

35 YEARS 
Thai-Swedish
Chamber of Commerce

SweCham Member Directory 2024/25

DIGITAL EDITION

Annual Publication of the
Thai-Swedish Chamber of Commerce

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No.34, Level 4, Room A04-420, CP Tower 3, Phaya Thai Rd., Thung Phayathai,
Ratchathewi,

Bangkok 10400 Thailand

Tel: +66 (0)2 430 6155

Email: contact@swecham.com

Website: www.swecham.com

Facebook: <https://web.facebook.com/ThaiSwedishChamberofCommerce>

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EMBASSY OF SWEDEN

I am delighted to congratulate the Thai-Swedish Chamber of Commerce on its latest Member Directory e-book and to extend my warmest greetings to all readers.

This year, the Thai-Swedish Chamber of Commerce celebrates its 35th anniversary, a significant milestone for the Thai-Swedish relationship. Over the years, the Embassy of Sweden and Team Sweden Thailand—which includes different sections at the Embassy, the Thai-Swedish Chamber of Commerce, and Business Sweden—have enjoyed a long-standing partnership, collaborating on numerous initiatives to strengthen commercial ties between Thailand and Sweden.

The Chamber's strong commitment to promoting Swedish business interests in Thailand has been consistently impressive. It is our hope that the Member Directory e-book will be a valuable resource for all stakeholders.

For 156 years, Thailand and Sweden have nurtured a deep and multifaceted relationship, spanning across various sectors and levels. Our bilateral ties are enriched by the active engagement of the vibrant Swedish business sector. With over 110 Swedish companies actively investing and operating in Thailand, our collaboration continues to grow, offering mutual benefits to both nations. Swedish companies, trade, and tourism create over 100,000 jobs in Thailand and contribute more than 170 THB billion to the economy annually. Moreover, these enterprises play a vital role in fostering innovation, knowledge exchange, and technology transfer, while also introducing best practices in green sustainability and working conditions.

Both Sweden and Thailand are dedicated to finding sustainable solutions to global challenges, minimising environmental impact while maximising positive contributions to society and the economy. Sweden's commitment to sustainable business practices is also reflected in various initiatives undertaken by Swedish companies in Thailand.

Furthermore, the important events coming this fall would not be possible without the excellent cooperation within Team Sweden Thailand.



I would like to highlight the Sustainable Development Forum 2024 and Pioneer the Possible, both taking place alongside the SX Expo 2024. These platforms provide opportunities to share innovative ideas, showcase Swedish expertise, and foster collaboration in clean energy, the circular economy, digital innovation, and social impact.

In addition, the Embassy of Sweden, along with the other Nordic Embassies in Thailand, prioritises strong Nordic collaboration, one of the world's most extensive regional partnerships and a good "brand". We work together to advance shared priorities such as innovation, sustainability, and gender equality. An event to look forward to is the Nordic Walk & Run, on 16 November, which promotes a healthier lifestyle for today's generation in a greener Bangkok.

Finally, to take our bilateral relationship to new heights, the Embassy, together with Team Sweden in Thailand, stands ready to collaborate on new opportunities and tackle shared challenges alongside the Thai-Swedish business community. Together, we can continue to develop mutual commercial relations, build lasting partnerships, and strengthen bonds across various domains.

Sincerely,

Anna Hammargren
Ambassador of Sweden to Thailand

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BUSINESS SWEDEN

Dear Members of the Swedish-Thai Chamber of Commerce,

As the Trade Commissioner of Sweden to Thailand, I am delighted to extend my warmest greetings to all members of the Swedish-Thai Chamber of Commerce. This year marks a significant milestone as we celebrate the Chamber's 35th anniversary. Our bilateral trade relations continue to thrive, driven by our shared commitment to innovation, sustainability, and mutual growth.

I am proud to highlight that over 110 Swedish companies are currently operating in Thailand through subsidiaries and various partnerships. These companies significantly contribute to the Thai economy, accounting for approximately 1% of Thailand's GDP. Furthermore, renowned companies like Electrolux Professional have chosen Thailand as their regional headquarters, underscoring the country's appeal as a business hub in Asia. This trend highlights Thailand's favourable business environment, robust infrastructure, and excellent connectivity, making it an ideal base for multinational corporations.

Thailand also boasts a skilled workforce that combines technical expertise with competitive costs. The well-established supply chain across various industries provides Swedish companies with a broad pool of potential partners and suppliers to drive growth and remain competitive in the region. Situated at the heart of Southeast Asia, Thailand serves as an ideal gateway to the region's dynamic markets. This strategic location enables Swedish companies to tap into the vast consumer base and supply chains of Southeast Asia.

The increasing interest from Swedish companies to enter Thailand is evident, with 5-8 new inquiries received by Business Sweden in the first half of 2024 alone. This growing enthusiasm is matched by the dedication and interest from both the Thai government and the private sector in sustainable and green solutions and business practices.



According to the Swedish Business Climate Survey, the percentage of Thai customers who consider environmental factors when making purchases has risen from 33% in 2020 to 55% in 2024. This shift presents an opportunity for Swedish companies to align their sustainability initiatives with the evolving preferences of Thai consumers.

The Chamber plays a pivotal role in fostering strong business connections and providing invaluable support to Swedish companies operating in Thailand. Your dedication and collaboration are instrumental in enhancing our economic ties and creating new opportunities for both our nations.

I look forward to continuing our close cooperation and witnessing the further strengthening of our commercial relationships. Together, we can achieve remarkable success and contribute to a prosperous and sustainable future for both Sweden and Thailand.

Warm regards,

Kacper Pierzynowski
Trade Commissioner of Sweden to Thailand

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SWECHAM

I am very pleased that we are once again publishing our Member Directory as an e-book, in line with our ambition of maintaining a paperless office and a digitalised operation. The 100% digital member directory is searchable, flip-through, downloadable, and shareable, making it even easier for businesses and the general public to find our members and learn about the Thai-Swedish business community. It is convenient for downloading, finding information, and sharing with anyone interested in our Chamber and our activities.

This year marks the 35th anniversary of the inception of our Chamber in 1989, an important milestone that we are celebrating throughout the year, culminating in a Gala Dinner on 9 November. We have previously launched a successful project with Bangkok Post on 'Swedish Innovations'.

For 35 years, we have served as a forum and a voice for the Thai-Swedish business community, promoting business, trade, and investment between our two countries. Since our inception, we have organised a diverse range of activities in an ever-changing environment. Promotion of our members' products and services is facilitated through our weekly e-newsletter, our website, social media, this E-Directory, and through seminars and symposia.

Sweden excels in sustainability and the green circular economy, digitalisation, defence, power generation and distribution, 5G, and sustainable transport solutions, to name a few important areas where Sweden truly offers world-class products and services. We welcome more Swedish companies to become members with us. Our close collaboration with the Swedish Embassy and Business Sweden has long been manifested as Team Sweden – ready to serve you and your business.



In advocacy, we are actively engaging in dialogues with Thai ministries and governmental agencies through our membership in the Board of Trade, the Joint Foreign Chambers of Commerce in Thailand (JFCCT), and the European Association for Business and Commerce (EABC) on how to facilitate business in Thailand.

We are currently in the midst of transitioning our office, recruiting a new Executive Director, and welcoming new staff and interns to our new office. I would like to extend a special thanks to our Executive Director, Dr Pojanath, for being instrumental in elevating the Chamber to a new level. I wish her the best of luck in her future endeavours.

We are ready for any challenges and opportunities that the next 35 years may bring!

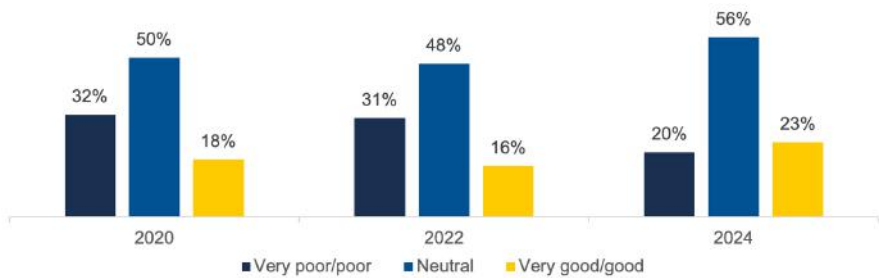
Peter Björk
SweCham President

Business Climate Survey 2024

In 2024, Team Sweden conducted the Business Climate Survey, inviting Swedish companies of all sizes and industries operating in Thailand to provide feedback on their perception of economic and market conditions, as well as comment on factors such as sustainability. Approximately 60% of the 107 identified Swedish companies with contact information in Thailand participated in this report, ensuring a comprehensive outlook on the Swedish business landscape in the Thai market. 51% of these firms are large global firms with more than 1,000 employees worldwide, while 41% are small firms (0-250 employees) and 8% are medium-sized firms (251-1,000 employees). Swedish firms in Thailand represent a wide range of industries, highlighting the diversity of the Swedish business presence in the country. However, it is worth noting that the majority of these companies primarily operate in the industrial sector.

Business Climate

How do you perceive the current business climate in Thailand?



UNIT: % of respondents.

NOTE: The number of respondents for this question was 64.

SOURCE: Business Climate Survey for Swedish Companies in Thailand 2024.

Currently, Swedish companies hold a predominantly neutral sentiment regarding the business climate outlook in Thailand, indicating a slight improvement compared to the previous Business Climate Survey in 2022. This can be attributed to various factors, including the ongoing recovery from the COVID-19 pandemic and a civilian government.

Nonetheless, Thailand still holds the position of being the second-largest economy within the ASEAN region, making it a significant investment destination for Sweden.

According to reputable sources such as the OECD and Kammerskollegium, Thailand has consistently been Sweden's top choice for investment in Southeast Asia for more than 15 years.

A notable 36% of the surveyed Swedish companies have been operating in Thailand since before the year 2000, highlighting the long-standing presence and success of Swedish businesses in the country. This demonstrates the enduring attractiveness of Thailand as a market for Swedish companies, further solidifying its position as a preferred investment destination within Southeast Asia.

Performance

How would you describe your company's financial performance in Thailand in 2023?



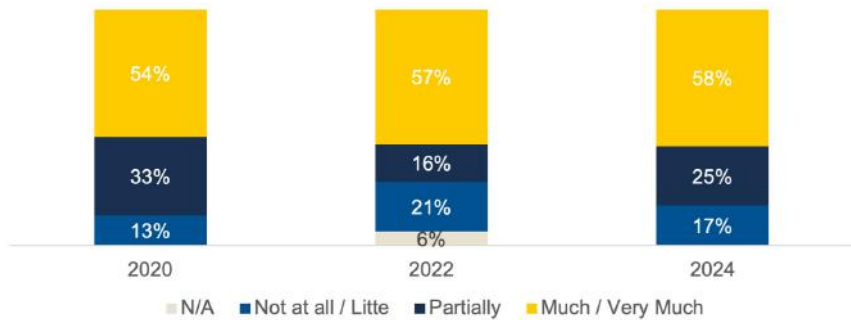
UNIT: % of respondents

NOTE: The number of respondents for this question was 57 in 2024. "Don't know/Not applicable" responses are excluded.

SOURCE: Business Climate Survey for Swedish Companies in Thailand

In terms of the financial performance of Swedish companies in Thailand, the latest edition of the Business Climate Survey indicates stability. For the year 2024, 61.4% of the respondents reported profitable operations, 17.5% reported break-even results, and 21.1% reported a loss. These figures can be compared to the previous report, where approximately 23% of the surveyed companies reported losses in their operations. Among the surveyed medium and large companies, 100% reported a profit, whereas only 58% of small companies reported the same.

To what extent would you estimate that the 'Swedish Brand' contributes to your business in Thailand?



UNIT: % of respondents

NOTE: The number of respondents for this question was 64.

SOURCE: Business Climate Survey for Swedish Companies in Thailand 2024.

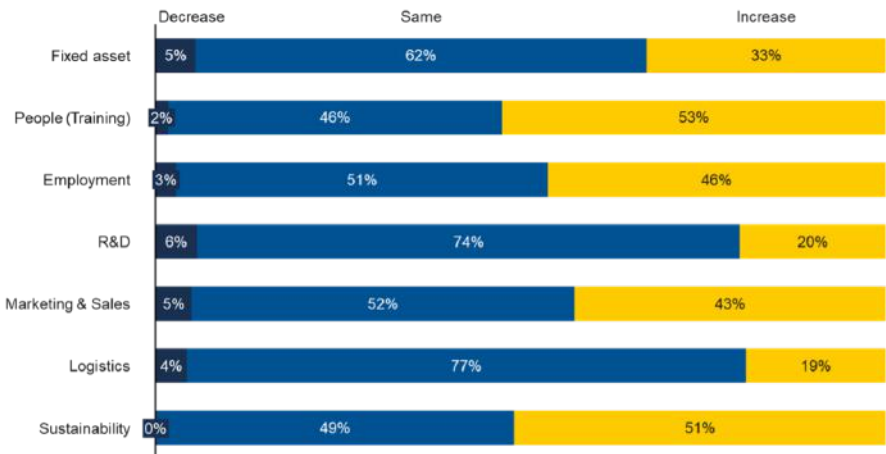
Business Climate Survey

Sweden is widely recognised as a global leader in innovation, sustainability, and trustworthiness within the industrial sphere. The survey reveals a notable increase in the perceived impact of being Swedish on business success since 2020, with a continuous upward trend. Impressively, 83% of respondents in 2024 acknowledge that the Swedish Brand has contributed to their business at varying levels, highlighting its value as a strategic asset for Swedish companies.

During interviews conducted by Team Sweden with local Swedish companies, it was observed that Sweden is associated with a reliable industry, production efficiency, and transparency throughout the supply chain. These attributes further enhance the reputation and appeal of the Swedish brand.

Investment

What are your company's investment plans for the coming 12 months in Thailand, compared to the past 12 months?



UNIT: % of respondents per type of investment

SOURCE: Business Climate Survey for Swedish Companies in Thailand 2024.

Thailand ranks among the top 5 markets in the Asia-Pacific (APAC) region where Swedish companies plan to increase their investments. The prevailing theme among Swedish companies is to either maintain or increase their investments in Thailand over the next year.

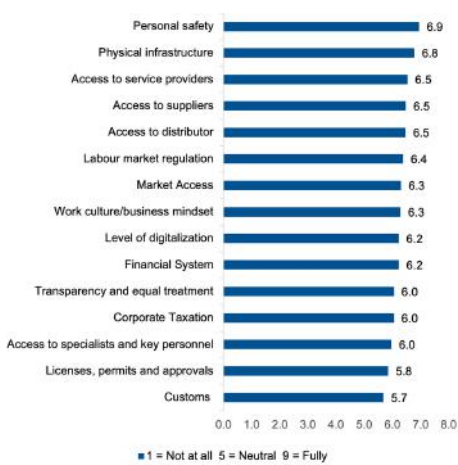
Based on the survey results, Swedish companies are primarily focused on developing their current employees, increasing staff numbers, and enhancing their marketing and sales efforts. For instance, companies are opening new training centers to support these goals.

Notably, over 50% of companies plan to increase their investment in sustainability through initiatives such as installing solar rooftops and implementing more sustainable production processes that reduce energy consumption. This demonstrates a strong commitment among Swedish firms to sustainable practices and underscores their role in advancing environmental and social governance (ESG) initiatives.

Conversely, logistics and research and development (R&D) are the areas with the lowest plans for future investments, as companies primarily aim to maintain their current investment levels in these areas.

Challenge

How well do the following conditions meet the needs of your company in Thailand?



Most respondents have provided positive scores for all factors assessed in the Thai market. However, it is important to note that there are primary challenges that companies face, including customs, licensing, permits, and approvals. These obstacles often arise due to Thailand's regulatory environment and varying interpretations of laws and regulations.

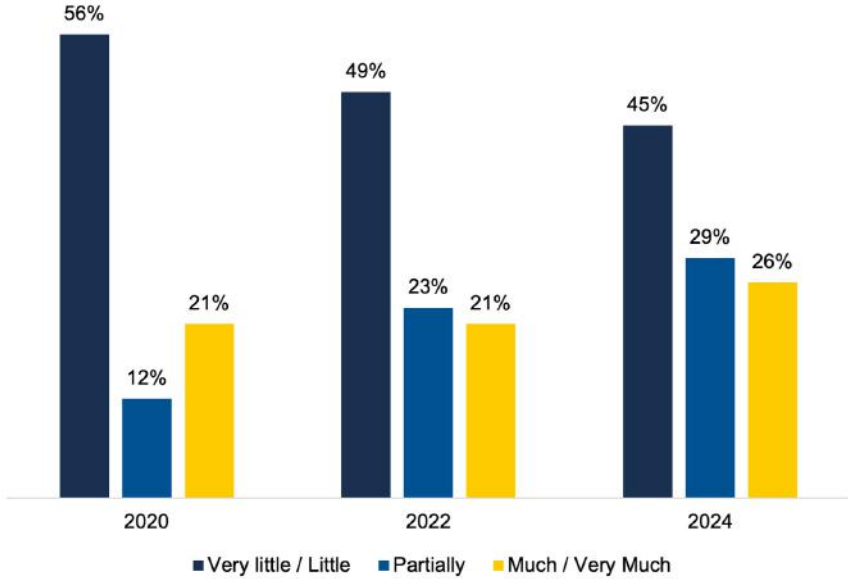
Despite these challenges, there are several positive aspects that companies can take comfort in. Firstly, the safety of employees is generally assured in Thailand. Additionally, the country boasts a strong physical infrastructure and a well-developed ecosystem of service providers, suppliers, and distributors.

NOTE: The number of respondents for this question was 64.
 SOURCE: Business Climate Survey for Swedish Companies in Thailand 2024.

It is worth mentioning that the challenges related to lack of transparency and complexities associated with licenses, permits, and approvals are not unique to the Thai market. Similar trends can be observed across other Southeast Asian markets. However, it is important to note that compared to the previous Business Climate Survey, the market conditions in Thailand have shown significant improvement.

Sustainability

To what extent do customers in Thailand consider environmental aspects of a product or service in their purchase decision?



UNIT: % of respondents

NOTE: The number of respondents for this question was 62. 'Don't know/Not applicable' responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish Companies in Thailand 20

From 2020 to 2024, there is a noticeable change in how Swedish companies are acknowledging the importance of incorporating sustainability into customers' purchasing decisions. Since 2020, there has been a significant reduction in the number of companies that places 'very little / little' considerations about sustainability. This indicates a growing recognition among businesses of the need to address sustainability concerns and cater to the evolving preferences of Thai consumers.

