



# Thailand



brother  
at your side

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## Thailand focuses on industry, investment and innovation

Foreign investors are upbeat regarding Thailand's economic outlook. With a desire to improve the country's competitiveness, the Thai government's planned megaprojects and Industry 4.0 (technology in industry) initiatives are creating new investment-driven business opportunities. For Japanese investors, the Thai economy is showing promising growth prospects.

"The Thai economy has been expanding at around three to four percent," said Pakorn Peetathawatchai, president of the Stock Exchange of Thailand (SET). "Our economic stability remains strong with low inflation, low unemployment, moderate public debt and ample international reserves. To expand our potential investment further, efforts have been made to innovate our industries and logistics infrastructures with new airports, seaports, railways, motorways and mass transit systems being built. The Eastern Economic Corridor in eastern Thailand is designated to be the home of new industries such as advanced automotive, smart electronics and aviation. The SET collaborates with various exchanges on best practices and the promotion of cross-border investment."

**Government to government**

"The relationship between Thailand and Japan is very strong," said Shiro Sadoshima, ambassador of Japan to Thailand. "We are working to strengthen the ties between our two countries and we see huge opportunities to



Shiro Sadoshima, Ambassador of Japan to Thailand

build on the foundations that have been established over the years. The genuine and caring people of Thailand embrace Japanese culture, society and cuisine and Japanese people reciprocate this interest in Thailand and the Thai people."

**Tourism**

"Both countries have a strong interest in further developing their tourism industries and working closer together to increase two-way tourism traffic. The number of Thai tourists to Japan in 2018 (1.13 million) has increased almost four times since Japan relaxed its visa requirements in 2013," he said.

**Thailand's 2019 ASEAN chairmanship**

"With Thailand holding the Association of Southeast Asian Nations (ASEAN) chairmanship this year, 2019 brings great importance and opportunities for the country. Leaders from across ASEAN are coming to Thailand to



Pakorn Peetathawatchai, President of the Stock Exchange of Thailand (SET)

discuss the future of the association and the regional economy. As friendly nations with strong economic ties, we need to do more together for the development of both our people and economies. We look forward to working with our Thai partners as we strengthen our relationship."

**Strong foundations**

The Japan Foundation, Bangkok, fosters cultural



Norihiko Yoshioka, Director General of the Japan Foundation, Bangkok

and friendship ties between Japan and Thailand. The nonprofit provides a diverse range of cultural activities covering art, culture and society, in addition to holding events that support Japanese culture in Thailand. The foundation also provides exchange programs and global opportunities that cultivate culture, language and dialogue through three divisions:



### fivefastfacts

- 1 The population of Japan is almost double that of Thailand (the population of Thailand is approximately 70 million while the population of Japan is about 130 million).
- 2 One-tenth of the entire population of Thailand lives in Bangkok, Thailand's capital city.
- 3 Over 73,000 Japanese expats are currently living in Thailand.
- 4 Japan remains the leading foreign direct investor in Thailand (approximately 40 percent).
- 5 This year sees the Japan Foundation, Bangkok celebrate 45 years.

## Leading business innovation in Thailand

Toyo Business Engineering Corp. (B-EN-G) is a pioneer in the implementation of enterprise resource planning (ERP) systems. B-EN-G has also expanded into the "internet of things," supporting the growth of the manufacturing industry through software and technology.

B-EN-G was the first Japanese company to partner with SAP, a German multinational software company. Today, B-EN-G supports customers in over 20 countries and the company ensures each client's manufacturing operations remain competitive by delivering solutions that enable them to effectively manage their business operations and customer relationships.

Toyo Business Engineering (Thailand) Co. (B-EN-G Thailand) was established in March 2003 to meet the needs of the business community across the country. Today, 80 percent of B-EN-G Thailand's clients are active in the Thai manufacturing sector and the company is building on its reputation for delivering quality service and support.

