

2026 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES FOR ORDINARY DIRECTOR



FIRST NAME:

Paranee

FAMILY NAME:

Adulyapichet

NATIONALITY:

Thai

POSITION IN THE COMPANY AND ROLE:

Head of Public Affairs and Sustainability ASEAN

NAME OF THE COMPANY:

Bayer

SECTOR/ACTIVITY:

Healthcare and Agriculture

WEBSITE:

www.bayer.com



SHORT BIOGRAPHY:

Paranee Adulyapichet is a Head of Public Affairs and Sustainability ASEAN at Bayer, Life Science company with core competencies in the fields of health care and agriculture that focusing in delivery of innovative solutions to solve the major challenges of the future from Pharmaceuticals through Consumer Health and Crop Science. Paranee has been working with Bayer for over 15 years. She has various professional experiences in Life Science area, and she is currently responsible in government relations, policy and stakeholder engagement related to pharmaceuticals, consumer health, environmental and agricultural policies in ASEAN region.

Paranee's educational background included a Bachelor's degree in Pharmacy, the Faculty of Pharmacy, Mahidol University, Thailand, and a Master's Degree of Management, Marketing, College of Management, Mahidol University, Thailand.

She has been actively driving the agenda in European community as a former President of the European Chamber of Commerce Thailand (EABC) and current Chairperson of the Healthcare and Pharmaceuticals Working Group. Besides her contribution in the European business community, she is currently a Vice Chairman of the Chemical Industry Club and Sustainability Lead of Federation of Thai Industries, and the Vice President of the Thai Self-Medication Industry Association.

SHORT DESCRIPTION OF THE COMPANY:

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. Bayer is committed to the principles of sustainable development and to its social and ethical responsibilities as a corporate citizen under the vision of Health for all, Hunger for none.

Bayer is contributing to finding solutions to the major challenges of our time. The growing and increasingly aging world population requires improved medical care and an adequate food supply. Bayer is improving people's quality of life by preventing, alleviating, and curing diseases. We are helping to provide a reliable supply of high-quality food, feed, and plant-based raw materials.

Bayer Thai Co., Ltd. was established in 1962. All major businesses of Bayer are represented in Thailand under its divisions of Pharmaceuticals, Consumer Health and Crop Science. Bayer Pharmaceuticals Division focuses on prescription drugs for the therapeutic areas of cardiology, oncology, gynecology, hematology and ophthalmology. Consumer Health is a market leader for non-prescription medicines, nutritional supplements, and other self-care products. Crop Science offers products in the area of seeds, crop protection and agricultural technology.

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

As a long-standing member of EABC representing Bayer since the organization's inception, I have witnessed the development of this European business community through various opportunities and challenges. I am deeply committed to fostering a collaborative environment where the voices of our members are heard and valued, as I truly believe that collaboration and support are key to the success of EABC both internally and externally.

I previously served as President of the EABC until 2026 and am currently the Chairperson of the EABC Healthcare and Pharmaceuticals Working Group. With Thailand's transition to a new government and the ongoing negotiations for the EU-Thailand Free Trade Agreement, I am eager to continue supporting the European business community in driving this agenda toward success. My goal is to collaborate with the new government to co-create solutions that enhance the investment ecosystem and promote a level playing field. Together, we can build trust in our advocacy efforts as partners in solutions, leveraging the value of European experiences.

Regarding my background, I have extensive experience in public affairs within the life sciences and sustainability sectors, involving multi-stakeholder engagement with government agencies, NGOs, academics, and various organizations in Thailand and beyond. I am passionate about achieving win-win outcomes.

As the European Union negotiates the Free Trade Agreement with Thailand, the Thai government is actively seeking to increase investment and facilitate ease of doing business to

compete for foreign investment with other countries in the region. I see numerous opportunities to drive the EABC advocacy agenda across various industrial sectors. I am confident that my experiences and professional skills can contribute significantly to the success of the EABC community, as advocacy is one of the key drivers of this organization.

I humbly ask for your support and trust in this effort. And I look forward to the opportunity to collaborate with you in the representation of EABC. Thank you.

**2026 ELECTION OF ORDINARY DIRECTORS OF EABC
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FIRST NAME:

Noel

FAMILY NAME:

Ashpole

NATIONALITY:

British

POSITION IN THE COMPANY:

Managing Partner

NAME OF THE COMPANY:

BDO in Thailand

SECTOR/ACTIVITY:

Professional Services

WEBSITE:

www.bdo.th



SHORT BIOGRAPHY:

I bring over 37 years of professional services experience across key global financial centres. I began my career in London before working in Sydney and Hong Kong, ultimately settling in Bangkok, where I have been based for the past 24 years. This international career has given me a deep understanding of cross-border business, regulatory environments, and cultural nuances across Europe and Asia-Pacific.

Throughout my career, I have led and delivered a wide range of audit and non-audit engagements, including financial due diligence, controls, and compliance reviews, advising both Thai listed companies and multinational clients. I have built strong, trusted relationships with regulators and senior stakeholders, and my long-standing presence in Thailand has enabled me to develop deep connections within the Thai business community—an essential factor for sustainable success in the market.

I am currently the Managing Partner of BDO Thailand, part of the BDO global network spanning 164 countries and territories, with over 115,000 professionals worldwide.

