

# WHA... Newsletter

# CONNECT:



August 2019, Vol. 44 : No.3

## NEXT-GENERATION AUTOMOTIVE

Target Industry Promoted by  
**THE GOVERNMENT IN LINE  
WITH THE EEC**

## CLEAN WATER FOR PLANET

WHA Group Delivers Wastewater Management and  
Treatment Project to Pluak Daeng Sub-district

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Advocacy for Education and Sustainable Social Development

## SAIC Motor-CP

At **WHA ESIE 2**  
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# GROUP CEO TALK

## NEXT-GENERATION AUTOMOTIVE

**T**he automotive industry has been a key driver of Thailand's economic development for the last 40 years. Last year, car exports generated over THB 1 trillion in revenue, accounting for 6.5% of the country's GDP. **However, the global automotive industry is facing significant changes driven by advanced technology, infrastructure development and consumer demands.** Industry 4.0 encourages the adoption of industrial robots and automation to increase productivity, facilitate design and creation and develop new innovations. The goal is to maximize Thailand's competitiveness with existing car makers in the industry, or even new players from other industries who are keen to use disruptive technologies that enable unlimited competition in the digital era.

Daimler AG, the world's leading automotive manufacturer, classifies new generation vehicles into four categories: 1. Electric vehicles 2. Autonomous vehicles 3. Connected vehicles (using IoT) 4. Shared services. **This shows the global trend in the automotive sector to look for smart innovations and technology,** including clean energy, electronic parts, digital devices for communications and control, as well as the use of AI and advanced algorithms.

Thailand has included the next-generation automotive industry among the target industries promoted by the government in line with the Eastern Economic Corridor (EEC), which is now the key production hub of the country and the region. This decision was made to lessen the use of internal combustion engines which are still being produced in Thailand, in order to be aligned with global automotive trends. This is also to promote **other automotive-related industries such as industrial robots** which will help improve efficiency in assembly and manufacturing lines, as well as **smart electronics industry** focusing on electronics system used in cars, and **digital industry** that aims to enhance internet connection and produce value-added new generation vehicles.

In addition, the dust problem will push the government to encourage the use of electronics vehicles (EV). **Therefore, the plan to promote EVs will serve as a platform to further develop connected and autonomous vehicles.** This will then bring opportunities for Thai startups, such as in-car app developers, to create applications for



**Ms. Jareeporn Jarukornsakul**

Chairman and Group CEO  
WHA Corporation PCL

entertainment and more comfortable driving experiences, and manufacturers and suppliers of connected devices, as they will take part in the value chain of the new-gen automotive industry.

As the automotive industry is at a significant turning point, Thailand, as the largest production hub in the SEA region, needs to adapt and keep pace with the countless opportunities in automotive production, especially during the digital era. The collaboration between the government, as a key supporter, and entrepreneurs of different-sized businesses directly affected by this change, will be crucial. This could determine whether Thailand's automotive industry will face a bright future and help remove the country from the middle-income trap, or whether it will be left behind and replaced by emerging technologies, as seen in past case studies.

# HIGHLIGHTS

## SAIC MOTOR-CP READY FOR LOCAL EVs



Thai-Chinese carmaker SAIC Motor-CP has committed to investing in assembly production for two versions of electric vehicles (EVs) -- plug-in hybrids and battery EVs -- at its facility in Chon Buri, even though all China-made EVs are now imported without tariffs under the Asean-China free trade agreement.

With this agreement, there is no incentive for Chinese manufacturers to invest in EV production in Southeast Asia, including Thailand.

Pongsak Lertruedeewattanavong, Vice-President of MG Sales Thailand, SAIC Motor-CP's local subsidiary, said the parent firm submitted its application for battery EVs to the Board of Investment (BOI) after the 1.36-billion-baht application for plug-in hybrid EVs was granted BOI privileges last September.

Mr. Pongsak refused to divulge the investment value for the battery EV project because it is being considered by the BOI. "Both EV versions will be assembled here, for completely knocked-down cars as well as right-hand-drive EVs in Southeast Asia," he said.

SAIC Motor-CP is a joint venture between Thai conglomerate CP Group and Shanghai-based SAIC Motor Corporation. The car assembly plant operates at WHA Eastern Seaboard Industrial Estate 2 with an annual capacity of 100,000 units.

Since 2009, SAIC Motor has produced EVs to be sold in China only, with one hybrid EV, five plug-in hybrid EVs and four battery EVs. As of 2018, it has sold 200,000 EVs across the country.

Mr. Pongsak said the parent firm plans to allocate half of its annual capacity to make new EVs under the two BOI projects over the long run. SAIC Motor-CP will introduce the new MG ZS EV to be sold locally on June 20, priced below 1.5 million baht, he said.

Mr. Pongsak said the ZS EV is the imported model from China with 0% custom duty, so SAIC Motor-CP is very confident that the model will be competitive in Thailand, even with the high price tag. This model enjoys an excise tax of 8%. Once SAIC Motor-CP assembles the battery EVs locally, the cars will be subjected to a 0% excise tax during 2020-22 due to the government's short-term incentives to encourage local buyers, then the tax will rise to 2% from 2023 onward.

The ZS EV was displayed at the Bangkok International Motor Show in March, but it did not take bookings.

SAIC Motor-CP plans to install EV charging stations at 107 showrooms and services centres nationwide to support the sales of EVs in the future. With the two BOI applications, SAIC Motor-CP has withdrawn itself from the government's eco-car scheme because there is no potential opportunity to produce this vehicles in a long run, according to Mr. Pongsak. This is the last year for eco-car applicants to begin production in Thailand.

SAIC Motor-CP was also an applicant for the BOI's eco-car scheme in 2014. Privileges were granted in November 2014 to make 110,000 eco-cars a year, worth 7.6 billion baht. SAIC Motor-CP is the third car company, following General Motors and Ford, to leave the scheme.

In 2019, MG Sales Thailand is confident local purchases of MG cars can be doubled to 50,000, new EVs sales will be included in this target. The company posted 6,184 cars sold during January to March, up by 8.1%. The company set the aggressive target after posting record sales of 23,740 Thai-made vehicles in 2018, a sharp increase of 97.6% from a year before.



Source: This article was published in the Bangkok Post on 16 July 2019 by Piyachart Maikaew.

## BOI OPENS DOOR

### ELECTRIC VEHICLE PARTS



## ELECTRIC VEHICLE

The automotive industry in Thailand has advanced significantly over the past 50 years and has remarkably accelerated the development of Thailand's economy.

The Thailand Board of Investment (BOI) has continuously launched measures to promote investments in the automotive industry with the focus on driving Thailand to become the automotive hub. For instance, the BOI has promoted investments in the production of one-ton pickups which are considered to be the first product champion in Thailand. The range of promoted businesses has expanded to other types of vehicles, e.g. passenger cars, multipurpose cars etc.

Currently, the awareness for environmental protection and energy conservation has been raised around the globe, the BOI has developed an eco-car promotion scheme in 2007. Nowadays, the world's market has shown greater interests in electric vehicles (EV) and the BOI has responded to the world's trend by launching an attractive investment promotion package for EV manufacturers in Thailand. Since Thailand is a leading automotive production base in this region, such an investment promotion package is fundamental for the development of the automotive industry.

