

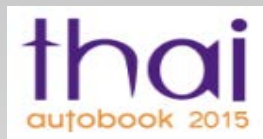


1st ASEAN AUTOMOTIVE SUMMIT 2015

November 16-17

The Landmark Bangkok Hotel, Thailand

Organizer



Supporters



Sponsors



1st ASEAN AUTOMOTIVE SUMMIT 2015

November 16-17, Bangkok, Thailand

Overview

ASEAN automotive production and sales statistics for 2014. The prediction is that the Philippines and Vietnam will both take over Malaysia in terms of car consumption by 2020. If Indonesia will add 50% it will reach about 1.8 Mio unit per year, resulting in additional capacity in ASEAN of at least 2 Mio. units within this decade. Thailand still is the main automotive production market in S.E. Asia.

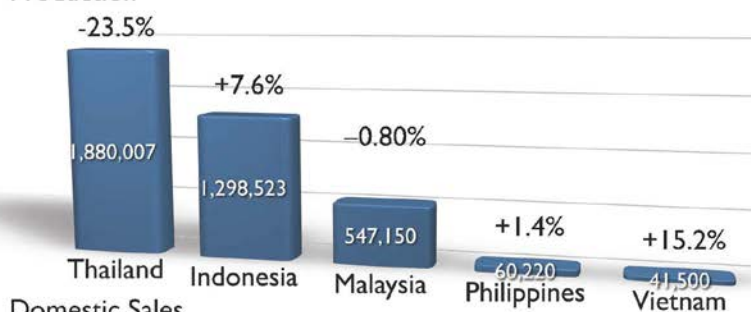
Asia's automotive Industry continues to flourish owing to the region's stable economic environment. In the next five years, Thailand, Indonesia, Malaysia, the Philippines & Singapore will have higher annual growth rates than countries in North America and Europe. This growth will in turn raise the demand for high end manufacturing equipment as well as larger use of automation.

The conference will give delegates an excellent opportunity to establish new relationships within Asia and across Asia that can lead to new business opportunities.

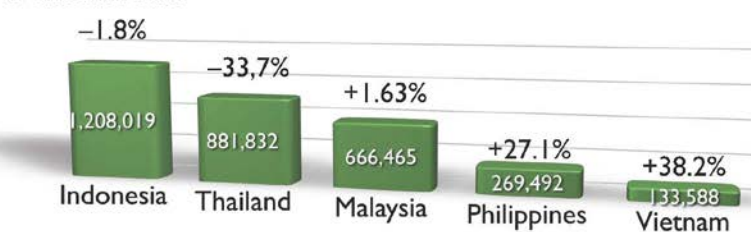
1st ASEAN AUTOMOTIVE SUMMIT 2015, organized by **Thai AutoBook** and supported by **TEBA** (Thai European Business Association) and **Ringier Trade Media Ltd.** (Ringier Events), aims to help manufacturers, institutions and distributors deal with the challenges and opportunities in the rapidly evolving Southeast Asia manufacturing and automotive market.

ASEAN Automotive Statistics Total Car Production & Sales 2014

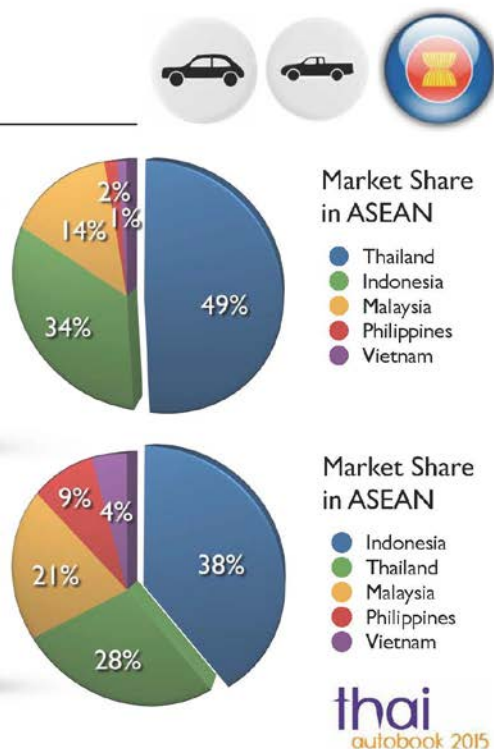
Production



Domestic Sales



Source: OICA



The most exclusive Automotive Technological and Business Development event of 2015

