

YEARS  
**25**



# Hemaraaj's 25<sup>th</sup> Anniversary

Committed to Thailand's Sustainable Growth

- **Are You Ready**  
for Transfer Pricing Audits in Thailand?
- **Customer Showcases**  
Johnson Controls & Summit Interiors Ltd.  
Nissan Spring (Thailand)  
World Quality
- **Hemaraaj - 25 Years**  
We Promise Sustainable Growth for all Stakeholders

We are home to.....



## Hemaraj Plaza Directory

ESIE Plaza I			ESIE Plaza II		
<b>Bank</b>			<b>Bank</b>		
UOB		038-955-285-7	Bangkok Bank		038-656-458-60
<b>Retails and Restaurants</b>			Bank of Ayudhaya		038-656-446-7
7-11	Convenience Store	038-374-900	Kasikorn Bank		038-656-494-8
Budget Car Rental	Car Rental	038-954-352-4	Siam Commercial Bank		038-656-432-3
World Class Rent a Car Co.,Ltd.					038-656-437-9
Samitivej Sriracha Hospital	Clinic, Emergency 24 hours	038-324-100	<b>Retails and Restaurants</b>		
Shibuya Japanese Restaurant	Japanese Restaurant	038-955-183	7/11	Convenience Store	038-374-900
Copacabana Italian Restaurant	Fine Italian Restaurant	080-098-0501	ACS Capital	Car Rental service	038-950-461-3
		080-098-0503-4	Baan Arharn Thai	Thai Restaurant	087-138-0854
Dunkin' Donuts	Dunkin' Donuts	090-197-4431	Eastern Pharmacy	Drug store	038-959-499
<b>Others</b>			IKKYU-TEI	Steak House	038-959-416-7
Bryant and Bryant	Legal Service	038-955-311-4	IKKYU-TEI	Japanese Restaurant	038-954-763-4
MMC Hardmetal (Thailand) Co., Ltd.	Tooling Services	038-955-657	ร้านข้าวแพ่	Coffee Shop	087-073-7396
WallStreet Institute	Language Center	033-658-070			
<b>Hemaraj Plaza 3</b>			<b>Others</b>		
<b>Bank</b>			K-Line	Logistic Services	038-954-814
Kasikorn Bank		Coming Soon	Thai-Japan Association	Calibration Service	038-027-141
<b>Retails and Restaurants</b>			Kyocera Asia Pacific (Thailand) Co., Ltd.	Tooling Services	038-036-100
7-11	Convenience Store	Coming Soon	PTS	Tooling Services	038-959-420
Coffee Indeed	Coffee Shop	081-308-9555	TT&T	Telephone Services Provider	038-959-500
Ochaya	Pearl Milk Tea	083-202-3000	Sakura Japan Transport	Logistic Services	085-848-8832
Wish You Were Here Restaurant	Fusion Restaurant	087-029-6406	<b>Hemaraj Saraburi</b>		
			Café Amazon	Coffee Shop	089-893-3541



# HEMARAJ

## Newsletter

The World Class Developer  
in Thailand

www.hemaraj.com

### Hemaraj Executives and Staff Offering Best Wishes to King and Queen at Siriraj Hospital



On the occasion of its 25th anniversary, Hemaraj Land And Development Plc. executives and staff, led by Ms. Siyaphas Chantachairoj, Director of Corporate Marketing and Residential Customer Development, visited Chitralada Palace to view projects under the royal patronage of His Majesty the King. The group also proceeded to Siriraj Hospital to offer its best wishes to the King and Queen. This initiative aimed to develop the awareness of Hemaraj representatives for self-sufficiency and environment preservation.

In the picture: Hemaraj executives and staff, led by Ms. Siyaphas Chantachairoj, Director of Corporate Marketing and Residential Customer Development presented flowers to wish Their Majesties the King and Queen a quick recovery in front of their portraits at Siriraj Hall, Siriraj Centennial Building, Siriraj Hospital.

### Mazda Powertrain Manufacturing (Thailand) Secures 130-Rai Land in Hemaraj's Industrial Estate



Mazda Powertrain Manufacturing (Thailand) Co., Ltd., an affiliate of Mazda Motor Corporation, recently held a foundation stone ceremony to construct a transmission plant on a 130-rai plot of land at the Eastern Seaboard Industrial Estate in Chonburi province. Due for completion in 2014, the new facility will produce Mazda's SKYACTIV-Drive automatic transmissions,

and is set to become the ASEAN hub of Powertrain technology. The company is targeting 1.7 million units in annual global sales by March 2016.

In the photo: Mr. Vivat Jiratikarnsakul (4th right), Executive Vice President of Hemaraj, extends his warm congratulations to Mr. Kiyotaka Shobuda (4th left), Managing Executive Officer of Mazda Motor Corporation and Mr. Hidenori Kawakami (3rd right), President & CEO of Mazda Powertrain Manufacturing (Thailand) Co., Ltd.

### Hemaraj Promotes Royal Efforts to Preserve Plant Genetics



Hemaraj recently donated 100,000 Baht to support the Plant Genetic Conservation Project. Hemaraj executives presented the contribution to Her Royal Highness Princess Maha Chakri Sirindhorn during an audience at Dusidalai Hall, Chitralada Royal Villa in Bangkok.

Conceived in 1992 through the initiative of the Princess, the project aims to develop plant genetic resources and expertise to maintain the diversity of flora in Thailand. Hemaraj's contribution will be used to back efforts to preserve the genetic legacy of Mahesak and Sak Siamintra – two of the oldest and biggest living teak trees in the world.

In the photo: Hemaraj represented by Mr. Preeprem Malasitt, Director of Industrial Estate Training Center & New Projects, Ms. Siyaphas Chantachairoj, Director of Corporate Marketing & Residential Customer Development, and Mr. Rakphol Kangnoy, Director of Industrial Estate Operations, presented a contribution of 100,000 Baht to the Plant Genetic Conservation Project during an audience with Her Royal Highness Princess Maha Chakri Sirindhorn at Dusidalai Hall, Chitralada Royal Villa.

### In this Issue

Highlights	2
Government Update	3
Customer Showcase	3
Hemaraj News	6
What's New with Our Customers	7
Social Contribution	12
Training Program	16



- World Class Development by Hemaraj**
- Hemaraj Chonburi Industrial Estate
  - Hemaraj Chonburi Industrial Estate 2
  - Hemaraj Eastern Industrial Estate (Map Ta Phut)
  - Eastern Seaboard Industrial Estate (Rayong)
  - Hemaraj Eastern Seaboard Industrial Estate
  - Hemaraj Rayong Industrial Land
  - Hemaraj Saraburi Industrial Land
  - Ready Built Factories
  - Hemaraj Logistics Parks 1, 2, 3 & 4
  - The Park Chidlom, High-end residential condominium
  - UM Tower, Office for Rent

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# Highlights

## Are You Ready for Transfer Pricing Audits in Thailand?

Due to the reduction of the corporate income tax rate from 30 percent to 23 percent in 2012 and to 20 percent in 2013 and 2014, the tax authorities are seeking for ways to collect more taxes to offset the amount that is expected to be lower and to reduce the potential budget deficit. Tax authorities around the world could collect a larger amount of additional taxes from transfer pricing audits. That's why transfer pricing has become a hot button issue globally. The important question is whether you are ready for transfer pricing audits in Thailand.

The Thai Revenue Department (TRD) is increasing its focus on transfer pricing audit activities. The top five areas that would induce scrutiny by tax officers include:

1. Consistent operating losses;
2. Inconsistent or fluctuating profit/loss patterns;
3. Sudden drop of profitability (especially after tax incentives);
4. Substantial related-party transactions; and
5. No transfer pricing documentation.

For taxpayers in any of these risk areas, implementing proactive strategies, such as reviewing transfer pricing risks, revisiting transfer pricing policies, and preparing transfer pricing documentation, should be considered in order to manage and mitigate transfer pricing risks with regards to transfer pricing documentation, the TRD states in Clause 4 of Paw 113 that the tax authorities consider 10 documents, also known as transfer pricing documentation, in assessing a taxpayer's transfer pricing issues. During a transfer pricing audit, the tax authorities normally request transfer pricing documentation from the taxpayer.

