

## Daily Thai News Updates: 1 November 2016

### 1. Toyo taps into growing IoT

Source: **Bangkok Post** ([Link](#))

Toyo Business Engineering (Thailand), a leading provider of enterprise software solutions under the Beng brand, is tapping into the lucrative market for detection systems for controlling machine's operational status to capitalise on the burgeo-ning era of Internet of Things (IoT) and Industry 4.0." The enterprise resource planning software market in Thailand has reached saturation point, while we see rising demand for the IoT in the manufacturing sector," said, the local operating unit of Japan's Toyo Business Engineering Corporation. Global market research firm Markets and Markets forecasts that the industrial IoT market will reach US\$151 billion by 2020, or a compound annual growth rate of 8.03% between 2015 and 2020. "We are seeing a lot of interest in the IoT from the manufacturing sector. " However, manufacturers don't know where to start embracing the technology," said Mr Ota. He said industrial machines with sensors and connected to the IoT are still expensive. They need technology that can work with their existing wiring systems, combined in a variety of more complex operating environments. "This is the first stage for manufacturers to embrace the IoT in their factories," said Mr Ota.

### 2. SAIC Motor-CP breaks ground on 2nd plant

Source: **Bangkok Post** ([Link](#))

Despite gloomy economic conditions, Chinese-Thai joint venture SAIC Motor-CP Co has begun construction of its second assembly plant at Hemaraj Eastern Seaboard Industrial Estate 2 in Chon Buri province. Shi Guoyong, the newly-appointed president of SAIC Motor-CP, said the new facility will use the most advanced technology to ensure the highest quality of MG cars. It will also help stimulate Thailand's economy, he said. SAIC Motor-CP bought 438 rai of land for an undisclosed sum from SET-listed Hemaraj Land and Development Plc last November. It announced in May this year plans to build a second 700,000-square-metre facility, which would handle MG vehicle production processes such as body assembly, vehicle assembly and painting under one roof. The investment cost for the second facility has not been disclosed, but it is estimated that 30-40 billion baht will be needed.

Founded in 2012, SAIC Motor-CP is a joint venture of SAIC Motor and Thai agrobusiness conglomerate Charoen Pokphand Group. The Chinese company owns 51% of the venture. The carmaker's first 9-billion-baht factory, with total production capacity of 50,000 units, was built in the Hemaraj Eastern Seaboard Industrial Estate in Rayong and began operations in June 2014. Chen Zhixin, president of the Chinese carmaker Shanghai Automotive Industry Corporation (SAIC Motor), earlier said that Thailand is set to become a production hub

for right-hand drive vehicles and SAIC Motor aims to make 300,000 units a year in the near future.

### **3. BES sees recovery pushing industry growth up 15-20%**

Source: **Bangkok Post** ([Link](#))

Event organiser Bangkok Exhibition Services Ltd (BES) projects the industry will grow 15-20% next year, on par with this year, on the back of economic improvement and tourism recovery. General manager Justin Pau said the country's mourning after the loss of His Majesty the King has not affected the organisation of fairs and exhibitions in the long term as the overall picture of the Thai economy will not change. Most major fairs and exhibitions, particularly international ones, have been planned for over a year. "The market has already adjusted itself and business is now running as usual," he said. Next year, BES plans to organise two major events, Propak Asia 2017 during June 14-17 and Food & Hotel Thailand during Sept 6-9, both at Bangkok International Trade & Exhibition Center in Bang Na. For Propak 2017, the company will expand its exhibition space by 30%, and 15% of total booths have been reserved so far. Propak is an exhibition about processing and packaging food, drink and pharmaceutical products.

### **4. TPRIME eyes more assets at home**

Source: **Bangkok Post** ([Link](#))

Thailand Prime Property Freehold and Leasehold Real Estate Investment Trust (TPRIME) is in talks to acquire at least two more property assets. The deals are expected to be concluded next year. TPRIME is in negotiations to buy additional assets in the domestic market, SCCP REIT's director Suchad Chiaranussati said without identifying the targeted properties. SCCP is TPRIME's manager. "The types of assets we are looking to acquire must have occupancy rates of over 90% with reasonable returns. They must be located in places where they can change hands easily or be in the central business district (CBD)," said Mr Suchad. At present, the real estate investment trust (REIT) has invested in two office buildings, acquiring the 19-year leasehold rights to Mercury Tower and the freehold rights to Exchange Tower. Both of them are located in Bangkok's prime business areas and connected to skytrain stations. The total rental space of the two buildings is 67,653 square metres. He said the occupancy rate of Mercury Tower is 95% and the rate at Exchange Tower is 95-98%. Rental prices average 800-900 baht per square metre, with a 15% adjustable rate every three years. In addition to domestic properties, the REIT is keenly exploring opportunities to invest in property assets abroad.

## 5. TV Burabha set to branch out overseas

Source: **Bangkok Post** ([Link](#))

TV Burabha Co, a leading documentary content provider, will expand its business overseas next year. The move will improve the reputation for Thai documentaries and production skills in the global market, said the company's managing director, Chanawat Vachanonad. "We have decided to go international next year because the market value of documentary content in Thailand is still low compared with other countries," he said. The company wants to generate additional revenue by exporting documentary content to Asia and Europe and this will generate a lot of money, at least 10 times local income. Moreover, an overseas presence will reflect great improvement of Thai production houses in the eyes of international communities. Apart from exporting Thai documentaries to Asian and European countries, TV Burabha also plans to partner with companies in Cambodia, Laos, Myanmar and Vietnam to exchange documentary content. It is also considering setting up production houses in these countries in the future.

**By Nandini Malhotra**

