



**25 – 30 JULY 2017**  
**CHALLENGER 1–3, IMPACT MUANG THONG THANI**  
**THAILAND**

## SHOW INFORMATION

**Thailand Industry Expo** is recognized as an important platform for the realization of the potentials and growth of Thai industries. The event's activities will also enhance the competitiveness of SMEs, OTOP and other businesses.

Thailand Industry Expo has been organized since 2014 with the main objective to celebrate the 72<sup>nd</sup> anniversary of the Royal Thai Ministry of Industry. Thailand Industry Expo 2016 had been participated by more than 70 leading Thai companies and institutions, 1,600 SMEs and OTOP enterprises and more than 230,000 visitors joining the event. For 6 days of the event, it was estimated that Thailand Industry Expo 2016 generated more than 200 million Baht in sales. Encouraged by these favorable results, the Ministry decided to hold Thailand Industry Expo 2017 in order to continue this success momentum.

Thailand Industry Expo 2017 will firstly introduce a new platform, the **International Pavilion**. The aim of this new platform is to broaden business opportunities for both international and Thai SMEs and organizations which will be beneficial to create business linkage and network.

### EVENT OBJECTIVES

1. To serve as a platform for enhancing the readiness of Thai manufacturers and entrepreneurs in entering global markets and boosting their competitiveness, by providing more and greater access to business opportunities, by linking them with business networks and by strengthening the collaboration between government and private sectors.
2. To expand international business relationships between local businesses and their foreign counterparts by providing business opportunities to international SMEs and organizations to study Thailand's market and meet with Thai consumers.

# THAILAND INDUSTRY EXPO 2017

**DATE/TIME** : 25 – 30 July 2017 / 10:00 – 20:00 hrs.

**VENUE** : Challenger 1 – 3 (60,000 sq.m.), IMPACT Muang Thong Thani

**THEME** : THAILAND INDUSTRY 4.0 : Shift Our Future

## EXHIBITOR PROFILE

-  Agriculture and Food Industry
-  Automobile and Parts Industry
-  Textile and Garments Industry
-  Gems and Jewelry Industry
-  Furniture Industry
-  Electronics Industry
-  Rubber Products Industry
-  Leather and Footwear Industry
-  Plastics Industry
-  Construction Materials Industry

## SHOW Statistics

	Thailand Industry 2014	Thailand Industry 2015	Thailand Industry 2016
<b>Visitors</b>	228,550	261,512	234,609
<b>Total Sales</b>	303,593,103	403,165,447	212,166,536
<b>Financial Service</b> (SMEs & Startup Loan)			876,000,000
<b>Sales from SMEs</b>	60,247,081	63,689,361	65,280,131
<b>No. of SMEs</b>	743	812	842
<b>Sales from OTOP</b>	27,000,000	65,225,604	75,014,855
<b>No. of OTOP</b>	453	866	772

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**INTERNATIONAL PAVILION**

## INFORMATION

Thailand Industry Expo is an opened platform for manufactures, SMEs, OTOP and Startups to broaden their business opportunities from expanding their business networking (B2B) to meet their end customers (B2C).

This year, Thailand Industry Expo will firstly introduced **International Pavilion** to open marketing opportunities to foreign SMEs to join and expand their business networking in Thailand. Activities in this zone include B2B & B2C trading and business matching which organizing by the Office of SMEs Promotion, Thai Ministry of Industry.

## SPECIAL OFFER

With a great collaboration between Thai government and international countries to promote international trade and SMEs, this year, Thai Ministry of Industry will welcome international SMEs to join this pavilion with a special offer, FREE of charge for space with a designed - standard booth.



\* All designs are subject to change without prior notice.