I hold a Bachelor's degree in Mathematics from the University of Manchester and am a member of the ICAEW. I am married with four children.

SHORT DESCRIPTION OF THE COMPANY:

BDO is a leading global professional services organisation, operating across 164 countries and territories with 115,661 people working together toward one clear objective: to provide exceptional service to our clients, wherever they do business.

Our focus is not on reinventing professional services, but on delivering them exceptionally well—with consistent quality, insight, and reliability across every office and every market. Whether clients operate locally or internationally, BDO offers seamless access to trusted advisors with deep sector knowledge and global connectivity.

Five core principles underpin BDO’s service approach. We anticipate client needs and provide frank, practical advice to achieve the best outcomes. We value clear, open, and timely communication. We demonstrate commitment by meeting our promises, every day, for every client. Our strength lies in our people, fostering an environment where talented professionals can grow while delivering outstanding results. Above all, we focus on value, providing relevant insights, ideas, and advice that clients can rely on.

In Thailand, BDO combines the strength of a global network with deep local relationships with over 280 people in our team. We are a global organisation, firmly grounded in local understanding—built on trust, experience, and long-term partnerships.

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

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

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

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

I feel my experience and energy will enable me to positively contribute to the EABC achieving its objectives, and would like to continue with my rôle as Treasurer.

**2026 ELECTION OF ORDINARY DIRECTORS OF EABC
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FIRST NAME:

Jan

FAMILY NAME:

Eriksson

NATIONALITY:

Swedish

POSITION IN THE COMPANY:

Managing Director

NAME OF THE COMPANY:

SPICA Co. Ltd.

SECTOR/ACTIVITY:

Retail/Wholesale/Sourcing

WEBSITE:

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



SHORT BIOGRAPHY:

Born and educated in Sweden. Chief Accountant at Volvo Overseas at the age of 25. Moved to Hong Kong at the age of 26 as an Executive in the Volvo RHQ. Married with an English wife, three grown up children, two living and working in Singapore and one in London. I have lived and worked for Volvo in Hong Kong, Malaysia, Singapore, Thailand, Australia and Taiwan. For the last 16 years I have run my own SME company in Thailand.

DESCRIPTION OF THE COMPANY

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

Spica has developed a strategy of only representing Brands the company is an Exclusive importer of or it's own Brand names to ensure that first class service is available to its end users. The current number of independent dealers supplied by Spica in Thailand is 300 and steadily incrising as we add more products to our product range. Online sales through 10 online websites/platforms is increasing rapidly now representing more than a 1/3 of our sales. Our two major brands lead the way in an environmentally friendly garden experience.

GARDENA: Based in Ulm/Germany, Gardena is the preferred brand for millions of home & garden owners worldwide when it comes to garden care. That is because Gardena offers a complete range of all that is required - including watering systems, pumps, garden ponds, lawn care, tree and shrub care, and garden tools. Today Gardena is the leading brand for high-quality garden tools in Europe & represented in more than 80 countries all over the world. With none of their products being petrol based - they are either powered through water pressure or battery/electrical powered products.

GREENWORKS: GreenWorks supplies products for forestry, lawn, garden and handheld tools using Lithium-Ion Batteries which offer premium performance and versatile features, are environmentally friendly, zero emission and low noise. GreenWorks products represent the future where petrol products are replaced with cost efficient and environmentally friendly battery products. Spica expects an exponential increase in sales of Greenworks products in Thailand.

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

32 years of experience as Senior Executive/Managing Director for VOLVO (Cars and Trucks) living in 5 Asian countries and Australia, including 14 years in Thailand. Currently for 16 years running my own Company in Thailand representing European and Asian brands with distribution throughout Thailand.

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

Highest priority for EABC is to work through advocacy to enhance sustainable competitiveness, including removing barriers, enhancing skills and improving "Ease of doing business" , to leverage the fact that EABC represents European business and works in close cooperation with the EUD, European institutions, European Embassies and the bilateral Chambers via our Advisory Council and other means. In these difficult times a strong representation for European business through EABC is important for its members and the standing of European business. Continuing the important work of taking input from European businesses to the negotiating parties for the EU-Thai Free Trade agreement. On these principles, I stand to continue as a Director of EABC.

**2026 ELECTION OF ORDINARY DIRECTORS OF EABC
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FIRST NAME:

Robert ('Bob')

FAMILY NAME:

Fox

NATIONALITY:

Australian

POSITION IN THE COMPANY:

Senior Advisor

NAME OF THE COMPANY:

Aviation Pro Co Ltd

SECTOR/ACTIVITY:

Services – aviation, digital, goods bundled with services.

WEBSITE:

<http://aviationprogyro.com/>



SHORT BIOGRAPHY:

Bob Fox is an experienced senior executive, lawyer and consultant with group CEO, regional director and local experience through MNCs, larger national companies, SMEs and start ups.

Experience includes law (Baker McKenzie), listed group CEO – Malaysian multi-service telco, a regional director Asia Pac for BT (British Telecom); BT director for Starhub Singapore, regional director Asia Pac for ventures in influencer marketing, digital media technology, broadband wireless; project director and main board (University Council) member for Australia's first private university, now in its 37th year; part of senior team to devise, build, launch and operate 'du', the UAEs nationwide new telco.

