. Chayatan Phromsorn, Permanent Secretary, to discuss Thailand's Master Transportation Plan for 2030, with a particular focus on technology, railway infrastructure, and procurement strategies.

Later in the afternoon, EABC had discussions with the Ministry of Labour, led by H.E. Phiphat Ratchakitprakarn, Minister of Labour, focusing on key labour policy priorities, including updates on the Labour Protection Act and the Freelancer Act. The meeting also explored potential collaborations between the private sector and the Ministry in labour market initiatives and regulatory developments.

At the same time, another group of EABC representatives met with H.E. Akanat Promphan, Minister of Industry, to discuss sustainability and investment priorities, key sectors targeted for investment, and strategies to enhance Thailand's investor attractiveness.



On 20 February 2025, the last day of the EABC / EU-ABC Mission Trip to Thailand, EABC and delegates engaged in high-level discussions with key Thai government representatives.

In the morning, EABC visited the Ministry of Digital Economy and Society (MDES) – picture above led by Adj. Prof. Wisit Wisitsora-At, Permanent Secretary for Digital Economy and Society, to discuss digital economy policies and regulatory frameworks. The meeting covered Thailand’s plans to ensure a smooth transition for businesses and collaboration opportunities to drive AI adoption, enhance digitalisation, and foster a competitive and sustainable digital economy, as well as issues and recommendations from EABC and others in the EU-ABC community.

Later, EABC visited the Customs Department under the Ministry of Finance, led by Director General Theeraj Athanavanich, to discuss trade facilitation and regulatory improvements. The meeting covered updates on the planned 2025 review of the customs code and opportunities for private sector input in the revision process.

Ending the day, EABC met with the Ministry of Commerce, led by H.E. Pichai Nariphaphan, Minister of Commerce, to discuss Thailand’s trade policies and investment climate. The meeting focused on the Ministry’s key priorities for enhancing global competitiveness, supporting foreign businesses, and ensuring fair competition. EABC also inquired about the latest developments in the EU-Thailand Free Trade Agreement (FTA) negotiations, the status of the Patent Act amendments, and potential challenges in sensitive sectors.



On 20 February 2025, EABC Operations Director, Charanya Nopnukulvised, delivered the opening remarks at the launch of Oxford Economics' latest report, Capturing High-Quality Tourism in Southeast Asia. The report highlights the impact of premium food and beverage experiences on high-value tourism in the region, analyzing key factors influencing the travel decisions of “premium tourists” — a segment characterized by high spending potential. It underscores the importance of balancing value and volume in tourism growth. The full report can be accessed at <https://lnkd.in/gT6KJ5gp>



On 24 February 2025 at the European Union Delegation (EUD), EABC met with Members of the European Parliament (MEPs), led by Mr. Wouter Beke, Chair of the ASEAN Delegation, Committee on Foreign Affairs, EPP, Belgium. The discussion was welcomed by H.E. Mr. David Daly, EU Ambassador. EABC provided an overview of Thailand's current economic landscape and shared insights and analysis on four key sectors, including agriculture, pharmaceuticals, transport and logistics, and insurance. In addition, it conveyed to the MEPs the expectations of European businesses in Thailand towards an EU-Thailand FTA.



Dr. Charanya Nopnukulvised, Operations Director, represented EBO Thailand at the EBO Sustainability Summit 2025 held from 27-28 February 2025 in Phnom Penh, Cambodia. This regional event was organised by EuroCham Cambodia with support from GIZ FABRIC. This summit brought together key stakeholders to strengthen regional partnerships and advance sustainability efforts. As EABCs (EBO Thailand's) second participation in the event, it underscored our ongoing commitment to promoting responsible business practices, green growth, energy efficiency, and inclusivity. The discussions provided valuable insights into sustainability challenges and best practices, fostering collaboration on strategies to enhance sustainability standards across industries. By engaging with industry leaders, EABC (EBO Thailand) continues to contribute to meaningful dialogue and collective action toward a more sustainable future



On 28 February 2025 at the ESCAP, EABC participated in the EU Global Gateway: Stronger Together Through Sustainable Investment. The event was convened by the European Union on the sidelines of the Asia-Pacific Forum on Sustainable Development 2025. The roundtable discussion featured insights from experts and implementors of key Global Gateway projects in the ASEAN region, highlighting de-risk investments and private sector participation.



On 12 March 2025, EABC representatives, led by Mr. Jan Eriksson, Mr. Bob Fox, and Dr. Charanya Nopnukulvised, attended the Thailand Board of Investment (BOI) seminar on “Ignite Thailand: Invest in Endless Opportunities” at The Athenee Hotel, Bangkok. The event unveiled BOI’s strategic investment policies aimed at driving new opportunities, fostering innovation, and positioning Thailand as a global investment hub. Prime Minister H.E. Paetongtarn Shinawatra delivered a keynote speech on “Unlimited Investment Opportunities in Thailand,” emphasizing the importance of public-private collaboration in addressing global investment challenges.



On 25 March 2025, Mrs. Paranee Adulyapichet, EABC President, and Chair of Health & Phamaceuticals Working Group and Mr. Bob Fox, Vice President and Chair of the Digital Economy/ICT Working Group, represented EABC at the 4th Annual Sustainability Week Asia at The Athenee Hotel, Bangkok. This event, taking place 25-26 March, brought together 1,000+ sustainability leaders to address climate change, social justice, and sustainable financing. Key discussions focus on net-zero emissions, energy transition, circular economy development, and equitable resource management.



On 1 May 2025, EABC representatives, Mrs. Paranee Adulyapichet, President and Chair of Healthcare and Pharmaceuticals Working Group, Mr. Bob Fox, Vice President and Chair of Digital Economy/ICT Working Group, Mrs. Noel Ashpole, Board Member and Treasurer, and Dr. Charanya Nopnukulvised, Operations Director attended the OECD Better Regulation Kick-Off Meeting and Initial Memorandum (IM) Workshop, organised by the Office of the Council of State (OCS) in collaboration with the OECD at the Grand Hyatt Erawan Bangkok.

On the same day, EABC representatives held a meeting with Mr. Phil O'Reilly, Chair of the Southeast Asia Contact Group Business at OECD, and Mr. Gary Rynhart, Senior Specialist on Employers' Activities at the International Labour Organization (ILO), to exchange views on Thailand's current business landscape. EABC shared sectoral insights and key observations from its ongoing advocacy efforts, contributing to a broader discussion on Thailand's alignment with international standards.

Thailand's pathway toward OECD membership represents a significant milestone that may help enhance policy quality and unlock new opportunities for international trade and investment. The avenue provided by Business at OECD was welcomed. The exchange of ideas proved highly valuable in supporting the ongoing development of corporate governance and performance standards in Thailand, reinforcing the value of international cooperation and alignment with global frameworks.



On 19 May 2025, EABC representatives, led by President Paranee Adulyapichet and Operations Director Charanya Nopnukulvised, Ph.D., met with the British Chamber of Commerce Thailand (BCCT), including Chair Aime Pinyapa Somphong and Executive Director Greg Watkins MBE, to explore opportunities for further collaboration and engagement.



