



# **FBC ASEAN 2024**

## **Invitation to Exhibitor**

**5 Jan 2024**

Business matching event for manufacturing and manufacturing-related companies to promote their businesses and products to establish connections with mainly Japanese companies as well as local companies in Thailand and Vietnam. Pre-matching between exhibitors and between exhibitors and visitors, producing high-quality business meetings, with about half of them turning out to be profitable. Since COVID-19, we have launched online business meetings and are holding a hybrid format that combines both online exhibitions and physical exhibitions.

## **[Strong points]**

- Online business meetings with local companies (exhibitors, visitors) in Thailand, Vietnam, China, etc.
- Major buyers, Parts trading companies in Japan that aim to procure from ASEAN, etc.
- Support both online and offline needs
- Pre-scheduled meeting (registered visitors can also apply)
- Many local companies participate in collaboration with government agencies and industry associations.

## **[ Exhibitors ]** Mainly for B-to-B companies

### ◆ **Manufacturing company** :

Manufacturing companies aiming to procure parts or expand the market / Metal products, Automotive, Railway, Ship-related products, Steel industry, Non-ferrous metals, General machinery/equipment, Electrical machinery/equipment, Information & communication equipment, Electronic components/devices, Precision machinery/equipment, Chemical industry, Plastic/rubber products, etc.

### ◆ **Non-manufacturing (Solution company)** :

Non-manufacturing companies that provide services and products to manufacturing companies, Trading companies, IT (software development) human resources, logistics, industrial parks, etc.

## 【Pre-scheduled meeting】

The advantages of this business meeting is that exhibitors and visitors can be matched in advance on the website, allowing for efficient business meetings during the exhibition period.

1 business meeting (slot) : 30 minutes (with 15-minute break)  
1 day : 10 business meeting slots  
Up to a maximum of 60 slots for the duration of the event  
(if you participate in offline matching 3 days ,  
Online matching 3 days).



※The system to be used and the number of slots varies depending on the venue.



# Past Events Results

## FBC ASEAN 2022

- **Date** : Physical booth : 24 – 26 Aug 2022    Online : 7 – 9 Sep 2022
- **Exhibition type** : Physical booth + Online
- **Venue** : Thai (Pattaya): Nongnooch International Convention and Exhibition Center Pattaya  
               Vietnam (Hanoi): National Exhibition Construction Center
- **Exhibitor numbers** : 391 (Thai: 34 / Vietnam: 182 / Online: 175)
- **Visitor numbers** : Thai: 3,696 / Vietnam: 5,116 / Online: 162
- **Business matching numbers** : **Thai**: 383 / Estimated sales amount (627,951USD),  
 Estimated buy amount (71,543USD)    **Vietnam**: 7,363 / Estimated sales amount  
 (10,848,138USD), Estimated buy amount (2,868,632USD)    **Online**: 1,052 / Estimated sales  
 amount (479,239USD), Estimated buy amount (353,474USD)



## FBC ASEAN 2023

- **Date** : Bangkok venue 10 – 13 May 2023 Venue : BITEC  
Ho Chi Minh venue 23 – 25 June 2023 Venue : SECC  
Hanoi venue 23 – 25 August 2023 Venue : NECC  
Pattaya venue 6 – 8 September 2023 Venue : NICE  
Online 10 – 12 October 2023
- **Exhibition type** : Physical booth + Online
- **Exhibitor numbers** : 348  
Thai : Bangkok 42 / Pattaya 13  
Vietnam : Ho Chi Minh 36 / Hanoi 167  
Online : 335 (Exhibitor can take part in the online exhibition in October at no additional cost if apply for one of the venues in Bangkok, Ho Chi Minh City, or Hanoi.)
- **Visitor numbers** : Thai : Bangkok 42,011 / Pattaya 5,786  
Vietnam : Ho Chi Minh 13,148 / Hanoi 6,307  
Online : 125
- **Business matching numbers** : **Bangkok** : 3,246 / Estimated sales amount (2,034,916USD) Estimated buy amount (142,075USD) **Pattaya** : 80 / Estimated sales amount (4,625USD) Estimated buy amount (3,290USD) **Ho Chi Minh** : 730 / Estimated sales amount (263,000USD) Estimated buy amount (60,000USD) **Hanoi** : 9,200 / Estimated sales amount (10,346,739USD) Estimated buy amount (6,415,684USD) **Online** : 652 / Estimated sales amount (163,500USD) Estimated buy amount (7,000USD)

**Event name: FBC ASEAN 2024 (English)**

**FBCアセアン2024 ものづくり商談会 (Japanese)**

**Organizer : NC Network Group**

Venue		Exhibition period	Co-organized event	Online meeting	Buyer package
Booth	Thai (Bangkok)	15 – 18 May	•INTERMACH •SUBCON Thailand	○	
	Vietnam (Hanoi)	17 – 19 July	–	○	○
Online		25 – 27 September	–		○

- For details, please see the information of each venue.  
The displayed time is Thailand/Vietnam time (+2 hours for Japan time).
- Exhibitors are eligible to take part in the online exhibition in September at no additional cost if apply for one of the venues in Bangkok or Hanoi.
- Please see P.15 for Buyer package.

