

THECA
Manufacturing & Solution of PCB • PCBA



THAILAND ELECTRONICS CIRCUIT ASIA 2024

Manufacturing & Solution
of PCB • PCBA

24 ▶ 26 | EH 101 BITEC
July - 2024 | BANGKOK, THAILAND

EXHIBITOR MANUAL



www.thailandelectronicscircuitasia.com
www.thpca.org

Hosted by



Organizer



Co-Organizer



Managed by



Dear Exhibitors,

Welcome to the 1st Edition of Thailand Electronics Circuit Asia 2024 (THECA)

This is your personal copy of the Exhibitor Manual, which has been prepared to assist you in your preparation for the exhibition. We recommend you to study the content to ensure that **Thailand Electronics Circuit Asia 2024 (THECA)** will be a successful experience for your company. The manual will provide you with information required for the preparation of your exhibition stand. General guidelines, marketing aides and useful addresses.

The Exhibitor Manual Order Form will be listed for which forms have to be returned to ensure that the services/forms you require are duly received. The Exhibitor Manual order forms are for your attention and completion where necessary.

Please return the order forms before the deadline specified to ensure that the services required are arranged before the exhibition.

We look forward to welcoming you at **Thailand Electronics Circuit Asia 2024 (THECA)**.

Project Management Team
Thailand Printed Circuit Association

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General Information

A1. Exhibition Name

Thailand Electronics Circuit Asia 2024 (THECA)

A2. Venue

Bangkok International Trade & Exhibition Centre (BITEC)

Address: 88 Debaratna Road (Km.1), Bangna Tai, Bangna, Bangkok 10260 Thailand

Tel: +66 (0)2-726-1999 Fax: +66 (0) 2-726-1947

E-mail: venue@bhirajburi.co.th Website: www.bitec.co.th

A3. Exhibition Time

Trade Days: 24 – 25 July 2024 (Wed-Thu) Time: 10.00 – 18.00 hrs.

26 July 2024 (Fri) Time: 10.00 – 17.00 hrs.

A4. Organizers & Supporters

Organizer : Thailand Printed Circuit Association

Address: Digital Economy Promotion Agency 2nd Floor, No. 80, Soi 4, Ladprao Road, Chomhphon, Chatuchak District, Bangkok 10900

Tel: +66 (0) 89 987 9701

E-mail: info@thpca.org

Co-organizer : Hong Kong Printed Circuit Association

Address: Unit 1508, 15/F, Greenfield Tower, Concordia Plaza, No. 1 Science Museum Road, Tsim Sha Tsui East, Kowloon, Hong Kong

Tel: +852 2155 5099

Email: secretary@hkpca.org

Host : Thailand Board of Investment

Address: 555 Vibhavadi-Rangsit Road, Chatuchak Bangkok 10900 Thailand

Tel: +66 (0) 2-553-8111

E-mail: head@boi.go.th

Show Manager: 459 Management and Consulting Co.,Ltd

Address: 100/459 M.5 Bangkruai-Sainoi Rd., Bangrakpattana, Bangbuathong, Nonthaburi 11110

Tel: +66 (0) 86 6600652

E-mail: info.theca2024@gmail.com

A5. Concurrent Activities

| Activities | Details | Date and Time | Venue |
|-----------------------------|--------------------------------------|---|---|
| 1. Opening Ceremony | Invited only | 24 July 2024 (09.00 hrs.) | Hall 101 |
| 2. Exhibition | Trade Only | 24 – 26 July 2024 | Hall 101 |
| 3. Seminar | Public | 24 – 26 July 2024 | Hall 101 and 2 nd Floor, BITEC |
| 4. Business Matching | Business Matching Services by BOI | 24 – 26 July 2024 (10.00-18.00 hrs.) | Business Matching Zone, Hall 101 |
| 5. Networking Night | Invited only | 24 July 2024 (18.30-20.30 hrs.) | 2 nd Floor, BITEC |
| 6. WECC Luncheon | Invited only | 24 July 2024 (12.00-13.30 hrs.) | 2 nd Floor, BITEC |

A6. Visitor Admission

Trade Days: 24 – 25 July 2024 (10.00 – 18.00 hrs.) & 26 July 2004 (10.00 – 17.00 hrs.)

- Visitors have to register at the Registration Counter in front of Hall 101 or Pre-register at www.theca2024regist.com
- Admission is FREE for professionals, invited guests, trade and business visitors.
- Due to trade negotiation purposes, children under the age of 18 and visitors with informal attire such as shorts and sandals will not be admitted to the exhibition.
- The Organizer reserves the right to refuse any admission to those visitors who do not comply with the above addition rules.

A7. Useful Contacts

Mr. Phutana D. (Dew)

Mobile: +66 (0) 89-987-9701

General Manager

E-mail: phutana@thpca.org

Ms. Kanlaya M.