On 22 May 2025, the EABC represented by Mrs. Paranee Adulyapichet, Mr. Jan Eriksson, Mrs. Noel Ashpole, Mr. Nicholas Bellamy, and Dr. Charanya Nopnukulvised, attended the Europe Day Celebration at the Conrad Hotel Bangkok. The event served as a meaningful occasion to commemorate European values and reaffirm the enduring friendship and partnership between the European Union and Thailand.



From 2-6 June 2025, Dr. Charanya Nopnukulvised, Operations Director represented EABC Thailand for the Annual Meeting of the European Business Organization Worldwide Network (EBOWN) in Brussels. Dr. Charanya engaged in productive discussions with senior officials from the European Commission including DG TRADE, DG GROW and DG INTPA and exchanged best practices with fellow Executive Directors from European Chambers around the world. The meeting emphasized the need for strong international cooperation to address today's global trade challenges, enhance global competitiveness, and build sustainable foundations for future collaboration. Dr. Charanya also shared the latest EABC Business Position Paper with Mr. Jason Collins, Chair of this year's EBOWN meeting and representative of EBO Australia, who expressed his support and endorsement of our paper. A truly enriching week of dialogue, partnership, and shared purpose for advancing EU business interests globally.



On 18 June 2025, EABC representatives, President and Chair of the Healthcare and Pharmaceutical Working Group, Mrs. Paranee Adulyapichet; Vice President and Chair of the Digital Economy/ICT Working Group, Mr. Bob Fox; Vice President, Mr. Jan Eriksson; Board Member, Mrs. Noel Ashpole; Board Member and Treasurer, Ms. Onanong Pratakphiriya; Chair of the IPR Working Group, Ms. Pavinee Bunyamissara; Operations Director, Dr. Charanya Nopnukulvised; and Policy Manager, Ms. Pitchapha Suwanalert met with Thailand Trade Representative (TTR), Mr. Werapong Prapha, and his team at Government House of Thailand. The meeting was a valuable opportunity for a constructive dialogue, with both sides exchanging views on shared insights in the context of the development of EU-Thailand FTA. EABC presented key highlights from its 2025 European Business Position Paper, including recommendations on trade facilitation, investment, and regulatory reform. As a policy-driven entity with complementary roles, EABC and TTR reaffirmed the value of strong public-private partnership –not only as a mechanism for engagement, but as a foundation for building a trade relationship that is inclusive, sustainable, and aligned with long-term goals. It is noted that Mr Werapong has rejoined the TTR office in 2026.



On 20 June 2025, EABC President Paranee Adulyapichet sat down with Franc Han Shih from ThaiPBS to highlight the importance of political stability in the lead-up to the upcoming EU–Thailand Free Trade Agreement (FTA) negotiations in Bangkok. Coinciding with the sixth round of FTA talks, Mrs Paranee emphasized the need to maintain momentum in deepening trade and investment cooperation between Thailand and the EU. She reaffirmed the European business community’s long-term commitment to Thailand.

As Mrs Paranee stated, Thailand’s determination to advance the FTA sends a clear message of progress, with strong potential to drive more inclusive and sustainable growth across both regions.

The full interview here:

<https://web.facebook.com/watch/?v=1749574339004854&rdid=gYoaq5rryGlyLmeg>



On 9 July 2025, EABC led by President Mrs. Paranee Adulyapichet, met with the German-Thai Chamber of Commerce (GTCC), led by President Mr. Alexander Donau, to explore opportunities for deeper collaboration and engagement because inter-chamber cooperation is vital to ensuring a unified and stronger European business voice in Thailand.



On 21 August 2025, EABC representatives, led by EABC President, Mrs. Paranee Adulyapichet, EABC Board Member, Ms. Onanong Pratakphiriya, and EABC Policy Manager, Ms. Pitchapha Suwanalert, participated in the “Voice x Vision: Thai-EU FTA in Focus” Stakeholder Consultation Workshop at the Athenee Hotel. The consultation was organised by the Department of Trade Negotiations (DTN), Ministry of Commerce (MOC), in partnership with the International Institute for Trade and Development (ITD) and the Thailand Trade Representative (TTR). The programme was divided into an open seminar in the morning and focus group discussions in the afternoon, wherein participants shared perspectives on market access for goods, services, and investment. Participants included private companies, farmers, SMEs, academics, and civil society groups. The Minister of Commerce, H.E. Jatuporn Buruspat, gave an opening speech stressing the importance of consultation before accelerating negotiations. He noted that upcoming negotiation chapters will be more challenging and issue-specific, requiring broad-based participation.



On 3 September 2025, EABC -The European Chamber of Commerce Thailand representatives led by President and Chair of the Healthcare & Pharmaceuticals Working Group, Mrs. Paranee Adulyapichet, Board member and Chair of the Energy Working Group, Mr. Marty Sinthavanarong, and Policy Manager, Ms. Pitchapha Suwannalert participated in the World Bank Roundtable Discussion on the Impact of Recent Trade Policy Development at the World Bank Office in Bangkok.

This roundtable discussion focuses on how Thailand is adapting to the uncertainties of international trade. The discussion explored the impact of recent trade policy changes, strategies to mitigate risks, and the sharing of best practices among participants. EABC emphasised the importance of the EU-Thailand Free Trade Agreement (FTA) as a key driver to strengthening Thailand’s competitiveness and resilience in an evolving global trade landscape.



On 9 September 2025, EABC representatives, led by President, Mrs. Paranee Adulyapichet, Business Development Director, Ms. Petch Chojnacki, and Member of the Healthcare & Pharmaceuticals Working Group, Mr. Napatr Kunachitpimol, attended the Polish MedTech Seminar Promoting Polish Medical Technologies 2025 hosted by the Polish Investment & Trade Agency (PAIH).

The seminar explored the evolving trade patterns and new opportunities for collaboration between Poland and Thailand, particularly within the medical sector. Poland is actively seeking to expand its partnerships with Thailand, while Thai companies are showing increased interest in Polish connections.



On 11 September 2025, EABC Vice-President and Chair of Digital Economy/ICT group, Mr. Bob Fox, and Policy Manager, Ms. Pitchapha Suwanalert, attended the Southeast Asia Trade and Development Forum 2025. This event was hosted by the International Institute for Trade and Development (ITD), Ministry of Commerce, in collaboration with UN Trade and Development (UNCTAD).

The theme of the forum was “The Changing Realities of International Trade”. The keynote sessions and panel discussions revolved around the challenges and opportunities for Thailand and Southeast Asia in the currently volatile global trade and investment landscape. The speakers noted the great potential of countries in the region to become centres of trade, finance, and investment in green and digital “economies of the future”. To make this vision a reality, Thailand must make considerable efforts at moving up the value chain, supply chain diversification, infrastructure investment, skills education for labor, green and digital transitions, and regulatory liberalisation to attract and facilitate innovative business.

