



Part of Intelligent Asia Thailand

6 - 8 March 2025

Bangkok International Trade & Exhibition Centre (BITEC)

Bangkok, Thailand

Post Show Report

 Organizers



2025 Overall Show Facts



Part of Intelligent Asia Thailand



300 Exhibitors

From **12 Countries**



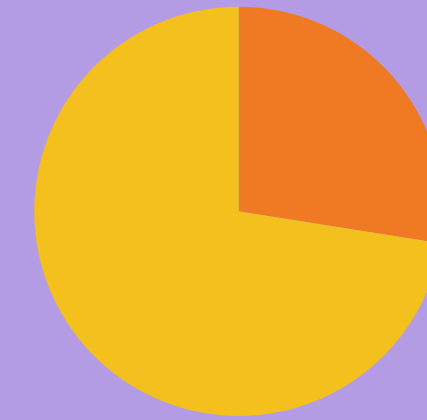
9,333 Visitors

From **26 Countries**



10,000 SQM

Exhibitors Breakdown



International
72.5%

Thai
27.5%



EXHIBITING COUNTRIES & REGIONS*

China, Germany, Hong Kong, Japan, Malaysia, Singapore, South Korea, Switzerland, Taiwan, Thailand, Türkiye and the United States

Featured Zones

- Taiwan Pavilion
- SPS Demo Zone
- Robot Application Zone
- Digital Application Zone

Show Highlights



Day 1



Day 2



Exhibitor Interview

Automation Thailand 2025 Report



Part of Intelligent Asia Thailand

Automation Thailand

Exhibitor Quotes

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➤ Mr Chai Booranajitpirom,
Chief Product Officer, TKK Corporation Co Ltd



“With Thai manufacturers advancing from manual operations to automation, there is a growing opportunity for international technology providers to bring their solutions to the region. At Intelligent Asia Thailand 2025, we presented a variety of automation technologies, including AI-enabled CCTV systems and collaborative robots. As systems integrators, we assist organisations in assessing their needs and developing customised automation strategies. Being our first time exhibiting here, we’ve seen a good mix of visitors from local manufacturers and potential international partners.”

➤ Mr Yothin Mamongkol, CMSE,
Pilz South East Asia (Thailand) Co Ltd



Overall, I’m very pleased with this event. The topics covered are relevant and practical, with a wide range of applications. Participants, especially those from manufacturing, can gain a great deal from learning about the latest technologies and having direct conversations with product developers. It’s also been a valuable opportunity for us to connect with customers and better understand their needs. If I have the opportunity, I would definitely consider coming back next year. I think it’s important for us to promote our participation and highlight what we’re presenting here, especially with the presentations and the interesting topics being covered. ”

➤ Mr Sirin Meephonkit, Business Development,
Factorium



Intelligent Asia provides buyers with the opportunity to find the solutions they need while also allowing for collaboration among fellow exhibitors. For example, I’ve already had discussions with neighbouring booths about how our software could integrate with their systems. In addition, the event’s format, combining an exhibition with a forum programme, adds real value for attendees. Buyers don’t just visit booths to source products—they also leave with practical knowledge from the seminars. This balance is valuable and a great draw for visitors.

➤ Mr Hadi Halim, Senior Sales Manager,
Wieland Electric Singapore Pte Ltd



“Participating in SPS Stage Bangkok at Intelligent Asia Thailand has proven effective through its combination of conference presentations and product displays. The discussions on solutions and market trends attract customers, who then visit our display to experience our solutions first-hand. Today, we’ve met a wide range of customers from the machinery sector, system integrators and end users. Our main goal is to increase our brand presence in Thailand and connect with key decision-makers, and we’re on track to achieve this.”

