



SweCham Member Directory 2023/24

DIGITAL EDITION



Annual Publication of the
Thai-Swedish Chamber of Commerce

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MESSAGE FROM TEAM SWEDEN

Team Sweden



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EMBASSY OF SWEDEN

As the new Ambassador of Sweden to Thailand I am honoured and delighted to extend my warmest greetings to you.

In today's interconnected global landscape, platforms that foster collaboration and communication are more crucial than ever. The SweCham Member Directory serves as a useful tool to the Thai-Swedish business community and is also a comprehensive testimony of its vitality and diversity. It not only provides a valuable resource for all stakeholders but reflects in addition the dedication and collective efforts that continue to drive the bilateral relationship between Thailand and Sweden. It is therefore with great pleasure that I extend my congratulations to the Thai-Swedish Chamber of Commerce on unveiling its latest edition of the Member Directory e-book.

The Embassy of Sweden is deeply committed to nurturing and enhancing the already robust partnership that exists between our two nations and societies. As we embark on this journey together, I am confident that initiatives taken by both the Chamber and the Embassy, as well as the active engagement of the Thai-Swedish business community, will play an important role in further deepening and strengthening these ties.

I would like to mention one important initiative that the Embassy, together with Business Sweden and partners, are currently working on. Sweden's 'Pioneer the Possible' platform is a collaborative initiative aimed at promoting sustainable development and green solutions in various fields. The platform serves as a catalyst for fostering partnerships and knowledge exchange to address pressing global challenges. With a strong focus on sustainability, the platform encourages forward-thinking ideas, showcases Swedish expertise, and creates opportunities for collaboration in areas such as clean energy, circular economy, digital innovation, and social impact. In Thailand we will focus on energy efficient manufacturing. If this sounds interesting to your company, do not hesitate to contact the Embassy or Business Sweden.



Finally, let me express my overall gratitude to the Thai-Swedish Chamber of Commerce and to Business Sweden for being instrumental in fostering a conducive environment for fruitful cooperation and for enhancing our bilateral trade relations. Let me assure you that I am eager to continue the work, together with partners from the business community to strengthen the Thai-Swedish partnership and bonds across various domains. Together, we can foster innovation, sustainable solutions and continue building lasting and meaningful relations.

Sincerely,

Anna Hammargren
Ambassador

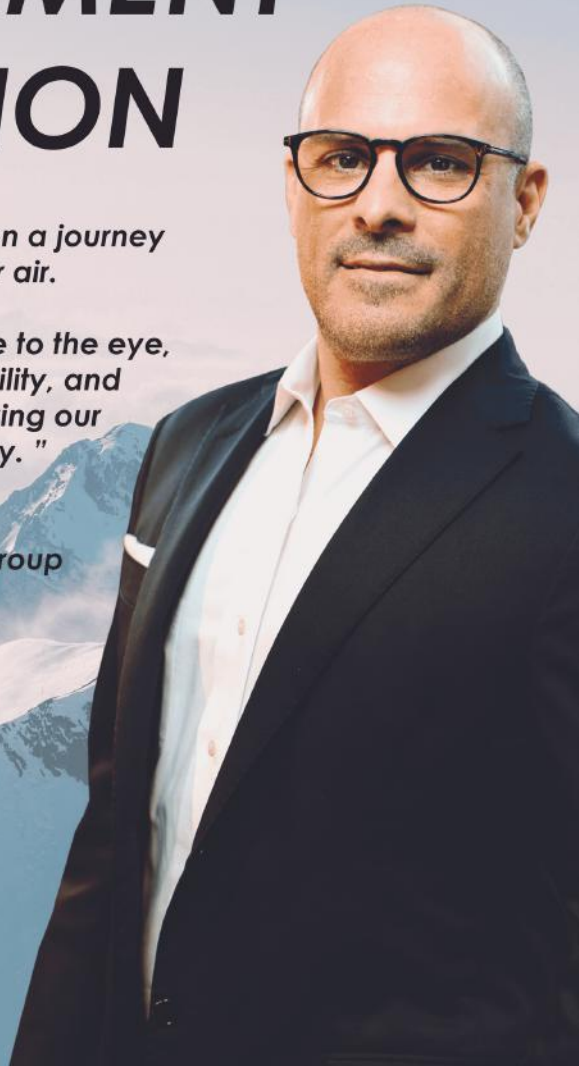


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- Mark Simmons, CEO Camfil Group



BUSINESS SWEDEN

On behalf of Business Sweden, I am delighted to extend our sincerest greetings and convey our heartfelt appreciation for the continued partnership with the Thai-Swedish Chamber of Commerce. As we gather once again for the annual membership directory, it is an opportune time to reflect on the journey we have undertaken together and a tremendous potential that lies ahead.

Business Sweden firmly believes in the power of collaboration, and the Thai-Swedish Chamber of Commerce plays an integral role in facilitating robust connections between businesses from both our nations. Through this invaluable platform, we have seen numerous success stories, and our commitment to strengthening the bonds between Sweden and Thailand remains unwavering.

Today halfway through 2023, we have witnessed Thailand's highest GDP growth since the onset of the Covid-19 pandemic, and the growth is expected to continue throughout 2023. According to World Bank, growth is projected to accelerate from 2.6% in 2022 to 3.9% in 2023 thanks to a stronger than expected demand from main trading partners, and a recovery in tourism. Also, the current account balance is expected to reverse from its deficit of the past two years and return to positive territory in 2023 at 2.5 % of GDP thanks to a healthy level of trade both in goods and services.

Sweden has around 100 companies with subsidiaries in Thailand, offering products and solutions within diversified range: from automotive, rail and industrial equipment, to services, retail, and consumer goods. Every year there are approximately three new businesses entering the Thai market. Overall, Swedish exports to Thailand have increased by roughly 25% in 2022 (630 million USD in goods and 250 million USD in services), and the positive trend is seen to continue during this year as well. This makes Thailand Sweden's second largest export market in Southeast Asia, surpassed only by Singapore.

The Business Sweden office in Thailand has been driving a large number of engagements during this year and noticed an increasing interest from Swedish businesses. Our assignments are, by nature, very diverse and often confidential, but a few highlights can nevertheless be mentioned. We have deepened our engagement and collaboration with Thai MNCs, whom in many ways are driving Thailand's green transition.



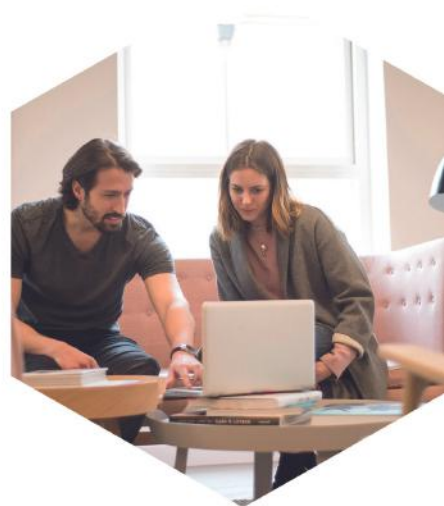
Furthermore, we recognise the Thai government's dedication to sustainable practices and green initiatives, aligning closely with Sweden's core values of environmental responsibility. This shared commitment paves the way for collaborative efforts that can address global challenges and create a more sustainable future for generations to come.

In 2023 we are arranging three delegations to Sweden where some 100 Thai government and business leaders will learn about Swedish solutions in water and wastewater management, as well as circular economy. We are also attentively observing the paradigm shifts in mobility & transportation, by mapping the opportunities for Swedish sustainable transportation solutions in Thailand.

In conclusion, I extend my deepest gratitude to the entire Team Sweden (Embassy of Sweden, Thai-Swedish Chamber of Commerce, Business Sweden), and each member of the Thai-Swedish Chamber of Commerce for being an essential part of our journey. Together, we shall continue to explore new avenues, foster innovation, and achieve mutual prosperity in the ever-evolving landscape of global trade. Wishing you all continued success and looking forward to further strengthening of our partnership.

Kacper Pierzynowski
Country Manager, Business Sweden Thailand

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SWECHAM

I am very pleased to announce the release of our Member Directory 2023/24 -now in its 3rd edition as an e-book. This digital directory offers searchability, easy navigation, downloadability, and shareability, allowing businesses and the general public to explore our esteemed members and gain insights into the Thai-Swedish business community. It serves as a convenient gateway to information that can be readily shared with interested individuals.

Approaching our 35th anniversary in 2024, we are dedicated to strengthening Thai-Swedish business relations through various celebrations and events.

As a forum and voice for the Thai-Swedish business community, we have fostered business, trade, and investments between our nations. Through various activities, including e-newsletters, websites, social media platforms, seminars, and symposiums, we actively promote our members' products and services. Exciting projects, such as the Swedish Education and Career Days in collaboration with our Embassy and the launch of a new supplement in the Bangkok Post, exemplify our commitment to advancing our members' interests.

Thailand continues to present promising opportunities for Swedish industries as the second largest economy in ASEAN with a population of around 70 million. Notably, Thailand's emergence as a regional hub for electric vehicle (EV) production offers attractive prospects for Swedish investors specialising in advanced technologies and sustainable environmental solutions. Sweden excels in areas such as sustainability, the green circular economy, digitalisation, defence, power generation and distribution, 5G, and sustainable transport solutions.

Despite a recent downward revision of Thailand's GDP growth to around 3%, the tourism sector is recovering well, with an estimated 30 million visitors expected this year. To ensure sustained progress, we advocate for further liberalisation of the service sector and improved business facilitation measures. Additionally, we strongly support expeditious and successful Free Trade Agreement (FTA) negotiations between Thailand and the European Union, enhancing Thailand's competitiveness in the region.



