

NEWSLETTER FROM  
**TICON GROUP**

# FORWARD

OCTOBER-DECEMBER 2014 | ISSUE 4

**Heart-to-Heart  
Session with  
the TPARK Sales  
Team**

Number of  
**Golf Links  
in the World,**  
Japan and Thailand  
(Part 2)

In-Depth  
Introduction for  
**TICON** Factories in  
**Pinthong  
Industrial Estates**

**Road to  
Sustainability:**  
Invest in Thailand –  
\*Pave Your Way  
to ASEAN  
(Part 2)



**Season's  
Greetings**







**Mr. Virapan Pulges**  
Managing Director  
TICON Industrial Connection Public  
Company Limited

## Message from the Managing Director

The year 2014 is coming to an end and it has been another year in which TICON has encountered and overcome a variety of challenges, including political events, economic situations, and interrupted investments. However, TICON rose above all these obstacles with unwavering focus on our strengths in respect of strategic locations and optimized products and services. Such determination has assisted us in maintaining our leadership as the No. 1 factory and warehouse developer and service provider in Thailand.

Our recent movements include the acquisition of over 290 rai of land in the Pinthong 5 Industrial Estate to accommodate demand from business operators seeking prime areas for their operations at Laemchabang Port, especially those in the automobile industry. With regards to the warehouse business, TPARK has cooperated with Twintec Industrial Flooring to utilize Steel Fibre Reinforced Concrete (SFRC) for the flooring of warehouses in TPARK Eastern Seaboard 3.

In addition, we officially launch the TICON Freehold and Leasehold Real Estate Investment Trust or TREIT. The feedback from institutional and retail investors has been overwhelming. The funds raised will be utilized in the acquisition of land and expansion of factories and warehouses of TICON Group to enhance our readiness for the commencement of AEC in 2015.

On behalf of TICON Group, I would like to take this opportunity to express our gratitude for your patronage in 2014. Moreover, I would like to thank the indispensable element of our success – our TICON people – for their tireless devotion so as to ensure we continuously secure our status as the leading factory and warehouse developer.

As 2015 approaches, I would like to convey my best wishes to our dear readers. May you succeed in every aspect of life – your health, finance, family life, and business. We hope that you begin the year 2015 with delightful heart and mind which last throughout the year, and beyond.

Happy New Year

ISSUE 4  
OCTOBER-DECEMBER 2014

# CONTENTS

## 3 SPECIAL COLUMN

HIDROMEK

## 4 FACTORY SPOTLIGHT

In-Depth Introduction for TICON Factories  
in Pinthong Industrial Estates

## 6 WAREHOUSE SPOTLIGHT

Heart-to-Heart Session with the TPARK Sales Team

## 8 JAPAN CORNER

Number of Golf Links in the World, Japan  
and Thailand (Part 2)

## 10 INVESTOR'S FOCUS

Optimizing Your Investment Yields from Thailand's  
Leverage in AEC Commencement in 2015

## 11 NEW TENANTS

## 12 PROPERTY HIGHLIGHT

## 13 EVENTS NEWS

## 14 COFFEE TIME WITH GURUS

Road to Sustainability: Invest in Thailand –  
Pave Your Way to ASEAN (Part 2)

## 15 TAKE A BREAK

Kai Hoob Bon Restaurant

## FORWARD

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# HIDROMEK®

**Hidromek Construction Equipment (Thailand) Ltd.** is one of the new investment of construction machinery manufacturer from Turkey. Recently, Hidromek Construction Equipment (Thailand) Ltd. leased space of TICON factory with an area of 2,700 sqm to serve their manufacturing process inside Amata Nakorn Industrial Estate.

**HIDROMEK** is a construction machinery manufacturer holding the top share of Turkey's markets for backhoe loaders and hydraulic excavators. After HIDROMEK acquired the motor grader business of Japan's Mitsubishi Heavy Industries, Ltd. (MHI), including production facilities in Thailand with its know-how, technology and aftersales services capabilities, Hidromek has started to manufacture Motor Graders in Amata Nakorn facilities with Hidromek brand name. HIDROMEK, currently continues its operations out of five locations (three in Ankara, one in İzmir, one in Thailand) and employs about 1,800 employees.

In addition to growing sales and the dealer network, it has continued to invest in new premises and production facilities. HIDROMEK has recently announced an investment of new premises and production facilities in Ankara-Turkey, dedicated to the production of excavator range increasing the capacity multiple times.

Hidromek ranks 46th in 2013 - Top 50

**"Hidromek ranks 46th in 2013 - Top 50 World Construction Equipment Manufacturers' list compiled by KHL publishing Group. HIDROMEK is the first and only Construction Manufacturer Turkish Company that appears in this list."**

World Construction Equipment Manufacturers' list compiled by KHL publishing Group. HIDROMEK is the first and only Construction Manufacturer Turkish Company that appears in this list.