Bob has cut his teeth on competitive new market entry in at least three sectors and knows the importance of understanding technology's role .

In Thailand or the region he has been responsible for a range of policy and practice initiatives, or events including regulatory reform, innovation, climate change, skills development, data privacy and governance, digital government, eight AI events, an AI

Governance Framework, work permit & visa reform, data centres, competitiveness and services trade (in particular EU-Thailand), amongst others.

Academic qualifications include BA LLB (UNSW) admitted in four jurisdictions, Masters (Stanford Business School, Sloan Fellow), THAC mediator, various stock exchange, ICT, climate and AI certifications, MSID (life), AFS scholar.

SHORT DESCRIPTION OF THE COMPANY:

Aviation Pro provides sales and service of gyroplanes to the government and private sector. Aviation Pro Co., Ltd. is the importer for AutoGyro aircraft into Thailand – AutoGyro being the only certified gyro copter. The aircraft has many potential applications for the private and public sectors like police force for traffic observation, army, search and rescue, coast guard and crop spraying.

An associated enterprise offers short flight experiences and pilot training.

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

Quality is never an accident, it is always the result of intelligent effort, best delivered by teams where learning and innovation are essential drivers. EABC has developed a good reputation for quality advocacy through many engagements with the Royal Thai government, with the EU Delegation, relationships with Thai and European industry associations and institutions, through the publication every few years of the European Business Position Paper, survey reports etc.

If elected as an Ordinary Director of EABC, I would continue to bring experience to bear on advocacy development and a kind of governance which aims to motivate people and support quality outcomes.

This includes working with and learning from others, contributing quality proposals, supporting direction-setting and implementation. We want to see the EABC team continue to grow professionally and personally, not just provide a service. Ordinary Directors through board engagement, do engagement meaningfully outside the board meeting.

A wide set of local, regional and global contacts and relationships helps to keep knowledge and perspectives current.

I would also continue to bring critical thinking perspectives to our work. Critical thinking is not about being critical of others, but about searching out different perspectives, testing angles of approach and helping to build consensus.

Experience from new venture development, being a start-up judge for Bangkok Business Challenge (2023-2026) and devising a programme around innovation is also relevant experience.

I would also continue to offer hands'-on experience with market access, services trade and the digital sector,

EABCs engagement in and support for the planned EU-Thailand FTA occupies several facets of engagement. I offer to continue to be engaged.

With EABC since its inception I have been engaged in all Position Papers, surveys, operational and governance aspects including devising the Advisory Council, Board Advocacy Updates, Operating Guideline, Scope & Purpose drafts for Working Groups, Advocacy Development Strategy, various EU initiatives include EU Business Avenues in S E Asia, SCOPE Higher Education. Doing a period on the Supervisory Board of the EU ASEAN Business Council brings additional insights but is also an avenue to help shape regional outcomes. I take a leading role in driving advocacy development.

But experience does not count unless we are prepared to learn, innovate, think about the best ways forward and build consensus in these efforts.

Current roles in EABC are as Chair, Digital Economy/ICT group; EABC Vice President and taking a leading role in advocacy development. There is no assumption that these roles continue.

2026 ELECTION OF ORDINARY DIRECTORS OF EABC APPLICATION FORM FOR CANDIDATES FOR ORDINARY DIRECTOR



FIRST NAME:

Gernot

FAMILY NAME:

Grasser

NATIONALITY:

Austrian

POSITION IN THE COMPANY:

Managing Director

NAME OF THE COMPANY:

AVL SEA & Australia Co. Ltd.



SECTOR/ACTIVITY:

Automotive /Non Automotive Engineering
& Tech Company

WEBSITE:

www.avl.com

SHORT BIOGRAPHY

I was born in 1980 and raised in Austria and have built extensive global experience through both living and working abroad. Since joining AVL in 2007, I have worked in a formal role as Global Project and Account Manager across more than 20 countries. In addition, my motorsports background has added professional exposure to a further 25+ countries, significantly shaping my international mindset and adaptability.

My career within AVL, combined with my racing background, has strongly influenced my leadership philosophy. Both environments instilled a deep sense of team spirit and taught me that meaningful change and sustainable success can only be achieved as a team. Over time, this collective mindset evolved into a role-model approach to leadership—one that emphasizes trust, collaboration, accountability, and leading by example.

This development is ongoing. I firmly believe that leadership is never complete and that continuous learning and self-reflection are essential. As life and business are not perfect, improvement is a continuous process—for individuals, teams, and organizations alike.

I hold an Executive MBA from California Lutheran University, which I completed during my ten-year professional journey in Detroit, Michigan. This period strongly shaped my

leadership approach through close exposure to global OEM structures, mature automotive ecosystems, and international management environments.

Over the years, I developed a strong personal connection to South East Asia, particularly Bangkok, which I had visited many times prior to relocating. In October 2023, I moved to Bangkok and took over responsibility for the AVL South East Asia & Australia Operations, covering offices in Bangkok, Hanoi, Jakarta, and Australia.

This role combines my global automotive background with the challenge of developing smaller, dynamic markets and regional organizations. Leading a geographically dispersed setup with diverse maturity levels has further strengthened my focus on transformation, business development, and building sustainable local leadership structures within the AVL framework.

