

For Immediate Release

PH Capital Partners with Burapha University to Develop Service Industry Talent through CWIE Program



Bangkok, Thailand - 19 March 2026 – PH Capital Co., Ltd., the operator of the global pizza brand Pizza Hut 1150, is advancing a strategic collaboration with the Burapha Business School (BBS) to enhance human capital development in the service sector. This partnership is driven by the concept of Business-Education Integration, with Cooperative and Work-Integrated Education (CWIE) serving as the core learning framework.

A strategic discussion between PH Capital Co., Ltd. and the executive team of Burapha Business School (BBS), led by Associate Professor Punnee Pimapunsri, Ph.D., was held on March 17 at Burapha University. The session aimed to jointly define the direction for curriculum development and learning models that are closely aligned with evolving industry needs.

Under this collaboration, both parties will jointly design end-to-end learning experience, from identifying critical skill sets and developing hands-on curricula to creating immersive, real-world workplace opportunities. This integrated approach equips students with both technical expertise and essential soft skills, preparing them to become truly job-ready graduates. The initiative places particular emphasis on the food and service industry, where there is a growing demand for talent with strong business acumen, customer experience management capabilities, and the agility to thrive in dynamic, real-world environments.



This collaboration between PH Capital Co., Ltd. and Burapha University marks another significant step in bridging the gap between the business and education sectors. Together, the partnership aims to develop high-potential talent aligned with market demands, while supporting the sustainable growth of Thailand's economy in the future.

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About PH Capital

PH Capital is a joint-venture firm established by Thoresen Thai Agencies Public Company Limited and PM Capital. The company acquired the Pizza Hut business assets in Thailand from Yum Restaurants International (Thailand) Co., Ltd. and was officially appointed as the franchisee to operate Pizza Hut restaurants in Thailand, effective June 1, 2017. As of December 31, 2025, the company operates a total of 214 branches nationwide.

For more information, please contact:

Warista Chootacha

Email: warista.c@thoresen.com

Tel: +66 2 254 8437 Ext. 393 or +66 81 889 7466