

Dear Sir/Madam

Subject: The 4th Thailand Auto Parts & Accessories 2010

The Department of Export Promotion, Ministry of Commerce of the Royal Thai Government, cordially invites you to participate in one of the largest auto parts and accessories trade fair in Thailand – The 4th Thailand Auto Parts & Accessories 2010 (TAPA 2010). Under the theme: ASEAN Auto Parts Sourcing Hub, the fair will be held during 28 April-2 May 2010 (Trade day: 28-30 April 2010, Public day: 1-2 May 2010), at Hall 103-104, Bangkok International Trade & Exhibition Centre (BITEC), Bangna, Bangkok, Thailand.

An internationally renowned fair, TAPA is an important market event for international players in the fast growing ASEAN market. The event in 2008 featured 285 exhibitors 559 booths from Thailand, Taiwan, Malaysia, Singapore, Germany, China and attracted over 13,814 trade visitors from 60 countries around the world such as Malaysia, Japan, Taiwan, Pakistan, Singapore, Vietnam, China, Middle East, Bangladesh, India, Egypt, U.S.A. and Brazil.

TAPA 2010 will provide you with many benefits and a great chance to promote your products and services, expand your markets and meet potential buyers from all over the world during trade days as well as to promote your products and services to end users, mainly local consumers on public days.

As an exhibitor at TAPA 2010, free advertisement in the fair catalogue and company promotion package of our *Trade Show on Internet* (www.thailandautopartsfair.com) will be provided.

Enclosed please find information regarding exhibitor participation, fair information and application form. The application deadline is 30 November 2009. For further information, please contact:

Department of Export Promotion, Office of Export Service 2, Industrial Trade Fair Division

Tel: +66 (0) 2 512 0093 to 104 ext. 299, 272, 285

Fax: +66 (0) 2 512 2234, 2 513 1565

Website: www.thailandautopartsfair.com, www.thaitradefair.com

E-mail: autopart@depthai.go.th, tapa@depthai.go.th

Thai Auto-Parts Manufacturers Association (TAPMA)

Tel: +66 (0) 2 712 2246 to 7, 2712 2971

Fax: +66 (0) 2 712 2970, 2712 3597

Website: www.thaiautoparts.or.th

E-mail: tapma@thaiautoparts.or.th

We look forward to hearing from you soon.

Sincerely yours,



(Mr. Supapat Ongsangkoon)
Director, Office of Export Service 2



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FACTSHEET

Event Name: Thailand Auto Parts & Accessories 2010 (TAPA 2010)
Date: 28 April-2 May 2010
Trade day: 28-30 April 2010 (10.00-18.00 hrs.)
Public day: 1-2 May 2010 (10.00-20.00 hrs.)
Venue: Hall 103-104, Bangkok International Trade & Exhibition Center (BITEC), Bangna, Bangkok, Thailand
Organizer: Department of Export Promotion, Ministry of Commerce, Royal Thai Government
 Office of Export Service 2, Industrial Trade Fair Division
 22/77 Rachadapisek Road, Chatuchak, Bangkok 10900, Thailand
 Tel: +66 (0) 2512 0093 ext. 285, 299, 272 Fax: +66 (0) 2513 1565, 2512 2234
 Website: www.thailandautopartsfair.com E-mail: autopart@depthai.go.th, tapa@depthai.go.th

Co-Organizer by: Thai Auto-Parts Manufacturer Association (TAPMA)

Supporters by:

- | | |
|--|---|
| <input type="checkbox"/> The Federation of Thai Industries: | <input type="checkbox"/> Society of Automotive Engineers Thailand |
| - Automotive Industry Club | <input type="checkbox"/> The Tool and Die Industry Association (TDIA) |
| - Auto Parts Industry Club | <input type="checkbox"/> Thai Subcontracting Promotion Association |
| - Agricultural Machinery Manufactures Industry Club | <input type="checkbox"/> Thailand Board of Investment (BOI) |
| <input type="checkbox"/> Thailand Automotive Institute | <input type="checkbox"/> Thailand Convention and Exhibition Bureau (TCEB) |
| <input type="checkbox"/> The Thai Automotive Industry Association (TAIA) | |

Exhibit Profile:

- | | |
|---|----------------------------------|
| ◇ Auto Parts & Components (OEM/REM) | ◇ Vehicles |
| ◇ Auto Accessories | ◇ Repair, Maintenance & Services |
| ◇ Petroleum/Lubricants/Maintenance Products | ◇ IT & Management |
| ◇ Tools/Dies & Machine | |

Number of Exhibitors: Approximately 300 companies/600 booths from both domestics and overseas.

