



TOP NEWS

- Deutsche Bank:** Turnaround Remains Elusive
- DFDL:** Perspectives On AEC
- Interview:** Rachen Adunratanasee
- Swiss Society:** 1st August Party
- School News:** Economic Week 2015

SUPPORTED BY



THE PRESIDENT'S MESSAGE

DEAR FRIENDS AND MEMBERS OF THE STCC



PRESIDENT BRUNO G. ODERMATT

During the months of July our Chamber's activities are not as busy as usual, since a lot of our predominately Swiss members are spending their summer holidays in Switzerland or elsewhere. Having toured Europe with my family and spending time with friends and business colleagues in Switzerland, some common themes and worries can be noticed when entering political and economic discussions.

The first one is the evolving saga of the Greek debt crisis and its impact on Switzerland and the future of the eurozone. The second one is the immigrant crisis across Europe. In the first three months of this year alone 185,000 first-time

asylum seekers have sought refuge in Europe. It is a massive increase from the same period last year with less than 100,000 immigrants. The jump during the winter months is quite surprising since most sea and land routes are hit with bad weather. Most of these unfortunate and desperate people are fleeing the scenes of chaos and civil war in the Middle East and Africa. When one watches the pictures of the escalating migrant chaos in Calais, France, on the news, one has to ask oneself as to how it became so bad, and what led to this unprecedented humanitarian crisis.

The other issue is the shaky economic situation in Switzerland and the impact of the decision from the Swiss National Bank to float the Swiss Franc against the Euro on January 15th this year, the so called "Frankenschock". The retail sector was hit hard by billions of revenue losses by Swiss consumers, who are now shopping

SERVICE

STCC CALENDAR

Thursday, 13th August 2015:
STCC Stamm at Amari Boulevard Hotel, 18:00

Tuesday, 18th August 2015:
SSB Hoeck at Grottino Restaurant, 18:00

Thursday, 10th Sept 2015:
Swiss Life Presentation: "Altersvorsorge für Auslandschweizer (in German, 1h before STCC Stamm) at Amari Boulevard Hotel, 17:00 (registrierte Teilnehmer erhalten einen Voucher an den Stamm Eintritt)

Thursday, 10th Sept 2015:
STCC Stamm at Amari Boulevard Hotel, 18:00

Thursday, 15th Sept 2015:
SSB Hoeck at Grottino Restaurant, 18:00

More details for above events please wait for the invitation-mail or get it from www.swissthai.com, click on "events".



Swiss Thai



AUGUST 2015 | SWISS-THAI CHAMBER OF COMMERCE | E-NEWSLETTER #61

THE PRESIDENT'S MESSAGE

in neighbouring lower cost countries such as Germany. Having crossed the border from Germany to Switzerland on a Saturday last month myself, you can notice the huge line of cars waiting to cross the checkpoints to shop at the nearby retail outlets in Germany. Tourism also took a heavy hit. More hotels are closing the doors having become uncompetitive to the Swiss travellers who benefit from the strong Swiss franc by vacationing in other places in the world. Looking at the drop in export statistics, especially for the hard hit machinery, metal, and pharma industries, the emanating picture is quite gloomy. With a forecasted drop in GDP from 2,1% to 0,8% (source: Bundesamt for Wirtschaft), around 30,000 jobs are at stake and the Swiss unions are ringing the alarm bells out of fear that every 10th job in the industrial sector could be lost in 2016 if the Swiss National Bank does not take corrective actions. Overall it is not a pleasant picture and one might see as well an increase in the unemployment rate next year, which stands now at 3,1%.

In Thailand, things look a bit brighter and the latest figures of the Airports of Thailand Plc (AOT) recorded a 25% jump in the first 6 months of this year reaching 54.3 million travellers. The figures show a ro-

bust recovery in the country's air travel from the year before when the shaky political situation negatively affected the economy and air travel.

You would be surprised to know that Thais are among the largest Facebook users in the world. According to the Digital Advertising Association of Thailand (DAAT), nearly half of the country's population are active Facebook users. Statistics show that user activities in Thailand are far higher than the global average, with almost 500 million pictures uploaded, 16 billion comments and 265 million status updates this year. The number of average Internet users is around 35 million people. Growing fast, this shows that Thailand might be well positioned for the digital economy.

Last but not least, the traditional 1st August message by the Swiss government is delivered by the President of the Swiss Confederation Simonetta Sommaruga, and the theme is globalization and its impact on Swiss values and the position of Switzerland as a neutral country. It is an interesting speech and she also urged Swiss living abroad to actively participate in the electoral process and to get registered in the voting register at their local embassies, as more than half of the cantons now provide

SUPPORTED BY



SERVICE

MEMBER DETAIL UPDATES

Do you have changes among your delegates or changes to your e-mail, mobile, telephone, or fax numbers?

