Looking back on the past few weeks of political developments in Thailand I believe it is fair to state that while most Citizens and Residents in the country strongly believe in the values of Democratic forms of Government, a majority of at least 80% of the population welcomed the Military Coup since events during the last 6 months had simply gone overboard.

Most of us were also very positively impressed by the quick actions taken by the National Council for Peace and Order in solving long pending issues like Taxi Mafia operations in many touristic places in Phuket and at Suvarnabhumi Airport, rip-offs of foreign tourists by water scooter operators in Pattaya and Phuket, illegal Gambling dens all over the country and extortion rackets involving foreign workers, particularly in Thailand’s fishing industry and in construction. While Thailand’s Exports, industrial production and Agriculture are not really affected by the political changes, its Tourism Industry is very negatively affected with declines of up to 50% in hotel occupancies in the capital and major drops in turnover registered by shopping centers, restaurants, transport operators and sightseeing companies. While the Curfew was lifted relatively quickly, the major barrier to the Tourism Industry which contributes 10% towards Thailand’s GDP and involves, directly and indirectly, 17% of our Labor force, is the MARTIAL LAW. The name “Martial Law” itself scares off many potential visitors.

DEAR FRIENDS AND MEMBERS OF THE STCC

LUZI A. MATZIG, PRESIDENT
STCC PRESIDENTS MESSAGE

visitors to Thailand, particularly so when translated into German where it means “Kriegsrecht” which makes people think of laws applied during the Nazi regime in Europe seven decades ago.

As a result of the declaration of Martial Law by the Thai Military, over 65 foreign countries found it necessary to issue Travel Advisories and in the case of South Korea, Hong Kong, Singapore and Spain this resulted in Active Travel WARNINGS against trips to Thailand. The resulting complications are that once a Travel Warning by a Government is in place, insurance companies may decide NOT to cover tour operators selling tours to Thailand any more.

Spanish tour companies presently force potential travelers to Thailand to sign “waivers” releasing the tour organizers from any liability in case of any incidents or accidents. These barriers to travel in turn force many potential individual travelers and groups to choose other destinations instead. In view of the above we must request the NCPO to consider cancelling the Martial Law as soon as possible, to help revive the badly hurt Tourism Industry in Thailand. Electing or at least appointing a new Government without much delay will also be crucial.

Thank you all for helping to achieve these goals.

Yours sincerely,
Luzi A. Matzig
(Lersan Misitsakul)
President
Swiss-Thai Chamber of Commerce

***
Contact the president: president@swissthai.com
**ECONOMY REPORT BY DEUTSCHE BANK**

**CAN THE MILITARY MITIGATE?**

- **Economic outlook:** The May 22 Military takeover has, for the time being, brought a semblance of stability to an economy which has had many months of declining activities owing to political conflict. It is however too early to tell if the military junta will be able to revive consumption and investment sufficiently to pave the ground for a sustainable economic recovery. Attempts to stabilize prices through administrative controls will cause distortion and fiscal losses. Investors will not come back enthusiastically unless there is a strong sense of goodwill generated in the society among the long-feuding factions. A strategy to appease or co-opt the rural population through subsidies or income support will only repeat the program of the previous governments, raising fiscal risks along the way.

  Meanwhile, the economic dataflow underscores the damage from nearly a year of political conflict. Manufacturing production continued to disappoint, falling for the thirteenth consecutive month in April (-3.9%, as compared to the 10.5% fall recorded in March). Capacity utilization fell sharply to 56.6 in April from 64.5 in March. Other indices of consumption and production have been poor as well.

  The poor economic data have not dampened markets drastically, with investors continuing to hope that a political resolution to the ongoing crisis is either near or irrelevant. The latter view comes from the fact that the economy has faced many shocks in recent years (political violence, marshal law, floods), only to bounce back. This view may be challenged this time though, as the dent to investment sentiments looks more substantive, while structural headwinds to the economy have picked up owing to high household debt and worsening fiscal position.

  As the above chart shows, value-added production has been on a downtrend for a year-and-a-half, with little chance of a substantive and sustainable bounce in the post-coup phase (for reasons discussed earlier). Trade and farm output would need to pick up substantially more before production or growth outlook improves.

**Tourism**

Arrivals further slumped in May, down 5.9% yoy. Year-to-date, tourist arrival is down 5.1%. Political deadlock, street violence, curfew, and martial law were major drag in May. Since then, curfews have been gradually lifted in key areas outside of Bangkok that are popular with tourists. As such normalization measures continue, perhaps some rebound in tourism could be in the pipeline through the summer.

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**Tourism**

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martial law is withdrawn, however, it is unlikely that the rebound would be substantial or lasting.

Chances are that mitigating measures would not be sufficient to help tourism grow this year; and hence we will expect negative yoy growth outturn. In the past, an outright end to martial law was needed before tourism picked up; we see no reason to doubt that nothing short of this step would be needed this time as well.

While a tourism revival would need more than curfew removal, recent announcement to ease curfew to facilitate the viewing of World Cup football in June-July demonstrates that the military is keen to keep sensitivities at bay. This reflects a rather astute approach, in our view.

