



2025 ItalThai Group Profile

01.2025



Today, the Italthai Group is delighted to present two thriving business divisions that have been instrumental in propelling Thailand's growth and development.

Our focus is to provide steadfast support for the country's infrastructure development. This is achieved through our construction equipment business and our engineering services and construction contracting business. The second division of hospitality and lifestyle businesses has been instrumental in upholding Thailand's status as a prominent contender in the fiercely competitive global tourism sector. With a strong presence in the Asia-Pacific region, Italthai Group has a dedicated team of over 4,000 employees.

With a rich legacy of seven decades, the Italthai Group has committed itself to establishing a business that evolves alongside Thai society. Every business unit within Italthai Group has been meticulously developed to align with Thailand's economic growth, guaranteeing stability and long-term prosperity.





Please click the image above to view the introduction VDO.



Please click the image above to view the introduction VDO with Thai translation.

Content Overview

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About Us

Group CEO Message

We remain steadfast and committed to creating success and progress, improving lives, and shaping better futures for people and the planet. Italthai Group has always sought the full development and growth of its businesses and industries with its firm commitment to deliver only the highest levels of excellence in accordance with our vision: growing mutual prosperity through innovative excellence.

With our shareholders, employees, clients, customers, and stakeholders, Italthai Group has been engaged in the business of enhancing the lifestyles and wellbeing of people and the greater advancement of society. Our business reach ranges from our sales and post-sales service of heavy construction machinery and full-service construction contractor businesses to winning the clientele's trust with the vast experience and expertise of our hospitality, restaurant, spa, and lifestyle-related businesses. For more than 70 years, our determination has always been to provide only excellence to our shareholders, clients, and stakeholders.

Combining the efforts of all Italthai Group company members, we are shaping the future and creating sustainable success for our clients and stakeholders, in conjunction with our efforts towards increasing social and economic opportunities and our commitment to environmental sustainability. Winning and safeguarding the clients' trust is our primary goal, and we will continue to strive to provide our diverse and growing clientele, as with the larger Thai society, with steadfast adherence to the highest standards of excellence at each and every step of our journey.



Yuthachai Charanachitta
Group Chief Executive Officer
Italthai Group

A background image of a bright blue sky filled with soft, white, fluffy clouds. The clouds are scattered across the frame, with some larger, more prominent ones near the bottom and smaller, wispy ones near the top. The overall tone is bright and airy.

Vision and Mission

Vision

**Growing mutual
prosperity through
innovative excellence.**



Mission

We grow our people to become our driving force. We groom and empower them to explore new opportunities, deliver impactful products, services and experiences to our partners, customers and the community in a sustainable manner.

Core Values

A modern, bright living room with large windows and shutters. The room features two beige sofas, two teal armchairs, and two coffee tables. The windows are covered with light-colored shutters, and the view outside shows lush green trees and a tall building. The text "Core Values" is overlaid in white on the left side of the image.



LISTEN SPEAK SHARE

Collaborative working enables us to go further and faster. The key to do that is to communicate proactively.



LEARN AND GROW.

Learn from everything around you both successes and mistakes. Grow from on-the-job and beyond-the-job experiences.



CREATE AN IMPACT

Be empowered to think and act differently to impact change.



DO WHAT IS RIGHT

Choose what is best for the company and the people we work with.



BRING FUN TO WORK

Put our hearts into everything we do. Create a good working environment that we can enjoy and have fun while doing our work.



NEVER GIVE UP

Obstacles and challenges are always a part of working. Overcoming them will make you smarter and stronger.



GRAND PACLE
TEA CAKE

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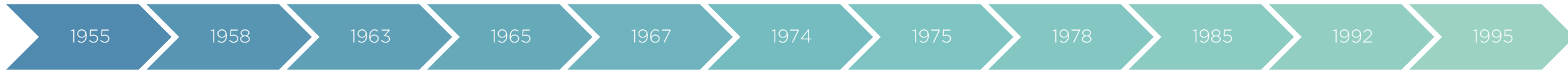
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Milestones



The Founders



1955
 •Established **Italthai Industrial (ITI)** as the 1st company of Italthai Group



1958
 •The pioneer importer of fine wine and spirits in Thailand

1963
 •Setup the machinery-solution group main distributor of VOLVO CE, Doosan & Bobcat

1965
 •Founded Nipa Lodge

1967
 •Established Italthai Gas Service Co., Ltd.