To access the full Business Climate Survey Report, please go to: <https://www.business-sweden.com/insights/reports/business-climate-surveys/thailand-business-climate-survey-2024/>

35 YEARS 
Thai-Swedish
Chamber of Commerce



ABOUT SWECHAM

SweCham 

Introducing SweCham: Celebrating 35 years of advocacy and promotion for Swedish businesses in Thailand



Imagine a transformative moment in 1989, when what would evolve into the Thai-Swedish Chamber of Commerce (SweCham) came to life. Under the esteemed patronage of Their Majesties HM King Carl XVI Gustaf and HM Queen Silvia of Sweden, SweCham embarked on a remarkable journey.

Committed to supporting and elevating Swedish and Swedish-related enterprises in Thailand, SweCham's core objectives encompass promoting your business interests, fostering robust commercial ties between Sweden and Thailand, and cultivating an optimal business climate. We stand alongside you, ensuring a seamless journey towards success.





Whether you're a multinational powerhouse, an innovative SME, or a local frontrunner, SweCham is your dedicated partner.

Our diverse membership forms a vibrant tapestry of businesses, uniting under the SweCham banner, where opportunities flourish and possibilities know no bounds.



Beyond being a chamber, SweCham is your dedicated strategic partner, committed to propelling your Swedish ventures to unparalleled heights in Thailand. Together, we'll navigate the path to success and unlock new possibilities for your business.

As a united force, SweCham collaborates closely with influential trade associations and organisations, amplifying your voice in the Thai business landscape.



Advocating for your interests, we create ripples of change that leave a lasting impact. From establishing connections with the Board of Trade to cultivating relationships with local agencies, our vast network paves the way for your success.



Meet the visionaries guiding SweCham towards excellence: our esteemed Board of Directors

Led by an exceptional President and supported by three distinguished Vice Presidents, our dedicated committees and working groups cover main key areas including sustainability, connectivity, education and programme development, ensuring that every facet of SweCham thrives.



Unlock a world of exclusive benefits with SweCham!

Tailor-made member services await you—whether you seek business referrals, updates on upcoming events and projects, enticing marketing opportunities, or strategic partnerships, we've got you covered!

Join us on this transformative journey! Don't wait another moment—connect with SweCham now!

Thai Swedish Chamber of Commerce
24/F Chamchuri Square, 319, Unit 24050
Phayathai Road, Pathumwan
Bangkok 10330, Thailand

Tel. +66 (0)2007 2250

Email: contact@swecham.com



Platinum Partner



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About SweCham Partnership



Step into our lively community, SweCham, to unlock endless opportunities for your brand visibility and exposure! With the Chamber's year-round activities and promotional projects, Partners can connect with executives, key decision-makers, and international professionals within the Thai-Swedish business community. By becoming our Partner, you can expand your reach further while tapping into the Chamber's extensive network of professionals, businesses, and partners, including foreign chambers of commerce, trade associations, and embassies.



SweCham network offers an impressive array of high-level Swedish and international professionals, making a partnership campaign with us an efficient shortcut to boost your company's brand awareness and capture your target audience's attention. Through your partnership with SweCham, your message will reach thousands of individuals who regularly receive and engage with our resources.



To ensure maximum visibility, outreach, and effective targeting, SweCham also offers a variety of communication channels tailored to your needs, making your partnership experience as effective as possible.

Looking for effective ways to accelerate business growth? Join SweCham today and unlock a world of endless possibilities!

To learn more about Partnership opportunities, please contact our Executive Director at director@swecham.com



PROMOTION AND ADVOCACY FOR SWEDISH BUSINESS INTERESTS IN THAILAND

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Thai-Swedish
Chamber of Commerce

SWECHAM PEOPLE

People at
SweCham

SweCham Board of Governors 2024 - 2025



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President
CCM



Jan Eriksson
Vice President
Spica



Cecilia Håkansson
Vice President
Ikano



Tomas Julin
Vice President
EQHO



Daniel Lindgren
Treasurer
Rapid Asia



Lars Andersson
Governor
Suranaree University



Roy Andersson
Governor
Jönköping University



**Jeeranphawee
Chanthanawin**
Governor
Beauty Medical



Fredrik Lindblom
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SAAB



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Luc Moulin
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Anders Rian
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Midsummer



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Malin Westin
Governor
Fitness24Seven



Björn Berggren
Advisor
KTH



Anders Frummerin
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Frummerin Consulting



Anders Lundquist
Advisor
Pacific 2000



Christer Nilsson
Advisor
Asia Media Partner



Anders Oltorp
Advisor
Swedish Defence
University



Peter Temander
Advisor



Per Linnér
Observer
Embassy of Sweden
in Bangkok



Kacper Pierzynowski
Observer
Business Sweden

SweCham Office Team



From left to right: Anantaya (Pang Pond), Pojanath (Poj), and Apinya (Anee)

WARM GREETINGS FROM SWECHAM TEAM!

'Hej, our members! My name is Anantaya, or Pang Pond for short. I am very happy to be a part of SweCham! As the Administrative Officer, I am here standing at the ready to be your assistant on all matters concerning membership, payment, and other financial issues!'

'Hej! I am honoured to introduce myself as the Executive Director of SweCham, where I am dedicated to fostering the vibrant Thai-Swedish business community and forging lasting partnerships. Reach out to me if you have any enquiries, ideas or collaborations in mind!'

'Hej! It's Apinya here. Serving as Events and Marketing Officer, I'm continuously bringing fresh and creative ideas to support our members. Need any assistance with events and marketing activities? I'm more than pleased to support you!'

Anantaya Kwanmuang (Pang Pond)
Administrative Officer
secretary@swecham.com

Pojanath Bhatanacharoen (Poj)
Executive Director
director@swecham.com

Apinya Success (Anee)
Events and Marketing Officer
projects@swecham.com

GET IN TOUCH WITH OUR TEAM

SweCham Team is always happy to support our members. Reach out to us and explore the benefits of being part of SweCham!



Thai-Swedish Chamber of Commerce
No. 34, Level 4, Room A04-420,
CP Tower 3 Phaya Thai Road,
Thung Phayathai Ratchathewi,
Bangkok 10400



+66 (0)2 430 6155



contact@swecham.com



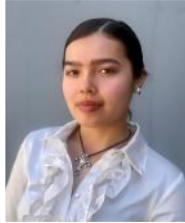
www.swecham.com

SweCham Interns 2024

SweCham internship programme provides opportunities for interns to prepare for and enhance their professional growth in an international environment. Interns will have the opportunity to immerse themselves in various working areas with staff and other interns from both Thailand and Sweden. Through this experience, interns will develop valuable skills that could be adapted to diverse working environments. Moreover, we offer interns workshops that will enhance their essential skills in workplaces. SweCham appreciates all the collaboration and support from our interns and is delighted to be a part of their professional growth!



Johan Lindeson
Ingvar Krook Scholar
2023-2024



Anna Lindgren
Södertörn University



Nichakarn Ounahachat
Mahidol International
College

'Interning at SweCham has been an incredibly inspiring experience, enriching my understanding of business practices in Thailand. The decision to move abroad and embark on this internship has been a remarkable and unparalleled journey. The diverse challenges I've encountered have not only expanded my knowledge but also opened doors to new career opportunities.'

- Johan Lindeson

'This internship has been an invaluable step in my journey as a young professional. SweCham has truly served as the perfect gateway to a career in international relations, and the networking opportunities have left me with connections that will be beneficial for years to come.'

- Anna Lindgren

UDY IN
VEDEN

Swedish Education and
Career Days 2023



www.



YEAR IN REVIEW 2023



Year in Review 2023-2024

7 September 2023

SweCham Business Connect: Open House Special

On 7 September 2023, SweCham had the pleasure of hosting the first networking event since the summer break. The evening started with a welcoming remark from our president, Mr Peter Björk, who welcomed us and delved into the long history of our chamber and how the next year will be our 35th anniversary.

Mr. Tomas Julin, SweCham Vice President, shared valuable insights into our community and unveiled the new member- and community-centric website. In addition, he touched upon SweCham's advocacy efforts, highlighting our ongoing work to support the Thai-Swedish business community.

Furthermore, SweCham Executive Director, Dr. Pojanath Bhatanacharoen introduced the new SweCham Member Directory 2023/24. The Directory is wholly hyperlinked, offering fast and convenient access to all companies and organisations listed to better connect the Thai-Swedish business community with the rest of the world.

We were also honoured to welcome Mr. Lars Andersson, Head of Innovation & IP Management and Liaison at the Center for International Affairs's speech on 'SUT, an Academic Partner for Sustainable Innovation and Entrepreneurship,' where he talked about the Suranaree University of Technology and how they multiple different technological projects.

We sincerely thank our event sponsor, [Suranaree University of Technology](#), and booth sponsors, [Aritco](#), [Fitness24Seven](#), [Sentinels Solutions](#) and [Trimar EuroLube](#). We would also like to thank the supporting chambers and organisations for their support of the event.

Big warm thanks to the [Rembrandt Hotel & Suites Bangkok](#) outside catering team for the delicious food and drinks and the excellent service which added a lively atmosphere to the networking and socialising.

Special thanks to [IWG](#) who provided us with a beautiful venue for the event!

Finally, we would like to warmly thank everyone who came to join our Open House, making it a truly unforgettable occasion!

Click [here](#) for the full photo book





Year in Review 2023-2024

26 September 2023

Business Speed Matching and Welcome Back Networking Cocktail

On 26 September 2023, the Business Speed Matching and Welcome Back Networking Cocktail 2023, organised by the [Franco-Thai Chamber of Commerce \(FTCC\)](#), [Swiss-Thai Chamber of Commerce \(STCC\)](#), and [Thai-Swedish Chamber of Commerce \(SweCham\)](#), at Shangri-La Bangkok was a resounding success.

It was truly inspiring to witness a diverse group of representatives from various companies within the foreign chambers of commerce community in Thailand coming together for meaningful discussions and networking. The event was further enhanced by the valuable insights shared by Jean Sol-Macher, the Economic Counsellor, during the networking cocktail session, which added depth to our gathering.

We would like to extend our heartfelt gratitude to our main sponsors, including [BECIS](#), [Charoen Decor International](#), [L'Oréal](#), [Dextra Group](#), and [Samitivej Hospital](#), whose generous support made this event possible. Additionally, special thanks to our lucky draw prize sponsors, including [Blue Elephant](#), [Asian Tigers](#), and [L'Oréal](#), who added excitement to the evening.

Big round of applause to the FTCC Team for driving the event!

To explore more photos from the event, please click [here](#).



2-8 October 2023
Sweden Pavilion at SX Sustainability Expo 2023

From 2 to 8 October 2023, SweCham jointly with the Embassy of Sweden organised the Sweden Pavilion and participated in the **SX Sustainability Expo 2023** at the Queen Sirikit National Convention Center (QSNCC). The Sweden Pavilion featured four exhibitors: the Swedish Embassy, Sentinel Solution, Tetra Pak Thailand, and Hitachi Energy.

The **Swedish Embassy** showcased the 'Re:waste –how Sweden is rethinking Resources' exhibition at the Sweden Pavilion, unveiling Sweden's innovative solutions to rethink resources and combat the damaging impact of waste on our planet. Our heartfelt thanks to the Embassy of Sweden in Bangkok for spotlighting this essential cause. Kudos to everyone who visited the exhibition– your awareness fuels the journey towards a sustainable world.

Sentinel Solution showcased their water savings solution innovation, developed by the Swedish company ALTERED. This solution makes it possible to reduce tap water consumption with 98% in the mist mode and 85% in spray mode. By integrating this technology into taps, homes, offices, and hotels can enhance their sustainability efforts. We would like to thank Sentinel Solution for being a part of the Sweden Pavilion this year and for contributing to rethinking resources and optimising the use of water!

Tetra Pak Thailand showcased the inspiring 'Green Shelter Project,' demonstrating the transformation of used beverage cartons into eco-friendly construction materials for disaster-affected communities in collaboration with local organisations. Teaming up with local Thai waste recycling partners, Tetra Pak supports the recycling process, separating the carton layers – paper, foil, and plastic, allowing for the repurposing and reimagining of materials. Big thanks to Tetra Pak Thailand for being a part of the Sweden Pavilion this year and for contributing to the circular economy and society!

Hitachi Energy joined the Sweden Pavilion where they presented 'EconIQ' -an Eco-efficient portfolio for reducing environmental impact and increasing energy efficiency whilst future-proofing technology investments. By adopting EconIQ, individuals and organisations can substantially diminish carbon emissions and pollution across the entire product lifecycle, contributing to a greener planet. We would like to thank Hitachi Energy for being a part of the Sweden Pavilion this year and for contributing to a more sustainable world!



3 October 2023

Re: waste, Rethink, Resources' talk at SX Sustainability Expo 2023

On 3 October 2023, SweCham with the support from the C ASEAN Committee, held the 'Re: Waste, Rethink, Resources' session on the SX Sustainability Expo 2023 Talk Stage at the Queen Sirikit National Convention Center (QSNCC).

H.E. Mrs. Anna Hammargren, Ambassador of Sweden to Thailand, begun her opening remarks by asking why the focus was on waste. She further emphasised the impact of waste on methane emissions and urged collective action to minimise it.

The first speaker, Mr. Sean Too, Managing Director of Sentinel Solution, discussed water conservation and introduced a product to reduce water wastage. He spoke about how precious the water is on the planet and how we need to rethink the way we use water. This concern lays the foundation of Sentinel Solution's actions.

The next speaker, Dr. Worawut Waruttamaporns, Managing Director of Hitachi Energy Thailand, highlighted the Hitachi Energy's eco-portfolio EconiQ, aiming for a carbon-neutral energy future. EconiQ is a portfolio which mixes products, services, and solutions, which all are provided by Hitachi Energy.

The final speaker, Mr. Patinya Silsupadol, Head of Sustainability at Tetra Pak Thailand, stressed the importance of a circular economy and Extended Producer Responsibility (EPR), underscoring Tetra Pak's collaboration with industry partners and municipalities for recycling. He emphasised that this transformation to a circular economy cannot be done alone from Tetra Pak's side and that they need collaboration from industry partners and customers.

We would like to end by thanking everyone who attended and thank all the amazing speakers at the Talk Stage! Also, special thanks to our SweCham Executive Director Dr Pojanath Bhatanacharoen for moderating the session.

If you missed the talk, watch the playback [here](#).



20-22 October 2023

Study in Sweden and Alumni Networking and Sweden Pavilion at Swedish Education and Career Days (OCSC)

SweCham would like to extend our thanks to everyone who participated in the Study in Sweden and Alumni Networking at the Swedish Embassy on Friday, 20 October and visited the Sweden Pavilion at the OCSC International Education Expo 2023 between 21 and 22 October.

The Study in Sweden and Alumni Networking Event was a success, the event started with a speech from the Swedish Ambassador, H. E. Mrs. Anna Hammargren. This was followed by presentations on studying and living in Sweden from Khun Varaporn Premso, Cultural Officer of the [Embassy of Sweden](#), and Khun Chaidarun Tippawan, Chairperson of [Sweden Alumni Network Thailand \(SANT\)](#)! The university representatives also shared information about their respective universities, including courses available, entry requirements, scholarship opportunities and accommodation. The evening concluded with networking and discussions of what to expect from student life in Sweden!



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At the OCSC International Education Expo 2023, numerous students and visitors were enthusiastic to delve deeper into the prospects of studying in Sweden and explore the distinctive features of Swedish education. The atmosphere was buzzing with curiosity as attendees gained valuable insights into the educational practices of Sweden. The students were very excited to talk to the universities represented at the Expo to gain a better understanding of program structures and the opportunities available through studying in Sweden.

We would like to thank the [Chalmers University of Technology](#), [KTH Royal Institute of Technology](#), [Uppsala University](#), [Study in Sweden](#) and the [Embassy of Sweden in Bangkok](#) for their outstanding representation of Swedish Education at the networking event and the OCSC International Education Expo!

If you could not attend the Swedish Education and Career Days programme and are interested in learning more about Swedish Education, please visit www.swedish-education.com



25 October 2023
SweCham Social Network Club

On 25 October 2023, the SweCham Social Network Club brought together SweCham members along with various professionals and newcomers to foster meaningful business connections and exchange ideas while enjoying an evening of networking in a vibrant Thai-Swedish business community.

Many thanks to our members and friends for joining the event. We hope you all had a great time and enjoyed the evening as much as we did!

Special thanks to [Oriental Residence Bangkok](#) for providing us with a perfect venue and excellent service. Additionally, we were delighted to meet and catch up with Khun Porntip Pibarnwong, General Manager of Oriental Residence Bangkok, and Khun Arunsak Phankham, Cluster Director, Sales at ONYX Hospitality Group: Oriental Residence Bangkok. We truly appreciate their hospitality!

Click [here](#) for the full photo book



8 November 2023

APAC SwedCham Webinar - CEO Talk: Saab's Group CEO Michael Johansson

On 8 November 2023, the [Swedish Chamber of Commerce Singapore](#) hosted a webinar with Micael Johansson, CEO of [Saab Group](#), on the topic of national security, with a focus on the nature of defence manufacturing and strategies.

Micael Johansson started by summarising SAAB's key areas, along with its four major hubs outside of Sweden: the USA, the UK, Australia, and Germany. He explained that SAAB's focus lies in aiding countries in rebuilding military

supplies. The session transitioned to the main topic, where he discussed his views on current events and how SAAB is responding. SAAB is changing its regional supply chains. It is simultaneously building up its stockpiles, thus making SAAB more resilient to future possible security issues. SAAB is strategically expanding its presence in the APAC region, designating Australia as a key hub. Meanwhile, having reached market penetration in India, Thailand, and Singapore, where products are sold in their respective countries.

We would like to thank SwedCham in Singapore and SAAB for this interesting webinar!



14 November 2023

APAC SwedCham Webinar: Sustainable Food and Beverage

On 14 November 2023, the [Swedish Australian Chamber of Commerce \(SACC\)](#) recently hosted a thought-provoking APAC SwedCham webinar, titled 'Can Food Systems Enable Sustainable and Resilient Food Value Chain for Tomorrow?'. Distinguished industry specialists from Alfa Laval, Tetra Pak Group, and ABB delved into approaches to address sustainable food and beverage systems problems and provide some innovative solutions.