Inflation

Although weak growth would imply a widening output gap and downside risk to inflation, Thailand’s inflation sweet spot is likely behind. CPI inflation rose to 2.6%yoy (0.4%mom) in May from 2.5% (0.5%) in April. Non food price inflation (1.7% vs. 1.3%) was the main contributor to the pick-up in CPI. Within non-food, categories such as housing (1.7% vs. 1.0%), transportation (1.9% vs. 1.7%) and personal & medical

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**ECONOMY REPORT BY DEUTSCHE BANK**

**Thailand: Deutsche Bank Forecasts**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014F</th>
<th>2015F</th>
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<tbody>
<tr>
<td><strong>National Income</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Nominal GDP (USDbn)</td>
<td>370.5</td>
<td>367.6</td>
<td>388.0</td>
<td>393.6</td>
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<tr>
<td>Population (m)</td>
<td>64.5</td>
<td>64.8</td>
<td>65.1</td>
<td>65.4</td>
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<tr>
<td>GDP per capita (USD)</td>
<td>5749.5</td>
<td>5675.5</td>
<td>5961.6</td>
<td>6016.9</td>
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<tr>
<td>**Real GDP (yoy %)</td>
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<td></td>
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<tr>
<td>Private consumption</td>
<td>6.5</td>
<td>2.9</td>
<td>2.5</td>
<td>4.0</td>
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<tr>
<td>Government consumption</td>
<td>7.5</td>
<td>4.9</td>
<td>0.5</td>
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<tr>
<td>Gross fixed investment</td>
<td>13.2</td>
<td>-1.9</td>
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<td>Exports</td>
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<td>4.2</td>
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<td>Imports</td>
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<td>2.3</td>
<td>1.2</td>
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<td><strong>Prices, Money and Banking</strong></td>
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<tr>
<td>CPI (yoy %) eep</td>
<td>3.6</td>
<td>1.7</td>
<td>1.8</td>
<td>3.0</td>
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<tr>
<td>CPI (yoy %) ann avg</td>
<td>3.0</td>
<td>2.2</td>
<td>2.4</td>
<td>2.2</td>
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<tr>
<td>Core CPI (yoy %) ann avg</td>
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<td>1.0</td>
<td>1.8</td>
<td>1.4</td>
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<td>Broad money</td>
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<td>7.3</td>
<td>7.5</td>
<td>8.0</td>
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<td>Bank credit (yoy %)</td>
<td>15.3</td>
<td>9.4</td>
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<td>10.0</td>
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<td><strong>Fiscal Accounts (% of GDP)</strong></td>
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<tr>
<td>Central government surplus</td>
<td>-3.5</td>
<td>-3.0</td>
<td>-3.2</td>
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<tr>
<td>Government revenue</td>
<td>19.2</td>
<td>18.8</td>
<td>19.0</td>
<td>19.0</td>
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<tr>
<td>Government expenditure</td>
<td>22.7</td>
<td>21.8</td>
<td>22.2</td>
<td>22.3</td>
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<tr>
<td>Primary surplus</td>
<td>-3.6</td>
<td>-3.1</td>
<td>-1.9</td>
<td>-2.0</td>
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<tr>
<td><strong>External Accounts (USDbn)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Merchandise exports</td>
<td>225.9</td>
<td>225.4</td>
<td>246.7</td>
<td>270.8</td>
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<tr>
<td>Merchandise imports</td>
<td>219.9</td>
<td>219.0</td>
<td>236.8</td>
<td>267.6</td>
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<tr>
<td>Trade balance</td>
<td>6.0</td>
<td>6.4</td>
<td>7.9</td>
<td>3.1</td>
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<tr>
<td>% of GDP</td>
<td>1.6</td>
<td>1.7</td>
<td>2.0</td>
<td>0.8</td>
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<tr>
<td>Current account balance</td>
<td>0.2</td>
<td>0.5</td>
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<tr>
<td>% of GDP</td>
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<td>0.1</td>
<td>1.0</td>
<td>0.3</td>
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<tr>
<td>FDI (net)</td>
<td>-2.0</td>
<td>-3.0</td>
<td>-3.0</td>
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<td>FX reserves (USDbn)</td>
<td>181.6</td>
<td>186.1</td>
<td>193.1</td>
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<td>FX rate (c/c) THB/USD</td>
<td>30.7</td>
<td>32.4</td>
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<td>32.5</td>
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<tr>
<td><strong>Debt Indicators (% of GDP)</strong></td>
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<td></td>
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<tr>
<td>Government debt 1,2,3</td>
<td>43.7</td>
<td>45.5</td>
<td>46.0</td>
<td>46.5</td>
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<tr>
<td>Domestic</td>
<td>41.5</td>
<td>43.6</td>
<td>45.0</td>
<td>45.5</td>
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<tr>
<td>External</td>
<td>2.2</td>
<td>1.9</td>
<td>1.0</td>
<td>1.0</td>
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<tr>
<td>Total external debt in USDbn</td>
<td>35.3</td>
<td>38.3</td>
<td>34.6</td>
<td>34.4</td>
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<tr>
<td>Short-term (% of total)</td>
<td>44.5</td>
<td>45.0</td>
<td>45.0</td>
<td>45.5</td>
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<tr>
<td><strong>General</strong></td>
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<td></td>
<td></td>
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<tr>
<td>Industrial production (yoy %)</td>
<td>2.5</td>
<td>2.6</td>
<td>4.0</td>
<td>5.0</td>
</tr>
<tr>
<td>Unemployment (%)</td>
<td>0.8</td>
<td>0.8</td>
<td>0.7</td>
<td>1.0</td>
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<td><strong>Financial Markets</strong></td>
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<td>BoT c/o repo rate</td>
<td>2.00</td>
<td>2.00</td>
<td>2.00</td>
<td>2.00</td>
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<tr>
<td>3-month Bibor</td>
<td>2.20</td>
<td>2.25</td>
<td>2.40</td>
<td>2.60</td>
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<tr>
<td>10-year yield (%)</td>
<td>3.66</td>
<td>3.80</td>
<td>4.00</td>
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<tr>
<td>THB/USD (onshore)</td>
<td>32.5</td>
<td>32.5</td>
<td>32.7</td>
<td>32.0</td>
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</tbody>
</table>

