

COTECH

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2024.6.18

Millennium Hilton Bangkok,
Thailand

A New Coatings Industry Platform

ASEAN COATINGS New Technology Summit



Organised by:



New Exhibition Concept
International Limited
新展会概念国际有限公司

Strategic Partner:



国际涂料工业价值链整合平台

Sponsor:





THE MARKET – THAILAND

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- » **ASEAN's 2nd Largest Economy** - Prime location in Asia; Urbanization and infrastructure projects boost sustained economical growth
- » **Tourism Growth and Personal Expenses Keeps On Growing.** Also ASEAN's leading production center for automotive
- » **Thriving Industries for Coatings Applications** including automotives, construction, infrastructure, furniture, home appliances, new energy, parts and components, etc.



SOME USEFUL DATA

3.2%¹

Estimate GDP Growth in 2024



40 Million²

Expected Inbound Tourists in 2024



3.2%³

Growth in Personal Consumption in 2024



5% - 10%⁴

Thailand Domestic Paint and Coatings Sales Revenue Growth in 2023



Source: 1. Kongrukreatiyos, Kanitha. "Thai Economy to Recover in 2024 Driven by Tourism, Exports Recovery", www.worldbank.org, Dec 14, 2023
2. "More than 5 million visitors arrive in first seven weeks of 2024", www.nationalthailand.com, Mar 21, 2024
3. Office of National Economic and Social Department Council. "Thai Economic Performance in Q4 of 2023 and the Outlook for 2024", Feb 19, 2024
4. "Thailand's growing economy supports paint industry success", www.polymerspaintyournal.com, Jul 11, 2023



HIGHLIGHTS OF SUMMIT

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- » Successful case analysis for Thailand's Coatings Market
- » Understanding local industries & government policies
- » Illustrating market distribution, system, i.e. agent, distributors
- » Face-to-face meetings with industry practitioners and coatings professionals
- » To analyse the industry's bottlenecks and market demands
- » To highlight price trends and cost analysis of the coatings industry



Interested to join Summit, Please Contact:

China:

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MAIN TOPICS

A Market Opportunities and Risks

- Main applications
- Geographical locations of plants and industrial parks
- Local government policies and regulations
- Brand building and marketing enhancement to penetrate ASEAN Coatings markets

B Price Analysis of Raw Materials and Production Machinery – Key Factors to Enter Thai Market

- Low-cost alternative solutions to substitute raw materials, resins, additives, pigments, color paste, solvents, etc.
- Supply chain management, its strengths and weaknesses along
- Local market distribution - sales agents and distributors
- Quality control management and inspection standards

C Automotive OEM Coatings, Refinishing, Architectural Building Paints - Focus on Innovative Research and Green Product Formulation

Focus on the following products:

- Waterborne Coatings;
- High-Solids, Polyurea Products;
- Low-VOC Coatings;
- Smart Functional Coatings (Thermochromic Coatings, Antimicrobial Coatings, Photo-Triggered Coatings, Nano Coatings, Fire-Resistant Coatings, etc).

D Successful Case Studies

- How to develop market share in Thailand's Coatings Industry
- Successful case studies for supply chain management
- How China and international players can explore Thailand's market



TARGET VISITORS



Local target visitors will be invited, including paint manufacturers, raw material suppliers, agents, distributors, paint users, etc. through organized promotional campaigns, including:

- Telemarketing;
- Advertising in leading industry media;
- E-Newletters;
- Promotion through social media, including WeChat, Facebook, X (Twitter), LinkedIn, etc.

AkzoNobel



DIMET



DAIICANG & CO



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JBP

JOTUN



LBIS



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SPONSORSHIP PROGRAM

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Sponsorship Entitlements		GOLD Sponsor US\$ 9,900 CNY¥ 70,000	SILVER Sponsor US\$ 7,500 CNY¥ 54,000	BRONZE Sponsor US\$ 6,400 CNY¥ 45,800	STANDARD BOOTH Sponsor US\$ 3,800 CNY¥ 28,000
PRE-SHOW PROMOTION	Logo Display on Conference Promotional Materials, Including Official Website, E-Newsletter, Social Media, etc.	✓	✓	✓	✓
	One-time Publication of Technical Article in Official Website and Social Media	✓	✓	✓	—
	One-time E-Poster Display	✓	✓	✓	—
	Logo Display under Participating Companies Section in the Official Website	✓	✓	✓	—
	One-time Product Photo Promotion	—	—	—	✓
DURING-SHOW PROMOTION	One 30-minute Presentation Session (Topic and Content must be confirmed by the Organizer)	Main Session	Prime Session	Sub-Session	—
	One Keynote Session (If there is such session on the agenda)	✓	✓	—	—
	One Exhibition Booth (Size: 2 x 2) including Booth Construction	Prime Location	Prime Location	Standard	Standard
	Free Admission Tickets for the Conference	6	5	3	2
	One Page Full-Colour Run-of-Page Advertisement in the Conference Brochure	✓	✓	—	—
	Company Profile to be published in the Conference Brochure (around 500 words)	✓	✓	✓	—
	Logo Display on all Onsite Backdrops and Signages	✓	✓	✓	—
	Sponsor's Promotional Material to be included in the Conference Bag to delegates	✓	—	—	—
POST-SHOW PROMOTION	Conference Delegates' List will be Provided	✓	✓	✓	✓
	Post-Show Report will be Provided	✓	✓	✓	✓