There are the following six groups of promoted activities for electronic vehicles: Hybrid Electric Vehicles (HEV), Plug-In Hybrid Electric Vehicles (PHEV), Battery Electric Vehicles (BEV), Battery Electric Bus, EV Charging Stations and Equipment and parts for HEV, BEV and PHEV.

Investors are still able to apply for investment privileges in these business activities, since equipment and parts for HEV, BEV and PHEV are playing an important role in the electric vehicle industry in the future.

There are 13 promoted equipment and parts for HEV, BEV and PHEV, as follows: (1) Batteries, (2) Traction motors, (3) Air Conditioners or electrical parts, (4) Battery Management Systems (BMS), (5) Drive Control Units (DCU), (6) On-Board Chargers, (7) Battery Charging Cables and Charging In-/Outlets, (8) DC/DC Converters, (9) Inverters, (10) Mobile Chargers, (11) Electric Circuit Breakers, (12) Smart Charging Systems and (13) Front or rear beams for electric buses.

Currently, there are 5 HEV projects, 8 PHEV projects, 20 BEV projects, 2 electric bus projects, 8 charging stations projects and 11 battery projects applying for the BOI investment privileges.

The BOI investment promotion measure for electric vehicle parts offers an investment opportunity especially for Thai SMEs since there is an increased demand and a substantial expansion of the electric vehicle industry. The International Energy Agency (IEA) has reported in the "Global EV Outlook 2019" that in 2018, the global production of EV is at 5.1 million units and has doubled compared to the year 2017. China is the largest EV manufacturer followed by Europe and the US.

# WHA Tower in Bangna

## Gateway to EEC, on Schedule for Completion End of 2020

Sole leasing agent JLL expects development to ease Bangna's undersupplied Grade A office market



WHA Corporation PCL (WHA Group), Thailand's leader in fully-integrated Logistics, Industrial Estates, Utilities & Power, and Digital Platform, revealed that WHA Tower, its future headquarters on Debaratna Road (formerly known as Bangna-Trad) KM 7, is generating significant interest from potential tenants.



*The 25-storey building now under construction will offer over 52,000 sq.m. of flexible office space and common open spaces to foster creation, innovation and collaboration. This modern concept is ideal for corporates, multinational corporations (MNCs), tech SMEs and startups that need open-plan workspaces to boost interaction.*



"We are extremely excited about our new corporate headquarters, our first Grade A office development project that will be strategically located along Debaratna Road (Bangna-Trad)," said Ms. Jareeporn Jarukornsakul, Chairman and Group CEO, WHA Corporation. "WHA Group is looking forward to partnering with leading international property services firm JLL as the sole leasing agent for this project. We will soon begin offering office space to dynamic companies looking for a flexible working environment in a modern building. We are incorporating special features such as sports areas, co-working spaces, artisan cafes and other activities. Our intention is to offer corporate users a better work and living experience where people can combine work with a healthy and fun-loving lifestyle."

Approximately 35% of WHA Tower will be occupied by WHA Group offices, with the remaining area to be offered for lease primarily to WHA customers and corporations or

business entrepreneurs in new generation industries. Its ideal location on Debaratna Road (Bangna-Trad) KM 7 is close to central Bangkok, and just a short drive to the EEC (Eastern Economic Corridor) area. It is also within close proximity to Suvarnabhumi airport, Mega Bangna, Central Bangna, residential projects, and allows quick access to and from Bangkok and key arterial roads. Designed for maximum efficiency, the building will allow tenants and visitors to reach the most convenient routes at all times.

The forward-looking WHA Tower, with its different levels of graceful, swooping curves, represents an imposing mountain on the landscape, expressing power, consistency and richness. The elongated geodesic dome surges upward, bringing patterned triangle diamonds to the summit in a movement depicting energy. Featuring the latest technology with cost-effective and eco-friendly approaches, it is scheduled for completion in 2020.

"WHA Tower, the newest landmark in Bangna, will offer work life solutions", explained Mr. David Nardone, Group Executive Industrial and International, WHA Industrial Development PLC. "Its design by award-winning architects Palmer & Turner (Thailand) incorporate specifics that will increase productivity for all occupants and will be equipped with state-of-the-art technologies. Close to the airport and a gateway to the EEC, this iconic building in

Bangna will enable tenant companies' employees to maintain a good work-life balance."

Mrs. Suphin Mechuchep, Managing Director of JLL, said, "The Bangna area attracts companies from a wide variety of industries. Many of these companies need to have an office with easy access to both the Eastern Seaboard and central Bangkok. The establishment of the Eastern Economic Corridor has reinforced this trend. We have also seen demand from companies looking for offices with relatively affordable rents in the outskirts of Bangkok with good infrastructure and supporting facilities. Many of these companies are leading corporations looking to locate their back offices outside central Bangkok."

"However, the Bangna area has suffered tight supply of quality office space, with most of the existing office buildings aged over 25 years and not competitive in terms of quality. For these reasons, we expect WHA Tower to achieve strong pre-commitment and be fully occupied upon completion in 2020. So far, the development has already received strong enquiries from various companies from large international corporations to SMEs and startups," Mrs. Suphin added.



Scan QR Code  
to learn more about WHA Tower

## WHAUP Joins with Gulf & MITG to Launch Natural Gas Distribution in WHANGD 4



*In the picture:* Mr. Wisate Chungwatana (2nd left), CEO of WHA Utilities and Power PLC, Mr. Worapong Vivatanavanich (left), COO of Gulf Energy Development PLC, Mr. Tsuyoshi Sakahashi (2nd right), Managing Director, Mit-Power Capitals (Thailand) Ltd, Mr. Kei Ouchi (right), Chief Representative of Tokyo Gas Asia Co., together with Mr. Matthias Weiland (center), Technical Project Manager for Greenfield Rayong of Continental Tyres (Thailand) Co, WHANGD 4's first client, jointly celebrated the grand opening of natural gas distribution in WHA Eastern Seaboard Industrial Estate 4, Pluak Daeng district in Rayong.



Strong business collaboration between three leading energy companies – WHA Utilities and Power PLC (WHAUP), Gulf Energy Development PLC (Gulf) and MITG (Thailand) Co. Ltd (MITG) – formed under Gulf WHA MT Natural Gas Distribution Co. Ltd (Gulf WHA MT), recently launched natural gas distribution services in WHA Eastern Seaboard Industrial Estate 4 (WHANGD 4) in Pluak Daeng district, Rayong. This new project, which has capacity to distribute natural gas up to 2,000,000 MMBTU per year, will continuously serve the energy demands of industries in WHA Group's industrial estates in the Eastern Economic Corridor (EEC) after the first project in WHA Eastern Seaboard Industrial Estate 2 (WHANGD 2) opened late last year.

# WHA Industrial Zone 1 - Nghe An Now Ready to Welcome Direct Investors from Japan

Ms. Anchalee Prasertchand, Director – International, and Mr. Keniji Yuasa, Advisor, Japanese Customer Development, of WHA Industrial Development PLC, were recently invited to participate in the “Meeting Between Nghe An – Japan: Cooperation and Development” held in North Central Vietnam’s Nghe An province.

