

NZTBA

New Zealand Thailand Business Association Inc.



About us

“The New Zealand Thailand Business Association (NZTBA) aims to be recognized as the go-to platform that connects businesses, fosters synergies, and drives innovation. We are dedicated to creating a sustainable business ecosystem that benefits our members and contributes to the overall economic development of both New Zealand and Thailand.”

Highlight activities and expected outcomes

Business Matching Support

Offering business advisory services and matchmaking opportunities for partnerships and collaborations in both Thailand and New Zealand.



Business Support Services

Offering business consultations, and referrals to assist members in navigating the local business landscape, understanding legal and regulatory requirements to support their market entry in Thailand and New Zealand.



Networking Events

Organizing events such as conferences, seminars, and webinars where members can connect, share knowledge, and build business relationships.



Information and Resource Sharing

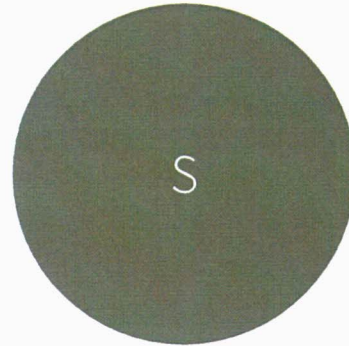
Providing members with access to relevant business information, industry trends, and market research relevant to doing business in Thailand and New Zealand through our website, e-newsletters, online platforms.



SWOT Analysis

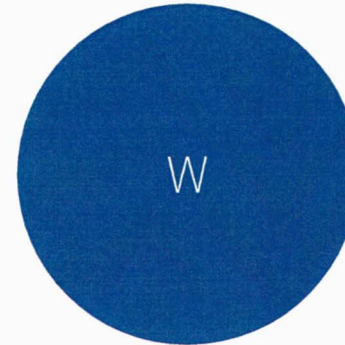
Strengths:

- We can provide valuable services and support to our members such as business matching and advocacy.
 - Our association consists of Thai business professionals from various industries.
 - We are supported by the Royal Thai Embassy in Wellington, New Zealand.



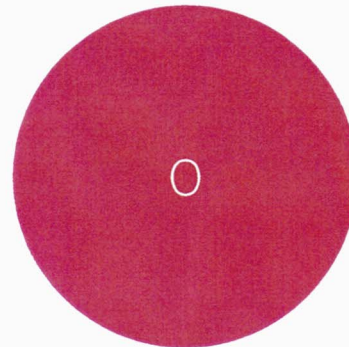
Weaknesses:

- As a new business association, we might face limitations in our resources and capacity to serve our members.



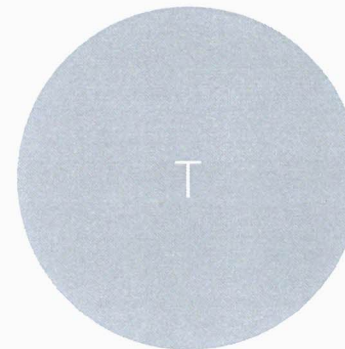
Opportunities:

- We can explore new markets and opportunities for trade and investment between Thailand and New Zealand as we are based in both countries.



Threats:

- We might face external risks and uncertainties that could affect our performance such as economic downturn or pandemics.



Positioning

Trade and Investment



Networking
Event

Empowering
Business

Culture and identity

New Zealand and Thailand Market overview

Thailand is 9th largest trading partner of New Zealand

New Zealand's major exports to Thailand: Milk powder and other dairy products, apples, wood pulp.

New Zealand's major imports from Thailand: motor vehicles, plastics, tyres, air conditioners and refrigerators.

Thailand - New Zealand Closer Economic Partnership

Tariffs and quotas on all New Zealand's exports will be fully eliminated by 2025. Beginning on January 1, 2015, 65% of exports entered Thailand without incurring any duty.

Conversely, tariffs on over 70% of items in Thailand's exports have been eliminated to 0%. This reduction started in 2015 and has been progressively applied to all items, reducing tariffs to 0%.

New Opportunities

The growing renewable energy sector presents opportunities for New Zealand companies with relevant expertise in Thailand.

As the second-largest economy within ASEAN, with a large population and 'upper middle income' status, Thailand is a market with significant potential for New Zealand exporters.





The value of our team

Our dynamic team is a blend of Thai and Thai New Zealand business professionals who are actively engaged in business operations in both New Zealand and Thailand.

Supported by the Royal Thai Embassy in Wellington, this enables us to bring together business experts equipped with diverse industry knowledge and an extensive network.

Not only do we possess a strong foundation, but we also remain committed to our mission.

Our business team



Voramane Tothum



President and Business Consultant
in high-net-worth business

She is currently an Investment Consultant, specializing in fostering international partnerships. She obtained her MBA from Bangkok University. In her previous roles, she gained experience in the real estate industry in Thailand, holding key positions such as Vice President - Business at Pruksa Real Estate PLC. Enriched by her management roles working with other prominent property developers and effectively managing her own export business, she has cultivated an extensive network of high-net-worth connections both in Thailand and internationally.