In the case that the taxpayer does not have transfer pricing documentation on hand, the tax authorities will give the taxpayer a limited period to furnish



**Khun Abhisit Pinmaneekul, Executive Director, KPMG Phoomchai Tax Ltd., recently shared his knowledge on Transfer Pricing at Hemaraj Investor Club Seminar in ESIE.**

it. In the meantime, the tax authorities may analyze and compare the taxpayer's returns with the tax authorities' own established arm's-length range of returns, which may not create a positive result for the taxpayer. However, if the taxpayer has his own established arm's-length range of returns contained in his transfer pricing documentation at the beginning of the tax audit, it is often the case that the tax authorities will initially use the taxpayer's transfer pricing documentation as a basis of negotiation for tax assessments.

If the tax officer finds that the transfer prices charged are inconsistent with the arm's-length principle, the following assessments may be imposed: the tax due related to the transfer pricing adjustment, plus a surcharge (at 1.5 percent per month up to 100 percent of the additional tax) as well as penalties up to 100 percent of the additional tax. These significant tax assessments normally happen to some taxpayers without a prudent mitigation procedure.

Recently, there are increasing trends whereby the TRD is more and more focused on conducting transfer pricing audits on intercompany services transactions, as this could be another way to shift profits from Thailand to overseas.

To support during the investigation by the TRD, the taxpayers need to initially show that

- (i) they actually receive services and benefits from those services,
- (ii) transfer pricing policies for management services are reasonable and appropriate, and
- (iii) they have maintained documents to support those (i) and (ii).

In summary, transfer pricing is currently one of the most important tax issues facing companies that engage in transactions with related parties. The results of transfer pricing audits could make significant burden of proof and severe impact upon taxpayers in respect of business, operation, administration and finance. It is strongly recommended that all relevant documents (i.e. transfer pricing documentation, etc.) required to support the transfer pricing position should be in order at the earliest stage to manage the transfer pricing risks in advance. The later you determine your position, the more risks that may accumulate.

\* \* \* \* \*

*This information is intended as a general guide only. Tax law is complex and professional advice should be taken before acting on the information provided. Written by Mr. Abhisit Pinmaneekul, Executive Director, KPMG Phoomchai Tax Ltd. abhisit@kpmg.co.th.*

# Government Update

## Clear Time Frame for New Investment Policy Announced New Policy to Become Effective in January 2015

Thailand's Board of Investment (BOI) has approved a time frame for the preparation of a new investment promotion policy, scheduled to be completed by December 2013, and to be enforced beginning on 1 January 2015, leaving an adjustment period for investors. According to Mr. Prasert Boonchaisuk, the Minister of Industry, the BOI board

approved the time frame for the new investment promotion policy implementation to create clarity and transparency in its operation. It provides sufficient lead time for investors and business operators to prepare themselves in order to ensure full compliance and plan their business accordingly.

The new investment promotion policy will be completed by December 2013 and become effective from 1 January 2015 onwards. Under the new policy draft, the BOI plans to shift its investment promotion focus to 10 target industries, including

1. infrastructure and logistics series,
2. primary industries,
3. medical and scientific equipment,
4. renewable energy and environmental services,
5. business support services industries,

6. advanced core technologies,
7. food and agricultural processing,
8. hospitality and wellness,
9. automotive and other transport equipment, and, finally,
10. the electronics and appliances industry.

In addition, incentives will be given to new regional industry clusters such as food processing industries; a change from the previous zoning-based policy. The benefits provided to the project, which has been further encouraged by the new strategy, will be divided into two categories, basic incentives and additional merit-based incentives. The BOI focuses on promoting the activities of investment projects that are beneficial to the country.

22 May 2013

Source: [www.boi.go.th](http://www.boi.go.th)

## Customer Showcase

### Nissan Spring (Thailand) Co., Ltd. - Precision Springs for Automobile and Electronics Products

A Challenge to become the best precision component manufacturer in Asia

Nissan Spring (Thailand) Co., Ltd., which is a local subsidiary of Nissan Spring Co., Ltd. a leading manufacturer of springs for automobiles and construction machinery, was established in May 2005 and is located at the Eastern Seaboard Industrial Estate (Rayong). The company's production expanded steadily, and soon the initial rented factory space became too small to accommodate growing demand. Therefore, in September 2012, which was Nissan Spring's 7th year of production in Thailand, the company executives decided to purchase land at another location in the same industrial estate, and then constructed and opened their own factory.

The factory produces a wide range of spring products. Mr. Hitoshi Odagiri, President of Nissan Spring (Thailand), explains that the company's main products are high-quality and complex wire springs (compression springs, pull springs and torsion springs) and plate springs (pressed and multi-forming products) with loads that are precisely set. Some of these springs are used for car components, such as the "common rail system", which is a fuel injector for diesel engines and (braking) systems, as well as for printers, car audio devices, and digital cameras.

*Mr. Odagiri points out, "Our challenge is to think of ways to fill the wage gap when compared with large automobile makers, as well as to provide job satisfaction and motivation to employees"*

Nissan Spring (Thailand) has trained its Thai engineers, with the help of the parent company in Japan, in the making of wire springs for automobiles. However, twenty of them already have acquired skills for complex programming. Mr. Odagiri has full confidence in his well-experienced Thai employees, stating "Japanese staff staying in Thailand only performs tasks as instructors on newly received drawings or the 3D layout of complicated springs". In addition, Nissan Spring's headquarters in Japan



accepts skilled trainees regularly, and three Thai staff members are now going through training in Japan.

Current concerns of Nissan Spring (Thailand) are increasing labor costs and the retention of engineers. Mr. Odagiri points out, "Our challenge is to think of ways to fill the wage gap when compared with large automobile makers, as well as to provide job satisfaction and motivation to employees". The company tries to distinguish itself from its competitors by having flexibility to respond to demand, in addition to the manufacture of high quality goods and low production costs.

One reason why Nissan Spring chose Thailand as its production base overseas is the country's well-developed infrastructure and supply chain network. Most of the company's customers are Japanese enterprises, but it also supplies products to foreign businesses, such as Bosch from Germany, a company that manufactures and sells high-tech items for automobile, consumer and industrial use. Indeed, 80% of springs produced are supplied to automobile-related manufacturers. The ratio of exported products is less than 20%, but it is likely to increase in the near future, with Japan, Indonesia, China, India, and Brazil as destinations.

In terms of the future prospects of springs market, Mr. Odagiri expects that demand will continue to grow because car manufacturers are expanding their production base in Southeast Asia. However, a few competing spring makers are trying to enter the market, and it is expected that competition will be fierce. Mr. Odagiri revealed that six companies from Japan already have visited the Nissan Springs (Thailand) factory recently.

Due to increasing orders, the company looked for the best place to relocating its factory. The general manager of Nissan Springs (Thailand), Mr. Ampol, who is well experienced in factory construction, selected Hemaraj Eastern Seaboard Industrial Estate. The decision was made because the land area was appropriate and the location was favorable. Furthermore, building additional production facilities in the future is possible. Nissan Springs (Thailand) expects to increase productivity, lower costs, and respond promptly to customers' needs with the manufacture of more durable goods in order to strengthen its competitiveness.

Mr. Odagiri expresses his determination to aim for further improvement by declaring, "We have made a great progress, but the score is not 100% yet". The registered capital of Nissan Spring (Thailand) is 40 million baht. Moreover, the company employs 180 people, five of whom are Japanese, including the president.

#### Contact Information

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## World Quality Co., Ltd. - Production of Made-to-order Wigs

Our Asset is the Employees Who Shared Ups and Downs Together



Last year marked the 20th anniversary of the establishment of World Quality Co., Ltd. It serves as the production base as well as the logistics window of Aderans Group's products. Aderans has three production facilities overseas – World Quality at Hemaraj Saraburi Industrial Land, Aderans Thai, in Buriram Province, and another site in the Philippines. The facilities in Thailand export their products to Asia including Japan and European countries, while the Philippine factory exports to Japan and U.S.

Aderans Thai is in charge of the integrated production of ready-made products and hair implantation for made-to-order products, whereas World Quality produces the artificial skin parts of made-to-order products and artificial hair, as well as the processing of hair materials. Aderans Philippines Inc. is the manufacturer of "CyberHair" and "VitalHair", innovative artificial hair that Aderans developed after years of research and that possess such special features as: (1) Being three times stronger than natural hair and rarely breaking into two, and (2) being lighter than natural hair, and thus comfortable to wear.

