

# HOST & HOME. A THAI PROJECT ADDRESSES THE HOSPITALITY AND RESIDENTIAL SECTORS

**B**orn in 2015, **Host & Home** is a brand covering a group of Thai manufacturing companies addressing the hospitality and residential sectors in the high range of the market. Managed and coordinated by Mitor Consultancy Services, a team of Italian professionals specializing in interior design, marketing and project management, Host & Home opened a temporary showroom in Gallarate (Lombardy) and attended Salone del Mobile.Milano this year, having previously exhibited at other furnishing fairs in Bangkok (Big Bangkok, April 2016) and Paris (Maison & Objet, September 2016).

The project is organized and supported by DITP (Department of International Trade Promotion), Ministry of Commerce, Royal Thai Government).

## STRATEGIC IMPORTANCE OF THE PROJECT

World Furniture met **Ms. Kornkamul Anekamai**, Director Thai Trade Center Milan, to highlight the goals



Talking with Ms Kornkamul Anekamai, Director Thai Trade Center Milan

and expectations of the Host & Home project, now in its third year. With the aim to pass from being ODM (Original Design Manufacturer) and to become a producer of own brands for the international market, the Thai furniture industry is constantly committed to the improve-

ment of its design, quality and finishing level.

DITP aims to effectively support the furniture industry of Thailand, which is considered to be one of the drivers of the local economy. The Government is fully aware of the importance of helping the local furni-



Temporary showroom Host & Home, Gallarate, Italy



Marcello Massarente,  
Host & Home Project Manager



Temporary showroom Host &amp; Home, Gallarate, Italy

ture companies to maintain their markets and increase their export flows. Reportedly, main markets of destination of Thai furniture exports are the United States and Japan. The H & H project involves a selection of companies, that have the potential to go in the right direction on a growth path, says Ms Anekami. The capability of creating custom-made products (mainly wooden furniture, upholstery and textiles) make Host & Home a reliable professional partner for Architects, Interior Designers and Contractors involved in the business on a international scale.

NATURAL UNIT.  
Bamboo partition.  
Curved bamboo board

### A STRONG CULTURAL IDENTITY

**Mr. Marcello Massarente**, H & H Project Manager, and his team selected the 22 companies from an initial larger group of 50. He underlines the importance of going to the market with a homogeneous image and a high-end offering, that can be suitable for both the hospitality and residential contract.

In Thailand, skilled craftsmanship and the use of high quality materials give products a unique and contemporary taste, expression of a strong cultural identity generated from a millenary tradition in textile manufacturing and wood carving, he says. The use of modern technologies and a good level of service are also part of the Thai companies' approach.

Products presented by the companies involved in the H & H project are the result of a fruitful contamination between Thai skilled craftsmanship and accurate manufacture on the one hand and the proactive influence of Italian design on the other hand.

Collections include: bookshelves, tables, beds, upholstery, outdoor furniture, seatings, textiles, accessories, mirrors, tableware, lamps and chandeliers, as well as essences and oils.

Traditional and precious wood species like teak, oak and bamboo are used in combination with natural fibres (cotton with lotus, pineapple and kapok fibres) and hand-painted ac-

sories in ceramic, metal and blown glass.

Over one half of Thai furniture production is made of Hevea (rubberwood) from sustainable plantations. Local wood species like teak, as well as imported wood species like oak, beech, birch, and mahogany come from certified supply chain.

### DITP

The Department of International Trade Promotion, Office of the Thai Foreign Trade, work according to the guidelines of the Ministry of Trade and offers a wide range of support for Thai exporters and investors, who intend to pursue commercial relations with Thailand. Through the information and updates on business activities, DIPT highlights the strengths of the country, now positioned among the top Asian economies.

Companies involved in the **Host & Home** project are:

ASIA COLLECTION, BANGKOK WEAVING MILLS, BARA STAINLESS WORK, BETTER ARTS GROUP, CERAS IMPLY, DEESAWAT INDUSTRIES, KENKOOON EX, KUNAKIJ FURNITURE INDUSTRY, LEATHER MINE, NATURAL UNIT, NATURE TOUCH INTERNATIONAL, NIIQ, PASAYA, PERFORMAX INTERTRADE, PHOETHONG ARANYIK HANDWORK, PIMPEN, PLATO, PREM-PRACHA'S COLLECTION, T THANIYA, THAI NUM CHOKE TEXTILE, UNION VICTORS