NETWORKING RECEPTION SPONSORSHIP

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COCKTAIL RECEPTION Sponsor
(Exclusive Opportunity)
US\$ 8,400
CNY¥ 60,000

TEA BREAK RECEPTION Sponsor
(Limited to 2 Sponsors Only)
US\$ 4,400
CNY¥ 31,000

	COCKTAIL RECEPTION Sponsor (Exclusive Opportunity) US\$ 8,400 CNY¥ 60,000	TEA BREAK RECEPTION Sponsor (Limited to 2 Sponsors Only) US\$ 4,400 CNY¥ 31,000	
PRE-SHOW PROMOTION	Logo Display on Conference Promotional Materials, including Official Website, E-Newsletter, Social Media, etc.	✓	✓
	One-time Product Photo Promotion	✓	✓
	One Page Full-Colour Run-of-Page Advertisement in the Conference Brochure	✓	—
	Company Profile to be published in the Conference Brochure	Max. 500 Words	Max. 150 Words
	Logo Display under Participating Companies Section in Official Website	✓	✓
	Logo Display will be included on the Conference Agenda - Cocktail / Tea Break Session	✓	✓
	Logo to be included on All Onsite Backdrops and Signages	✓	✓
DURING-SHOW PROMOTION	Title Sponsorship	✓	✓
	To Deliver the Opening Speech for the Cocktail Reception	✓	—
	Verbal 'Thank You' from the Organizer During the Tea Break	—	✓
	Corporate Video will be played before and during the Cocktail Reception	✓	—
	Logo Display on Main Screen of the Backdrop During the Cocktail Reception	✓	—
	Roll-up Banner with Logo Display at the Reception Area	✓	✓
	Logo Printed on the Display Cards and to be Placed at the Serving Stations	—	✓
	One Exhibition Booth (Size: 2 x 2) including Booth Construction	✓	✓
	Free Admission Tickets to Attend the Conference	4	2
POST-SHOW PROMOTION	Conference Delegates' List will be Provided	✓	✓
	Post-Show Report will be Provided	✓	✓



OTHER SPONSORSHIP OPPORTUNITIES

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Conference Bag (Exclusive)

- Logo to be printed on the conference bag and to be distributed to all delegates at registration
- Promotional material to be included in the conference bag
- Two Admission Tickets to attend the conference
- Conference Delegates' List will be provided
- Post-Show Report will be provided



US\$ 5,000 CNY¥ 32,000

Promotional Material in Conference Bag

- Promotional material to be included in the bag and which will be distributed to all delegates at registration
- Two Admission Tickets to attend the conference
- Conference Delegates' List will be provided
- Post-Show Report will be provided



US\$ 2,000 CNY¥ 13,800

Photo Backdrop (Limited to 2 Sponsors Only)

- Logo to be included on the photo backdrop
- Two Admission Tickets to attend the conference
- Conference Delegates' List will be provided
- Post-Show Report will be provided



US\$ 3,200 CNY¥ 21,800

Podium Sticker (Exclusive)

- Logo to be included on the podium sticker
- Two Admission Tickets to attend the conference
- Conference Delegates' List will be provided
- Post-Show Report will be provided



US\$ 2,800 CNY¥ 19,800

Lanyards (Exclusive)

- To provide lanyards to be worn for all delegates
- Two Admission Tickets to attend the conference
- Conference Delegates' List will be provided
- Post-Show Report will be provided



US\$ 1,800 CNY¥ 12,800

Badges (Exclusive)

- Logo to be included on the badges worn by all delegates
- Two Admission Tickets to attend the conference
- Conference Delegates' List will be provided
- Post-Show Report will be provided



US\$ 3,400 CNY¥ 23,800

Directional Signage (Exclusive)

- Logo to be included on the signage
- Two Admission Tickets to attend the conference
- Conference Delegates' List will be provided
- Post-Show Report will be provided



US\$ 2,300 CNY¥ 16,000

Roll-up Banner (Exclusive)

- Logo to be included on the roll-up banner and to be placed at the venue
- Two Admission Tickets to attend the conference
- Conference Delegates' List will be provided
- Post-Show Report will be provided



US\$ 2,300 CNY¥ 16,000

Live Photo Streaming (Exclusive)

- Logo to be included on the live photo streaming website
- Two Admission Tickets to attend the conference
- Conference Delegates' List will be provided
- Post-Show Report will be provided



US\$ 3,400 CNY¥ 23,800

Advertising Sponsor

- One page full-colour run-of-page advertisement in the conference brochure (Special Position will incur 30% surcharge)
- One Admission Tickets to attend the conference
- Conference Delegates' List will be provided
- Post-Show Report will be provided



Conference Sponsorship, Please Inquire

P. R. China:

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Ms. Kerry
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