*Aderans Group is considering to relocate its labor-intensive production facilities to "Thailand-plus-one" countries such as Laos. If Laos becomes our base for hair implantation, then the work load for Word Quality will steadily grow, and both may be able to enjoy the fruits of a "win-win" situation. Mr. Minagawa explains.*

According to Mr. Nobuhiko Minagawa, General Manager of World Quality, if the wig is made with human hair, you need to set it as if it was normal human hair. But if CyberHair is used, the original setting condition is maintained because it has superb shape-memory characteristics. For instance, when you wake up in the morning, you only comb your CyberHair wig with your hand a little, and the hair style returns to the usual condition. Furthermore, CyberHair has high water absorbability and possesses the special feature of not being easily identified as artificial hair. On the other hand, VitalHair is more similar to human hair than CyberHair, so it is possible to change your hair style as you like, by yourself.

The hair materials and base portions of artificial skin produced by World Quality are sent to Aderans Thai to be used for hair implantation. The Buriram facility is suitable for labor-intensive production, which requires many workers, because the labor cost is low. However, Thailand's economy and labor market are changing. To meet some of these challenges, World Quality is starting to let competent Thai staff take charge of administrative duties such as production control, human resources, administration, and accounting. Nonetheless, Aderans Group is considering to relocate its labor-intensive production facilities to "Thailand-plus-one" countries such as Laos. Mr. Minagawa explains that, "if Laos becomes our base for hair implantation, then the work load for Word Quality will steadily grow, and both may be able to enjoy the fruits of a "win-win" situation."

#### The Most Suitable Address for Relocation

World Quality established its base in Thailand in 1992, when the wages of Thai workers went up and trade union

activities increased. Since then, the company's business grew steadily. Yet in 2011, World Quality's factory in Ayuthaya Province was seriously affected by the massive flood, and was forced to stop operations temporarily.

Many companies moved their facilities to the Eastern Seaboard area where there is no risk of flooding. World Quality also visited the Eastern Seaboard Industrial Estate in Rayong, developed by Hemaraj, as a potential relocation site. However, Mr. Minagawa and his executive team were introduced to the Hemaraj Saraburi Industrial Land (Hemaraj SIL). The three Ready Built Factories for rent at Hemaraj SIL can be utilized as one whole lot, and so it becomes possible to place container houses. In addition, it is feasible to engage in final processing of products manufactured in Laos, so the company is considering hiring more employees.

Wig production is a niche industry, with a stable market that never expands or shrinks rapidly. Mr. Minagawa highlighted that World Quality is receiving so many orders from Japan as to make it difficult for the company to deliver on time. Moreover, Mr. Minagawa showed his eagerness by saying, "We would like to establish a production system for supplying products steadily to meet such demand". He also declared with a smile, that he is very thankful to the Hemaraj staff for having provided him with detailed assistance and care.

#### Contact Information

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## Johnson Controls & Summit Interiors Ltd.

### A Worldwide Leader in Automotive Seating

It goes without saying that Hemaraj's Eastern Seaboard Industrial Estates are the hub of the automotive sector of Thailand with key players of the automotive supply chain. Johnson Controls & Summit Interiors Ltd. is a prime example of how Thailand, and ESIE in particular, consistently draws top first-class businesses to the Thai economy.

With headquarters in Milwaukee, Wisconsin its corporate, Johnson Controls is a industrial leader serving customers in more than 150 countries. Being in business for more than 128 years and with 240 plants worldwide, Johnson Controls today is a worldwide leader in automotive seating, overhead systems, door and instrument panels, and interior electronics.

According to Marcelo Assis, Managing Director of Johnson Controls & Summit Interiors (JSI), JSI started its operations in Thailand in 1999. Presently, the joint venture has five plants in four sites in three different provinces: Eastern Seaboard Industrial Estate (Rayong), Samut Prakarn, and Chonburi. Currently, JSI has 1,500 employees nationwide of which 1,200 work at Hemaraj's two principal estates in Rayong. In Thailand, JSI handles multiple customers – Ford, Mitsubishi, General Motors, Isuzu, Mercedes Benz, BMW, and Tata – and therefore the company's volume of orders has been steady over the years. Yet there is a great deal of complexity to the performance of the joint venture as the Thai automotive industry consistently must adapt to changing global market demands.

Mr. Assis declared that by 2020 Thailand's output of motor vehicles should reach 3 million units. In anticipation of this projected leap in production JSI plans for the next five years (2013-2018) include the opening of a new plant, the hiring of additional employees, and the creation of original products for the market. As a matter of fact, since 2010 there has been one to two launches of new items per year for car interiors.

Thailand has proven to be an excellent operating base for JSI and there are many reasons for why the joint venture decided to set up shop in the Kingdom. The primary pull factor concerning JSI was that the company was following in the wake of General Motors ever since the assembly lines of the giant US auto manufacturer started running back in 1993 at ESIE.

Additionally, most major players of the global auto industry are here in Thailand, thereby offering the joint venture an abundance of prospective customers due to the large number of OEMs in the country, and in particular their heavy concentration in the Eastern Seaboard.

Regarding the topic of the Thai labor market today, JSI has responded to this challenge by constantly undertaking a search for young talent, especially fresh undergraduates. Mr. Assis was adamant that a university degree is essential, foreign language skills are important, mainly English, and a level of technical proficiency is beneficial. He highlighted that presently 60% of JSI staff are English-speaking and that it is one of his personal goals to increase that percentage prior to the inauguration of ASEAN Economic Community in 2015. In fact, it is a necessity for JSI to look after its work force and the development of the joint venture's human resources is a priority.

*"..the mantra of senior management that if JSI goes beyond what customers anticipate, customers will return again and again, asking the joint venture to further contribute to their success..."*

When asked about the principal opportunities and challenges facing JSI today, Mr. Assis replied that the joint venture is geared up to address either one of them. It is the nature of the business and companies must be prepared with contingencies. For instance, the increase of the daily minimum wage in Thailand to 300 baht had a negligible effect upon the productivity and profitability of JSI. Yet, Mr. Assis indicated that domestic factors are not the only issues that JSI must take into account for the subsidiary is a component of Johnson Controls' worldwide operations. As a result, issues and trends like free trade areas/common markets, e-commerce, and global standardization are crucial for consideration and analysis within the context of modern business planning.



Similarly, the free movement of labor is a potential risk but also opportunity, particularly for JSI as it requires a skilled and educated work force to function and compete suitably. Mr. Assis asserted that awareness of the ASEAN Economic Community is high amongst industry insiders but there is still unfamiliarity with the specifics of ASEAN's roadmap concerning economic integration for the regional grouping.

Lastly, Mr. Assis emphasized that fundamental to the success of Johnson Controls & Interior Summits

is the joint venture's mission to exceed continuously its customers' increasing expectations. In an ever-changing landscape like the auto industry, it becomes imperative for any enterprise to achieve high standards of workmanship. The subsidiary focuses on innovation and commits itself to constant improvements in quality, service, productivity and time compression. It is the mantra of senior management that if JSI goes beyond what customers anticipate, customers will return again and again, asking the joint venture to further contribute to their success.

#### Contact information

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## Hemaraj News

### Hemaraj Welcomes Australian Press Mission to ESIE



A delegation of senior journalists from Australia recently came to Thailand upon the invitation of the Thailand Board of Investment (BOI). As part of this 8-day visit, the group visited ESIE and Hemaraj ESIE and attended a briefing on Australian investment in the country.

In the photo: Mr. Ian Porter (far left), from Australian Automotive Magazine, Ms. Glenda Korporaal (2nd left), from The Australian newspaper, and Mr. Peter Yuan Cai (2nd right), from The Sydney Morning Herald, were warmly welcomed by Ms. Siyaphas Chantachairoj (4th right), Director of Corporate Marketing and Residential Customer Development for Hemaraj, during their recent visit to Hemaraj's Industrial Estates.

### Hemaraj Hosts ESIE Tour for American Media Delegation



Hemaraj recently welcomed a group of US-based journalists who were in the country upon the invitation of the Thailand Board of Investment (BOI). As part of its mission, the delegation was given a tour of ESIE – including a visit to American Axel and Manufacturing (Thailand) Co., Ltd., an American-owned global manufacturer and supplier of automotive components.

