



ANNUAL REPORT 2017



MESSAGE FROM THE FTCC PRESIDENT



Dear FTCC Members and Partners,

The Franco-Thai Chamber has achieved another busy and successful year in 2017, with our 50th Anniversary Charity Gala Dinner to mark another milestone, strengthening its role as a hub of contact in the region for our business community in Thailand. This year again, we were lucky to benefit from a highly dynamic team and the great support and involvement of our Board.

Various highlights stand out in this special year: The inaugural edition of our Sustainability and CSR Fair, which gathered more than 175 participants and 35 speakers. It was a unique occasion to bring together active service providers and business leaders to tackle an important issue for Thailand's development by showcasing existing and successful case studies. In addition, as a driving force for success, adaptability and innovation, our Chamber launched another event, a co-creation between the Young Professional Committee and Human Resources Committee, to engage both Millennial and Gen-X generations in an open discussion and come up with concrete solutions in order to drive professional growth and communication within the workplace.

To end 2017 beautifully, the FTCC Annual Charity Gala Dinner, our most recognizable event of the year, was held again after we had to postpone it in 2016. We proudly presented our theme "*Voyage Through the French Excellence*", an unforgettable celebration of our 50th Anniversary, travelling through France, Thailand and time. Our Gala Dinner was a distinctive opportunity to highlight the industries and companies contributing to the excellence of our relationships and the pride of our respective countries. The FTCC brought together more than 570 upscale Thai, French and international guests, the highest record ever, during this prestigious event.

Finally, acting as a true ecosystem for both large and small companies, the Franco-Thai Chamber of Commerce will continue playing an active role to serve its members by constantly renewing itself and its services in order to respond more effectively to their needs. The Chamber will also continue being a key actor for many new initiatives to reinforce the activities and actions for the entrepreneurs and support the set-up of new business ventures in Thailand.

Several projects lie ahead for 2018 and I am grateful to see the business community growing stronger each year, for which I would like to thank all stakeholders for their commitment and contribution and, above all, our valued members for their ongoing support and dedication.

Alexandre Dupont



CONTENTS

2017 Activities

2017 Facts & Figures	3
----------------------	---

2017 Highlights	4
-----------------	---

2017 Board of Counsellors	5
---------------------------	---

Membership	6
------------	---

Committees	7
------------	---

Advocacy	10
----------	----

External relations	11
--------------------	----

Events	12
--------	----

Marketing and Communication	14
-----------------------------	----

Business Support	15
------------------	----

Promosalons	17
-------------	----

HR Counselling	19
----------------	----

2018 Perspectives	20
-------------------	----

2018 Team	23
-----------	----

2017 FACTS & FIGURES

336
Member
companies



11 Fairs promoted
in France & in Asia

75 Exhibitors for
2 fairs with which
we worked

607 Visitors in 11 fairs
that we promoted

76 events
6,300+
participants



7,000
subscribers of FTCC
Newsletter & Emailing

17,000+
followers on FTCC
social media

7,000
monthly visitors on
FTCC website



21
events were held
by 12 working committees

441
requests of information
received

16
business missions

12
French companies met in
2 Chambers of Commerce
in France



13
workspaces rented out
in the bussiness center

18
permanent staffs

609
foreign qualified
resumes received

123
jobs interviews

33
placements

10
workshops with more
than 66 participants

3rd job & career fair:
252 Thai Candidates &
11 exhibitors



2017 HIGHLIGHTS



**FTCC
50th Anniversary
Charity Gala Dinner**



**Bonjour French Fair 2017
"Oh la la!" Christmas market**



**1st
Co-Committee
Event YP & HR**



**3rd Bonjour Talents
International job fair**



European Chambers BOI Luncheon

**1st
Joint Chambers
Sustainability
& CSR fair**





2017

BOARD OF COUNSELLORS



PRESIDENT

Mr. Alexandre DUPONT
ORBIS Thailand



VICE-PRESIDENT

Mr. Segsarn TRAI-UKOS
Michelin Siam Co., Ltd.



VICE-PRESIDENT

Mr. Thomas SANCHEZ
The Commercial Company
of Siam Ltd.



VICE-PRESIDENT

Mr. Tanguy MOULIN-FOURNIER
ENGIE Asia-Pacific Co., Ltd.



HONORARY TREASURER

Mr. Chatchawat KRIENGSTIKUL
Mazars (Thailand) Ltd.



HONORARY SECRETARY

Mr. Vincent BIROT
LawPlus Ltd.



COUNSELLOR

Mr. Christophe LEJEUNE
ACCORHOTELS



COUNSELLOR

Mr. Thierry GUILLOSSOU
ATA Services Co., Ltd.



COUNSELLOR

Ms. Audrey SOUCHE
DFDL Legal & Tax



COUNSELLOR

Mr. Franck WEBERT
Essilor Manufacturing (Thailand)



COUNSELLOR

Mr. Phusit SASITARANONDHA
Expolink Global Network Ltd.



COUNSELLOR

Mr. Romaric ERNST
Schneider Electric
(Thailand) Ltd.



COUNSELLOR

Mr. Jean LEBRETON
Thai Beverage Public Co., Ltd.



COUNSELLOR

Mr. Philippe CLAIRE
Ventury Co., Ltd.

2017 ACTIVITIES

FTCC's actions are structured around four main areas of activities with dedicated departments: Business Club (Membership + Events), Digital Marketing & Communication, Business Support (Promosalons + Business Services) and HR & Employment Services.

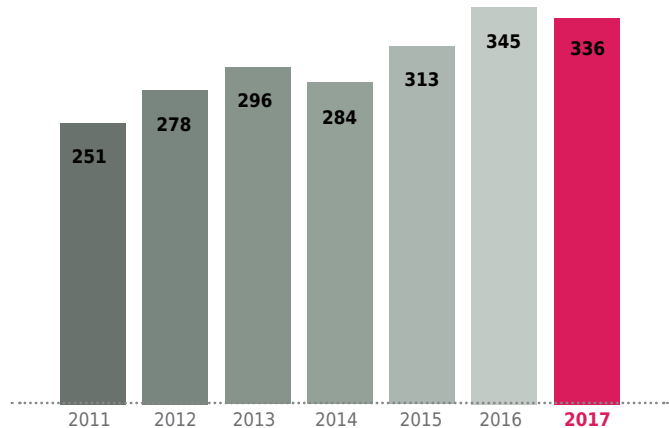
MEMBERSHIP

As of 31st December 2017, the Franco-Thai Chamber of Commerce has 336 Members, compared to 345 Members in 2016.