Today, HIDROMEK exports its backhoe loaders and excavators to more than 50 countries in 5 continents. HIDROMEK serves over 100 dealers all around the world and manages its European operations from Barcelona, Spain by Hidromek West. It has also recently started Customer Support & Parts operations in Russia supporting the Ukrainian, Belarus and Polish markets.

HIDROMEK Backhoe Loaders and Excavators are completely designed and manufactured by HIDROMEK. The quality of products is ensured by intensive quality assurance system and machines produced compete with other well-

known brands. HIDROMEK imports its components from internationally known suppliers.

**HIDROMEK** is recognized internationally for its success in the industrial design field. In 2008 and 2010, HIDROMEK was awarded *"The Superior Design Award"* for The Backhoe Loader Maestro Series, and the *"Good Design Award"* by Design Turkey for the Excavator Gen Series, becoming the only firm that has won 2 awards in a row in its own category. In 2011, HIDROMEK was awarded the industrial *"Good Design 2011"* by the Good Design Awards, which is one of America's most prestigious design awards. In 2012, HIDROMEK was awarded the *"If Product Design Award"* in Germany. ■





# In-Depth Introduction for **TICON** Factories in **Pinthong** Industrial Estates

**All 4 TICON Projects** in the Pinthong Industrial Estates are located on Highway 331 in Chonburi province, a strategic route for various chief industrial sectors in the Eastern region of Thailand, especially the automotive and electronics industries. The TICON factories are fully equipped with comprehensive infrastructure. Currently, TICON Projects 1-3 are ready for service while construction work on TICON Project 5 commences in early 2015 and the Project is expected to launch in Q3 of next year.

BEFORE BIDDING FAREWELL TO THE YEAR 2014, LET'S LEARN MORE ABOUT SOME PRIME TICON PROJECTS IN THE EAST OF THAILAND, NAMELY PINTHONG INDUSTRIAL ESTATE PROJECTS 1-3, ALL OF WHICH BOAST AN ALMOST FULL OCCUPACY RATE. RECENTLY, OVER 290 ADDITIONAL PLOTS OF LAND HAVE BEEN ACQUIRED FOR THE TICON PROJECT IN PINTHONG INDUSTRIAL ESTATE 5, THEREBY INCREASING THE TOTAL SPACE OF TICON PROJECTS AT THE PINTHONG INDUSTRIAL ESTATES TO ALMOST 300,000 SQ M.

## Distance (Unit: KM)

Locations	Pinthong Industrial Estate			
	Pinthong 1	Pinthong 2	Pinthong 3	Pinthong 5
Bangkok	95	100	104	110
Suvarnabhumi Airport	80	85	89	95
Laemchabang Port	9	13	17	23
Laemchabang Industrial Estate	8	12	16	22
Amata City Industrial Estate	36	32	28	24
Eastern Seaboard Industrial Estate (Rayong)	27	23	19	13
Hemmaraj Chonburi Industrial Estate	15	11	7	12





### Key Highlights of TICON Factories in Pinthong Industrial Estates 1-3 and 5 are as follows:

- Prime location near Lamchabang port
- Situated in the automotive hub in the Eastern region of Thailand
- Surrounded by key industrial estates namely, the Amata City Industrial Estate, Eastern Seaboard Industrial Estate (Rayong), and Laemchabang Industrial Estate
- Available in various sizes

#### Details of the TICON Project at **Pinthong Industrial Estate 1**

**Total factory space:** 47,275 sq m  
**Factory sizes:** 1,200 - 4,400 sq m  
**Floor Loading:** 3 Tons / sq m  
**Clear Height:** 7 meters

#### Details of the TICON Project at **Pinthong Industrial Estate 3**

**Total factory space:** 38,100 sq m  
**Factory sizes:** 1,800 - 4,800 sq m  
**Floor Loading:** 3 Tons / sq m  
**Clear Height:** 7 meters

#### Details of the TICON Project at **Pinthong Industrial Estate 2**

**Total factory space:** 33,400 sq m  
**Factory sizes:** 1,800 - 3,600 sq m  
**Floor Loading:** 3 Tons / sq m  
**Clear Height:** 7 meters

#### Details of the TICON Project at **Pinthong Industrial Estate 5**

**Total factory space:** 166,525 sq m  
**Factory sizes:** 1,300 - 4,800 sq m  
**Floor Loading:** 3 Tons / sq m  
**Clear Height:** 7 meters





# HEART-TO-HEART SESSION WITH THE TPARK SALES TEAM

AS 2014 DRAWS TO A CLOSE, WAREHOUSE SPOTLIGHT HAS DECIDED TO SHAKE THINGS UP A LITTLE BIT BY PROVIDING READERS WITH AN IN-DEPTH INTERVIEW WITH THE DRIVING FORCE OF TPARK—THE TPARK SALES TEAM. THESE FRONTLINE MEN AND WOMEN ARE WORKING HARD TO ENSURE MAXIMUM SATISFACTION FOR OUR TPARK CUSTOMERS.

