



# HEMARAJ

## Newsletter

The World Class Developer  
in Thailand

www.hemaraj.com

### Hemaraj Donates 10 Million Baht for Japan Tsunami Relief



Mr. Phan Wannamethe (center), Secretary General of the Thai Red Cross Society, receives a 10 million baht donation from Hemaraj Land And Development Plc. to support the Thai Red Cross Society’s Japan earthquake and tsunami relief efforts. Representing Hemaraj were Mr. Sawasdi Horrurunguang (2nd from right), Chairman of Advisors to the Board of Directors, Mr. Thongchai Srisomburananont (3rd from right), Chairman of the Executive Committee, Mr. David Nardone (3rd from left), President & CEO, and Ms. Pattama Horrurunguang (2nd from left), Senior Vice President.

### Message of Condolences

I would like to express our regret, condolences, and our heartfelt support of the Japanese people as the tragic events in Japan stabilize from the recent earthquake and tsunami. The process of rebuilding both the lives and physical reconstruction remain a daunting endeavor. One can only admire the stoic and disciplined actions being seen on the news daily despite the hardship of conditions in many of the areas impacted. This is an opportunity for all of us to contribute in any way that we can, through organizations like the Japanese Red Cross or by simply extending our prayers, best wishes, and support to our friends, neighbors, business partners, and to their families.

David R. Nardone  
President & CEO  
Hemaraj Land And Development Plc.

### Caterpillar Purchases 140 Rai at Hemaraj RIL



Caterpillar Underground Mining Pty Ltd., an Australian subsidiary of Caterpillar USA - the world’s leading manufacturer of construction and mining equipment and a Fortune 500 company, recently signed a contract to purchase 140 rai of land for Caterpillar’s first manufacturing facility in Thailand at Hemaraj Rayong Industrial Land. Scheduled to begin operation in late 2012, the facility will produce a full range of underground mining articulated trucks and loaders, which are used by Caterpillar customers around the world in hard-rock underground mining applications.

*In the Picture: Mr. David Nardone (2nd from right), President & CEO of Hemaraj, exchanges land purchasing contract with Ms. Tamera J. Nelson (2nd from left), Managing Director of Caterpillar Underground Mining Pty Ltd. while Mr. Sawasdi Horrurunguang (center), Chairman of Advisors to the Board of Directors of Hemaraj and Mr. Vivat Jiratikamsakul (far right), Hemaraj’s Executive Vice President look on.*

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## World Class Development by Hemaraj

- Hemaraj Chonburi Industrial Estate
- Hemaraj Eastern Industrial Estate (Map Ta Phut)
- Eastern Seaboard Industrial Estate (Rayong)
- Hemaraj Eastern Seaboard Industrial Estate
- Hemaraj Rayong Industrial Land
- Hemaraj Saraburi Industrial Land
- The Park Chidlom, high-end residential condominium

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## CEO Talk:

In April of 2011, at our Hemaraj Eastern Seaboard Industrial Estates primarily, we have 150 automotive customers with 230 automotive contracts with continued expansion. Looking at the projections of the existing OEM auto plants, Auto Alliance Thailand (Ford and Mazda), General Motors now expanding, as well as the new Suzuki factory nearing completion and another Ford plant galloping towards completion, the capacity for vehicles and kits by 2015 could approach 800,000 vehicles in our industrial estates alone. This comprises about 30% of Thailand's OEM production volumes, though when you add the plans of various manufacturers the total industry capacity could approach 3 million units.

The playing field for investment in Thailand is taken for granted these days and it is therefore important to realize that there are significant contributing factors. Incentives offered by the Board of Investment are typically available and competitive though under pressure as most other areas of Thai taxes are high (corporate income tax, personal income tax, specific tax, auto excise tax, to name a few) and a broader based tax system (property and asset tax) has not yet been implemented. Politics are stable enough with an election process imminent and the various colored fringe groups less often seen or, even better, not heard. Factors of readily available and environmentally zoned industrial land, high levels of infrastructure and utilities, and auto supplier and OEM clustering in integrated industrial estates well developed in Thailand are in fact lacking in many alternative countries.



The success in 2010 of 1.65 million vehicles produced and Thailand as the # 12 auto producer globally can only be attributed initially to the nurturing and domination of the 1 ton pick up production. Open market programs and the success of various non WTO trading arrangements such as AFTA and FTA's with Japan, Australia and increasingly China and India, are providing Thailand with enhanced market opportunities.

Thailand is ideally placed logistically and capably in the heart of the high growth Asia markets. Being more competitive due to broad based suppliers and production, and partially through trade agreements, Thailand is winning the relocation, consolidation, domestic and particularly export growth of Japanese and American automotive platforms motivated by currency, costs, and market access. After the global fall in capital goods consumption in 2009 exacerbated the financial problems of OEM's and with the removal of cash for clunkers and subsidies, there is an acceleration to rationalize and therefore reduce capacity in mature markets to match the auto market demand.

Therefore the movement of capacity and production to Asia growth markets will continue, China and India initially for domestic market consumption and Thailand and competing locations, increasingly Indonesia, for local and broad export markets. These factors influence the strategic manufacturing location choices as OEM's are moving to higher volume platforms, yet in fewer locations.

That is not to say Thailand does not have more to do where the education and availability of technical labor with reasonable labor practices are concerned. The populist spending of recent years has also been at the expense of continued infrastructure spending that would have had a more visible impact on logistic costs and industrial competitiveness. Still the overall climate remains reasonably predictable and attractive.

Auto part suppliers follow the OEM's and in Thailand produce for multiple brands with auto clustering a competitive advantage. As auto part capabilities and auto exports have broadened, a remaining opportunity is to increase exports to high volume markets. Supplying the 10 million vehicle Japan production would help prolong OEM viability in expensive locations while increasing auto part volumes for Thailand. These limited exports are now starting to be partially facilitated by FTA's or other trade incentives.

In 2010, Thailand's auto consumption as well as production was more balanced between small passenger cars and one ton pick-ups and this is reflected in the export breakdown. The Eco car, with fuel and other specifications, is being touted as the next niche vehicle for Thailand with some limited volume, initial success. However, the India volumes for Eco type vehicles even now are multiples of what Thailand could ever reach and India will eventually export. Most major auto programs new or under construction by auto OEM's are in fact more mainstream, producing small to mid size passenger car vehicles. Reference the Ford Fiesta, Mazda 2, Ford Focus, and GM programs for passenger cars at Hemaraj Eastern Seaboard.

Given Thailand's high auto production volume and currency and cost pressures in mature markets, there is an opportunity to accelerate the production of mainstream passenger cars with Thailand as the export base. The auto OEM's should determine their technology as there are various technology solutions using hybrid, electric, direct injection, turbocharged, variable speed transmissions, smaller engines or others. Thailand would be provided with a broad based energy and emission platform thus ensuring competitiveness for multiple automotive brands.

Therefore the automotive policy should be to emphasize and to incentivize the auto makers to produce the best technology, fuel efficiency, and emission levels in Thailand. These vehicles should be sold competitively in the local market with lower duties and excise tax than today for the benefit of Thai consumers. This will increase the vehicle volume base and enhance success for a stronger export market consistent with the practices of global auto exporters, the auto volume starts at home. The Thailand produced global one ton pick-up which heralded the export success started much the same way.

David R. Nardone  
President & CEO  
Hemaraj Land And Development Plc.



# Highlights

## Hemaraj Acquires SIL/RIL

In early October 2010, Hemaraj announced the purchase of the remaining 75 percent of the shares in SIL Industrial Land and, Rayong Industrial Land.

The acquisition expands Hemaraj's industrial estate portfolio to six owned and operated estates covering roughly 31,300 rai or 13,000 acres, and supports Hemaraj's efforts to develop industrial clusters, thus enabling it to provide the right utilities and infrastructure to meet the needs of specific industries.



SIL Industrial Land, which is now known as Hemaraj Saraburi Industrial Land (Hemaraj SIL), is in Nong Khae District, Saraburi Province, only 70 kilometers north of Bangkok on Thailand's main highway 1, which facilitates road transportation to Thailand's north, east and south, as well as Thailand's major airports.

