

Dedication to Presenting Happiness and Beauty to People

I.C.C. International Public Company Limited originated from the commitment of only 7 employees in 1964 under the name of International Cosmetics (PIAS) Limited Partnership with registered capital of 100,000 Baht as the licensed distributor of PIAS cosmetics. In 1965, the Company changed its name to International Cosmetics (PIAS) Co., Ltd. and subsequently to International Cosmetics Co., Ltd. in 1973, with a total of 1,200 employees.

In 1994, the Company was listed as a public company with the Commercial Registration Department, Ministry of Commerce and, in 1996, it changed its name from International Cosmetics Public Company Limited to I.C.C. International Public Company Limited along with the change of its logo.

The corporate headquarters is presently a six-storey twin building near the original office site on Sathupradit Road and employs a total of 7,002 staff, with registered capital of 500 million Baht, 290.63 million Baht of which is paid up.

Taking Special Care and facilitate customers throughout the Country

The Company has cooperated with its alliances in major provinces to facilitate and render services to its customers more closely.

1977	Chiang Mai	: Intanin Chiang Mai Co., Ltd.
	Song Khla	: Inter South Co., Ltd.
	Khon Kaen	: Can Co., Ltd.
1988	Phuket	: Sun and Sand Co., Ltd.
1991	Chonburi	: Eastern I.C.C. Co., Ltd.
1992	Nakhon Ratchasima	: Koratwatana Co., Ltd.
1995	Nakhonsawan	: Paknumpowatana Co., Ltd.
1996	Pitsanulok	: Maharachapruerk Co., Ltd.

Responding to Everyone and Every Lifestyle with Quality Products

From its beginnings as the licensed distributor of PIAS cosmetics and the expansion of its business base into other products and brands, namely "WACOAL" lingerie from Japan, including "ARROW" men's wear. The Company, as a leader in its field, has created innovations, and always presented the market with modern quality goods as well as services. At present, the Company is a distributor of a variety of products more than 100 brands encompassing cosmetics, perfume, lingerie, men's and women's apparels, men's undergarments, sportswear and equipment, children's clothing, leather ware, watches, consumer products including beverages and soybean milk mixed with corn etc..

Moreover, the Company has expanded its business into service industry for example;

- ICC Call Center is a service unit of the Customer Relations Information Center which focuses on effective communications to provide ultimate customer satisfaction through professional care by our top quality team of personnel and comprehensive services, whether involving inbound or outbound modern technologies including provision of service model analysis according to the type of business. The Call Center is able to support business expansion and create numerous benefits.
- His & Her Plus Point card is a project to invite our customers to join the membership with special privileges by collecting the reward points from purchase of the Company's products at participated sales counters nationwide. Members shall receive one point for every Baht 25 purchase and the collective points can be redeemed for gifts in catalogue or for other privileges especially prepared only for the members.
- His & Her Shop is the retail shop that congregates the Company's fashion products focusing on the store decoration in modern and warm atmosphere while providing best services to the customers. By the end of 2016, there are 78 His & Her shops throughout the country.
- His & Her ShopSmart, the lifestyle shopping catalogue is an alternative channel of distribution for the Company's products where customers can place their order of catalog products via telephone, website, fax and postal service. Home delivery can be made in response to the modern and comfortable lifestyle.
- ICC Line Official Account was set up in response to on-line demand for a channel of communication in the social network system to create awareness and sharing of information, news and promotions of the Company's products.

- eThailandBEST.com is the online shopping mall, with complete product line in many categories. By simple fingertip touch, you can select to purchase quality and complete line of goods conveniently throughout 24 hours at best prices directly from manufacturers and distributors within Saha Group, a conglomerate group of leading companies which has been established in Thailand for over 60 years.
- Beauty Station : a new channel to discover the integrated cosmetic products of interest to customers from both local and foreign brands in one place. This one-stop-service shop can fit customers' lifestyle and provide choices for customers, while retaining excellent counter service style.