The largest online business meeting for the manufacturing industry in ASEAN ! With over 300 participating companies in 2023, attracting buyers from all over the world who are considering procurement from ASEAN. Even with online business meetings, We have achieved over 600 meetings because exhibitors can apply for the online business meetings in advance. Cross-border business meetings centered on 「Thai ⇔ Vietnam」 「Japan ⇔ Thai」 「Japan ⇔ Vietnam」 can be conducted with ease. Even during the period when online business meetings are being held, exhibitors are still able to do business as usual during regular business hours when there are no business meetings.



**300** companies mainly from Thailand and Vietnam, as well as Japan, China and other ASEAN countries.

**600** meetings held.

時間 (Time)	Matching Company name	Zoom link
09:00 ~ 09:30	ABC Co., Ltd.	<a href="https://us04web.zoom.us/j/00987654321?pwd=P1AWEI7vaXVeADFIEDN8iCKVMRAI54y91">https://us04web.zoom.us/j/00987654321?pwd=P1AWEI7vaXVeADFIEDN8iCKVMRAI54y91</a>
09:45 ~ 10:15		
10:30 ~ 11:00	123 VIETNAM JSC.	<a href="https://us04web.zoom.us/j/00987654321?pwd=P1AWEI7vaXVeADFIEDN8iCKVMRAI54y91">https://us04web.zoom.us/j/00987654321?pwd=P1AWEI7vaXVeADFIEDN8iCKVMRAI54y91</a>
11:15 ~ 11:45	XYZ Thailand Co., Ltd.	<a href="https://us04web.zoom.us/j/12345678900?pwd=U1JKSG5vaXVxVEZVMFI3cWFXABC31y23">https://us04web.zoom.us/j/12345678900?pwd=U1JKSG5vaXVxVEZVMFI3cWFXABC31y23</a>
12:45 ~ 13:15		

Simply click the Zoom link on the schedule to get started!

	Currency	Normal price	Via Co-sponsor
Online package	THB	30,000	27,000
	VND	24,500,000	21,500,000
	JPY	130,000	120,000
Buyer package		無料	無料

- Package includes :**
1. Publishing information on the official website
  2. Eligible for advance matching service
  3. Business meeting schedule adjustment (all business meeting schedules will be adjusted by the host company)
  4. Published in the monthly EMIDAS Vietnam edition (One time)



×



**218** global brands  
(2023 results)

**42,011** visitors from 43  
countries  
(2023 results)

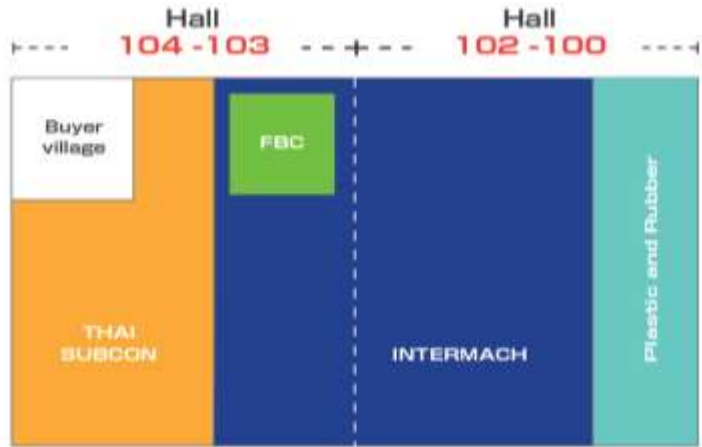
**50** big buyers  
(2023 results)

An exhibition and business meeting with the latest technology (INTERMACH), local Thai companies (Thai Subcon), Japanese manufacturers (FBC ASEAN), and major buyers (via BOI).

Exhibitors at each of the concurrent exhibitions can apply for business meetings with exhibitors and buyers via BOI. Additionally, FBC ASEAN exhibitors can also apply for online business meetings held in September with buyers via NC Network.



# Exhibitor package – Thai venue (Bangkok)



**Date :** 15 – 18 May 2024  
10:00 ~ 18:00 (4 days)

**Venue :** BITEC ( HALL103)

**Exhibitors :** 550 companies (including 70 exhibitors from FBC ASEAN 2024 (tentative) )

**Visitors :** 50,000 (expected)

**Organizers :** NC Network Group / Informa Markets / SUBCON / BOI



One of the three major exhibitions for the manufacturing industry held in Thailand. Over 500 global brands will gather to showcase their state-of-the-art industrial machinery. This is a great place to gather information on cutting-edge technologies such as FA and robotics all at once.

