

FBC Bangkok 2020

Exhibitor Recruitment Information



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About FBC Bangkok 2020

■ For next year, the event details will be changed as follows:

	2019	2020
Event Name	6 th Mfair Bangkok 2019	7 th FBC Bangkok 2020
Date-Time/Days	19 (WED) -21 (FRI) June 2019/ 3 days	13 (WED) – 16 (SAT) May 2020/ 4 days
Co-located Event/ Hall	Manufacturing Expo 2019/ Hall 105	Subcon Thailand2020, Intermach2020, MTA2020/ Hall 100 (Main Hall)
Event Organizer	Reed Tradex	Informa markets group <ul style="list-style-type: none"> It is the world's largest exhibition company affiliated with UBM, which holds exhibitions for manufacturers in Thailand, Vietnam, Myanmar and Indonesia.
ブース価格	Booth price was 80,000 THB and special area was 120,000 THB <ul style="list-style-type: none"> Booth Size: 6sq.m. 	Booth price for companies in Thailand is 55,800 THB and for companies in foreign is 84,000 THB <ul style="list-style-type: none"> Booth Size: 6sq.m. We also provide the raw space (details in page 14)
マッチング	Exhibitors could do matching with buyers and exhibitors and also visitors of the only same event	Exhibitors will be able to do matching with BOI's buyers and also with 200 Thai local companies exhibiting at SUBCON Thailand

- Advantages of platform change is as follows
 - Matching partners increases (Especially, Thai local companies and Buyer from BOI)
 - Companies in Thai can exhibit at a reasonable price
 - The exhibition will be held in main hall (Hall 100)
 - There are raw spaces provided also so exhibitors can use large space to PR

FBC Bangkok 2020 is the International Exhibition and Business Matching Platform for manufacturers and related companies to display their procurement and sales items in order to find new suppliers, customers or business partners.

[Features]

1. High accuracy match making

Organizer will provide business meeting time schedule to exhibitors based on exhibitors and visitors demands before event.



2. Business meeting with each ASEAN countries

The event will be co-branding with SUBCON Thailand 2020 that co-located with INTERMACH & MTA which has 57,640 visitors in 2019 (INTERMACH & MTA: 38,595 + SUBCON Thailand 19,045 visitors). This will allow exhibitors to have meetings with not only Japanese companies, but also Thai local companies and companies from other ASEAN countries as well.



- **Event Name**
 - English Name : FBC Bangkok 2020
 - Japanese Name : FBC バンコク 2020 ものづくり商談会
- **Summary** Exhibition and Business Matching Platform for manufacturing companies to find new suppliers, customers or partners in Thailand.
- **Date and Time** 13th (Wed) – 16th (Sat) May 2020 (4 days) 10:00 am – 18:00 pm
- **Co-located Event** SUBCON THAILAND 2020 (INTERMACH&MTA 2020)
- **Venue** BITEC Hall 100
- **Exhibitors**
 - Maximum 30 meeting slots/3 days (10 slots/day)
 - *30 minutes/slot with 15 minutes breaks

 - 150 companies (prospect):
 - *Manufactures and manufacturing related companies (147 exhibitors in 2019)
- **Visitors**
 - 10,000 (prospect)
 - (in 2019, number of visitors during 3 days is 11,683)
- **Organizer** Informa Markets /NC Network Co., Ltd. / Factory Network Asia (Thailand) Co., Ltd.

■ Organizer

Informa Markets /NC Network Co., Ltd. /
Factory Network Asia (Thailand) Co., Ltd.