Patrick Horner, Global Technology Lead for Waste Evaporation and Zero Liquid Discharge at [Alfa Laval, Denmark](#), explored the role of water stewardship and circularity in promoting sustainability within the food industry, giving a case study such as how they transform the brewery wastewater management and reduce the water footprint in food production.

Katie Carson, Director Corporate Affairs Food & Climate Policy, [Tetra Pak Group, Belgium](#), shared strategies to reduce food loss and waste. She emphasised responsible corporate practices, from measuring food loss and waste across the food supply chain to fostering education and awareness-raising initiatives on food loss and waste prevention.

John Rieusset, Sector Lead – Food and Beverage, [ABB Australia Pty Ltd](#), focused on the critical aspects of reducing energy and food waste in food and beverage manufacturing plants with ABB's technologies. ABB also has expertise that could help food and beverage producers lower their energy consumption without sacrificing productivity, contributing to more efficient and sustainable operations.

Special thanks to Linda Nordin, SACC Sustainability Committee and Circular Economy Specialist at SMEC, for facilitating this informative discussion.

Thank you very much to all those who participated in the webinar and industry specialists for the very insightful presentation and diverse perspectives! By bringing together industry leaders, this webinar successfully shed light on the issues surrounding food systems.

15 November 2023

APAC SwedCham Webinar: After the Storm: Sourcing Trends in China and Southeast Asia

On 15 November 2023, SweCham and [ARC Consulting](#) hosted a webinar with Marcus Sohlberg, Business Development Director at ARC Consulting, on the topic of Sourcing Trends in China and Southeast Asia and how they develop over time.

Trade values are rising in the first half of 2023, though being lower than in 2021-2022. Global factors affecting trade include geopolitical tensions, economic weakness, trade restrictions, industrial output slowdown, inflation, and high interest rates.

The top three Southeast Asian sourcing countries are: Vietnam, Thailand, Malaysia. Although China's reopened borders have a negative impact on the other sourcing countries, Thailand's automotive, agriculture, and food sourcing sectors are thriving, while for Malaysia there is increased sourcing in electronics and batteries for EVs.

Relocating sourcing from China has decreased, possibly due to prior relocations. However, Southeast Asia sees a positive trend, with companies inclined to keep or relocate sourcing and manufacturing to the region.

The top three risk factors companies see in China are: increasing costs, unstable supplier performance, and increased tariffs. Meanwhile, in Southeast Asia, the concerns include increasing costs, unstable supplier performance, and a lack of supply skills. The reasons for relocation include cost savings, risk mitigation, and improved logistics. Interestingly, supply chains currently face disruptions due to new ESG policies, but also the EU Carbon Border Tax, Carbon Peak and Neutrality, and EU Supply Chain Act. In reflection of this, an issue has emerged where many companies are assessing suppliers' carbon footprint data, meanwhile lacking proper data collection.

In summary, there is a growing confidence in Southeast Asia and Europe for sourcing, but China remains the top choice.

We would like to thank Marcus Sohlberg for sharing his valuable insights on sourcing within China and Southeast Asia with us!



Respondents come from a diverse array of industries and over 33% have a purchasing value of over 100 million USD per year



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23 November 2023

SweCham Members Dinner 2023

On 23 November 2023, SweCham had the honour of hosting our annual Members' Dinner at the [Oriental Residence Bangkok Hotel](#). We would like to thank everyone who participated in this splendid evening, which featured excellent speeches and networking opportunities.

The evening commenced with an address by SweCham's president, Mr. Peter Björk, who spoke about the history of the chamber, the pivotal role of the SweCham community in supporting and promoting the members' interests, the chamber's prospects.

We were very pleased to officially warmly welcome H.E. Mrs. Anna Hammargren, the Swedish Ambassador who delivered a keynote speech, marking her inaugural address to the SweCham community. The ambassador emphasised the enduring commercial and political ties between Sweden and Thailand, established in 1868 and spanning over 150 years. She discussed current policy issues, highlighted the work towards the EU-Thailand free trade agreement set for 2025, and reaffirmed the embassy's mandate to represent, promote, and safeguard Swedish interests.

The concluding speech of the evening was by Mr. Kongkiat Teekamongkol from [Camfil](#), who highlighted the importance and cost of clean air, with a particular focus on the current situation in Bangkok and Thailand. He emphasised the significance of air filtration systems in combating the health risks associated with PM2.5 and provided concrete examples of how Camfil's systems have improved indoor air quality.

We wish to extend our warm thanks to all who attended our Members' Dinner. Additionally, the SweCham team wishes to express our gratitude to the Ambassador for her esteemed presence and support of the Thai-Swedish business community.

We are immensely grateful for the generous support from our table sponsor [EQHO](#). Our gratitude also extends to Camfil Thailand, our Beer Sponsor, who contributed to this delightful evening. Big warm thanks to our Event Partner, the Oriental Residence Bangkok for their excellent hospitality and the delectable food!

Click [here](#) for the full photo book



13 December 2023

SweCham Traditional Swedish Christmas Dinner

On the evening of 13 December 2023, SweCham had the pleasure and joy of hosting our annual Christmas dinner! The celebration started with a beautiful Lucia-tåg, Lucia Choir, where participants lit up the evening with candles and traditional songs, bringing the festive spirit alive in Bangkok.

Highlighting that the Chamber has had a Christmas celebration—in the form of lunch, and lately dinner—for the past 13 years, our President, Mr. Peter Björk, welcomed our Ambassador, H.E. Mrs. Anna Hammargren and our esteemed guests from the Thai-Swedish community to another edition of traditional Swedish festive celebration.

Big thanks to our Annual Premium Plus Partners, [Aritco](#), [Husqvarna](#), and [Securitas](#), for supporting our chamber over the year, as well as our workplace partner, [IWG](#).

We are also deeply grateful to our Platinum event sponsor, [MedPark Hospital](#). We would also like to give warm thanks to the team at [Rembrandt Hotel & Suites, Bangkok](#), for the delicious Swedish food and drinks and the excellent service, which added to a lively Christmas atmosphere!

We would also like to extend our warm thanks to our friends and partners [SANT](#), [Svenskgruppen Bangkok](#), [SWEA](#) and the [Thai-Nordic Association](#) for supporting the event. Furthermore, big thanks to [Amrapur Tailors](#) for sponsoring a photo booth and providing our guests with beautiful and professional printed photos as great souvenirs for the evening.

Finally, this celebration would not have been as unique without our raffle sponsors:

[Kimpton Maa-Lai Bangkok](#), [The Legend Chiang Rai Boutique River Resort & Spa](#), [The Landmark Bangkok Hotel](#), [Playmondo](#), [Lancaster Bangkok](#), [Camfil Thailand](#), [Peter Björk](#), [BNH Hospital](#), [Ikano \(Thailand\) Limited/ IKEA Thailand](#), [Kvik A/S Asia Co., Ltd.](#), [Twinpalms Phuket Resort](#), [Twinpalms Montazure Phuket](#), [Royal Copenhagen](#), [FOREO](#), [Avani+ Hua Hin Resort & Villas \(Anantara\)](#), [Puzzle Room Bangkok](#), [BOUNCE](#), [Boonlapo](#), [OZO North Pattaya](#), [Amrapur Tailors](#), [Volvo Cars Thailand](#), [Mammas K6k Bangkok](#) and [SPICA](#)

Also, big congratulations to all our Christmas Quiz and Raffle Prize winners. We thank you for your enthusiastic participation in the games and are very pleased that you enjoyed all the fun!

Finally, we would like to warmly thank everyone who came to join our Christmas celebration, making the evening a truly unforgettable occasion. It was our privilege to help you kick-start the festive season.

Click [here](#) for the full photo book











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YEAR IN REVIEW 2024



25 January 2024 SweCham Business Connect with Jönköping University x University West

On 25 January 2024, SweCham had the pleasure and joy of hosting the first networking event of the year with Jönköping University and University West, at the beautiful and luxurious [Lancaster Bangkok](#).

The evening commenced with a warm welcome from our president, Mr. Peter Björk. Adding an entertaining touch to the event, we were honoured to have generous Lucky draw prizes from Mr. Martin Hurley, General Manager of Lancaster Bangkok.

Moreover, Dr. Roy Andersson, Professor at University West and Associate Professor at Jönköping University, presented the universities' programme in which Swedish engineering and business students undertake their thesis project or internship abroad, specifically here in Thailand. This initiative provides high-achieving students with the invaluable opportunity to combine studying abroad with gaining international work experience.

This year's batch of students has just begun their internships at Siemens, Autoliv, Volvo Cars Thailand, MuvMi, Camfil Thailand, Sasin School of Management, and Somboon Group. The students' speeches highlighted their individual skills and aspirations, as well as their eagerness to contribute positively to these companies in Thailand.

We sincerely thank our event sponsors, [Jönköping University](#) and [University West](#), and we would also like to thank the supporting chambers and organisations for their support of the event.

Big warm thanks to our hotel partner, Lancaster Bangkok for the delicious food, luxurious venue and excellent service which added a lively atmosphere to the networking and mingling!

Finally, we would like to warmly thank everyone who came to join our networking event. It was truly an unforgettable occasion.

Click [here](#) for the full photo book



6 February 2024

Breakfast Seminar: Managing your IP in a world full of AI and other Digital Technologies

On 6 February 2024, SweCham and the [South-East Asia IP SME Helpdesk](#) with support from the [JFCC](#) and [EABC](#) had the pleasure of hosting a seminar on managing your IP in a world full of digital technologies, with everything from Machine learning, Generative AI, Neural Networks and NFTs being discussed and presented.

The morning started with breakfast and networking, at the wonderful Oriental Residence Bangkok Hotel. We were honoured by having Mr. Bob Fox, Chair of Digital Economy/ICT group of JFCC and EABC, as the moderator, who gave us a comprehensive overview of the AI landscape and introduced us to our two experts of the day.

Khun Mook Chaichirawiwat, Country Manager of [Thinking Machines Data Science](#), gave us an in-depth look at how AI works. Highlighting when AI was first introduced and how the changed from relatively harmless software to a powerful tool used in most businesses, and now also by individuals!

Additionally, Khun Franck Fougere, Managing Partner at [Ananda Intellectual Property](#), detailed how IP rights apply to AI-generated content. As a machine cannot be held liable and hold IP protection, the issue of who owns the IP from AI-generated content can be a complex one. Khun Franck highlighted the importance of having control over your data and how you utilise your data, as to reduce potential liability, in the creation of content or products that might need IP protection.

The seminar ended with a brief panel discussion led by Khun Bob, where the experts answered multiple different questions in the line of, what are the limitations of AI and IP, and where will liability be when AI tools are used for illegal purposes such as scams.

We would also like to thank the supporting chambers and organisations for their support of the event. Finally, we would like to warmly thank everyone who came to the seminar.

If you have any questions or need assistance with your IP, please get in touch with the [South-East Asia IP SME Helpdesk](#) here.

Click [here](#) for the full photo book



Year in Review 2023-2024

21 February 2024

2030 Sustainable Development Goals (SDG) Game

SweCham, Norcham and TFCC hosted a 2030 Sustainable Development Goals (SDG) game, organised by the Chair of the JFCCT Sustainability Committee, Mr. Lars Svensson, Chief Executive of the Sasin Sustainability & Entrepreneurship Center (SEC). This event took place prior to the JFCCT Presidents Council Meeting, the game was attended by the JFCCT Chair Ms. Vibeke Lyssand Liervag, SweCham President Mr. Peter Björk, and other chamber Presidents and Chairs. The SDG game is a simulation reflecting our real-world challenges in achieving the United Nations' Sustainable Development Goals 2030.

Originating from Japan, the game has been played on various prestigious platforms, including by the UN, government agencies, and numerous companies. The game has created the opportunity for individuals from a diverse set of backgrounds to get a deeper insight into sustainability and the SDGs. The game frames how participants think, highlighting potential biases, and the game ultimately succeeds with illustrating the complexity of global issues.

As the game unfolded, we experienced firsthand the tough choices and trade-offs required for sustainability. The game underscored the power of collaboration, discussion, and balanced approaches in overcoming these global challenges. It serves as a call to action for each of us to embody the change we wish to see in the world.



21 February 2024
JFCCT President's Council Luncheon

SweCham, in partnership with [Norcham](#) and the [TFCC](#), hosted the JFCCT Presidents' Council Luncheon at the [Rembrandt Hotel & Suites Bangkok](#) on 21 February 2024. We would like to extend big thanks to the embassy representatives, Miika Tomi, Deputy Head of Mission, [Embassy of Finland](#), Eirik Wold Sanda, First Secretary, [Embassy of Norway](#) and Mrs. Anna Jakenberg Brinck, Deputy Head of Mission, [Embassy of Sweden](#).

The meeting was chaired by Ms. Vibeke Lyssand Liervag, JFCCT Chairperson, Dr. Supareak Charlie Chomchan and Mr. Ravi Sehgal, JFCCT Vice Chairs. TFCC was represented by President Mr. Antti Aromäki and Executive Director Mr. Teuvo Tuomi, Norcham was represented by President Mr. Axel Blom and Executive Director Yanin Srathongnoi and SweCham was represented by President Mr. Peter Björk and Executive Director Dr. Pojanath Bhatanacharoen.

They discussed various important topics and activities, focusing on further cooperation, with updates and presentations on current focuses by each of the JFCCT committees. On this occasion, the [JFCCT](#) is very pleased to welcome a new member, the [Hungarian-Thai Chamber of Commerce](#) –big warm welcome to the JFCCT Community!

To learn more about the work of the JFCCT, please [click here](#).



29 February 2024

SweCham Company Visit at Hitachi Energy x Tetra Pak in Rayong

On 29 February 2024, the SweCham team, members and members from supporting chambers had the opportunity to visit Hitachi Energy at their Rayong Business Centre. Dr. Worawut Waruttamapornsu, Country Managing Director for Thailand, introduced [Hitachi Energy](#) and their key business areas, Grid Automation, Grid Integration, High Voltage Products, and Transformers. Dr. Worawut also provided insights into the future of global electrification and sustainable energy, followed by a tour of the local facilities. We were presented with one of their High Voltage Switchgears, capable of handling up to 100,000 volts.



After an insightful visit at Hitachi Energy, we were briefed by Mr. Patinya Silsupadol, Head of Sustainability at Tetra Pak Thailand. He introduced the participants to [Tetra Pak](#)'s commitment to protecting what's good, food, people, and planet. Mr. Patinya highlighted Tetra Pak's key business areas Processing, Packaging and Service. With solutions and equipment for dairy, cheese, ice cream and more, as well as a complete range of carton packaging for consumer products.

Upon arriving at Tetra Pak's factory in Rayong, we were warmly welcomed and given a safety briefing by Mr. Jean-Marie Viard, Factory Director. They also presented their efforts towards making the factory more sustainable and energy efficient by using solar cells and other solutions for increasing energy efficiency. The group was divided into two for a tour of the factory, visiting the Straw and Closure production facilities, guided by Khun Sudthisa Chooyok, OHS, and Khun Sureeporn Chongsiriluck, Factory Controller. The factory tour showcased Tetra Pak's production, emphasising their high degree of quality control to ensure the utmost level of food safety.

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We would also wish to highlight the wonderful lunch that we had from the Swedish restaurant and store, [Olearys.S.B.D](#), in Rayong, featuring genuine Swedish food which was delicious!

We would like to express our sincere thanks to the teams at Hitachi Energy and Tetra Pak for their kind hospitality in hosting the company visits, and to the Sustainability Working Group for helping to arrange the visits. Also big thanks to the participants from the [Finnish-Thai Chamber of Commerce](#), the [British Chamber of Commerce Thailand](#) and our very own SweCham for their active participation in this one-day excursion to Rayong!

21 March 2024

SweCham Annual General Meeting (AGM) 2024

SweCham held our Annual General Meeting (AGM) followed by networking drinks and a delicious dinner. At the AGM, we presented SweCham's activities over the past year, including a recap of projects and a financial update, followed by the election of board governors. A big congratulation to Mr. [Peter Björk](#) who was re-elected for his fifth term as President by the SweCham Board!

Following the AGM, we were honoured to have been joined by Khun Anoma Vongyai, Director of Europe Market Division [Tourism Authority of Thailand](#) (TAT), who shared with us updates on the current tourism situation in Thailand and the new strategies, focusing on eco-friendly tourism and more high-end tourists to attract quality tourists to Thailand for promoting and supporting the Thai economy.



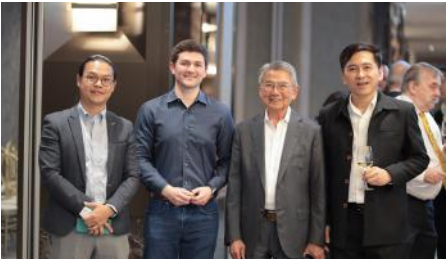
We would like to extend our warm thanks to Khun Anoma Vongyai for the interesting presentation that generated many questions from the floor and a very dynamic discussion. Also, we would like to give big thanks to our Event Partner the [Rembrandt Hotel and Suites](#) for their excellent facilities and warm hospitality of a delicious three-course dinner accompanied by exquisite wine.

We also wish to thank the deputy head of mission, Mrs. [Anna Jakenberg Brinck](#), [Embassy of Sweden to Thailand](#), for her participation and support of the Thai-Swedish business community.

Last but not least, SweCham would like to thank our members and friends who joined us and took part in our AGM and dinner. We are most grateful for your continuous support in our mission to promote and advocate for Swedish business interests in Thailand.

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23 April 2024

SweCham Company Visit to Volvo Car Thailand Central Distribution & Training Centre

SweCham's Sustainability Working Group, along with members and friends, enjoyed an exclusive visit to [Volvo Car Thailand's](#) Central Distribution & Training Centre (VCT CDTC). The visit offered valuable insights into Volvo's commitment to sustainability and cutting-edge warehouse technology.

Volvo Car Thailand has demonstrated its leadership in the automotive industry through its commitment to sustainability and innovation. The VCT CDTC is a prime example of this, utilizing 100% renewable energy, incorporating cutting-edge technology, and prioritizing quality assurance. Volvo's focus on sustainability is evident in their plans to become a fully electric carmaker and achieve climate neutrality.

