



# COMPANY PROFILE

**Since 2005**

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



# **GERMAN CONSULTING IN THAILAND & SOUTHEAST ASIA**

## **ONE-STOP-SERVICES**

With specialized companies and fields of business, the Sanet Group in Bangkok has developed into a One-Stop-Service offering professional and reliable consulting for all kinds of business challenges in Southeast Asia.

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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.**



# THE SANET-GROUP

**2024**

Founding of Sanet Manpower with the brand "CREATING CAREERS".

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 GROUP

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**Sanet**  
ASIAN ADVISORS

**æ**  
**Sanet**  
TRADE & SERVICES

**æ**  
**Sanet**  
GROUP

**æ**  
**Sanet**  
LEGAL AND ACCOUNTANCY

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**Sanet**  
MANPOWER

# 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**

**Managing Director of Sanet Legal & Accountancy**

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 Sanet Legal & Accountancy and is a member of the Joint Advisory Board.



**Athaphon Michael Denk**

**Managing Director of Sanet Asian Advisors**

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.

# 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”

**Consulting Services**

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**Selling in Thailand**

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**Legal Services**

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**Accounting Services**

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**Recruitment Services**





## CONSULTING SERVICES

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.



Strategy  
Finding



Investment  
Consulting



Project  
Management



Site Selection  
& Tenders



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.

**01**

### Market Studies

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

**02**

### Business Unit in Thailand

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

**03**

### Distributor Search

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

**04**

### Export & Free Trade

Sanet offers multilingual seminars to investors and exporters, covering Certificate of Origin requirements, procedures, and validity.

**05**

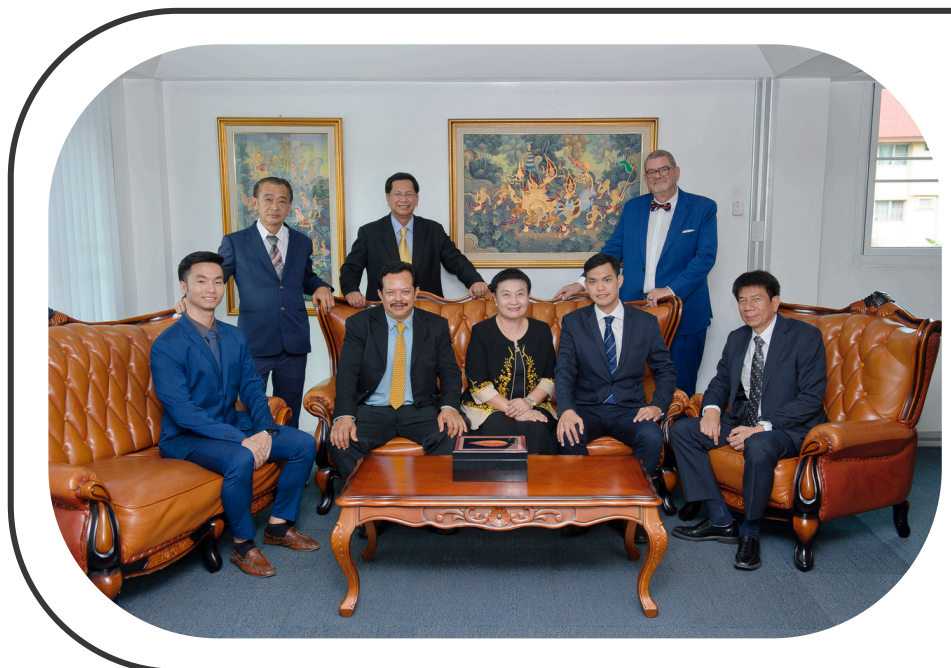
### IT Services

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

# 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.



**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



## BOI Reporting



## Auditing



## Custom & Local Content





# CREATING CAREERS

Sanet Manpower is licensed by the Ministry of Labour to comply with the Employment and Job Seeker Protection Act.

Recruitment License: น.1900/2567



## Recruitment Services

We offer personalized cross-cultural recruitment in Thailand.



## Job Offers

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.



## Internship in Thailand

We offer an interesting internship in Thailand in our Bangkok office.

# 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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