



FBC Asean 2025 Manufacturing Business Meeting

Exhibitor Recruitment Overview

11 Sep 2024

This is an industry-specific business matching event designed for manufacturing companies and related businesses to promote their operations and products, with a focus on Japanese companies based in Thailand and Vietnam, as well as local companies in these countries. The event aims to support local procurement of materials and parts and expand sales channels for their products. Prior matching is conducted between exhibitors, as well as between exhibitors and visitors, ensuring high-quality meetings, with about half of the discussions resulting in valuable business negotiations. The event is held in a hybrid format, combining online and booth exhibitions.

【Exhibiting Companies】

Businesses engaged in B to B (business-to-business) activities are eligible.

◆ Manufacturing Industry:

Manufacturing companies aiming for parts procurement and sales channel expansion / Metal products, automotive, railway, and ship products, steel industry, non-ferrous metals, general machinery, electrical machinery / Information and communication equipment, electronic components and devices, precision machinery, chemical industry, plastic and rubber products, etc.

◆ Solution Companies:

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

【Features】

- Accommodates both online and offline needs
- Enables online business negotiations with local companies (exhibitors, visitors) in Thailand, Vietnam, China, etc., while staying in Japan
- Buyers from various countries participate (major buyer companies from each country, Japanese parts trading companies seeking procurement from ASEAN, etc.)
- A large number of reputable local companies participate in collaboration with government agencies and industry associations
- Pre-scheduled business meetings are available (can also be arranged with registered visitors)

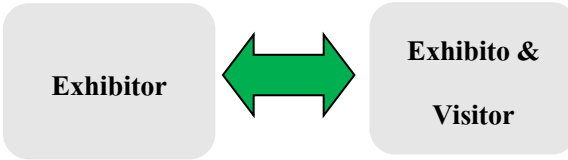
【Pre-matching】

A key feature of this business meeting event is the pre-matching conducted between exhibitors and visitors through the website, allowing for efficient business negotiations during the event.

Duration of one business meeting: 30minute (With15-minute break)

Number of business meeting per day: 10 business meeting slots

(Example) it is possible to schedule up to 60 slots over the course of 6 days on the website. For 3 days of booth meetings and 3 days of online meetings.



Website Matching



※The system used and the number of slots per session may vary slightly depending on the venue.



FBCAsean 2023 Manufacturing Business Meeting 2023

- **Event duration:**

Bangkok venue	10 May 2023(Wed) - 13 May 2023(Sat)	Venue: BITEC
Ho Chi Minh venue	23 June 2023(Wed) - 25 June 2023(Fri)	Venue: SECC
Hanoi venue	23 Aug 2023 (Wed) - 25 Aug 2023(Fri)	Venue: NECC
Pattaya venue	6 Sep 2023(Wed) - 8 Sep 2023 (Fri)	Venue: NICE
Online venue	10 Oct 2023 (Tue) - 12 Oct 2023 (Thu)	
- **Event format:** Booth exhibition / Online exhibition
- **Number of exhibitors:** 348 Companies
 - Thai: Bangkok venue 42 Companies/Pattaya venue 13 Companies
 - Vietnam: Ho Chi Minh venue 36 Companies/Hanoi venue 167 Companies
 - Online: 335Companies(Online meetings also include exhibitors from the Bangkok, Ho Chi Minh, and Hanoi venues.)
- **Number of visitors:**
 - Thailand: Bangkok venue 42,011 peoples / Pattaya venue 5,786 peoples
 - Vietnam: Ho Chi Minh venue 13,148 peoples / Hanoi venue 6,307 peoples
 - Online visitors: 125 peoples
- **Number of business meetings:**
 - Bangkok: 3,246 meetings / Sales amount: 2,034,916 USD / Procurement amount: 142,075 USD
 - Pattaya: 80 meetings / Sales amount: 4,625 USD / Procurement amount: 3,290 USD
 - Ho Chi Minh: 730 meetings / Sales amount: 263,000 USD / Procurement amount: 60,000 USD
 - Hanoi: 9,200 meetings / Sales amount: 10,346,739 USD / Procurement amount: 6,415,684 USD
 - Online business meeting: 652 meetings / Sales amount: 163,500 USD / Procurement amount: 7,000 USD

FBC Asean 2024 Manufacturing Business Meeting 2024

※ This information is accurate as of August 2024. Details for the Hanoi venue and online venue for the September event will be updated shortly.

