

THAILAND

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Thailand and Japan: Celebrating 135 years

Key quotes from H.E. Kazuya Nashida, ambassador of Japan to Thailand, and H.E. Singtong Lapisatepun, ambassador of the Kingdom of Thailand to Japan, on the ever-expanding relationship between Japan and this year's chair of the Asia-Pacific Economic Cooperation forum.



His Excellency Singtong Lapisatepun, ambassador of the Kingdom of Thailand to Japan



His Excellency Kazuya Nashida, ambassador of Japan to Thailand

"During the visit of Prime Minister Kishida to Thailand in May 2022, both prime ministers were pleased with the development of Thailand-Japan relations. On the occasion of the 135th anniversary of the establishment of diplomatic relations, the two leaders saw merit in considering the elevation of the bilateral relations from a strategic partnership to a comprehensive strategic partnership. Furthermore, since Thailand is the host of the APEC, Prime Minister Kishida reaffirmed his readiness to visit Thailand to attend the APEC Economic Leaders Week in November."

"Among the ASEAN (Association of Southeast Asian Nations) and other Asian countries, Thailand has the longest history of friendship with Japan, and it is also the largest base for the Japanese community. We have nearly 100,000 Japanese nationals living here. There are approximately 1,700 Japanese companies here, and we are top investors in terms of the stock base. We would like to continue our robust relations with Thailand and co-create as an equal partner."

Please click on this link to read the full interviews: <https://bit.ly/THJP22-bridges>

TPI Polene: Masterfully molding the future, today

In the race to stave off the effects of global warming and mitigate climate change, manufacturing companies worldwide have to consider more than just their bottom line. Ever mindful of their ecological impact, Thai company TPI Polene PCL (TPIPL) has always aimed towards sustainability for its conglomerate by adhering to environmental, social and governance criteria.

The company strives to operate from the perspective of "BCG" — paying heed to the mutually supportive facets of the bio, circular and green economies. This has a great impact on all processes and steps within its manufacturing model — from the purchase of raw materials, all the way to production, sales and even transportation of goods. Moreover, all businesses under the umbrella of the mother company, TPIPL, are symbiotic: Byproducts and waste are reused from business to business for more effective management of resources.



TPI Polene Power Director and Executive Vice President of Accounting & Finance Pakkapol Leopairut, Executive Director & Executive VP of Production Porakrit Leophairatana, and TPIPL Chemical Vice President and Director Virat Chatdarong

plastic resin in Southeast Asia, TPIPL has long had a strong foothold in the petrochemical and chemicals sector. The brand has since expanded into construction materials and is the third-largest producer of cement, concrete and roof-top tiles in Thailand. With consolidated revenue of 41 billion baht (\$1.14 billion) last year and employing more than 10,000 people across Thailand, the company has also successfully branched out into the energy, utilities and agriculture sectors — even into areas such as biopharma-

petrochemicals business, nowadays, we are also delving into new and forward-looking directions. So, TPI back then may have exclusively meant Thai Petrochemical Industries; but now, we define TPI and position ourselves as a "technology product innovation" company. This is the overall picture of who we are as a corporate conglomerate," shared Porakrit Leophairatana, TPIPL's executive director and executive VP of production.

Leveraging this positioning, TPIPL is poised for even further growth in its bid to help Thailand, as well as to establish more partnerships with countries with a like-minded focus on quality, innovation and sustainability — countries like Japan.

The path to productive partnerships

For all its dynamic diversification, the group maintains a strong focus on specialty chemicals. TPIPL has a solid relationship with Kuraray (the highly regarded Japanese maker of specialty chemicals, fibers, plastics and other related materials) in the areas of products, technology and knowledge transfer and raw materials.

"We have a close relationship with Kuraray, and they've passed on their technology know-how on VAE (vinyl acetate ethylene) copolymer emulsions, which is a chemical commonly used in packaging adhesives and the construction industry. We also work with them and other Japanese suppliers to provide premium chemical and raw materials which help us enhance our existing products, as well as develop new products. In turn, we hope to serve customers in Japan, with these products," TPIPL VP and Director Virat Chatdarong pointed out.

TPIPL is one of two companies in the world that can produce a full range of EVA copolymers in granule, emulsion and powder forms.

True to its origins, TPIPL manufactures an array of plastic resin products under its petrochemicals arm, all of which bear the Polene trademark. These polyolefin products include LDPE and EVA, which are used in a roster of applications.

The company is committed toward the value-added-products market, including EVA photovoltaic film, high-flow hot melt adhesives, soft-touch foaming compounds and ink binders, which are technologically more complex to produce and have limited suppliers.

Full steam ahead into the future

Founded on decades of industry expertise and experience, strengthened by its partnerships, TPIPL continues to innovate and evolve, forging full steam ahead into the future. Anchored by its commitment to sustainable practices, as well as top-notch quality, TPIPL remains dedicated to what it describes as "going deep" as a company.

"For a lot of companies, their business model is to grow big. For us, we don't just want to do that; we also want to go deep. Instead of merely trying to go big, we aim to go deeper into our specializations and produce even more high-value products," Leophairatana explained.

As to the company's vision to foster fruitful partnerships with Japan, Pakkapol Leopairut, director and executive vice president of accounting and finance at TPI Polene Power, elaborated: "We continue to have a desire to grow our renewable energy business where we are eager to work with Japanese companies, but as an integrated conglomerate. We have many other areas of opportunities to offer our Japanese friends and partners." ♦ www.tpipolene.co.th

RIFF Studio: Getting their game on in the ever-expanding digital realm

Recent global events have underscored just how big a role the digital content realm has come to play in our daily lives. This sector has not only emerged full force over the past decade, but has also established a firm foothold in the past few years amid pandemic-induced lockdowns and other crises.