The **TPARK sales team** consists of 7 members, led by **Piyanath Sritapanu** (Cherry), TPARK Head of Sales, and her sales team, namely: 1. **Atipat Patkhacha** (Tem), Assistant Head of Sales (Ready-Built Warehouse); 2. **Napanun Teerantikanont** (Two), Assistant Head of Sales (Built-to-Suit); 3. **Taweesak Kamsoda** (Mote), Sales Manager for Bangplee and Panthong areas; 4.

**Saranya Rongsakul** (Gift), Senior Sales Executive for Sriracha and Amata Nakorn areas; 5. **Thaneeya Rohitrussamee** (Fon), Senior Sales Executive for Laemchabang and Eastern Seaboard areas; and 6. **Suwadee Pianmanakit** (Ja), Sales Executive for Bangna area.

## Kindly share with us your key responsibilities.



**Cherry:** Our job is to understand clients' demands and provide them with the best available options. In order to achieve that, we need to stay attentive to our customers and make sure that we cover all they need, right down to the last detail.



**Tem:** Our main duty is to assist customers to obtain warehouses in sizes and locations that match their requirements, where our clients can enjoy the additional cost-saving.



**Two:** My scope of responsibilities is different from Khun Tem's team as we are working on the Built-to-Suit facilities. As such, our task is to realize our clients' vision. We work closely with them like we are a part of their organization, and we pay close attention to their demands in order to develop options and materialize what our clients have in mind. In cases where clients are seeking to acquire land plots for facility construction, our team will identify and propose the best available pieces of land for consideration in a manner that optimizes their investment cost.

## Your responsibilities are intriguing indeed. Have there been any cases or client feedback that are truly unforgettable?



**Ja:** My memorable moment was when I landed my first contract with my first customer. It was impressive, and at the same time very surprising, because the whole deal took less than one month, while it usually takes quite some time to close each deal, even up to a year in some cases. However, everything went smoothly with this particular case because the location was the perfect answer to all the logistics requirements of the customer, who has absolute trust in TPARK's service and quality warehouses. So, this customer did not hesitate to do business with us.



**Cherry:** I have worked for TPARK for almost 9 years so there are plenty of stories to share. The most recent one would be when a client approached us for consultancy on how to prepare information and evidence for an inspection of a Dangerous Goods Warehouse by the officer from the Department of Industrial Works. We therefore offered to assist with answering questions on the inspection day. As such, everything went through smoothly and the customer was thankful for our extended support.



**Napanun Teeratantikanont**  
Assistant Head of Sales  
(Built-to-Suit)

**Taweesak Kamsoda**  
Sales Manager for Bangplee  
and Panthong areas

**Thaneeya Rohitrussamee**  
Senior Sales Executive  
for Laemchabang and  
Eastern Seaboard areas

**Saranya Rongsakul**  
Senior Sales Executive  
for Sriracha and  
Amata Nakorn areas

**Suwadee Pianmanakit**  
Sales Executive for Bangna area

**Atipat Patkhacha**  
Assistant Head of Sales  
(Ready-Built Warehouse)

**Piyanath Sritapanu**  
TPARK Head of Sales

## What comes to mind when you think about TPARK?



**Gift:** When I think of TPARK, I think of strategic locations across Thailand, which continue expanding to serve the customers' demand for quality warehouses in prime logistics areas.



**Note:** TPARK is outstanding for its availability. Our ready-built warehouses (RBW) enable our customers to commence operations immediately without having to wait for construction or land acquisition.



**Fon:** TPARK offers "quality warehouses", which are well developed with all functions being well taken care of in every detail—from floor to ceiling, especially the excellent internal ventilation.

## Anything you would like to communicate to our readers?



**Cherry:** I would like to take this opportunity to thank our clients for their patronage. As the Head of Sales, I and my team give you our word that we will continue to ensure our best service is provided to you.



**Tem:** I would like to convey my best wishes for the coming New Year. We wish you the best of everything and we are looking forward to serving you in 2015.



**Two:** I wish you all good health and great happiness in 2015 and beyond.



**Note:** We are looking forward to serving you in the coming year. See you soon.





**Mr. Takashi Fuse**  
Advisor  
TICON Logistics Park Co., Ltd.

# Number of **Golf Links** in the World, Japan and Thailand (Part 2)

“many Japanese business people love playing golf and it’s true that majority of them talk about golf before starting to talk about business. If they both love golf, it is likely that they would spend more time for golf than for business.”