Visitor Profile: Trade day; Buyer, Importers, Manufacturers, Traders, Distributors, Wholesalers, Retailers, Department Stores, Etc.
 Public day; Trade Visitors, Local Consumers and Foreign Tourists are expected.

Figure Data	2008	2010 (expected)
1. Number of Exhibitors	285 companies / 559 booths	300 companies / 600 booths
2. Participating Countries	Thailand, Taiwan, Malaysia, Singapore, Germany and China	Thailand, Taiwan, Vietnam, Japan, Malaysia, Singapore, Italy, Germany, China, Indonesia, Etc.
3. Exhibition Area	9,600 sq.m.	9,600 sq.m.
4. Number of Visitors	13,814	16,000
Trade Days	4,678	6,000
Public Days	9,136	10,000
5. Major Visiting Countries	Malaysia, Japan, Taiwan, Pakistan, Singapore, Vietnam, China, Middle East, Bangladesh, India, Egypt, U.S.A. and Brazil	ASEAN, South Asia, Japan, Taiwan, Australia, Africa, Europe, Etc.



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1. Company's Profile:

Company Name:
Address:
District: Province:
Post Code: Country:
Tel: Fax:
E-mail: Website:
Contact Person: (Mr./Ms./Mrs.) Position:

2. Type of Company/Business:

☐ Exporter ☐ Importer ☐ Manufacturer ☐ Representative/Agency
☐ Trader ☐ Wholesaler/Distributor ☐ Others (Please specify)

3. Previous Experience in Exhibition in Thailand: ☐ No ☐ Yes (Please specify)

4. Space Requirement:

Options of Participation	Unit Price (3m. x 3m.)	Number of Unit (s)	Amount (US\$)
Raw Space (at least 2 units)	US\$ 1,200
Raw Space with Standard Booth Package	US\$ 1,400
Total Amount	

5. Equipment for the Standard Booth Package:

- 5.1 Company Name: Fascia board with a set of company's name
5.2 Flooring: Punch carpet, 3 sided system partition with panel 2.50 m. height
5.3 Electricity: 3 x 100W of spotlight, 1 socket 5AMP (220V), set up fee included
5.4 Furnish: 1 desk, 2 chairs, 1 trash can, 1 lockable cabinet and 3 wall shelves

Remark: All equipment items are subjected to changes without notice.

6. Fair Catalogue Advertisement Specification:

- 6.1 Artwork for advertisement should be in English and four-colors. The artwork is a full page ad, size 5.75 x 8.25 inches, vertical, plus 3 mm. on all edges for bleeding area.
6.2 Artwork should be created on PageMaker, Illustrator or Photoshop with the resolution not less than 300 dpi and the file must be saved in "AI" or "JPEG" format only.
6.3 Artwork should be saved on a cd-rom or disk. Specify the fair name (TAPA 2010) and company name on the top of cd-rom or disk. Also attached two copies of color print.



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6.4 Please submit the artwork before 15 Dec 2009 by registered mail/courier and specify the receiver name to:

Mr. Somyod Nakurai

Office of the Daily Trade News, Department of Export Promotion

22/77 Rachadapisek Rd, Chatuchak, Bangkok 10900, Thailand

Tel: +66 (0) 2512 0093 to 104 ext. 384, 385 Fax: +66 (0) 2513 6413

E-mail: nakurai14@yahoo.com, tonti14@hotmail.com

7. Term of Payment:

7.1 Total participation fee must be paid before the deadline accorded the invoice.

7.2 Payment must be made to the "Department of Export Promotion" by Bank Draft only.

Please fax or e-mail the completed Application Form, Fair Directory Entry Form, and picture of your sample products or company brochure to Fax: +66 (0) 2512 2234, 2513 1565 or E-mail: autopart@depthai.go.th, tapa@depthai.go.th. After the official invoice has been sent to you, please fax in a photocopy of your Bank Draft and send the original Bank Draft by registered mail/courier to Department of Export Promotion, Office of Export Service 2, TAPA 2010: 22/77 Rachadapisek Road, Chatuchak, Bangkok 10900, Thailand.

Remark:

1. I certify that all of the statement and the attached documents are true and correct to the best of my knowledge.
2. I agree that all the exhibit products should be as stated in the application form including type, quality, product's standard, brand, trade marks and origin. The exhibitor also responsible for the intellectual property right (IPR) of the exhibit products.
3. In case of violation of the organizer's rules and regulations, I agreed to take all the responsibility for any loss and damage caused on behalf of my exhibit. The organizer has the right to take all the necessary actions following the rules and regulations.