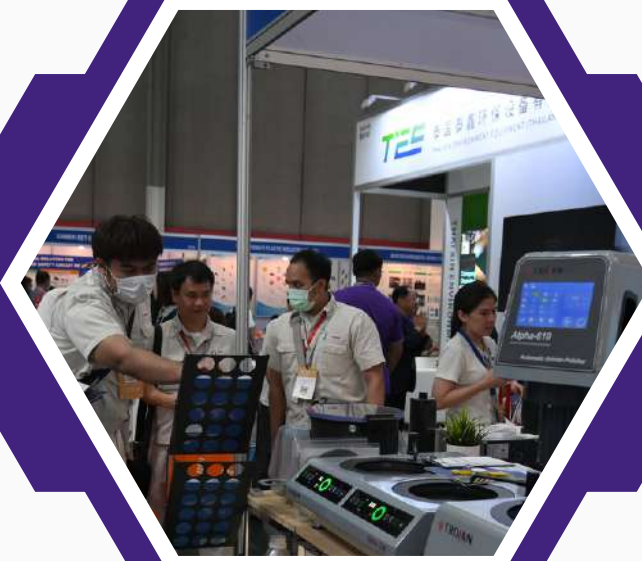
Automation Thailand 2025 Visitor Report



**VISITOR
ANALYSIS**



**BUSINESS NATURE
& VERTICALS
OVERVIEW**



**PRODUCTS OF
INTEREST
BY CATEGORY**

Visitor Analysis

92% THAI
8% INTERNATIONAL



TOP REASONS FOR VISIT

1. Purchase or source products
2. Look for distribution opportunity
3. Look for joint-venture partners

76% ARE TOP MANAGEMENT OR
DECISION MAKERS AND
DECISION INFLUENCERS



Top 10 visiting countries and regions

