

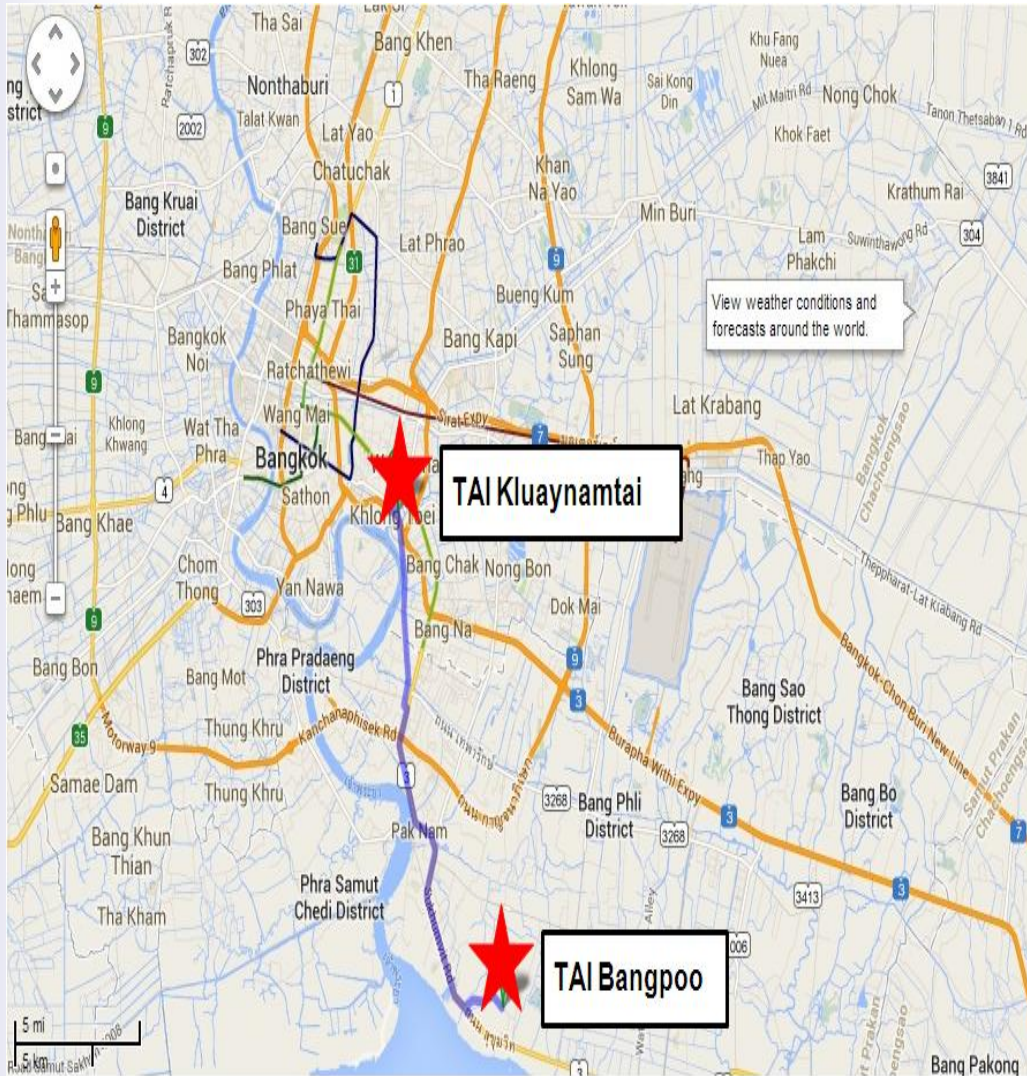
# About **TAI** Thailand Automotive Institute

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 Laonual  
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 Location