## ***Golf courses in Thailand***

**How many golf courses** are there in Thailand? According to the Golf Digest online, there are around 200, ranking Thailand 18th in the world. On the other hand, the information from Real Estate Information Center of Governmental Land and Housing Bank of Thailand, the country had 250 golf links in 2011, if 9-hole and smaller-than-that golf links are included. It seems that if these small golf links are excluded as standard golf links, the number of links with 18 holes or more will be about 200. Considering that several new golf links have been launched after 2011, the present total number of standard golf links in Thailand will be a bit more, probably 205 or 210., which is less than 10% of those in Japan.

Total land area of Thailand is 1.4 times larger than that of Japan and the most of the







# JAPAN CORNER

日本コーナー

land is plains or flat. Nevertheless, there are much fewer golf links in Thailand than Japan. Why? My personal view is that playing golf is still costly for ordinary Thai people. You may have to spend 40,000-50,000 Baht to prepare the minimum needs for golf play such as clubs, bags, a pair of shoes, glove and wears, even if you select less expensive ones, and you must additionally pay green fee, caddie fee and other expenses if you actually play in golf links.

Inspired by the appearance of some Thai professional golfers in the international golf competitions, some of Thai parents send their children to golf schools and we can see Thai children play golf in various golf links these days. Also, thanks to income increase, many Thai people play golf nowadays. Although we see the phenomenon now, golf is still thought to be costly sport and, therefore, it is unlikely that the population of Thai golf players as well as number of golf links will dramatically increase in the near future.

## *Why do Japanese love to play golf?*

In general, many Japanese business people love playing golf and it's true that majority of them talk about golf before starting to talk about business. If they both love golf, it is likely that they would spend more time for golf than for business. Even if both business people meet first time, talking about the common subject such as golf will be a good chance to fill the gap between them and establish an intimacy.

## *Why do Japanese love playing golf? The following three reasons could be considered as its background (my personal view).*

Firstly, golf is a sport that one can continue to play as one ages. Some may say golf is not sport, but I will not argue about that in this article. Most sports require physical strength; hence they are more suitable for younger people. Even though we grow older and are not strong any more as we used to be at younger age, we still can continue playing golf. With firm determination and constant practice, age-shooting may not be just a dream.

Secondly, golf can build good relationship with business partners. In the past, Chinese game of mah-jong was the most popular play among Japanese business people. This game, however, is out-of-date now and mah-jong saloons which were seen everywhere in the towns disappeared. While younger people give their attention to video games in mobile phones or computers, middle-aged people can not be bothered staring at a tiny screen with the help of reading glasses, which they see a waste of time. Instead, they play golf with customers or business partners as it may bring about new business opportunities.

Thirdly, many Japanese people have spirit of aspiration or desire to improve themselves. Irrespective of business or sport or hobby, Japanese like to set a target and make efforts to reach such target. Setting such targets like aiming

at single-digit handicap or hitting a gross score of below 90, they go to driving range for practice and sometimes hire an instructor to improve their golf play. Finishing a round of play at the score of below 90, getting birdie and earning betting money from co-players are the happiest moment for average golfers no matter how many times they experience them. Desiring to achieve them, Japanese eagerly practice and go to golf links as long as time and money allow.

## *Let's enjoy playing golf in Thailand*

It is said that Thailand is the heaven for golfers that I agree to. In Japan, one caddie serves 4 golfers.

Some golfers play golf without caddie to save the expense because of high caddie fee. Things are different in Thailand as one caddie serves one golfer, and caddies are usually young women (not always, but most of the time). This is truly a heaven for golfers, isn't it? So, do not forget your golf gears if you have a chance to travel to Thailand. Nonetheless, it's true that some caddies irritate golfers; for example, they don't know remaining distance to the pin, or they can't read putting lines on the green, or they enjoy chatting with their buddies and do not watch where the ball went to, or they never forget to get tips though they don't work hard. You will have irritation and dissatisfaction when you encounter these behaviors, if you think she is a caddie. Think other way. She is just a helper of carrying your golf gears, not a caddie. If you think that way and do not expect too much, you will not be frustrated.

