

# COMPANY PROFILE

**Since 2005**

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Even experienced  
captains bring a pilot on  
board when steering into  
new ports or treacherous waters



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## VISION

Our vision is to establish Thailand and other ASEAN countries as havens for Western entrepreneurs, fostering prosperity for local communities. We aim to empower our highly qualified employees, ensuring a secure future for them and their families.

## MISSION

Our mission is to support clients in their investments, market entries, and business operations in Thailand by serving as one-stop solution partner. We provide comprehensive expertise, entrepreneurial mindset, and take full responsibility for our client's success in challenging business situations.

# MANAGEMENT TEAM

“Sanet Managers provide two decades of entrepreneurial experiences throughout Asia”



**Dr. Gunter Denk**

**Founder & Chairman of the Joint Board**

The renowned author and keynote speaker combines 25 years of international experience as an entrepreneur in Europe and China with 20 years of consulting on internationalization to Asia.



**Athaphon Michael Denk**

**Group Executive Director**

A trilingual German-Thai national initially has gained 2 years of experience in IT Systems Administration at a well-known IT service provider in Germany. He is a Google-certified expert in Marketing and E-Commerce, Cyber Security and Business Intelligence.



**Axel Michael Denk**

**Executive Director**

The German “Diplom Kaufmann” and IHK-certified China expert has been successfully managing his system house Denk IT GmbH for 25 years, with numerous locations and affiliations in Germany. He joined the management of the Sanet Holding Co., Ltd. in 2026, contributing his experience in corporate investments and the internationalization of IT to the Group Companies.



# THE SANET-GROUP

**2026**

Establishment of Sanet Holding Co., Ltd. and consolidating its affiliates under one umbrella. Expansion of business to co-investing with foreign SMEs in Thailand.

**2025**

Upgrading of Sanet Trade & Services to a fully functional distributor with a new service concept.

**2024**

Establishing of “Sanet Asian Advisors” for exclusive management consulting and marketing services.

**2024**

Expansion of Sanet Legal to “Sanet Legal & Accountancy”

**2023**

Establishing “Sanet Manpower Co., Ltd” as a Licensed Recruitment Agency.

**2017**

Establishing of the international law firm “Sanet Legal Ltd.” in Bangkok.

**2015**

Expanding “Sanet Trade & Services” to new premises with up to 12 Business Units as Sales and Service Hubs for foreign SME.

**2011**

Founding of “Sanet Trade & Services Co., Ltd.” in Bangkok.

**2010**

Opening of an all new Sanet Business Center in Bangkok.

**2005**

Founding of “Sanet (Thailand) Co., Ltd.” in Thailand.

**2003**

Founding of “Sanet GmbH” in Germany.



# OUR SERVICES

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“At Sanet, we provide western-minded consulting services in Thailand and Southeast Asia for all types of corporate situations, offering comprehensive one-stop services”

**Investing in Thailand**

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**Selling & Servicing in Thailand**

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**Management Consulting**

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**Marketing Services**

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**Legal Services**

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**Tax & Accounting**

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**Recruitment, Job Placement,  
and Personnel Consulting**



**WITH SANET, COMPANIES ARE ADVISED  
BY PEOPLE WHO RUN COMPANIES**



# INVESTING IN THAILAND

Foreign Direct Investment is the “Golden Ticket” for conquering new markets. Sanet Management offers decades of experience in strategy development, project management, and implementation for your internationalization in Asia.



## Strategy Development

- Motive and Goals
- Feasibility Criteria and Studies
- Risk Management
- Legal Compliance
- Budget and Timeline



## Project Management

- Project Team and Organization
- Implementation on Site
- Project Monitoring
- Troubleshooting
- Evaluation of Service Provides
- Recruitment and Staffing



## Legal & Compliance

- Company formation and structure
- Selection and Application for BOI Investment Promotion
- Lease and Purchase Agreements for Land or Buildings
- Factory License
- Construction Contracts
- Labor Rules and Contracts

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BY PEOPLE WHO RUN COMPANIES



# INVESTING IN THAILAND

Sanet is more than just consulting.  
Sanet is your right hand with extensive experience in the Asian market.



## Co-Investment by **Sanet Holding**

- Risk Hedging for Joint Ventures
- Avoidance of Restrictions for Foreigners
- Extensive Operational Support by Group Companies
- Fast setup of a network



### Site Selection

- Definition of Requirements and Search Criteria
- Site Search and Evaluation
- Land Due Diligence
- Labor Market Evaluation
- Contract review and negotiation



### Construction & Tendering

- Pre-evaluation of constructors
- Design Adjustment to Thai Law
- Drafting of tender rules and bidding
- Handling of queries and deviations
- Consulting on award decisions



# SELLING AND TRADING IN THAILAND

Sanet Trade & Services offers you customized and streamlined solutions for your market entry and customer service in Thailand.

