

# **PRESENTATION OF CANDIDATES STANDING FOR ELECTION AS ORDINARY DIRECTORS TO THE BOARD OF DIRECTORS**

# Presentation of candidates



**Mrs. Paranee ADULYAPICHET**

Head of Public and Government Affairs ASEAN  
Bayer



**Mrs. Noel ASHPOLE**

Managing Partner  
BDO in Thailand



**Mr. Nicholas BELLAMY**

Partner  
KPMG Thailand



**Mr. Farid BIDGOLI**

General Manager  
Roche Thailand



**Mr. Jan ERIKSSON**

Managing Director  
Spica



**Mr. Bob FOX**

Senior Advisor  
Aviation Pro



**Mr. Matthew GROSE**

Partner  
Horton International Recruitment



**Mr. Jerome KELLY**

CEO  
LawtonAsia



**Ms. Khemika RATANAKUL**

Public Affairs Manager  
Diageo Moët Hennessy



**Mr. Thitiwat  
THANAPORNNITHINAN**

Country Manager  
IWC PLC



**Mrs. Cosma ZACHERO**

CFO  
L'Oréal

# Presentation of candidates



## **Mrs. Paranee ADULYAPICHET**

Head of Public and Government Affairs ASEAN

Bayer



# Presentation of candidates



As a long-standing member of EABC of Bayer since the establishment of this organization, I have experienced the development of this European business community over the years for opportunities and challenges. I am highly committed to fostering a collaborative environment to ensure that the members' voices are heard and valued since I truly believe that member collaboration and support are the keys to the success of EABC internally and externally.

I was previously Vice President and Board member of EABC and I am currently Chairperson of EABC Healthcare and Pharmaceuticals working group. We can achieve trust in our advocacies in the healthcare area from the key government agencies as a partner for solutions and can move the progress through co-creating solution development and sharing the value of European experiences.

About myself, I have experiences in the public affairs area of life science and sustainability which involve multi-stakeholder engagement including government agencies, NGOs, academics, and various organizations in Thailand and other countries and I have a passion for achieving win-win outcomes.

Since the European Union is negotiating the FTA, Free Trade Agreement, with Thailand and the Thai government is seeking to increase investment and facilitate the ease of doing business to compete for foreign investment with other countries in the region, I have seen various opportunities that we can drive the EABC advocacy agenda across industrial sectors. And I trust that my experiences and professional skills can contribute to the success of the EABC community as advocacy is also 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.





## **Mrs. Noel ASHPOLE**

Managing Partner

BDO in Thailand



# Presentation of candidates



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.



## **Mr. Nicholas BELLAMY**

Partner, Audit & Assurance

KPMG in Thailand



# Presentation of candidates



I have been an active member of EABC since its inception, and have been a Board Member and Chairman of the Cross-Sectoral Issues working Group since 2016. During that time I have provided input to board strategy and decisions and organized various events. I have provided updates to all past Position Papers, including volunteering inputs from KPMG specialists on topics including tax, customs and sustainability. It is a pleasure to be involved with EABC due to its focus on advocacy of issues of importance and due to the wide range of interests, nationalities and backgrounds represented in our membership. During the past term the Board has made significant progress in attracting new members and organizing successful events, and I hope that I can continue to contribute to the further success of EABC in the next term.





## **Mr. Farid BIDGOLI**

General Manager

Roche Thailand



# Presentation of candidates



Farid is a purposeful leader focused on addressing governmental and societal challenges in delivering equitable and sustainable healthcare through systems change and adoption of innovation. He has over 20 years of multi-disciplinary experience working in the Life Science Industry and has a passion for Digital Health, specifically the use of AI in diagnostics, clinical decision support, population health management as well as the role wearables and biosensors play in Personalizing healthcare.

Today, Farid is the General Manager of Roche Thailand, Myanmar, Cambodia and Laos. He focusses externally on finding solutions for equitable access to medicines and diagnostics and believes that is best achieved by creating a diverse and enabling culture to drive individual and organizational learning through experimentation and failure. He also plays a key role in the economic growth of Thailand and Europe as he currently serves as the President for the European Business Chamber.



Prior to Roche, Farid was with MSD, leading global digital solutions and executive partnerships with Verily, Microsoft, Amazon and GE to develop scalable digital health solutions with payers such as the NHS, Beijing Bureau of Health and Aetna International. He is a proud father of 3 and is the author of two children's books; 'I hate my house' and 'Where did my sock flipping go?'.



## **Mr. Jan ERIKSSON**

Managing Director

Spica



# Presentation of candidates



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

Founding member of Thai-Swedish Chamber of Commerce and past President, currently Vice President. Founding member of EABC and Vice President. 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.



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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. Given the importance of working for input from the European business to the negotiating parties for the Thai-European Free Trade agreement I stand for, to continue as a Director of EABC.



## **Mr. Bob FOX**

Senior Advisor

Aviation Pro Co., Ltd.