As a result, Hemaraj SIL makes a great location for a logistics cluster. In addition this location is also ideal for an electronics cluster thanks to nearby ample water supply from Pasak Cholasith Dam, an abundant

technical workforce and proximity to vocational colleges and research facilities of reputable universities.

Rayong Industrial Land, which is now known as Hemaraj Rayong Industrial Land (Hemaraj RIL), in Ban Khai District, Rayong Province, is 22 kilometers from the Map Ta Phut deep-sea port and 60 kilometers from Laem Chabang Deep Sea Port. Its strategic location near Thailand's major ports and the abundant and lower-cost workforce available in Ban Khai make Hemaraj RIL an attractive location for export-oriented investors.

In particular, Hemaraj RIL provides a cost-competitive option for the automotive and petrochemical industries, which have established clusters at Hemaraj's Eastern Seaboard industrial estates. Located in close proximity to the company's existing industrial estates, Hemaraj RIL will certainly help Hemaraj achieve synergies that will in turn benefit our customers.

## ESIE to Pioneer Eco-Industrial Towns Concept

Hemaraj is proud to have been selected by the Industrial Estate Authority of Thailand (IEAT), Ministry of Industry to pioneer the Eco-Industrial Towns concept in Thailand. The model scheme, which is being implemented at Eastern Seaboard Industrial Estate (ESIE) and two other industrial estates (Bang Poo and Northern) is part of IEAT's plan to turn all industrial estates into Eco-Industrial Towns within ten years.

The scheme emphasizes amicable relations between industrial estate customers and local communities, including efforts to protect and preserve the environment in and around industrial estates. Industrial estate operators commit to compliance with all related laws, particularly in the area of environment, safety, occupational health, and energy, and local communities are

encouraged to participate in taking care of the environment and related issues.

While Hemaraj has always placed great importance on protecting the environment and working with local communities, this model program at ESIE provides investors with additional 'peace of mind.' Involving the local communities in ensuring environmental compliance allows our customers to invest with confidence, secure in the knowledge that our industrial estates are environmentally-friendly and that we have involved local communities, which significantly diminishes the likelihood of protests against factories in ESIE.

Hemaraj President & CEO David R. Nardone pointed out that being a responsible member of the community is nothing new at Hemaraj:

"As a leader in land development, it has been our policy from day one to ensure that our industrial estates exist in harmony with local communities and the environment. We take great pride in our commitment towards society. Indeed, for the past two decades, we have consistently demonstrated that we are at the forefront of green industrial estates and we remain committed to nurturing development of communities around our industrial estates.

"For example, in late 2009, Hemaraj established an environmental monitoring control center (EMCC) at ESIE, making it the first private industrial estate in Thailand (after Map Ta Phut Industrial Estate), to employ this state-of-the-art system, which includes online water quality and environmental monitoring. By providing this information through a website, we have enhanced the transparency of our environmental management, as it allows local communities to have confidence that we are achieving all requisite environmental standards.

"The Eco-Industrial Towns model program allows us to work even closer with our neighbors and further demonstrates Hemaraj's commitment to environmental management and being a responsible member of local communities."

## Saving Cost on Compressed Air

**COFELY** Compressed air is a common utility in most factories. Conventionally, when setting up a well-designed system at a plant, efficient compressors are selected and good networks are installed and then put into service.

Over time, however, the compressed air system ages, and there can also be production modifications or a reduction of machinery. This changes the demand and load profile of the compressed air,

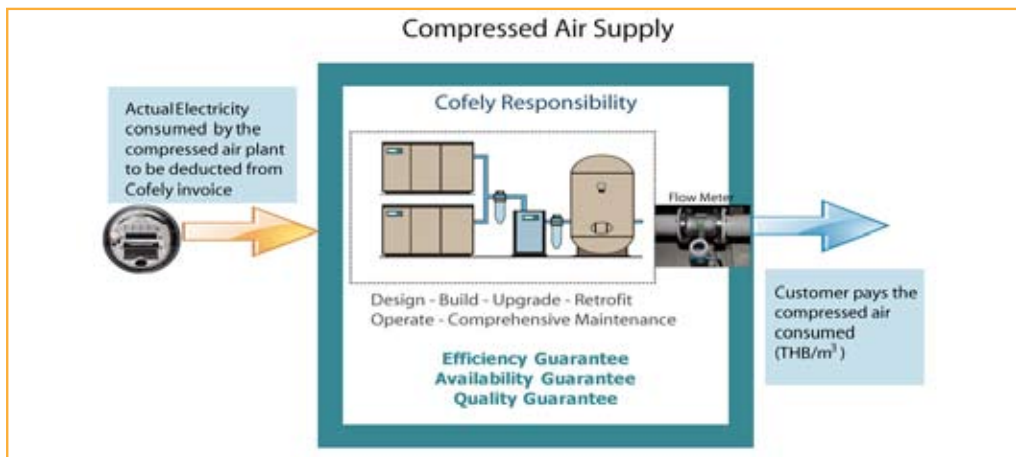
while the plant normally has not been rectified to match the change on the demand side. Therefore, the efficiency of the compressed air becomes worse than originally planned for. The lower efficiency, unfortunately, occurs without being noticed and the electricity bill steadily increases.

Another area of loss is the leakage in the network, usually at the joints, valves, or connections. This leakage means that more compressed air has to be produced than what should be really needed. In reality, a certain percentage of leakage is acceptable. However, minimizing leakage is one effective way to reduce the electricity bill.

In processes where heat will be needed, such as with hot water or steam, we at Cofely (Thailand) can recover the heat from air compressors. This heating energy is cheap, if not free. One of our recent projects is saving more than half a million KWH/year of electricity for our client.

A compressed air system normally consumes only a minor portion of the factory's energy. However, in these





days of intense competition, every small percentage of savings counts.

At Cofely (Thailand), we provide not only an efficiency solution for compressed air but also for all utilities of our clients.

We manage to save millions of baht on energy for our clients every year.

Most importantly, we guarantee the efficiency, reliability and quality of the utilities. We relieve our clients from this responsibility, freeing them to focus on their business, thereby increasing their competitiveness.

Find out more at our website:

[www.cofely.co.th](http://www.cofely.co.th).

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## Hemaraj Projects 30% Growth in 2011

*With contribution from industrial land sales, industrial utilities and new property launches in 2011.*

Hemaraj Land And Development Plc announced key 2010 accomplishments as well as 2011 corporate goals and business outlook.

“2010 has been a significant year of transition for Hemaraj as we broadened our core business to offer complete world class industrial and property solutions,” said David Nardone, President & CEO of Hemaraj. “We believe we are well positioned to work on our business plan and to achieve our goals, both operationally and financially.”

2010 Operation results reflect significant growth in industrial land sales and utilities. For 2010 land sales rebounded to 930 rai from 144 in 2009, with 41 contracts, 19 new customers and 22 project expansion from existing customers. The 100 % acquisition of Hemaraj Saraburi Industrial Land and Hemaraj Rayong Industrial Land in Q4 of 2010 added 2,771 rai of sellable land to the company’s industrial estates and places Hemaraj with a total combined area of 31,350 rai in 6 industrial estates.

Hemaraj Rayong Industrial Land is increasingly attractive with its location half way between the auto cluster and petrochemical cluster on the eastern seaboard with proximity to Laemchabang Deep Sea Port and readily available labor. As for Hemaraj Saraburi Industrial Land, the location is just an hour away from Bangkok and can be a good expansion to the northern side of Bangkok for logistics and electronics industries, with additional labor supply from Saraburi province.

“We expect a 30% industrial land growth for Hemaraj in 2011 with industrial estate land sale of 1,200 rai, thanks to the positive economic outlook of the country driven by both domestic demand and export growth.

In addition, the achievement being no. 13 globally for automotive industry positions Thailand as the largest car export base in SEA,” said Nardone.

“The 2011 investment policy of Hemaraj will remain focused on three core business areas - industrial estate, utilities and properties. For industrial estate development we plan to add 50 new contracts this year with 50% repeat customers. Capitalizing on ASEAN free trade agreement we expect to attract more investors from Japan, China, Australia and India. Rental space of ready-built factory is expected to grow by 40% in 2011 with the introduction of new product – larger and expandable factory - in the pipe line. 2011 will also see significant improvement in revenue from industrial land sales and factory rental resulted from the acquisition of Hemaraj SIL and Hemaraj RIL. As for utilities, Gheco One IPP project will be on stream in early 2012. On the property side, the company is studying to launch new property projects in 2011 in Bangkok and Eastern Seaboard.”, added Nardone.

