

# HEMARAJ

## Newsletter

The World Class Developer  
in Thailand



www.hemaraj.com

## Hemaraj to Set Up Free Zone at S I L Industrial Land in Q4-2005



Hemaraj Land And Development Plc will create a 450-rai (180 acres) Free Zone at S I L Industrial Land (Saraburi) for the manufacture of export-oriented products in Q4-2005. Manufacturers and assemblers setting up factories at the Free Zone can produce and export their products duty and tax free.

Turnkey SME Factories for Lease and Purchase measuring 750 to 7,500 sq. m. with expansion possibilities and no column layouts will also be made available at S I L upon customers' demand. Equipped with excellent infrastructure, the SME Factories offer quick entry with lower initial cost allowing the entrepreneurs to maximize their return on investment.

Hemaraj took over development and management of the S I L project after entering into a joint venture with Siam Cement Group's S I L Industrial Land Co., Ltd. in April 2005. Expansion and development at S I L is part of the Hemaraj continuing strategy to expand its industrial estate business. With this latest acquisition, Hemaraj now manages and develops six industrial estates on approximately 32,000 rai (12,000 acres) occupied by 300 customers.

According to Hemaraj Executive Vice President, Mr. Vivat Jiratikamsakul, S I L has tremendous potential for becoming a world class electronics cluster and logistics hub based on Free Zone advantages such as tax and duty exemptions, other BOI privileges, plus SME Factory benefits – investment flexibility, and opportunities for financing and growth.

## S I L's Advantages as Logistics Hub and Electronics Cluster

With an extent of 3,655 rai (1,346 acres), S I L Industrial Land (Saraburi) offers BOI Zone II incentives. Currently it is home to some 40 companies representing 10 countries.

S I L Industrial Land (Saraburi) is strategically located in central Thailand on the border of Saraburi and Ayuthaya provinces, just 30 minutes from the Bangkok International Airport and an hour and a half from the new Suvarnabhumi Airport. With well-connected highways and rail networks, Saraburi is the gateway to every part of Thailand. This makes it ideal as logistics hub.

The potential of S I L as electronics cluster is also unbeatable as the area surrounding S I L enjoys a well-established human resource with good technical skills. It is in proximity to several R&D centers including Asian Institute of Technology (AIT). In terms of water supply, there is abundant water resource from Pasak Cholasith Dam. Moreover, S I L also benefits from Ayuthaya and Pathum Thani provinces being locations for multinational manufacturers specialized in hi-tech electronic appliances and components. The world's largest hard disk drive manufacturer, Seagate Technology, has a production base in Nakhorn Ratchasima (Korat) - just a two-hour drive from Saraburi. *(continue on p. 2)*



## PTTUT Celebrates Start of US\$ 120M Project

VIPs at stone laying ceremony: Mr. David Nardone (3<sup>rd</sup> left), President and CEO, Hemaraj Land And Development Plc, Mr. Wisnu Wongsomboon (center), Managing Director, PTTUT Co., Ltd, and Mr. Vivat Jiratikamsakul (3<sup>rd</sup> right), Hemaraj's Executive Vice President. *(continue on p. 2)*

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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
- S I L Industrial Land (Saraburi)
- Rayong Industrial Land
- The Park Chidlom, high-end residential condominium



# CEO Talk

During the past quarter, a number of positive developments have occurred in the area and at Hemaraj Land And Development Plc. I would like to share some of the news with our customers in this new format of the company newsletter.

### **The Water Shortage Threat Is Over**

As customers of our industrial estates in the Eastern Seaboard are well aware, we've all been confronted with various water issues that were affecting the region, the main impact being for the heavy industry in Map Ta Phut. The issue was not lack of water due to the drought only, but the need for more planning between the various parties involved. Now with sufficient amounts of rainfall and reservoir levels rising already, and a variety of Thai Government and private sector water projects coming on line in the short, medium and long-term, the water situation is significantly improved.

The water source for the Eastern Seaboard now looks secured not only for 2006, but also according to East Water, including demand projected out for the next 10 years.

A few of the major short-term projects in process are highlighted. East Water has already added 100,000 cubic meters a day from Rayong River to their water network. Three other key projects will be completed in the next few months. A pipeline from the Bang Pa Kong River to Bang Pra Reservoir will supplement 50 million cubic meters of water per year to the Chonburi coastal areas in December 2005. A new reservoir, Klong Yai Reservoir pipeline in January 2006 to the existing Nong Pla Lai Reservoir, will add 18 million cubic meters a year of water supply. Another new reservoir, Pra Sae Reservoir with a huge capacity of 248 million cubic meters and with water already in storage of over 123 million cubic meters at September 22, 2005 is to be connected in January 2006 with a 1,600 mm diameter pipe into the Nong Pla Lai network to provide 85 million cubic meters of water per year.

As for Hemaraj, we also have implemented additional measures with water conservation, blending of water sources, higher level processing and treatment of waste-water as well as the more efficient use of water catchment areas to increase our own in-house reservoir supplies. Our reservoirs on the estates are at the highest levels ever at ESIE, we have backup deep wells at Rayong Industrial Land, new holding ponds at Hemaraj Chonburi Industrial Estate and Hemaraj Eastern Industrial Estate online shortly for added capability.

