



## TOP NEWS

- Deutsche Bank:** Signs Of A Bottom
- DFDL:** Forging Thailand's Digital Economy
- Interview:** Oli Breit
- Event:** Hilti AG Presentation
- School News:** Internship Program

## SUPPORTED BY



## THE PRESIDENT'S MESSAGE

# DEAR FRIENDS AND MEMBERS OF THE STCC



**BRUNO G. ODERMATT, PRESIDENT**

*We just moved into a new year and it is time again to wish you a Happy New Year, to be precisely, a Happy Chinese New Year. 2015 is the year of the Goat, but some say it is in fact the year of the Sheep or Ram, according to the Chinese 12-year animal zodiac cycle. The Chinese character Yang is a bit ambiguous, as the Chinese use this character for both types of horned animals, so it depends on which tradition you choose to follow.*

After a rough year of the Horse with a military coup, civil war in the Ukraine, turmoil in the

Middle East, and commercial airplanes either blown up in thin air or simply disappearing, it is time to sail into calmer water this year. It is the longest public holiday in China and most workers will be off work up to seven consecutive days. It is estimated that during that period 3,6 billion passenger trips (roughly 3 trips for every citizen) will turn China's roads and rail stations into traffic nightmares and it is considered the largest human migration in the world. It shows that China has not just become a dominant economic and political powerhouse, but it reaches also into the social life of many nations around the globe where these Chinese traditions are thoroughly celebrated.

A highlight in this month's activities of our Chamber was the luncheon talk with Dr. Pius Baschera, Chairman of the Board of Hilti corporation. Hilti is a world market leader and manufacturer of specialised drills for the construction industry and

## SERVICE

### STCC CALENDAR

**Tue, 10th March 2015:**

STCC Swiss Society AGM at Rembrandt Hotel, Sukhumit Soi 18

**Thu, 12th March 2015:**

Stamm at Amari Atrium Hotel, 18:00

**Tue, 17th March 2015:** SSB

Hoeck at Grottino Restaurant, 18:00

**Thu, 9th April 2015:**

Stamm at Amari Atrium Hotel, 18:00

*For above events please wait for the invitation-mail or get it from [www.swissthai.com](http://www.swissthai.com), click on "events".*



## THE PRESIDENT'S MESSAGE

it is a thoroughly family owned business. Dr. Braschera elaborated about the Hilti model of value based leadership and you could feel that this company does really walk the talk. It takes a serious commitment to corporate responsibility and is committed to build a better future within the communities it does business, which I find remarkable. As an example, the Hilti Foundation invests 10 million CHF annually in cultural and social projects, such as the Simon Bolivar Youth Orchestra, which is really a touching story, as most of its members come from poor social-economic backgrounds. This extraordinary music project was an attempt to transform the lives of Venezuela's poorest children in a country where 60% of the people live below poverty line. By offering free instruments, sponsored by the Hilti Foundation, and free tuition through a network of after-schools centres, thousands of children were kept away from drugs, alcohol, youth gangs and street violence and these efforts led to the creation of 30 professional orches-

tras. When one realizes that Venezuela had only 2 orchestras when this project was initiated one should be amazed to comprehend how through providing classical music lessons one can tackle social problems and provide underprivileged kids with a future and hope. So next time the Simon Bolivar Youth Orchestra tours your city, make an effort to meet this wonderful group of young musicians. Overall it was an inspirational presentation from a visionary leader and you will find more information in our newsletter about this great event.

Thailand's economy is likely to remain sound with modest growth, a low unemployment rate of 0.6% and foreign reserves worth of 300 billion US\$, which is about 10% of GDP. It will likely gain momentum in the coming months, coming mainly from the recovery of the export sector, private investment, declining oil prices and the planned government investment. The down side risks will be a slow recovery of the global economy, which might affect



## 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](mailto:secretary@swissthai.com)



# Swiss Thai



MARCH 2015 | SWISS-THAI CHAMBER OF COMMERCE | E-NEWSLETTER #56

## THE PRESIDENT'S MESSAGE

Thailand's exports, softening of key agricultural prices such as rice and rubber, high household debt, and last but not least, the swift implementation of the planned government infrastructure projects. Add to that the volatility in exchange rates and capital flows and you will agree that the current government has its full plate of economic issues to deal with this year.

Soon you should receive our 2015 media kit for those who are interested in placing an advertisement in our monthly newsletter. Please take advantage of a good opportunity to broadcast your business to our members.

I wish you and your business lots of success in these turbulent times.

*With the best wishes*

*Bruno G. Odermatt  
President*

\*\*\*

*Contact the President:  
Bruno G. Odermatt  
President STCC  
president@swissthai.com  
Tel: +66 2 652 1911*

**GLOBAL HD TV**

**Europäisches Fernsehen in Thailand empfangen!**

Global HDTV bietet aktuell 45 deutsche, österreichische und schweizerische Kanäle an, 10 davon in zweifacher Qualität, einmal in HD (High Definition) und in bewährter standard Qualität, weitere 8 Sender sowohl in HQ (High Quality) als auch in standard Qualität. Dreingabe: 13 britische Kanäle im HQ - Format !  
Nur THB 990.- / Monat + Rabatte ! [www.globaltv.to](http://www.globaltv.to) [support@globaltv.to](mailto:support@globaltv.to)

**asian trails**

Let us guide you throughout Asia

COME EXPLORE WITH US.