Executive Vice President, Vivat Jiratikarnsakul said: “We are extremely happy with 2010 industrial land sales results as we have received a very positive response from our clients. To date, local clients stand for 21% while major international customers include active investors from Japan (33%), Europe (13%), USA (11%), Australia (5%) and Taiwan (4%). Investors from China, Singapore, Korea, Malaysia and India are showing keen interest to invest. We have met our goals for 2010 and 2011 is shaping up to be an even better year.”

The company currently operates six industrial estates with a combined area of 31,350 rai (12,540 acres), locating 426 distinct new customers, 148 automotive customers and 643 contracts to date with estimate of over USD20 billion of investment. By industry clusters, automotive accounts for 35% of the total IE space managed by Hemaraj, followed by consumer products (15%), chemical/petrochemical (12%), steel/metal (9%), building materials (8%), electronics (7%), logistics (3%) and others (11%).

A new strategic customer, Caterpillar Underground Mining Pty Ltd, an Australian subsidiary of Caterpillar USA - the world’s leading manufacturer of construction and mining equipment and a Fortune 500 company, signed in January 2011, a contract with Hemaraj to purchase 140 rai of land at Hemaraj Rayong Industrial Land in Rayong Province for Caterpillar’s first manufacturing facility in Thailand. Occupying a total area of 60,000 square meters, the factory is scheduled to be fully operational in late 2012 and will increase Caterpillar’s capacity for its existing range of underground mining machinery to meet long-term customer demand in emerging markets.

Vice President, Sunthorn Kongsunthornkitkul said: “Apart from operational and financial excellence, Hemaraj is also committed to environment, education and well-being of people in areas we do our business. In environment, Hemaraj has been and will continue to pursue our Eco-Industrial Town project at Eastern Seaboard Industrial Estate in cooperation with the Industrial Authority of Thailand (IEAT). Another on-going effort, Hemaraj’s Environmental Monitoring and Control Center, which is the first real-time monitoring unit in a private sector industrial estate established in 2010, is doing well in safeguarding the environment and has been warmly welcomed by communities and the public. On Education side, apart from Annual School Contribution and Scholarship programs, the 2011 “Adopt-A-School - Train the Trainer” workshop and exhibition will continue to support and enhance capabilities of teachers from schools around Hemaraj’s industrial estates in Rayong and Chonburi to impart more sustainable education to students, while the Art Camp project will cover students in 16 schools and an addition of teacher training this year. The skill trainings for housewives initiated last year will be expanded to cover vocational training for local communities. Other on-going programs include free mobile medical unit, tree planting, youth and sports support program”.



# Customer Showcase

## Toyo Filling International: Aerosol Contract Filler

*Growing with Rising Consumer Lifestyles*



Toyo Filling International Co., Ltd, the aerosol contract filler, was established in Hemaraj Eastern Seaboard Industrial Estate in August 2007, as a subsidiary of Toyo Aerosol Industry Co., Ltd. Toyo Filling International manufactures and supplies mainly cosmetic aerosol products for the expanding market in Thailand and exports to Southeast and South Asia and the Middle East.

Managing Director Yuichi Takayanagi of the company said about situation of continued market growth that: “When there is growth in the economy, people tend to pay more attention to the appearance. As incomes are increasing, so is the purchasing power for cosmetic aerosol products, especially in the Asian region.” The Takayanagi Managing Director thinks continuous development is a certainty due to the growth potential of the aerosol business, consumer lifestyles and the tendencies in the future.

Currently, Toyo Filling International is a contract filler of cosmetics makers for filling the concentrate and dangerous gases such as compressed gas and liquefied gas into aerosol products, and supports each cosmetics maker as the important partner with high technology.

The company can produce 60 million cans of aerosol products per year in

Eastern Seaboard Industrial Estate, and contributes to the growth of the cosmetics maker and the improvement of consumer lifestyles in the daily operation.

Mr. Takayanagi explains five reasons for choosing the Hemaraj estate:

- The location has high-quality water the same as a drinkable level which is needed for cosmetics,
- There is a Free Zone as Toyo Filling International exports more than 80 percent of its products,
- Proximity to Leamchabang Port,
- The land has the strong foundation at 80 meters above sea level
- Equipment is already provided. Another benefit is the convenience of local procurement. That is Japanese suppliers of aerosol materials have already been in this area, and many parts manufactures with high technical capability are also operating at the estate.

*“We inquire of our product quality towards the world.”*

Toyo Filling International is one of the Toyo Seikan Group’s companies. Toyo Seikan Group has 10 related companies mainly for expanding into Thailand to secure strong footholds in the burgeoning regional marketplace.

Mr. Takayanagi said: “We have come up with the slogan, ‘We inquire of our product quality towards the world.’ And we try to apply it with our company. In order for us to become the top seller, it is a must for us to make the Asian market a center of cosmetic makers in Europe. We would introduce the filling technique with a high quality from Japan to the world market.” He also pushes for Thai engineers to learn the high technology and is pursuing further localization of Toyo Filling International in Thailand.

The company’s adheres to Japan’s standards on environmental concerns as well. In addition, it belongs to Thai Aerosol Association and participates in preventing global warming on the proper handling of aerosol products to consumers.

The aerosol product is very practical because it can discharge cosmetic contents laconically and hygienically with one push, providing values to consumers. Toyo Filling International makes this its task to deliver the utility value for consumers around the world.

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## Dowa Thermo-Tech Co., Ltd. (Thailand)

*Provides Heat Treatment Services to Auto Parts Sector Meeting Customers’ Needs with Unique Hardware and Software*

Dowa Thermo-Tech (Thailand) Co., Ltd. provides heat treatment processes on consignment, including TD treatment and carburizing of auto parts, and conducts equipment maintenance in the Thai market.

The company is offering in Thailand the well-established achievements of heat treatment acquired from Japan on a world-class level. Located in ESIE, the plant began operations in December 2007 as part of Japan-based Dowa Thermo-Tech Co., Ltd.’s expansion into Asia’s heat treatment business.

Dowa Thermo-Tech (Thailand) has been a vital provider to auto parts manufacturers in Thailand amid the local industry’s remarkable growth during recent years. “We utilize quality equipment and unique software technology to protect our customers’ product lines, including the planning of maintenance for various problems,” said company President Etsuji Saito.

*“Quality control is carried out down to the smallest units. If a problem arises, we can respond quickly.”*

With its advanced technology, the company conducts a special carburizing treatment and it can also meet customers’ needs for weight saving and intensification.



To ensure high quality in caring for its customers, the plant follows a strict control system involving various types of inspections and total traceability. "Quality control is carried out down to the smallest units. If a problem arises, we can respond quickly," Mr. Saito said.

Three years after the company was established, Dowa Thermo-Tech (Thailand) bought the factory equipment that it had been leasing. "We wanted to start small and then expand big," Mr. Saito explained.

This also held down expenses at first, and the purchase could be made after demand increased. That method of investment shows how effectively the company utilized the flexible system offered by Hemaraj.

"The purchase of the factory equipment was also a morale boost for employees," Mr. Saito said.

Heat treatment is an essential process in making metal parts stronger and more durable. As there is an integration of auto parts and machine parts manufacturers taking place in Thailand, the company sees demand for heat treatment and equipment maintenance increasing.

After steadily developing its business in Thailand, the company looks to establish another base in the country as it anticipates further growth in domestic sales along with export opportunities. Moreover, the Dowa Thermo-Tech Group also now plans to set up facilities at coastal areas in China to serve demand in the broadening Chinese market. Wider expansion is also being considered.

All the while, President Saito continues to emphasize safety, the fundamental policy aspect. The emphasis on safety enables the company to improve quality, expand business, bring about productive employment, and contribute to society. Keeping things safe extends to the way the company protects the environment through fuel enhancement and energy savings.

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## Jelly Belly Candy Company

### Success Is Sweet at Gourmet Jelly Bean Maker

Growth is coming rapidly to Jelly Belly Candy Company (Thailand) Ltd., both

as plant expansions and new product flavors. Since beginning operations on Halloween Day two years ago, the plant in Eastern Seaboard Industrial Estate (Rayong) has expanded by 30% to 70,000 square feet. An additional 60,000 square feet will be completed in a year to meet plans for locating more output to Thailand.