In the photo: Ms. Siyaphas Chantachairoj (5th right), Director of Corporate Marketing and Residential Customer Development for Hemaraj, welcomed the group and led the tour that highlighted American investments in the area.



# What's New with Our Customers

## Hemaraj Seals ESIE Land Purchase Deal with Hiroshima Aluminum Industry



Hiroshima Aluminum Industry Co., Ltd., a global supplier of aluminum die castings, casting molds and plastic components used in automotive industries, recently acquired a 53-rai property at ESIE. The new plant will boost Hiroshima Aluminum Industry's capacity to capture the increased demand for environmentally-friendly aluminum and plastic products through new technologies.

In the photo: Mr. Shinya Tashima (3rd from right), Representative Director and Vice President of Hiroshima Aluminum Industry Co., Ltd. and Mr. Hiroki Fujii (4th from right), General Manager of Chiyoda Production Department, recently finalized a land purchase agreement at ESIE with Mr. David Nardone (3rd left), President & CEO of Hemaraj and Mr. Vivat Jiratikarnsakul (2nd from left), Executive Vice President of Hemaraj.

## Hiroshima Seimitsu Kogyo Purchases Land in Hemaraj's Industrial Estate



Hiroshima Seimitsu Kogyo Corporation, an integrated company that develops, designs and produces automotive parts, recently inked a land purchase deal

with Hemaraj Land And Development Plc. for a 12-rai tract located at ESIE. The company plans to build a new manufacturing facility with high performance equipment and cutting-edge technology, in anticipation of the rapidly increasing demand in the automotive industry due to the expanding global economy.

In the photo: Mr. David Nardone (3rd from left), President and CEO of Hemaraj and Mr. Vivat Jiratikarnsakul (2nd from left), Executive Vice President of Hemaraj, finalize the land sale with both Mr. Taiji Tenda (center), Manager of the President's Office and General Manager of the Overseas Department of Hiroshima Seimitsu Kogyo Corp., and Mr. Hiroshi Miyaso (2nd from right), Executive Director of the Koyo Plant of Hiroshima Seimitsu Kogyo Corp.

## ONDO Corporation Seals 42-Rai Deal at Hemaraj's Industrial Estate



Hemaraj and ONDO Corporation, a leading producer of state-of-the-art automobile parts using advanced technology from Japan, recently concluded a land purchase contract for a 42-rai site at ESIE. Hiroshima-based ONDO has initiated plans to build a new production facility that will feature cutting-edge technology and innovations to meet the increasing demand of major automakers.

In the photo: Mr. David Nardone (center), President & CEO of Hemaraj and Mr. Vivat Jiratikarnsakul (3rd from right), Executive Vice President of Hemaraj, finalize the land purchase agreement with Mr. Shinichiro Myoi (3rd from left), General Manager of the Overseas Division of ONDO Corporation, and Mr. Masatsugu Izumi (2nd from left), General Manager of the Auto Parts Department at Shinsho Corporation (KOBELCO).

## Fast Auto Drive (Thailand) Purchases Land in Hemaraj's Industrial Estate



Fast Auto Drive (Thailand) Co., Ltd., a subsidiary of Shaanxi Fast Auto Drive Group (Fast Group), a global leader in the production of transmission systems for heavy-duty vehicles, sealed the purchase of a 16-rai plot of land in the ESIE, from Hemaraj. Fast Group soon will build one of its first factories outside of China in order to meet the growing demand of customers from the US, Australia and Eastern Europe.

In the photo: Mr. Ma Xijun (5th from left), Financial Controller for Fast Auto Drive (Thailand), exchanges contracts with Mr. David Nardone (4th from left), President & CEO of Hemaraj. They were joined by Mr. Vivat Jiratikarnsakul (3rd from left), Executive Vice President of Hemaraj, and other high-level executives from both companies.

## Star BUT (Thailand) Finalizes Hemaraj RIL Land Deal for Future Manufacturing Plant



Star BUT (Thailand), a subsidiary of China's Xuzhou BUT Construction Machinery Joint-Stock, recently finalized its deal with Hemaraj to purchase a 36-rai plot at Hemaraj RIL. This will be the site of Star BUT's new facility to manufacture steel fabrications for construction machines.

# What's New with Our Customers

Founded in 1995, BUT was the first Chinese domestic steel fabrication supplier for US-based Caterpillar Inc. The new premise will strengthen BUT's position as a world-class company providing excellent products throughout the globe.

In the photo: Mr. Edward Gao (4th left), Chairman of Xuzhou BUT Construction Machinery Joint-Stock Co., Ltd., and Mr. Xiao Zhongchuan (3rd left), Chairman of the Supervisory Board of Xuzhou BUT Construction Machinery Joint-Stock Co., Ltd., have finalized a property purchase deal with Mr. David Nardone (4th right), President and CEO of Hemaraj and Mr. Vivat Jiratikarnsakul (3rd right), Executive Vice President of Hemaraj. The new manufacturing facility to be built will enable BUT to meet the growing demands of the global market.

## SAIC Motor-CP Joint Venture Agrees to Lease Ready Built Factories in Hemaraj ESIE



SAIC Motor-CP Co., Ltd., an automotive industry joint venture founded by China-based automaker SAIC Motor Corporation and Thailand's CP Group, has reached an agreement with Hemaraj over the leasing of ready built factories, representing a total area of 17,280 square meters, in Hemaraj ESIE. SAIC Motor-CP is planning to develop a production facility that will initially be capable of building 50,000 vehicles annually under the SAIC-owned MG English brand for Thailand and international markets.

In the photo: Mr. David Nardone (5th from left), President & CEO of Hemaraj, exchanges the contract with Mr. Nopadol Chiaravanont (5th from right), Director of SAIC Motor-CP Co., Ltd., while Mr. Wu Huan (4th from right), President of SAIC Motor-CP Co., Ltd., Mr. Sawasdi Horrurgruang (center), Director of

Hemaraj, Mr. Vivat Jiratikarnsakul (4th from left), Hemaraj's Executive Vice President and management teams of both companies look on.

## OTC Daihen Asia Leases Ready Built Factory at Hemaraj ESIE to Enhance Customer Service



OTC Daihen Asia Co., Ltd., a provider of high-quality welding machines, industrial robots, and related services, recently signed a contract with Hemaraj for the lease of a strategic service base and distribution warehouse at the Hemaraj ESIE. The agreement is part of OTC Daihen Asia's efforts to expand its operations in Thailand.

In the photo: Hemaraj Executive Vice President Mr. Vivat Jiratikarnsakul (3rd left) proposes a toast with Mr. Masanobu Uchida (3rd right), President of OTC Daihen Asia Co., Ltd., Mr. Naotake Arioka (2nd right), Executive Vice President of Marketing at OTC Daihen Asia, and representatives from both companies during the contract signing ceremony.

## Kishimoto Chooses ESIE for Its Newest Factory Site

Kishimoto Industry (Thailand) Co., Ltd., a subsidiary of Kishimoto Kogyo Co., Ltd., recently signed a contract with Hemaraj to lease 900 sq.m. of a Ready Built Factory in ESIE. The company, which has registered capital of 40 million baht, plans to increase its capacity in metal pressing for automotive parts and electrical appliances.



In the photo: Mr. Manabu Kishimoto (4th right), President of Kishimoto Kogyo Co., Ltd., Mr. David Nardone (3rd right), President and CEO of Hemaraj, Mr. Vivat Jiratikarnsakul (2nd right), Executive Vice President of Hemaraj, and other company officials, celebrate the contract signing of the lease for a new plant located at ESIE.

## Logicom Leases Ready Built Factory in Hemaraj's Industrial Estate



Logicom International (Thailand) Co., Ltd., a leading logistics service provider, has signed a contract to lease a 482-square-meter ready built factory in ESIE. The facility will serve as a key element in Logicom's business expansion.

In the photo: Mr. Masaji Oue (4th from right), President of Logicom Group of Companies, Mr. Tetsuaki Kobayashi (3rd from right), Director & Executive General Manager of the Operation Division & President of Logicom International, and Mr. Vivat Jiratikarnsakul (4th from left), Executive Vice President of Hemaraj, exchange a factory leasing contract in the recent signing ceremony.