WE HAVE READ AND AGREED TO ABIDE BY EXHIBITION RULES & REGULATIONS OF APPLICATION SET OUT BY THE ORGANIZER.

Authorized signature & company stamp

Name of signatory:

Position:

Date: (DD/MM/YY) / /

For Official Use Only

Application deadline: 30 November 2009 ☐ 100% deposit US\$ Received date / /



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FAIR DIRECTORY ENTRY FORM

1. Company Name:

2. Type of Business/Product Zone (Please choose ONLY ONE main for booth allocation: for example 2.1 Auto Accessories)

- | | |
|---|--|
| <input type="radio"/> 2.1 Auto Parts & Components (OEM/REM) | <input type="radio"/> 2.5 Vehicle |
| <input type="radio"/> 2.2 Auto Accessories | <input type="radio"/> 2.6 Repair, Maintenance & Services |
| <input type="radio"/> 2.3 Petroleum/Lubricants/Maintenance Products | <input type="radio"/> 2.7 IT & Management |
| <input type="radio"/> 2.4 Tools/Dies & Machine | |

3. Brand Name:

4. Product/Service Description: (Please describe your product characteristic for promotional information – MAXIMUM 30 words)

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EXHIBITION PROFILE (You may choose more than one)

5. Exhibition Profile

☐ **5.1 Auto Parts & Components (OEM/REM)**

- ☐ Batteries
- ☐ Body Parts
- ☐ Brakes/Clutches/Suspensions/Shock Absorbers/Cables/Transmission
- ☐ Cooling Fans/Cooling Systems/Radiators
- ☐ Electric/Electronic System
- ☐ Engines
- ☐ Exhaust and Fuel Systems Components
- ☐ Fasteners/Springs/Bearings
- ☐ Plastic Parts
- ☐ Rubber Parts
- ☐ Steering Wheels
- ☐ Tires
- ☐ Others (Please specify)

☐ **5.2 Auto Accessories**

- ☐ Aluminums Alloy Wheels
- ☐ Bodywork Equipment & Accessories
- ☐ Car Audio
- ☐ Equipment for Vehicle
- ☐ Interior Equipment & Accessories
- ☐ Lighting/Signaling
- ☐ Others (Please specify)

☐ **5.3 Petroleum/Lubricants/Maintenance Products**

- ☐ Air Fresheners
- ☐ Car Cleaning
- ☐ Lubricants
- ☐ Others (Please specify)

☐ **5.4 Tools/Dies & Machines**

- ☐ Casting
- ☐ Forging
- ☐ Jig & Metal Forming
- ☐ Mould & Dies
- ☐ Sharpening/Polishing Machines
- ☐ Stamping
- ☐ Testing
- ☐ Others (Please specify)

☐ **5.5 Vehicle**

- ☐ Agricultural Trucks & Tractors
- ☐ Commercial Cars/Pickups
- ☐ Motorcycles/Tuk-Tuks
- ☐ Passenger Cars
- ☐ Others (Please specify)

☐ **5.6 Repair, Maintenance & Service**

- ☐ Bodywork Repair & Painting
- ☐ Car Wash & Car Care Service
- ☐ Others (Please specify)

☐ **5.7 IT & Management** (Please specify)



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PRODUCT SAMPLE SHEET

Please attach a photograph of company's product(s)



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EXHIBITION RULES & REGULATIONS

1. General

- 1.1 An application shall be binding from the time that it has been accepted until declined by the Fair Organizer. Acceptance of the application shall be deemed to constitute a binding agreement with regard to stand location and rent specified.
- 1.2 Any infringement against this agreement by the Exhibitor shall render the Exhibitor liable to exclusion with immediate effect from participation in current and future exhibitions. The Exhibitor shall be responsible in such a case for the stand rental for the exhibition to which this agreement relates.
- 1.3 The Exhibitor shall undertake to adhere to the general "Rules & Regulations" as set out in this application, and to any special regulations which may be issued by the Fair Organizer, such as in the Exhibitor's Manual.

2. Eligibility for the Condition of Participation

- 2.1 The Fair Organizer has absolute discretion in the admission of Exhibitors. All applications for participation shall be made on the prescribed Application Form and will be in effect only after the required payment is satisfied.
- 2.2 All exhibitors must be legally registered companies either in Thailand or in their country of origin.

