

NEWSLETTER FROM  
**TICON GROUP**

# FORWARD

July-September 2016 | ISSUE 11

## **AEC's impact towards mainland logistics**

in GMS countries, Malaysia,  
and Singapore. (part 2)

Financial Planning through

## **Offshore Company**

(Part 2)

**TICON factories project  
in the Amata Nakorn  
Industrial Estate**

launched the latest phase  
in response to the increasing  
demand of operators.

**Lean Production  
and Impact to  
Industry Sector**



# TPARK

Proudly Presents

# TPARK Lamphun

**The 1st Ready-built Warehouse Project  
in the Northern Region**

# NO. 1 PROVIDER OF FIRST-CLASS WAREHOUSE IN ASEAN



- International Quality
- Ready to Use
- Strategic Locations

Contact Us: **02-679-6565**



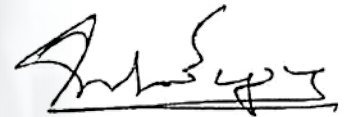
## Message from the Managing Director

Both the impact from the global and domestic economic slowdown and the political environment adversely weighed in the investment decision. However, TICON navigated through tough business environment and achieved the occupancy target rate, which clearly reflected the right strategy of the Company to offer customers ready-built and top-quality buildings in prime locations.

We continue to expand the availability of ready-built factories in our existing projects to cater for producers and manufacturers' demand for production capacity expansion. Our projects in Amata Nakorn Industrial Estate recently launched the new phase to offer an additional 15,000 sqm. While the project in the Asia Industrial Estate (Suvarnabhumi) introduced its latest available 5,500 sqm. space; and the

project in the Rojana Industrial Park Prachinburi Project is ready to offer an additional 4,000 sqm. area.

Moreover, TPARK project in Lamphun province is ready for service while the TPAK Khonkaen project offers strategic location for consumer goods producers as well as modern trade and logistics operators in the region. Our plan includes further expansion to the neighboring countries; and we will keep you posted of the latest updates on these attractive projects.



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

ISSUE 11 July-September 2016

# CONTENTS

## FACTORY SPOTLIGHT

TICON factories project in the Amata Nakorn Industrial Estate launched the latest phase in response to the increasing demand of operators. **8**

## WAREHOUSE SPOTLIGHT

TPARK proudly presents TPARK Lamphun—the 1st ready-built warehouse project in the Northern Region **10**

## COFFEE TIME WITH GURUS **4**

AEC's impact towards Mainland Logistics in GMS Countries, Malaysia, and Singapore (Part 2)

## JAPAN CORNER **6**

Thai tourists ranked the world's No. 1 mobile phone addiction

## PROPERTY HIGHLIGHT **12**

## INVESTOR FOCUS **13**

Financial Planning through Offshore Company (Part 2)

## EVENTS NEWS **14**

## NEW TENANTS **15**

## OPERATION CAFE **16**

Lean Production and Impact to Industry Sector

## SPECIAL COLUMN **18**

ฐิติกัน Kuehne + Nagel

## TAKE A BREAK **19**

Baan Ton Cake

## FORWARD

### Consultants

MR. VIRAPAN PULGES  
MR. TAN JITAPUNKUL

### Executive Editor (English)

MS. HATAIKAN DUTTADINTORN  
MR. RUAIRIDH WATTERS  
MR. THANATDECH SIRIVORANAN

### Executive Editor (Japanese)

MR. TAKASHI FUSE

### Executive Editor /

### Art & Design Director

MS. HATAIKAN DUTTADINTORN  
MR. THANATDECH SIRIVORANAN

### Editorial Staff

MR. THANATDECH SIRIVORANAN

## TICON TPARK

Published on Behalf of:

### TICON GROUP

175 Sathorn City Tower, 13th Floor,  
Suite 1308, South Sathorn Road,  
Sathorn, Bangkok  
10120 Thailand

Tel: +66 (0) 2679 6565

Fax: +66 (0) 2679 6569

Email: [logistics@ticon.co.th](mailto:logistics@ticon.co.th)

[www.ticon.co.th](http://www.ticon.co.th)

Follow us on

Twitter@TPARK\_Live



Article by **Dr. Vatcharapol Sukhotu**

Logistics and Supply Chain Professor  
Naresuan University  
Contact: [vsukhotu@aggienetwork.com](mailto:vsukhotu@aggienetwork.com)

# AEC's impact towards Mainland Logistics

## in GMS Countries, Malaysia, and Singapore (part 2)

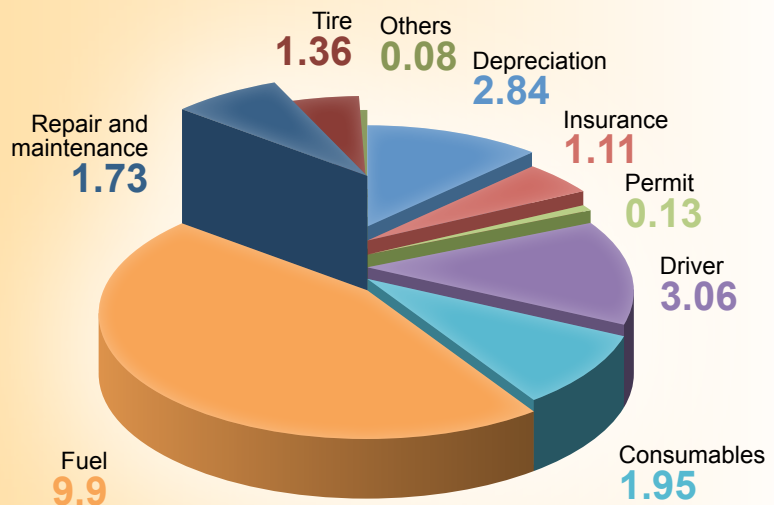


A KEY QUESTION FOR A LOGISTICS OPERATION IS HOW MUCH IT COSTS. A STUDY INDICATES THAT THE COST OF A LOGISTICS TRIP OF A SEMI-TRAILER ALONG THE NSEC ROUTE FROM THE LOWER REGION OF CHINA TO SINGAPORE CONSISTS OF THE FOLLOWING ITEMS: AVERAGE OPERATING COST OF 22.76 BAHT AND NON-OPERATING COST OF 3.72 BAHT PER KILOMETER, INCURRED FROM LOGISTICS ACTIVITY BUT NOT INCLUDED AS COST.