Bangkok & Samutprakarn province, Thailand



Kluaynamthai Head Office



Bang Poo Test Center

# 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 Outline

## 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

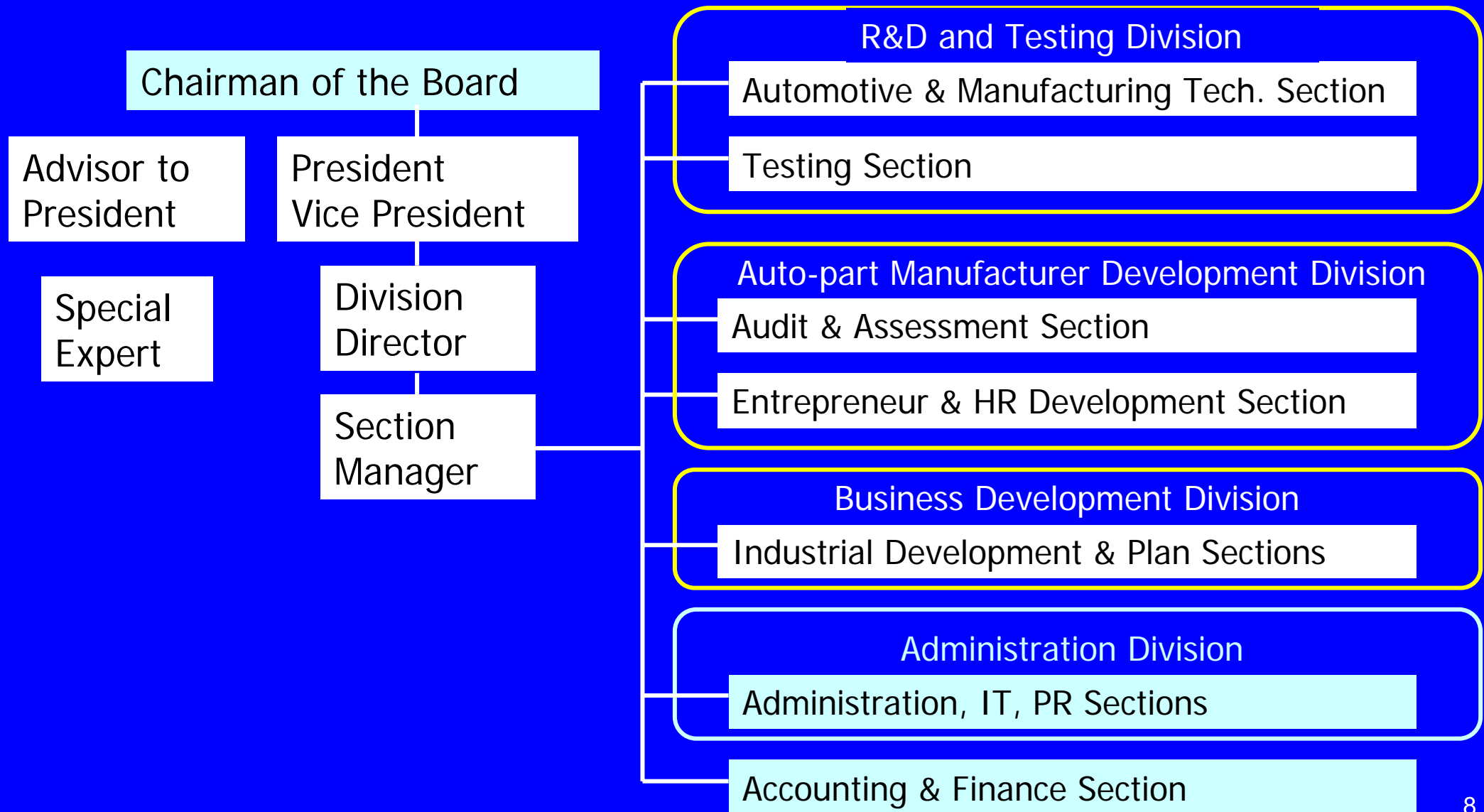
1. To study, analyze and recommend strategic plans and measures for the automotive industry development
2. To support the operation of organizations in both private and government sectors to achieve the defined objectives
3. To coordinate with related organizations in local and international for mutual 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)