In the realm of advocacy, we actively engage 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). Our aim is to facilitate a conducive business environment in Thailand, ensuring that the needs and concerns of our members are effectively communicated and addressed. For more detailed insights into our advocacy efforts, I encourage you to download the SweCham White Advocacy Paper from [our website](#).

Our close collaboration with the Swedish Embassy and Business Sweden as Team Sweden enables us to better serve the Thai-Swedish business community. We would like to warmly welcome the new Swedish Ambassador to Thailand and the General Manager of Business Sweden and anticipate fruitful cooperation. With a new Board and dedicated office staff including the new staff addition Events and Marketing Officer, we are well-prepared to overcome challenges and enhance the chamber's role as we approach our momentous 35th anniversary in 2024.

Peter Björk
SweCham President



inspiring individuals

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World Bank: How floods and droughts are impacting the Thai socio-economy

The World Bank forecasts that the Thai economy will continue to accelerate this year to 3.9 percent from 2.6 percent last year due to private consumption growth and a recovery in tourism. Despite the stable recovery, Thailand still faces several key challenges that needs to be addressed to avoid an economic disruption - these include an aging population, climate disruption, declining export competitiveness, high household debt, and political instability.

The Thailand Economic Monitor report published recently in June 2023 highlights specifically the extreme vulnerability the country faces when it comes to floods and droughts, and how a more robust framework for effective climate adaptation will be needed to avoid the high costs associated with damages caused by floods and droughts.

Thailand currently ranks ninth globally in the INFORM index of risks from floods, below Vietnam, Myanmar and Cambodia. Floods are by far the greatest natural disaster facing Thailand in terms of socio-economic impacts. The 2011 floods, which was a 1 in 50-year event with the highest amount of rain recorded since 1901, caused 680 deaths, affected nearly 13 million people and resulted in damages and losses to the economy worth an estimated THB 1.43 trillion (US\$ 46.5 billion) equivalent to 12.6 percent of GDP.

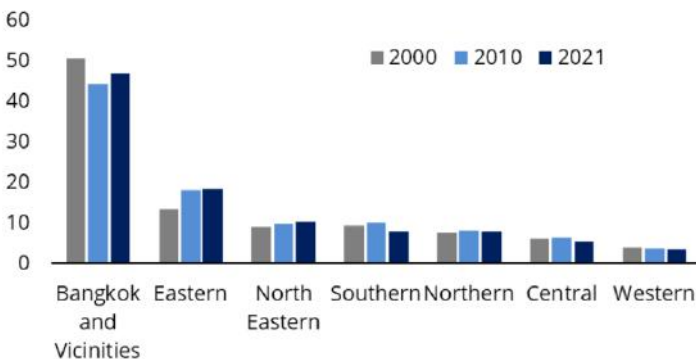
Severe floods again in October 2022 resulted in Government relief spending of THB 23 billion or US\$

663 million (0.13 percent of GDP). The greater Bangkok area which accounts for a significant part of the population and economy (Figure 1) remains especially vulnerable to flooding, despite the flood control measures introduced since 2011.

Droughts in Thailand are also becoming more severe. A severe drought in 2020, which was driven by a shorter monsoon period and a strong El Niño event caused impacts to water supply, water quality, crop production and the economy, with an economic loss of THB 46 billion (US\$ 1.4 billion) according to Sowcharoensuk & Marknual (2020). Other recent droughts include the 2005 event, in which 11 million people in 71 provinces were affected by water shortages, the 2008 event where over 10 million people in rural areas were affected (Ikeda & Palakharn, 2020), and the 2015-2016 event, which affected the upper-middle part of the country most. The 2015-2016 drought was so severe that at the Ubolrat dam, in Northeastern Thailand, steps were taken to use "dead storage", or the last 1 percent of water in the bottom of the reservoir (CFE-DMHA, 2022).

Overall, the National Disaster Relief Centre estimates that drought events between 1989 and 2017 caused more than THB 19.1 billion (\$0.6 billion) of damage to the Thai economy, with average annual economic damages of almost THB 0.6 billion per year (\$20 million).

Figure 1: GDP in Thailand by region (%)



Climate change is increasing the frequency and intensity of floods and droughts.

Changes in weather patterns resulting from climate change are increasing the impacts of floods. Although there remains some uncertainty in the modelling, current projections suggest that there will be an increase in the annual precipitation rates in Thailand. Moreover, the increases in rainfall are predicted to occur during the wet season, suggesting an increase in susceptibility to flooding. In 2017, rainfall anomalies exceeded those of 2011.

Although total precipitation is expected to increase, there will also be more dry days outside the wet season, leading to an increase in the frequency and severity of future droughts.

Thailand will be more susceptible to El Niño-related droughts and the frequency of ‘severe meteorological droughts’ will increase substantially after 2050 in high emission scenarios. Higher average temperatures will exacerbate the effects, as will rising sea levels and saline incursion. Table 1 below provides an overview of the population exposed to extreme river floods from 1971 to 2004 and the projections for 2035 to 2044 based on the average of the four climate emission pathways.

Table 1: Estimated number of people in Thailand affected by an extreme river flood
(Extreme flood is defined as being in the 90th percentile in terms of numbers of people affected for 1971–2004 and for the future period 2035–2044 (ADB and World Bank, 2021)

Estimate	Population Exposed to Extreme Flood (1971-2004)	Population Exposed to Extreme Flood (2035-2044)	Increase in Affected Population
16.7 Percentile	312,568	1,194,555	881,987
Median	886,335	3,177,190	2,290,855
83.3 Percentile	2,184,124	4,941,744	2,757,620

Source: ADB and World Bank, 2021.

As the intensity and frequency of floods and droughts increase, economic costs will also grow.

The Thai government lost an estimated 3.7 percent and 2.6 percent of tax revenues in 2011 and 2012 respectively because of flooding. The public sector faced THB 141 billion of losses to property and an estimated reconstruction bill of THB 388 billion (3.4 percent of GDP). In 2019, it was reported that the government provided THB 25 billion (0.15 percent of GDP) to farmers to compensate directly for damage to crops from drought and floods. Further measures to support affected farmers were also announced with a cost of THB 60 billion (0.36 percent of GDP).

A 1 in 50-year flood, like the 2011 flood, in 2030 would cost more than 10 percent of GDP in lost production. As climate change increases the severity and frequency of floods, the economic costs will also grow.

Key sectors which drive the Thai economy – agriculture, tourism and industry – are particularly vulnerable to floods and droughts. Collectively these sectors account for around 50 percent of the country's GDP. Moreover, 30 percent of the population work in agriculture alone, and drought not only poses major threats to their incomes but food security more broadly.

Progress has been made to better cope with floods and droughts but some challenges remain.

Since the establishment of the Office of the National Water Resources (ONWR) in 2017, the coordination of the different entities involved in flood and drought management has substantially improved and ONWR has increasingly supported the planning of flood and drought mitigation measures. However, several other recommendations of the Post Disaster Needs Assessment of the 2011 floods should be addressed as priorities.

Aging infrastructure requires retrofitting and upgrading for climate adaptation. For example, major dams like the Bhumipol, Sirikit and Vajiralongkorn dams built in the 1960s-1980s have sedimentation rates of about 30 percent, substantially reducing their storage capacity.

Spending on maintenance and rehabilitation of hydraulic infrastructure also needs to be increased, as only about 4 percent of the water resources management budget is spent on the maintenance of the infrastructure currently. Furthermore, expansion of flood protection infrastructure in key provinces including Bangkok, Nakhon Ratchasima and Nakhon Sawan warrants critical consideration.

Given these challenges, how can Thailand mitigate flood and drought risks and adapt to climate change?

The Thailand Economic Monitor provides several recommendations. First, unlike many other emerging markets, Thailand still has the fiscal space to meet rising spending needs associated with climate change if expenditure and revenue reforms are undertaken. Reforms include more targeted social assistance and raising tax revenue.

Second, investments in infrastructure for climate adaptation can be increased and more robust cost-benefit assessments will help to prioritize suitable flood and drought prevention measures. For example, increasing the water storage and drainage capacity by upgrading the existing infrastructure, developing effective community-based adaptation systems, and ensuring essential early warning mechanisms. The latest advancements to improve water use efficiency, promote a circular economy, and integrate nature-based solutions can also significantly contribute to enhancing resilience to floods and droughts.

Third, the institutional and legal reform process that started with the enactment of the 2018 Water Resources Act needs to be continued and the fragmented institutional landscape better integrated.

The World Bank Group (WBG) is the biggest multilateral funder of climate investments in developing countries. In Thailand, the WBG is committed to supporting the country's development agenda towards a more resilient economy, leveraging our access to significant funding, global reach and innovative solutions, knowledge sharing and credibility.

Currently, the World Bank is actively engaged with ONWR and the Royal Irrigation Department to support flood mitigation to enhance resilience to future flood events in the greater metropolitan Bangkok area, considering the double impact of climate change and rapid urban development. In the past, the World Bank was engaged in the water sector in Thailand and helped to lay the foundations for irrigated agriculture and potable water supply. From 1950 to 1990, the World Bank financed several projects to develop the backbone hydraulic infrastructure that is still currently relied on today. These include the two major multi-purpose dams in the Chao Phraya River Basin – the Bhumibol dam (1964) and the Sirikit dam (1973) – which were partly financed by The World Bank. These dams contributed to increasing water availability, access to electricity, and flood and drought protection across the Chao Phraya River Basin.

For more information, download the Thailand Economic Monitor: www.worldbank.org/tem or follow World Bank Thailand on Facebook: www.facebook.com/worldbankthailand.