The pie chart presents both parts of the cost. From the point of view of logistics operators, operating cost is deemed a fixed cost. Certainly, the operating cost will be compared against the traditional logistics activity in the GMS countries, such as sea or air freight, to prove whether it is cost effective in terms of cost and time spent in the activities.



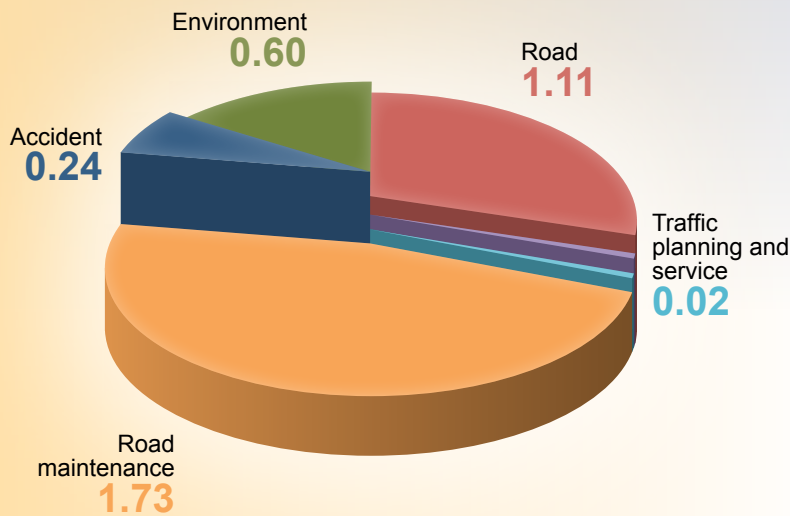
### OPERATING COST, THB PER KM



\*Average logistics costs per kilometer along the NSEC route

Source: the study on actual logistics costs and deviation thereof of North-South Economic Corridor: NSEC, 2013

## NON-OPERATING COST, THB PER KM



\*Average logistics costs per kilometer along the NSEC route

Source: the study on actual logistics costs and deviation thereof of North-South Economic Corridor: NSEC, 2013

We were interested in non-operating cost on a macroeconomic level. A relevant question is that when the AEC brings about increase in logistics activities through the country along the NSEC and EWEC routes, what will be Thailand's cost, which would be absorbed by taxation

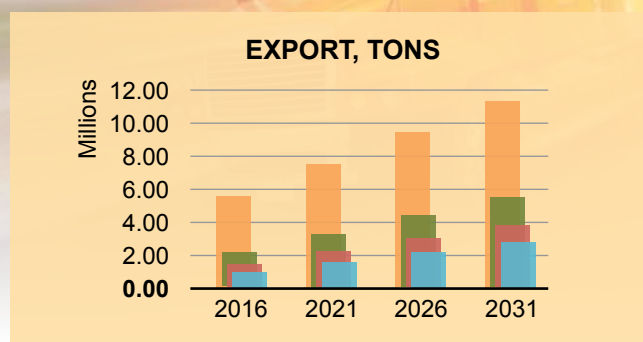
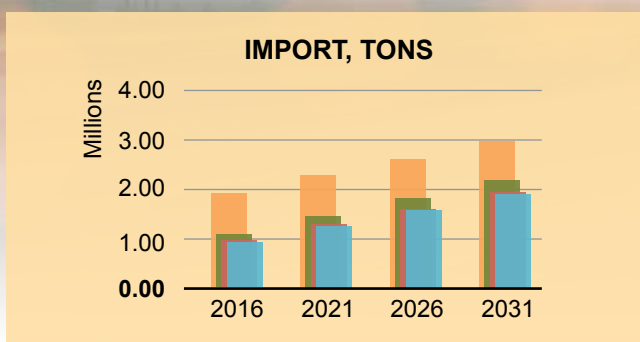
imposed on all Thai citizens? If the country is just a bypass, is the economic benefit worth the non-operating cost, or should it introduce toll collection, which will increase the cost to logistics operators? The study indicated that many local logistics operators do not mind toll collec-

tion if the same treatment is applicable to foreign logistics operators to ensure a single standard and minimize deviated actual logistics cost. After the commencement of the AEC, local logistics operators are required to utilize basic infrastructure of other countries as well.

Beside cost, other challenges mentioned by business operators and organizations include different logistics laws, such as truck weight, driving lanes, different working hours of checkpoints, ordeals of International operators' coordination, road conditions, etc.

**AEC collaboration causes the flow of goods** to be line with trends in the economy. Increasing logistics demand will trigger infrastructure improvements, especially along the economic corridors. More options will be available for logistics activity between GMS countries and Malaysia as well as Singapore which require logistics operators to compare cost and time of each approach. On a macroeconomic level, being in the middle of the route does not mean that the country is the hub. Both logistics operators and policy makers should drive value adding activity; otherwise the economic benefits may not be worth the non-operating cost.

Chart presents forecasted growth of flow of goods through connecting points at borders.