Additionally, the speakers underlined the importance of responding to the current volatility with stronger regional and multilateral cooperation to collectively advance towards a more equitable and sustainable future.



EU-ASEAN Sustainable Connectivity Package - Higher Education Programme (SCOPE-HE)

On 16-17 September in Phnom Penh Cambodia, as part of EU-ASEAN ‘Global Gateway’ collaboration and development, Mr. Bob Fox, EABC Vice President and Chair, Digital Economy/ICT group participated in the 2025 round of the ‘Closing the Gap’ workshop run by EU-ASEAN Sustainability Connectivity Package – Higher Education Programme (SCOPE HE). “Pathways to Practical Skills Development and Workforce Readiness”. The event further advanced multi-local skills upgrade through programmes such as TVET, dual vocational training, and freer movement of skilled people. Mr Fox had presented on AI in Education and skills development in the workforce at an earlier Closing the Gap event.



On 17 September 2025, EABC was delighted to welcome Ms. Gerdien Velink, Head of Operations & Business Growth at EuroCham Myanmar to our office. We had a productive discussion on continuing and strengthening collaboration between our two organisations, with a shared commitment to supporting European businesses and promoting sustainable trade and investment in the region.



On 23 September 2025, EABC representatives, led by President, Mrs. Paranee Adulyapichet, and Policy Manager, Ms. Pitchapha Suwanalert, attended the Thailand–Ireland Forum: “Advancing Technology & Digital Partnership” commemorating the 50th anniversary of diplomatic relations between the Kingdom of Thailand and Ireland. The event was organized by the Embassy of Ireland in Thailand, in collaboration with the Ministry of Foreign Affairs of the Kingdom of Thailand.

The forum celebrated five decades of partnership and featured keynote sessions and panel discussions on future opportunities for enhanced cooperation between the two countries. The speakers emphasised that Thailand and Ireland can further educational and expert-level collaboration on the transition to a digital economy, particularly through developing digital skills to attract high-value investment. The exchange also underscored Ireland’s role as a partner of opportunity, highlighting that stronger economic and business ties with Ireland can help Thailand broaden its relations with Europe, deepen EU engagement, and strengthen its positioning as a gateway to ASEAN for Ireland and the wider region.



On 25 September 2025, Mr. Bob Fox, EABC Vice President and Chair Digital Economy/ICT group represented EABC at the ASEAN-EU Business Summit 2025 Summit in Kuala Lumpur. Key sessions included a deep dive into the ASEAN Power Grid where Malaysia has been an energetic proponent; progress with the Digital Economy Framework Agreement (DEFA) was also touched on as well as other regional business topics.



On 26 September 2025, EABC representatives, led by President, Mrs. Paranee Adulyapichet, Operations Director, Dr. Charanya Nopnukulvised, and Policy Manager, Ms. Pitchapha Suwanalert, attended the Annual Conference 2025 of the Office of the National Economic and Social Development Council (NESDC).

The conference, organised by the NESDC under the theme “Thailand’s Institutional Reform”, included keynote sessions and a panel discussion focused on the structural reforms needed to strengthen Thailand’s competitiveness and drive socio-economic development. Speakers particularly emphasised the importance of modernising the public sector to transform it into an institutional enabler of growth and resilience.

The Chairman of the NESDC, Dr. Supavud Saicheua, gave an opening speech emphasising the need to reform Thailand’s institutional structure to enhance competitiveness, inspire hope, build trust, and unlock the country’s potential to become a regional economic centre.

Followed by a keynote speech from The Secretary-General of the NESDC, Mr. Danucha Pichayanan, stressing the importance of proactive investment for long-term growth, specifically citing the need to increase agricultural productivity and adopt technology for higher value-added goods, along with listing five key areas for structural reform Thailand must undertake.



On 2 October 2025, Dr . Charanya Nopnukulviset, Operations Director attended the Swedish-Thai Talk Stage and Networking Reception: “A Circular Future, From Industry to Home”, organised by the Embassy of Sweden in Bangkok, Business Sweden, and the Thai-Swedish Chamber of Commerce during the Sustainability Expo 2025 at the Queen Sirikit National Convention Center. The picture shows Dr. Charanya Nopnukulviset, Operations Director of EABC, together with Mr. Peter Bjork, President of the Thai-Swedish Chamber of Commerce.

The event highlighted the importance of sustainability and the green transition. Speakers from Swedish companies, Alfa Laval, Candela, Electrolux, IKEA, and Tetra Pak shared their experiences in adopting circular business models, underlining how sustainability drives both innovation and competitiveness.



On 14-15 October Mr. Bob Fox, EABC Vice President and Chair, Digital Economy/ICT working group participated in the Global Gateway event ‘3rd EU-ASEAN Policy Dialogue: Enhancing Talent and Skills Development through Internationalisation; in Kuala Lumpur. The event was part of the EU-ASEAN Sustainability Connectivity Package – Higher Education Programme (SCOPE HE).



On 29 October 2025, EABC representatives, led by President and chair Helthcare & Pharma Working Group, Mrs. Paranee Adulyapichet, Vice-President and chair Digital Economy/ICT Working Group, Mr. Bob Fox, Operations Director, Dr Charanya Nopnukulvised, and Policy Manager, Ms. Pitchapha Suwanalert, were honoured to be invited to the Thai Parliament for the meeting of the Subcommittee on Monitoring International Cooperation on Economy, Trade, Investment, and Labour under the Senate Committee on Foreign Affairs.

EABC shared insights and exchanged perspectives on the progress and future direction of the EU–Thailand Free Trade Agreement (FTA) and specific issues including services liberalisation, digital development, competitiveness and other relevant topics.



On 6 November 2025, EABC and EuroCham Myanmar co-organised an in-person briefing in Bangkok to discuss the Myanmar business landscape and its implications for EU businesses in the region. This gathering highlights the strength of the EBO ASEAN network. Many of our members operate across borders, not only in Thailand but also in neighbouring markets such as Myanmar. EABC remains committed to working closely with EuroCham Myanmar and other EBOs in ASEAN to strengthen collaboration, and to promote transparency, stability, and sustainable business practices across the region.



On 4 December 2025, EABC representatives led by EABC President, Mrs. Paranee Adulyapichet, board members and members of working groups, met with the Ministry of Finance, led by Vice Minister for Finance, Dr. Benjarong Suwankiri, to discuss key economic priorities and reaffirm our commitment to working together in support of Thailand’s long-term development.

The discussion focused on the Ministry’s current policy priorities, including Thailand’s ambition to position itself as a regional financial hub and the challenges associated with that,, the importance of an upskilled workforce—ensuring that training aligns with evolving market needs and supports the development of future-ready talent, overall competitiveness, and easy cross border payment systems

The meeting also explored opportunities for collaboration on the EU–Thailand Free Trade Agreement (FTA) negotiations. Both parties shared the goal of advancing trade, attracting investment, enhancing innovation, and strengthening economic growth through closer cooperation.

Another important topic of discussion was the need for sustainable healthcare financing, recognised as a critical component of both economic resilience and a healthier, more productive society.