The conference brought together Japanese businessmen from various sectors seeking new investment opportunities in Nghe An, which is becoming an attractive destination for domestic and foreign investors. During her speech, Ms. Anchalee shared WHA Group’s experience, both as an investor and a key partner of Nghe An. She explained the landmark project of the WHA Group, WHA Industrial Zone 1 – Nghe An, with a potential size of 3,200 hectares upon completion, which will be the largest world class industrial zone in North Central Vietnam.

“Nghe An is fast becoming a strategic manufacturing location, gaining popularity and earning a very positive reputation in the region. The provincial authorities continue to improve road, sea, rail and air logistics that will further enhance its attractiveness for investors,” she said. “For its part, WHA is bringing to Vietnam over three decades of knowledge and experience in Thailand, with the best global practices in environmentally-sustainable industrial development,” she explained to the Japanese participants.




*WHA participates in conference to promote cooperation, investment and trade between Japan and Nghe An Province, North Central Vietnam.*



*In the picture: Mr. Keniji Yuasa (1st left), Advisor, Japanese Customer Development, and Ms. Anchalee Prasertchand, Director – International of WHA Industrial Development PLC present WHA Industrial Zone 1 – Nghe An to Mr. Nguyen Xuan Son (2nd right), Standing Deputy Secretary of Provincial Party Committee, Chairman of People’s Council of Nghe An province, and Mr. Nguyen Hai Duong (right), Director of Department of Foreign Affairs, Nghe An province.*

After the conference, Ms. Anchalee and Mr. Yuasa led a group of delegates on a site tour of WHA Industrial Zone’s Phase 1, with an area of 498 ha, which is now ready to offer land, warehouses, ready-built factories and industrial units to local and international investors. “The Japanese businessmen were very warm and receptive, as we conveyed WHA’s core values to them and reinforced our readiness to welcome manufacturers and businesses from different sectors, including targeted and high-tech industries. Moreover, investing in Nghe An is very attractive in terms of human resources, infrastructure, tax incentives and promotions from the Nghe An government. We look forward to welcoming them in the near future,” concluded Mr. Yuasa.



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Group spearhead for the upcoming  
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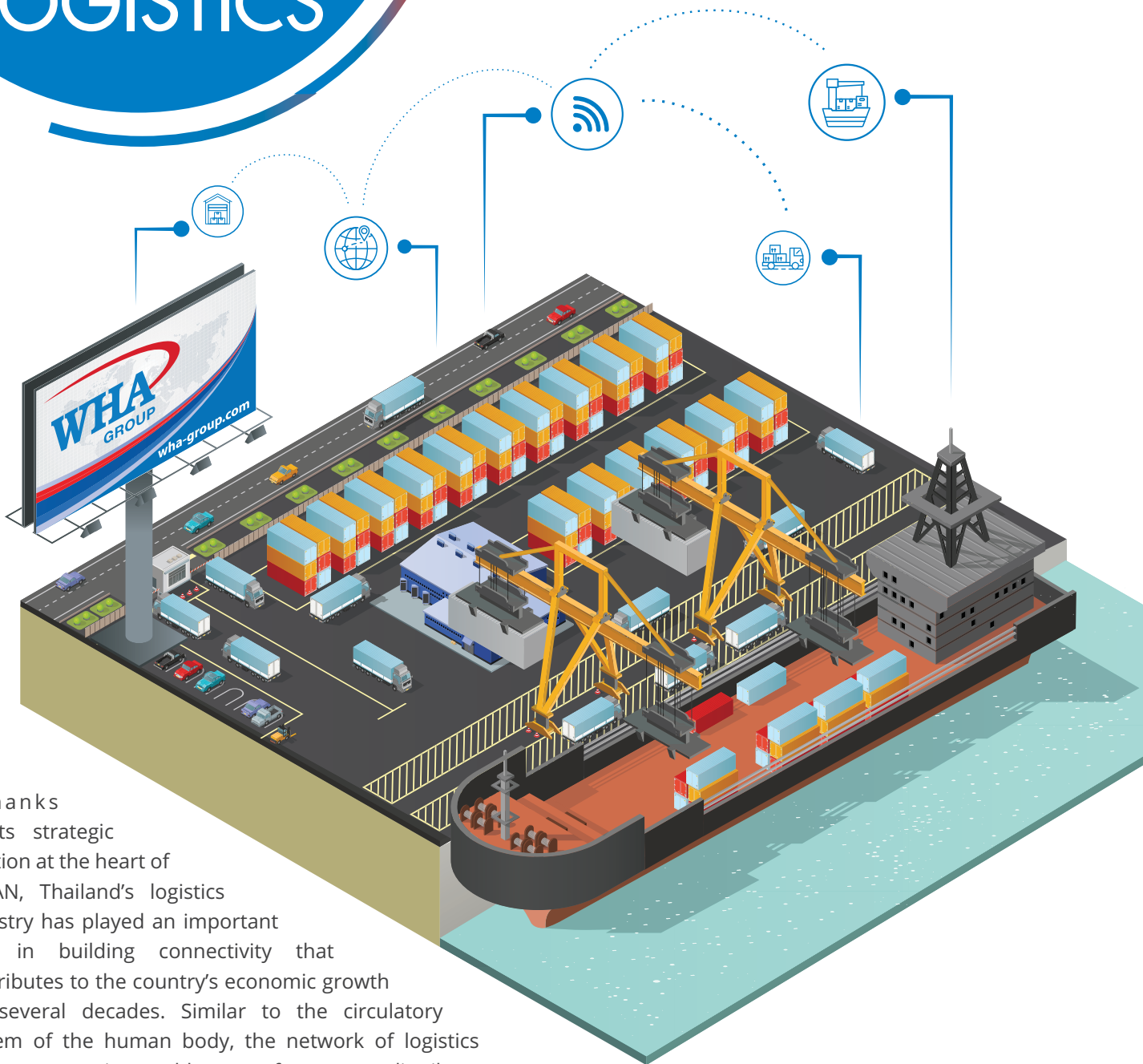
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# SMART LOGISTICS



**T**hanks to its strategic location at the heart of ASEAN, Thailand's logistics industry has played an important role in building connectivity that contributes to the country's economic growth for several decades. Similar to the circulatory system of the human body, the network of logistics and transportation enables manufacturers to distribute their products both domestically and internationally. As a result, the efficiency of logistics management becomes a factor that directly impacts the total cost of products and services, and ultimately the competitiveness of the country.

The emergence of exponential technologies has made disruption a global phenomenon. The Fourth Industrial Revolution has gradually transformed existing supply chains and production systems. Internet and smartphones are changing consumers' lifestyles and their daily routines, leading to the rise of e-commerce. At the same time that online business is penetrating the global market shares, offline brick-and-mortar

and department stores are facing adapt-or-die decisions. As Thailand's e-commerce market value is expected to surge to more than THB 3 trillion, Thailand's logistics industry will inevitably have to transform towards Logistics 4.0.

