



# KPMG Thought Leadership

April 2024

KPMG in Thailand  
[kpmg.com/th](https://kpmg.com/th)

# Highlight

THRIVE Magazine is a new triannual publication that provides insights to help our firm's clients Thrive in the current business environment. Each issue, we invite our KPMG specialists to share their perspectives and offer insights to contribute to accelerating a successful transformation of our clients' business.

The magazine also features KPMG's business events across various sectors and areas of expertise, including Audit & Assurance, Tax, Legal, Consulting, and Deal Advisory, where readers can benefit from key takeaways and receive exclusive event materials, as well as stay up to date on upcoming events that may be of interest.

Besides featuring business topics, the publication also highlights the firm's key activities about how an ethical and collaborative culture is fostered at KPMG in Thailand. As part of our Wellbeing and Engagement program, we offer a wide variety of events throughout the year.

# THRIVE

MAGAZINE

[kpmg.com/th/thrive-magazine](https://kpmg.com/th/thrive-magazine)



## Issue 01 | Accelerating transformation

Our debut issue centers on Thailand's M&A landscape and insights from our KPMG's Deal Advisory specialists on doing deals in Thailand. Additionally, KPMG's publications embedded in this magazine can also help you to Accelerate your transformation in business and industry knowledge. Within this magazine, you will find a section called Knowledge Accelerator, which offers a variety of research-based knowledge publications.

Read more: [click](#)



### In this issue:

- **Exclusive insights**  
Accelerating transformation with Deals
- **Feature interviews: Expert talks**  
In conversation with KPMG's Deal Advisory Head and a Legal Partner and Legal M&A specialist
- **Thrive events: Catalyzing transformation**
- **Knowledge accelerator**
- **Thrive & flourish: Wellbeing-first culture**

# KPMG Thought Leadership Update

Click on the image to view the full publication



## Decoding the EU Artificial Intelligence Act

**Topic/Sector:** Technology

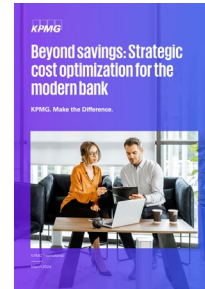
Understanding the AI Act's impact and how you can respond



## Artificial Intelligence and the orchestrated customer experience

**Topic/Sector:** Advisory

Global Customer Experience Excellence 2023-24



## Beyond Savings: Cost optimization for the modern bank

**Topic/Sector:** Banking

For cost improvements to be successful in the banking industry, they should be sustainable.



## Frontiers in Finance: Issue 65

**Topic/Sector:** Financial Services

Latest market insights and forward-looking perspectives for financial services leaders and professionals.



## Anchoring ESG in governance

**Topic/Sector:** ESG

Taking a strategic approach towards corporate governance, board-level responsibility and reporting



## KPMG: Our Impact Plan - 2024 update

**Topic/Sector:** ESG

The 2024 update of our environmental, social and governance (ESG) commitments — holding us accountable for progress toward a more sustainable future.



## KPMG Industrial Manufacturing CEO Outlook

**Topic/Sector:** Industrial Manufacturing

CEOs keenly focused on transformations around digitization and ESG

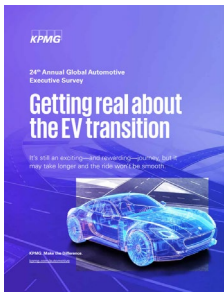


## How low-code platforms are driving digital transformation

**Topic/Sector:** Technology, Consulting

Our international survey shows what benefits companies expect from low-code and what hurdles they still see.





### 24th Annual Global Automotive Executive Survey

**Topic/Sector:** Automotive

Insights from over 1000 automotive executives in 30 countries highlight the challenges and opportunities ahead



### Telco to techco

**Topic/Sector:** Telecommunication, Technology

The transformation of traditional telecommunications companies (telcos) into more technology-focused and innovative businesses



### Towards seamless commerce

**Topic/Sector:** Consumer & Retail

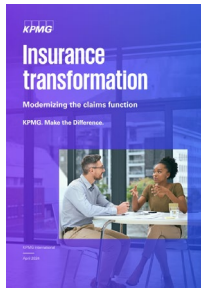
Discover how retailers can adapt their seamless commerce strategy to stay connected to customers.



### Global Mobility and ESG

**Topic/Sector:** Global mobility, ESG

A look into how today's Global Mobility professionals are taking bolder steps to make an impact across a broader spectrum of ESG concerns.



### Insurance transformation: Modernizing the claims function

**Topic/Sector:** Insurance

Insurance leaders recognize that claims transformation represents an opportunity to create competitive advantage, encourage innovative ideas and significantly differentiate the customer experience.



### Emerging Trends in Infrastructure

**Topic/Sector:** Infrastructure

KPMG's 2024 Emerging Trends in Infrastructure highlights ten trends that will shape the world of infrastructure in the next year.

## Our Newsletters



### Tax News Flash



KPMG in Thailand Tax's newsletter which covers the latest issues in taxation and government announcements relating to tax matters.



### Legal News Update



The latest update from KPMG in Thailand's Law Services Team that offers a wide range of practical legal solutions.



### M&A Trends in Thailand



The quarterly M&A update from Deal Advisory Services, KPMG in Thailand.



### Restructuring Trends & Insights in Thailand



The quarterly trends and restructuring insights from Deal Advisory Services, KPMG in Thailand.



### Capital market and business valuation insights



The Capital market and business valuation quarterly update from Deal Advisory Services, KPMG in Thailand.

## Find more insights

Please visit <https://kpmg.com/th/en/home/insights.html> to view more insights from KPMG business leaders.



### **KPMG in Thailand**

48<sup>th</sup>-50<sup>th</sup> Floor, Empire Tower  
1 South Sathorn Road  
Bangkok 10120  
T: +66 2677 2000



**KPMG in Thailand**



[kpmg.com/th](https://kpmg.com/th)

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2024 KPMG Phoomchai Holdings Co., Ltd., a Thai limited liability company and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

**Document Classification: KPMG Public**