CAMBODIA · [res@asiantrails.com.kh](mailto:res@asiantrails.com.kh)  
 CHINA · [res@asiantrailschina.com](mailto:res@asiantrailschina.com)  
 INDONESIA · [res@asiantrails.co.id](mailto:res@asiantrails.co.id)  
 LAOS · [res@asiantrails.com](mailto:res@asiantrails.com)  
 MALAYSIA · [res@asiantrails.com.my](mailto:res@asiantrails.com.my)  
 MYANMAR · [res@asiantrails.com.mm](mailto:res@asiantrails.com.mm)  
 THAILAND · [res@asiantrails.org](mailto:res@asiantrails.org)  
 VIETNAM · [vietnam@asiantrails.com.vn](mailto:vietnam@asiantrails.com.vn)

[WWW.ASIANTRAILS.TRAVEL](http://WWW.ASIANTRAILS.TRAVEL)



## ECONOMY REPORT BY DEUTSCHE BANK

# SIGNS OF A BOTTOM

- **Economic outlook:**  
*Mild signs of consumption and tourism revival have given rise to the hope that the economy may have put the worst of this cycle behind.*
- **Main risks:**  
*If demand does not turn around soon, the duration of the period of deflation could prove to be more protracted than expected, making policy calibration particularly difficult.*

Thailand has joined a number of regional economies in entering negative inflation territory. While core inflation was sticky at 1.6%, headline inflation printed -0.4% in January, a point sufficiently below the 1-4% inflation target that it necessitated a formal explanation by the Bank of Thailand.

In its note, the central bank explained that it did not see a whole lot more than declining energy prices contributing to the ongoing downward slide in inflation. It expects global oil prices to gradually recover in line with a more balanced global oil market in the second half of year, which should cause headline inflation to rise back within the inflation target range. BoT's inflation forecast therefore sees no more than a quarter or two of below-target inflation.

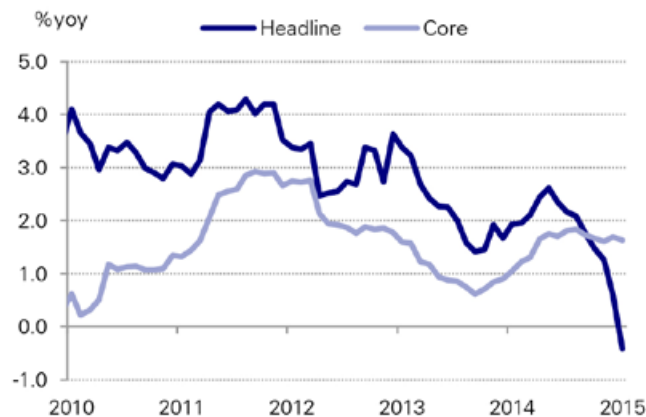
The central bank does not consider the ongoing developments being caused by weak demand; indeed low energy prices should boost demand, and by extension raise inflation expectations, as

per the BoT's statement. In any case, we have noted that indicators of investment have begun to pick up, while consumption data show no vigor but clear signs of bottoming. The economy is finding its footing, it appears to us.

The BoT statement stresses that there has been no evidence suggesting that the public expects a sustained decline in the general price level, which could lead to delays in consumption and investment. The current monetary policy stance is seen as conducive to supporting the economic recovery.

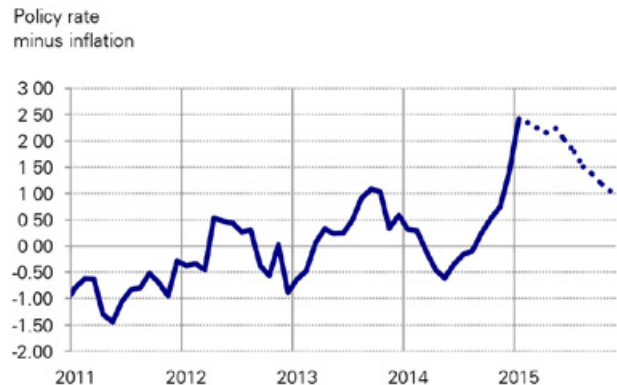
We see merit in the BoT's statement, but worry if the economy is capable of handling even the short term consequence of the deflationary dynamic, which is

Disappearing inflation, for the time being



Source: CEIC- Deutsche Bank

Can the economy handle a spike in real rates?



Source: CEIC, Deutsche Bank. Dotted line denotes forecasts.