Choose from the following options and find your ideal solution:

## 01 The Business Unit (BU at Sanet)

- Your service hub for sales and technical service
- Set up within a few days
- Staff working exclusively for you
- No hidden fees
- No overhead, no administrative costs

## 02 The Business Unit (BU) *Plus*

- Sanet is your importer and warehouse provider on request
- You get the price; you keep the margin
- Only fixed service fee for Sanet
- Professional customs, warehouse, and logistics handling

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## Finding your distribution partners

If you decide to go the traditional route via a distributor, then

- We will find and qualify the right distributor for you
- We will define your requirements in a workshop with you
- We will contact and evaluate potential partners
- We will accompany you during your negotiations





# MANAGEMENT CONSULTING

Since 2005, western companies in Thailand have relied on Sanet as their trusted management consulting firm in Thailand. Sanet has supported more than 150 companies from Europe, Australia, Asia and the USA in specific business situations and led them to success.

When it comes to Management Consulting Thailand and ASEAN, Sanet and its 50 experts in Bangkok is today the first address for international managers in the region.



**Strategic planning for internationalization**



**Restructuring**



**Change Management**



**Interim Management**



**Consulting on Free Trade Agreements and Certificate of Origin**



**Market and Market Potential Studies**

## MARKETING SERVICES

Marketing in Thailand is different. People make decisions based largely on sympathy and emotion. Images are often more important than technical drawings or logical arguments. And yet the market is highly professional. Modern forms of distribution are becoming more dominant, and e-commerce, social media, and influencers often have the edge.

Sanet understands the markets. Our intercultural experts support you with campaigns and setting up your marketing and IT.



**SEO and AI optimization of your communication**

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**Sales training in communication and closing techniques**

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**Website development and design**

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**Social media management**

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**Competitor Analysis**

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**Influencer Marketing**

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**Google Workspace by certified employees**

# LEGAL SERVICES



Our Thai German team of lawyers in Bangkok is characterized by entrepreneurial thinking and a high level of expertise in legal consulting. This begins with tailor-made company formation and structuring, continues with the organization of investment promotion through the BOI, and extends to questions of operational business and legal disputes.



Company Formation, Company Structure & Joint Ventures



Foreign Business Act (FBA), Visa & Work Permit



Labor Law & Labor Regulations



BOI Promotions and Foreign Business License (FBL)



Commercial law & litigation



Notarial Services

With our Virtual Legal Department (VLD), we offer legal advice on a flat-rate basis for all legal matters relating to day-to-day business operations. Your legal department at Sanet is even available in combination with our tax and accounting services.

# TAX AND ACCOUNTING



Based on the needs of international medium-sized businesses, Sanet takes care of your entire financial accounting spectrum at tailor-made pricing. Certified Financial Accountants (CPD) work closely with affiliated auditors to ensure compliance with Thai tax law.

We recommend combining this service with the Virtual Legal Department (VLD).



**Full Scope Accounting Services**



**Accounting services with monthly management reports**



**Submission of periodic tax returns**



**Prepare annual accounts and shareholder's meetings**



**Payroll accounting and social security reporting (SSO)**



# RECRUITMENT, JOB PLACEMENT AND PERSONNEL CONSULTING



Sanet Manpower is a cross-cultural recruitment agency in Thailand providing a highly reliable recruitment services. Key to our success is a strong relationship with clients and a thorough understanding of their culture, recruitment needs and business goals in Thailand. We then start to identify, screen, evaluate and recommend the most suitable candidates within a proven recruiting process.



Sanet Manpower is licensed by the Ministry of Labour to comply with the Employment and Job Seeker Protection Act.  
Recruitment License: u.1900/2567



## Recruitment Services

We offer personalized cross-cultural recruitment in Thailand.



## Job Platform

Sanet Manpower is the first choice for headhunting Thailand for international medium-sized companies.



## Job Seekers

We connect executives who are looking for a new challenge or the right position with a company in Thailand.



## Change Management

We are the first address for leadership and change management in Thailand with 20 years of HR experience.

# REFERENCES OF SANET

“The references and recommendations are a strong argument for Sanet”

Our customers and clients come from almost all industries and from over a dozen countries in Europe, Asia, the United States and Australia.



## ENDORSEMENT LETTERS: HERE'S WHAT OUR CUSTOMERS SHARE ABOUT US



“Without Sanet’s extensive network, including government officials, suppliers, banks and industrial parks, our investment project in Southeast Asia would certainly not have run as smoothly as it has.”

*Michael Weikert, Managing Director  
SGF GmbH & Co. KG.*

“Sanet advised Brückner on the internationalization to Southeast Asia, led the company's formation and the BOI promotion process for the investment in Thailand. The tasks were performed without reservation and with great expertise and commitment.”

*Walter Stroeder, Managing Director  
Brueckner Group Asia-Pacific Company Limited*



“We contacted Sanet as part of a restructuring of our activities in Southeast Asia. The business plan will have a strong impact not only on the Southeast Asia region, but also on how we will approach new markets in the future.”

*Elisabeth Katai, COO International Business  
TUNAP Deutschland Vertriebs GmbH & Co. Betriebs KG*

“I highly recommend Sanet for their excellent headhunting services. They provided expert guidance, thorough candidate selection, and seamless communication, even in German. Their professionalism and flexibility ensured a successful search for a Managing Director in Thailand.”

*Jörg Schurich, Head of Global HR  
Alexander Binzel Schweisstechnik GmbH & Co. KG*





# OUR GROUP



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