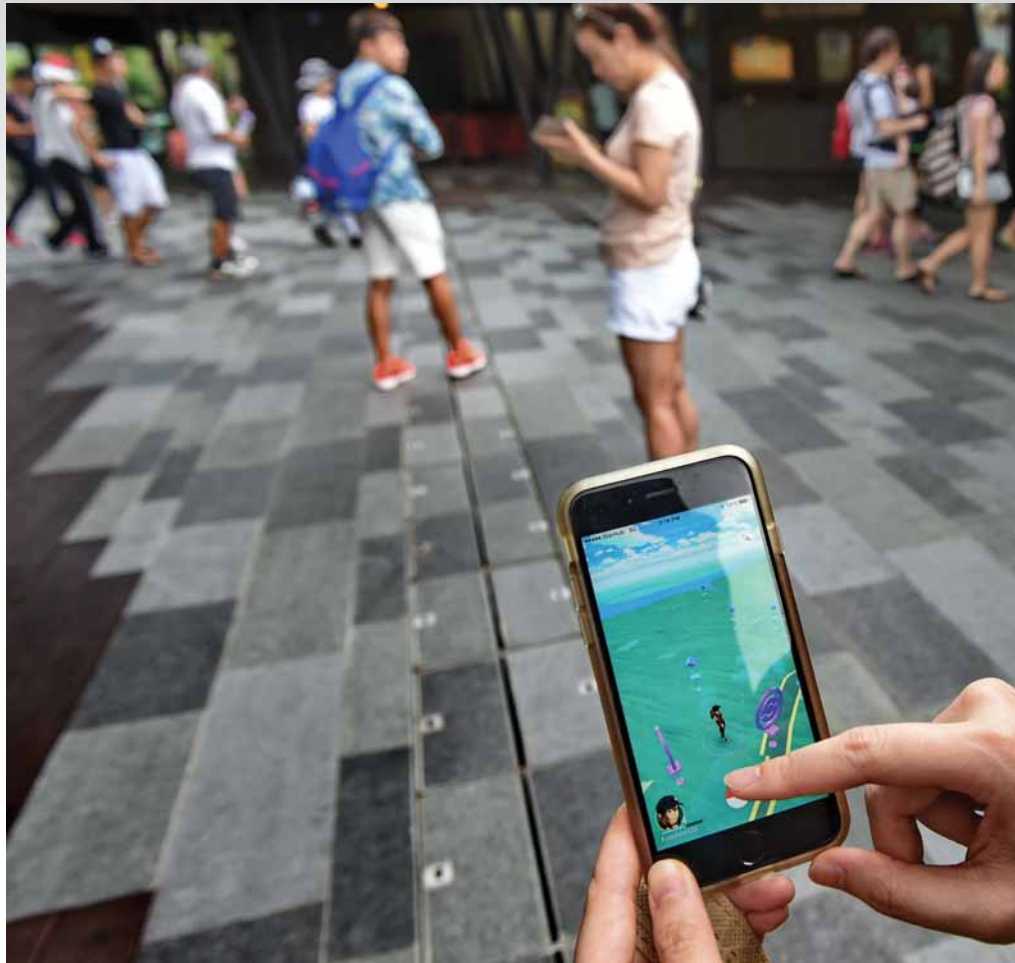
Source: the study on actual logistics costs and deviation thereof of North-South Economic Corridor: NSEC, 2013

■ Chiang Khong ■ Chiang Saen ■ Mae Sai ■ Sadao

**Disclaimer:** This article was written by third parties. Such article is owned by their authors for publication on the newsletter. TICON group does not warrant, endorse, guarantee or assume responsibility for any third party articles including their accuracy, or the intellectual property rights in or relating to such article. For more information, please contact directly to the author of this article.



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



JAPAN CORNER OF THIS ISSUE FEATURES CERTAIN NEWS REPORTS RECENTLY COVERED IN THE NEWSPAPERS WHICH CAPTURED MY ATTENTION.

# THAI TOURISTS RANKED THE WORLD'S NO. 1 MOBILE PHONE ADDICTION

This was an article in Bangkok Post on 21 July 2016.



A renowned global hotel booking website ([Hotels.com](http://Hotels.com)) recently reported the result of their survey that tourists nowadays spend more hours for smartphone browsing during their travel.

According to the report that surveyed 9,200 tourists in 31 countries, Thai people

topped the chart of social media addiction during their trips and breaks. Thai tourists spend 4 hours in average for smartphone operation while an average time spent for sightseeing was only 2 hours, which is the longest hours among tourists from 9 countries surveyed, followed by tourists from India (3.3 hours), Malaysia (3.2

# JAPAN CORNER

日本コーナー

“smartphone is a convenient tool (or a toy), but concentrating your attention on its small screen undoubtedly narrows down your visibility and hikes the probability of accidents and other problems.”

hours), and China (3.1 hours). In certain circumstances, smartphones are used for finding sightseeing spots, maps and restaurants, but such information could actually be searched in advance. The article also mentioned that about 10% of the tourists surveyed spend 7 hours a day for smartphone operation (not necessarily Thais). If this is true, I simply don't understand why those people spend a lot of money for overseas trips.

The phenomenon of using smartphone elsewhere is not found in Thailand only. In every corner of the world, including Japan, people are addicted to smartphones. I was on the BTS the other day and found that all of 14 passengers in the seats, 7 on my side and the other 7 on the opposite side, are tapping their smartphones. Same thing happens in Japan as almost all passengers keep staring at their small screens, sitting or standing alike, and it became rare to find those who read books or newspapers nowadays.

**It's no doubt that smartphone is a convenient tool (or a toy), but concentrating your attention on its small screen undoubtedly narrows down your visibility and hikes the probability of accidents and other problems.** I don't know if they are exchanging e-mails, or playing games or searching for some information, but I always wonder whenever I see walking users of the smartphone why they don't halt walking for a while to avoid any accident or trouble. Or does everybody have urgent matters that force them to use it while walking?



**Now, Pokemon Go is gaining popularity around the world.** In Japan, news reported some troubles such as players entered into gardens of other people's residences or went into land plot where entry is prohibited. Other cases such as road accidents and violation of traffic regulations were also reported. The National Police Agency revealed that there were 406 minor accidents during 6 days since introduction of Pokemon Go which were caused by reckless drivers playing the game on driving as well as bicycles.

Now the Pokemon Go has been launched in Thailand in early August and I feel now that the already long hours of smartphone use of Thai people will shoot up. I'm afraid that office workers obsessed by the game operate the smartphone during office hours or, being mad about monster hunting, come back to the office late after lunch break. It is also likely that there will be accidents as some reckless drivers would play such game while driving.

Everybody can enjoy the games, but they must make it sure that their pleasure will cause no trouble to others. I hope that every player will play the game with good understanding and common sense what you should do and what not. ■



# TICON Factories Project in The Amata Nakorn Industrial Estate

## Launched the Latest Phase in Response to The Increasing Demand of Operators

THIS ISSUE, FACTORY HIGHLIGHT INTRODUCES READERS TO ANOTHER PRIDE OF TICON-- THE READY-BUILT, TOP-QUALITY FACTORIES IN THE AMATA NAKORN INDUSTRIAL ESTATE. THE PROJECT OFFERS A STRATEGIC LOCATION FOR VARIOUS INDUSTRIES FOR BOTH THAI AND OVERSEAS COMPANIES.