## ECONOMY REPORT BY DEUTSCHE BANK

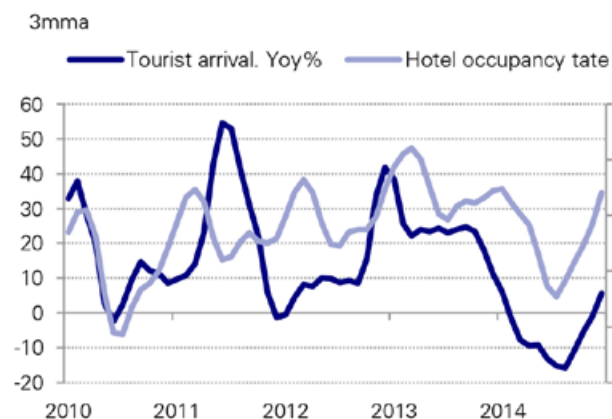
a rise in real interest rates. As per our forecast, real rates would be in the highest territory in more than 5 years through the course of 2015. While the economy does not appear to be mired in dysfunction, it is highly indebted (especially Thai households). A rising (real) rate environment would clearly be the opposite of what's needed to support the fledgling economic recovery.

Indeed, recent statements by the BoT governor seem to suggest that a rate cut could well be on the table, especially if growth momentum were to slow once again. Given recent global developments and lingering uncertainties, we think it is important for central banks to keep whatever small room is available to act. BoT is going to be no exception, in our view. We are maintaining our forecast of unchanged monetary policy through the course of the year, but the chance of a rate cut grows as inflation surprises to the downside month after month. If incipient signs of an investment recovery begin fading, rate cut would be firmly back on the agenda, in our view.

### Tourism an emerging upside risk

A mild recovery in tourism is on the cards. The authorities have taken a number of measures over

#### A turn in tourism, at last



Source: CEIC, Deutsche Bank

#### Thailand: Deutsche Bank Forecasts

	2013	2014F	2015F	2016F
<b>National Income</b>				
Nominal GDP (USDbn)	367.8	364.3	362.8	369.9
Population (m)	64.8	65.1	65.4	65.8
GDP per capita (USD)	5677	5,596	5,545	5,625
<b>Real GDP (yoy %)</b>				
Private consumption	0.3	0.6	1.0	2.3
Government consumption	4.9	2.7	3.8	4.2
Gross fixed investment	-2.0	-2.8	1.0	2.0
Exports	4.2	-1.3	2.0	6.3
Imports	2.3	-5.0	4.4	6.1
<b>Prices, Money and Banking</b>				
CPI (yoy %) eop	1.7	0.6	1.4	2.2
CPI (yoy %) ann avg	2.2	1.9	0.3	2.2
Core CPI (yoy %) ann avg	1.0	1.6	1.5	1.5
Broad money	7.3	7.5	8.0	9.0
Bank credit <sup>1</sup> (yoy %)	9.4	8.0	9.0	9.0
<b>Fiscal Accounts<sup>2</sup> (% of GDP)</b>				
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
<b>External Accounts (USDbn)</b>				
Merchandise exports	225.4	230.0	245.0	264.6
Merchandise imports	218.7	210.4	229.4	252.3
Trade balance	6.7	19.5	28.2	37.0
% of GDP	1.8	5.4	7.8	10.0
Current account balance	-2.5	7.0	9.0	8.0
% of GDP	-0.7	1.9	2.5	2.2
FDI (net)	12.8	12.0	15.0	18.0
FX reserves (USDbn)	167.3	172.0	180.0	190.0
FX rate (eop) THB/USD	32.9	32.9	35.0	35.0
<b>Debt Indicators (% of GDP)</b>				
Government debt <sup>2,3</sup>	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
<b>General</b>				
Industrial production (yoy %)	2.6	1.0	5.0	5.0
Unemployment (%)	0.8	0.9	1.0	1.1
<b>Financial Markets</b>				
	<i>Current</i>	<i>15Q1</i>	<i>15Q2</i>	<i>15Q4</i>
BoT o/n repo rate	2.00	2.00	2.00	2.00
3-month Bibor	2.18	2.25	2.25	2.45
10-year yield (%)	2.64	2.25	2.25	2.50
THB/USD (onshore)	32.6	33.6	34.2	35.0

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



MARCH 2015 | SWISS-THAI CHAMBER OF COMMERCE | E-NEWSLETTER #56

## ECONOMY REPORT BY DEUTSCHE BANK



Still, until a full withdrawal of military rule takes place, some tourists will struggle to secure travel insurance. Furthermore, sharp weakness of the euro and economic turmoil in Russia could act as a major roadblock for tourism.

One hope is that the downside from European and Russian tourism would be neutralized by the ongoing surge in Chinese tourism. Although the growth environment has faded somewhat in China as well, there has been no apparent slowdown in tourism from China to Thailand. The average growth rate of Chinese tourist arrivals to Thailand has been striking, more than 60% per year over the last three

years. Likely continuation of a visa fee waiver will keep Chinese tourism strong, in our view.

Indeed, Chinese tourist arrivals set a new record in late 2014, with around half a million arrivals in November and December. This may well be a silver lining on an otherwise gloomy environment.

*Taimur Baig,  
Singapore,  
+65 6423 8681*

the past six months to assuage concerns about political instability, including relaxing martial law from tourist intensive areas and easing visa requirement for Chinese and Russian tourists.