1st ASEAN AUTOMOTIVE SUMMIT 2015

November 16-17, Bangkok, Thailand

Business Networking

The event will feature distinguished speakers from automotive organizations, Automotive OEMs, MNCs and Tier 1 suppliers presenting opportunities and challenges for the Automotive Industry in ASEAN.

The objective is to understand important industry trends, leverage opportunities for business-matching and networking on a professional, high-level platform.



Business Matchmaking

Pre-arranged meetings with potential customers, suppliers and service partners are organised throughout the event.



For more information visit
www.ringierevents.com

Our invited speakers and attending specialists

● confirmed
● invited



Dr. Somchai Harnhirun
Ministry of Industry



Vichai Jirathiyut
TAI



Achana Limpaitoon
FTI and TAPMA



Carsten Müller-Deiters
BMW Manufacturing



Segsarn Trai-Ukos
Michelin



Techapit Ampaipant
PCS Group



Dr. Martin Tonko
Roland Berger



Kelvinder Singh
Volkswagen Group



Uli Kaiser
TEBA



Jörg Laatsch
Continental



Klaus Landhaeusser
Bosch Automotive



Cyril Batreau
Business France



Laurent Berthet
GM Chevrolet



Prof. Roger
Moser



Dr Holger
Schober



Erich Parpart
THE NATION

More...
Expected over 150 participants!

50% Automotive Supply Chain
30% Service, Machine Tools, Metrology Industry
20% Association, Dealers, Others



1st ASEAN AUTOMOTIVE SUMMIT 2015

November 16-17, Bangkok, Thailand

Agenda

Day 1 (November 16, 2015)

- 0800 Registration & Refreshment
- 0900 Internationalization for
Thailand's Auto Industry
Uli Kaiser, Thai European Business
Association (TEBA)
- 0930 Automotive Industry Roadmap 2020
Somchai Harnhirun, Department of
Industry
- 1000 Update on Thailand Automotive
Masterplan
Vichai Jirathiyut, Thailand Automotive
Institute (TAI)
- 1030 Coffee Break & Networking
- 1100 Panel Discussion:
Thailand's Automotive Future
Moderated by Erich Partpart,
THE NATION
- 1230 Lunch & Networking
- 1330 Powertrain
– Clean Power for the Future
Jörg Laatsch, Continental Automotive
- 1400 IZB 2016 – A Premier Business
Matching Opportunity
Kelvinder Singh, Volkswagen Group
- 1430 Automotive Press Equipment
Shieh Yih
- 1500 Coffee Break & Networking
- 1530 How to do business with BMW
Carsten Müller-Deiters, BMW
- 1600 French Automotive Industry
Opportunities
Cyril Batreau, Business France
- 1630 TBC
- 1700 Cocktail Party & Networking

Day 2 (November 17, 2015)

- 0800 Registration & Refreshment
- 0900 From Regional to Global Player
– How to Upgrade Thailand
Segsarn Trai-Ukos, Michelin
- 0930 Industry 4.0
Martin Tonko, Roland Berger
- 1000 How to do business with
European clients
Techapit Ampaipant, PCS Group
- 1030 Coffee Break & Networking
- 1100 How to do business with BOSCH
– local and international
Klaus Landhaeusser, Bosch ASEAN
- 1130 Panel Discussion:
Thailand Automotive 2022
Strategic Framework for Decision Making
Moderated by Achana Limpaitoon, FTI
- 1230 Lunch & Networking
- 1330 Thailand's Pickup Trucks
– A global success story
Isuzu Thailand (TBC)
- 1400 New Technologies for Automotive
World Class Manufacturing
Uli Kaiser, EMAG Group
- 1430 Industry 4.0 Study &
Business Mission 2016
Holger Schober, Hiteco
- 1500 Coffee Break & Networking
- 1530 Automotive Sourcing Speed Dating
Company Presentation of world class
Thai Automotive Suppliers
- 1700 End

* Agenda subject to change. Final agenda will be posted at the meeting.