- **Event period:** Thailand • Bangkok venue: 15 May 2024 (Wed) - 18 May 2024 (Sat)
Vietnam • Hanoi venue: 18 Sep 2024 (Wed) - 20 Sep 2024 (Fri)
Online: 25 Sep 2024 (Wed) - 27 Sep 2024 (Fri)
- **Event format:** Booth exhibition + Online exhibition
- **Venue:** Thailand(Bangkok): BITEC
Vietnam(Hanoi): I.C.E. Hanoi
- **Number of exhibitors:** Thailand: 54 booths, 43 companies
Vietnam: 207 booths, 171 companies
Online: 288 companies
- **Number of visitors:** Thailand: 44,773 peoples
- **Number of meetings:** Thailand: 916 meetings / Estimated sales amount: 11,721,713 USD / Estimated procurement amount: 420,930 USD



Name: FBC ASEAN 2025
 FBC ASEAN 2025 Manufacturing Business Matching Event

Organizer: NC Network Group

Co-organizers: San-in Godo Bank, Fukui Bank and Fukui Prefecture, Kanagawa Industrial Promotion Center and Kanagawa Prefecture

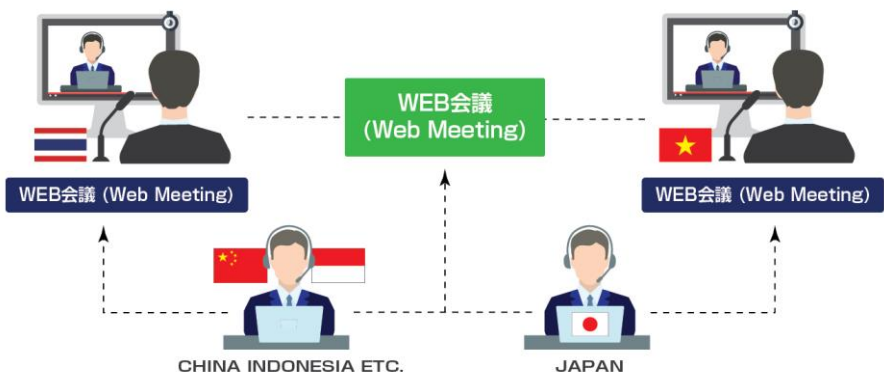
Southeast Asia Office, Hyakugo Bank, Gifu Shinkin Bank, Hyakujushi Bank, Resona Bank, Saitama Resona Bank, Kansai Mirai Bank,
 Minato Bank, Shimizu Bank, Hachijuni Bank, Shiga Bank and Shiga Prefecture (scheduled) (as of September 9, 2024)

Venue name		Event period	Concurrent event	Online Including booth	Buyer Package
Booth	Thailand (Bangkok)	14 – 17 May	<ul style="list-style-type: none"> • INTERMACH • SUBCON Thailand 	○	—
	Vietnam (Hanoi)	17 – 19 Sep	—	○	○
Online		8 – 10 Oct	—	—	○

- Please refer to the information for each venue for details.
- The displayed times are in Thai and Vietnam time (Japan time is +2 hours).
- **If you apply for either the Bangkok or Hanoi venue**, you can participate in the October online exhibition at no additional cost.○
- Please refer to P.15 for information about the buyer package.

Event period: October 8 - 10, 2025

The largest online business matching event for the manufacturing industry in ASEAN! Over 300 companies are participating, with buyers from various countries gathering to explore sourcing from ASEAN. Participants can schedule meetings in advance, enabling over 600 online business meetings. Cross-border meetings, such as “Thailand↔Vietnam”, “Japan ↔ Thailand”, and “Japan↔Vietnam” can be easily arranged. During times when no business meetings are scheduled, participants can continue with their regular work tasks.



