

Swiss-Thai Chamber of Commerce: 2023 Strategy Factsheet

The Swiss-Thai Chamber of Commerce is dedicated to supporting its members and promoting a thriving business community in Thailand. Over the past three years, the Chamber has undergone major changes to provide better benefits and services to its members, including the hiring of its first full-time employee and setting up a physical office within the Embassy compound. In light of its 25th anniversary, the Board is committed to providing even more benefits and responding to members' needs and requests for additional services.

Benefits and Services for Members

Networking: The Chamber serves as a networking platform for members and a resource for non-members seeking services offered by members. The Chamber will continue to host monthly networking events and has implemented the GlueUp software feature for online networking. Members are encouraged to register all employees with the Chamber to take advantage of its network and benefits.

Advocacy: The Chamber, located near the Embassy, is the key advocate for Swiss businesses in Thailand, and members are encouraged to use this service for matters that need attention from official representation and Thai authorities.

Information Sharing: The Chamber will act as a platform for members to share business-relevant information and requests and offerings. The Chamber office will streamline and expand the information sharing among members over the next year.

Business Fast Track (BFT) Program: The BFT Program, launched in 2022 with the Embassy, allows STCC members to apply for Schengen Business Visas for conducting business in Switzerland with a faster and leaner visa application process. The Chamber will actively communicate this benefit to members and provide support for its implementation.

Working Groups: The Board has established 3 Working Groups on the topic of Thai-EFTA FTA Negotiations, Sustainability, and the STCC 25th Anniversary. All members are encouraged to participate in the working groups and contribute to their goals.

JFCCT Working Groups: Members have the opportunity to participate in the various JFCCT working groups and the Chamber will communicate these opportunities more widely in the future.

Swiss Pavilions at Trade Fairs: The Chamber is exploring opportunities with Switzerland Global Enterprise to either provide members with reduced rates to participate in Swiss Pavilions at trade exhibitions in Thailand or organize its own pavilions for members at a discounted rate. The goal is to have the first Swiss Pavilion organized by the STCC in Bangkok in 2023.

Event Organization: Members can request custom events for their network and the Chamber will offer this as an additional service for a flat fee of THB 15,000 and any additional expenses such as catering and technical expenses will be the responsibility of the member.

Structure of the Chamber

Establishment of a Senior Advisory Committee: A Senior Advisory Committee shall be formed, comprising former members of the Board of Directors or persons deemed suitable by the Board of Directors, who are associated with the STCC and wish to assist it with knowledge and advice. The rules for this committee shall be determined by the Board of Directors.

Number of Directors: The Board will consult the members to limit the maximum number of Directors to 11 persons with designated positions, and the amendment of the by-laws will be proposed to the members at an extraordinary AGM scheduled for the end of Q3 2023.

Term Limits: Companies use term limits to ensure a diverse mix of fresh and experienced perspectives on their board of directors. The proposal for a term limit of 4 consecutive terms (8 years) with a cooling-off period of 1 term, the amendment of the by-laws will be proposed to the members at an extraordinary AGM scheduled for the end of Q3 2023.

Responsibilities of Directors: Directors are expected to contribute to the strategic direction and activities of the STCC, attend meetings and events, promote the STCC, and assist in raising sponsorship.

Staff at the Chamber: The Chamber will explore the possibility of adding two intern positions for Swiss students for a term of one year each to assist the chamber with its increased workload.

Office of the Chamber: The board has decided to evaluate the possibility of extending the current office structure.

Membership at the Chamber

The STCC aims to bring all Swiss businesses in Thailand under its membership by the 2024 AGM and encourages current members to actively engage in attracting these businesses