THE FUTURE OF MANUFACTURING:
ASEAN AUTOMOTIVE & ELECTRONIC MANUFACTURING TOWARDS THE AEC AS A SINGLE MARKET 2015

The ONLY Conference in Thailand Examining the Latest Industry & Business Trends, High-Level of Penetrating Contents, Caliber Guest Speakers and Real Professional Networking

CONFERENCE HIGHLIGHTS

KEYNOTE ADDRESSES
- Global Manufacturing Trends, New Challenges, Opportunities and Their Effectiveness on the Growth of ASEAN Manufacturing
  Suparat Sirisuwanangkura
  Chairman, AUTOMOTIVE INDUSTRY CLUB
  Vice Chairman, THE FEDERATION OF THAI INDUSTRIES (FTI)
- ASEAN Economic Community (AEC): Will It Shape the New Manufacturing Paradigm?
  Srirat Rastapana
  Director General, Department of Trade Negotiations MINISTRY OF COMMERCE
- The Manufacturing Investment Incentives of Major Countries: The ASEAN Comparison
  Dr. Atchaka Sibunruang
  Secretary General, OFFICE OF THE BOARD OF INVESTMENT

MAIN PLENARY SESSIONS
- Plant Relocation Strategies, Key Development Issues and How to Effectively Optimize the Investment Location – Case study
- Labour & Workforce Liberalization: Critical Concerns toward ASEAN Single Market 2015
- Unlocking the New Financial Model: Transfer Pricing Strategies for Multi-plant Based throughout ASEAN – Case study
- Manufacturing Management Models in The Single Market economy
- The Transitional Manufacturing Landscape from Long-Life-Cycled Industrial Products to Fast Moving Consumer Goods: What’s in? What’s out?
- Current Trends, New Tools & Strategies in Cost Management Manufacturing
- New Alternative Energy Options as Cost Minimization in Manufacturing Plants: Effective Practices and Practical Strategies – Case study
- Revolutionizing Your Business through Agile: The Latest Generation of Lean
- Green Manufacturing as a Compulsory Mainstream: Enforcement & Regulation Updates

TECHNOLOGY HIGHLIGHT! Cloud Computing: Most Recent Trends and Powerful Impact on the Manufacturing

GURU DISCUSSION “China-ASEAN: Trade Route/Silk Road in the New Economy”

Network & Hear First Hand Information, Policies, Regional Perspectives, Case Studies & Critical Strategic Issues toward AEC as A Single Market 2015

Panel of Distinguished Speakers From:

Join the event, to Keep Abreast of the Latest Industry & Business Trends: The only event where the industry people can connect and collaborate on the very upcoming trends and latest developments in Thailand and the region.

Grasp Sponsorship Opportunity at the event: Worth spending to elevate your brand image to the industry. There are various sponsorship packages designed especially to suit your valuable marketing investment which highly in returns.

Book Exhibit Space NOW for Maximizing Your Marketing Budgets: The manufacturers are always keen on exploring this area to find out ways to improve their productivity and competitiveness.
KEYNOTE ADDRESS
GLOBAL MANUFACTURING TRENDS, NEW CHALLENGES, OPPORTUNITIES AND THEIR EFFECTIVENESS ON THE GROWTH OF ASEAN MANUFACTURING
- Outlook and development of Global Manufacturing
- Global consumption needs, demand and supply forecast
- ASEAN: Scenarios for manufacturing investment and key regulatory updates in the region
- Key challenges and opportunities toward AEC

Suparat Sirisuwanangkura
Chairman
AUTOMOTIVE INDUSTRY CLUB
Vice Chairman
THE FEDERATION OF THAI INDUSTRIES (FTI)

Suparat Sirisuwanangkura is currently the Vice Chairman of The Federation of Thai Industries (2010-2012), and also serves as the Chairman of Automotive Industry Club (2010-2012). Other key positions also include Senior Vice President of Toyota Motor Asia Pacific Engineering & Manufacturing Co., Ltd., Senior Executive Advisor of Toyota Motor Thailand Co., Ltd., and Honorary President of the Thai Automotive Industry Association.