Hosted by the Thai Subcontractor Association, about 100 of the best local companies in Thailand will be exhibiting! FBC exhibitors can also apply for business negotiations with Thai subcontractor exhibitors.



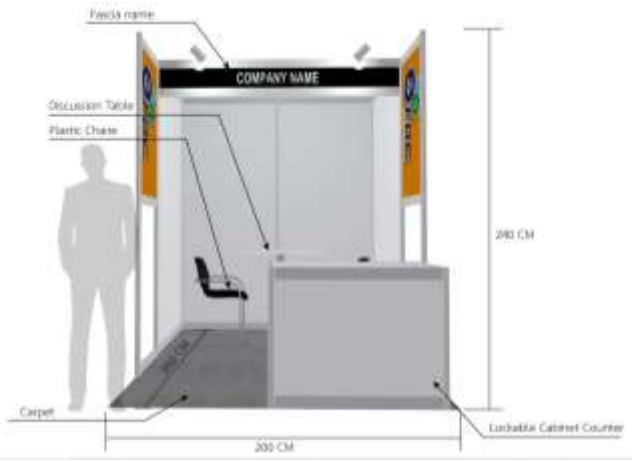
**Some of the buyers from SUBCON Thailand (previous information)**

- BMW (THAILAND) CO., LTD. / Electrolux Professional (Thailand) Co., Ltd./ Fuji Electric Industries Co., Ltd. /Great Wall Motor
- Honda Automobile (Thailand) Co.,Ltd. / Isuzu Motors Co., (Thailand) Ltd. / Mercedes-Benz Manufacturing (Thailand) Ltd.
- Robert Bosch Automotive Technologies (Thailand) Co., Ltd. / Siam Aisin Co., Ltd. / Siam Kubota Corporation Co., Ltd.
- Siam Toyota Manufacturing Co., Ltd.

※ Tax excluded

	Currency	Normal Price	Via Co-sponsor	SDS Member	Location designation option
Standard booth [6m <sup>2</sup> ] *With Standard equipment	THB	80,000	75,000	69,000	5,000THB 22,000JPY
	JPY	350,000	325,000	300,000	
Standard booth [4m <sup>2</sup> ] *With Standard equipment	THB	60,000	55,000	52,000	
	JPY	260,000	240,000	225,000	

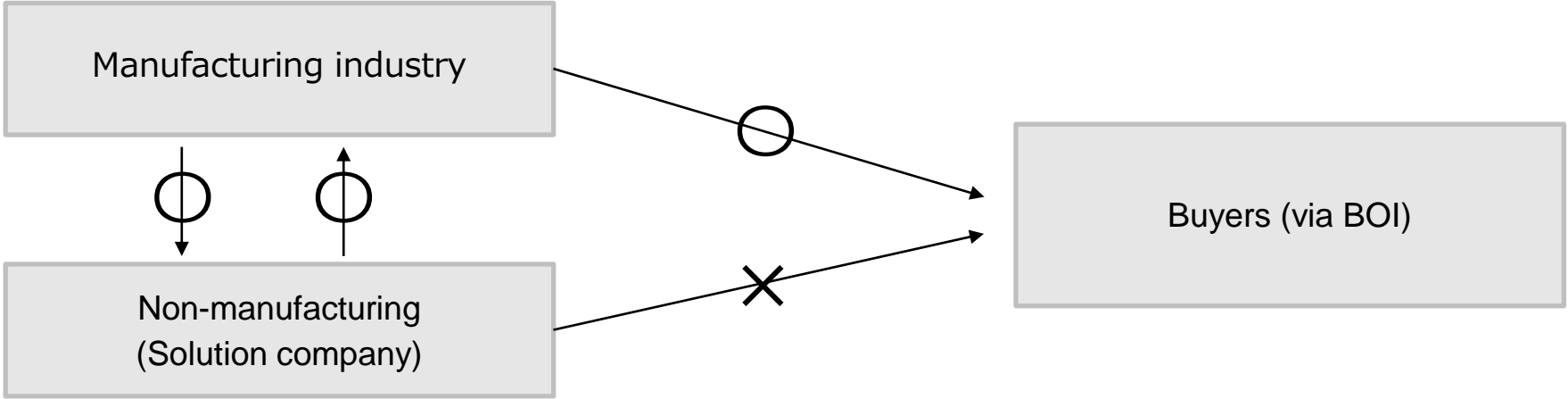
◆ Standard booth [6m<sup>2</sup>] [4m<sup>2</sup>]