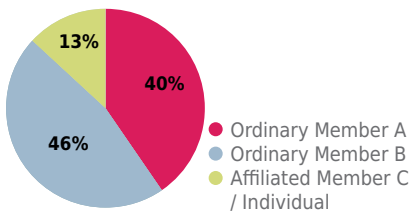
AMONG THE 336 MEMBERS :

- 136 companies in Category A
(Large corporations)
- 156 companies in Category B
(SMEs)
- 44 companies in Category C
(2 Individuals & 42 companies located outside Thailand)

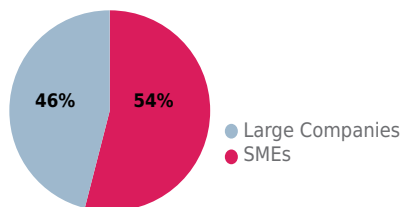
FTCC MEMBERS EVOLUTION



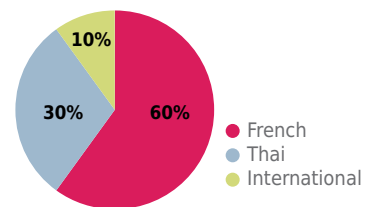
MEMBERSHIP CATEGORIES



LARGE COMPANIES VS SMEs



MEMBERSHIP BY NATIONALITY



2017 PREMIUM MEMBERS



FTCC COMMITTEES

The FTCC Committees are composed with

- **2 Organizational Committees** for internal operations
- **10 Working Committees on specific theme.** The working committees are the initiatives of FTCC members and driven by them. Each committee gathers members from the same sector in order to exchange views and best practices as well as channel their common challenges to authorities.

COMMITTEES	CHAIRPERSON(S)
Membership Committee	Mr. Alexandre Dupont & Mr. Chatchawat Kriengsuntikul
Gala Committee	Mr. Jean Lebreton
Luxury & Lifestyle Committee	Ms. Marie Lucchini & Ms. Sukanya Uerchuchai
HR Committee	Ms. Anne-Marie Machet & Mr.Christophe Lejeune
Young Professionals “YP” Committee	Mr. Vincent Birot
SMEs & Entrepreneurs Committee	Mr. Philippe Claire
F&B Committee	Mr. Thomas Sanchez
Sustainability & CSR Committe	Mr. Henri De Reboul
Phuket Committee	Ms. Esmeralda Paya
Clean Energy & Sustainable City Committee	Mr. Tanguy Moulin-Fournier
Aviation Committee	Mr. Mathieu Tellier
Tourism Committee	Mr. Ludovic Gallerne



Membership Committee

Members are FTCC’s “raison d’etre”. The FTCC Membership committee aims at monitoring the FTCC activities and services to members in order to ensure their total satisfaction. The committee also has a duty to confirm new members validation and to suggest membership retention modalities.



Gala Committee

The FTCC Charity Gala Dinner is an annual top-notch event of the Franco-Thai business community, gathering more than 500 distinguished guests, mostly business leaders and officials. It is a grand event with several details and operations, the Gala Committee has therefore a mission to ensure the smooth operations of the events: from sponsor package validation, theme approval, shows selection to food and wine tasting.



Luxury & Lifestyle Committee

When we think of France, we surely think of luxury and lifestyle as driven industry. The FTCC initiated the committee in 2014 and has actively engaged the luxury groups operating in Thailand and ASEAN to work together ever since. The success stories of the committee consist of the First Thailand Luxury Symposium in 2015 with the presence of Mrs. Kobkarn Wattanavrangkul, Minister of Tourism and Sports; the launch of Luxury Tracking Survey in Thailand in 2016, as well as other seminars and conference all along the year. In 2017, the 2nd Luxury Symposium held under the topic of Digital for Luxury was well attended by more than 120 people from luxury sector and was presided over by H.E. French Ambassador Gilles Garachon.



HR Committee

Human Resources are the key to success of every company. The FTCC HR Committee forms a network of HR professionals bringing them the opportunity to exchange views, share their experience and the best practices in HR topics. The committee gives inputs for interactive events open to all managers involved in HR Challenges in Thailand. In 2017, this strong network of peers has gathered together through 7 dinners & brainstorming sessions, 2 successful HR Club Breakfast Talk, a 2-days Cross-Cultural Workshop and for the 1st time a Co-Committee Networking Event "HR & YP".



Young Professionals "YP" Committee

The Young Professionals committee aims to give the opportunity to Young active people in Bangkok, to gather and mingle during several events throughout the year. Thanks to its years of experience, the YP committee gathered at each event more than 150 participants, all from diverse nationalities, which strengthened the YP activities, establishing its events as a well-known reference for those willing to find the right connections to grow their businesses. The committee also supports la French Tech Thailand and co-organises events to promote their activity amongst French entrepreneurs, such as their first year anniversary.



SMEs & Entrepreneurs Committee

SMEs are the key driven in national economy both in Thailand and in France. This Committee animates the FTCC SMEs and Entrepreneurs community, providing accurate services and information to SMEs and Entrepreneurs and liaising with other networks for potential synergies. A series of events supervised by this committee include "Business Speed Dating" (former Working Together Forum), the "Kick off Mentoring Program" and Mentoring Pitch, to help new Entrepreneurs and Project Owners to set up their business in Thailand, with the guidance of successful business Mentors through pitch practice sessions and 1-on-1 coach program.



F&B Committee

Created in March 2015 to take over the Comité des Importateurs de Produits Français (CIPF), the F&B committee has as main goals to gather all members in F&B sector to share information and promote French F&B in Thailand through activities and events like Bonjour French Fair, and Bonjour France, as well as raise concerns, if any, to Thai authorities.



Sustainability & CSR Committee

Created in the light of COP 21 hosted by Paris in 2015, the Sustainability & CSR Committee mobilizes experts and practitioners and encourages and supports the initiation and development of the best practices in terms of Sustainability and Corporate Social and environment Responsibility (CSR) in Thailand to support companies' growth and valorisation. The success records of the Committee included the creation of the online marketplace "CONNECT" connecting innovative service supplies in sustainability with companies, as well as organised the first CSR Fair in June 2017.



