



## EABC NEWSLETTER ISSUE 03: JUNE 2012

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### LAUNCH OF THE 2012 EUROPEAN BUSINESS POSITION PAPER - A TIMELY INITIATIVE

The European business community in Thailand, with the support of the European Union, launched the first European business Position Paper listing key trade and investment issues with recommendations in support of a competitive economy in Thailand. Through the European-ASEAN Business Centre (EABC) - the established platform to represent a unified voice of European business, the Position

Paper serves to strengthen the European-Thai economic relations for competitive Thailand and betterment of trade and investment opportunities between Thailand and Europe.

Hosted by the EABC President Mr Rolf-Dieter Daniel, 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. Kittiratt Na Ranong, Deputy Prime Minister and Minister of Finance. Three hundred senior government representatives, diplomats and European and Thai business executives graced the event at the Centara Grand Hotel at Central World.

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THIS PROJECT IS SUPPORTED AND FUNDED BY THE  
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# THE COVER STORY

“I hope that the EABC Position Paper will offer a solid basis for a regular, and substantiated dialogue between the Thai authorities and European industry, in the spirit of mutual benefit and cooperation”, said EU Ambassador David Lipman. “Notwithstanding the current crisis in Europe, the EU will maintain its role as a major trade and investment partner in Thailand. The growth prospects of Asia, including Thailand, make we believe that there is scope for further boosting trade and investment. Concluding an FTA with the EU could provide up-front and substantial mutual benefits”.

H.E. Mr Kittiratt Na Ranong warmly welcomed the first European business Position Paper. Recognising the importance of restoring investors’ confidence to ensure sustainability and contributing towards long-term competitiveness of Thailand, Thailand strives to foster closer ties with the EU. With the upcoming ASEAN Economic Community (AEC) in 2015, the unique strategic positioning of Thailand enhances its regional and international competitiveness. Thailand will be working to facilitate trade, eliminate barriers and enhance logistics and connectivity - key trade and investment issues to strengthen Thailand’s competitiveness. By improving the productivity, efficiency and trade facilitation within our economy – based on close cooperation with valued economic partner as the EU - Thailand can serve ourselves better, grow stronger and help reviving the world economy.

Established specifically to strengthen European-Thai economic relations and to support a more keenly competitive Thailand, EABC highlighted the fact on Thailand’s deteriorating competitiveness and strongly encouraged the country to prosper further from its current ‘Upper Middle Income’ status. Key crucial areas to enhance Thailand’s long-term competitiveness, as emphasised in the Position Paper, are prompt start of the negotiations on Thailand–EU Free Trade Agreement (FTA); ease of doing business and trade facilitation; progressive liberalisation of services sector; and development of a robust and effective IP (Intellectual Property) regime. EABC will be a constructive contributor towards enhancing Thailand competitiveness.

To download the full version of EABC Position Paper and all presentations, please visit [www.eabc-thailand.eu](http://www.eabc-thailand.eu)

For any media enquiries or further information, please contact Ms Panisa Leksukhum, EABC Press and Communication Manager ([communication@eabc-thailand.eu](mailto:communication@eabc-thailand.eu));  
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# EABC UPDATE

EABC is pleased to announce the EABC participation in the upcoming EU Pavillion: Food & Hotel Thailand (FHT) 2012 held during 5-8 September 2012 at BITEC in Bangkok.

The EU Pavilion offers European companies an attractive presentation platform. Food & Hotel Thailand (FHT) 2012 is a premium international food & hospitality trade show in Thailand today. FHT serves its food & hospitality products and services, international industries by delivering an international exhibition, premium opportunities and trade buyers all under one roof. FHT gets strong and



exclusive support from leading industry associations in Thailand. Working with these associations together with FHT's marketing and press activities ensure FHT delivers trade professionals from hotels, restaurants, importers, distributors, retailers, manufacturers, chefs, sommeliers, barista and many more.

The pavilion is situated in a prime location and stretches an area of 90 sq.m. The pavilion gives 9 exhibitors the opportunity to present their products and services. EABC offers you an opportunity to be one of exhibitors to gain premium benefits.

For further information please contact Ms. Chuthakan Niisappayotye at [service@eabc-thailand.eu](mailto:service@eabc-thailand.eu).





# PAST EVENTS

## Enhancing Competitiveness and Investment Climate with Transparency 24 April 2012

On 24th April 2012, the EABC Working Group on Cross Sectoral Issues organized a panel dialogue on “Enhancing Competitiveness and Investment Climate with Transparency”. With great support by Standard Chartered (Thai) PCL. and Bayer Thai Co., Ltd., this panel dialogue recognised the importance of transparency as a critical means to enhance Thailand’s competitiveness and attractiveness as an investment destination of choice. Designed to set stage for further policy and business implementation, distinguished keynote speaker and panelists shared their valuable experience and insights to set stage for further policy and business recommendation and implementation for further improvement of transparency. This unique Thai-European event with a targeted high-level audience brought together key stakeholders from both the public and private sectors to set stage to drive endeavours on enhancing transparency into fruition. This event also provided good business networking opportunities among participants.



## Courtesy Visit to the Department of Intellectual Property (DIP) 2 May 2012



On 2 May 2012, European ASEAN Business Centre (EABC) paid a Courtesy visit to the Director-General of the Department of Intellectual Property (DIP). This event also provided for a high-level technical discussion on key IPR policy and regulatory development, especially a follow-up from the 2nd Annual Meeting of the EU-Thailand IPR Dialogue on 24 February 2012 in Brussels. Topics under discussion included legislative amendments in respect of trademark, patent and customs, IP commercialisation, strengthening enforcement efforts and accession of Thailand to key International IP agreements. Both sides agreed upon fostering of closed cooperation and welcomed active partnership building towards IPR development for the benefits of both Thailand and European businesses.

# PAST EVENTS



## **A courtesy visit to the Secretary General of the Office of Insurance Commission (OIC) 21 May 2012**

On 21 May 2012, the EABC Delegation of European insurers led by Mr Jerome Kelly - Board member and Chairperson of EABC Insurance Working Group - paid a courtesy visit to the Secretary General of the Office of Insurance Commission (OIC). Key discussion issues include the introduction of EABC as a dialogue partner representing unified voice of European businesses in Thailand - both at the policy and business levels - with the Royal Thai Government and relevant authorities.

The occasion also provided for a policy discussion on key policy and regulatory development in Thailand's insurance sector, as well as the opportunity to raise main issues of concern of European insurers. In concluding, both sides agreed upon having regular dialogue between OIC and the industry. EABC also invited Secretary General Pravej to take part in the upcoming event to launch the first EABC Position Paper representing views and recommendations of European businesses on 28 June 2012.



# PAST EVENTS



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## EUROPEAN AND FRIENDS NETWORKING EVENT “FEATURING IKEA - A GLOBAL BRAND GOING LOCAL” 21 JUNE 2012

EABC has organised the first European and Friends Networking Night on Thursday 21 June 2012 at The Sheraton Grand Sukhumvit. It was a great opportunity to meet potential business partners and make new friends in a unique European-Thai get together. The guest speaker was Mr. Lars Svensson, Project Marketing Manager of IKEA Thailand and Ikano (Thailand) Limited.

This event was designed to bring together the members of European chambers and businesspeople, and received over 200 participants from European Union Delegation in Thailand, European Chambers in Thailand, leading international organizations and European companies.



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
- 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

### ***SIGN UP NOW!***

For more details and membership application form, please contact [members@eabc-thailand.eu](mailto:members@eabc-thailand.eu) or fill out the membership application form.