During my business trip to Japan and China, I had the opportunity to meet with top executives of several leading logistics companies such as Hitachi Transport System, JD.Com, Cainiao Network, etc. Based on our discussion, those global operators are now transforming their business towards 'Smart Logistics' and 'Digital Platform' by adopting cutting-edge technologies such as robots, automated system and other advanced tools including Cobots, Automate Picking Tools, Automatic

Guided Vehicles (AGVs), Automated Storage and Retrieval Systems (AS/RS), Internet of Things (IoT), as well as software solutions under a Smart Warehouse concept such as Warehouse Management System (WMS) and Inventory Control Management/ Platform.

The fast growth of e-commerce market has intensified competition in terms of cost, speed and service quality among transport and logistics players worldwide. Logistics operators now put great emphasis on upgrading their operation to offer better quality while reducing costs to a minimum. By utilizing big data and machine learning, leading logistics players can now forecast incoming purchase orders, perform real-time route analysis, as well as optimize distribution and delivery processes. Devices such as GPS and drones are now used for last mile delivery to save overall cost and enhance service performance. By leveraging on large volumes of data and powerful technology, the logistics industry has become more data-driven and been prone to digital disruption like others.

The vision of ASEAN connectivity and China's Belt and Road Initiatives (BRIs) that aims to connect SEA countries together will benefit Thailand further as the important regional hub for export and e-commerce activities and bring in more business opportunities for Thai logistics operators. Nevertheless, Thai entrepreneurs will face new challenges arising from global key players who are industry-specialists and very well-equipped with state-of-the-art technologies. To stay competitive in the new value chain, Thai operators will have to adapt quickly in response to these changing conditions.



Generally, logistics activities require a high degree of collaboration among various parties to ensure maximum efficiency throughout the entire operation. For example, it is common for logistics companies to partner and collaborate on transportation sharing or even by outsourcing the delivery under specific routes or certain types of products to other operators, the overall operation can be more cost-effective than relying on a single provider for the entire route. As this trend prevails, Thai logistics players with innovative technology can immediately participate in the value chain as startups. Likewise, by devising the strategy towards Smart Logistics or Logistics 4.0, traditional logistics operators will be able to partner with those big companies as the system and information can be seamlessly connected and shared across the different platforms. This will significantly reduce barriers to collaboration and lessen competition among the players.

I would like to emphasize again that regardless of the market an enterprise is operating in, or how successful it has been in the past, change is always inevitable and we have to deal with it. Being able to understand and quickly adapt to dynamic environments should be the best possible way to survive and remain competitive in this digital era when disruption has already become the new normal.



Smart Logistics Article  
by Ms. Jareeporn Jarukornsakul  
Chairman and Group CEO  
WHA Corporation PCL



# CUSTOMER SHOWCASE

## ALLIANCE LAUNDRY (THAILAND) CO., LTD.

BENEFITTING FROM THE RIGHT ECO-SYSTEM AT WHA ESIE 2 AND IN THE EEC



Established in 2018, Alliance Laundry (Thailand) Co., Ltd. is the latest subsidiary of US-based Alliance Laundry Systems (ALS), the world's number one commercial laundry equipment manufacturer. Founded in 1908 in Wisconsin, ALS is twice as big as its main competitor. It employs a global workforce of more than 3,200 people, upholds a commercial presence in over 140 countries and represents a global turnover of nearly USD 1 billion. The firm's product range comprises an installed base of over 3 million commercial laundry machines, such as washers, dryers and ironers under 5 brands: Speed Queen, UniMac, Huebsch, Ipso and Primus.

"Since we cater to commercial laundry clients exclusively, these brand names may not be household names, but our market outlook is tremendous, especially in Asia-Pacific", says Mr. Ben Dobbs, Managing Director of Alliance Laundry (Thailand). "This is the reason why ALS' management decided 2 years ago to build this plant in Thailand, our 4th after USA, Czech Republic and China. With a production capacity of over 5,000 laundry machines this year, which is expected to rise to over 20,000 machines within the next 3 years, we export 90% throughout Asia-Pacific, including Australia and New Zealand," he explains.



*Since we cater to commercial laundry clients exclusively, these brand names may not be household names, but our market outlook is tremendous, especially in Asia-Pacific.*



Construction of the 28,000 sq.m. production facility at WHA ESIE 2 took only 9 months before operations started in April 2019. "From the BOI's backing, Engineering and project support from Meinhardt, as well as contractor Christiani & Nielsen's well organized planning to WHA's solid support and competence, we sailed through all steps without a hitch," recounts Mr. Dobbs.

"Being located in the EEC and at WHA ESIE 2 in particular offered so many advantages," he continues. "Easy access, good infrastructure, innovative energy supply, environmental care, availability of adequate human resources, WHA's competitive proposition and trustworthiness were among the key factors for our decision to establish our presence here. Also, since our manufacturing process is similar in many ways, we are delighted to have blue chip companies in the automotive industry as neighbors."



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# MATSUI EASTERN (THAILAND) CO. LTD

PROVIDES PRODUCTS OF HIGH QUALITY AND STANDARDS EXCEEDING CUSTOMER EXPECTATIONS

Matsui Eastern (Thailand) Co. Ltd is the Thai entity of Matsui Co. Ltd, headquartered in Toyohashi city, Japan. Established in 2003, the company is a mass-production contractor and manufacturer of automobile parts such as key locks, mirrors, power-windows, and various kinds of switches located around the driver's seat. They procure components and materials mainly in Thailand, assemble them, and then deliver their products to parts manufacturers. Their factory operates on a total floor area of approximately 7,727 sq.m. which stands on 7.4 rai of land (1 rai = 1,600 sq.m.)

The company specializes in mass-production by contract, but they are able to meet the needs of customers flexibly, from small quantities to large lots. Their line of products consists of a wide variety of items such as resin and substrates, and the company's technology is utilized in the production of various products. The company's Action Agenda is to "put things into quick action, at any cost, and keep on trying until you successfully complete it".



*Matsui's proposal-based proactive sales activities, supported by high technological capability, have become a foundation of trust for clients. They call three kinds of technologies 'Matsui spirit' – that is, technologies which enable development, productization and mass-production.*



Mr. Hiromitsu Matsui, Chairman, explains that local procurement of components and materials in Thailand is relatively easy. But what is most required, he emphasizes, are keen eyes and skills to seek out the most appropriate and essential components and materials to increase values from a number of products, which include both good and bad, and then to assemble them. This is made possible by their



know-how and tradition they have built up in Japan for more than a half-century. "The company provides high quality, high standards and quick delivery which exceed customer expectations," he says, "That is why we are needed."

Manufacturing in Thailand is now facing a time of significant innovative changes as a result of penetration by various industries, and the increase of workers' wages. The company continues to take on these challenges and as part of its efforts, they are now undertaking the task of self-manufacturing some components. For instance, they introduced three molding machines which were prompted by the great flood that occurred eight years ago. Promotion of self-manufacturing also contributes to hedging production risks and they intend to continue this effort to mitigate any delays to client deliveries.