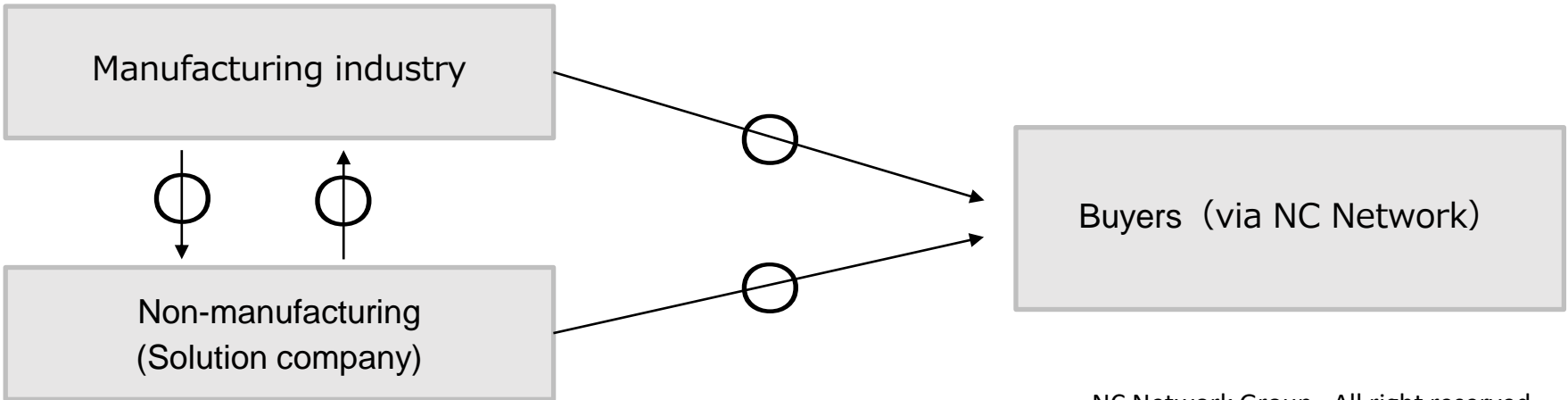
- <Standard booth equipment>
- ① Meeting table \*1
  - ② Chair \*3
  - ③ Cabinet with lock \*1
  - ④ Power socket (220V) \*1
  - ⑤ Fluorescent light \*2
  - ⑥ Trash can \*1

※The actual booth may differ from the image above. Equipment details are subject to change.

## Exhibitions in May (Bangkok)



## Online meeting in September



# Exhibitor package – Vietnam venue (Hanoi)



**Date** : 17 – 19 July, 2024 9:00 ~ 17:00 (3 days)  
**Venue** : I.C.E. Hanoi (plan)  
**Exhibitor numbers** : 250 companies  
**Visitor numbers** : 8,000 (expected)  
**Organizer** : NC Network Group



**200** Exhibitors  
Japanese: local ratio is 1:3.  
(2023 results)



**6,000** Visitors from all over  
Vietnam and overseas.  
(2023 results)



**15** Meetings  
1 promising business deal  
(average number for 3 days)  
(2023 results)

Main exhibitors are Japanese companies operating locally in Vietnam and local businesses in Vietnam, in addition to exhibitors from China, Japan, the Asean countries, and other countries, as well as visitors from all over Vietnam and overseas.

This event attracts a big number of organizations looking for outsourcers and potential partners through production transfers from China. It is possible to connect with numerous local businesses with the support of industry associations and the government.

FBC ASEAN exhibitors can also participate in the online meeting held in September.

# Exhibitor package – Vietnam venue (Hanoi)

※ Tax excluded

Package	Booth area	Currency	Normal Price	Via Co-sponsor	Location designation option
Standard booth *With Standard equipment	6m <sup>2</sup>	VND	59,628,000	55,628,000	+7,000,000VND +43,800JPY +298USD
		JPY	375,000	355,000	
		USD	2,538	2,410	
	9m <sup>2</sup>	VND	89,442,000	85,442,000	
		JPY	560,000	535,000	
		USD	3,806	3,636	
Customized Booth *No standard equipment  ※Starting from 6m <sup>2</sup>	m <sup>2</sup>	VND	9,438,000	8,771,500	
		JPY	59,000	55,000	
		USD	402	373	
Buyer package			無料	無料	



<Standard booth equipment>

- ① Meeting table \*1
- ② Chair \*4
- ③ Cabinet with lock \*1
- ④ Power socket (220V) \*1
- ⑤ Fluorescent light \*2
- ⑥ Trash can\*1
- ⑦ Company information published in the monthly EMIDAS Vietnam edition (One time)

※The actual booth may differ from the image above.  
Equipment details are subject to change.  
※Items ① to ⑥ are included in the Standard booth package.