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Source: CEC, 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

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**Value-added production index**

Seasonally adjusted

<table>
<thead>
<tr>
<th>Year</th>
<th>Value-added production index</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>150</td>
</tr>
<tr>
<td>2013</td>
<td>155</td>
</tr>
<tr>
<td>2014</td>
<td>160</td>
</tr>
</tbody>
</table>

Source: Deutsche Bank
Care (1.0% vs. 0.9%) firmed up while clothing and footwear (0.7% vs. 0.9%) eased slightly. Food price inflation also moderated to 4.4% in May from 4.6% in April.

Core inflation, meanwhile, nudged up to 1.8% from 1.7% earlier. Looking ahead, a likely combination of weakening baht, rising fuel prices, and concerns about El Nino affecting food production would push up inflation past 3% in the next few months, in our view.

The government is trying to improve the inflation situation by imposing some degree of price control. The Ministry of Commerce is asking for cooperation from vendors of 205 products to maintain their prices for six months until November in line with the policy to tackle the cost of living. Modern trade stores will also be asked to keep prices of ready-to-eat meals within the rates suggested by the ministry.

Such efforts are not new; previous governments have made similar efforts, which mixed success. We think that despite such efforts, inflation is likely to head upward due to not just the short term factors mentioned earlier, but also because of supply constraints, continued wage growth, and accommodating fiscal and monetary conditions. The room for even greater monetary accommodation therefore has been exhausted, even if growth remains anemic for the time being.

Taimur Baig, Singapore, +65 6423 8681
The Swiss hospitality industry is world renowned; in fact Switzerland’s reputation as the birthplace for hospitality was established more than a century ago when hotels were constructed like palaces to cater to an exclusive clientele. Today, Thailand follows in Switzerland’s footsteps by creating what is known all over the world as “Thai Hospitality”.

Thailand in 2013 played host to over 26 million visitors. Each of those travelers needed a place to rest their fatigued heads at night, be it in a 5-star hotel, a serviced apartment, a guesthouse, or a bungalow by the beach. Thailand’s hospitality industry has in the past flourished due to an uninterrupted growth market. The end result being that there are now in excess of an estimated 1,900 hotels across the Kingdom. As more and more hotels, services apartments and guesthouses develop we ask the question whether all such temporary accommodation facilities are considered to be “hotels” under the relevant Thai hotel law whereby requiring them to obtain a hotel license to operate. Presently there exists several temporary accommodation facilities scattered across the country that operate without this required hotel license. These facilities are able to do so due to lenient attitude towards inspections and enforcement.

Hotels and their operations are governed by the provisions of the Hotel Act B.E. 2547 (the “Hotel Act”) which replaced the original hotel act of 1935 (B.E. 2478). For the three years following the relevant amendments to the Hotel Act, most small-sized hotels encountered several problems when applying for the required hotel license. As more and more such complications arose, the Ministry of Commerce issued the Ministerial Regulation Specifying the Criteria and Conditions Relating to Location, Size, Safety, Sanitation and Facilities of a Hotel (the “Ministerial Regulation”). Under the Hotel Act, a “hotel” is defined as all lodging premises, established for commercial purposes to provide temporary accommodation to a traveler or any person for consideration. The problem with utilizing such a broad definition is that other lodging premises that provide both short term and long...
term accommodation facilities, also fall within the definition of “hotel”. Before issuance of the Ministerial Regulation, the Hotel Act required all providers of temporary accommodation to obtain a hotel license.

Herein lays the challenge, applying for a hotel license is not as simple as filling in a form and submitting it to the relevant authority; under Section 33 and 16 of the Hotel Act; hotel managers and hotel operators are required to meet certain requirements before being eligible for the grant of a hotel license. This is where the smaller-sized hotels struggled as they were unable to satisfy the strict criteria used when granting the hotel license. A hotel manager is required by Section 30 of the Hotel Act as the person appointed by the hotel operator to be in charge of the management of a hotel. A hotel operator on the other hand is defined by Section 4 as the person obtaining licenses for operation of the hotel. The hotel manager is required to be able to present proof of his/her professional education and/or experience in the field of hotel management. The hotel operators under the Hotel Act are permitted to be either an individual or a juristic person; hotel operators are subject to foreign business restrictions and as such cannot be licensed without the prior consent of the Foreign Business Administrative Bureau, Ministry of Commerce.