On 15 December 2025, EABC Healthcare and Pharmaceuticals Working Group, led by EABC President and Working Group Chair, Mrs. Paranee Adulyapichet, together with representative from Food, Agriculture, and Beverages (FAB) Working Group had a meeting with Thailand's Food and Drug Administration (FDA), led by Secretary-General, Ms. Supatra Boonserm.

The meeting highlighted key aspects of Thailand's recent policies and regulations, including e-pharmacy, the Self-Care Policy, and cosmetics regulation. Participants exchanged views on regulatory harmonisation, with an emphasis on supporting the Working Group's efforts to enhance access to safe and quality products. The discussion also explored ways to strengthen collaboration with the FDA, aiming to support regulatory frameworks that uphold high safety standards while also enabling timely access to high-quality and trusted products.

The meeting also included the introduction of the Anti-Illicit Trade Sub-Task Force, part of EABC's ongoing efforts to support regulatory compliance and help protect consumers from unregulated or substandard products.

EABC WORKING GROUPS

AUTOMOTIVE



On 21 August 2025, EABC was engaged at Asia EV Technology Summit 2025 (Escom Events) at the Golden Tulip Sovereign Hotel Bangkok. A panel “Digital Transformation and AI Application in Automotive Industry: Things to know” curated and moderated by EABC Vice-President and Chair, Digital Economy/ICT group Mr. Bob Fox. Drawing on the deep involvement in AI by that group, the panel covered use of AI in a variety of applications – engineering, manufacturing, traffic management, customer experience, self-driving and included the ethical and ‘good conduct’ use and development of AI, and the ‘human in charge’ imperative. The summit contained keynote sessions, panel discussions, tech showcases about the latest developments in the electric vehicles (EV) industry, as well as networking opportunities.

CROSS SECTORAL ISSUES (CSI)



On 16 June 2025, the Cross-Sectoral Issues (CSI) Working Group held its first meeting of the year in a hybrid format at the KPMG office. The meeting marked an important step in advancing regulatory clarity and improving the ease of doing business in Thailand — continuing the momentum from the 2025 European Business Position Paper. Participants engaged in timely discussions on cross-cutting issues that affect a broad range of industries, reinforcing CSI’s role as a platform for identifying shared challenges and proposing actionable reforms.



On 5 September 2025, EABC held the second Cross Sectoral Issues (CSI) Working Group meeting of the year, led by Mr. Nicholas Bellamy, in a hybrid format at the KPMG Office. The working group discussed three key focus areas. First, EABC President, Mrs. Paranee Adulyapichet, shared updates on the progress and activities relevant to the EU-Thailand FTA negotiations, as well as summarising the current position of the Thai government. Then, EABC-Vice President and Chair Digital Economy/ICT Working Group Mr. Bob Fox, led a discussion on necessary revisions to Lists in the Foreign Business Act (FBA) and related regulation that will further liberalise the Thai economy, enhancing competitiveness, transparency, and regulatory efficiency. The meeting ended with updates on recent tax policy developments presented by Ms. Melea Cruz from BDO.



On 11 December 2025, EABC Cross Sectoral Issues Working Group, led by CSI Working Group Chair, Mr. Nicholas Bellamy, held its third hybrid meeting of the year at the KPMG office. The meeting provided valuable insights and reflections through key takeaways from COP30, highlighting global priorities, trends, and the direction toward advancing sustainability efforts.

The meeting also considered a 'Scope and Purpose' for a possible, new Sustainable Business Working Group. Participants also presented Sustainable Business case studies, exchanging ideas, and demonstrating how sustainability can be integrated into business strategies. In addition, the meeting included important updates on sustainability and climate reporting requirements to be informed and prepared to align with evolving regulations, standards, and expectations in the sustainability landscape.

DIGITAL ECONOMY/ICT



L-R: NCSA Advisor, NCSA S-G Air Vice Marshall Amorn, Mr. Bob Fox, NCSA Dep S-G.

On 22 January 2025, Mr. Bob Fox, EABC Vice President and Chair Digital Economy/ICT group participated in the NCSA (National Cybersecurity Agency) conference and met with NCSA Secretary-General AVM Amorn and others. Issues under discussion included data localization under cybersecurity regulation, a multi-vendor environment and national cybersecurity.



On mid April 2025, Mr. Bob Fox, chair Digital Economy/ICT working group met with leaders of key programmes from the Stanford University Human AI Institute (HAI).

Dr Fei Fei Li is co-founder and became one of TIME magazine's ten most influential tech leaders for 2025. Her manta 'AI should make us better human beings' has become a strong influence and guide for the Working Group's development of an AI Governance framework which draws on Thailand experience and culture, regional direction and global developments.



On 13 June 2025, Mr. Bob Fox Chair Digital Economy/ICT group was key speaker and dialogue partner with the Matcha Institute about ethical use of AI, based on the Working Group’s evolving AI Governance framework.



On 22 August 2025, a small group of Digital Economy /ICT Working Group members held a dialogue with Digital Government Development Agency (DGA) Vice President Dr Asis Unyapoth, with focus on Foreigner Digital Portal and Digital ID. Dr Asis also joined the Working Group meeting on 27 August.



On 2 September 2025, EABC participated in the Innovation Unleashed Forum 2025, co-organised by Thai-Swedish Chamber of Commerce (SweCham) and the Joint Foreign Chambers of Commerce (JFCCT). The keynote was delivered by Kjell-Hakan Narfelt chief strategy advisor of VINNOVA, Sweden's innovation agency, followed by two tracks - on Capital, and on Skills. The reasons for the current state of start-ups in Thailand, or skills, curiosity, entrepreneurship and innovation ecosystems were part of the agenda.

Mr. Bob Fox, Chair Digital Economy/ICT group curated the event and was Moderator for the two tracks.



1 Sep – House of Wisdom



In addition during the same week a special evening interaction was held at ‘House of Wisdom’ (top of SO Hotel) on 1 September 2025, co-hosted by the KBTG Chair (Khun Krating Poonpol) and Mr. Bob Fox, where the value of ecosystems in innovation was explored with experience (and wisdom) from Kjell-Hakan Narfelt.

The AI Revolution: Impact, Challenges & Local Opportunities

19 September 2025 1330 - 1630

At Thammasat Law – CPG

German-Southeast Asian Center of Excellence for Public Policy and Good Governance (CPG) <https://cpg-online.de/>

“AI and National Development: Thailand’s Positive Development of AI”

Bob Fox

On 19 September 2025, Mr. Bob Fox, chair Digital Economy/ICT group delivered an illustrated talk hosted by CPG: “The AI Revolution: Impact, Challenges & Local Opportunities,” Thammasat University Faculty of Law / CPG exploring how artificial intelligence is reshaping industries, creating new opportunities, and the challenges businesses face in local implementation, with governance and regulatory recommendations. The key message is about AI competence, use of AI for economic, societal and personal value, while supporting innovation and ethical use. [Event Link](#) and [Presentation](#).