## Location designation option

FBC ASEAN 2024 - FLOOR PLAN



Red booths: Japanese/foreign capital area  
 Area A: The blue-circled area  
 Area B: The orange-circled area  
 Area C: Pink-circled area  
 Area D: Green-circled area

- You can select an available location when specifying a location.
- For regular applications, Items will be temporarily placed in numbered areas A⇒B⇒C⇒D
- Please note that booths other than designated locations will be determined by the organizer.

**This package is for companies that meet the following conditions and are exhibiting only for procurement purposes.**

- Vietnam ・ Hanoi venue (including Online meeting in September) **OR**
- Online

**Exhibition fee : Free**

**■ Condition : For procurement purposes only (No sales allowed)**

This package is for companies that meet the following conditions;

● **Booth exhibitors** (Vietnam ・ Hanoi venue only)

Major manufacturers based in Thailand, Vietnam, Japan, and other countries.

Examples: Finished product manufacturers、 Tier 1, 2, major electrical and electronic product manufacturers, etc. (Individual support available)

● **Online exhibitors**

The company size is irrelevant as long as the purpose of procurement is clear.

※ In case buyers request to cancel the booth, cancellation fee will be charged based on the regulations in Application Form.

※ Applications will be reviewed by the organizer after receiving the register form.

※ Booth location will be determined by the organizer. (Buyer may not designate their preference for location.)

## 1. Advertisement

### 1.1. Emidas Magazine/WEB banner/email magazine

※Tax excluded

Service	Specs/Details	THB	VND	JPY
<b>Emidas magazine (Business matching special price)</b>	Magazine advertisement (6blocks, One time) Choose either Vietnam or Thailand	<b>10,000</b>	<b>8,480,000</b>	<b>53,000</b>
<b>WEB BANNER</b>	WEB Banner on the official business meeting website *Bangkok venue will only publish on the online exhibition website.	<b>10,000</b>	<b>8,480,000</b>	<b>53,000</b>
<b>e-mail magazine</b>	E-mail newsletter (Choose either Vietnam or Thailand) Vietnam (2 times): Japanese 3,000, Vietnamese 12,000 Thailand (2 times): Japanese 8,500, Thai 23,500	<b>10,000</b>	<b>8,000,000</b>	Thai : <b>50,000</b> Vietnam : <b>53,000</b>
<b>Advertising package② (Thai)</b>	Magazine advertisement (6blocks, One time) + WEB Banner + E-mail	<b>30,000</b> <b>25,000</b>	<b>25,440,000</b> <b>21,200,000</b>	<b>159,000</b> <b>132,500</b>
<b>Advertising package① (Vietnam)</b>	Magazine advertisement (6blocks, One time) + WEB Banner + E-mail	<b>30,000</b> <b>25,000</b>	<b>25,440,000</b> <b>21,200,000</b>	<b>159,000</b> <b>132,500</b>

Magazine (Thai)



Magazine (Vietnam)



e-mail magazine



WEB BANNER





## 1.2. Emidas magazine (Thai or Vietnam) ※ Tax excluded

	THB (1 time)	VND (1 time)	JPY (1 time)
<b>WEB BANNER (Emidas magazine website)</b>	<b>10,000</b>	<b>8,480,000</b>	<b>53,000</b>
<b>Back cover (297x210mm)</b>	<b>90,000</b>	<b>70,000,000</b>	<b>437,500</b>
<b>Inside Front Cover (297x210mm)</b>	<b>80,000</b>	<b>62,000,000</b>	<b>387,500</b>
<b>Inside Back Cover (297x210mm)</b>	<b>70,000</b>	<b>54,000,000</b>	<b>337,500</b>
<b>Full page (297x210mm)</b>	<b>60,000</b>	<b>46,000,000</b>	<b>287,500</b>
<b>1/2Page horizontal (143x196.5mm)</b>	<b>35,000</b>	<b>27,000,000</b>	<b>169,000</b>
<b>6 blocks (70x196.5mm)</b>	<b>19,800</b>	<b>15,600,000</b>	<b>97,500</b>
<b>3 blocks (105.5x64.5mm)</b>	<b>9,900</b>	<b>7,800,000</b>	<b>49,000</b>
<b>Interview article (Booklet + WEB)</b>	<b>45,000</b>	<b>30,268,000</b>	<b>189,200</b>
<b>Interview article (WEB)</b>	<b>37,600</b>	<b>25,268,000</b>	<b>158,000</b>



### Media overview

Publication : Thai bimonthly, Vietnam quarterly magazine  
 Number of copies :  
 Thai 10,000  
 Vietnam 5,000  
 Size : A4  
 Language : Japanese



**Interview article**  
 We will write the article after the Zoom interview.

**1P**  
297×210mm

**1/2P**  
143×196.5mm

**6 blocks**  
70×196.5mm

**3 blocks**  
105.5×64.5mm

### 【How to submit (apart from interview article)】

- Please provide the proofread AI data to us.
- If you use a special font, we may request you to provide the font.