We appreciate your concerted efforts in successfully addressing the water challenge, while recognizing we need to remain vigilant as a group.

### **SME Factory Rentals Are Booming**

The lease, sale and rental of SME Factories is one of Hemaraj's five core business areas. SME Factories provide customers flexibility on investment and financing as well as a growth path to larger buildings or the purchase of developed land later as business expands.

Hemaraj has developed some 80 SME Factories of 750 to 7,500 sq. m. each often with fit out options and comprising more than 150,000 square meters in the General, Free, and Export Zones inclusive of a 30% increase in occupancy by year-end 2005.

### **We're Doubling Our Land Bank in the Eastern Seaboard**

Development is progressing at the Hemaraj Eastern Seaboard Industrial Estate (Rayong), located directly on Highway 3138 and adjacent to the company's Eastern Seaboard Industrial Estate or 'Detroit of the East'. At ESIE, the total land is already considerable at 8,048 rai - but with the development of Hemaraj ESIE (9,759 rai), our total combined industrial land area will essentially double to over 17,500 rai.

Phase I development of 1,200 rai is available for customer investments now, including our 3<sup>rd</sup> Free Zone area, while we construct our road - with utility completion expected in mid-2006. Hemaraj ESIE will continue the successful expansion of ESIE's automotive and industrial cluster with a second direct highway entrance in proximity to the new highway to Laem Chabang. The "Detroit of the East" continues.

**David Nardone,**  
President & CEO  
Hemaraj Land And Development Plc.

## from THE COVER

### **S I L's Advantages (from p.1)**

S I L's strategic location and resources make it a 'best bet' for developing an electronics cluster and logistics hub.

From	S I L Distance (Point to Point)
Bangkok (Central)	70 Km.
Laem Chabang Deep Sea Port	150 Km.
Suvarnabhumi Airport	80 Km.

### **PTTUT Celebrates (from p.1)**

PTT Utility Co., Ltd (PTTUT), an affiliate of PTT Plc, recently celebrated a stone laying ceremony kicking off construction of its US\$ 120 million project at Hemaraj's Eastern Industrial Estate (Map Ta Phut). PTTUT's Central Utility Plant 1 is designed to provide steam, demineralized water and power for PTT group's planned Bt 4.8 billion (US\$ 120 million) EO/EG and Phenol project. During Phase I, the plant's output for company affiliates will be 37 MW of electrical power, 170 cubic meters of demineralized water (per hour) and 140 tons of steam (per hour). After the final expansion phase is complete, the plant is expected to generate around 150 MW of electricity.

Located on 22 rai of land purchased by PTTUT from Hemaraj, the project is jointly owned by PTT Plc (40%) and its affiliates - TOC (20%), ATC (20%) and NPC (20%). The company has a registered capital of 1.61 billion baht (US\$ 40.25 million). PTT is recognized in Thailand as a fully integrated energy company, with the largest market capitalization of all SET listed energy companies.

The Hemaraj Eastern Industrial Estate is designed for heavy industrial users, mainly steel, petrochemical and chemical customers. The industrial estate is close to the National Petrochemical Complex at Map Ta Phut and the Map Ta Phut Deep Sea Port.

Mr. Wisnu Wongsomboon, PTTUT's Managing Director, said, "The decision to locate the plant at Hemaraj's EIE was based on its strategic location and well-developed infrastructure. Thus, the project enhances cooperation between PTT group and Hemaraj, and optimizes activities linked to development and operation of the plant." PTTUT's Central Utility Plant 1 is scheduled to be operational by year-end 2005 or early next year.

**Comments and suggestions on Hemaraj Newsletter will help us better serve our readers. Please send them to:-**

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## Thai Government Approves Water Projects

On 23 August 2005, the Thai Government approved, in principle, spending 284 million baht (US\$ 7.1 million) on eight new measures to solve water shortage on the Eastern Seaboard. The measures were expected to increase available water by about 40 million cu.m. per year. Current volume is about 32 million cu.m.

At present, specific measures are being analyzed by the National Economic and Social Development Board and the Budget Bureau. The eight projects include laying a water pipeline between Nong Pla Lai and

Ban La Han Yai at a cost of 270 million baht (US\$ 6.75 million), the Nam Yen-Ban canals water diversion, the Kwai Kud Bor canal dredging, and a study of the Rayong River management.

The new measures could add about 400,000 cu.m. of water per day to the region's main reservoirs - 100,000 cu.m. short of the 500,000 cu.m. used daily in the East. The water diversion project could add an additional 260,000 cu.m. per day, while short-term measures, including digging artesian wells and pumping water from the Thap Hu and Thap Ma canals, would add about 60,000 and 100,000 cu.m. a day.

## TT Techno-Park Plans to Expand as Auto Parts Makers Increase at Hemaraj's ESIE

In step with the rising number of automotive and auto parts manufacturers at Hemaraj's Eastern Seaboard Industrial Estate (ESIE) in Rayong, administrative, accounting, transportation and catering services provider TT Techno-Park Co., Ltd. plans to expand its operations in the near future.