Mr. Matsui is acutely aware of the need of 'Thailand plus one', which means to include neighboring countries such as Cambodia and Laos into the production system. "The low-cost competition is occurring as a result of wage increases," he outlines. "Despite this, it is not possible to pass it simply onto products, and it is unacceptable to manufacture products which are cheap, but low quality. On the other hand, new markets and business environments are growing in Thailand where existing markets have matured." The company plans to advance and keep developing solutions through distinguishing their business activities from competitors in neighboring countries.

### Community contribution through high school graduate recruitment scheme

They introduced a vocational training system five years ago for the purpose of contributing and developing local community links. High school graduates from the Isarn north-east region of Thailand are recruited, as many gave up seeking a higher education due to lack of financial resources. The company employs them for a limited term of two years in this scheme. A boarding house is prepared for the trainees to live in during the term of training, with wages paid. They work alongside regular workers, so they can learn the basics of manufacturing and acquire some grounding as a member of society. At the same time,



they are also exposed to efforts distinctive to Japanese companies, such as *kaizen* (continuous improvement) and *5S*, which includes *seiri-seiton* (decluttering). In this way, the trainees work in the same production line as those in Japan for two years and practice developing their skills. Later on, they will be assigned to a new workplace, in accordance with their preferences, and approximately 40 young people have made use of this scheme and completed the training so far.

The company built its factory in Eastern Seaboard Industrial Estate (Rayong), located in an inland area near the province's border with Chonburi. Mr. Matsui is pleased there is no need to worry about floods, and also no problem regarding the supply of water and electricity. The transportation system including a high-standard highway is well-developed, and access to other areas is convenient, as it takes only 40–50 minutes by car to Siracha, which has a large population of Japanese residents. Many workers live in areas near the industrial estate, so the company has little difficulty recruiting new workers. Many client companies such as Japanese factories are also located nearby, making the location ideal.

Mr. Matsui notes that the staff of WHA Industrial Development who manage the industrial estate are consistently upbeat and friendly. "They perform field service regularly, asking *Is there anything you are worried about?*", he says, "and they provide quick responses to inquiries made by any company in the industrial estate. They are hearty supporters who can be relied upon in any time of need", Mr. Matsui said.

#### Contact

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# NEWSCAST WHA GROUP



## IEAT, WHA ESIE 1 and ESIE (Rayong) Pay Homage to H.M. King Maha Vajiralongkorn Bodindradebayavarangkun

Industrial Estate Authority of Thailand (IEAT) officials, together with the management team, staff and clients of WHA Eastern Seaboard Industrial Estate 1 (WHA ESIE 1) and Eastern Seaboard Industrial Estate (Rayong) (ESIE), paid tribute to His Majesty King Maha Vajiralongkorn Bodindradebayavarangkun on the occasion of his coronation. The ceremony was held at ESIE (Rayong).

## WHA Group Hosts On-Site Visits for Aerospace & MRO Summit Delegates



Ms. Siyaphas Chantachairoj, Director - Corporate Marketing, WHA Corporation PCL, recently welcomed delegates who attended the *Aerospace & MRO Summit Bangkok 2019*, organized by the Thailand Board of Investment and co-hosted by WHA Group. The participants visited Triumph Aviation Service Asia (TASA) and Thai Airways Maintenance Center located at Suvarnabhumi Airport. *The Aerospace & MRO Summit Bangkok* was part of *SUBCON Thailand 2019*, the largest subcontracting exhibition in ASEAN.

## Australian Trade Mission Inspects WHA Smart Warehouse at WHA Mega Logistics Center



WHA Corporation PCL recently welcomed a delegation of businessmen accompanied by the Australian Trade and Investment Commission (Austrade) for a tour of a WHA Smart Warehouse at WHA Mega Logistics in Samutprakarn. The comprehensive visit, headed by Mr. Stuart Rees (left), Trade and Investment Commissioner of Austrade, was part of a Smart Logistics and Warehousing Mission to Thailand to identify potential areas for partnership development.

## BUILD Overseas Buyers Visit WHA ESIE 1 and ESIE



Officials from BUILD (BOI Unit for Industrial Linkage Development) overseas buyers were warmly welcomed by Ms. Rungruethai Kittipinyochai (center), Assistant Director - Industrial Estate Customer Development, WHA Industrial Development PLC, during their recent visit to WHA Eastern Seaboard Industrial Estate 1 (WHA ESIE 1) and Eastern Seaboard Industrial Estate (Rayong) (ESIE). The group was given an extensive tour that showcased the industrial estates' operation systems and state-of-the-art technology.

## WHA Industrial Development Welcomes Taipei Delegation to WHA ESIE 1 and ESIE



WHA Industrial Development PLC, represented by Ms. Natatan Jantong, Assistant Director - Industrial Estate Customer Development, recently welcomed a delegation of businessmen from Taiwan. Organized by the Thailand BOI office in Taipei, the visit included a presentation of the WHA industrial estates and a comprehensive tour of WHA Eastern Seaboard Industrial Estate 1 (WHA ESIE1) and Eastern Seaboard Industrial Estate (Rayong).

## WHA Industrial Development Participates in CLMV Seminar



Mr. Vivat Jiratikarnsakul (2nd left), Chief Operating Officer - Industrial and International of WHA Industrial Development PLC, was one of the guest speakers at a seminar entitled *CLMV Market: How to Invest and Succeed in this Market*, as part of *SUBCON Thailand 2019*, the largest subcontracting exhibition in ASEAN. He gave an overview of Vietnam's business growth and key investment trends and spoke of best practices to succeed in this market.



## WHA Industrial Development Co-Sponsors Multi-Chambers Eastern Seaboard Networking Event in Pattaya



*In the picture: Mr. David Nardone (centre right), Group Executive Industrial and International, WHA Industrial Development PLC, with co-sponsors and members of assorted chambers of commerce in Thailand.*

WHA Industrial Development (WHA ID) was this year's co-host for the Multi-Chambers Eastern Seaboard Networking Night, held recently at the Mövenpick Siam Hotel Na Jomtien Pattaya. It was a fun and friendly social gathering that brought together members and guests of different nationalities, forging connections throughout. The event was hosted by the American Chamber of Commerce in Thailand (AMCHAM) and held in conjunction with the British, Australian, German, Mexican, Canadian, South African, Dutch and Belgian-Luxembourg chambers of commerce in Thailand.

## Business Delegates from Ohio and Pennsylvania Visit WHA ESIE 1 and ESIE

Ms. Ladda Rojanavilaiivudh (2nd left), Vice President - Industrial Estate Customer Development, WHA Industrial Development PLC, welcomed a business delegation from the Ohio Small Business Development Center (SBDC), Northwest Pennsylvania Regional Planning and Development Commission, and Columbiana County Commission. The group was given a comprehensive tour of the world-class facilities in Thailand's automotive cluster comprised of WHA Eastern Seaboard Industrial Estate 1 (WHA ESIE 1) and Eastern Seaboard Industrial Estate (Rayong). They also visited the regional head office and manufacturing facility of Ampacet, an American plastics company that supplies high-quality products to customers in several industries.