1974
 •Changed from Italthai Gas Service Co., Ltd. to **Italthai Engineering Co., Ltd. (ITE)**



1975
 •Founded Siam Lodge

1978
 •Official opening of Italthai House, the head office

1985
 •Awarded the Royal Garuda from His Majesty the King of Thailand

•ITI was the main distributor of Tadano mobile crane



•Launched **River City Bangkok**

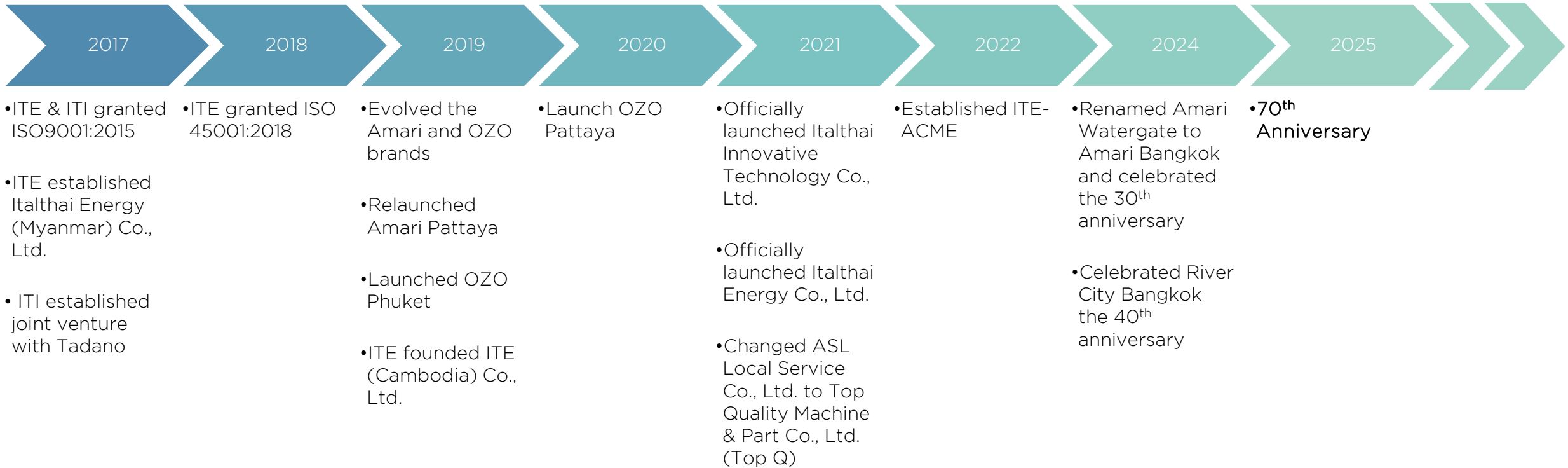


1992
 •Renamed Siam Lodge to Amari Hotels & Resorts

1995
 •Set up Italthai Plant (Italthai Mahachai)



- 2000**
 - Launched Italthai Genset
 - Established Italthai Cellar Co., Ltd.
- 2003**
 - Founded Baan Krating Resort
- 2005**
 - Launched AC Fresh, the 1st beverage of Italthai
 - Transformed Italthai business units
- 2006**
 - Setup Italthai Biodiesel Plant
- 2008**
 - Established Amari Estates
 - ITE granted ISO 9001:2000
- 2010**
 - Changed Italthai cellar Co., Ltd. to **Italthai Hospitality Co., Ltd. (IHC)**
 - 
 - Launched **ONYX Hospitality Group**
 - 
- 2011**
 - Established strategic planning office
 - Established Italthai-Lao at Lao PDR
- 2012**
 - Rebrand Italthai Group
 - Launched OZO brand
- 2013**
 - Added TWG Tea to Italthai Group portfolio
 - Setup Italthai Technical Academy
 - ITE granted ISO 9001:2008
- 2015**
 - 60th Anniversary
 - 
- 2016**
 - Rebranded **River City Bangkok**



Our Business Introduction

Construction Equipment Business





ITALTHAI
SDLG

TRUST & RELIABILITY

As the trusted provider of ITALTHAI | SDLG, we distribute and support a wide range of high-quality heavy machinery that meets world-class standards for performance and reliability.