# BOOTH DETAIL

## Designed Shell Scheme Stand : 3.00 x 3.00 m. (area 9 sq.m.)

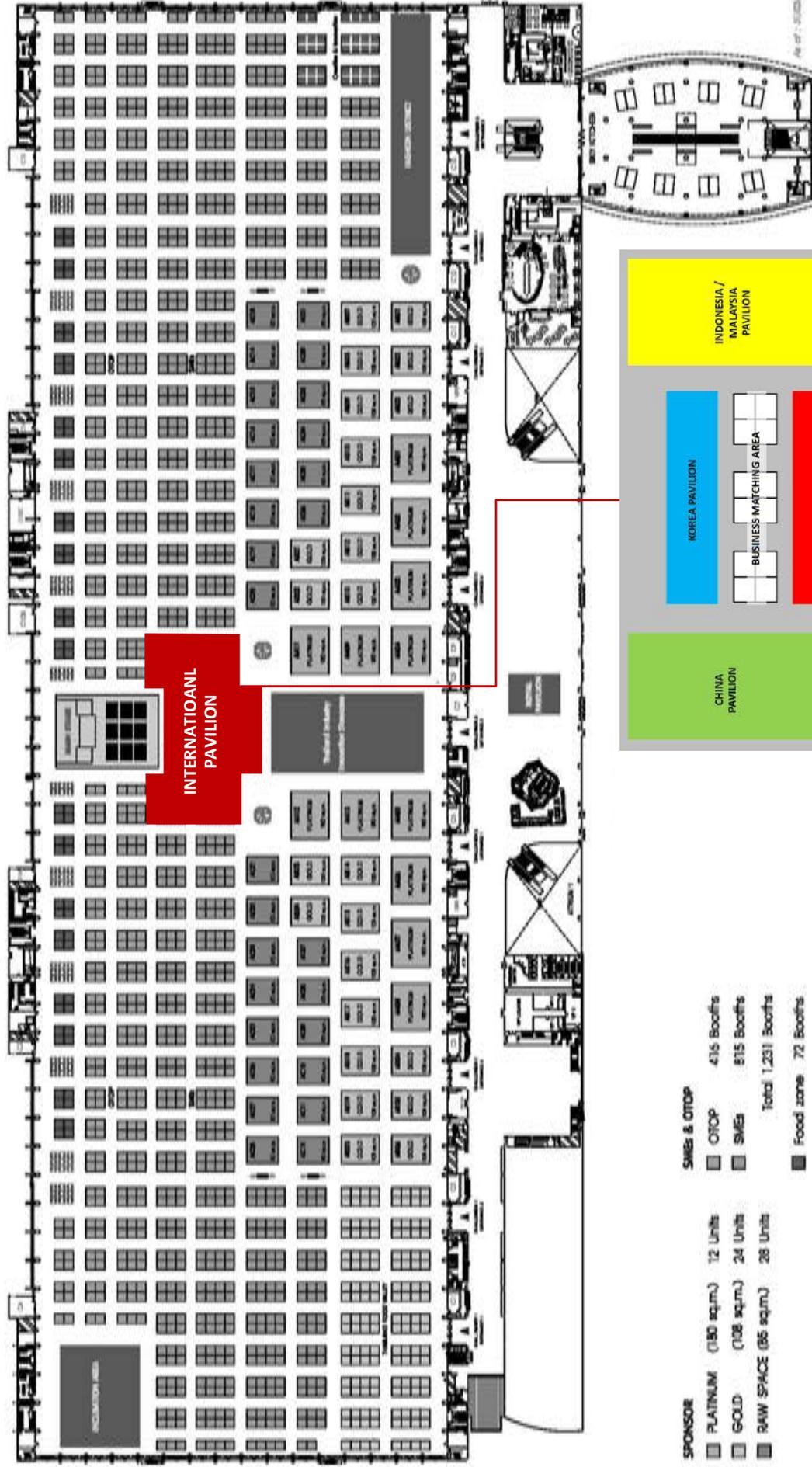
A stand will come along with the following items:

- |    |  |        |
|----|--|--------|
| 1. | Carpet for 9 sq.m.   | 1 set  |
| 2. | 3 Panels for side & back wall (3.00 x 3.00 x 2.40 m.)<br><i>NOTE: the corner stand will have only 2 panels</i>                                 | 1 set  |
| 3. | Fascia with an exhibitor's name (no company logo)<br><i>NOTE: Fascia Name maximum of 24 letters</i><br><i>The corner stand will get 2 sets</i> | 1 set  |
| 4. | 1 Fluorescent, 1 Spot light<br>(for equipment only not for lighting)   | 1 set  |
| 5. | 5 Amp. Power plug  | 1 unit |
| 6. | Information table with 2 chairs  | 1 set  |
| 7. | Trash bin  | 1 unit |

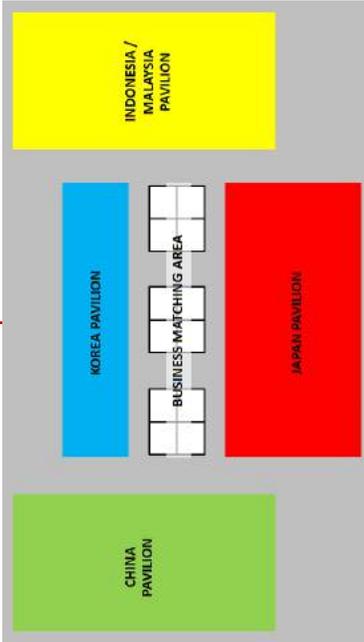


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# FLOORPLAN



**INTERNATIONAL PAVILION**



SPONSOR		SMEs & OTOP	
PLATINUM (180 sq.m.)	12 Units	OTOP	475 Booths
GOLD (108 sq.m.)	24 Units	SMEs	815 Booths
RAW SPACE (85 sq.m.)	28 Units		Total 1,231 Booths
			Food zone 72 Booths

# INTERNATIONAL PAVILION

NT 01	NT 02
NT 03	NT 04
NT 05	NT 06

NT 15
NT 16
NT 17

**CHINA PAVILION**

NT 07	NT 08
NT 09	NT 10
NT 11	NT 12
NT 13	NT 14

NT 18
NT 19
NT 20
NT 21

**KOREA PAVILION**

NT 22	NT 23
NT 24	NT 25

NT 34	NT 35
NT 36	NT 37

NT 44	NT 45
NT 46	NT 47

**BUSINESS MATCHING**

**JAPAN PAVILION**

NT 26	NT 27
NT 28	NT 29
NT 30	NT 31
NT 32	NT 33

NT 38	NT 39
NT 40	NT 41
NT 42	NT 43

NT 48	NT 49
NT 50	NT 51
NT 52	NT 53
NT 54	NT 55

NT 56
NT 57
NT 58

NT 63	NT 64
NT 65	NT 66
NT 67	NT 68

**INDONESIA / MALAYSIA PAVILION**

NT 59
NT 60
NT 61
NT 62

NT 69	NT 70
NT 71	NT 72
NT 73	NT 74
NT 75	NT 76

## Booth RESERVATION

BOOTH No. : \_\_\_\_\_

COMPANY NAME : \_\_\_\_\_

TYPE of BUSINESS / INDUSTRY : \_\_\_\_\_

COUNTRY : \_\_\_\_\_

CONTACT PERSON : \_\_\_\_\_

CONTACT information :

E-mail : \_\_\_\_\_

TEL : \_\_\_\_\_

BUSINESS MATCHING : interest field (s) : .....