

CAREER OPPORTUNITY CREATION FOR VULNERABLE GROUPS

CENTEL is committed to creating a workplace where persons with disabilities can thrive with dignity and equal opportunity. This commitment is reflected across our hotel and food business operations through various inclusive employment and development programs.

In 2024, Centara Life Government Complex Hotel & Convention Centre Chaeng Watthana has partnered with the Asia-Pacific Development Center on Disability (APCD) for the fourth consecutive year, offering vocational training and internships to 17 individuals with disabilities to enhance life and job-readiness skills.

Similarly, Centara Mirage Beach Resort Dubai collaborates with the Rashid Center to provide training opportunities for four individuals with disabilities.



2024 Performance

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In the Food Business, the first Disabled Persons Dual Program was launched in collaboration with educational institutions to promote equality through hands-on restaurant training in three pilot provinces—Lampang, Nakhon Sawan, and Khon Kaen—with plans to expand nationwide.

In 2023, the CRG Deaf Community was introduced at KFC Baan Silom, creating employment opportunities for the hearing-impaired. To further strengthen inclusive hiring, we launched “NooYim CRG,” an AI-powered chatbot that facilitates communication and recruitment for persons with disabilities. Ongoing initiatives include accessible training, mentorship, and sign language support—fostering a culture of empathy, inclusion, and opportunity for all.



2024 Performance