Phuket Committee

The Phuket Committee is the only committee focused on geography rather than industry. It was created in 2016 to accommodate the needs of the raising number of FTCC members in Phuket – more than 20 companies to be precise. The FTCC organises a quarterly visit to Phuket to meet members and strengthen their links with local authorities and Thai business community. The FTCC has recently signed an MOU with the Phuket Chamber of Commerce to enhance Franco-Thai business relations. The main focus will be the Phuket Smart city. The FTCC members interested in exploring business opportunities in Phuket, are welcomed to join our quarterly visit.



Clean Energy & Sustainable City Committee

The committee gathers about 60 members all along the value chain of the energy transition. It was created mid-2016 and was immediately successful. It proposes to its members 2 kinds of services:

1. The "Energy Club" with regular meetings around specific innovative topics
2. Promotion of the French "Savoir-Faire" when it comes to energy transition (like recently during a visit of FTI in France).

Advocacy topics are synergized with EABC unless specific ad-hoc cases.



Aviation Committee

With the "Thailand 4.0" launched by the royal Thai government, aviation has become one of the new S-curve industry encouraged by Thai government. With its advanced technology and know-how, France has a lot to offer and to work closely with Thai authorities or private sector. The aviation committee is therefore founded in 2017 with members, academics and private sectors to brainstorm on the needs of Thailand to gear towards ASEAN Aviation hub and how France can support Thailand to reach the objective. Seminars and conference are lined up!



Tourism Committee

A newly created committee aims to highlight the importance of tourism industry in national GDP both for Thailand and France and to foster collaboration between France and Thailand in the area. The work can be started in Phuket first as tourism is the main source of revenue there.

ADVOCACY

The FTCC is committed to assist and support its Members in doing business in Thailand and in France. It acts as a facilitator raising issues to authorities through high-level meetings and other events in collaboration with its partners both in Thailand and in France.

JFCCT Presidents' Council Meeting

The FTCC President, Alexandre Dupont, attends the monthly meeting of JFCCT Presidents' Council which each foreign chamber takes turn to host each month. It is allowed the FTCC to keep abreast of other foreign chambers news and share views on new public policies and mutually raise concerns to the Board of Trade of Thailand and to the Thai Government. Moreover, regular meetings are organised with different government bodies such as Board of Investment, Ministry of Industry, Ministry of Commerce, Immigration Bureau etc. to have a dialogue with Thai authorities to facilitate contacts and business doing business for members.



European Association of Business and Commerce (EABC)

First established as the European ASEAN Business Center (EABC) with the EU delegation funding and has changed its name to the European Association of Business and Commerce (EABC) in 2014.

Through its main role as "Representing European Business in Thailand", EABC promotes, advocate and defends common policy interests towards relevant Thai policymakers/authorities, publishing a position paper, resulting from its active advocacy working groups as follows:

- Automotive
- Energy & Energy Efficiency
- Food & Beverages
- Healthcare & Pharmaceuticals
- Cross sectorial Issues
- Digital Economy & ICT
- Insurance
- Intellectual Property Rights
- Rail & Road Infrastructure
- Transport & Logistics

The FTCC actively participates in EABC activities and three FTCC Counsellors and Members currently sit in the Board of Directors of the EABC.



EABC Extraordinary General Meeting in October 2017



The New EABC Board of Directors



VIP Dinner in presence of Dr. Apichart Chinwanno, former Permanent Secretary of the Ministry of Foreign Affairs of Thailand and FTCC Honorary Member at Savelberg.



EXTERNAL RELATIONS

IN FRANCE

Business meetings in France

In June 2017, FTCC Executive Director, Khun Sukanya, attended 2 business meetings in France organized by Paris Chamber of Commerce and PASS (Pôle de Compétitivité Parfums Arômes Senteurs Saveurs) in 2 cities: Paris and Forcalquier respectively. A total of 12 companies participated at these meetings and asked for information about Thailand and business opportunities.



Meeting with Partners in France

IN THAILAND

MEDEF International signed MOU with JSCCIB Thailand

On July 3rd 2017, Mouvements des entreprises de France International (MEDEF International), by Mr. François Corbin, signed a MOU with the Joint Standing Committee on Commerce, Industry and Banking (JSCCIB Thailand), by Mr. Predee Daochai, in presence of Dr. Somkid Jatusripitak, Deputy Prime Minister; Ambassador Gilles Garachon, French Ambassador to Thailand, Ambassador Sihasak Phuanketkaew, Thai Ambassador to France.

Both parties will collaborate on 4 sectors: agri-food sector, transport infrastructure, smart city and energy transition, with another sector, Hospitality and Wellness, requested by the Thai side.



Missions in Phuket

To be side by side with its members in Phuket, the FTCC organized once every quarter a business delegation and a business networking event in Phuket in 2017. These visits allowed the FTCC to meet their members regularly and to pay courtesy visit to local authorities and private parties aiming to establish close collaborations and facilitate contacts for our local members.

In brief, the highlight of the FTCC delegation to Phuket in 2017 consisted of

- MOU signing ceremony with Phuket Chamber of Commerce on September 7th, 2017
- 1 networking event with Phuket Deputy Governor, TAT Director,
- 2 networking dinners with members
- Courtesy visit to main institutions /organisations in Phuket: Phuket Governor, Digital Economy Promotion Agency (DEPA), Phuket City Development (PKCD)



MOU signing ceremony with Phuket Chamber of Commerce

IN THE REGION

Asia Zone Seminar of French Chambers of Commerce abroad

From March 22nd to 24th, the FTCC Executive Director, Khun Sukanya, attended the Asia Zone Seminar

of French Chambers of Commerce abroad (CCI France International) with other directors of the French Chamber of Commerce in the Asia-Pacific Zone to update on each Chamber's activities, challenges and concerns; as well as to find ways to work more closely together to better serve their members and accompany French companies to their respective countries.

At the same time, persons in charge of Business Support Department from different chambers also gathered together. Khun Sommawan, FTCC Business Support Director, also attended these meetings.



CCIFI Asia Zone Meeting

WORLDWIDE

CCI France International Annual General Meeting and Directors' Seminar

Sukanya also attended in June 2017 the CCI France International Annual General Meeting in Paris and Directors' Seminar in Arcachon. During both meetings, all directors of French Chambers abroad together with CCI France International Team in Paris as well as representatives from different French Chambers had exchanged widely on their co-operations, best practices and shared visions on rendering services to French exporters while receiving new strategies and directions in order to work more effectively together.