"B-EN-G Thailand provides simple solutions that enable our clients to optimize their processes and digitize the knowledge and experiences of leading manufacturing companies," said Yuichi Watanabe, B-EN-G Thailand's deputy managing director.

Developed in-house, mcframe (manufacturing and

communication framework) is B-EN-G's software product line, covering manufacturing operations from shop floor to upper management. With mcframe, ERP solutions include accounting, supply chain management, cost management, product line management and internet of things solutions as well.

"We have developed tailored solutions to meet the needs of our customers in Thailand," said Watanabe. "In Thailand, 90 percent of our customers are Japanese and while the country continues to successfully attract investment from Japan and other Asian countries, we want to connect with local Thai companies and work together to create new busi-

ness opportunities by leveraging on the strengths of one another."

B-EN-G Thailand's collaboration with the Department of Industrial Promotion will support the country's Thailand 4.0 initiative to revive small and mid-sized manufacturing industries. In addition, the Thai-German Institute is implementing B-EN-G's IoT Series when consulting with their customers.

"The country of Thailand provides not only a good 'trial market' for companies developing new businesses and technologies, but also a forward-moving economy, an industrial realization of new technologies and an abundant workforce," said Watanabe. "By creating solutions



Yuichi Watanabe, Deputy Managing Director of B-EN-G Thailand

together we can contribute to the strengthening of the Thai economy and build future opportunities." ◆

www.b-en-g.co.th



### Perfecting the Air



The world contains an infinite number of spaces. Daikin believes that the air in each of them should be ideally suited to the environment they support. Thus, we make it possible to manage the air - to control its temperature, humidity, flow and cleanliness. Exciting new research promises the ability to modulate sensory elements, such as light and smell. We will continue to identify opportunities and seek solutions as we strive to make the world's spaces happier and more comfortable. At Daikin, we discover something new every day.



Perfecting the Air

## 'Sewing' the seeds of success in Thailand

For 101 years after its beginning as Yasui Sewing Machine Co., Brother Industries Ltd. has been continuously delivering product innovations and customer satisfaction.

Active in printing and imaging, labeling and sewing markets, Brother Industries offers laser printers, multifunction centers, fax machines, labelers and label printers, as well as domestic and industrial sewing machines.

In 1997, Brother Commercial (Thailand) Ltd. was established. With the slogan At Your Side, the company impresses Thai customers consider Brother a reliable family brand and welcome Brother's business products such as printers to their offices and personal use products such as sewing machines to their home.

"Customer service is at the heart of what we do," said Teerawut Supapunpinyo (Woody), managing director of Brother Commercial (Thailand) Ltd. "We were the first Japanese printing company to establish authorized service and call centers in each of Thailand's provinces and have won numerous awards for our

service-focused approach. We intend to increase our product range to meet customer requirements and deliver an even higher level of customer satisfaction."

"Our people are our most important asset as we bring new experiences to our customers, and our salespeople are taking on more consultancy-oriented roles to better serve our customers."



Teerawut Supapunpinyo (Woody), Managing Director of Brother Commercial (Thailand) Ltd.

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The company is also growing its business by delivering garment and T-shirt printing solutions and karaoke machines.

Brother Commercial (Thailand) Ltd. remains committed to operating its business in Thailand while supporting the local community, environment and Thai people.

The company provides underprivileged Thai cancer patients with life-saving treatment and has planted almost 10,000 mangrove trees annually over the last decades to support environmental initiatives across Thailand.

"We are in the era of 'digital disruption' and we need to empower our people by guiding and developing them as they grow," concluded Woody.

"We believe that the next generation will shape Thailand's future and we want to play our part by developing, investing in and nurturing the younger generation." ◆

www.brother.co.th/en



## 30 years of moving forward with Thailand

Connectivity is driving the global economy. With over 700 offices in almost 30 countries, Hitachi Transport System Group delivers logistics solutions to customers around the world.

Southeast Asia is an increasingly important economic region in which customers demand advanced technology-driven solutions and quality services.