■ Co-sponsor

Alphabetical order, marked "+" are joint co-sponsors
THE 77 BANK, LTD./ THE AICHI BANK, LTD./ AKITA PREF + THE HOKUTO BANK, LTD./
THE ASHIKAGA BANK, LTD.+TOCHIGI PREF/ THE CHUGOKU BANK, LTD./ THE FUKUI BANK,
LTD.+ FUKUI PREF/ THE GIFU SHINKIN BANK/ THE HACHIJUNI BANK, LTD./
THE HAMAMATSU SHINKIN BANK/ THE HIROSHIMA BANK, LTD./ THE HOKURIKU BANK,
LTD./ THE HYAKUGO BANK, LTD./ THE HYAKUJUSHI BANK, LTD./ JOYO BANK, LTD. +
IBARAKI PREF/ THE JUROKU BANK, LTD./ KANSAI MIRAI FINANCIAL GROUP/
THE BANK OF KYOTO, LTD./ THE BANK OF NAGOYA, LTD./ THE NANTO BANK, LTD./
OGAKI KYORITSU BANK, LTD./ THE OITA BANK, LTD./ RESONA BANK +
SAITAMA RESONA BANK/ THE SAN-IN GODO BANK, LTD./
SAN JU SAN FINANCIAL GROUP, INC. (THE MIE BANK, LTD. + THE DAISAN BANK, LTD.)/
THE SENSHU IKEDA BANK, LTD./ THE SETO SHINKIN BANK/ THE SHIGA BANK, LTD./
THE SHIMIZU BANK, LTD./ SHINKIN CENTRAL BANK/ THE SHIZUOKA BANK, LTD./
SHIZUOKA INTERNATIONAL BUSINESS ASSOCIATION/ THE SHOKO CHUKIN BANK, LTD./
THE SHONAI BANK, LTD./ SUMITOMO MITSUI BANKING CORPORATION/
THE TOHO BANK+FUKUSHIMA PREF/ YAMAGUCHI FINANCIAL GROUP, INC.
(THE YAMAGUCHI BANK, LTD. + MOMIJI BANK, LTD. + THE KITAKYUSHU BANK, LTD.)/
THE YAMANASHI CHUO BANK, LTD.

■ Back-Up

BANGKOK BANK PCL/ EMBASSY OF JAPAN IN THAILAND/
JAPAN EXTERNAL TRADE ORGANIZATION (JETRO) BANGKOK/
JAPANESE CHAMBER OF COMMERCE, BANGKOK/ THAI-NICHI INSTITUTE OF
TECHNOLOGY (TNI)

<Manufacturing Companies >

Manufacturers who wish to buy and sell parts in Thailand.

- Processing products by themselves
- Mainly B to B business

Steel product, Automotive and Rail way, Shipbuilding product, General and Electric machine appliance, Information & communication equipment, Electronic parts, Fiber, Chemical products, Plastic and Rubber products, Oil and Coal products, Ceramics, OEM, Subcontractor etc.

<Service Provider>

Non-manufacturing companies that are providing services to manufacturing companies

Trading (Parts / Product processing), IT (Software), Recruiting, Logistic

<Cannot Exhibit in FBC Bangkok>

Machine tool, Robot demonstration → Recommend to exhibit in INTERMACH

- Matching will be done between exhibitors & exhibitors and exhibitors & visitors before the event. Organizer will distribute each exhibitors business matching meeting time schedule before event.

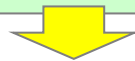
1 business meeting = 30 minutes (with 15-minute break)

There are 10 meeting slots/day = maximum 30 slots for entire event

1st – 3rd day: matching based on registered schedule on website/ 4th day: free

① Registration procurement and Sales item

Register the company's product's name, type, material, photo, etc. that will be used for meetings



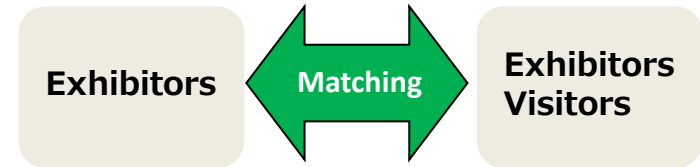
② Web site matching

Exhibitor can search and apply business meeting to other companies.



