



SUBCON THAILAND

13 • 16 MAY 2026

BITEC Bangkok, Thailand

**SOURCING INNOVATION
SHAPING TOMORROW**

Outline

- 2025 Show Summary
- 2026 Show Information
- Buyer's Package

Co-located with:



In Conjunction with:



Co-Organised Subcon Thailand by:



Officially Supported by:



2025 Show Summary

Co-located with:



In Conjunction with:

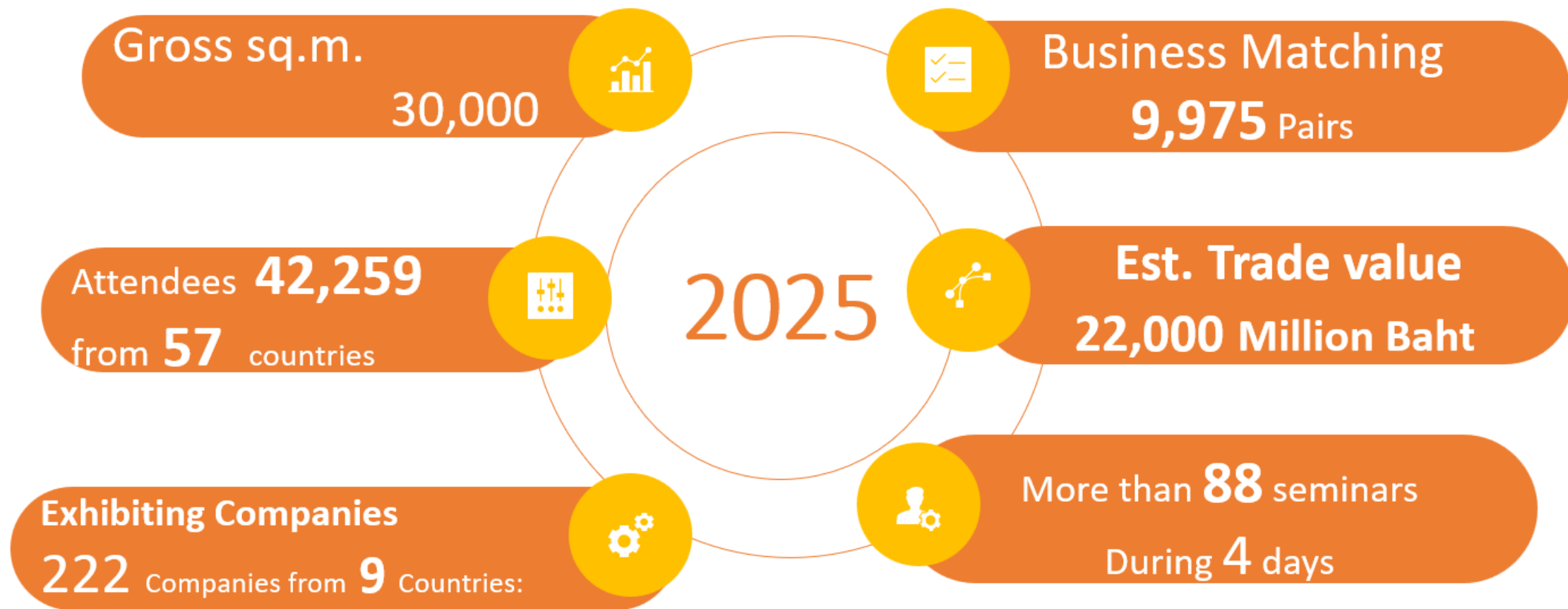


Co-Organised Subcon Thailand by:



Officially Supported by:





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SUBCON Thailand 2025 : Opening Ceremony



Co-located with:



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SUBCON Thailand 2025 : Highlight Activities

▪ Regional Best “Business Matching” Platform



- The Business Matchmaking Program at SUBCON Thailand is organized by the **Thailand Board of Investment (BOI)** and it is exclusively for exhibitors of SUBCON Thailand.
- Connecting quality part makers and some of the world's top part-buyers from 1st and 2nd tier manufacturers in automotive, electric vehicles, electronics, etc.
- **2025 edition with Business Matching 9,975 pairs**
- The estimated trade value is more than **22,000 million THB**

- **“Buyers’ Village”** A Special Opportunity to discuss part requirements and procurement policies



Featuring top industrial part buyers invited by BOI from Asia & Europe in the **new S-Curve** industry.

- **BOI Symposium – “Shaping the future of xEV in Thailand Opportunities for Innovation and Growth”**



A gathering of 6 Car Manufacturers for supply chain development in Thailand.