Established in April 1989, Hitachi Transport System Vantec (Thailand), Ltd. supports domestic and cross-border supply chains. The company specializes in third-party logistics (contract logistics), freight-forwarding, heavy transportation, warehousing and distribution in addition to logistics consultancy services.

"We focus on quality and safety and exceed expectations by tailoring our solutions to address the

challenges our customers face," said Mitsushika Nagano, managing director of Hitachi Transport System Vantec (Thailand). "We always find a solution, and by minimizing disruptions we are able to stay one step ahead of the competition."

While Japanese enterprises in



Kraisak Rojanaprasert, General Manager and Mitsushika Nagano, Managing Director of Hitachi Transport System Vantec (Thailand), Ltd.

Thailand currently account for 90 percent of the company's client base, Nagano is reaching out to the local Thai business community in order to expand and diversify.

"We have a strong connection with Thailand and the business community here," said Nagano. "Our 2,500 dedicated employees are working closely with our existing and new customers to form a united approach to doing business together."

Hitachi Transport System Vantec (Thailand), Ltd. is actively supporting Thailand 4.0, the country's value-added technology and manufacturing initiative. The launch of its live-tracking system will enable companies to locate and reserve vehicles and reduce the number of empty trucks on Thai roads.

"Only around 50 percent of trucks on Thai roads are carrying goods," said Nagano. "Once drivers have completed a delivery,

our live-tracking system will connect customers with those empty trucks that can then deliver their goods at a reasonable price."



**Our ability to innovate enables us to deliver quality services, increase efficiency and stay competitive."**

MITSUSHIKA NAGANO  
Managing Director  
Hitachi Transport System Vantec (Thailand)

"Our ability to innovate enables us to deliver quality services, increase efficiency and stay competitive. We will continue to provide solutions to our customers in Thailand and strengthen our close ties to the country." ◆

www.hitachi-tstv.com/en



## Fuji Electric (Thailand) Co., Ltd. — A total solutions provider

Founded in 1923, Fuji Electric Group delivers industrial and social infrastructure solutions to markets worldwide. Fuji Electric (Thailand) Co., Ltd. established in 1995 and headquartered in Bangkok, is driving innovation as a power-electronics technology leader. The company's industrial power supply infrastructure equipment enables customers to stabilize production, im-

prove productivity and realize energy savings. Fuji Electric (Thailand) Co., Ltd. remains committed to customers in Thailand and across Southeast Asia.

"In Thailand we have established regional sales offices and a manufacturing and engineering center," said Kazushige Ishii, managing director of Fuji Electric (Thailand) Co., Ltd.

"With over 90 dedicated em-

ployees and office locations in Thailand, Cambodia and Myanmar, we are now well positioned to reach out to customers across the region."

As a total solutions provider, the company's strong network across Thailand incorporates sales offices and factories, including Fuji Electric Manufacturing (Thailand), Fuji Tusco and Fuji SMBE (Thailand), as well as an engineering center and a qualified service team.

With increasing industrial demands, the company delivers substations, generators, infrastructure power supply equipment and high-capacity industrial power solutions.

In addition to its power generation business, Fuji Electric (Thailand) Co., Ltd. is active in new businesses such as solar energy and food and beverage vending machine solutions.

The company is proud of its ability to serve customers across the region in a timely and efficient manner.

"While we remain commit-




Kazushige Ishii, Managing Director of Fuji Electric (Thailand) Co., Ltd.

ted to our Japanese partners in Thailand we are reaching out to the Thai business community to diversify our client base and better serve the domestic market," said Ishii.

"We deliver local engineering and local production and technology solutions for local applications. As we continue to maximize electricity usage for our customers, we look forward to playing a role in the development of the Thai economy." ◆

www.th.fujielectric.com/en/



### Fuji Electric

Innovating Energy Technology

Fuji Electric (Thailand) Co., Ltd.