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ABOUT SWECHAM

SweCham



Introducing SweCham:

Bridging History and Modernity for Corporate Excellence!



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!

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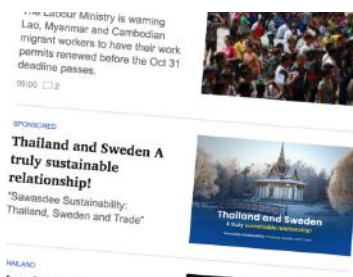
About SweCham Partnership



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 Dr Pojanath at director@swecham.com or call 02 007 2245.



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Christer Nilsson
Advisor
Asia Media Partner



Anders Olthorp
Advisor
Swedish Defence
University



Peter Temander
Advisor



Anna Jakenberg Brinck
Observer
Embassy of Sweden
in Bangkok



Kacper Pierzynowski
Observer
Business Sweden

SweCham Office Team



From left to right: Anantaya (Pang Pond), Pojanath (Poj), and Thittiya (First)

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!'

Anantaya Kwanmuang (Pang Pond)
Administrative Officer
secretary@swecham.com
+66 (0)2 007 2250

'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!'

Pojanath Bhatanacharoen (Poj)
Executive Director
director@swecham.com
+66 (0)2 007 2245

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

Thittiya Sommana (First)
Events and Marketing Officer
projects@swecham.com
+66 (0)2 007 2244

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
24/F Chamchuri Square, 319, Unit 24050
Phayathai Road, Pathumwan
Bangkok 10330



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SweCham Interns 2023

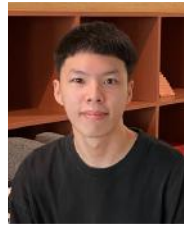
SweCham internship programme provides opportunities for interns to prepare for and enhance their professional growth in an international environment. Interns will have the opportunity to immerse themselves in various working areas with staff and other interns from both Thailand and Sweden. Through this 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!



Elise Ekström
Ingvar Krook Scholar
2022-2023



Aiyar Chanto
Mahidol International
College



Panupol Kongsinrat
Mahidol International
College



**Amelié Pramchoobua
Jakobsson**
Linnaeus University



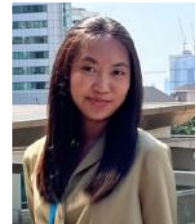
**Olivia Pramchoobua
Jakobsson**
Linnaeus University



Noel Skoglund
University of Borås/
PIM Exchange



Liam Bodin
University of Borås/
PIM Exchange



Athicha Saibua
Thammasat University

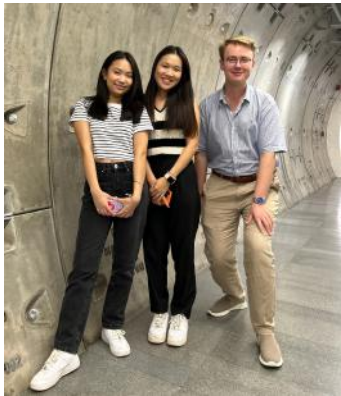


Dittitha Saosuwan
Thammasat University



Johan Lindeson
Jönköping University

Internship Opportunities





About SweCham Internship Opportunities

'Interning at SweCham is a great experience! I've tried my hands on various projects and in doing so, have gained many essential skills. Working in a small team makes me feel seen and heard, even as an intern, and it has definitely made me confident more in work environment.'

-Athica Saibua

'Interning at SweCham has provided me with a truly unique experience. As an intern, I have had the opportunity to develop my abilities far beyond what I initially anticipated learning in this role. I am incredibly grateful and confident that choosing to intern here was the right decision.'

-Ditthita Saosuwan

'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

Ingvar Krook Scholarship

SweCham would like to extend our heartfelt gratitude to Mr. Ingvar Krook for his generous contributions, which have provided funding for some of our scholars. Thanks to his support, young Swedes have been granted the invaluable opportunity to live and work in another country, gaining experience for their future careers.

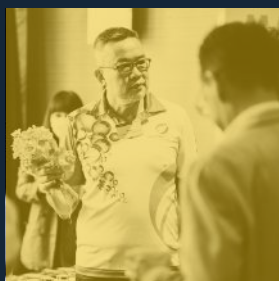
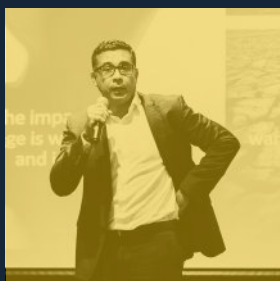
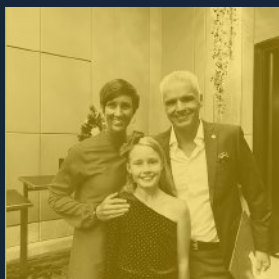


“We act as a bridge between our partners, multinational companies and high calibre candidates, with ultimate benefit and in the best interests of both parties”





YEAR IN REVIEW 2022



1 September 2022

**SweCham Sustainability Working Group and
Connectivity Working Group**

In 2022, SweCham set up two new working groups with leading Swedish companies to support the Thailand 4.0 economic model with know-how, advocacy, and investment guidance. Behind the initiative are SweCham's Sustainability Working Group (SWG) and newly formed Connectivity Working Group (CWG) with world-leading Swedish companies as the driving force.

The working groups will cooperate as business partners with the Thai industry, universities, and government to enable Thailand 4.0 and realise the country's net zero carbon emission vision by 2065, as well as establish Thailand as a SEA connectivity hub for enterprises in the region.

Participating leading Swedish corporations in SWG and CWG are IKEA, AstraZeneca, ABB, Scania, Tetra Pak, Hitachi Energy, Volvo Car Thailand, Volvo Bus, Autoliv, Electrolux, Securitas, and Epiroc.



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8 September 2022

Business Climate Survey Launch and SweCham Networking

On 8 September 2022, the 2022 Business Climate Survey (BCS) was officially launched at the Swedish Ambassador's Residence in conjunction with SweCham's September Networking event.

The Team Sweden survey, led by [Business Sweden](#) and supported by [SweCham](#) and the [Embassy of Sweden](#), is an opportunity for Swedish companies in Thailand to share their valuable opinions on business-related matters, including their concerns and experiences.

We would like to congratulate our board member, Carl Lindwall, Trade Commissioner of Sweden to Thailand, on the successful launch and presentation. Carl held a comprehensive and engaging presentation offering key insights into the Business Climate Survey Report, followed by an exciting question-and-answer session.

We would also like to thank our Ambassador, H.E. Mr Jon Åström Gröndahl, for his warm hospitality in hosting the SweCham September Networking and the BCS Launch.

Please click [here](#) to read the full report of the 2022 Business Climate Survey.





12 September 2022

Ericsson Imagine Live

On 12 September 2022, the SweCham Vice President, Mr Tomas Julin, and Executive Director, Dr Pojanath Bhatanacharoen, attended the 2022 [Ericsson](#) Imagine Live event, which took place exclusively in Thailand at the Grand Ballroom of the Sofitel Sukhumvit Hotel.

SweCham would like to congratulate our board member, Mr Igor Maurell, Head of Ericsson Thailand, on this successful event. His presentation showcased Ericsson's expertise and key insights on the Thailand Tech-industry while highlighting innovations and technologies that could accelerate digitalisation, drive ecosystem development, upskill on new technologies, and foster innovation across industries, government agencies, and academia.

We very much enjoyed the keynote speech by our Ambassador, H.E. Mr Jon Åström Gröndahl, for his inspiring account of Ericsson's long history in Thailand and continued contribution to the country's telecommunications. We were also pleased to discuss many ongoing issues with Mr Bob Fox, the Chair of the EABC/JFCCT Digital Economy/ICT Group.



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อิกีย

26 September to 2 October 2022 Sustainability Expo 2022

From 26 September to 2 October 2022, we had the honour to participate in ASEAN's largest sustainability expo, Sustainability Expo 2022 (SX 2022), at the Queen Sirikit National Convention Center (QSCC).

With the support from the Embassy of Sweden and several Swedish companies, including [Altered](#), [AstraZeneca](#), [Ericsson](#), [MidSummer](#), [Opticept](#), [Veg of Lund](#), [VentPro](#), [Volvo Cars \(Thailand\)](#), and [Wallander & Sson](#), SweCham was able to bring some of Sweden's leading sustainable innovation to the public.

We would like to thank all SweCham members who came to support the Sweden booth since day one. It is a pleasure for us to bring everyone the latest sustainability innovations from Sweden, a pioneer in this field. SweCham also wishes to thank our Ambassador, H.E. Mr. Jon Åström Gröndahl for his gracious presence on the opening day and his support for all sustainable innovations.

We hope that everyone who came to our booth enjoyed learning about Swedish sustainable innovation. See you again in [SX 2023!](#)





27 September 2022

Sweden Innovation Talk

On 27 September 2022, SweCham with the support from the [C ASEAN](#) Committee organised the Sweden Innovation Talk, a talk stage session at Sustainability Expo 2022 (SX 2022) at the Queen Sirikit National Convention Center (QSNCC).

The talk aimed to provide everyone with knowledge about cutting-edge innovation from Sweden for sustainability, ranging from digital health care to water conservation, food innovation, and solar energy. We would like to thank our amazing speakers, Mr Richard Hurley, Managed Services Chief Operation Officer for [Ericsson](#), Mr Sean Too, Managing Director of [Sentinel Solution](#), Mr Lars Svensson, the founder of [Wallander & Sson](#), Mr Thomas Lundqvist, CEO of [OptiCept](#), and Dr Korn Talhip, head of medical and regulatory affairs for [AstraZeneca](#), for their insightful presentations.