Established at ESIE in November 2002, TT Techno-Park manages administrative, accounting and transportation needs on behalf of Techno-Park group companies - Togo Seisakusyo (Thailand) Co., Ltd, Siam Chuyo Co., Ltd, Sugino Press (Thailand) Co., Ltd, NT Seimitsu (Thailand) Co., Ltd, Kobatech (Thailand) Co., Ltd, Komatsu Seiki (Thailand) Co., Ltd, and Seimitsu Thai Co., Ltd.

These seven Japanese companies, which are Toyota Group Companies, produce high precision auto components for Toyota Motor, Siam Denso and other automotive giants. These companies produce auto parts worth over 2.7 billion baht (US\$ 675 million) a year. TT Techno-Park also provides transportation and catering services to the seven companies, which have a total workforce of 1,600. The company expects to achieve a turnover of 81 million baht (US\$ 2.02 million) this year.

Commenting on the company's expansion plans, TT Techno-Park's Managing Director Mr. Hitoshi Kitagawa said, "The number of auto parts manufacturers at ESIE has been increasing and that's the rationale for our decision to expand our operations. As of now, we are providing our services to the seven group companies.

We expect to sign up with two more manufacturers in the near future. We are always open for any type of manufacturer. We also have a plan to set up TT Techno-Park No. 2 within the next two to three years."



Asked why the company has chosen to locate its facility at ESIE, Mr. Kitagawa said

the industrial estate serves as a major automotive cluster in Thailand. "Auto giants such as General Motors, Ford and more than 80 Japanese companies, including our seven group companies, are located at ESIE. Since it would be convenient for us to operate, ESIE has been our obvious choice," Mr. Kitagawa concluded.

## Four Years of Success, Kobayashi Decides to Buy Land and Build a Facility at ESIE

After four years of operating successfully at Hemaraj's Eastern Seaboard Industrial Estate (ESIE), as one of Hemaraj's micro SME factory clients, Kobayashi High Precision Co. Ltd., manufacturer of shaft rollers for the electronics and automotive industries, has made the decision to expand its operations.



During an interview held recently with Mr. Hiroyuki Kobayashi, the company's Managing Director, the decision to purchase land and build a permanent factory was based on sound business planning and an expansion of the electronics and automotive industries in Thailand.

According to Mr. Kobayashi, the company signed an agreement to purchase five rai of land at ESIE to build a factory to produce shaft rollers for the electronics and automotive industries. At present, the company produces some 990 million pieces per year. Its products are supplied mainly to NTN, Kawasaki, Suncall and Toyoda Machine Works.

On the 2 September 2005, Mr. Kobayashi and representatives of Hemaraj Land And Development Plc, owners and operators of the industrial estate, held a ground breaking ceremony at the new site. The initial factory will be 3,000 sq. meters and is slated to be completed by the end of January 2006. The company plans to expand its facility to 10,000

sq. meters in five years, based on company production forecasts and prospective business expansion.

"At our corporate headquarters in Kyoto, Japan, we have some 25 employees, while the new facility in Thailand will employ over 70. Thailand represents the only Kobayashi facility located outside our home market of Japan," Mr. Kobayashi stated.

When asked why Mr. Kobayashi chose Thailand as his first offshore manufacturing base, he stated "Thailand was simply selected because one of Kobayashi's main customers, printer manufacturer, Canon, decided to invest in Thailand."

"I therefore had to make the decision to follow my client and the results have turned out very satisfactory," Mr. Kobayashi added.

"In the beginning, four years ago when I first leased land and an SME factory from Hemaraj, 100% of all components and materials that went into Kobayashi precision products were imported from Japan. Now, with the advances Thailand has made in precision mechanics and engineering, I am importing 80% of the components and materials and sourcing the 20% balance locally," stated Mr. Kobayashi.

When asked why he chose ESIE as the site of Kobayashi's Thai facility, he responded that the business prospects among companies already located in the Eastern Seaboard were very promising; and therefore provided the company with added confidence in investing.

"ESIE is strategically located, allowing us to sell and market our products directly to the companies that use them," he commented.

"Also, from a construction perspective, the soil is very compact, allowing us to build our factory without piling, thus saving construction costs. In addition, by locating at ESIE, the benefits accrued from the BOI and other Thai government authorities are very attractive: tax exemptions up to 13 years and 100% duty free exemptions on imported machinery. Also, Hemaraj's staff spoke Japanese, making the transition from start-up to expansion very smooth. Overall, I am very happy with Thailand and Hemaraj's ESIE," Mr. Kobayashi concluded.

## CUSTOMER showcase



## Location, Logistics Benefits Attract Japanese Company to S I L Industrial Land (Saraburi)

Location and logistic benefits were the principal attractions that influenced Japan-based Siam Totsu Ceramics Co., Ltd, to establish its manufacturing facility at S I L Industrial Land (Saraburi), which is managed by Hemaraj Land And Development Plc.

Siam Totsu is wholly owned by the Momoyama Co., Ltd (formerly Totsu Co., Ltd) of Japan.

Established in 1996, Siam Totsu manufactures porcelain ware in traditional Japanese style. More than 95% of the 600,000 pieces it produces monthly are exported to Japan. The 5% production balance is sold through its retail outlets in Bangkok, House of Japan Porcelain. The BOI promoted company has a registered capital of 50 million baht (US\$ 1.25 million) and has a work force of about 300. The company's annual turnover is approximately 120 million baht (US\$ 3.0 million).