Please send all updates to secretary@swissthai.com



Swiss Thai



AUGUST 2015 | SWISS-THAI CHAMBER OF COMMERCE | E-NEWSLETTER #61

THE PRESIDENT'S MESSAGE

access to eligible Swiss expatriates through the internet. She mentions an example of a small community in the Innerschweiz where the issue at stake was a vote on increasing parking fees, whereby the end of the vote counted 1060 yes' and 1061 nays. The moral of the story is that in Switzerland every single vote counts.

hope you will also partake in the next Swiss federal elections on October 18.

With the best wishes

*Bruno G. Odermatt
President*

*Contact the President:
Bruno G. Odermatt
President STCC*

With that in mind I hope you enjoyed a wonderful Swiss national holiday celebration and

*president@swissthai.com
Tel: +66 2 652 1911*

TRINA INTERNATIONAL ONE STOP Your reliable Partner in Thailand + Swiss Management + Since 1996	Business Consulting
	Start up – Business Registrations – Visa & Work permits
	Recruiting
	Accounting Services
	including VAT, Tax, year-end closings, reportings
	Insurance Solutions
	Medical Insurances (individual and staff / groups) Car-, Bike- & Property Insurance Life Insurances
	TRINA Management (Thailand) Co. Ltd.
	18 th Floor, Unit 1802; Bangkok Business Center Building #29, Sukhumvit 63 Road, Wattana, Bangkok 10110 Tel: 02 714 4177; Fax: 02 714 4179 trina@loxinfo.co.th www.trina-thai.com
	Member of the Swiss & German Chamber of Commerce

+ Adhesive & Sealant Technologies +	
	ergo [®] MS Hybrid Polymer best performing window, door and facade sealant.
Southeast Asia Link Co., Ltd. www.seal-ast.com T: 0 2732 2092	

GLOBAL HD TV	  
Weltweit europäisches Fernsehen über das Internet empfangen !	
Mehr als 50 deutschsprachige und NEU die 4 französisch- und italienischsprachigen schweizer Sender ! Integrierte digitale Fernsehzeitschrift und Aufnahmemöglichkeit. Alle Sendungen bis zu 14 Tage zurück abrufbar !	
www.globaltv.to Hotline Thailand 080 643 3640 werktags von 9 - 15 Uhr	



ECONOMY REPORT BY DEUTSCHE BANK

TURNAROUND REMAINS ELUSIVE

- **Economic outlook:**
Domestic and external demand malaise continues, prompting us to revise down our 2015 growth forecast.
- **Main risks:**
Political uncertainty could rise if the election timetable gets deferred. Continued weakness in the Chinese economy could hurt tourism and investment.

Revising down 2015 growth forecast to 2.5%

Although the authorities are making progress in boosting capital spending, the near term outlook has worsened with little traction on private consumption and investment, as well as renewed weakness in trade. Against this backdrop,

we have revised down our 2015 real GDP growth forecast to 2.5%, while leaving the 2016 forecast unchanged. Below we examine the key macro drivers of the economy.

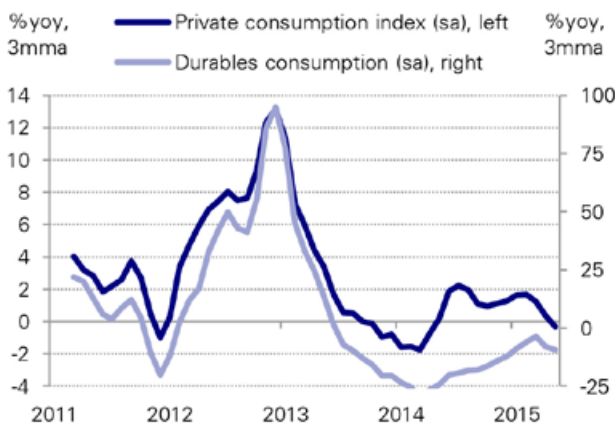
Consumption

The index of private consumption declined by 0.4%yoy in May (-0.1%yoy in April). Durable consumption was particularly weak, down 9.1%yoy. The retail sales index has been in negative growth territory from the beginning of the year. Acute weakness in auto sales continues, with passenger car sales down 21.1%yoy through May. Considering the same series was down 44.4%yoy in May 2014 underscores the fact that private car sales have not made much pro-

gress in the last half a decade, with only one-off schemes temporarily boosting sales (as was the case in 2012/13).

We are not hopeful about consumption going forward. Wage growth is muted in both rural and urban areas as economic activity is weak. High household debt and rising real rates (owing to sustained deflation) don't bode well either for the outlook. Due to ongoing demand weakness, production continues to slip. The index of shipment was down 7.9%yoy in May, marking two years of flat or falling shipment. Similarly, the index of production declined 6.9%yoy in May. Capacity utilization now stands at 56.6, a three and a half year low, which hurts pricing power and incentive to invest.