599 THB NET per person



## EL BRUNCH

**Mexican brunch buffet every Saturday**  
**\*\*\*AUTHENTICITY AT ITS FINEST\*\*\***  
**KITCHEN THEATRICKS + 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

## FORGING THAILAND'S DIGITAL ECONOMY

*Over the last few months the Thai government unveiled its plans to create a "Digital Economy". In that regard, we propose taking a closer look at how a digital economy is defined and how it should function ideally.*

In layman's terms, a digital economy refers to an economy that is based on digital technologies and the internet with the aim of creating "smarter cities". The distinction between a "traditional" economy and a "digital" economy has in recent times been difficult to distinguish given the use of technology becoming commonplace in today's world.

Thailand has not been the only country to propose the promotion of a digital economy; South Korea famously launched a similar initiative to create a "smart city" which brought together the world's top technologies, building design and eco-friendly practices with the aim of creating a "smarter city". Similarly, France in 2010 demonstrated its commitment to expand its digital economy by investing €4.5 billion in the sector as part of the "National Investment Program". France since 2010 has been successful in attracting the world's top digital companies

such as Google and Intel to set up operations in the country to help further drive the economy.

Prime Minister Prayuth-Chan-Ocha has made the government's intentions clear in promoting the use of internet in business and governance which has made plans for digitalizing the economy a key initiative his regime. The plans call for the creation of a national broadband network, a digital gateway and an integrated data center to facilitate public access to state services and information.

By implementing a digital economy successful the Thai government aims to equip Thailand with a highly effective telecommunications infrastructure over the course of the next two years with the aim of having each household connected with a fiber-optic telecommunication system and a competitive 4G network for mobiles. Effective implementation of the initiative would make Thailand rival Singapore as an internet and telecommunications hubs whilst competing with the island nation for the center of ASEAN.

The plan to create a "digital economy" implies the passing of 10 new bills by the Ministry of

Information and Communication Technology which was approved by the Thai Cabinet at the end of January 2015.

The bills are intended to be ratified into Thai law before the end of 2015. The package includes, among others, the National Digital Committee for Economy and Society Bill, Ministry of Digital for Economy and Society Bill, Electronic Transaction Bill (amendment), Computer Crimes Bill (amendment), Cybersecurity Bill, Personal Data Protection Bill and the Broadcasting and Telecommunication Regulator Bill (amendment).

The package, which was initially drafted by the Electronic Transactions Development Agency ("ETDA"), have since its unveiling been subject to much criticism from the public and legal academics so much so that the ETDA has reconsidered their position and admitted that the package would need to be revised to address the public's concerns. The main concerns surrounding the fact that the bills predominantly address cybersecurity rather than promote the digital economy. The cybersecurity aspects of the bill allow for an abuse of power by granting enormous leeway to



## NEWS BY DFDL



governmental officials to access the private information of businesses and the public without their knowledge or permission.

The proposed bills contemplate the creation of the National Cybersecurity Agency (“NCSA”) to be the agency in charge of enforcing the proposed laws. As currently proposed the NCSA is to consist of officials from the Defense Ministry, the Technology Crime Suppression Division and the Contemplated Digital Economy Ministry. Critics have stated that the model proposed for the NCSA represents a deviation from successful digital economy models seen overseas; generally, an independent agency is usually appointed for overseeing personal data protection laws who ensure that a balance of citizen’s rights and the government’s authority is maintained. Legal academics have since proposed that due to any absence of such an independent agency, the NCSA should also comprise of officials from the National Human Rights Commission and the Office of the Ombudsman.

Laws relating to cybersecurity are certainly not a new concept and have existed in many developed countries for sometime now. In each country a healthy debate is sparked on maintaining a divide from what is publically accessible and what is private and confidential. In the UK and United States for example, authorities require inspecting officers to apply for a court order before requesting materials from suspected persons. Many critics of the cybersecurity have stated that similar sanctions should apply to the Thai bill and the court orders should specifically limit the period in which information may be accessed by the authorities.

A similar bill is presently being proposed in the United States with President Obama lobbying legislation which would force businesses to share more information about hacking and cyber-attacks. Instead of attempting to force the bills through, Mr. Obama has invited businesses, academics and public commentators to publically criticize

the bill and set up channels to address their concerns. The Thai government should similarly allow the public to scrutinize the bills in the same way it had done for the proposed amendments to the Foreign Business Act at the end of 2014 and its investment promotion strategy which had called for a meeting of the international business community and local businesses to allow them each to raise their concerns.

Taking a step back to look at the bigger picture without bearing in mind the scrutiny attracted by the bills, the 10 proposed bills represent a good start in the creation of a digital economy, a concept which prior to the 22 May coup d’état had not been proposed by any government. The package represents a big step forward in “upgrading” Thailand and is an initiative which would be strongly supported by the private sector provided that Thailand can follow a model which keeps in the mind the rule of law and balances the use of power by authorities whilst still respecting the private rights of citizens.