Siam Totsu manufactures porcelain ware according to designs and specifications supplied by its parent company. It procures 80% of the raw material, including white clay and pigments, locally. The company, which has in-house designers from Japan, also provides hands-on training to interns from the Ceramics Department of Suranaree University of Technology and Chulalongkorn University.

In an exclusive interview, Siam Totsu's Chairman Mr. Yane Shiro explained the rationale behind establishing the production facility at S I L Industrial Land (Saraburi). "Our technology supplier Noritake Siam Co., Ltd. and raw material suppliers, including a Siam Cement Group company, are located in Saraburi. Hence, S I L Industrial Land (Saraburi) was our immediate choice" he added.

Commenting on the company's future plans, Mr. Shiro said, "As of now, we are selling 95% of our products to our parent company. We will expand our sales to Indonesia, Malaysia, Singapore and other Southeast Asian markets in the near future."

Addressing the issue of domestic sales, Mr. Shiro said, "Sales in Thailand have been encouraging with rising preference among Thai people for Japanese style porcelain ware. Our future prospects are good at least for the next five years. We have therefore planned to open new outlets to tap into the increasing demand," he concluded.



# HEMARAJ NEWS

## Hemaraj's Turnkey Factories Offer Quick Entry, Lower Initial Cost



Supporting Thailand as an attractive investment destination, the demand for SME factories has increased in recent years. In 2004, there were 5,254 SME factories in Thailand. By Q2-2005, 276 more came on line, driving the total available area to 497,000 sq. m.

Anticipating and responding to rising demand, Hemaraj has developed turnkey factories for rent and sale that incorporate the latest advances in construction technology and utilities / facilities management. Hemaraj's SME Factories offer quick entry, lower initial cost and complete flexibility in investment terms, financing and expansion options. H-Construction Management and Engineering, a Hemaraj company, manages utility and fit-out requirements.



There are two groups of SME Factories - "Detached" and "Attached" - to suit different needs. Measuring 1,781 to 7,500 sq. m., detached factories provide a large building area and compound, while attached factories, ranging from 732 to 1,582 sq. m., are meant for small plants in one connected building. With a 'Plus Engineering Structure', detached factories are designed to enable future expansion without key structural changes. Expansion can be carried out smoothly without any disruption to manufacturing processes.

The factories are designed to ensure the best space utilization. Buildings have a clear span with no 'middle' column, floor load capacity is 3.5 tons per square meter, and ventilation systems are well designed for maximum work comfort. All factories are equipped with smoke detectors, fire alarms, emergency lights, etc.

The SME Factories are available at Eastern Seaboard Industrial Estate and Hemaraj Chonburi Industrial Estate. Factories at Hemaraj Eastern Seaboard Industrial Estate, S I L Industrial Land (Saraburi) and Rayong Industrial Land will be made available upon request.



## AIA Offers Discounted Insurance Packages to Hemaraj Customers



In today's complex, interdependent and competitive world, it's difficult to meet day-to-day financial obligations, not to mention the need for contingency planning. That's why providing employee benefits, including those for contingency planning, are an essential part of overall financial planning for companies.

In collaboration with AIA Financial Planning Services, Hemaraj is pleased to facilitate introduction of discounted insurance plans and other financial services to help companies effectively achieve their financial goals, while ensuring employee welfare. AIA will provide comprehensive financial planning, including life insurance, protection and savings plans, health plans, and retirement plans.

For more information,  
please call AIA at 02 638-7170 or  
email to [BKK.FP\\_Thailand@aig.com](mailto:BKK.FP_Thailand@aig.com).

## Hemaraj CEO Offers Views on Thai Property Sector - Live on CNBC Asia



Mr. David Nardone, President & CEO, Hemaraj Land And Development Plc, appeared in a live interview on CNBC Asia's 'Asia Market Watch' on Tuesday, 2 August 2005.



Anchored by Amanda Drury, CNBC's 'Asia Market Watch' charts Asian markets as trading heats up across the region. During the five-minute interview, Mr. Nardone addressed a number of issues related to the current investment climate in the Thai real estate sector, including the importance of foreign direct investment in Thailand, Thai government and private sector efforts to attract investment, future prospects for Hemaraj in the industrial estate and residential real estate markets, and environmental concerns related to industrial development in-country.

## Hemaraj, BCCT Asian University Hold Free Seminar on Industrial Automation



Hemaraj Land And Development Plc, the British Chamber of Commerce Thailand, and the Mechanical Engineering Department of Asian University organized a free seminar on - "Trends and Innovative Technology for Industrial Automation" at ESIE Plaza I in the Eastern Seaboard Industrial Estate (Rayong) on 4 November 2005.



The half-day seminar was followed by a networking event with free cocktail food and drinks at L'Opera restaurant.

## ELYO-H Wins Again - Recognized as Best Safety Contractor by Esso

ELYO-H Facilities Management Co., Ltd, a Hemaraj joint venture with Suez Energy and Teo Hong Silom, won recognition as the Best Safety Contractor by ESSO for the second consecutive month in July.

ELYO-H provides utility and facility management services to industrial customers, including refineries and automotive plants with high safety standards. The company also operates

small utility plants for compressed air and steam generation. It has provided facilities management services for ESSO since 2001 and is a regular recipient of the award. This recognition highlights ELYO-H's proven commitment to 'best safety practices', and to delivering value to customers.