SHORT DESCRIPTION OF THE COMPANY:

AVL List GmbH is headquartered in Austria and was founded in 1949. Today, the company employs approximately 12,000 people worldwide and operates in 29 countries with around 90 locations. AVL achieves an annual turnover of approximately EUR 2 billion and is recognized as a global leader in powertrain development, simulation, testing, and engineering solutions for future mobility in the automotive industry, and in other sectors such as rail, marine, aviation and energy.

Based on extensive in-house research activities, we deliver concepts, technology solutions, methodologies, and development tools for a greener, safer, better world of mobility and beyond.

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

I am applying for the role of Ordinary Director of EABC because I strongly believe in the importance of a credible, active, and well-connected European business voice in Thailand and the wider ASEAN region. Having lived and worked across Europe, North America, and Asia, and now being based in Bangkok, I see EABC as a critical platform to bridge European business interests with local and regional stakeholders, policy makers, and partner organizations.

In my current role as Managing Director of AVL South East Asia & Australia, I am responsible for operations across multiple ASEAN countries as well as Australia, covering diverse market maturities, regulatory environments, and business cultures. This regional responsibility gives me hands-on experience with many of the challenges EABC members face today ranging from talent development and localization, to market access, sustainable growth, and long-term investment decisions in Thailand and ASEAN.

I would bring value to EABC through three main contributions. First, I can actively support EABC's role as a dialogue partner by providing input from an industrial, technology-driven perspective, particularly in areas such as advanced engineering, mobility transformation, innovation, and sustainability. Second, I bring strong international networking experience, having worked in more than 20 countries in a global project and account management context, complemented by extensive exposure through motorsports and global OEM environments. This allows me to connect people, ideas, and organizations across borders and industries. Third, I am deeply committed to team-oriented leadership and pragmatic execution. I believe associations like EABC create the most value when strategic positioning is combined with tangible member engagement and measurable outcomes.

Personally, I am motivated to contribute time and experience beyond my corporate role, to help strengthen the European business community in Thailand, foster collaboration, and support EABC's continued relevance and impact in an increasingly complex regional environment.

**2026 ELECTION OF ORDINARY DIRECTORS OF EABC
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FIRST NAME:

Matthew

FAMILY NAME:

Grose

NATIONALITY:

UK

POSITION IN THE COMPANY:

SEVP, HR

NAME OF THE COMPANY:

Ergo Insurance (Thailand) PLC

SECTOR/ACTIVITY:

Insurance

WEBSITE:

<https://www.ergo.co.th/en>



SHORT BIOGRAPHY:

Matthew (Matt) has been Chair of the EABC's Insurance Working Group since May 2024 and a Board Member since 2025.

Matt currently holds the position of HR Head at Ergo Insurance Thailand. His professional journey spans 26 years in C- level roles in the Thailand insurance space, where he has led the HR, CX, Sales, and Strategy functions at a number of international companies.

Prior to transitioning to the commercial sector, Matt spent a decade working in higher education until 1999. Matt holds professional qualifications in HR (CIPD Fellow, UK) Financial Services (ANZIIF Sr. Associate, Australia) an MBA (Distinction, Leicester University, UK) and is an honors graduate in Thai Studies from SOAS (University of London, UK), with fluency in Thai (written and spoken) and serves as SOAS Alumni Ambassador to Thailand.

Over the years, he has undertaken voluntary positions at various organizations, including as Head of the HR Group at the British Chamber of Commerce and membership of Bangkok

Patana School's HR Committee, and has engaged in the political sphere in multiple capacities.

SHORT DESCRIPTION OF THE COMPANY:

ERGO Insurance (Thailand) Public Company Limited is part of ERGO Group AG, one of Europe's major insurance groups and a subsidiary of Munich Re, one of the world's leading reinsurers.

ERGO offers a comprehensive range of insurance, pensions, investments and services. In Thailand, ERGO provides non-life insurance solutions including motor, property, marine, engineering, personal accident and health insurance.

Guided by the motto "Simple, because it matters," ERGO focuses on customer-centric solutions, digital innovation and sustainable growth. The company is committed to delivering accessible insurance products that meet the needs of individuals and businesses across Thailand.

ERGO Group operates in more than 20 countries worldwide, serving around 40 million customers.

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

Over the past two years, I have regularly attended and actively contributed to EABC Board meetings and activities, and have broadly engaged across the full scope of the Association's activities. My involvement has covered both advocacy and commercial fields, working closely with fellow Board Members to strengthen the EABC's role as a leading voice for the European business community in Thailand.

My contributions have included engaging with key stakeholders in the EU-Thailand Free Trade Agreement process, helping to ensure that the perspectives of European businesses are represented and understood, in particular those of our member companies. I have also participated in wider initiatives that support the EABC's mission to promote sustainable trade, investment, and cooperation between Europe and Thailand.

I believe strongly in the importance of continuity and collaboration. During this exciting period of growth and opportunity for EABC, I am eager to continue contributing my energy, experience, and leadership to the Association. My goal is to ensure that EABC remains influential, effective, and responsive to the needs of its members, while also strengthening its role in shaping the future of EU-Thai business relations. Importantly, this will include a continuing role after the conclusion of the EU-Thailand FTA, ensuring that EABC remains a trusted partner in the implementation and follow-through of the agreement.