On 5 November 2025, Mr Bob Fox, chair Digital Economy/ICT group, delivered a key talk on the importance of avoiding cognitive decline in the use of AI, in an AI in Education context at EDUTech Asia 2025, and in addition ran a Roundtable on the same topic where secondary and tertiary guidelines were discussed.



On 18 November, Mr Bob Fox, Chair Digital Economy/ICT group chaired and moderated a probe into AI in customer care in the telecoms sector at Telecoms World Asia. The consensus was that customers valued AI assisting a human call agent but in too many cases so far a fully AI driven response resulted in errors and irritation. Technology development and adoption has some further development to be done. The event reflected strong pressures to reduce cost but also provide a good customer experience.

With many events and activities, the key work of the Working Group can be shown below.

AI The Digital Economy/ICT Working Group has been greatly involved in **AI** since early 2023, most centrally around AI Governance and all that that entails. The Working Group has developed an AI Governance Framework (living) which reflects local culture, practices and aspirations, regional and global developments. Human in charge, ethics, value are key components.

Digital Platforms: Since mid 2021, the Working Group has been involved with Digital Platforms Development, with written submission and sharing of perspectives, participation in round tables and conferences. One was the **ASEAN–UNESCO Multistakeholder Forum on Digital Platforms** on 20 October 2025, highlighted the importance of transparent and responsible platform governance. Balancing consumer protection, better business and reasonable levels of regulation was the theme.

Digital Services: EU–Thailand FTA Context

The EU–Thailand FTA highlights the role of digital trade and services liberalisation to enhance market access, ensure fair regulations, and enable EU and Thai businesses to benefit while maintaining security, transparency, and compliance with international standards, including cross-border data flow frameworks. It is essential that cross border digital trade remains free of customs duties and other imposts. The Working Group has been deeply engaged in multilateral (via WTO) and plurilateral agreements and in the context of the EU-Thailand FTA.

AI in IP: Thailand’s Legal Framework

IPR responses to AI is in early days in Thailand. Trade secrets and personal/public data and IPRs are protected under relevant laws, with the Department of Intellectual Property monitoring regional developments. The Digital Economy/ ICT Working Group keeps IPR interests and AI interests informed with recommendations and developments.

Competitiveness of Digital Economy. With the effective cessation of MVNO (Mobile Virtual Network Operator) activity in Thailand, the telecoms sector (which underpins the Digital Economy) must find new ways to be competitive. Overall competitiveness of the Digital Economy relies on an innovative and effective telecoms sector.

ENERGY



On 5 August 2025, the EABC Energy Working Group, led by Khun Marty Sinthavanarong, held its first meeting of the year. The meeting featured insightful presentations on key sustainability trends shaping Thailand’s business landscape by Yulia Dobrolyubova from ERM on the clean energy development landscape by Khun Jinjuta Manotham; and on emerging investment opportunities by Khun Nathawat Jaruchoktaweechai both from the British Embassy Bangkok. Participants also exchanged ideas on advancing renewable energy initiatives in Thailand, with particular emphasis on sustainable transitions and the national energy roadmap.



On 9 October 2025, Mr. Marty Sinthavanarong, Chair of the Energy Working Group, Ms. Charanya Nopnukulvised, Operations Director, and Ms. Pitchapha Suwanalert, Policy Manager, attended the Energy Security Dialogue Series organised under the Thai-German Energy Dialogue by GIZ at The Westin Grande Sukhumvit. As one of a series of dialogues on energy security held in Bangkok, this session brought together experts from diverse backgrounds to share perspectives on the evolving risk landscape of energy systems, from geopolitical and macroeconomic pressures to supply chain vulnerabilities, climate impacts, and technological risks. The dialogue also contributed to the discussion paper currently being developed, offering deeper insights into how Thailand and Southeast Asia can strengthen their energy security through the '3Rs' framework of Reliability, Responsiveness, and Resilience, ensuring that future strategies align with both security and sustainability goals.

FOOD, AGRICULTURE & BEVERAGES (FAB)



On 21 August 2025, the EABC Food, Agriculture & Beverages Working Group represented by Mr. Gafar Lutian, Mr. Sirapak Hongwattanakul, Mr. Napatr Kunachitpimol, and Ms. Charanya Nopnukulvised joined the EU-ASEAN Business Council's EPR and FMCG Industry Roundtables at Hilton Bangkok Grand Asoke.

The EU-ASEAN Business Council also launched two reports:

- From Waste to Wealth: Advancing ASEAN's Circular Economy through EPR, outlining six globally recognised design principles to guide effective EPR policy implementation in the ASEAN region. These principles promote EPR systems that are fair, transparent, and efficient. <https://www.eu-asean.eu/wp-content/uploads/2025/05/EU-ABC-EPR-Report-2025-1.pdf>
- Enhancing FMCG Competitiveness in ASEAN, outlining recommendations to strengthen regional FMCG competitiveness while promoting healthier consumer behaviour. <https://www.eu-asean.eu/wp-content/uploads/2024/10/EU-ABC-REPORT-Enhancing-FMCG-Competitiveness-in-ASEAN.pdf>

HEALTHCARE & PHARMACEUTICALS



On 22 January 2025, EABC’s Healthcare & Pharmaceuticals Working Group visited the Food and Drug Administration (FDA) and met with Dr. Surachoke Tangwiwat, Secretary-General. During the meeting, EABC sought advice on the potential implementation of a risk-sharing agreement to complement the National Essential List of Medicines (NELM). Additionally, EABC inquired about the FDA’s policy directions regarding self-care and e-pharmacy.



On 25 June 2025, EABC President and Chair of the Healthcare & Pharmaceuticals Working Group, Mrs. Paranee Adulyapichet, opened the EABC Luncheon Policy Session 2025 on “Civil Servant Medical Benefit Scheme: Policy Direction and Way Forward for Sustainable Financing and Patient Access” at Eastin Grand Hotel Phayathai. The session featured a keynote address by Mr. Sittichai Ngamkiatkajorn, Director of the Medical Benefits Division, Comptroller General’s Department (CGD), and brought together stakeholders to discuss the future of healthcare financing under the CSMBS. Amid Thailand’s ageing population and the rising burden of non-communicable diseases (NCDs), participants emphasised the need for sustainable and inclusive solutions to safeguard access to care. The dialogue highlighted public–private collaboration as a key factor in developing a resilient and financially responsible healthcare system.



On 21 July 2025, the EABC Healthcare & Pharmaceuticals Working Group, led by EABC President and Working Group Chair Mrs. Paranee Adulyapichet, held a consultation with Mr. Rith Sayamanon, Deputy Director General of the Fiscal Policy Office, alongside representatives from the Comptroller General's Department. The meeting focused on sustainable healthcare financing in Thailand, with discussions covering key mechanisms to improve access to medicines. The session marked a constructive step forward in fostering collaborative dialogue to support equitable and financially sustainable access to healthcare.