For more information contact: ELYO-H Facilities Management Ltd. at tel: (038) 955 353-4, fax: (038) 955 355, email: [marketing@elyo-hfm.com](mailto:marketing@elyo-hfm.com)

## ELYO-H Celebrates 100,000 Man-Hours -- Without Accident

Safety is a commitment that ELYO-H delivers to its valued clients - every day. The group celebrated its '100,000 Man-Hours' achievement on 8 July 2005. This outstanding benchmark was reached only through employee teamwork, and by their participation in a special safety promotion campaign. ELYO-H also organized a staff slogan writing competition during the contest.



Photo shows winner, Administrative Officer, Ms. Supansa Tammak, receiving the award from company General Manager, Mr. Sawat Macmyraxa.

## IE Singapore Delegation Visits Detroit of the East to Explore Investment Opportunities for Singaporean Companies

A high-level delegation from International Enterprise Singapore (IE Singapore), formerly known as the Singapore Trade Development Board, recently visited the Eastern Seaboard

Industrial Estate (Rayong) to explore investment opportunities for Singaporean companies.

IE Singapore is the lead agency spearheading efforts to increase external economic development by helping Singapore-based companies in their quest to globalize. The agency also provides a range of services to help shorten learning curves, including providing market information and finding overseas partners.



Seen in the picture are IE Singapore CEO, Mr. Lee Yi Shyan (center) and team with Hemaraj's Corporate Marketing Director, Ms. Chantana Hinkaew (2nd left).

## Media Had a Field Day at S I L Industrial Land (Saraburi)



On the 24 August 2005, Hemaraj Executive Vice President, Mr. Vivat Jiratikarnsakul (center), played host for a print media visit to S I L Industrial Land (Saraburi).

The all-day visit provided media with an introduction to Hemaraj's new joint venture Industrial Zone and its facilities and helped promote S I L's potential as an electronics cluster and logistics hub.



# WHAT'S NEW with our customers

## Fujikoki Expands to Meet Demand for Refrigeration and Air-Conditioning Parts

Fujikoki (Thailand) Co., Ltd., manufacturer of refrigeration and air-conditioning components, recently organized a safety ceremony to mark construction of its second factory at S I L Industrial Land in Saraburi. The expansion is aimed at meeting the growing demand for their products in Thailand.



Photo: Hemaraj's Customer Development Director Ms. Anchalee Prasertchand (3<sup>rd</sup> left) presents a floral bouquet to Fujikoki's Managing Director Mr. Harumichi Yokoyama (2<sup>nd</sup> right) at the ceremony in Saraburi.

## DSG International Opens Diaper Factory at S I L Industrial Land (Saraburi)

DSG International (Thailand) Pte, Thailand's leading manufacturer of baby and adult diapers, recently opened a new factory at S I L Industrial Land (Saraburi). The company, with products for domestic sale and export, plans to become the leading manufacturer in Southeast Asia.



Photo: S I L Industrial Land (Saraburi) Manager Mr. Narongsak Chatchaval (center) congratulates DSG International's General Manager Mr. Paist Anuwongnukroh (right) at the factory's opening ceremony, while Hemaraj's Corporate Marketing Director Ms. Chantana Hinkaw looks on.

## BlueScope Steel Launches Construction of Bt 500 Million PEB Facility at EIE

Australia-based BlueScope Steel, one of the world's leading suppliers of metallic coated and pre-painted steels, has begun the construction of a Bt 500 million (US\$12.5 million) pre-engineered building (PEB) manufacturing facility at Hemaraj's Eastern Industrial Estate (Map Ta Phut).

The dedicated PEB facility, which is the first of its kind in Thailand, will produce high quality pre-engineered building solutions under the trademarks LYSAGHT PEB™ and MEGASPAN™. The plant is scheduled for commissioning in the third quarter of 2006.

According to Mr. Ian Dickson, President, BlueScope Steel (Thailand) Co., Ltd, the investment supports BlueScope Steel's growth strategy in steel solutions and will further leverage its capabilities as one of the world's leading suppliers of metallic coated and pre-painted steels as well as value-added steel roll-formed building components and pre-engineering building solutions.

Mr. Dickson said that when fully operational, the new manufacturing facility in Thailand will provide an expanded product and solutions portfolio to its domestic customers as well as the neighboring Southeast Asian markets. "Through this investment, we will be able to leverage the capabilities acquired following BlueScope Steel's acquisition last year of the world's leading manufacturer of pre-engineered buildings, Butler Manufacturing, and bring to the Thai building and construction industry the latest technology and expertise for the development of pre-engineered building solutions," he concluded.



Photo: From left: Country President, BlueScope Thailand, Mr. Ian Dickson, President, BlueScope Lysaght, Mr. Andrew Heycott, and Vice President, BlueScope Lysaght, Mr. Sompop Suvenhongkul.

## Coiltech Inks Contract to Buy Land in Hemaraj Chonburi Industrial Estate

Coiltech Steel (Thailand) Co., Ltd., a manufacturer of stainless steel and aluminum coils, recently signed an agreement with Hemaraj Land And Development Plc to purchase 6.48 rai in Hemaraj Chonburi Industrial Estate, Chonburi. Coiltech will set up a slitting and shearing plant with production capacity of 6,000 tons a month.