"This plant was opened to take care of Jelly Belly's entire international market of gourmet jelly beans, all of production except for the United States and Canada. We will fill this whole 7-rai lot with buildings," said Mr. Herman G. Rowland Jr., Managing Director of Jelly Belly (Thailand).

The factory is a subsidiary of Fairfield, California-based Jelly Belly Candy Co., one of the world's leading confectioners. But while sales are down right now in America, demand is on the sweet side in the 52 countries that the Thai plant supplies outside the United States. "We are doing well," Mr. Rowland said.

Behind the impressive motto "Confectioners of Excellence Since 1898," the family-owned company produces some of the world's most popular candies. Among the best-known products is its signature Jelly Belly Jelly Beans, the only line made in Thailand. There are also a hundred different items manufactured at the U.S. plants, including Jelly Belly Jordan Almonds, Licorice Pastels, Chocolate Dutch Mints, Gummi Bears and Candy Corn.

The popularity of the company's gourmet jelly beans took off like a rocket in the 1980s when America found out they were a personal favorite of President Ronald Reagan. Sales continued soaring when the product rode along on the Space Shuttle as a special treat for astronauts.

*"I have all kinds of ideas for flavors from Thailand. There are lots of different types of fruits available here and things we can do. I want to have a Thai flavor mix out in about a year."*

Growth at the Thailand facility, which can turn out 24,000 pounds of jelly beans in an eight-hour shift, also means new and innovative flavors. "I have all kinds of ideas for flavors from Thailand," Mr. Rowland said. "There are lots of different types of fruits available here and things we can do. I want to have a Thai flavor mix out in about a year."

Add that to the impressive list of 120 tasty flavors that Jelly Belly offers worldwide. The original eight jelly bean flavors of cherry, lemon, cream soda, tangerine,



green apple, root beer, grape and licorice over the years led to innovations such as buttered popcorn, cappuccino, jalapeño and strawberry cheesecake.

Making sweets has long been a family affair at Jelly Belly. The origins of the business go back to the late 1800s when two brothers of the Goelitz family in Germany emigrated to America, pursuing their entrepreneurial dreams. While one brother settled in the Chicago area to handle the Goelitz Confectionary Co., the other took the Herman Goelitz Candy Co. to California. In 2001, the name was changed to the Jelly Belly Candy Co. for more immediate market recognition due to the enormous success of the jelly bean line.

Mr. Rowland, whose middle initial "G" stands for Goelitz, represents the fifth generation of the famous candymaking family. His daughter Christine, Purchasing Manager at the Rayong plant, carries on as the sixth generation.

The decision to locate in Thailand at the Hemaraj estate involved a wide search. "We looked all over the world to find the right place, at all kinds of business parks in China and everywhere else, and this one stood out," Mr. Rowland said.

Thailand is also a perfect match for Jelly Belly because two of the main raw materials used to make the company's candy are produced in abundance here: tapioca and sugarcane. "We came here as the world was turning to GMO-free products. We had used corn syrup in the U.S. but here the tapioca syrup is not genetically modified," Mr. Rowland said.

Meticulous attention to quality and a knack for innovation give Jelly Belly an edge over competitors. A big difference is that the company focuses on using as many natural ingredients as possible.



"We employ real fruit purees to make the candy centers. If it is a peach Jelly Belly, then we put in real peach puree," Mr. Rowland explained.

There is also no slacking off on the details. "You almost have to be an artist to pan the beans properly," Mr. Rowland said. The company's watermelon jelly beans are a good example with not only green shells but also red centers. Taking the Jelly Belly flair for creativity a step further, the R&D team is currently working on putting tiny black "seeds" into the red watermelon centers.

To show the local community that Jelly Belly cares, the Rayong plant engages in environmental and social assistance activities. These include recycling, tree planting, donations to charities, and visits to nursing homes.

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## Switz McLaren

### Rubber Tracks Specialist Praises Thai Capability

Two key words at Switz McLaren Industrial (Thailand) Co., Ltd. are "specialize" and "recognize." While the company feels that product specialization gives it an edge in the market, it also recognizes the hard-working Thai staff as crucial to success.



Located in Eastern Seaboard Industrial Estate (Rayong), the company makes rubber tracks and flat-proof tires for compact machines such as mini loaders and excavators in the construction and agriculture industries. A main feature of these products is the lack of downtime because the tracks do not get stuck in the mud and the tires will not go flat from a nail or escaping air. The plant also manufactures protective rubber pads for the tracks of heavy vehicles such as military tanks.

Switz McLaren Industrial (Thailand) is part of the U.S.-based McLaren group. Founded in 1997, the privately owned group now has facilities in six countries, with annual sales approaching US\$100 million. Commencing operations in 2008, the Rayong factory recently obtained ISO 9001:2008 certification for its quality management systems. At the state-of-the-art production facility, 90% of output is for export, with Bobcat and Kubota among the major OEM customers.

It is quality combined with specialization that puts the company in a favorable position over competitors. "Our advantage is that we offer a quality product similar to that of competitors who are a hundred times bigger but we do so as specialists. That means when a machinery manufacturer decides to work with us, we can immediately provide a product tailored to their needs without the bureaucracy of a very big company with a large number of products," said Mr. Richardson John Doyle, Coordinator for Group Operations in Thailand.

Youth and enthusiasm also help make Switz McLaren Industrial (Thailand) a top performer. Most of the plant's executives, supervisors and mid-tier managers are young, which spreads eagerness to succeed. "They look to see not what will come onto their table, but what they can put on the table to help the company develop." Mr. Doyle said.

*"I am very impressed with the work and management skills of the Thais."*

In fact, 99% of the factory's 150-strong workforce is Thai. The goal in 2011 is for the plant to become self-sufficient without any foreign involvement in directors, managers and workers. "I am very impressed with the work and management skills of the Thais. In other countries where I have been, it's when the cat is away, the mice will play. But here the young Thai managers take responsibility and want to do a really good job," Mr. Doyle said.

Switz McLaren Industrial (Thailand) aims to nearly triple annual output from the current 35,000 rubber tracks to 100,000 units by 2014. Growth plans also include possibly expanding beyond rubber products for the agriculture and construction machinery sectors. "We are a dynamic company, always looking for opportunities," Mr. Doyle said. "One thing we have been thinking about is entering into automotive parts such as engine mounts, hoses and extruded parts."

The fact that Thailand is the world's largest producer of natural rubber was a key factor behind the company's decision to locate production here. This enables the plant to work directly with the best rubber farms for convenient sourcing of top material to meet customers' requirements.

*"We are treated just the same as any of the bigger companies here. We have not been pushed aside just because we are not in the top 10 on the estate."*

When Mr. Doyle was in Taiwan at a joint venture, imported labor was being used there substantially. Many of the outsourced laborers were from Thailand and he saw them as hard-working and reliable.

"The McLaren group was looking at possibly opening a factory in China. But when I came to Thailand, I met with the Thailand Board of Investment and found the incentives offered to be quite attractive. We knew that China would outpace and eventually get more expensive, so we realized that the investment environment in Thailand was the best choice," Mr. Doyle said.

The company chose Hemaraj for several reasons. Besides the industrial estate's excellent free-zone location, there was no problem in finding the specific type of lot desired. "Just as important is that whenever we call Hemaraj needing something, they get back to us immediately," Mr. Doyle said. "We are treated just the same as any of the bigger companies here. We have not been pushed aside just because we are not in the top 10 on the estate."

#### Contact Information

Mr. Richardson John Doyle  
Coordinator Group Operations in Thailand  
Switz McLaren Industrial (Thailand) Co., Ltd  
Tel: 038 955 978  
rj.doyle@mclarenusa.com

## Hemaraj Holds Annual Investors Club Meeting



Hemaraj recently held its annual Hemaraj Investors Club Meeting at Pattana Golf and Sports Resort, Chonburi to provide updates on industrial estate development, infrastructure and utilities. The meeting also featured the Thailand Board of Investment's policy and privileges for 2011, and the launch of CAT Telecom's "Fiber Optic to Factories" – the latest value added service for Hemaraj customers.