In addition, the Ministerial Regulation issued under Section 13 of the Hotel Act requires that prior to being issued a hotel license, hotel operators are required to ensure that the hotel building complies with the Building Control Act B.E. 2522, and that the building permit for the hotel stipulates that the building may be used as a hotel. Hence, issue here being that many existing hotels, which were located in older buildings or in condominiums which were converted, were unable to modify their building to satisfy the requirements under the Building Control Act B.E. 2522 (the “Building Control Act”).

Upon issuance of the aforementioned Ministerial Regulation, the definition for “hotel” was modified to exclude any lodging premises open to the public for rental with no more than 4 room (in aggregate) on all floors with a total service capacity of 20 guests, operating as a small business which serves to provide additional income for the owner. Though such hotels are exempt from the hotel license requirement, owners of such establishments are still required to be registered under the Hotel Registrar.

The Ministerial Regulation classed hotels into different types based on their room capacity and on their services and facilities offered to guests.
NEWS BY DFDL

Those hotels providing accommodation only without any catering or restaurant facilities, limited to 50 rooms in aggregate with area of each room not less than 8 square meters are classed as type 1 hotels. A type 2 hotel is defined as a hotel which provides both accommodation and catering/restaurant facilities to guests with no limitation on the number of rooms provided that each room’s area is greater than 8 square meters.

Hotels classed under types 3 and 4 are those hotels which provide accommodation, restaurant facilities, conference rooms and entertainment venues to their guests. The difference between type 3 and type 4 hotels is that the entertainment venues offered are required to be in accordance with the Place of Service Act B.E. 2509 for type 3 hotels, whereby allowing them to use such premises for dancing, bars, nightclubs and spas. The inclusion of entertainment venues requires that the hotel operate at least 80 rooms. However should the hotel be located in entertainment areas this requirement can be waived.

Though the Ministerial Regulation helped define what premises constitutes a “hotel” in Thailand, medium sized hotels with more than 4 rooms still classed as “hotels” under the Hotel Act continue to face problems in applying for hotel licenses given the strict compliance requirements with the Building Control Act. As a result, several smaller-sized hotels, who fall under one of the definitions of prescribed hotel types, continue to operate without obtaining a hotel license.

Audray Souche (audray.souche@dfdl.com)
Kunal Sachdev (kunal@dfdl.com)
For more information please contact thailand@dfdl.com

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LOCATION: Señor Pico

599 TH Bath per person
MEMBER INTERVIEW

DANIEL GISLER

Name or Alias
Daniel Gisler

Occupation / Employer
Managing Director (Owner) of BAK Asia Co Ltd

Languages
German, English, Spanish, Italian

Family & Home
My Home and as well my Company are along Krung Thonburi Road

Years in Thailand
Since 2005

Favorite restaurants in Thailand
T & K Seafood in Yaowarat (Chinatown) serves a brilliant selection of Thai and Chinese seafood dishes. When it comes to Swiss Food then I visit Chesa and Grottino!

Favorite destination in Thailand
Koh Tao (literally Turtle Island), Koh Chang, Krabi and Kanchanaburi.

How do you spend your free time?
Having your own Company free time is rare. Tennis, Swimming and start playing Golf are my activities in Bangkok.

Which book or movie would you recommend to your friends and why?
Blue Ocean Strategy by W Chan Kim and Management of the Absurd by Richard Farson

If you had a million dollars, how would you spend it?
Donate some to Refugee Camps for Burmese Children without Parents along Thai Border and as well couple week’s holiday in Switzerland and Hawaii and then back to work

If you had the power to change something in Thailand, what would it be?
Too many things need to be changed in lovely Thailand.

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18th 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
2014 GRADUATES SAY GOODBYE

With shining students, proud parents and prominent guest speakers, RIS Swiss Section – Deutschsprachige Schule Bangkok presented an impressive program to their guests on 13th June 2014 at this year’s graduation ceremony and said goodbye to the nine graduates, who all have successfully completed their school career in 2014.

The school welcomed students, their parents, teachers, the ambassadors of Switzerland and Germany, members of the Matura Commission, representatives of Ruarudee International School, and friends of the school during a formal ceremony honouring four years of dedication and hard-work across all disciplines in the Matura Program.

In addition to the bright Matura graduates, twelve students of grade 10 received their German high school diploma.

The guests were greeted with welcoming words from the Principal Mr. Dominique Tellenbach and Mrs. Monika Eberl, Head of Secondary School of RIS Swiss Section – Deutschsprachige Schule Bangkok, who both focused in their speeches on the support of a big team that made this successful “flight” to the school-leaving certificates possible. They described the students as the pilots of this plane and consider them now as well prepared for their next flights in the future especially with the inter-cultural skills they have earned at the school.