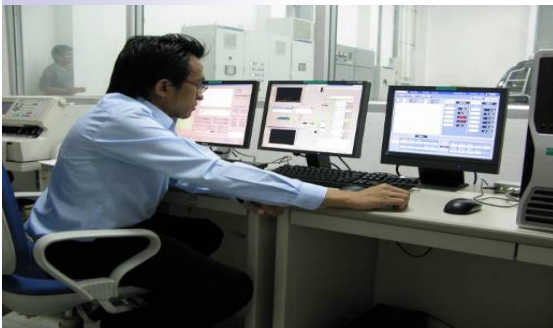




# TAI with Engineering Development

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 with Training & Consulting

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.



# TAI with Training & Consulting

## 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.



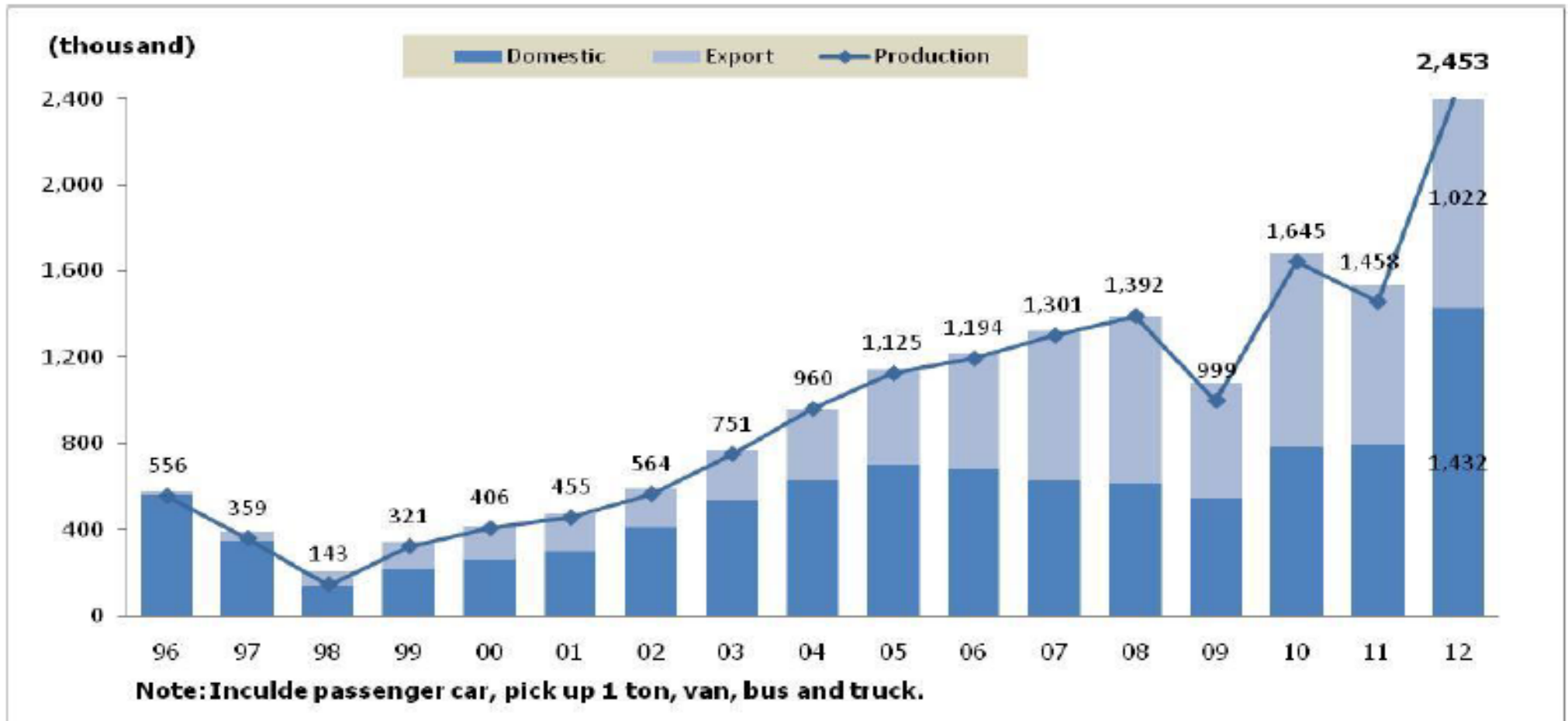
# TAI with Automotive Symposium



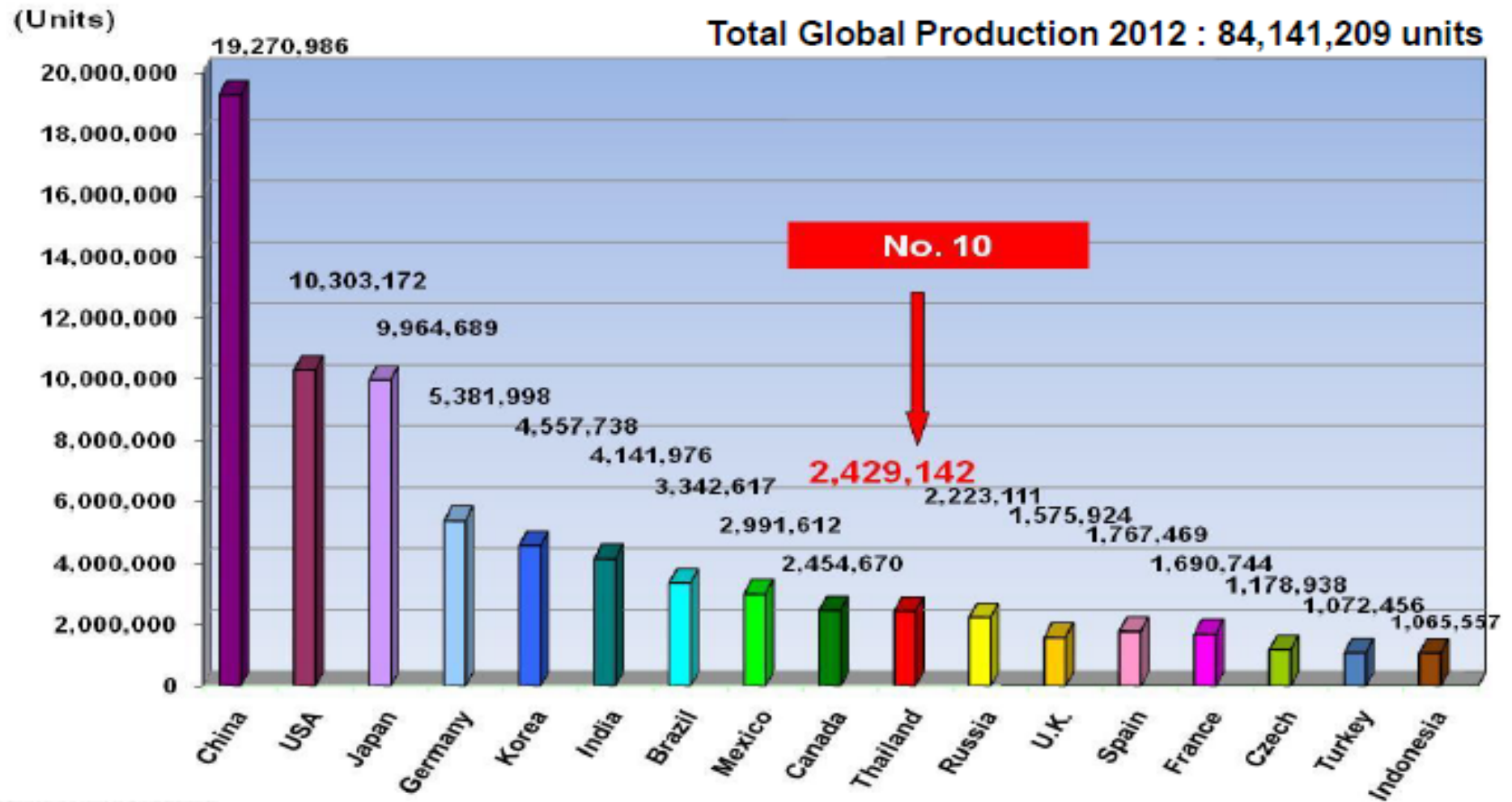
June 2013, TAI organized an exclusive conference under the theme of “Moving towards Global Green Automotive Industry” where the conference is focused on Human Resource Development in Automotive Industry and Rail Industry, the Production Technology & Materials Engineering and the Future Automotive Technology. 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



