

## Water... Water... Everywhere.

On 11 September 2008 Amata Nakorn had its own version of an event to remember. A heavy rainstorm dumped a large volume of water on already saturated grounds. A total of 130 mm fell in just five hours of steady rainfall and created a situation where there simply was no place for the water to be moved to. The result was widespread flooding inside the industrial estate.

The Thai Meteorological Department issued several flood warnings on that day, a total of four, that advised flooding was likely from the heavy rainfall that occurred in a short period. At Amata Nakorn we were not spared the severe consequences of the heavy rains and we experienced flooding in most areas of the industrial estate. Pumps which usually can handle just about any condition were quickly overpowered by the heavy rains and water unfortunately backed up into many traffic areas and production facilities of the estate. The final flood warning issued by the department included the Chonburi area and the dire predictions proved to be true.

"A trough of active low pressure lies across central Thailand with low pressure cells in upper eastern and north-eastern Thailand. A strong southwest monsoon dominates the Andaman Sea, southern Thailand and the Gulf. Abundant heavy to very heavy rain in many places is likely over the mentioned areas. People in risky areas, such as Nakhon Ratchasima, Buri Ram, Saraburi, Lop Buri, Nakhon Sawan, Kanchanaburi, Suphan Buri, Ayutthaya, Bangkok Metropolitan, Nakhon Nayok, Prachin Buri, Sa Kaeo, Chachoengsao, Chon Buri, Rayong, Chanthaburi, Trat, Ranong and Phangnga provinces should beware flood conditions during 11-13 September 2008. All ships should proceed with caution during this period." So read the weather forecast.

The warnings of flooding continued for most of the month and ended with a Tropical Storm Warning for Mekhalha that would last well into the first week of October. On 30 September the Tropical Storm made landfall in Vietnam and quickly moved into Thailand dumping more rainfall on already saturated fields.

Factory operations were unfortunately interrupted at Amata Nakorn as manufacturers were unable to meet deadlines with shipments due to the heavy rains and slower than expected runoff.

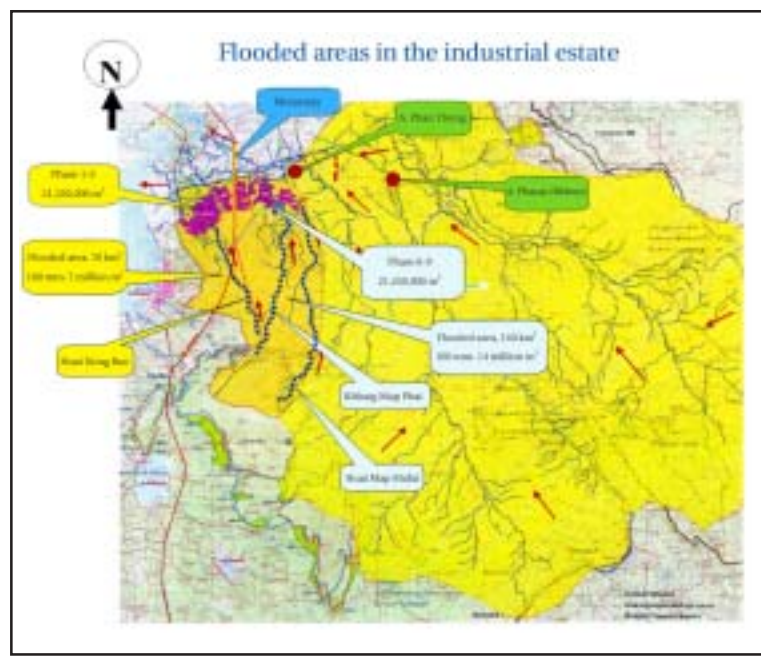
Mr Viboon Kromadit, Amata Nakorn's Chief Operating Officer, was tasked with the investigation as to how such an event could be prevented from occurring again. Besides adding more pumps more cooperation was required with nearby communities and government officials to handle such an event if it ever happened again. The issue was also presented to Amata's Board as a massive expenditure would be required to correct the situation. Within the month, a plan of action was readied and put into action. Many companies might just hope that a



Flooded road at the industrial estate.



Pumps are used at the industrial estate to ease the traffic problem.



Map showing the effected areas at the industrial estate.

similar once-in-a-lifetime event like the massive rainfall would not occur again but Amata wanted to back up the claim of a "Perfect City" with a perfect plan.

