"See you at BOI Fair 2011"

If you would like to take part in the BOI Fair 2011, please contact:

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THAILAND BOARD OF INVESTMENT

BOI FAIR 2011 THAILAND

BOI Fair 2011

Going Green for the Future

November 10-25, 2011
IMPACT Muang Thong Thani

A THAI SUCCESS STORY:

BOI Fair 1995-BOI Fair 2000

In the mid-1990s, the BOI organized "Thailand Moves Ahead: BOI Fair' 95 as part of the celebration of the 50th year of His Majesty the King's reign and also to showcase the country's strong potential for future development in industrial production and technology. After the success of the first Fair, the BOI decided to organize "Confidence in Thailand: BOI Fair 2000" which received as many as 4.5 million visitors and generated 1.2 billion baht of income from good sold at the Fair.

FROM PAST SUCCESSES TO AN EVEN

GREATER ACHIEVEMENT TODAY:

Going Green for the Future: BOI Fair 2011

Main objectives

The main objective of the BOI Fairs from the past until now has been to celebrate special years that are auspicious for His Majesty the King. BOI Fair 2011 will have a similar purpose, the Celebration on the Auspicious Occasion of His Majesty the King's 7th Cycle Birthday Anniversary 5th December 2011.

The event will also highlight the achievements of Thai industry in the areas of technology and innovation, which will greatly enhance its efficiency and competitiveness in the future and result in new, environment-friendly production. In addition, it will provide an occasion for members of the industrial comunity to meet, conduct business, and network.

Just as importantly, BOI Fair 2011 will build confidence in Thailand's economy while also improving the country's image. It will give wide exposure to the Thai industrial sector's commitment to serving society and to preserving the natural environment.

Concept

In keeping with primary idea of BOI Fair 2011 as the Celebration on the Auspicious Occasion of His Majesty the King's 7th Cycle Birthday Anniversary 5th December 2011, the Fair will focus on His Majesty's graciousness as shown through the hard work he has done to bring a better life to his people. In connection with this theme, BOI Fair 2011 will also reflect the BOI's focus on promoting investment for sustainable development in line with H.M. the King's Sufficiency Economy philosophy.

The slogan of BOI Fair 2011 is "Going Green for the Future", reflecting a course of national development that aims at growth and improvement of the country's economy, society, and natural environment, and that allows the Thai people to enjoy happiness and prosperity in a sustainable way by implementing the principles of the Sufficiency Economy.

The Landmark of the Fair has been conceived to express the tireless efforts of His Majesty the King in his hard and unceasing work to bring comfort and happiness to the Thai people. The structure is set on a lake, a symbol of the sweat the King has expended on projects in every part of the country that have improved people's lives.

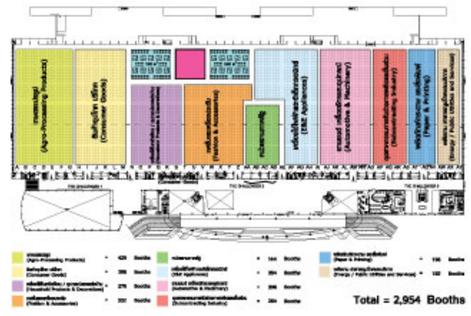
The Royal-Sponsored Pavilion near the Landmark will be devoted to royal activities and products from Royal Projects, reflecting His Majesty the King's genius and initiatives.

Overview of the Fair's structure and activities

Going Green for the Future: BOI Fair 2011 will cover an area of almost 240,000 square metres, enough room for a wide range of activities and facilities. There will be open-air exhibits or 84 pavilions occupying a total of 166,000 square metres of space. Indoor exhibits, including 3,000 booths, will fill an additional 71,000 square metres. The Fair will also provide facilities for seminars and other miscellaneous activities.

Outdoor activities arrayed around the lake will be held in 84 pavilions, a number chosen in reference to the Fair's celebration of the H.M. the King's 84th birthday. One of these buildings, the 2,000-square-metre Royal-Sponsored Pavilion, will house exhibits connected with the King's Royal Projects. The other pavilions, which will cover 500 square metres each, will showcase technological achievements and innovations by BOI-promoted foreign and Thai companies, showing their potential for the future.

Indoor activities and exhibits will be housed in two buildings: Challenger 1-3 and Hall 9.

Challenger 1-3 will be used for exhibits and for the sale of a wide range of products. There will be exhibits that focus on Thailand's successes and potentials, ranging from agriculture to industry and service. Merchandise offered for sale will include economically-priced high-quality consumer goods, appliances, electronic products, automotive parts, jewelry, textiles and garments, household products and decorations and foodstuffs.

Hall 9 will consist of seminar rooms where over 200 seminars will be held during the 16-day fair, and exhibits by the Ministry of Science and Technology where Thailand's scientific and technological advancements will be showcased.