300 Companies are participating mainly from Thailand and Vietnam, as well as from Japan, China, and other ASEAN countries.

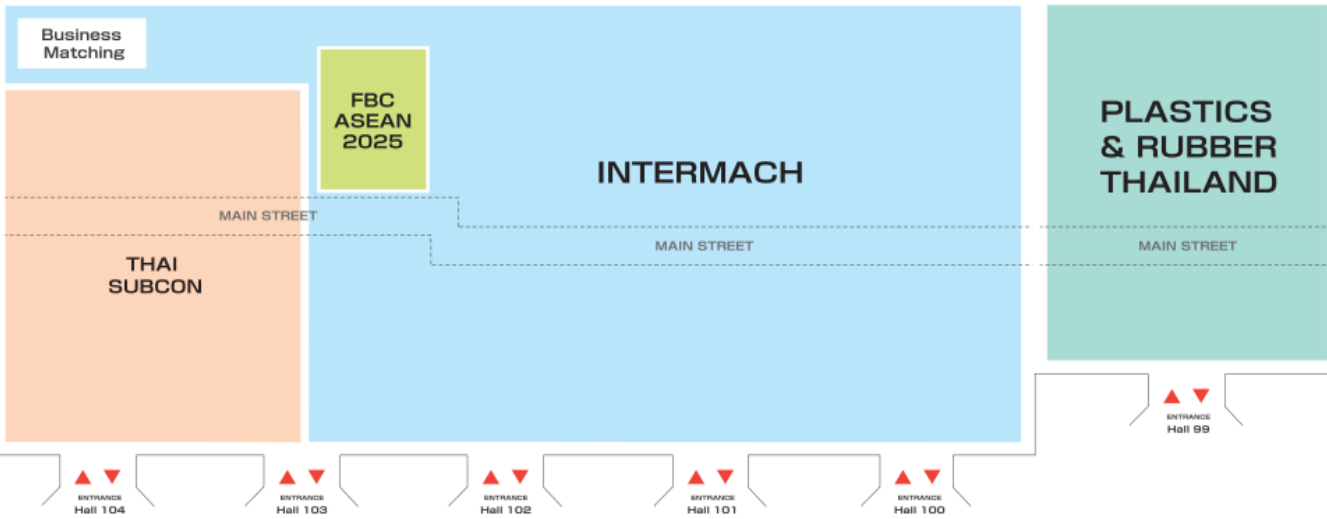
600 The number of business meetings held.

	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		Free	Free

Included in the package:

- Publishing information on the official website
- 1. Access to advance matching services
- 2. Business meeting schedule adjustment
(The organizer will arrange all meeting schedules)
- 3. Published in the monthly EMIDAS Vietnam edition (One time)

Exhibitor Package - Thailand venue (Bangkok)



Event period: May 14 - 17, 2025

Time: 10:00 AM - 6:00 PM (4 days)

Venue: BITEC (HALL 103)

Number of Exhibitors: 500 companies (with 64 companies expected to be exhibitors from FBC ASEAN)

Number of visitors: 50,000 people (Expected)

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

Enlarged map of the FBC ASEAN area



Exhibitor Package - Thailand venue (Bangkok)



374 Global brands (2024 results)



44,773 Visitors from 43 countries



50 Big buyers



1 of 3 major exhibitions for the ma

ufacturing industry held in Thailand. More than 500 global brands will gather to showcase cutting-edge industrial equipment. This is a prime opportunity to gather information on advanced technologies, such as FA (Factory Automation) and robotics.

The Thai Subcon Association is the organizer of the event, with over 100 leading local Thai companies participating in the exhibition! Companies participating in the FBC event can also apply for business negotiations with the companies represented by the Thai Subcon Association, facilitating business matching with local companies.

Some of the buyers at SUBCON Thailand organized by BOI (based on past performance)

BMW (THAILAND) CO., LTD. / Electrolux Professional (Thailand) Co., Ltd./ Fuji Electric Industries Co., Ltd. / 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.