1st ASEAN AUTOMOTIVE SUMMIT 2015

November 16-17, Bangkok, Thailand

Why Sponsor Event?

Positioning For The Future

Many of the leaders that choose to sponsor an event find that they are well positioned to supply services, products, and tools to the participants of the event and to the industry at large. They may also find that they are looked to for taking or maintaining leadership in the industry in the future. Newer companies often find more individuals in the field interested in their new ideas and products and may even find business partners to collaborate with for creating innovative products.

Branding & Marketing on the highest Level

One of the primary reasons for deciding to sponsor an event is the ability to network for the leading companies in the industry. The sponsors receive prominent recognition for their support of the event as each sponsor's name is printed in the conference program and allowed to place their displays in places of importance around the event. This acknowledgement of their leadership role will be remembered by the participants of the conference long after the event is over.

Networking Opportunities & Drive Sales

Network with desired target clients to reap business opportunities. Our conferences invite high quality participants from the region and around the world including key industrial associations, senior-level executives and decision-makers from joint-venture and local companies as well as major MNCs. Every steps we have designed for vendors are designed ultimately to sell your equipment, services, products or ideas. We have added a lot of sales facilitation services to the two days event programs including the speaking slot, exhibitions, exclusivity to ensure your ROI, the one to one private meetings and more.

Sponsorship Opportunity Packages

Pre-event	Platinum	Gold	Silver	Bronze
2015 USD	28,800	14,400	9,900	5,600
Logo on ringierevents.com (with tracking service provided- last for 3 months after event)	√	√	√	√
Company intro in event brochure	√	√		
Products intro in event brochure	√	√		
EDM promotion- Conference promotion and multi-media marketing will include your company logo	√	√	√	√

1st ASEAN AUTOMOTIVE SUMMIT 2015

November 16-17, Bangkok, Thailand

Sponsorship Opportunity Packages

On Site	Platinum	Gold	Silver	Bronze
2015 USD	28,800	14,400	9,900	5,600
Conference backdrop will acknowledge your sponsorship with a prominent display of company name and logo	√			
Display tables for promotion and business negotiation. Basic equipment for each booth: a display table+tablecloth+2 chairs	4 Standard	2 Standard	1 Standard	1 Standard
Delegates passes	8	6	4	2
Speech slots (20 min. speech)	3 (20min during Coffee Break)	2 (20min during Coffee Break)	1 (20min during Coffee Break)	1 (20min during Coffee Break)
Ads in conference folder	3 pages	2 pages	1 page	1 page
Wish-to-meet clients to be invited	20	10		
Access to VIP room with your clients privately	√	√	√	
Sponsor's roll at designated area	√	√	√	
Distribution of promotion materials	√	√		
USB with sponsor's speech PPT presentations and AD (USB will be provided by the sponsor)	√	√		
Present 2 event suppliers (The suppliers will be provided by the sponsor)	√			
Promotion video played at the best time	√			
Conference on-site interview	√	√	√	
Meal sponsor	Cocktail party	Luncheon	Breakfast	
1/2 page company intro. in conference folder	√	√	√	√

For more information visit www.ringierevents.com



1st ASEAN AUTOMOTIVE SUMMIT 2015

November 16-17, Bangkok, Thailand

Sponsorship Opportunity Packages

Post-event	Platinum	Gold	Silver	Bronze
2015 USD	28,800	14,400	9,900	5,600
Post-event potential client report: Speakers presentation will be posted on ringierevents.com for 6 months after events to supply for downloading	√	√	√	√
Post-event press release including on-site photos, description of products/service in Ringier events social media	√	√	√	√
Webinar- Custom designed online seminar to meet your market target. Invite delegates according to your seminar theme and topics. Delegates log into the seminar 1 hour) by email or phone for their questions. Post-event report and delegate contacts will be provided to sponsor after seminar	√			
Banner on ringierevents.com (last for 3 months after event)	√	√		
EDM promotion- Descriptions of products/services will be sent to the industry's decision makers once one month after event	√			
Post-conference report will include your company logo, speaker's name and relevant photos	√	√	√	√