And it isn't only in the entertainment and lifestyle segments that this industry has made its mark: Businesses around the world have come to rely heavily on digital content tools for their marketing, sales and consumer education needs.

With over a decade of experience in animation, gaming and digital content creation, RIFF Studio is at the forefront of these advancements. Over the years, RIFF has infused its vibrant brand of artistry and technologies into numerous films, visual effects, animation series, video games and commercials worldwide. The



Veerapatra Jinanavin, CEO of RIFF Studio

Bangkok-based company has a skilled team of industry aces from around the world, all housed in one state-of-the-art facility, serving an international clientele — including clients from Japan.

"RIFF Studio has been working with clients from all over the world. Japanese content, in particular, is invigorating and fresh. I grew up watching anime and reading a lot of manga; there are many people who are drawn to Japanese animation for the same reasons," shared Veerapatra Jinanavin, CEO of RIFF Studio.

Jinanavin pointed out that working with Japanese clients is "enjoyable and inspiring," citing their ethos of precision as an industry advantage. He adds that Japan and Thailand have shared a long-standing relationship: "In the past, there has been much collaboration between the two countries; for example, in the 'Human Meets the 7 Superhuman' film. I would especially like to see

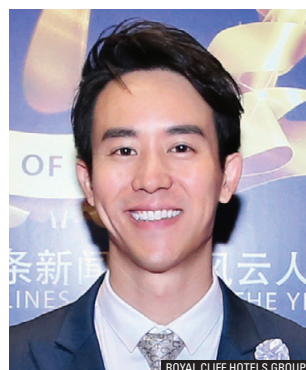
Royal Cliff Hotels: A vibrant destination eager to welcome Japanese travelers

The Royal Cliff Hotels Group has been a hospitality landmark in the city of Pattaya for more than four decades and is loved by guests from around the world.

It operates four luxury hotels providing tourists from home and abroad with the ultimate luxury service. Staying here guarantees a magical experience that goes above and beyond the norm. As the number of Japanese travelers has been steadily increasing in Thailand, Royal Cliff has been developing services and facilities to cater to this market.

Business and leisure guests receive a wide selection of special benefits to ensure that they're well-accommodated in every regard.

For Japanese guests staying at the Royal Cliff, all content and signage are translated into Japanese and they will enjoy a plethora of activities within the resort including delicious international and Japanese menus, universal in-room entertainment, an amazing sports



Khun Vitanart Vathanakul, CEO of the Royal Cliff Hotels Group

club, an award-winning spa and a well-trained team with cross-cultural abilities. The resort also frequently improves and upgrades, adapting its facilities to ever-changing customer demands.

A recent makeover of the rooms and suites has elevated the property to a new level of modern luxury. Accelerated tech adoption with the implementation of its QR code menus, hybrid meeting and touchless guest services provides a new level of convenience and safety for all.

The resort's latest addition of the spectacular infinity-edge pool Sky Aquarium features an exciting kids' pool along with multiple spots for various activities, including outdoor massages, surf skating and many more.

Having won over 250 awards to date, Royal Cliff continues to provide a safe haven for Japanese guests who crave relaxing getaways with appropriate safety precautions in place. Offering renowned special benefits, Japanese guests are always

Iconsiam: Thailand's iconic national landmark on the Chao Phraya River

Iconsiam is a sensational Thai megadevelopment and great riverside location with art, culture, shopping, lifestyle pursuits, endless dining options and super-luxury residences in Bangkok.

The area is the ultimate embodiment of "Thainess," allowing visitors to explore the whole of Thailand through a large number of artworks brought to life through collaborations with many national and global artists who have channeled Thai beliefs and traditions into their masterpieces placed throughout Iconsiam.

Visitors can also explore more of that Thainess at Iconcraft, the hub of inspiration that showcases the heights of Thai craftsmanship to the world, and at Sook Siam, the city of wonders that brings together all aspects of Thailand's wisdom, including its food and way of life, from 77 provinces across the country.

Iconsiam has established itself as a megacity full of superlatives



Iconsiam: Thailand's iconic national landmark on the Chao Phraya River

and "first-ever wonders." Many of the world's ultraluxury brands have located their flagship stores in the luxury pavilion called Iconlux, which is situated next to River Park, a riverfront venue for activities with the longest multimedia water feature in Southeast Asia.

Another vital element of Iconsiam is Blue, Thailand's first world-class contemporary French restaurant by Alain Ducasse, who has been recognized with an astounding 21 Michelin stars.

Among the first-ever brands and stores is Siam Takashimaya. It is Takashimaya's first full-scale store in Thailand after over 180 years of success in Japan.

Recently, Iconsiam has also unveiled ICS, a "mixed-use lifestyle town," featuring retail, office and hotel facilities that further enhance its position as an unrivaled global landmark.

Iconsiam has received various awards on the global level, including the Best Store Design

prize at the World Retail Awards 2019, Best Shopping Center award at Mipic Awards 2019 and VIVA best-of-the-best Awards for Best Design and Development 2020. ♦ www.iconsiam.com



WE BUILD THE FUTURE.

TPI Polene's policy is to manufacture high-quality products and cement that meet our customers' expectations and continuously improve our quality-control process.



Cement Products



TPI Plastic Products



TPI Polene Power



TPI Super Special Armour Nano Paint



Concrete Roof Tile and Fiber Cement



TPI Healthcare Products



TPI Agricultural Products



TPI Livestock Products



TPI Aquaculture Products