We would like to express our sincere gratitude to Volvo Car Thailand for hosting this insightful visit. Special thanks to the Volvo Car Thailand Team, including Mr [Chris Wailles](#) (Managing Director), Mr Thanomsak Santhanaprasit (Business Development & Customer Experience Director), Mr Prasong Chaoumbri (Central Distribution & Training Center Manager), and Ms [Thitirat Sripangern](#) (Government Affairs Manager) for sharing their expertise with us. We also thank all the participants who joined us!



Year in Review 2023-2024

9 May 2024

SweCham Business Connect

On 9 May 2024, SweCham hosted the 'SweCham Business Connect' at the elegant [Oriental Residence Hotel in Bangkok](#). The evening began with a warm welcome from our president, Mr. Peter Björk, who also extended his greetings to our annual partners, Platinum Partner [Dynamac](#), and our Gold Partner [Husqvarna](#) and our workplace partner [IWG](#).

Following the introductions, Mr. Bhumivisan Kasemsook, Secretary-General of the Public Sector Anti-Corruption Commission (PACC), gave an insightful presentation on the PACC's strategies for suppressing and preventing corruption. The PACC is committed to establishing better checks and balances to ensure transparency and accountability. Mr. Bhumivisan illustrated this with a case where a businessman reported a corrupt official who had demanded 3 million baht for the approval of a licence. The report led to an investigation and the official's arrest within seven days. He also emphasised that the most effective means of prevention is to foster a cultural shift within the Thai government, particularly through the education and training of young officers and government employees.

We would like to extend our warm thanks to Mr. Bhumivisan Kasemsook for the interesting presentation that generated many questions from the floor and a very dynamic discussion. Also, big warm thanks to our hotel partner, Oriental Residence Hotel for the delicious food, luxurious venue and the excellent service which added a lively atmosphere to the networking and mingling! We would also like to thank the supporting chambers and organisations for their support of the event.



14 May 2024

Sustainability for Business Forum (SBF)

On 14 May 2024, we had the honour of co-organising the 7th edition of the Sustainability for Business Forum 2024 with the [Franco-Thai Chamber of Commerce \(FTCC\)](#), [NTCC - Netherlands-Thai Chamber of Commerce](#) and the [Swiss Thai Chamber of Commerce \(STCC\)](#), at [Mövenpick BDMS Wellness Resort Bangkok](#).

We would like to extend our deepest gratitude to our sponsors [BNP Paribas](#), [Accor](#), [Hitachi Energy](#), [L'Oréal Group](#), [Lufthansa Group](#), [Veolia](#), [AFRY](#), [Constant Energy](#), [Compassion in World Farming](#), [GA Ecopak](#), [GreenYellow](#), [GMS Solar](#), [MAN Energy Solutions](#), [Signify](#), [Sentinels Solution Thailand](#), and [TERAO](#) for making this event possible, in order to inspire, connect, and empower innovative projects for future sustainability. We would also like to thank the supporting chambers for their support of the event.



We would like to warmly thank all our SweCham members and everyone who came to the event to support sustainability initiatives in Asia. This year's SBF was a tremendous success, and with such outstanding speakers. We extend our sincerest thanks to all the speakers of the event. During the five sessions, including Sustainable Tourism, CEO Panel Discussion, Inspirational Talk, ESG and Green Supply Chains, and Trends of Energy Solutions, they enlightened the participants with inspiring and sustainable speeches and discussions.

Big warm thanks to our hotel partner, Mövenpick BDMS Wellness Resort Bangkok, for the delicious food, luxurious venue, and the excellent service which added to the atmosphere of the forum. The venue also gave the perfect ambience for the networking and mingling. We would also like to thank the supporting chambers and organisations for their support of the event.



Year in Review 2023-2024



8 June 2024

Swedish National Day and Midsummer Lunch Celebration

SweCham was delighted to host the Swedish National Day and Midsummer Lunch Celebration at the Westin Grande Sukhumvit Bangkok. In a partnership with [Sweden Alumni Network Thailand \(SANT\)](#), [Swedish Women's Educational Association \(SWEA\) Bangkok](#), and [Thai-Nordic Association \(TNA\)](#), over 80 participants joined in a joyful celebration of the much-cherished Swedish traditions and fostered meaningful connections.

We warmly welcomed attendees for flower crown binding and fishpond activities, all supported by SWEA, before our delightful lunch. Our esteemed guests were presented with a delicious, diverse buffet including midsummer classic dishes and Swedish favourite desserts, big thanks to the [Westin Grande Sukhumvit Hotel](#) for their warm hospitality and excellent food and service.

Moreover, we would like to extend special thanks to Dr James Daziel, Head of School at [NIST](#), our Silver Event Sponsor for your generous support! We also celebrated our Swedish tradition through cheerful Swedish summer songs with excellent support from SWEA. Big thanks to Khun Lina Eidmark, Khun Jens Lager and Miss Alma Lager for their excellent summer songs performance which had everyone up and dancing around the Midsummer pole.

As a highlight of the Midsummer Lunch, we held our popular raffle game. This year's event was a true celebration, made even more special by exclusive awards with a chance to win more than 60 exceptional prizes from 25 Raffle Prize Sponsors. Congratulations to all the winners!

Once again, we would like to extend our gratitude to all participants and our esteemed sponsors: [Akaryn Hotel Group](#), [Amari Bangkok](#), [Amrapur Tailors](#), [Bangkok Padel](#), [Bangkok Hospital](#), [Bangkok Snow Removal](#), [Black Mountain Golf Club](#), [BNH Hospital](#), [Buddy's Bar & Grill](#), [Charley Browns](#), [Eastin Grand Hotel Sathorn](#), [FOREO](#), [Kimpton Maa-Lai Bangkok](#), [Lancaster Bangkok](#), [Mammas K&K](#), [Nysa Hotel Bangkok](#), [Oriental Residence Bangkok](#), [Pharma Nord](#), Peter Björk, [Sonny's Speciality Products Bangkok](#), [SPICA](#), [Thailand Snus](#), [The Landmark Bangkok](#), [The Legend Chiang Rai](#), and [Volvo Car](#).



Year in Review 2023-2024





Year in Review 2023-2024





Year in Review 2023-2024





25 July 2024
Extraordinary General Meeting (EGM)

On 25 July, SweCham held an Extraordinary General Meeting (EGM). The main item on the agenda was to approve the change of address from Chamchuri Square to CP Tower 3, a decision that considered both the improved working environment for the SweCham team and the reduction of our costs. Following a consensus, the SweCham members gave formal approval to the address change, and we now officially relocated to No.34, Level 4, Room A04-420, CP Tower 3, Phaya Thai Rd., Thung Phayathai, Ratchathewi, Bangkok 10400 Thailand.

Thank you very much to all our members who participated in the EGM! We really appreciate you taking your time to support us and it was very nice to catch up with you!



HONORARY MEMBER



Embassy of Sweden
Bangkok

Embassy of Sweden
One Pacific Place, 8th Floor
140 Sukhumvit Road, Bangkok 10110

Telephone: 02-263-7200

Website: www.swedenabroad.com/Bangkok



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21st Fl., Q. House Lumpini Building, 1 South Sathorn Road,
Thungmahamek, Sathorn, Bangkok 10120

Tel: +66 (0) 2 665 1000

Fax: +66 (0) 2 665 1031

Email: corporate@th.abb.com

Website: www.new.abb.com/th

Industry Activities

Industrial digitalization

Company Profile

ABB is a leading global technology company that energizes the transformation of society and industry to achieve a more productive, sustainable future. We have a history embedded in the development of Thailand's utility and industrial sectors since the first motor delivery to Siam Cement in 1913. ABB first established in Thailand in 1978 and since 2019 we operate with two legal entities ABB Automation (Thailand) Co., Ltd., and ABB Electrification (Thailand) Co., Ltd., with about 500 employees.

Our Head Office is located in Bangkok, and we are present in several other locations, like Samutprakarn, Rayong and Saraburi to support local industrial base requirements. For more than four decades that ABB has been collaborating with individuals, authorities, and organizations, especially customers in the utilities and industrial sectors as well as in the transportation & infrastructure and building sector to support the growth of Thailand's economy.

Products and Services

Electrification

- Electrification Solutions
- Protection and Connection
- Installation Products
- Building Products
- Medium Voltage Products
- Power Conversion, UPS, High Power Rectifier

Motion

- LV Motors and LV Drives
- MV Motors & Generators and MV Drives
- Control (PLCs and HMI)
- Motor & Drive Spare Parts and Services

Process Automation

- Electrical & Automation solutions for Industrial applications
- Electrical and Instrument contracting capability
- System Drive and Optimization solutions
- Measurement and Analytics products and services
- Automation and Instrument Services
- Complete Electrical Services
- Turbocharger workshop
- Robotics & Discrete Automation
- Robotics product and peripheral equipment
- Machine and Factory Automation
- Robotics Applications and Systems
- Robot Application Center for SEA region
- Complete Robotics services



Palin Pornprasertsuk
Country Commercial Director &
Local Business Manager – Thailand,
Myanmar, Cambodia & Laos



Tenzing Bomratsang
Country Holding Officer



467/2 Rama 3 Road, Bang Khlo, Bang Kho Laem, Bangkok 10120

Tel: +66 (0) 2 408 0200

Fax: +66 (0) 2 683 8877

Email: sales@aritco.co.th

Website: www.aritco.co.th

Industry/Activities

Sale /Installation/After Service for Aritco Home Lifts and Platform lifts

Company Profile

Aritco (Thailand) Co., Ltd., has been the long established distributor and installer of Aritco home lifts from Sweden since 2012, we have marketed and installed over 1,900 units of home lifts and platform lifts for the customers throughout Thailand ranging from private home owners, private developers as well as public sector. We have strived toward providing several models of ARITCO home lifts with various options and platform sizes to create comprehensive solutions to best match all customers' demands. ARITCO headquarter and showroom is located on Rama III Road to welcome all customers to experience every key models of home lifts before making their best decision and also functions as the Data Center, where professional engineering teams are stationed to offer after sales services with real-time surveillance system employing the advanced computerized technology, to ensure that all Aritco lifts are in perfect condition 24 hours a day. Customers are welcome to experience Aritco home lifts at our showroom from 9.00 AM to 6.00 PM every day.

Products and Services

Aritco (Thailand) Co., Ltd. provides sales and installation service for Home Lifts and platform lifts, the high quality patented screw driven system from Sweden which offers superior design, utmost convenience and compliance with European Safety standards. Thailand is our region of responsibility where we install lifts both indoor and outdoor as well as offering reliable warranty service that covers emergency call 24-hour assistance.



Tana Sripongtanakul
Managing Director



Jutharat Hongkhajorn
Assistant to Managing Director



AstraZeneca (Thailand) Ltd.

19th Floor, Asia Center Building, 173/20 South Sathorn Road,
Thungmahamek, Sathorn, Bangkok, 10120

Tel: +66 (0) 2 739 7400

Fax: +66 (0) 2 739 7497

Email: azth-corporate-communication@astrazeneca.com

Website: www.astrazeneca.co.th

Industry/Activities

Biopharmaceutical company

Company Profile

AstraZeneca is a global, science-led biopharmaceutical company that focuses on the discovery, development, and commercialization of prescription medicines. Based in Cambridge, UK, AstraZeneca operates in over 100 countries and its innovative medicines are used by millions of patients worldwide.

AstraZeneca Thailand was established in 1983 and operated businesses in Thailand for 40 years. We have been committed to creating innovative medicines and improving access to them, including healthcare innovation, partnering with healthcare providers, channels, and geographic expansion to improve diagnosis and access to treatments. We are inspired to change outcomes for patients and make health happen for people, society, and planet.

AstraZeneca has a bold global sustainability ambition with three strategic pillars: access to healthcare, environmental protection, and ethics and transparency.

Products and Services

AstraZeneca Thailand focuses on the discovery, development, and commercialisation of prescription medicines in three therapy areas: Oncology, Cardiovascular, Renal and Metabolism (CVRM), Respiratory, Immunology, Vaccines, and Immune Therapies (RIVIT) and Rare Disease.



Roman Ramos
Country President



Cataliya Chalermvongsene
Public Affairs and
Communications Manager

Atlas Copco (Thailand) Limited

125 M. 9 Wellgrow Industrial Estate, Bangna - Trad Road Km. 36,
Bangwua, Bangkok, Chachoengsao 24130

Tel: +66 38 562 900

Email: atlascopco.thailand@atlascopco.com

Website: www.atlascopcogroup.com

Industry/Activities

Industrial Goods and Machinery

Company Profile

Since 1873, the Atlas Copco Group has provided innovative technology, products, services and solutions.

Atlas Copco Group aims to enable technology that transforms the future, creating value for our customers, employees, shareholders and society. We are organized into four business areas, divided into a number of divisions, each with their own focus, expertise and application knowledge. One of our success factors is that we have many strong brands offering differentiated products, services and solutions for a wide range of customer segments.

Atlas Copco Group in Thailand established in 1993 located in Chachoengsao, and provides high quality compressors, power tools and construction as well as service plans, through its four business areas: Compressor Technique, Industrial Technique, Power Equipment and Vacuum Technique.

Our Group mission is to achieve sustainable, profitable, inclusive growth. Sustainability at Atlas Copco Group means innovating with a long-term perspective and supporting our customers to meet their sustainability ambitions.

It also includes growing in a way that is ethical, respecting and promoting human rights and with zero tolerance for corruption.

Products and Services

Atlas Copco Group in Thailand focuses to satisfy our customer demand by stand side by side for a long journey. The best way of serving customer need by analyzing and always continuous improve new industry standards. Our service solutions provide the reliability and allow customers to maximize uptime base on their requirements.



Wendy Buffa Pace
Vice President South
East Asia & Oceania



Autoliv (Thailand) Ltd.

700/415 Moo 7 Tambol Donhualoh Amphur Muang Chonburi 20000

Tel: +66 (0)38 936 778
Fax: +66 (0)38 936 501
Email: manee.bagguley@autoliv.com
Website: www.autoliv.com

Industry/Activities

Automotive Safety Systems

Company Profile

Autoliv is the worldwide leader in automotive safety systems. Through our group companies, we develop, manufacture and market protective systems, such as airbags, seatbelts, and steering wheels for all major automotive manufacturers in the world as well as mobility safety solutions.

At Autoliv, we challenge and redefine the standards of mobility safety to sustainably deliver leading solutions. In 2022, our products saved close to 35,000 lives and reduced more than 450,000 injuries. Our 69,100 associates in 27 countries are passionate about our vision of Saving More Lives and quality is at the heart of everything we do. We drive innovation, research, and development at our 14 technical centers, with their 20 test tracks.

Autoliv (Thailand) Ltd. was established in 1996. There are 5 plants located in 3 campus with 3,500 employees. Autoliv Thailand manufactures seat belts, Airbags, Steering wheels as well as restraint components such as cushions and retractor springs. The company ships to OEM and internal customers mainly in Thailand, Japan, Korea, Indonesia and Malaysia. Annual sales are approx. 700MUSD.

Products and Services

Through our group companies, we develop, manufacture and market protective systems, such as airbags, seatbelts, and steering wheels for all major automotive manufacturers in the world as well as mobility safety solutions, such as pedestrian protection, connected safety services and safety solutions for riders of powered two wheelers.



Manee Bagguley
Country Manager &
ASEAN CFO



Anders Benny Mattson
AAS Supplier Quality
Director



333 Silom Road, Bangrak, Bangkok 10500

Tel: +66 (0) 2 230 2453

Fax: +66 (0) 2 231 4233

Email: thanatphong.pratheepthaweephon@bangkokbank.com

Website: www.bangkokbank.com

Industry/Activities

Commercial Banking

Company Profile

Bangkok Bank is the 6th largest bank in Southeast Asia and the largest bank in Thailand by total assets. The bank has been giving business and individual customers the confidence and support they need to make the right financial decisions in a changing world since our founding in 1944

The bank's major subsidiaries include Bangkok Bank Berhad, Bangkok Bank (China), PT Bank Permata Tbk, Bualuang Securities, BBL Asset Management, and Bualuang Ventures.

In Thailand, Bangkok Bank is a leading provider of corporate finance and SME lending with approximately 240 business centers and business desks as well as the country's largest retail customer base of approximately 17 million accounts. The bank's large and loyal customer base has been one of the key drivers of success, allowing expansion of the business alongside the customers' increasing financial needs.

The bank's business-banking services include conventional banking services, syndicated loans, debt securities underwriting, trade finance, project finance, custodial services, SME and

merchant services, and specialist industry advice. Bangkok Bank services both the business and retail customers through a nationwide branch network, phone banking, and a convenient easy-to-use bilingual internet and mobile-banking platform enabling fast, round-the-clock banking.

Products and Services

Bangkok Bank offers full commercial banking services, including arranging syndicated loans, debt securities underwriting, trade finance, project finance, custodial services, SME and merchant services and specialist industry advice.



Dr. Thanatphong Pratheepthaweephon
Senior Vice President,
Manager of Correspondent
Banking Department



Black Mountain

GOLF CLUB, HUA HIN

565 Moo 7, Nong Hieng Rd., Hin Lek Fai, Hua Hin, Prachuapkhirikhan 77100

Tel: +66 (0) 3 261 8666

Fax: +66 (0) 3 261 8628

Email: info@bmghuahin.com

Website: www.blackmountainhuahin.com



Harald Elisson
Managing Director

Industry/Activities

Golf Course, Real Estate, Accommodations

Company Profile

Black Mountain Golf Club is a world-class golf facility set in stunning scenery, surrounded by luxurious Villa's & Condo's, making it one of Thailand's and Asia's premier golfing destinations.

Products and Services

- 27 holes of golf in championship condition and a clubhouse serving fine wines and international cuisine
- Full tuition/practice facility with Trackman™
- Course-side property ownership opportunities
- Resort Villa "Stay & Play" accommodation
- Spa
- Tennis
- Paddle Tennis
- Volleyball
- Mini Golf
- Mini-Mart
- Water Park
- Wake Park



9/1 Convent Rd. Silom, Bang Rak Bangkok 10500

Tel: +66 (0) 2 022 0700

Email: info@bnh.co.th

Website: www.bnhhospital.com

Industry Activities

BNH Hospital is offering healthcare to Thai and Expatriate communities

Company Profile

BNH Hospital, formerly known as the Bangkok Nursing Home, was established in 1898; thus it can claim to be one of the oldest established hospitals in Thailand. With now 126th years of experience, BNH is offering unrivalled expertise in caring for patients from the expatriate and Thai communities.