*In the picture: Mr. David Nardone (far right), President & CEO of Hemaraj, Mrs. Vasana Mututanont (4th from right), Director, International Affairs Bureau of the Board of Investment (BOI) and customers in Hemaraj's industrial estates.*

## Hemaraj Welcomes Chinese Delegates



Hemaraj welcomed delegates and investors from the Tianjin Municipality and Shan'xi Province of China on their visit to ESIE and the Goldensea Sankin Factory located in the industrial estate. Led by the Thai Board of Investment's Beijing office, the group was on an official visit to Thailand to explore investment opportunities in the oil and gas, electricity, and renewable energy industries.

*In the picture: Ms. Ladda Rojanavilavudh (2nd from left), Director, Customer Development of Hemaraj, welcomes the Chinese delegates.*

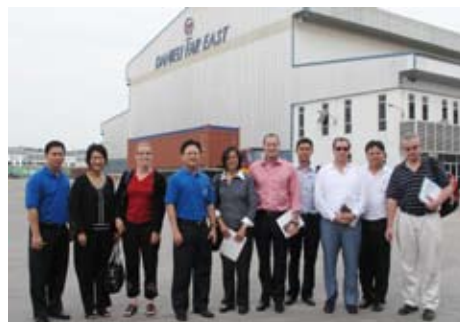
## Hemaraj Joins Eco-Industrial Estate Development Initiative



Hemaraj has been chosen as one of the pioneers to implement the eco-industrial estate development initiative. An MOU signing was held between the Industrial Estate Authority of Thailand (IEAT), Department of Industrial Works, Ministry of Industry and selective industrial estate developers to declare their commitment to sustainable eco-industrial estate development in Thailand. The signing took place at an event titled "Next Step of Eco-Industrial Estate Development in Thailand" organized recently by the Industry Ministry at BITEC.

*In the picture: Mr. Putthipong Punnagun (center), Vice Minister of Industry, Mrs. Monta Pranootnorapal (center right), IEAT Governor, and Mr. Prasan Tanprasert (5th from right), Chairman of the IEAT Board of Directors, pose for a group picture with representatives from government and private agencies after the MOU signing. Representing Hemaraj is Ms. Pattama Horrungruang (3rd from right), Senior Vice President.*

## Hemaraj Welcomes North American Media



Hemaraj recently welcomed a media delegation from the United States and Canada that visited ESIE. Led by representatives from the Thailand Board of Investment's New York office,

the delegation explored Thailand as a destination for FDI, with the focus on the metal and machinery sector. On this occasion, the group visited Danieli Far East, a global leader in manufacturing equipment and components for steel making plants, and AutoAlliance (Thailand) and General Motors (Thailand), leading automotive manufacturers.

*In the picture: Posing for a picture with the delegation are Ms. Chantana Hinkaew (2nd from left), Director, Corporate Marketing of Hemaraj, and Mr. Boonnarg Mockmongkolkul (4th from left), CEO of Danieli Far East Co., Ltd.*

## Hemaraj's Tree Planting at ESIE



Hemaraj recently organized a Tree Planting activity to expand green areas in ESIE. Mr. Pornthep Phuripat, former Director of ESIE (Rayong), Industrial Estate Authority of Thailand, and Mr. Sunthorn Kongsunthornkitkul, Vice President of Hemaraj, together with corporate members in the industrial estate and community leaders planted 1,000 trees during the event.



# What's New with Our Customers

## Minoru (Thailand) Purchases Ready-Built Factory in ESIE



Minoru (Thailand) Co., Ltd., a Japanese manufacturer of auto parts, recently signed a contract to purchase land and a ready-built factory in Eastern Seaboard Industrial Estate (Rayong). The new plant will produce A/C ducts, spoilers, and HVAC cases at a capacity of 350,000 pieces per month, for supply to automotive manufacturers and primary parts suppliers.

*In the Picture: Mr. David Nardone (middle left), President & CEO of Hemaraj, exchanges the contract with Mr. Takahisa Ikumoto (middle right), Senior Managing Director of Minoru Kasei Co., Ltd. Looking on are Mr. Masaaki Tan (2nd from right), Director of Minoru (Thailand) Co., Ltd., Mr. Vivat Jiratikarnsakul (3rd from left), Hemaraj's Executive Vice President, and other executives.*

## Narumi (Thailand) Purchases Ready-Built Factory in ESIE



Narumi (Thailand) Co., Ltd., a leading manufacturer of automotive door handles, recently signed a contract to purchase a ready-built factory in ESIE. With a registered capital of 100 million baht, the company will produce automotive door handles for supply to Mitsubishi Laem Chabang with a capacity of 2 million pieces per year.

*In the picture: Mr. Vivat Jiratikarnsakul (2nd from right), Hemaraj's Executive Vice*

*President, exchanges the contract with Mr. Shoji Mori (4th from left), President of Narumi (Thailand) Co., Ltd., while Mr. Tetsuo Mori (3rd from left), President of Narumi Goukin Manufacturing, and Mr. Tamotsu Kunizawa (2nd from left), Director of Narumi Goukin Manufacturing Co., Ltd., look on.*

## Bolwell Holdings (Thailand) Purchases Ready Built Factory at Hemaraj ESIE



Bolwell Holdings (Thailand) Co., Ltd., a leading composite mouldings manufacturer from Australia, recently signed an agreement to buy a ready-built factory at Hemaraj ESIE. The company will produce composite mouldings at a capacity of 75,000 pieces per year for 100% export.

*In the picture: Mr. David Nardone (3rd from left), President & CEO of Hemaraj, exchanges the contract with Mr. Linley Morris Hughes (3rd from right), Director of Bolwell Holdings (Thailand) Co., Ltd., while Mr. Alexander Polgar (2nd from right), Bolwell's Director, Mr. Vivat Jiratikarnsakul (2nd from left), Hemaraj's Executive Vice President, and other executives look on.*

## Foundation Stone Laying of Thai Kobelco's 2<sup>nd</sup> Plant at Hemaraj ESIE



Thai Kobelco Construction Machinery Limited, a leading Japanese manufacturer of hydraulic excavators, recently organized a Foundation Stone Laying Ceremony for its second plant at Hemaraj ESIE. The new factory will have an annual production capacity of 480 units of model SK300 and is expected to start operations in January 2011.

*In the picture: Mr. Kazunori Yamashita (3rd from right), Managing Director of Thai Kobelco Construction Machinery Limited, poses for a picture with Mr. Vivat Jiratikarnsakul (2nd from left), Hemaraj's Executive Vice President, and other Hemaraj executives at the ceremony.*

