TOP NEWS

Deutsche Bank: Challenge to revive dormant demand
DFDL: Geo-centric Thailand drives trade
Interview: Martin Biedermann
School News: Opening of the Rak Samong exhibition
School News: Khlong Toey Charity Day

THE PRESIDENT’S MESSAGE

DEAR FRIENDS AND MEMBERS OF THE STCC

Khun Prommin Kantiya, Director of the Accident Prevention Network asked the meaningful question “Thai people should think about what we want and how we want to promote the image of our country. Do we want to be known as the hub of the water party with booze and high death toll? Or do we want to be known for a beautiful culture that no one else has?” (source Bangkok Post 2014).

It is a fair question and when you look at the carnage of the “seven dangerous days”, as this period is commonly called, the police generals are well aware of the situation and try their best to implement crackdowns against drunk driving, speeding and the like. Last year the death toll of that period was 322, and this year it was 364, whereby 3,225 people got insured last year and 3,559 this year (source Road Safety Directing Centre).

Different organization tracking road deaths produce slightly different fatality figures, but most would agree that Thailand

SERVICE

STCC CALENDAR

Thu, 14th May 2015:
STCC Stamm at Amari Boulevard Hotel, 18:00, Special Cheese-Fondue Event [on prior registration only], drop in and late registration: “Zuerschnetzeltes mit Roescht”

Tue, 19th May 2015:
SSB Hoeck at Grottino Restaurant, 18:00

Sat, 23rd May 2015:
SSB Boat Trip Pattaya and Evening Dinner in Winecellar Pattaya (Guest at Dinner: HE Christine Schraner Burgener)

Thu, 11th June 2015:
STCC Stamm at Amari Boulevard Hotel, 18:00, Buffet as usual

For above events please wait for the invitation-mail or get it from www.swissthai.com, click on “events”.

BRUNO G. ODERMATT, PRESIDENT

Firstly we wish all our members and their families a Happy Songkran and a blissful happy Thai New Year. As we are moving into the hot season of this year, the Songkran Festival, a really unique part of Thai tradition, allows the people to cool off whilst splashing each other with water and to spend time with their families and friends. The traditional water pouring is a symbol of washing away all sins and bad luck, and the word derives from Sanskrit meaning “passing” or “approaching”.

(source Bangkok Post 2014).

It is a fair question and when you look at the carnage of the “seven dangerous days”, as this period is commonly called, the police generals are well aware of the situation and try their best to implement crackdowns against drunk driving, speeding and the like. Last year the death toll of that period was 322, and this year it was 364, whereby 3,225 people got insured last year and 3,559 this year (source Road Safety Directing Centre). Different organization tracking road deaths produce slightly different fatality figures, but most would agree that Thailand
THE PRESIDENT’S MESSAGE

is one of the worst countries for fatalities on the road. The World Health Organization places Thailand fourth, with 38.1 road fatalities per 100,000 citizens, right after Eritrea, Dominican Republic and Libya, with total death toll per year of 26,312 (data from 2010, source WHO). This works out to an average of 506 deaths per week, and the true shocking conclusion is that this year’s Songkran Festival, believe it or not, was one of the lesser deadly weeks on Thailand’s roads. Furthermore, 74% of all deaths are either drivers or passengers on motorcycles and it is obvious that this segment of drivers should be targeted for massive traffic education and compliance with law enforcement rules. As long as road safety is not considered a high item on the political agenda, we will be faced with further carnages in the future and this waste of human life will become unbearable to society one day.

On some sad news for Asia, on 23 March the founding prime minister of Singapore, Lee Kuan Yew, passed away after a short illness. I have heard of this visionary leader the first time in my business school, and when I passed through Singapore in the early seventies for the first time, I understood the meaning of Singapore’s vision “Intelligent Island”. These were just two simple words, but when you consider that from Singapore’s independence in 1965 Lee Kuan Yew built up this nation from a small mosquito infected trading post without any natural resources into an economic powerhouse, then you have to pause and pay true respect. With only human capital to work with, he needed to build jobs to sustain the daily lives of people and expand the economy beyond its port and trade.

Today Singapore has a GDP per capita of 55,182$ (source World Bank), a world class education system, the 2nd largest port in the world, a premium airline and 80% of citizens own their own homes through their Housing and Development Board. Of course, one can debate his one party rule, but his track record is hard to beat by any other politicians these days. I am currently reading his latest book “one man’s view of the world” and it is truly insightful to understand his thinking on Asian modelled democracies and the emerging role of China as a world power, amongst others. He argues that Western-styled democracies, such as the one man one vote system, may not necessarily be the right recipe for governments in developing countries, sort of “one shirt fits all”. For many Thais he will be remembered for his strong support to Thailand during the conflict with Cam-

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Please send all updates to secretary@swissthai.com
The President’s Message

bodia in the 1980s. A true gem in this book are the extracts of his conversations with his old friend, former Chancellor of West Germany, Helmut Schmidt, and it is enlightening to see how these two elderly statesmen view the world.

