



วิศวกรรมแห่งชาติ ๒๕๕๕

National Engineering Conference & Thailand Engineering Expo 2012
<http://engineer2012.eit.or.th>



POST SHOW REPORT

Empower Thailand Competitiveness with Engineering Challenge
 “เพิ่มพลังการแข่งขันให้ประเทศไทย ด้วยความท้าทายทางวิศวกรรม”



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POST SHOW FACTS AND FIGURES




Event Name: Thailand Engineering Expo 2012

Event Date: 12th – 15th July 2012

Venue: IMPACT Challenger 3, IMPACT Exhibition & Convention Center - Bangkok

Organizer: The Engineering Institute of Thailand under H.M. The King's Patronage (EIT)

Show Organizers: IMPACT Exhibition Management Co., Ltd. 

Gross Exhibition Area: 20,000 sqm.

No. of Exhibitors: Total: 250 exhibiting companies and co-exhibiting companies

Local: 160 exhibiting companies and co-exhibiting companies

International: 90 exhibiting companies and co-exhibiting companies

Visitors: 13,667 targeted visitors

Supporting Associations:

- The Engineering Institute of Thailand under H.M. The King's Patronage (EIT)
- Ministry of Energy
- Electricity Generating Authority of Thailand (EGAT)
- Metropolitan Electricity Authority (MEA)
- Provincial Electricity Authority (PEA)
- PTT Group
- Bangchak Petroleum PLC
- Industrial Estate Authority of Thailand (IEAT)
- Ministry of Industry
- Ministry of Interior, Department of Public Works and Town & Country Planning, Thailand (DPT)
- Bangkok Metropolitan Administration (BMA)
- Ministry of Science & Technology
- National Science and Technology Development Agency (NSTDA)
- National Electronics and Computer Technology Center (NECTEC)
- Council of Engineers
- Thai Contractors Association under H.M. The King's Patronage (TCA)
- The Association of Siamese Architects under Royal Patronage (ASA)
- The consulting Engineers Association of Thailand (CEAT)
- Thai Electrical & Mechanical Contractors Associations (TEMCA)
- Thai Mechanical and Electrical Design and Consulting Engineer Association (MECT)
- Thai Industrial Standards Institute, Ministry of Industry (TISI)
- The Environmental Engineering Association of Thailand (EEAT)
- The Association of Thai Concrete Product Industry (ACPT)
- Roads Association of Thailand
- Illuminating Engineering Association of Thailand (TIEA)
- The Telecommunications Association of Thailand under The Royal Patronage



Supporting Publication:

- Thailand Industrial Today
- Asia Pacific Plant Management (PM)
- Asia Pacific Metalworking (APM)
- Thailand Construction Variety
- Construction and Property
- Electricity & Industry
- Engineering Today
- Green Network
- Technology Promotion
- Asean Commerce
- Modern Manufacturing
- MM Machine Market
- Be One Magazine
- SMEs PLUS
- Mechanical Technology
- True Vision
- Nationejobs



Visitor Statistics

Total Number of visitors: 13,667 visitors

Media Attendance: 46 (37 Publications)

Visitor Break Down by Country

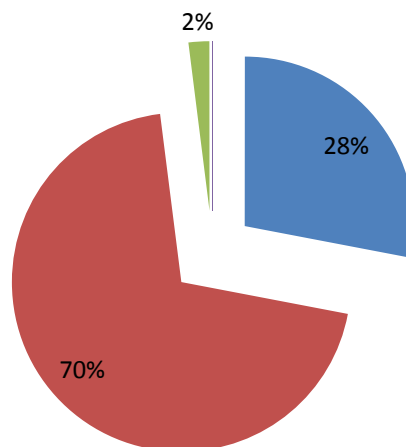
- BRUNIE
- CHINA
- GERMANY
- INDIA
- INDONESIA
- JAPAN
- JORDAN
- LAOS
- MALAYSIA
- NETHERLANDS
- SINGAPORE
- THAILAND
- U.S.A.

Visitors Survey Analysis

The analyses of visitors held during registration are summarized in the tables below:

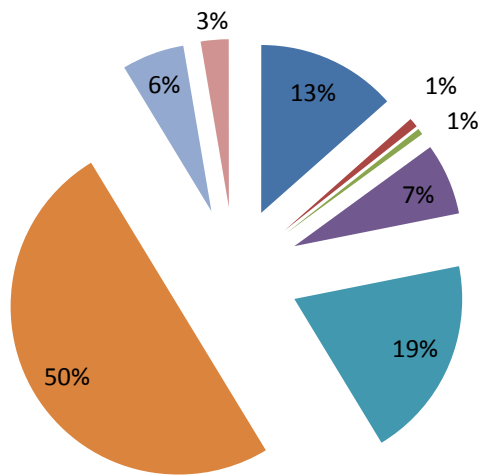
How would you rate Thailand Engineering Expo 2012?