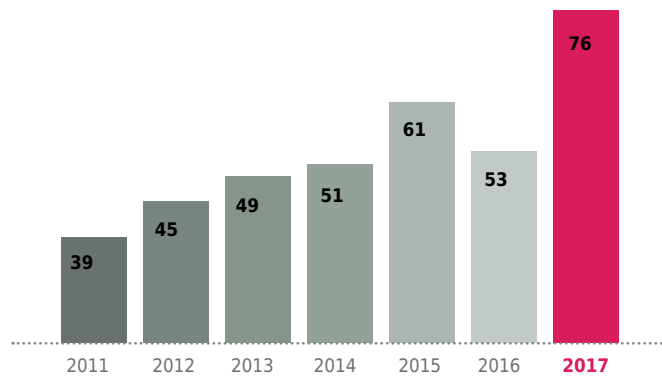


CCIFI Directors' Seminar in Arcachon

EVENTS

FTCC EVENTS EVOLUTION

2017 was marked by a record number of 76 events organized for the benefit of FTCC Members as a platform of exchange and networking. 30 of which were organized by the FTCC with 2,689 participants vs. 2,540 participants in 2016, and 46 Co-branded / Co-hosted with partners. The following events have been successfully organized in 2017:



ANNUAL FUNCTIONS

Annual General Meeting

AGM is the Annual General Meeting of Franco-Thai Chamber of Commerce in accordance with Chapter III, Articles 11 to 18 of its By Laws.

It is one of the most important events of FTCC, which needs to gather at least 20% of the total members to participate, in order for them to vote for the new Board of Counsellors.



MONTHLY & REGULAR EVENTS

7 Networking Cocktails

Those cocktails offer an ideal platform for members to grow their network, share their expertise and develop business opportunities. The FTCC principally engages other relevant business communities in the event to bring in different contacts to broaden business network for participants. In 2017, we achieved our main goals by actively co-organizing with the French Embassy, other Foreign Chambers of Commerce in Thailand and with the EABC.



7 Young Professional Networking Cocktails (YP)

The concept of this event aims at gathering Young Professionals newly stepping on their career path and eager to learn more about their future development, in a convivial atmosphere. Our goal was to provide a place that enables YPs to make the right connections to grow their businesses. In 2017, we tried out a new format by organizing it at restaurants & bars in order to convert those venues into our member. The number of attendees has significantly increased from 120 to 150 participants at each event.



3 Luncheons & 3 Breakfast Talks

Presentation/panel discussion, carried out during breakfast or lunch time, aimed at providing insights for the Franco-Thai business community on a particular topic such as *"Sustainability: Game-Changer in the Luxury Hospitality"*, *"HR Club" Social Media: The Driving Force*, *"Best practices to set up Thai Leaders for Success, in Asia and World-wide"* and *"Your Journey to Stronger Business Performance Through People"*.



SPECIAL EVENTS

Innovation & Lifestyle Night

For the third time, the FTCC had joining hands with GTCC and TICC to organize a unique event *"Innovation & Lifestyle"*. This is a new way to allow chambers' member companies to present the excellence and innovation of their products and service. The representatives of FTCC were Comte de Sibour and GBS 2015 Co., Ltd.



2 VIP Dinners (Exclusively for FTCC Premium Members)

Exclusive dinners offered by the FTCC to its Premium Members to thank them for their support and allow them to network at a high level. The 1st one took place at Savelberg Thailand in presence of Dr. Apichart Chinwanno, former Permanent Secretary of the Ministry of Foreign Affairs of Thailand. The second dinner was held at Brasserie Cordonnier with Mr. Eric Durand, French Foreign Trade Advisor in Thailand (CCEF) as special guest.



1 Honorary Members Lunch

This special event organized once a year for our Honorary Members and Board of counsellors to get together at the Athenee Hotel.



BUSINESS SPEED DATING

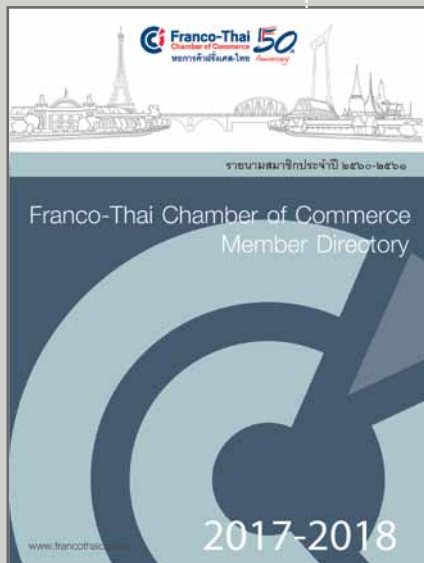
2 Business Speed Datings

FTCC Business Speed Dating is the newest platform of event transformed from *"Working Together Forum"*. It is designed to help local businesses to find their perfect match. This event has been organized twice a year (January and September), and has been highly successful with more than 30 leading companies and 40 attendees. To complete the evening, this event is always followed by a networking cocktail. Therefore, attendees could continue their conversation in casual manner.



MARKETING & COMMUNICATION

Members Directory



800 copies were sent to members, officials, and business institutions in Thailand, ASEAN region & France.

Social Media

Over 17,000 followers on FTCC Social Media channels: Facebook, Instagram, LinkedIn, Twitter (+4500 followers compared to 2016)

In 2017, the FTCC increased its digital presence to:

- Boost its Members' brand awareness among the French-Thai business community
- Enhance FTCC visibility & notoriety to a wider audience
- Broadcast its Members and Partners' news and promotion to drive traffic and engagement.