  **Thailand**



  **Malaysia**

  **China**

  **India**

  **Taiwan**

  **Hong Kong**

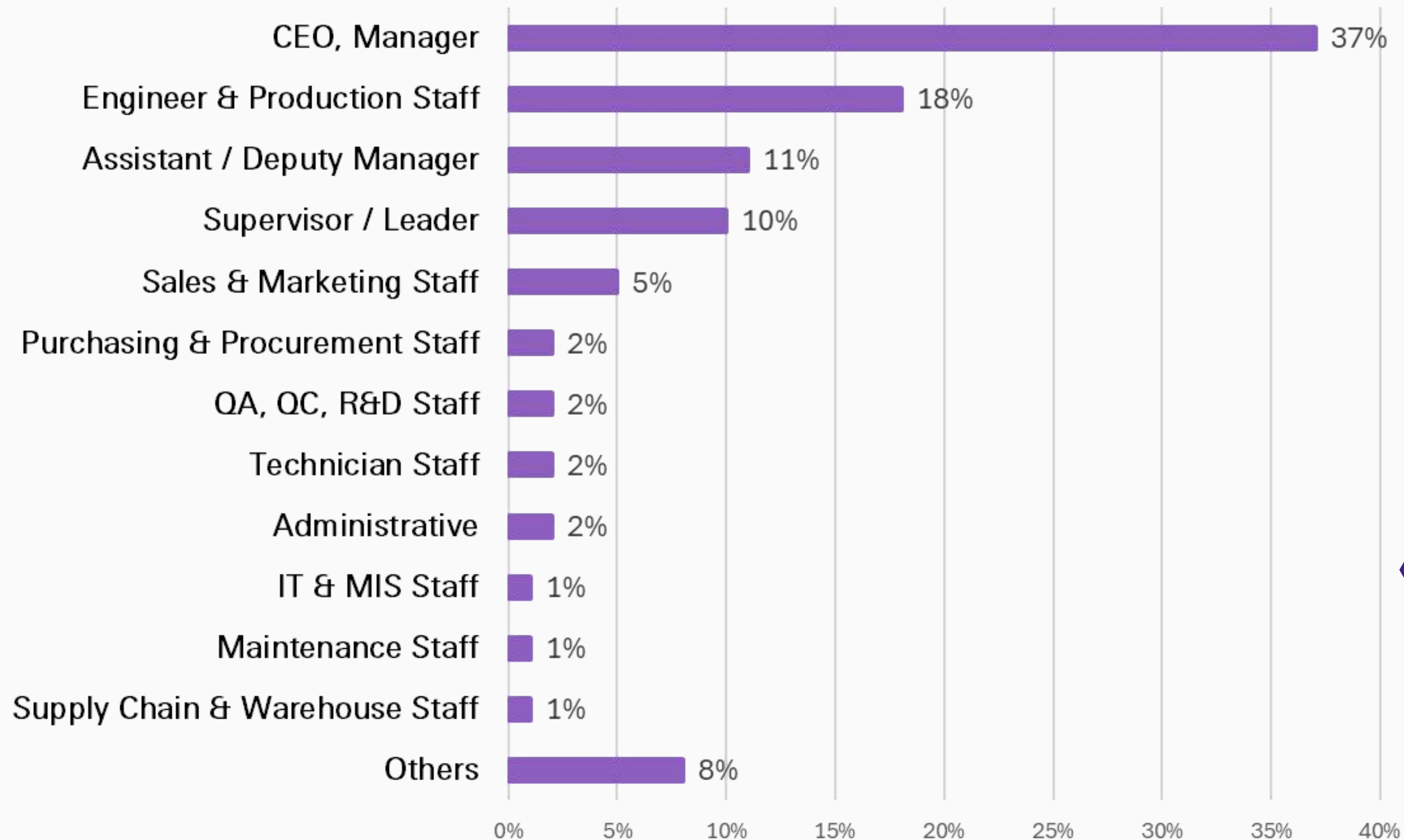
  **Singapore**

  **Japan**

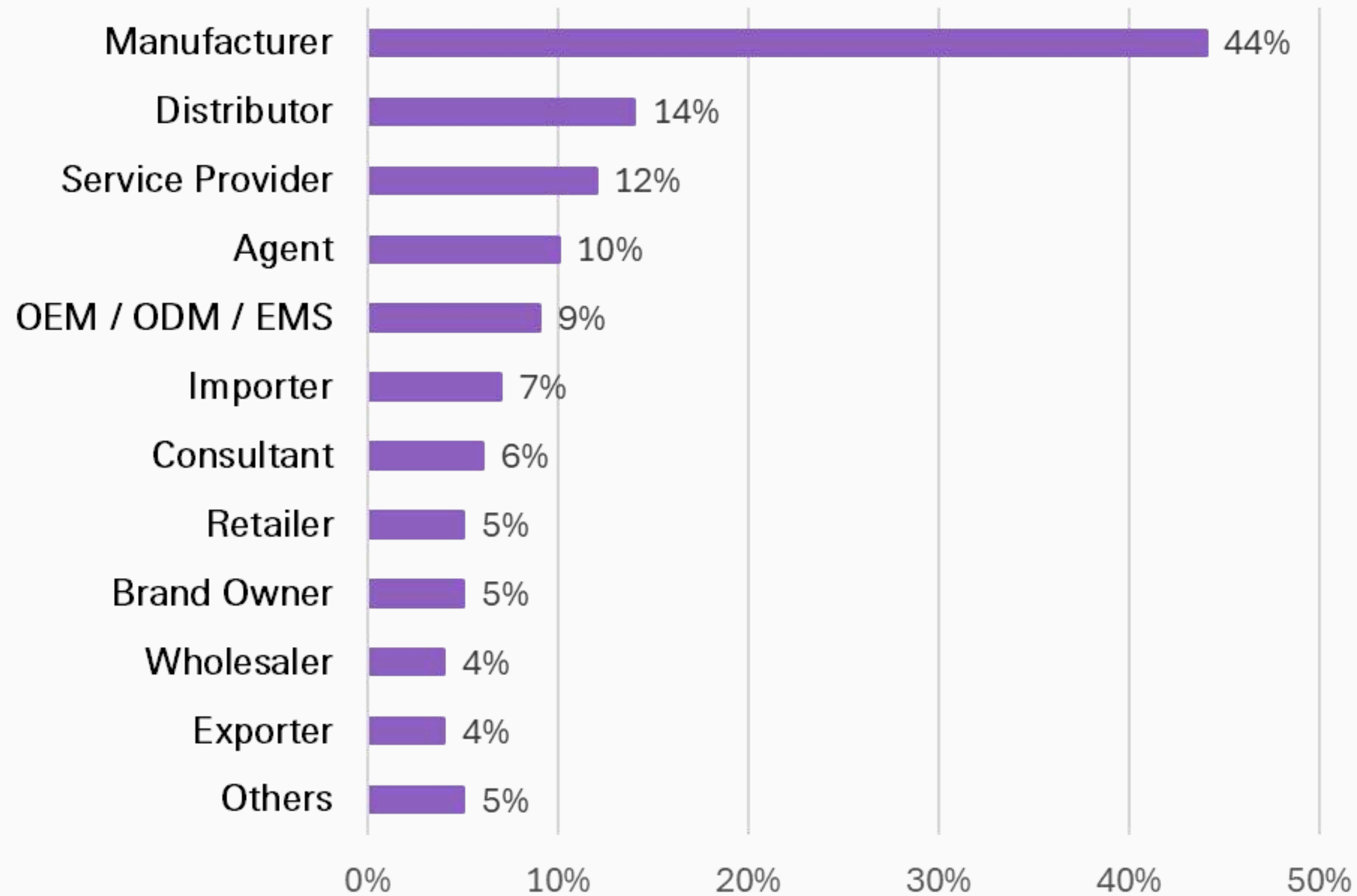
  **Germany**

  **South Korea**

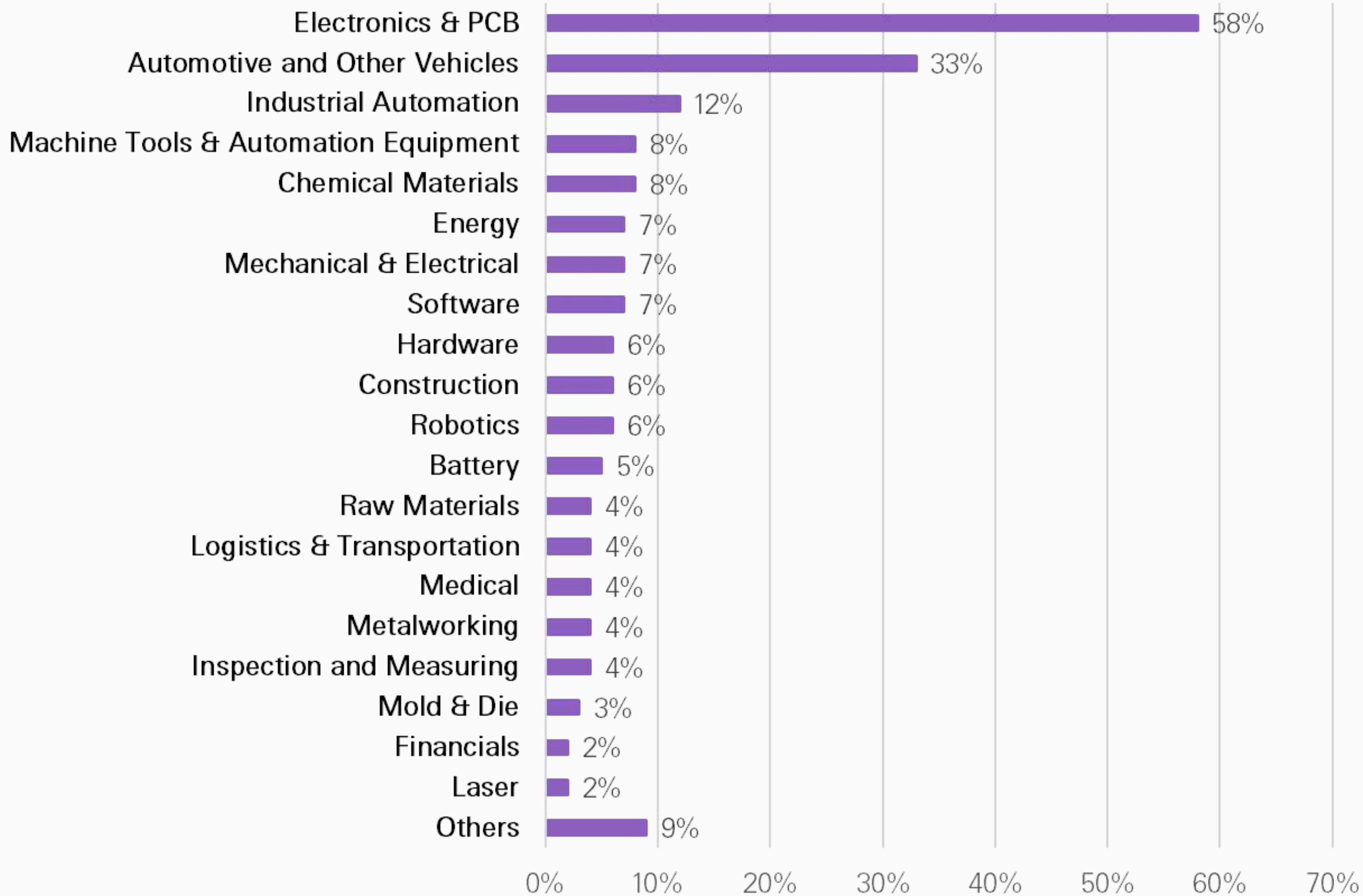
Job Position



Business Nature

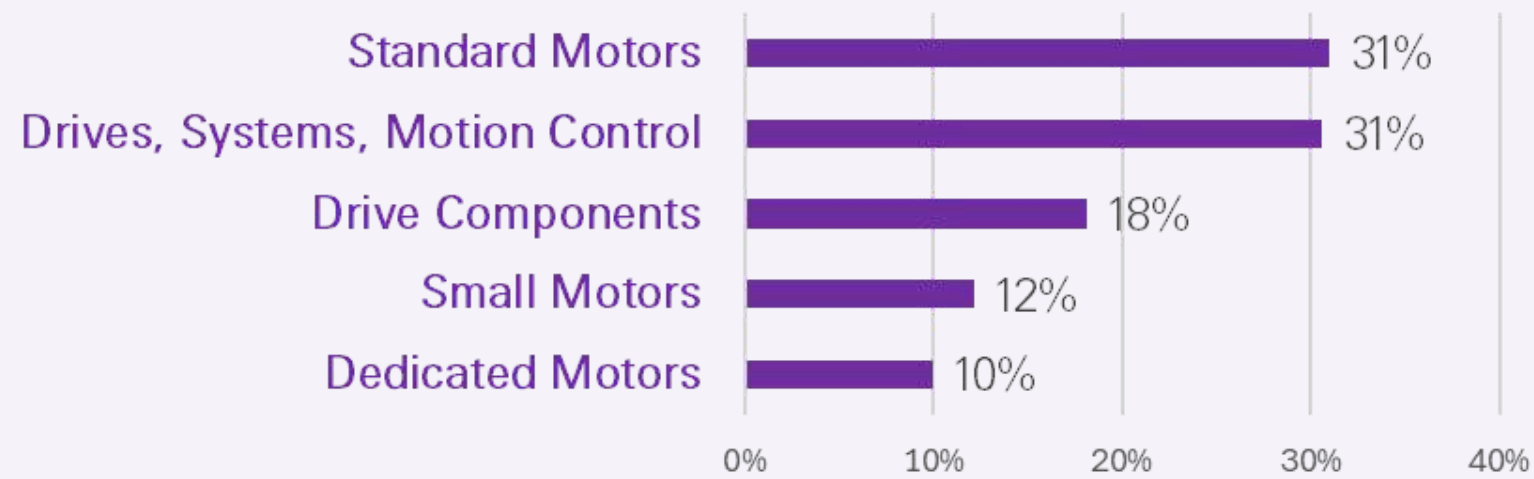


Area of Business

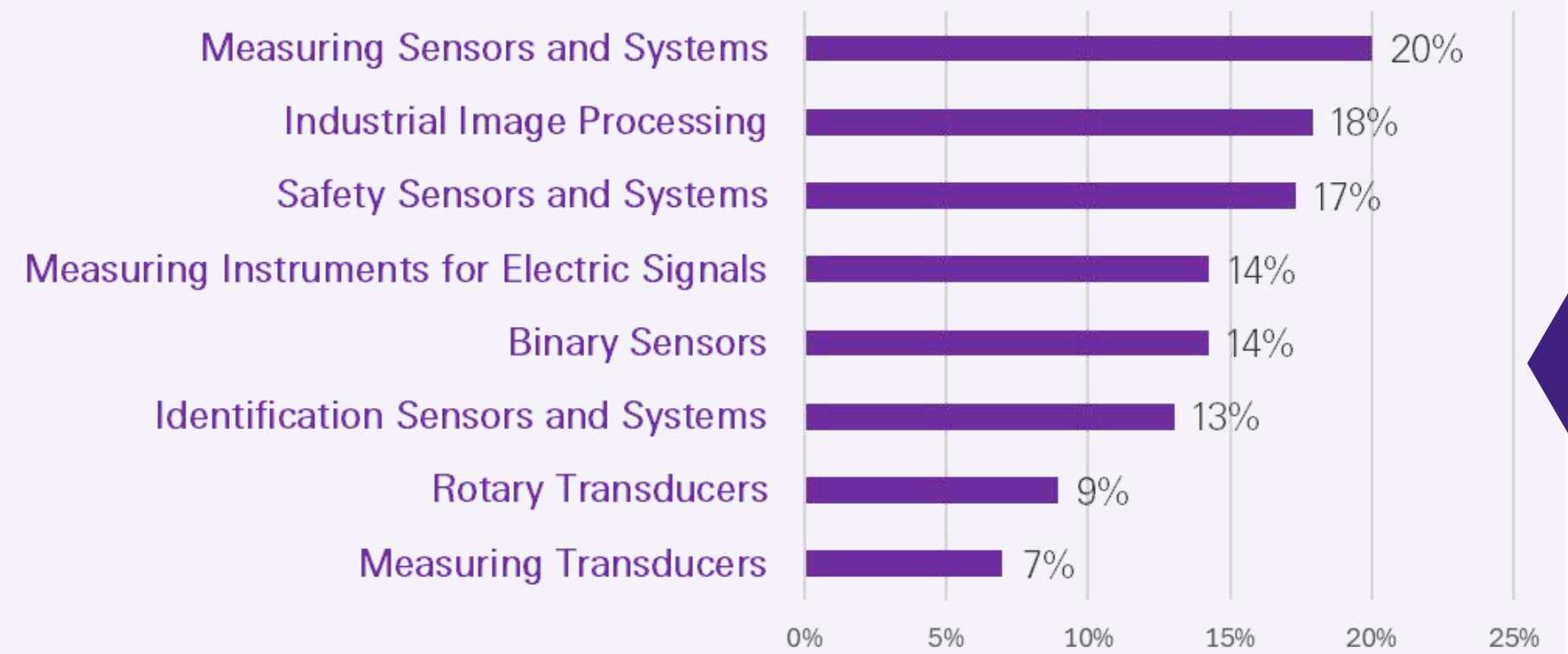


Top Products of Interest

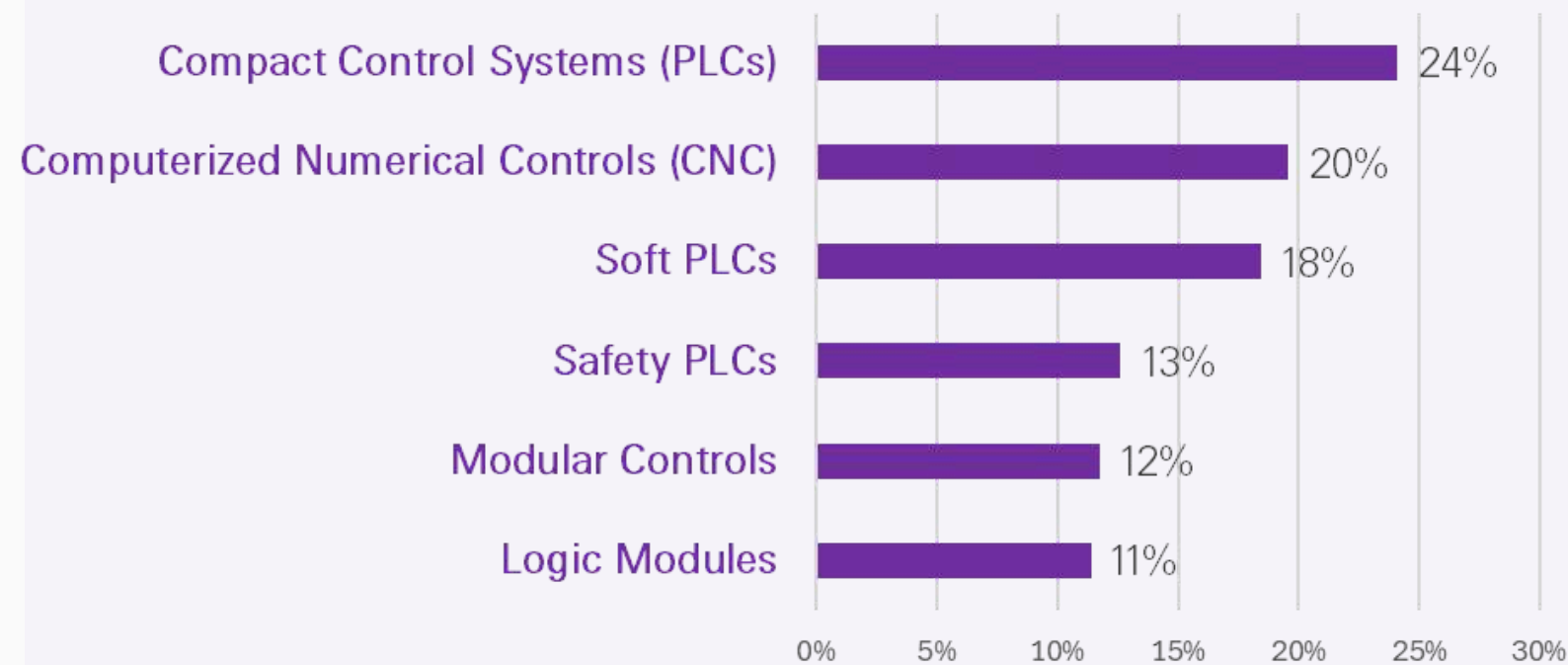
Drive Systems and Components