The diplomas were presented by H.E. Mrs. Christine Schraner Burgener, Ambassador of Switzerland in Thailand, and H. E. Mr. Rolf Schulze, Ambassador of the Federal Republic of Germany in Thailand. Both ambassadors praised the students for their hard work especially in a year with many political problems and crises and they told the students that today, they have just reached another level of their lifelong learning process and experience.
SWISS SCHOOL NEWS

With enthusiastic and emotional parting words from the class teacher Ines Friedrich the nine students of grade 12 were released to their next stage of life as they will start university in different locations all over the world. In another speech, Santichai Pornavalai and Henrik Stefan, students of grade 12, were expressing their gratefulness to all teachers helping them to develop their critical thinking skills.

Emika Boondej and Ines Vänskä, students of grade 10, used their speech to say “Thank you” to all teachers, staff and their parents for the big support over the last years.

In the festively decorated Performing Arts Centre of RIS, students of grades 9 - 11 captured the stage and entertained the audience with an extraordinary and memorable farewell performance performing a cultural presentation, pop, jazz and folk rock.

The ceremony closed with concluding words from the Principal Mr. Dominique Tellenbach who appreciated and praised the people organizing the ceremony for their hard work that was needed to prepare this wonderful event. Following the ceremony, a vin d’honneur was served, offered by the Ambassador of Switzerland.

One day later, the celebrating school community met again in the ballroom of the Amari Watergate Hotel for this year’s Matura ball. This year’s theme was “The Golden 12’s”.

At this social highlight of the German speaking community in Bangkok, people danced and celebrated extensively. After the guests had enjoyed the great dinner buffet, a brilliant band played well-known and catchy tunes. The students of grade 11 entertained the audience with a number of games in which students competed against their teachers. With great anticipation, the guests waited for the announcement of the main prizes of the tombola, which again offered great prizes like flights and hotel stays.

LAST DAY OF SCHOOL CELEBRATION

On the last day of school on Friday, 20th of June 2014, teachers, families and friends were invited to join the students for the year-end celebration at the Performing Arts Centre of RIS.

The guests were greeted with welcoming words from Mrs. Shiva Farhadi, Vice President of the Board of the Swiss Educational Association (SEA), and the Principal Mr. Dominique Tellenbach. Students of the Kindergarten, all grades and the teachers’ choir captured the stage and provided the audience with an extraordinary and memorable farewell performance. Later, representatives of SOS children’s villages received a donation from our charity project “The Great Book Swap”. This year students collected more than 740 books and raised 21,240 Baht.

In the event, teachers, staff and students who are leaving the school were bid farewell with a big round of applause.

Then members of the Students’ Council SMV thanked the “Pausenbrotverkauf – Team” for their great effort, highlighted the contribution of the “Library-Team” and finally thanked all members of the school administration and staff for their hard work. In his closing words, the Principal Mr. Dominique Tellenbach also thanked all members of the school community for their support and especially the “Sanuk-Team” and all the teachers involved in organizing this wonderful last day of school event.

We wish you all a healthy and happy summer holiday! See you again on 13th August 2014 on the first day of school for the “Welcoming Ceremony”.

11
THE GREAT BOOK SWAP

For the past three years RIS Swiss Section – Deutschsprachige Schule Bangkok has participated in ‘The Great Book Swap’, a charity project initiated by the Primary School. Grades Basis Level A in the German Profile and 2/3 E in the English Profile prepared and organized the event, Grade 6 helped out as very enthusiastic cashiers!

The project encourages each Primary student to clean out their bookshelves and donate at least one book to the project and to buy back a book.

This year we collected more than 740 books and raised over 21,240 Baht.

All the money raised was given to the SOS Children’s Villages in Thailand at our end of the school year event on June 20. SOS Children’s Villages have been taking care of children in Thailand for over 40 years. They help children who have lost the care of their parents to grow up in the most natural way possible and develop their individual skills, interests and talents. There are over 600 children in five SOS Children’s Villages situated in different locations all over Thailand.

This project is a practical way to help our students demonstrate compassion for those less fortunate than themselves.
SWISS SCHOOL NEWS

KAFKA FESTIVAL

3rd June 2014 was the 90th death anniversary of Prague’s great writer Franz Kafka. On this occasion, the Goethe-Institut launched a three-day Kafka Festival, the first of its kind in Thailand.

On the opening night, the ambassadors of Switzerland, Germany, Austria and the Czech Republic all spoke on the topic of “My favourite Kafka quote”. The evening saw many cultural highlights, among them a scenic reading of the two Kafka texts “Homecoming” and “On the Gallery” by students of RIS Swiss Section’s Grade 11. Monika Eberl had rehearsed with them for what was to become a brilliant performance very positively commented on by many guests during the following reception. The Goethe-Institut thanked our students with a whole basket full of books. The performance goes to show that each generation rediscovers the classics in their own way — and that Kafka is still being read, 90 years after his death.