# What's New with Our Customers

## Supavut Signs Leasing Deal for Warehouse in HLP 4



Supavut Industry Co., Ltd., a plastic components manufacturer specializing in injection-molded and blow-molded automobile parts, recently signed a contract with Hemaraj for the lease of a logistics warehouse in Hemaraj Logistics Park 4 (HLP4). The additional warehouse space will help drive operational efficiency for Supavut Industry, whose key products are plastic console parts for vehicles, painted auto interior and exterior parts, and high-tech mold makers.

In the photo: Mrs. Mali Phiwthong (3rd right), Vice President of Supavut Industry Co., Ltd., and Mr. Apidet Junchaisong (2nd right), Manager for Purchasing, exchange contracts with Mr. Vivat Jiratikarnsakul (3rd left), Executive Vice President of Hemaraj, during the recent signing ceremony.

## Miyago Industry to Expand with Factory Leasing Deal at Hemaraj SIL



Japan-based Miyago Industry, a leading manufacturer of machine, electronics and automobile components, has signed a contract to lease a ready built factory at Hemaraj SIL.

Founded in 1963, Miyago specializes in the manufacturing of complex, high-precision parts for machinery and electronic devices. Once completed,

the 6,000-square meter plant will increase Miyago's production capacity to satisfy demand from a wide range of world-class customers.

In the photo: Mr. David Nardone (6th from left), President & CEO of Hemaraj, and Mr. Mutsuo Miyago (center), President of Miyago Industry, recently signed a ready built factory lease contract at Hemaraj SIL. They were joined by Mr. Vivat Jiratikarnsakul (4th from left), Executive Vice President of Hemaraj, and Mr. Tadashi Miyago, Vice President of Miyago (5th from right) and other executives of both companies.

## Edogawa Leases Ready Built Factory at Hemaraj SIL



Edogawa Gosei (Thailand) Co. Ltd., a leading producer of specialty paints and solvents for industrial equipment, recently signed a lease contract with Hemaraj for a Ready Built Factory at Hemaraj Saraburi Industrial Land (Hemaraj SIL). The new 1,728 square meters facility will help Edogawa Gosei reach its full production capacity and help accelerate its business.

In the photo: Mr. Koji Shinohara (4th right), CEO of Edogawa Gosei Co., Ltd., and Mr. David Nardone (4th left), President & CEO of Hemaraj, finalize the lease contract in the presence of Mr. Vivat Jiratikarnsakul (3rd left), Hemaraj's Executive Vice President and other executives of Hemaraj.

## Shibasaki TB Finalizes Ready Built Factory Lease at Hemaraj SIL

Shibasaki TB (Thailand) Co., Ltd., a joint venture between Shibasaki Seisakusyo

Co.,Ltd. and Tokyo Byokane (S) PTE Ltd., a leading manufacturer of top quality metal parts for the automotive industry, recently signed a lease agreement for a Ready Built Factory with Hemaraj. Covering a total area of 1,296 square meters at Hemaraj SIL, the new production facility will deliver a comprehensive range of high-performance products to cater to customers in the region.



In the photo: Mr. Vivat Jiratikarnsakul (3rd left), Executive Vice President of Hemaraj, together with Mr. Akihiko Kushioka (3rd right), Managing Director of Tokyo Byokane (S) PTE Ltd. and Executive Director of Tokyo Byokane (Thailand) Co., Ltd., and Mr. Takashi Katsumata (2nd right), Director of Shibasaki TB (Thailand) Co., Ltd., pose with the lease agreement at the close of the contract signing ceremony.

## Loparex Celebrates Soft Opening of New Factory at Hemaraj ESIE



Loparex Co., Ltd., a leading global manufacturer of silicone-coated papers and films, recently celebrated the soft opening of its new factory at the Hemaraj ESIE with top management executives of Hemaraj in attendance. The 35,000 square meters facility will serve as an additional service hub for Loparex to expand its sales and technical service resources to its widespread customer base.

In the photo: Mr. David Nardone (front row, right), President & CEO of Hemaraj, congratulates Mr. Michael Apperson (front row, middle), CEO of Loparex Group at the ceremony.

# What's New with Our Customers

## Itakura Celebrates Grand Opening of New Plant at Hemaraj ESIE



Itakura (Thailand) Co., Ltd., a subsidiary of Itakura Jitsugyo Co., Ltd., recently held a grand opening ceremony for its new factory at Hemaraj ESIE. The plant will boost Itakura's capacity to produce and assemble high-quality glass for energy-efficient automobiles.

In the photo: Mr. Hirooki Itakura (2nd right), Executive Vice President of Itakura Group Company, receives a portrait of His Majesty the King from Mr. David Nardone (3rd left), President & CEO of Hemaraj, to mark the grand opening of Itakura's new factory at Hemaraj ESIE.

## FMC Corporation Lays Foundation Stone for New Factory in Hemaraj ESIE



FMC Corporation, a US-based chemical company serving agricultural, industrial, environmental and consumer markets, recently laid the foundation stone for its new world class microcrystalline cellulose (MCC) manufacturing facility. Situated on a 41-rai plot of land in Hemaraj ESIE, the fully-automated factory is expected to be operational in late 2014. This US\$100 million investment will enable FMC to meet growing demand and increase its customer base in the region.

In the photo: Mr. David Nardone (3rd right), President and CEO of Hemaraj, congratulates Mr. Michael P. Smith (3rd left), FMC Vice President and Business Director, Biopolymer, and Mr. John T. Bartholomew (2nd from left), FMC Operations Project Director, at the ground breaking ceremony.

## Thai Dongbu Steel Inaugurates Its First Overseas Plant at Hemaraj's Industrial Estate



Thai Dongbu Steel Co., Ltd., a subsidiary of Korea-based Dongbu Steel, manufacturer of pre-coated steel, recently held the grand opening ceremony of its new facility at ESIE in Rayong. Representing an investment of 800 million baht, the factory will produce high-quality pre-coated metal for the world's top home appliance and construction material makers. Founded in 1967, Dongbu Steel is now positioned to become one of the world's leading steel product providers.

In the photo: (From left) Mr. Chu Jin Hyo, Vice President of LG International; Mr. Yoo Hong Sup, Vice President of Dongbu Steel; Mr. Lee Man Jae, President of the Korean-Thai Chamber of Commerce; Mr. Jeon Jae Man, Ambassador of South Korea to Thailand; Mr. Lee Chong Keun, Vice Chairman of Dongbu Steel; Mr. Pracha Assavaniwest, Managing Director of SCC; Mr. Jung Chan Il, CEO of Thai Dongbu Steel and Mr. David Nardone, President & CEO of Hemaraj.

## Mitsubishi Gas Chemical Completes Factory Construction in Hemaraj ESIE

MGC Electrotechno (Thailand) Co., Ltd., a leading manufacturer of electronic

materials, copper clad laminates and prepregs, recently celebrated the completion of its new production facility at Hemaraj Eastern Seaboard Industrial Estate. Constructed as part of the parent company Mitsubishi Gas Chemical's business continuity plan (BCP) for market expansion into Southeast Asia, the new plant will commence commercial operations toward the end of 2013 with a capacity of 250,000 m2 copper clad laminates per month.



In the photo: Mr. Hideki Odaka (4th from left, seated), Chairman of Mitsubishi Gas Chemical Company Inc., Mr. Kazuo Sakai (4th from right, seated), President of Mitsubishi Gas Chemical Company Inc., Mr. Chiharu Kubota (center, seated), President of MGC Electrotechno (Thailand) Co., Ltd., Mr. Yuh Miyauchi (3rd from right, seated), President of MGC Electrotechno Co., Ltd., and Mr. Vivat Jiratikarnsakul (far left, seat), Hemaraj's Executive Vice President. Other MGC executives and honorable guests attended the ceremony and posed for the group picture.

## MAX (Thailand) Inaugurates New Factory at Hemaraj ESIE



In the photo: Mr. David Nardone (3rd right), President and CEO of Hemaraj, and Mr. Vivat Jiratikarnsakul (2nd right), Executive Vice President of Hemaraj, congratulate Mr. Takashi Miida (3rd left), Chairman of MAX Co, Ltd. (Japan), Mr. Hachiro Kawamura (2nd left), Managing Director of MAX Co., Ltd. (Japan), and Mr. Atsushi Saito (left), Managing Director of MAX (Thailand) at the ceremony.