On 29 July 2025, the EABC Healthcare & Pharmaceuticals Working Group, led by EABC President and Working Group Chair Paranee Adulyapichet, held a meeting with Dr. Pongsadhorn Pokpermdée, Deputy Permanent Secretary at the Ministry of Public Health. The meeting focused on way forward to sustainable healthcare financing with discussions covering exchanges of experiences both in Thailand and abroad. This meeting marked a constructive step forward in building collaborative dialogue and incentives to support equitable and financially sustainable access to healthcare.



On 21 August 2025, the European Association for Business and Commerce Healthcare & Pharmaceuticals Working Group, led by EABC President and Working Group Chair, Mrs. Paranee Adulyapichet, together with representatives from the Pharmaceutical Research and Manufacturers Association (PReMA) held a meeting with the Comptroller General's Department (CGD). The meeting highlighted key aspects of Thailand's healthcare financing landscape, with a focus on advancing the working group's efforts toward sustainable healthcare financing in Thailand. Participants exchange ideas and perspectives with the Comptroller General's Department on financing structures within Thailand's healthcare system. This constructive engagement marked a positive step in enhancing collaborative dialogue between the private and public sectors to promote equitable and financially sustainable access to healthcare.



On 14 November 2025, Mrs. Paranee Adulyapichet, EABC President attended the MPAT Annual Conference: “Thailand Pharma Opportunities [2026]: Navigating Market Trends and Business Challenges” at Avani Ratchada Hotel, Bangkok.

Mrs. Paranee shared insights on “Global Forces, Local Impact – Geopolitics, Trade Wars & the Future of Drug Access in Thailand on Multi-National Company,” highlighting the importance of creating sustainable solutions for patients, building resilient healthcare systems, and closing gaps in opportunities through collaborative and sustainable mechanisms.

INSURANCE



Insurance WG Meeting #1 - 6 May 2025



For more information, please contact director@eabc-thailand.org

On 6 May 2025, the EABC Insurance Working Group held its first luncheon of the year at Ergo Insurance Thailand. Participants discussed preparations for the upcoming launch of the 2025 European Business Position Paper and shared updates on recent regulatory developments in the insurance sector.



On 8 July 2025, the EABC Insurance Working Group held its second meeting of the year at the Allianz Ayudhya. The meeting featured key updates on the insurance industry and facilitated the exchange of insights on business and regulatory frameworks. Participants discussed recent regulatory changes and identified priority issues for the working group to work on collaboratively.



On 16 September 2025, EABC held the third Insurance Working Group meeting of the year, led by Mr. Matthew Grose, in a luncheon format at the LawtonAsia Office. Participants shared updates on the current situation of the private insurance market and insurance regulations in Thailand. Furthermore, EABC President and Chair of the Healthcare & Pharmaceuticals Working Group, Mrs. Paranee Adulyapichet, updated the Insurance Working Group on the recent engagements with the Ministry of Public Health and the Ministry of Finance aimed at strengthening collaboration on healthcare insurance. The meeting ended with further sharing on best practices for health insurance regulation, accompanied by a presentation from Mr. Guillaume Lesventes from MGEN.



On 4 November 2025, EABC held the fourth Insurance Working Group meeting of the year at the AXA Insurance Thailand Office. The Working Group members discussed recent developments in Thailand's political and regulatory landscape, especially regarding financial services, and their implications for the insurance sector. The meeting also included a review of the key topics covered by the Working Group this year, with participants identifying priority areas for further engagement with key stakeholders.

INTELLECTUAL PROPERTY RIGHTS (IPR)



On 27 January 2025, EABC participated in the Stakeholders Consultation on the Protection and Enforcement of Intellectual Property Rights (IPRs) in Thailand, organized by the Department of Intellectual Property. During the discussion, the Chair of the IPR Working Group, Khun Pavinee, presented questions prepared by the Working Group to the Director-General. These questions covered key issues, including the Memorandum of Understanding (MOU) on Online Advertising and IPR, legislative developments, and the patent backlog.



On 13 February 2025, EABC participated in the meeting on the MoU for the Protection of IPR on the Internet, organised by the Department of Intellectual Property. During the meeting, EABC highlighted concerns about the sale of unlicensed and potentially IP-infringing crop protection products on online platforms and encouraged relevant parties to enhance their monitoring efforts.



On 16 July 2025, EABC representatives including President and Chair of the Healthcare and Pharmaceutical Working Group, Paranee Adulyapichet; Chair of the Intellectual Property Rights Working Group, Pavinee Bunyamissara; Policy Manager, Pitchapha Suwanalert; and EABC members participated in the E-Commerce platforms roundtable dialogues hosted by Lazada. The roundtable opened with remarks by Mr. Arwut Wongsawas, Deputy Director General of the Department of Intellectual Property (DIP), who highlighted the importance of building a safe and reliable environment for IP rights holders. Mr. Arwut emphasised that initiatives, such as this dialogue, serve as a starting point for strengthening IP protection, calling for cross-sectoral collaboration to keep pace with the digital economy and ensure effective enforcement of rights in all platforms.

Participants also gained insights from presentations by Lazada, Shopee, and TikTok on their respective approaches to IP protection, followed by productive exchanges during roundtable discussions among key stakeholders.



On 1 August 2025, EABC representatives, including Mrs. Paranee Adulyapichet, EABC President and Chair of the Healthcare and Pharmaceutical Working Group; Ms. Saowanee Leewijitsin, representative of the Intellectual Property Rights Working Group; Ms. Pitchapha Suwanalert, Policy Manager, participated in the “SCOPE IPR – Trade Marks and Designs: Tools for Business, Creativity, Innovation” event held at JW Marriott Hotel Bangkok together in the photo with Félix Ortuño López, Intellectual Property Specialist and Gonzalo Bilbao, Project leader from EUIPO. The event, co-organised by the European Union Intellectual Property Office (EUIPO) and the Department of Intellectual Property (DIP), emphasised the importance of trademarks and design rights in enhancing business competitiveness, driving innovation, and protection of creativity. The event also explored the IP landscape in Thailand and the EU, reinforcing the value of strong IP Protection frameworks in supporting economic growth and innovation.



On Friday, 15 August 2025, EABC representatives, including Operations Director Charanya Nopnukulvised, Ph.D.; Policy Manager Pitchapha Suwanalert; and IPR Working Group representative Saowanee Leewijitsin, attended the opening ceremony of the Intellectual Property Fair 2025, held at Samyan Mitrtown, under the theme "Vibrant Ideas Unleashed."

The event welcomed special remarks from Mr. Daren Tang, Director General of the World Intellectual Property Organization (WIPO), highlighting Thailand's continued efforts in strengthening intellectual property rights to advance an inclusive and creativity-driven digital economy.

Following the special remarks, H.E. Mr. Jatuporn Buruspat, Minister of Commerce, presided over the ceremony and reaffirmed the government's commitment to enhancing Thailand's intellectual property landscape.

The IP Fair 2025 serves as a platform to promote creativity and aims to empower Thai entrepreneurs by showcasing their innovations. The event also features the promotion of Thailand's success stories on Geographical Indications (GI), seminars for knowledge-sharing on intellectual property rights, and a dedicated "IP Local Market" zone spotlighting Thai products and innovations.