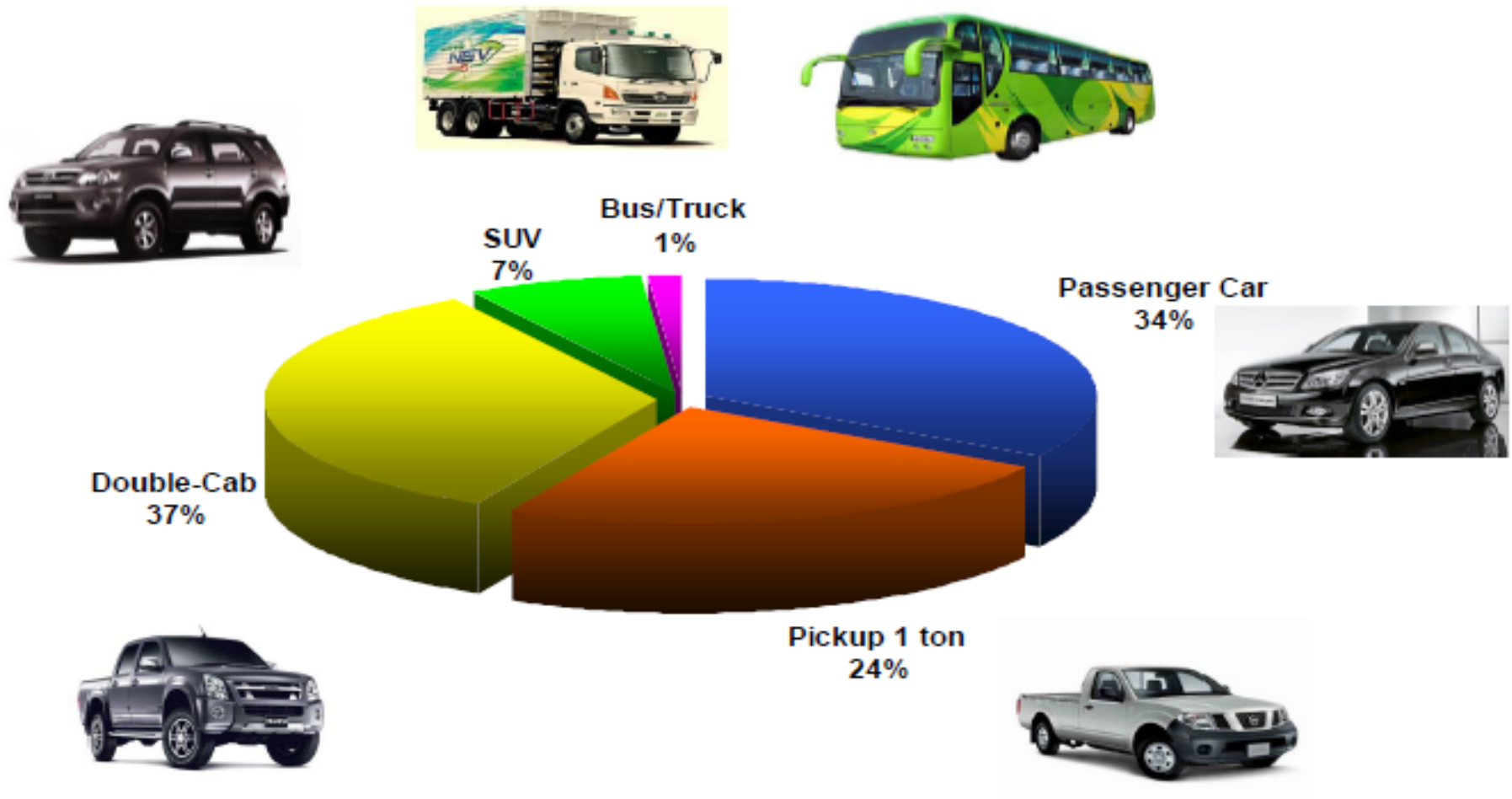
## Global Automobile Production Ranking 2012