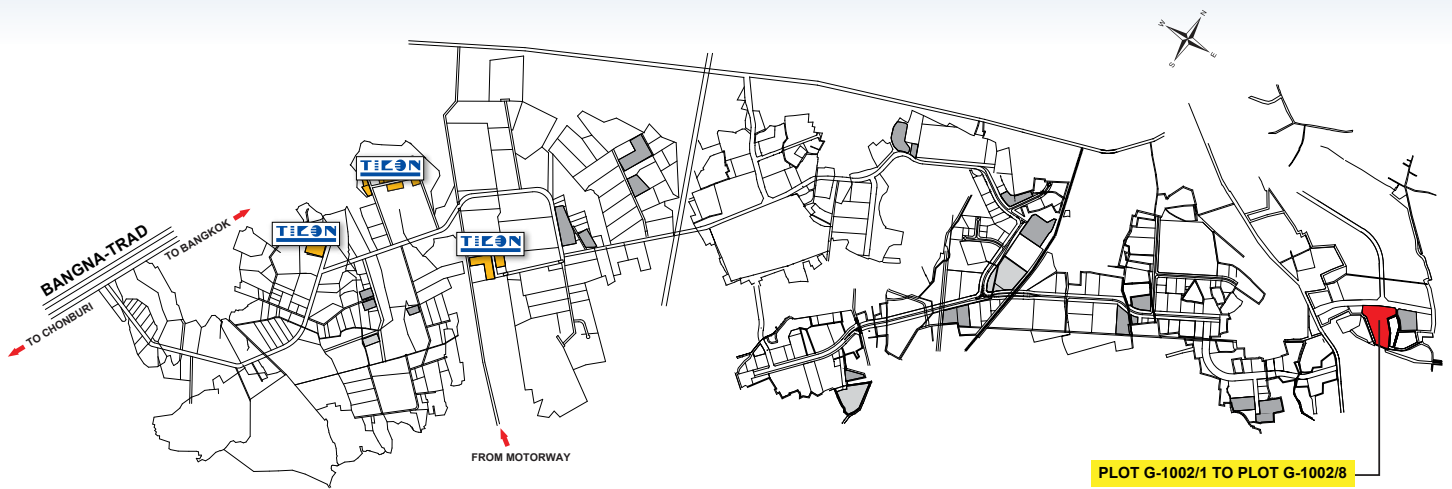
### Highlights

- TICON Project is situated in the Amata Nakorn Industrial Estate, one of the key industrial estates of Thailand, which is highly suitable for the automotive and electronics industries.
- The Project offers strategic location connecting Bangkok, the international airport and The Eastern region; and it is surrounded by several key industrial estates.
- The Project offers facilities of international standards.
- TICON provides ready-built factories which offer immediate availability for customers; hence, saving their time of finding the piece of land and facility construction.





# AMATA NAKORN ESTATE LAYOUT



NEW PHASE 15,000 SQ M.  
**NOW AVAILABLE!**

The Project is in the heart of a prime location for the automotive as well as the electronics industries as it offers convenient access to Suvarnabhumi Airport and Laemchabang Seaport; and it is surrounded with key industrial estates and highway routes such as Bangna-Trad toll way and Bangkok-Chonburi motorway. All ready-built factories are equipped with full-scale infrastructure.

TICON understands different needs of customers and cater them with various sizes of factories to best suit their production capacity from 1,750 - 4,500 sqm. The factories are of 7-meter height and 2-ton floor fitness.

To serve the rising demands, the latest phase of the Project was expanded to offer total space of 15,000 sqm. The Project is now ready for service at the Amata Nakorn Industrial Estate.



## Details of the Project at AMATA NAKORN INDUSTRIAL ESTATE

**Size:** 1,750 – 4,500 sqm.  
**Floor fitness:** 2 tons / sqm.  
**Height:** 7 meters

## Table of distance from TICON Project in Amata Nakorn Industrial Estate

(Unit: kilometers)

Locations	Distance (km)
Bangkok	57
Suvarnabhumi Airport	42
Outer Ring Road	52
Bangplee Industrial Estate	45
Laemchabang Port	46
Pinthong Industrial Estate 1	49
Wellgrow	26.3



# TPARK Proudly Presents TPARK Lamphun

## The 1st Ready-built Warehouse Project in the Northern Region




THE NORTHERN REGION HAS GAINED ITS IMPORTANCE TOWARD THAILAND'S ECONOMY, REFLECTED ON THE GROSS REGIONAL PRODUCTS (GRP) OF THE NORTHERN REGION THAT HAS SEEN CONTINUED GROWTH OVER THE YEARS. THIS CORRESPONDS WITH THE RISE IN CONSUMPTION OF CONSUMER AND RETAIL GOODS AS WELL AS CONSTRUCTION MATERIALS. THEREFORE, THE NORTHERN REGION HAS BEEN RECOGNIZED AS A STRATEGIC LOCATION FOR BUSINESS AND LOGISTICS OPERATORS.



### Lamphun – Chiangmai and consumption growth

The demographic of the upper Northern region consisting of 9 province showed that there are a total of 6 million people, 2.13 million or one-third of which reside in Chiangmai and Lamphun provinces. Such population density resonates with high consumption and spending activities of the region. (The demographic information of the Northern Region was as of 31 December 2015 and published by the Institute for Population and Social Research)

### TPARK Lamphun highlights

Location	Immediate availability	Top quality
 <p>Near the town of Chiangmai, Chiangmai airport and various industrial estates such as the Northern Region Industrial Estate (Lamphun) or Sahaphat Group Industrial Park (Lamphun) and in the heart of connecting point to surrounding provinces</p>	 <p>Our warehouses come in various sizes to best suit different demands of customers and to save them from wasting valuable time with construction.</p>	 <p>We offer confidence for users with design and development of high standard of TICON Logistics Park Company Limited, the leading ready-built warehouse developer in Thailand.</p>



**TPARK foresaw the opportunity** and launched the TPARK Lamphun Project in Lamphun province. The Project is located on the 3rd Outer Ring Road just 10 km. away from Chiangmai province; and is near the town of Chiangmai and the Chiangmai airport. Our warehouses are prime for inventory warehousing and distribution in surrounding provinces, namely Chiangrai, Lampang, Tak, and Mae Hong Son. The Project offers strategic location for various industrial sectors, especially wholesale, retail, consumer, and modern trade businesses as well as logistics and construction operators. ■