On 1 September 2025, EABC President, Mrs. Paranee Adulyapichet, and EABC Policy Manager, Ms. Pitchapha Suwanalert, attended the “Promoting Innovation in Agriculture: UPOV and Plant Variety Rights Protection in Southeast Asia & Focused Group Discussion with Thai Stakeholders” event hosted by the IP Key South-East Asia Project of the EU Intellectual Property Office (EUIPO). The objective of this event is to discuss how innovation in agriculture can be promoted under the framework of the International Union for the Protection of New Varieties of Plants (UPOV), with references to best practices from the EU’s Community Plant Variety Office (CPVO). Participants exchanged perspectives on the benefits and drawbacks of the intellectual property protections mandated by the UPOV Conventions, and how the Conventions can be implemented to increase innovation while also considering the current realities faced by farmers in Thailand.



On 5 September 2025, EABC representatives led by Business Development Director, Ms. Petch Chojnacki, Chair of the Intellectual Property Rights (IPR) Working Group, Ms. Pavinee Bunyamissara, and Member of the IPR Working Group, Ms. Saowanee Leewijitsin, joined the Ceremony for the Destruction of Seized Counterfeit and Pirated Goods 2025, hosted by the Department of Intellectual Property (DIP).

The ceremony is an important part of Thailand's commitment to address violations of intellectual property rights under the rules of the World Trade Organization (WTO), and to follow environmental standards in line with the Sustainable Development Goals (SDGs). The responsible destruction of counterfeit and pirated goods prevents their re-entry into the market, safeguards public health and safety, minimizes environmental impacts, and reinforces trust and confidence in legitimate businesses.



On 3 December 2025, EABC representatives, led by Mrs. Paranee Adulyapichet, Mrs. Pavinee Bunyamissara, Ms. Saowanee Leewijitsin, and Dr. Charanya Nopnukulvised, attended the IP Key SEA Concluding Event, “Bridging Nations Through Innovation: Advancing EU and SEA Partnerships Through Intellectual Property Rights”, hosted by the IP Key SEA Project of the EUIPO at Conrad Bangkok Hotel.

The seminar provided a comprehensive overview of the project’s achievements, showcasing how IP Key SEA has strengthened regional standards, fostered structured partnerships between ASEAN countries and the EU, and supported innovation-driven collaboration. The discussions also highlighted the project’s future direction and its potential to create long-term, cross-country impact throughout Southeast Asia.

PHUKET CHAPTER



EABC Phuket Team was very happy to attend the Regus, PKCD Building Open House. This newest branch in Phuket offers new innovative office solutions to local businesses. We are proud to be part of this vibrant business community.



On 27 March 2025 at BTC Space, Phuket, EABC wrapped up an engaging and insightful BTC Space Site Visit & Discussion on the Phuket Cryptocurrency Pilot Project. The event brought together industry leaders and stakeholders for a closer look at local innovation in the crypto space.

A big thank you to our member BTC Space for hosting us at this vibrant venue and to our annual partner USP Relocations for always being a key part of these forward-thinking conversations.



On 26 September 2025, the Phuket Chapter of the EABC held our first EABC Phuket Networking: Smart Solutions for Owners event at the beautiful BH Baan Paradise, Patong, Phuket.

It was a fine evening of connection and insightful discussion, bringing together the vibrant Thai-European business community in Phuket. The energy and engagement were exceptional. Appreciation was shown to expert speakers and moderator for sharing their insights: Lespurque Bruno, Lb_Aresia; Vincent Choquette and Pathamaporn Khwanming, GVN Marketing and Monica Costa, LADICT.

Special appreciation to sponsors for their support: Penfolds, LADICT, and Lb_Aresia.



On 28 November 2025, EABC hosted the Phuket Rendezvous 2025: Thank you Member Event at the Four Points by Sheraton Phuket Patong Beach Resort. The evening was a resounding success, with over 90 guests.

We were honoured by the presence of the Vice Governor of Phuket, VDC Adul Chuthong who graciously delivered remarks emphasising the event's significance and its contribution to the province's continued development. The Vice Governor highlighted Phuket's exceptional strengths as a world-class destination, underscoring its Diverse Accommodation: A wide range of hotels and resorts across various categories. Natural Beauty: Remarkable landscapes and breathtaking sights. Rich Culinary Scene: Delicious local dishes and unique regional flavors that provide memorable traveller experiences.

Also present were mayors from across the Phuket areas and many representatives from Thai, European, and international companies. Ms. Petch Chojnacki, EABC Business Development Director, also shared about the South-East Asia IP SME Helpdesk, an initiative of the European Commission, provides confidential, business-focused IP advice specifically for European SMEs that offers tailored advice on patents, trademarks, designs, and copyright, along with practical guidance on IP strategy, commercialisation, and enforcement.

TOURISM

Regularly attended meetings with JFCCT Tourism Committee. Major topics are MICE, sustainable tourism, visa effectiveness and attractiveness and many more. Reskilling the workforce was also a major focus in the tourism and hospitality sector.

TRANSPORT, LOGISTICS, RAIL & ROAD (TLRR)



On 25 August 2025, Member of the EABC Transport, Logistics, Rail and Road Working Group, Mr. Thomas E. Fernandez, and EABC Policy Manager, Ms. Pitchapha Suwanalert, attended the consultation seminar on the Southern Economic Corridor Development for Transport Connectivity between the Gulf of Thailand and the Andaman Sea Project (The Landbridge) hosted by the Office of Transport and Traffic Policy and Planning (OTP).

The objectives of this seminar are to summarise the results of the Feasibility Study, Conceptual Design, Environmental Health Impact Assessment (EHIA), and Business Development Model Analysis for Transport Infrastructure Development under the Landbridge Project, and to discuss these conclusions with stakeholders from the public sector, private sector, and civil society.

EABC AFFAIRS



On 10 February 2025 - EABC marked a memorable success with a perfect swing, a perfect day at the EABC Corporate Golf Day, presented by AXA. From great shots on the course to meaningful connections off the course, this event was a true success. A heartfelt thank you to all our players, sponsors, and partners for making this an unforgettable experience. A special appreciation goes to AXA, GATS, Lawton Asia, BDO, Deutsche Bank, Bangkok Patana School, and Club Med for their generous support in bringing this event to life. Looking forward to seeing you all again next year.



We were pleased to organize a cocktail reception on Tuesday 18 February, at The Athenee Hotel. As part of the EU-ABC / EABC Mission trip to Thailand, this event gathered many executives, decision-makers, and business development and public affairs leaders. It was a great opportunity for the attendees to establish strategic connections, identify new business opportunities, and strengthen their network. Many thanks to our Gold sponsor, Danone, for its highly valued support. Thanks all for coming to our event, EABC is proud to count on a great community.