*Kunal Sachdev  
kunal@dfdl.com*







# Swiss Thai



MARCH 2015 | SWISS-THAI CHAMBER OF COMMERCE | E-NEWSLETTER #56

## MEMBER INTERVIEW

# OLI BREIT

STCC member Oli Breit and Newsletter editor Peter Sprenger talked about natural ingredients, business numbers and Oli Breit.

**Oli, thank you for accepting our invitation for this interview. Tell us about your early years.....**

Born in 1968, I was brought up in Zurich-Witikon and went through the regular Swiss schooling process i.e. primary, secondary school followed by the gymnasium (math, science emphasis) getting the prestigious Matura in 1988. In short, a fairly regular and standard Swiss upbringing.

**A young Swiss with the Matura in his pocket, the world is wide open.... What's next?**

As a loyal Swiss, next was the military service. No need to dwell into that episode since

many of your male readers would have similar green stories. Returning to civil (or civilized) life I decided to enter the Eidgenoessische Technische Hochschule (ETH). To apply wisdom and knowledge to the real world, I felt food science and technology was my thing. In 1994, I received a Masters Degree in this field and was now ready for exploration. My first job was at Nestle's Product & Technology Centre in Kemptthal near Winterthur. Up scaling from lab experiments to real and large production was fun and challenging. For 3 years I could get insights in the food processing and production. As we all know and appreciate Nestle as a Swiss landmark for innovation and quality, I felt I was still too young to be part of such a giant business. I looked for a smaller company where the contribution of a young engineer could be felt more directly. In 1998 I



started my second commercial adventure at a small company in the Thurgau (Bischofszell), Obipektin AG, as a sales engineer. Here I had much more international exposure and started to realize the importance of the commercial side of business. Compared to Nestle, Obipektin was a dwarf but it still was a business with 60 Mio CHF turnover and growing. Obviously I did a few things right and was

**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<sup>th</sup> 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**<sup>®</sup>

MS Hybrid Polymer  
**best performing**  
window, door  
and facade  
**sealant.**

Southeast Asia Link Co., Ltd.  
www.seal-ast.com  
T: 0 2732 2092



## MEMBER INTERVIEW

promoted to sales manager Asia in 2003. Now I started to get to know and appreciate Asia with all its diversities and complexities. I guess my bosses realized my excitement for this area. I did not need to think long when I was asked to open the first Obipektin office outside Switzerland. Asia was the choice. After evaluating different locations, Bangkok was selected. I might have been a bit biased when deciding since my then girlfriend, and now wife, is Thai.

### **This is quite a story! How and when did you set-up your operation in Thailand?**

I started the operation in Bangkok in 2005 as a "one man show". I was fortunate to work with Trina Management company. They were of great help to get all permits, visa and other administrative and legal requirements. The company Gateinfo set up all my IT needs and made it relatively easy to get connected with customers and the head quarter in Switzerland. With this support I could fully concentrate on the real business and regional sales numbers started to climb.

### **That has been 10 years ago, how did your business evolve and how many employees you have today?**

Of course, businesses in general and ours in specific, are dynamic. End of 2000, Obipektin was

bought by an English Investment group, to be sold 5 years later to a Spanish Ingredients Group before being taken over by the global leader in specialty plant-based natural ingredients i.e. Naturex. (www.naturex.com) These changes opened new opportunities for me since Naturex has over 20 offices worldwide. The portfolio has grown and has now three major business units i.e. food, health/nutrition and personal care. Our customers are companies like Nestle, Herbalife and L'Oreal just to name some well known examples. Right now I manage a business of approx 23 Mio US\$ with 15 direct employees in many different countries in Asia, India and the Middle East.

### **Now let's move away from business and talk about your personal life. Is the family growing?**

Yes indeed, and quite recent. We have a 2 months old son. Our family life is adapting and focusing on this little new family member.

### **That brings me to a major concern of many families in Thailand: Education. How do you see your son being educated?**

Education is the basis of a good life. I hope we will still live in Thailand when our son reaches kindergarten age. I think in the direction of an international or

even Swiss school education. My wife and I believe in an education where curiosity and free thinking is valued higher than rote learning. Although many Thai schools and Thai citizens are aware of the issues at local schools, change is slow and probably not in time for our son's school career.

### **If you had the power to change one issue in Thailand, what would that be?**

The healthcare system. Health is even more important than education. If you are sick the best education system is useless. Thailand is proud to be a health care hub for rich individuals. I am appalled to see all these advanced medical services and then hear stories about people who are denied basic health services. Although overall Thailand has a better track record in terms of health services than many other developing countries, health care is still a privilege for the well off. The 30 Baht scheme is just not good enough!

### **Oli, Thank You very much for your time and effort to make this interview a reality. Very appreciated!**

Your welcome, it was indeed a pleasure to reflect.