# What's New with Our Customers

MAX (Thailand) Co., Ltd, a subsidiary of MAX Co., Ltd. (Japan), recently celebrated the grand opening of its factory at Hemaraj ESIE. An expansion of MAX's first production base located in ESIE, the new 30-rai world-class facility will produce time cards, auto staplers, nailers (pneumatic nailing tools) and paper staplers ("Max") to increase the company's capacity to meet the demands of its growing market worldwide.

## Hemaraj Congratulates Global Eco-can Stock in Foundation Stone-Laying Ceremony at ESIE



Global Eco-can Stock (Thailand) Co., Ltd., a manufacturer of resin-coated aluminum materials for containers and a subsidiary of Toyo Seikan Kaisha Ltd., recently laid the foundation stone for its new factory at the ESIE. The event marked an important milestone for the factory, which is due to open in June 2014.

In the photo: Mr. Shunji Kaneko (4th right), President of Toyo Seikan Kaisha Ltd. and, Mr. Katsuhiko Tominaga (center), President of Global Eco-can Stock (Thailand) pose with Mr. Vivat Jiratikarnsakul (2nd right), Executive Vice President of Hemaraj, and guests during the ceremony at ESIE.

## Hemaraj Welcomes Ampacet at Its New Headquarters in ESIE

ESIE recently welcomed the latest addition to its roster of industrial clients with the opening of a new regional head office by Ampacet Corporation, a leading global supplier of color concentrates and additive master batches for plastics, in Rayong's Pluak Daeng district.



With 21 manufacturing sites in 11 countries around the globe, Ampacet offers its products to industrial customers in over 80 markets. This freshly-opened headquarters will oversee manufacturing work at 3 sites in Asia – including one at the ESIE head office itself.

In the photo: Mr. Gustavo Lidzki (middle), General Manager – Asia, Mr. Peter Mui (left), Manufacturing Director – Asia, and Mr. Ajay Bijwe (right), Sales & Marketing Director – Asia, celebrated the grand opening of the company's new Asian headquarters at ESIE.

## Fukuju Lays Foundation Stone for New Factory in Hemaraj's Industrial Estate



Japan's Fukuju Industry, producer of metal automotive components, recently laid the foundation stone for its new world-class manufacturing facility, strategically situated at ESIE. The precise machining factory, expected to be operational in February 2014, will enable Fukuju to meet the growing demands of its various clients in the automotive industry.

In the photo: Mr. Yutaka Takagi (center), CEO of Fukuju (Thailand) and Mr Hiroyoshi Nakashigashi (3rd right), President of Fukuju (Thailand) pose for a group picture with Mr. Vivat Jiratikarnsakul (5th left), Executive Vice President of Hemaraj and other guests at the ceremony.

## Matsuda Sangyo Celebrates Grand Opening of New Factory in Hemaraj CIE



Matsuda Sangyo (Thailand) Co., Ltd, a manufacturer of precious metal-based products and provider of recycling solutions, recently celebrated the grand opening of its new factory at Hemaraj CIE. Fully equipped to handle scrapping, refining, and recycling of semiconductors and electrical parts, the facility was developed to enhance their operations in the country.

In the photo: Ms. Anchalee Prasertchand (3rd right, 2nd row), Director of Industrial Customer Development for Hemaraj, poses with Mr. Takashige Sasaki (3rd right), Director of Precious Metals Division for Matsuda Sangyo Co., Ltd., Mr. Tsuzuki Junichi (3rd left), General Manager of Overseas Business Development Department, and Mr. Hideyuki Torii (2nd left), Managing Director of Matsuda Sangyo (Thailand) Co., Ltd., and other executives and guests at the ceremony.

## Hemaraj Congratulates GNLL as Nong La Lok Power Plant Begins Commercial Operations

Gulf JP NLL (GNLL), a joint venture established by Gulf JP and Hemaraj Energy, recently celebrated the commencement of commercial operations at Nong La Lok Power Plant. Situated in Hemaraj RIL, this 5.5 billion baht cogeneration plant produces 126 megawatts of electricity as well as 3,200 tons of chilled water and 8 tons/hour of steam for cooling and heating purposes respectively.

# What's New with Our Customers



Hemaraj Energy, a subsidiary of Hemaraj, holds a 25.01% stake in GNLL, which struck a deal with the Electricity Generating Authority of Thailand (EGAT) in 2009 over the sale of 90 megawatts of power.

In the photo: Mr. Rakphol Kangnoy (center), Director of Industrial Estate Operations for Hemaraj is congratulated by Mr. Yutthapong Nakraksa (left), Nong La Lok Power Plant Project Manager, Gulf JP NLL, on the commencement of the plant's commercial operations at Hemaraj Rayong Industrial Land.

## Electrolux Thailand Inaugurates New Factory in Hemaraj RIL

Electrolux Thailand Co., Ltd. recently celebrated the grand opening of its

new refrigeration plant at Hemaraj RIL. A global leader in home appliances and appliances for professional use, Electrolux sells innovative products to customers in 150 countries every year. As part of its expansion plan, the new facility will help increase the company's capacity to produce Electrolux refrigerators for the Asia Pacific and Australian markets.



In the photo: Mr. Marc Absillis (2nd from left), Plant Manager of Electrolux Thailand Co., Ltd. receives a portrait of His Majesty the King from Mr. Sunthorn Kongsunthornkitkul (2nd from right), Advisor of Hemaraj, to mark the grand opening of the new Electrolux refrigeration plant at Hemaraj Rayong Industrial Land.

## Knauf Gypsum (Thailand) Opens New Plant at Hemaraj SIL



Knauf Gypsum (Thailand), a subsidiary of the Knauf Group, recently held the grand opening ceremony for its new production facility at Hemaraj SIL. Germany-based Knauf is an innovative leader and a respected name in the building industry. With this 35-rai plant that conforms to the strictest environmental standards, Knauf aims to increase the company's manufacturing capacity for construction materials to meet the growing demands of various markets in the region.

In the photo: Mr. David Nardone (4th from right), President & CEO of Hemaraj, and Mr. Vivat Jiratikarnsakul (3rd from left), Executive Vice President of Hemaraj, congratulate Mr. Wayne Studdon (5th from left), President Director of PT. Knauf Gypsum Indonesia, during the opening ceremony of Knauf's new manufacturing plant at Hemaraj SIL.

## Social Contribution

### Hemaraj Reaches Out to 14,400 Students in the Eastern Seaboard Area



For the 17th consecutive year, Hemaraj held its Annual School Contribution Program to help students from neighboring communities of Hemaraj's industrial estates, located in the Eastern Sea-board area.

In the photo: Hemaraj, led by its President & CEO, Mr. David Nardone, distributes backpacks and school supplies donated by its industrial estate customers, partners and Hemaraj executives to 14,400 students from 53 schools in Chonburi and Rayong. Hemaraj has a total of 7 industrial estates and 4 logistics parks in the Eastern Seaboard to support key industries in Thailand.

# Social Contribution

## Hemaraj Continues Support for Chonburi Football Club



Hemaraj recently participated in a press conference announcing to supporters of Chonburi Football Club about the "Chonburi FC Fan Club Thank-You Party". As a major sponsor of Chonburi FC, Hemaraj has provided cash support totaling 24 million baht to the club from 2008 to 2012 and for this year another 6 million baht will be contributed as a sign of the company's continuous support of the club.

In the photo: Mr. Wittaya Khunpluem (center), President of Chonburi Football Club, poses with supporters of the club including Mr. Sunya Baopoonthong (4th from right), Corporate Affairs Manager of Hemaraj.

## Hemaraj and AMCHAM Organized English Camp for Teachers in Eastern Seaboard



Hemaraj, in cooperation with the AMCHAM Thailand Charitable Foundation, recently organized a 4-day English Training Course under the Adopt-A-School. Forty primary school teachers from forty different schools in Rayong and Chonburi were invited to join the seminar, which focused on the development of communication skills in the classroom using English as the medium of instruction.

In the photo: Ms. Siyaphas Chantachairoj (front row, 4th from left), Director of Corporate Marketing and Residential Customer Development at Hemaraj, poses for a group picture with forty primary school teachers.

