

# ADVANCED BUSINESS MAGAZINE

Empowering Insights for Business Excellence

MAGAZINE ISSUE NO.416

COVER STORY : เศรษฐกิจท่ามกลางความขัดแย้ง: โอกาสใหม่สำหรับธุรกิจไทยในยุคที่ไม่แน่นอน



**CONFLICT AND  
ECONOMIC RESILIENCE:  
Unlocking Business Opportunities  
for Thailand in an Uncertain Era**

ISSN 2405-4140

195 BAHT



0 772485 414005

Journal name : Advanced Business Magazine

Issue No : 416

Year : 2025

### Abstract

Presenting content about **COVER STORY** : The economy in the midst of conflict, new opportunities for Thai businesses in an uncertain era **SPECIAL SCOOP** : FTG Transforms into the future, opening a Charang EV station model, Perra joins hands with PP Krit to reinforce the fashion mineral water brand, Thai Namthip joins with Zen Group to cooperate with West Delivery to drive sustainability, Bangkok Hospital moves forward to emphasize Tropic C values **FINANCIAL FOCUS** The Thai Life Assurance Association reveals the overall picture of the first half of 2025, with a tendency for continuous growth **EXECUTIVE VISION** : KETG launches the AI 5+1 18 Agentio AI strategy to enhance employee potential. Drive the organization towards becoming a regional AI Infused Tooh Powehouse **ACE PRODUCT** : HUAWEI WATCH FIT new grey **BUSINESS TIPS**: Recommending 10 food trends of the future "Future Food" **ADVANCED NEWS** : KTC extends Loyalty to the Learning Economy, creating an Indo-system for learning and work through family travel **HEALTHLIVING** : "Cerebral Ischemia", knowing the warning signs **SPECIAL COLUMN** : BAAC invites you to shop for agricultural products at the "Souvenirs for Mothers" event TISTR joins in sharing knowledge on planting and raising, preventing pests and diseases SCG Lampang organizes the "Water Surface, Creating Forests" activity **WANDERLUST**: Happiness that you can choose **WORDS OF WISDOM** : Investment principles for wealth: Analysis of US stocks, high returns, lowrisk options, and the direction of the global economy.

ทุนต่างชาติสร้างซีรีส์ในไทย  
โอกาสใหม่ของภาคท่องเที่ยว

กองทุนหุ้นไทย-เวียดนาม-เทศฯ  
โซ่ผลตอบแทนโดดเด่น

Digital Skill Roadmap  
รับภาวะแรงงานดิจิทัลขาดแคลน

# การเงินธนาคาร

MONEY & BANKING MAGAZINE

www.moneyandbanking.co.th | Year 44 | August | 2025 | Issue 520



Exclusive

ดร.เศรษฐพัฒน์ สุทธิวาทนฤพุฒิ

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### Abstract

Presenting content about **Insight INTELLIGENCE** • Support foreigners to create series in Thailand. New opportunities for the tourism sector **WORLD EXCLUSIVE** US VS China, closing a deadly trade deal. Who wins? • Xi is happy with the "price cutting war" **BANKING** • Per Mata counters Bualuang umbrella, an important step for Bangkok Bank to grow in the number 1 economy in ASEAN **INSURANCE** • Increased coverage for all types of vehicle insurance, up to 20 million baht, pay the same premiums **STOCK** • US stocks are still attractive, driven by profits from Big Tech, falling interest rates **TECHNOLOGY** • depa na Digital Skill Roadmap to cope with the shortage of digital labor **CRYPTO CURRENCY** "Crypto Week" an important turning point that still needs to be watched **WORLD NEWS** • US banks are bright, welcoming the Trump 2.0 era • Taiwan is distancing itself from China Economic Betting **MONEY MONITOR** European Interest Rate Direction Fed Regulation Personal **Finance HOT STOCKS** • Thai stock market still fluctuates, expected index range 1,163-1,255 points **FUND FOCUS** Thai-Vietnamese-Tech Equity Funds have outstanding returns **Special Interview** with Dr. Rak Vorakitpokathorn, Director and Chief Executive Officer, Bangkok Commercial Asset Management PCL. • Dr. Rak reveals BAM strategy, ready to be the national monkey cheek, increasing job search efficiency with technology, joining hands with partners to manage NPA, ready to restructure the organization to be a Holding Company, moving towards BAMX in 3 years **Special Article** Looking back at Trump's taxes, implications for ASEAN from a different perspective **HEALTH & WELLNESS** Often dizzy, investment portfolios are shaky **EXECUTIVE COACHING** • Outstanding leaders must have Purpose and Passion Business Law Transformation Thai Family Businesses in the AI Era: Necessities and Adaptation Strategies for Sustainability **Economic Reports** Country Status • The Ministry of Finance has raised the GDP forecast for 2025 to 2.2%, including the effects of US taxes and the Thai-Cambodian border. Bank Status • Banks are slowing down deposit mobilization, in line with weak lending. Bond Market • Bond yields continue to decline. Exchange Rate Market • Gold prices surge, capital inflows support the baht near its strongest level in 4 years. Financial Tips Why Thailand Faces More Risk Opening Its Market to the US than Vietnam Why might Thailand's opening of its market to the US be more risky than Vietnam's.