Chinese manufacturers who participated as buyers in the 2024 event.

比亞迪汽車 (BYD), 上海汽車 (SAIC Motor-CP Co., Ltd.), 長城汽車 (GWM), 合眾新能源汽車 (HOZON), 哪吒汽車 (NETA), 長安汽車 (Changan), 廣州汽車 (GAC), 廣汽埃安新能源 (AION), 瑞汽車 (Chery)

Exhibitor Package - Bangkok Venue: Business Meeting Application

※ tax is not included

	Currency	Normal Price	Via Co-sponsor	SDS Member	Location Options
Zone A Standard booth (6m ²) (standard equipment included)	THB	85,000	80,000	75,000	7,500THB 32,500JPY
	JPY	37,5000	350,000	325,000	
Zone B Standard booth (6m ²) (standard equipment included)	THB	80,000	75,000	70,000	
	JPY	350,000	325,000	300,000	

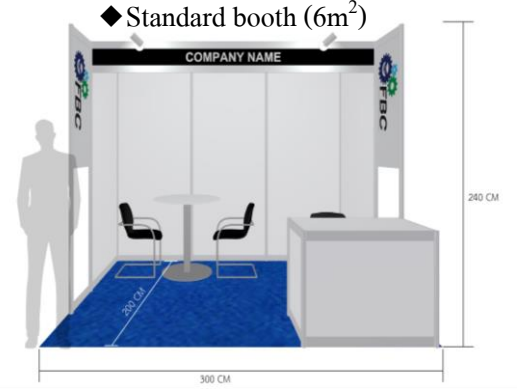


◆ Advantages of exhibiting with FBC ◆

INTERMACH Area :
Minimum price starts at 120,000 THB, with many visitors in this area.

Subcon Area :
The price is the same as FBC, but the area is located at the edge of the venue, resulting in fewer visitors compared to ITM.

FBC Area :
Located in the INTERMACH area with high visitor traffic, FBC offers exhibition opportunities at a similar price to Subcon, plus free participation in FBC online (worth 30,000 THB).