③ FNA will distribute and make the schedule before event

Make the business meeting schedule and then distribute to exhibitors before the event



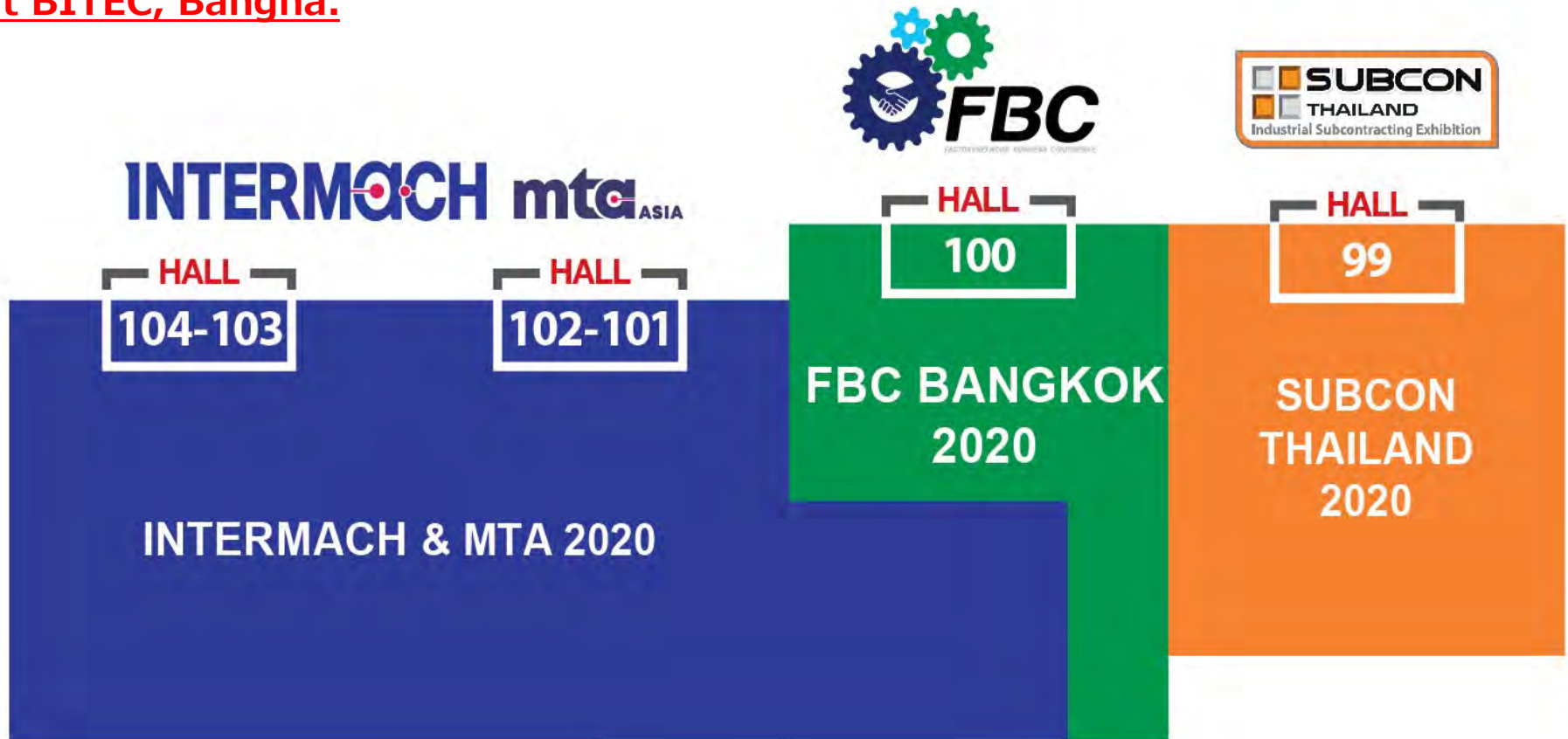
Web site matching



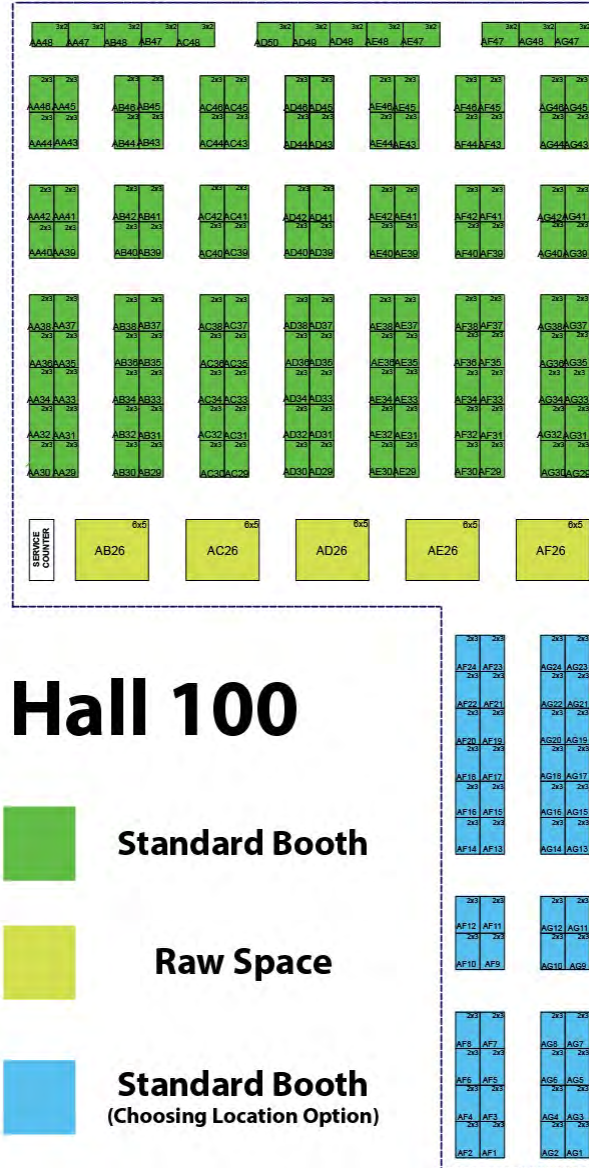
TIME SCHEDULE			TIME SCHEDULE			TIME SCHEDULE		
1	10:00-10:30	KTAMBA CORPORATION (THAILAND) CO., LTD.	10	17:30-18:00	INDIGRE KROOD CO., LTD.	20	17:30-18:00	INDIGRE KROOD CO., LTD.
2			11	18:00-18:30	KTAMBA CORPORATION (THAILAND) CO., LTD.	21		
3			12	18:30-19:00	INDIGRE KROOD CO., LTD.	22		
4			13	19:00-19:30	INDIGRE KROOD CO., LTD.	23		
5	13:45-14:15	CHANG VICHAI SEC.	14	19:30-20:00	INDIGRE KROOD CO., LTD.	24		
6	14:30-15:00	SAKATA KROOD (THAILAND) CO., LTD.	15	20:00-20:30	INDIGRE KROOD CO., LTD.	25		
7	15:15-15:45		16	20:30-21:00	INDIGRE KROOD CO., LTD.	26		
8	16:00-16:30	TOTAL FUTURE SERVICE CO., LTD.	17	21:00-21:30	INDIGRE KROOD CO., LTD.	27		
9	16:45-17:15	SAVAI MANUFACTURING CO., LTD.	18	21:30-18:00	INDIGRE KROOD CO., LTD.	28		
10	17:30-18:00	INDIGRE KROOD CO., LTD.	19			29		

Exhibition Fee, Application Method, Schedule

FBC Bangkok 2020 is combining in SUBCON Thailand (INTERMACH & MTA 2020) at BITEC, Bangna.



*INTERMACH & MTA 2020's overall layout may be changed.