Consumption weakness continues



Source: CEIC, Deutsche Bank

Trade weakness intensifies



Source: CEIC, Deutsche Bank



ECONOMY REPORT BY DEUTSCHE BANK

Investment

The index of private investment fell into contraction territory in May, down 0.4%yoy. This series suggested a pick-up earlier this year, but has lost momentum in recent months. Proxies of investment such as capital goods imports and commercial auto sales have been contracting sharply lately, which suggest the outlook will remain lackluster.

Trade

External demand, especially vis-à-vis China, is not as poor as it used to be, but overall Thai exports performance continues to disappoint. On the products front, commodities and electronics remain very weak. With respect to trading partners, exports to the US and Europe, already weak, have worsened further lately.

Public spending

Given the malaise in private consumption and investment, the pressure on the government is particularly high to get its much discussed capital spending program going. There is some positive development in that area, with total public

Thailand: Deutsche Bank Forecasts

	2013	2014	2015F	2016F
National Income				
Nominal GDP (USDbn)	399.1	399.8	382.8	393.0
Population (m)	64.8	65.1	65.4	65.8
GDP per capita (USD)	6,161	6,141	5,850	5,976
Real GDP (yoy %)				
Private consumption	0.8	0.6	0.9	3.0
Government consumption	4.7	1.7	3.5	6.5
Gross fixed investment	-0.8	-2.6	1.7	4.0
Exports	2.8	0.0	-0.2	6.8
Imports	1.4	-5.4	1.4	6.1
Prices, Money and Banking				
CPI (yoy %) eop	1.7	0.6	0.2	1.9
CPI (yoy %) ann avg	2.2	1.9	-0.6	1.7
Core CPI (yoy %) ann avg	1.0	1.6	1.0	1.2
Broad money	7.3	4.6	5.0	6.0
Bank credit ¹ (yoy %)	9.4	4.3	4.5	6.0
Fiscal Accounts² (% of GDP)				
Central government surplus	-2.0	-2.8	-2.5	-2.0
Government revenue	19.0	18.5	19.0	19.0
Government expenditure	21.0	21.3	21.5	21.0
Primary surplus	-0.7	-1.5	-1.2	-0.7
External Accounts (USDbn)				
Merchandise exports	225.4	224.8	225.9	232.7
Merchandise imports	218.7	200.2	198.2	208.1
Trade balance	6.7	24.6	27.7	24.6
% of GDP	1.7	6.1	7.2	6.2
Current account balance	-3.9	13.4	14.0	10.0
% of GDP	-1.0	3.4	3.7	2.5
FDI (net)	14.4	12.8	12.0	14.0
FX reserves (USDbn)	167.3	157.1	165.0	175.0
FX rate (eop) THB/USD	32.9	32.9	35.0	35.0
Debt Indicators (% of GDP)				
Government debt ^{2,3}	45.3	46.6	46.7	46.7
Domestic	43.4	45.6	45.7	45.8
External	1.9	1.0	1.0	0.9
Total external debt	36.7	38.3	40.2	41.0
in USDbn	135.0	140.0	145.0	150
Short-term (% of total)	45.0	45.0	45.5	45.8
General				
Industrial production (yoy %)	2.6	1.0	5.0	5.0
Unemployment (%)	0.8	0.9	1.0	1.1
Financial Markets				
	<i>Current</i>	<i>15Q3</i>	<i>15Q4</i>	<i>16Q2</i>
BoT o/n repo rate	1.50	1.50	1.50	1.50
3-month Bibor	1.66	1.70	1.80	1.95
10-year yield (%)	2.80	2.80	2.90	3.20
THB/USD (onshore)	34.0	34.6	35.0	35.4

Deflation has pushed up real rates despite policy nominal rate at record low of 1.5%

Policy rate minus inflation



Source: CEIC, Deutsche Bank

Source: CEIC, Deutsche Bank Global Markets Research, National Sources
 Note: (1) Credit to the private sector & SOEs. (2) Consolidated central government accounts; fiscal year ending September. (3) excludes unguaranteed SOE debt



Swiss Thai



AUGUST 2015 | SWISS-THAI CHAMBER OF COMMERCE | E-NEWSLETTER #61

ECONOMY REPORT BY DEUTSCHE BANK

spending up 10%yoy in May and public investment up 45.2%yoy.

Inflation

Reflecting weak commodity prices and domestic demand, deflation continues unabated. CPI inflation was -1.1%yoy in June, while core was up 0.9%yoy. We don't see inflation returning to positive territory before December, and even that timing could be pushed further down the road if the recent renewal of downward slide in commodity prices persists. Indeed, the odds of inflation remaining well below 2% during most of 2016 have increased considerably, in our view. The BoT's inflation target of 1-4% will be missed this year,

and only be achieved next year with some degree of discomfort, in our view.

