About TAI
Thailand Automotive Institute

Chureerut Suwanvithaya
At AAI #2 Opening Session
on November 25, 2013 at 9.30 - 12.00 time
Introduce TAI Team

1. Ms. Chureerut Suwanvithaya
   Advisor to President
2. Dr. Yossapong Laoonual
   Special Expert
3. Dr. Atthawit Teechawiboonwong
   Director of Auto Parts Manufacturers Development Division
4. Mr. Utai Unagul
   Director of R&D and Testing Division
TAI Outline

TAI History

TAI was established based on the cabinet resolution on July 7, 1998 and by Ministry of Industry on September 14 in the same year with the objective of developing and promoting automotive industry to compete in the global market.
TAI’s vision

To be an organization of knowledge and expertise for Thailand automotive industry development in economy, society and environment by implementing 4 strategies:

1. Support formation of welcome business environment to Thailand automotive industry
2. Increase efficiency and productivity to Thailand Auto part industry
3. Develop the knowledge base of engineering and testing
4. Increase management efficiency
TAI Outline

TAI Roles & Responsibilities

1. To study, analyze and recommend strategic plans and measures for the automotive industry development

2. To support the operation of organizations in both private and government sectors to achieve the defined objectives

3. To coordinate with related organizations in local and international for mutual operational support

4. To provide information/database, product testing/inspection, training and human resource development as well as certifying skill to manufacturers
TAI Outline

- TAI personnel: 107 (50 engineers & Technical personnel)

- TAI focus areas to reach 3 excellences
  - Technology R & D
  - Human resource development
  - Strengthen of supply chain
TAI Organization (as of October 1, 2013)

Chairman of the Board

Advisor to President
Special Expert

President
Vice President

Division Director
Section Manager

R&D and Testing Division
Automotive & Manufacturing Tech. Section
Testing Section

Auto-part Manufacturer Development Division
Audit & Assessment Section
Entrepreneur & HR Development Section

Business Development Division
Industrial Development & Plan Sections

Administration Division
Administration, IT, PR Sections
Accounting & Finance Section
TAI with Engineering Development

TAI plays the important roles in raising engineering industrial standards to international level on standard and certification for

1. Drafting of Thailand ‘s safety and environment standards.

2. Providing service on Automotive safety and environment test (ISO/IEC 17025) in 5 group areas both industrial std. and customer std.:
   - Emissions: motorcycle, passenger and light duty diesel, heavy diesel
   - Mechanical: industrial std. for metal and plastic
   - Environment: safety glass, thermal, weathering, vibration, corrosion
   - Dimensions and Calibration: 3D scanning
   - Chemical: Volatile organic compound from auto interior

3. Industrial Standard Inspection (ISO/IEC 17020)
TAI plays the important roles in coordination and collaboration with private and government organization to enhancing efficiency and productivity of to compete in international markets for auto part manufacturers and automotive human resources development.

1. cooperation with EU

-> Automotive Manufacturing Automation System (AMAS) project to enhance productivity toward green manufacturing concept by TAI and GIZ under EU support.
2. Japan cooperation

-> Automotive Human Resource Development Institute (AHRDIP) project under JTEPA to enhance human resource development in Thailand Automotive Industry to compete in the world market by TAI and JETRO under Thai Government and Japanese Government support.

-> Toyota Production System (TPS) project to enhance productivity toward lean production management concept by TAI and Toyota under AHRDIP support.

-> Automotive Skill Certification System (ASCS) project to enhance human resource skill and expertise standards (Javada) and certification by TAI and Nissan under Thai Government and Japanese Government support.
June 2013, TAI organized an exclusive conference under the theme of “Moving towards Global Green Automotive Industry” where the conference is focused on Human Resource Development in Automotive Industry and Rail Industry, the Production Technology & Materials Engineering and the Future Automotive Technology. There are more than 1,000 of participants attended this conference from policy makers, researchers, management executives from both public and private sectors. TAI plan to organized the Automotive Summit 2014 during June 2014 under the theme of the Future of Automotive.
Current Situation of Thailand Automotive Industry

Note: Include passenger car, pick up 1 ton, van, bus and truck.
Proportion of Type of Vehicles in Thailand Production

- Double-Cab: 37%
- Pickup 1 ton: 24%
- Passenger Car: 34%
- SUV: 7%
- Bus/Truck: 1%
Overview of ASEAN Automotive Industries

Thailand
- Population: 67 Million
- Production 2012: 2,453,717 Units
- Sales 2012: 1,436,335 Units
- Product Champion: 1-ton Pick up & Eco car

Vietnam
- Population: 87 Million
- Production 2012: 73,673 Units
- Sales 2012: 80,453 Units
- Product Champion: Motorcycle

Philippines
- Population: 92 Million
- Production 2012: 75,413 Units
- Sales 2012: 156,654 Units

Malaysia
- Population: 28 Million
- Production 2012: 569,620 Units
- Sales 2011: 627,753 Units
- Product Champion: Passenger Car

Indonesia
- Population: 240 Million
- Production 2012: 1,065,557 Units
- Sales 2012: 1,116,212 Units
- Product Champion: SUV and MPV, Big Truck

ASEAN Key Indicators
- Population 2011: 608.8 million
- GDP 2011: 2,153 Billion (US$)
- GDP 2011 Growth rate: 4.4%
- Car Production 2012: 4.23 million units
- Car Total Sales 2012: 3.41 million units

Co-organized by:
The Way Forward of Thailand Vision 2011

“Thailand is production base in Asia which creates more value added to the country with strong automotive parts industry”

Vision 2021

“Thailand is a global green automotive production base with strong domestic supply chains which create high value added for the country”

ประกาศไทยเป็นฐานการผลิตยานยนต์ของ เอเชีย สามารถสร้างมูลค่าเพิ่มในประเทศ ด้วยอุตสาหกรรมชิ้นส่วนยานยนต์ที่ แข็งแกร่ง

ประกาศไทยเป็นฐานการผลิตยานยนต์ของโลกด้วยวงโซ่อุปทาน (Supply chain) ที่ สร้างมูลค่าเพิ่มในประเทศและเป็นมิตรกับ สิ่งแวดล้อม

Green = Environmental friendly & international standard
Thailand Vision 2021

“Thailand is a global green automotive production base with strong domestic supply chains which create high value added for the country”

Strategic Plan
(3 COEs + 2 ENVs)

COE-1
Research and Technology Development
- Alternative energy
- Light weight vehicles
- Vehicle Safety
- Advanced Production Technology

COE-2
Human Resources Development
- Integrated AHRD System Development
- Capability Upgrading
- AHRD Alliance

COE-3
Entrepreneur Strength Enhancement
- Productivity Improvement
- Cluster/Supply Chain Network
- Green Manufacturing

ENV-1
Infrastructure
- Testing and, R&D Centers
- Automotive Information Centers
- Automotive Academy

ENV-2
Government Policy
- Policy Integration
- Policy Research Support
- Promote Investment Promotion for Green Products and Suppliers
- Branding for REM

COE: Center of Excellence  ENV: Good Business Environment
Thank You

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