43 Thai CC Tower, 11th Fl. Room 114-9, South Sathorn Road, Yannawa, Sathorn, Bangkok, 10120, Thailand Tel +66-2210-0615

www.th.fujielectric.com/en/



# Thailand

## Honda Thailand moves ahead, reflecting its commitment to growing in step with Thai society

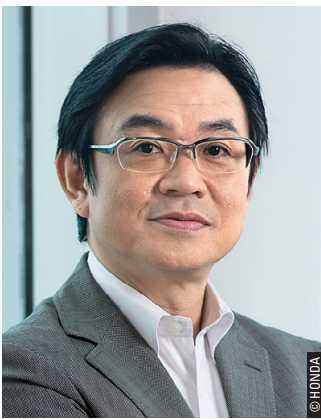
For over 36 years, Honda Automobile (Thailand) Co., Ltd.'s commitment to the country and its people has driven the company's business growth, both in terms of sales and the scale of Honda's operations in Thailand.

Honda Automobile (Thailand) Co., Ltd. has two assembly plants in Thailand, one in Ayutthaya province and a second that opened in Prachinburi province in 2016. Together, they produce a full range of models for the Thai market, building over 227,000 vehicles annually, with more than 50 percent exported to 72 countries. A highly skilled and trained Thai workforce of over 7,000 colleagues dedicated to making quality products is the key to the company's success.

Honda Automobile (Thailand) Co., Ltd. also attributes its growth to the Thai government's strong support and close relationships with its business partners.

With an eye to the future, Honda Automobile (Thailand) Co., Ltd. is working to fulfill Honda's Global 2030 Vision of serving people with the joy of expanding their life's potential. This includes greater inter-regional coordination and collaboration, strengthening the foundation of Honda's existing businesses and collaboration for open innovation with third parties.

"We attract customers in



Soichiro Takahashi, President and CEO of Honda Automobile (Thailand) Co., Ltd.

Thailand by offering a diverse range of models that correspond to their needs and lifestyles," said Soichiro Takahashi, president and CEO of Honda Automobile (Thailand) Co., Ltd. "Our product development focuses on three areas. The first is performance, with engines that deliver the best performance for a fun-to-drive experience. Next is safety technology, with innovative safety features such as Honda SENSING. Our third area of focus is environmental, designing vehicles that offer efficient fuel consumption with lower carbon dioxide emissions."

The company's dealer network has 227 locations covering all areas of Thailand. Every Honda dealer maximizes

customer satisfaction through a range of integrated services, including sales, parts and service, 24-hour roadside assistance, financing and leasing, insurance and certified used cars.

Thai motorists are following the global trend of buying more eco-friendly vehicles. Earlier this year, Honda launched the 10th generation of the all-new Honda Accord and the all-new Honda Accord Hybrid, receiving overwhelmingly positive feedback with almost 5,000 bookings. The Honda Accord sedan has long been recognized in Thailand as a leader in bringing innovative automotive and safety technologies to the market. With several models in all market segments to fully cover customer needs, Honda expects its total unit sales for 2019 to reach 130,000, the same as last year.

Honda Automobile (Thailand) Co., Ltd. is very committed to giving back to society. In 2012, the company established the Honda Kiang Khang Thai Fund. A small portion of the revenue from each Honda product sold in Thailand goes into the fund, which is then used for good causes that benefit Thai society. The fund has contributed to relief efforts for floods, landslides, severely cold temperatures and droughts. The fund undertakes activities in four major areas that are

beneficial for people affected by natural disasters, including providing funds contributing materials, building a collaborative network and enhancing knowledge for responding to natural disasters. Over the past seven years, the fund has provided over 237 million Thai baht in support of people and communities in Thailand.

In terms of creativity, the annual Honda Super Idea Contest motivates Thailand's youth to develop innovative ideas, and the company's Inspirational Teachers Award is driving educational initiatives across the country.

