



Thai – Swedish
Chamber of Commerce

20th Anniversary 1989-2009

Development of a European ASEAN Business Centre based in Bangkok:

The emerging EU / ASEAN trade negotiations includes the development of a Europe - ASEAN Business Centre based in Bangkok, Thailand with its broad roles seen as:

- Carry out advocacy
- Serving as gateway to ASEAN
- Be engaged as a Service Provider

And in more detail – seen from a Thai perspective:

- Provide support to European companies from all 27 EU Member States (MS). (Currently there are 10 bilateral EU Chambers of Commerce, 20 MS Embassies and a number of Trade councils in Thailand.)
- Carry out advocacy with a European voice towards the Thai Government and other entities.
- Complementing EC led market access teams in private sectors.
- Cover trade policy issues from an industry / trade point of view acting as a resource centre for the EC Delegation, Chambers of Commerce and MS commercial services.
- Strengthen EU companies awareness / knowledge on opportunities in Thailand / ASEAN.
- Complementing services which today are not or partially provided by Chambers of Commerce and / or by MS commercial services.
- Coordinating / strengthening common European promotion activities.

The development of the European – ASEAN Business Centre is based on an EU grant to be published within the November 2009 – January 2010 period. It is assumed signing taking place in Q2 2010 with an expected start up of the Centre in mid 2010.

It is anticipated to have an Advisory Board providing overall guidance for the Business Centre with Members of this Board coming from MS Embassies, EC Delegation and other key stakeholders such as Chambers of Commerce. During the implementation of the EC funding it is foreseen to have a Steering Committee ensuring stated goals to complement / adding value to existing services will be achieved.

The ten EU Chambers of Commerce in Thailand including the Thai-Swedish Chamber of Commerce have formed a consortium in cooperation with Eurochambres for the tender of the European – ASEAN Business Centre. Expecting to join our consortium are the Thai-Swiss and Thai-Norwegian Chambers of Commerce in Thailand and ASEAN based Chambers and Business Associations.

We believe our long standing presence in Thailand, large networks within the foreign and Thai business communities, strong dialogue with and access to the Thai Government and Authorities complemented by our cooperation with Eurochambres, their vast European network and resources as well as linking with ASEAN based Chambers and Associations makes our Consortium a strong contender for and the best operator of the European – ASEAN Business Centre.

Yours sincerely
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