Distance of TPARK Projects in Kilometers

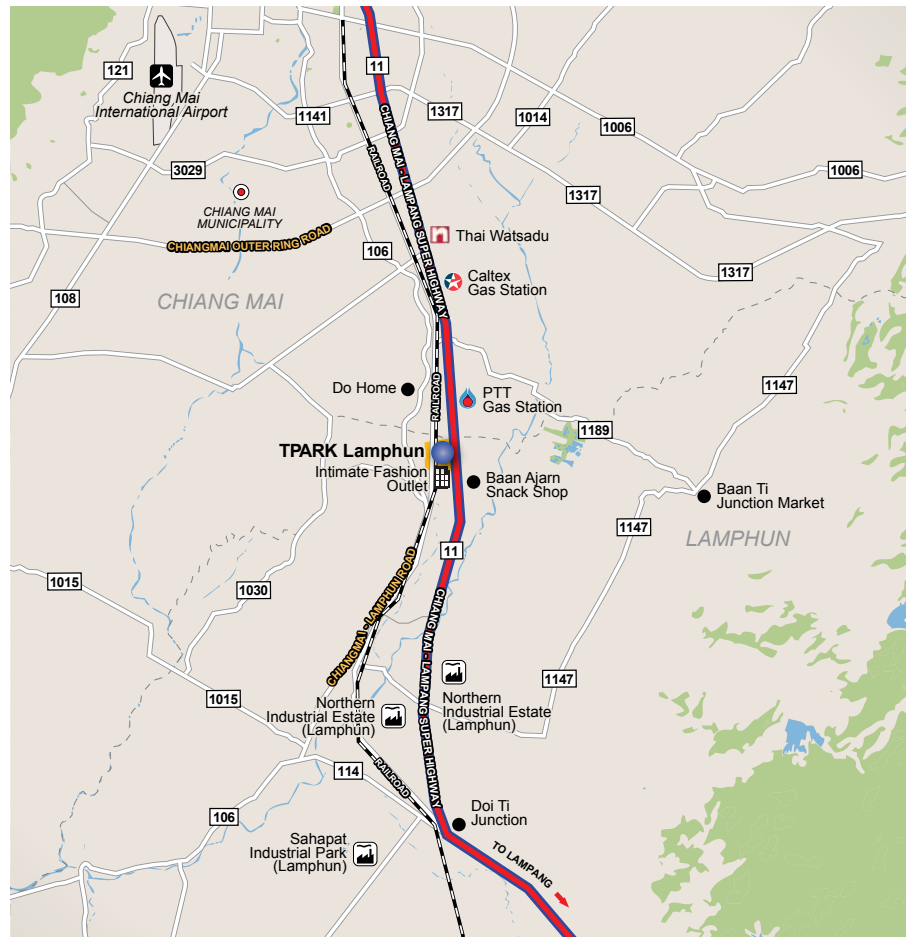
## TPARK Lamphun

Locations	Distance (KM)
Chiangmai Airport	18
Northern Region Industrial Estate (Lamphun)	8.3
Sahapat Group Industrial Park (Lamphun)	15.5
Doi Ti Intersection	12
Amphoe Muang, Lamphun	16
Chiangrai province	199
Lampang province	76
Tak province	250
Maehongson province	200

### Location

From the Chiangmai airport, drive on Highway route 11 outbound to Lamphun. The Project is situated on the right at KM 540+500

Project size	140 Rai
Total space	112,000 sqm.
Size	1,200-27,540 sqm.
Floor Loading	2 ton/sqm.
Clear Height	8 meters



**THIS ISSUE OF PROPERTY HIGHLIGHT CONTINUES TO PRESENT DYNAMIC PROJECTS IN STRATEGIC LOCATIONS FOR OUR READERS.**

Property Highlight is ready to serve readers with top quality, ready-built factories for rent in **Rojana Industrial Park (Prachinburi)** on the Highway 304. The Project welcomes the latest addition of over 5,000-sqm space, which will be ready for service by 2016 in response to various industries, namely automotive and electronics industries. The Project is situated in a strategic location for logistics and distribution to different regions of Thailand. In addition, it offers prime location for manufacturers searching for production facilities. Appointment for site visit is available now.



**Available Buildings**

---

**Location:** Rojana Industrial Park (Prachinburi)  
**Size:** 2,000-4,000 sqm.  
**Floor Loading:** 3 tons / sqm.  
**Height:** 7 meters

**TICON**

For more information or to make an appointment for a site visit, please contact us at:  
 Tel: +66 (0) 2679 6565  
 Email: marketing@ticon.co.th or info@ticon.co.th (Japanese)

Check Available Buildings here!




TPARK presents top-quality, ready-built warehouses for rent at **TPARK KhonKaen**—the first TPARK project in the Northeastern region. The Project is ready for service and offers strategic location as it is only 10 kilometers away from Amphoe Muang of KhonKaen province. The Project is highly suitable for consumer goods, modern trade, and logistics operators as its prime location greatly facilitate logistics and distribution activities in the region, hence enhancing logistics efficiency. Currently, TPARK KhonKaen offers 12 ready-built warehouses with a total space of over 10,000 sqm .while future expansion is underway. TPARK takes great pride in this Project and we are now open for site visit appointment.

**TPARK**

For more information or to make an appointment for a site visit, please contact us at:  
 Tel: +66 (0) 86 342 9669  
 Email: logistics@ticon.co.th

Check Available Buildings here!



**Available Buildings**

---

**Location:** Mittrapap Road 2, KhonKaen province  
 (General Zone)  
**Size:** 640 – 840 sqm.  
**Floor Loading:** 2 tons / sqm.  
**Clear Height:** 8 meters



**Mr. Samart Russameerojwong**

Chief Investor Relation  
TICON Industrial Connection Plc.