Honda Automobile (Thailand) Co., Ltd. sees great potential for its business here. "Thailand will always be important to Honda, both as a market and an excellent location for investing in our business operations. We will continue to move forward and grow side-by-side with Thai society by providing quality automobiles that exceed customer expectations and offer a fun driving experience," concluded Takahashi. ♦

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



## Delivering reliable total solutions to Thailand for 30 years

Founded over a century ago, Yokogawa Electric Corp. is a leading industrial automation and test and measurement solutions provider. The company delivers innovative technologies, quality engineering services and project management and maintenance to customers worldwide.

Established in 1989, Yokogawa (Thailand) Ltd. serves the country's industrial sectors and was one of the first to fully engage with and provide products, systems and services to the local Thai market. Today the company holds an impressive 45 percent market share in the automation and process control system sector.

"Thai companies are becoming more advanced in terms of adapting and implementing new technologies and as a dedicated solutions provider we play a role in the development of the country's industrial sector," said Preechai Trannitad, managing director of Yokogawa (Thailand) Ltd.

"We are transforming our



Masaru Matsukawa, Deputy Managing Director; Preechai Trannitad, Managing Director; Sakchai Wongakard, Executive Director of Yokogawa (Thailand) Ltd.

company to better serve our clients. By delivering advanced digital solutions with innovative ideas, we have great potential and adequate resources to transform our clients' businesses."

Yokogawa (Thailand) Ltd. has six branch offices in Thailand and manages Cambodia, Laos and Myanmar. By investing in its workforce and building strong customer relationships, the company is achieving success in Thailand and the region.

"The demand for real-time integrated management solutions is driving our enterprise resource planning (ERP) business," said Trannitad.

"We are already delivering our ERP software and solu-

tions to Japanese companies in Thailand and serving more local Thai companies looking to expand and upgrade their business processes."

The company's main customers are active in the oil and gas, petrochemical and general industry sectors. Today, new clients from the power, sugar, automobile, food and beverage and pharmaceutical sectors are reaching out to Yokogawa (Thailand) Ltd.

"Japan and Thailand share a strong partnership," said Trannitad. "With support, cooperation and investment from Japan, Thailand's digital transformation is accelerating and Yokogawa (Thailand) Ltd. is committed to delivering first-class solutions to clients across a wide range of industries. Our aim is to provide our customers with the necessary tools to grow their business and achieve their goals." ♦

[www.yokogawa.com/th](http://www.yokogawa.com/th)

**YOKOGAWA** ♦

Co-innovating tomorrow®

## Explore Thailand's amazing undersea world

Thailand is surely known for its wide range of fascinating temples, pristine beaches and its delicious cuisine, but there are definitely more lifetime experiences to be made in the heart of Southeast Asia.

The Andaman coast of Thailand offers one of the most attractive and globally leading dive destinations. For years, dive enthusiasts from around the world have been coming to explore bucket list places like Richelieu Rock, The Similan Islands and Phi Phi Islands.

From whale sharks to nudibranchs, Thailand's Andaman coast is known for its array of astonishing underwater life alongside its breathtaking underwater scenery.

Phuket is at the core of Thailand's diving experience being that it is so closely situated to the best underwater sites along the Andaman coast. Therefore, most dive trips are carried out offshore with dive trips being done by boat in order to reach these captivating places.

**Dive sites around Phuket**

1. **Shark Point, Anemone Reef and King Cruiser:** These three dive sites are all in close proximity of each other but, individually, have something unique to offer. People shouldn't be surprised to find a variety of schooling



A bird's eye view of divers enjoying a daytrip on Sea Bees Diving custom-built dive boat, Excalibur II.

fish, moray eels and reef fish with frequent visits of leopard sharks at Shark Point. Home to numerous anemones and vibrant soft corals, the anemone reef is included in many day trips and offers stunning underwater scenery. A modern day 85-meter shipwreck called King Cruiser at the bottom of the ocean is undoubtedly one of the most popular and spectacular shipwrecks to visit with its multitude of cuttlefish, crabs and barracudas.