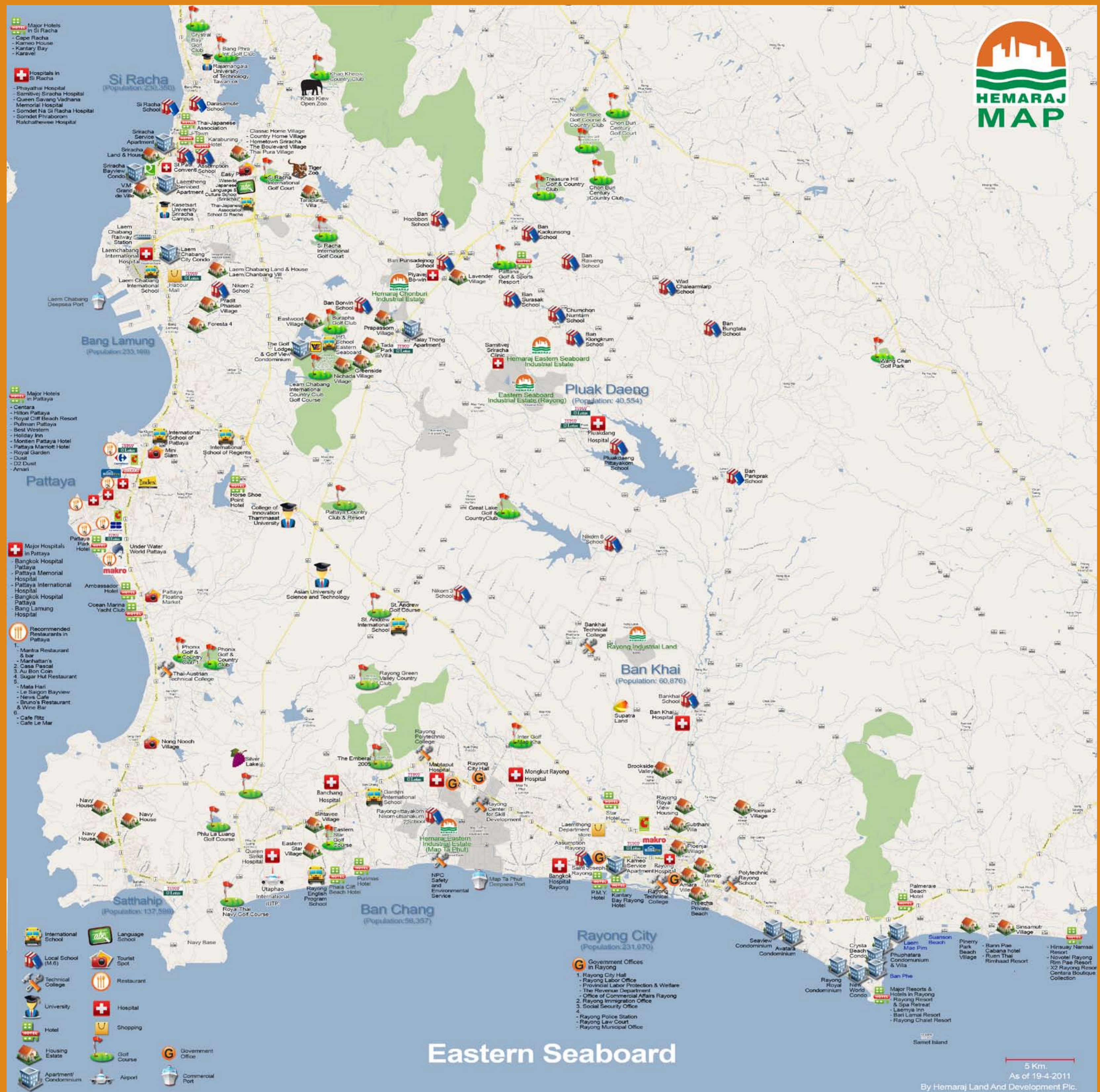
## Steel Alliance Service Center Organizes Foundation Stone Laying Ceremony at Hemaraj's Industrial Estate



Steel Alliance Service Center Co., Ltd. (SASC), a joint venture between JFE Shoji Trade Corporation from Japan and Summit Group in Thailand, recently organized a Foundation Stone Laying Ceremony for its new plant at Hemaraj ESIE. The plant has a total investment of approximately 2 billion yen or 743 million baht. Scheduled to start operations by April 2011, the new plant will serve as a steel processing center with a capacity of 6,000 tons per month, mainly for the automotive industry.

*In the picture: Mr. Sunsurin Jurangkool (front row, 3rd from left), President of Summit Corporation Ltd.; Mr. Kornkrit Jurangkool (front row, 2nd from left), Director of Summit Auto Body Industry Co., Ltd.; and Mr. Yuji Imataka (front row, 3rd from right), Executive Vice President of JFE Shoji Holdings, Inc., JFE Shoji Trade Corporation; pose for a group picture with executives and guests attending the ceremony.*





# Eastern Seaboard

5 Km.  
As of 19-4-2011  
By Hemaraj Land And Development Ptc.

**Hemaraj Land And Development Public Company Limited**  
18th Floor, UM Tower, Ramkhamhaeng Road, Suanluang,  
Bangkok 10250, Thailand

**Hemaraj CIE:**  
Hemaraj Chonburi Industrial Estate  
331/8-9 Moo 6 Highway 331, Km 91-92, Bo-Win Sub-district,  
Sriracha District, Chonburi 20230, Thailand

**Hemaraj EIE:**  
Hemaraj Eastern Industrial Estate (Map Ta Phut)  
18 Pakorn Songkrohraj Road, Huay Pong Sub-district,  
Muang District, Rayong 21150, Thailand

**ESIE:**  
Eastern Seaboard Industrial Estate (Rayong)  
112 Moo 4, Highway 331, Km 91.5, Pluak Daeng Sub-district,  
Pluak Daeng District, Rayong 21140, Thailand

**Hemaraj ESIE:**  
Hemaraj Eastern Seaboard Industrial Estate  
121 Moo 3, Tasith Sub-district, Pluak Daeng District,  
Rayong 21140, Thailand

**Hemaraj RIL:**  
Hemaraj Rayong Industrial Land  
222 Moo 11, Ban Khai-Nong La Lok Road,  
Ban Khai District, Rayong 21120, Thailand

**Hemaraj SIL:**  
Hemaraj Saraburi Industrial Land  
111 Moo 7, Nong Pla Kradi Road,  
Nong Khae District, Saraburi 18140, Thailand

**Ready Built Factory**  
18th Floor, UM Tower, 9 Ramkhamhaeng Road,  
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**Hemaraj Value Added Service Center**  
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E-mail: marketing1@hemaraj.com



# What's New with Our Customers

## Hemaraj Congratulates Thai Summit Engineering at Foundation Pillar Laying Ceremony



Mr. Vivat Jiratikarnskul (2nd from right), Executive Vice President of Hemaraj, congratulates Dr. Somporn Jungroongruangkit (center), President of the Thai Summit Group, and Mr. Katsuyuki Maeda (2nd from left), Managing Director of Thai Summit Engineering Co., Ltd., on the occasion of the Foundation Pillar Laying Ceremony of Thai Summit's new plant located on 20 rai of land in Hemaraj ESIE. With registered capital of 50 million baht, the plant will produce OEM auto parts for domestic consumption, including connecting rods, casing hubs and tube assemblies. Capacity will be 2.02 million pieces per year.

## Bosch Chassis Systems Celebrates 5 Years No Loss Time Injury

Bosch Chassis Systems (Thailand) Ltd., located at Eastern Seaboard Industrial Estate (Rayong), celebrated five years or 1,826 days of No Loss Time Injury on 25 August 2010. At the event, awards were presented to seven employees nominated as Safety

Person of the Year, and the winners of the Safety Slogan and Safety Suggestion contests. All Employees with an

appreciation gift to mark the occasion. Bosch Chassis Systems (Thailand) Ltd.'s next target is to achieve 2,191 days or six years No Lost Time Injury.



## Hemaraj Joins ZF Lemforder (Thailand) for New Factory's Tree Planting Ceremony

Hemaraj recently joined ZF Lemforder (Thailand) Co., Ltd for a Tree Planting Ceremony at ZF Lemforder's new factory in ESIE. The factory will produce automotive parts for supply to major manufacturers. Executives and staff from both companies were led by Mr. Sirachat Samaikul (standing 6th from right), Managing Director of ZF Lemforder (Thailand), and Mr. Vivat Jiratikarnsakul (standing 4th from left), Executive Vice President of Hemaraj, in posing for a picture after the ceremony.



## From the Clubs

### Hemaraj Holds Labor Roundtable for Management



Hemaraj recently held its annual Hemaraj Investor Club seminar titled "Labor Roundtable for Management." Providing participants with updates on

labor issues, the seminar was attended by over 100 representatives from manufacturers operating in Hemaraj's industrial estates. Guest speakers included HR professionals from public and private agencies who shared information and case studies during the seminar. This was followed by a workshop for executives to exchange opinions on "Employee Relations Management."

*In the picture: Mr. David Nardone (center), President & CEO of Hemaraj, poses for a picture with guest speakers Mr. Virasilp Kunupatham (2nd from left), Rayong's Labor Protection And Welfare; Mr. Bunchob Ongtanasin (far left), Vice President of Toyota Boshoku Asia Co., Ltd.; Mr. Chamnan Bhimolratana (3rd from right), Senior Vice President of BLCI Group; Mr. Somnuek Ngamtrakulchol (2nd from right), HR Vice President of General Motors (Thailand); Mr. Suthin Suwannapretheep, General Manager of Thai Summit Eastern Seaboard Autoparts Industry Co., Ltd. and Mr. Michael Diamente (far right), Managing Director of Dana Spicer (Thailand) Ltd. camp.*

### Safety and Environmental Club Organizes Charity Bowling



The Safety and Environmental Club (ESEC) of Hemaraj EIE recently organized a charity bowling competition. The proceeds will go to safety activities and good causes in the Map Ta Phut area. Participating in the competition were 74 teams from manufacturers and suppliers in Hemaraj EIE. The winner was the PTT Chemical Plc. team.