# FINANCIAL PLANNING

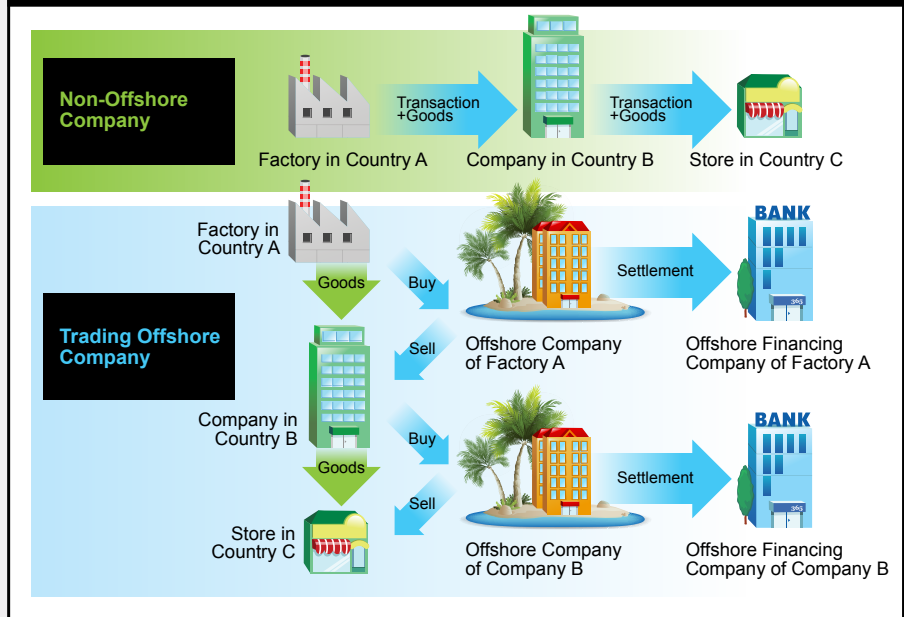
## through Offshore Company (Part 2)

OFFSHORE COMPANY IS JURISTIC PERSON ESTABLISHED IN TAX HAVEN COUNTRIES WHICH DO NOT ALLOW ON-SHORE TRANSACTIONS. THE COMPANY DOES NOT REQUIRE HIGH CAPITAL WHILE INCURRING LOW FEE AND OFFERING SIMPLE REGISTRATION PROTOCOL. THE ANNUAL STATUS MAINTENANCE FEE IS NOT HIGH AND USUALLY OFFERED AT STABLE RATES. OFFSHORE COMPANIES ARE NOT SUBJECT TO INCOME TAX PAYABLE TO THE LOCAL GOVERNMENT AND CAN ENGAGE IN VARIOUS TYPES OF BUSINESSES.

**Popular locations for offshore companies** include the British Virgin Islands as well as other islands in Caribbean Sea, Hong Kong, and so on. Statistics indicate an average of 100,000 companies are established in the said locations each year. Factors taken into consideration include location of trading partners to ensure maximum financial benefits of the offshore company; the amount of tax saved in the country from which income of the parent company is generated, and negotiation terms between parties to the agreement regarding price allocation.

Offshore Banking Unit is a financial approach where countries jointly agree to attract foreign investors to make financial transactions in their countries to enjoy more benefits than usually provided by ordinary financial institutions.

### ILLUSTRATIONS ON HOW TO LEVERAGE FROM TRADING OFFSHORE COMPANY



**The chart elaborates on an import/export transaction** and payment made to a customer without offshore company. Buyer settles the purchase amount with Vendor, who delivers products and receives payment from the Buyer. This method incurs considerable amount of taxes, including income tax, fees, and other costs. In the other diagram, the offshore company acts as intermediary

trading the paper transaction and financial transaction where the pricing structure is adjusted from the factory in Country A to keep the profit at the offshore company as products are sold to Country B while the products are delivered from the factory in Country A to Country B (prior to delivery of products for sale in Country C). Settlement will be made via the offshore banking unit in tax haven countries as well. ■

## L'Oréal Thailand's Spirit House for green distribution center in TPARK Bangna



In picture : (1st left) **Mr. Manote Palapleewan**, Operation Director, (3rd left) **Mrs. Manusruddee Suwannarat**, Human Resource Director and (1st right) **Ms. Wirongrong Thawiphoke**, Physical Distribution Senior Manager, L'Oréal Thailand, together with L'Oréal executives team are seen during the Spirit House Ceremony.

**L'Oréal (Thailand)**, as the world's leading beauty company, recently organized a spirit house ceremony for its new distribution center in TPARK Bangna, developed by TICON Logistics Park (TPARK). The facility covers a total space of 20,736 square meters for equip L'Oréal, Thailand's fastest-growing beauty company, for future growth. The new distribution center is being developed to meet the LEED® (Leadership in Energy and Environmental Design) standard and is L'Oréal's first green distribution center in Thailand. Additionally, the facility is equipped with high-caliber utilities and infrastructure and also provides an easily accessible location to fulfill the needs of L'Oréal's logistics supporting further expansion in Thailand. ■

## TICON Group wins the first green warehouse with Silver LEED® in Thailand

TICON Group led by Mr. Virapan Pulges, Managing Director of TICON Industrial Connection Pcl. and Mr. Tan Jitapunkul, General Manager of TICON Logistics Park Co., Ltd. (TPARK), Thailand's leading provider of high quality rental warehouse, have been certified the silver level of LEED® standard at TPARK Wangnoi 2 project covering an area of 25,380 sq m. by U.S. Green Building Council (USGBC), the US-based, internationally acclaimed green building certification organization. The green warehouse proved that energy consumption efficiency of its buildings increased by 32% and water consumption of the building was less than warehouse in general by over 42% as well as enable enhanced energy-saving while increasing quality of life of building users. ■





## TICON



### Forme Medical Ltd.

**Forme Medical Ltd.** is a medical products manufacturer from Australia, providing their products to hospital and medical companies. Recently, Forme Medical leased TICON factory with an area of 2,100 sq m inside Laemchabang Industrial Estate for manufacturing their products.



### Kuroda Auto-Tech (Thailand) Co., Ltd.

**Kuroda Auto-Tech (Thailand) Co., Ltd.** is an auto parts and electronic device manufacturer from Japan, providing their products to well-known automobile company. Recently, Kuroda Auto-Tech (Thailand) leased TICON factory with an area of 1,400 sq m inside Rojana Industrial Park in order to manufacture their products.



### Uniteck TH Co., Ltd.

**Uniteck TH Co., Ltd.** is manufacturer of electronic parts from China, providing their products to widely-known electronic company. Recently, Uniteck TH leased TICON factory with an area of 2,000 sq m inside Rojana Industrial Park for serving their manufacturing process.

## TPARK



### HazChem Logistics Management Co., Ltd.

As one of affiliates under Triple i Logistics Group, **HazChem Logistics Management Co., Ltd.** is an international freight forwarding and logistics company specialized in handling hazardous chemicals and dangerous goods for the chemical and pharmaceutical industries. Lately, HazChem Logistics Management decided to lease another unit of TPARK's warehouse with an area of 1,350 sq m in TPARK Bangna in order to store their products.



### Petkus Asia Ltd.

**Petkus Asia Ltd.** is an industrial machinery manufacturer from Germany, providing their products to widely-known companies. Recently, Petkus Asia leased TPARK warehouse with an area of 1,250 sq m inside TPARK Bangna for storing their products.



