

# Message from the President and Vice Executive Chairman

In over 50 years of business operations, ICC International Public Company Limited has continuously conducted its business on the principles of good governance, ethics, integrity and responsibility to stakeholders. The company has been committed to “**Good People, Good Products, Good Society**” and nurturing innovation in products and services, which remains the Company’s policy to develop sustainably.

In 2019, the company developed **Good People, Good Products, Good Society** with the “**5 Forms of Giving**”- giving knowledge, giving forgiving, giving assistance, giving life and giving love, in the belief that the 5 Forms of Giving will instruct everybody to be good and capable people with ethics and integrity. It should encourage creative thinking to innovate products and services for customers, while being friendly to society and the environment. This will lead to the strengthening and collective prosperity of the Company’s business, society and the nation. With the combined efforts of management and staff from one generation to another, together with instruction according to this philosophy, the Company has prospered and progressed securely to the present. I believe that the policy of operations under the principles of “**Good People, Good Products, Good Society**” will enable the Company to prosper and progress into the future securely and sustainably.

A portrait of Mr. Thamarat Chokwatana, the President and Vice Executive Chairman, smiling with his arms crossed. He is wearing a dark blue suit jacket over a black shirt. The background is a light blue gradient with a large blue speech bubble graphic behind him.

**Mr. Thamarat Chokwatana**  
**President**  
**and Vice Executive Chairman**



## Good People

**Create innovation in ways that bring about having Good as well as Smart People in the organization,** through projects and activities that constantly develop the competence of our personnel. Hence, they will be admired and praised as examples of being both good as well as smart people.

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## Good Products

**In order to increase our business performance levels and effective interactions with customers, create innovation that affects all aspects of the development of products and services,** including those relating to distribution channels, and collaboration with business partners.

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## Good Society

**Create innovation for all aspects that relate to having a good society** by collaborating with the public and private sector, as well as supporting public projects and activities that are widely beneficial to society.