

Company Milestone

The I.C.C. International Public Company Limited was established in 1964, under the name of International Cosmetics (PIAS) Part., Ltd., with registered capital of 100,000 Baht and 7 employees. The office was located at Sathupradit road, as a legitimate distributor of PIAS cosmetics. It was renamed as International Cosmetics (PIAS) Co., Ltd. in 1965. In 1973, it was renamed as International Cosmetics Co., Ltd., with 1,200 employees.

In 1994, the company became a public company limited, registered at the Department of Commercial Registration, Ministry of Commerce. In 1996, its name was changed from International Cosmetics Public Company Limited to I.C.C. International Public Company Limited, under a new logo.

Its head office is now located at a 6-storey twin building, in the same compound of the original building, hiring 7,691 employees. As of December 31, 2011, its total paid-up capital was Baht 290.63 million.

Allied Companies

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.

Distribution of Products

The Company started from being the distributor for “PIAS” cosmetics in 1964, be the distributor for “Wacoal” Lingerie from Japan since 1970 and be the distributor for “Arrow” Men’s wears since 1975. From the first established until today, the Company is keeping innovate new products and became the distributor for more than 100 product brands including cosmetics, fragrances, women’s lingerie, women’s apparel, men’s apparel, men’s underwear, sportswear and equipment, children’s wear, leather goods, timepieces, household products, foods, drugs, supplementary foods, drinking water, mineral water etc.

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

- Balance Shop: the holistic pharmacy as well as the health and beauty products
- ICC Call Center
- S Channel: the satellite TV channel broadcasts 24-hour in “C” bandwidth covering 20 neighboring countries under the “Good channel” concept. Its programs have variety of content such as fashion, entertainment, lifestyle, horoscope, health, Dhamma, international movies and live programs etc.
- His & Her Plus Point: the program invites the Company’s customers to join the program and give the special privileges for members by collecting the point from purchase of the Company’s products at sales counters nationwide. Member receives 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: The retail shop that congregates the Company’s fashion products by decorating the store in modern and warm atmosphere and provides the customers with the best service. At the end of 2011, there are 120 His & Her shops nationwide.
- His & Her ShopSmart: the lifestyle shopping catalogue. Customers can place their order via telephone, website, fax and postal service. The goods can be delivered door to door to response to the modern and comfortable lifestyle.

New Business and Products

- “Mai Charoenpura” 100% mineral water from high mountain hot spring source in Pobpra district, Tak province which is rich of many essential minerals for human body. The product has been analyzed and certified by an institution in France that it is good for health equate with mineral water from overseas.
- The company expands the business under Sheene’s brand to response to customer’s lifestyle. “BeWitch” is the new product under the concept “Magic spell for beautiful women” targeted on the young women age of 18-25 years old.
- The company expands the business under Wacoal brand to response to the customers’ lifestyle. The collection includes MOOD, BRABERRY and GLAM.

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 2 nd 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 Greater Bangkok and surrounding areas by SGS Yarsley International Certification Services, a division of SGS United Kingdom Ltd.
2000	The Company receives nationwide ISO 9002 certification for the standard quality management system of all its products from SGS Yarsley International Certification Services, United Kingdom.
2003	The company is accredited on January 21, 2003 with new version of ISO 9001 : 2000 for the standard quality management system of all its products nationwide from SGS Yarsley International Certification Services, United Kingdom.

Executives’ Awards received

1991	“THE OFFICIER DE L’ORDRE NATIONAL 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 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.

Company Milestone

- 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.