## Hemaraj Celebrates Songkran with Local Communities in Rayong



Members of the Eastern Safety and Environment Club (ESEC), Hemaraj EIE (Map Ta Phut), embraced the spirit of the Songkran Festival by participating in traditional celebrations organized by the communities of Map Chalut and Chak Klang in Rayong province.

Hemaraj staff and local community members paid respect to their elders in the traditional Thai way and performed a ritual bathing of a Buddha image to herald the start of a prosperous year.

## Hemaraj Supports Rayong Football Club



Hemaraj recently provided cash support of 1,000,000 baht to the Rayong Football Club. Mr. Sunthorn Kongsunthornkitkul (2nd from right), Advisor of Hemaraj is seen handing over an announcement of support to Mr. Piya Pitutecha (3rd from left), Head of the Rayong Provincial Administration Organisation (PAO) and Chairman of Advisors to the Rayong Football Club and Mr. Daeshathorn Roobraekha (left), Chairman of the Rayong Football Club.

## Hemaraj Joins Songkran Festival at Chom Phon Chao Phraya Subdistrict

Mr. Kampol Noramat (green shirt) Assistant Site Superintendent of Hemaraj ESIE, recently joined Chom Phon Chao Phraya Subdistrict's

Songkran Festival. On the same occasion, towels were distributed to the elders of Chom Phon Chao Phraya Subdistrict as souvenirs. Hemaraj has organized a Thai New Year's cultural event with the community annually.



## Free Eye-Glasses from Hemaraj



Hemaraj recently arranged a mobile unit to provide free optical check-ups and eye-glasses for residents of the Tasith community at Wat Khao Noi, Rayong Province. Over 260 community members were recipients of these services. Hemaraj has organized these free optical check-ups and the distribution of eye-glasses annually.

## Hemaraj Donates Computers to Support Education



As part of its education and outreach program to help schools in neighboring communities, Hemaraj recently donated computers to the Baan Klong Krum School in Rayong Province. Mr. Somyot Chuenarom (2nd right), Principal of Baan Klong Krum School, accepted the donation from Hemaraj executives led by Mr Sunya Baopoonthong (5th left), Corporate Affairs Manager.



YEARS  
25

# We Promise



Over the past twenty years, the field of CSR has evolved to the point of becoming virtually synonymous with the protection and care of the environment, both on the company's premises as well as the surrounding area.

As a leader in the real estate sector of Thailand, Hemaraj's Green CSR vision is to build environmental sustainability into each business function and process in every single one of its properties. Hemaraj

's innovative CSR activities and projects concerning the environment always have attracted the attention of many institutes and government agencies.

During an interview for Hemaraj Newsletter, Khun Rakphol Kangnoy, Director of Industrial Estate Operations for Hemaraj Land And Development Plc., provided an informative overview of the company's Green CSR policy and talked about some important environmental issues that are on the front burner for Hemaraj regarding its numerous industrial estates and logistics parks.

but a duty to be



## Entrusted Green Policy

He initiated the conversation by stating that corporate social responsibility is not just a management concept but a duty to be performed that has important social and environmental implications. For him and his team the main goals of Hemaraj's Green CSR activities are enshrined in the company's environmental policy.

Hemaraj aims to

- comply fully with those environmental regulations,
- employ effective pollution prevention methods,
- protect the local environment and its natural resources,
- cut down on-site energy consumption,
- improve continuously the Green CSR activities and projects of Hemaraj so that sustainable development is ensured.



Indeed, these missions have been entrusted to the company's Safety, Health and Environment team (SHE), which is staffed by Khun Rakphol and 175 Hemaraj personnel located on seven industrial estates. An example of Hemaraj's SHE unit in action is the annual beach cleaning exercise in Map Ta Phut area. It consistently involves the direct participation of the community, Hemaraj customers, and Hemaraj's own management team and employees.

Khun Rakphol stressed that Hemaraj's Green CSR policies strictly follow the environmental impact assessment (EIA) requirements as put forward by the Office of Natural Resources and Environmental Policy and Planning (ONEP). Hemaraj has been engaged in CSR since more than a decade. In fact, the company is a recognized leader in the field here in Thailand and has been active in the promotion and implementation of Green CSR. Hemaraj's Eastern Seaboard Industrial Estate (Rayong) was chosen as one of the five ECO IE Pilot estates with best practice for water resource management in 2003.

With this in mind, Khun Rakphol proceeded to explain that Green CSR revolves primarily around minimizing the negative environmental impact of business practices. As Hemaraj deals with industrial land development one significant issue that







## a Sustainable Growth among all Stakeholders

“ Corporate social responsibility is not just a management concept performed that has important social and environmental implications ”



the company must address is that of water supply. Hemaraj has invested its resources – human and financial – in the building and maintenance of water treatment plants that not only serve the industrial needs of Hemaraj’s on-site customers but also provide clean water to local communities during the drought season.

### E:mc<sup>2</sup>, the First Private Online Environmental Monitoring Unit

In association with the Industrial Estate Authority of Thailand, Hemaraj has established E:mc<sup>2</sup> as the first real-time environmental monitoring unit at private sector’s industrial estate. Located at Eastern Seaboard Industrial Estate (Rayong), this unit offers real-time processing of environmental reports, with highly reliable and accountable methodology and transparency policy.

### Growing Green Strips

Over the past decade, Hemaraj executives and employees were joined with representatives from manufacturing companies, local authorities and community in planting over 39,500 trees along our seven industrial estates. The project followed HM the King’s initiative for environmental conservation and also aimed to increase green area and protection strip in the industrial estates.

### Why is Green CSR Important to Hemaraj?

The question was posed to Khun Rakphol, why is Green CSR important to Hemaraj? And it was followed up with, how does Green CSR benefit Hemaraj? His responses were not surprising but insightful nonetheless. Khun Rakphol declared without



### Constructed Wetlands

Artificial wetlands, as one of Hemaraj’s proudest environmental project, were stemmed from the company’s observant application of King Rama IX’s wetlands project in 2002, which happens to be an integral component of His Majesty’s sufficiency economy. The creation of a constructed wetlands system involves the use of trees, plants, and bacteria to treat wastewater. What results is that the treated wastewater is clean enough to be recycled by factories for gardening purposes and reduces energy consumption.

Interestingly, the characteristics of a factory’s wastewater are studied in order to build a customized wetland that will serve the specific needs of a customer and to keep the environment clean. Up to date, there are 3 wetlands covering the area of 24 rai.

### The Pioneer for Eco-Industrial Estate

Furthermore, in 2010, Hemaraj was honored to have its Eastern Seaboard Industrial Estate (Rayong) selected by the Industrial Estate Authority of Thailand to serve as the pioneer private industrial estate for demonstrating superior environmental management practices. Implementation is now under way.

reservation that Green CSR today is the right thing for business ventures that companies must demonstrate corporate citizenship, and that looking after the environment benefits everyone. Additionally, Green CSR is connected with safeguarding the health of workers, site visitors and local residents alike. Green CSR obligates the company to practice greater transparency and accountability in the manner it conducts its affairs. And yet, one of the positive side-effects in the implementation of Green CSR is that community members are taken more into account for they are ultimately stakeholders as well.

In the end, as indicated by Khun Rakphol, Hemaraj’s Green CSR approach is about partnership and coordination amongst a number of groups, like the Industrial Estate Authority of Thailand, the Federation of Thai Industries, municipal and provincial administrative agencies, law enforcement, and village elders. Actually, Hemaraj has set up an impressive organization known as ESEC – EIE Safety and Environmental Club – that counts 43 companies at the Eastern Industrial Estate ( Map Tha Phut ) as members. It can be said that Hemaraj through its various Green CSR activities and projects has built strong relations with neighboring communities, corporate customers, and government offices that are meant to last.