## WHA Industrial Development Joins Property Analysis in the EEC 2019 Seminar



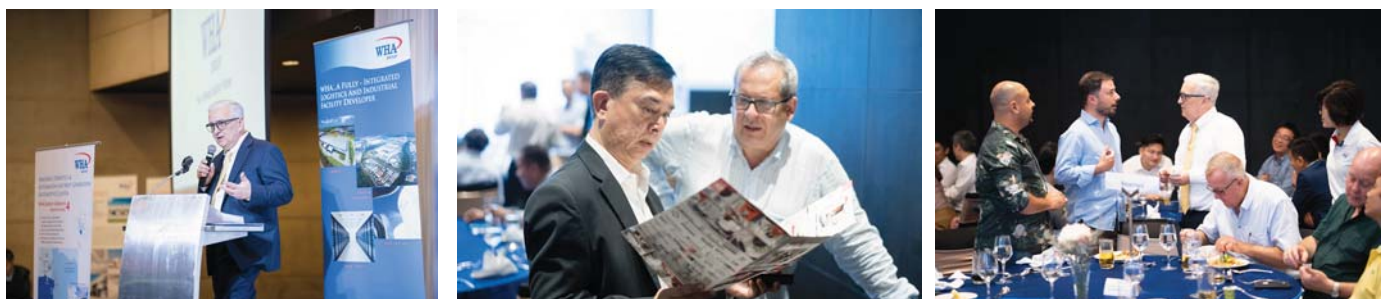
WHA Industrial Development PLC joined the recent seminar *Property Analysis in the EEC 2019*, organized by Government Housing Bank's Real Estate Information Center (REIC). Ms. Siyaphas Chantachairoj (2nd row, 4th left), Director - Corporate Marketing, WHA Corporation PCL, one of the guest speakers, shared her insights and views together with Mr. Wirat Tatsaringkansakul, Director - Regional Investment and Economic Center, BOI (2nd row, 3rd right) on urban growth direction and investment trends in the EEC.

## Suranaree University of Technology Visits WHA's Wastewater Management System in EEC



Mr. Rakphol Kangnoy, Director - Industrial Estate Operations, WHA Industrial Development PLC, welcomed a group of over 100 students and professors from the Faculty of Environmental Engineering, Suranaree University of Technology. The visitors were given a comprehensive tour of Eastern Seaboard Industrial Estate (Rayong) and WHA Eastern Seaboard Industrial Estate 1, where they observed waste management methods and toured the constructed wetlands and wastewater treatment facilities.

## WHA Industrial Development Hosts Networking Reception for BOI International Delegates following Aerospace & MRO Summit 2019



WHA Industrial Development PLC recently hosted a networking reception for Thailand BOI international delegates who were in Bangkok for the *Aerospace & MRO Forum 2019*. Mr. David Nardone, Group Executive Industrial and International, and his team welcomed over 60 delegates who came to discuss and discover the latest innovations and business opportunities in Thailand. WHA Eastern Seaboard Industrial Estate 3 and 4, and WHA Chonburi Industrial Estate 1 and 2 are also included in the EEC Industrial Promoted Zone to the aerospace industry. The delegates were led by BOI Director from Paris, Mrs. Cherdchan Arunrat, as a part of developing the aerospace industry in Thailand.

## Northeastern University MBA Students Visit Ford Plant In Automobile Cluster at WHA ESIE 1



MBA students from Northeastern University in Boston, Massachusetts, accompanied by Prof. Christopher Robertson, recently visited the Ford Thailand plant at WHA Eastern Seaboard Industrial Estate 1 in Rayong as part of their study program. Mr. David Nardone, a Northeastern alumni and Group Executive Industrial and International of WHA Industrial Development PLC, welcomed the group and gave them a glimpse into Thailand's industrial scene. The tour, led by Mr. Vinko Saric, Plant Manager of Ford Motor Company (Thailand) Ltd, provided the students with the opportunity to observe working methods and employment practices in a multinational corporation and insight into new technologies.

## Executives from Chinese Banks Visit ESIE

Ms. Ladda Rojanavilavudh (front row, 6th left), Vice President Industrial Estate Customer Development, WHA Industrial Development PLC, welcomed a delegation of Chinese bank executives, accompanied by Kasikorn Bank officers from the Shenzhen branch. They toured the Eastern Seaboard Industrial Estate (Rayong) to discover WHA's integrated services and world-class facilities available for its clients in various industries and to observe WHA's vital role in developing the Eastern Economic Corridor (EEC).



## Chongqing Business Delegation Tours WHA ESIE 1 and ESIE (Rayong)



Ms. Ladda Rojanavilavudh, Vice President - Industrial Estate Customer Development, WHA Industrial Development PLC, gave a warm welcome to a business delegation from Chongqing province in China. Accompanied by representatives of the Thailand BOI and China Chamber of International Commerce (CCOIC), the group undertook an on-site visit of Thailand's automotive cluster, comprised of WHA Eastern Seaboard Industrial Estate 1 (WHA ESIE 1) and Eastern Seaboard Industrial Estate (Rayong) (ESIE) to view the end-to-end structures and facilities offered to its customers.

# WHAUP Expands Business in Demineralized Water, Signed Sales Contracts with GPSC-GCO-GCP

WHA Utilities and Power Public Company Limited (WHAUP) is gearing up to provide demineralized water and to increase the supply of clarified water for industrial users. Recently, the company signed a contract with Global Power Synergy Public Company Limited (GPSC) to provide demineralized water for 15 years.



*Mr. Wisate Chungwatana, Chief Executive Officer, expressed confidence that the company's businesses will have substantial growth this year with water sales and wastewater treatment volume expected to reach 120 million cubic meters as targeted.*



Mr. Wisate also outlined that its water business in Vietnam will gradually commence operations in Q3 of 2019. He disclosed that for the 2019 utilities business outlook, the company's water sales aims are up 10% from 105 million cubic meters in the previous year. This is due to the continuous increase of water demand of both existing and new clients across WHA's industrial estates.

WHA Water Company Limited, a subsidiary of WHAUP, recently signed a 15-year contract for demineralized water sales with GPSC, whose initial orders will be 1.5 million cubic meters per year. This agreement will start to provide commercial services from 18 October 2019 onwards. The supply of demineralized water is the company's latest product, reflecting its strong determination to be a total solution provider in utilities business.

Earlier this year, the company also signed a sales contract for clarified water with GC Oxirane Co., Ltd. (GCO), a manufacturer and distributor of propylene-oxide, which has a water demand around 3.6 million cubic meters per year. It also entered a contract with GC Polyols Co., Ltd. (GCP), a manufacturer and distributor of polyether polyols, which has a water demand of about 300,000 cubic meters per year.



*In the picture: Mr. Wisate Chungwatana (center right), Chief Executive Officer of WHA Utilities & Power PLC, Mr. Chawalit Tippawanich (center left), President and Chief Executive Officer, and Mr. Somkiat Masunthasuwun, Executive Vice President, Business Development and Corporate Strategy, of Global Power Synergy PLC, signed a 15-year contract for demineralized water sales, with initial orders of 1.5 million cubic meters per year. The commercial services will start in October 2019.*

It is expected the two clients will start using water in their productions in December 2019. All three new clients are located at WHA Eastern Industrial Estate (Map Ta Phut).