Standard Booth size 6 sqm
(W 3.0m×D 2.0m×H 2.4m)

Companies in Thailand: 55,800 THB
Companies in Foreign Countries: 84,000 THB
(Excluded VAT)

- ① Needle Punch (Carpet)
- ② Square Table*1
- ③ Plastic Chairs*3
- ④ Information Desk*1
- ⑤ Lights*2
- ⑥ Socket Point 5A 220V*1
- ⑦ Trash Box*1



Raw Space: Minimum 24 sqm.
(12 sqm. unit)

Companies in Thailand : 163,200 THB ~ (6,800 THB per sqm)
Companies in Foreign Countries : 276,000 THB ~ (11,500 THB per sqm)
(Excluded VAT)

***Companies in Thailand also include a Japanese company that registered in Thailand**

■ In case of applying via co-sponsor, exhibiting fee will decrease.

If exhibitors apply via co-sponsors, exhibitors will get THB 5,000.

※20 first companies who applied via co-sponsor within 1 month after starting recruiting will get the above discount and 2 blocks ads (6,600 THB) on FNA U-Machine Magazine (Feb 2020)

(THAI BAHT)

Type		Standard Price (Normal)	Choosing Location Option	Price via Co-Sponsor	20 first companies who applied via co-sponsor
Companies in Thailand	Type A Standard Booth	55,800	+10,000	-5,000	Price via co-sponsor with 2 blocks ads on FNA U-Machine Magazine (Feb 20)
	Type B Raw Space (24 m ² ~)	163,200~	Included	-5,000	
Companies in Foreign Countries	Type A Standard Booth	84,000	+10,000	-5,000	
	Type B Raw Space (24 m ² ~)	276,000~	Included	-5,000	

Booth for Buyer (Free): 6 sqm (W 3.0m×D 2.0m × H 2.4m) (same as Type A)

[Conditions] (max 30 companies)

1. A large company with a production (automobile manufacturer, Tier 1-2, large electronic and electrical appliance manufacturer, etc.)
2. Apply with intention to “purchase” only (for companies that also wish to sell products, we recommend applying as regular exhibitors with charges instead)

- ※ Organizer can judge each exhibitor fulfill condition or not.
- ※ Exhibitors cannot select the place of exhibiting booth. (organizer will decide)
- ※ Exhibitor will not be able to cancel. If exhibitor will cancel, it will be charge cancel fee same as Type A.

< Booth Equipment >



- ① Needle Punch (Carpet)
- ② Square Table*1
- ③ Plastic Chairs*3
- ④ Information Desk*1
- ⑤ Lights*2
- ⑥ Socket Point 5A 220V*1
- ⑦ Trash Box*1

Buyer Plan: Free
※ Same package with Type A

- ◆ The price is in THB. If exhibitor will pay in Thailand, FNA Thai will issue invoice.
- ◆ In case of payment in JPY, NC Network will issue invoice.

In case of payment by JPY, please use the following calculation method:

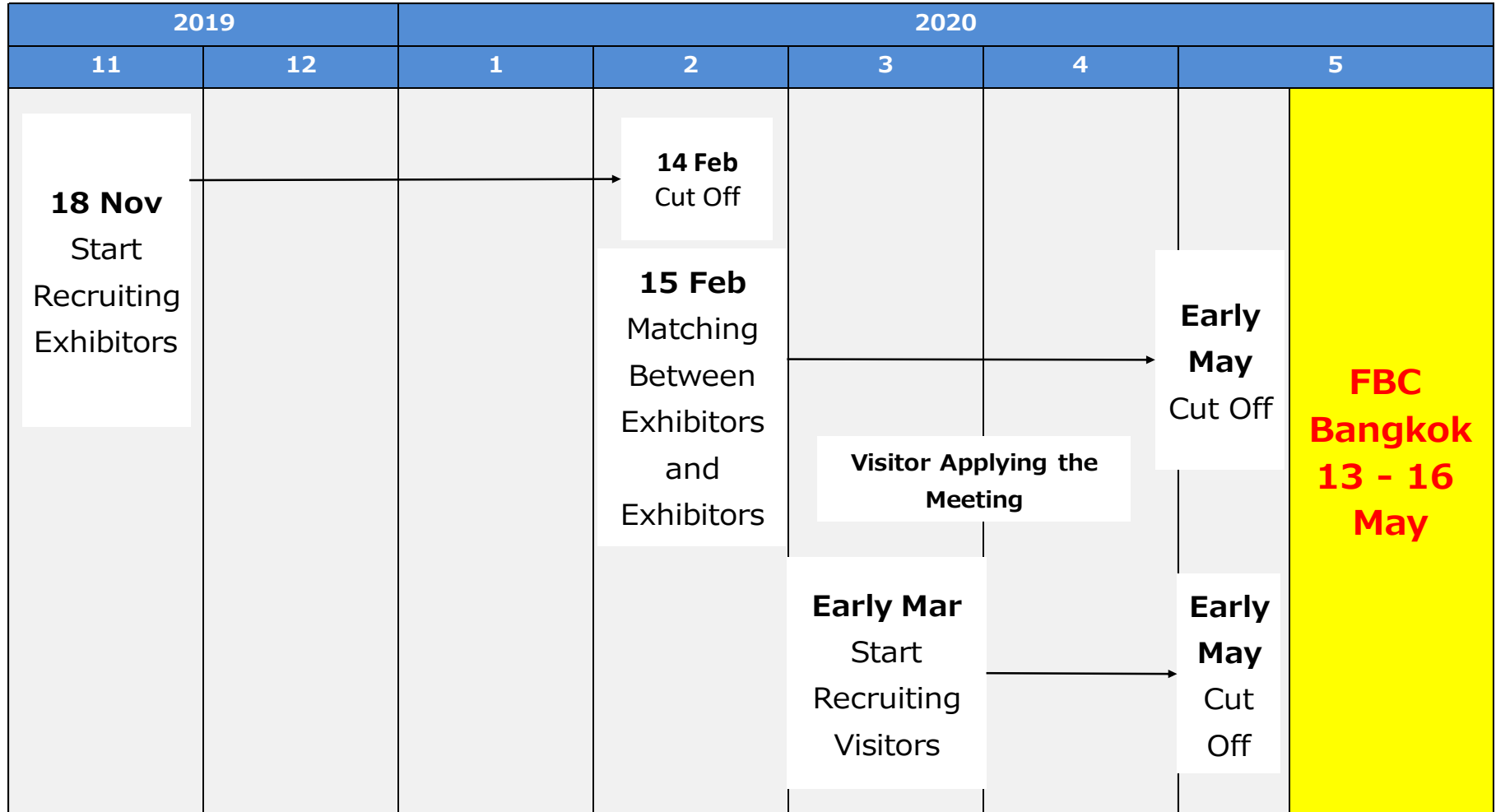
$(\text{Exhibiting fee} + \text{VAT } 7\%) * \text{TTS rate} + \text{Administrative fee } 5\% = \text{JPY price. (round off 10 JPY)}$

- * Will be applied TTS rate of Bank of Tokyo Mitsubishi UFJ for calculating
- * All remittance charges will be on exhibitors (Please select OUR and write “Pay in full” in remark on remittance slip)

◆ 1,000 THB + VAT will be added for postal service charge, if exhibitors wish to order guidebooks from outside Thailand.

◆ Rental, interpreter, audio and other service will be charged additionally. For more detail, organizer will inform later.

■ The flow of activities (from application to actual event) is as follows:



※ This is a temporary schedule. The details may be adjusted and changed in the coming months.