On 21 April 2025, EABC held its Annual General Meeting (AGM) at Oriental Residence Bangkok. The AGM provided a valuable opportunity to present an overview of EABC’s activities over the past year and to reflect on key milestones and achievements. We extend our sincere appreciation to all EABC members and partners who participated in the AGM. The EABC board is elected for two year terms, relevantly 2024 then two years hence (2026) but not 2025.



On 15 May 2025, EABC, known as the European Chamber of Commerce Thailand, launched its 2025 European Business Position Paper ‘Elevating Thailand’s Competitiveness: Driving Economic Transformation and Regulatory Reforms.’ The Position Paper outlines and provides details about key recommendations to improve Thailand’s business environment and foster sustainable, long-term economic growth. The country is navigating a shifting global trade order marked by changing tariff regimes, evolving supply chains and sustainability needs. In parallel, ongoing negotiations for the EU-Thailand Free Trade Agreement and the anticipated reforms associated with Thailand’s OECD accession efforts signal a deepening commitment to global economic integration. Against this backdrop, the 2025 European Business Position Paper highlights how structural reforms can create new opportunities for European businesses while supporting Thailand’s transformation to a more competitive, resilient and sustainable economy.

This publication was developed by EABC’s Working Groups where members drive the agenda, across a wide range of sectors, in consultation with industry groups, government and other stakeholders. The recommendations reflect a shared commitment to constructive dialogue and public-private collaboration to support sustainable growth and regulatory improvement.

The publication outlines key themes critical to Thailand’s economic transformation and to deepening EU-Thailand economic ties. These include enhancing the ease of doing business through ‘fast track’ regulatory streamlining, modernising the tax and customs regimes, and liberalising investment (especially in services) and labour policies. Other key areas include the digitalisation of the economy and government, promotion of innovation, acceleration of clean energy deployment (and structural reforms in the energy sector to support easier renewables uptake) and strengthening of intellectual property protection. Underpinning all these priorities is the need for policy predictability, inclusive stakeholder engagement, and alignment with international standards, which are crucial for building investor confidence and attracting high-quality, long-term investment.

Each Working Group had two minutes to present highlights of respective chapters.

These recommendations are timely in the context of Thailand’s post-pandemic recovery, renewed momentum in the EU-Thailand FTA negotiations and OECD accession. The Thai government’s efforts to accelerate economic reform, enhance competitiveness, and align with global norms offer a window of opportunity to shape a more sustainable and innovation-driven economy.

In her opening remarks at the launch, Ms. Renita Bhaskar, Minister Counsellor, Head of Trade and Economic Affairs European Union Delegation to Thailand, highlighted the importance of the EABC's 2025 Position Paper, stating, "This Position Paper is a proof of the commitment of the EABC to Thailand and of its support to the policy objective of the government to turn Thailand into a modern high-income economy driven by competitiveness, sustainability, technology and innovation. Key issues such as regulatory predictability, fair competition and removal of market entry barriers require close collaboration between policy makers and the private sector. The Position Paper shines light on these and we sincerely hope that the recommendations in the paper will foster a dialogue between Thai government and EU business to unblock obstacles." This statement underscores the EU's support for closer collaboration between the public and private sectors to unlock the full potential of the economic partnership.

Also at the launch, in the special address, Mrs. Krongkanit Rakcharoen, Director-General of the Department of European Affairs at the Ministry Foreign Affairs, emphasised that "Like previous papers before it, this document is a product of brainstorming, research and analysis filtered through first-hand experience of European businesses across wide-ranging sectors in Thailand. We value these opinions and welcome constructive ideas and deeper engagements from the European private sector based on shared endeavor in bringing the best out of Thailand."

Full Report; <https://www.eabc-thailand.org/2025-european-business-position-paper/>



What an inspiring evening at the EABC Art & Networking Night on Wednesday, 28 May 2025, at Golden Tulip Sukhumvit 20. This exclusive event for EABC members uniquely combined art and networking, offering a space to connect, exchange ideas, and be inspired. Guests enjoyed live exhibitions by the talented Mr. Ugo Damiani and Mr. David Rodriguez, whose captivating works brought vibrant energy to the night. Our heartfelt thanks go to LB Aresia Hospitality and Pernod Ricard Thailand for their generous sponsorship and invaluable support in making this evening truly memorable.



On 30 June 2025, EABC successfully hosted the “EABC Luncheon: Advancing Trade, Investment, and FTAs in a Shifting Global Landscape” at The Athenee Hotel Bangkok. EABC was honoured to welcome H.E. Mr. Pichai Nariphaphan, Minister of Commerce, as keynote speaker, alongside Ms. Renita Bhaskar, Minister Counsellor at the EU Delegation to Thailand. Together, they offered valuable insights on the progress of the EU–Thailand Free Trade Agreement (FTA), reaffirming it as a top priority for both the Thai government and EU stakeholders. Additionally, we were also honored to welcome esteemed Thai government representatives whose insights are instrumental in shaping Thailand’s trade and investment landscape, including Mr. Varavongsa Ramangkura, Vice Minister for Commerce, Ms. Chotima Iemsawasdikul, Director General of the Department of Trade Negotiations, and Mr. Werapong Prapha, Thailand Trade Representative. As the 6th round of negotiations concluded recently in Bangkok, notable progress was achieved, with agreements reached on SMEs, Trade and Sustainable Development (TSD), and Technical Barriers to Trade (TBT). These outcomes signal growing momentum and highlight the importance of continuing engagement to finalise the agreement by the end of this year.



On 25 July 2025, EABC hosted the Luncheon Seminar “Thailand’s Investment Promotion: Gateway for European Businesses to Prosperity and Sustainability” at Sheraton Grande Sukhumvit. We were honoured to welcome Mr. Narit Therdsteerasukdi, Secretary-General of the Thailand Board of Investment (BOI), as our keynote speaker. Mr. Narit Therdsteerasukdi delivered valuable insights on Thailand’s evolving investment landscape and shared the BOI’s latest measures to build competitiveness in Thailand, emphasizing key strategic sectors, such as electric vehicles, biopharma, and advanced electronics. This event highlighted the growing EU-Thailand investment ties and explored how both sides can collaborate in shaping a more sustainable and resilient economic future. The event sparked meaningful dialogue on opportunities and challenges in attracting FDI, the impact of global geopolitical dynamics, and Thailand's efforts to position itself as a regional hub for sustainable and innovation-driven industries. Discussion and learning also included optimal engagement with the private sector.



EABC is proud to present the 2025 edition of the survey report titled “Expectations and Challenges of an EU–Thailand Free Trade Agreement (FTA): Perspectives from European Business in Thailand.”

The survey was conducted October – November 2025.

This report captures the key challenges, priorities, and expectations of European businesses operating in Thailand, and offers timely input to support the ongoing negotiations toward a comprehensive EU–Thailand FTA, which is expected to promote mutual benefits and greater competitiveness, attract long-term investment, and support the sustainable economic development of both Thailand and the European Union as trading partners.

Full Report: <https://www.eabc-thailand.org/eu-thailand-free-trade-agreement-fta-survey-report-2025/>