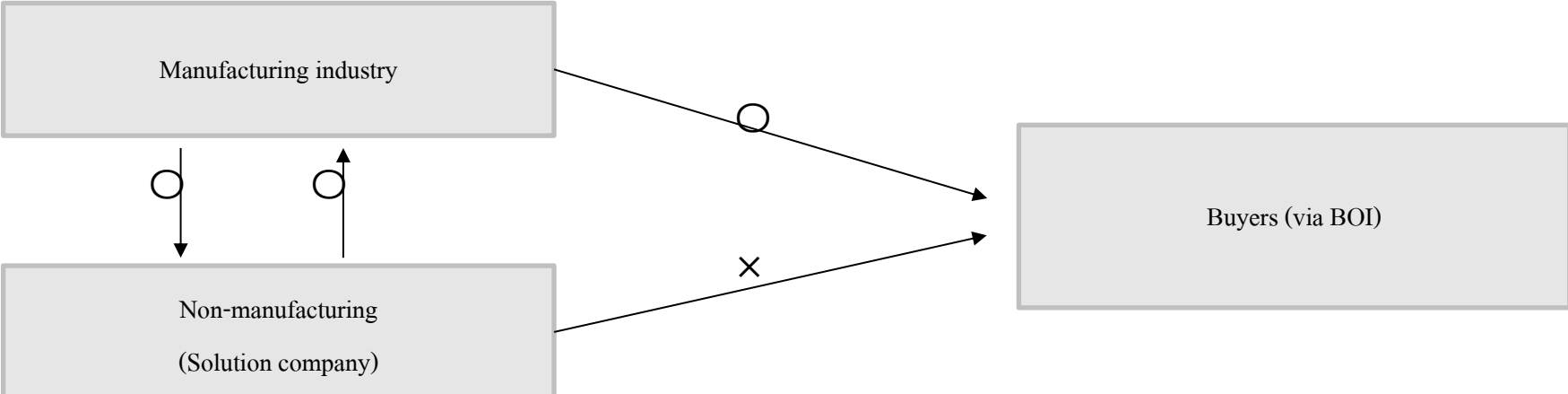


<Standard booth equipment>

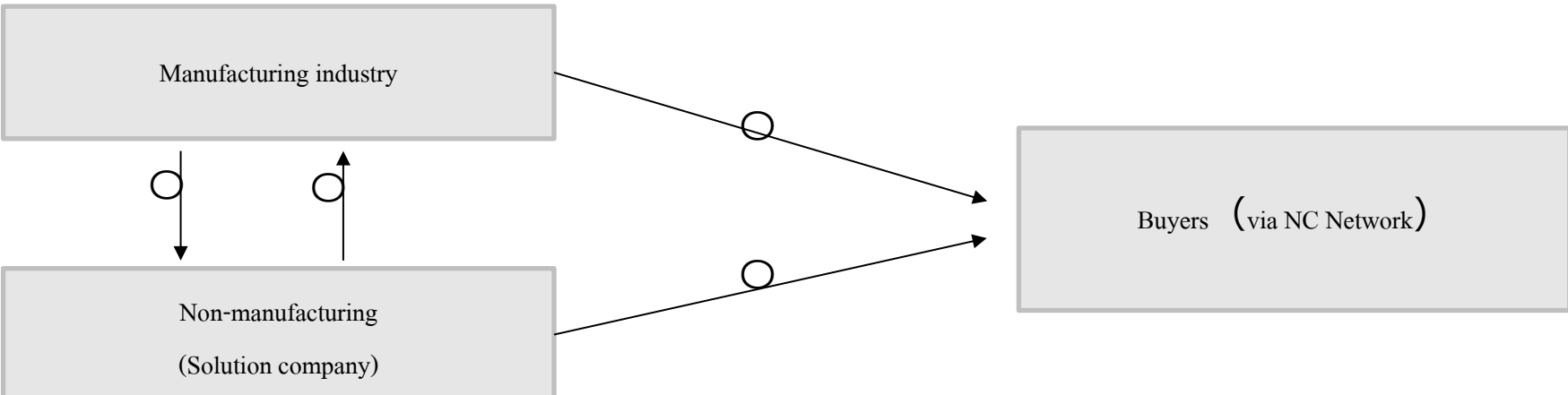
1. Meeting table *1
2. Chair *3
3. Cabinet with lock*1
4. Power outlet (220V) *1
5. Fluorescent light *2
6. Trash bin*1

※ Photos are examples; details may change, and booth equipment is not yet confirmed.

Exhibitions in May (Bangkok)



Online meeting in October



Exhibitor Package – Vietnam Venue (Hanoi)



Date: September 17 - 19, 2025

Venue: I.C.E. Hanoi

Exhibitor numbers: 250 companies (plan)

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 promising/Company
Approximately business negotiations
(average over 3 days) (2023 results)

Held at the International Exhibition Center in Hanoi, this event attracts exhibitors from Japan, local Vietnamese companies, ASEAN, China, and beyond, with visitors from across Vietnam and internationally.

Many companies are participating to find new outsourcing and collaboration partners due to production relocation from China. Supported by governments, industry associations, and chambers of commerce, the event facilitates connections with top local and international manufacturers. Exhibitors can also join the online business negotiations in October.

Exhibition Package – Vietnam Venue (Hanoi)

※tax is not included

Package	Booth Area	Currency	Normal Price	Via Co-sponsor	Location Designation Option
Standard booth *With Standard equipment	6m ²	VND	59,628,000	55,628,000	+7,000,000VND +43,800JPY +298USD
		JPY	375,000	355,000	
		USD	2,538	2,410	
	9m ²	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 ²	m ²	VND	9,438,000	8,771,500	
		JPY	59,000	55,000	
		USD	402	373	
Buyer package			Free	Free	



- <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 booth layout (example)



- The booth layout for 2025 will be disclosed after the final decision.
- Exhibitors who choose the location designation option will be able to select their location from the 2025 layout in the order of application.
- Booths without location designation will be assigned by the organizer in the order of application.