The impact of chronic deflation is that despite policy rate at an all-time low, real rates have surged this year. Even as inflation picks up and real rate eases next year, it will be higher than what in our view is needed under current economic conditions. If growth and inflation weakness persists, BoT may well have to entertain further rate cuts, which we would see as necessary and welcome.

Exchange rate channel

One way to deal with deflation would be to entertain a weak

exchange rate, but surging trade (USD4.1bn in May) and current account (USD2.1bn in May) surpluses have gotten in the way. We welcome the central bank flagging the strong baht as a source of headwind in the last policy statement. Easing capital repatriation rules and cutting rates further are clearly the need of the hour, in our view.

*Taimur Baig,
Singapore,
+65 6423 8681*



599 THB NET
per person

EL BRUNCH

Mexican brunch buffet every Saturday
*****AUTHENTICITY AT ITS FINEST*****
KITCHEN THEATRICS + Bloody Mary Bar
+ Live Mariachi Music +
SPECIAL FOOD STATIONS & A PINATA FOR THE KIDS

TELEPHONE : 022617100
LOCATION : Señor Pico

REMBRANDT HOTEL BANGKOK
Member of WARWICK





NEWS BY DFDL

PERSPECTIVES ON THE ASEAN ECONOMIC COMMUNITY (AEC)

A typical lead-in to news articles or opinion columns about the AEC in recent months is either: "Is [country] ready for the coming of AEC in 2015?" or "Will [country, industry or company name] reap the benefits of ASEAN Integration in 2015?"

What is common among many of these articles is that they describe 2015 as a turning point in the trade and investment regime in Southeast Asia. This is a misrepresentation of the status of the AEC in 2015. 2015 (or the end of 2015) will not bring about great and radical changes to economic relations between ASEAN states. Doubtless, there will be some changes in the domestic rules of ASEAN states in 2015, but this is not the year when the region becomes a single market and production base. It is merely a waypoint in a journey towards achieving this first of four pillars of the AEC. Much has already been accomplished through the removal of friction costs and barriers to trade and investment, but much more can be done. Judging from the last two decades, changes will be gradual and very deliberate.

To save ourselves from being swallowed by the 2015 hype, it may be necessary to review what

has been done to achieve some of the core elements of the first pillar.

Free Flow of Goods

This is where ASEAN has had much success. Except for a very few economically and politically sensitive goods, tariff rates among ASEAN states (especially those applied by the ASEAN6 economies: Brunei, Indonesia, Malaysia, Philippines, Singapore and Thailand) are already at 0%. Non-tariff barriers have been re-

duced, although not eliminated and serious work is being done to monitor and imposition of these non-tariff barriers. Aided by these developments, trade between the ASEAN states have grown faster than trade between countries in the region and non-ASEAN states. The ASEAN Secretariat noted that "the share of intra-ASEAN trade in GDP has grown faster than that of the overall ASEAN trade, increasing by 1.9% per year on average compared with 0.7% for the latter."





NEWS BY DFDL

Much is still to be done however with regard to trade facilitation. For example, the ASEAN Single Window is still far from being realized. The ASEAN Single Window is envisioned to make it easier for businesses to export and import goods within the region by integrating customs release and clearance between the member states. Unfortunately, not all states have developed their procedures to establish their national single windows, which is necessary for the regional integration of import/export systems.

Free Flow of Services

The ASEAN Framework Agreement on Services was designed to gradually liberalize ASEAN states' restriction on trade in services beyond those they committed under the General Agreement on Trade in Services. Trade in services is divided into four modes: (i) cross-border supply; (ii) consumption abroad; (iii) commercial presence; and (iv)

movement of natural persons. ASEAN states have shown willingness to liberalize the first two modes but maintain significant restrictions in the last two. Most ASEAN states still maintain nationality restrictions on the establishment of certain types of businesses and reserve the right to regulate the provision of services that need to be provided by persons in their territories. For some countries, the elimination of these restrictions would require the passage of laws by their legislatures or even constitutional amendments and cannot merely be signed away by their trade negotiators.