To those working in Thailand or tourists traveling to Thailand, Thailand remains a heaven for golfers. Come and enjoy golfing here! ■





**Mr. Samart Russameerojwong**

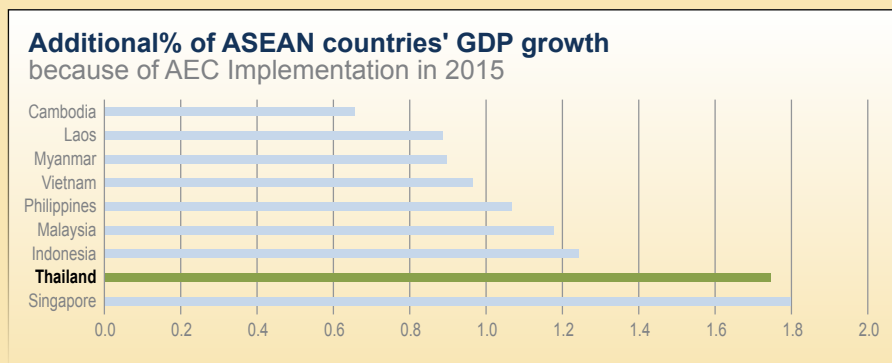
Chief Investor Relation  
TICON Industrial Connection Plc.

## Optimizing Your Investment Yields from Thailand's Leverage in AEC Commencement in 2015

THAILAND IS TO ENJOY SEVERAL BENEFITS FROM THE COMMENCEMENT OF THE AEC AT THE END OF 2015. AMONG THEM IS THE 0% IMPORT TARIFF OF CLMV COUNTRIES (CAMBODIA, LAOS, MYANMAR, AND VIETNAM) WHERE IMPORT TAX WILL BE LIFTED FOR ASEAN MEMBERS. THAILAND'S ECONOMY AS WELL AS THE GDP AND FOREIGN TRADE FIGURES ARE EXPECTED TO SEE ADDITIONAL GROWTH AS A RESULT OF THE UP AND COMING CHANGES AS DESCRIBED BELOW.

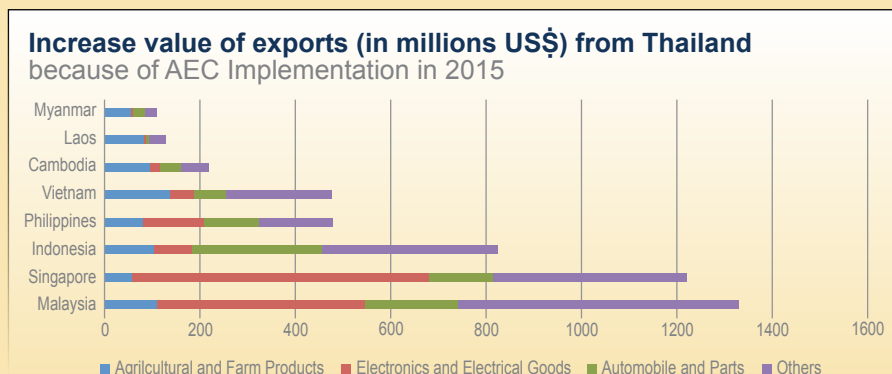
### GDP

The Center of International Trade Studies of the University of Thai Chamber of Commerce has forecasted the impact from the 0% tariff in 2015 in respect of Thailand's GDP, which is expected to increase by 1.75%, the second biggest increase following the 1.80% GDP increase of Singapore.



### Foreign trade growth between Thailand and ASEAN counterparts

The Center of International Trade Studies of the University of Thai Chamber of Commerce has also reported an analysis on the impact of foreign trade between Thailand and ASEAN counterparts. It is expected that the 0% import tariff of CLMV countries in 2015 will result in an increase in the export value of Thailand by USD 4,805 million, consisting of the highest increase export to Malaysia, followed by USD 1,334.4 million increased export value to Singapore, and USD 827.8 million of export to Indonesia.



**Consumption goods from Thailand**, especially electronics and electrical appliances, and automotive products, are in high demand in ASEAN countries, especially Malaysia, Singapore, Indonesia, and the Philippines. After the implementation of 0% import tax in 2015, the demand for food products from Thailand is foreseen to surge in all ASEAN countries. With regards to the CLMV countries, products from Thailand will be imported to these destinations via additional channels across borders.

Global conglomerates are expanding their production capacities in Thailand as their strategy is to utilize Thailand as the production base for their distributions in ASEAN. The need for logistics and warehousing space built in accordance with international standards, with high strength of flooring and roofing as well as large storage space is rising at a fast pace. However, even the high-growth logistics industry still falls behind the booming demands of the customers.

Based on these factors, investors seeking sound returns and growth from long-term investments of 3 years or higher, who are searching for stable investments where the risk is not too great, are highly recommended to consider the real estate investment trust (REIT) investing in factories and/or warehouses. Ticon Industrial Connection Public Company Limited is launching the Ticon Real Estate Investment Trust or TREIT, with TICON Management Company Limited (TMAN) as the REIT Manager.