On some local positive news, His Majesty the King, endorsed a request of Prime Minister Prayut Chan—o-cha to revoke martial law throughout the country. It is good news for the tourism sector, as tour operators will now be able to obtain travel insurance coverage and it lifts the image of Thailand. The lifting of martial law paved the way for the PM to Section 44 of the interim constitution, which the Prime Minister, as he said, would use constructively and only selectively. It is definitely good step forward.

The JFCCT met with the Chairman of the Board of Trade (BOT) and Thai Chamber of Commerce (TCC), Khun Isara Vongkusolkit, and his leadership team, to discuss the economic outlook in Thailand and the strategic initiatives of the BOT and TCC. On the agenda was also an issue close to our hearts, mainly the ease of doing business and Thailand’s competitiveness as an investment hub, such as reprocess for work permits and visas and the new investment promotion strategy of the BOI. According to the BOT, Thailand has implemented 72% of the AEC blueprint and they feel positive about the efforts to prepare Thailand for the AEC. It was an open discussion and we will update you on further developments on our newsletter.

Last but not least, our monthly Stamm, held every 2nd week of the month at the Amari Boulevard, is just a great networking event and I encourage you and your business associates to use this venue to interact with other business minded people. This month we will have our yearly “STCC Fondue Stamm” and I can assure you that this is always the highlight of our calendar of events. So do not miss it!

With the best wishes

Bruno G. Odermatt
President

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Contact the President:
Bruno G. Odermatt
President STCC
president@swissthai.com
Tel: +66 2 652 1911
ECONOMY REPORT BY DEUTSCHE BANK

CHALLENGE TO REVIVE DORMANT DEMAND

• Economic outlook: Pace of recovery remains anemic, with little support from public spending, trade, and private sector investment. Tourism has however begun to pick up, and recent removal of martial law should help improve the flow of tourists further. The economy, especially the current account, continues to benefit from low oil prices.

• Main risks: Despite the official removal of martial law, the political situation remains tense and uncertain. Rising household debt and real interest rates have made BoT’s task challenging. Failure to revive the investment environment would be a major setback for the government. Thailand remains mostly suspended in stagnation. Domestic spending, whether stemming from households, businesses, or the public sector appears to have flattened in recent months. The agriculture sector has continued to face headwind from declining rice and rubber prices, pushing down farmers’ income and spending power. In the industrial sector, weak exports demand continues to dampen production. Of particular disappointment is the investment environment, where despite attempts by the government to get large scale infrastructure spending going, progress has been slow and private sector interest limited. Thai households remain under pressure from rising debt burden, explaining their lack of response to stimulus measures in the recent years. The high debt level is a key complicating factor in BoT’s inflation and growth objectives.

Ratings agencies continue to find the high household debt figures a key risk to the banking system in particular and overall economy in general. Attempts to revive the economy could be hampered if banks begin facing asset quality issues and become balance sheet constrained, leading to tighter credit conditions.

Bank of Thailand is also finding the debt situation a constraint at a time when further policy easing is warranted. While the
Finance Ministry insists that the debt level is manageable (and rate of expansion is slowing), the fear is lower rates would exacerbate the debt situation.

Our take is the opposite. With inflation in negative territory (and likely to remain so for a while), real interest rates have risen sharply lately, which would make servicing the household debt more difficult. Further cuts in rates and growth supportive measures are needed precisely because debt levels should not be allowed to rise any further. We think that as economic stagnation

**ECONOMY REPORT BY DEUTSCHE BANK**

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persists, the central bank will become more dovish, and follow the March rate cut with further accommodation. In addition to rising real rates, a relatively strong baht and a lack of progress in the political situation and public investment program have held back investment in this cycle. Business sentiments improved in the immediate aftermath of the military takeover last year, but have ebbed since as progress on the new political framework as well as the government’s much discussed mega infrastructure spending programs have been slow.

With external and domestic demand weak as well, there has been little scope for Thai businesses to cheer. Among the various reasons for poor business sentiment is weak exports to China, which may well remain a drag for a while. In recent years exports to China have grown by 20-50% per year, but turned negative in 2014, and have continued to weaken so far this year. If demand in Europe also fails to recover, businesses will continue to see fallings exports this year, in our view.