Special thanks to our President, Mr Peter Björk, for the warm welcome and opening remark about how excited he was to be a part of SX 2022 and how Sweden, as a leader in the sustainability movement, can contribute to this journey with all its innovation. SweCham Executive Director, Dr Pojanath Bhatanacharoen, also served as the moderator for the Sweden Innovation Talk.

Thank you very much to those of you who attended the Sweden Innovation Talk!





6 October 2022

SweCham October Networking

On 6 October 2022, SweCham held the October Networking event at the [SPACES Empire Tower](#). The event was attended by many of our members. We are very happy to see everyone coming to socialise and network, but more importantly, to learn about the SweCham Referendum results conducted with the support of our member, [Rapid Asia](#), and our Treasurer, Mr Daniel Lindgren.

SweCham team would like to thank both our Treasurer, Mr Daniel Lindgren, for his outstanding presentation and our President, Mr Peter Björk for his opening remarks. We would also like to thank everyone for joining our event and for your participation in the discussions on the future of the Chamber.

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



11 October 2022

Sustainability for Business Forum 2022: Technology as Enabler

On 11 October 2022, SweCham had the honour of co-organising the 5th edition of the 'Sustainability for Business Forum 2022: Technology as Enabler' with the [Franco-Thai Chamber of Commerce \(FTCC\)](#) and [Netherlands-Thai Chamber of Commerce \(NTCC\)](#) at the Bangkok Marriott Marquis Queen's Park Hotel.

The mission of this forum is to provide a platform to enable connections with relevant sustainability partners and potential services to get inspired by leading sustainability initiatives and projects. The event revolved around three tracks with both panel discussions and duo presentations: Green Construction, Agri- and Foods Innovation, and Sustainable Digitalisation. Plenary Session and CEO Panel followed.

We would like to extend our deepest gratitude to our sponsors [ACOEM](#), [Baker McKenzie](#), [Bouygues-Thai](#), [Dextra](#), [Ericsson](#), [Greenyellow](#), [L'Oréal](#), [Palo IT](#), [Sentinel Solution](#), [Signify](#), [SkyPoint](#), [Supernap](#), [Tetra Pak](#), and [VNU Asia Pacific](#) for making this event possible to inspire, connect, and empower innovative projects for future sustainability.

Thank you to all SweCham members and everyone who came to the event to support sustainability initiatives in Asia. SweCham also wishes to thank our Ambassador, H.E. Mr Jon Åström Gröndahl, for his considerate presence at the event. Special thanks to our president, Mr Peter Björk, our vice presidents, Mr Jan Eriksson and Mr Lars Andersson, as well as our Treasurer, Mr Daniel Lindgren, for their participation.

We hope everyone left feeling inspired and empowered to proceed with effective and innovative strategies with environmental, social, and economic performance in mind!





3 November 2022

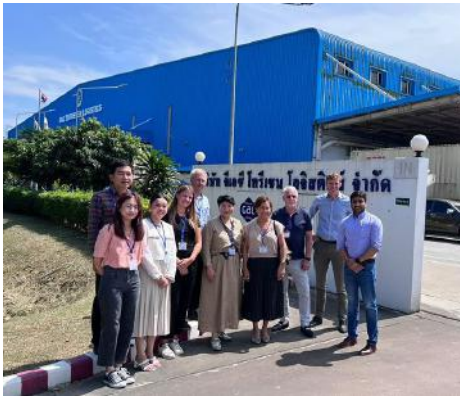
GAC Company Visit and Networking Lunch

On 3 November 2022, SweCham team and members visited [GAC Thoresen Logistics](#), a sister company of Gulf Agency Company (Thailand) Ltd, in Chonburi. The tour started with an introduction of the company by Managing Director, Mr Julian Kordek, before being shown around the warehouse facility by Business Manager in Logistics Services, Mr Rinnu George, and ended with lunch and a networking session.

During the visit, we learned more about the 28,000 pallet positions available at the warehouse, the procedure for keeping track of stock levels, the maximisation of space, and the safety routines. It was very interesting to see the multi-use functionality in the facility since the distribution facility is BRC-certified, FMCG, and pharmaceutical graded.

GAC also believes in connection through sport. Participants were invited to the Amata Spring Country Club to enjoy a delicious lunch along with a game of golf. Everyone enjoyed the networking experience!

Special thanks to Mr Julian Kordek, Mr Rinnu George, and the GAC team for hosting this company visit and for their wonderful hospitality. We have learnt so much about the logistics, warehouse system, company's history, and their work during this fruitful trip. Thank you very much to all who attended, and we hope that everyone gets to know GAC better through this visit.



22 November 2022

APAC SwedCham Webinar: CEO Talk: Mats Rahmström, President and CEO of Atlas Copco Group

Atlas Copco's decentralised and collaboration-based approach to driving innovation and reaching sustainability goals has been at the heart of the webinar. Over 100 participants participated in the APAC SwedCham webinar with the special speaker, Mr Mats Rahmström, President and CEO of Atlas Copco Group. Ms Eugenia Fabon Victorino, Head of Asia Strategy at SEB, acted as the moderator.

Key factors that Mr Rahmström mentioned as a foundation for 150 years of sustainable success are innovation and orientation towards creating value for customers. Besides that, challenging staff and the company through a decentralised organisational structure and lifelong learning are core characteristics of the company. Furthermore, the discussions focused on market share and Asia's importance as a 'local' market, especially in Southeast Asia and China. In the concluding remarks, we reflected on what role companies play in that dynamic.

Special thanks to Mr Mats Rahmström and Ms Eugenia Fabon Victorino. Big thanks and big congratulations to SwedCham Singapore for hosting this successful event!

APAC SWEDCHAM WEBINAR

Innovation and sustainable thinking lies at the heart of Atlas Copco's operations, when turning industrial ideas into business-critical benefits



MATS RAHMSTRÖM
CEO, Atlas Copco Group



24 November 2022

SweCham Members Dinner

On 24 November 2022, SweCham had the honour of hosting our annual Members Dinner at the [Oriental Residence Bangkok](#). We would like to thank all members and friends who took part in this amazing evening with excellent speeches and networking.

The evening was opened by our Vice President and Co-Chair for the SweCham Connectivity Working Group, Mr Tomas Julin, who welcomed everyone and introduced the speakers, Mr Igor Maurell, Head of [Ericsson Thailand](#), and Mr Ekaraj Panjavinin, Group Managing Director of True Digital Solutions at [True Digital Group](#).

Mr Igor spoke about the opportunities for 5G in Thailand, but also the challenges and hurdles to overcome in order to expand 5G locally. Mr Ekaraj introduced us to the next level of business transformation and how cutting-edge technology can drive business growth. We would like to extend our deepest gratitude towards both speakers for the very interesting sessions. Following the speeches, a four-course meal was served along with a free flow of beverages and networking.

We would like to give special thanks to our sponsor for the evening, [WeCare by EQHO](#), for their generous support. We would also like to warmly thank everyone who came to join the event and wish to thank the Ambassador, H.E. Mr Jon Åström Gröndahl, for his gracious presence and support to the Thai-Swedish business community.



13 December 2022

SweCham Traditional Christmas Dinner

On 13 December 2022, SweCham had the honour of hosting the SweCham Traditional Christmas Dinner at [Lancaster Bangkok Hotel](#). We had a wonderful time with you all and hope you enjoyed the festive fun as much as we did!

The evening began with an amazing Lucia performance by students of [NIST International School](#), followed by a welcoming remark from our President, Mr Peter Björk. After that, we had our traditional Swedish Julbord, as well as the annual Christmas Quiz and Raffle Game. We congratulate all the winners and thank you for your kind participation in all activities.

We would like to warmly thank SweCham members and everyone else for making this event possible. We would also like to extend special thanks to our Silver Sponsor for the evening, [Deemoney](#), and many raffle sponsors who generously supported the event, including [Aleenta Resorts & Spa](#), [Bangkok Anti-Aging Centre](#), [BNH Hospital](#), [Electrolux](#), [Escape Room Thailand](#), [Foreo](#), [Fitness24Seven](#), [Ichika Omakase Japanese Cuisine](#), [IKEA](#), [Lancaster Bangkok Hotel](#), [LAOTENG at Arnoma Grand Bangkok](#), [Tetra Pak](#), [Thanyapura Sports & Health Resort](#), [The Landmark Bangkok Hotel](#), [The Legend – Chiang Rai](#), [Rapid Asia](#), and [Ventisi at Centara Grand](#).

Finally, a big thank you goes to our Event Partner and venue, [Lancaster Bangkok Hotel](#). Your warm hospitality and excellent service were very much appreciated!





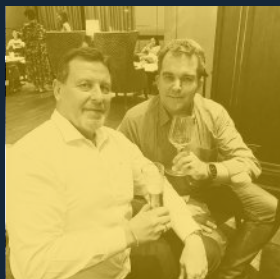
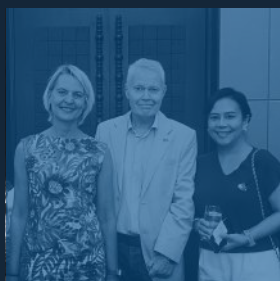








YEAR IN REVIEW 2023



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19 January 2023

SweCham Business Networking with Jönköping University

On 19 January 2023, SweCham had the pleasure of organising a business networking event in partnership with [Jönköping University](#) at the [Rembrandt Hotel & Suites](#). The event provided a valuable opportunity for members, partners, and friends of the chamber to establish connections with potential business partners.

