

# THAILAND

A PRODUCTION OF: **bridges** BY SYNERGY MEDIA SPECIALISTS

www.sms-bridges.com

## A key partner for Japan in ASEAN

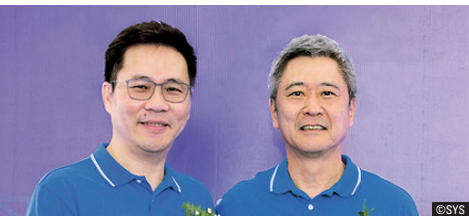
Kazuya Nashida, ambassador extraordinary and plenipotentiary of Japan to the Kingdom of Thailand, shares his insights with Bridges on Thailand-Japan relations:

“Thai people really love Japan, Japanese food and culture. We hope both of our countries overcome the current situation and resume people-to-people exchanges to help businesses, the economy and our bilateral relationship.” ♦

Read the full article and insights of other business leaders on Thailand-Japan relations here: <https://bit.ly/THJP-bridges>



**Kazuya Nashida, ambassador extraordinary and plenipotentiary of Japan to the Kingdom of Thailand**



**Jaydsada Plungmanee, Managing Director of SYS, and Mikio Kobayashi, President of Yamato Kogyo**

## SYS: The first choice of Southeast Asia

Siam Yamato Steel Co. (SYS), a hot-rolled structural steel manufacturer in Thailand, has an annual capacity of 1.1 million tons. SYS has been trusted locally and internationally for over 25 years and has never stopped improving its products and services.

SYS foresees the growth of the Thai and Southeast Asia steel industry and expects that countries will have to drive their economies through various infrastructure and private-sector projects after the COVID-19 crisis. It is a valuable opportunity for SYS to support the use of steel in various construction projects in the region to become “the first choice of Southeast Asia,” according to its vision. ♦ For more information, please contact The Public Relations Consultant Brand Communication Co. Aum: +66-8-2625-5656 • Natcha: +66-8-4644-5303 Read the full feature here: <https://bit.ly/THJP-SYS-bridges>

## Luxury reimaged: Raimon Land joins hands with Japanese property developers to redefine luxury in heart of Bangkok

Bangkok’s skyline is changing. In Phrom Phong, Bangkok’s upscale neighborhood, and Sathorn, the city’s central business district, two new luxury high-rise condominiums are set to attract young, international and affluent investors.

Thailand’s leading luxury property developer, Raimon Land, and Tokyo Tatemono, Japan’s oldest property development company, listed on the Tokyo Stock Exchange, are developing two iconic joint-venture projects: The Estelle Phrom Phong and Tait Sathorn 12.

**Japanese-style urban oasis**  
World-renowned architectural firm SCDA Architects



**The Estelle Phrom Phong was awarded Best Luxury Residential Condominium Bangkok and the People’s Choice Award For Thailand Project of the Year 2020 at the Dot Property Thailand Awards 2020 and Best Luxury Condominium at the Dot Property Southeast Asia Awards 2020.**



**One City Centre aims to bring back nature in Bangkok by creating the greenest city hub in the high-density area of Ploenchit.**

designed The Estelle Phrom Phong as a modern, Japanese-style urban oasis, offering luxury private residences and premium facilities.

The development boasts a 24-hour concierge, limousine service, luxurious fittings and appliances from high-end brands such as Kohler, Gaggenau and Bosch, private onsen (hot spring) and even a salt-water flotation pool.

The Estelle Phrom Phong is a 37-floor project with 157 units, a 3,000 square-meter garden and common area, all within the middle of bustling Bangkok.

### Next landmark of luxury

Tait Sathorn 12 recently won Best Luxury Condominium Project — Thailand 2021 under the Real Estate Awards sponsored by International Finance magazine.

With green spaces flowing throughout its distinctive architecture, the 40-floor, 238-unit project is set to be the next landmark of luxury in Bangkok’s energetic central business district. The project’s crown-level wellness facilities offer panoramic views of the city, plus a cutting-edge fitness studio with virtual trainers and a heated infinity pool.

The Estelle Phrom Phong is expected to be completed in the third quarter of 2022, while Tait Sathorn 12, already 75% sold with a per unit starting price of \$270,000, is expected to be completed in the second quarter of 2023.

### Panoptic business hub

Raimon Land has also embarked on another collaboration with one of Japan’s largest and most prestigious real estate developers, Mitsubishi Estate Co.

The partnership will deliver a modern, high-technology office building to Bangkok’s 21st century work force.

One City Centre is a panoptic business hub. Opposite the Central Embassy Department Store, the project is surrounded by luxury hotels and fine dining establishments.

Raimon Land is the first developer in Thailand to provide these unprecedented levels of exclusivity. Coupled with the company’s proven track record and experience, Raimon Land promises to deliver luxury reimaged and in turn help to strengthen the Thailand-Japan economic partnership. ♦ Telephone: +66-2-029-1888 Line: @raimonland www.raimonland.com

## TPIPP vows ‘ESG is a way of life’

TPI Polene Power Public Company (TPIPP) is the largest operator of waste-to-energy power plants in the Association of Southeast Asian Nations in terms of installed power-generation capacity.

TPIPP receives 7,000 to 10,000 tons of waste per day — 10% to 15% of Thailand’s total.