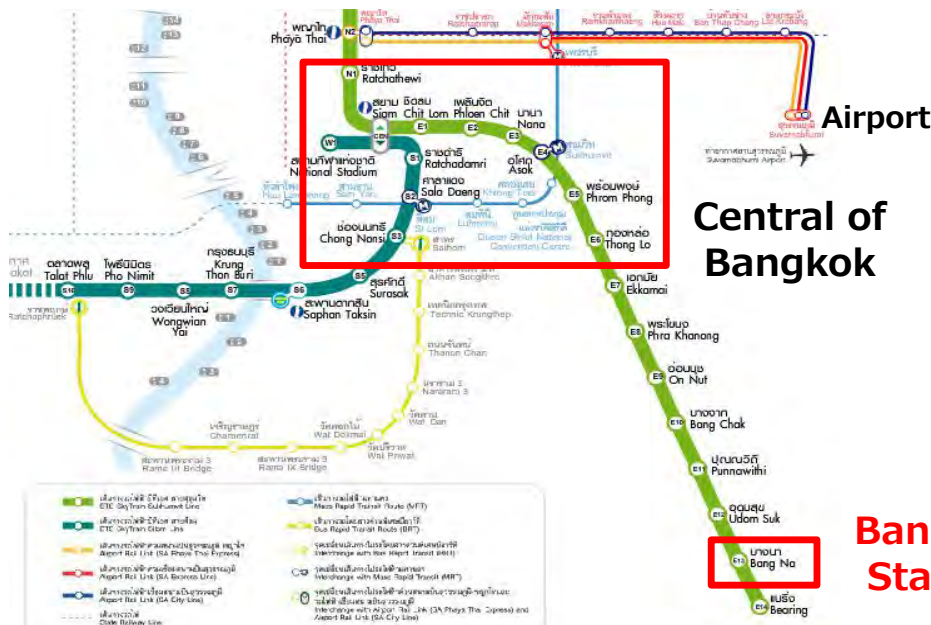
※ For activities with no fixed date/time, the details will be announced again later.

■ Hotel and Travelling

- Exhibitors will book hotels by themselves. FNA will provide recommend hotel in Bangkok.

■ Transportation

- You can take BTS sky train (30 min from central Bangkok) or taxi to the venue. The nearest BTS sky train station is Bang Na Station, it takes 5 minutes walking to BITEC. FNA will inform in detail in the middle of April in “Exhibitor Manual”.



Place : Bangkok International Trade & Exhibition Centre (BITEC)

Address : 88 Bangna-Trad Road (Km.1), Bangna, Bangkok

URL : <http://www.bitec.co.th/default-en.html>

Introduction for Options

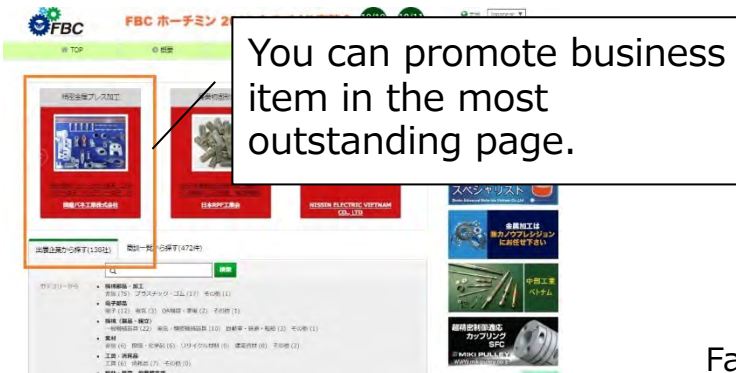
■ Advertisement on FBC Bangkok website

Service	Details	THB (excluded VAT)
Business item Promote	You can post your business item on top page. Procurement and selling item will increase. (Issued period is from 1st March to end of event)	10,000
AD Banner	You can post advertisement banner on side of website. (Issued period is from 1st March to end of event)	10,000
E-mail	Promote by using FNA E-news letter (JP: 8,000, TH: 25,000 address)(2 times)	10,000