Important events in the first semester of the new school year:

13. 08. 2014  First Day of School - Welcoming Ceremony
14. 10. 2014  Annual General Meeting SEA
29. 10. 2014  Open House Day
06. 11. 2014  Loy Krathong Day
14. 11. 2014  Lantern Parade (KG - Grade 3 - evening)
09. 12. 2014  Sports Day
18. 12. 2014  Christmas Party

Please visit our website www.swissschoolbangkok.org and get more information about our upcoming events.
VISITING VOLVO

On Thursday June 19, 2014 a delegation of 12 members from the Swiss-Thai Chamber of Commerce took up the invitation by the Belgian-Luxembourg/Thai Chamber of Commerce to inspect the VOLVO Trucks factory on the Bangna-Trad Highway. The factory operated by TSA, Thai-Swedish Assembly Co., presently produces 10 trucks daily and has the capacity to increase production up to 80 trucks per day in its plant which covers 36'000 sqm. The three models presently produced are Volvo FM and Volvo FH trucks plus UD trucks (formerly Nissan), equipped with 11- and 13-liter diesel engines of 480 horse powers costing from THB 2.5 Mio. to THB 3.8 Mio., depending on specifications. The trucks have 60% Thai content and almost 80% of production is exported to surrounding countries, particularly to Myanmar, to Australia and Africa. As you may know – Volvo cars are no longer owned by Volvo Company since 10 years ago they decided to specialize on trucks and sold the cars to a Chinese company. – LM
MEMBER CONTRIBUTION

NOBEL PRIZE LUNCHEON

As reported in the June issue of this newsletter, on August 7, 2014, Chemistry Nobel Prize laureate Kurt Wüthrich will talk about EMERGING NATIONS, BASIC SCIENCE AND NOBEL PRIZES at a luncheon organized by the Swiss Thai Chamber of Commerce (STCC).

If you are interested in science, know how to use Google or know Bangkok, the quiz below is for you. We will draw 10 FREE luncheon tickets (regular price 750 Baht) if you register with the correct keyword. Furthermore you will participate in the lottery at the end of the event where you will receive, if you are lucky, a token from Kurt Wüthrich.

Nobel Prize Crossword

down:
1: common name for H2O
2: when lifted, a stone gains potential ........
3: common name for CH4
4: makes a stone fall
5: Kurt Wuethrich made himself a name in NMR. The “N” stands for
6: 13C is an ........... of carbon

across:
7: E = mc2 is attributed to ...... if you don’t like formulae: “one stone” in German
8: a negatively charged particle

Keyword:
Letters in circled boxes 1 to 8

Noble Prize Luncheon

Date/Time: 7. August 2014
registration starts 11.30
Venue: Swissotel Nai Lert:
Cost: 750 Baht

Registration:
email to secretary@swissthai.com
until latest Monday 4th August 2014. If the keyword is submitted, you will participate in the lottery SwissThaiCC members will receive an invitation e-mail
MEMBER CONTRIBUTION

FEEL GOOD, DO GOOD

Why is happiness at work important and how is it implemented in Thailand?

Various studies show that happiness at work improves work efficiency, employee's commitment, drops absenteeism and retain your talents.

How to increase business profitability in involving an organization most precious resources: its people? It is commonly accepted that we are reaching our planet’s boundaries, risk management, system thinking and innovation are becoming a part of every business’ strategy. How to face those challenges with a workforce ready to adapt? How to use risk management drivers at micro-level and engage in sustainability dialogue within your organization, encouraging ownership from employees toward business’ efficiency and profitability and ultimately, how to implement this in a Thai Context taking a “Sà-nòok” perspective.

This paper share some reviews of what is existing in Thailand to build on good practices and think human resources to create shared value.

How much is happiness important, not only for us as individuals but for people in an organization?

As I started working in Thailand – after some other Asian countries – assessing risks and priority areas for companies, executives and managers I met, either Thai or foreigner managers, repeatedly mentioned what I now call the “Sà-nòok” factor. In a country were harmony is a standard for living, where the “Amazing Thailand, it begins with the people” is the tourism promotion motto, I realized that feeling good at work was a topic to further dig in. It appears that perception of the Sanuk factor was difficult to fit into a western mental scheme: regulations over labor, human rights and corporate governance are ruling that space. A work life balance under this mindset is related to the following equation: work for defined and decent level of income within a time frame equals acceptable days at work and enjoyable time out of working days.

However, in a context where labor regulations, are not as stringent as in the west, where social package is not offering a comprehensive nor reliable safety net, where child or migrant la-
MEMBER CONTRIBUTION

bor encounter regular abuses and full-employment is a challenge to retaining staff, it made sense to look at ways organizations could define related strategies for their people to feel good at work. Organizations shareholders (employees, communities, suppliers, etc.) could be surveyed and their needs addressed not only for doing good under a charity mindset or within related programs, but as strategies for a Return on Investment with a direct effect on absenteeism, turnover, team spirit, adjustment to changes, shared value and social inclusiveness.

Worldwide, approaches on feeling good at work are changing: think Google and Silicon Valley workplaces where work and play are closely linked for the performance of employees and the attraction/retention of personnel.

Failures in not taking social risk into consideration are well known; extractive industries examples are many; recent stories in Papoua New Guinea has led to a high increase of security costs when local population was kept in tough conditions and military compromising lead to massive human rights abuses, putting mining activities in question.