BNH Hospital is an international, JCI accredited, hospital located in the heart of Bangkok. With a satellite clinic providing primary care, check-ups and travel medicine:

- BNH@All Seasons Clinic, located in the CRC Tower of All Seasons Place

Products and Services

BNH Hospital specializes in women's health, breast care, dental care, spine treatments and orthopedics, additionally provides specialists in all major medical fields. BNH is dedicated to family health and has established family doctor service to fulfil this commitment.

The Check-up Centre at BNH has a panel of doctors, authorized by several embassies to carry out the medical examination required to obtain visas.

Nevertheless, BNH owns the latest M Centre for the purpose of raising awareness for men's health.

Emergency Room is open 24/7 with fully equipped ambulances and emergency doctor call-out service. Direct emergency number: 02 632 1000.

The Customer Service offers interpretation services (French, German, Burmese, Vietnamese, Chinese, Japanese) and assist for insurance claims, visa extensions and related matters.



Apichai Chaiyaraj
Assistant Hospital
Director



Jarinya Jiwjinda
Manager Division
Overseas Marketing



7202 Le-Concorde Tower, A3 Fl., Room No. A305, Ratchadapisek Rd., Huai Khwang, HuaiKhwang, Bangkok 10310

Tel: +66 2694 1480

Email: purivat.pitakpuvadol@camfil.com

Website: www.camfil.co.th

Industry/Activities

Clean Air Solution

Company Profile

Find out how our story started in 1963 and organically grew into producing sustainable, best-in-class air filtration products and services for the European market, eventually becoming the global leader in clean air solutions.

At Camfil, we believe breathing clean air should be a human right. That's why we offer a wide range of premium clean air solutions for commercial and industrial air filtration, air pollution control and turbomachinery applications.

Products and Services

Camfil Manufactures and Distributes Air Filtration equipment Pre / Medium / Hepa Filter as well as Air Purifier / Dust Collector as providing advice on clean air and replacement or emergency time can be contacted.



Kongkiat Teekamongkol
Managing Director



Purivat Pitakpuvadol
Marketing Officer



9/52 Moo.3, Tambon Bang Sao Thong, Amphur Bang Sao Thong,
Samut Prakan, Thailand

Tel: +66 (0) 2-130 7080

Email: info.thailand@dynapac.com

Website: www.dynapac.com/en

Industry/Activities

Road Construction Equipment and Applications

Company Profile

Dynapac is a leading supplier of high-tech soil and asphalt rollers, pavers and compaction equipment, committed to strengthening customer performance by being a partner on the road ahead. Dynapac is represented worldwide via its own regional sales and service offices and cooperates with an extensive and professional distribution network.

Products and Services

High-tech soil and asphalt rollers, pavers, and compaction equipment



Ihab Eldessouky
Regional General
Manager



Kawita Doungkaew
Project Management
APAC



1910 New Phetchaburi Road, Bangkapi, Huai Khwang, Bangkok 10310

Tel: +66 (0) 2 725 9100

Fax: +66 (0) 2 725 9299

Email: customercarethai@electrolux.com

Website: www.electrolux.co.th

Industry/Activities

Home Appliances

Company Profile

Electrolux Group is a leading global appliance company that has shaped living for the better for more than 100 years. We reinvent taste, care and wellbeing experiences for millions of people, always striving to be at the forefront of sustainability in society through our solutions and operations. Under our group of leading appliance brands, including Electrolux, AEG and Frigidaire, we sell household products in around 120 markets every year.

We have been a proud partner in Thailand's growth story, bringing Swedish innovation to the country for 47 years with over 2,500 employees in our Bangkok office and Rayong Factory.

Products and Services

The products are divided into 3 groups:

- Taste group - kitchen appliances include refrigerators, hobs, hoods, ovens, microwaves, dishwashers, air fryers, coffee machines, blenders, toasters.
- Care group - clothing care products include washing machines, dryers, irons.
- Wellbeing group - Home care products include vacuum cleaners, air conditioners, air purifiers.

Moreover, there is an after-sales service to assist consumers with all their needs.



Alexis Richard
General Manager
Thailand



Supapichaya Phitukpong
Business Controller



405 Soi Bangna – Trad 12, South Bangna, Bangna, Bangkok 10260

Tel: +66 (0) 2 026 6770

Email: chamnan.nimnual@epiroc.com

Website: www.epiroc.com/en-th

Industry/Activities

Creating Sustainable And Productive Solutions for Mining & Infrastructure Industries

Company Profile

Head quartered in Stockholm, Sweden and publicly listed in NASDAQ, Epiroc is a leading global productivity partner for the mining and infrastructure industries. With cutting-edge technology, we develop and produce innovative, safe and sustainable drill rigs, rock excavation and construction equipment, and tools. We also provide world-class service and solutions for automation and interoperability.

Products and Services

Epiroc offers equipment / services / consumables for applications in mining / construction / infrastructure / natural resources industries . It encompasses primarily drilling solutions for surface and underground applications, excavation / loading/ haulage/ ventilation for underground application and demolition solutions for surface and underground applications . In addition we also add value to the customers for automation , digitalization and electrification solutions to aid superior productivity which ultimately lead to safer work place especially in the mining/ construction job sites.



Hongyan Che
Regional General
Manager



ERICSSON

199 S-Oasis Building, 22nd Floor, Unit No. 2200 Vipavadee Rangsit Road,
Chomphon, Chatuchak, Bangkok, 10900 Thailand

Tel: +66 (0) 2 821 7000

Website: www.ericsson.com

Industry/Activities

Telecommunication

Company Profile

Ericsson is a world leader in information and communications technology and services with headquarters in Stockholm, Sweden. Our organization consists of more than 105,000 experts who provide customers in 180 countries with innovative and comprehensive solutions and services, ranging from Cloud services and Mobile Broadband to Network Design and Optimization. In fact, 40% of the world's mobile traffic is carried over Ericsson networks.

Ericsson has one of the industry's strongest patent portfolios with a total count of over 42,000 granted patents. R&D is at the heart of our business and approximately 23,700 employees are dedicated to our R&D activities. This commitment to R&D allows us to drive forward our vision for where everyone and everything is connected in real time - enabling new ways to collaborate, share and get informed. Net sales in 2023 were USD 24.8 billion. The Ericsson stock is listed on Nasdaq Stockholm and on NASDAQ in New York.

Ericsson commemorate the 118th Anniversary in Thailand in 2024. Ericsson also celebrates 147 years, since founding father, Lars Magnus Ericsson, officially opened the doors to his mechanical workshop in Stockholm, Sweden. The relationship between Sweden and Thailand has been strong for many years, commencing with a visit by King Rama V to Sweden in 1897.

In 1906, Ericsson deployed the first ever telephone exchange in Thailand. Alongside with customers, Ericsson pioneered 1G, 2G, 3G, 4G and now 5G in Thailand - changing the way Thai people live and communicate with each other. Ericsson is continuing to transform the country to a truly Digital Thailand through the deployment of LTE/4G as part of our commitment to ensuring Thailand realizes its full potential. We also demonstrated earlier this year, the first 5G trial for Thailand.

Products and Services

Ericsson's products and services cater to the demands of both consumers and enterprises with innovative solutions. The Ericsson Radio System delivers high-performance connectivity, while Network Solutions & Services ensure robust and scalable network infrastructure. Cloud Software & Services offer flexible, secure cloud solutions, and Network Management & Automation provide efficient, intelligent network operations. Together, these offerings empower seamless communication, drive digital transformation, and enhance operational efficiency for businesses and individuals alike.



Anders Rian
President



Peter Borjesson
Vice President –
Government and Industry
Relations



Unit 1802, 18th Floor, Rasa Tower II, Phaholyothin Road, Chatuchak,
Bangkok 10900 Thailand

Tel: +66 (0) 2 512 5657

Fax: +66 (0) 2 512 5657 Ext. 123

Email: chakriya.leelasiri@essity.com

Website: www.essity.com

Industry Activities

Hygiene and Health

Company Profile

Essity is a leading global hygiene and health company. We are dedicated to improving well-being through our products and services. Sales are conducted in approximately 150 countries under the leading global brands TENA and Tork, and other strong brands, such as JOBST, Leukoplast, Libero, Libresse, Lotus, Nosotras, Saba, Tempo, Vinda and Zewa.



Sompop Krittayakornnont
National/Senior Sales
Manager

fabrinet®

5/6 Moo 6 Soi Khunpra, Klongneung, Klongluang, Pathumthani 12120

Tel: +66 (0) 2 524 9600

Fax: +66 (0) 2 524 9662

Email: amponr@fabrinet.co.th

Website: www.fabrinet.com

Industry/Activities

Provider of engineering and manufacturing services

Company Profile

Fabrinet is a leading provider of advanced optical packaging and precision optical, electro-mechanical, and electronic manufacturing services to original equipment manufacturers of complex products, such as optical communication components, modules and subsystems, industrial lasers and sensors



Dr. Soon Kaewchansilp
Director



Ampon Rojanabenjakun
General Manager of Quality
Assurance



1106, Summer Hill, Room no. 3046, 3rd floor, Sukhumvit Road, Phra Khanong, Khlong Toei, Bangkok 10110

Tel: +66 (0) 2 012 5166

Email: infothai@f24s.com

Website: th.fitness24seven.com/th

Industry/Activities

Fitness



Malin Westin
Country Manager

Company Profile

Fitness24Seven is Sweden's fastest growing gym chain. It is now operating in 5 countries worldwide, including Thailand, with the vision of being the best value option in the global fitness industry through accessibility, hospitality, and functionality, at a very attractive price. Therefore, we try to lead people to a healthier life no matter who they are or where they live. We boast our all-inclusive membership where members never have to pay additional fee from normal membership cost to access all branches and all group training classes. We are also open 24 hours every day. Moreover, we provide one of the best offerings in the industry with no time-binding membership so members can truly work out on their own terms.

In Thailand, we are currently having 7 from over 260 branches worldwide. Also, we are striving and expanding into new locations to be the most affordable wellness option to Thais.

We are currently offering world famous group training classes such as Les Mills, Zumba, Yoga, along with our signature group training classes specifically formulated for you to gain strength. Moreover, we are proud to be the gym that provide Women's Gym, where ladies can work out in their own judgement-free world.

Products and Services

We offer all-inclusive membership that you will never get to pay more than THB 1,299/month for 24/7 access to all our gyms and group training classes. We also provide deals with our selected corporate partners (please reach out to us for details). Certified personal trainers are also available for everyone to purchase a service with very attractive price points.

In Thailand, all our locations are located close to BTS/MRT stations, with parking space available at the location or around the location, to serve local market's need of ultra-convenient access to gym. Please see our website for more information.

88 The PARQ Building, Unit 6E02-03, 6th Floor, Ratchadaphisek Road, Khlong Toei Sub-District, Khlong Toei District, Bangkok 10110 Thailand

Tel: +66 2 253 6483

Email: adminth@foreo.com

Website: www.foreo.com/

Industry/Activities

Beauty-Tech and Skincare

Company Profile

FOREO is a wildly creative Swedish beauty-tech brand. As a company that values self-care and aspires to accomplish by shaping a future of general well-being with forward-thinking solutions, the phrase "FOR EveryOne" has been profoundly ingrained in FOREO's DNA from the very beginning. Through multidisciplinary collaboration between topflight specialists at the FOREO Institute, we have developed revolutionary innovations that surpass the cosmetic, providing a smarter and more effective way to care for yourself. FOREO is here to revolutionize the beauty industry with a simple promise – to give a new-found confidence to millions, through innovative beauty solutions that work.

Products and Services

- FOREO LUNA range | Facial cleansing devices
- FOREO UFO range | Smart facial mask devices
- FOREO ISSA range | Toothbrushes for full oral hygiene
- FOREO BEAR | Microcurrent facial lift device
- FOREO IRIS | Eye massager
- FOREO premium skincare range: FOREO SERUM SERUM SERUM, FOREO UFO-Activated Mask and FOREO Micro-Foam Cleanser



Sladan Mujdzic
Managing Director



Taweeporn Panjaveenin
Head of Marketing



Delivering your strategy.

Gulf Agency Company (Thailand) Ltd.

26/30-31 9TH Floor, Orakarn Building, Soi Chidlom, Ploenchit Rd., Lumpinee, Pathumwan, Bangkok

Tel: +66 2 650 7400

Fax: +66 2 650 7401

Email: thailand@gac.com

Website: www.gac.com

Industry Activities

Ship Agency, Freight Forwarding, Customs Clearance and Third-Party Logistics.

Company Profile

The GAC story started in 1956 when Swedish entrepreneur Bengt Lindwall signed an agreement with two Kuwaiti businessmen to form Gulf Agency Company to provide professional ship agency services in the country. Today, Kuwait's Shipping License "No.1" is proudly displayed at GAC Kuwait's office in Farwaniya. Lindwall's entrepreneurial spirit led directly to the establishment of GAC over sixty years ago. Over the next decade, more offices opened throughout the Middle East as oil, shipping and logistics business there grew.

Throughout the 1970s and 1980s, more GAC companies were established in the Eastern Mediterranean, Africa, Asia Pacific and the Indian Subcontinent. Further Europe, the Americas, Central Asia and Australia followed in the 1990s and 2000s. Today, GAC is now a truly global provider of integrated shipping, logistics and marine services.

Our business is about people and long-term relationships. It's one of the cornerstones of our business philosophy. We value you, whether you're our customer, our potential client, our partner, our supplier or one of our 7,500 employees at more than 300 offices in over 50 countries worldwide.

We are the GAC Group. Welcome to our world!

Products and Services

Established in 1992, GAC Thailand provides a unique combination of logistics and shipping services from offices located in Bangkok, Laem Chabang, Suvarnabhumi Airport, Sattahip, Rayong, Songkhla, and warehouses in Amata Nakorn Industrial Estate and Bang Pa In. For Ship Agency, all Thai ports are served from mentioned offices, actively managing all types of port calls, from load and discharge to cruise and bunker only calls. Our excellent relations with local authorities ensure prompt turn-around of vessels in ports and the resolution of any problems or discrepancies that may arise.



Julian Kordek
Managing Director



Rinnu George
Business Manager



Summer Lasalle, 846/12 Unit B513-B514, Lasalle Road,
Bangna Tai Sub-District, Bangna District, Bangkok 10260

Tel: +66 2 051 3017 to 19

Fax: +66 2 051 3016

Email: contact.th.mi@hexagon.com

Website: www.hexagonmi.com/th-TH



Kacha Panyaroj
Country Manager

Industry/Activities

Manufacturing Solutions (software CAD/CAM/CAE and Metrology equipment)

Company Profile

Hexagon is a global leader in sensor, software and autonomous solutions. We are putting data to work to boost efficiency, productivity, and quality across industrial, manufacturing, infrastructure, safety, and mobility applications.

HITACHI
Inspire the Next



Hitachi Energy (Thailand) Limited

No. 1 Park Silom Tower, 17th Floor, Units 1701 and 1706-1708, Convent Road, Silom, Bangrak, Bangkok, 10500, Thailand

Tel: +66 2 481 5400

Email: th-comms@hitachienergy.com

Website: www.hitachienergy.com/

Industry Activities

Industrial digitalization

Company Profile

Hitachi Energy is a global technology leader that is advancing a sustainable energy future for all. We serve customers in the utility, industry and infrastructure sectors with innovative solutions and services across the value chain. Together with customers and partners, we pioneer technologies and enable the digital transformation required to accelerate the energy transition towards a carbon-neutral future. We are advancing the world's energy system to become more sustainable, flexible and secure whilst balancing social, environmental and economic value. Hitachi Energy has a proven track record and unparalleled installed base in more than 140 countries. Headquartered in Switzerland, we employ around 45,000 people in 90 countries and generate business volumes of around \$13 billion USD.

<https://www.linkedin.com/company/hitachienergy/>

<https://twitter.com/HitachiEnergy>

Products and Services

Together, with our customers and partners, we deliver success across the power value chain. The synergies we have established through our combined heritage of almost 250 years uniquely allow us to offer flexible and interoperable solutions. In the transition towards a carbon-neutral future, discover how our technologies are leveraging digitalization to optimize energy platforms across utilities, industry and transport infrastructure.



Dr. Worawut Waruttamaporns
Country Managing Director



Siriwan Eiampikul
Executive Assistant



อิกะย

IKANO (Thailand) Limited

38 Moo 6 Bangna-Trad Rd, Km.8, Bangkaew, Bangplee, Samutprakarn 10540, Thailand

Tel: +66 (0) 2 708 7999

Website: www.ikea.co.th

Industry/Activities

Home furnishing retailer

Company Profile

IKEA is the world's largest home furnishing retailer with 460 stores across more than 60 countries. IKEA Thailand is part of Ikano Retail, one of 12 IKEA franchisees and the only one owned by the family of Ingvar Kamprad, who founded IKEA in 1943.

IKEA Thailand creates a better everyday life by offering a wide range of well-designed, functional home furnishing products at prices so low, that as many people as possible can afford them. Ikano (Thailand) Ltd. owns and operates three omnichannel stores in Thailand, including IKEA Bangna, IKEA Bang Yai and IKEA Phuket. To learn more, visit IKEA.co.th



Leonie Hoskin
Country Retail Manager,
IKEA Thailand and
Vietnam

LANCASTER

BANGKOK

1777 New Phetchburi Rd., Huay Kwang, Bangkok 10310, Thailand

Tel: +66 (0) 2 262 8000

Email: info@lancasterbangkok.com

Website: www.lancasterbangkok.com

Industry Activities

Hotel, Leisure and Business Travel, Hospitality

Company Profile

Lancaster Bangkok offers an authentic Thai experience with impeccable hospitality. Relax in one of the spacious deluxe rooms, apartments or suites with enchanting city view. Guests can experience traditional Omakase at Kiku sushi, sample craft cocktails and Thai tapas in the Lancaster Bar, and enjoy poolside smoothies and salads at the High Bar. Explore the wellness destination for body and mind at Viva Jiva Spa, providing you with many options to stay healthier or stay fit at VIVA JIVA FIT when you're away from home. The outdoor swimming pool is perfect for laps, where you can enjoy views of the Bangkok skyline.