2. **Phi Phi Islands:** It goes without saying that the Phi Phi Islands are one of the most attractive diving spots in Southeast Asia, with its crystal-clear waters part-

nered with scenic beauty at all depths underwater. It is truly a thrilling diving experience at Phi Phi and people shouldn't be scared of an occasional encounter with Phi Phi's famous black tip reef sharks.

Khao Lak, situated north of Phuket, also plays host to Thailand's most breathtaking diving sites along the Andaman coast. The area includes the world-famous Similan Islands, which are regarded as the holy grail of dive sites for many divers. Made up of nine flourishing granite islands, the Similans — apart from the stunning overhangs and granite boulders — hosts

one of the most versatile and dynamic underwater ecosystems that is teeming with rays, jacks, sharks and a cluster of astonishing hard and soft corals.

A short trip north takes visitors to Koh Bon Island and gives the perfect opportunity to see manta rays up close. Further north is where divers will encounter Richelieu Rock, a renowned dive site in Asia that offers the best chance to see a rare whale shark up close — the reason it is called a whale shark magnet. To put it simply, the Similans are simply a must-visit destination in Thailand.

Evidently, Thailand has no shortage of astonishing dive sites. To visit these places, people have the choice of doing a single day or a week-long trip. An award-winning dive resort, Sea Bees Diving is known to be at the forefront at offering services that allow people to explore the Andaman Sea at its full potential. With more than 30 years of experience and located at the best dive destinations in Thailand, premium quality dive courses and excursions that are carried out by their custom-built fleet of dive boats are offered. Together with their own resorts in Khao Lak and Phuket, they offer a diving package truly unique in Thailand. ♦

[www.sea-bees.com](http://www.sea-bees.com)

## Daikin Industries Thailand Ltd. — Keeping cool in the Thai market for 30 years

Daikin, the world's leading air conditioning manufacturer, is committed to protecting our air by delivering innovative products and environmental solutions.

Established in 1924, Daikin is today active in over 150 countries worldwide. Thailand, located in the heart of Asia, is an important market and manufacturing location for Daikin and is home to Daikin Industries Thailand Ltd., currently the company's largest manufacturing base.

"Over the last 30 years Thailand has become an important manufacturing base for Daikin and we are proud that the country is closely linked with our success," said Junichi Omori, president of Daikin Industries Thailand. "Through our implementation of advanced management systems and innovative technologies in

the production of compressors, residential air conditioners and highly effective commercial air conditioners, we have become a Japan-Thai success story."

Last year saw the Thai government recognize Daikin Industries Thailand's achievements by awarding the company the prestigious Prime Minister's Excellent Industry of the Year 2018 award.

In addition to meeting the growing demand in Thailand for Daikin products and solutions, Daikin Industries Thailand Ltd. exports over 90 percent of its products manufactured in Thailand to more than 50 countries worldwide.

"We are seeing continued demand for Daikin solutions in Thailand and other key international markets," said Omori.

"In Thailand, air conditioning units used to be a luxury, however today they are seen



Junichi Omori, President of Daikin Industries Thailand Ltd.

as a commodity item in cities across the country," he said. "In terms of looking after our environment, Daikin is passionate about raising awareness of environmental issues and we constantly take steps to reduce our impact on the environment. Today more than 90 percent of Daikin products are classed as environmentally friendly."

Daikin Industries Thailand employs over 5,000 people and the company's research and development center is focused on delivering innovation-driven solutions and new technologies.

In terms of sales turnover, Daikin is leading the market in Thailand and Omori is confident that the company will continue to grow in line with the dynamic Thai market.

"We are committed to our people, products and services," Omori said. "The standards we

## Achieving success in Thailand through innovation and collaboration

UBE Industries Ltd. has been driving innovation for over 120 years. Headquartered in Ube, Yamaguchi Prefecture, the company focuses on chemicals and plastics, specialty chemicals and products, pharmaceuticals, cement and construction materials, machinery and metal products, energy and the environment.