# Training Programs

## Hemaraj Training Center, Eastern Seaboard Industrial Estate (Rayong)

### September-December 2013

No.	Course	Institute	Date	Time	No. of Participants	Course/ person (Baht)	Sep'13	Oct'13	Nov'13	Dec'13
1	การขับ Forklift อย่างถูกวิธีและปลอดภัย Operation Technique of Forklift Truck	Siam Inspection	1 day	9:00-16:00	20-30	1,800.00	Fri,20		Fri,22	
2	การขับ Forklift อย่างถูกวิธีและปลอดภัย Operation Technique of Forklift Truck	IQS	1 day	9:00-16:00	20-30	1,800.00		Fri,18		Fri,20
3	เจ้าหน้าที่ความปลอดภัยในการทำงานระดับ หัวหน้างาน SAFETY OFFICER : SUPERVISOR LEVEL	Siam Training	2 days	9:00-16:00	20-40	2,200.00		Mon-Tue 14-15		
4	เจ้าหน้าที่ความปลอดภัยในการทำงานระดับ บริหาร SAFETY OFFICER : MANAGEMENT LEVEL	Siam Training	2 days	9:00-16:00	20-40	2,500.00	Mon-Tue 15-16			
5	คณะกรรมการความปลอดภัยอาชีวอนามัยและสภาพแวดล้อมในการทำงาน Health, Safety and Working Environment Committee (คปอ.)	Siam Training	2 days	9:00-16:00	20-40	2,300.00			Mon-Tue 18-19	
6	การปฐมพยาบาลเบื้องต้นและการช่วยฟื้นคืนชีพ First Aid & CPR Course	-	1 day	9:00-16:00	20	1,600.00	Fri,13			Mon,2
7	สุดยอดหัวหน้างาน (Excellent Supervisor) สำหรับหัวหน้างานตั้งแต่ระดับกลางขึ้นไป	Faibukkol dotcom	1 day	9:00-16:00	20-30	1,900.00	Thu,26			
8	20 เครื่องมือสร้างหัวหน้างานอัจฉริยะ: (20 tools for making genius supervisor/Foreman)	Faibukkol dotcom	1 day	9:00-16:00	20-30	1,900.00		Mon,28		
9	สุดยอดศิลปการบังคับบัญชาระดับ 5 ดาว (Excellent Arts of Supervisory skill)	Faibukkol dotcom	1 day	9:00-16:00	20-30	1,900.00			Fri,15	
10	เป็น"หัวหน้างาน"อย่างไรให้ใ้ใจผู้ร่วมงาน E.Q. for Great Supervisor	Faibukkol dotcom	1 day	9:00-16:00	20-30	1,900.00				Mon,16
11	การทำงานเป็นทีมอย่างมีประสิทธิภาพ (Effective Teamwork)	Play2	1 day	9:00-16:30	20-30	1,900.00	Fri,6			
12	การสื่อสารอย่างมีประสิทธิภาพ (Effective Communication)	Play2	1 day	9:00-16:30	20-30	1,900.00		Mon,7		
13	การสร้างความสัมพันธ์ภายในองค์กร (Relationships in organization)	Play2	1 day	9:00-16:30	20-30	1,900.00			Fri,8	
14	Microsoft Excel2007:Basic	ACC	1 day	9:00-16:00	10-15	1,800.00		Fri,18		
15	Microsoft Excel2007:Intermediate	ACC	1 day	9:00-16:00	10-15	1,800.00			Fri,22	
16	Microsoft Excel2007:Advanced	ACC	1 day	9:00-16:00	10-15	1,800.00	Fri,20			Fri,20

#### Remarks

- Discount 10% for Hemaraj's Customer.
- Prices include hand out, coffee break and/or lunch and excluded of VAT.
- This is withholding tax of 3% deductible.
- Date and time is subjected to change, please call to confirm.
- Please send in the reservation at least 2 weeks before the starting date.

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



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038 955 283  
Fax. 038 955 281

**Standard equipment provided in room includes:**

- \* Whiteboards/ Screens
- \* Flipcharts
- \* Microphones
- \* Podiums

**Special Equipment**

- \* LCD 3,000/1,500 Baht/ day
- \* LCD + Visualizer 4,000/2,000 Baht/day

**Coffee break and set lunch**

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- Japanese Food (set Lunch):

For more information, please contact  
Shibuya Restaurant Tel. 0 38955 183

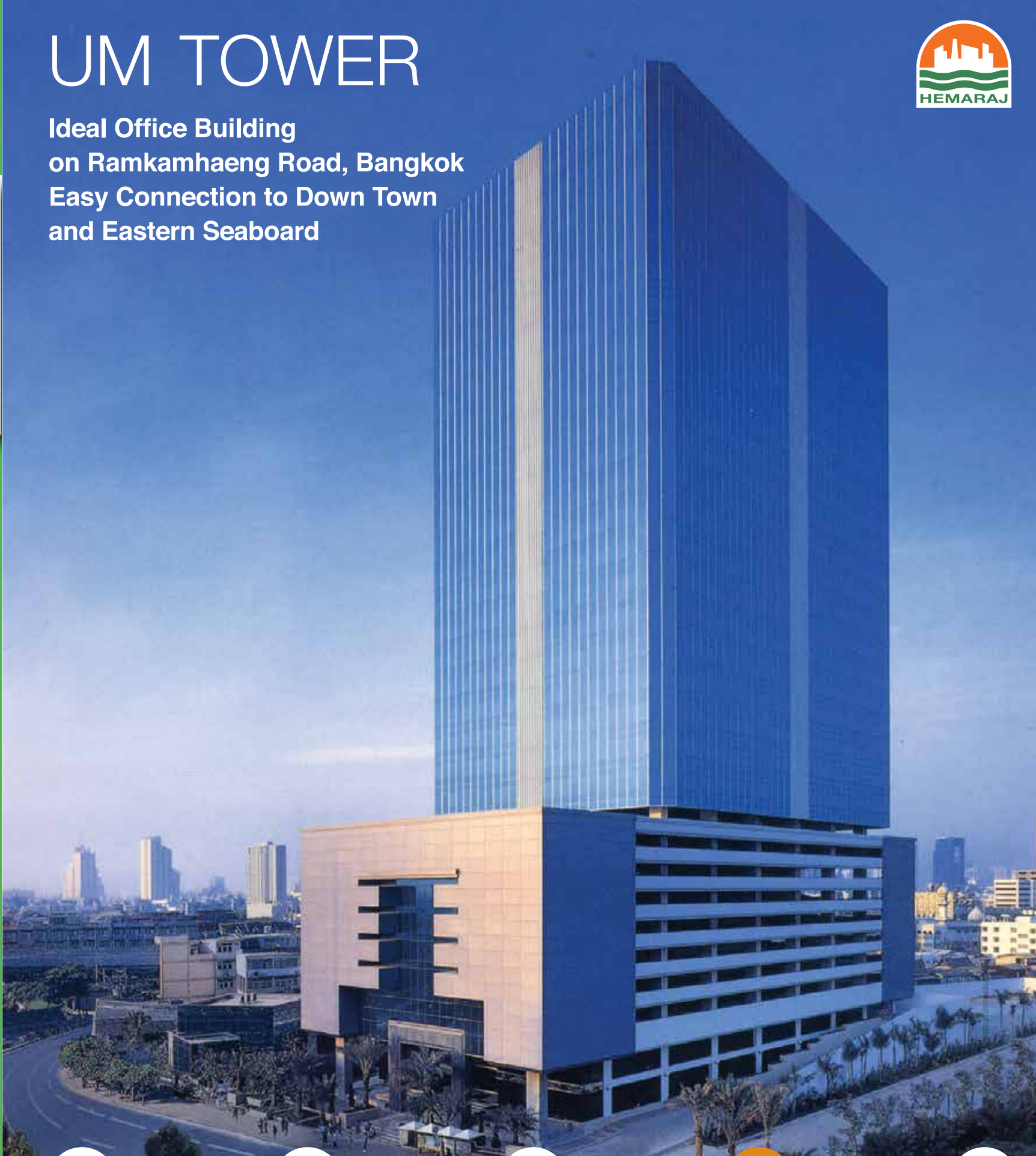
Room Type	Description	Rate (per day) Hemaraj Customer
• Siam Food Executive Conference	A big conference room (144 sq.m.) suitable for 40 to 70 persons, standard equipment provided	5,500/3,500
• Hemaraj A Conference	80 sq.m. room, suitable for up to 26 people, standard equipment provided	3,500/2,500
• Hemaraj B&C Conference	40 sq.m. computer room equipped with 15 computers and standard equipment	5,000/4,000

Remarks : 1. Computer room (Hemaraj B&C) of Hemaraj Training Center only provides hardware and Windows XP operating system. The trainer or the training institute would need to install software for their own training and must uninstall the software after use.  
2. Payment should be paid before the conference. Cheques should be made payable to :  
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