■ Excellent ■ Good ■ Poor ■ Unsatisfactory



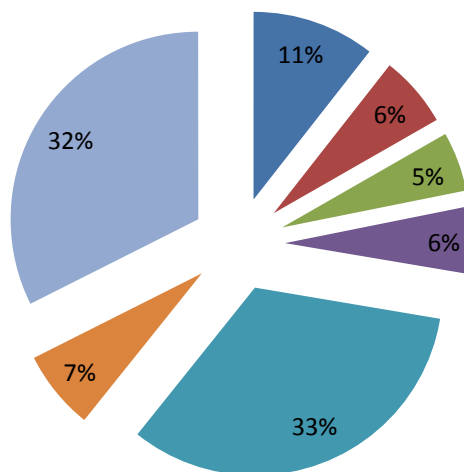
Which best describes your job title?

- Corporate Senior Management, Director, Owner
- Administration & Business Development
- Distributor / Importer / Exporter
- Contractors
- Purchasing Manager
- Sales & Marketing
- Technical Engineering
- Others



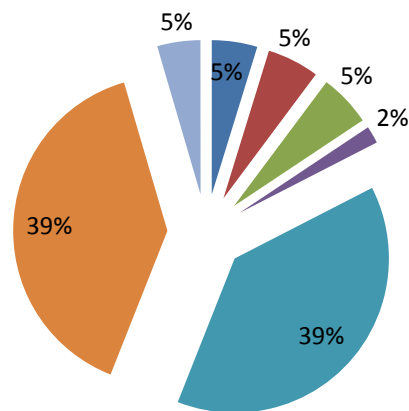
Please indicate your organization main activities?

- Retailers
- Distributors
- Wholesalers
- Traders
- Manufacturers
- Constructions
- Others



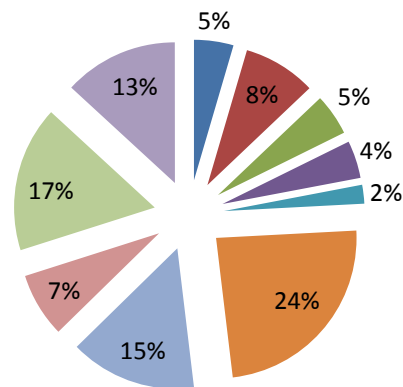
What is your main objective of visiting Thailand Engineering Expo 2012?

- Sources of Products & Services
- Look for Agency, Distributors, Dealers
- Gather Market Information
- Networking and Expand your Business
- Looking for New Technology and New Products
- Develop your Knowledge
- others



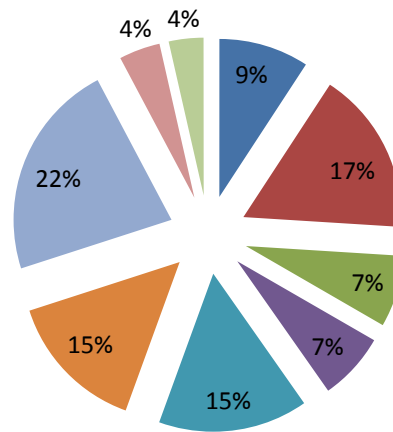
How did you get the information about the show?

- E-Newsletter
- Direct Mailer Invitation
- Trade Magazine
- Email & Fax Invitation
- Radio Advertisement
- Internet
- TV Advertisement
- Billboard
- Associates/Colleagues
- others



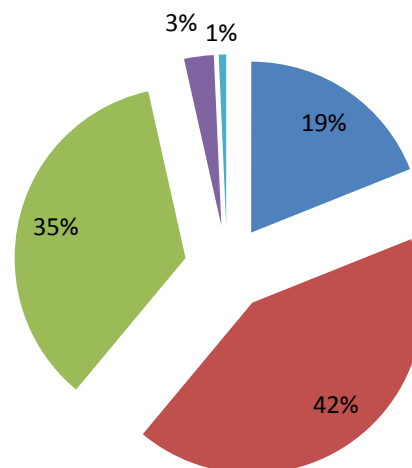
Which sector of Thailand Engineering Expo 2012 is your main interest?

- Computer Engineering
- Automotive Engineering
- Civil Engineering
- Environmental Engineering
- Electrical Engineering
- Multi - Engineering
- Industrial Engineering
- Mechanical Engineering
- Mining & Petroleum Engineering



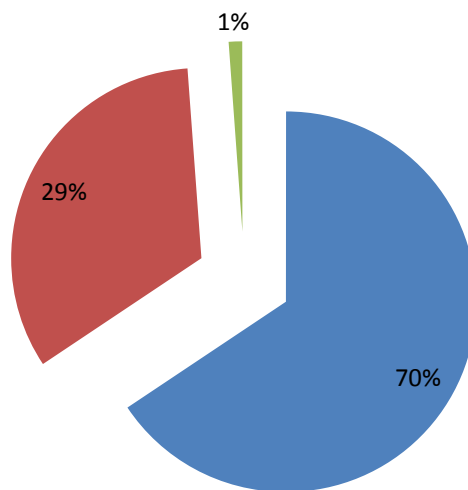
Overall quality of exhibitors

- Excellent
- Good
- Fair
- Unsatisfactory
- Poor



Will you attend the next edition of Thailand Engineering Expo?