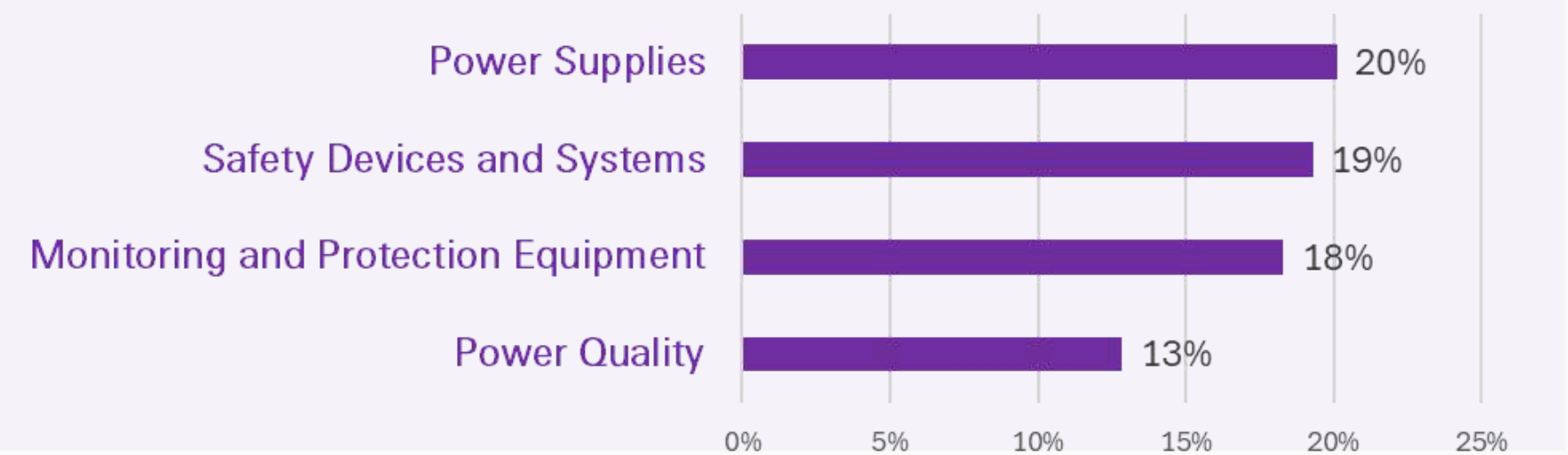
Sensor Technology



Control Technology

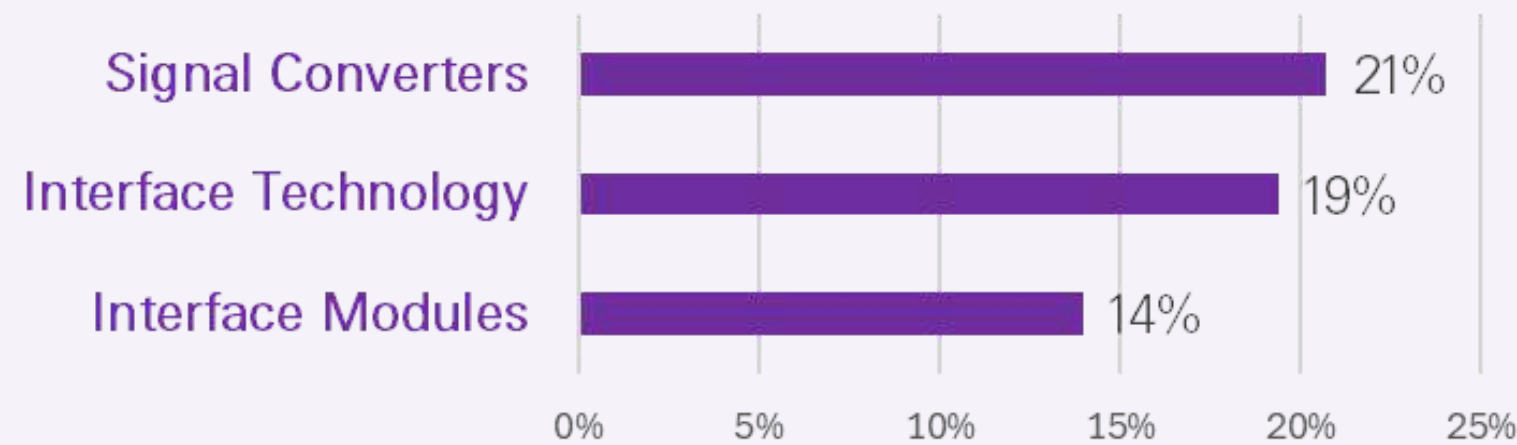


Factory Power - Grids and Supplies

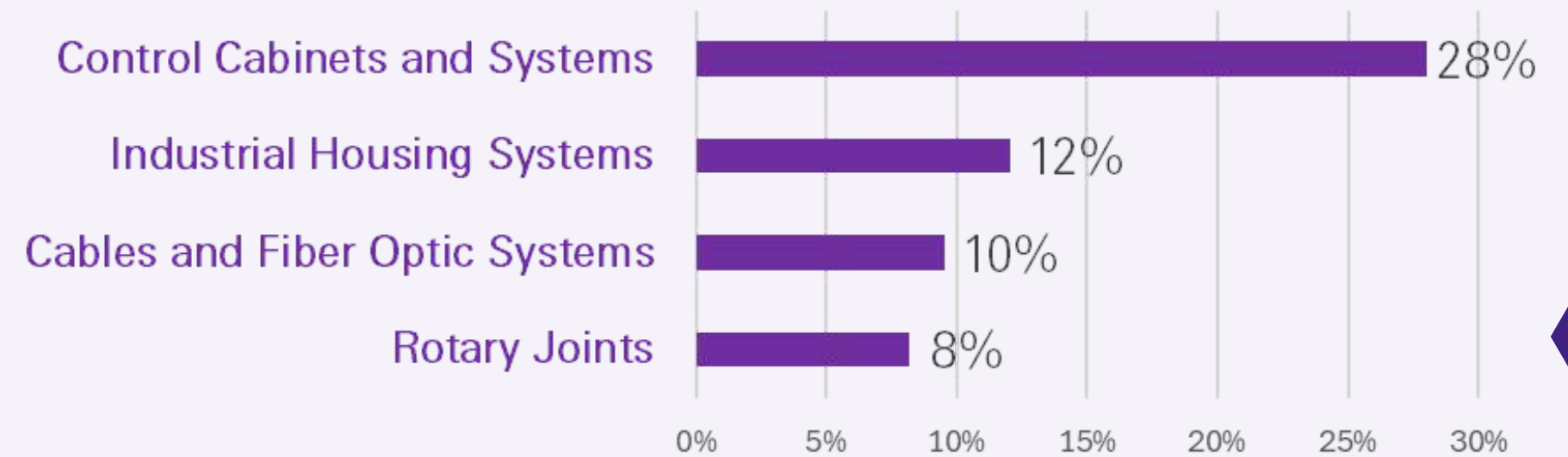


Top Products of Interest

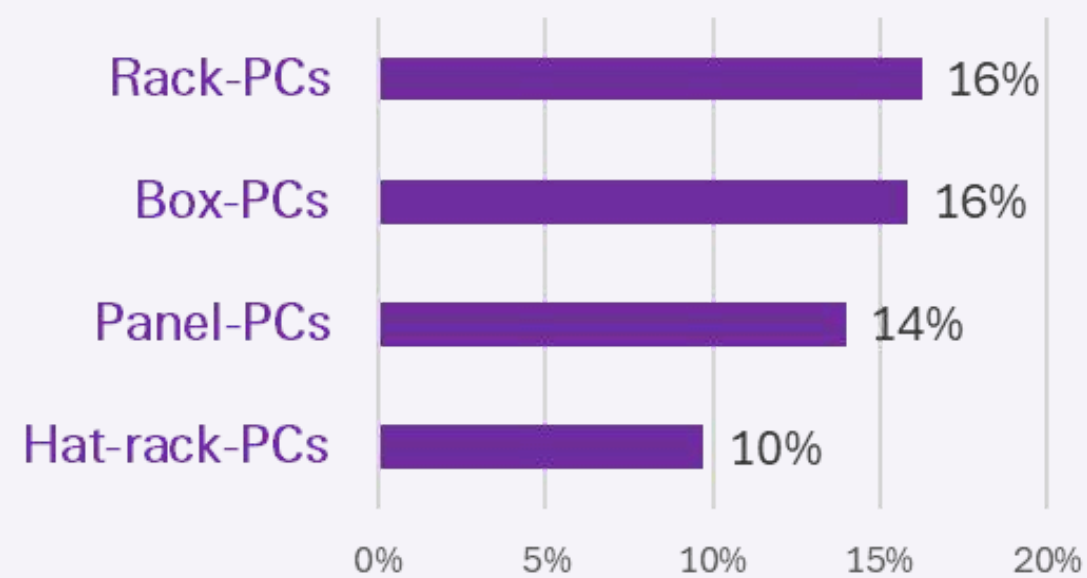
Interface and Interface Technology



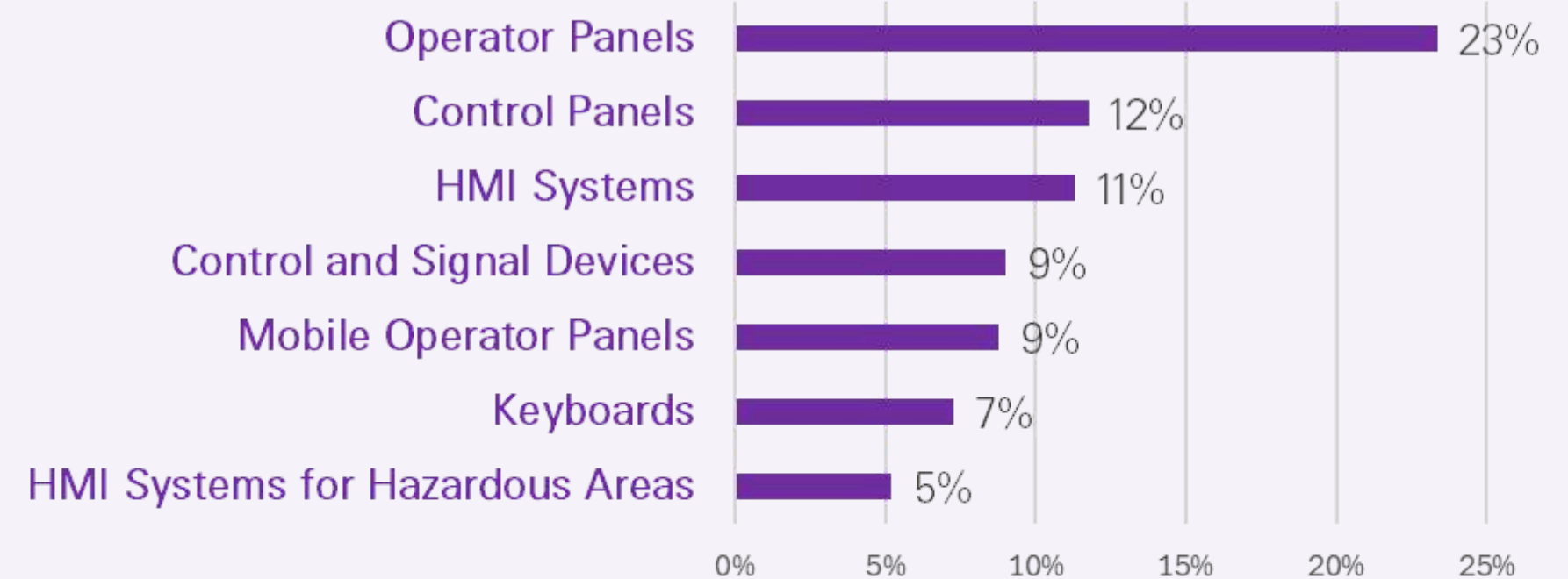
Mechanical Infrastructure



IPCs (Industrial PCs)

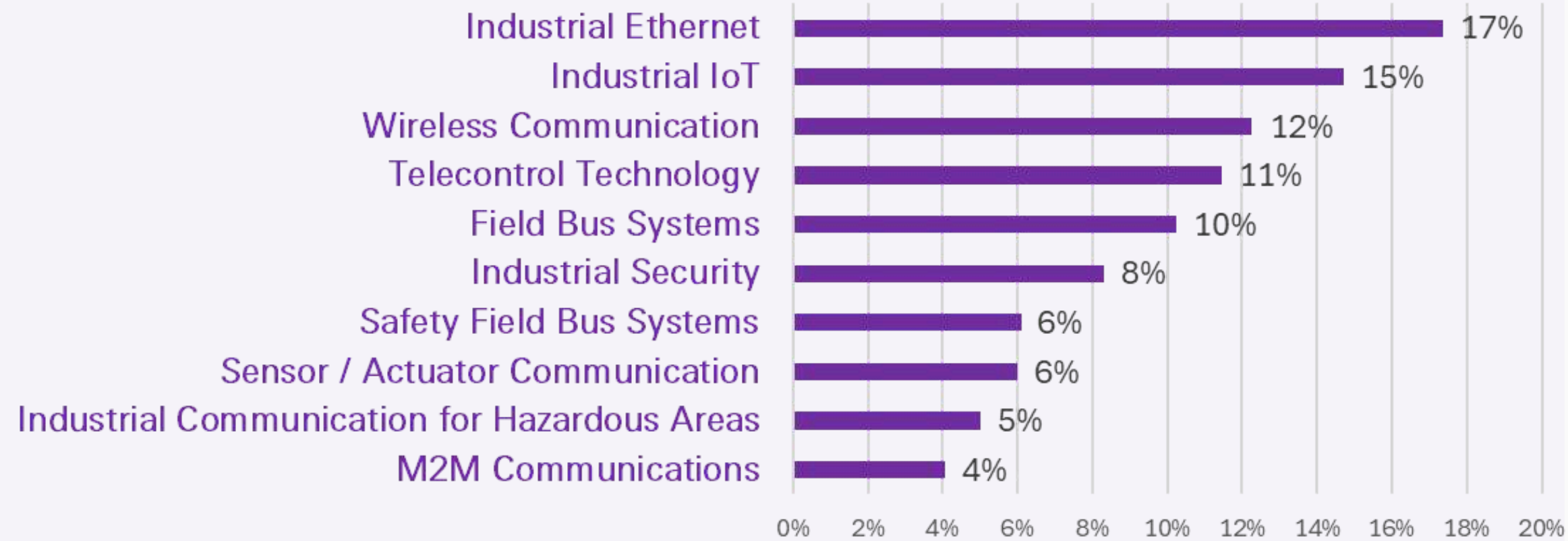


Human-Machine Interface (HMI)