E-news letter



Business item promote



Web banner advertisement



■ FNA Magazine, April Issue (FBC Bangkok Special Issue): Selling Needs

Service	Details	THB (excluded VAT)
<p>FNA U-Machine Magazine, April Issue "Selling Needs"</p>	<p>Publish the company's advertisement in "Selling Needs" corner in FNA U-Machine magazine, issue (FBC Bangkok special issue). The advertisement size is 1/4 page.</p>	<p>10,000</p>

Publish company information in FNA U-Machine magazine, FBC Bangkok special issue (1/4 page)

Publication: Every Month
Size: A4, 72 pages
Language: JP/TH/EN

■ AD package can use all

Service	Details	THB (excluded VAT)
Business item Promote	You can post your business item on top page. Procurement and selling item will increase. (Issued period is from 1st April to end of event)	
AD Banner	You can post advertisement banner on side of website. (Issued period is from 1 st March to end of event)	40,000 ↓
E-mail	Promote by using FNA E-news letter (JP: 8,000, TH: 25,000 address)(2 times)	35,000
FNA U-Machine Magazine, April Issue "Selling Needs"	Publish the company's advertisement in "Selling Needs" corner in FNA U-Machine magazine, April issue (FBC Bangkok special issue). The advertisement size is 1/4 page.	

For co-sponsors who would like to do more active PR in Thailand, we would like to offer our charged advertisement packages.

Guidebook Profile

Time: April 2020

Publication: 20,000 copies (free)

Appearance: A4, 56 pages (plan)

Languages: JP, TH, EN

FNA U-Machine Profile

Time: 1st date of every month

Publication: 15,000 copies (free)

Appearance: A4, 80 pages (plan)

Languages: JP, TH, EN

Main Group of Readers

Management-level (with decision-making authority) readers who are living in Thailand and working in manufacturing sites or manufacturing-related companies.

Delivery Destination

1. Send directly to key personnel in manufacturing companies in Thailand (DM)
2. Send to different organizations, restaurants and hotels
3. Distribute to exhibitors and visitors in business events such as INTERMACH & MTA 2020

Advertisement on FBC BKK 2020 Guidebook + FNA U-Machine Magazine

Guidebook APR 2020

1回掲載

FNA U-MACHINE Magazine / Monthly Issue

1回掲載

3回掲載

Inside Front Cover W210×H292mm 135,000B	Back Cover + Interview 4 P W210×H292mm 150,000B/回	-
Inside Back Cover / Opposite Inside Front Cover W210×H292mm 120,000B	Opposite Inside Back Cover W210×H292mm 78,000B/回	70,200B/回
Opposite Inside Back Cover W210×H292mm 105,000B	1 P W210×H292mm 60,000B/回	54,000B/回
1 P W210×H292mm 90,000B	Catalog W210×H292mm 32,500B/回	29,250B/回
1/2P W196.5×H143mm 53,000B	1/2P W196.5×H143mm 35,000B/回	31,500B/回
1/4P W196.5×H70mm 30,000B	6Blocks(1/4P) W196.5×H70mm 19,800B/回	17,820B/回



1P
W210×H292mm



Half Page
W196.5×H143mm



6 Blocks
W196.5×H70mm

【Advertisement Data】

- We need advertising manuscript from customer as a general rule
- In case the customer wants to deliver completed data to us, please send AI data
- If the customer wish to use special font, please provide the font to us
- For more details about how to send data, please contact our staff

[Deadline for Sending Exhibitor Application]

14 FEB 2020 (FRI)

Thai Time (GMT+7) 17:00 application form must arrived

■ Application Method

Please fill in the Excel form “FBC Bangkok 2020 Exhibitor Application Form”, sign the form and send to the following address via e-mail (PDF file is acceptable).

[Address for Sending Applications]

FACTORY NETWORK ASIA (THAILAND) CO., LTD.

FBC Bangkok Team: Inui, Nampueng

Tel: +66-2-254-1801-2

E-mail: thai_fbc@factorynetasia.com