■ Yes ■ Not decided yet ■ No



Visitor Quotes

"Thailand Engineering EXPO offered me a wide range of new innovations and technologies from many leading companies. Also I have met many companies that I ever know before. I am very pleased to have visited the event and will not miss the opportunity and wait to see Thailand Engineering EXPO 2013 continued. "

Mr. Pongsatorn Kongeaid
Technician
Nestle Ltd. (Bangkok, Thailand)

"I have met many new products and technologies. Furthermore, I did exchange the variety of knowledge with many suppliers. Thailand engineering EXPO 2012 updated me to catch the world."

Mr. Anuruk Promma
Chief of warehouse and logistic department
Bridgestone NCR co. ltd

"I have come to Thailand Engineering EXPO 2012 to search for the new equipments and products and have seen a lot of them from many leading companies for using in my workplace. The exhibition is good and interested in it. I am very pleased to have visited the event and will not miss the opportunity to visit the next edition."

Mr. Chaturong Pathumpongsothorn
Mechanical Field Engineer
SINO-THAI Engineering and Construction PCL.

"National Engineering Conference is the very informative conference which provides me a lot of knowledge and expands my vision. I have attended the seminars for two days and it was great because there were a lot of professional and experienced speakers joined."

Mr. Chaidan Sookyinu
Civil Engineer
ITALIAN-THAI DEVELOPMENT PLC.

"Thailand Engineering EXPO 2012 provided me the opportunity to meet with many new and variety of suppliers in one place. Therefore I gained a lot of approvable sources and contacts, which is very useful for my career."

Mr. Apisit Kanthong
Project Engineer
National Power Plant 3



Exhibitor Statistics

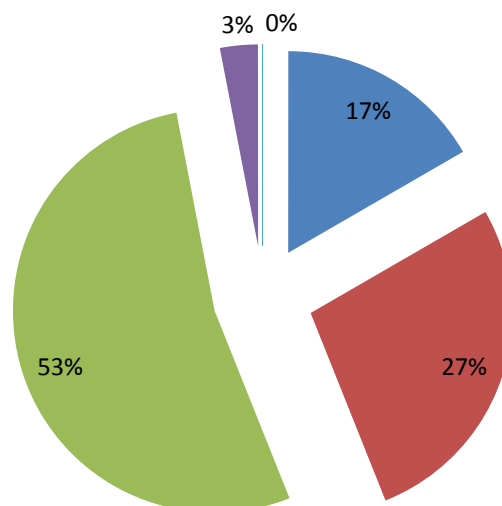
Thailand Engineering EXPO 2012 occupied 20,000 sqm. There were 250 exhibiting companies and co-exhibiting companies comprising of 160 local companies and 90 international companies representing from 10 countries i.e. China, Dubai, Japan, German, USA, and Singapore.

Exhibitor Survey Summary

The analyses of exhibitors held during show day are summarized in the tables below:

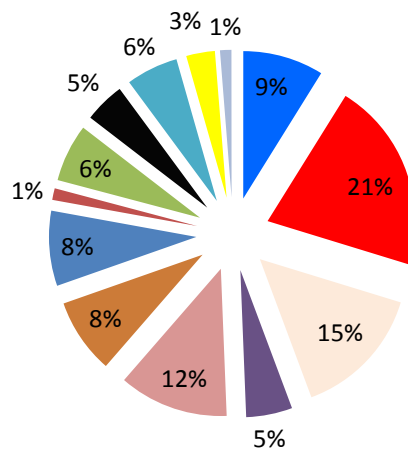
How would you rate Thailand Engineering Expo 2012?

■ Excellent ■ Very good ■ Good ■ Poor ■ Unsatisfactory



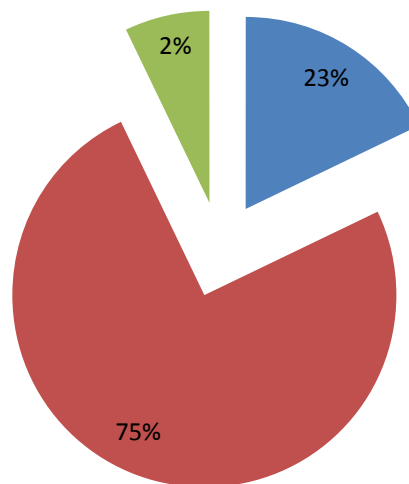
What were your primary reasons for exhibiting?