Better planning and cooperation with both highway and railway officials to increase the draining capacity off the industrial estate and provide the ability to divert water away from populated areas and into pre-designed holding ponds on vacant farmland are steps proposed in addition to more pumping capacity from

the industrial estate.

There are also plans to ask the Department of Highways for permission to build a larger drainage ditch along the Bangkok-Chonburi Motorway that would increase the capacity into the Panthong Canal. Amata would also add more pumping positions in phases 7-8 and 9 of the industrial estate.

The course of action will not be an inexpensive one. Amata is anticipating an expenditure of 30-40 million baht to imple-

ment a flood control plan for the industrial estate. It is interesting to note that there was not a dissenting voice to be heard in the room when the plan was unveiled. All the executives in the room knew it was a required action for the company and that action had to be taken quickly before the next rainy season which will likely test the plan in short order.

If you already have insurance to cover your operation, you are ahead of the game. If the head office in Tokyo or New

York says you are covered, please ask to see the paperwork. If you are not sure about coverage, Marsh has an office at Amata Nakorn and they can assist you in making the determination as to whether you have coverage and whether it is adequate. Please contact Sutee Satitayangkul at (0) 38-457-060 to arrange for a free consultation. Many existing fire insurance policies can have flood and other all risk riders added for a low monthly cost.

## English language DJ becomes voice of Amata Presentation

Richie Walker got his start in radio back in 1985. Since then he has had a colorful career in both radio and TV, from New York City to San Francisco and Hawaii and then Taiwan and Thailand in Asia.



Richie Walker

Walker's first stop in Asia was in Taipei as the morning show DJ at ICRT radio in Taiwan which was the top-rated English language station in the country for many years.

In 2004 Walker moved to Bangkok, Thailand and worked on the start up of smooth jazz FM station 98.5 Breeze FM where he helped create the sound of the station and worked there for three years as a host of the station's morning show.

Walker has done voice work for many five star hotels in Bangkok as well as banks and airlines. His most famous voice gig was for Acer computers in Taiwan. A long-time successful musician Walker has not only recorded his own successful albums but worked as a studio musician for Andy Gibb for two years in Miami, Florida from 1979 to 1981.

His guitar work and musical composing won him Taiwan's Golden Horse award for his work on the film Farewell China. Walker also released an album of his own music on Sony records titled "Why Are We Still Strangers" and the title track made it into the top ten spot on the charts for several weeks. Walker is currently performing in Bangkok at the Penalty Spot on Sukhumvit Soi 29 from Wednesday thru Saturday 1830 until 2130 each evening.

Walker was asked by his long-time friend Tom Mintier to re-voice Amata's sales presentation. This video presentation is presented to most visitors to the Amata Industrial Estate at Amata Nakorn in Chonburi, Thailand. Mintier wanted to update and upgrade the quality of the English language presentation to be more representative of the Perfect City concept of the Industrial Estate. It is also viewable on our website at <http://www.amata.com>.

## Amata Green Award

There were a total of 100 entries in this first year of competition for the most beautiful garden spot at any of Amata's factories, either in the Nakorn or Amata City estate. Each garden had to be at least 12 square meters but no larger than 30 square meters. The first cash prize award went to the Bosch factory in Amata City.

The other first prize, for the Most Creative Garden, was also presented to an operation in Amata City: Thai Auto (TAP). The cash award of 40,000 baht will purchase a lot of flowers. Both gardens were also presented with a trophy from the Ministry of Industry. The total prize money from Amata for the gardens was more than 200-thousand baht. Nearly two dozen factories took part in this year's program, the first of an annual event.



## Toyota charts path through crisis

At a time when economies around the world are reeling and a global economic downturn seems to be at hand, there are still some bright spots seemingly on the horizon.

One of those is in Thailand where Siam Toyota Manufacturing will soon add a second production facility to generate more engines for even more cars and pickup trucks with Made in Thailand etched somewhere on the body.

The new plant at Amata Nakorn Industrial estate will produce approximately 150,000 more diesel engines than were previously manufactured by Siam Toyota. In 2007, there were a total of 200,000 diesel engines produced at Amata and now the total production will be at a level of 600,000 units. The expansion of a new engine production facility has been implemented to meet the increasing demand for the international multi-purpose vehicle (IMV) which has become quite popular worldwide.

STM has been able to create markets for their products that are more diversified than other producers. The new facility will provide up to 700 new jobs for either existing employees relocated to the new factory from other Siam Toyota Manufacturing locations or those added after 1 January to the STM payroll.