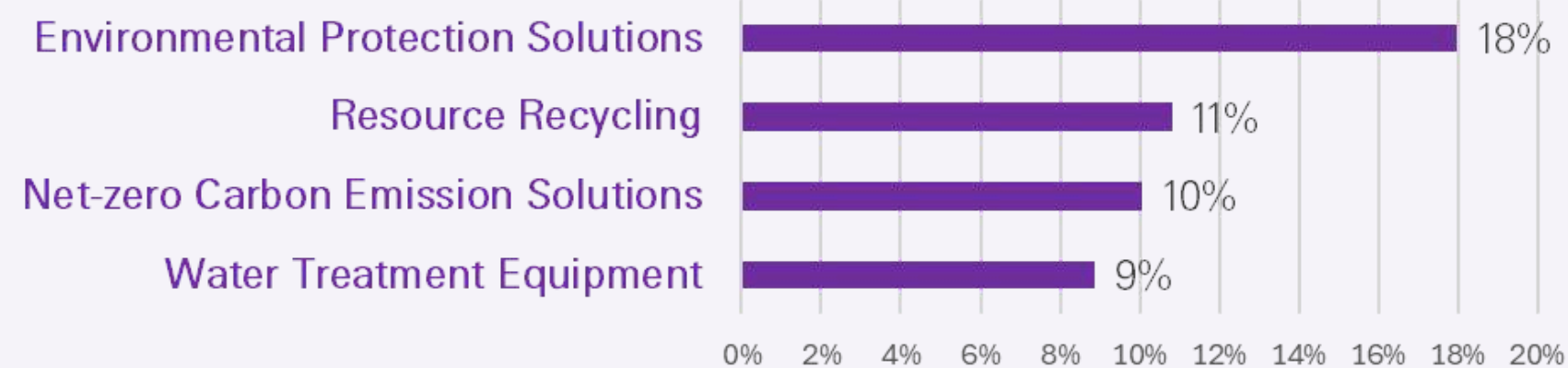


Top Products of Interest

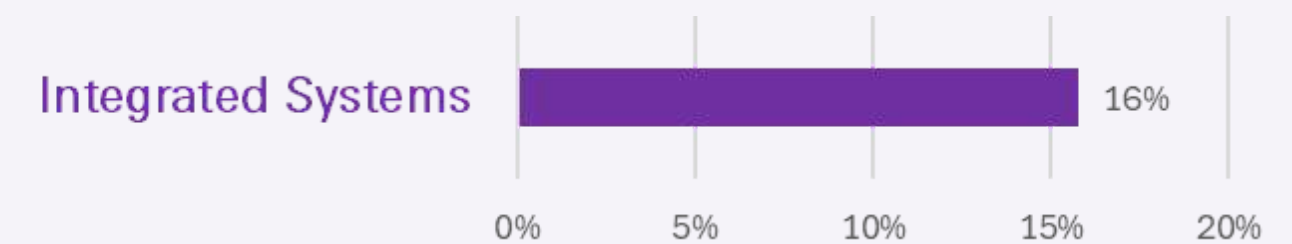
Industrial Communication



Green Transformation

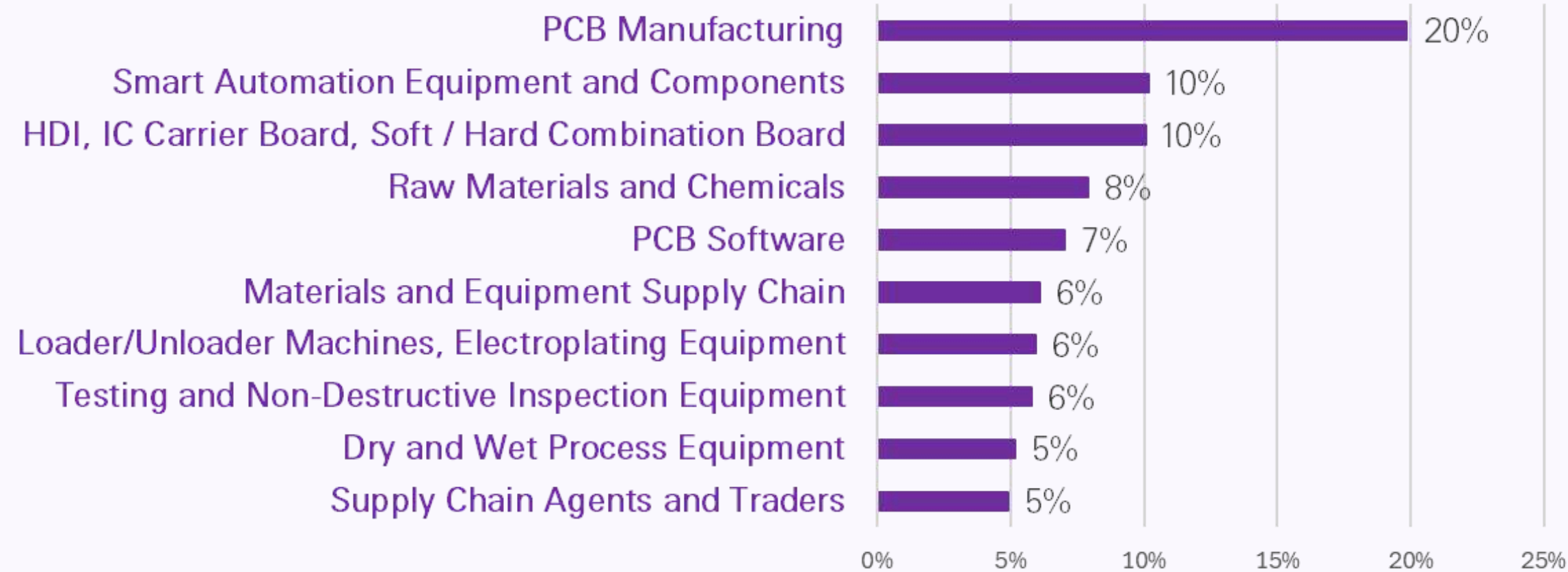


Robotization

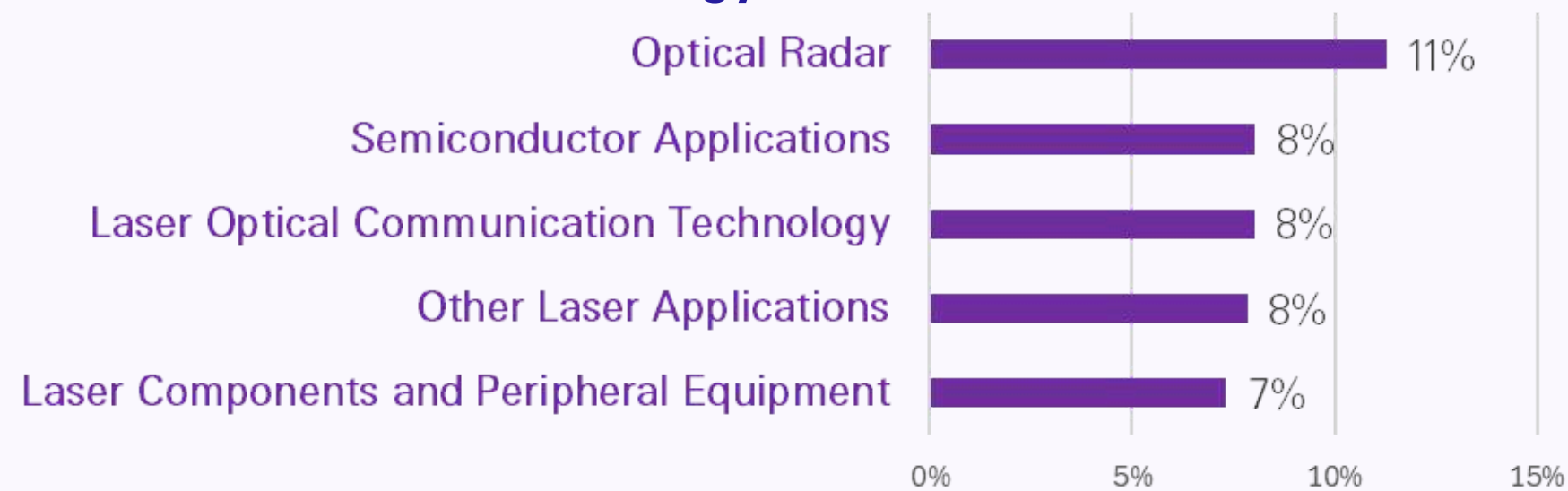


Top Products of Interest

PCB (Printed Circuit Board) Industry

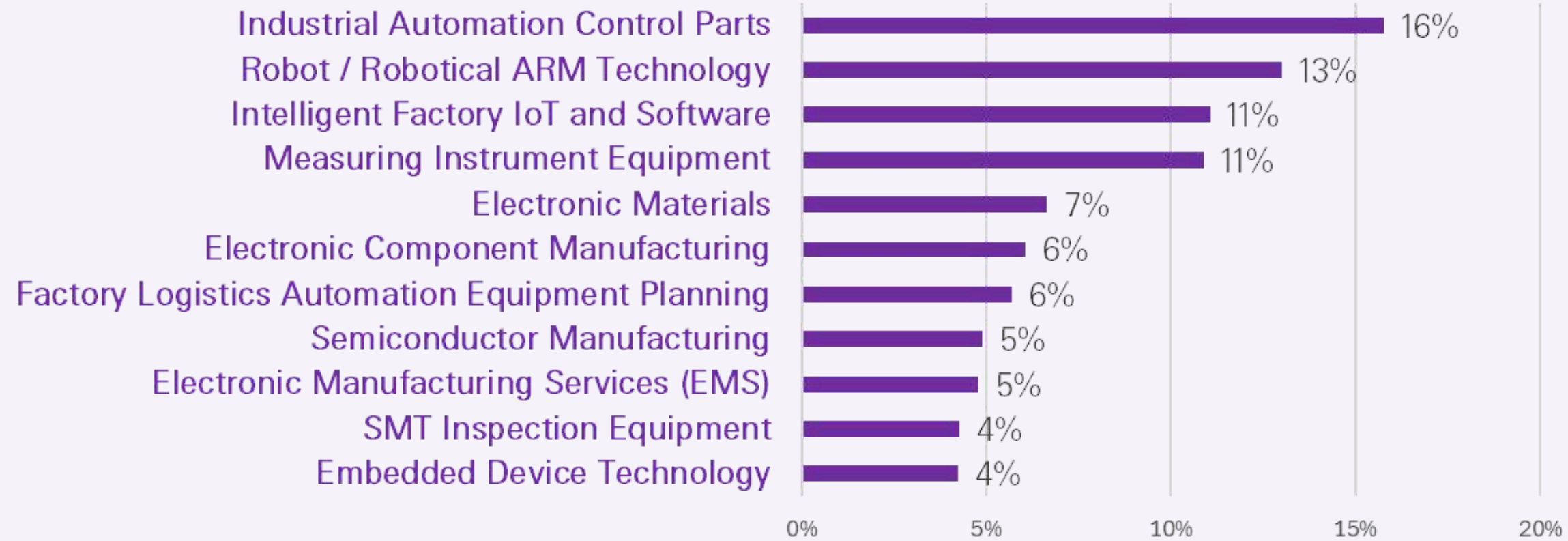


Laser Technology

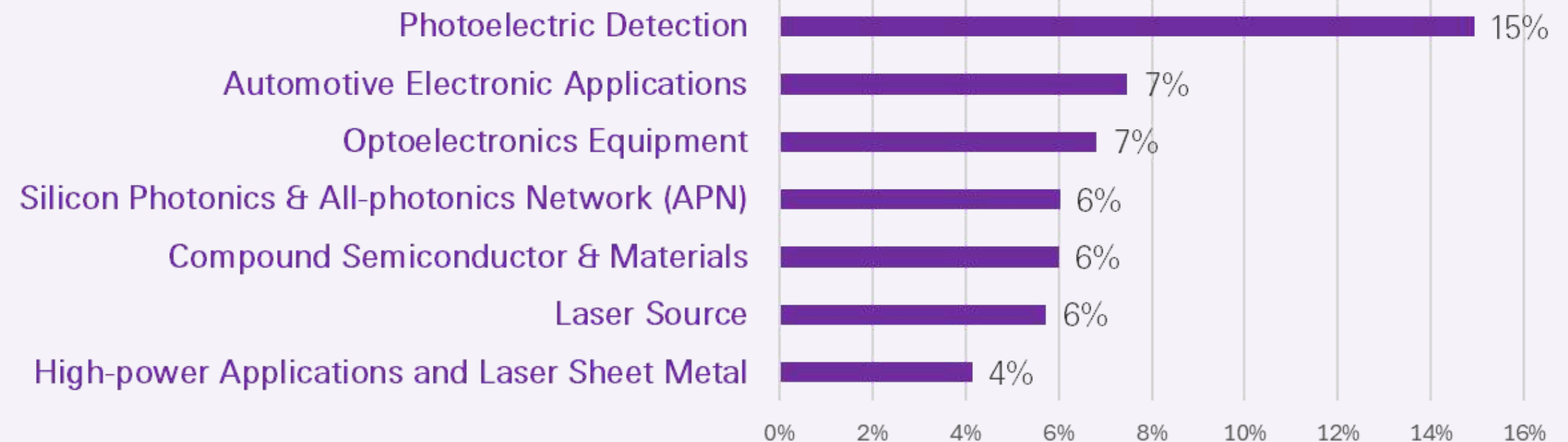


Top Products of Interest

Automation & Electronic Manufacturing Assembly (EMA)