- Generate sales leads
- Enter a new market / Identify new customers
- Educate customers about products & Services
- Launch / Introduce new products
- Sell, Sign contracts or Generate request for proposals
- Conduct market research / Surveys
- Others
- Promote corporate image / Build awareness
- Engage high quality customers
- Networking
- Retain customers / Penetrate current accounts
- Recruit channel partner / Sales agents
- Support Suppliers

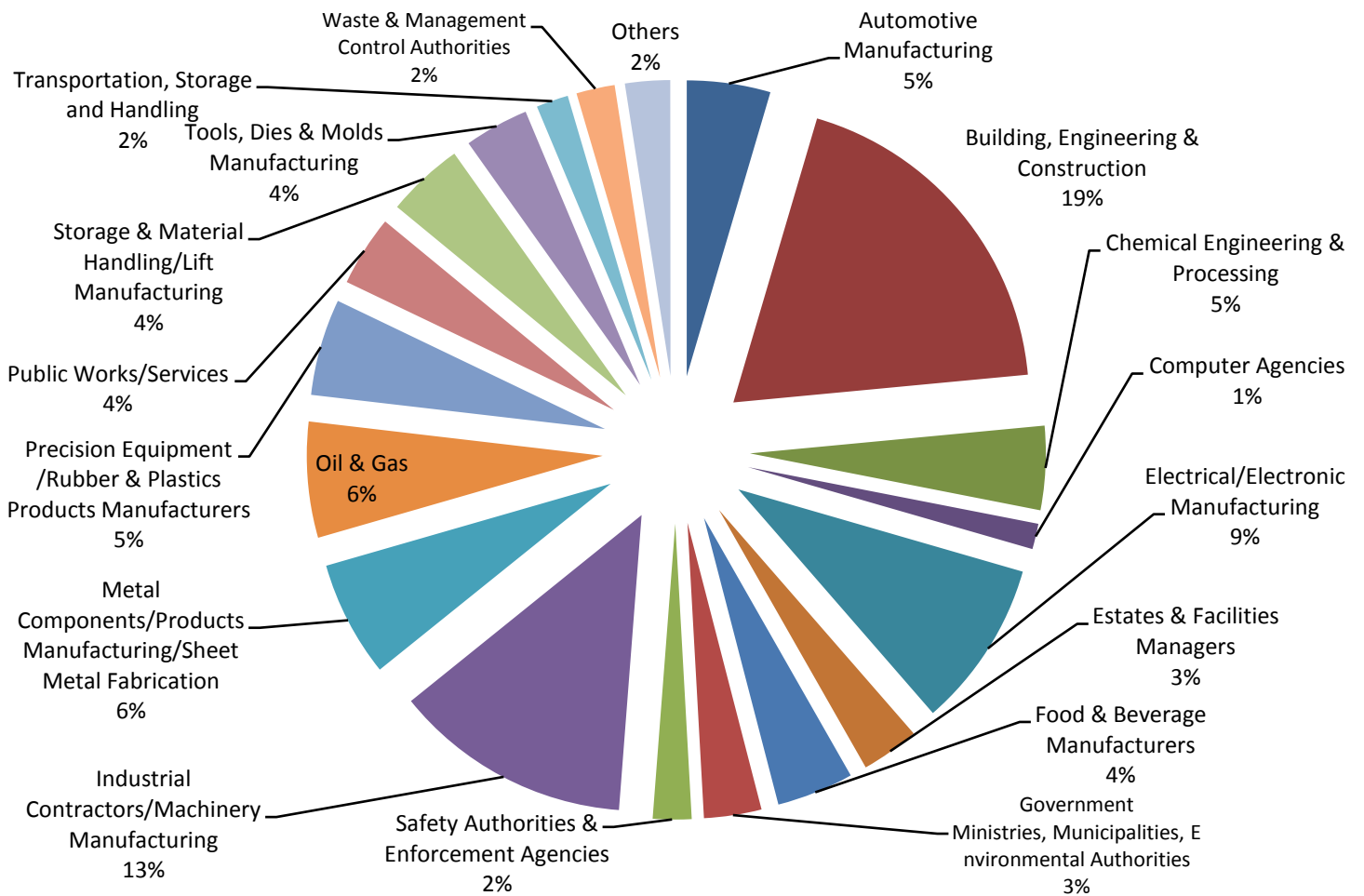


How valuable is this show as a tool in reaching your customers?

- Very Valuable
- Somewhat valuable
- No value

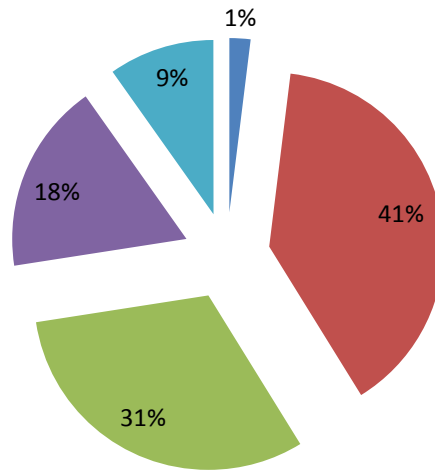


What are your important visitor target groups by Industry?