The 100+ rai project will help Amata's bottom line but STM benefits from mul-



Stone laying ceremony at Toyota site.

iple markets, unlike many other automakers. "STM is a supplier to Toyota Motors Thailand and a portion of production is for exporting," said Viboon Kromadit, Chief Operating Officer of Amata Corp.

"He still produces for another brand... that is why he can do it. I am still thinking that the current economic situation is not very serious for them. They know what to do and how to adjust to a condition or situation like this. That is the way I am thinking for STM and for AMATA," says Khun Viboon.



Toyota site at Amata Nakorn Industrial Estate.

An automaker based in Asia may be able to operate in a better environment based on their experience with economic problems like those that existed in Thailand in 1997.

"Thailand has the experience already. And don't forget that the Japanese also have the experience. In Thailand it was in 1997 but in Japan it was 1992. The experience is the same. America it seems doesn't have much experience. You just look at what happened, even though it did not happen to you. But for Thailand and Japan

it already happened to us so we know how to manage and handle the situation. We must separate politics from business, otherwise Thailand cannot survive."

"In the past 75-76 years, democracy has taught us many lessons. If we cannot keep business separate from politics we won't have much FDI (foreign direct investment) in my country. The biggest problem with the hamburger crisis is that we do not know where the bottom is. I learned that in 1997 when we thought it was just one year but it took three years to recover. If everybody

gets together, no matter which political party is in power, it will be faster. Like in Korea in 1997. They were the first to recover because they worked on the problem together," says Khun Viboon.

At a time when most industries are looking for a rock to hide under, maybe Siam Toyota Motors has looked into the crystal ball and has seen an image others say is too blurry to move forward with. If they can produce for a variety of customers and not rely on a single supplier or order, maybe they can.

## Amata Writer Award 2008

Mr. Sombat Plynoi (Sor Plynoi) has been named Amata's writer for 2008. At a press conference at the Amata Foundation office in Bangkok, Mr. Sombat Plynoi, whose efforts span more than six decades, was proclaimed as a great reader and writer about Thai lifestyle who has also become a great researcher and has created many different types of works, including history, archaeology, literature and biographies of famous people.

Sombat Plynoi has created an encyclopedia of Thai culture and history which can now be used by other researchers as reference material. So far, Khun Sombat has written more than 100 books, including Thai and international cartoon stories that bring knowledge about Thai culture to all age groups.

Khun Sombat almost missed out on his calling. He was initially a clerk and then a teacher. While working as a teacher it was suggested to Khun Sombat that he consider writing a journal for the Ministry of Education.



Mr. Sombat Plynoi

In 1979, Khun Sombat agreed to take charge of audio visual activities and printing for the Committee of Thai Culture and became editor of the Thai Cultural Magazine.

In 1985, just two years short of attaining the age of retirement, Khun Sombat decided to leave his job and write books full time.

His list of accomplishments is a long one. In his more than half a dozen biographies of famous people, his subjects have included Her Majesty the Queen, HM King Taksin the Great and King Pinklao of Siam. He also penned a book about foreigners in Thailand's history. He has also written two encyclopedias on Thai history and Thai culture, along with books on diverse topics like humorous Thai tales, "Born on a Boat" and a book about stamps.

This was a very good year for Khun Sombat. In addition to receiving Amata's Writer Award he was also honored with a certificate in 2008 by the Office of the National Culture Commission as the best Thai Language User.

In 1992, he was awarded a prize by the National Book Fair for his book "Jewel Story". A year later, in 1993, he was honored again for "Animal Story" by the Bangkok Bank Foundation. "Born on a Boat" won the 1995 National Book Fair Prize.

In 1996, Khun Sombat was named as the writer who made the best cultural contributions by the Office of National Culture Commission.

2008 is the 4th year for the Amata Writer Award which was set up to praise talented Thai writers and to assist them to create good works for Thai society. The awards were initiated by Mr. Vikrom Kromadit, a chairman of the Amata Foundation and Chief Executive Officer of the Amata Corporation PLC who is also an accomplished author of several books, including "Be a Better Man".

For being selected as Amata Writer 2008, Khun Sombat Plynoi will receive one million Thai Baht and a gold medal from the Kromadit family.

Each year that the award has been presented, the Amata Foundation has screened entries through a committee chaired by Professor Khunying Manmas Chavalit.

Both the medal and the cash award will be presented at an award ceremony on 22 January 2009 presided over by His Excellency former prime minister Anand Panyarachun.

For more information about the Amata Writer Award please contact the foundation via the internet at [www.amatafoundation.org](http://www.amatafoundation.org) or telephone (0) 2-792-0001.

