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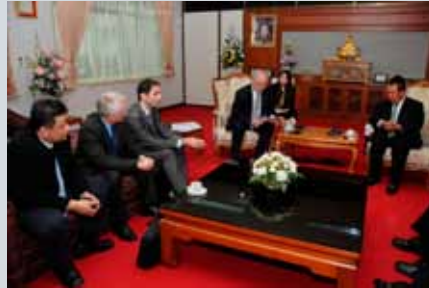
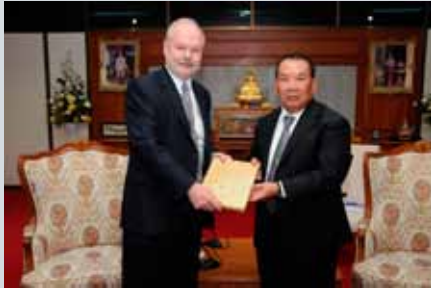
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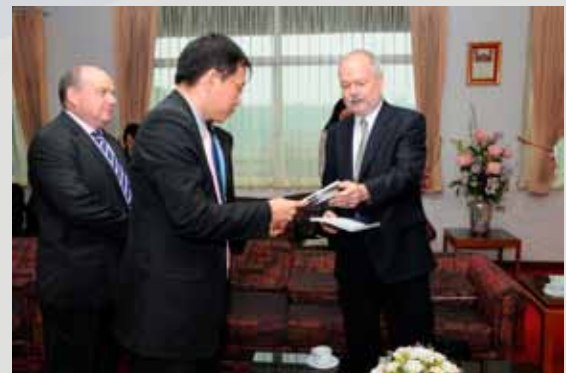
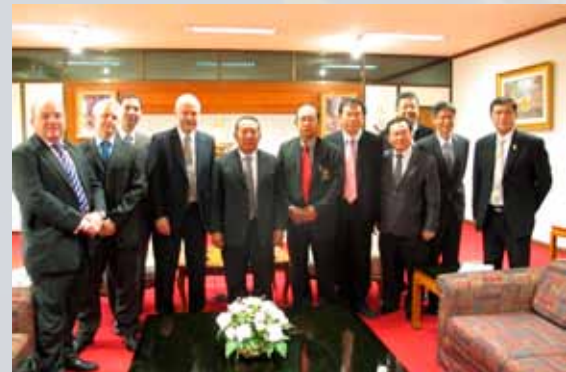
# EABC HIGHLIGHTS

## Meeting with Ministry of Labour



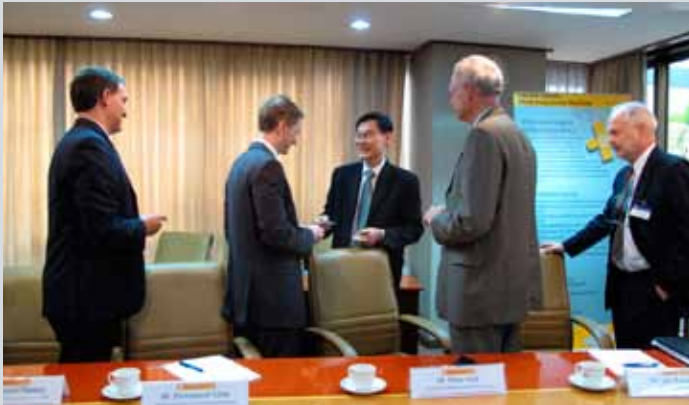
On 12 November 2012, the EABC Delegation led by Vice President Jan Eriksson paid a courtesy visit to the Minister of Labour H.E. Padermchai Sasomsap. The occasion positively provided for dialogue on key issues, particularly Thailand's policy direction on labour amidst challenges of AEC 2015 and the problem of labour shortage in a wide range of industries (e.g. automotive, hotels and hospitality industry and IT).

Sharing the objective towards effective solution to the problems, cooperation between the Ministry of Labour and the European businesses will be strengthened both at the policy and technical levels. The EABC will later meet with the Department of Skills Development and the Social Security Office for further discussion.



# EABC HIGHLIGHTS

## Meeting with The Board of Investment



On 11 December 2012, the EABC Delegation led by Vice President Jan Eriksson paid a courtesy visit to the Mr Udom Wongviwachai, Director General of the Board of Investment. The main purposes of the meeting were to introduce and establish EABC as a dialogue partner representing unified voice of European businesses in Thailand. Also, to provide for a policy discussion on key development of the investment promotion policy in Thailand.

EABC look forward to foster collaboration with BOI in order to strengthen Thailand's competitiveness and attractiveness as an investment destination in ASEAN.