ItalThai Industrial Co., Ltd. (ITI) is a leading provider of heavy machinery equipment for small-to-large-scale construction projects and general industrial engineering. Our experience encompasses a variety of industries, including agriculture, recycling, and concrete production.





ITALTHAI

TOPQ

PARTS AND SERVICE
YOU CAN TRUST

We ensure excellent levels of after-sales service through our ISO 9001:2015 certification. As the trusted provider of ITALTHAI | SDLG, we distribute and support a wide range of high-quality heavy machinery that meets world-class standards for performance and reliability. Our ITALTHAI | TOP Q services are specifically designed to provide exceptional after-sales support, including spare parts and comprehensive maintenance solutions, ensuring maximum efficiency and uptime for our customers.

To enhance customer satisfaction, our Customer Service Center operates 24/7, providing seamless coordination and expert consultation whenever needed. Furthermore, our manufacturer-trained technicians are stationed at four service branches in Mahachai (Samut Sakhon), Chiang Mai, Khon Kaen, and Surat Thani, ensuring timely and professional service across all regions

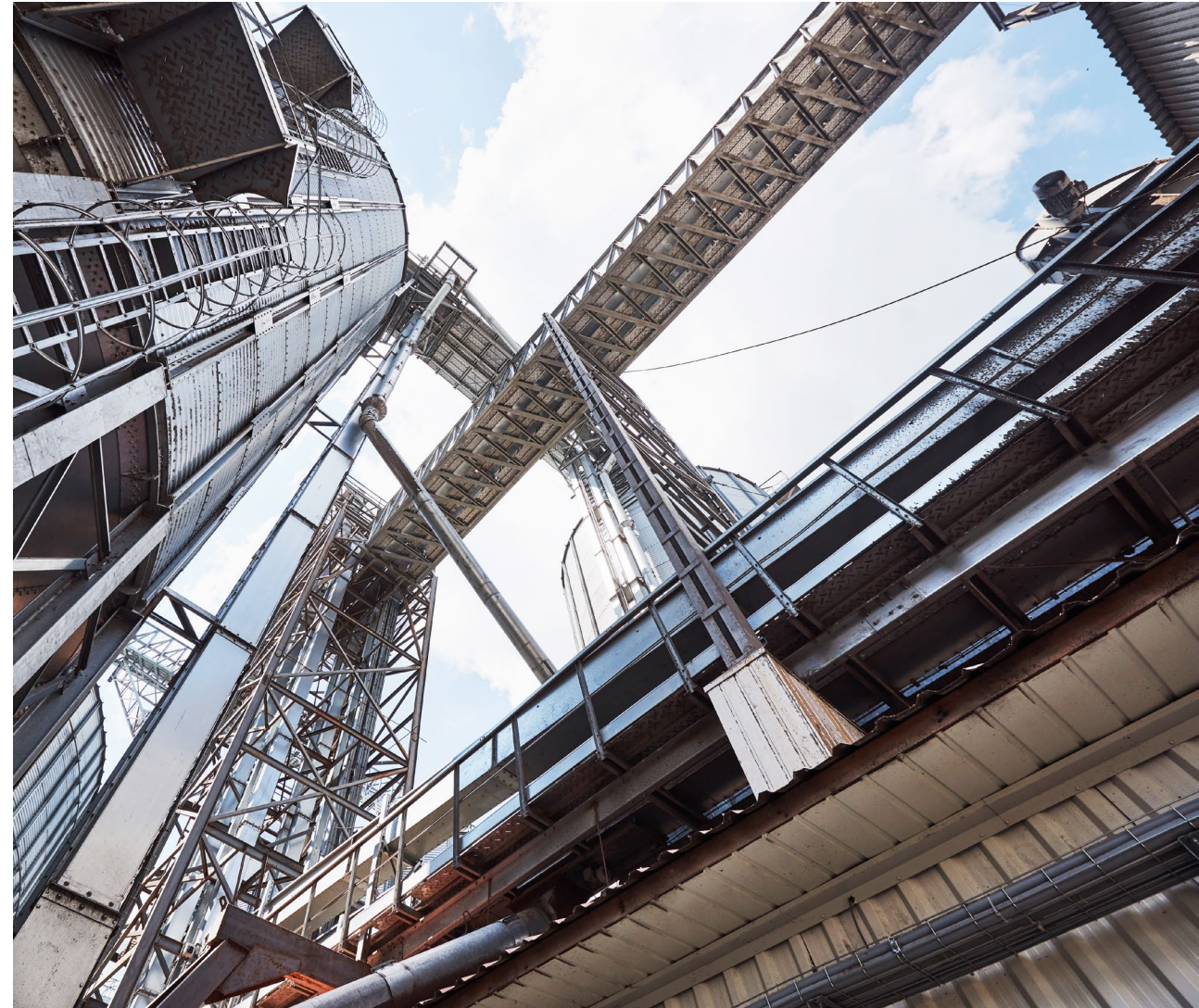
Engineering Services and Construction Contracting Business