### 1.3. Exhibition banner (Vietnam · Hanoi venue only)

※ Tax excluded

Type	Size	Price (JPY)	Price (VND)	Price (USD)
Banner A2-4L, A2- 4R	W2m x H7m	<b>79,300</b>	<b>12,686,000</b>	<b>540</b>
Banner A2-6	W8.25m x H3.7m	<b>174,200</b>	<b>27,868,000</b>	<b>1,186</b>
Banner A2-9/1- 9/4	W5m x H3m	<b>143,000</b>	<b>22,868,000</b>	<b>973</b>
Banner B3	W4m x H3m	<b>108,000</b>	<b>17,268,000</b>	<b>735</b>
Banner T2	W1.5m x H4.5m	<b>174,200</b>	<b>27,868,000</b>	<b>1,186</b>
Banner QT	W9m x H3m	<b>201,700</b>	<b>32,268,000</b>	<b>1,373</b>
Banner BT	W13m x H3m	<b>276,700</b>	<b>44,268,000</b>	<b>1,884</b>

※Details such as the position and material of each banner will be provided in the exhibitor manual.

# Paid option

## 1.4. E-Layout ( Vietnam · Hanoi venue only )

Service that displays advertisements on electronic maps

Logo display

(Venue maps)

※Tax excluded

	VND	JPY	USD
<b>Logo display service</b>	<b>3,000,000</b>	<b>18.800</b>	<b>128</b>
<b>Fixed position service</b>	<b>2,000,000</b>	<b>12.500</b>	<b>85</b>



Fixed position (Always displayed at the top)

## 1.5. Seminar holding support ( Vietnam · Hanoi venue only )

Corporate PR seminars can be held in the seminar holding area.

※Tax excluded

	VND	JPY	USD
<b>Support for organizing the seminar : Venue (100 person) + equipment available for 60 minutes</b>	<b>15,000,000</b>	<b>87,000</b>	<b>638</b>

## 1.6. Booth photography service ( Vietnam · Hanoi venue only )

Booth photography service by a professional photographer.

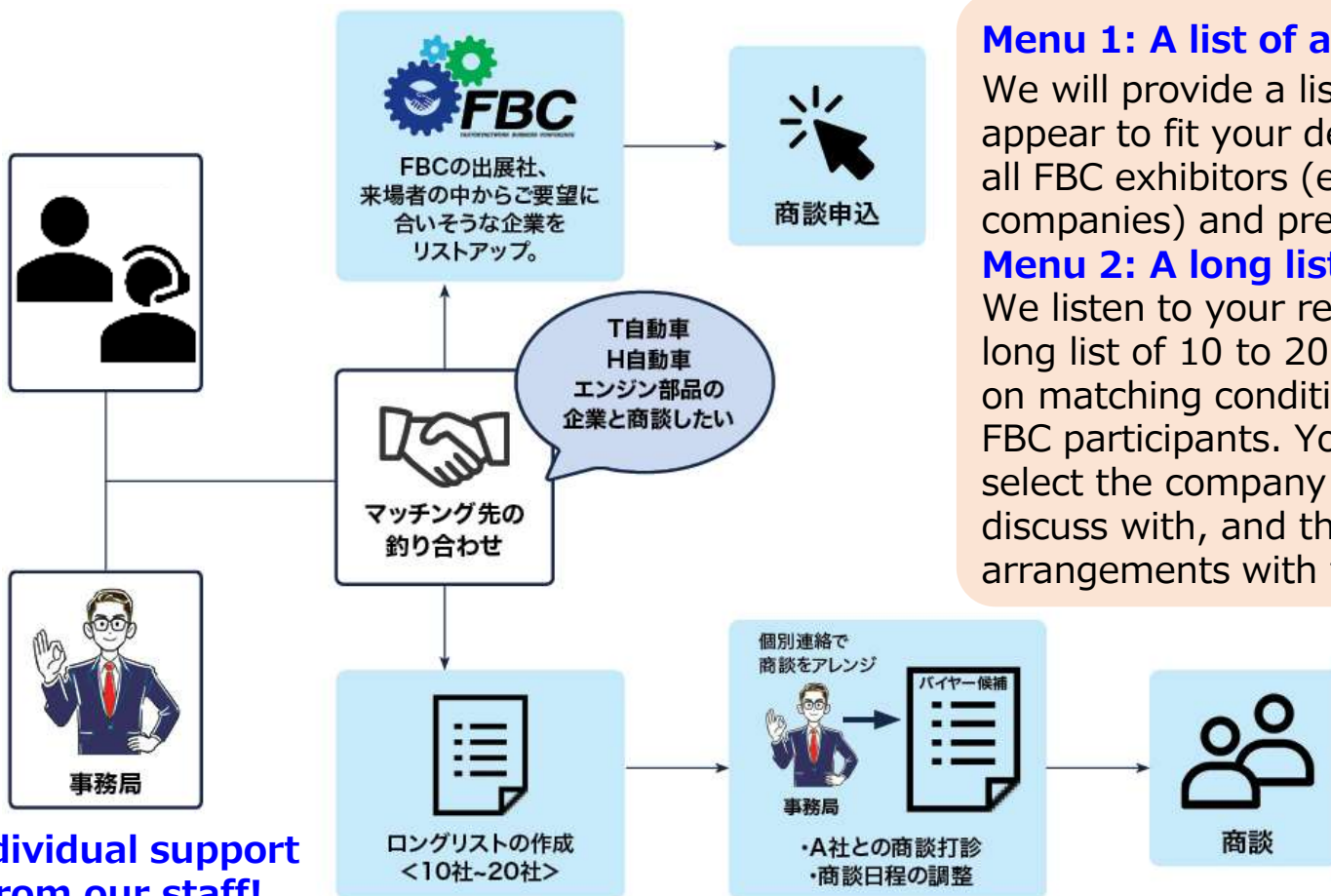
	VND	JPY	USD
<b>Booth shooting : 20 minutes, shooting data provided</b>	<b>2,500,000</b>	<b>14,500</b>	<b>128</b>