The CEO of WHAUP added that for overseas investment in utilities, especially in Vietnam, the company has already been granted the license to operate a utilities business in WHA Industrial Zone 1 – Nghe An in Vietnam. The project is under the operation of subsidiary WHAUP Nghe An Joint Stock Company, which is currently under development and expected to start commercializing in Q3 this year.

In addition, the company also made its investment in Cua Lo Water Supply Joint Stock Company, a distributor of tap water in Nghe An, Vietnam, which currently has a production capacity of 3,000 cubic meters per day and is expanding its capacity to 13,000 cubic meters per day. This is in accordance with the company's policy to expand overseas, especially in the CLMV (Cambodia, Laos, Myanmar, and Vietnam).

In 2019, the overall outlook of the utilities business for WHAUP will be positive with growth as planned. Apart from providing services to three new clients, the company is in talks with new potential clients and existing clients who are in need of a stable and consistent supply of water.

## Japan's Spiber Selects WHA Industrial Estate for First Plant in Thailand



A groundbreaking ceremony was held for the USD 44.1 million eco-friendly plant in the Eastern Seaboard Industrial Estate (Rayong) developed by WHA Industrial Development PLC for Japanese biotech startup Spiber. The new facility, Spiber's first overseas plant, will be used for mass-producing synthetic structural proteins. These proteins will be processed for use in a variety of products such as clothes, medical equipment and auto parts.

## EUP Electric Vehicle Plant Now Ready for Operations at WHA ESIE 1



EUP Electric Vehicle (Thailand), a producer of high-quality electric bikes, e-scooters and motorbikes under EUP Group, recently held a grand opening ceremony for its new manufacturing plant at WHA Eastern Seaboard Industrial Estate 1 (WHA ESIE 1) in Rayong province. This 3,820 sq.m. plant will produce the company's line of eco-friendly electric vehicles using the latest green technology. Electric vehicle production is one of the Thai government's target industries for economic growth.

## HUITEX Holds Groundbreaking Ceremony for New Factory at WHA ESIE 1



HUITEX Limited, a leading manufacturer of geosynthetic products from Taiwan, held a groundbreaking ceremony for its future factory at WHA Eastern Seaboard Industrial Estate 1 (WHA ESIE 1) in Rayong. The cutting-edge factory will enable the company to keep its lead in the geosynthetics industry and meet growing demand from customers worldwide.

## Alliance Laundry Systems Celebrates Grand Opening of New Facility in Rayong



Alliance Laundry Systems, a global leader in commercial laundry solutions, recently celebrated the grand opening of its new facility at WHA Eastern Seaboard Industrial Estate 2 (WHA ESIE 2) in Rayong province. With an investment of THB 1.5 billion, the hi-tech plant uses modern technology and innovative equipment to answer the worldwide demand for cost-effective and comprehensive laundry solutions. This is the fourth facility worldwide, following plants in the US, Czech Republic and China.

## Continental Tyres (Thailand) Inaugurates Thailand Greenfield Plant at WHA ESIE 4



Continental Tyres (Thailand) Co. Ltd recently held the grand opening ceremony for its first Greenfield Tyre Plant in Rayong province, the company's most environmentally-friendly facility worldwide. Located at WHA Eastern Seaboard Industrial Estate 4 (WHA ESIE 4), the new plant, worth a total investment of EUR 250 million (THB 9 billion), is equipped with state-of-the-art technology to produce 4 million passenger and light truck premium tyres annually. Creating around 900 new jobs by 2022, the facility will enable the company to better serve its customers in Thailand and the Asia-Pacific.

## FROM THE CLUB

### ESIE HR Club Donates THB 200,000 to Pluak Daeng Hospital



The ESIE HR Club handed over a cheque amounting to THB 200,000 to Dr. Tasanathep Yimyam, Director of Pluak Daeng Hospital in Rayong province. Contributed by people working in the Eastern Seaboard Industrial Estate (ESIE), developed by WHA Industrial Development PLC and other generous sponsors, the money will be used to purchase medical supplies and equipment.

### WHA Group Investor Club Seminar on Effective Cash Flow Management

WHA Group recently held its annual Investors Club Seminar at the WHA Training Center, ESIE Plaza 1, Eastern Seaboard Industrial Estate (Rayong). Guest speakers from leading business advisor firm Grant Thornton (Thailand), Mr. Chris Cracknell, Chairman, Mr. Matt Crane, Director, Working Capital Advisory, and Mr. Tanva Mahitivanichcha, Partner - Customs & Trade, Tax Services, explained to participants the importance of capital optimization and cash flow management strategies in the current Thai business landscape, particularly in the manufacturing sector. The seminar was attended by executives of foreign and local companies located in different WHA industrial estates.



# SOCIAL CONTRIBUTION

## Clean Water for Planet Initiative: WHA Group Delivers Wastewater Management and Treatment Project to Pluak Daeng Sub-district

WHA Group has been operating its business for over 30 years and has continuously played a role in Thailand's industrial development. With its objective to make sustainable contributions to society, the company has initiated corporate social responsibility (CSR) activities in education, healthcare and the environment.