50+
Events per year

2,500
participants

800+

FTCC Members
Directory distributed
all over the world

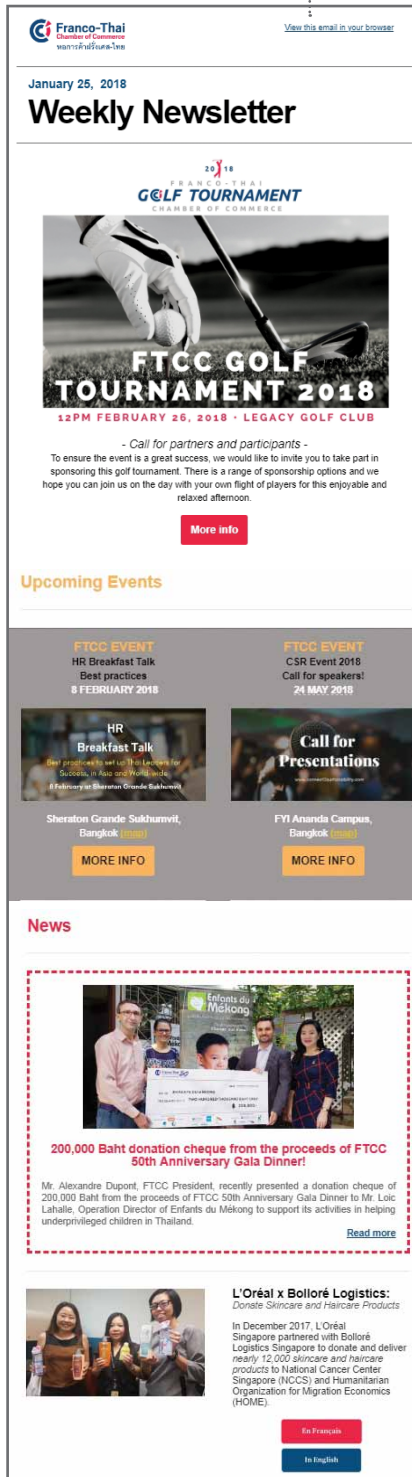
**More than
7,000**

upscale contacts in the
emailing database

**More than
17,000**

followers
on social media

Newsletters



Newsletters (weekly & monthly)

Sent to 7,000 upscale contacts
More than 1,000,000 emails sent annually

In 2017, the FTCC updated its weekly newsletters to respond to mobile usage and its design has been reinvented to best meet the needs of the subscribers.

Website



7,000 unique visitors per month
320,000 pages viewed annually

Email broadcasting



16 email broadcasting were sent in 2017.

The main advertisers were Air France and Accor Hotels.

Privilege card





BUSINESS SUPPORT

The Business Support Department (BS) includes HR consultancy & workshops, Business Center, and list & trade mission, has registered a revenue of 17.54 Million THB in 2017, +10.8% comparing to 2016 (15.83 Million THB). Of the Department revenue, Business Center and representation services represent 82% followed by HR services at 8%; mission at 6%; and EU-funded project at 4%.

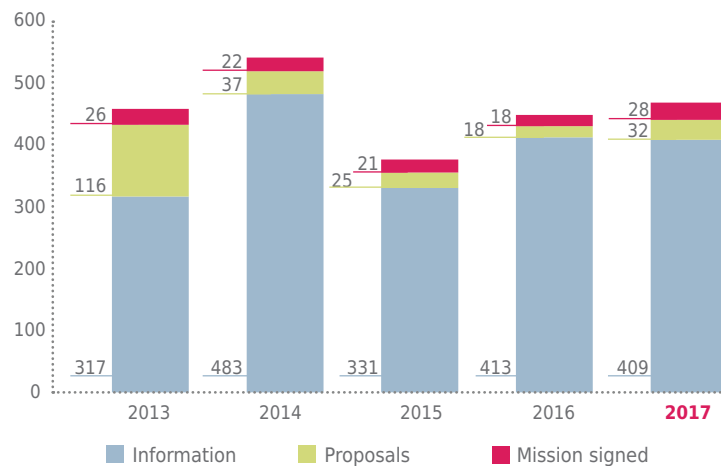
BSFR Requests' Evolution

The FTCC provides free information to Thai companies interested in entering the French market and vice versa. Last year, we responded to 441 requests of which 28 asked us to work on qualified list or meetings organisation.

In brief, in 2017, we responded to

- 441 requests of free information
- 8 qualified lists: identified and verified contacts
- 16 trade missions: assisted 16 French companies in meeting with 45 Thai companies
- 2 market studies
- 1 French delegation organization
- 1 trade fair promotion

FTCC EVENTS EVOLUTION



Business Meetings in France

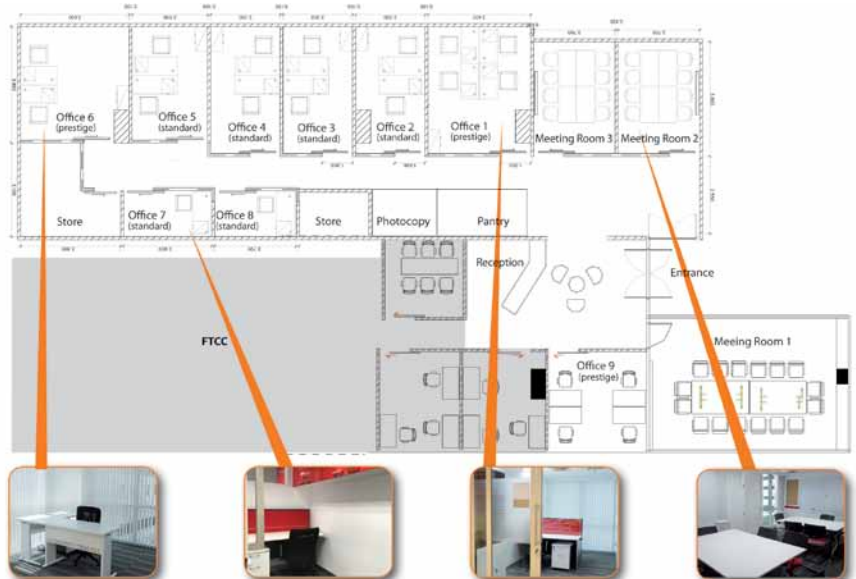
FTCC Executive Director, Khun Suknaya, attended 2 business meetings arranged at the CCI in Paris and PASS in Forcalquier in June 2017. During these meetings, they gave advice to 12 French companies and helped explore their business opportunities in Thailand.

FTCC Business Center

The FTCC provided offices to the 6 companies: *Fermentis (SI Lesaffre Group)*; *GOPA mbH*; *IDCRM Ltd.*; *Multisearch AG*; *Marechal Electric*; *One Access*; *SAPA and Thuasne*.

As of 31st December 2017, there is a total of 6 offices occupied as IDCRM left at the end of May 2017.

Our Business Center is an important source of revenue for the FTCC as it represents 80% of revenue of the Business Support Department. However, with the upcoming trend of co-working space, the FTCC must put more effort in promotion and differentiation compare to other service providers.