**Thanachai
Khuvattanasenee**



Vice President and Business consultant

Having moved to New Zealand 30 years ago, he has since become a thriving entrepreneur. He owns three restaurants in Auckland, such as Khu Khu Eatery and The Taste Thai Cuisine. Additionally, he is involved in importing Thai food to New Zealand, which has led him to establish a wide network in the grocery and import-export business. With a strong commitment to assisting SMEs in both Thailand and New Zealand, he is determined to create successful business connections in both countries.



Yani Ongwattanakul



Business Consultant

She is an exceptional businesswoman with a diverse range of businesses in Thailand. Her entrepreneurial journey started with Bravo Hub and Pixel House, a digital marketing agency, and a production house. Later on, she ventured into the restaurant industry, opening luxury spots like Akart Bistro&Bar and The Yard, luxury Italian and International restaurants. This move also connected her with the food import industry. She possesses other businesses as well, showcasing her success and eagerness to support fellow entrepreneurs.



Thanesuan Orachun



Business Consultant

A seasoned businessman in the agriculture sector, specializing in agrochemical markets and the fertilizer industry. He holds an executive role in a private company, operates his own successful agricultural product distribution business in Thailand, and consults on agricultural product manufacturing for export to China. With over 20 years of experience, he has built an extensive network of agribusiness professionals. He also holds a Bachelor of Agriculture degree from Kasetsart University and an MBA from Thailand.

Our coordinating team



Maya Pearson



Advisor

Maya obtained her Bachelor Degree in Law in 2004 from Thammasat University in Thailand. At present, she is Legal Partner and owner of Premier Thai Lawyers based in Bangkok. Her connection with New Zealand started from having Kiwi clients. Later on, she became the President of the New Zealand Thai Chamber of Commerce (NZTCC) for 2 terms from November 2018 to November 2022 after being a committee member of NZTCC for 1 year only. Maya has been the President of the New Zealand ASEAN Business Alliance (NZABA) since she accepted the role in February 2023.



Yuttana Sangchoei



Secretary

He is a tech-savvy professional who holds a bachelor's degree in electrical engineering from Thailand, as well as a master's degree in Internet Computing from the prestigious University of Surrey, UK. With over 15 years of experience as a software engineer, he has held leadership positions at renowned organizations such as SS&C and Allianz Technology, Allianz Group in Thailand. Currently, he works at ANZ Bank as a Senior Software Engineer, leveraging his extensive expertise and wealth of knowledge to contribute to New Zealand.



Ray (Rewat) Khanthaporn



Coordinator (New Zealand)

He obtained his PhD in Mathematical Science with a focus on financial market applications from Auckland University of Technology in New Zealand. Additionally, he holds two master's degrees from Thailand and the United Kingdom. Ray has extensive experience in business networking, particularly in Thailand. He previously worked as a researcher at both the Fiscal Policy Research Institute Foundation (FPRI) and the Thailand Development Research Institute (TDRI).

Our coordinating team



Mayphitcha Saengperm 
Coordinator (Thailand)

As the owner of an event organizer business, she brings over 15 years of expertise in event planning and creativity. Her client base primarily consists of major corporations in Thailand, including renowned names in the real estate, consumer products, industrial, and insurance sectors, such as Land&Houses, SC Asset, and Allianz Ayutthaya. This extensive experience has provided her with opportunities to interact with numerous business professionals and investors, fostering invaluable relationships along the way.



Don (Voradon) Rattanisakul 
Coordinator (New Zealand)

Don graduated with his Bachelor's degree in Computer Science from Kasetsart University, Thailand. Don's impact extends beyond his professional roles. Serving as a Community Liaison for the New Zealand Society Thailand, he collaborated closely with the NZ Commerce Chamber, NZ Embassy, and local residents to orchestrate and support various charitable initiatives and local activities. Currently, as a Senior Business Analyst at IAG, Don continues his mission of enhancing safety and security to ensure the well-being of New Zealanders under local Kiwi insurance brands like State, AMI, and NZI.

Our consulting team



สถานเอกอัครราชทูต ณ กรุงเวลลิงตัน
ROYAL THAI EMBASSY, WELLINGTON

Honorary Advisor

Ambassador of the Kingdom of Thailand to New Zealand



New Zealand Thailand Business Association Grand Opening Event

NZTBA was honored by the presence of the Thai Ambassador, His Excellency Mr. Waravuth Pouapinya, along with five ASEAN diplomatic missions based in Wellington, namely Indonesia, Malaysia, the Philippines, Singapore, and Vietnam.

The Guest of Honour gracing our grand opening event of the NZ Thai Business Association was held at the Royal Thai Embassy in Wellington on the 15th of August, 2023.