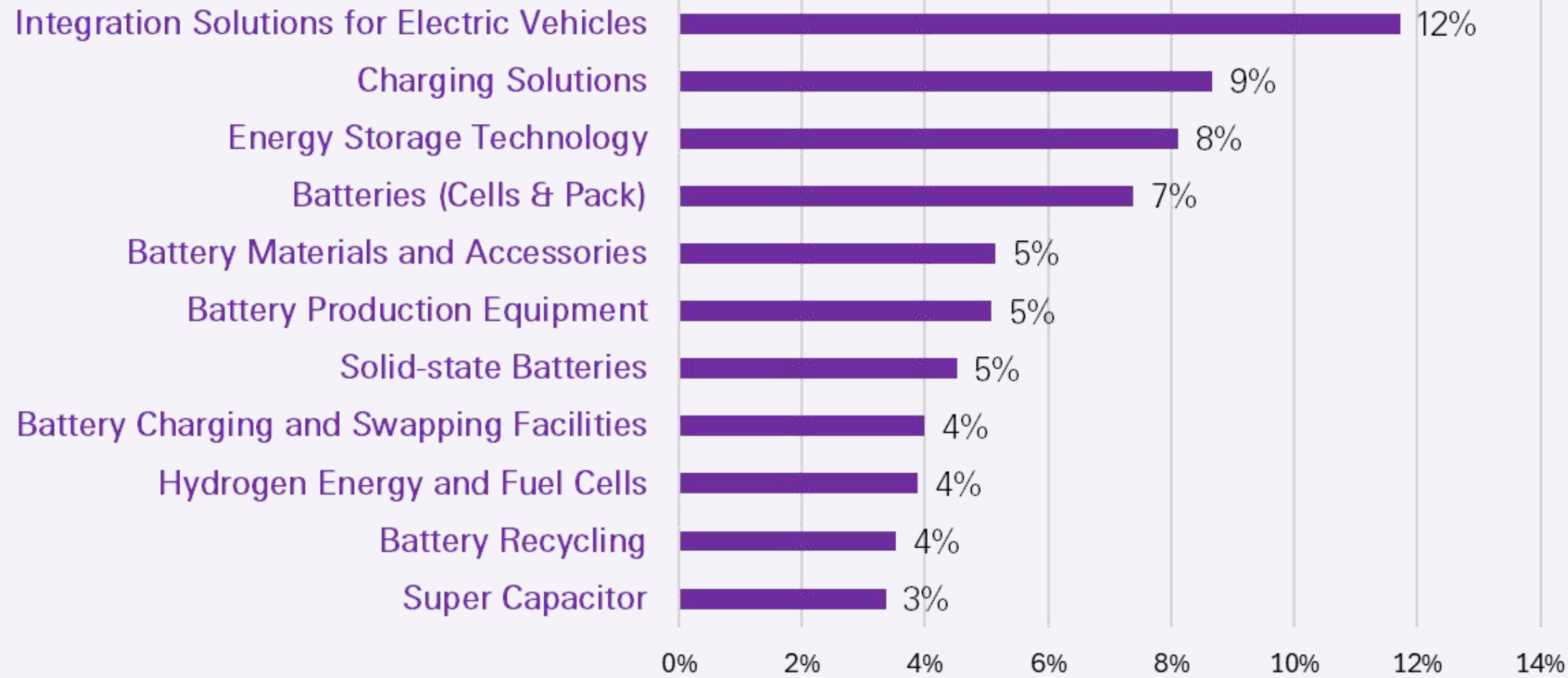


Optoelectronics

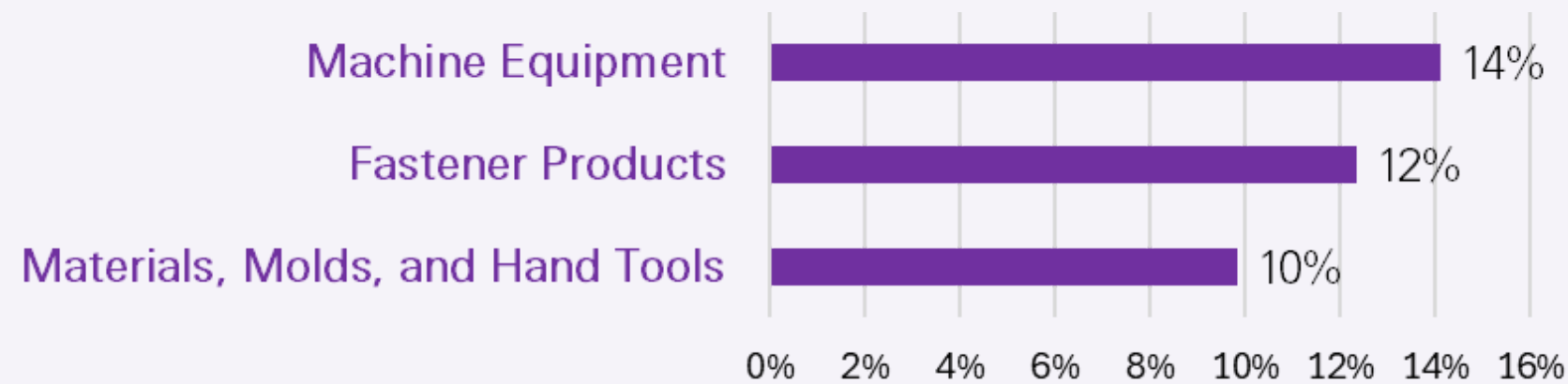


Top Products of Interest

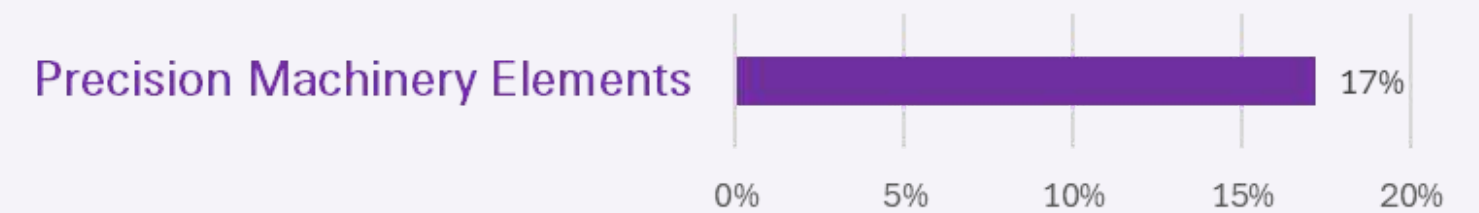
Battery Power Storage & EV Solutions



Fasteners

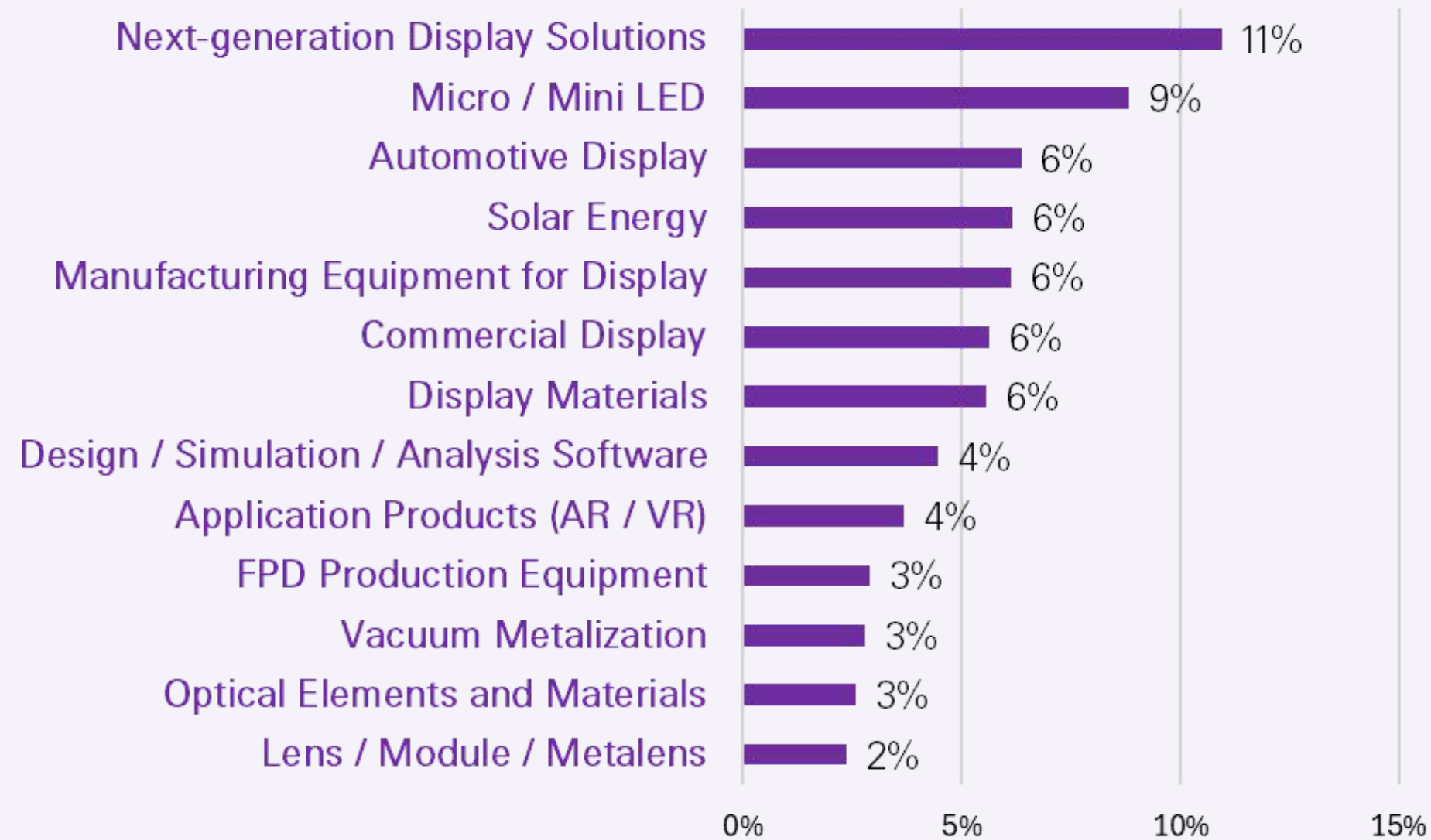


Precision Components

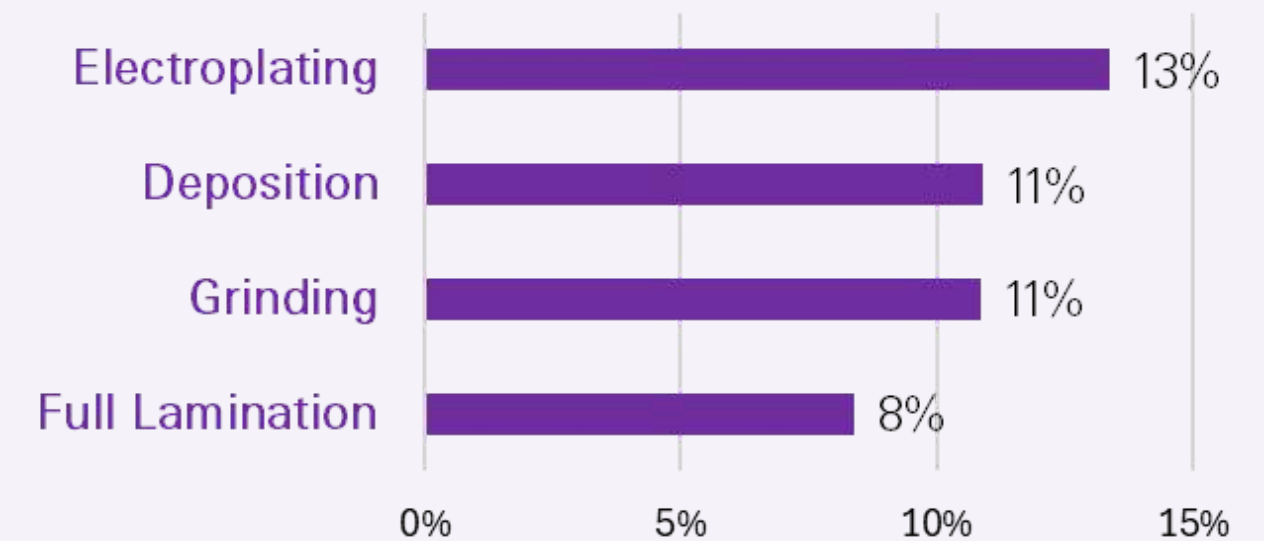


Top Products of Interest

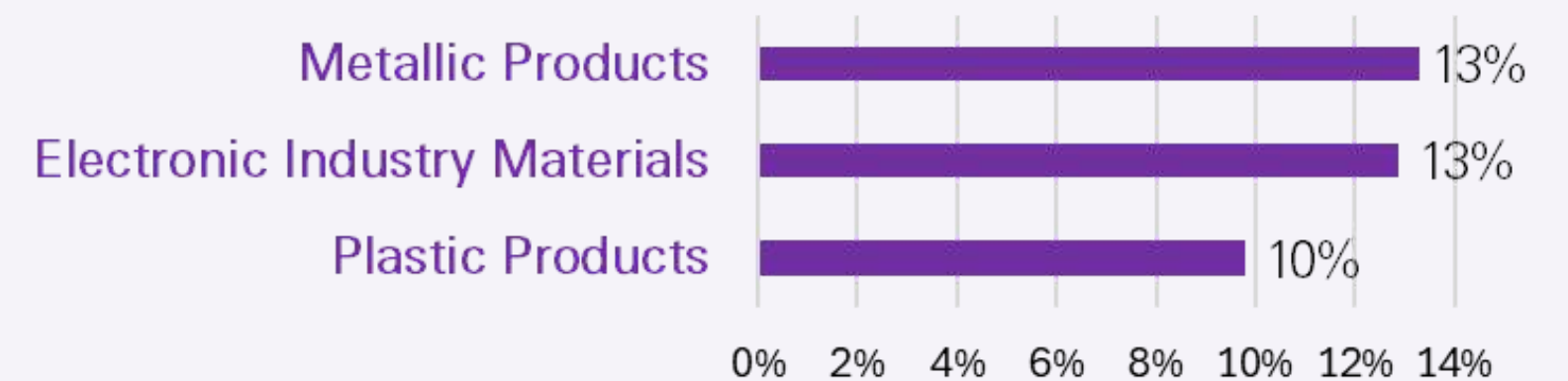
Display Technology



Surface Treatment



4C Electronic Products Material



Visitor Quotes

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➤ **Mr Thanakorn Tantiniranart, Sales & Technical Specialist,
Syntech Technology**

"This exhibition has aligned perfectly with our business development needs. For example, meeting with I AM, which has experience in the food industry, has been a great opportunity since we normally don't find skilled system integrators in that sector. I've also seen some impressive innovations for the PCB sector, particularly the handling equipment with suction heads. We're already planning follow-up demonstrations with several companies."

➤ **Mr Kamphon Thitipak, Manager,
Knp and Partner Co Ltd**

"Through the event, I discovered a variety of promising solutions for our canned fruit operations, particularly robotic packaging systems that could streamline our processes and reduce labour costs. Being able to connect directly with international technology providers from Taiwan, Germany, and other countries makes this event particularly valuable for Thai manufacturers."

➤ **Mr Thanapat Jitsanop, Business Development Manager,
Bangkok Metal Works Co Ltd**

"Initially, as a manufacturer specialising in automotive parts stamping, assembly and spot welding, I wasn't sure how relevant this event would be to our operations. But after seeing the automation capabilities on display here, particularly movement and transfer systems, I can see clear benefits for our production line. Even before completing my tour of the event, I had already identified several promising partners. Having access to such a range of innovative solutions helps manufacturers like us identify new opportunities for development."