The highlight of the evening was a special presentation by Dr Roy Andersson of Jönköping University and Dr Kent Salomonsson of Jönköping University and University of Skövde, who discussed the topic of 'Manufacturing in Thailand Today - Meeting Future Demands.' The insights shared during the presentation were both informative and thought-provoking. We would like to express our appreciation to both of our special speakers for sharing their knowledge and expertise with us.

In addition, attendees were treated to a selection of flavourful finger foods and free-flowing drinks, creating an enjoyable atmosphere for socialising. We would like to extend our gratitude to the Rembrandt Hotel & Suites for their warm hospitality and excellent service.

We hope that attendees left the event with valuable new connections and information that will help them in their business endeavours.





9 February 2023

SweCham Social Network Club

On 9 February 2023, the first SweCham Social Network Club of 2023 brought together both SweCham members and non-members, providing a platform to network, socialise, and form new connections within the Swedish community in Bangkok.

As the evening progressed, the energy in the room continued to build, with SweCham members and friends striking up conversations and sharing experiences on various topics. There was a strong sense of community and camaraderie, showing the positive impact of connecting with individuals with similar interests.

Many thanks to our members and friends for joining our Social Network Club event. It was fantastic to see both familiar and new faces, and we appreciate your support in building and strengthening our business community.

Also, special thanks to [The Landmark Bangkok Hotel](#) and the [Rendezvous Lounge](#) for being the host venue of our event, offering us exceptional services, and serving us spectacular meals.



13 February 2023

SweCham Sustainability Working Group Meeting at ABB and Hitachi Energy Thailand HQ

On 13 February 2023, our 2nd Sustainability Working Group (SWG) Meeting of 2023 was held at [ABB](#) and [Hitachi Energy Thailand](#) HQ, gathering more than 15 participants chaired by Mr Lars Svensson. We reported on the progress of the various sustainability projects, including the SweCham sustainability events line-up as well as the sustainability goals of our participants during the discussions.

We also welcomed two new members of the SWG from the [Sweden Alumni Network Thailand \(SANT\)](#), Ms Karika Kunta and Ms Weeraya Netwong. We look forward to more collaboration with them this year!

SweCham would like to express our appreciation to ABB and Hitachi Energy Thailand, Mr Gianandrea Bruzzone and Dr Worawut Waruttamapornsu for generously hosting this meeting and providing us with facilities. Moreover, thank you so much for the awesome souvenirs! Finally, we would like to thank all participants who attended and contributed to the Sustainability Working Group.



8 March 2023

SweCham Connectivity Working Group Meeting hosted by True Digital Park

The SweCham Connectivity Working Group meeting convened at True Digital Park, welcoming experts and professionals from various sectors on Wednesday, 8 March 2023. The meeting provided an exceptional opportunity for attendees to exchange ideas, collaborate, and explore the potential of 5G networks and their transformative impact on business models in Thailand.

Throughout the meeting, participants shared case references, discussed ecosystem development, co-creation, and the role of interconnectivity, reliability, and security in enhancing productivity and safety, which were featured in several presentations, including one by the Managing Director of [True Digital Group](#), Khun Ekaraj Panjavinin and another by the President of [Ericsson Thailand](#), Mr. Igor Maurell.

Special thanks to Dr Passkon Prathombutr, Executive Vice President of [DEPA](#) who updated us on the latest development of the Thailand Digital Valley in the EEC. The meeting room was buzzing with energy as participants eagerly discussed the driving force for digitalisation of industries and the potential of the 5G network to provide a transformative shift in the industry.

Overall, the Connectivity Working Group meeting was a great success providing an opportunity for all participants to network and establish connections with potential business partners.

The SweCham team would like to extend our gratitude to the [True Digital Park](#) team for hosting such an informative and thought-provoking meeting and all the participants as the meeting has highlighted the importance of continued collaboration between industry experts and the potential for innovation through joint experimentation and collaboration.





9 March 2023**BNH Hospital Company Visit and Networking**

On 9 March 2023, the SweCham Company Visit and Networking Event took place at [BNH Hospital](#), offering participants the opportunity to learn more about men's health. Special thanks to Dr. Suntchai Wirotsaengthong for such an informative talk on the topic of 'A New Minimally Invasive Treatment for BPH' and BNH hospital for being the host venue.

During the talk, we learned that BNH Hospital in Thailand is a regional leader in Benign Prostatic Hyperplasia (BPH) treatment, offering innovative procedures like iTind and Rezum. As the first hospital in ASEAN to provide these minimally invasive treatments, they are trusted by patients seeking effective, cost-efficient options without hospital recovery time.

We also explored the advanced facilities and learned about the hospital's history, followed by a delightful dinner hosted by the BNH team. We would like to extend our best wishes to BNH Hospital for celebrating its 125th anniversary and express our sincere gratitude to the team for their hospitality. Thank you to all participants for joining us on this visit.





14 March 2023

APAC SwedCham Webinar: CEO Talk: Jesper Brodin, CEO of INGKA Group IKEA

The APAC SwedCham Webinar hosted by the [Swedish Australian Chamber of Commerce](#) was a conversation with the CEO of [INGKA Group IKEA](#), Mr Jesper Brodin. This discussion was moderated and led by Camilla Ballock, Chief Executive Officer of Emerging Payments Association Asia.

Mr Brodin acknowledges the challenges faced by IKEA and credits their ability to navigate these challenges to their internal compass and trust in their employees. He highlights how IKEA was initially slow to embrace the digital shift but recognised the need to meet customer demands and proactively adapt to the changing times. Mr Brodin emphasises the importance of sustainability, urging collaboration between companies and governments for synchronised decisions and circularity, while debunking the misconception that sustainability is expensive. He believes that Asia has the potential to lead progress and find solutions, emphasising the global nature of the climate crisis and the need for collective action.

We would like to thank the speakers and all the members who participated in this insightful webinar! We hope that you feel as inspired as we did!



27 March 2023

SweCham Sustainability Working Group Meeting at the Embassy of Sweden in Bangkok

On 27 March 2023, the 3rd SweCham Sustainability Working Group (SWG) Meeting of 2023 was held at the [Embassy of Sweden, Bangkok](#). The meeting, chaired by Mr Lars Svensson, gathered over 17 participants both in person and virtually from various fields and industries as well as from the [Sweden Alumni Network Thailand \(SANT\)](#).

During the meeting, working group members discussed the SweCham sustainability events line-up, the sustainability goals of the member participants as well as the collaboration with other Chambers and the [JFCCT Working Groups](#). We would like to give our warmest thanks to the Embassy of Sweden, Bangkok for hosting the meeting. We would also like to thank all the participants for their continued support and contribution during the discussions as the meeting would not have been possible without them.

The knowledge and experience that the member participants bring to these meetings are invaluable as the SWG aims to help realise Thailand's net zero carbon emission vision by 2065.



30 March 2023

SweCham Annual General Meeting (AGM) 2023

On 30 March 2023, the SweCham Annual General Meeting (AGM) 2023 was held at [Landmark Bangkok Hotel](#). We presented our 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 4th term as President by the SweCham Board!

At the post-meeting dinner, we were honoured to be joined by Mr Chanin Khaochan, Deputy Secretary General of the [Thailand Board of Investment](#), who shared updates on the current investment climate in Thailand and the new investment policy. We would like to extend our warm thanks to him for the interesting presentation and a very dynamic discussion.

Guests also enjoyed a delicious 4-course dinner accompanied by exquisite wine. We would like to thank our Event Partner, the [Landmark Bangkok Hotel](#), and our wine sponsor, [Spica](#), for enabling such a great dining experience.

SweCham also wishes to thank the Ambassador, H.E. Mr Jon Åström Gröndahl, for his gracious presence and continuous support of the Thai-Swedish business community. Big thanks to all our members and friends who came and took part in our AGM!

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



25 April 2023

Company Visit: Forestias

On 25 April, the [Forestias MQDC](#) welcomed SweCham and its members for a sustainability tour of their properties and visitor centre. The visit to this unique property development was an enjoyable and insightful experience, as we were given a comprehensive tour of their enterprise and learned more about their innovative concept. This visit also provided us with a glimpse of what the future holds for Forestias.

The Forestias is being constructed in Bangna just outside of Bangkok city centre to house 3 towers that are all located in a 12-acre forest. The concept is to offer superb community spaces and city amenities that will allow residents to 'Live urban' while still enjoying the tranquillity of nature. With over 50 % of the landscape covered in green space, the Forestias is a complete lifestyle destination with amenities and venues for everyone, including retail and office spaces, health facilities, community centres and educational institutions.

Special thanks to Mr Marciano Birjmohun, Senior Vice President – Business Development at [Magnolia Quality Development Corporation](#) for kindly hosting us. We would also like to thank everyone who joined us in learning more about a sustainable development and the road towards a greener Bangkok!



27 April 2023

SweCham Business Connect with Sasin School of Management

On 27 April 2023, the SweCham Business Connect networking event, hosted by the [Sasin School of Management](#), was a success and proved to be an engaging event for everyone who attended.

The event was opened with a welcoming speech by Mr Lars Svensson, the Chief Executive of Sasin Sustainability & Entrepreneurship Center. Participants gained valuable insights into the Sasin School of Management, learning about its history, values, and mission. During the event, Mr Roy Tomizava, Chief Executive of Sasin Executive Education, also shared his expertise on 'The New Age of Enlightenment and the Challenge of Executive Education,' providing insights into the challenges faced in today's business landscape.

The evening also provided participants with the opportunity to network with fellow business professionals and exchange ideas and knowledge.