Photo: Hemaraj's Customer Development Director Ms. Anchalee Prasertchand (3<sup>rd</sup> left) presents a floral bouquet to Fujikoki's Managing Director Mr. Harumichi Yokoyama (2<sup>nd</sup> right) at the ceremony in Saraburi.

## Dormathai Buys Land and Factory Building from Hemaraj

Dormathai Ltd, manufacturer of industrial sewing threads, recently signed a contract to purchase 4,000 sq. m. of land and a factory building in the Export Processing Zone of Hemaraj Chonburi Industrial Estate. One hundred percent of the company's products are manufactured for export.



Photo: Hemaraj's Executive Vice President Mr. Vival Jiratikamsakul (2<sup>nd</sup> left) presents the contract to Dormathai's Managing Director Mr. A. Bulent Koyuncuoglu (2<sup>nd</sup> right).



## PADPANK Inks Contract with Hemaraj to Buy Land and Building

PADPANK ASIA Co., Ltd, manufacturer of heat treatment products and services, recently signed a contract with Hemaraj Land And Development Plc for two rai of land with a factory building at Hemaraj Chonburi Industrial Estate. Ninety seven percent the company's products are for export.



Photo: Hemaraj Land And Development Plc's President and CEO Mr. David Nardone (center) presents the contract to PADPANK ASIA's Managing Director Mr. F. Javier Rebordinos (2<sup>nd</sup> right), while Hemaraj's Executive Vice President Mr. Vivat Jiratikamsakul (2<sup>nd</sup> left), looks on.

## EBRO Valves to Expand at Hemaraj Chonburi Industrial Estate

EBRO Valves (Thailand) Co., Ltd., manufacturer of butterfly valves and valve components, recently signed a contract with Hemaraj Land And Development Plc to purchase additional land at Hemaraj Chonburi Industrial Estate, Chonburi. A 100% subsidiary of EBRO ARMATUREN Germany, EBRO Valves produces about 320,000 valve pieces/bodies per year. Eighty percent of its products are meant for export. EBRO Valves will expand manufacturing and storage facilities on the 4.5 rai plot of land to meet growing demand.



Photo: Mr. Apisak Kamwan, (2<sup>nd</sup> left) Senior Manager, Industrial Customer Development, Hemaraj Land And Development Plc, gives the land purchase contract to Mr. Uwe Hoffmann, (2<sup>nd</sup> right) Managing Director of EBRO Valves (Thailand) Co., Ltd.

## Autrans Expands at Hemaraj's Eastern Seaboard Industrial Estate

Autrans (Thailand) Co., Ltd., a leader in import-export, assembly, freight forwarding, logistics, and engineering services, recently signed a contract to lease additional land and an SME Factory from Hemaraj Land And Development Plc for its soaring business.



Photo: Hemaraj's Executive Vice President Mr. Vivat Jiratikamsakul (3<sup>rd</sup> left) presents the contract to Autrans' President Mr. Hiroaki Koike (3<sup>rd</sup> right).

## Ground-Breaking Ceremony for Maruyasu Auto Parts Factory in Hemaraj's Eastern Seaboard Industrial Estate (Rayong)

Maruyasu Industries (Thailand) Co., Ltd, Japan-based automotive parts producer, recently held a ground-breaking ceremony for its new manufacturing plant on 25 rai in Hemaraj's Eastern Seaboard Industrial Estate (Rayong). Maruyasu makes parts such as brake tubes, fuel tubes and porous ducts for auto giants, including Toyota, General Motors and Bridgestone.



Photo: Hemaraj's Customer Development Director Ms. Anchalee Prasertchand presents a floral bouquet to Maruyasu's President Mr. Hideaki Usami at the ground-breaking ceremony.

## Seimitsu Thai Expands Operations in Hemaraj's Eastern Seaboard Industrial Estate

Seimitsu Thai Co., Ltd, a TT Techno Park Group company, recently signed a contract with Hemaraj Land And Development Plc to purchase 5.2 rai in the Eastern Seaboard Industrial Estate (Rayong) for expanding its auto parts plant. Seimitsu produces injection bodies for top customer, Siam Denso, a major Toyota supplier. The company manufactures some three million high precision auto parts annually.



Photo: Hemaraj Land And Development Plc's President and CEO Mr. David Nardone (4<sup>th</sup> left) presents the contract to Seimitsu Thai's President Mr. Hideo Yanagisawa (4<sup>th</sup> right), while Hemaraj's Executive Vice President Mr. Vivat Jiratikamsakul (3<sup>rd</sup> left) and TT Techno Park's Managing Director Mr. Hiroshi Kitagawa (2<sup>nd</sup> right) look on.

## Umetoku Thailand Signs Land Purchase Contract with Hemaraj

Umetoku Thailand Co., Ltd. recently signed a contract with Hemaraj Land And Development Plc to purchase five rai at Eastern Seaboard Industrial Estate. Umetoku, which supplies steel for stainless and structural use, will set up a new cutting plant on the land. Siam Metal Technology and Nakatan Thai Industry are its main customers.



Photo: Hemaraj's Customer Development Director Ms. Anchalee Prasertchand presents the contract to Umetoku's Director Mr. Yoshikazu Sugahara.