Fringe Program and Events

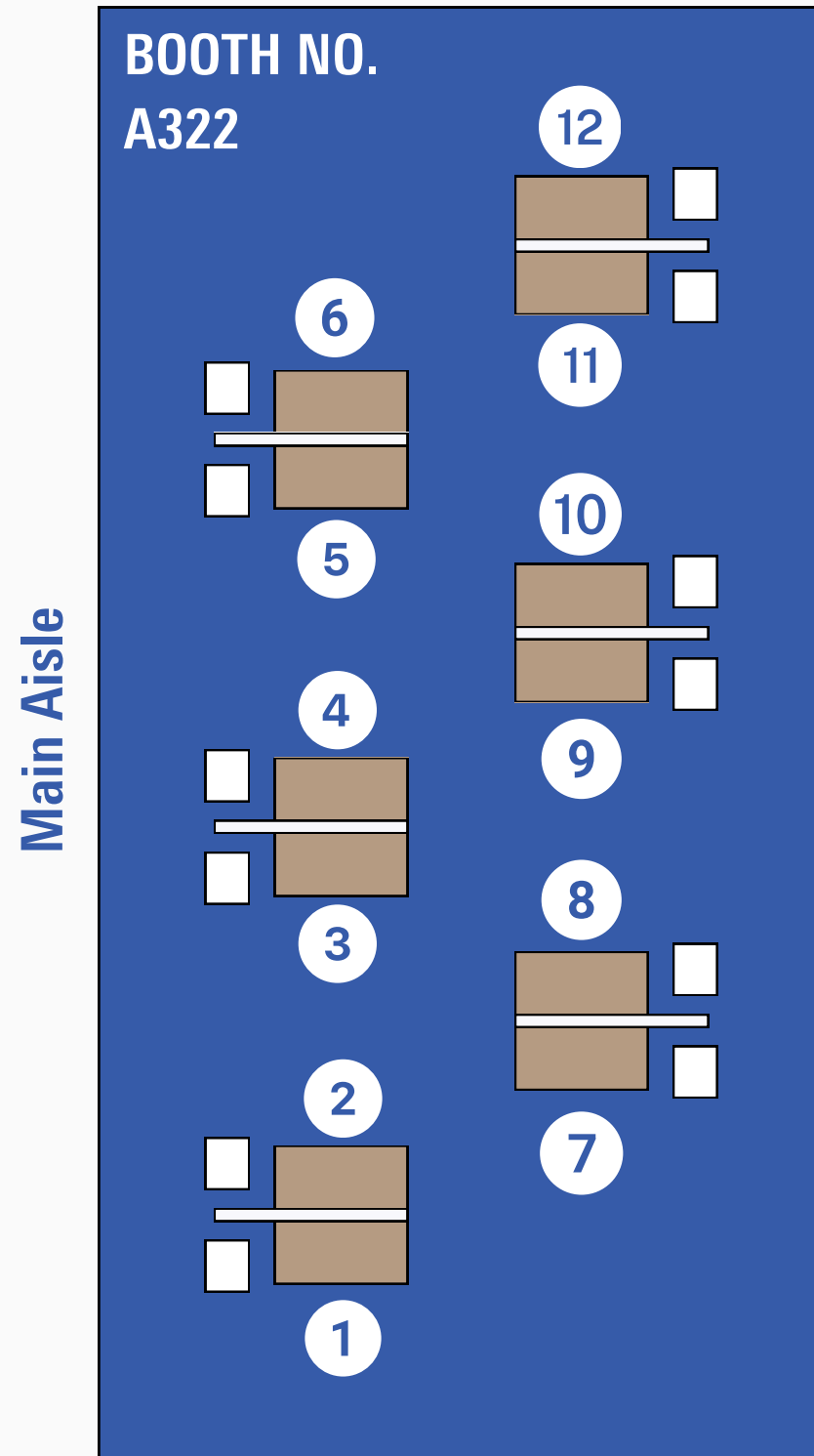
✔ Opening Ceremony

Tech Stage ✔

✔ SPS Seminar

Business Matching ✔

SPS Stage Demo Zone



1 PILZ



2 WIELAND ELECTRIC



3 PHOENIX CONTACT



4 BECKHOFF AUTOMATION



5 BENDER



6 SICK



7 BELDEN



8 BALLUFF



9 COGNEX



10 IGUS



11 INTERROLL



12 RITTAL

SPS STAGE BANGKOK HIGHLIGHTS



March 6

IT and OT Integration in the Digital Factory: Challenges, Cybersecurity and Use Cases

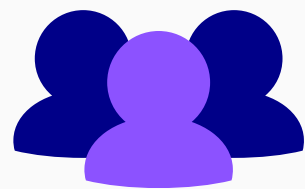


- Supakorn Kungpisdan Ph.D., Chief Information Security Officer - CISO, United Information Highway (UIH)
- Oliver Bratzke, Managing Director, Pilz South East Asia (Thailand)

Road to Industry 5.0: Leveraging Automation and IIoT for Smart Manufacturing



- Moderator: Teera Kittiteerapornchai, CEO, GMTX
- Panelists:
 - Suthat Krongchon Ph.D., President, Thai IoT Association
 - Prapin Abhinorasaeth Ph.D., President, Thai Automation and Robotics Association (TARA)
 - Udom Lewlomphaisarl, Director, Industrial IoT and Automation Research Group, National Electronics and Computer Technology Center ,NSTDA



520
Attendees



March 7

➤ The Convergence of Electronics and Industrial Automation

- David Chia, Regional Managing Director, Beckhoff Automation
- Phoemsak Suksiri, Assistant Vice President of Manufacturing Automation and Robotic Center
- Anupong Singha, Manager of Process Automation Technology

BECKHOFF



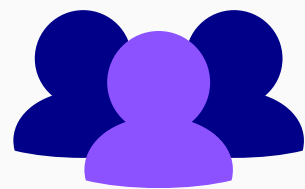
➤ AI in Manufacturing & Logistics: Use Cases and Adaptation Strategies

- Suthat Krongchon Ph.D., President, Thai IoT Association
- Cheng Guo, CEO, C2M Digital Technology



➤ Industrial Safety & Predictive Maintenance: The Power of Smart Monitoring

- Mario Zerbe, President & CEO, Smart Siam Consulting Limited
- Saprang Wisuthipanich, General Manager, Simplify Engineering



429
Attendees



March 8

➤ Building Resilient Manufacturing Systems with Automation and Real-time Monitoring

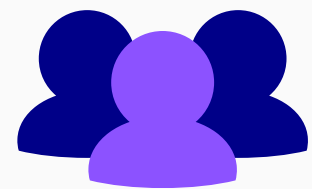


- **Wichet Muengchan, Director, Thai Automation and Robotics Association (TARA)**
- **Arthid Apirattanaphan, Sales Product Marketing Manager, Phoenix Contact**

➤ Modernizing Legacy Factories: Technology Optimization & Transformation



- **Chairat Bantaotook, Manager of Academic Training, Sumipol Institute of Manufacturing Technology (SIMTec)**



288
Attendees



TECH
STAGE

Tech Stage

Automation
Thailand
Part of Intelligent Asia Thailand

6 March 2025

12.00 - Automation Trends Outlook 2025

12.30 u. MM Thailand



12.30 - Smart Robotics For PCB Manufacturing

13.00 u. Pranot Chimpiboon | Sales Robotics Section

YASKAWA

13.00 - Robotics for PCB Manufacturing

13.30 u. Sittidate Keawmanee | Product Manager



14.00 - Safety Solution and Tool for Factory

14.30 u. Chatpon Sikuntagasamit | Segment Manager (Manufacturing Industries)



14.30 - See Today What Will Not Happen Tomorrow

15.00 u. Mario Zerbe | President & CEO, Smart Siam Consulting Limited
Saprang Wisuthipanich | General Manager, Simplify Engineering Co., Ltd.



15.00 - Sustainability in Machining : The Three Pillars of Success

15.30 u. Nitichai Jitkusolrungrueng | Marketing Manager, Tungaloy-NTK



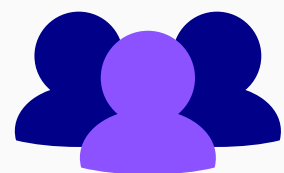
15.30 - How to Achieve Next-Level Machining Optimisation
with Component-Based Thinking

16.00 u. Sutthipong Promket | Application Engineer Ceratizit, ThaiWorth

ThaiWorth

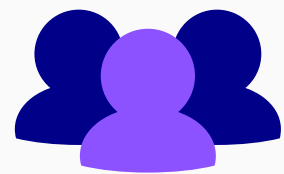
16.00 - Solar Solution for Green Supply Chain in Manufacturing

16.30 u. Natthaphat Thaiseeharach | Product Solution Manager














155

Attendees



150 Attendees

7 March 2025








10.30 - 11.00 u.	Lidac loc and sBot Danaiwat Daosood Senior Application Engineer, Safety	
11.00 - 11.30 u.	Ewellix LIFTKIT - The 7th Axis for Robots Manit Thirachrak Business Development Manager	
11.30 - 12.00 u.	PMA Cable Protection System for Robotics Alongkorn Klaikaew Business Development Manager	
12.00 - 12.30 u.	Material Flow with AMRs : Choosing the Right Automation for Your Operations Anawat Wongpradu Sales Executive	
12.30 - 13.45 u.	Frameless Motor Cores Empower Embodied Intelligence Grace Shen Manager	
13.45 - 14.15 u.	The New Generation of Digitalize Automation by PLC Next Suchon Kaewbangkaphom Application Engineer	
14.15 - 14.45 u.	Virtual Commissioning for Optimized Production Using Siemens Tecnomatix Plant Simulation Chaowat Kruttin Technical Manager	
14.45 - 15.15 u.	Digitalization in Industrial Automation with Beckhoff Worrawat Duanyai Application Manager	
15.15 - 15.45 u.	Beyond Process Automation : Unlocking the Power of Smart Sensors & Data Connectivity Lua Chang Yau (CY) Senior Solution Consultant	
15.45 - 16.15 u.	From Manual to Marvel : Transforming Food Warehouses with Technology Worrawat Duanyai Application Manager	
16.15 - 16.45 u.	Smart Maintenance Platform for Modern Factory Worrawat Duanyai Application Manager	



8 March 2025



101
Attendees

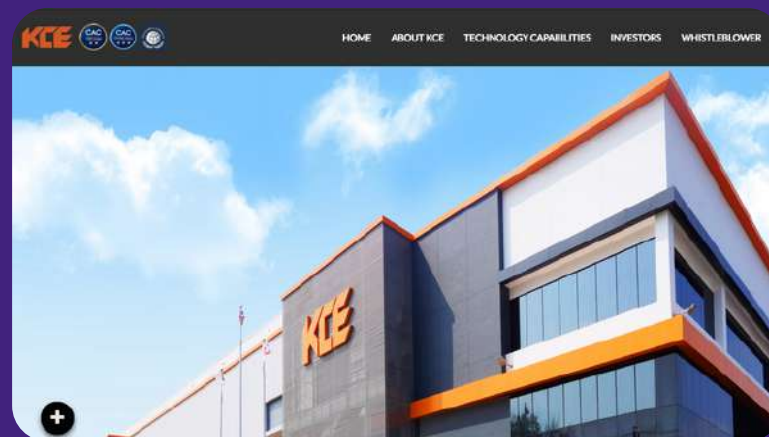
10.00 - 10.30 u.	Identification and Access Management for Machine Safety and Security Yothin Mamongkol Business Development Manager	 PILZ THE SPIRIT OF SAFETY
10.30 - 11.00 u.	AIoT for Smart Factory Ratchapol Sittisin CEO	 MIP Engineering System
11.00 - 11.30 u.	SAMOS® PRO MOTION - Integrated Safe Monitoring for Machines Hadi Halim Senior Sales Manager	 wieland
11.30 - 12.00 u.	Robotics for Warehouse Automation Sukanya Vanichjakvong Founder & CEO	 RAAS PAL ROBOT AS A SERVICE
12.00 - 13.00 u.	Warehouse Automation for High Value Industry Apichai Mongkolnimit Sale Manager	 kardex STOREMASTER
13.30 - 14.00 u.	Automated Metrology Solution for Your Smart Manufacturing Hanna Luise Obermeier Marketing Manager	 Thaimach
14.00 - 14.30 u.	Tools for Electrical Power Safety and Maintenance for EV and Electric Components Smitt Chankhong Senior Application Engineer	 HIOKI



Key Visitors

KCE ELECTRONIC PUBLIC COMPANY LIMITED

KCE Electronics Public Company Limited is a manufacturer of printed circuit boards (PCBs) based in Thailand. It has grown to become the largest PCB producer in Southeast Asia and a major global supplier, especially for the automotive industry. The company operates multiple production facilities and is listed on the Stock Exchange of Thailand (SET).