3. Licensing and Allocation of Exhibition Space

- 3.1 Exhibition space is licensed to the Exhibitor only. The Exhibitor is not allowed to sub-license the exhibition space allocated to it, either wholly or in part, without the prior written consent of the Fair Organizer.
- 3.2 Exhibitors are required to use the exhibition space allocated in a manner satisfactory to the Fair Organizer both during assembling and installation of stand as well as at the exhibition. The Fair Organizer reserves the right to clear all or part of the space allocated to the Exhibitor at Exhibitor's expense should they not be satisfied with the way the space is being used.
- 3.3 The Fair Organizer may allocate the exhibition space in any manner as they deem fit but will take into account such factors as the order of applications received and the nature of exhibits. The Fair Organizer reserves the right to change the venue for the Exhibition, to change the exhibition space allocated to the Exhibitor, to alter the size and dimensions of the exhibition space or to undertake other structural alterations as they deem fit. Such changes shall be at the discretion of the Fair Organizer and the Exhibitor shall have no claim for compensation as a result of any changes.
- 3.4 If an exhibitor withdraws, for whatever reason, after its application has been approved, the application fee paid will be forfeited.

4. Exhibitor Sales Regulations

Products or services not included on the admission document cannot be exhibited. The Fair Organizer has the right to remove non-approved exhibits at the cost of the Exhibitor. Exhibits may not be removed from the stand until after the event has ended. The operation and demonstration of exhibits can only be carried out within the framework of accepted standards.

5. Terms of Payment

- 5.1 The application fee is to be paid in US dollars for companies based outside Thailand and for importers, by **Bank Draft** payable to the order of "Department of Export Promotion".
- 5.2 Refunds will not be issued in any event.
- 5.3 The stand location may not be occupied before the stand rental has been paid in full.
- 5.4 In the event of the Fair Organizer being obliged by events out of its control such as: war, the imposition of special measures by local authority or government, strike, lock out, fire or any other comparable incident, to cancel or postpone the exhibition, no refund of the stand rental will be paid.

6. Conduct in the Exhibition Center

- 6.1 During the exhibition period, the Exhibitor shall be responsible for the good conduct of its employees, agents, contractors and sub-contractors who shall be bound by, and must observe these Terms and Conditions in all respects.
- 6.2 Exhibitors must not permit anything which causes a nuisance or in the opinion of the Fair Organizer does not conform with the general standards of the Exhibition or may amount to a breach of these Terms and Conditions.
- 6.3 Exhibitor's stand must be manned by an authorized and competent representative of the Exhibitor at all time during the Exhibition.
- 6.4 Publicity materials may only be distributed from Exhibitors' own stand.

7. Construction & Decoration

- 7.1 Standard booths are provided by the Fair's official contractor. No decoration, booth fitting or exhibit shall exceed the height of the standard booth.
- 7.2 Exhibitors taking up Raw Space (at least 2 units) may appoint either the official stand contractor or their own contractor to design and construct their Exhibition stand, the design of which must be submitted to the Fair Organizer for approval before construction and installation.
- 7.3 It is not permissible for Exhibitors to damage partitions, floor, or any other goods supplied by the official contractor.
- 7.4 It is not permissible for Exhibitors to place objects outside their Exhibition stands or to obstruct fire safety devices, emergency exits and electrical control cabinets.
- 7.5 Use of the hall ceiling is not allowed for the Exhibitor.
- 7.6 An Exhibitor who has bulky exhibits which cannot be transported freely along the aisles of the Exhibition should contact the Fair Organizer in good time prior to the Exhibition to plan their inward-outward transport.
- 7.7 Move-in and Move-out of Stand Materials and Exhibits must be done according to the arrangements and within the time limits and manners specified in the Exhibitor's Manual.
- 7.8 Without the authorization of the fire authorities and the Fair Organizer it is not permissible for the Exhibitor to use a naked flame and to store gasses and inflammable liquids within the exhibition area.
- 7.9 All exhibits, stand materials and the like shall be removed immediately after the closing of the Exhibition according to arrangements and within the time limits specified in the Exhibitor's Manual.

8. Printed Materials

The Fair Organizer disclaims all responsibility for any errors in the directory CD-ROM or any other printed matter.

9. Amendment of Regulations

The Fair Organizer may amend these regulations and their terms owing to unavoidable circumstances. The Exhibitor agrees beforehand to any such amendments, and to observe them accordingly.