The only area of positive development seems to be tourism. Chinese and Malaysian tourists have been coming in ample numbers since the Lunar New Year holidays, helping a fairly sharp recovery in arrivals and hotel occupancy (see chart below). Official removal of martial law should help tourists to get travel insurance more easily. This should boost Russian tourism in particular.

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Singapore,
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Southeast Asia is gaining global attention as it counts down to the official year-end launch of the ASEAN Economic Community (the “AEC”). ASEAN as a regional trading bloc is the third largest behind only the European Union and the North American Free Trade Area comprising a combined GDP in excess of US$2.3 trillion. At this point it is worth clarifying that the AEC is not a “customs union” which applies a unified customs policy and tariff rates on non-member countries; in reality come December 31 2015, the AEC will indeed create a free trade area while each country retains independent customs policies and is permitted to set different tariff rates on imports from non-AEC states.

While the Community has largely eliminated all intra-ASEAN import and export duty taxes on items and services under the ASEAN Free Trade Agreement’s Common Effective Preferential Tariff Scheme, Cambodia, the Lao PDR, Myanmar and Vietnam (the “CLMV Countries”) are not required to achieve zero tariffs until 2018 in order to help address the economic development disparities between the CLMV nations and the ASEAN-6. Our article this month analyses the progress made on eliminating trade barriers between Thailand and the CLMV countries, and determines how Thailand can further enhance trade specifically with its lesser-developed CLMV neighbors.

CLMV countries are considered ‘new’ members of ASEAN, having joined after the original ASEAN-6. Upon signing the ASEAN Free Trade Agreement and therefore committing to eliminate all intra-ASEAN trade barriers, concerns were raised that if the CLMV countries liberalized at the same pace as their more economically developed counterparts, fragile domestic markets could collapse under increased competition and the government would suffer from tariff-related revenue losses. Therefore, the CLMV countries were given an extended timetable for compliance in order to implement tariff reductions more gradually and prevent economic shocks.

However, while formal tariff eliminations are on track, this effort in effect has had minimal impact as both the ASEAN-6 and CLMV countries have increased non-tariff trade restrictions to recover the lost revenue. These barriers include customs surcharges, technical measures, product characteristic requirements (marking, labeling, packaging, testing, inspection and quarantine requirements), and monopolistic measures.
Thailand and CLMV Trade
Overview

The geo-centric location of Thailand in ASEAN places it in a position to drive trade and investment with its CLMV neighbors. Although Thailand’s cross-border trade partnerships have historically been dominated by Malaysia, which accounted for 60% of Thailand’s total border trade in 2013, Thailand’s trade with CLMV had doubled during the previous five years, accounting for around US$6.4 billion. This substantial increase in volume was driven by rapid economic growth in Thailand’s CLMV neighbors and rising Thai outbound investment. Although Thai exports are facing new competition from China and Japan, Thailand’s CLMV imports continue to increase. Primary imports include hydroelectricity from the Lao PDR, natural gas from Myanmar, computers and parts, electrical machinery, plants and plant products, mining products and scraps, textiles, chemical fertilizers and pesticides, and paper pulp and paper.

Since Thailand opened its economy in 1960 with the establishment of the National Economic and Social Development Board and the Thailand Board of Investment to encourage trade and commerce with its neighbors, Thailand’s GDP has grown at an average rate of 7% annually. This positioned Thailand as a regional economic leader to its neighbors, whose economies remained closed to the outside. By the time these countries were ready to open their economies, they had a stable trading partner waiting on their borders to help fuel much-needed development. This economic disparity between Thailand and the CLMV

Source: [http://www.globalpolicy.org/asia/2014/01/14/603094-indicators-eda.jpg](http://www.globalpolicy.org/asia/2014/01/14/603094-indicators-eda.jpg)
Trade figures: Jan-May 2014 (SCG)
countries continues to exist today, giving Thailand a responsibility to assist in strengthening these economies in order to benefit its own exports and the prosperity of ASEAN as a whole.

**Drivers of Trade between CLMV and Thailand:**

There are several factors which are driving trade between Thailand and the CLMV countries:

- Accelerated economic development of CLMV countries;
- Declining tariff levels under the ASEAN Free Trade Agreement;
- Increasing urbanization and new Special Economic Zones along the borders;
- Thai-outbound investment to expand production chains regionally; and
- Financial support mechanisms from Thailand’s Department for International Trade Promotion and the Export-Import Bank.