JORAKAY CORPORATION COMPANY LIMITED

Jorakay Corporation Company Limited is a Thai manufacturer of construction materials, specializing in tile adhesives, grouts, waterproofing, and decorative solutions. Committed to sustainability, the company integrates eco-friendly practices and promotes skilled craftsmanship.



SAIJO DENKI INTERNATIONAL COMPANY LIMITED

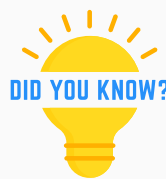
Saijo Denki International Co., Ltd. is a Thai manufacturer of air conditioning systems and air purifiers. Known for innovation and energy efficiency, the company exports to over 30 countries.



FUJIKURA ELECTRONICS (THAILAND) LTD

Fujikura Electronics (Thailand) Ltd. specializes in Flexible Printed Circuits (FPCs), SMT assemblies, and optical fiber components. With multiple factories in Thailand, it delivers high-quality electronic solutions.





Key Visitors



Part of Intelligent Asia Thailand

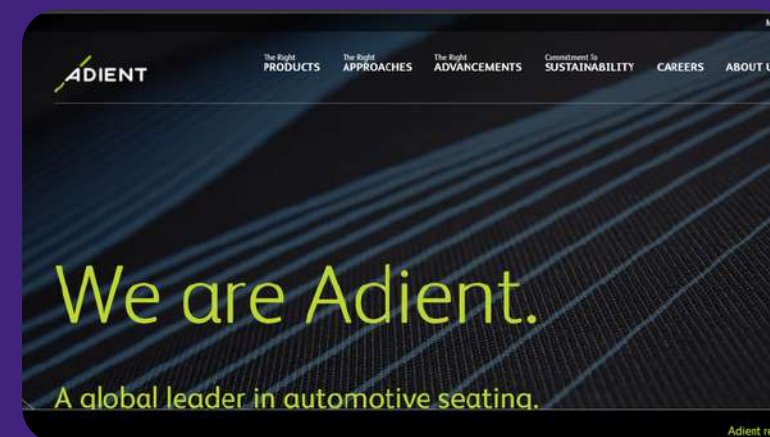
THE SIAM CEMENT (TA LUANG) COMPANY LIMITED

The Siam Cement (Ta Luang) Company Limited, a subsidiary of Siam Cement Group (SCG), operates a cement plant located in Phra Phutthabat, Saraburi, Thailand. This facility is one of several cement plants under SCG's Cement-Building Materials Business, contributing to the company's extensive production capacity in the region.



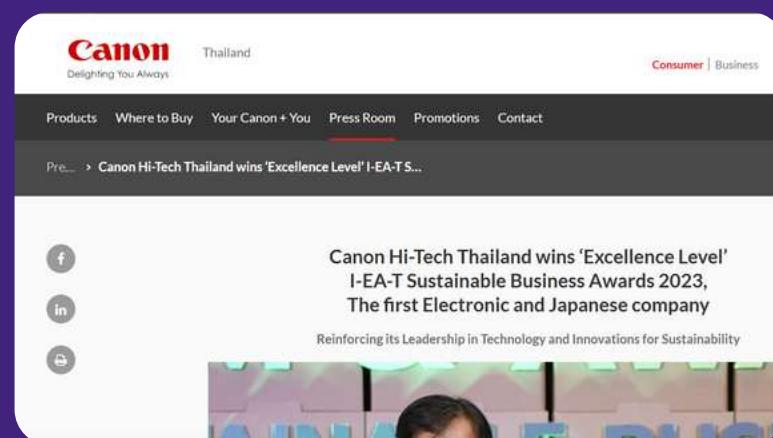
ADIENT (THAILAND) COMPANY LIMITED

Adient (Thailand) Company Limited, a subsidiary of Adient PLC, operates as a global leader in automotive seating. The company produces and supplies seating components such as seat covers, structures, mechanisms, foam, plastics, and trim to major automotive manufacturers.



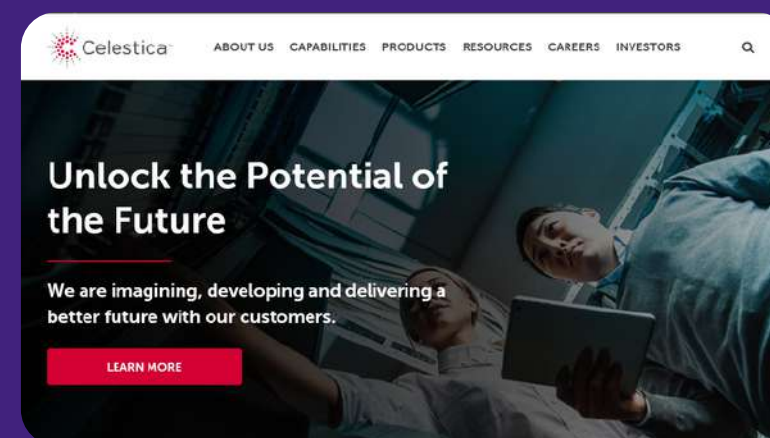
CANON HI-TECH (THAILAND) COMPANY LIMITED

Canon Hi-Tech (Thailand) Co., Ltd., a subsidiary of Canon Inc. specializes in manufacturing inkjet printers, multifunction printers, and scanners. The company operates two main plants in Thailand: one in the Hi-Tech Industrial Estate, Ayutthaya, and another in the Nava Nakorn Industrial Zone, Nakhon Ratchasima.



CELESTICA COMPANY THAILAND

Celestica (Thailand) Ltd., a subsidiary of Celestica Inc., operates a significant facility in Laem Chabang, Chonburi, providing a comprehensive range of services, including engineering design, supply chain management, and manufacturing solutions. It stands as Celestica's largest global site, employing over 4,000 individuals and serving markets such as communications and enterprise sectors.





Key Visitors



CPF (THAILAND) PUBLIC COMPANY LIMITED

Charoen Pokphand Foods Public Company Limited (CPF), is a leading Thai agro-industrial and food company, specializing in feed, farm, and food products. CPF operates globally, offering a range of products such as animal feed, poultry, swine, seafood, and processed food.



SIAM FURUKAWA CO.,LTD

Siam Furukawa Co., Ltd. under Siam Furukawa Battery Co., Ltd. (Japan), is a battery manufacturer and distributor. The company dominates the OEM automobile market and exports worldwide through Siam Furukawa Trading Co., Ltd. Committed to innovation, we ensure high-quality batteries for reliable daily use.



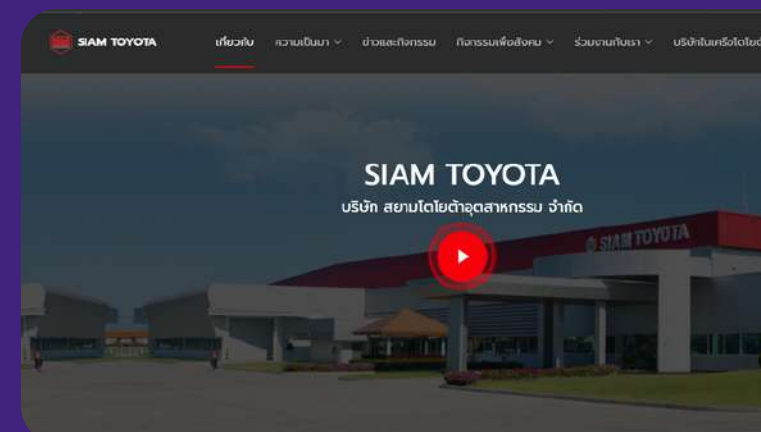
IMCO FOOD PACK COMPANY LIMITED

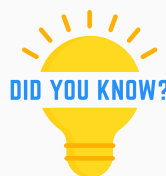
IMCO Food Pack Co., Ltd., specializes in manufacturing plastic packaging containers for food and beverages. Their product range includes injection, printing, blowing, and free-form PET bottles, as well as thin-walled PP cups, tubs, lids, and color-printed thin-walled PP cups and lids, utilizing the DRY OFFSET system.



SIAM TOYOTA MANUFACTURING COMPANY LIMITED

Siam Toyota Manufacturing Co., Ltd. (STM) is an engine manufacturer and a key production base for Toyota in the Asia-Pacific region. The company is a joint venture among Toyota Motor Corporation, The Siam Cement Public Company Limited, and other shareholders.





Key Visitors

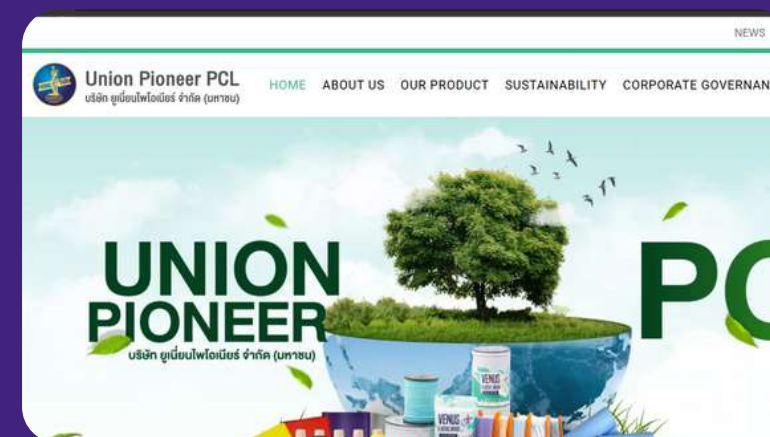
STARS MICROELECTRONICS (THAILAND) PUBLIC COMPANY LIMITED

Stars Microelectronics (Thailand) Public Company Limited specializes in electronic manufacturing services (EMS) and outsourced semiconductor assembly and testing (OSAT). The company offers services like IC packaging, PCB assembly, and fiber optics device manufacturing, serving markets such as semiconductor, telecom, automotive, and medical devices.



UNION PIONEER PUBLIC COMPANY LIMITED

Union Pioneer Public Company Limited manufactures and distributes elastic products such as rubber threads, elastic braids, webbing, and covering yarns. These products serve various applications, including diapers, garments, medical devices, and exercise equipment.



SANWA TECHNOLOGIES (THAILAND) COMPANY LIMITED

SANWA Technologies (Thailand) Co., Ltd., formerly known as Sanwa Denki Kogyo Co., Ltd., is a manufacturer of communication equipment serving the global optical communications market. The company operates manufacturing facilities in Japan and Thailand, with global sales operations across the U.S., Europe, and Asia-Pacific regions.



NMB-MINEBEA THAI LIMITED

NMB-Minebea Thai Ltd. is a leading manufacturer of miniature ball bearings, small motors, and other precision components. The company operates multiple plants in Thailand, including facilities in Ayutthaya, Bang Pa-in, Lop Buri, Rojana, Navanakorn, and Ban Wa.



Show Impressions





See You Next Year ! 11 - 13 March 2026

**Bangkok International Trade & Exhibition Centre (BITEC)
Bangkok, Thailand**



Website

www.automation-thailand.com



Email

ATTH@taiwan.messefrankfurt.com