

EABC NEWSLETTER

ISSUE 01 February 2012



EABC LAUNCH EVENT



Bangkok, 18 January 2012 – The European business community in Thailand, with the support of the European Union, today launched a new

platform to represent its interests. The European-ASEAN Business Centre (EABC) aims to contribute to the improvement of the trade and

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investment climate for European companies in Thailand and to increase trade, investment and establishment of European companies and businesses in Thailand.

VISIT US AT WWW.EABC-THAILAND.EU

THIS PROJECT IS SUPPORTED AND FUNDED BY THE EUROPEAN UNION



MESSAGE FROM

OUR EXECUTIVE DIRECTOR



John Svengren
Executive Director
EABC

Commerce, Digital Europe, EUROCHAMBRES, EURATEX, Franco-Thai Chamber of Commerce, Netherlands-Thai Chamber of Commerce, Swiss-Thai Chamber of Commerce, Thai-Finnish Chamber of Commerce, Thai-Italian Chamber of Commerce, Thai-Norwegian Chamber of Commerce and Thai-Swedish Chamber of Commerce.

with its stakeholders EABC will be organising European wide events to foster European businesses in Thailand. We look forward to hearing from you and working with you.

I wish all our readers and members good hunting with the EABC Newsletter.

John Svengren
Director

On behalf of the European ASEAN Business Centre, you are most welcome to our newly launched newsletter. EABC has been founded a European Trade Organisation support from the European Union and in cooperation with the following Consortium Partners & Associates:

German-Thai Chamber of Commerce, Advantage Austria, Belgian and Luxembourg-Thai Chamber of Commerce, British Chamber of Commerce Thailand, Danish-Thai Chamber of

EABC also works in close cooperation with European Union Member State Embassies in Thailand with an aim to improve the trade and investment environment for European companies in Thailand and wishing to establish – especially SMEs – in Thailand. The EABC main activities include carrying out of Advocacy – drafting and disseminating joint European industry position papers and supporting European businesses with trade related information. In cooperation



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EABC AND THE LAUNCH

Hosted by EABC President Mr Rolf-Dieter Daniel, Managing Director of Staedtler (Thailand), the event was presided over by H.E. Ambassador David Lipman, the Head of the Delegation of the European Union to Thailand, and H.E. Mr. Surapong Tovichakchikul, Minister of Foreign Affairs, on behalf of the Prime Minister H.E. Ms. Yingluck Shinawatra. More than 300 European and Thai business executives, diplomats and government representatives graced the launch event at the Sheraton Grande Sukhumvit Hotel.

“The European-ASEAN Business Centre will become the unified voice of European businesses in Thailand. With strong support from the European Union as well as our partners in Thailand and Europe, EABC will serve also as the platform for business to interact with authorities and counterparts in Thailand in order to improve trade and investment of Europe into Thailand and to promote Thailand and ASEAN as potential markets for European companies” said EABC President Rolf-Dieter Daniel. “We look forward to working closely with European businesses, the Royal Thai Government, EU Institutions and Chambers of Commerce as well as counterparts in Thailand, in ASEAN, and in Europe”.

“I am very pleased that the project brings together for the first time all the EU bilateral chambers in Thailand under a single umbrella,



EU Ambassador, Ministry of Foreign Affairs and President of EABC

hence creating a genuine forum for common European interests and a single voice for EU industry to express their issues,' said EU Ambassador David Lipman, "Most importantly, I believe that this initiative should be welcomed as it is led by industry itself, and hence is representative of the views of industry actors."

H.E. Mr. Surapong Tovichakchikul, Minister of Foreign Affairs, warmly welcomed the establishment of EABC. Recognising the

importance of restoring investors' confidence to ensure sustainability and contributing towards long-term competitiveness of Thailand, Thailand is committed to fostering closer ties with the EU. Given a pivotal role in broadening the horizon of opportunities and mutual benefits for both Thai and European businesses, EABC has challenging tasks ahead. On behalf of the Royal Thai Government, he wished EABC a great success with its endeavours.



John Svengren

Executive Director of EABC



John Svengren, formerly the Executive Director of the Thai-Swedish Chamber of Commerce (TSCC), took over the office of the European-ASEAN Business Centre (EABC) in March 2011 ready to establish a fruitful partnership with the relevant Thai business organisations, leading the daily operations and prepare the

EABC for the future.

John Svengren has a board background within the airline industry for a long period of time taken part of continuous change in the international business world. The scope of his work has taken him beyond airlines such as facing new market conditions and cultural challenges in the development of the Russian market. In Thailand the focus has been as Executive Director for three Foreign Chambers of Commerce working within a multinational environment interacting with the foreign business community and a broad range of Thai authorities.

He enjoys taking on new opportunities, develop conditions to carry them out and seeing them through to completion. He is seen

as a good leader, team and people person, working well within different cultural and business environments seeing it as a great challenge to make a continued contribution in Thailand.

“EABC’s mission is to facilitate market access in Thailand for European companies by promoting Thailand and the ASEAN region as a high-potential area for investment and doing business”

President of EABC

Mr. Daniel Mr. Daniel has been appointed the President of the European-ASEAN Business Center and is keen to support and develop European businesses in Thailand and Asean, in particular for SME’s. working in Thailand over 30 years and has experience at several companies including B.Grimm R.O.P. and Alucon PCL, having experience in various positions. Before he gained experience at TUI, a large German Corporation for 7 years. He founded Staedtler (Thailand) Ltd. over 20 years ago, and expanded the company into manufacturing with 2 plants as well as establishing global export sales.