An other interesting example with a happier end, is the well-known – and internationally exposed – Coca-Cola Company. Coca-Cola India was using water at the cost of local communities dramatically cutting on their livelihood. Indian civil society took over the case and had a though media campaign putting Coca-Cola business at risk because of its social and environmental impacts on communities. High social tension and worldwide negative exposure drove Coca-Cola to acknowledging the issue and looking for solutions. Coca-Cola developed...
 MEMBER CONTRIBUTION

a worldwide Water sustainability program with, as a main objective, to safely return to communities and nature the amount of water equivalent to what is used in all of the beverages and their production by 2020.

In Thailand, launched in 2008, the RakNam (Love Water) program has reached 100% of its “Refill, Recycle and Replenish” objective using, among other activities, close water system in the production lines and building dumps nearby every production plant to keep rain water for the agriculture use of neighboring farmers. They even took into consideration the natural risk of flooding issue for Thailand: having their plant modified in such a way soda production lines can be turn into water bottle production within a few hours. To serve people’s need in case of crisis and business opportunity.

In Thailand, challenges faced on human resources in hiring, turnover, accountability, company culture and values are also essential and can be addressed with a Thai touch.

Foreign companies operating in Thailand have labor and human rights on their policies; they do apply Thai Labor Law or even the Thai Labor standard as any Thai company. However, happiness is not a driver; compliance to social rules is the benchmark in most of managers’ strategy.

Some Thai companies have been more creative in the way they address their employee’s happiness using the “Sanuk” factor they master as part of their own culture, to implement it in a business context.

Taking ownership over their risks and challenges, those companies have often developed integrated programs for their employees and for the surrounding communities, within their global Corporate social and environmental strategies.

What is „KHAN-NA“?

Khan-na is a Thai word that refers to the vacant spaces that separate rice fields. These vacant spaces are used by farmers as a navigational path when visiting and checking their crops such as rice, corn or cassava. Aside from this, Khan-na has no other use and remains idle after the harvest period.

Double A found the value of these unused spaces and thereby encouraged the farmers to utilize and bring out the real value out of this idle land.

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Double A Paper is a perfect example of a worldwide Thai business, which makes paper production prime with environment accountability and social inclusiveness. Double A Paper business model integrates the whole supply chain in an innovative way for paper production: trees are grown along rice fields owned by private farmers, who are growing and selling those trees back to Double A to get extra income.

This social inclusiveness not only provides extra money but also training on good agriculture practices and lowers the carbon footprint to compensate environmental impacts making Double A accountable on social and environmenta fields for its profitability.

Another example is Ampol Food, which sells - among other products - Roy Thai coconut milk. APF has analyzed its production chain looking at its most important risks: water scarcity and energy costs.

To address those, it has developed an integrated business model to use waste (coconut shelves) for gaz production plant and implemented a close water management system. As part of readiness toward change APF employees are also part of a “Happy workplace” program which embeds social practices and employees’ happiness, leading to their loyalty and commitment. The “Magic Box” initiative is the ultimate element of this integrated social and environmental accountability, up-cycling used UHT boxes to make tables to be distributed to schools. Initially developed and supported by the “Thai Health Promotion Foundation” in 2003, the Happy workplace program is implemented in more than 2000 Thai companies, throughout Thailand. This program aims to promote employees’ physical and mental health and subsequently improve the stability of work force and to build trustful relationship among employees around 8 components, called “Happy 8”. 

Measure employees’ individual happiness
(57 questions)

Example

<table>
<thead>
<tr>
<th>Happy Family</th>
<th>Happy Heart</th>
</tr>
</thead>
<tbody>
<tr>
<td>68.8</td>
<td>40.4</td>
</tr>
<tr>
<td>Happy Mind</td>
<td>Happy Body</td>
</tr>
<tr>
<td>59.6</td>
<td>57.4</td>
</tr>
<tr>
<td>Happy Money</td>
<td>Happy Society</td>
</tr>
<tr>
<td>49.2</td>
<td>54.6</td>
</tr>
<tr>
<td>Happy Soul</td>
<td>Happy Brain</td>
</tr>
<tr>
<td>53.6</td>
<td>50.2</td>
</tr>
<tr>
<td>Happy Relax</td>
<td>Happy Relax</td>
</tr>
<tr>
<td>48.5</td>
<td>57.1</td>
</tr>
</tbody>
</table>

Average 57.1
MEMBER CONTRIBUTION

Mostly unknown by foreign companies, the latest development of this programm propose a Happy Workplace International Project, to offer the program to foreign companies operating in Thailand as a way to bridge cultural gap and to support the implementation process for every size of business.

An HAPPINOMETER using almost 60 criteria surveys the company’s employees to evaluate most critical areas and address crucial ones with dedicated program(s). This handy tool helps mapping areas for improvement for happiness of people as key to support an organization’s success within a Thai context. Supporting activities are proposed however, the whole initiative is based on volunteering employees to monitor the program and get ownership over it.

The HAPPINOMETER together with other handy tools, help mapping areas for improvement for happiness of people as key to support an organization’s success, in either creating news activities or embedding existing ones in a comprehensive framework for action.