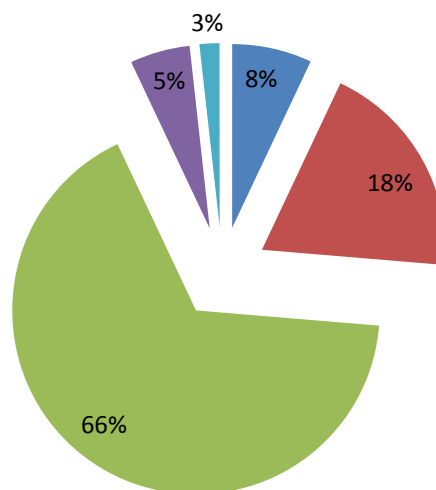
How many visitors have visited your stand?

■ 1-50 ■ 50-100 ■ 100-200 ■ 200-300 ■ 300 and above



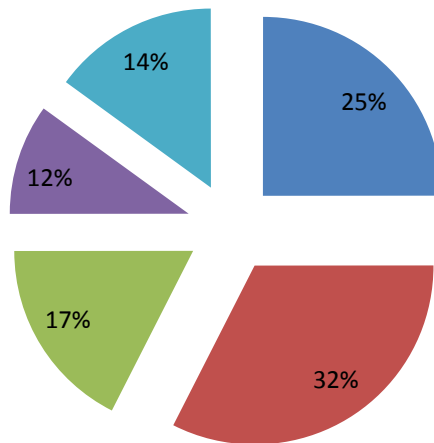
How do you rate the quality of the visitors at your stand?

■ Excellent ■ Very good ■ Good ■ Poor ■ Unsatisfactory



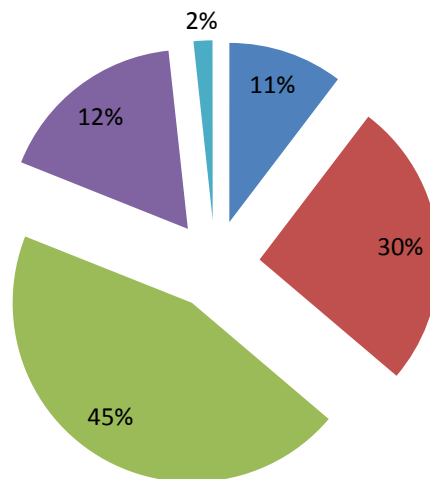
How much do your visitors plan to spend at Thailand Engineering Expo 2012 or after the show?

- < 500k THB
- 500k – 1million THB
- 1.01million – 5million THB
- 5.01mil. – 10million THB
- Above 10million THB



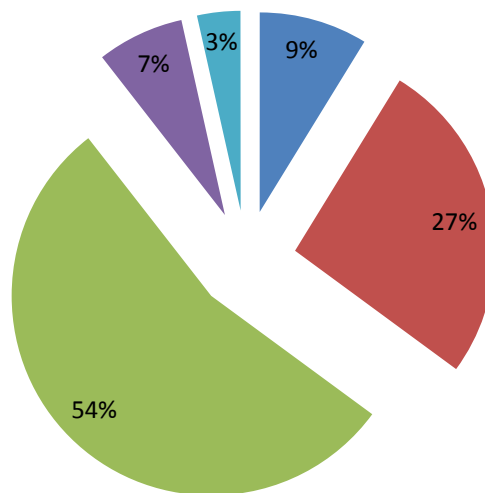
Overall satisfaction with sales leads

- Excellent
- Good
- Satisfactory
- Few
- Poor



Value of exhibition space for price paid

■ Excellent ■ Good ■ Satisfactory ■ Few ■ Poor



Exhibitor Quotes

"It was indeed a pleasure to be at Thailand Engineering Expo 2012. The event was such a terrific phenomenon where high profile individuals gathered and connected.

It was an ideal stage among engineering industry to network and attain enhanced business opportunities.

I must thank you for your keen interest taken in our services & business opportunities and look forward to a long term relations & bilateral business association."

Rashid Al Leem
Director General
Hamriyah Free Zone Authority

"Thailand Engineering Expo 2012 is a good Exhibition which gives us more chance to meet with many customers and network with new supplier."

Mr. Chatchawat
Asst. Engineering Manager
Stabil

"Thailand Engineering Expo 2012 provided a great opportunity to promote our products and innovations that make a great value added for our firm"

Mr. Kampee Sethasuk
Premier Products

"Thailand Engineering Expo 2012 was a great opportunity to introduce our corporate image and demonstrate what we have done and the project that we plan to do for Thailand."

Mr. Sorayuth Malai
Engineer
State Railway of Thailand



FEATURES AND ACTIVITIES

Speeches, panel discussions, seminars, conference

For the past 4 days intensive course of 2 lectures, 5 panel discussions, 50 seminars, and conference of 4 industries organized in cooperation with other engineering associations; namely, Thailand Concrete Association, The Consulting Engineers Association of Thailand, Thai Electrical & Mechanical Contractors Association, Air Conditioning Engineering Association of Thailand, Thai Mechanical and Electrical Design and Consulting Engineer Association, and Thai Association of Boiler and Pressure Vessel, was being held inside Jupiter 4-16 & Sapphire 101-112, Sapphire 201-203, Phoenix 5-6, IMPACT Exhibition and Convention Center. Delegates can gain the great insight from those professionals including sharing knowledge from the industry peers. There are a total of 4000 delegates from both international and local.