For more information visit www.ringierevents.com

1st ASEAN AUTOMOTIVE SUMMIT 2015

November 16-17, Bangkok, Thailand

Other Sponsorship Opportunities

Speech Slot (USD4,500)	<ul style="list-style-type: none"> ▶ 1 speech slot(20min during Coffee Break) ▶ 2 free delegates passes; 1/2 page company intro. in conference folder
Exhibitor (USD2,800)	<ul style="list-style-type: none"> ▶ 1 Standard display table for promotion and business negotiation ▶ Basic equipment for each booth: a display table+tablecloth+2 chairs ▶ 1 free delegates pass; 1/2 page company intro. in conference folder
Meal	<ul style="list-style-type: none"> ▶ Breakfast (USD 3,600/ 1 day) ▶ Luncheon (USD 5,400/ 1 day) ▶ Cocktail party (USD 6,100 / 1 day) ▶ Promotion video played at the tea break time ▶ 1/2 page company intro in conference folder ▶ Present company materials ▶ 2 free delegates pass
Tea Break (USD 3,600/1 day)	<ul style="list-style-type: none"> ▶ Promotion video played at the tea break time ▶ 1/2 page company intro. in conference folder ▶ Present company materials hand outs to all delegate files ▶ 2 free delegates pass
Lucky Draw (USD 2,000)	<ul style="list-style-type: none"> ▶ Host lucky draw ▶ 1/2 page company introduction in conference folder ▶ 1 free delegate pass
Event Supplies	<ul style="list-style-type: none"> ▶ Pen/ Notebook/ Bag/ Name tags (USD1,670) ▶ USB (with speech PPT presentations (USD1,670) ▶ Event materials with company's name & logo dispatch by organizer ▶ 1/2 page company intro. in conference folder ▶ 1 free delegate pass
AD (size 210*297mm)	<ul style="list-style-type: none"> ▶ Inside Back Cover (USD 2,000) ▶ Back Cover (USD 2,500) ▶ Bound Insert (1 page) (USD 1,670) ▶ Bound Insert (2 pages) (USD 2,600) ▶ Bound Insert (3 pages) (USD 3,500) ▶ 1 page AD in conference folder ▶ 1 free delegate pass; 1/2 page company intro. In conference folder

1st ASEAN AUTOMOTIVE SUMMIT 2015

November 16-17, Bangkok, Thailand



Registration Package

Registration Fee Before October 31

USD 560 / person

USD 840 / 2 persons

* 50% discount for the 2nd pass

Thai AutoBook Package Before October 31

USD 1,080

- 1 year subscription of Thai AutoBook 2015
- Plus 1 free delegate pass

Venue



The Landmark Bangkok Hotel

Address:

138 Sukhumvit Road, Khlongtoey, Bangkok 10110, Thailand

Telephone: +66 (0) 2254 0404

Website: <http://www.landmarkbangkok.com>

Introduction:

With the Nana BTS Skytrain Station at its doorstep, The Landmark Bangkok is a 30-minute drive from Suvarnabhumi International Airport and less than 2 km from Queen Sirikit National Convention Centre.



About Organizer



Thai AutoBook is a comprehensive overview about the Thai Auto industry and the main players: OEMs, The Thai Automotive Cluster, Tier 1 Suppliers from Japan, USA, Europe and Australia, Automotive Organizations, Industrial Estates, Events and Media and much more. It also includes detailed statistics about Automotive sales, market share, OEM capacity and information about new programs.

Thai Auto book is a comprehensive directory of Automotive OEMs, Tier suppliers and supporting industries. Thailand's Automotive Industry offers great opportunities for local and international sales and sourcing. Incentives are offered to encourage local production of high-tech components and eco-cars. and there is also high demand for design, R&D and testing centers.