In seeking re-election to the Board, I bring a proven record of active participation and constructive engagement. I have consistently demonstrated my commitment to supporting the EABC's advocacy agenda, enhancing its commercial initiatives, and fostering dialogue with policymakers and stakeholders. I believe that the strength of EABC lies in the dedication of its Board Members and the collective effort to represent and advance the interests of our members.

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FIRST NAME:

Jerome

FAMILY NAME:

Kelly

NATIONALITY:

Irish

POSITION IN THE COMPANY:

CEO

NAME OF THE COMPANY:

LawtonAsia Insurance Brokers Ltd.

SECTOR/ACTIVITY:

Insurance Brokers

WEBSITE:

www.lawtonasia.com



SHORT BIOGRAPHY:

A founding partner in LawtonAsia Insurance Brokers, I have over 30 years' experience in international finance and insurance. LawtonAsia was set up in 1997 and has grown to become one of Thailand's leading independent insurance brokers. We have worked closely with several international broking networks to build our business and taken an active role in setting policy and strategy.

I am Chair of the International Business Network of Insurance Brokers (IBN) Steering Committee on Ethics globally and acting regional coordinator of IBN Asia.

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

SHORT DESCRIPTION OF THE COMPANY:

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

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

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

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

I joined the EABC at inception and have seen it evolve into what it is today. I would like to continue to influence its direction.

Over the past two years, as a member of the Board, I have tried both to encourage diversity within the organization and raise funds to help us build a strong financial foundation.

Being a past Treasurer of the EABC I am more familiar than most with our financial position and would like to continue to work with the Board to explore ways of improving our income. I helped to organize our golf tournament, which was a financial success, and I think the next one can not only be an even bigger fundraiser, but also improve our profile within the European community. I certainly believe that I can help attract more sponsors and plan more money-raising events. Again, I have experience of this from my time with the Irish Chamber.

I would also like to encourage more younger members to join and help to shape our future direction. There are now many young professionals working in European companies and I believe that the broader the representation on our committees, the better we will be as an organization.

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

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

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

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

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FIRST NAME:

Bruno

FAMILY NAME:

Lespurque

NATIONALITY:

France

POSITION IN THE COMPANY:

CEO, Co-founder & EABC Phuket
Chapter Leader

NAME OF THE COMPANY:

Mandison Hospitality

SECTOR/ACTIVITY:

Hospitality Management

WEBSITE:

<https://mandisonhospitality.com/>



SHORT BIOGRAPHY

Bruno Lespurque is the Managing Director of Mandison Hospitality, a Thailand-based hospitality management and development company specializing in boutique hotels, resorts, beach clubs, and eco-lodge projects.

With a background spanning hotel operations, asset management, and development advisory, Bruno focuses on aligning commercial strategy with operational execution to maximize profitability and asset value.

He works closely with hotel owners and investors across Southeast Asia on repositioning projects, management structuring, and performance optimization, with a particular focus on lifestyle and resort-driven destinations.

SHORT DESCRIPTION OF THE COMPANY:

Mandison Hospitality is a Hospitality management company specializing in the operation and growth of Hotels, Eco-resorts, Glamping destinations and Boutique hotels across Thailand and emerging markets.

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

I am honored to submit my candidature for the position of Ordinary Director of the European Association for Business and Commerce (EABC) in Thailand.

As CEO and Co-founder of Mandison Hospitality, and EABC Phuket Chapter Leader, I have been actively engaged in supporting and connecting the European business community in Thailand. Through my work across hospitality, tourism, and development projects, I interact closely with business owners, operators, and investors, giving me a practical understanding of the expectations and dynamics within our network.

My objective in joining the Board is to contribute in a consistent and pragmatic manner to the continued development of EABC. I see this role as one of active participation, supporting the President and fellow Board members, contributing to ongoing initiatives, and helping ensure strong collaboration across the organization. I believe that alignment and cooperation within the Board are essential to delivering real value to members.

If elected, I will focus on three key areas of contribution:

1. Strengthening Member Engagement and Growth

I will actively support membership development by bringing new members into the network, particularly from the hospitality, real estate, and investment communities. I believe EABC has strong potential to further position itself as a key platform for European entrepreneurs and investors seeking opportunities in Thailand. Expanding and diversifying the member base will be essential to reinforcing this role.

2. Supporting High-Value Events and Industry Dialogue

Events are at the core of EABC's value proposition. I will contribute to the development and promotion of relevant, high-quality events—particularly in sectors where Thailand continues to attract international attention, such as tourism, sustainability, and real estate development. My objective is to help create events that are not only well attended but also commercially and strategically meaningful for members.

3. Building Stronger Bridges Between Bangkok, Phuket, and Europe

Having an active presence in Phuket, I see a clear opportunity to further strengthen the connection between Bangkok and key regional hubs. Phuket, as a leading tourism and investment destination, plays a strategic role in Thailand's economy and in European business engagement. I will work to reinforce collaboration between chapters, facilitate exchanges, and ensure that regional dynamics are better integrated into EABC's overall strategy. At the same time, I aim to support stronger ties with European stakeholders, investors, and institutions.