## Hemaraj EIE's Safety and Environment Club Helps to Repaint Local School Wall



The Safety and Environment Club of Hemaraj Eastern Industrial Estate (Map Ta Phut) recently organized a school contribution activity for the Rayongwittayakom School. Mr. Sunthorn Kongsunthornkitkul (bottom), Vice President of Hemaraj, and Mr. Veerasak Permpangphun (top), Director - Office of Hemaraj Eastern Industrial Estate (Map Ta Phut), IEAT, joined club members, students and staff to repaint the fences of the school.

## First Aid Donation from Hemaraj EIE's Safety and Environmental Club

The Safety and Environmental Club (ESEC) of Hemaraj EIE donated

66,500 baht of the proceeds from a recent Charity Bowling to purchase amenities and equipment for a First Aid Room at Rayongwittayakom Nikom Utsahakam School. As a contribution for the medical welfare of students, the donation included beds, pillows, blankets, bed sheets, partitions, and medical cabinets.



# Safety and Environment Corner

## Hemaraj Launches "Safe Roads" Campaign on Industrial Estates

Even though Hemaraj tries its best to ensure safety on the roads of our industrial estates, a perfect accident-free record cannot be achieved without the help of you, the drivers. Together we must all make careful efforts to avoid mishaps that can harm people, product and profitability.

To encourage safe driving, Hemaraj is launching a "Safe Roads" campaign from November 2010 to May 2011. As part of this, we are putting up billboards at high-risk areas in the industrial estates to emphasize safe-driving practices.

These signs will emphasize the following safety tips:

- Never drink and drive!
- Don't drive when you are tired
- Do not run red lights
- Always use your safety belt
- Exercise caution when making a U-turn
- Speed kills! Slow down to save lives
- Be considerate of others and give way at intersections
- When riding a motorcycle, turn on the headlight and wear a helmet

Hemaraj would like to invite all factories to endorse the road safety campaign by communicating good driving behaviors to workers and suppliers and encouraging them to take more precautions when on the road.



# Social Contribution

## Hemaraj Helps Maab Chalude Community

The Fire Fighting Team of Hemaraj, in cooperation with Sriracha Green Point

Co., Ltd., recently helped the Maab Chalude Community and Huey Pong Housing Estate nearby Hemaraj EIE clean the venue for Mother's Day Fair 2010. Hemaraj supplied 5,000 liters of water for the cleaning.





## Hemaraj Provides Free Optical Check-ups for Community



The Mobile Medical Unit from Hemaraj recently joined Health Fair 2010, organized by Tasith Subdistrict Administration, Rayong Province. During the fair, Hemaraj provided free optical check-ups and eyeglasses to villagers.

*In the picture: Mr. Tiwa Prom-in (3rd from right), Pluakdang Sheriff, and Mr. Pairoj Suemueng (2nd from left), Chief of Tasith Subdistrict Administration, along with Ms. Chantana Hinkaew (3rd from left), Director – Corporate Marketing of Hemaraj, observe at the fair.*

## Blood Donation at Hemaraj EIE



The Safety And Environmental Club (ESEC) of Hemaraj EIE in cooperation with the Rayong Red Cross recently organized a blood donation activity at the industrial estate's office. A total of 124 participants consisting of Hemaraj's employees and customers donated 53,300cc of blood on the occasion.

## Hemaraj Welcomes Community Representatives at Hemaraj RIL



Hemaraj RIL recently welcomed community leaders and representatives from the Nong Lalok Subdistrict and Ban Khai District on their visit to Unity Industrial Co., Ltd's factory. The visitors observed the environment-friendly manufacturing and internal management system of the factory, and later joined in a petanque competition with Hemaraj RIL staff.

*In the picture: Mr. Sunthorn Kongsunthornkitkul, Vice President of Hemaraj, welcomes the community leaders at Hemaraj RIL.*

## Hemaraj Supports Football Clinic Project



Hemaraj recently supported the Football Clinic and Special Football Match between the Chonburi FC and Rayong All Stars teams. The event was organized by the Pluakdaeng Subdistrict Administrative Organization in association with the Football for Health Club of Pluakdaeng District, Rayong Province. The Football Clinic aimed to teach football techniques to youths and promote good health through wholesome leisure activities.

Mr. Tiwa Prom-in, Pluakdaeng District's Sheriff, and Mr. Sunya Baopoonthong, Hemaraj Corporate Affairs Manager, were among those attending the opening ceremony of the Football Clinic project.

## Hemaraj Helps Nong Fab Community



Hemaraj Eastern Industrial Estate (Map Ta Phut) recently contributed emergency exit doors and drainage worth 200,000 baht to the Wat Nong Fab School. On the same occasion, Hemaraj EIE also joined as a supporter of the Loi Kratong

Day's Traditional Soccer Match of the Nong Fab Community.

*In the picture: Mr. Sunthorn Kongsunthornkitkul (3rd from right), Vice President of Hemaraj, poses for a picture with Mr. Wirat Kengkarn (2nd from right), Deputy Director of the Wat Nong Fab School, and Mr. Siripong Dokmaitien (2nd from left), Chairman of the Nong Fab Community, during the handover of the donation.*

## Hemaraj Donates 1 Million Baht for Flood Relief



On behalf of Hemaraj SIL, Mr. Sunthorn Kongsunthornkitkul (2nd from right), Vice President of Hemaraj, recently donated 1 million baht to Mr. Thavorn Prommechai (2nd from left), Saraburi Provincial Governor, for flood relief in Saraburi Province.

## Hemaraj Opens 13<sup>th</sup> Eastern Seaboard Industrial Cup



Hemaraj, in association with Eastern Seaboard Industrial Sport Club (Rayong), the ESIE Human Resources Club and the Pluakdaeng Sport Club, recently held an official opening ceremony for the Eastern Seaboard Industrial Cup 2010-2011. Organized now for the 13th year, the annual football match aims to enhance relations and promote good health among the manufacturers and communities in the Eastern Seaboard.

# Training Programs

Hemaraj Training Center, Eastern Seaboard Industrial Estate (Rayong)

January-June 2011

NO.	Course	No. of Days	Course/person (Baht)	Dates
1	Operation Technique of Forklift Truck	1 day	1,700.00	26 Jan, 11 Feb, 18 Mar, 20 May, 10 Jun
2	Safety Officer: Supervisor Level	2 days	2,100.00	14-15 Feb
3	Safety Officer: Management Level	2 days	2,400.00	14-15 Mar
4	First Aid Course	1 day	1,500.00	11 Mar, 13 Jun
5	The Explicit 30 Tools for Making Genius Supervisor	1 day	2,000.00	27 Apr
6	Leadership	1 day	1,800.00	23 Mar
7	Excellent Arts of Supervisory Skill	1 day	1,800.00	25 Jan
8	E.Q. for Great Supervisor	1 day	1,800.00	24 May
9	Excellent Supervisor for Middle Level and Up	1 day	1,800.00	23 Jun
10	7 Supervisor Skills for New Leader	1 day	1,800.00	23 Feb
11	Business English Conversation and Writing Program	30 Hours	4,500.00	1,3,8,10,17 Feb, 1,3,8,10,17 Mar, 10,12,19,24,26 May, 2,7,9,14,16 Jun
12	Business English Conversation with Practice for the TOEIC Test Program	30 Hours	4,500.00	2,7,9,14,16 Feb, 2,7,9,14,16 Mar, 9,11,16,18,23 May, 1,6,8,13,15 Jun
13	Basic Japanese Conversation Program	30 Hours	4,500.00	1,3,8,10,17 Feb, 1,3,8,10,17 Mar, 10,12,19,24,26 May, 2,7,9,14,16 Jun
14	Basic Thai Conversation Program	30 Hours	4,500.00	2,7,9,14,16 Feb, 2,7,9,14,16,Mar, 9,11,16,18,23, May 1,6,8,13,15 Jun
15	Excel for HR	1 day	1,700.00	1 Apr
16	Microsoft Excel2007: Basic	1 day	1,700.00	21 Jan
17	Microsoft Excel2007: Intermediate	1 day	1,700.00	21 Feb
18	Microsoft Excel2007: Advanced	1 day	1,700.00	7 Mar
19	Microsoft Powerpoint2007: Basic-Intermediate	1 day	1,700.00	11 May
20	Microsoft Powerpoint2007: Advanced	1 day	1,700.00	8 Jun
21	Handmade plastic basket (2 Days workshop)	2 days	1,000.00	5,12 Feb, 5,12 Mar, 7,14 May, 4,11 Jun

## Remarks

- Discount 10% for Hemaraj's Customer (except languages courses on English, Japanese and Thai).
- Prices include hand out, coffee break and/or lunch and excluded of VAT.
- This is withholding tax of 3 % deductible.
- Date and time is subjected to change, please call to confirm.
- Please send in the reservation at least 2 weeks before the starting date.
- There will be placement test fee of Baht 100 per person for language courses.