The mission is to Increase transparency of the Thai Auto Market. Check the website for more information: www.thiautobook.com

1st ASEAN AUTOMOTIVE SUMMIT 2015

November 16-17, Bangkok, Thailand

About Supporters



Thai European Business Association (TEBA) was established in 2009 by Independent Thai and European firms as a non-profit organization under the Trade Association Act, Ministry of Commerce, Royal Thai Government. TEBA is a founding member of European Business Organization (EBO) worldwide network with a representative office in Europe to be our window to Europe. TEBA also affiliates with the largest Thai private sector, Joint Standing Committee on Commerce, Industries and Banking.



The Establishment of the **Thailand Automotive Institute (TAI)** dated September 1998, to be an independent organization under the co-operation between the government and private sectors.

The organization administration will not be related with the rules and regulations of the government and the state enterprises; the Industry Development Foundation is the organization that supports the operation of the Institute.

The committee of the Institute, which is responsible for defining scope, policy, plan, operational objective, and controlling the administration, comprises of representatives from the government and private sector, as well as, academics.



Ringier Trade Media Ltd. is the leading B2B industrial information company, provides industrial leaders in China and Asia with the technical information, solutions and applications they need to improve their manufacturing and marketing capability through multiple media platforms that include industry trade journals, an online marketplace (www.industrysourcing.com), events, and PR & marketing, all of which are available on smart phones and devices.

Conferences & Events for Southeast Asia Ringier organizes high-level Technical and business conferences that bring industry leaders together for information exchange and networking opportunities.

These events not only provide industry leaders with the latest technologies, but also help companies to innovatively explore new markets.

Contact us

Ms. Sydney Lai

Marketing Director
E: sydneylai@ringier.com.hk
T: + 886-4-23297318 EXT. 16

Ms. Yvonne Li

Marketing Executive & Event Planner
E: yvonneli@ringier.com.hk
T: +886-4-23297318 EXT. 26

1st ASEAN AUTOMOTIVE SUMMIT 2015

November 16-17, Bangkok, Thailand



Registration Form

Company Name			
Tel		Fax	
Address			
Website			
1 st Delegate		2 nd Delegate	
Name		Name	
Title		Title	
Gender	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	Gender	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.
Mobile		Mobile	
Email		Email	
3 rd Delegate		4 th Delegate	
Name		Name	
Title		Title	
Gender	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	Gender	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.
Mobile		Mobile	
Email		Email	
Registration	<p><u>Registration Fee (before October 31)</u></p> <p>USD560 /person USD840 /2 persons (50% discount for the second pass)</p> <p><u>Thai AutoBook Package (before October 31)</u></p> <p>USD 1,080 for 1 year subscription of Thai AutoBook 2015 & 1 free delegate pass</p>		
Total Amount	USD		

** Note **

1. The registration fee includes all seminar sessions, comprehensive documentation, 5-star hotel luncheons and tea breaks etc. Please note that accommodation and transportation fee are NOT included.
2. **Cancellation statement:** Cancellations received after payment confirmed cannot be accepted and will not be refunded.
3. **Transfer of registration:** Transfer of your registration to another person is acceptable. The full name and details of the person that will replace you must be advised in writing to the conference office prior to the conference.
4. No-shows are liable for the entire conference fee.
5. Please keep a photocopy for your record bring along with your business card for the conference checking in of Venue.
6. By completing this registration form you have read, understood and agreed to the cancellation policies and the privacy statements as stated on this form and the website.

**Please send back your registration form to us
and our representative will help you to
complete the registration and payment, thanks!**

Ringier Events
Connecting industry through information exchange!!

Ringier Trade Media Ltd.
Ms. Yvonne Li
Tel: +886-4-2329-7318 Ext.26
E-mail: yvonneli@ringier.com.hk

Payment (Remittance or T/T)

Beneficiary's Name:
Shanghai Ringier Conference & Exhibition Co., Ltd
Beneficiary's bank:
HSBC Bank (China) Company Limited
Beneficiary's Account Number:
100-016419-056 (USD)
Bank Swift Code: HSBCCNSH