

## On the road to opportunities in Thailand

**BANGKOK, THAILAND** — November 23-26, 2000 — The Canadian Embassy is encouraging Canadian companies and organizations in the automotive sector to reconsider Thailand, and to participate in Asia Automotive ([www.asiaautomotive.com](http://www.asiaautomotive.com)), the second annual comprehensive international trade fair for the automotive industry. There are opportunities ready to be exploited by Canadian firms, with Thailand now on the road to recovery following the economic crisis.

The first Asia Automotive show took place in November 1999 and

brought together 176 vendors from Australia, China, Germany, India, Japan, Singapore, Taiwan, Thailand and the United Kingdom. It attracted 7600 local and international visitors. The Embassy will arrange suitable business programs for representatives of Canadian companies or organizations who attend the upcoming event.

The resurgence of the auto sector has been one of the most dynamic factors contributing to Thailand's current export-led recovery. With low production costs, investment incentives, and political stability, Thailand is an excellent place for companies to locate manufacturing plants. Thailand is positioning itself to be the "Detroit" of Southeast Asia by resisting the urge to develop a national car, but rather focusing on becoming a key location for auto part production, as well as a production and assembly centre for Japanese, U.S. and European vehicle producers.

### Increased auto sales

Although the economic crisis of 1997-1998 had a devastating impact on Thailand's domestic sales, things are starting to get back on track. Domestic auto sales in 1999 reached 218,330 units, a 51.5% increase over 1998 sales. This upward trend is expected to continue in 2000, with

forecast growth of 30% to 40% and sales of 260,000-280,000 units. The high note in the automotive market has been the developing export market. There has been a steady increase in exports, from less than 20,000 units in 1996 to a high of 125,702 units in 1999.

### Subsectors of opportunity

Opportunities for Canadian firms exist in the following subsectors:

- OEM (original equipment manufacturer) parts and components supplied to Japanese Assemblers, Ford, Chrysler and General Motors
- OEM high technology parts and components
- REM (replacement equipment manufacturer) parts, components and accessories with specifications designed for models of vehicles marketed in Thailand
- Automotive aftermarket (garage service equipment and tools, autobody repair products, machine equipment, engine diagnostics and waxes and pastes)

For further information, contact Carolyn Knobel, Third Secretary (Commercial), Canadian Embassy, tel.: (011-66-2) 636-0540 ext. 3352, fax: (011-66-2) 636-0568, e-mail: [carolyn.knobel@dfait-maeci.gc.ca](mailto:carolyn.knobel@dfait-maeci.gc.ca) or Surin Thanalertkul, Commercial Officer, Canadian Embassy, tel.: (011-66-2) 636-0560 ext. 3356, fax: (011-66-2) 636-0568, e-mail: [surin.thanalertkul@dfait-maeci.gc.ca](mailto:surin.thanalertkul@dfait-maeci.gc.ca) ✪

## WASTE MANAGEMENT TECHNOLOGIES EXPO

**BANGKOK, THAILAND** — January 25-27, 2001 — The Pollution Control Department (<http://www.pcd.go.th>) of the Ministry of Science, Technology and Environment is organizing a trade exhibition and conference on solid waste management technologies. Participating in the event are various public and private sector organizations, including 1130 municipalities, 75 provincial groups and 100 exhibitors. Over 20,000 visitors from countries throughout the region are expected to attend the exhibition. It will include many special activities to help support the solid waste industry in Thailand.

This high-profile event will allow Canadian companies to showcase their technologies, learn about the latest opportunities in the Thai solid waste market, and establish business relationships with government agencies and local private firms.

For more information, contact Surin Thanalertkul, Commercial Officer, Canadian Embassy, Bangkok, tel.: (011-66-2) 636-0560, ext. 3356, fax: (011-66-2) 636-0568, e-mail: [surin.thanalertkul@dfait-maeci.gc.ca](mailto:surin.thanalertkul@dfait-maeci.gc.ca) ✪

## How to succeed at trade shows

Team Canada Inc ([www.tcm-mec.gc.ca](http://www.tcm-mec.gc.ca)) is the newest national sponsor of Making Trade Shows Work ([www.siskindtraining.com/seminars.html](http://www.siskindtraining.com/seminars.html)), a one-day workshop conducted by Barry Siskind of the Ontario-based International Training and Management Company. Offered across Canada, the workshop focuses on how to get the most out of trade shows. Participants learn how to prepare for shows, develop a show strategy, create a winning booth, promote

their exhibit and develop a follow-up program. They also learn the secrets of working a booth effectively.

### Upcoming workshops:

Halifax — November 10  
 Montreal — November 23  
 Toronto — December 13

For more information, contact: International Training and Management Company, tel.: 1-800-358-6079 (toll-free), Web site: [www.siskindtraining.com/seminars.html](http://www.siskindtraining.com/seminars.html) ✪