In this regard, SweCham would like to express our gratitude to everyone who participated in our event. More importantly, this event would not have happened without the generous support from the Sasin School of Management in providing us with the venue and delicious cocktail food and drinks.

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





10 May 2023

APAC SwedCham Webinar: CEO Talk: Göran Björkman, President and CEO of Alleima

The APAC SwedCham Webinar hosted by the [Swedish Chamber of Commerce China](#) was a conversation with the President and CEO of [Alleima](#), Mr Göran Björkman. This discussion was moderated and led by Mr Peter Ling-Vannerus, Chief Representative of [SEB](#) in Beijing.

Mr Björkman began by describing Alleima as a world-leading advanced materials company that manufactures high-value-added products in stainless steel and special alloys, as well as products for industrial heating. They prioritise customer needs through research, development, and regional proximity while also emphasising sustainability and reducing their carbon footprint through progressive customer partnerships. Their commitment to sustainability extends to life-changing innovations, focusing on advancements in energy transition, medical technology, and hydrogen and renewable energy.

The webinar ended with an engaging Q&A, where the participants asked a multitude of questions and received thoughtful answers from Mr Björkman. We would like to thank the speaker, moderator, and all the members who participated in this insightful webinar.

We hope that you feel as inspired as we did!



18 May 2023

Sustainability for Business Forum 2023

On 18 May 2023, the 6th edition of the Sustainability for Business Forum was a tremendous success. Special thanks to the [Franco-Thai Chamber of Commerce \(FTCC\)](#), [Netherlands-Thai Chamber of Commerce \(NTCC\)](#), and [Swiss-Thai Chamber of Commerce \(STCC\)](#) for co-organising this forum with us at [The Landmark Bangkok](#).

In 2023, the forum was an incredible opportunity to connect like-minded individuals and organisations, dedicated to creating business value while positively impacting people and the planet. We are proud to have provided a platform that not only fostered partnerships but also showcased leading sustainable initiatives and projects in Asia. With your active participation, we were able to empower businesses with strategies for economic, environmental, and social performance.

A heartfelt thank you to all speakers and attendees. Your generous support, expertise, and commitment to sustainability have played a crucial role in advancing the cause of sustainable business practices.

Big thanks to our sponsors: [ABB Thailand](#), [ACOEM](#), [Amundi](#), [Artelia](#), [Baker McKenzie](#), [BECIS](#), [Bluebee Technologies Company](#), [Greenyellow](#), [JST Group](#), [KLM](#), [L'oreal](#), [Swiss International Air Lines](#), [MAN Energy Solutions](#), [PALO IT](#), [Poolnologies](#), [Sentinel Solution](#), [Signify Commercial](#), [Suranaree University of Technology](#), and [VNU Exhibitions Asia Pacific](#)

See the full photo gallery of the SBF2023 here: <https://flic.kr/s/aHBqjAELmf>

To explore outstanding presentations from our panellists, please visit www.sustainability4business.com/speakers-2023









25 May 2023

SweCham Business Connect with Camfil Thailand

On 25 May 2023, the SweCham Business Connect with [Camfil Thailand](#) was held at [Rembrandt Bangkok Hotel & Suites](#). The event provided attendees with valuable insights into indoor air quality, along with fostering meaningful networking opportunities.

At the event, Mr Kongkiat Teekamongkol, Managing Director of Camfil Thailand, delivered a captivating presentation on the importance of indoor air quality. As air pollution is one of the issues faced by people in Thailand, he explained why we need a Chief Aironomics Officer (CAO), the Voice of Clean Air in our workplace. By having the CAO, we can ensure that our employees feel safe when they come to work, which improves their productivity. Attendees were not only engaged in the informative presentation, but they also received a chance to win giveaway Air Image Sensors from Camfil Thailand and explore various Camfil technologies showcased at the event.

We would like to express our heartfelt gratitude to Camfil Thailand for sponsoring the event and encouraging everyone to tackle air pollution problems. Furthermore, big thanks to all attendees for participating in this event!

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





10 June 2023

Swedish National Day and Midsummer Lunch Celebration 2023

On 10 June 2023, the Swedish National Day and Midsummer Lunch Celebration 2023 took place at [Lancaster Bangkok](#). Together with [Sweden Alumni Network Thailand](#), [Svenskgruppen Bangkok](#), [SWEA Bangkok](#), and the [Thai Nordic Association](#), we gathered over 70 people at the event.

At the event, a great and diverse buffet was awaiting the guests with some of the most iconic typical Midsummer dishes. After enjoying the buffet, it was time for the popular SweCham quiz, which challenged the participants with both Midsummer-related and general knowledge questions. The highlight for many was our coveted raffle game. We were delighted to give away some fantastic prizes, and we congratulate all the lucky winners.

We would also like to thank all the raffle prize sponsors for your generous support: [Aleenta Phuket](#), [Aleenta Retreat Chiang Mai](#), [akyra Manor Hotel Chiang Mai](#), [Amrapur Tailors](#), [BNH Hospital](#), [CoffeeWorks](#), [Escape Room Thailand](#), [FOREO](#), [Husqvarna](#), [jOOBOO](#), [Mammas Kök](#), [The Landmark Bangkok](#), [The Legend Chiang Rai](#), and Mr Peter Björk, our President.

SweCham would also like to express our gratitude to Ambassador, H.E. Mr Jon Åström Gröndahl for his valuable contributions to the chamber and extends our best wishes for his future missions. Thank you to everyone who participated in this event and for your invaluable support!

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









Year in Review 2022-2023



30 June 2023**Skål To 30 Years of The Rembrandt Hotel & Suite Bangkok!**

On Friday, 30 June, the SweCham team had the honour of being invited to the Rembrandt Hotel 30th Anniversary Celebration at Rembrandt Hotel & Suite Bangkok.

The celebration began in the early evening with music, fascinating performances, and lively conversation between the attendees. Guests were then invited to the Grand Ballroom for a welcome speech by Khun Suphat Sivasiampchai, Khun Chatsiri Sophonpanich, and Khun Suvir Sivasriamphai. Afterwards, we enjoyed amusing performances, and various food and drinks provided by the hotel. The host provided ample food and drinks at various spots around the hotel, including their two famous restaurants **Mexicano** on the 4th floor and **Rang Mahal** on the 26th floor.



We really appreciated the opportunity to be a part of the grand celebration. The SweCham team would like to once again offer our congratulations to the Rembrandt Hotel on their 30th anniversary! Big thanks for your warm welcome and excellent hospitality. We look forward to continuous close working relations and to hosting many events here.

Discover more about Rembrandt Hotel & Suite Bangkok at www.rembrandtbkk.com





HONORARY MEMBER



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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.



Gianandrea Bruzzone

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



Tenzing Bomratsang

Country Holding Officer

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



ADIANTES

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Industry/Activities

The leading manufacturers of a wide variety of small leather goods.

Company Profile

Adiantes Co., Ltd. focus to offer highly skilled craftsmanship, in combination with effective communication skills and most efficient project management capabilities. We're the preferred international high quality leather accessory manufacturing partner since 1991. Now, as then, we believe in quality, design and the little details that make the big difference. From idea to production, Adiantes is a one stop solution that guides from start to finish. Building valuable partnership and providing peace of mind.

We look to always provide the best manufacturing solution for our clients, adding measurable value throughout the chain.

We operate by utilizing complete transparency and professional integrity, helping the client to be fully informed throughout the process. Adiantes aspire to provide our clients with full peace of mind and to give them full confidence that their project is in best hands.

Products and Services

Adiantes is a fully integrated private label and OEM manufacturing service. The business offers highly skilled craftsmanship in its own factory, in combination with effective communication skills and project management capabilities.



Mauro Beck
CEO



Luckkana Wutipramote
General Manager



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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 platforms 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.

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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



Pucharapan Holim
Corporate Affairs Manager



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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



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Industry/Activities

Commercial Banking

Company Profile

Established in 1944, Bangkok Bank is one of the largest banks in Thailand with total assets of 4.42 trillion Baht at the end of December 2022. We are Thailand's market leader in corporate and SME banking with the country's largest retail customer base. We have over 17 million accounts including business and retail customers, approximately 240 business centers and business desks, a nationwide network of more than 900 branches (including self-service outlets), phone banking, and a convenient easy-to-use bilingual internet and mobile banking platform that enables customers to do 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
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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



Harald Elisson
Managing Director



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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 125th 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 Chaiyaroj
Assistant Hospital
Director



Jarinya Jiwjinda
Manager Division
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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



Mr. Purivat Pitakpuvadol
Marketing Officer



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Industry/Activities

Manufacturer/Distributor of Personal Protective Equipment under the brand "Pangolin"

Company Profile

CPL Group Public Company, a leading company in providing Personal Protective Equipment (PPE) with International Standards, manufactures and distributes a wide range of safety products under our brand name "PANGOLIN". Formally known as Safety Shoes Co. Ltd, was established over 40 years ago as the first safety shoe manufacturer in Thailand and expanded our business to manufacture safety helmets years later. As domestic industries have been raising their safety awareness, we have also expanded our business into a comprehensive safety solution provider. Additionally, CPL Group owns a world-class leather tannery, that supplies global well-known brands such as Lacoste, Adidas, Puma, and Timberland.

We were the first safety shoe manufacturer in Thailand to obtain certification from the Thai Industrial Standards Institute. Our ISO 9001:2015 quality management system is third-party assessed by Bureau Veritas and we are a gold member of SATRA, the UK's foremost research & development and test organization for Safety Footwear.

We distribute our products both domestically and internationally. We have 18 showrooms nationwide and many other distribution channels, including modern trade channels and online marketplaces.