# EABC EVENTS

## “Leveraging European Partnership for Competitive Thailand” Seminar on “Developing your business with IPRs”

On 16 November 2012, The European ASEAN Business Centre (EABC) joined hands with the Department of Intellectual Property (DIP) to boost business value of Intellectual Property Rights (IPRs) for competitive Thailand. Striving towards the improvement of trade and investment climate in Thailand and awareness raising on the importance of IPRs for business success among European and Thai SMEs, the EABC and the DIP coorganised the Seminar entitled “Developing your business with IPRs” at Sofitel Sukhumvit, Bangkok. The event went successfully with over 100 participants joined the event.

With the main objective to raise awareness and public understanding on the importance of IPRs, guest speakers from both public and private sectors gave useful information and shared several interesting case studies which the audience could apply to their businesses.

The seminar started with welcome speech from Mr Rolf-Dieter Daniel, EABC President. Then Mrs Pajchima Tanasanti, Director General of the Department of Intellectual Property, and Mr Pekka Pentilla, Trade and Economic Attaché of the Delegation of the European Union to Thailand were honorably gave opening speech highlighting importance of IPRs for the Thai economy. Mr Stephane Passeri, Chairperson of the



# EABC EVENTS

EABC Working Group on IPR stated in its introductory remarks the importance for companies as well as public authorities to develop a long-lasting strategic approach of Intellectual Property Rights creation, management and protection.

The topic of discussion during the morning session was 'Current Development of IP in Thai Economy'. In this session, Mrs Pajchima Tanasanti, Director General from the Department of Intellectual Property, gave an Introduction on National IP Plan. After that, valuable presentation on SME development: branding and marketing strategy was shared by Dr Masato Abe from UNESCAP. Participants also learned from real testimonials on successful implementation of IPR in business from Dr Chanakan Sriratanaban, Nokia Siemens Networks.

There were two panel discussion sessions in the afternoon in order to showcase the IPRs practices and enforcement of organizations and companies in Thailand.

The first session was on IPR enforcement : Challenges & Success for the public and private sectors was moderated by Mr Nandana Indananda, Partner Tilleke & Gibbins, former Judge at CIPITC and joined by: Police Colonel Chainarong Charoenchainao, Deputy Commander, Economic Crime Suppression Division, Royal Thai Police ; Mr Komtharnongchai Chaiphariroj, Presiding Judge, the Central Intellectual Property and International Trade Court;



Mr Tada Chomchaiyo, Director of Investigation and Suppression Division 3, Customs Department; Mr Frederick Besson, Managing Director, Bel Perfum; and Mr Yingyong Tanthanapongphan, IP Manager, Corporate Technology Office, Siam Cement PLC.

The second session was on IPR commercialisation: Generating Wealth with IP in Digital Environment (Digital Marketing, Software Protection and Licensing and Franchising Strategy), moderated by Mr Stephane Passeri, Chairperson of EABC Working Group on IPR and participated by Mr Sutti Manokitjarunman, General Manager, Electrolux Thailand; Mr Suebsiri Taweepon, Associate, Tilleke & Gibbins; Ms Areeya Pornwiriyangkura, Attorney-at-law, Tilleke & Gibbins; Mr Patrice Vidon, European and French Patent & Trademark Attorney, Vidon IP Law Group; and Mr Piset Chiyasak, General Manager, Thai Entertainment Content Trade Association (TECA).

# EABC EVENTS

## Press Conference to Announce The First Annual Business Confidence Survey

On the 19 December 2012, The European ASEAN Business Centre (EABC) organized a press briefing to announce the result of the first annual business confidence survey. The results showed that overall outlook of the respondents is optimistic. The business environment in Thailand and AEC offers significant opportunities. The majority of respondents plan to expand their business in ASEAN and Thailand.

However, this is related to a call for improvement in important areas such as trust in public institutions and political instability, human resource issues, corruption and lack of transparency, and poor logistical infrastructure.

The event started with the presentation on the result of the Business Confidence Survey by Mr Rolf-Dieter Daniel, President of EABC who highlighted that the survey feedback received from 221 respondents provided a very interesting and valuable perspective on current challenges and upcoming opportunities for business operating in Thailand and afar in the international scene. Majority of the survey participants were top level and senior executives of companies of different sizes operating in various industries.

The results serve as an important insight for EABC to continue our tasks by working with key institutions and counterparts towards strategizing their policies



# EABC EVENTS



<https://www.youtube.com/user/EABCThailand?feature=watch>

and action plan both in the short and longer terms to improve Thailand's competitiveness.

In this event, Dr Supavud Saicheua, Executive Director/ Managing Director (Head of Research Group) Phatra Securities Public Company Limited, was a honorary guest speaker to give speech on "Putting Thailand in Perspective: Challenges and Way Forward Towards 2013 and Beyond". Dr Supavud has given very interesting economic data that support the survey result such as the expected GDP growth and how he sees government spending can promote economic growth.