Mobile: +66 (0) 97-172-7333

Administrative and Marketing Manager

E-mail: kanlaya@thpca.org

Ms. Nachanok Sangduang

Mobile: +66 (0) 98-993-3305

Coordinator Executive

E-mail: nachanok@thpca.org

Ms. Sirirat Khovikai

Mobile: +66 (0) 81-620-4101

Senior Sales Administration Officer

E-mail: info.theca24@gmail.com

Ms. Atipa Dech-Amorn

Mobile: +66 (0) 81-818-1833

Senior Operations Manager

E-mail: info.theca24@gmail.com

Ms. Winita Samatthan

Mobile: +66 (0) 81-816-5578

Senior Operations Manager

E-mail: info.theca24@gmail.com

A8. Official Contractors and Recommended Stand Contractors

Official Contractors

Official Stand Contractor / Booth Contractor

N.C.C. Management & Development Co., Ltd. (EC)

Address: 60 New Rachadapisek Road, Klongtoey, Bangkok 10110

Tel: +66 (0) 2-229-3421

Contact Person: Ms. Pattamaporn Boonpo

Direct: (+66)2-229-3421

Email: patthamaporn.boonpo@nccimage.com

Official Electrical Contractor

N.C.C. Management & Development Co., Ltd. (EC)

Address: 60 New Rachadapisek Road, Klongtoey, Bangkok 10110

Tel: +66 (0) 2-229-3421

Contact Person: Ms. Rujira H.

Direct: (+66-2)-229-3406

Email: rujira.hir@nccimage.com

Official Freight Forwarder/On Site Handling Agent

Sun Expo Co., Ltd.

Address: 60/107 Moo 9, Dokmai, Praves, Bangkok 10250

Tel: +66 (0) 2-728-4452-4 / Mobile: +66 (0) 89-797-5060

Contact Person: Ms. Sirikwan Phuangsanthia

Email: sales@sunexpothai.com / meaw@sunexpothai.com

Cleaning / Internet / Telephone /Fax Services

Bangkok International Trade & Exhibition Centre (BITEC)

Address: 88 Debaratba Road (Km.1), Bangna Tai, Bangna, Bangkok 10260

Contact Person: Mr. Thanawat Beckton

Tel: +66 (0)2-726-1999 Ext. 7520

Email: thanawat.b@bhirajburi.co.th

Security Service

EXSS Security Guard Co., Ltd.

BEEHIVE Lifestle Mall Room C20350/1211 Moo.9 Bangpood, Pakkred, Nonthaburi 11120

Contact Person: Mr. Anan Sabaywarn

Mobile Phone: +66 (0) 91-227-1988 Tel: +66 (0)2 038-9617

Email: jakkapan.c@th-exss.com

Recommended Stand Contractors (Form 2A Not Applied)

1. N.C.C. Management and Development Co., Ltd. (EC)

60 Queen Sirikit National Convention Center, Ratchadapisek Road, Klongtoey Sub-District, Klongtoey District, Bangkok 10110

Contact Person: Ms. Pattamaporn Boonpo

Tel: +66 (0) 2-229-3421

E-mail: patthamaporn.boonpo@nccimage.com

2. Kingsmen C.M.T.I. Public Company Limited

9/19 Moo 7, Lam Luk ka Leab Khlong 6 Road, Bueng Kham Proi Sub-district, Lam Luk ka District, Pathum Thani 12150

Contact Person: Ms. Kritikant Kaewrojanawongse

Senior Project Manager, Project Management

Tel: +66 (0) 2-052-8008 Mobile: +66 (0) 81-446-6598

Email: kritikant@kingsmen-cmti.com

3. Exhibition Services (Thailand) Co.,Ltd.

20 Pattanakarn 20 Yak 4 Suanluang bangkok 10250

Contact: Mr.Theerawut Ruengboonsong

Tel: +66 (0) 2-369-3586-7

Email: info@exhibition.co.th

A9. In-Hall Operations Schedule

Construction Period: 22 – 23 July 2024

| Activities | Date | Time |
|---|------------------------------|--|
| • Floor Marking by Official Stand Contractor | 22 July 2024 | 08.30 – 12.00 hrs. |
| • Special Stand Construction (Exhibitor) / Exhibitor Appointed Contractor Move-In | 22 July 2024 23 July 2024 | 13.00 – 22.00 hrs. 08.00 – 22.00 hrs. |
| • Exhibits Move-In & Stand Decoration Shell Scheme Exhibitor Move-in | 23 July 2024 | 08.00 – 22.00 hrs. (Overtime charge applicable after 22.00 hrs.) |

Exhibition Period: 24 – 26 July 2024

| Activities | Date | Time Notes |
|-------------------------------|-----------------------------------|--|
| • Exhibitor Entry | 24 July 2024 25 - 26 July 2024 | 08.00 hrs. 09.00 hrs. |
| • Visitor Registration | 24 – 25 July 2024 26 July 2024 | 10.00 – 17.30 hrs. 10.00 – 16.30 hrs. |
| • Opening Hours of Exhibition | 24 – 25 July 2024 26 July 2024 | 10.00 – 18.00 hrs. 10.00 – 17.00 hrs. |
| • Exhibit/Good Refill | 24 – 25 July 2024 | 18.00 - 19.00 hrs.. |