Beyond these priorities, I bring an entrepreneurial mindset, a hands-on approach, and a strong commitment to teamwork. I am dedicated to supporting the Board, encouraging

greater interaction between members, and contributing to a more connected and collaborative EABC community.

I would be honored to serve on the Board.

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FIRST NAME:

Kulwipa

FAMILY NAME:

Piyawattanametha

NATIONALITY:

Thai

POSITION IN THE COMPANY:

Managing Director of SAP Thailand and Indochina

NAME OF THE COMPANY:

SAP SYSTEMS, APPLICATIONS AND PRODUCTS IN DATA PROCESSING (THAILAND) LIMITED



SECTOR/ACTIVITY:

Digital Technology

WEBSITE:

<https://www.sap.com/sea>

SHORT BIOGRAPHY:

Kulwipa Piyawattanametha serves as Managing Director of SAP Indochina, leading her team to drive year-over-year business growth and successful customer adoption of SAP software and cloud solutions.

With over 23 years of experience in the IT industry, Kulwipa has held senior leadership roles across Enterprise Sales, Professional Consulting, and Support Deliveries. Since joining SAP, she has led Premium Engagement deliveries, managed large enterprise programs across Southeast Asia, and spearheaded the SAP HANA and cloud solutions sales team as Platform Solutions Sales Director for SAP Indochina.

Kulwipa is passionate about delivering measurable business outcomes by combining technology, best practices, and people-centric approaches. She positions herself as a "trusted advisor," helping customers make informed decisions on digital transformation and ensuring their business needs are fully addressed.

Prior to SAP, she held roles at Unisys Corporation and Hewlett Packard, building deep expertise across sales, consulting, business development, and engineering.

A strong advocate for women in leadership, Kulwipa leads SAP Thailand Business Woman Network (BWN), championing female talent and sharing her experiences to inspire the next generation.

She holds a Master's Degree in Computer Science from the University of Southern California.

SHORT DESCRIPTION OF THE COMPANY:

SAP SE is a German multinational software company founded in 1972, headquartered in Walldorf, Germany, and recognized as the world's largest vendor of enterprise software. The name stands for "Systems, Applications, and Products in Data Processing." Over five decades, SAP has grown to serve more than 400,000 customers across 140 countries, offering solutions spanning ERP, finance, supply chain, HR, and cloud platforms such as SAP S/4HANA and SAP Business Technology Platform.

SAP Thailand was established in 1995 as part of SAP's Southeast Asia operations, which are headquartered in Singapore and span 11 offices across 7 countries. Beyond serving Thai enterprises, the Bangkok office also functions as the regional hub for SAP Indochina — a business group covering Myanmar, Laos, Cambodia, Maldives, Bhutan, and Nepal. In 2023, Kulwipa Piyawattanametha was appointed Managing Director of SAP Indochina, tasked with accelerating digital transformation and cloud adoption across the subregion.

SAP Indochina is further supported by a dedicated Government and Regulatory Affairs team that actively engages with governments across the region, helping shape digital policy frameworks and fostering public-private collaboration to advance national digital economy agendas.

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

At a time when digital technology is fundamentally reshaping how businesses operate, compete, and grow, SAP believes it has both a responsibility and a unique opportunity to contribute to the strategic direction of the European Association of Business and Commerce (EABC) in Thailand and across Indochina.

Business is no longer driven solely by trade flows, physical investment, or regulatory compliance alone — it is increasingly powered by data, cloud platforms, artificial intelligence, and intelligent enterprise systems. SAP is willing to enhance EABC's advocacy, equip policy dialogue with information, and provide member support to fully reflect the digital realities that every European business operating in this region now faces.

As the world's largest enterprise software company, SAP serves over 400,000 customers globally — including many of the European businesses that are EABC members. We understand the operational challenges, regulatory complexities, and digital transformation

priorities that these organizations navigate daily. Through SAP Indochina, we are also deeply embedded in the regional landscape, actively engaging with governments across Thailand, Cambodia, Laos, Myanmar, and beyond through our dedicated Government and Regulatory Affairs team to shape digital policy frameworks that support sustainable business growth.

What further distinguishes SAP is the strength of our global Government and Regulatory Affairs function. Anchored at our global headquarters in Walldorf, Germany, this dedicated team works in close coordination with regulators in Brussels and governments across EU member states — engaging on critical matters such as the EU AI Act, data privacy regulations, digital trade frameworks, and cross-border technology standards.

This gives SAP a rare and privileged vantage point: we understand not only how European regulatory thinking is evolving, but also how those developments will ripple through to businesses operating in markets like Thailand and Indochina. For EABC members navigating both European compliance requirements and Southeast Asian regulatory environments simultaneously, this dual perspective is invaluable.

Kulwipa Piyawattanametha, as Managing Director of SAP Indochina, brings over 23 years of experience spanning enterprise sales, consulting, business development, and digital transformation. She has worked alongside large enterprises across Southeast Asia, helping them modernize operations, adopt cloud solutions, and build resilience in an increasingly complex environment. Her role as a trusted advisor to both private sector leaders and government stakeholders makes her exceptionally well-suited to represent the interests of EABC members at the intersection of business and technology.