Products and Services

CPL Group Public Company, manufactures/OEM safety shoes and safety helmets. We distribute personal protective equipment (PPE) with international standards under our brand "Pangolin" and are entrusted to be the official distributors of safety equipment manufacturers worldwide, including Sundstrom a Swedish-based world-class respiratory protective equipment manufacturer.

We distribute products including Head & Face Protection, Eye Protection, Hearing Protection, Respiratory Protection, Hand Protection, Safety Clothing, Fall Protection, Foot Protection, and Gas Detectors.



**Puvasith
Wongcharoensin**
Chief Executive Officer



Anna Jongvasusuk
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Industry/Activities

Home Appliances



Supapichaya Phitukpong
Business Controller

Company Profile

Electrolux is a leading global appliance company that has shaped living for the better for more than 100 years. It reinvents taste, care, and well-being experiences for millions of people, always striving to be at the forefront of sustainability in society through their solutions and operations. Electrolux brands, including Electrolux, AEG, and Frigidaire, sell approximately 60 million household products in approximately 120 markets every year.

Products and Services

The products divided into 3 groups:

- Kitchen appliances include refrigerators, hobs, hoods, ovens, microwave, dishwashers, and small domestic appliances.
- Clothing care products include washing machines, dryers, and iron
- Home care products include vacuum cleaners, air conditioners, air purifiers.

Moreover, there is After-sales service to assist consumers in all their needs.



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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.



Somnath Dutta Majumdar
Regional General Manager/
Managing Director



ERICSSON

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Industry/Activities

Telecommunication, Mobile Network, Communication

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 2021 were USD 26.44 billion. The Ericsson stock is listed on Nasdaq Stockholm and on NASDAQ in New York.

Ericsson commemorate the 117th Anniversary in Thailand in 2023. Ericsson also celebrates 146 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.



Igor Maurell
President of Ericsson
Thailand



Jesada Sivaraks
Head of Government &
Industry Relations



Ekarin Petsiri
Head of Communications



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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.



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Commercial Director

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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 Rojanabentakun
General Manager of
Quality Assurance



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Gym Branch 2: 129 Rama9 Road (200m From Rama9)

Gym Branch 3: Sathorn Thani Building (BTS Chongnonsri)

Gym Branch 4: People Park Community Mall (On-Nut)

Gym Branch 5: Metropolis Samrong (BTS Samrong)

Gym Branch 6: Phahon Yothin (500m From BTS Ha Yaek Lat Phrao)

Gym Branch 7: Nana (BTS Nana)

Gym Branch 8: Bang Kapi (Happy Land Center Mall)

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Malin Westin
Country Manager

Industry/Activities

Fitness

Company Profile

Fitness24Seven was founded in 2003 in Sweden. With 700 employees at 235 gyms in Sweden, Finland, Norway, Poland, Colombia and Thailand - and counting - it is one of Europe's fastest growing chains of gym and health center. Fitness24Seven offers a welcoming and inclusive environment for everyone, where gym-goers can work out with good equipment whenever they want, around the clock, year-round. For better health through meaningful training - on your own terms.

Products and Services

We offer a variety of equipment and services that will help you to plan and ease your training:

- Cardio and strength machine area
- Free weights and functional area
- Stretching area
- Women's gym – a separate gym section to which only women have access
- Group training
- Personal Training

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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.

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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 turnaround of vessels in ports and the resolution of any problems or discrepancies that may arise.



Julian Kordek
Managing Director



Rinnu George
Business Manager



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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.



Mike Lauer
Vice President, Key
Accounts



Kacha Panyaroj
Country Manager

Hitachi Energy (Thailand) Limited

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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 40,000 people in 90 countries and generate business volumes of over \$10 billion USD.

<https://www.hitachienergy.com>

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

<https://twitter.com/HitachiEnergy>

Products and Services

Hitachi Energy: Advancing a sustainable energy future for all

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.

[Products & Solutions | Hitachi Energy](#)

[Services | Hitachi Energy](#)

[Utilities | Hitachi Energy](#)



**Dr. Worawut
Waruttamapornsu**
Country Managing
Director



Siriwan Eiampikul
Executive Assistant



อิกะย

IKANO (Thailand) Limited

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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

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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. Lancaster Bangkok boasts an entire floor dedicated to wellness, offering a full complement of holistic and traditional Thai therapies, heat and ice experiences, rooftop lap pool and 24 hour fitness with in-house personal training.

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 centre and Kiku Sushi – a traditional Omakase.



Martin Hurley
General Manager



Pakawat Poonpon
Marketing Executive

**Factory I**

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Factory II

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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



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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
Assistant Director
International Marketing



Sarinrut Sombatnamchai
International Marketing
Officer



SCANIA

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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



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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.



Daniel Holtsjo
Country President



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www.gardenthailand.com
www.husqvarnathailand.com



Jan Eriksson
Managing Director

Industry/Activities

Gardening, Foresters, Farmers and Homeowners

Company Profile

Spica Co., Ltd. is the exclusive 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.

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 www.tigerbay.com



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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



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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



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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 Rungrawd
Finance Director



Tapanee Junhom
Head of Communications



TWINPALMS
HOTELS & RESORTS

TP Surin Beach Hotel Ltd.

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Industry/Activities

Hospitality, Food & Beverage services, Entertainment

Company Profile

Offering stylish boutique hotels on two beaches on Phuket's sought-after west coast, Twinpalms Hotels & Resorts, has over 15 years' experience of perfecting a personalised hospitality ethos and quality assurance. We now boast a diverse portfolio of lifestyle brands, all designed to showcase and deliver the sophistication that Phuket has to offer. Luxurious hotels, residences, yachting, beach clubs, restaurants, cafes and bars placed on some of the best beaches all make up our brand promise – to give guests a stylish experience delivered with attentive service from the heart.



Sonja Nihlmark
Manager



**Carl Gustaf
Langenskiöld**
Owner



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Industry/Activities

Foundational Technology, Digital Media, and Platforms

Company Profile

True Digital Group, a multinational technology company with headquarter in Bangkok, Thailand, born through the vision of True Corporation, was created with an aim to become the ultimate digital transformation enabler for everyone in Southeast Asia.

Products and Services

Over the last years, we have built deep competences in cutting-edge technologies such as artificial intelligence, big data, blockchain, cloud, Internet of Things (IoT), and robotics. With this, we are able to build a unique ecosystem of digital platforms and solutions and offer a portfolio of digital services, aimed respectively at consumer, merchant, and enterprise markets. Key businesses include Digital Media, O2O and Privilege, Data Analytics, IoT and Digital Solutions, as well as True Digital Academy. We have a regional footprint, with current operations in Thailand, Indonesia, and the Philippines, and a roadmap to expand further across South Asia, leveraging the economies of scale of digital platforms.



Charoenporn Kaewmanorom
Head of Channel Marketing



Pawarisa Choengru
Marketing Manager



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Industry/Activities

Hospitality

Company Profile

As captivating as its name, The Landmark Bangkok is a true icon in the vibrant city of angels. Step into the hotel's contemporary luxury design with services offering the best of Thai hospitality with an extensive range of stylish facilities that you have always dreamed of. Invigorate your senses with our diverse array of services from gastronomic excellence to individually tailored experiences. 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 newly renovated and renowned Michelin Plate rated RR&B Steakhouse and Rendezvous Lobby Bar. The enduringly popular Greenhouse Congee & Noodle street side restaurant has been a favored destination for three decades and our Sui Sian Chinese restaurant serves some of Bangkok's finest Cantonese fare. The Atrium All Day Dining restaurant serves international specialties freshly prepared from the variety of cooking theatres and when it comes to people watching whilst enjoying a refreshingly cold beverage, there is no place like our outdoor Terrace.

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 2,500sqm 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



Volvo Bus (Thailand) Limited

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Industry Activities

Supply world-class chassis, Safety and quality bus, leading providers of sustainable public transport systems.

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.



Volvo Car (Thailand) Limited

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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 13 Volvo Cars dealer locations around the Bangkok metropolitan and upcountry and 2 Volvo Certified Damage Repair Centers in Bangkok.

Products and Services

At Volvo Cars (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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Industry Activities

Forklift Battery, High Frequency Charger and Battery Changing devices.

Company Profile

Capaciton is a Thai-Swedish supplier on the Thai market and our goal is to be a leading product and service provider within motive and standby power. Our extensive knowledge about batteries and charging in combination with our product portfolio makes us a good partner for anyone interested in efficient high quality products that will last long and have low maintenance and operational costs. We are working very closely with a broad portfolio of suppliers to be able to offer our customers an unrivaled portfolio that meets the needs of both local and international customers on the Thai market.

We have chosen to focus on cost efficient products that make the smallest possible environmental imprint. This is the reason why:

- our efficient high frequency chargers reduce electricity consumption by up to 30%
- our battery trays are sealed and powder coated to prevent acid leakage and other incidents

We regard product sales as also being a service and our service commitment is to make sure that you get the most efficient solutions adapted to your specific circumstances.

Products and Services

MicroPower, is a best High Frequency Charger from Sweden.
 Jopro, a modern and cost-effective Battery Changing Device from Sweden.
 And 1,500 cycles traction battery for electric forklift with most advance inter cell connector in the market.

Our service teams are specialized, swift, and effective in this field as experienced with many different needs of our customers.



Lars Sune Andersson
 Director



Atikom Kunnawutritiron
 Director



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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 & Group CEO





**ORIENTAL
RESIDENCE**
BANGKOK

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COLLECTION

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Industry Activities

Hospitality industry which includes hotel rooms and restaurants.