Investors can visit [www.ticon.co.th/en/reit](http://www.ticon.co.th/en/reit) for further information on TREIT. ■





### TOKYO PARTS INDUSTRIAL

#### Tokyo Parts Industrial (Thailand) Co., Ltd.

**Tokyo Parts Industrial (Thailand) Co., Ltd.** is an electric parts and auto parts manufacturer from Japan. Their products are such as Card key and Auto lock system products. Recently, Tokyo Parts Industrial leased TICON factory with an area of 1,500 sq m inside Rojana Industrial Park for serving their business expansion.



#### Kintetsu Logistics (Thailand) Co., Ltd.

**Kintetsu Logistics (Thailand) Co., Ltd.** is a Japanese logistics service provider that operates international and domestic air freight forwarding, import and export, transportation and distribution. Lately, Kintetsu Logistics (Thailand) decided to lease an additional warehouse of TPARK with an area of 2,900 sq m inside TPARK Laemchabang 2 for serving their business expansion.



#### Linfox M Logistics (Thailand) Limited

**Linfox M Logistics (Thailand) Limited** is a logistics service provider from Australia, delivering warehouse management, supply chain services, transport and freight management. Recently, Linfox M Logistics leased TPARK Built to Suit warehouses with total area around 10,000 sq m inside TPARK Wangnoi 2. The custom developed warehouse combines with an ambient storage and a cold storage for supporting the logistics operation for chain restaurant business.



#### Meiko Asia Co., Ltd.

**Meiko Asia Co., Ltd.** is established on March 27, 2014, 100% wholly owned Japanese company. Recently, Meiko Asia has leased TPARK warehouses with total area of 8,950 sq m in Free Zone inside TPARK Laemchabang 2 in order to serve better service as the total logistics provider through Meiko Trans Group to their customers, which look at the current logistics circumstances or the change of the business environment by AEC (ASEAN Economic Community) started in 2015.



#### Thai Kin Manufacturing Co., Ltd.

After signing the agreement to lease 3 units of TPARK's warehouses with area of 3,600 sq m in TPARK Bangna, **Thai Kin Manufacturing Co., Ltd.**, an auto parts and agricultural machinery manufacturer, recently decided to lease an additional warehouse with an area of 1,550 sq m inside TPARK Bangna. These warehouses are used for storing automotive parts and supporting their business expansion.



#### Trancy Logistics (Thailand) Co., Ltd.

**Trancy Logistics (Thailand) Co., Ltd.** is a Japanese logistics service provider, offering sea freight, air freight, customs brokerage and supply chain management and logistics. Recently, Trancy Logistics leased an additional TPARK warehouse with an area of 2,450 sq m in TPARK Eastern Seaboard 2 (A) in order to provide services to their customers. Currently, Trancy Logistics has total area of rental warehouse spaces of 7,913 sq m in Eastern Seaboard area.

PROPERTY HIGHLIGHT TAKES READERS  
TO ANOTHER TICON PROJECT.



We would like to introduce you to the Ready-Built Factories for Rent project located in **the Asia Industrial Estate Suvarnabhumi (AIES)**, which is the nearest Industrial Estate to Bangkok, and is surrounded by significant landmarks, namely Suvarnabhumi International Airport, Lat Krabang Inland Container Depot Office, and some other key Industrial Estates. The project offers special-size factories starting from 550 to 4,200 sq m, which are suitable for SME businesses, especially in the automotive and electronics industries. The Project's first phase is ready for service in February 2015, so book fast before they are fully occupied.

Available Buildings

**Location:** Asia Industrial Estate (Suvarnabhumi)

*General Zone*

**Factory sizes:** 550 - 4,200 sq m.

**Floor Load:** 2 Tons / sq m.

**Clear Height:** 7 meters

**For more information or a site visit, please call:**



**Tel:** +66 (0) 2679 6569

**Email:** marketing@ticon.co.th  
or info@ticon.co.th (Japanese)



Check  
**Available Buildings**  
here!

In this issue, we take readers to check out **the TPARK Laemchabang 2 Project**, which is strategically located near Laemchabang Port and various key Industrial Estates in the East region of Thailand. In addition, the Project is adjacent to the highway, which facilitates convenient logistics and distribution. The Project is highly suitable for logistics, and import and export operators in the automotive and electronics industries. A Free Zone is also available at the TPARK Laemchabang 2 Project. If you are looking for warehouses with such advantages, please contact us for a site visit at our contact addresses below.

Available Buildings

**Location:** Highway 7, Soi Wat Srirattanam Temple (Bohin Temple)

*General Zone*

**Warehouse sizes:** 1,500 - 9,000 sq m.

**Floor Load:** 3 Tons / sq m.

**Clear Height:** 10 meters



**For more information or a site visit, please call:**



**Tel:** +66 (0) 86342 9669

**Email:** logistics@ticon.co.th



Check  
**Available Buildings**  
here!