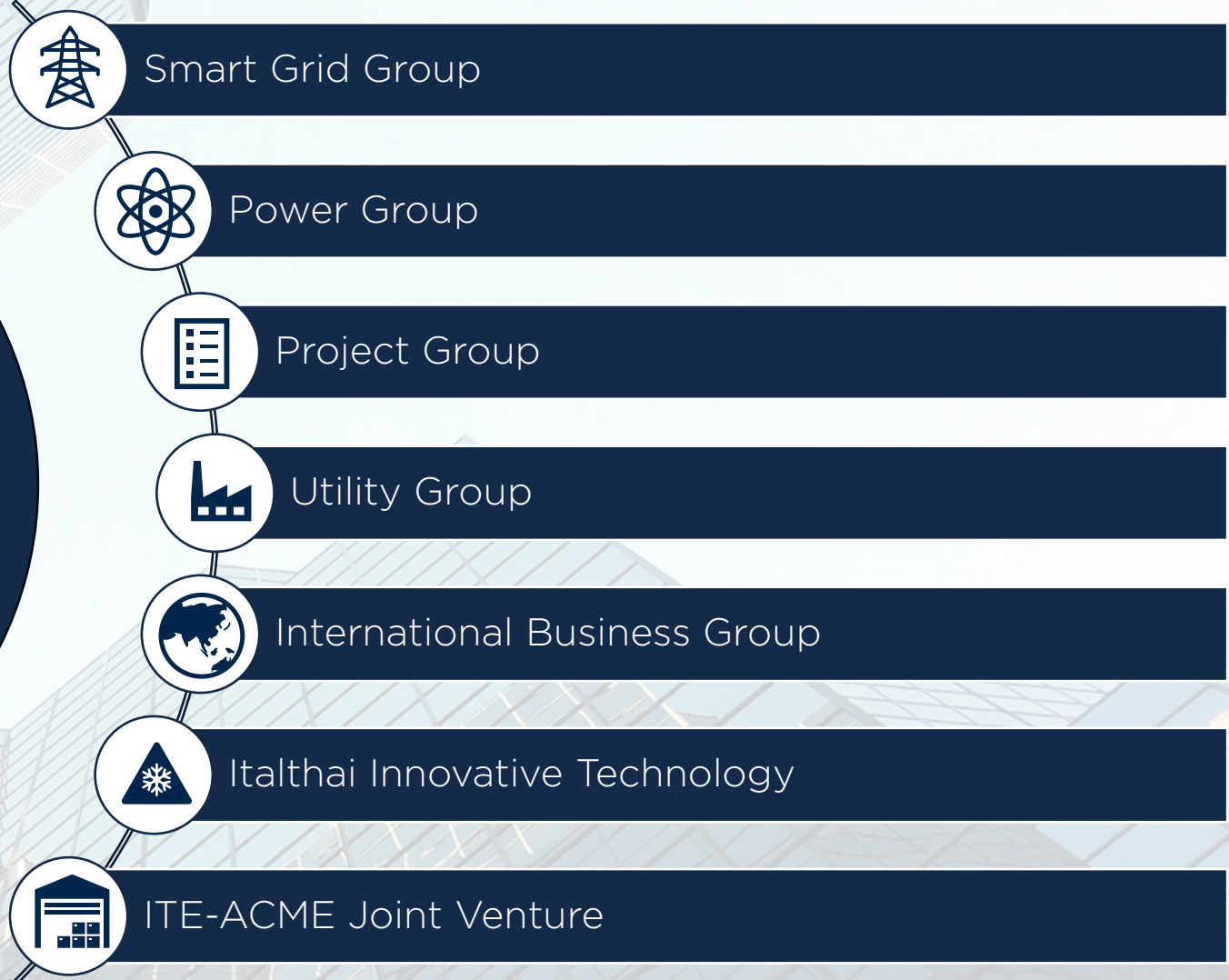




At ItalThai Engineering Co., Ltd. (ITE), we leverage advanced technology and our extensive expertise in engineering to build expansive manufacturing facilities and warehouses, electrical stations, renewable energy systems, high-rise building systems, and petrochemical utility systems.

In addition, the company provides engineering services for sustainable energy and facility systems. The company provides a wide range of services, including engineering design, project management, construction, and maintenance. We are proud to meet various ISO standards to ensure the highest quality of our work.







Please click the image above to view Italthai Engineering's the introduction VDO.

Hospitality Business





ONYX

Hospitality Group

A reputable force in Southeast Asia's hospitality industry, operates a collection of comprehensive yet complementary brands - Amari, OZO, Shama and Oriental Residence - catering to the distinctive needs of discerning business and leisure travelers in Southeast Asia where their expertise lies.

In addition to its brand portfolio, ONYX Hospitality Group also operates additional hospitality services across spa and food and beverage. With over five decades of management experience, the company extends its innovative solutions throughout the region, upholding internationally recognized standards and ensuring optimal operational maneuverability.

By fostering enduring relationships with like-minded business partners, ONYX Hospitality Group delivers unparalleled experiences in a dynamic and competitive market, meeting the ever-evolving demands of travelers.



Amari





BRAND PORTFOLIO

HOTELS and RESORTS



LUXURY

UPPER UPSCALE

UPPER MIDDLE SCALE

SERVICED APARTMENTS



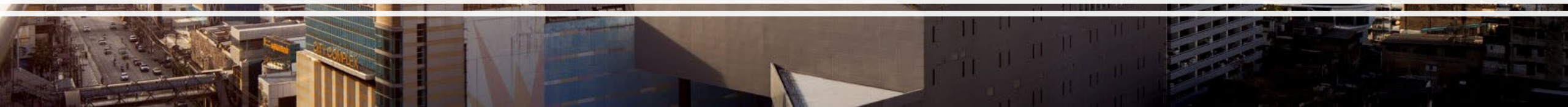
RESTAURANT



SPA



Please click the image above to view the ONYX Hospitality Group's introduction VDO.