# Presentation of candidates



I am an experienced senior executive, lawyer and consultant with global and regional management experience, including listed group CEO, SMEs and Start Up roles. Notable skills include critical thinking, analytical thoroughness, consensus-building, organising and communication skills.

I draw on all of this global, regional and local experience for the best business outcomes for our members, championing consensus building in the foreign business community as architect and implémenter of advocacy strategies.

I have played a rôle as the EABC board member leading on advocacy development and effectiveness. I see this as being part of a high calibre team. I am currently and have been for some years an EABC Special Director and chair of the Digital Economy/ICT group ; and often represent EABC on various topics to do with climate & sustainability, foreign investment, skills development, regulatory reform, trade (in particular about the EU-Thailand FTA) as well as the main focus as chair of the Digital Economy/ICT group, one of EABCs most active Working Groups, (joint with JFCCT).

It is important that EABC continues to play a leading rôle in the foreign business community and builds consensus in that community in particular in the European business community in Thailand. EABC is a respected voice in terms of better busines outcomes in particular for European business.

We are strong when we build consenus in our European business community and in the wider foreign business community, with harmonised advocacy messages.

I plan to continue to press for quality and effective advocacy, the best outcomes for our members and a productive and nourishing networking / business development environment. I can be more effective doing this as an Ordinary Director.





## **Mr. Matthew GROSE**

Partner

Horton International Recruitment Co Ltd

# Presentation of candidates



My initial engagement with the EABC was 17 years ago while working at Aviva when I joined the Insurance Working Group, and my involvement (albeit in a very small way) with the European Union goes back to the mid 1990s when I assisted the then EU Ambassador to Thailand with his speeches.

With my family spread across France, Ireland, the UK and, of course, Thailand, I remain a passionate European and am deeply committed to helping build stronger ties between the EU and Thailand across all domains, including business, economics, and social.

The EU – Thailand Free Trade Agreement in particular, along with other pan and multi - national agreements and treaties, is an important step for Thailand to take on its development journey and which the Chamber can play a role in helping to bring about.

As the Chair of the EABC's Insurance Working Group since May 2023, I have enjoyed engaging with the Directors and other Working Group Chairs during the monthly Board of Director meetings and am ready to tap in to my broad experience to help build on the strong foundation built by the current board. This would entail leveraging:

- My corporate leadership experience to help support professional and transparent oversight of the Chamber,
- My sales and marketing experience to support the Chamber's new member acquisition and current member engagement strategies,
- My HR expertise to help build competitive attraction, retention and engagement people practices,
- My political and local cultural and language abilities to help the Chamber engage across the political, as well as business, communities.



## **Mr. Jerome KELLY**

CEO

LawtonAsia Insurance Brokers



# Presentation of candidates

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.





## **Ms. Khemika RATANAKUL**

Public Affairs Manager

Diageo Moët Hennessy (Thailand) Ltd.

**DIAGEO MOËT HENNESSY**

# Presentation of candidates



Khemika Ratanakul is the Public Affairs Manager of Diageo Moët Hennessy (Thailand) Ltd., the leading importation and distribution of premium beverage alcohol products with an outstanding collection of brands across spirits and wines, namely, Johnnie Walker, Hennessy, Smirnoff, Moët & Chandon, Dom Perignon, etc.

Khemika has been with Diageo since October 2004 and worked in various roles within Commercial, Corporate Relations and Intellectual Property Rights protection functions across Southeast Asia region. She has also served various roles in trade associations, namely,

- President of Thai Alcohol Beverage Business Association (TABBA)
- Chair of the EABC Food, Agriculture and Beverage Working Group
- Board of Food and Beverage Industry Group of the Federal of Thai Industries
- Excise Tax Committee of Thai Chamber of Commerce.

Prior joining Diageo, she worked with several multinational companies in the petrochemical industry, logistics and distribution industry and financial industry.

## DIAGEO MOËT HENNESSY

# Presentation of candidates



**Mr. Thitiwat THANAPORNNITHINAN**

Country Manager

IWG PLC

**IWG** International  
Workplace  
Group

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# Presentation of candidates



IWG PLC (Regus, Spaces and HQ) is the world's leading flexible workspace provider operating in 120 countries helping more than 8 millions people work flexibly and more productively. We have been operating in Thailand since 1998, and currently, with more than 1000 companies in our workspace. As a leading flexible workspace provider, we are willing to support to be a platform for EABC to increase an exposure and support running operation eg. Workspace, meeting, events etc. These will resulted with attractions of more members and increase in efficiency to run an association. IWG has shown a commitment being a premium member. Myself personally as a Gen Y leader with a Thai citizen, will bring fresh ideas and a diversity to the mix of the board.

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## **Mrs. Cosma ZACHERO**

CFO

L'Oréal

**L'ORÉAL**  
THAILAND

# Presentation of candidates



L'ORÉAL  
THAILAND

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

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

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

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