Conference Organizer

- The Engineering Institute of Thailand under H.M. The King's Patronage (EIT)
- Thailand Concrete Association
- The Consulting Engineers Association of Thailand
- Thai Electrical & Mechanical Contractors Association
- Air Conditioning Engineering Association of Thailand
- Thai Mechanical and Electrical Design and Consulting Engineer Association
- Thai Association of Boiler and Pressure Vessel
- ABB Limited
- IBM
- Thai-French Association
- Bangkok Metropolitan Administration
- ASEFA Co., Ltd.
- SCHNEIDER (THAILAND) LIMITED
- Iron and Steel Institute of Thailand
- Thai Green Building Institute
- Faculty of Engineering, Chulalongkorn's University
- Faculty of Engineering, Kasetsart University

Highlights

- Thailand for ASEAN Economic Community (AEC),
- panel discussion on flood and earthquake disasters preparation,
- resilient building design for major disasters,
- panel discussions with gurus in construction industry,
- and many more seminars featuring leading experts from various disciplines to share their knowledge and experiences.



Super Engineer 2012

The competition which anyone can participate in brain-teasing games and win many prizes.



Engineering Clinic

It is where experts provide free consultation to general audiences. For example, flood prevention for home.



ADVERTISING & PUBLIC RELATIONS CAMPAIGNS

Thailand Engineering Expo 2012 were promoted extensively through multiple of marketing channels that targeted exclusively to professional, interested and trade visitors. An advertising and public relations campaign was run throughout Thailand and Asian region through partnerships with key industry magazines, key associations and governmental associations, radio programs, newspaper, internet web based and social networks to spreading of information to gain public awareness.

Constant stream of exhibitor and visitor promotion advertisements, announcements, press releases, editorials, press conferences, show updates and newsletter were carried as the main tool to get messages to target audiences.

Press Coverage, Editorials and Advertisements in local newspaper

Newspaper	Circulation
Thairath	1,000,000
Matichon	830,000
Daily News	800,000
Kao Sod	650,000
Baan Muang	600,000
Post Today	320,000
ASTV Manager Daily	280,000
Siam Sport Daily	200,000
Naew Na	200,000
Krungthep Thurakit	145,530
Prachachart Thurakit	120,000
Thansettakit	120,000
Bangkok Post	70,000
The Nation	68,200

Official Media Partners and Supporting Publication

Supporting Publications	Region	Circulation
Asean Commerce	Thailand	N/A
Asia Pacific Plant Management (PM)	Thailand	22,000
Asia Pacific Metalworking (APM)	Thailand	22,000
Be One Magazine	Thailand	70,000
Construction and Property	Thailand	50,000
Construction Variety	Thailand	40,000
Electricity and Industry	Thailand	30,000
Engineering Today	Thailand	50,000
Green Network	Thailand	50,000
Mechanical Technology	Thailand	N/A
MM Machine Market	Thailand	50,000
Modern Manufacturing	Thailand	50,000
Natioejobs	Thailand	Online
SMEs PLUS	Thailand	80,000
Technology Promotion	Thailand	50,000
Thailand Industrial Today	Thailand	70,000
True Vision	Thailand	Television



Email and Fax Campaign- Direct Marketing Campaign is very important portion of Thailand Engineering EXPO 2012 marketing campaigns for both exhibitor and visitor invitation. Over 30,000 key industry contact databases are distributed to launch the details of enquiries, brochures, sponsorship, and exhibition information. This is the effective way to communicate directly to our targeted trade visitor.

Telemarketing – A team of telemarketing officers called personally to promote the exhibition and create awareness towards our targeted VIPs as the pre-registration visitors from the industry to ensure their perceived about Thailand Engineering EXPO 2012 and also invited them to attend the exhibition as well.

Visitor Invitation Card - There are over 200,000 Invitation Cards were sent out from Thailand Engineering EXPO 2012 database and supporting organizations, associations and supporting media to their members and readers to visit Thailand Engineering EXPO 2012.

Television & Radio Coverage

TV

Channel 3

- morning-news
- เทียงวันทันเหตุการณ์
- เรื่องเด่นเย็นนี้
- ก๊วนข่าวเช้าวันหยุด
- (Tie In) morning-news

Channel 5

- ข่าว 5 หน้า 1
- คอยข่าว 10 โมง
- รายการก่อนเช้าข่าว 16.00 น.

Channel 7

- (Tie In) เช้านี้ที่หมอลอต

Channel 9

- คอยโขม่งข่าวเช้า
- ข่าวเทียง
- คอยโขม่งบ่ายสามโมง
- ข่าวภาคค่ำ

Radio

FM 105.5: Morning-news, Easy Fm

FM 106.5: Green Wave

FM 90.5: Nation Channel

FM 96.5: Econ Biz



Website and Social Network

Social network is the new trend of marketing campaign to turn communication into interactive dialogue. Social network and website provided both visitors and exhibitors the comprehensive information, pre-registration, booth booking, downloading, and show updates. Website also provided the significant sources by linking all related websites.