## TPARK Partnered with Twintec to Raise Standard of Warehouses for Rent in Thailand



**Mr. Patan Somburanasin** (center), Managing Director of TICON Logistics Park Co., Ltd. (TPARK) poses for picture with **Mrs. Ruth Waugh** (2nd from right), International Business Development Director, Twintec Industrial Flooring and **Mr. Kantanat Chaipermasak** (far right) Business Development manager, Twintec (Thailand) Co., Ltd. while **Mr. Tan Jitapuntkul** (2nd from left), General Manager of TPARK and **Mr. Peerapat Srisukont** (far left) Head of Project Development of TICON look on.

**TICON Logistics Park Co., Ltd. or TPARK**, the leading developer of high-quality logistics parks and warehouses for rent in Thailand joined hands with Twintec Industrial Flooring, the world's leading producer of 'jointless' steel fibre reinforced (SFRC) industrial floor slabs, in applying latest SFRC technology for warehouse flooring in TPARK's logistics parks. The cooperation reflects TPARK's leadership and commitment to set new standard of warehouse for rent in Thailand and to best respond to customers' requirements via continuous partnership with contractors and suppliers of world's leading technology.

The 7,000 sqm of SFRC floor in TPARK Eastern Seaboard 3 was recently handed over to TPARK. Using the twin technologies of concrete and steel fibres, Twintec's floor slabs eliminate the need for saw-cut joints, thus maximizing the floor's strength and longevity and allowing efficient logistics operation inside the warehouse. ■



**Mr. Patan Somburanasin** (2nd from left), Managing Director of TICON Logistics Park Co., Ltd. (TPARK) congratulates **Mr. Rod Routley** (4th from right), Managing Director of Central Watsons Co., Ltd. after the Official Opening of new Watsons' Warehouse at TPARK Bangplee 1.

## Watsons Opens New Distribution Center in TPARK Bangplee 1

**Watsons**, the No.1 health and beauty retailer in Thailand, recently organized an Official Opening ceremony of its new warehouse at TPARK Bangplee 1. Located on the strategic area for logistics and distribution, the new warehouse allows

Watsons to enhance its logistics operation for pharmaceutical, health and beauty industry. The built to suit warehouse was custom developed by TICON Logistics Park Co., Ltd. (TPARK) covering a total area of more than 20,000 sq m. ■

## TICON Purchased 290 Rai in Pinthong Industrial Estate



**Mr. Virapan Pulges** (center left), Managing Director of TICON or TICON Industrial Connection Public Co., Ltd. exchanged contract with **Mrs. Somsri Duangprateep** (center right), Director of Pinthong Industrial Park Co., Ltd. at the land purchase contract signing ceremony. Also present are **Ms. Lalitphant Phiriyaphant** (far left), Chief Financial Officer of TICON and **Mr. Takaharu Tsuge** (far right), General Manager of Pinthong.

**Recently**, TICON Industrial Connection Public Company Limited or TICON, Thailand's leading developer of high quality ready built factories for rent, signed an agreement to

purchase 290 rai of land in Pinthong Industrial Estate (Project 5) from Pinthong Industrial Park Co., Ltd., a leader in Industrial Estate in Eastern Region of Thailand. ■



## TICON Group officially introduces TREIT

**Mr. Virapan Pulges** (Center), Managing Director of TICON Industrial Connection Public Company Limited (TICON) and **Mr. Amorn Chulalaksananukul** (2nd from right), Managing Director of TICON Management Company Limited (TMAN) together with **Mr. Narin Opamuratawongse** (far left), Executive Vice President, Investment Banking Bangkok Bank (Public) recently introduced "TICON

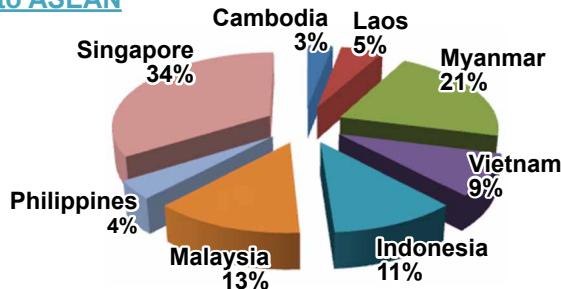
Freehold and Leasehold Real Estate Investment Trust (TREIT)". The project is worth around 4.5 billion Baht that offers investment exposure in world-class warehouses and factories of TICON Group. TICON has set a growth target of 20 billion Baht in next 3-5 years, capitalizing on the potential demand within the ASEAN Economic Community (AEC). ■



# Road to Sustainability: Invest in Thailand – Pave Your Way to ASEAN (Part 2)

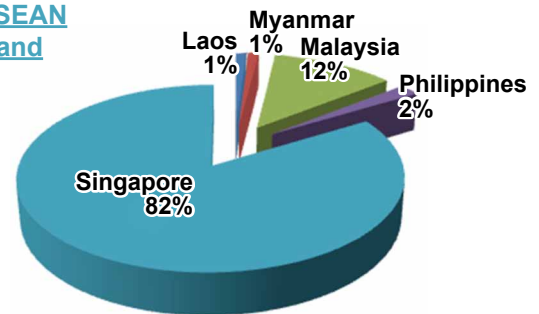
The proportion of direct investments between Thailand and ASEAN and vice versa is as follows.