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

- Exhibiting at the Vietnam Hanoi venue (including the online business meetings in October)
- Online exhibition

You can choose either option.

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)

Large companies with manufacturing bases in Thailand, Vietnam, Japan, or other countries.

Examples: Finished product manufacturers, Tier 1 and 2 suppliers, major electronics manufacturers (individual arrangements available).

● **Online exhibitors**

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

Paid options (available at all venues)

Advertising: EMIDAS Magazine (information magazine) / Web Banner / Email Newsletter

※Price excluding tax

Service	Specs/Details	THB	VND	JPY
EMIDAS Magazine (Special price for business meetings)	Magazine Advertisement (6 blocks, single insertion) Choose either Vietnam or Thailand	13,000	8,480,000	53,000
Web Banner	Place banner advertisements on the side of the official business meeting website. *For the Bangkok venue, they will only be posted on the online exhibition site.	13,000	8,480,000	53,000
Email Newsletter	Include information in the email newsletter (choose either Vietnam or Thailand) For Vietnam: Sent twice to 4,300 Japanese and 14,300 Vietnamese recipients For Thailand: Sent twice to 7,000 Japanese and 20,000 Thai recipients	(Vietnam) 12,500	(Vietnam) 8,000,000	(Vietnam) 50,000
		(Thai) 13,000	(Thai) 8,480,000	(Thai) 53,000
Advertisement Bundle Package 1 (Thailand)	Magazine Advertisement (6 blocks, single insertion) + Web Banner Advertisement + Email Newsletter	39,000	25,440,000	159,000
		33,000	21,200,000	132,500
Advertisement Bundle Package 2 (Vietnam)	Magazine Advertisement (6 blocks, single insertion) + Web Banner Advertisement + Email Newsletter	39,000	25,440,000	159,000
		33,000	21,200,000	132,500

Magazine Advertisement (Thailand)



Magazine Advertisement (Vietnam)



Email Newsletter



Web Banner Advertisement



1. Venue Banner Advertisement:

Banner ads displayed inside and outside the venue

2. Seminar Hosting Support:

You can hold a seminar in the seminar area for the purpose of company PR

3. Booth Photography Service:

This is a booth photography service by a professional photographer

4. Automation Flow (Automated List Creation & Thank-You Email Service):

By simply downloading an app to your smartphone, you can scan visitor information, create a list, and automatically send thank-you emails

5. E-layout Advertising:

This service allows you to display your logo and fix your company name's position on the E-layout of the venue, promoting your business to participants.