Stepping Far and Forward in New Products & Innovation for Customers

- YISHION, an Asian leading street fashion brand for new generation with outstanding lifestyle, unique and bold to changes.
- DESIGUAL Clothing and Accessories from Spain with outstanding sewing design. Emphasize on trend, bright colors and fun.
- ENFANT : Products for children under Healthy & Safety concept for kids' hygiene and safety. Selective product mixtures with natural ingredients, safe, gentle to sensitive skin, nourishment with care for good health and hygiene. Present new products such as:
 - Enfant Organic Gentle Baby Toothpaste Gel 6M+ toothpaste for children 6 months and up, Banana & Strawberry flavors.
 - Enfant Organic Plus Pure Constarch Baby Powder : Children baby powder made from corn flour and Talc-free.
 - Enfant Organic Herbal Soothing Cream : Relieve itchininess and reduce black blemish from mosquito and insect bites.
 - Enfant Organic Bye ByeMozzie Lotion : Mosquito prevention lotion, protection your child from mosquitos and insects with extracted organic oil 100% .
 - Enfant Organic Plus Face & Body Sunscreen Milky Spray SPF 30PA+++ sunblock spray, thin and light texture.
 - Enfant Organic Plus Shea Butter Nurturing Balm : Protect skin from dryness and prevent skin from pollution, while moisturizes skin for a long time.
- ENFANT BEAUTY MOM : Products for mothers that do not contain any hazardous chemicals, safe for pregnant women and babies such as Enfant Beauty Mom Nipple Moisturizing cream, nipples nourishment product for Mothers who need special skin care while breastfeeding, rich with nutrients from Shea butter and 5 types of natural extract oil, revitalizes dry skin.
- ENFANT: Children's clothing presents children swimwear with cute design, especially sewn for small children to wear comfortably.
- VIRTUAL AR STORE : Surreal department store technology that mixes real world and virtual world, by overlapping three-dimensional pictures in the virtual world and seen projected on the screen through AR store, a mixture of new and original sales procedure, which increases shopping convenience for consumers.
- VIRTUAL FITTING ROOM : Use digital camera technology to detect movements with Image Processing. Customers can try on an outfit and seen on screen instead of actually wearing it. Customer's picture is shown on the screen and then click outfit that customer likes to try. The system will assess and show customer wearing the outfit on the screen. The Virtual Fitting Room facilitates customers to mix & match shirts, blouses, pants and coats etc. in a variety of ways until they are satisfied without having to wear and take-off like traditional fitting.
- AR TAG is a new technology which combines reality with virtual world. Pictures are projected in 3-dimension and float on actual surface. This new way of advertisement media on the internet is then exciting as we can see products from TAG labels float onto computer or mobile screens.
- QUICK BUY : Customers can purchase goods through QR Code by Quick Buy using AR technology to create Virtual AR Store and Virtual Fitting Room. WoW Price technology can facilitate customers to purchase products they prefer immediately by scanning QR Code through mobile application (Smart Phone) and connect to www.eThailandBEST.com, ready to provide rapid free delivery service to your home.

Increasing registered capital

1966	Registered capital is increased to Baht 1.5 million.
1972	Registered capital is increased to Baht 3 million.
1978	Registered capital is increased to Baht 12 million and the Company is listed on the Stock Exchange of Thailand.
1979-1987	Registered capital is increased to Baht 82.5 million.

- 1988 Registered capital is increased to Baht 300 million with a paid-up capital of Baht 110 million. Par value of ordinary shares convert from Baht 100 to Baht 10 per share.
- 1989 Registered capital is increased to Baht 500 million with a paid-up capital of Baht 120.45 million.
- 1993-1995 Call for more paid-up capital of Baht 26.63 million. Paid-up capital is increase to Baht 147.08 million.
- 1996 Paid-up capital is increased to Baht 290.63 million.
- 2003 Ordinary share value is split from Baht 10.- to Baht 1.- per share.

Securitization

- 1987 First debentures is issued at the amount of Baht 50 million.
- 1989 First convertible debentures are issued at the amount of Baht 120 million.
- 1990 Second convertible debentures are issued at the amount of Baht 200 million.