Should SAP be elected as an Ordinary Director of EABC, we commit to bringing the following value:

1. **Bridging Business and Technology:** We will ensure that EABC's advocacy and member engagements reflect the digital transformation agenda, helping members leverage technology to improve competitiveness, compliance, and growth.
2. **Government and Regulatory Engagement:** SAP's established relationships with governments across Indochina, combined with our global team's direct engagement with EU regulators in Brussels, will strengthen EABC's ability to advocate meaningfully on digital economy policies, data governance, and smart industry frameworks that directly impact European businesses on both ends.
3. **Knowledge and Thought Leadership:** SAP will contribute insights on global best practices, emerging technologies such as AI and cloud, and their practical implications — informed by our front-row seat to both European regulatory evolution and Southeast Asian market dynamics.
4. **Community and Network Value:** Through SAP's extensive ecosystem of partners, customers, and industry networks, we will help expand EABC's reach and relevance across the Indochina business community.

EABC has long been a powerful voice for European business interests in Thailand. SAP is ready to ensure that voice is fully equipped for the digital age — connecting the regulatory pulse of Brussels, the strategic priorities of EU governments, and the on-the-ground realities of doing business in Indochina. We are honored to offer our partnership, expertise, and commitment in that mission.

**2026 ELECTION OF ORDINARY DIRECTORS OF EABC
APPLICATION FORM FOR CANDIDATES FOR ORDINARY DIRECTOR**



FIRST NAME:

Onanong

FAMILY NAME:

Pratakphiriya

NATIONALITY:

Thai

POSITION IN THE COMPANY:

Corporate Affairs and Engagement Director

NAME OF THE COMPANY:

L'Oréal (Thailand) Limited

L'ORÉAL
G R O U P E

SECTOR/ACTIVITY:

Beauty

WEBSITE:

www.loreal.com

SHORT BIOGRAPHY:

As Corporate Affairs & Engagement Director for L'Oréal Thailand, I focus on building trust and a resilient corporate reputation. For over 20 years, I have worked to navigate Thailand's media and regulatory landscapes, helping businesses communicate effectively within complex environments.

My journey began in PR agencies, supporting diverse sectors including Pharma, FMCG, and IT, and was further shaped by intensive roles at Ford and Philip Morris. These experiences helped me grow as a strong practitioner in crisis management, regulatory and fiscal communication, stakeholder engagement, and the vital work of coalition building.

With nearly 10 years at L'Oréal, I am committed to our Thai-European business community. I previously served as a Board Member of the Franco-Thai Chamber of Commerce (FTCC) and remain a contributor to their Stakeholder Engagement and Public Affairs working group.

I am proud to lead L'Oréal's sustainability and DEI efforts in Thailand, championing women's empowerment and supporting fragile groups through community programs built in close partnership with governments and NGOs. I am eager to bring this spirit to the EABC,

where I hope to drive impact through bilateral collaboration and strengthen our collective advocacy.

SHORT DESCRIPTION OF THE COMPANY:

L'Oréal Groupe is the world's leading beauty company, founded in France over 110 years ago. Driven by a mission to offer the best in beauty innovation, efficacy, and safety, the Group manages a unique portfolio of 40 international brands.

In Thailand, L'Oréal is the market leader, offering 17 brands across mass-market, dermatological, professional, and luxury segments through a strong omnichannel presence. We are a pioneer in "Beauty Tech," utilizing technology to personalize consumer experiences.

Our operations are underpinned by ethical business practices and the "L'Oréal for the Future" program, our 2030 sustainability roadmap for climate, circularity, nature, and community. L'Oréal Thailand is highly regarded for its social impact through initiatives like "Beauty for a Better Life," which provides vocational training to women and fragile groups, and our "Inclusive Sourcing" program, which supports the elderly, people with disabilities, and women-owned SMEs.

As a key European company in Thailand, L'Oréal contributes to the country's economic development while sharing global benchmarks and ethical standards to advance the beauty industry. By combining French heritage with local commitment, we strive to create beauty that moves Thailand.

PLEASE PROVIDE A SHORT STATEMENT COVERING AT LEAST WHY YOU WOULD LIKE TO BE AN ORDINARY DIRECTOR OF EABC, AND HOW YOU AND/OR YOUR COMPANY WOULD BRING VALUE TO EABC SHOULD YOU BE ELECTED? (500 words maximum).

I am honored to submit my candidacy for the position of Ordinary Director of the EABC. Representing L'Oréal Thailand—a purpose-driven company with deep French heritage and a strong local commitment—I believe I am uniquely positioned to support the EABC in fostering bilateral trade and strengthening the business environment in Thailand.

I was previously honored to be appointed by the current Board to join as a Director mid-term. Working alongside such a dedicated and expert Board has been a privilege; I have witnessed first-hand the high level of professionalism and expertise they bring to our members. My motivation to run for this election is rooted in the desire to continue this work and contribute my own expertise to our collective mission.

Should I be elected, I wish to bring the following value to the EABC:

1. **Diverse Thai-European Leadership Perspective:** As a Thai female professional leading Corporate Affairs for a major French group, I bridge European standards with deep local understanding. I provide diverse insights into the FMCG, skin health,

and luxury sectors—industries that are vital to the European economy and increasingly important to Thailand’s growth.