Company Profile

Oriental Residence Bangkok - a sanctuary of timeless sophistication with tradition redefined, where the beauty from yesterday is made relevant for today's travellers through crafted experiences and meticulous detail.

An evolving time capsule bridging the East and the West, Oriental Residence offers distinctive serviced residences in the city's most notable embassy and shopping district, paired with understated luxurious décor, a modern French café and excellent facilities.

At the heart, our all-suite property combines Oriental living wisdom with nature passed down through generations and the modern day comforts from the West depicting a traditional yet contemporary style of fine living.

Unparalleled attentiveness and heartfelt service await you at Oriental Residence in Bangkok.

Products and Services

Offering traditional elegance of time-tested service, all units feature fully-equipped kitchens, marble bathrooms, custom mattresses and complimentary Wi-Fi.

- 41 Junior Suite (45 sqm. City or Park view)
- 70 One Bedroom Suite (70 sqm. Park view)
- 30 Two Bedroom Suite (120 sqm. Park view)
- 4 Three Bedroom Suite (160 sqm. Park view)

Facilities & Services

- Café Claire Restaurant
- In-resident Dining Service
- Business Centre
- Complimentary Wi-Fi
- Fitness Centre
- Swimming Pool
- Free Parking
- Free Shuttle Service to Opposite Central Embassy, Opposite Central Chidlom, Along Langsuan Road and Opposite Lumpini Park



Porntip Pibarnwong
General Manager



Arunsak Phankham
Cluster Director, Sales



International Workplace Group

Regus Management Thailand Co., Ltd.

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Website: www.iwgplc.com

Industry Activities

Flexible workspace/service office/co-working

Company Profile

The world's largest and most reliable partner providing Flexible Workspace as a Service Listed on the London Stock Exchange 2,500,000 members, 3,300 locations, 1,000 Cities, 120 Countries.



Thitiwat Thanapornnithinan
Country Manager

BANGKOK, Spaces Chamchuri Square (MRT Samyan)
BANGKOK, Regus Siam Tower (BTS Siam)
BANGKOK, Regus Gaysorn Plaza (BTS Chidlom)
BANGKOK, Regus M Thai Tower - All Seasons Place (BTS Pleonchit)
BANGKOK, Regus CRC Tower - All Seasons Place (BTS Pleonchit)
BANGKOK, Regus Interchange 21 (BTS Asoke/MRTSukhumvit)
BANGKOK, Regus Exchange Tower (BTS Asoke/MRTSukhumvit)
BANGKOK, Regus Bhiraaj Tower (BTS Phromphong)
BANGKOK, HQ SO24 (BTS Phromphong)
BANGKOK, Regus Somerset Thonglor
BANGKOK, SPACES Summer Hill (BTS Prakhnong)
BANGKOK, HQ Sukhumvit Hill (BTS Bangchak)
BANGKOK, Regus 66tower (BTS Udomsuk)
BANGKOK, Bhiraaj Tower at Bitec (BTS Bangna)
SAMUTPRAKARN, HQ The Metropolis Samrong (BTS Samrong)
BANGKOK, Bangna Tower (Bangna Trad road)
BANGKOK, WHA Tower (Bangna Trad road)
BANGKOK, Regus Singha Complex (MRT Petchaburi)
BANGKOK, Regus The Ninth Tower (MRT Rama9)
BANGKOK, Regus AIA Capital Center (MRT Thailand Cultural Center)
BANGKOK, Regus Muang Thai Pattara tower A (MRT Sutthisarn)
BANGKOK, HQ Muang Thai Pattara tower B (MRT Sutthisarn)
BANGKOK, HQ Ratchada One (Across Criminal court)
BANGKOK, Regus Shinawatra Tower3 (BTS Phahon24)
BANGKOK, SPACES Phahon 19 (BTS Phahon24)
BANGKOK, Regus SJ Infinite I Business Complex (BTS Mochit)
BANGKOK, HQ SPE Tower (BTS Sanampao)
BANGKOK, Spaces Ratchathewi (BTS Ratchathewi)
BANGKOK, Chartered Square (BTS Surasak)
BANGKOK, Spaces Empire Tower (BTS Chongnonsi)
BANGKOK, Regus Sathorn Square (BTS Chongnonsi)
BANGKOK, HQ SV city (BRT Waddan)
BANGKOK, HQ Teo Hong Silom (BTS Surasak)
CHIANG MAI, Icon Park
CHONBURI, Harbor Mall
PATTAYA, Regus Brighton Grand
PHUKET, Regus Royal Marina



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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

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Bangkok 10330

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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, It is a member of the International Lawyers' Group.

Products and Services

Legal advisory services and litigations



Worachai Bhicharnchitr
Managing Director /
Firm Principal



Satit Sensupa
Director / Partner



Thai Pavilion, Ragunda, Utehde, Sweden
Photo Credit: Ragunda Kommun



CORPORATE MEMBERS

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Website: <http://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



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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



SE-30118 Halmstad, Sweden

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Industry/Activities

University Education

Company Profile

Halmstad University conducts education and research within a broad field, but three profile areas are prominent:

- Innovation Sciences with research in innovation process and the market.
- Information Technology with research and education in embedded and intelligent systems applied to areas like smart city, intelligent transportation systems and health technology.
- Health and Lifestyle with research in welfare system and sports psychology.



Nicolina Månsson
Director of Studies

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 Website: 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



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Industry/Activities

SI and SW Solutions Development Company

Company Profile

We offer market leading solutions within the Customer Experience Management (CEM) category designed by Qmatic 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

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Website: <https://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



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Reignwood Park: +66 (0) 65 934 7732

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Website: www.kis.ac.th, www.kisrp.com

Industry Activities

International Education- The International Baccalaureate Programmes for students from 3-18 years old

Company Profile

For over 25 years, KIS International School has been the champion of academic excellence in Thailand. With two campuses, KIS Bangkok and the upcoming state-of-the art KIS Reignwood Park, our commitment to fostering holistic growth and igniting a passion for learning remains unwavering.

KIS International School is the only school in Bangkok to offer all four IB programmes and welcomes over 800 students from 50 nationalities.

KIS Reignwood Park, in Lam Luk Ka, Pathum Thani will be the only day and boarding IB school in Bangkok, opening in August 2024.



Carolyn Mason Parker
Head of School,
Bangkok



Barry Sutherland
Head of School,
Reignwood Park



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Email: info@kth.se

Website: <https://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



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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



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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

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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

319 Chamchuri Square Room No. 24146, 24th Floor Phayathai Road, Pathumwan, Bangkok 10330

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Website: www.munkfors.com
www.swedev.se

Industry/Activities

Blades in Food Industry and Printing Industries

Company Profile

AB MunkforsSagar produces and markets 'Munkfors' band saw blades and band knives for the global food and wood industry in a close and personal cooperation with our customers, for an improved sawing performance and Profitability.

Swedev AB is a Swedish company with many years of experience in product development and production within a highly specialised industry. We supply the market with SWED/CUT® printing doctor blades for flexographic and gravure printing machines.



Suparat Sukpradit
Sales Manager,
Southeast Asia

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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



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Industry/Activities

Renewable Power



Jan Cederwall
President



Janya Wanwattanakit
Office Manager



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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

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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 Nongprue Soi Santisuk 12 Banglamung, Chonburi 20150

Tel: 081-840-8307
Email: info@poolnologies.com
Website: <https://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



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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



Toru Hisada
Project Manager



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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

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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.



Lars Svensson
Chief Executive
Sasin Sustainability &
Entrepreneurship Center
(SEC)



Dean Outerson
Ambassador and
Writer-in-residence



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Website: eatdgrease.com



Sean Too
Managing Director

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.



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

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Email: marketing.th@storytel.com

Website: <https://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



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Website: thecabinet.co.th

Industry Activities

Furniture, Kitchen, One-Stop-Solution, Home, Office, Restaurants

Company Profile

We serve private customers and project with all kind of furniture. We also tailor-made furniture to our customers. We furnish, do restoration and renovation also to HOTEL, OFFICE, RESTAURANTS.

We have our own furniture factory where we produce our kitchen, wardrobes and custom-made furniture. We have also our own construction company who can take care of all the steps from the drawing to the building permit and then build your house and furnish your home or workspace.



Janeric K Hogane
Advisor



Ventpro Solution Co., Ltd.

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

Tel: 020771953 , 0861655335

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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 Fakkaenchan
CAO

Wissen & Co Ltd.

LAWYERS

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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



START-UP MEMBERS

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Industry Activities

Activewear/ Sport apparel

Company Profile

"We design sports apparel that will maximize your performance using the latest technology.

We believe that good designs should be experienced from our sweat-wicking material and anti-bacterial treatment, the most sophisticated technology is the one you aren't aware of until it begins working.

Our philosophy is to produce products of high quality that will last rather than be replaced. We created our design principles to integrate performance, versatility, and durability to cater to a new generation of high performing individuals."



Stefan Szot
Founder and CEO



FRUMMERIN
CONSULTING

LINKING SWEDEN AND ASIA PACIFIC

Shiva Tower 16A, 20 soi 15 Sukhumvit Road, Khlong Toei Nuea, Watthana,
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Email: Contact@frummerin.se

Website: <https://www.linkedin.com/company/frummerinconsulting>

Industry/Activities

Management consulting and Investment

Company Profile

Frummerin Consulting is a management consulting company within life science management & business development. We provide Nordic Life Science companies with "feet on the APAC ground" for direct activities or indirect by connecting them to matching sales and distribution partners across the region. The company is Singapore based with a representative office in Thailand.



Anders Frummerin
Owner and
consultant

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Website: <https://jdarenewables.com/en>

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

Sweden

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