ASEAN ECONOMIC COMMUNITY (AEC): WILL IT SHAPE THE NEW MANUFACTURING PARADIGM?
This session will highlight and concentrate on the difference: before & after the AEC toward the new manufacturing paradigm. Key issues to be discussed are:
- Analysis of manufacturing investment trends & opportunities
- Capital movement: Directions and how to effectively prepare for
- Key issues concerning ‘free flow of skilled labour’
- Future of China in ASEAN and effect on the manufacturing competitiveness

Srirat Rastapana
Director General
Department of Trade Negotiations
MINISTRY OF COMMERCE

A graduate from the University of California and Thammasat University with a major in economics, Ms Srirat Rastapana is a recognized expert on international trade issues. Prior to her present position as Director General of the Department of Trade Negotiations, She fulfilled many functions and held numerous posts in Thailand and abroad serving among others as Minister Counselor to the Thai mission to the WTO in Geneva, Switzerland, Minister Counselor, Head of Thailand’s Commercial Office in Moscow, Russia, ASEAN Co-chairperson of Joint Feasibility Study on ASEAN-China Free Trade Area, Advisor to the Prime Minister on international trade and Deputy Secretary General to the Cabinet. Currently, she has held position of ASEAN Co-chairperson of ASEAN-China Trade Negotiations Committee and has also held distinguished high-level positions in various Departments the Ministry of Commerce, including the Department of Business Economics, Office of Permanent Secretary and Department of Export Promotion.

THE MANUFACTURING INVESTMENT INCENTIVES OF MAJOR COUNTRIES: THE ASEAN COMPARISON
In this session, you will hear about the latest update and recap on manufacturing investment incentives for the following countries:
- Thailand
- Vietnam
- Malaysia
- Philippines
- Indonesia

Dr. Atchaka Sibunruang
Secretary General
OFFICE OF THE BOARD OF INVESTMENT

Dr. Atchaka Sibunruang possesses a Doctor’s degree in Economics from the University of Sussex, United Kingdom specialized in the field of Development Economics. Currently she is Secretary General of the Office of the Board of Investment; Consultant to various International Agencies; and being Visiting lecturer in many leading universities.

LABOUR & WORKFORCE LIBERALIZATION: CRITICAL CONCERNS TOWARD ASEAN SINGLE MARKET 2015
- Analysis of Alternative employment trends and directions e.g. outsourcing, buy-in, buy-out
- Workforce trends in financial aspects
- Regulatory trends and key concerns that affect the manufacturing headcounts and cost management

For more than 13 years Boonlert Theeratrakul was involved in workforce and employment. Prior to the current position he was chief of overseas
Janaiporn Khantasomboon
Director, Transfer Pricing Service
PRICewaterHouSecoOpERS LEGAL & TAX CONSULTANTS LTD.

Janaiporn Khantasomboon joined PricewaterhouseCoopers Legal and Tax Consultants Ltd. (“PwC”) in 1998. She has over six years of experience in providing transfer pricing consulting services to multinational companies in various industries. She has assisted various multinational companies in submitting transfer pricing documents to the Thai Revenue Department.

**DAY TWO: FRIDAY, 14 OCTOBER 2011**

8:00-9:00  Delegates & Media Registration
9:00-9:20  Welcome & Opening Remark by Chairperson

**CONSUMER INSIGHTS: INDUSTRIAL MARKET**

**THE TRANSITIONAL MANUFACTURING LANDSCAPE FROM LONG-LIFE-CYCLED INDUSTRIAL PRODUCTS TO FAST MOVING CONSUMER GOODS: WHAT’S IN? WHAT’S OUT?**
- Automobile – the new consumer perception of vehicles
- Electronics & commercial devices – as a fashionable gadgets, how to cope with the market
- Electronic appliances – understand the life style society

**NEW ALTERNATIVE ENERGY OPTIONS AS COST MINIMIZATION IN MANUFACTURING PLANTS: EFFECTIVE PRACTICES AND PRACTICAL STRATEGIES**

Dr. Veeradech Siriariyaporn
Assistant General Manager Plant Division
BANGKOK PACIFIC STEEL CO., LTD.

Dr. Veeradech Siriariyaporn began his career at Midwest ISO, Inc., USA, in April 2005 as a market analyst in market development and analysis group, involving with electricity market designs and operations. His professional interests are energy management, risk analysis, portfolio optimization, and decision science. His academic interests are operations research, engineering economics, and power system engineering. Since January 2007 he has joined Bangkok Pacific Steel Company Limited, a leading manufacturer of electrical and automotive parts in Thailand, as an Assistant General Manager – Plant Division. His career responsibility is also focused on business strategy, production planning, supply chain management, and new product development.