2. Strategic Advocacy and Partnership Building: My background at L’Oréal, alongside my roles at PR agencies, Ford, and Philip Morris, has equipped me with expertise in navigating regulatory landscapes and building coalitions between business and government. I intend to leverage this expertise, along with my previous service on the FTCC Board and current role in their Public Affairs working group, to strengthen the EABC’s network and refine our engagement with Thai authorities to drive advocacy and meaningful bilateral impact.
3. Community Impact and Corporate Responsibility: At L’Oréal, our mission is to create "Beauty that Moves the World." I intend to share our best practices in supporting fragile groups and vocational training to help the EABC advocate for inclusive and sustainable policies that create long-term stability and value for Thailand.

By serving as an Ordinary Director, I aim to bring the spirit of innovation, ethical practice, and collaborative vision we value at L’Oréal to the EABC. I am committed to working with the board of Directors to ensure that the European business community remains a vital and respected partner in Thailand’s sustainable future.



Onanong Pratakphiriya
Corporate Affairs and Engagement Director
L’Oréal (Thailand) Limited

**2026 ELECTION OF ORDINARY DIRECTORS OF EABC
APPLICATION FORM FOR CANDIDATES FOR ORDINARY DIRECTOR**



FIRST NAME:

Patinya

FAMILY NAME:

Sinlapapakdee

NATIONALITY:

Thai

POSITION IN THE COMPANY:

Marketing Director

NAME OF THE COMPANY:

Skywave Technologies (Thailand) Co.,Ltd.



SECTOR/ACTIVITY:

Information Technology

WEBSITE:

<https://www.skywavetechnologies.com>

SHORT BIOGRAPHY:

After my studies in English Major, I started my career directly at Skywave Technologies since 2018 where I have taken on several roles. I mainly developed my career in sales, marketing and customer service.

Today, I am Marketing Director at SWT, additionally I am General Manager at Skywave Techstore Ltd. a subsidiary company of SWT. These achievements make me very proud. I am also highly involved in my company's ESG project "Digital Business Women Thailand (DBWT)", one of the most relevant platforms for women's empowerment since 2018.

SHORT DESCRIPTION OF THE COMPANY:

Skywave Technologies (Thailand) Co., Ltd has provided IT consulting, cybersecurity, software development and outsourced IT management services since 2014. We support small, medium and global organizations worldwide, and most of our clients are European companies.

We are also active member of several European chambers, including Franco-Thai Chamber of Commerce, German-Thai Chamber of Commerce, Swiss-Thai Chamber of Commerce and Thai-European Business Association.

Our team is international, with employees from many countries, backgrounds which helps us work effectively across cultures and better support our clients!

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

I would like to serve as an Ordinary Director of the European Association for Business and Commerce (EABC Thailand) because I believe EABC is an important association that connects European and Thai businesses and creates value for its members.

As a young leader and a woman in tech, here are 3 things I would like to bring:

1. I would like to initiate **'Women Empowerment Working Group'** in EABC to support women in business and create a space to connect and share ideas.
2. I want to encourage and **attract more young leaders to join EABC activities** and take part in shaping the future of Thai-European collaboration.
3. I would like to **help create interesting events on useful topics** to bring more value and excitement to members.

Together with my company's experience working with European clients, I believe I can support EABC with practical ideas and active contribution.

**2026 ELECTION OF ORDINARY DIRECTORS OF EABC
APPLICATION FORM FOR CANDIDATES FOR ORDINARY DIRECTOR**



FIRST NAME:

Marty

FAMILY NAME:

Sinthavanarong

NATIONALITY:

Thai

POSITION IN THE COMPANY:

SVP, Head of International Business and Special Projects

NAME OF THE COMPANY:

GULF DEVELOPMENT PCL



SECTOR/ACTIVITY:

Energy, Ports and Logistics, Data Centers, Cloud Business, Investments

WEBSITE:

<https://www.gulf.co.th/en/home>

SHORT BIOGRAPHY:

As the Head of International Business Development and Special Projects at Gulf Energy Development, I lead the global search for key opportunities in renewable energy development, investments, LNG, infrastructure, and defense technology. I've built a global network and strategic alliances that have contributed to the company's growth and vision. I have a strong background in BD origination and networking. I enjoy connecting and meeting with a diverse group of people from different cultures and backgrounds.

SHORT DESCRIPTION OF THE COMPANY

Today, GULF operates under the principle of "Powering the future, empowering the people." We are committed to building resilient societies for a sustainable future. Our focus is on developing high-efficiency gas-fired power projects alongside making a significant investment in renewable energy such as solar, wind, hydroelectric, biomass, and waste-to-energy projects. The success of GULF has continued as we expand internationally and diversify into new sectors, playing a larger role in the natural gas supply and wholesale business, energy and logistics infrastructure, and the digital, telecommunications, and satellite businesses. As with all of our investments, the goal of GULF is to drive economic growth and boost the competitive edge of the country and the region.

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

GULF has been a member of EABC for years and I have been an active participant as the Chair of our Energy Working Group. I regularly participate in EABC events and board meetings.

As we have expanded our business to defense technology, I hope to further increase our participating in the EABC business community and explore collaboration with other members in the coming future. I look forward to meeting more fellow members at future events.