

# 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 Asian 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 businesses in Thailand by serving as hands-on problem solvers. 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.



**Chulalux Chinwong, BA**

**Founder & Managing Director of Sanet Group**

The founder, CEO, and majority shareholder of the Sanet Group companies. With her extensive network, she supports the implementation of domestic projects.



**Mag. Fabian Sonntagbauer, LL.M**

**Director of Legal Affairs**

Our Austrian Partner, graduated in law from the Johannes Kepler University in Linz and obtained an LL.M. from Chulalongkorn University Bangkok. He is managing Legal Affairs and is a member of the Joint Advisory Board.



**Athaphon Michael Denk**

**Director of IT & Business Development**

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.



# THE SANET-GROUP

**2025**

Expanding Services of “Sanet Asian Advisors” to Digital Marketing, SEO, Corporate Videos and Websites.

Founding of Sanet Manpower with the brand “CREATING CAREERS” and “MANPOWER MANAGERS”

**2024**

Establishing “Sanet Asian Advisors Co., Ltd.” for Management Consulting, Investment Projects, and Market Entry.

Alliance with Dr. Wamser + Batra in India to “Asia Industry Experts”

Expanding to “Sanet Legal & Accountancy Co., Ltd.”

**2017**

Founding of “Sanet Legal Law firm” in Bangkok.

**2015**

Expanding “Sanet Trade & Services Co., Ltd.” to a second building.

**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.



## **Dr. Gunter Denk**

**Founder & Chairman of the  
Joint Board**



Entrepreneur and Lawyer Dr. Gunter Denk gained over 25 years of experience as a manager and co-owner of an internationally active manufacturing company and most ultimately as a board member of a Chinese company listed in Hong Kong with over 11,000 employees.

Denk is the much-cited author of the highly regarded reference books “Asia for SMEs – Strategies not Illusions”, “Asia for Professionals” and numerous expert publications. He is an internationally renowned speaker on Asian Business and Culture.



# 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”

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**Management Consulting**



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**Selling in Thailand**



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**Marketing**



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**Investment Consulting**



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**Legal Services**



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**Accounting Services**



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**Personnel Consulting**





# 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 40 experts in Bangkok is today the first address for international managers in the region.



**Export and  
Free Trade**



**Seminar and  
Training**



**Change  
Management  
Services**



**Turn-around  
Management**



## SELLING IN THAILAND

Sanet Trade & Services is your partner for setting up services or the right distribution channels in Thailand. We are also your optimal partner for market entry in Thailand, offering a superior alternative to a Representative Office.

With Sanet, you receive consulting from experienced market specialists as well as the legal experts, making sure you are on the right path with a clear budget and concept which we design together.

**01**

### Your Thai Business Unit

Sanet's Business Unit is your ideal Thai partner for market entry, offering a better alternative to a representative office.

**02**

### Market Studies

Sanet provides you with the expertise to make the right decisions.

**03**

### Distributor Search

We identify and qualify the best possible distributor for you in Thailand.

**04**

### IT Services

- IT Integration
- IT Infrastructure
- IT Service Outsourcing
- Enterprise Software





# MARKETING

Whether websites, social media, e-commerce, SEO or AI.  
Today, marketing is all about the Internet. Yet you want to be found amongst  
thousands of players. This requires a high-level approach.

The Sanet team is characterized by enthusiastic, certified media experts in developing,  
monitoring and constantly adapting your online presence to the latest trends.



**SEO & AI Optimization**



**Competitor Analysis**



**Website Development**



**Content Development**



**Social Media Management**



**E-commerce**



**Advertising**



**Video Production**

WITH SANET, COMPANIES ARE ADVISED  
BY PEOPLE WHO RUN COMPANIES



# INVESTMENT CONSULTING

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.

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



## Strategy Development

- The Motive and the Goals
- Regional Options
- Feasibility Criteria
- Risk Management
- Cost and Time Planning
- Form of Operation



## Project Management

- Project Strategy Development
- Strategic Planning and Implementation
- Budgeting and Time Scheduling
- Formation and BOI Promotion
- Location and Construction



## Site Evaluation & Tendering

- Selecting a Location for the Investment
- Criteria that need to be considered in Thailand
- The Construction Contracts
- Cost and Time Planning
- Management Consultants



## Investment Consulting

- Workshops and Hands-on On-site Project Management
- Planning and Risk Management
- Legal Set-up
- Investment Promotions
- Site Evaluation
- Recruitment of Key Staff
- Local Investment Consulting



## Feasibility Studies

- Market and Market Potential Analyses
- Comparative Cross-country Analyses
- Comprehensive Feasibility Studies

# LEGAL SERVICES



Our Bangkok-based lawyers are characterized by their entrepreneurial thinking in their legal advice. In very special legal matters, we work together in a close network of highly specialized colleagues. This starts with the right set-up of the company formation and the corporate structure and leads to investing in Thailand for foreigners and BOI application, as well as to labor law and visas or work permits Thailand.



Company Formation



Work Permit Regulations



Joint Venture in Thailand



Labor Law



BOI Investment Promotions



Inheritance Law



Visa Regulations



Notarial Services

# ACCOUNTING SERVICES

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Sanet offers comprehensive services for the trusted outsourcing of your accounting in Thailand. With a focus on medium-sized companies, Sanet takes on the entire range of your financial accounting tasks at reasonable terms.



- **Accounting Services**



- **Payroll Services**



- **Monthly and Tax Reports**



- **BOI Reporting**
- **Shareholder Meetings**
- **Profit Distribution**



- **Custom & Local Content**

# PERSONNEL CONSULTING



Sanet Creating Careers 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

Creating Careers 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.



## REFERENCES ARE WORTH MORE THAN LENGTHY SELF-DESCRIPTIONS



“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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