<http://engineer2012.eit.or.th/>



<http://www.facebook.com/ThailandEngineeringExpo>



Photos

Opening Ceremony



Conferences & Industry Seminars



Show Days



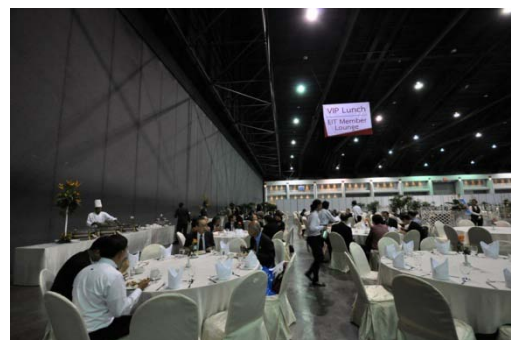
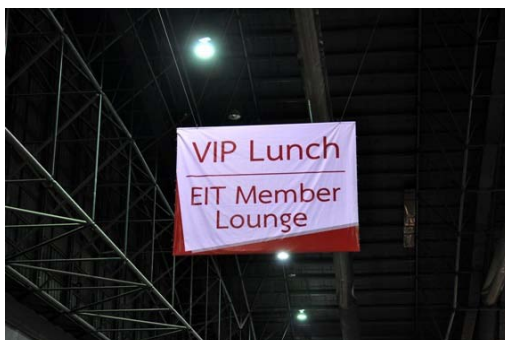
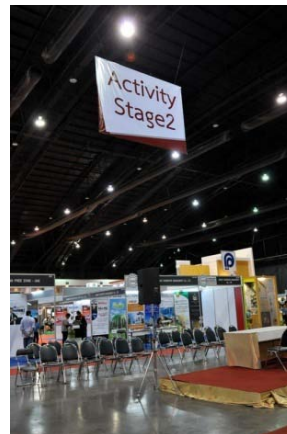
Show Days



Show Days



Zoning Banners



Zoning Banners



Annex

Exhibitors & Co-Exhibitors of Thailand Engineering EXPO 2012

- A Plus Utility Management Co.,Ltd
- ABB Limited
- Agility Co., Ltd.,
- Alloy Industry Co., Ltd.
- Alternative Cobustion Energy Co.,Ltd
- Aon (Thailand) Ltd.
- APL Asia Co., Ltd
- Applied DB Industrial Co., Ltd
- ASEFA Co., Ltd
- Asia Amro Industry Co.,Ltd.
- Asia Plantation (Thailand) Co., Ltd
- ATom-Mic Power Co.,Ltd
- AUGERS THAI LTD.
- Avera Co.,Ltd
- Bangkok Cable Co., Ltd
- Benefit Media Co.,Ltd.
- Bouygues Thai Ltd.
- Brother commercial (thailand) Co.,Ltd
- C.G.S.(Thailand) Co.,Ltd
- C.S.International Electronics Co., Ltd
- C.V.M.Group Co.,Ltd
- CH. Karnchang Public Company Limited
- Chase Co.,Ltd
- Comnatz (Thailand) Co., Ltd
- Compomax Co., Ltd
- Constech Thai Corporation Co., Ltd
- Consumer Zone
- CPF (Thailand) Public Company Limiyed
- Cypher Communication Co., Ltd.
- D.M Media Co.,Ltd.
- Double Pine Co.,Ltd
- EIT Pavillion
- ELECTRICITY GENERATING AUTHORITY OF THAILAND (EGAT)
- Energy Conservation System (Thailand) Co., Ltd
- Energy Development (Thailand)
- Entech Associate Co.,Ltd.
- Estel Company Limited
- Exposition Technology Co.,Ltd
- Ezy Thai Group Co.,Ltd.
- Fujian WUZHONG Machinery Manufacturing Co.,Ld.
- GISDA
- Green Living
- Green World
- HAMRIYAH FREE ZONE AUTHORITY,SHARJAH
- Helukabel (Thailand) Co.,Ltd
- Hof Corindus Co., Ltd
- Hut Multi Media Co.,Ltd.
- Ison Import-Export Co.,Ltd
- J.S.V. Hardwre Co., Ltd
- J.W Tech Co.,Ltd
- Jinjiang Fengzhu Hardware Machinery Fittings Co.,Ltd.
- Jinjiang Huanlong Machinery Fittings Co.,Ltd.
- Jinjiang New South Auto parts Co.Ltd.
- K.P.T.Machinery (1993) Co.,Ltd.
- Kaddle Corporation Co.,Ltd.
- Kanit Engineering Corp Co., Ltd
- Kimberly-Clark Thailand Ltd
- KT.Max Management Co.,Ltd
- Lohaprateep Industry Co.,Ltd.
- Longyan WANTENG AXLE MANUFACTURING CO.,LTD.
- Luxy Import Export Co.,Ltd
- Mango Consultant Co., Ltd
- MBA International Co.,Ltd
- MCS ELTECH SUPPLY CO., LTD.
- Metropolitan Waterworks Authority (MWA)
- Ministry of Energy (Triple J Communication Co.,Ltd.)
- Multi-Contact (Thailand) Co.,Ltd
- Multi-Contact (Thailand) Co.,Ltd
- Nacionejob
- Nattinee Media Marketing Co., Ltd.
- Neon Infotech South East Asia Co.,Ltd / PTT Maintenance and Engineering Company
- NSI (Thailand) Co.,Ltd
- Oconnor Engineering Supply Co.,Ltd
- Panya Consultant Co.,Ltd.
- Phol Dhanya Public Co.,Ltd.
- Pioneer Lift & Crane Co., Ltd
- PoweRade Co., Ltd
- Premier Product Co.,Ltd
- Primus Co., Ltd
- Property Perfect
- Pruksa Real Estate Public Company Limited
- PSR Electric Supply Co., Ltd
- PTT Public Company Limited
- Qtech-Technology Co.,Ltd
- Quanzhou Junde Machine Co.,Ltd.



