



INVESTMENT SERVICES CENTER
THE BOARD OF INVESTMENT
MINISTRY OF INDUSTRY

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PRESS RELEASE

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“Going Green for the Future” highlighted at BOI Fair 2011 To regain spirit, revive economy

Thailand Board of Investment (BOI) confirmed it was ready for the BOI Fair 2011, scheduled from 5 – 20 January 2012 at Impact Muang Thong Thani, after the massive flood crisis ends. Held under the theme “Going Green for the Future”, the fair also aims to stimulate economic activities after the flood. SIPA, TOT and Thai Summit are among the big corporate names and organisations that will be showcasing high technology and innovations.

Minister of Industry Dr. Wannarat Channukul disclosed that the recent flood crisis led to the postponement of the BOI Fair 2011 organized by the Board of Investment (BOI) to celebrate the auspicious occasion of His Majesty the King’s 7th Cycle Birthday Anniversary on 5 December 2011, and to highlight the country’s potential as an investment location. For the safety of exhibitors and visitors, the fair was postponed from the originally scheduled period of 10 – 25 November 2011 to 5 – 20 January 2012.

The minister said, “The Ministry of Industry and the BOI agree that the BOI Fair 2011 should be an event in which Thai people and organisations join forces to help those affected by the flood. At the fair, visitors will find specially discounted products, flood-relief activities, and residence rehabilitation consulting services. Proceeds from sales will be donated to the charity fund of HRH Princess Maha Chakri Sirindhorn to further support the flood victims. The BOI Fair 2011 will therefore be a significant event that not only showcases advanced technologies, enhances the country’s image and promotes investment opportunity in Thailand, but also a platform for Thais to show the power of love and harmony that will move the country forward after the flood catastrophe.”

Dr. Atchaka Sibunraung, the Secretary General of the BOI, revealed that in addition to presenting the use by Thai industry of the latest innovations, the BOI Fair 2011 will also adjust its themes and concepts to respond to the current situation. The objective of this aspect of the fair will be show the Thai capacity to join hands to support people affected by the flood while boosting visitor spending.

“The BOI is confident that the BOI Fair 2011 will help bring liveliness and happiness back to Thailand as well as educate and inspire people to take care of the environment. At the same time, it will continue to perform its role as an event organized to boost investors’ confidence in the country and enhance its image, and in that way benefit Thailand in terms of investment, tourism and sustainable economic development,” said the Secretary General.

SIPA to Showcase Ultimate Thai Software

Dr. *Niracharapa* Tongdhamachart, Acting Director of Software Industry Promotion Agency (Public Organization), or SIPA, noted that software was at present an essential factor for the success of all businesses. As an agency that advocates the development of the Thai software industry, SIPA will be showing the potential of software developed by Thai engineers, with a focus on cost reduction and resource economizing. The theme of the agency’s presentation will be “Thai Software, the Heart of the Economy”, and it will aim at encouraging resource optimization in each industrial sector, a trend that would stimulate the development of Thailand’s economy.

Exclusive Service Technologies and Mini Concerts from TOT

Dr. Arnon Tubtiang, Managing Director of TOT Public Company Limited, said that the TOT pavilion at the BOI Fair 2011 was designed with the theme of “Telecom for Green Living”. It will demonstrate TOT’s telecommunication service potential to upgrade the quality and convenience of people’s lives in any place and at any time. One example, for indoor activities, there will be the IPTV and 3G CCTV that TOT offers for home users and the e-conferencing or IDC for office users. For outdoor activities, TOT offers 3G services and 3G wifi. Visitors to the TOT pavilion can also expect performances by number of artists.

Michelin’s first Tire Innovation Display

According to Mr. Saksan Triukos, Managing Director of Michelin Siam Co., Ltd., the company’s theme for its pavilion is “Michelin: A Touch of Tire”. Its booth will feature the exciting story of how a tire is created, starting with the rubber trees that provide raw material and progressing through the various production processes showing the advanced technologies and innovations used to make high quality products. The highlight will be “Lunar Wheel”, a new, innovative tire developed exclusively for NASA’s moon inspector spaceship, and “Active Wheel”, a motorized wheel that will be displayed in Thailand for the very first time.

Thai Summit to Present Automotive Components Manufacturing Technologies

Ms. Chanapan Juangroongruangkit, Vice President of Thai Summit Group, said that the theme of the group’s pavilion will be “The World of Auto Parts, the World of Thai Summit” and that it will focus on the technologies used in automotive parts production. He predicted that visitors will be fascinated by the modern auto part production technologies as well as the high-tech multimedia and 3D system used in the pavilion’s presentation.