## STCC EVENT

# PRESENTATION BY HILTI AG MANAGEMENT

*On Feb 3 approx 20 STCC members found the way to the Nai Lert Swiss hotel to seek inspiration from Dr. Pius Baschera and Robbert van-De-Feltz. Hilti is a successful company in the construction business and possibly one of the most referenced example in business school textbooks.*

After a delightful lunch with vivid intra table discussions (3 tables / 8 seats) it was on the STCC president, Bruno Odermatt, to introduce the chairman of the HILTI group, Dr. Pius Baschera. Bruno summarized the achievements of HILTI and Dr. Baschera efficiently and handed the floor to Pius. After the first few minutes it was already clear why HILTI is a success story: The chairman himself is HILTI.

Starting his career at the company in 1979, he has worked up his way to the position of chairman. Pius is the living proof that loyalty is the major component of any business success story, the required ingredient as flour in bread. HILTI, more than most other companies, invests enormous resources to make sure the employees breathe the HILTI air and in their arteries flows the HILTI blood. The fact that HILTI is a family owned company makes it easier to invest these vast resources (10 Mio CHF/year) into efficient HR programs.

On the other hand, how many privately owned companies, 22000 employees with a annual turnover of 4 Billion CHF, are

out there in the market place? Not many! HILTI has managed to combine family values with successful business operation, a rare treat indeed. The HILTI culture is honesty and modesty. Throughout Pius's presentation one never had the feeling of a high flying business executive. Down to earth and straight forward. "We do not need to be on TV all the time, we DO things and not talk about them so much" It was enlightening to listen to a visionary. In case you missed the event or you like to get more of Pius, here is a link for you. <http://www.podcast.ethz.ch/episodes/?id=1029>.

In a similar style Robbert van-De-Feltz, Head of HILTI Asia Pacific, talked about Asian specific





# Swiss Thai



MARCH 2015 | SWISS-THAI CHAMBER OF COMMERCE | E-NEWSLETTER #56

## STCC EVENT

issues. An honest assessment of HILTI's business in Asia where the track record is mixed. The strategy with expatriate managers in the past has failed. HILTI realized that working with local management talent has better chances for success. In all Asian countries (except Vietnam) there are now local managers employed. The sales chart Robert showed in his presentation

has a steeper curve upwards since. Robbert talked about the diversity in the region and challenges to be considered when doing business here. Most of his remarks found agreement with a highly doted "experience in Asia" audience.

Two outstanding presentations combined with fine lunching and networking for modest fee

of 1000 Baht, it was worth every minute. The Swiss Thai Chamber of Commerce thanks Swiss ambassador Christine Schraner-Burgener and deputy head of mission, Viktor Vavrika for attending. Your presence is highly appreciated and shows support from the Swiss government for our local business issues.



[www.venturyasia.com](http://www.venturyasia.com)

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

**VENTURY**  
YOUR TURKEY FACTORY

**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-belting.com, www.premier-belts.com



## MEMBER CONTRIBUTION

# SOLAR IMPULSE II: ANOTHER IDEA BORN IN SWITZERLAND

*The Swiss Embassy invited selected guests to visit their own solar roof. About 90 interested people did join the event. After having a look at the solar roof we got further information about the future of solar energy. The movie "Solar Impulse II" was presented and followed by speeches from Peter Sprenger, Prof. Dr. Dusit Kruangam, Assoc. Prof. Patchanita Thamyangkit and by two students of The Swiss School, Marvin Fischer and Konstantin Schlug.*

Between 17.00 and 18.00 we

have been received with an excellent buffet of drinks and snacks offered by the Embassy. During that time the participants were given the possibility to visit the solar roof. Rolf and Sureerat Aeschbacher informed us about the possibilities and efficiencies of solar energy. A six inch solar wafer produces around 4 W of electricity and lasts for many years, even though the capacity drops after 20 years by about 20%. The return of investment is actually around 10 years without support and approx. 5 years with

government sponsored feed in tariffs (FIT). The total power of the Embassy roof is about 150 kW and the angle of inclination is 5 deg. For detailed information you can get the brochure "Photovoltaic Power Plant of the Embassy of Switzerland in Bangkok" from the Swiss embassy.

After visiting the solar roof we have been officially welcomed by Swiss Ambassador Christine Schraner and Sarah Koch, Diplomatic Attachée. Then we enjoyed a presentation of the newest project of the Piccard





## MEMBER CONTRIBUTION

Family, to fly for the first time around the world with a solar powered plane: SOLAR IMPULS II. The two men, Bertrand Piccard and Andre Borschberg will land in March in Mandalay. The winner of the raffle, organized by the embassy, received a flight to Myanmar for two persons and will have the possibility to speak to the famous team. The movie was a perfect and interesting presentation of Solar Impulse. Solar Impulse is a product of Swiss innovation; it also exemplifies the importance of Switzerland's contribution to the sustainable use of natural resources. (See flyer of SOLAR-IMPULSE, available at the Swiss Embassy)

A highlight was then Peter Sprenger's speech. Full of enthusiasm Peter spoke about solar energy. He agreed that his first personal solar project was indeed expensive; however he learnt a lot with it. Peter invested quite a lot of money to set up his first solar rooftop in 2006. In history we always needed clever and enthusiastic brains searching for new possibilities, supporting innovations instead of going for instant profits. I remember when sitting in caverns, looking at the guy who started building wooden houses and invented hammocks: "Look at him", we said, "he is crazy, he and his idea will not survive! He will die in winter or his house will burn down" – today I

am happy that this guy did not give up! And I am happy Peter Sprenger and Rolf Aeschbacher are going on!

