



ThaiWISE
HELA MÄNNISKAN I MALMÖ

ThaiWISE

Thai Women in Sweden Empowerment

Over 60 000 Thai people live in Sweden.¹

75% of them are women.²



Many immigrants from Thailand have limited knowledge of Sweden and find it difficult to integrate into Swedish society. They are often unaware of their rights and many are exploited in their workplace, or are victims of domestic violence.³

ThaiWISE is changing this.

¹ Royal Thai Embassy, Stockholm

² SCB ³ ThaiWISE

ThaiWISE is a hub that connects Thai women with the wider Swedish society, informs them of their rights and the services available to them, and provides guidance and training that help them work and live in Sweden.

ThaiWISE uses four pillars as the foundation of our work: prevention, protection, professionalism and policy.

1. PREVENTION

ThaiWISE works with the Swedish Embassy in Thailand to reduce the risks for Thai women who plan to immigrate to Sweden. We offer an online course in Social Orientation to help them integrate into Swedish society, and ongoing activities to give Thai people the knowledge they need to live and work in Sweden.

2. PROTECTION

We create a safety net for women who are at risk of exploitation or abuse. The ThaiWISE Call Centre provides information, counselling, and guidance to Thai people in need. More than 95% of callers are female, and many of them are victims of domestic violence. Our cultural and linguistic knowledge enables us to build trust and communicate easily, which means we can assist these women and connect them to other protective agencies.

"Thanks to ThaiWISE my salon is certified. I understand Swedish laws and regulations and know how to run my business properly. I am very proud to be running the flagship salon for ThaiWISE's certification programme"

Mali, owner of Ayurvedic Nuad Thai



3. PROFESSIONALISM



CERTIFIED
NUAD THAI

ThaiWISE aims to raise the standard of Thai massage in Sweden. Our certification programme equips salon owners with the information they need to follow Swedish laws and regulations and supports their integration through an introduction

to Swedish society. Our certification logo makes it easy for customers to choose a high-quality, ethically run massage salon.

In 2023 we opened the Nuad Thai Nordic Training & Certification Center, where we offer training and manage our certification programme. The center includes our flagship massage salon, which provides an example of a professional Thai massage business.

4. POLICY AND ADVOCACY

We conduct research on the situation of Thai women in Sweden and channel their voices to authorities. We raise awareness of their needs amongst policy makers.



CONTACT



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KEY PARTNERS



Malmö stad



Royal Thai Embassy
STOCKHOLM



Embassy of Sweden
Bangkok

 Socialstyrelsen