Source: FOURIN

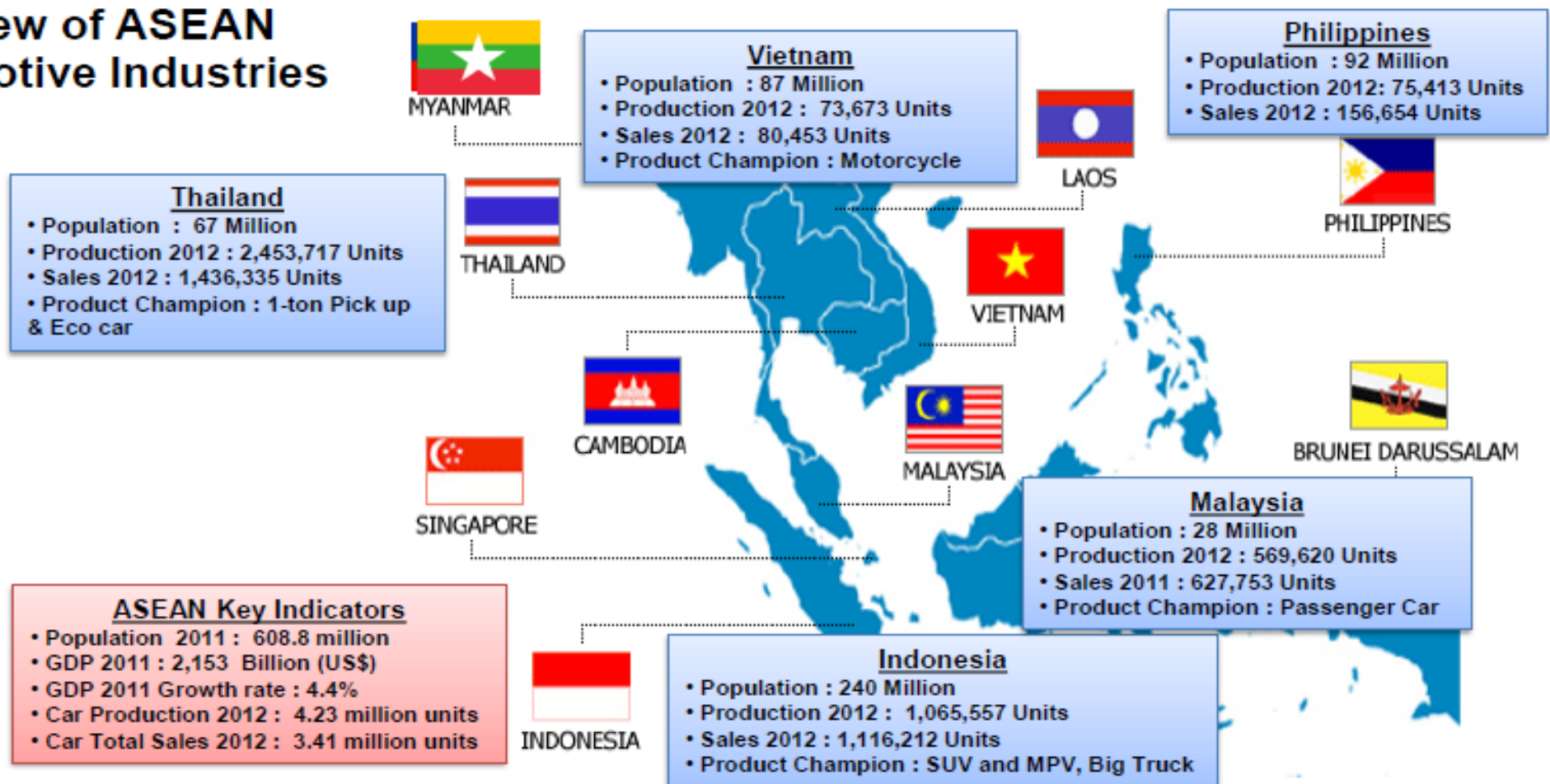
# Thailand Automotive Industry Focus

## Proportion of Type of Vehicles in Thailand Production



# Thailand Automotive Industry Focus

## Overview of ASEAN Automotive Industries



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”

ประเทศไทยเป็นฐานการผลิตยานยนต์ของเอเชีย สามารถสร้างมูลค่าเพิ่มในประเทศด้วยอุตสาหกรรมชิ้นส่วนยานยนต์ที่แข็งแกร่ง



## Vision 2021

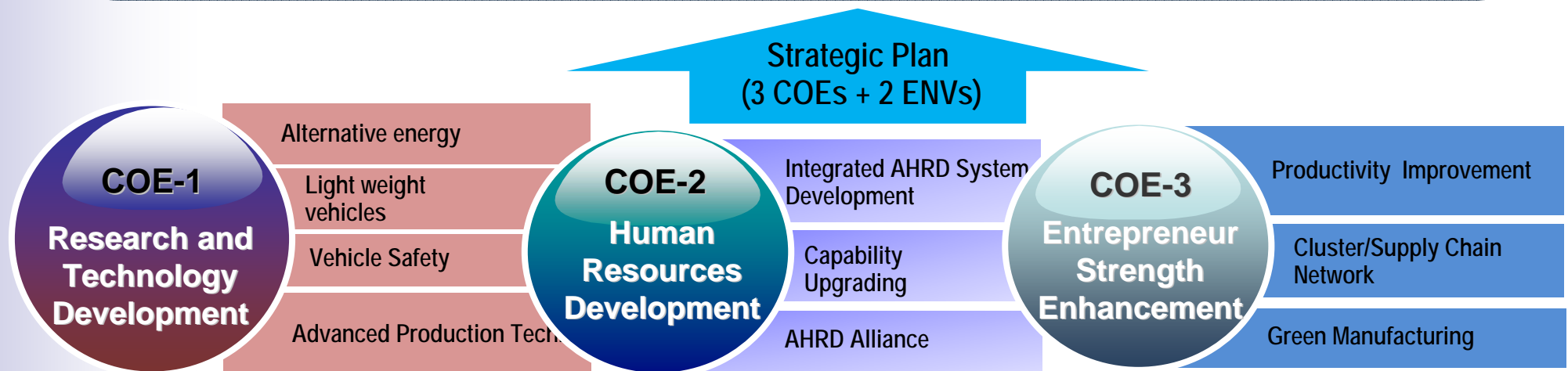
“Thailand is a global **green** automotive production base with strong domestic supply chains which create high value added for the country”

ประเทศไทยเป็นฐานการผลิตยานยนต์ของโลกด้วยห่วงโซ่อุปทาน (Supply chain) ที่สร้างมูลค่าเพิ่มในประเทศและเป็นมิตรกับสิ่งแวดล้อม

**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”



## 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

# Thank You

[www.thaiauto.or.th](http://www.thaiauto.or.th)