※Tax excluded

※ Details of the service will be provided in the exhibitor manual.

## Individual follow option :

We will provide individual support for pre-matching with companies in Thailand and Vietnam. (Last year, there were multiple cases that local governments and organizations applied for this option)



### Menu 1: A list of all FBC participants

We will provide a list of companies that appear to fit your demands from among all FBC exhibitors (expected to be 500 companies) and pre-registered visitors.

### Menu 2: A long list (10-20 companies)

We listen to your requests and provide a long list of 10 to 20 companies (depending on matching conditions), including non-FBC participants. You will be asked to select the company you would like to discuss with, and the secretariat will make arrangements with that company.

**Individual support  
from our staff!**

※ Tax excluded

	Currency	1 country (Thailand or Vietnam)	2 countries (Thailand and Vietnam)
Individual support option	THB	50,000	75,000
	VND	35,200,000	52,800,000
	JPY	220,000	330,000

※ Depending on the request, matching may be difficult. We will consult with you in advance and consider how we can meet your needs.

### 3. Other paid options

**(Hanoi venue limited service, Rental furnitures, Interpreter service, Transportation etc.)**

You can apply for additional services as an optional service (additional fee applied) for Hanoi venue advertising services (venue banner, e-layout, video shooting, etc.), Rental furniture, Interpreter service, Transportation service, etc., Details of optional services will be provided in the "Exhibitor Manual".

Ex.) Rental furnitures, Lighting equipment, AV equipment, Transportation (official forwarder), Interpreter, Poster and Catalog design, printing service etc.

Exhibitors will be required to pay the amount including local value added tax (Thailand 7%, Vietnam 10%, Japan 10%).

◆ Bangkok venue Exhibitor : The invoice will be issued by **NC Network Asia Co., Ltd.**  
Payments in **THB or JPY** is possible.

◆ Hanoi venue Exhibitor : The invoice will be issued by **NC Network Vietnam JSC.**  
Payments in **VND, USD, and JPY** is possible.  
The process is as follows: signing a contract → issuing an invoice  
→ paying all exhibition expenses → issuing an official invoice.