European Project : Thailand-European Union Policy Dialogues Support Facility (PDSF)

The Franco-Thai Chamber of Commerce has partnered with GOPA Mbh., a German consultant, to bid for an EU-funded project called "Thailand-European Union Policy Dialogues Support Facility (PDSF)" since 2013 with objective to further advance Thailand's policy towards the achievement of Sustainable Development Goals (SDGs),

After 4.5 years of operation, the €3.75 million project has now ended on 14 December 2017. PDSF implemented 44 activities in close link with 30 Thai governmental agencies in 4 strategic areas:

- Trade and investment: address non-tariff measures and deepen Thailand-EU bilateral relations
- Higher education and science and technology - including

health: human resources development, internationalization of higher education institutes, higher education management

- Environment, climate change, energy and natural resources sustainable management: promoting sustainable consumption and production, supporting the implementation to low carbon economy and climate change mitigation and adaptation

- Good governance: raising awareness on democracy and human rights in Thailand

The closing event held on 28th November 2017, attended by 80 persons, was presided over by Mr. Jerome Pons, Head of Cooperation of the delegation of the European Union to Thailand, and Mrs.

Suphatra Srimaitreepitak, Director General of Thailand International Cooperation Agency (TICA), Ministry of Foreign Affairs. It showcased PDSF activities with exhibition area and panel discussion.

For further information about the PDSF, see the wrap up video by scanning the QR code:





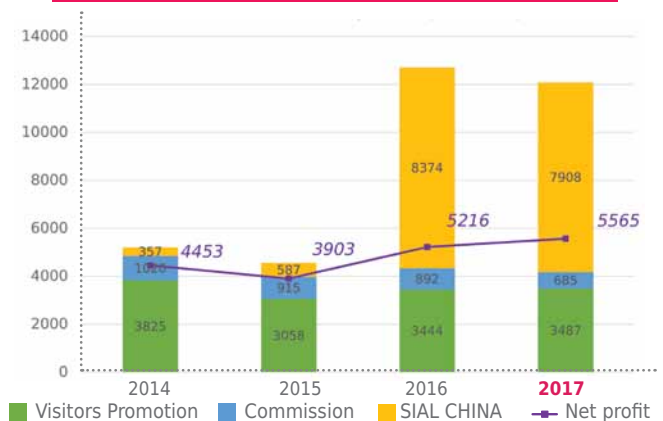
PROMOSALONS

Promosalons is a non-profit organization founded in 1966 by the Paris Chamber of Commerce. Promosalons' main mission is to assist French trade fair organizers in their international development. This includes fairs promotion, exhibitors' recruitment and set up of trade fairs abroad. Active in over 60 countries, Promosalons has been represented in Thailand by the FTCC since 1990. Furthermore, Promosalons Thailand has been assigned by PMS Head office to be the ASEAN regional coordinator to increase ASEAN visibility among French trade fairs organizers.

FTCC EVENTS EVOLUTION



PROMOSALONS REVENUE REPARTITION



2017: Higher net profit despite slightly drop in total revenue

Promosalons' revenue has been growing since 2012 and recorded a peak in 2016 with 12.6 million Baht. The 2017 revenue registered at 12.2 million THB, slightly dropped from the previous year due to less numbers of fairs promoted in odd year. It is interesting to note that the net profit in 2017 is the highest at 5.5 million THB, compared to 5.2 million THB in 2016, which is the best year so far.

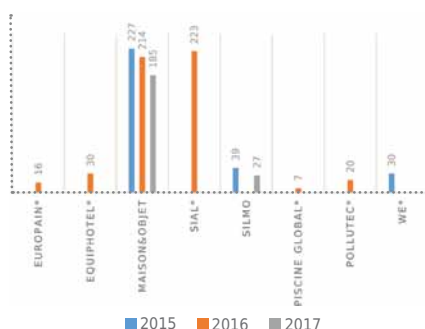
In 2017, Promosalons worked for 11 trade fairs out of which 5 were held in France and 6 in Asia

France: MAISON&OBJET in January and September, SIMA, VINEXPO and SILMO

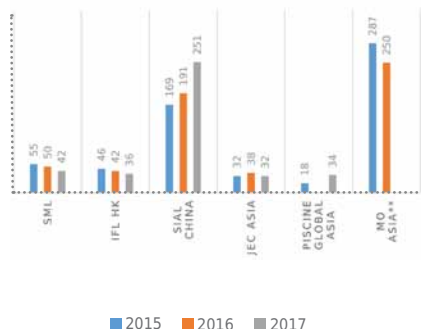
Asia: MAISON&OBJET Asia (Cancelled), PISCINE GLOBAL Asia, INTERFILIÈRE Hong Kong, SIAL China, INTERFILIÈRE Shanghai, JEC Asia

For trade fairs held in France, we mainly target Thai buyers to visit the fair; whereas for trade fairs in Asia, we work both for visitors' promotion and exhibitors' recruitment. Here are the statistics of Thai exhibitors and visitors to the fairs we have worked for.