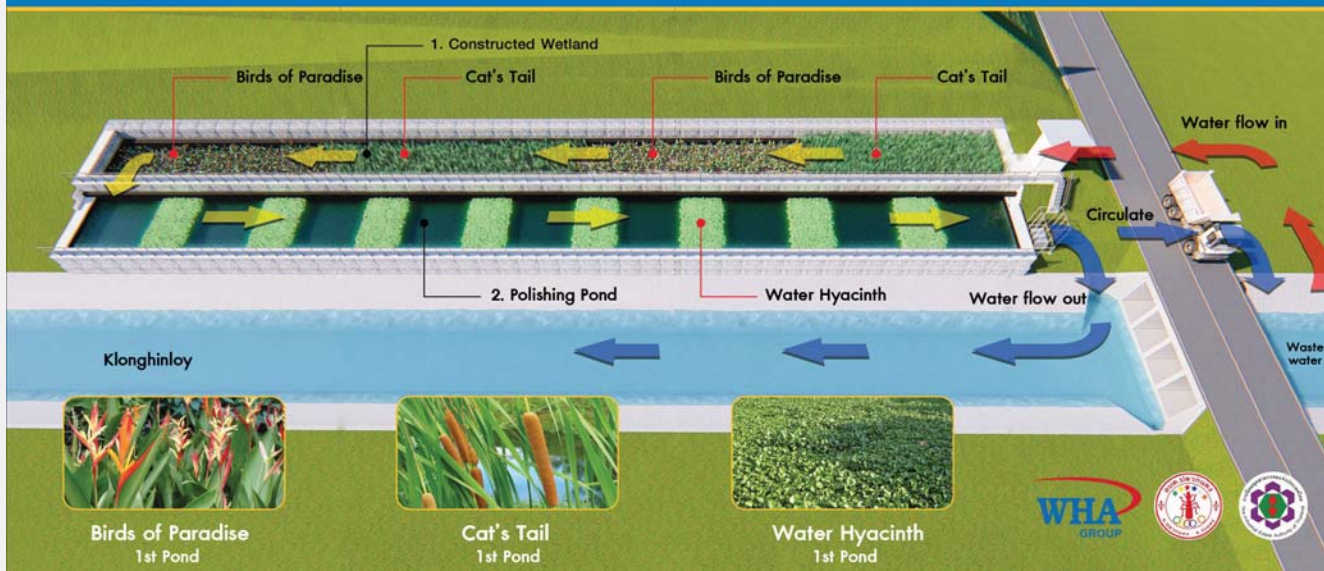


WHA Group's CSR initiative for the environment, stems from our long experience and specialization in the industrial sector, as the leader in fully-integrated logistics and industrial facilities solutions. We offer wastewater management services to our clients, for the benefit of neighboring communities, based on the principles of the late H.M. King Bhumibol Adulyadej The Great (King Rama IX), recognized as the initiator of such projects. Furthermore, WHA Group has also extended this program through collaborations with various government agencies and educational institutions. The main objective is to raise awareness, create a better understanding and highlight the importance of water in order to instill a sense of responsibility among the community members to take care of this precious natural resource.

**Clean Water for Planet** comprises three key activities: 1) Training courses for students and knowledge-sharing with local organizations, in cooperation with Chulalongkorn University, 2) Learning centers to tackle environment issues within WHA Group's industrial estates, 3) Initiatives to provide clean water for local communities. Since its establishment in 2016, the project has been growing progressively.

# Constructed Wetland System

for Pluak Daeng district, Rayong with a Capacity of 400 Cubic Meters per Day



In the picture: Processes of constructed wetland system

One of its most outstanding achievements to date is the newly-completed Wastewater Management and Treatment facility, located close to Eastern Seaboard Industrial Estate (ESIE) (Rayong). Acting as a pilot project for other communities, it was recently delivered to Pluak Daeng Sub-district Administrative Organization.

It consists of two constructed wetland systems, considered a natural technology that is eco-friendly, cost-effective and easy to maintain. In the first one,  $\frac{3}{4}$ " crushed gravel is laid on the ground to form a 50-cm. thick layer where wastewater from Pluak Daeng communities is collected. Aside from filtering sediments, it also serves as a shelter for bacteria which digests organic elements in the water. It is surrounded by well-selected plants including cat's tail and birds of paradise that help absorb nitrogen and phosphorus in the wastewater. The second system uses water hyacinths which oxygenates the wastewater, while reducing nitrogen and phosphorus. This constructed wetland, now completed, has a capacity of 400 cubic meters per day, allowing a reduction of organic compounds by 80%.



WHA was responsible for the engineering and technical aspects, as well as the financial backing for this project. The engineering team will follow up on the system's progress, share accumulated knowledge and experience, and help train additional Pluak Daeng Administrative Office staff to motivate others to follow suit.

This pilot project will be an initial step to the implementation of other water conservation projects nationwide, with the ultimate goal to raise awareness and to develop a better understanding of environmental care among communities in a sustainable manner.





## WHA Group Holds 9<sup>th</sup> Consecutive Art Camp for Teachers to Instill Art Appreciation Among Schoolchildren



WHA Group recently held the ninth edition of the Annual Art Camp for Teachers in Chonburi and Rayong province. A total of 38 teachers from 16 schools and pre-schools located around the WHA industrial estates attended the special art sessions teaching them to inspire schoolchildren to express their feelings and creativity through art. Ms. Siyaphas Chantachairoj (center, 3rd row), Director - Corporate Marketing, WHA Corporation PCL, congratulated the participants for completing this year's 4-day art camp under the theme *Water is Life*.

## 21/9<sup>th</sup> WHA-Pattana Industrial Football Cup Celebrates Sportsmanship and Friendship



The 21/9<sup>th</sup> WHA-Pattana Industrial Football Cup, featuring employees from industrial estates located in the Eastern Economic Corridor, was held recently at the Pattana Golf Club and Resort in Chonburi province. Mr. Suwad Kidsopon (5th left), Senior Site Superintendent, ESIE (Rayong), represented WHA Industrial Development. As part of its CSR initiative, WHA Group was the title sponsor of the friendly competition that aimed to encourage solidarity and camaraderie among sports enthusiasts.

## WHA Group Gives Free Flu Shots for Elderly in Chonburi Province



WHA Group recently visited 5 areas in Chonburi province to administer 400 doses of influenza vaccines to senior citizens. Ms. Siyaphas Chantachairoj, Director - Corporate Marketing, WHA Corporation PCL, explained to community members the importance of boosting their immune system to lower the risk of serious illness, especially during the rainy season. Held at temples, schools or community centers, the campaign to promote good health and well-being is part of WHA's social commitment to members of neighboring industrial estate communities.



# WHA Group Advocacy for Education and Sustainable Social Development

## Annual School Contribution Program 2019 provides school equipment and supplies to 67 local schools

WHA Corporation PCL realizes the importance of education in society today. It is considered the most powerful weapon against poverty, because it can bring changes to uplift one's situation. For a community, education can improve personal lives, bring social changes and foster economic growth.

WHA Group's Annual School Contribution Program is on its 22nd year. The management and staff of WHA, in collaboration with over 50 companies in WHA industrial estates, gather each year to make a generous donation to help students in the neighboring communities. This year, WHA executives went around the communities for 5 days to distribute school supplies and sports equipment intended for 67 schools and almost **20,000** schoolchildren who come mostly from underprivileged families.

"WHA Group is fully committed to enhancing education for the youth in our communities," said Ms. Jareeporn Jarukornsakul, Chairman and Group CEO of WHA Corporation PCL. "We would like to help these schools that are forming the next generation of talent that will power the future development of our industries, and the prosperity of our country."

The Annual School Contribution Program engages employees, management and customers from the different industrial estates to ensure that the needs of the schoolchildren in the neighboring communities are met.





“When we give children an education, we are giving them doors of opportunity in the future,” said Mr. David Nardone, Group Executive Industrial and International, WHA Industrial Development PLC. “We are very grateful to the companies in our industrial estates that help us yearly for this worthy cause. Together, we play a role in uplifting communities sustainably, by enhancing the academic success of young students and fostering their well-being. This will make it easier for them as young adults to develop skills that are lucrative and highly in demand, especially in the Eastern Economic Corridor (EEC).”

WHA Group’s Annual School Contribution Program supports a wide range of learning activities covering academics, sports, art, music and social development. To date, this initiative has benefited over 220,000 students enrolled in local community schools. The company is a staunch believer in the power of a well-rounded education to prepare the youth to find good jobs to help their families and to make their own productive contributions to society in the future.





**WHA**  
**Industrial Estate**



# WHA

## Eastern Seaboard Industrial Estate



**Eastern Economic Corridor (EEC) Special Promotion Zone for  
Robotics, Aviation, Logistics and Next Generation Automotive**

- Strategic Location for Automotive, High Technology, Aerospace, Consumer Products, and Other Industry
- Near Laem Chabang Deep Sea Port
- 10 KM. to Eastern Seaboard Industrial Estate (Rayong) and WHA Eastern Seaboard Industrial Estate 1
- 8 KM. to Highway 344



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