Prof. Dr. Dusit Kruangam presented a graphic showing a prediction of future power consumption in Thailand. It looks like the part of renewable energy will increase in and hopefully not only in Thailand. He informed about the support the Thai government intends to grant. The authorities seem to be ready to pay to producers of solar electricity, for power furnished into the grid. However the support is limited, not everybody will be entitled to furnish electricity into the net. Professor Kruangam told us about his fighting against those limitations.

Nevertheless when producing energy on the rooftop by photovoltaic means our bill for electricity will be lower. The meter will, when the sun shines and a little electricity is used, turn backwards. We produce energy for ourselves. The Swiss embassy produces about 30% of its energy needs by solar panels. This will reduce the electricity bill by the same amount. On the other hand, embassies will not benefit from the support of the Thai government, but let's not forget: Producing solar energy means to produce environment friendly energy without negative impact to our planet.

An informative speech was held by Assoc. Prof. Patchanita Thamyangkit from Chulalongkorn University. She spoke about production of gas, copying nature. Leafs convert not only CO2 into oxygen they may produce methane when modified, a gas that can be used to produce energy. Assoc. Prof. Patchanita told me, that the system has been successfully tested, and the University is now searching a profitable way to produce.

I did like the speech of the two students of our Swiss School. The coming generation is full of good will, good ideas and idealism. Their vision of a solar future made them think about a solar plant on the buildings of the RIS.

Peter Sprenger picked up the idea and made an interesting proposal: Parents of students, companies and others should be given the possibility to buy solar cells to make a solar roof at their school. I will surely buy some cells!

My personal suggestion: Check the possibility to install a solar roof on your house or on your company. It is not only a long term investment, it saves the planet, it makes sense for our future generations and it improves, worldwide, the quality of life!

*Markus Ruprecht*



RIS SWISS SECTION DEUTSCHSPRACHIGE SCHULE BANGKOK

## SWISS EMBASSY EVENT ON THE TOPIC OF SOLAR ENERGY

*On Thursday, 5th February 2015, the Swiss Embassy hosted an event on the topic of solar energy.*

The occasion was the Swiss project "Solar Impulse", a purely solar-driven airplane that will travel around the world. The interested guests had the opportunity to see the solar power station on the Embassy's roof thanks to which the power bill is cut by 30%.

Later, in the residence, four talks were given. Mr Peter Sprenger of Kruthwong & Sprenger, who is also the new Vice President of the Executive Committee of the Swiss Educational Association, spoke about current innovative trends in solar energy. Prof. Dr. Dusit Kruangam, a solar expert, entrepreneur and member of the National Reform Council NRC, enlightened us on the Thai policy regarding solar power. Ass. Prof. Dr. Patchanita Thamyongkit of the Department of Chemistry at Chulalongkorn University gave us a fascinating insight into the latest developments in research into materials for solar panels.

The event came to an end with a contribution of our school: Two students of Grade 11, Marvin Fischer and Konstantin Schlug, presented to the 90 people in the audience the young generation's vision and questions about sustainability and solar power. They included the results of discussions in their physics class around the topic.

The entire Grade 11 took part in this inspiring event and learned a lot about the very practical aspects of technology and business.



## SECOND OPEN HOUSE DAY

*On Wednesday, 25th February 2015, RIS Swiss Section-Deutschsprachige Schule Bangkok welcomed many parents and visitors to the second Open House Day of this school year.*

It was a great opportunity to gain an insight into our everyday school life. From 07.30 am on, guests were visiting our classes, taking part in school tours with our Grade 11 students or meeting and chatting with staff and students over coffee in the courtyard.

The visitors' questions about our teaching and learning environment, bilingual education, school facilities, our various school programs and many other topics were answered by our school representatives. It was a welcome opportunity for parents, both prospective and current, to get first-hand experience of our school.



RIS SWISS SECTION DEUTSCHSPRACHIGE SCHULE BANGKOK

## THE VIETNAM WAR - GRADE 11 SCHOOL

*The yearly special week is themed differently each time and requires the students to do project work: anything from handicraft to experiments on a grand scale to an internship – see below for an article on that particular topic.*

For some classes, the special week is an opportunity to gain experiences outside of school or maybe even outside of Bangkok beyond the daily routine. Other classes stay in school and experts come and visit them. As part of the Grade 11 Special Week, students and their teachers Alexander Klemm and Hendrik Schuhmacher had the chance to carry out research on the Vietnam War. The teachers provided the students with information, documents and several documentaries about the Vietnam War. The students prepared very interesting presenta-



tions about the most important Vietnam movies, such as “Platoon” and “Deer Hunter”. The students watched documentaries about today’s victims of “Agent Orange”, the My Lai Massacre, and finally discussed Francis Ford Coppola’s famous Vietnam feature “Apocalypse Now”. The highlight of the project was the

visit of a Vietnam War Veteran, a real contemporary witness who visited the school for the second time. Captain William S. Whorton, member of the U.S. Marine Corps, served 11 months in infantry combat as Senior Battalion Advisor. He shared much of his Vietnam experience with the students.