THAI VISITORS IN FRENCH TRADE FAIRS HELD IN FRANCE



THAI VISITORS IN FRENCH TRADE FAIRS HELD IN ASIA

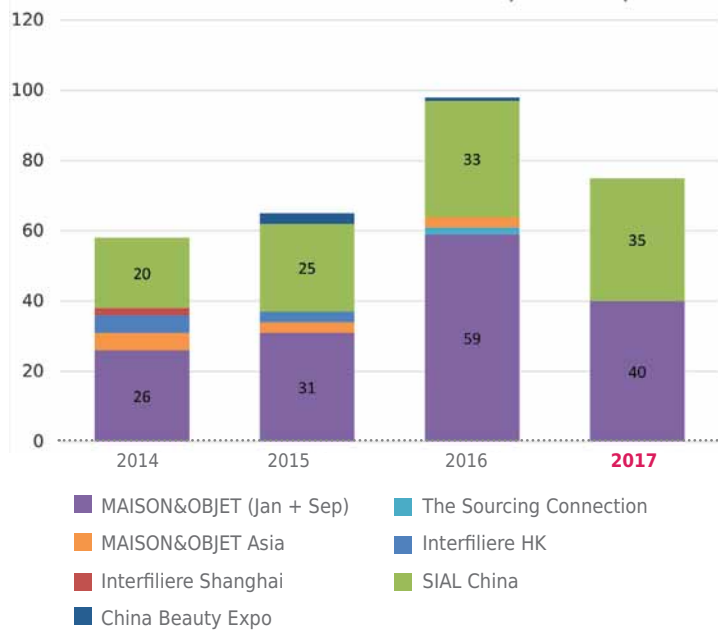


THAI VISITORS TO FRENCH TRAD FAIRS THAT PROMOSALONS THAILAND HAS PROMOTES



*Biennial Show (even year) **stop promotion in Thailand

THAI EXHIBITORS TO FRENCH TRADE FAIRS



MAISON&OBJET - Vietcraft



MAISON&OBJET - T-style_DITP

2017 HIGHLIGHTS

MAISON&OBJET

MAISON&OBJET, the world's leading home & lifestyle tradeshow, has been held in Paris twice a year in January and September since 1995. Promosalons Thailand represent since the beginning starting from visitors promotion, press relations and exhibitors recruitment. We assisted 40 Thai exhibitors at MAISON&OBJET in Paris, accounting to 556 sqm for both shows. We also facilitated Vietnamese exhibitors from Vietcraft to exhibit in the show in 2017.

SIAL CHINA

Although the number of exhibitors in Thailand Pavilion in 2017 (32 exhibitors, covered 312 sqm.) was dropped from 2016 (33 exhibitors with 348 sqm.) but the commission paid was higher than the previous year due to overall spaces reserved by Thai exhibitors (458 sqm.)

Promosalons Thailand has organized SIAL China Press Conference in Bangkok for three consecutive years. The event was held in March 2017 with the objective to encourage visitors from Thailand to the exhibition. SIAL China is still one of the major food and beverage exhibition for Thailand, attracting 251 visitors to the exhibition. The number increase 31% from 2016 (191 visitors)

JEC Asia

The exhibition has shifted its destination to Korea for the first time.

Promosalons Thailand still involved in special event in Bangkok with 2nd Bangkok International composites conference and two site visits in July 2017 before successfully encourage delegation from Thai Composites Association to the exhibition with 2 composite tours.

In addition, Promosalons Thailand was also given an opportunity to recruit Thai exhibitors alongside with Thai Composites Association. TCA is the main organizer of Thailand pavilion while Promosalons Thailand will seek other possibility of other interested companies.



JEC Asia-Korea site visit



JEC Asia



SIAL China-Thailand Pavilion

HR COUNSELLING DEPARTMENT

Since its creation in 2009, the FTCC HR Department team accompanies its members to connect with qualified French professionals of all industry sectors, from entry to senior levels.

The department supports alternately professionals in their job shift through workshops and other events.

Eager to help its members to increase their employer visibility and find outstanding Thai talents, the HR team organizes as well Bonjour Talents International Job Fair, the yearly brand and job career fair for International leading companies. The 3rd edition in 2017 gathered 11 exhibitors, 9 partners, 16 sponsor and attracted more than 250 candidates.

In close partnership with experts among its members, the department runs dedicated workshops and

trainings for managers and entrepreneurs willing to get updated information on business topics and practice specific soft skills.

It facilitates a network of HR professionals to exchange best practices and case studies on HR topics. This strong network of peers gathers together through a working committee and organizes interactive events to inspire all managers in their HR issues. In 2017, the Committee piloted:

- 2 HR Breakfast Talk which gathered in total more than 70 Managers and HR
- 1 Co-Committee Networking events "HR & YP" with more than 50 Participants
- 10 workshops related to Employment & Cross-Cultural Management which gathered more than 66 participants.



HR Committee - President Anne-Marie MACHET



HR Breakfast Talk



HR 2-day Cross-Cultural Workshop



Bonjour Talents International Job Fair



2018 PERSPECTIVES

The target for 2018 has been set at 360 Members with more focus on entrepreneurs/ start-ups in Bangkok and in other main cities of Thailand. Many actions including innovative activities will be carried out to reach these groups.

Services to SMEs and Start-Ups

SMEs account for more than 51% of the FTCC membership and 90% of FTCC activities aim at supporting SMEs. In 2018, the FTCC will continue to reinforce the activities and actions for entrepreneurs in line with FTCC Young Professionals Committee and La French Tech as well as other partners to support the set-up of the new enterprises in Thailand. The entrepreneur Mentoring Workshops will continue with a strong support from members who spend their valuable time mentoring the new entrepreneurs and give them practical advice from their own experiences. The FTCC will explore more possibilities to accompany these start-ups by linking them with French and international networks.

Actions outside Bangkok

Further to the successful set-up of Phuket Committee for FTCC network in Phuket, in 2018, the FTCC will explore other main cities of interest of our members, namely, Pattaya and Chiang Mai. These 2 cities become more active in the recent years with extended networking events regularly organised by foreign chambers of commerce. Chiang Mai already has had a close collaboration with the FTCC in the past. The objective is to renew that link for the benefits of the FTCC Members and French know-how, especially in Smart Cities and Urban Development sectors.

Development of CRM and Digital Communications

The FTCC is working on more efficient CRM to better serve our Members and respond more effectively to their needs. Digital marketing and communications have been well developed to promote the FTCC and its members and to boost its collaboration with partners and capture interest of potential member. The FTCC will promote these communications tools more widely so that that members can benefit from and make the most out of them.

Closer Franco-Thai Collaborations

Through France-Thailand Business Forum, a steering committee created under the JSCCIB - Joint Standing Committee on Commerce, Industry and Banking which represents Private Sector of Thailand, the FTCC will be a coordinator in linking French Corporations with Thai Corporations to work in closer collaboration in 4 main sectors, namely, Energy transition, Transport (rail and aviation), Smart Cities, Agro-food as well as Hospitality and Wellness. A Thai business delegation will visit France once again in 2018 to meet with French companies under MEDEF International with whom the JSCCB signed an MOU in July 2017.

MEMBERSHIP

- The target for 2018 has been set at 360 Members with a revenue of 6.3 million Baht.
- The FTCC membership fees scheme remains the same in 2017:
 - Cat A:** 27,500 THB: Large Corporations
 - Cat B:** 15,000 THB: SMEs
 - Cat C:** 15,000 THB: Individual and Companies outside Thailand
- Various Premium Membership Packages are proposed according to Members' interests including full visibility, sponsorship and participation in FTCC activities at a discounted rate.