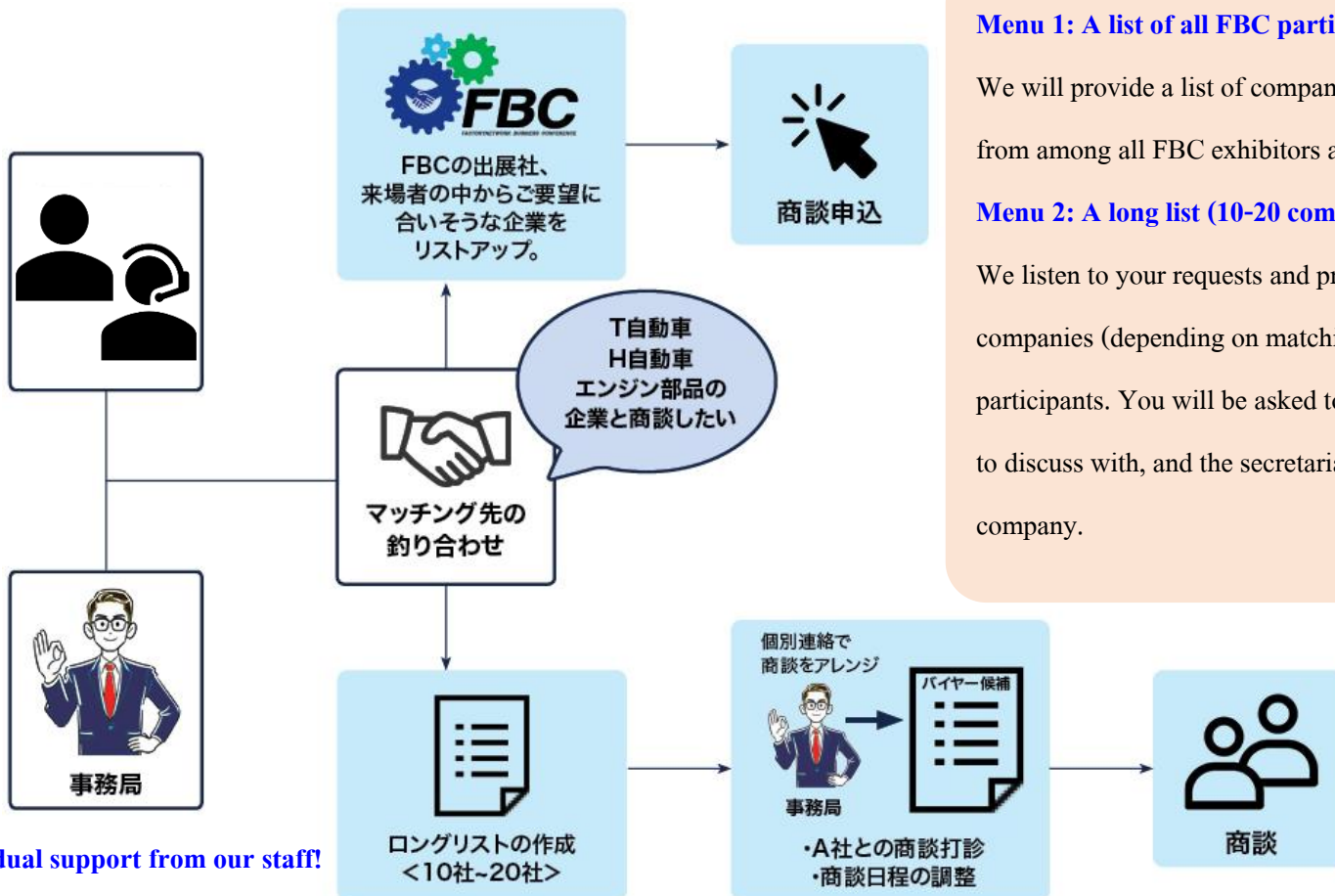
For more details, please [visit this website](#).



Paid Option (Matching Support)

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 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 is not included

	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

(Rental equipment, interpreters, transportation, etc.)

In addition to what is included in each package, you can request additional paid optional services such as rental equipment, interpreters, transportation, and advertising services (magazine ads, email marketing, services exclusive to the Hanoi venue, etc.).

Details of the optional services will be provided in the "Exhibitor Manual" distributed at a later date.

Ex. rental equipment, lighting equipment, AV devices, transportation (official forwarder), interpreters, poster and catalog design and printing, etc.

Payment of Exhibition Fees:

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

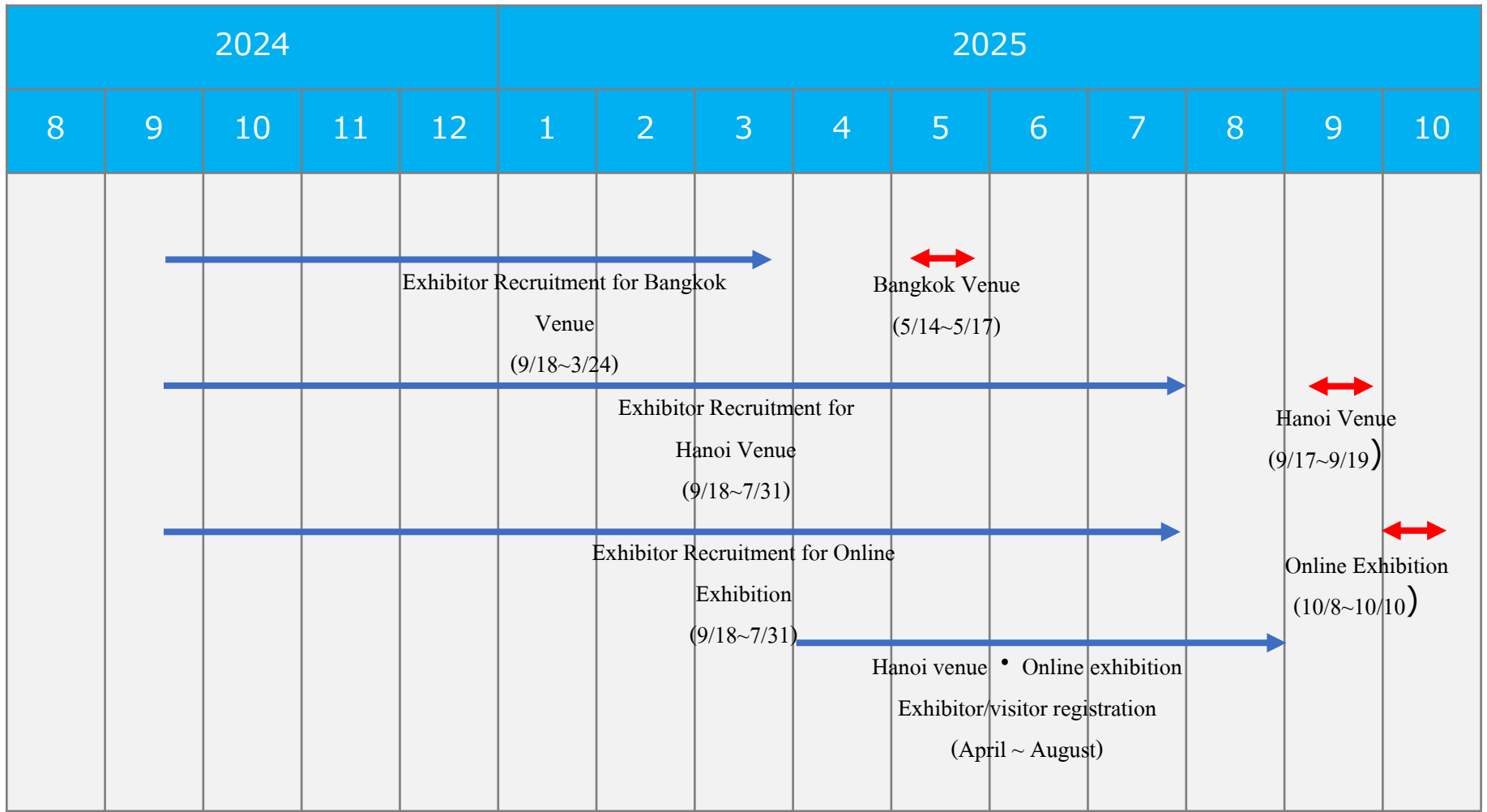
The process is as follows: signing a contract → issuing an invoice → paying all exhibition expenses → issuing an official invoice.

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.

Schedule Leading Up to the Exhibition

■ The process from application to the exhibition will proceed 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.

Application Link: <https://www.cognitofrms.com/ncnetwork1/fbcasean2025application>

Please fill in the necessary information in this form

※ If paying in THB, please sign and stamp the PDF sent by email and send it back to the event organizers via email.

Exhibition Package	Exhibition Dates	Exhibition Application Deadline*
Bangkok Venue (Thailand)	14 – 17 May 2025	(Mon) 24 March 2025
Hanoi Venue (Vietnam)	17 – 19 September 2025	(Thu) 31 July 2025
Online Exhibition	8 – 10 October 2025	(Thu) 31 July 2025

*If the booth is filled before the deadline, registration will close at that point.

Address • Inquiries:

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

FBC ASEAN TEAM

Tel: +66-2-254-1801~2 (THAI)

Contact Person: Mr. Higa (TH/JP), Mr. Nakai

+84-24-3247-4577 (VIETNAM)

Contact Person: Mr. Suzuki

E-mail: fbc_asean@nc-net.or.jp

Contact Person: Ms. Mihara