### Schenker (Thai) Ltd.

**Schenker (Thai) Ltd.** is a logistics service provider in Thailand providing integrated international transport and logistics services. Schenker supports international trade by offering land, air and ocean transport as well as customs brokerage and supply chain management services. Recently, Schenker (Thai) leased TPARK warehouse with an area of 5,220 sq m inside TPARK Laemchabang 1 for supporting their logistics services.



### Tri-wall Packaging (Thai) Co., Ltd.

**Tri-wall Packaging (Thai) Co., Ltd.** is a packaging manufacturer from Japan, providing their products for the automotive, aerospace, and many other heavy industry sectors. Recently, Tri-wall Packaging (Thai) leased TPARK warehouse with an area of 1,500 sq m inside TPARK Eastern Seaboard 3 for storing their products.

# LEAN PRODUCTION AND IMPACT TO INDUSTRY SECTOR



**Amid the unpredictable economic conditions,** a certainty that could shelter a business during any crisis is to the ability to navigate with certainty in the uncertain future. To achieve that, a business must strengthen its competitiveness through effective production system to respond to demands of customers in a fast, precise, and timely manner, and at suitable cost. These elements are the roots that help an organization to stand firm through the tougher competition of today's business environment.

**LEAN PRODUCTION** IS THE SYSTEM MOST SOUGHT AFTER BY ALL FACTORIES AND INDUSTRIES TO ELEVATE THEIR COMPETITIVENESS AND EXCELLENCE IN THE BUSINESS ENVIRONMENT WHERE FIERCE COMPETITION, DOMESTICALLY AND INTERNATIONALLY, IS INEVITABLE.







SINCE 1980



**Our daily activities can be divided into 2 categories as follows:**

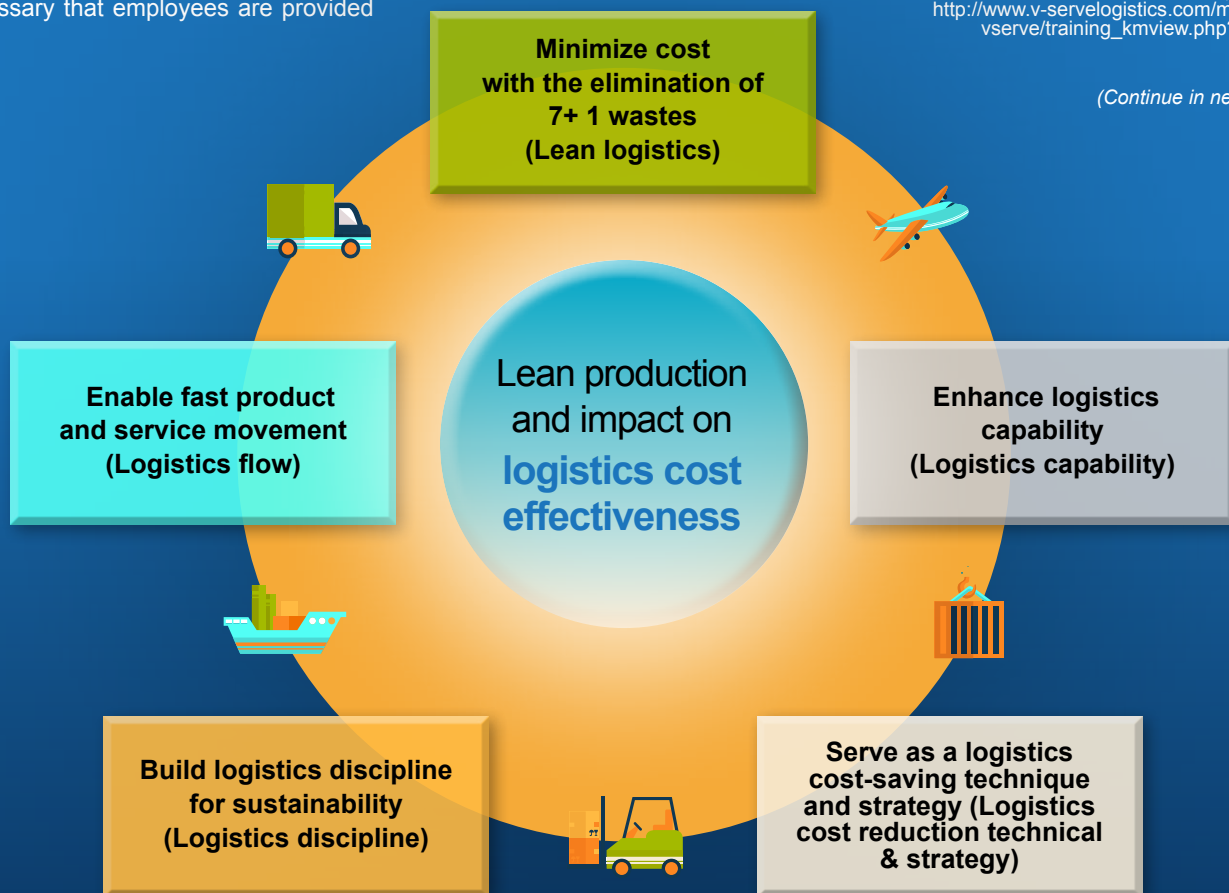
- **Value-added activities** are defined as activities which cause changes to raw materials or information with an aim to respond to the customer demands
- **Non-value-added activities** are defined as activities which consumed our resources such as time, manpower, machinery, space, etc., but do not yield customer satisfaction. These activities are identified as wastes.

The goal of lean production is to eliminate 8 losses (7+1 wastes) in different areas, namely customer management, product design, producer contact, and plant management. Lean production is vital to cost effectiveness of an organization which enables it to increase profit while preventing negative impact against customer relationship. Therefore, it is necessary that employees are provided

with appropriate training to ensure they have thorough understanding and can identify which activities are valued added and which are not core activities as per the lean production concept.