From Thailand to ASEAN



Unit: Percentage

From ASEAN to Thailand



Unit: Percentage

Source: BOI

## Road to Sustainability: Invest in Thailand – Pave Your Way to ASEAN



**Certain negative impacts**, however, may also arise after AEC commencement. Among others, ASEAN goods will be able to enter the Thai market without any barriers, resulting in an immensely competitive business environment. Without revision and modification of related laws, rules, and regulations, they could become a legal hindrance for investors, who may decide to relocate their production bases from Thailand to other countries as well as skilled labor relocation for higher compensation. If a related internal defensive mechanism is not set up in Thailand to control the flow of lower-quality goods from other ASEAN countries into the Thai market, the high quality production industry may encounter several issues.

As they say, 'where there's a will, there's a way'. If we can turn the "red ocean" to the market of joint possibilities and opportunities, following the purpose of AEC, we shall achieve economic sustainability together as we will become an "Eco-industrial estate".

Key impacts upon industrial sector subsequent to AEC commencement	How can being an eco-industrial estate pave the way for Thai industry to achieve sustainable growth?
Immense competition	With an eco-friendly production system, production will be elevated and agricultural products would gain value-addition through creativity, innovation, and intellectual property in order for Thai goods to be recognized on an ASEAN / regional level.
Low-quality goods inflow	Domestic consumers have understanding and awareness on the environment to the extent that they choose green products or eco-friendly certified products over low-quality counterparts, which undergo non eco-friendly manufacturing processes.
Production base relocation	The Thai industry earns recognition for its balance in economic, social, environmental, and human capital aspects, leading to sustainably valuable and worthy investments in the long run.
Outflow movements of highly-demanded labour	Being an eco-industrial estate promotes quality life and working environment for all segments, which could lessen the outbound movement of skilled labour.

The balance of doing business on the green path, following the concept of eco-industrial estate, is not only an option to connect business, society, culture, and nature and to unite these elements as the strength that leads to sustainability, but also a solution for Thailand in moving forward with AEC as the "attractive investment destination".

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## Take a Break



### Kai Hoob Bon Restaurant

Try their star dishes, namely *Gai Tod Gluea* (Fried chicken marinated with salt), *Gai Sub Hoob Bon* (Hoob Bon boiled chicken), *Tom Yum Gai Mor Fai* (Spicy chicken soup in hot pot). Also available are various other chicken dishes, including *Pad Kaprao Gai Kreung Nai* (Stir fried chicken and entrails with basil), *Kai Jiew Gai Sub* (Omelet with minced chicken), *Pud Cha Gai* (Stir fried chicken with spicy herbs), etc.

If you travel anywhere near Amphoe Sriracha, we recommend you to try this yummy chicken specialty restaurant. See you again next year. Happy New Year!

TASTE ★★★★★  
PRICE ★★★★★  
AMBIENCE ★★★★★

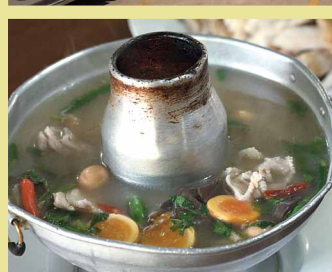
#### KAI HOOB BON RESTAURANT

Open daily  
from 07.00 – 18.00hrs.

Location: Near TPARK  
Sriracha  
Address: 618/1 Moo 6  
Tambon Kao  
Kunsong, Amphoe  
Sriracha, Chonburi  
province  
Tel. 081-344-6288



☐ Yes ☒ No



For the last issue of 2014, Take a Break will delight chicken lovers as we take readers to the **Kai Hoob Bon Restaurant**-- a traditional and long-established chicken specialty restaurant which has been serving customers for over 35 years. It's a must-eat-in place if you come by Amphoe Sriracha.

The name "Hoob Bon" originates from the Hoob Bon village in Amphoe Sriracha. The owner hushed before telling us about the secret recipe from his grandmother that has been attracting regulars and new faces that crowd the restaurant every single day. Advanced reservation is highly recommended.

A special 5% discount is offered to Forward readers. Just mention that you learned about the restaurant from Forward and enjoy a delightful meal at a delightful price. ■

# 18 INDUSTRIAL ESTATES/PARKS



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