# WHAT'S NEW with our customers

## Sankyu Laem Chabang Leases SME Factory at ESIE

Sankyu Laem Chabang (Thailand) Co., Ltd. recently signed a contract with Hemaraj Land And Development Plc. for hiring an SME Factory in the Eastern Seaboard Industrial Estate (Rayong). The company provides warehousing and logistics solutions and is the second subsidiary of Japan's Sankyu Group in Thailand.



Photo: Hemaraj's Executive Vice President Mr. Vivat Jiratikamsakul (left) hands over the lease contract to Sankyu Laem Chabang's General Manager Mr. Shunji Isa.

## ANCA Signs Contracts with Hemaraj to Set Up SME Factory

ANCA PTY Ltd, manufacturer of components and assemblies for high precision CNC tools and cutter grinding machines, recently signed a contract with Hemaraj Land And Development Plc. to lease land and a building for an SME factory at Hemaraj's Eastern Seaboard Industrial Estate (Rayong). One hundred percent of the products manufactured by the company are for export.



Photo: Hemaraj's Executive Vice President Mr. Vivat Jiratikamsakul (left) presents the contract to ANCA's Managing Director Mr. Linsey Siede.

## Misumi Begins Construction of Its Factory at ESIE

Misumi (Thailand) Co., Ltd, a well-known Japanese-based machinery components distributor, recently organized a primary kingpost thumping ceremony for construction of its new factory at Hemaraj's Eastern Seaboard Industrial Estate (Rayong). Misumi supplies high-quality products such as press die components and factory automation components to automotive and electronics industries in Thailand.



Photo: Hemaraj's Executive Vice President Mr. Vivat Jiratikamsakul presents a bouquet to Misumi's Managing Director Mr. Tomoji Nagasaka (left).

## Tinfish Signs Contract with Hemaraj to Set Up Mini Factory

Tinfish PTY Ltd, manufacturer of sheet metal, signed a contract with Hemaraj Land And Development Plc. to lease land and a building for establishing an SME factory at the Eastern Seaboard Industrial Estate (Rayong). One hundred percent of the Tinfish products will be exported to Australia.



Photo: Hemaraj's Executive Vice President Mr. Vivat Jiratikamsakul (left) presents the new contract to Tinfish's Promoter Mr. John Fraser.

# PARK *The* CHIDLOM *A Symphony*





*in Living*



The Park Chidlom high-rise residential condominium is themed around the concept of "A Symphony in Living", blending the highest international standards of living in luxury, privacy and harmony with nature.

With Art Deco Crowns in the most convenient locations, The Park Chidlom is likened to the exclusive Manhattan residences. The 219 exclusive units come with world-class fixtures and fittings from Poggenpohl, Gaggenau, Siemens, Hansgrohe, Daikin and Kone for luxurious and high-quality living.

Unique to The Park Chidlom are private lift lobbies that ensure ultimate privacy. Three bedroom units have no attached wall to neighbors. With double insulated glass of 24 mm. thickness, the windows provide a peaceful solution to unwanted city noise as well as heat protection. The two bedroom and three bedroom units measure 140 - 148 square meters and 256 - 310 square meters respectively with duplex penthouses measuring 530 - 644 square meters. Floor-to-ceiling windows are a height of 2.8 meters is offering fantastic views of the city's skyline.

The location provides easy and convenient access to major roadways, the expressway, the BTS station at Chidlom as well as Bangkok's most vibrant shopping, business, cultural, education and entertainment areas.



A development of Hamaraj Land And Development Plc.

The Chidlom Tower and Somkid Tower take up only 35% of the total area of 5.5 rai (8,737 square meters), leaving ample space for lush tropical gardens, outdoor recreational facilities, swimming pools, play areas, tennis court, gymnasium, and other recreation rooms to provide the residents with the most modern and luxurious home in the heart of Bangkok.

The Park Chidlom offering "a symphony in living" in harmony with nature in the most-sought-after location in Bangkok is destined to become a distinctive landmark.



The Park Chidlom Show Unit is open for visits by appointment only,  
Mon - Sat, 10.00 a.m. - 6.00 p.m.  
Tel. 662-719-9555  
[www.theparkresidence.co.th](http://www.theparkresidence.co.th)



## JCC, OVTA Organize Seminar on Tax Laws for Japanese SMEs

The Japanese Chamber of Commerce and the Overseas Vocational Training Association recently organized their second seminar on Tax Laws for Japanese SMEs at the Siam Food Conference Room in the Eastern Seaboard Industrial Estate (Rayong). The Japan External Trade Organization, JODC, AOTC, Japan Bank International Cooperation, Small Business Investment Companies and Hemaraj Land And Development Plc. co-sponsored the event.

Mr. Fuji, partner of KPMG Phoomchai Tax & Law, spoke on Thai tax laws issues. A networking session at L'Opera Italian Restaurant followed. About 30 executives from various companies, including customers of Hemaraj, attended.



## SOCIAL contribution

## Hemaraj and AMCHAM Officiate 'Adopt-A-School' Ceremony for 21 Rural Schools

Hemaraj Land And Development Plc recently officiated with the American Chamber of Commerce Thailand (AMCHAM) for 'Adopt a School Program' dedication ceremonies at 21 rural schools in Rayong and Chonburi. Through capital improvements, the program enhances the quality of education in Thailand.