Products and Services

Lancaster Bangkok effortlessly blends contemporary design and modern style with traditional Thai elegance. This independent luxury hotel offers the highest levels of professional, warm and friendly service in an iconic setting. This five-star hotel will include 231 luxurious guest bedroom, a grand ballroom, 9 state of the function rooms, a rooftop pool, Viva Jiva Spa and fitness center and Kiku Sushi – a traditional Omakase.



Martin Hurley
General Manager



Pakawat Poonpon
Marketing Executive



Factory I

160 Moo 17, Bangna-Trad Rd. Km 23, Tambol Bangsaothong, Amphur Bangsaothong, Samutprakarn 10570, Thailand

Tel: +66 (0) 2 705 1677

Fax: +66 (0) 2 315 2207

Factory II

700/461 Moo 7, Amata City Chonburi, Bangna-Trad Rd. Km 57, Amphur Muang, Chonburi 20000, Thailand

Tel: +66 (0) 38 454 241-4

Fax: +66 (0) 38 454 240

Email: kanlaya.yenphinyo@molnlycke.com

Website: www.molnlycke.com

Industry/Activities

Medical device manufacturer

Company Profile

Our story begins in 1997 with a manufacturing of a single-use surgical gowns at the original factory at Bangplee industrial estate in Samutprakarn. Today, 2 facilities operate with 1,000 employees, the second factory at Amata City Chonburi, to supply the single-use surgical gowns and drapes and the wound care products to our Mölnlycke affiliates in EU, Asia and Oceania. As one of the most reliable manufacturing, our purpose is to sustain manufacturing excellence – we continuously improve our manufacturing systems and processes in delivering quality products for the optimum satisfaction to our customers.

Products and Services

- BARRIER® Single-use surgical gowns
- BARRIER® Single-use surgical drapes & sets
- Mefix® Wound dressing fixation fabric tape
- Mepore® Self-adhesive and absorbent wound dressing



Kanlaya Yenphinyo
Director & General
Manager



PART OF NEFAB GROUP

150/35 Moo 9, Nong Kham Sub-district, Si Racha District,
Chon Buri Province 20230

Tel: +66 (0) 38 347071 - 5

Email: polawat.phrirojchaikul@nefab.com

Website: www.nefab.com

www.reflex.co.th

Industry Activities

Packaging Company, Complete-packaging solution manufacturer and thermoforming products

Company Profile

NEFAB is a global industrial packaging manufacturer based in Stockholm, Sweden, with a rich history dating back to its founding in 1949. With over 74 years of experience, NEFAB has a presence in more than 35 countries, boasting a network of over 80 sites worldwide. Our international team comprises over 4,300 employees, including a dedicated group of 250+ skilled packaging engineers, and we are equipped with ISTA test labs.

At NEFAB, we are deeply committed to delivering 'complete packaging solutions' that not only optimise the supply chain but also save on environmental and financial resources. We take pride in our position as pioneers in packaging technology and sustainability. Notably, we are owned by FAM AB, affiliated with the Wallenberg Foundations, a significant European investment entity that makes substantial contributions to various research foundations and charitable causes.

With our global presence, extensive expertise, and unwavering commitment to environmental responsibility and cost efficiency, NEFAB continues to lead the way as an innovator in industrial packaging, always striving for excellence.

Products and Services

We are a proud member of the Nefab Group, a global leader in designing and manufacturing innovative cushioning, thermoforming, and sustainable packaging solutions. Our specialisation lies in crafting eco-friendly cushioning trays and complete packaging using recycled and ocean-bound plastics. Our offerings extend to a wide range of materials, including wooden crates, corrugated boxes, PE foam, fibre-based, and wooden crates, catering to diverse industries such as automotive, LiB, semiconductor, healthcare, telecom, and datacom. Our expertise centres on delivering optimised packaging solutions throughout the entire supply chain.



Polawat Phrirojchaikul
Managing Director



Panisara Lukkanatinnaporn
Senior Business
Development Manager



133 Sukhumvit 49, Klongtan Nua, Vadhana, Bangkok 10110

Tel: 02-022-2222, 02-022-2190

Email: svnhexpat@samitivej.co.th

Website: www.samitivejhospitals.com/

Industry Activities

Healthcare

Company Profile

Samitivej Hospital offers full tertiary and multidisciplinary medical care with the latest technologies and partnerships with leading hospitals in Japan and the USA. The Hospital counts 2,362 doctors, and 1,076 beds, and treats more than 1.6 million patients per year. Our Centers of Excellence are liver and gastroenterology, pediatrics, obstetrics and gynecology, orthopedics, emergency and evacuation services. Samitivej has received many prestigious recognitions for its fields of excellence and expertise, including the Best Corporate Medical Healthcare Provider in Thailand. Samitivej Group is a member of BDMS.



Nicolas Leloup
International Marketing
Director



849 Vorawat Building, 21st Floor, Room number 2102, Silom Road, Bangrak
Bangkok 10500, Thailand

Tel: +66 (0) 38 347071 - 5

Website: www.flysas.com/th-en/

Industry Activities

Safety, Punctuality and Care

Company Profile

THIS IS SAS

Aviation is a vital part of Scandinavian infrastructure. We maintain the highest frequency of departures to and from Scandinavia and connect smaller regional airports with larger hubs. As part of Star Alliance, we fly our customers to 1300 destinations worldwide.

OUR BRAND PROMISE

We make life easier by making time matter to travelers, to employees and to the planet.

OUR STRATEGIC PRIORITIES

- Preferred airline for Scandinavia's travelers
- Modern single-type Airbus fleet
- Fully competitive operating model
- Global leadership in sustainable aviation

Products and Services

Non-stop flights between Bangkok and Copenhagen with excellent connections to rest of Scandinavia and Europe. Using Airbus A350 – 30 % more fuel efficient than previous aircrafts used on the route, in a three-class configuration (Business, Premium Economy, Economy).



Shinya Kaneko
Head of Sales Japan &
China



999/19 M.9 Bangna-Trad Rd, Bangchalong, Bangplee, Samutprakarn 10540

Tel: +6620179200

Fax: +6620179204

Email: marketing.thailand@scania.com

Website: www.scania.co.th

Industry/Activities

Total transport solutions

Company Profile

Scania is a world-leading provider of transport solutions, including trucks and buses for heavy transport applications combined with an extensive product-related service offering to enable our customers to focus on their core business.

We are driving the shift towards a sustainable transport system.

Scania has been present in Thailand more than 37 years. The Head Office is located in Samutprakarn with 11 service centers across the country to provide total solutions to customers.



Luc Moulin
Managing Director



Phuriwat Rak-intr
Services Director



29/1 Piyaplace Langsuan Building, Room No. 4, 4th Floor, Soi Langsuan,
Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330

Tel: 1168 or +66 (0) 2 402 8258-62

Email: sales.info@securitas.co.th

Website: www.securitas.co.th/

Industry Activities

Security Services and Security Technology Systems.

Company Profile

Being Safe is one of our most Basic Fundamental Needs Securitas Thailand's business is solely security.

As other security companies in Thailand continue to venture out into other markets, Securitas will remain exclusively focused on what Securitas does best: Security. We are prepared to meet your security needs, the business we know best, to ensure you can carry on with the business you know best.

Products and Services

Securitas serves a wide range of customers in a variety of industries and customer segments. Our protective services, developed together with our customers, are designed to incorporate a high degree of technological content. While manned guarding still represents the cornerstone of Securitas, we continuously work to develop our offering. This enables us to meet customer-specific demands at a competitive price.



Arnaud Ducrot
Country President

SIAM PREMIER

INTERNATIONAL LAW OFFICE LIMITED

The Offices at Central World, 26th Floor, 999/9 Rama 1 Road, Pathumwan, Bangkok 10330

Tel: +66 2 646 1888

Emails: thaneeya@siampremier.com

orawan@siampremier.com

bancha@siampremier.com

nitiroj@siampremier.com

Website: www.siampremier.com

Industry/Activities

Legal activities

Company Profile

Siam Premier is a leading independent Thai law firm advising foreign and local clients on the full spectrum of domestic and cross-border corporate transactions, regulatory matters and disputes in Thailand. Our key practice areas include aviation, antitrust and trade competition, banking and finance, capital markets, corporate, commercial, employment and labour, foreign direct investment, insolvency and debt restructuring, litigation and dispute resolution, insurance, M&A, real estate and property, taxation, technology, media and telecommunications (TMT), personal data protection, internet of things (IoT) and public-private partnership (PPP).

We specialise in all foreign investment and corporate/M&A related areas and we are committed to providing our clients with a highly innovative and comprehensive legal service combining local knowledge with international expertise.

Products and Services

Providing legal services for a wide range of practice areas as listed below:

- Reviewing legal documents regarding contracts, agreements, leases, wills and court forms.
- Negotiating with other parties on behalf of a client.
- Representing clients in court and in other legal settings.
- Lawsuit and document preparation and filing.



Bancha Wudhiprecha
Partner



Nitiroj Matra
Senior Associate



SKF (Thailand) Limited

72/70 Rama 3 Road, Chongnonsee, Yannawa, Bangkok 10120

Tel: +66 (0) 2 296 9300

Email: chaiya.cheybumrung@skf.com

suwimon.klairatsamee@skf.com

Website: www.skf.com/th

Industry Activities

Engineering, Sustainability, Intelligence and AI

Company Profile

SKF is a global leader providing bearings, seals, lubrication systems, and related equipment for improved reliability and performance. They offer engineering, maintenance, condition monitoring, and remanufacturing services for full life cycle management. Their industry-specific solutions cater to diverse sectors, ensuring optimised performance and reduced downtime for businesses worldwide.

Products and Services

Bearings, Seals, Power Transmission, Maintenance Products, Lubrication Systems and Services



Tawiat Reongpunyaroj
Managing Director,
Sub-region CLMVT



Chaiya Cheybumrung
Head of Strategy and
Marketing



243/2 Onnuch Rd., Prawet sub-district, Prawet district, Bangkok 10250

Tel: +66 (0) 2 721 7373
Fax: +66 (0) 2 721 6674, +66 (0) 2 721 6686
Email: info@spica-siam.com
Website: www.spica-siam.com
www.husqvarna.com/th
www.facebook.com/spicasiam
www.tigerbay.com
www.greenworksthailand.com
www.gardenthailand.com
www.husqvarnathailand.com



Jan Eriksson
Managing Director

Industry/Activities

Gardening, Foresters, Farmers and Homeowners

Company Profile

Spica Co., Ltd. is the importer for well known and high quality premium brands:

- **HUSQVARNA** : Husqvarna belong to Husqvarna AB, Sweden. Husqvarna is one of the world's largest brands within powered products for forests, parks and gardens. The company operates in over 100 markets.
- **GARDENA** : Based in Ulm/Germany, Gardena is the preferred brand for millions of home and garden owners worldwide when it comes to garden care. Today Gardena is the leading brand for high-quality garden tools in Europe and represented in more than 80 countries all over the world.
- **GREENWORKS TOOLS** : GreenWorks Tools supplies products for forestry, lawn, garden and handheld tools using a Lithium-Ion Battery which offers premium performance and versatile features and is environmentally friendly, with zero emissions and low noise.

Spica Co., Ltd. also has our own unique brand "KHUNSUKE" offering water pumps, gasoline engines, blades and sprayers and "HARPER" offering in range of garden and farmers equipment.

Products and Services

- Forestry, Lawn & Garden Products such as chainsaws, brushcutters, lawn mowers, lawn tractors, hedge trimmers, cultivators, blowers, sprayers, gasoline engines, and water pumps
- After sale service
- Online sale through our on website and DIY stores.



Skandinaviska Enskilda Banken AB (publ), Singapore Branch

50 Collyer Quay #12-03, OUE Bayfront, Singapore 049321

Tel: +65 6357 0882

Email: singapore@sebprivatebanking.com.sg

Website: www.sebgroup.lu/singapore

Industry/Activities

Providing financial solutions for Nordic companies and individuals investing and living in Asia.

Company Profile

SEB is a leading northern European financial services group with international reach. We exist to positively shape the future with responsible advice and capital, today and for generations to come. By partnering with our customers, we want to be a leading catalyst in the transition to a more sustainable world. In Sweden and the Baltic countries, SEB offers financial advice and a wide range of financial services. In Denmark, Finland, Norway, Germany and the United Kingdom, we have a strong focus on corporate and investment banking based on a full-service offering to corporate and institutional clients. The international nature of SEB's business is reflected in our presence in more than 20 countries worldwide, with around 16,500 employees.

SEB is the leading Nordic bank in Asia. We offer wealth management services tailored to international circumstances, including investments and financing.

SEB in Singapore also offers a comprehensive range of products and services to subsidiaries of our northern European corporate customers, present in the South East Asia and Pacific region. The primary focus is to serve customers with corporate banking products such as: Cash Management (accounts and payments), Lending in South East Asian countries (hard and local currency), Trade and Export Finance, Shipping finance and Working Capital solutions.

Read more about SEB at <https://www.sebgroup.com>

Products and Services

Providing financial solutions for Nordic companies and individuals investing and living in Asia.



Lars Arleback
Head of Private Wealth
Management & Family
Office Singapore



Suranaree University of Technology

111 University Avenue, Suranaree Sub.-District, Mueang District, Nakhon Ratchasima Thailand 30000

Tel: +66 (0)44-224141

Email: cia@sut.ac.th

Website: www.sut.ac.th/

Industry/Activities

Science and technology education, Research and Development, Innovation and Entrepreneurship

Company Profile

Suranaree University of Technology or SUT has been established to produce manpower in science and technology. As a university of innovation and sustainability, SUT is committed to building manpower of the future through education, research and innovation.

For over three decades, impactful research and innovations at SUT have ranged from multidisciplinary efforts in protecting biodiversity and the environment, promoting sustainable agriculture, pharmaceutical and health science research, industrial technology applications to strengthening community health and local community empowerment.

SUT is open to exploring opportunities and collaborations, joint research and partnerships with universities and the industry to do our part in helping to build a better world.

Products and Services

- University degrees
- Education and training
- Upskill/reskill/new skill courses
- Lifelong learning platform
- Cooperative and work-integrated education
- Innovation and entrepreneurial skills
- International standard professional pedagogy



Lars Andersson
Liaison, Center for
International Affairs



**Assistant Professor
Dr. Wipawee Usaha**
Director, Center for
International Affairs



689 Bhiraj Tower, 36th Floor Sukhumvit Rd (Soi 35), Khlong Tan Nuea, Waththana, Bangkok 10110

Tel: +66 (0) 2 018 3000

Fax: +66 (0) 2 018 3010

Email: contact.TH@tetrapak.com

Website: www.tetrapak.com/th

Industry/Activities

Food technology, Processing, Packaging

Company Profile

For over 70 years, Tetra Pak has been finding ways to better support food and beverage companies across the globe, developing a broad range of products and services to meet the many and varied needs of customers and consumers worldwide.

Products and Services

Tetra Pak is the only international company in the world able to provide integrated processing, packaging and distribution line and plant solutions for food and beverage manufacturing. This means that our customers enjoy the advantage of being able to get multi-product solutions from a single source, with matching equipment at every stage.



Ratanasiri Tilokskulchai
Managing Director



Rujirek Rungraw
Finance Director



Tapanee Junhom
Head of Communications



138 Sukhumvit Rd., Klongtoey, Bangkok 10110

Tel: +66 (0) 2 254 0404
Fax: +66 (0) 2 253 4259
Email: email@landmarkbangkok.com
Website: www.landmarkbangkok.com

Industry/Activities

Hospitality

Company Profile

As captivating as its name, The Landmark Bangkok is a true icon in the vibrant city of angels. With extensive upgrades recently to the hotel's exterior, Porte Cochere, restaurants and public areas, step into the hotel's new contemporary luxury design with services offering the best of Thai hospitality. Renowned for its gastronomic excellence with the award winning Rib Room & Bar Steakhouse or Sui Sian Cantonese, the new Atrium restaurant artfully blends Thai design and culture with seven new cooking theatres promising a global dining experience like no other. The street level ground floor and terrace will be transformed into an exciting and dynamic dining hall aptly named The Quad Sukhumvit Eatery with a focus on trendy dining and the genuine comfort of regional cuisine in a lively atmosphere. Our central location on the famous lower Sukhumvit road is next to Nana station of Bangkok's Sky Train system along with easy access to important Expressways, World Class Shopping and Convention Centers. A perfect place to rest, meet, dine or play.

Products and Services

The hotel's 399 guestrooms and suites offer elegant and spacious accommodations for business, leisure or meetings & social engagements. The recently renovated lobby welcomes you to our extensive facilities that include 25 meeting rooms with capacities from 1 to 1,000 delegates and a choice of 7 gourmet restaurants including the renowned Rib Room & Bar Steakhouse and Rendezvous Lobby Bar. The Quad Sukhumvit Eatery welcomes back the enduringly popular Greenhouse Congee & Noodle streetside restaurant that has been a favored destination for three decades. New additions to The Quad Sukhumvit Eatery include the CuCu Bar & Terrace, Cupping Coffee & Bakery, Pastaio Artisan Italian and Meathead Burgers. The Quad Sukhumvit eatery is the best place to socialize and enjoy life in Bangkok.

For those with recreation in mind, our Viva Jiva Spa takes relaxation and wellness to new levels in a soothing setting while the Fitness First Platinum Gym provides the largest and most extensive fitness facility of any hotel in Bangkok at 2,500 sqm or simply catch a tan and cool off in our Outdoor Swimming Pool and Jacuzzi.



Francis Zimmerman
General Manager



Angkana Tangkrachang
Area Director of
Sales & Marketing

V O L V O

Volvo Bus (Thailand) Limited

4345 Bhiraj Tower at BITEC Floor 23, Sukhumvit Rd., Bangna Tai, Bangna, Bangkok 10260

Tel: +66 2 0175200

Email: punnapat.sakhon@volvo.com

Website: www.volvobuses.com/th-en/



Thana Lestviboonchai
General Manager

Industry Activities

Supply world-class Bus chassis, Safety and Quality bus

Company Profile

Volvo Buses is one of the world's leading providers of sustainable people transport solutions. We offer premium coaches, and bus chassis as well as a wide range of services for increased productivity, uptime and safety. Volvo Buses has sales in 85 countries and a global service network with more than 1,500 dealerships and workshops. We care and respect for people and nature are fundamental for us. This explains why Volvo Buses has a strong reputation for social responsibility and ethical behavior. We are passionate and human-centric, with a clear focus on premium experience for our customers, partners, users and employees.