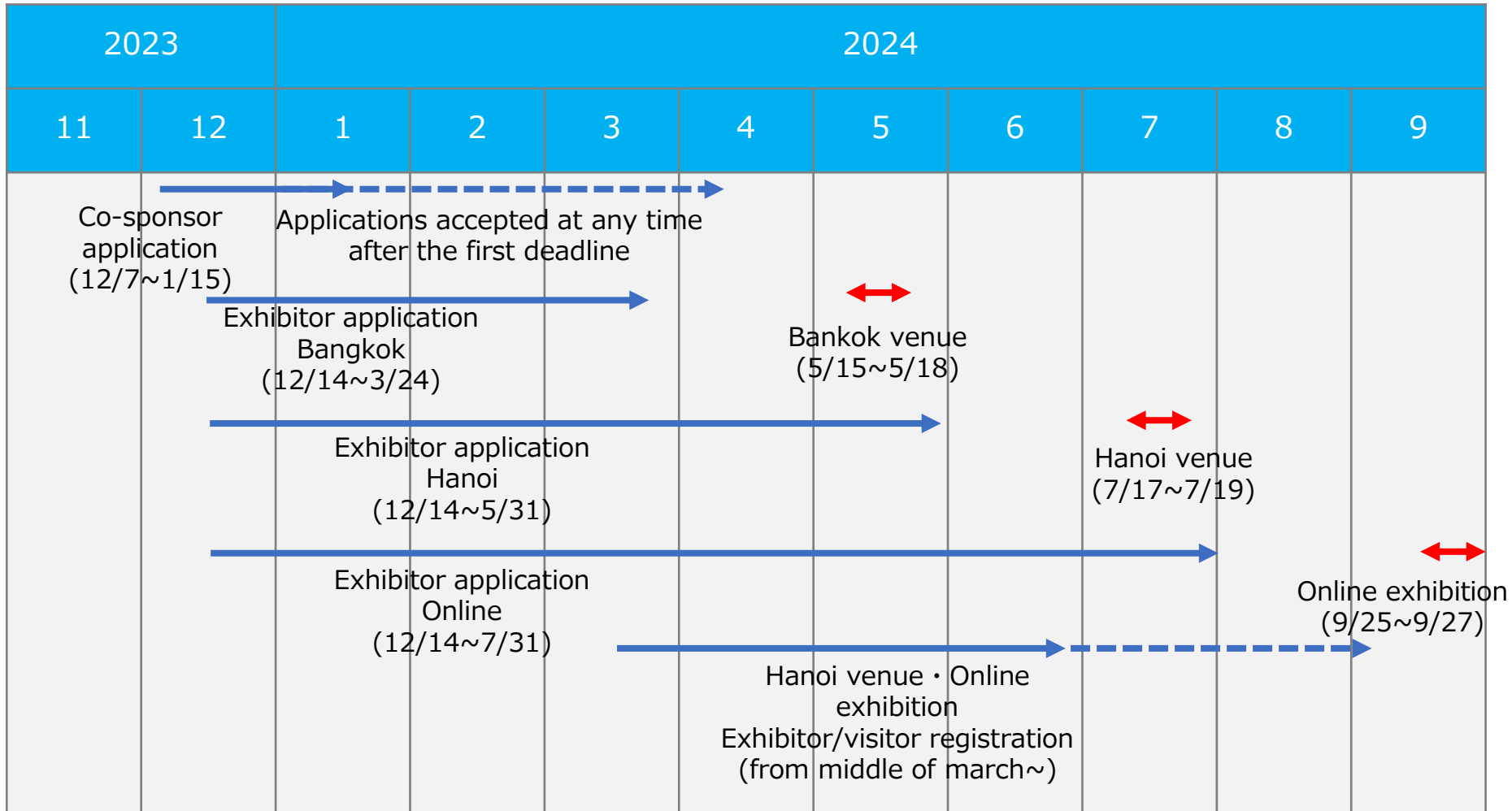
◆ Online Exhibitor : Companies in Vietnam :  
The invoice will be issued by **NC Network Vietnam JSC.**  
Please make the payment in **VND.**  
The process is as follows: signing a contract → issuing an invoice  
→ paying all exhibition expenses → issuing an official invoice.  
Other than the above-mentioned: The invoice will be issued by **NC Network Asia Co., Ltd.** Payments in **THB or JPY** is possible.

※ Invoices will be issued after receiving the exhibition application, and the payment deadline will be within 30 days from the invoice issuance date.

※ Customers are responsible for all remittance fees. For overseas remittance, please specify OUR (including remittance/receipt fee) and write "PAY IN FULL" in the contact information column.

※ If you have difficulty transferring money overseas due to circumstances, please contact the secretariat.

■ The current schedule is as follows:



※ This is the current schedule. The schedule may be adjusted and changed at a later time.

※ For activities with no fixed date, the details will be announced later.

Please fill in the necessary information in this web form

<https://www.cognitofrms.com/ncnetwork1/fbcasean2024application>

※If you would like to make your payment in Thai Baht, please sign and seal the PDF and send it to the FBC Asean secretariat via email.

Exhibitor package	Venue	Application Deadlines*
Bangkok venue (Thai)	15 – 18 May 2024	<b>24 March 2024</b>
Hanoi venue (Vietnam)	17 – 19 July 2024	<b>31 May 2024</b>
Online Exhibition	25 – 27 September 2024	<b>31 July 2024</b>

\*Registration will be closed if the booth is full before the deadline.

## Address • Inquiries :

NC NETWORK ASIA CO., LTD / NC NETWORK VIETNAM JSC

FBC ASEAN TEAM

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+84-24-3247-4577 (VIETNAM) Contact person : Mr. Suzuki

E-mail: [fbc\\_asean@nc-net.or.jp](mailto:fbc_asean@nc-net.or.jp) Contact person : Ms. Mihara