Both organizations make contributions on a 50-50 basis to fund needy rural schools in Thailand. Repair, construction and other work includes supplying water tanks, playgrounds, libraries, water filtration systems, contributing books and classroom equipment, plus providing educational components for which government funds are limited. AMCHAM matches Hemaraj's contribution through member company donations.

According to Mr. David Nardone, Hemaraj's President and CEO, the 'Adopt-A-School Program' has been highly gratifying and serves as an important part of Hemaraj's Corporate Social Responsibility (CSR) program. "Through this program, Hemaraj assesses individual school needs, and then realistically responds to those requirements. This is a unique and rewarding opportunity for contributing to the welfare and future of Thailand's rural children," concluded Mr. Nardone.

AMCHAM's Executive Director, Ms. Judy A. Benn, commented that the 'Adopt-A-School Program' is a wonderful opportunity, enabling AMCHAM members to participate in and share responsibilities that affect Thai society in a meaningful way.



Hemaraj Land And Development Plc. and the American Chamber of Commerce Thailand (AMCHAM), recently participated in 'Adopt a School Program' dedication ceremonies at 21 rural schools in Rayong and Chonburi. Seen in the picture are Hemaraj's President and CEO, Mr. David Nardone (6<sup>th</sup> right) and AMCHAM's Executive Director, Ms. Judy Benn (3<sup>rd</sup> left).



## Skill Development Training Program at ESIE January - May 2006

As the resource of industrial workforce has become a concern for entrepreneurs, Hemaraj Land And Development Plc. has cooperated with Rayong Centre for Skill Development to provide training to industrial workforce at subsidized prices. The program which will be held at Training Centre, 2<sup>nd</sup> floor, ESIE Plaza I includes 16 lecturing coursework, as below.

Please note that the minimum requirement to open each class is 16 applicants, and prices do not include coffee breaks or lunches.

No.	Courses	Total Hours	Date	Day and Time	Rate per person Handouts Included (Baht)
1	Auto Cad 2D	30	1 - 24 Feb 06	18.00-21.00 Mon - Wed - Fri	1,000
2	Auto Cad 3D	30	2 Feb - 7 Mar 06	18.00 - 21.00 Tue-Thu	1,000
3	Control Motor by PLC (การควบคุมมอเตอร์วงจรไฟฟ้า)	30	27 Feb - 20 Mar 06	18.00-21.00 Mon - Wed - Fri	1,000
4	Hydraulic System (ระบบไฮดรอลิก)	30	9 - 31 Mar 06	18.00 - 21.00 Tue - Thu and Mon - Fri	1,000
5	Effective Job Instruction (การสอนงานอย่างมีประสิทธิภาพ)	18	7 - 9 Feb 06	9.00 - 16.00 Tue - Wed - Thu	500
6	Effective Time Management (เทคนิคการบริหารเวลาอย่างมีประสิทธิภาพ)	12	14 - 15 Feb 06	9.00 - 16.00 Tue - Wed	500
7	BSC: Balanced Scorecard (เครื่องมือแปลงกลยุทธ์สู่การปฏิบัติ)	12	21 - 22 Feb 06	9.00 - 16.00 Tue - Wed	500
8	Module Forming for Training Program (การจัดทำหลักสูตรการฝึกอบรมตาม พรบ.ส่งเสริมการพัฒนาฝีมือแรงงาน)	12	1 - 2 Mar 06	9.00 - 6.00 Wed - Thu	500
9	Supervisor in Competitive Age (หัวหน้างานยุคการแข่งขัน)	12	7 - 8 Mar 06	9.00 - 16.00 Tue - Wed	500
10	7 Wastes Management (การลดต้นทุนจากความสูญเสีย 7 ประการ)	12	14 - 15 Mar 06	9.00 - 16.00 Tue - Wed	500
11	IE Techniques for Productivity Improvement (เทคนิคทางวิศวกรรมอุตสาหกรรมเพื่อการเพิ่มผลผลิต)	12	21 - 22 Mar 06	9.00 - 16.00 Tue - Wed	500
12	Competency Based: HRM (Competency ในงานบริหารทรัพยากรบุคคล)	12	28 - 29 Mar 06	9.00 - 16.00 Tue - Wed	500
13	Job Method (เทคนิคการปรับปรุงวิธีการทำงาน)	12	4 - 5 Apr 06	9.00 - 16.00 Tue - Wed	500
14	Job Instruction Trainer (การเป็นวิทยากรหลักสูตรการสอนงาน)	18	25 - 27 Apr 06	9.00 - 16.00 Tue - Wed - Thu	500
15	KM: Knowledge Management (การจัดการความรู้จากทฤษฎีสู่การปฏิบัติ)	12	2 - 3 May 06	9.00 - 16.00 Tue - Wed	500
16	Mind Mapping ที่เหนือกว่าความคิดสร้างสรรค์	12	9 - 10 May 06	9.00 - 16.00 Tue - Wed	500

For more information please contact Khun Fasai Finch at tel: 02 719 9555, fax: 02 719 9546-7 or send your applicant's detail and contact information to e-mail: [fasai@hemaraj.com](mailto:fasai@hemaraj.com). Enrollment closes 25 January 2006.





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