Free Flow of Investment

One significant agreement among the ASEAN states is the ASEAN Comprehensive Investment Agreement which adopts many of the rules found in standard bilateral investment agreements such as rules limiting expropriations and guaran-


teeing fair compensation upon expropriation, provisions on compensation in cases of strife and prohibition on discrimination among foreign investors and between foreign and local investors. Dispute settlement rules in the agreement also allow investors to avail of arbitration procedures to settle disputes with ASEAN states. Coverage of investment protection is limited to five sectors and services incidental to these sectors (manufacturing, agriculture, fishing, forestry and mining/quarrying). Free Movement of Skilled Labor. The region continues to expand the number of sectors covered by mutual recognition agreements (MRAs) which grants ASEAN-wide recognition of professional licenses or qualifications awarded in each Member State. In 2012, ASEAN concluded the Agreement on the Movement of Natural Persons which seeks to eliminate restrictions on the temporary movement of persons engaged in trade in goods, trade in services and invest-

www.venturiasia.com

VENTURY
YOUR TURKEY FACTORY

- M&E WORKS
- ENGINEERING
- CLEAN ROOMS
- FILTRATION PLANT
- AIR CONDITIONING
- TURKEY FACTORY
- ACOUSTIC CONTROL
- EVAPORATIVE COOLING
- ODOUR/SHELL REMOVAL
- ENVIRONMENTAL CONTROL
- TEXTILE AIR CONDITIONING
- DUST COLLECTION SYSTEM
- DEHUMIDIFICATION SYSTEM
- INDUSTRIAL AIR TREATMENTS
- BUILDING AUTOMATION SYSTEM

ELBARON
ELECTROSTATIC AIR CLEANER FOR OIL MIST



((P)) Premier International Co.,Ltd.

We fabricate P.T.F.E. Coated Glass Fabric Material into different kind of belts for many Industries



We produce textile dryer belts, packaging belts, processing belts, backing sheets, silicone sheets and tapes according to customer specification

Contact us: Tel.0-2935-9023 to 5 Fax. 0-2539-1743, 0-2935-9023 E-mail: premier_admin@csloxinfo.com
Website: www.premier-beltting.com, www.premier-belts.com



Swiss Thai



AUGUST 2015 | SWISS-THAI CHAMBER OF COMMERCE | E-NEWSLETTER #61

NEWS BY DFDL

ments. Under this agreement, business visitors, intra-corporate transferees and contractual service suppliers should be able to move freely on a temporary basis within ASEAN. Each country is free to impose reasonable visa and labor regulations such as those that regulate the period persons covered by the AMNP can remain in their territories. It is important to note that even with the conclusion of MRAs or framework MRAs and with the adoption of the Agreement on the Movement of Natural Persons (AMNP), the ASEAN member states do not adopt a policy of free labor migration.

The AMNP specifically provides for example that it does not apply to persons seeking access to employment nor to measures regarding citizenship, residency or permanent employment. The MRAs and the AMNP should be seen more as a means to sup-

port the ASEAN trade, services and investment agreements.

ASEAN has gone a long way in smoothing out the trade and investment regime in the region but the region is far from being a single market or production base. That said, the reforms undertaken by each ASEAN state has made it much easier for businesses to establish more cost-effective supply chains and to formulate regional corporate development strategies. With the continuing coordination between the ASEAN states, things would only get better from here.

For more information please contact thailand@dfdl.com

¹⁾ The AEC has four pillars: (i) a single market and production base, (ii) a competitive economic region, (iii) equitable economic development and (iv) integration with the global economy.



Premium Swiss Chocolate
Made from 100% pure Swiss milk from happy and healthy cows.

- Chocolate Creamy Black
- Milk Chocolate with Hazelnut
- Milk Chocolate
- Milk Chocolate with Muesli

Premium Swiss Cheese
Prepared by dedicated Swiss cheesemakers for your delicious meals!

- Emmentaler AOP
- Soft Processed Cheese Emmentaler AOP
- Raclette Slices
- Cheese Fondue Traditional