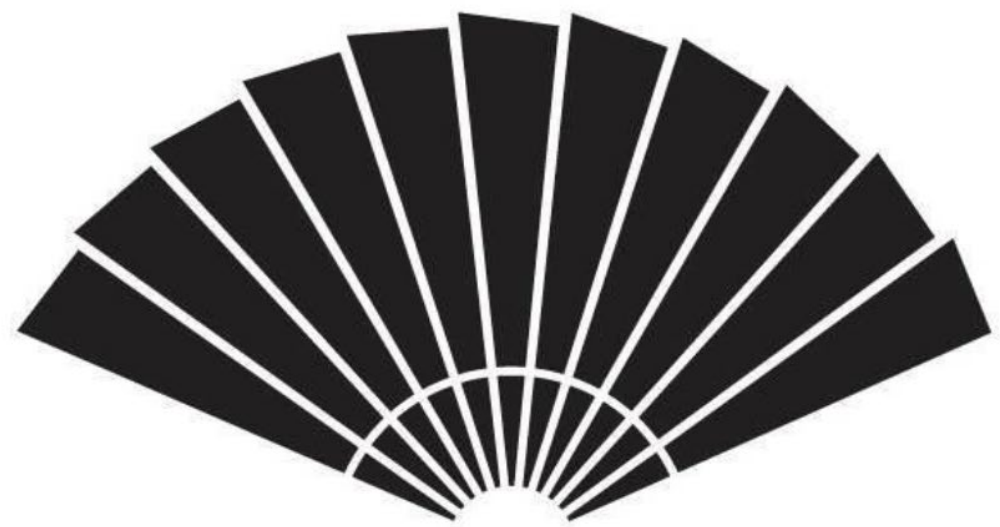


Please click the image above to view
the Amari's introduction VDO.

The logo for OZO, featuring the letters 'O', 'Z', and 'O' in a bold, dark blue, sans-serif font. The first 'O' is a simple circle with a white center. The 'Z' is a solid dark blue shape. The second 'O' is a solid dark blue circle with a white crescent shape inside, resembling a stylized eye or a moon.

Unpack. Good. Vibes.

Please click the image above to view
the OZO's introduction VDO.