The development of social business in Thailand is also the expression of a “caring” mindset and a transition into an economy where sustainability and social balance has to happen, acknowledging social and environmental risks. For the Thai generation Y, being part of an organization is also related to believing in its purpose; start-up with an end is also an initiative with growing interest and participation, host by Hubba (co-working space).

Those examples are showing some ways to bring an organization beyond feeling good and doing good, in Thailand. Those initiatives are interesting in bringing creativity to the area of human resources management, driving organizations toward a goal, using its most important resource – people – toward business’ success.

1) & 2) having a good time/ fun/enjoyable
“Sanuk is more than having fun; it’s about striving to achieve satisfaction and pleasure from whatever you do. Whether it’s the office, the karaoke bar or working in the rice fields, Thai people will try and make it sanuk. Thai people will try and inject a sense of enjoyment into their daily life.” www.sanuk.com

3) http://assets.coca-colacompany.com/a1/c4/cc84ff7748229ef5994781f4d174/CSR_FS_Thai_RAKNAM.pdf

4) TLS 8001-2010 to address labor as well as health and safety at work

5) http://www.doubleapaper.com/index.php/measurable-success

6) Thai Health Foundation develops health promotion projects for Thai people collaborating with universities. It is funded by 2% surcharge tax of tobacco & alcohol excise taxes


8) Happy Workplace International Project is the official project under Thai Health Promotion Foundation; www.happyworkplace-international.com

9) Through an Employee Representative Committee

STCC NEWS

MUTATION INDIVIDUAL MEMBER:
Khun Nunpiva Lertprasertsukko
Admin Assistant to Hotel Manager
(instead of Mr Matthias Sutter) at Sheraton Grande Sukhumvit Hotel
nunvipa.lertprasertsukkoo@luxurycollection.com

WELCOME NEW CORPORATE MEMBERS:
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e-mail: thailandsales@etihad.ae
www.etihad.ae
Representatives: Mr Kirk Albrow, Managing Director, and Mr. Max Sukkhasantikul, Business Development Manager
Activity / Company Background / Products & Services:
Etihad Airways, the national airline of the United Arab Emirates, has in just ten years established itself as the world’s leading airline. “Etihad” is the Arabic word for “union”. Set up by Royal (Amiri) Decree in July 2003, Etihad commenced commercial operations in November, 2003, and has gone on to become the fastest growing airline in the history of commercial aviation.

Nippon Milk Co. Ltd.
[Teuscher Chocolates of Switzerland]
1022/8 Soi Charoennakorn 34-2, Charoennakorn Road, Banglumpulang; Klingsan;
10600 Bangkok
Tel: 02-438-1373 to 8; Fax: 02-438-1377
e-mail: saneh@teuscherthailand.com
www.teuscherthailand.com
Representatives: Mr. Saneh Madan, Managing Director, and Mr. Sukrit Madan, General Manager
Activity / Company Background / Products & Services:
More than 70 years ago in a small town in the Swiss Alps, a master chocolate maker embarked on a path that would make him one of the world’s greatest chocolatiers. Dolf thoroughly searched throughout the world to locate the finest cocoa, marzipan, fruits, nuts, and other ingredients and after years of experimenting, skillfully blended these into his now famous recipes. Available in Central Embassy Shopping Center, Teuscher Boutique.

WELCOME NEW INDIVIDUAL MEMBER:
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e-mail: patrick.blattmann@gmail.com

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e-mail: panida.nganthavee@credit-suisse.com
www.credit-suisse.com
Representatives: Mrs. Panida Nganthavee, Chief Representative, and Mr. Fabio Fumagalli.
Activity / Company Background / Products & Services:
Financial Analysis, Stock Market analysis, Investment research
Evangelische Gemeinde deutscher Sprache mit neuer Adresse

Nachdem schon die Deutschsprachige Katholische Gemeinde eine neue Adresse in Bangkok hat, wird auch die Evangelische Gemeinde deutscher Sprache ein neues Gemeinde- und Pfarrhaus beziehen.
Die Adresse ab Juni 2014 lautet:
Nr.125/1 Soi Sithi Prasat, Rama IV Road, Thung Mahamaek, Sathorn, Bangkok 10120
(Nähe MRT Station Lumpini).
Die Telefonnummer (mobil) +66 (0) 8 1815 9140 und die E-Mail Adresse ev.kirche.th@gmail.com bleiben unverändert.
Mit herzlichem Gruß
Ulrich Holste-Helmer, Pastor
Annegret Helmer, Pastorin

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Deutscher Sprache
in Thailand
Pastorin Annegret Helmer
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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 Sithi 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:
sonnstags 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...คือคุณภาพที่ทุกครอบครัววางใจ

น้ำดื่มแอนตาร์คิด พร้อมส่งตรงถึงบ้าน และสั่งจาก

โทร. 02-789-9090

บริการส่งในเขตกรุงเทพฯ แอนปรับเกิด

พร้อมบริการส่งฟรี พร้อมโบรกเกอร์ SMART CAP ที่สามารถเก็บคุณภาพน้ำได้

บ้าน บริการส่งฟรี พร้อมโบรกเกอร์ SMART CAP ที่สามารถเก็บคุณภาพน้ำได้

ขนาด 18.9 ลิตร