Dismantling Period: 26 July 2024

| Activities | Date | Time |
|--|---------------|---------------------|
| • Close of Exhibition | 26 July 2024 | 17.00 hrs. |
| • Electricity Supply Cut Off | 26 July 2024 | 18.00 hrs. |
| • Move-Out for Hand Carry Exhibits | 26. July 2024 | 17.00 – 19.00 hrs. |
| • Move-Out for Heavy Exhibits | 26 July 2024 | 18.00 – 21.00 hrs.. |
| • Dismantle and Move-Out for Stand Materials | 26 July 2024 | 18.00 – 22.00 hrs. |
| • Hall Cleaning for Hall Handover to Venue | 26 July 2024 | 22.00 - 24.00 hrs.. |

Notes:

- 1) All Exhibitors **must complete their stand constructions and decorations by 20.00 hrs. on 23 July 2024 for final inspection by the Organizer.** General Cleaning of the exhibition hall commences at 20.00 hrs. and no construction or decoration is permitted during the hall cleaning time.
- 2) For Move-In / Move-Out Hours, all exhibitors must follow the Exhibition Period Schedule.
- 3) Overtime charge is applied after 22.00 hrs. **(3,000 THB per hour per Booth)**
- 4) Stand dismissal before 17.00 hrs. on 26 July 2024 is not permitted.
- 5) All stand materials, equipment and construction structure must be removed from the hall by 22.00 hrs. on 26 July 2024. The Organizer reserves the right to dispose of materials remaining in the hall with the penalty fee of Baht 500.-per kilograms (excluding 7% VAT) and will deduct from the Refundable Guarantee Deposit (Cashier Cheque or Bank Guarantee).

A10. Services and Facilities

| Services | Location | Date | Time (hrs.) | Details of services |
|---|-------------------------------------|---|--|--|
| 1. Organizer Office | In front of Hall 101 | 22 – 26 July 2024 | 09.00–18.00 | <ul style="list-style-type: none"> All Inquiries |
| 2. Exhibitor Service Counter | In front of Hall 101 | 23 July 2024 ----- 22 July 2024 23 July 2024 | 09.00–18.00 ----- 13.00–20.00 08.00–20.00 | <ul style="list-style-type: none"> Exhibitor Registration (Exhibitor Badge) Contractor Registration (Contractor Badge) |
| 3. Registration <ul style="list-style-type: none"> Pre-Registration Walk-in Group Visit Business Matching | In front of Hall 101 | 24 – 25 July 2024 26 July 2024 | 09.30–17.30 09.30–16.30 | <ul style="list-style-type: none"> Visitor Registration (Visitor Badge) |
| 4. VIP Lounge | In Hall, at the end of the hall 101 | 24 – 25 July 2024 26 July 2024 | 10.00 –18.00 10.00 –17.00 | <ul style="list-style-type: none"> VIP, Hosted Buyers, Buyers, Business matching |
| 6. Press Center | In front of Hall 103 | 24 – 26 July 2024 | 09.30 –18.00 | <ul style="list-style-type: none"> Press Services Show Information for Press |
| 7. Business Center (BITEC) | In front of Hall 103 | 24 – 26 July 2024 | 08.00 –18.00 | <ul style="list-style-type: none"> Telephone, Internet Service Photocopy Service |
| 8. ATM | In front of Hall 104 & B1 | | | <ul style="list-style-type: none"> ATM Services |
| 9. Transportation | In front of Hall 101 | 22 – 26 July 2024 | 10.00 –18.30 hrs. | <ul style="list-style-type: none"> Taxi Meter Service |

A11. Letter Of Confirmation for Customs Purposes

When foreign exhibitors would like to import products/exhibits to Thailand, they or their freight forwarders are required to present the letter of confirmation from the organizer and the venue to the customs officers. To obtain these letters, please contact the organizer.

A12. Customs

The following explanations relate to customs of exhibition goods:

- **Permanent Importation of Catalogues or Brochures (Other Giveaway)**

With reference to the import regulation, the above-mentioned commodities are subject to duty / tax in Thailand, even if catalogues or brochures are sent back after exhibition. The Total Duty Value Added Tax (VAT) amount will be roughly 20% of the CIF value. However, be advised that there will be a minimum value considered. All other giveaway items are anyway subject to Duty and Tax with no exception.

- **Temporary Importation**

For all goods which will be sent back after the exhibition, goods imported under this mode must not be sold, given away or destroyed without first receiving permission from The Customs of Thailand.

- **Import License**

Please be aware that some of your exhibition materials might require an import license, even if imported on a temporary basis.

Note: For further information, please address your inquiry to your freight forwarding agents or contact our Official Freight Forwarder.

A13. ATA Carnet

Thailand is a member of ATA Carnet. Your company can bring products to exhibit at the exhibition and bring them back without paying any import tax cash guarantee in Thailand.

For detailed procedures and information, please consult the related associations in your countries. In Thailand, kindly contact:

| |
|--|
| Office of ATA Carnet and Laws, Board of Trade of Thailand 150 Rajabhopit Road, Bangkok 10200 Tel: +66 (0) 2018-6888 Fax: +66 (0) 2622-1879, +66 (0) 2225-3372 |
|--|