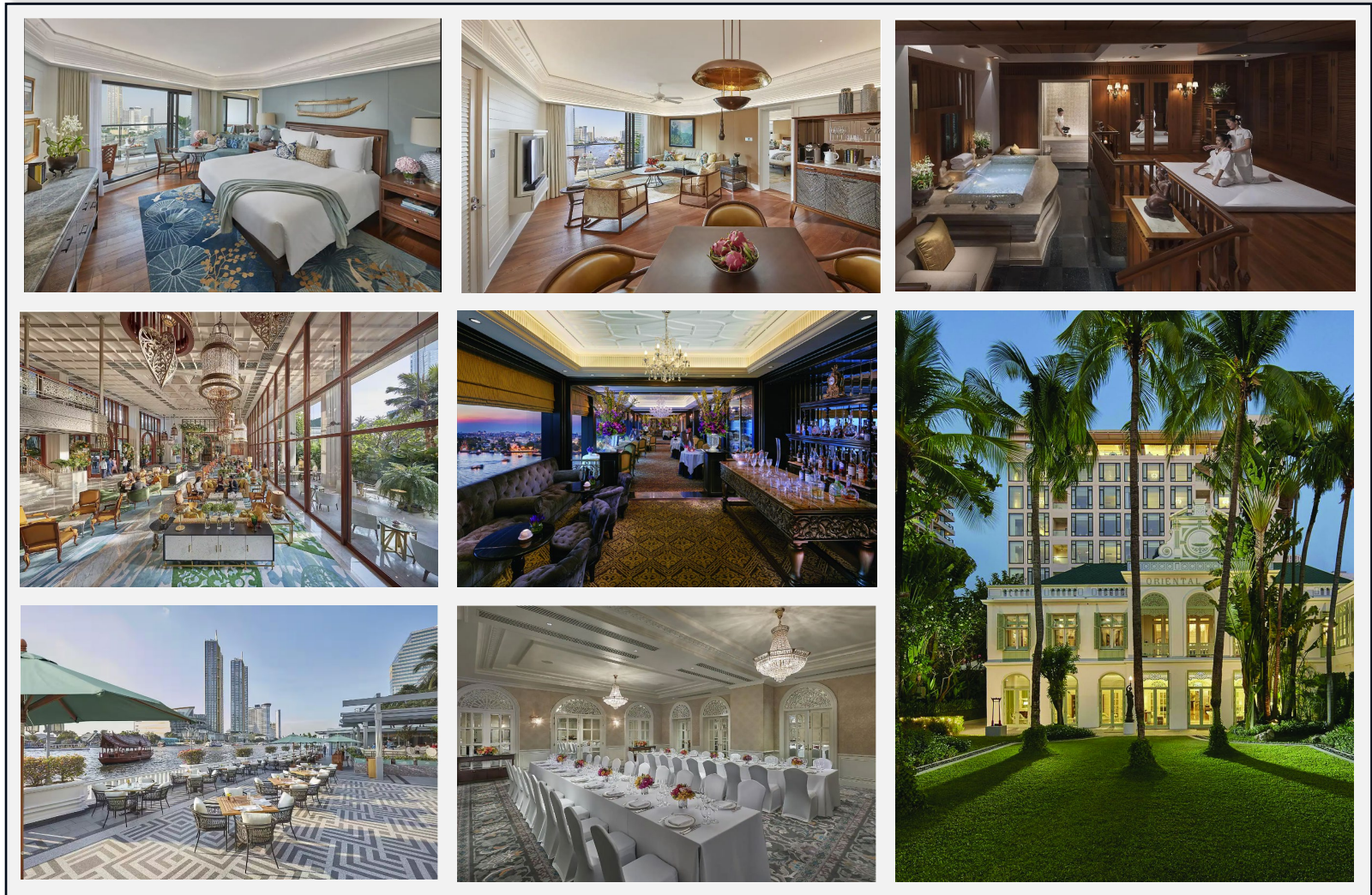
MANDARIN ORIENTAL
BANGKOK



For more than 148 years, travelers have followed the Chao Phraya River to stay at the legendary Mandarin Oriental, Bangkok.

A luxury five-star hotel in one of the world's most exciting cities, Mandarin Oriental has a reputation for style, service and excellence.

A haven of calm on the banks of the river, Mandarin Oriental, Bangkok is a truly remarkable hotel. Timeless yet contemporary, classic yet cutting-edge, our unique blend of luxury and comfort makes us the ultimate Bangkok address.





Lifestyle
Business



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ihc
HOSPITALITY SOLUTIONS

Italthai Hospitality Co., Ltd. (IHC) is a HORECA solution provider for hotels and restaurants in Thailand. Currently, the company's products include premium beverages and wines from countries around the world. Notable products include Ogeu, a 100% natural mineral water from France, and AC Fresh fruit juice, for which IHC is the manufacturer and distributor.

Moreover, IHC is the only licensed franchisee of premium TWG Tea in Thailand, with four tea salons and boutiques serviced around Bangkok. To satisfy the needs of the HORECA industry, IHC is also expanding its services into catering, industrial bakery services, and laundry.

IMPORTER
AND
DISTRIBUTOR
OF PREMIUM
WINES AND
BEVERAGES



TWG TEA
SALONS AND
BOUTIQUES



CATERING
BUSINESS



BAKERY
BUSINESS



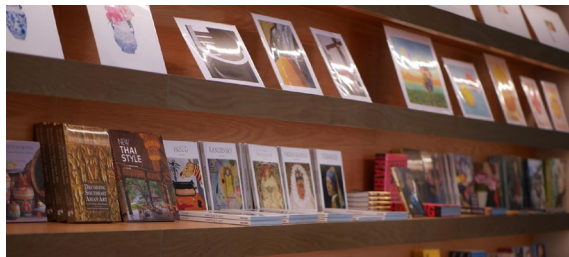
LAUNDRY
BUSINESS



BOUTIQUE
RESORTS







The logo for RIVER CITY BANGKOK. It features a circular emblem with the letters 'R' and 'C' intertwined. Below the emblem, the text 'RIVER CITY BANGKOK' is written in a large, serif font.



River City Bangkok is Thailand's leading cultural lifestyle center for arts and antiques on the banks of the Chao Phraya River, where art lovers and collectors explore galleries, attend exhibitions, meet artists, join talks, watch films, bid at auctions, enjoy live music, and engage with Thailand's contemporary art scene.

Founded in 1984 by the Chaopraya Development Corporation (a joint venture of Italthai Group and Mandarin Oriental Hotel Group), River City Bangkok has grown into a key player in Thailand's art ecosystem. In 2018, it expanded with new spaces for contemporary arts, including exhibitions, photography, films, music, performing arts, and international showcases.

Awarded the first Creativity City Award by the Creative Economy Agency, River City Bangkok continues to shape new trends and elevate the Thai art scene. It is also home to RCB Auctions, Thailand's premier auction house for antiques and art.



Please click the image above to view the introduction VDO.

Our Contact Information

Explore our business units' websites by clicking on the logos!





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[italthai.group](https://www.instagram.com/italthai.group)



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Thank you.