### Important events in the second semester of the school year:

- 10.03.2015 Deutsches Sprachdiplom der Kultusministerkonferenz (DSD I) exams
- from 24.03.2015 Exams for the German school leaving certificates (Sekundarstufe I-Prüfungen)
- from 23.04.2015 Exams for the Swiss Matura
- 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](http://www.ris-swiss-section.org) – and get more information about our upcoming events.*





RIS SWISS SECTION DEUTSCHSPRACHIGE SCHULE BANGKOK

## INTERNSHIP PROGRAM IN GRADE 9

- "In these two weeks I learned to be patient and friendly with clients."
- "I liked the internship so much and I am very grateful!"
- "This experience was very good for my future!"
- "A lot of new interesting and good experience!"

- "I could see what real and professional work is."

For two weeks in February our students of Grade 9 experienced "real life" during their internship. All but two of them stayed in Bangkok, one went to Myanmar and one student even

flew to Switzerland. All of them discovered interesting fields of work: in a hospital, at a soccer school, with journalists and photographers of Bangkok Post, in a hotel, in an architects' office, at the airport, in a home for disabled children, behind the curtains of a theater, in development aid and in the trading business.



All companies that could be visited by our teachers were very satisfied with our young interns. After two weeks of work experience, the students came back in their school uniforms again, deeply satisfied with themselves and rich with precious experiences from the work place. A detailed report and a presentation for students and parents will be the final highlights of this important and successful project.

บริษัท โนวาเท็ค จำกัด  
**NOVATECH**

[www.novatech.co.th](http://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**  
Respoke IT and Marketing Solutions

Tel: +66 76 319 179 | [www.bitsiren.com](http://www.bitsiren.com)



# Swiss Thai



MARCH 2015 | SWISS-THAI CHAMBER OF COMMERCE | E-NEWSLETTER #56

## INTERN

## WELCOME TO NEW MEMBERS:

### **Mattproductions Co. Ltd.**

576/25 Moo 5, Photisarn Road, Pattaya, T. Naklua, A Banglamung  
20155 Chonburi  
Tel: 038 367 673  
Fax: 038 367 032  
e-mail: [info@der-farang.com](mailto:info@der-farang.com)  
website: [www.der-farang.com](http://www.der-farang.com)

### Representatives:

Mr. Martin Ruegsegger, Managing Director, Swiss National, and Mrs. Bussaba Ruegsegger, Owner / Publisher, Swiss + Thai National

### Activity:

Magazine and Newspaper publishing, e.g. Der FARANG.

### **GGBL Co. Ltd.**

153/3, Golden Land Building, 4th Floor, Unit 4A, Soi Mahardlekuang 1, Rajadamri Road, Lumpini, Phatumwan, 10330 Bangkok  
Tel: 02 684 1212  
Fax: 02 684 5990  
e-mail: [info@ggbl.com](mailto:info@ggbl.com)  
website: [www.ggbl.com](http://www.ggbl.com)

### Representatives:

Mr. Jean-Didier Faust, CEO/ Managing Director, Swiss National, and Nueangchompoo Wimon, Coordinator, Thai National

### Activity:

Brokerage, Trading and Export

### Individual member:

Mr. Neef Rene  
Waterford Building A, 6th Floor  
77-54 Soi Poomjit,  
Rama 4 Road, Prakanong,  
10110 Bangkok  
e-mail: [reneneef@hotmail.com](mailto:reneneef@hotmail.com)  
Swiss National  
RN Consulting Co. Ltd.

### Associate Member:

Mr. Studer Christian  
Hansar Residence, Unit  
1203; Soi Mahardlekuang 2,  
Rajadamri Road, Pathumwan,  
Lumpini, 10330 Bangkok  
Email: [studer.ch@bluewin.ch](mailto:studer.ch@bluewin.ch)  
Swiss National

### Associate Member:

Mr. Weibel Marc  
9/9 Moo 7; T. Klongkoen,  
A. Muang  
75000 Samutsongkram  
Email:  
[marcweibel67@gmail.com](mailto:marcweibel67@gmail.com)  
Swiss National



### **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](mailto:ev.kirche.th@gmail.com)  
Internet: [www.die-bruecke.net](http://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](mailto:post@gemeinde-bangkok.com)  
Home: [www.gemeinde-bangkok.com](http://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 ฝาปิดอัจฉริยะ SMART CAP ไร้ทุกครั้งที่เปลี่ยนหลอด  
ไม่จำเป็นต้องใช้มือสองข้างเพื่อขันน้ำทาลงขณะถอดหลอด



ดึงฝาปิดที่หมุน



ถอดหลอดที่หมุน



ขันน็อตที่ฝาปิดให้แน่น



ขนาด 18.9 ลิตร