BUSINESS SUPPORT

For the year 2018, we plan to promote more our Business Center as we have availability for newcomers. Thanks to its prime location, in the city center - CBD business district - a few steps from MRT or BTS, FTCC Business center offers private and well-equipped office with telephone line, lease line hi-speed internet, with no hidden cost. Other services provided include staff hosting, work permit and visa facilitation, secretariat service, etc.

We also aims at providing information fiches in several sectors varied from Eastern Economic Corridor (EEC), Thailand 4.0, Aviation sector, ASEAN Economic Community (AEC), Customs Business Information and DOM TOM import-export in Thailand.

PROMOSALONS

In 2018, Promosalons will promote 10 trade fairs of which 4 in France and 6 in Asia:

In France

19-23 January 2018 7-11 September 2018	MAISON&OBJET PARIS	The international trade show for home-fashion www.maison-objet.com
28 Sep - 1 Oct 2018	SILMO PARIS	The Optical Fair www.silmoparis.com
21-25 October 2018	SIAL PARIS	The world's largest food innovation exhibition www.sialparis.com
13-16 November 2018	PISCINE GLOBAL	The world pool and spa industry show www.piscine-global-euro

In Asia

27-28 March 2018	INTERFILIÈRE HONG KONG	The leading trade fair for intimate and beachwear industry www.interfiliere.com/hongkong
16-18 May 2018	SIAL CHINA	China's largest international F&B show www.sialchina.com
6-8 Sep 2018	INTERMAT ASEAN CONCRETE ASIA	The Southeast Asian trade show for construction and infrastructure http://asean.intermatconstruction.com/ International exhibition for the Asian concrete sector http://concrete-asia.com/
16-18 September 2018	FOOD INDIA	The new food innovation exhibition www.interads.in/Food-India
October 2018	INTERFILIÈRE SHANGHAI	The leading trade fair for intimate and beachwear industry www.interfiliere.com/shanghai
14-16 November 2018	JEC ASIA	The international composite exhibition for Asia Pacific Region www.jeccomposites.com

Out of 10, 2 are new shows:

- **FOOD India**, the newly acquired show of Comexposium to be integrated into SIAL Network, to be organized for the first time in Delhi.
- **INTERMAT ASEAN & CONCRETE ASIA**, the 2nd edition held by COMexposium and IMPACT on heavy machinery for construction and infrastructure, Promosalons will promote the show to attract professional buyers from Myanmar and Laos in close collaboration with our local partners.

Promosalons is the activity allowing the FTCC to be in regular contact with Thai governmental agencies, associations and companies. We continuously render services to Thai public and private sectors and gain trust from them. Promosalons team remains at your disposal to link you with thai companies in the sectors that you need or to provide you with the best service if you wish to attend France trade fairs in France and elsewhere in the world.

HR & EMPLOYMENT

The HR Team will keep assisting and helping its Members regarding any HR issues thanks to its expertise in recruiting and career counselling.

Trainings, workshops and seminars related to the HR sector will still be organized in order to help its Members, network and HR community. In that process, the HR team will keep being involve in the Kick Off Mentoring Program and develop a trusting platform between entrepreneurs.

In the perspective to keep helping the Members to create their companies brand awareness within the Thai community, the 4th edition of Bonjour Talents International Job Fair has already been launched and will be organized on the 31st of March 2018.



Communication

Boost your business: advertise with the FTCC !

- The FTCC has the right communication tool for you to most efficiently reach your target: e-newsletter, email broadcasting, website, social media platforms.
- **Sponsor a FTCC event and ensure a high corporate visibility**
The FTCC organizes more than 50 events per year: networking cocktails, seminars, site visits, workshops, VIP dinners, Gala Dinner, etc.

For more information, please contact
communication@francothaicc.com

www.francothaicc.com

2018 TEAM



Executive Director

Sukanya UERCHUCHAI
sukanya@francothaicc.com

Business Support



Business Support Director

Sommawan LOWHAPHANDU
sommawan@francothaicc.com



Promosalons Manager

Rudee WATTANAVANICHKUL
rudee@francothaicc.com



Promosalons Executive

Thanapat SAIKRACHANG
thanapat@francothaicc.com



Business Support Manager

Sirirat BOOTTALEE
sirirat@francothaicc.com



Business Support Coordinator

Thippawan NUANMOOSIK
thippawan@francothaicc.com

Human Resources



HR Director

Kaewta SRICHA-PETIT
kaewta@francothaicc.com



HR Executive

Delphine HENROT
delphine@francothaicc.com

Admin



Office Manager

Preeyaporn PONIM
preeyaporn@francothaicc.com



Office Assistant

Wittaya BURAPEE
wittaya@francothaicc.com

Business Club



Business Club Director

Ysaline GODET
ysaline@francothaicc.com



Events Coordinator

Siwaporn JAMIKORN
siwaporn@francothaicc.com



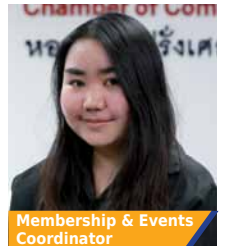
Events Coordinator

Kan BOONLUA
kan@francothaicc.com



Events & Membership Coordinator

Dolnepat BUACHUAY
dolnepat@francothaicc.com



Membership & Events Coordinator

Kodchakorn JINDANALINEE
kodchakorn@francothaicc.com

Marketing & Communication



Events Trainee

Anne THOMAS
bc.assistant@francothaicc.com



Digital Marketing & Communication Manager

Clara REGRIGNY
clara@francothaicc.com



Social Media & Communication Coordinator

Anyamanee AURPAIBOONRAT
anyamanee@francothaicc.com



OUR SERVICES

Business Support

Offers an access to our Business Center and tailor-made solutions to facilitate the establishment of French companies in Thailand.

Business Club

Enables you to develop a high-end network thanks to numerous events and workshops.



Marketing & Communications

Provide solutions and customized services to make your advertising campaign ever more successful and boost your visibility.

Human Resources

Helps your company through any administrative procedure and recruitment of qualified profiles.

Promosalons

Accompanies French and Thai trade fair organizers in their international development and promotion.





Franco-Thai
Chamber of Commerce
หอการค้าฝรั่งเศส-ไทย

152 Kian Gwan House III, 5th Fl.,
Wireless Road, Lumpini, Pathumwan,
Bangkok 10330, Thailand

Tel: +66 (0) 2650 9817
Fax: +66 (0) 2650 9739
www.francothaicc.com