In Thailand, UBE Chemicals (Asia) PCL is expanding its production capabilities and growing its business along with the country's Thailand 4.0 value-added manufacturing initiative and the Eastern Economic Corridor (EEC) Development Plan. These projects are transforming the country's economy by increasing domestic value, driving economic growth and creating business opportunities.

"Thailand is today taking on the economic challenges of tomorrow," said Watchara Pattanani-jirundorn, president and chief executive officer of UBE Chemicals (Asia) PCL.

"As a leading company, we are proud of our commitment to Thailand and of our ability to deliver some of the best chemical products and solutions to our domestic and international clients," said Pattanani-jirundorn.

As the only producer and distributor of caprolactam, and a major player in ammonium sulfate, engineering nylon plastics and synthetic rubber in the Association of Southeast Asian Nations region, UBE Chemicals (Asia) PCL supports a range of customers across various industries.

The company understands what it takes to do business in Thailand. From recognizing and appreciating local business norms to contributing to local Thai communities, UBE Chemicals (Asia) PCL is growing its business in a sustainable and ethical manner.

While the country has a

wealth of natural resources, Thailand is facing significant environmental challenges as it continues to develop its economy. Working in partnership with the Thai government, provincial partners and local communities, UBE Chemicals (Asia) PCL is committed to protecting the environment and is actively supporting projects in the country.

"We operate under the philosophy that the environment is one of our most valued stakeholders," said Pattanani-jirundorn. "As we improve the lives of the people who work alongside us, we will capitalize on the growth we are seeing in various industries and sectors in the dynamic Thailand economy and the region."

Thailand and Japan continue to enjoy a thriving relationship and the two countries are working ever-more closely together.

"This strong relationship has certainly helped us to develop our business," said Pattanani-



Watchara Pattanani-jirundorn, President and Chief Executive Officer of UBE Chemicals (Asia) PCL

jirundorn. "Thai and Japanese people have similar work ethics and are culturally close in terms of shared values, social aspirations and the importance placed on family and loyalty. By strengthening our collaborations we can grow our businesses together and achieve great things in the future." ♦

[www.ube-ind.co.jp](http://www.ube-ind.co.jp)

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



## Hitachi Construction Machinery (Thailand) Co., Ltd. — Building a better Thailand

Thailand's construction industry continues to reach for the skies. As a committed player within the country's construction sector, Hitachi Construction Machinery (Thailand) Co., Ltd. supplies mini, medium and large mining and wheeled excavators, wheel loaders, parts and services to support Thailand's construction sector.

Makoto Shiraishi, managing director of Hitachi Construction Machinery (Thailand) Co., Ltd. is committed to providing the best solution to customers across Thailand by delivering products and after-sales service.

"The majority of our customers are Thai firms active in the construction, mining and quar-



Makoto Shiraishi, Managing Director of Hitachi Construction Machinery (Thailand) Co., Ltd.

ry, industrial and agriculture sectors," said Shiraishi.

As a group company within the Hitachi Construction Machinery Group, Hitachi Construction Machinery (Thailand)

Co., Ltd. has been active in the Thai market since 2004 and this year sees the company celebrate its 15 year anniversary.

With about 300 employees across 18 offices, two mining project offices in Thailand and one mining project office in Laos, the company is committed to serving customers across the country and providing best-in-class service and support.

"As a 100 percent owned Japanese and worldwide manufacturing company, our employees are always working closely with our development and production team in Japan or the other countries to support our customers in Thailand by delivering new and used equipment and after-sales and parts solutions," said Shiraishi.

"We are thinking of the best solution for our customers, so our service is not only providing the equipment and after-sales service, but also training programs and finance services. As we continue to work closely with our partners and friends in Thailand, we are opening the door to local Thai employees who want to work for a successful and dynamic international company in Thailand." ♦

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