contact us at: support@swissmooh.co.th
www.swissmooh.co.th

Switzerland
100% pure milk



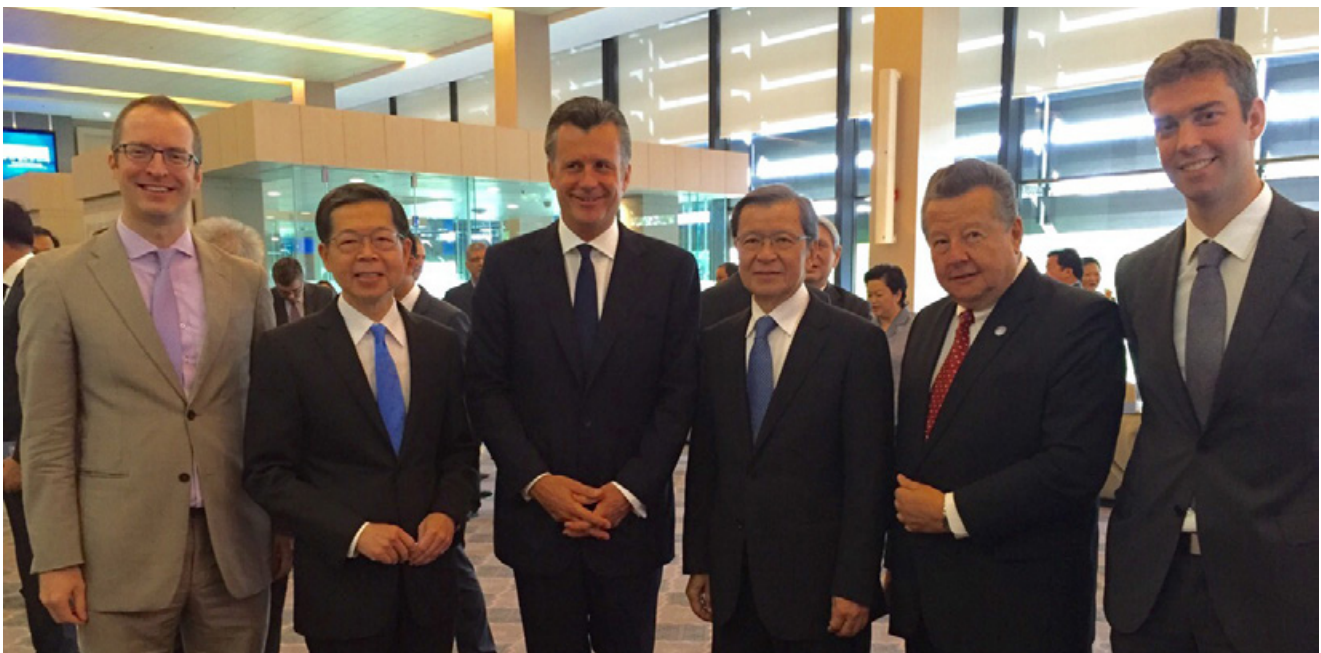
BANK OF THAILAND

PHILIPP HILDEBRAND KEYNOTE SPEAKER IN BANGKOK

On Monday July 20, 2015 the Bank of Thailand organized its 5th Policy Forum and Luncheon Talk on the subject of "State of the Global Economy and Implications for Financial Markets" presented by

Dr. Philipp Hildebrand, Vice Chairman, Black Rock, Inc. and former Chairman of the Governing Board, Swiss National Bank. The STCC was represented by Vice-President Luzi Matzig (Lersan Misitsakul).

See reports in <http://www.nationmultimedia.com/business/Guru-sees-boost-in-major-economies-30264847.html> and <http://www.bangkokpost.com/business/finance/628812/reforms-crucial-for-emerging-markets>



บริษัท โนวาเท็ค จำกัด
NOVATECH

www.novatech.co.th

DO YOU HAVE THE RIGHT BUSINESS TOOLS?

- Website Development
- Internet-Based Business Solutions
- SEM, Digital & Traditional Marketing Solutions
- Web & Print Design



bitsiren
Bespoke IT and Marketing Solutions

Tel: +66 76 319 179 | www.bitsiren.com



MEMBER INTERVIEW

RACHEN ADUNRATANASEE

Rachen Adunratanasee, General Manager of Swissmooch Thailand, is a new member of the Swiss Thai Chamber of Commerce. Peter Sprenger met him on June 25 at his office at Gaysorn Plaza to discuss his business and vision.

Rachen, you run the company Swissmooch from here. What is Swissmooch?

Swissmooch (<http://www.swissmooch.co.th/>) is owned by Nordostmilch AG, a Swiss company based in Winterthur. The shareholders of Nordostmilch AG are approx. 3000 Farmers from the north east of Switzerland. The idea behind this project is to sell the milk products (i.e. cheese and chocolate) through their own channels and reliable

partners. This concept has already been implemented successfully in China over the last three years where Swissmooch has even established their own retail store.

In short: Swissmooch is a marketing project (Vermarktungsprojekt) of Nordostmilch AG, Winterthur.

How do you plan to implement this project in Thailand?

At a first stage we plan to work together with retail partners. We are already present at Villa, Central Food Hall and some outlets of Big C. We do not target hotels and restaurants. This segment is already well established by another trading company. Right

now we are negotiating with retailers for optimal locations in their stores. The competition is huge and we are very new in the Thai market. We hope for returning customers i.e. once they pick our product from a strategically optimal location (e.g. near the cashier), they will look for the "milky" Swiss flag again. Clearly our products are the best.

What makes Swissmooch chocolate and cheese so special?

The quality and the taste. You cannot believe the quality control these products go through. When I visited a factory in Winterthur I was very impressed. Every liter of milk can be traced back to the producing cow. I have never seen such Quality Control before. Supply management is extremely important to provide the best quality. Once the cheese or chocolate are produced and packed in Switzerland there is no more touching on the way and in Thailand. We work with logistics specialist who provide cooling all the way from the Swiss factory to the retail store. Therefore we provide conveniently packed cheese with the same quality as in Switzerland. Emmental in 200g, Fondue in 400g and Raclette in 200g portions. Swiss milk products from the Swiss alps right on your table with the same quality



Swissmooch-Shop in Qingdao, China



MEMBER INTERVIEW

as you would find it in any Swiss store. Clearly hard to beat and our unique selling point.