**Developing a Stronger Infrastructure between Thailand and CLMV Countries:**

Border trade between Thailand and the CLMV countries remains constrained by a lack of infrastructure to support such trade, and where infrastructure does exist, it is insufficient. While the average annual trade growth between Thailand and the CLMV countries rose from 2001-2012, road links from Thailand to CLMV countries remain unreliable, and the additional costs of sea-fright prices put many small-medium enterprises out of the export market. Intra-ASEAN trade is the cornerstone of the AEC, and more substantial infrastructure investment is needed to put the Master Plans into practice.

The Thai government has allocated THB 5.5 trillion (US$179.85 billion) for new infrastructure investments planned until 2019. Of these infrastructure investments, THB 243 billion (US$ 7.95 billion) are to build multiple four-lane highways to Thailand’s largest border crossings, and THB 403 billion (US$13.18 billion) for 768km of double-track rail lines extending through the Lao PDR and Cambodia. In addition to its transportation infrastructure investments in Myanmar, Thailand is considering another bridge over the Mekong River into the Lao PDR, extending on the “friendship bridge” project completed in 2003 with joint investment from the Lao PDR and China.

Thailand has greatly benefited from sharing borders with CLMV countries despite the logistical issues. The proximity to CLMV countries has enabled Thailand to export with lower costs and greater ease. This is also reflected by the high growth in border provinces which has resulted in inflated land prices in cities like Kanchanaburi, Nakhon Ratchasima and Chiang Rai. As these cities develop, the infrastructure will also be improved to address the high demands of those residing in such areas. Despite Thailand focusing on its efforts to provide CLMV with Official Development Assistance in regard to the infrastructure, trade development is still dependent on CLMV countries to invest in their own logistics upgrades in order to see significant benefits. Thailand owing to the advantages of geographic proximity has maintained a closed economic relationship with its northern neighbors as materialized by the expansion of trade, investment and service-sector cooperation.

In terms of Thai investment into CLMV countries, Thailand’s investment projects comprise of natural-resource related projects, agricultural projects and agro-industries, and service-based investments such as those in hotels, tourism businesses and eateries. Despite the various drivers of trade identified earlier, experts from Credit Suisse have suggested that it would take up to 2018 for major gains to been seen in Thailand as well as CLMV countries.

Kunal Sachdev
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Matthew Christensen
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On April 27 Martin Biedermann and Peter Sprenger sat together at Martin’s workshop in the Ladprao area.

MARTIN, THANK YOU FOR TAKING YOUR TIME TO CONDUCT THIS INTERVIEW. CAN YOU TELL OUR READERS WHAT BROUGHT YOU TO THAILAND.

That is indeed a long story. The short of it: After spending almost 20 years in Asia for various trading companies and experiencing a variety of corporate cultures, an opportunity came to start on my own. Through a good network of contacts in the garment industry there was a need for a reliable supplier of P.T.F.E. coated glass fabrics in Thailand. In July 2000 I started the business with three people at this place. Meanwhile we employ 30 staff.

TELL US A BIT MORE ABOUT YOUR BUSINESS, COATED TEXTILES WHAT IS THIS?

I am sure you know the trade name “Teflon”. This stands for a material that has a number of great properties. It is a plastic that can stand high temperatures. In many production processes this is a very important requirement. An example is the production of coffee pouches. The conveyor belt has to be able to handle high temperatures for the hot tool to close the pouches. The belt is made of a teflon coated textile. My company imports the textiles and adjusts the dimensions to the customer’s requirements. Wherever conveyor belts at high temperatures are required, your readers should contact us.

THIS IS INDEED A VERY SPECIALIZED BUSINESS WHERE NETWORK AND CONTACTS ARE VERY IMPORTANT. HOW DID YOU BUILD THIS NETWORK?

As I said, I spent almost 20 years in Asia and had many opportunities to network. I have worked for a few trading companies from 1983 to 2000. I was helping many European companies to sell in Asia and naturally business partnerships and even friendships started to evolve. In the 80s I worked successfully for the Freudenberg group, with a 5 year stint in Manila. In those booming times (before the Asian crisis) I
MEMBER INTERVIEW

travelled the region extensively. 75% on the road, 10 countries, that leaves a mark in the market.

MARTIN BIEDERMANN, THE TRAVELLER?

All my life, I was/am a traveller. This goes back to my early years when I visited a friend in Hong Kong. During my stay in Hong Kong I fell in love with this city, it’s dynamics, it’s contrasts, it’s people, a stark contrast to organized Switzerland. In those days, we are talking the seventies, travelling was still adventurous. After the apprenticeship in business (KV) in Basel for a trading company, I wanted to see the world. Back then finding a job was quite easy, so there was no fear of being unemployed upon return, quite a contrast to today’s business environment. My girlfriend (now wife) and I travelled the world for more than a year. Combining my background and travelling I landed the first job in 1983 for Sieber Hegner, the Swiss trading company, for their Hong Kong export department. Combining travelling with income generation was really a dream come true.