CHANGAN



TOYOTA

2026 Show Information

Co-located with:



In Conjunction with:



Co-Organised Subcon Thailand by:



Officially Supported by:



20th
EDITION

13-16 May 2026
SHOW DATE

48,000

**LOCAL &
INTERNATIONAL
ATTENDEES**

10.00 – 18.00 hrs.
SHOW TIME

Hall 103-104
BITEC

3

NATIONAL PAVILIONS

41,000 sq.m.
GROSS SPACE

4

Co-located events

Co-located with:



In Conjunction with:



Co-Organised Subcon Thailand by:



Officially Supported by:





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2026 Highlight Activities

- **Business Matching & Buyers' Village**
- **BOI Symposium (Theme: Thailand: Driving Toward Smart and Green Mobility)**
- **Conference & Seminar**
- **Special Major Pavilion and Special Showcase**
i.e. Thai Subcontracting Promotion Association, Korea, Taiwan
- **Karakuri Kaizen Contest**
To promote the concepts of “Karakuri Kaizen” within Thailand’s industrial sector, emphasizing continuous process improvement and energy reduction.

Buyers' Package

Join us in...

❖ **Business Matching Program (13 – 15 May)**

❖ **Buyers' Village (13-15 May)**

6 Sq.m. standard booth for buyers to exhibit required parts and components (limited offer)

❖ **Exclusive Activities:** Opening Ceremony, BOI Symposium, Networking Dinner, seminar, and more

Exclusive Package for Buyers

- **Accommodation:** 1 room/company, up to 3 nights*
- **Airport Shuttle Service** (for overseas buyers)
- **Exhibition Shuttle Service:** from the official hotel to the exhibition
- **VIP Lounge**

Offer during 12-16 May 2026

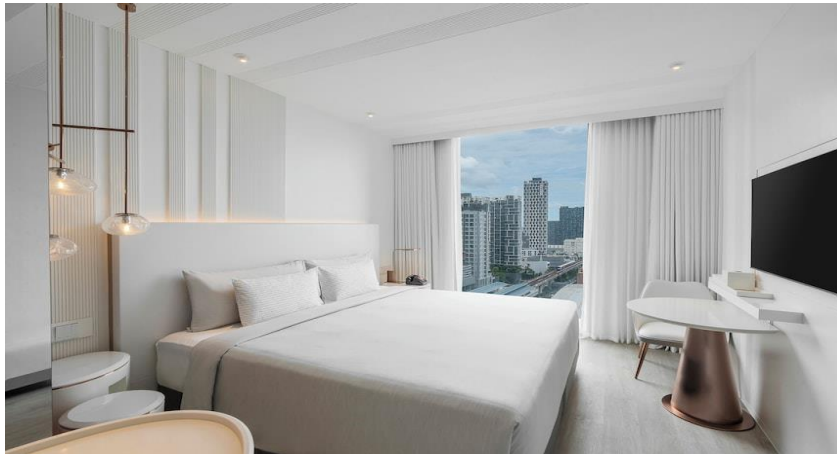
*Any additional night(s) stay will be paid by guest own account.

Official hotel for Buyers



INNSiDE by Melia Bangkok Sukhumvit

<https://www.melia.com/th/hotels/thailand/bangkok/innside-bangkok-sukhumvit>



Single Room



Twin Room

Great location! Close to On Nut BTS Station and Shopping Mall

Facilities

- ✓ Free Wi-Fi
- ✓ Front desk [24-hour]
- ✓ Pool with view
- ✓ Fitness center
- ✓ Free parking
- ✓ Restaurants
- ✓ Spa
- ✓ Bar

Agenda of BOI Stockholm 11-16 May 2026

- 11 May 2026 : Assembly at Suvarnabhumi Airport and Check – in Hotel
- 12 May 2026 : Visits of Industrial sites and Factory
- 13 May 2026 : Opening Ceremony at SUBCON THAILAND 2026, BOI Symposium and Business Matching
- 14 May 2026 : Visit SUBCON THAILAND and Business Matching



Agenda of BOI Stockholm 11-16 May 2026

- 15 May 2026 : CONFERENCES AND NETWORKING
 - Thai-European Business Association (TEBA)
 - Thai-Swedish Chamber of Commerce Thailand (TSCC)
 - Business Sweden
 - Danish-Thai Chamber of Commerce (DTCC)
 - Thai-Norwegian Chamber of Commerce (TNCC)
 - Innovation Norway
 - Thai-Finnish Chamber of Commerce (TFCC)
- 16 May 2026 : Royal Grand Palace /Jim Thompson's Museum /Free time



How to apply?

1.REGISTER

Register via form or online program* **within 27 March 2026**

*will be available around last week of Feb 2026

2.APPROVE

The buyer account will be approved by the BOI officer

3.PREPARE

Pre-select and schedule a meeting with the relevant exhibitors

4.ATTEND

See you at SUBCON THAILAND 2026, BITEC Bangna



stockholm@boi.go.th

Thank You