Products and Services

Bus Chassis 4x2 and 6x2 which having power from 300 – 450 hp suitable for the operation in the city and intercity. Including Service Solution via Service Package for improving the uptime to our customer business.

V O L V O

Volvo Car (Thailand) Limited

14/2-5 Floor, Emporium Tower 622 Sukhumvit Road, Klongton, Klongtoey, Bangkok, Thailand

Tel: +66 (0) 2 080 5690

Fax: +66 (0) 2 258 4779

Email: suthida.laowalerd@volvocars.com

Website: www.volvocars.com/th-th



Chris Wailes
Managing Director

Industry/Activities

Automotive

Company Profile

Volvo Car (Thailand) Ltd. is the national sales company and is a wholly owned subsidiary of Volvo Car Corporation, Sweden. VCT is responsible for the marketing, sale and distribution of Volvo Products and Repairer Services. The company was registered in Thailand in June 1971. Our head office is located at 14/2-5 Floor, Emporium Tower 622 Sukhumvit Road, Kwaeng Klongton, Khet Klongtoey, Bangkok. We have 15 Volvo Cars dealer locations around the Bangkok metropolitan and upcountry and 3 Volvo Certified Damage Repair Centers in Bangkok.

Products and Services

At Volvo Car (Thailand) Ltd. everything we do starts with people, that's why every car we import and distribute is a human-focused, functional, intuitive, and industry-leading premium Scandinavian designed car with body types to suit every consumer - sedans, estates/sports wagons, cross country, and SUVs.

Our mission is to make people's lives easier, safer, and better; this is something that comes naturally to us.

Volvo's core purpose is to give people the freedom to move in a personal, sustainable, and safe way with a car that defines their individual style and answers their own needs.

Cars have always been seen as a symbol of freedom, a way to be independently mobile.

But over time the world we live in and the way in which we all live in this world has changed, putting increased pressure on the choices we make, including when it comes to cars, as they can feel like an obstacle in today's world.

At Volvo Cars we're dedicated to changing the definition of what a car is to our customers, we want their choice of car to be the conduit to enabling a richer and more fulfilling life, one that exists in harmony with their lifestyles and the planet.



LARGE CORPORATE MEMBERS

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EASTIN
GRAND HOTEL
SATHORN BANGKOK

33/1 South Sathorn Road Yannawa, Sathorn, Bangkok 10120

Tel: +66 (0) 2 210 8100

Fax: +66 (0) 2 210 8155

Email: rsvn@eastingrandsathorn.com

Website: www.eastinhotelsresidences.com/eastingrandsathornbangkok/



**Chutima Kaewta
Fortescue**
General Manager

Industry/Activities

Hotel Industry

Company Profile

Eastin Grand Hotel Sathorn Bangkok is ideally situated in the Sathorn business district and is just minutes from the world-famous Chao Phraya River. The hotel benefits from its own skybridge linked directly to Surasak BTS Station, providing guests quick and easy access around the city, with Siam Station a mere 5 minutes away.

The hotel offers a choice of 390 rooms, each designed for absolute comfort and functionality. All rooms are equipped with the luxury amenities necessary for today's business and leisure travellers and boast fantastic views of Bangkok.

Products and Services

The hotel features four distinctive restaurants and lounges catering to both residential guests as well as outside patrons. Our swimming pool and 24-hour fitness centre are located on the 14th floor, with stunning views of Bangkok. The hotel also offers over 1,800 square meters of event and conference accommodation spread over three entire floors, with 7 meeting rooms, 2 boardrooms and one ballroom that can be divided into 3 small function rooms, with all areas having the benefit of natural light.



152 Chartered Square Building, 20th Floor, North Sathorn Road, Silom, Bangrak, Bangkok 10500

Tel: +66 (0) 2 637 8060

Email: info@eqho.com

Website: www.eqho.com

Industry Activities

Multilingual brand communications, translation/localization, media, and digital content

Company Profile

EQHO (pronounced /'eko/) is a multilingual communication company.

At EQHO, we are dedicated to helping businesses thrive in the global marketplace with strategic solutions. Headquartered in Singapore, with end-to-end production centers in Thailand and Laos, EQHO offers multimedia, localization, and branding expertise in 65 languages.

Since our establishment in 1996, we have become the trusted partner of 1,460 companies across Asia, Europe, and the US, enabling them to effectively engage with local audiences around the world.

Products and Services

Our offerings include multilingual voice and text services; website/eCommerce development, social media management, and professional dubbing/subtitling services for games, movies, series, and advertisements through our 2 in-house recording studios.

Localization is at the core of our business, covering all digital and print platforms and delivering in 65 languages. Whether it's for websites, games, eLearning, documents, or apps/software, we have the expertise to ensure that your localized content resonates with your target audience.

In addition, we have recently launched Games-Localization.com, a specialized division of EQHO. Games Localization powered by EQHO focuses on providing comprehensive services to help game developers successfully navigate the Asian games market. With our deep understanding and cultural sensitivities, EQHO enables companies to expand their reach and connect with native gamers across Asia.



Tomas Julin
Executive Chairman



Phanitanan Sanitprachakorn
Board Director and Group CEO



ORIENTAL
RESIDENCE
BANGKOK

SAFFRON
COLLECTION

110 Wireless Road, Lumpini, Pathumwan, Bangkok 10330 Thailand

Tel: +66 2125 9000

Email: reservations.oriental@saffron-collection.com

Website: www.oriental-residence.com/

Industry Activities

5* Luxury Boutique Hotel

Company Profile

Nestled on Bangkok's historic Wireless Road, Oriental Residence Bangkok offers a unique blend of timeless elegance and modern comfort. As a premier luxury hotel, we provide a serene retreat surrounded by lush gardens and rich diplomatic legacies, making every stay a celebration of gracious living.

Our collection of suites seamlessly combines the wisdom of Oriental living with the warmth of Thai hospitality and contemporary conveniences. Each suite is meticulously designed to provide a refined home away from home for discerning travelers, ensuring a memorable and sophisticated experience.

Committed to sustainability, Oriental Residence Bangkok implements eco-friendly practices such as reducing waste, using energy-efficient systems, and donating leftover food to local charities. Our dedication to environmental responsibility ensures that luxury and sustainability go hand-in-hand.

Centrally located, we are the ideal choice for both leisure and business travelers, offering easy access to Bangkok's top attractions, business districts, and cultural landmarks. With state-of-the-art facilities and personalized services, we cater to every guest's needs, whether they are here for a short stay or an extended visit.

Oriental Residence Bangkok embodies the perfect fusion of tradition and innovation, making it the preferred destination for those seeking an exquisite and sustainable luxury experience in the heart of Bangkok.

Products and Services

Oriental Residence Bangkok offers luxurious accommodations with a blend of Oriental elegance and modern comforts. Our 145 luxury suites are designed for both short and extended stays, featuring fully equipped kitchens and stylish interiors. We provide exceptional dining experiences at Café Claire and Play Deck, and host memorable events in our elegant meeting and banquet spaces. Committed to sustainability, we implement eco-friendly practices throughout the hotel. Guests enjoy personalized services, a fitness center, and a serene swimming pool, making Oriental Residence Bangkok the perfect choice for discerning travelers seeking a refined and sustainable experience.



Evan Taylor
General Manager



Arunsak Phankham
Cluster Director, Sales



SAAB

24th Floor, Unit 2401 Two Pacific Place Bldg., 142 Sukhumvit Road, Klongtoey, Bangkok 10110

Tel: 02-6532650 to 2652

Email: fredrik.lindblom@saabgroup.com

Website: www.saab.com

Industry Activities

Defence and security company with a wide range of products and services

Company Profile

Saab is headquartered in Sweden but has manufacturing operations around the world and a large network of international offices. To support our global reach, we have established several key Market Areas. One of these is Market Area Asia Pacific; a vibrant and diverse region where Saab has had great success in delivering products, services and solutions.

Saab is well known as a provider of effective, world-class technology, but we are also proud of our reputation for trust, reliability and long-term relationship. The success of our aircraft, airborne surveillance, command and control systems, land and naval programmes in countries like Thailand is testament to the principles of advanced design, real partnership and dependable service that Saab and Sweden bring to the region.

Products and Services

Saab is active in Asia Pacific with our full portfolio, delivering proven solutions and products such as the Gripen fighter, digital air traffic management technology, submarines and naval vessels, Erieye airborne surveillance systems, the Giraffe radar family, ground based air defence systems, electronic warfare and self-protection systems, command, control and communications networks, signature management, CBRN protection, airborne platforms, advanced communication systems, ground combat and missile systems, training and simulation services, fire control and sensor systems.



Carl Fredrik Lindblom
Head of Saab Thailand

Vickery & Worachai Ltd.

Lawyers

16th Floor, GPF Witthayu Tower A, 93/1 Wireless Road, Lumpini, Pathumwan,
Bangkok 10330

Tel: +66(0) 2 256 6311

Fax: +66(0) 2 256 6317

Email: vwlaw@v-w.co.th

Website: www.v-w.co.th

Industry Activities

Law firm

Company Profile

Vickery & Worachai Ltd. is a broad-based commercial and business law firm advising clients doing business in Thailand in corporation, taxation, merger, acquisition, reorganization, restructuring, expatriate formalities, employment, properties, environment, insurance, intellectual properties, broadcasting, media, telecommunications, oil and gas, energy, utilities, customs, construction, government contract, project finance, banking, financing, securities, aircraft leasing and financing, arbitration, litigations, disputed resolutions, notarial services, administrative law.

Products and Services

Legal advisory services and litigations



Worachai Bhicharnchitr
Managing Director / Firm
Principal





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BEAUTY MEDICAL THAILAND

บริษัท บิวตี้ เมดิคอล (ไทยแลนด์) จำกัด

22 Rembrandt Tower 8th Floor., Sukhumvit Soi 20, Sukhumvit Rd., Klong-Toei, Bangkok, 10110

Tel: +66 (0) 2 052 5683
Email: Manager@beautymedicalthailand.com
Website: www.beautymedicalthailand.com

Industry Activities

Imports and exports medical devices

Company Profile

Beauty Medical (Thailand) Co., Ltd is a company that imports and exports medical devices. Our broad portfolio of innovative products includes a variety of aesthetic solutions such as laser and light systems, radiofrequency, low and high frequency ultrasounds, skin peeling technology, needle free meso-therapy, bio-stimulating currents and advanced skin care formulations.

Beauty Medical (Thailand) Co., Ltd is working directly with manufacturing to import the latest technologies and innovations to our customers. Our goal is to develop product together with manufacturing and deliver products that meet customer's need.



Jeeranphawee Chanthanawin
General Manager



Level 10, Alma Link Building 25 Soi Chidlom, Phloen Chit Rd, Lumpini, Pathum Wan District, Bangkok 10330

Tel: +66 (0) 2 254 8290
Fax: +66 (0) 2 254 8291
Email: kacper.pierzynowski@business-sweden.se
Website: www.business-sweden.com/markets/asia-pacific/thailand/

Industry Activities

International Trade, Business Consulting, International Business Development

Company Profile

Business Sweden helps Swedish companies grow global sales and international companies invest and expand in Sweden. We provide strategic advice, sales execution and operational support to help Swedish companies grow their international revenues. They can trust us to shorten time to market, find new revenue streams, and lower risks. We have achieved our expertise by being present in the world's 50 most promising markets for over 40 years, at the scene, helping to close the deal.



Kacper Pierzynowski
Country Manager
Thailand

CENTION

WeWork c/o Christian M. Stamgren
8 Soi Sukhumvit 40, 15-17, 20, 25-27Fl., Khet Khlong Toei, Bangkok, 10110

Email: info@cention.com

Website: www.cention.com

Industry Activities

Contact Centers, CcaaS, Helpdesk

Company Profile

Cention is a leading provider of AI-powered contact centre solutions, revolutionising customer experience with cutting-edge technology. Headquartered in Stockholm, Sweden, the company has a global presence and serves clients across diverse industries. Cention's CCaaS (Contact Center as a Service) platform seamlessly integrates AI, machine learning, and automation to deliver omnichannel customer engagement. Its advanced analytics, conversational AI, and intelligent routing capabilities enable personalised, efficient, and exceptional customer interactions. With a strong focus on innovation, Cention empowers businesses to stay ahead of the curve and build lasting customer relationships, solidifying its position as a pioneer in the contact centre industry.



Christian M. Stamgren
CEO



Henrik Eriksson
Executive Chairman

condato

SWEDEN

241/5, iField Bangna, Kanchanaphisek Road, Bangkok 10250

Tel: +66 (0) 2 136 7823-25

Email: rafique@condatogroup.com

Website: www.condatogroup.com

Industry Activities

Supplier of

1. Swedish lifts for homes and public buildings based on Screw Drive Technology.
2. Swedish building construction materials.

Company Profile

Condato Asia Co., Ltd. is an affiliated company of Sweden based CONDATO GROUP. We supply Swedish lifts for homes and public buildings based on Screw Drive Technology. From Bangkok office, we are coordinating sales-marketing-after sales support in Southeast Asia, India and China through an extensive network of local partners. Our capabilities are based on 30 years' experience in the exchange of products, services and technologies among nations and cultures.



Rafique U. Ahmed
Managing Director



Benyapa Ongerb (Bew)
Executive Secretary &
Marketing



78/5 Moo 2 Tambol Tanim Amphur Bangpahan Ayutthaya 13220, Thailand (Head Office)

Tel: +66 (0) 89 488 1867

Email: Bussaba@flexyvacuumcups.com

Website: www.flexyvacuumcups.com

Industry Activities

Automation / Material handling industry

Company Profile

Flexy Vacuum Cups started 2012 by Mr Klas Öhman after working for 17 years with one of the worlds leading vacuum technology companies. The Vacuum cups are sold worldwide through our network of sales partners.

2019 we started our own production in Thailand. Our products are mainly used in Automation industry.



Bussaba Sriwilai
Managing Director



Klas Öhman
Director



105 Wireless Road, Lumpini, Pathumwan, Bangkok, Thailand 10330

Tel: +66 (0) 2 051 2217

Fax: +66 (0) 2 001 2217

Email: info@iib-thailand.com

Website: www.iib-thailand.com

Industry/Activities

Insurance

Company Profile

Founded in 2011, IIB (Thailand) lives and carry out its motto "We Stand Out" in every way by always being able to provide a solution, our personal approach and being available 24/7 for the customer. Our philosophy is centered around client service, long-term relationships and advice. We support our clients' needs to facilitate in their choice for insurance protection.



Danai Chandrangam
Sales and Marketing



Malai Klensukon



iQ TECH

1350/113-114, Thai Rong Tower, FL. 9, Pattanakarn Road, Suanluang, Bangkok 10250

Tel: 098-696-1911 (Services), 098-625-4392 (Sales)

Email: subhash@iqtechasia.co.th

Website: www.iqtechasia.co.th

Industry/Activities

SI and SW Solutions Development Company

Company Profile

We offer market leading solutions within the Customer Experience Management (CEM) category designed by Omatic to support great face-to-face experiences in your store, branch or hospital. We also offer innovative, efficient and secure integration gateways to other ecosystems to enable you to deliver seamless customer journeys.



Subhash Thakur
Managing Director and
CEO



JÖNKÖPING UNIVERSITY

School of Engineering P.O Box 1026 SE-551 11 Jönköping Sweden

Tel: +46(0)705176911, +66(0)874738387

Email: roy.andersson@ju.se

Website: ju.se/en/collaboration/partners/jth-international-campuses/campus-south-east-asia.html

Industry/Activities

Exchange studies, internship, international campus

Company Profile

We have had over 200 students that have helped/improved companies in Thailand. Contact us if you would like to host a student one semester, no salary cost. The International Campuses of the School of Engineering (JTH-IC) are our nodes for implementation of education and research in an international environment. By means of JTH-IC, we offer students to do their internship or thesis abroad, in collaboration with a company, and usually in combination with academic studies. JTH-IC not only promotes Swedish companies that operate globally, but also other companies and organisations, who are in need of manpower, skills, research and development. We also offer companies customised training courses for the employee as well as distance courses.



Roy Andersson
Associate Dean of
International Affairs



Kent Salomonsson
Associate Professor of
Computational
Mechanics



Brinellvägen 8, S-100 44 Stockholm, Sweden

Tel: +46 (0) 8 790 60 00

Email: info@kth.se

Website: www.kth.se/en

Industry/Activities

Higher education

Company Profile

KTH was established in 1827, and has since then been at the centre of the technological advances in Sweden. KTH conducts world-class research in an array of technology and engineering fields. Its strong research reputation has reinforced the university's position as one of the most prominent technical universities in Europe. KTH has a tradition of attracting talents from all corners of the world and inspires students to look for innovation in challenges and real-world problems, contributing to a brighter tomorrow.



Björn Berggren
Director of International
Affairs



Margareta Svedlund
Regional Advisor for
Southeast Asia



Ao Makham 38/1 M. 8, Sakdidet Rd., T. Vichit, A. Muang, Phuket 83000, Thailand

Tel: +66 (0) 76 390 586

Fax: +66 (0) 76 391 184

Email: anders@latitude1maritime.com

stefan@latitude1maritime.com

Website: www.latitude1maritime.com

Industry/Activities

Maritime Industry, Cruise Ship maintenance.

Company Profile

Latitude 1 Maritime offers full-service maritime industry solutions for its customers. Our company has a well-recognised name in the industry, working with shipyards, cruise line operators, and contractors. Our services include cost-efficient shipboard maintenance, and repair and emergency services at most major seaports worldwide.

We have extensive experience in the business of professional cruise vessel refurbishment, installations, and repairs, with corporate offices in Fort Lauderdale, Florida/US, Singapore, and in Phuket/Thailand.



Anders Maxson
Managing Director



Stefan Lembring
Operation Manager



243/2 Onnuch Rd., Prawet, Prawet, Bangkok 10250

Tel: +66 (0) 2 322 5810

Fax: +66 (0) 2 721 6686

Email: info@m2mtechnology.co.th

Website: www.m2mtechnology.co.th

Industry/Activities

Consultancy, M&A, Company evaluation etc.

Company Profile

M2M Technology Co., Ltd. provides selected services assisting parties selling their company.



Jan Eriksson
President



Dr. Klas Håkan Alm
Director

Modigs Förvaltnings (Asia) Ltd.