11:15-12:00  

**CASE STUDY**

**Daniel Gäfke**
Managing Director
ANNEX POWER, THAILAND

With more than 10 years professional experience in the environmental and renewable energy business in European and Asian countries, Mr. Gäfke now focuses on the expansion of Annex Power. As Managing Director, he is responsible for all business operations of Annex Power as a turnkey contractor, project developer and consultant for renewable energy...
REVOLUTIONIZING YOUR BUSINESS THROUGH AGILE: THE LATEST GENERATION OF LEAN
• Moving beyond manufacturing and extending returns from agile programs to the bottom line
• More than cutting costs: How to effectively use agile to improve your competitiveness
• Effective developing agile program to deliver results that have an immediate impact on your business
• Case samples

Prior to founding BMG Thailand, Suriya was a management member of Philips Electronics and quality manager at Seagate Technology. He taught Industrial Quality Control at King Mongkut University for five years and has been a consultant in the area of Statistical Quality Improvement for nearly ten years. His most recent works include improving a very high precision assembly of auto components, and optimization of energy and raw material of glass manufacturing process.

14:15-15:00
CLOUD COMPUTING: MOST RECENT TRENDS AND POWERFUL IMPACT ON THE MANUFACTURING
Cloud Computing technology can have a major effect on the efficiency of manufacturing processes e.g. Mobile Supply Chain. So how will up-and-coming Cloud Computing technology potentially change the industry?

Christo Sardjono has spent 18 years, his entire professional career in Enterprise Business System for Manufacturing, Retail and Distribution Industry. Specialising in Supply Chain Planning and Optimisation, he has rich experience in Lean Operation, Supplier Relationship Management Logistic and Transportation. He has in-depth exposure in the Automotive, Logistic, Distribution, Consumer Package Goods and Consumer Electronics Industries. Currently working for Oracle Corporation, he is in charge as Industry Solution Architect specialised in Manufacturing and Distribution Industry. He has helped many companies in ASEAN to improve their business performance using Enterprise Business Systems as enablers.

15:00-15:15 Afternoon Coffee Breaks & Networking
15:15-16:00 GREEN MANUFACTURING AS A COMPELLSORY MAINSTREAM: ENFORCEMENT & REGULATION UPDATES
• Enforcement trends, legislation and regulation updates
• Perspectives from EU, US and Japan: What’s new?

CHINA-ASEAN: TRADE ROUTE/SILK ROAD IN THE NEW ECONOMY
Key roles of China to ASEAN in the new economy landscape, how they will affect the association and how ASEAN should be aware and prepare for the big changes in year 2015?
• The Impact on ASEAN’s Manufacturing: Trade Route/Silk Road in the New Economy
• China Economy: Friend or Flu?
• How Should ASEAN Response to?

Dr. Chieanchuang Kalayanamitr received his Ph.D. Systems and Management Sciences from Greenwich University, his dissertation topic is “Resource Allocation for Multi-Plant Capacity Requirement Planning” Portland, Oregon 1982 (From Actual Professional Work). He has work experiences from both government and private sector and also being a lecturer to many famous universities.

Pisanu Rienmahasarn received his M.A. (Economics) from DUKE University, USA. He had experienced for more than 30 years in the Ministry of Commerce and served key positions as Department of Export Promotion, Minister (Commercial), Beijing, People’s Republic of China, Deputy Director-General, Department of Foreign Trade, Commercial Advisor, Deputy Permanent Secretary for International Trade, Regional Trade and Regional Leader China hub. Currently, he is Vice President & Dean of Business Administration Faculty of Huachiew Chalermprakiet University and also serves as advisor of Minister of Commerce.

ACT NOW TO SECURE YOUR SEAT!
CALL US AT +66 2716 1726 EXT. 800, 802
FAX YOUR REGISTRATION TO +66 2716 1723
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Thailand is perceived as a strategic hub of ASEAN automotive, electronics and electrical appliance industries, with the large amount of local production to cope with exports and local demands. There are abundant investment opportunities in such industries, especially when it is closing to the due of the AEC (ASEAN Economic Community) that ASEAN countries becoming a single market.

Amidst the ultimate boundary-free market, instead of a wide-range business plan and general corporate strategy, manufacturing companies must have specific insights and focused manufacturing strategy. Moreover, the efficient manufacturing strategy must be a living instrument and timely utilized. Competitive advantage and success derived from the right manufacturing strategy will be gained by having superior mix of people, technology, focus and direction. A manufacturing strategy exploits all these issues, however, long-term view is essential to permit planned investment and implementation.