For more details, visit [http://www.v-servelogsitics.com/media/vserve/training\\_kmview.php?id=1](http://www.v-servelogsitics.com/media/vserve/training_kmview.php?id=1)

(Continue in next issue)





**KUEHNE+NAGEL**

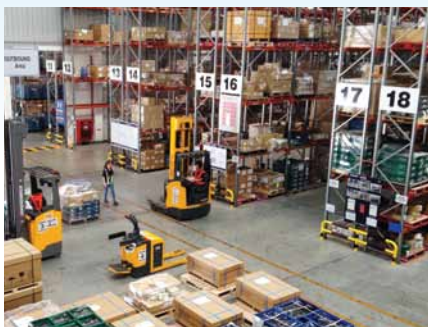


# About **KUEHNE+NAGEL**



Over 125 years<sup>1</sup>, Kuehne + Nagel has evolved from a traditional international freight forwarder to a leading global provider of innovative and fully integrated supply chain solutions. Today, the Kuehne + Nagel Group has more than 1,200 offices in over 100 countries, with over 68,000 employees.

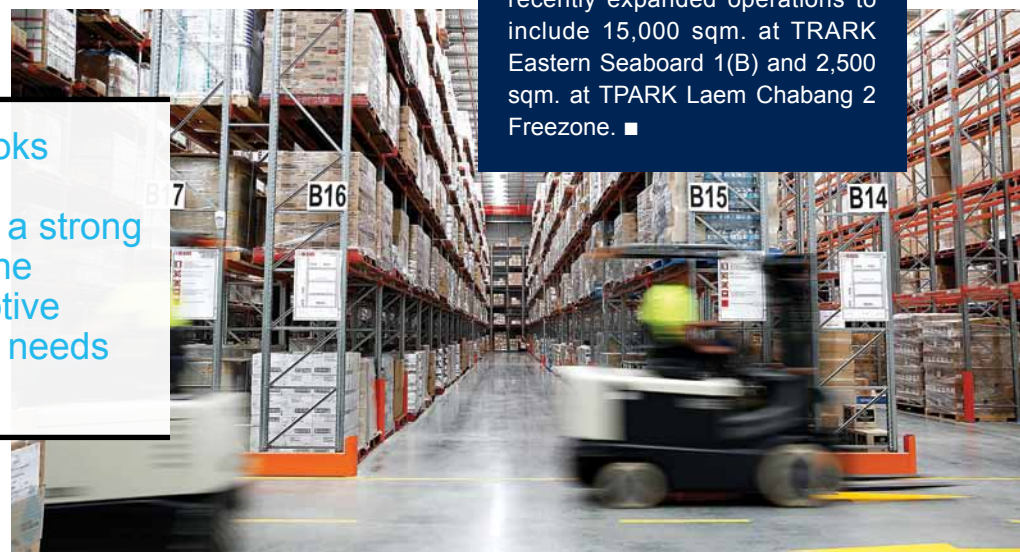
We are committed to providing cost/time-effective solutions. As a reliable partner, we use our industry experience in kitting and delivery to help synchronise and streamline processes so that operations run more smoothly and efficiently. By reducing inventory and costs, we can achieve new levels of competitive advantage and profitability for our customers – accelerating their business success in the market.



Kuehne + Nagel is the contract logistics partner of choice for logistics outsourcing and management of complex supply chains, with more than 9.5 million sqm. of warehouse and logistics space under management across more than 65 countries. As one of the world's leading contract logistics providers, Kuehne + Nagel drives operational productivity with best practices, innovation and experience.

**Kuehne + Nagel** always looks to grow with its customers. We serve all industries with a strong focus on making Thailand the regional hub for the automotive industry. Responding to the needs of an automotive customer, Kuehne + Nagel recently expanded operations to include 15,000 sqm. at TRARK Eastern Seaboard 1(B) and 2,500 sqm. at TPARK Laem Chabang 2 Freezone. ■

“Kuehne + Nagel always looks to grow with its customers. We serve all industries with a strong focus on making Thailand the regional hub for the automotive industry. Responding to the needs of an automotive customer”



# Take a Break



fresh sweet and sour fruit, *Black Cherry Cake*--delightful chocolate complemented with cherry taste, and other top sellers like Thai Tea Cake, *Chocolate Fudge Cake*, *Coconut Pie*, *New York Cheese Cake*, *Blueberry Cheese Cake*, *Strawberry Pudding*, *Black and White Chocolate Cake*, and many more. Complete your sweet moment with refreshing beverages such as freshly-brewed coffee, fresh juices, tea, and sodas. Baan Ton Cake is perfect for a chillaxing weekend hangout with friends and loved ones. If you are in Sriracha, we totally recommend to stop by and have a sweet time! ■



*Black Cherry Cake*



*New York Cheese Cake*



This issue, Take a Break pleases readers with sweet tooth as we introduce a renowned cake shop in Sriracha called “**Baan Ton Cake**”. This house of cake is located near TPARK Sriracha Project in a green scenery with various cute photo corners. You can enjoy delicious desserts in the open air to enjoy the lush green space; or stay sweet and cool in the air-conditioned



*Black and White Chocolate Cake*



*Blueberry Cheese Cake*

parlor. The must-try menus are none other than yummy cakes of many kinds. Choose from dozens of cakes and pastisseries to please all cake lovers. The recommended cakes include *Season Fruit Cake*-- soft and moist cake topped with

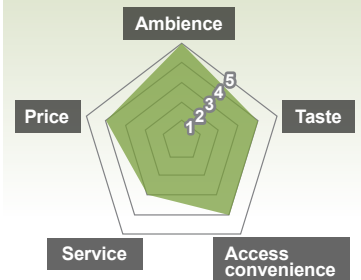
## Baan Ton Cake

Open daily  
from 09.00 hrs. – 21.00 hrs.

**Location:** Near TPARK Sriracha Project

**Address:** Sansook Road (Opposite Nong Mon Market around Soi KasikornBank), Tambon Sansook, Amphoe Sansook, Chonburi province

**Tel.** 038-390238



# LEADING PROVIDER OF **QUALITY FACTORIES** IN INDUSTRIAL ESTATES IN THAILAND



**18**  
 PROJECTS ACROSS  
 THE COUNTRY

**READY BUILT  
 FACTORIES FOR RENT**



Contact us:  
 Tel: +66 (0) 2679 6565  
 Email: [marketing@ticon.co.th](mailto:marketing@ticon.co.th)  
[info@ticon.co.th](mailto:info@ticon.co.th) (japanese)  
[www.ticon.co.th](http://www.ticon.co.th)

**TICON Industrial Connection Public Company Limited**  
 13th Floor, Sathorn City Tower, 175 South Sathorn Road,  
 Bangkok, 10120 Thailand