Ministerial Ethnic Business Leaders Roundtable

NZTBA, on behalf of the Thai community, attended the Ministerial Ethnic Business Leaders Roundtable hosted by the Ministry of Ethnic Communities. The event was graced by the presence of the Minister for Diversity, Inclusion, and Ethnic Communities, Hon. Priyanca Radhakrishnan, and the Minister for Small Business, Hon. Ginny Andersen.

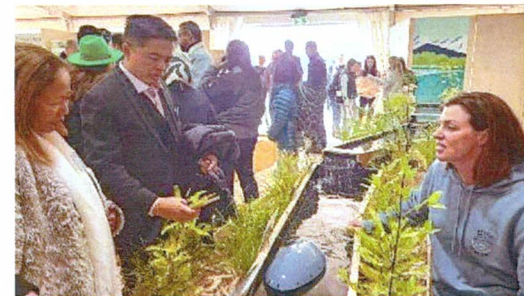
We engaged in a vibrant discussion, about the potential opportunities for our Thai businesses to flourish and identified steps we could take to contribute to the New Zealand and Thailand economy.



Fieldays Event 2023

NZTBA had the honour of co-organizing a visit to the Fieldays Event on 15th June 2023, with the Thai Ambassador, His Excellency Mr. Waravuth Pouapinya, and Mr. Vee Chansangavej, Counsellor. Her Excellency Ms. Mazita Marzuki, the High Commissioner of Malaysia, was also in attendance. Additionally, the Ambassador of the Democratic Republic of Timor-Leste, Her Excellency Ms. Felicidade de Sousa Guterres

We had a great turnout and significant engagement with agribusinesses. We offer a platform for networking and fostering valuable business relationships between New Zealand and those countries.



Our Project Pipeline 2023-2024

How we'll scale in the future

Sep 2023

Agribusiness Networking in Bangkok in conjunction with the Agribusiness Delegation to Thailand (led by the Royal Thai Embassy, Wellington)

Mar 2024

Facilitating Thai and Asian Investors to tie up with New Zealand infrastructure and development projects.

Oct 2024

Strengthen the food industry in both Thailand and New Zealand through the food imports and exports events.



Join us in establishing the NZTBA and enhancing trade between New Zealand and Thailand!

Your organization can play a pivotal role in supporting our efforts to boost SMEs and high-net-worth investments, contributing to the growth of both nations.



Platinum Sponsorship Program

The Platinum Fee is NZD 2,000 / THB 40,000.

As a Platinum Sponsor, you will receive the following benefits:

Year	Benefits
2023	Free sponsorship year 2023 One time content post on our Facebook and LinkedIn. Logo displayed on our website
2024	Exclusive invitations to our events, connecting you with key potential business partners and industry leaders in both countries. The exclusive opportunity to showcase your business through articles and research report in our website and social media. Three times free video or content post on our Facebook and LinkedIn. Logo displayed on our website

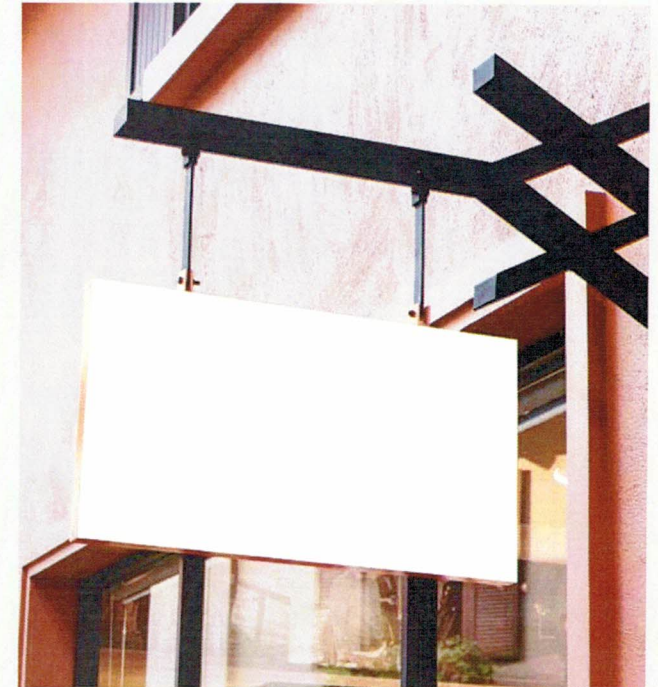


Green Sponsorship Program

The Green Fee is NZD 1,000 / THB 20,000.

As a Green Sponsor, you will receive the following benefits:

Year	Benefits
2023	Free sponsorship year 2023 One time content post on our Facebook and LinkedIn.
2024	Connecting you with key potential business partners and industry leaders in both countries. Two times video or content post on our Facebook and LinkedIn.





Contact

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