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Rolf-Dieter

Daniel

“Beyond working closely with European industry and companies EABC is also looking forward to a productive partnership with relevant Thai business organisations such as with the Thai-EU Business Council with whom a Memorandum of Understanding has been signed.”

EABC PRESS CONFERENCE



Mr. Rolf-Dieter Daniel, President of EABC and H.E. Mr. David Lipman during the press conference

On Wednesday, 18th January 2012, over 20 Thai and international media were welcomed to the press conference in the occasion of EABC launch. H.E. Mr. David Lipman, EU Ambassador and Head of Delegation of the EU to Thailand and Mr Rolf-Dieter Daniel, President of the European ASEAN

Business Centre gave an overview of EABC on how the center plays vital role in increasing investment and trade from European companies in Thailand including its objective, role and responsibility as well as introducing the working committee



Mr. Rolf-Dieter Daniel gave an one-on-one interview to ASEAN Television



OUR BOARD OF DIRECTORS

EABC Board Members

- 1) ATLAS COPCO (THAILAND) LIMITED
- 2) BERLI JUCKER PUBLIC COMPANY LIMITED
- 3) BLUE BUSINESS SOLUTIONS LTD.
- 4) CARGO-PARTNER LOGISTICS LTD.
- 5) EUROCHAMBRES - ASSOCIATION
DES CHAMBRES DE COMMERCE ET
D'INDUSTRIE EUROPÉENES
- 6) FRANCO-PACIFIC (THAILAND) CO., LTD.
- 7) KPMG PHOOMCHAI HOLDINGS CO., LTD.
- 8) MAZARS (THAILAND) LTD.
- 9) MDA CONSULTING SEA CO., LTD.
- 10) SPICA CO., LTD.
- 11) STAEDTLER (THAILAND) LIMITED

Representatives

- Mr. Roby Janssens
Mr. Peter Emil Romhild
Mr. Axel Blom
Mr. Stefan van der Sluys
- Mr. Arnaldo Abruzzini
Mrs. Anne-Marie Machet
Mr. John G. Sim
Mr. Rob Hurenkamp
Mr. Luca Vianelli
Mr. Jan Eriksson
Mr. Rolf-Dieter Daniel

In light of the need to the Board of Directors will be further strengthened by the inclusion of the Chairpersons of EABC Working Groups. There are currently eight Working Groups under EABC namely, the Working Groups on Automotives, Transport & Logistics, Intellectual Property Rights (IPR), Food and Beverages, Horizontal, Insurance, ICT and Healthcare & Pharmaceutical. Currently, five Working Groups has already elected the following representatives as Chairpersons:

Incoming EABC Board members

- 1) Standard Chartered Bank (Thai)
- 2) Diageo Moet Hennessy (Thailand) Ltd.
- 3) Telenor
- 4) GlaxoSmithKline (Thailand) Limited
- 5) LawtonAsia Insurance Brokers Ltd.
- 6) DHL Global Forwarding
- 7) Heritage Consulting Co.,Ltd.
- 8) BMW Thailand Ltd.

Representatives

- Ms. Lyn Kok
Mr. Graeme Harlow
Mr. Gunnar Bertelsen
Mr. Thavirap Tantiwongse
Mr. Jerome Kelly
Mr Thomas Tieber
Mr Stephane Passeri
Mr. Peter Wolf

BE A MEMBER OF EABC

We hope you have enjoyed reading the EABC Newsletter. Your next move is to become a member of EABC.

Benefits WHY JOIN EABC?

- An authoritative European business voice with official EU mandate for members' interests with access to the high level contacts in the Thai and European governments
- Be a part of our Advocacy Groups to influence the government on policy and FTA
 - Automotive
 - Food & Beverages
 - Healthcare & Pharmaceutical
 - Horizontal
 - Information and Communication Technology (ICT)
 - Insurance
 - Intellectual Property Rights (IPR)
 - Transport & Logistics
- Develop your business relations through our dynamic networking opportunity at free and low cost events aimed at representative of SME member companies and sponsorship platform
- Any company of any nationality and any representative of any nationality are welcome and there is no limit on the number of representatives per company
- Centralized and connected to EU Member States and bilateral chambers of commerce
- Advice market information, legal analysis and advisory services specialized IPR Help-Desk and standards on Thailand to European companies
- Access transparent information on trade-related issues in Thailand and ASEAN countries including reports and news alert through a regular updated website
- Take part in European flagship events as visitors or exhibitors : Trade Show, Fairs, EU-Scale conferences in coordination with the European Commission and EU Member States
- Participate in various seminars and workshops
- Service and event notification and information

Annual Membership Fee:

The 2012 EABC Membership Fee is 3,000 Baht (Subject to 7% VAT making a total of 3,210 Baht) and is non-refundable.

Membership Scheme:

1st January to 31st December 2012

Note:

The above fee is inclusive of VAT.

SIGN UP NOW!

For more details and membership application form, please contact members@eabc-thailand.eu or fill out the membership application form.

EABC LAUNCH EVENT



President of EABC gave a speech



Group photo with Working Group Chairpersons



Group photo with Working Group Chairpersons



More than 500 guests of honour joined the event



H.E. Mr. David Lipman presents a souvenir to Minister of Foreign Affairs



Ribbon cutting scene



Ministry of Foreign Affairs gave a speech



EU Ambassador, Ministry of Foreign Affairs and President of EABC