1000/58 , 1000/62 P.B. Tower 15th Floor, Sukhumvit 71 Road, North Klongton, Wattana, Bangkok 10110

Tel: +66 (0) 2 381 3129

Fax: +66 (0) 2 381 2132

Email: office@pb-tower.com

Website: www.PB-tower.com

Industry/Activities

Leasing of office spaces in P.B. Tower.

Company Profile

Almost 10,000 Sq.m. of office spaces for rent on 16 floors with units from 40 up to 932 Sq.m. Ample car parking spaces are available.

CONVENIENTLY LOCATED FOR:

- Suvarnabhumi Airport Link
- The Port of Bangkok
- Outer Ring Road
- Tollway/Expressway System
- BTS Skytrain Prakanong
- Sukhumvit Road
- Phetchaburi Road



Andreas Lindmark
Director



Ton J.A. Gerdson
Consultant

36 Sukhumvit Soi 15, Klongtoey-nua, Wattana, Bangkok 10110

Tel: +66 (0) 2 017 5888

Email: nist@nist.ac.th

Website: www.nist.ac.th

Industry Activities

Education

Company Profile

NIST International School in Bangkok is a not-for-profit IB World School offering a premium international education. Since 1992, NIST has welcomed thousands of international students and families. NIST currently has a student community aged 3 - 18 from over 75 countries. In addition to the robust curriculum, NIST offers an extensive World Language Programme comprising 12 languages, including Swedish.

NIST has a proven track record of fostering reflective, principled learners with a passion for making a difference in the lives of others, with its graduates attending the best universities around the world and going on to become community leaders. NIST has become recognised as one of the world's leading international schools.



James Dalziel
Head of School



Yvonne Trisynthia
Director of Engagement



10/162 (2001D), Trendy Building, 20th floor, Sukhumvit Soi 13, Wattana, Bangkok 10110

Tel: +6682 854 6055

Email: info@overgaardasia.com

Website: www.overgaardasia.com

Industry/Activities

Electrical engineering and industrial automation

Company Profile

Overgaard Asia is the local office and subsidiary of Overgaard Solutions AB, a Swedish consulting engineering company that specialises in automation and electrical design. Since our establishment in 2006 in southern Sweden, we have successfully executed projects in more than 50 countries worldwide. Our engineers can be found in most of the industry sectors like chemicals, manufacturing, gas turbines, nuclear power, and pharmaceuticals.



Henrik Strandberg
Managing Director



Henrik Overgaard Jensen
Owner



Mahatun Plaza, 14th Fl., 888/142 Ploenchit Road Lumpini, Pathumwan, Bangkok 10330

Tel: +66 2627 3042
+66 61 704 1115

Email: contact@pacific2000.com

Website: www.pacific2000.com

Industry Activities

Recruitment

Company Profile

Pacific 2000 is an Executive Recruitment/Headhunting company assisting international and regional companies and institutions in the search and selection of high calibre personnel in Thailand and other Southeast Asian Countries. With 25 years' experience in the region, we are counting over 100 companies/institutions as our Clients and Business Partners.



Phuchisa Termdejthanakul
Managing Director



Nundara Apiwatseree
Recruitment Manager

PECUNIA

ASSET MANAGEMENT

571 RSU Tower, 9th Floor, Unit 903, Sukhumvit Soi 31, Sukhumvit Road, Klongton Nua, Wattana, Bangkok 10110

Tel: +66 (0) 2 117 9553

Fax: +66 (0) 2 662 3415

Email: info@pecunia-am.com

Website: www.pecunia-am.com

Industry/Activities

Financial Advisor for Scandinavians

Company Profile

Pecunia is able to give advice and to consult on an ever-expanding range of financial products and services, including investments, insurance, banking, estate planning, portfolio management and tax mitigation.



Niklas Blomqvist
CEO



Filip Karlsson
Chief Operation Officer



24/16 moo 2 Nongprure Soi Santisuk 12 Banglamung, Chonburi 20150

Tel: 081-840-8307

Email: info@poolnologies.com

Website: www.poolnologies.com

Industry/Activities

Environmentally friendly and Sustainable Pool Systems

Company Profile

Poolnologies is the front runner in the environmentally-friendly state-of-the-art freshwater pool technology of AOP with years of experience. Today we have innovated new technology that is cleaner, more sustainable and safer for everyone.

Within the Poolnologie group of companies and partners, we have over 200 years of combined experience in researching, developing and manufacturing the highest quality innovative pool products. Poolnologies strive to develop environmentally friendly, energy efficient and water-conserving freshwater systems for the pool industry.



Mattias Nordin
Founder & CEO



Siwarat Srichan
Head of Sales



Project Performance Limited (Hong Kong)

39/F Gloucester Tower The Landmark, 15 Queen's Road Central, Hong Kong

Tel: +66 81 722 0096

Email: contact@projectperformance.asia

Website: www.projectperformance.asia

Industry/Activities

Project and Corporate Development

Company Profile

Your clean and profitable project - our commitment. Project Performance Limited advises developing and financing of sustainable projects. Our experience in Southeast Asia, China and Japan since 1986 includes:

- Production of biochemicals, pulp and paper
- Generation and storage of renewable energy
- Production of renewable fuels

We deliver efficient ecological and economical solutions based on long experience and strong relationships with experts and contractors for engineering, technology, fabrication and construction including main contractors. K-solutions quickly establishes a winning team of stakeholders for implementing your project and expediently creates efficient cooperation and mutual trust; effectively enabling your successful project.



Daniel Paalsson
Director



Payathai Plaza, 17 Floor, Unit 181, 128 Phaya Thai Road, Thung Phaya Thai, Ratchathewi, Bangkok 10400

Tel: +66 (0) 86 011 0220
Email: lindgren@rapid-asia.com
Website: www.rapid-asia.com

Industry/Activities

Social development consulting

Company Profile

Rapid Asia is a management consulting firm based in Bangkok and was established in 2010. We predominantly work with social development organizations including donors, the UN and international NGOs for whom we carry out independent program evaluations to verify impact and sustainability. Two core areas of expertise are measuring the impact of social marketing campaigns and conducting strategic advocacy assessments for policy change. To date, Rapid Asia has worked in over 30 countries doing this type of work.



Daniel Lindgren
Founder



Dewi Ratnawulan
Senior Human Rights and Gender Adviser



19 Sukhumvit Soi 18 (Pichit), Sukhumvit Road, Klongtoey, Klongtoey, Bangkok 10110

Tel: +66 (0) 2261 7100
Fax: +66 (0) 2261 7011
Email: dirmsales@rembrandtbkk.com
Website: www.rembrandtbkk.com

Industry Activities

Hotel and Tourism Industry

Company Profile

Rembrandt Hotel & Suites Bangkok is 4 stars with 634 Rooms and Suites. The award-winning Rembrandt Hotel & Suites Bangkok offers guests affordable luxury, outstanding service, great facilities and authentic international dining. Conveniently located in fashionable Sukhumvit area and walking distance to the Asoke (BTS) and Sukhumvit (MRT) public transport stations, The Rembrandt Hotel & Suites Bangkok provides easy access to major shopping, city landmarks, and vibrant nightlife and only 45 minutes from Suvarnabhumi International Airport.



Penporn Aromrath (Kob)
Director of Sales

254 Sasa Patasala Building, Soi Chula 12, Phayathai Road Wang Mai Subdistrict, Pathumwan District, Bangkok 10330

Tel: 02 218 4000

Email: marketing@sasin.edu

Website: www.sasin.edu

Industry/Activities

Higher Education, University/Postgraduate, Training/Executive Education

Company Profile

Sasin School of Management (of Chulalongkorn University) was the first business school in Thailand to earn international accreditation - from both the Association to Advance Collegiate Schools of Business (AACSB) and the European Foundation for Management Development (EQUIS). Founded in 1982 in collaboration among Chulalongkorn University, Kellogg School of Management, and The Wharton School, Sasin offers a diverse range of degree and non-degree programs that provide a transformative, action learning-based management education that strengthens people, organizations, and communities.



Dean Outerson
Ambassador and
Writer-in-residence



10/164 (2003C) The Trendy Building 20th Floor, Soi Sukhumvit 13 (Sang Chan), Sukhumvit Road, Klongtoei-Nuea, Wattana, Bangkok 10110

Tel: +66 2258 0665

Fax: +66 2258 0664

Email: infobkk.sentinel@gmail.com

Website: www.eatdgrease.com/

Industry/Activities

Wastewater Treatment, Water Conservation and Food Waste Composter Provider

Company Profile

If you looking for Cost Saving, Effective and yet Sustainable way to reduce:

1. Utilities Bills on Water and Energy Cost
2. Operating cost relating the waste management on Food Waste, WWTP, Odor and FOG.
3. Carbon footprint, chemical consumption and be environmentally friendly.

We are the one you should be talking to. With more than 1,000 hotels, resorts, F&B outlets, hospitals, shopping malls, condos and office buildings customers throughout Thailand for the past 8 years we know what it takes to help businesses solving waste problems, save money and be sustainable.



Sean Too
Managing Director



177/1 Bangkok Union Insurance Building, 9/3B, Surawong Road, Suriyawong,
Bangrak, Bangkok, 10500

Tel: +66641432510

Email: marketing.th@storytel.com

Website: www.storytel.com

Industry Activities

Audiobook streaming platform

Company Profile

Storytel is one of the world's largest audiobook and e-book streaming services and offers listening and reading of more than 700,000 titles on a global scale. Storytel operates in 27 markets around the globe and is headquartered in Stockholm, Sweden.



Fabio Marzano
Country Manager



7 On-nut 1/1, Sukhumvit 77, Phrakanong Nuea, Vadhana, Bangkok 10110

Tel: +66 (0) 2 092 2032

Email: info@tandthailand.com

Website: www.tandthailand.com

Industry/Activities

Oral hygiene products

Company Profile

Tand Co., Ltd is a leading distributor in Thailand, specializing in premium oral care products. With a focus on high-quality and innovative solutions, Tand offers a wide range of dental products that cater to both professionals and consumers. They are the sole distributor of TePe in Thailand, a leading Swedish oral hygiene product brand which manufacturers specialist toothbrushes, interdental brushes, dental floss, and other oral hygiene accessories. Committed to promoting excellent oral health, Tand Co., Ltd is dedicated to providing products that meet the highest standards, ensuring effective and comfortable care for all their customers in Thailand.



Cattleya Jaruthavee
Managing Director



Ventpro Solution Co., Ltd.

VentPro BKK Office, 43/4 Soi Ladprao 101, Soi 42 , Khlong Chan Subdistrict, Bangkok District, Bangkok 10240

Tel: 020771953 , 0861655335

Email: cs@ventpro.co.th

Website: www.ventpro.co.th

Industry/Activities

We offer service and products to complete ventilation solutions with energy recovery

Company Profile

Ventpro helps to educate, install, service and provide ventilation product & solution for homes, office, schools, hotels, clinics and other buildings in Thailand. We have 45 years' experience with ventilation from Sweden and other parts of the world. Together with our partners that give us confidence to be a great partner to your building ventilation & IAQ.



Bjorn Nylen
CEO



Hathairat Fackkaenchan
CAO

Wissen & Co Ltd.

LAWYERS
www.wissenandco.com

1168/42 Lumpini Tower, Level 17, Rama IV Road, Thung Mahamek, Sathorn, Bangkok 10120

Tel: +66 (0) 2 259 2627-9

Fax: +66 (0) 2 259 2630

Email: Wissen@wissenandco.com

Website: www.wissenandco.com

Industry/Activities

Law firm

Company Profile

Wissen & Co Limited was formed by a group of lawyers having extensive experiences in both domestic and international business environment for a great number of years. The firm is broad-based commercial and business practice acting primarily for multinational corporations conducting operations in Thailand. The firm also advises shareholders, management, executives and personnel in their analysis and decision-making in Thailand. The range of services includes property, intellectual property, work permit and immigration, tax, customs, mergers and acquisitions, legal disputes resolution, arbitration and corporate secretarial services.



Wichien Harnpraween
Managing Partner



Prem Kiratiratanalux
Partner

Sweden, home of innovation and sustainability

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as your study
destination



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AND CAREER DAYS

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START-UP MEMBERS

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c/o Ambassador Hotel, 171 Sukhumvit Road, Sukhumvit 11 Klongtoey-Nua, Wattana, Bangkok, 10110

Tel: 06 2875 6215

Email: info@bangkokpadel.com

Website: www.bangkokpadel.com

Industry Activities

Sports Club with Padel Tennis

Company Profile

At Bangkok Padel, we aim to offer a premium experience by combining the best of Thai hospitality and weather with the excitement of the fastest-growing sport in the world – Padel.

Our courts are of the best quality, and their location is unrivalled - located in downtown Bangkok. You and your friends, partners, family and colleagues can enjoy the thrills of Padel and, at the same time, have immediate access to hotels, bars, spas, restaurants and public transportation.



Anders Frummerin
Co-founder and
Director



JDA Renewables Consulting, c/o United Spaces Solna Strand, Elektrogatan 10, 171 54 Solna, Sweden

Tel: +46 (0)8 733 3050

Email: jda@jdarenewables.com

Website: www.jdarenewables.com/

Industry/Activities

Renewable Energy, Consents, Environmental Permits, Project Development, Solar Energy (PV), Wind Power, Battery Storage, Electricity Grid, Land Lease, Land Purchase

Company Profile

We are specialised in renewable energy business and project development, consents and permitting, and environmental law.

Our services in permit-related issues include advice in individual cases, mapping of permit processes, applications, risk assessments, analyses, legal investigations, business intelligence and more.

We offer project management services for battery storage, offshore & onshore wind power, and solar energy.

In Thailand, we offer services such as site screening, land negotiation, and project development, from the co-owned Thai company PDT Renewable Energy Co. Ltd.



David Åhs
Managing Director,
Senior Consultant



Elektronikhöjden 6, SE-175 43 Järfälla, Sweden

Tel: +66 (0) 8 265 000 07
+46 (0) 8 525 096 10

Email: lars.svensson@midsummer.se

Website: www.midsummer.se

Industry Activities

Renewable Energy. CIGS Solar Cell Manufacturing

Company Profile

Midsummer was founded in 2004 with the desire to transform the world's most climate-friendly energy source into usable energy for everyone.

The background of our founders is in the manufacture of machinery for CD readers and flat screen displays – a technology and production method that is very similar to the technology used in our solar cell manufacture.

Through a constant focus on further development and our vision of accelerating the transition to renewable energy, Midsummer has developed the most sustainable solar roof. Our products Midsummer SLIM, Midsummer WAVE and Midsummer BOLD are currently our main focus and sales area, while we continue to supply advanced production systems. Midsummer SLIM, Midsummer WAVE and Midsummer BOLD are today Midsummer's main focus and sales area, while we continue to deliver advanced production systems.



Lars Svensson
Head of Strategic
Partnership and
Business Development
ASEAN + 6



33 PhumChit Alley (Sukhumvit 46) Rama IV Road, Klong toey, Klong toey,
Bangkok 10110

Tel: +66 89 774 0118, +66 97 092 0924

Email: info@siisthailand.com

Website: www.siisthailand.com

Industry/Activities

Education, Training, and Consulting

Company Profile

We are a team of Thai and Swedish professionals with more than 30 years of experience in Education, Training and Consulting in Thailand, Southeast Asia and Sweden. Our mission is to empower young leaders and enthusiasts to create a sustainable future for all. We offer camps in Sweden, the leading country of innovation and sustainability, where the participants can develop their leadership skills and learn about cutting-edge sustainability practices. We also organise preparation courses for Asian students going to Sweden, university development programs and leadership training and coaching for the private and public sectors in Thailand and Sweden.



Peter Björk
President



**Parityada
Punthapong**
Managing Director



INDIVIDUAL MEMBERS



Anders Oltorps

Email: andersoltorp@gmail.com



Bengt Juhlin

JL & Associates, Natural Place Suites, Suite 65, 38 Soi Ngam Duplee, Rama IV Road, Bangkok 10120

Tel: +66 (0) 2 679 9630

Mobile: +66 (0) 81 827 0441

Email: bengtjuhlin@gmail.com
bengtjuhlin@hotmail.com



Christer Kullberg

Seaview Condominium, Laem Mae Phim, Rayong

Tel: +46(0)7 06 31 17 76

Email: christer@cksresor.se



Christer Nilsson

211 Soi Prasert-Manukitch, 29 Prasert-Manukitch Road, Chorakaebua, Ladprao, Bangkok 10230

Tel: +66 (0) 2 943 7166



Christian Viding



Klas Håkan Alm

75/1 Moo 4, kram, Klaeng, 21190, Rayong

Tel: +46 (0)7 61 88 11 18

Email: hakan@VisionHouse.co.th



Eric Helander

Mobile: +66 (0) 2 204 2699

Email: Bangkok@RunTimeAsia.com



Göran Ehren

Mobile: [66 \(0\) 8 19 20 00 62](tel:+6620819200062)

Email: goran.ehren@gmail.com



Hans Edelstam

Email: hansedelstam@hotmail.com



Lucy Chuang

Tel: +66 (0) 9 59 12 88 00

Email: lucychuang20@gmail.com



Mats Höljö

Rop.Hills N.Tower 17F, Roppongi 6-2-31 106-0032 Tokyo, Japan

Tel: +81 (0) 3 57 86 01 79

Email: mats.holjo@powerlite.com



Nils Bastedo



Ola Jansved

Palmtree Residence. 42/26 Bangsaen Sai 4. North Rd. A:Muang. T:Saensuk. 201 30
Chonburi. Thailand

Tel: +66(0)848700117

Email: ola.jnsvd@gmail.com

**Per Lindblom**

Mobile: +66 (0) 9 72 28 59 37

Email: plindblom@yahoo.com

**Peter Fogde**

P.O Box 11834

Tel: +8562055515205

Email: peter.fogde@icloud.com

**Peter Johansson**

51/1 Panich Plaza 3/F Rama 9 Road, Huaykwang 10310 Bangkok

Tel: +66 (0) 2 64 38 04 48

Email: peter@tellus.co.th

**Peter Temander**

Tel: +66 (0) 81 822 1340

Email: ptemander@gmail.com



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No.34, Level 4, Room A04-420, CP Tower 3, Phaya Thai Rd.,Thung Phayathai, Ratchathewi,

Bangkok 10400 Thailand

Tel: +66 (0)2 430 6155

Email: contact@swecham.com

Website: www.swecham.com

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