There were 25 journalists from major TV channels, Newspapers and Magazines attended and reported about the event. Please visit eabc website [www.eabc-thailand.eu](http://www.eabc-thailand.eu) for more information about this event and the full report of the result. conditions in Thailand.

## European firms upbeat about AEC

### But remain wary of political instability

MARERAT WRITYAPONG

European companies are considering new major investments in Thailand and Asia over the next two years based on positive economic prospects, but a said was in public institutions and political stability should be improved to facilitate new investment.

The upcoming Asian Economic Community (AEC) will be the decisive factor for business opportunities in Thailand over the next five years, said Joffe Daniel, president of the European-Asian Business Centre (EABC) which represents 10 European chambers of commerce and associations.

He was speaking at yesterday's launch of the first annual EABC business confidence survey.

Conducted from Nov 1-18, the survey received feedback from 221 respondents, mainly in manufacturing and services.

Half the respondents felt open to the international scene because their presence becoming increasingly important amid ongoing external challenges.

Despite challenges in the global economy such as the European crisis and the fear of slow economic performance in the US and China, business executives regard the business environment in Thailand and the AEC as offering significant opportunities," said Mr Daniel.

About 80% of respondents are considering new major investments in the next two years, mostly in Asia, followed by Thailand specifically and then the rest of the world.

This will particularly be the case for large companies.

The same proportion of participating firms foresee improvement in their growth, sales and profitability over the next six months, citing potential expansion of customer base and market demand.

However, Mr Daniel said major challenges remain as the participants are most concerned about the performance of public institutions and political instability, while the issues of labour shortage and lack of required skills should be addressed. Some respondents also mentioned corruption and lack of transparency as principal concerns.

Half of the respondents evaluated the performance of the Thai government and authorities as neutral. Interestingly, however, a much higher proportion of the remaining half regarded the government and authorities' performance negatively, particularly regarding policies and the regulatory environment, enforcement and implementation," he said.

To attract new investors, Mr Daniel said Thailand needs to create laws and regulations in line with the AEC to ensure free and fair competition.

Malaysia is much more open, while Singapore has a free-trade agreement with Europe and Vietnam has entered negotiations for a similar FTA.

Speaking at the survey launch, leading economist Supavud Saicheua said he is sceptical about the AEC.

"Although the roadmap in these regulations have not been put in place to make that happen on the ground," said Mr Supavud, the managing director and head of research at Phatra Securities.

The main concern of investors in regulatory enforcement, he said.

Mr Supavud said Thailand also needs to improve its infrastructure by implementing a 2.5-billion-baht scheme over the next 5-7 years to facilitate investment and cut logistic costs.

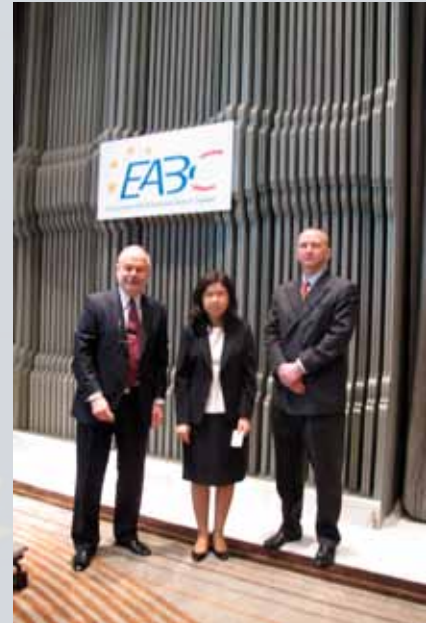
Energy security must also be strengthened, as present resources are quite uncertain while demand has surged considerably.

Bangkok Post, 20/12/12

<http://www.bangkokpost.com/business/economics/327047/european-firms-upbeat-about-aec>

# EABC EVENTS

## Breakfast Seminar on Corporate Income Tax with Guest Speaker from KPMG



On the 30 November 2012, The European ASEAN Business Centre (EABC) organized The European ASEAN Business Centre recently organized a breakfast seminar entitled 'Reduction in Corporate Income Tax Rate : Impacts on Multinationals in Thailand'. The guest speakers in this seminar were Ms. Benjamas Kullakattimas, Head of Tax and Mr. Abhisit Pinmaneeikul, Tax Executive Director, Global Transfer Pricing Services, from KPMG Phoomchai Tax Limited, Bangkok, Thailand.

## EABC UPDATES

### New Publications Available for Download on EABC's Website

Doing Business in Thailand 2013 : <http://www.eabc-thailand.eu/images/files/DoingBusiness2013.pdf>

AEC Guide: [http://www.eabc-thailand.eu/images/files/AEC\\_Guide.pdf](http://www.eabc-thailand.eu/images/files/AEC_Guide.pdf)