



“We pay attention to details and always listen to our customers' needs. This is what you can expect when doing business with us.”

- Dr. Prapin Abhinorasaeth, Executive Director

Lertvilai & Sons Co., Ltd

A Leading Producer of Welding Consumables and Robotic Automation Systems

Lertvilai Group operates as a cluster of related companies specializing in providing welding consumables and equipment for both the Thai and international markets. The group's service offerings include sales, manufacturing, imports, after-sales support, market analysis, and robotic system integration. Starting as a simple bicycle repair shop nearly 100 years ago, the company has continuously reinvented itself to keep pace with the demands of an ever changing world. Today nearly 30% of Lertvilai's total sales derive from its robotics and automation business unit, which is expected to drive the company to continued growth at a year on year pace of approximately 20%.

“From our humble beginning as a bicycle repair shop, Lertvilai & Sons has gone on to become a leading producer of welding consumables and robotic & automation systems for customers at home and abroad. Despite our significant growth over the years, and our recent shift into the robotics & automation sector, we remain very much committed to our core philosophy of putting our customers and their needs first.” said Dr. Prapin Abhinorasaeth, Lertvilai's Executive Director.

The modern history of the company began with its move to Bangkok's Yaowarat District in 1952 and the formation of the Lertvilai Panich Limited Partnership marketing company. They expanded into manufacturing in 1973 by establishing the

Yawata Electrode (Thailand) Co., Ltd together with Nippon Steel Welding and Engineering Co., Ltd. of Japan. They grew again in 1984 with the establishment of Gemini (Thailand) Co., Ltd. and used it for the subsequent acquisition of Thai Hansa Welding Electrodes Co. Ltd. in 1985. In 1986, they established Lertvilai & Sons Co., Ltd and in 1995 created Tricab (Thailand) Co., Ltd. in partnership with TriCab Group Pty Ltd. of Australia.



Advancing into the Robotics Age

Their move into robotics began in 1996 when Lertvilai became the primary distributor of Nachi Robot in Thailand. In 2010, they launched into the service industry by beginning a high tech welding, repair and maintenance service to industries where abrasion resistance, corrosion resistance and heat cracking resistance are concerns, such as in the sugar, steel, coal-fired power and cement industries. In 2015, they added a Robot and Automation Systems Integration

business to their portfolio. By 2017, they had begun marketing and selling many of their products online. Most recently, the company has set up a Robot & Automation Center, a Robot & Automation System Integration Center, and a Robot Welding and Welding Technology Center.

Support from public sector

The company readily acknowledges the assistance which has been provided by the Thai government and its technology support policies. Specifically, the government has made a concerted effort to support the development of Thailand's robotics and automation sector. This has been driven by the push to make Thailand an "innovation economy" through the implementation of the Thailand 4.0 policy. In 2017 the government began mobilizing substantial financial resources towards the implementation of a comprehensive robotics development plan in order to provide a "kick-start" within Thailand for the development of the robotics and automation sector. As Lertvilai & Sons has continued to increase their presence within the Thai and

international robotics markets, the BOI has been able to provide additional support with a range of both tax and non-tax incentives. For example, Yawata was recently granted a corporate income tax exemption for three years under the Measures for Improvement of Production Efficiency incentive plan obtained as part of the company's commitment to upgrade technology and machinery through the use of robotic and automation systems.



Attractive BOI Incentives

The Thailand Board of Investment (BOI) offers a wide range of tax and non-tax incentives for projects that meet national development objectives. Tax-based incentives include an exemption or reduction of import duties on machinery and raw materials, as well as corporate income tax

exemptions of up to eight years. Non-tax incentives include permission to bring in expatriates, own land and take or remit foreign currency abroad.

Recognizing the importance of the robotics and automation sectors, tax incentives are granted to approved projects in numerous related activities, including software development and services provisioning such as big data and business process management, IT and cyber-security, software for controlling and/or connecting advanced technology equipment and devices, automation machinery and/or automation equipment, and design engineering, and assembling of robots or automation equipment or parts.

Additional information about specific manufacturing activities relating to the robotics and automation industries can be found by clicking [here](#) or contacting the BOI's Investment Promotion Division 2.