Company's Awards received

- 1988 Company receives "The 2nd TOKYO CREATION AWARD" from Japan for outstanding Creativity in South East Asia for the promotion and development of Thai apparel.
- 1999 The Company is accredited with ISO 9002 for its standard of quality management system in Bangkok Metropolitan area by SGS Yarsley International Certification Services, United Kingdom.
- 2000 The Company receives nationwide ISO 9002 certification for the standard quality management system of all its products nationwide from SGS Yarsley International Certification Services, United Kingdom.
- 2003 The company is accredited on January 21, 2003 with ISO 9001 : 2000 for the standard quality management system of all its products nationwide from SGS Yarsley International Certification Services, United Kingdom.
- 2008 The company is accredited on March 31, 2008 with new version of ISO 9001 : 2008 for the standard quality management system of all its products nationwide from SGS Yarsley International Certification Services, United Kingdom.
- 2012 ICC won INVESTORS' CHOICE AWARD, thanks to the top 100 score for quality assessment of Annual General Shareholders' Meeting arrangement for 4 consecutive years (2009-2012), by the Thai Investors Association, under the Right Protection Volunteer Project.
- 2016
- Being awarded the INVESTORS' CHOICE AWARD 2016 from the Thai Investors Association under Rights Protection Volunteer Project in appreciation of the top 100 score for quality assessment of the Annual General Shareholders' Meeting arrangement for 8 consecutive years.
 - Being certified a Member of Private Sector Collective Action Coalition Against Corruption Council (CAC)
 - On 17 June 2016, received a Certificate for greenhouse gas reduction from Thailand Greenhouse Gas Management Organization (a public organization) and Thailand Textile Institute in appreciation of using CoolMode clothing.

Executives' Awards received

- 1991 "THE OFFICIER DE L'ORDRE NATION AL DU MÉRITE" decoration is bestowed on the Chairman, Mr. Boonsithi Chokwatana by the President of France for the promotion of French Products in Thailand.
- 1994 An honorary doctorate degree in Environmental Engineering is bestowed on the Chairman, Mr. Boonsithi Chokwatana by Khon Kaen University.
- 1995 An honorary doctorate degree in Business Administration is bestowed on the Chairman, Dr. Som Chatusripitak by the Faculty of Commerce and Accountancy of Thammasat University.
- 1996 The Knight Grand Cross (First Class) of the Most Admirable Order of the Direkgunabhorn is Bestowed on Vice Chairman, Dr. Boonsithi Chokwatana.
- 1998 The Prime Minister's Trade Award is bestowed on Dr. Boonsithi Chokwatana, Vice Chairman by Prime Minister of Japan to honor him as a Thai entrepreneur who helps promote trade relationship between Thailand and Japan.
- 1999 Vice Chairman Dr. Boonsithi Chokwatana is honored as "Marketer of the year 1998" for marketing innovation, corporate performance, competence in adapting marketing theories and ethics.

- 2001 Dr. Boonsithi Chokwatana, Vice Chairman, is conferred with an honorary doctorate degree in Business Administration from the College of Commerce, Burapha University.
- 2002
- The Order of the Sacred Treasure, Gold Rays with Neck Ribbon, was conferred on Dr. Boonsithi Chokwatana, Vice Chairman of the Company, in his capacity as a Thai businessman who has long established a good relationship in doing business with Japanese businessmen.
 - An honorary doctorate degree in Business Administration from the Faculty of Commerce and Accountancy, Thammasat University, was conferred on Dr. Boonsithi Chokwatana, Vice Chairman of the Company.
- 2003
- Company's president, Mr. Boonkiet Chokwatana has been bestowed a French decoration "Chevalier dans l'Ordre National de la Légion d'Honneur" as being a Thai business person who has consistently helped promote French products in Thailand.
 - An honorary doctorate degree in Business Administration (Management) is bestowed on the president, Mr. Boonkiet Chokwatana from Sripatum University.
- 2004 Dr. Boonsithi Chokwatana, Vice Chairman, was bestowed an honorary doctorate degree of Business Administration from National Institute of Development Administration.
- 2005
- Dr. Boonsithi Chokwatana, Vice Chairman of the company, received an honorary doctorate degree in marketing, from Thai Chamber of Commerce University.
 - Dr. Boonkiet Chokwatana, Chief Operating Officer, received an honorary doctorate degree in Business Administration from Burapa University.
- 2006 Dr. Boonsithi Chokwatana, Vice Chairman, honoured with election to the 2006 Marketing Hall of Fame by the Marketing Association of Thailand.
- 2009
- Dr. Boonsithi Chokwatana, Vice Chairman, received honorary doctorate degree in Laws from Waseda University, Japan.
 - Dr. Boonkiet Chokwatana, President and Executive Chairman, received honorary doctorate degree in Business Administration from Naresuan University.
- 2012 Dr. Boonsithi Chokwatana, Vice Chairman, received an Honorary Doctoral Degree in Science (Textile and Garment), from Rajamangala University of Technology Krungthep.