Therefore, Thai Trade and Industry Media Co., Ltd. the publisher of regional renowned magazines-Asia Pacific PLANT MANAGEMENT and Asia Pacific METALWORKING is pleased to present the themed conference on “THE FUTURE OF MANUFACTURING: ASEAN Automotive & Electronic Manufacturing toward the AEC as A Single Market 2015” which aims to give an overview of each key issue that is important survival factor to manufacturing companies.

The conference is to be held during 13-14 October 2011 at Plaza Athénée Bangkok, A Royal Meridien Hotel, Thailand. For its first-time, this unmatchable two-day event will bring top-notch professionals and practitioners from Thailand and regional markets to share their latest insights and professional experiences of the industry!

WHOM YOU WILL MEET WITH
This conference is primarily targeted senior executives including: Presidents/CEOs, MDs, GMs, VPs, Directors, Senior Managers/Engineers and Manufacturing & Operations Professionals who are from automotive, electronics, electrical appliance industries as well as all relevant supporting industries including:

- Automotive makers/ brand owners
- Electronic product makers/ brand owners
- Mold and die
- Automation and ancillaries
- Design engineering
- Logistic and supply chain service providers
- Energy both petroleum and alternative energies
- Maintenance facilitators and service providers
- Subcontracting companies- tier 1, 2 & 3
- Jigs and fixtures
- Manufacturing IT
- Environmental facilities
- Steels and engineering plastics makers and suppliers
- All upstream suppliers; machinery, equipment, inspection and quality control equipment
- Financial institution and consultancy service providers specializing in manufacturing sector

KEY BENEFITS OF ATTENDING
This conference is designed as practitioner-to-practitioner learning. Attendees will hear presentations which are trusted reliable sources from peers who have endured having to put change into action and are passionate about sharing the challenges and their best practice examples of success. To attend the conference you will;

- Hear the latest regulatory information on policies, new investment incentives and extra benefits
- Unparalleled professional networking opportunities! Meet with authorities, industry experts & your peers both in Thailand and abroad for potential business opportunities
- Update on global manufacturing trends, new challenges, opportunities and their effectiveness on the growth of ASEAN manufacturing
- International viewpoints! Benefit from vital regional issues and lessons learned
- Get into the comparison insights on the manufacturing investment incentives in ASEAN major countries
- Revisit your plant relocation strategies & how to effectively optimize the strategic location
- Learn new effective manufacturing management models
- Real-life case studies! Learn from practitioners' success stories
- Keep abreast with the technology highlight - cloud computing: most recent platform and powerful impact on the manufacturing
- Find more green manufacturing alternative as it is a compulsory mainstream
- Benefit from critical information sharing on a single meeting platform and grasp all aspects needed for your profitable decision-makings
**THE FUTURE OF MANUFACTURING:**
**ASEAN AUTOMOTIVE & ELECTRONIC MANUFACTURING TOWARD**
**THE AEC AS A SINGLE MARKET 2015**

**13-14 OCTOBER 2011**

@ Plaza Athénée Bangkok, A Royal Meridien Hotel

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### COMPANY DETAIL

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- Cross cheque or bank draft made payable to Thai Trade & Industry Media Co., Ltd.
- Pay in “Thai Trade & Industry Media Co., Ltd.”
  - Account No. 003-1-18242-5, Current Account, Kasikorn Bank, Ekkamai Branch
  - (Kindly fax pay-in slip & a copy of withholding tax certificate to +66 (0) 2716 1723)

**Fee for one delegate**

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**Payment is required with your registration. Walk-in delegate with payment will be admitted subject to space availability.**

**In order to avoid any inconvenient circumstances to delegates at the conference, payment should reach us 7 days prior to the conference date.**

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### CANCELLATION & TRANSFER

- If you are unable to attend, delegate substitution is welcomed at no extra charge. Please provide substitution delegate’s name & position in advance.
- No refund can be made for any cancellation after 30 September 2011.

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### INCORRECT MAILING INFORMATION

It is possible that you will receive multiple mailings of this event or incorrect company details on the labels, for which we apologize. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it.

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**TTIM**

For more information please contact:
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**CONFERENCE VENUE:**

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