Annex

Exhibitors & Co-Exhibitors of Thailand Engineering EXPO 2012

- Quanzhou KeHua Engineering Machinery Co.,Ltd.
- Quanzhou QUANGONGWANXIANG Auto part Co.,Ltd.
- Quanzhou Shuangta Automobile Co.,Ltd.
- Quanzhou Yongfeng Machine Making Co.,Ltd.
- Quanzhou Youngxing Project Machinery Co.,Ltd.
- Ricoh (Thailand) Ltd
- Ritta Co., Ltd.
- Safeticorp Ltd.
- Sahakim Motor Co.,Ltd
- Sang Thai Inter Trade Co., Ltd.
- Scent of Nature Co.,Ltd.
- SCG Cement Co.,Ltd.
- Schnieder Co.,Ltd
- se-ed
- Siam Global Group Co.,Ltd
- Siam Hand Tools Co., Ltd
- SIMA-AREE Egnearing Co.,Ltd.
- SMART MATTER CO.,LTD
- Stabil Co.,Ltd
- Techbology Media
- Texfocus Co.,Ltd.
- Thai Switchboard & Metal Work Co.,Ltd
- Thai Leo Brothers Co.,Ltd
- Thai Shun (Thailand) Co.,Ltd
- Thai Virawat Co., Ltd
- THAI-ASIA P.E. PIPE Co.,Ltd.
- Thai-Yazaki Electric Wire Co., Ltd
- The Bangchak Petroleum Public Company Limited
- The Consulting Engineers Association of Thailand
- The HTP group
- Tirathai Public Co., Ltd
- TIT Plus Media Co., Ltd.
- Titan Engineering Co.,Ltd
- Total Business Development
- True Vision
- TTIM Division (ABC Group)
- Tusco Trafo Co., Ltd
- United Machinery Co.,Ltd
- Up Link
- Utile Engineering International Co., Ltd.
- Vichukorn Enterprise Co., Ltd
- Vista Inno Co.,Ltd
- W.J. Technology Co., Ltd
- Wichien Dynamic Industry Co.,Ltd
- WIN CHANCE INDUSTRIES CO.,LTD
- Xian Jin Triading Co.,Ltd
- คลินิกช่าง (วสท.)
- คณะวิศวกรรมศาสตร์ มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี
- คณะวิศวกรรมศาสตร์ มหาวิทยาลัยนเรศวร
- มหาวิทยาลัยเกษตรศาสตร์ (โยธา)
- มหาวิทยาลัยเกษตรศาสตร์ (ส่วนกลาง)
- มหาวิทยาลัยเทคโนโลยีพระจอมเกล้าธนบุรี
- มหาวิทยาลัยเทคโนโลยีพระจอมเกล้าลาดกระบัง
- มหาวิทยาลัยเทคโนโลยีมหานคร
- มหาวิทยาลัยธรรมศาสตร์
- มหาวิทยาลัยธุรกิจบัณฑิตย์
- มหาวิทยาลัยบูรพา
- มหาวิทยาลัยมหิดล
- มหาวิทยาลัยศรีนครินทรวิโรฒ
- สมาคมคอนกรีตแห่งประเทศไทย
- สมาคมช่างเหมาไฟฟ้าและเครื่องกลไทย
- สมาคมวิศวกรที่ปรึกษาเครื่องกลและไฟฟ้าไทย
- สมาคมวิศวกรรมปรับอากาศแห่งประเทศไทย
- สมาคมส่งเสริมเทคโนโลยี (ไทย-ญี่ปุ่น)
- สมาคมหม้อน้ำและรับภาชนะความดันไทย
- สำนักการจราจรและขนส่ง กรุงเทพมหานคร