This is mouthwatering indeed, do you have any special promotions?

Yes actually there is in July/August at Villa Market, buy one get one free. Please tell your readers!

Rachem, how did you, as a Thai-Indian, to get to promote Swiss products?

After studying business in Thailand and the US, I was part of a consultancy company called UMIASIA where we did a lot of market surveys and market entry strategy developments. Through some Swiss clients I got to know Nordostmilch. After a few meetings with them we decided to join forces and established Swissmooh in Thailand. Rene Schwager, the managing director of Nordostmilch is the driver of this project and I get a lot of support from him to make it a success.

Rachem Adunratanasee, the person?

I am Thai with Indian roots grown up in Bangkok. After graduating at Ruamrudee International school I studied business at the Bentley University in Waltham, Massachusetts. Coming back to Thailand I worked for UMIASIA

and since last years running Swissmooh as General Manager. The background in international business and being Thai are a good foundation to make Swissmooh a success. To negotiate with retailers you need to have Thai roots. It would be very difficult for a foreigner to get into the network of quality retailers.

The traditional question at the end of the interview: What would you change in Thailand if you were the man in power?

Oops this is a difficult one, let me think. (while Rachem is thinking I enjoy the Muesli Chocolate, real Swiss Alpmilk melting on my tongue ...)

OK, I think the worst problem is the traffic! Investing in public transportation would be on top of my priority list. I think the government waited too long to implement meaningful public projects and this failure we feel everyday spending hours to commute to work. Now they are working on it but this will take years to complete.

So we are still wasting precious, unproductive hours in traffic jams for the foreseeable future.

Rachem, Thank Your time, effort and the delicious Muesli chocolate.

You are welcome, Thank You for having me in your newsletter.

Tell your readers to contact me at support@swissmooh.co.th for anything related to Swiss milk products in Thailand.





SWISS SOCIETY

1. AUGUST PARTY 2015

The Swiss Community in Bangkok and nearby was invited to the 724th Swiss National Day "Pure Brunch" at Moevenpick Hotel Sukhumvit 15, organized by the Swiss Society Bangkok (www.ssb.or.th), the Embassy of Switzerland and the Swiss Thai Chamber of Commerce. Over 160 Participants enjoyed the excellent buffet, live music and the lucky draw. Sponsors (www.swissthai.com/archive/Sponsors-SSB-1stAug2015.pdf) provided generous prizes for the lucky draw as well as additional goodies to take home for all participants. A big hand to the sponsors, organizers and participants. Some impressions below.





RIS SWISS SECTION DEUTSCHSPRACHIGE SCHULE BANGKOK

ECONOMICS WEEK 2015

During the last week of the school year, Grades 7 to 11 were engaged in special activities. Grades 9 and 10 spent a week together with two experts from Switzerland to manage virtual economic enterprises. The Economics Week is a joint project offered by the Ernst Schmidheiny Foundation and the Chambers of Industry and Commerce, and it is supported by the Zürcher Kantonalbank.

Since the early 1970s, the Economics Weeks have enabled students at higher level secondary schools (Gymnasien) in Switzerland and at Swiss Schools abroad to get involved in a practical manner with the business world. This year the students of Grades 9 and 10 of RIS Swiss Section – Deutschsprachige Schule Bangkok took on the role of managing their own perfume company. Like in the real business world, the students had to develop strategies for their companies, learn to understand the activ-

ities of their competitors and the development of the market, organise themselves, put marketing concepts into practice and make a great number of decisions. Thus, the students experienced the way a company functions in the market in a more realistic environment. They were challenged to creatively and responsibly manage their companies and absorbed knowledge of economic matters individually.

On the third day the students visited Infus Medical (Thailand) Co., Ltd. in Samutprakarn. Infus Medical focuses on single-use medical devices. On this visit the students could experience how a real company works. Thanks to Mr. Chongkavit, a father of two students at RIS Swiss Section – Deutschsprachige Schule, who made this visit possible. The students learned about the challenges and high standards of the production process in this company.

On the last day of the project week the students had the chance to present their impressive results in the school's music room to all interested members of the school community. Before their presentation all guests and students enjoyed an apéro.

The Economics Week 2015 owed its great success to the instructors Philipp Müller and Urs Strelbel. The instructors are managers from the world of commerce and industry acting voluntarily. Numerous companies in Switzerland, large and small, are making management staff available for Economics Weeks. These instructors ensure that the Economics Weeks relate as closely as possible to business practice, and they coach the students in their assigned role as company managers, motivate them and provide them with the theoretical knowledge they require.





