

<b>Online</b>	European Association for Business and Commerce	<b>Link :</b>	http://www.eabc-thailand.eu/news/detail/141/931/HORECA+Square+-+a+new+total+so.htm		
<b>PageView :</b>	304	<b>วันที่ :</b>	17 พฤศจิกายน 2559	<b>หน้า :</b>	ข่าว
<b>Ad Rate :</b>	5,000	<b>AD Value :</b>	5,000	<b>PR Value :</b>	15,000

The screenshot shows the EABC website interface. At the top, there is a navigation menu with options: POLICY ADVOCACY, BUSINESS HELPDISK FOR EU SMES, EVENTS & ACTIVITIES, MEMBERSHIP, COMMUNICATION, ABOUT US, and a Sign In button. Below the navigation is a blue banner with the text "European Association for Business and Commerce" and "MEMBERSHIP". On the left side, there is a sidebar menu with categories: MEMBER BENEFITS, ONLINE APPLICATION FORM, PLATINUM PARTNERS, GOLD PARTNERS, SILVER PARTNERS, ORDINARY MEMBERS, SPONSORSHIP AND MARKETING OPPORTUNITIES, and MEMBER NEWS. The main content area features a news article titled "HORECA SQUARE - A NEW TOTAL SOLUTION CENTER FOR B2B HORECA". The article includes four photographs showing groups of people at an event, with a backdrop that reads "HORECA SQUARE". Below the photos, the text states: "HORECA Square, a new total solution center for B2B HORECA, is now ready to announce at CW Tower, ready to support premium SMEs and startups in ASEAN." It further details the announcement by Asia HORECA Co., Ltd. and lists the attendees, including Mr. Pongsak Nantawannakul, Mrs. Ladda Mongkolchaivivat, and Mr. Kamol Rattanavirakul. The article concludes with a statement from Mr. Pongsak Nantawannakul regarding the growth of the HORECA segment.

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According to statistics in 2016, there are 14,178 lodging businesses and 622,123 hotel rooms constituting 10.02% jump from last year. The majority gain in the rise comes from the growth in resort business followed by that of the hotel business in a smaller percentage. The rise is expected to continue due to the increase in the number of tourists, both domestic and international. In 2015, around 30 million people visited Thailand, generating 1.3 trillion baht revenue.

The restaurant business can be classified into two main groups: the leading restaurant franchises and the common restaurants, each with the market value of 110,000 million baht and 275,000 million baht respectively, representing a 4-6.8% growth from the previous year. The trend is likely to continue into the future.

In terms of the coffee, bakery and ice cream group, coffee accounts for the highest market value of 30,000 million baht, and the medium grade coffee business also claims the largest piece of the market share by 40% of the entire coffee market. The bakery business secures 17,000 million baht in market value while the ice cream claims 15,000 million baht.

According to the above mentioned information regarding the market condition of the HORECA business, is able to visualize opportunities for growth and, thus, establishes Asia HORECA Co., Ltd. to meet the demands of more and more entrepreneurs who are making a large influx into the expanding market of HORECA. This initiative also runs in line with the government policy to support SMEs and startups to be able to compete internationally.

**Mrs. Ladda Mongkolchaivivat, managing director of Asia HORECA** disclosed the business plan, adding that, "Asia HORECA Co., Ltd. was established under the concept of one stop service for HORECA business. Currently, a short-term business plan is set out for 3 years covering 2016-2018 to support business operators in the HORECA segment to be competitive and sustainably viable. The operation is in three main areas. The first one is the establishment of the HORECA Square B2B Shopping Center which has already started in 2016. The second one is a B2B international exhibition for the HORECA segment which is to be held in July 2018, and the third part is the establishment of electronic trading systems for the HORECA business, to be started in 2018 as well. The three main targets of these areas are HORECA entrepreneurs, management executives in real estates, condominiums, apartments, and people of younger generation who want to start a business."

For the year 2016, Asia HORECA is now ready to announce the name of our new shopping center under an original concept. "HORECA Square Shopping Center" is a product of research and development by business people who are determined to create a shopping center that can provide a total solution and answer every question and demand in analysis service, planning, design, operating and networking. The center provides over 10,000 products covering all the needs of operators in hotels, restaurants, cafes, bakeries, catering services, and delivery businesses. The center will also provide business trainings to people on a monthly basis to help sharpen skills of business operators.

"With years of experience in B2B business, we have come to realize that the administration of HORECA Square requires a different strategy. We adapt the concept of B2B marketing into our own unique approach for the new shopping center. We wish to create different exhibitions which last for 3-5 days for our customers to experience all year round. Therefore, the management of this center is like holding fairs and B2B tradeshow for 365 consecutive days. The team will have to work harder to manage direct marketing activities, special events, seminars, local and international road shows. But with our experience, we are confident that HORECA Square, once officially opens, will be able to create trading value of up to 182.5 million baht per year, and help boost the growth in the HORECA sector, SMEs and startups by at least 10% per year," said the managing director. HORECA Square is located on floor 3 to floor 5 of the CW Tower, a modern building with premium facilities, on Ratchadapisek Road. CW Tower is well equipped in every aspect, from an ideal location fit for a strategic trade center, convenience, a professional management team, and the concept of the building which is consistent with the business practices of HORECA Square in being a knowledge center and business networking space for entrepreneurs to generate sustainable growth. HORECA Square covers the area of 12,000 square meters. Right now the area of 60% has been occupied already. The products sold here are household appliances, electrical appliances, equipment and appliances for hotels, and kitchen equipment.

**HORECA Square is now available for renting. For more information, please contact Mr. Adesorn Guntamuanglee, project director, Tel. 089 955 4463 email [adesorn.gu@asiahoreca.co.th](mailto:adesorn.gu@asiahoreca.co.th) and [www.horecasquare.com](http://www.horecasquare.com) or [www.facebook.com/horecasquare](http://www.facebook.com/horecasquare)**

#### **About HORECA Square**

HORECA Square B2B Shopping Center is a comprehensive service center for SME and start up entrepreneurs in hotels, restaurants, cafes, bakeries and catering businesses. It is located on floor 3-5 with utility space of 12,000 square meters. The center is operated under the total solution concept or integrated services to meet all demands. The center will be officially open on February 9, 2016.

#### **About CW Tower**

CW Tower is a premium, innovative building with modern facilities and convenient location which are important factors for a strong business foundation. These advantages will be of great use in promoting and supporting entrepreneurs to conduct business effectively, create sustainable growth, and prepare for a network of national and international businesses. The building is located on Ratchadapisek Road, Bangkok. Currently, the HORECA B2B Square Shopping Center and the C-ASEAN Learning Center and Convention are housed by two buildings. The first building which has 53 floors and the second one with 48 floors are located near the Thailand Cultural Center MRT station and Huay Kwang MRT station.

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