For more information, please call Khun Wanna at  
tel: 038 955 263, 038 955 282, 038 955 283 fax: 038 955 281 or e-mail: [training@hemaraj.com](mailto:training@hemaraj.com)



# Hiring People?

Try Job Pool @ Hemaraj Website

Send your recruitment to [jobpool@hemaraj.com](mailto:jobpool@hemaraj.com)







POL LT GEN JONGJATE AOJANEPONG,  
RESIDENT

**It is home – or home away from home – for all sophisticated and indulged international and domestic residents and visitors.**

“Why The Park Chidlom? The most important aspect is that it is conveniently located near my workplace with easy access to everywhere. It is so nice to just walk to everything, including many famous department stores. Along with all of the benefits and conveniences designed and built specifically for city living, I am satisfied with distinctive architectural elements, high-quality materials and superior privacy that live up to my expectation. The additional bonus, as we see it, is that this place comes with the perfect package of excellent building management, facilities and services, and equally important, the sense of security. Cleverly developed by Hemaraj, which has a proven record of professionalism and reliability, The Park Chidlom has qualities that make it a value-for-money investment.”



### Talking about ultra-urban living in Bangkok, where’s the place to go,? the place to be seen,? and the place to live?

For those seeking to explore the art of living, or just find something worth investing in, The Park Chidlom by Hemaraj Land And Development Plc has it all. Riding on the concept “A Symphony in Living”, the project is a mix of iconic design features, sweeping views, refined luxury, generous living spaces and the most valuable location. Situated tranquilly at Soi Somkid, and Chidlom Road in a quiet lane just off Ploenchit Road, privacy and ultra-luxury meet convenience and city lifestyles, at The Park Chidlom which is recognised as the crown jewel of Bangkok’s skyline.

“Owning a luxury residence in the heart of Bangkok amidst a combined cultural, educational, entertainment, shopping and business district makes downtown living the most stimulating and rewarding choice. With this in mind, we wanted The Park Chidlom to be distinctive not only in appearance, but in the idea that true pleasure is not merely the ownership of material possessions. It is also to be able to do whatever you want whenever you want. These are homes designed specifically to meet the needs of city people and the quest for quality city life”, said David R. Nardone, President & CEO of Hemaraj Land And Development PLC.

Soaring above an exclusive environment with lots of greenery, this ultra-luxury condominium sets a new standard in privileged living traditions. It has two residential towers featuring stunning architecture, landscapes and interiors inspired by New York’s Art Deco design: the 35-storey Somkid Tower and the 28-storey Chidlom Tower offer a total of 218 two- to three-bedroom units plus duplexes comprising 53,000 square metres net.



MRS TASNEE SIRIKANTRAPORN, RESIDENT

**Live in or investment in?**

Today, the Chidlom area is considered by many to be the city’s most desirable neighbourhood. Its landmark buildings and convenient location combine with upscale urban lifestyles to make a neighbourhood where life is lived with vigorous enjoyment. It has a new heart and is growing stronger and flowing in all directions so that residents of the area get the best value in this part of the rapidly evolving city. Thus, the location is one of the great benefits for people who want to remain in mainstream Bangkok. As such, this is an ideal investment that will only continue to appreciate.

“My family and I have been in the property business for years. So we have some experience in evaluating what’s best for living and investment. We really appreciate everything here, especially the location which is close to my work. Everything is on our doorstep, making our life comfortable and easy, especially when taking the BTS skytrain and visiting leading department stores, all of which are located within walking distance. In addition, the place is tastefully furnished and thoughtfully equipped with premium quality materials, just as promised. I can get a great workout in the gym almost every day, since there are so many types of machines to choose from, plus a large swimming pool. With exclusive greenery and privacy, coupled with a sense of safety and comfort, living at The Park Chidlom is very special for us.”

## The height of luxury

The property’s ‘unmatched luxury’ can be found everywhere, from living areas to kitchens, bedrooms to bathrooms. It is an inspired living complex that sets new standards in its plan, in its materials and even in the way it captures and transforms light, reflecting new possibilities through glass and steel in harmony with life. Luxury can also be seen and felt through the use of

world-class materials and top quality finishes, utilising world famous brands like Poggen Pohl kitchens as well as Siemens and Gaggenau appliances, among others. The 2.8-metre high ceilings as well as the floor-to-ceiling glass in most living, dining and master bedrooms enhance the air of elegance and spaciousness.



## Privacy redefined

The term ‘privacy’ is redefined at The Park Chidlom. Set approximately 25 metres apart, the two towers incorporate world-class installations of cutting-edge technology, safety and security systems, communications and design ideas, to ensure that each residence is a private home. These include two double passenger lift cores in each building, plus personal private lift lobbies for all three-bedroom and penthouse units, while all two-bedroom units share a lift lobby with only one neighbour. All the three-bedroom and penthouse units have no shared walls with any neighbours. All the two-bedroom units share only one double insulated wall. As a standard feature in each unit, 24-millimetre insulated glass panels provide a peaceful solution to unwanted city noise while giving enhanced comfort and protection from heat and ultra violet light.

## A rare urban sanctuary

Out of a five and a half-rai plot of land (nearly 8,700 square metres), 35% is allocated for extensive landscaped gardens and mature trees, unconventionally large free-form swimming pools and recreation areas – providing a sanctuary setting in the heart of the city. With impressive views overlooking the British Embassy, the Nai Lert Park Hotel Bangkok and the cityscape, every vista from every home is a spectacular one.

Living in a fast paced city, safety must be a consideration for everyone. The Park Chidlom offers secured residential buildings with controlled access, security cameras and secured access. Another great feature found is the over-sized work elevator, great for getting that big sofa and even grand piano moved in.

The location, as an advantage, enables easy, direct access to major roadways, expressways and the BTS Chidlom Station as well as Bangkok’s most vibrant shopping, business, education, gourmet restaurants and entertainment venues just a few minutes’ walk away.

## An exclusive offer

The Park Chidlom goes beyond the magnificence of the physical property itself. Few city residences integrate as harmoniously with the outside world as this, bringing in air and light and the grandeur of the city. Certainly, no others do it with such a feeling of privacy and security.

A new wave of opportunities has come. Now, the ultra-luxury icon is announcing an exclusive encore release for a select group to call this project

home. It offers a refined collection of fully-furnished residences with movable furniture and fully fitted units with top class materials and built-ins. Whether you are a first time buyer or an investor, The Park Chidlom is your ultimate address offering exceptional value that will appreciate even more through time.

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*A Symphony  
in Living*

**PARK**  
*The*  
CHIDLOM

The Park Chidlom - The Park Residence Company Limited. A development of Hemaraj Land And Development PLC. Project: The Park Chidlom, residential condominium with 2 towers: 28 storeys with 116 units and 35 storeys with 102 units, Total of 218 units Project Location: The Park Chidlom, No.1 Chidlom Road, Pathumwan, Bangkok 10330, Thailand. Total Project Area: 5.461 Rai Land Title Deed: No.247, and 248 Project Developer and Owner: Hemaraj Land And Development Public Company Limited. Office Location: 18th Fl., UIM Tower, 9 Ramkhamhaeng Road, Suanluang, Bangkok 10250, Thailand. President & CEO: David Nardone. Registered Capital: 6,000 MB (Paid up 3,882 MB) Construction Completed. Building Permit: 515/46 EIA Permit Number: 1009/1295. Juristic Person is registered. Common area fees will be paid by buyers to the project's Juristic Person.





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