



JAPANESE MANUFACTURING FORUM 2011

Driving Manufacturing Force Toward Sustainable Economy

10 JUNE 2011 at PLAZA ATHENEE BANGKOK, A ROYAL MERIDIEN HOTEL

08:30 Registration of invited guests and media

08:50 Welcome Address & Introducing the Chairperson of the Forum

Yukihiro Sera
Chairman President/ CEO
SIAM SERA FB CO.,LTD.

MINISTERIAL KEYNOTE ADDRESS

09:00-09:30

A REGIONAL MINISTERIAL PERSPECTIVE ON POLICY AND INCENTIVE TO BOOST FOREIGN MANUFACTURING INVESTMENT

The recent global economic difficulty has reinforced the importance of Asia, especially the emerging economies like ASEAN. This ministerial keynote will be addressed on the opportunities and challenges of investing and partnering in ASEAN with a focus on Thailand.

- Updated on Government's Incentives to promote the Investment in Thailand
- AEC: ASEAN Economic Community; Government's Policies and Plans to Successfully Benefit from Being AEC member
- Key Updated Issues in Custom for Supporting AEC Mission3
- Thailand; a true friend beyond business partnership

H.E. Mr.Pradit Phataraprasit
Deputy Finance Minister
MINISTRY OF FINANCE

09:30-10:15

THAI INDUSTRY IS ON THE MOVE TO STAY AHEAD IN TODAY'S TECHNOLOGY AND KNOWLEDGE DRIVEN GLOBAL ECONOMY

To further speed up the pace of economic development, the Thai industry has accelerated the manufacturing capabilities fostering productivity and innovation. This presentation will update on the power of Thai industry facilitating investments

- Latest Thailand's Industrial Master Plan
- Manufacturing Regulatory & Legislation Updates
- Industrial Skills Promotion

Witoon Simachokedee
Permanent Secretary
MINISTRY OF INDUSTRY

10:15-10:45 Morning Networking Refreshments

10:45-11:30

JAPANESE MANUFACTURING INVESTMENT IN ASEAN: REVIEWS AND STRATEGIC OUTLOOK IN 2011 AND BEYOND"

This presentation aims to give an overview of the new investment paradigm in the new economic landscape: what Japanese manufacturers have learnt from the recent economic crisis and strategic outlook for long term sustainability.

- The Current Japanese Economy And A Necessary Manufacturing Restructuring
- Main Factors Driving The Rapid Growth Of Japanese Foreign Direct Investment
- Key Trends Of Japanese Manufacturing Companies' Overseas Operations

Seiya Sukegawa
Vice President and Senior Researcher
THE JAPAN EXTERNAL TRADE ORGANIZATION
(JETRO)

11:30-12:15

INVESTMENT ALLOCATION IN COMPARISON: THAILAND, MALAYSIA, VIETNAM AND INDONESIA

Japanese firms are diversifying the location of their production and moving to other countries to gain better competitive advantage, while the recent depreciation of the yen is likely to temper this process. This presentation will give a current overview of Japan's main investment destinations and prospective outlook, especially the ASEAN countries in comparison.

- Infrastructures
- Transportation Networks
- Human Resource And Workforce
- Added Values

Sorachon Boonsong
Partner
BAKER & MCKENZIE LTD

12:15-13:45 Luncheon

13:45-14:30

ASEAN PRIVILEGES: A TRANSITIONAL TIME TO BECOME THE WORLD'S MANUFACTURING INVESTMENT HUB

The success of manufacturing investment in the years ahead will depend on the ability to cope with the competitive forces. This presentation will provide with strategic insights of the current alternatives in terms of investment regulatory and financial issues.

- Investment privileges and prospective investment legislations
- Tax & financial incentives
- Multi-location operation as a single economy

Hideyasu Tamura
Representative
JAPAN OVERSEAS DEVELOPMENT CORPORATION
(JODC)

14:30-15:15

THAI TOOL & DIE SERVING JAPANESE MANUFACTURERS IN ASEAN: A LONG TERM SUPPORTING STRATEGIC PARTNERSHIP FOR MUTUAL SUSTAINED GROWTH

Based on the fact that, "When supporting industries are undeveloped, assemblers cannot expand", the availability of supporting industries- tool & die in particular, is so crucial in

the decision to allocate or relocate a manufacturing base to some certain places. This presentation will highlight on Thai tool and die capabilities and capacities in strategically partnering with Japanese manufacturing firms in ASEAN.

- The true meaning of manufacturing capabilities
- Supporting role of Thailand's tool and die to the Japanese manufacturing
- Thai tool and die capacities and proficiency transfer in ASEAN

Viroj Sirithanasart
President
THAI TOOL & DIE INDUSTRY ASSOCIATION (TDIA)

15:15-15:45 Afternoon Networking Refreshments

15:45-16:30

JAPANESE INVESTORS CONCERN/ LEGAL, TAX, ACCOUNTING – FROM BANKERS VIEW

To be invited

16:30 Close of the event

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