MARTIN BIEDERMANN, THE FAMILY MAN?

Yes, sure! Although not always easy to combine a hectic schedule with family, I always had the support of my wife. We moved together to the different places. It was not always easy but we always found a way. Now we have two daughters, the older one studying MBA in sport and science at Basel after getting the Matura (IB) from the Swiss school in Bangkok. The younger daughter is still in secondary school in Bangkok. Since 2000 my business is entirely in Thailand and therefore our travel activities are minimal, except a few visits per year back home to Switzerland.

HOW DO YOU SPEND YOUR FREE TIME?

Although I am not good at it, I like to play golf. With a good friend we try to hit the course once a week. In general sport was and is a big part of my life. Back in the seventies I played soccer for the 1. Liga club Basel Concordia, which required a lot of commitment. It is interesting, many of the business contacts came via sport activities. The football pitch is indeed a good networking venue.

LAST BUT NOT LEAST: THE STANDARD INTERVIEW QUESTION. WHAT WOULD YOU CHANGE IN THAILAND IF YOU WERE THE MAN IN POWER?

Raise education standards. Good education for everybody and not just a few privileged families. Currently, elite stays elite no matter how smart they are. If the under privileged had access to good education the dynamics of this country would change for the better. According to the law, everybody should be treated equally. The reality in Thailand is different, especially in education.

MARTIN, THANK YOU VERY MUCH FOR TIME AND EFFORT

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STCC EVENT

OUR SCHOOL AT THE OPENING OF THE RAK SAMONG EXHIBITION

On Monday, 9th March, our school had the great honour to greet H. R. H. Princess Maha Chakri Sirindhorn. The occasion was the opening of the Rak Samong exhibition to raise funds for the Neuroscience Center for Research & Development, Chulalongkorn Hospital, the Thai Red Cross Society, at Siam Paragon. The Swiss Students Alumni Association of Thailand invited us to this event that H. R. H. Princess Maha Chakri Sirindhorn graciously presided over. Being in the presence of such an eminent and inspiring person created a lasting memory for our students – this was a day that all of us will never forget.

PRESENTATION OF EXTRA-CURRICULAR LEARNING ACTIVITIES IN GRADE 9

Our students of grade 9 had the chance to gather experience in the professional environment during internships that took place at various companies in Thailand and abroad. The students presented their experiences and reports to parents, friends, students and teachers on Thursday, 26th March 2015 in the school’s music room. The evening was a great success for the students and proved that the internship program plays an important part in our school curriculum.
Important events in the second semester of the school year:

11.06.2015  Flea Market (11:10 – 12:45)
12.06.2015  Graduation Ceremony
13.06.2015  Matura Ball
19.06.2015  Last Day of School

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

25th March 2015 was special for children in Bangkok’s Khlong Toey area. For over 100 children, it was a highlight of the year! The SMV held a Charity Day with 12 different activities for children: sack races, water games, face painting, jewelry making, a hula hoop contest, and so on. The students of grades 5 to 12 had great ideas.

One could see happy faces everywhere at the activity centers, both of the local children and of our students!
WELCOME TO NEW MEMBERS:

**Associate Members:**

**Mrs. Ruehli Anna-Maria**  
1055-876 State Tower, 37th Floor; Silom, Bangkok; 10500 Bangkok  
Tel: +66 6 1662 8580  
a-m.ruehli@bluewin.ch

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**SemioticTransfer AG**  
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In Bangkok: Tel 02-714-4177  
arno.giovannini@semiotictransfer.ch  
www.semiotictransfer.ch or www.semiotictransfer.asia

**Representatives:**  
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**Representatives:**  
Mr. Schlegel Peter; Managing Director

**Activity:**  
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www.krusp.com

**Representatives:**  
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Mrs Sprenger Prapinya; General Director

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Tel: 038 454 201  
Fax: 038 454 205  
info.th@oerlikon.com  
www.oerlikon.com/balzers/th

**Representatives:**  
Mr. Maeusli Michel; Sales & Operation Director, and Mrs. Wayuboot Pannarai; Marketing Executive

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

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Katholische Gemeinde
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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 Sithi Prasat, Rama IV (Nähe MRT Lumphini)

Regelmäßige Gottesdienste:
onntags 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
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