RIS SWISS SECTION DEUTSCHSPRACHIGE SCHULE BANGKOK

SPECIAL WEEK AT SRI SANGWAN SCHOOL IN KHON KAEN 2015

As part of their Social Project Week, the 7th grade of RIS Swiss Section Bangkok – Deutschsprachige Schule travelled to Khon Kaen for the last week of school to volunteer at a school for mentally and physically challenged children, doing activities such as painting and taking part in a field trip.

The Sri Sangwan School in Khon Kaen offers education for children and young people with a wide variety of disabilities. As most students come to that school from relatively poor families and must pay tuition, there is a lack of funds available to the school for supplies and materials. Therefore the students of grade 7 were very grateful for the generous support of the so-

cial project by the whole school community with either financial or material donations and collected non-damaged toys, plush toys, clothes, writing materials, or monetary donations. More than 60.000 THB of donations allow us to support six students

and pay all their fees and expenses for one year.

During the project week the students took responsibility for different activities and it was delightful to see all the students from both schools actively en-



 **asian trails**

Let us guide you throughout Asia

COME EXPLORE WITH US.

CAMBODIA · res@asiantrails.com.kh
 CHINA · res@asiantrailschina.com
 INDONESIA · res@asiantrails.co.id
 LAOS · res@asiantrails.com
 MALAYSIA · res@asiantrails.com.my
 MYANMAR · res@asiantrails.com.mm
 THAILAND · res@asiantrails.org
 VIETNAM · vietnam@asiantrails.com.vn

WWW.ASIANTRAILS.TRAVEL





RIS SWISS SECTION DEUTSCHSPRACHIGE SCHULE BANGKOK

gaged. This year the students had the chance to be creative and paint huge flower pots. On the second day they visited the Phu Wiang Dinosaur Museum together with more than 30 students from the Sri Sangwan School. On the last day there was the traditional student party and a chance to have fun and enjoy sweets and ice cream together. Finally the students prepared a very impressive photo presentation for the audience. It was again a very inspiring and impressive Social Week in Khon Kaen and RIS Swiss Section Bangkok – Deutschsprachige Schule is looking forward to return in 2016!



Important events in the second semester of the school year:

- 10.08.2015 First Day of School – Welcoming Ceremony
- 14.10.2015 Annual General Meeting of SEA
- 11.11.2015 Open House Day (7.30 – 14.40 Uhr)
- 13.11.2015 Lantern Parade (KG - Grade 3 - evening)
- 25.11.2015 Loy Krathong - Day
- 10.12.2015 Sports Day (7:30 – 12:00)
- 16.12.2015 Christmas Party (from 13:00)

Please visit our website – www.ris-swiss-section.org – and get more information about our upcoming events.



Swiss Thai



AUGUST 2015 | SWISS-THAI CHAMBER OF COMMERCE | E-NEWSLETTER #61



Evangelische Gemeinde Deutscher Sprache in Thailand

Pastorin Annegret Helmer
Pastor Ulrich Holste-Helmer

Mobil: +66 (0) 8 1815 9140
E-Mail: ev.kirche.th@gmail.com
Internet: www.die-bruecke.net

Deutschsprachige Katholische Gemeinde in Thailand



Pfarrer Jörg Dunsbach

Mobil: +66 (0) 8 11 58 98 12
Email: post@gemeinde-bangkok.com
Home: www.gemeinde-bangkok.com

Herzlich willkommen!

Regelmäßige Gottesdienste:

am ersten und dritten Sonntag im Monat
um 11 Uhr im Gemeindehaus Bangkok
125/1 Soi Sitthi Prasat, Rama IV (Nähe MRT Lumpini)

am zweiten und letzten Sonntag im Monat
um 11 Uhr im Begegnungszentrum Pattaya
Naklua Road, zwischen Soi 11 und Soi 13

Regelmäßige Gottesdienste:

sonntags um 10.30 Uhr
in der Kapelle des St.Louis Hospitals Bangkok,
Sathon Road (Nähe BTS Surasak)

am ersten Samstag im Monat um 11 Uhr
im Redemptoristenzentrum Pattaya
Kapelle neben der Lobby, Sukhumvit Road



ทุกหยด...คือคุณภาพที่ทุกคนรอคว้าใจ

น้ำดื่มแบรนด์ระดับโลก พร้อมส่งตรงถึงบ้าน และสำนักงาน

โทร. **02-789-9090**

บริการส่งในเขตกรุงเทพฯ และปริมณฑล

พบนวัตกรรมใหม่ ฟาปิดอัจฉริยะ SMART CAP ไร้ทุกครั้งที่เปลี่ยนหลอด
ไม่จำเป็นต้องใช้มือสองข้างเพื่อขันน้ำทาลงขณะกดทุกหลอด



ดึงฝาออกให้ถูกต้อง



ถอดหลอดน้ำออก



ขันน็อตให้แน่นพอที่จะกด



ขนาด 18.9 ลิตร