“Our mechanical biological treatment technique allows us to use all of the waste we receive, aligned with our zero-waste policy, and we are proud to be one of the best environmental, social and corporate governance-driven (ESG) companies in the world,” explained Pakkapol Leopairut, TPIPP’s executive vice president.

TPIPP is the power-generation subsidiary of Thailand’s third-largest cement producer TPI Polene Public Company Ltd. TPIPP’s revenue in 2020 was 11.1 billion baht.

The company has won several awards for its renewable-energy projects and social contributions, including the Thailand Energy Awards and ASEAN Energy Awards.

With eight commercial power plants, TPIPP produces 440 megawatts. As Thailand shifts toward renewable energy sources, TPIPP is expanding its business and produced 554.9 million kilowatt-hours in the fourth quarter of 2020.

“We are increasing the amount of power we generate by processing more refuse-derived fuel,” Leopairut said. “We aim to increase our alternative-fuel-generated power capacity to more than 76% of our total business by 2025.”

Under the Ministry of Natural Resources and Environment, the Thailand Greenhouse Gas Management Organization has recognized TPIPP’s role in reducing Thailand’s greenhouse gas emissions and this certification enables TPIPP to sell carbon credits.

“We donate this source of revenue to hospitals across the country and this year’s funds are financing and supporting COVID-19 health care facilities,” Leopairut said.

Moving forward, TPIPP is looking closely at Thailand’s Southern

Seaboard Development Project. This includes a 3,700-megawatt clean and green energy plant, deep-sea port and logistics center, “smart city” and state-of-the-art industrial complex.


“We have been contacted by Japanese companies indicating their keen interest in collaborating on future projects,” Leopairut said. “Together, we look forward to having positive impacts on Thailand and the Indonesia-Malaysia-Thailand Growth Triangle region’s economic and social development.”

TPIPP recently won bids to build 8- and 10-MW waste-to-energy plants in the Thai cities of Songkhla and Nakhon Ratchasima, which will together eliminate 1,000 tons of waste per day.

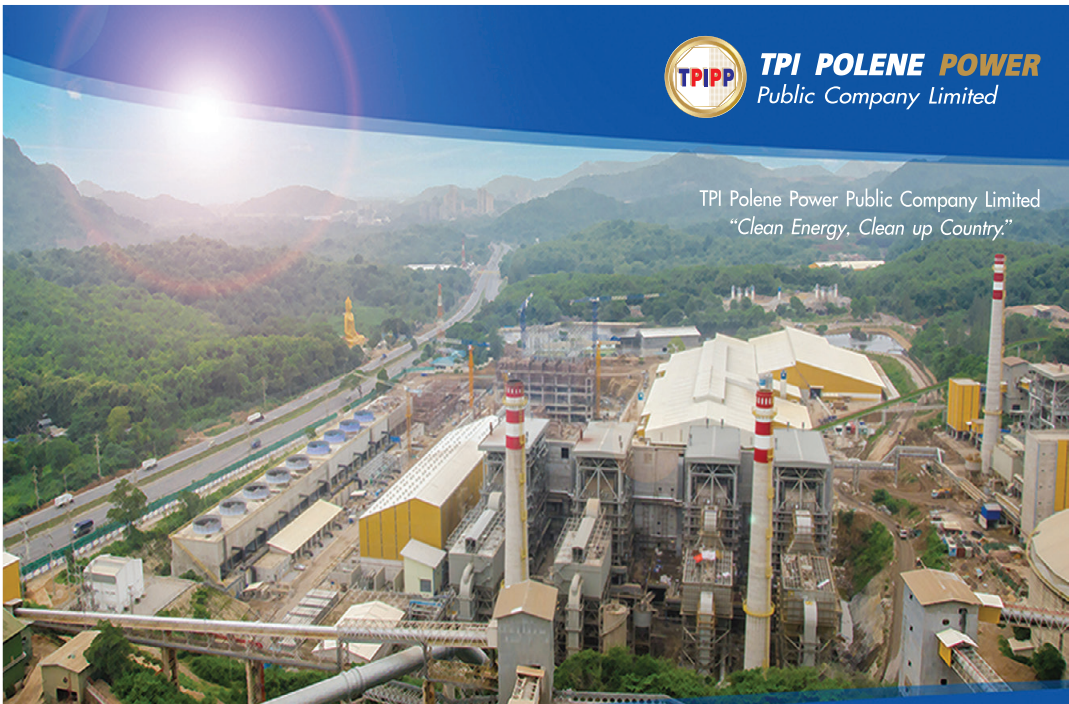
“Quoting Tim Cook, ‘We want to make the world a little better than when we found it.’ Ultimately, we want the entire Thailand to be able to eliminate waste as much as it produces. It’s still a long way, but we are on the right track.” ♦ [www.tpipolenepower.co.th](http://www.tpipolenepower.co.th)




**Pakkapol Leopairut, Executive Vice President of TPIPP**



**TPI POLENE POWER**  
Public Company Limited



TPI Polene Power Public Company Limited  
“Clean Energy. Clean up Country.”



**TPI POLENE POWER Public Company Limited**

26/56 Chan Tat Mai Road, Thungmahamek, Sathorn, Bangkok 10120, THAILAND. Tel. 0-2285-5090, 0-2213-1039 Fax: 0-2678-7068  
<http://www.tpipolenepower.co.th> e-mail: [webmasters@tpipolenepower.co.th](mailto:webmasters@tpipolenepower.co.th)