10. Waiver

No Waiver by the Fair Organizer of any of the provision of these Rules & Regulations or of any of its rights here under shall have effect unless given in writing and signed by a Director of the Fair Organizer.

11. Exclusion of Liability

- 11.1 The Exhibitor agrees to indemnify and hold the Fair Organizer blameless, in regard to: claims, liabilities, losses, actions, damages, judgements, expenses, costs and charges of any kind arising out of the default or negligence of, or any damage caused by the Exhibitor or its contractors or sub-contractors. The Exhibitor shall take out insurance policies to cover itself against all potential liabilities.
- 11.2 The Fair Organizer disclaims all responsibility for any loss or damages occurred to property of Exhibitors caused by acts of God, natural disaster, riot, theft, or fire, or any acts uncontrollable and unpredictable in nature.



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Ministry of Commerce, Royal Thai Government



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The 4th Thailand Auto Parts & Accessories (TAPA 2010) exhibition is set to be held from April 28 to May 2, 2010 at Bangkok International Trade & Exhibition Center (BITEC), Bangna, Bangkok. The event will be ASEAN's largest auto parts and accessories show. The exhibition brings together Thai and regional manufacturers (OEM/REM) of vehicles, autoparts, spare parts and accessories to meet buyers from around the world.

Hub of the Automotive Industry

Thailand is a trusted regional automotive manufacturing hub by automotive traders around the world. Automotive, auto parts and accessories companies in the world market realize the potential in producing auto parts in ASEAN and also co-operation among ASEAN countries in the automotive sector. Therefore, companies in the automotive industry are willing to participate and be a part of this massive exhibition, which has strong capabilities to supply global demand.



One-Stop Center

With an extensive list of exhibitors from around the world, TAPA 2010 guarantees excellent opportunities to meet quality exhibitors and network with trade partners, suppliers, government officials and media. Visit and see the latest innovative products and technologies in the automotive industry.



As a regional automotive manufacturing hub, ASEAN's automotive suppliers have the expertise to meet international standards in terms of quality, delivery and cost for both original equipment and replacement markets (OEM/REM). The export-oriented nature of the industry gives it the necessary scale and advantage to be price competitive, while providing the engineering design capabilities to develop automotive parts for global needs. TAPA 2010 will be the best place to source for auto parts and accessories from ASEAN. It will be your one-stop center to source for a variety of automotive parts and accessories.



TAPA 2010 ASEAN AUTO PARTS SOURCING HUB

Attend the world's leading auto parts & accessories exhibition

TAPA 2010 is designed to meet the expansive sourcing needs of the automotive and accessories industry. It is expected to be ASEAN's premier sourcing exhibition. ASEAN has many quality auto part and accessories companies and they have been recognized worldwide for their high standards whether in OEM/REM parts, spare parts or accessories. The Department of Export Promotion, Ministry of Commerce, the Royal Thai Government is keen to work together with other countries in ASEAN to promote this region as the auto parts sourcing hub of the world.

Excellent Opportunities

Organized by the Department of Export, Ministry of Commerce, the Royal Thai Government Promotion biennially, TAPA 2010 is the most comprehensive, innovative and exciting automotive exposition ever staged in Asia, providing the best global sourcing in the automotive industry, including advanced auto parts. This event provides up-to-date information, new innovation as well as product designs. It brings together Thai and regional manufacturers (OEM/REM) of vehicles, auto parts, spare parts and accessories to meet buyers from around the world.

TAPA 2010 will see about 450 qualified exhibitors across ASEAN displaying their products at more than 10,000 square meters at BITEC, Bangna. More than 16,000 visitors from ASEAN, South Asia, Japan, Taiwan, Australia, Africa and Europe are expected to attend the exhibition.

Tips for Visitors

OFFICIAL WEBSITE

- www.thailandautopartsfair.com
- www.thaitradefair.com

ADMISSION

- Free admission
- Register on site
- Pre-register with the attached from/through the TAPA 2010 website/or through overseas offices
- Visitor's badge available at the fair registration counter
- Persons under 15 years of age are not allowed into the exhibition halls

ACCOMMODATION AND TRANSPORTATION

- List of the official hotels and the shuttle bus schedules are available at the official website

PUBLICATION

- Visitor's guide
- Fair catalogue available at the fair site

ON-SITE FACILITIES

- Business center
- Interpreter service
- Children's center
- Restaurants and food courts
- Travel agent counter
- Halal food catering and prayer room for Muslim visitors
- International lounge and hospitality area
- ATM and money exchange