# Amata Art Awards 2008

At a ceremony at the Amata Castle located in the Amata Nakorn Industrial Estate in Chonburi six local artists were honored with awards and cash prizes that total more than one million Thai Baht. This is the fourth year for the awards and more than 330 pieces by more than 210 artists were entered in the competition. The award is open to all Thai artists regardless of age or where they were educated and the judges for this year's prize are from several universities throughout Thailand.

First prize this year went to Mr. Thamarat Phokai. He received a 300-thousand baht cash prize and the Nang-In sculpted golden medal for his masterpiece.

The award ceremony was held this year at Amata Castle in the Amata Nakorn Industrial Estate. The castle is a 25,000 square meter facility currently under construction overlooking the Amata Spring Country Club golf course. It is scheduled for completion in June 2010 and the museum will house works of art and literature from the Suvarnabhumi region from the past and into the future.

The works of the annual art and writer awards from Amata will also be housed in the museum. The main contractor is Thai Obayashi Corporation. The building was designed by MLTD & Associates and will soon be a major landmark on the grounds of the Amata Nakorn Industrial Estate and the castle will quickly become the Cultural Art Center of Suvarnabhumi.

The award ceremony and art exhibition was held in the partially completed castle and the bare concrete walls provided a basic background for the artwork.

In total, six large pieces of art were selected as winners. There were two second place prizes awarded... one for "The Roof" by Niwat Chootoun and "Children with different toys" by Suradech Wattanapraditchai.

Mr. R. Tanupon En-On, Mr. Pongsiri Kidee and Mr. Apichart Eiamwihan all shared the third place medal and each artist was awarded a 100-thousand baht cash prize.

Amata CEO Mr. Vikrom Kromadit was on hand to present the awards and deliver a speech to students



Amata Art Award, 1st prize



## Amata Blood Donation Center

The Amata Corporation has set aside space in the Amata Services Center building to allow the Thai Red Cross to establish a blood collection center that will serve the various factories in the Amata Nakorn Industrial Estate in Chonburi.

By providing the space to the Red Cross, it will establish a permanent facility to conduct the receipt of donations by factory workers in an organized manner at Amata's facility. The collection center will replace on-site collection by the Thai Red Cross at factories inside the estate.

"It is like a one-stop service center for all the workers to donate blood because it says you have a place to donate here that is in our area. There is no need to go outside and waste time. With the factories, time is money and speed is power. So I would like to make it a short time and provide a location for the Red Cross," says Khun Viboon Kramadit Amata's COO in Chonburi.



"I think every company needs to provide some social responsibility to the community. Every company can provide five to ten persons without impacting the output of any factory," adds Khun Pracha Taerat, former governor of Chon Buri Province.

"The blood collection here will help both Bangkok and other provinces have enough blood supply and stocks to help patients who need the supply," says Khun Soisaaang Phikulsood/ Director National Blood Center, Thai Red Cross Society.

The collection site located in Room 201, 2nd floor of Amata Service Center Building (opposite Satikasetsart University Multilingual School) is opened every Monday, Tuesday and Thursday from 0900 till noon. This project is part of a nationwide effort to "Do Good for The King" which is being conducted as part of the celebrations for His Majesty's 80th Birthday Anniversary.



## Khun Vikrom's books

Vikrom Kromadit is set to celebrate sales of more than one million books in Thailand as he releases the two latest installments of his writings. World CEO 3 and Be A Better Man are expected to sell at least 50,000 copies each. In an appeal to a wider audience, starting 20 January 2009, a mini version of Be A Better Man will go on sale at a special price at all 7-Eleven convenience stores.

### New Feature

Starting with this issue we are going to feature what we hope will be an ongoing guest columnist in the Amata Times. In this feature, we hope to hear once a quarter from our CEO Mr. Vikrom Kromadit. Khun Vikrom is an established author as well as CEO of Amata Corporation with more than a half dozen books on the shelves. In the upcoming few months, an English-language version of his best seller "To Be A Better Man" will be released in Bangkok along with a children's cartoon version of his works. We welcome Khun Vikrom and his comments here at the Amata Times and hope his words about current social and economic conditions will be found to be interesting by our readers.

## Dinner Talk

More than three dozen manufacturers for the automobile industry in Thailand gathered for dinner at the Amata Spring Country Club in September to hear about the progress of the Eco Car project in Thailand.

Mr. Vallop Tiasiri, President of the Thailand Automotive Institute and Mr. Ninart Chaitirapinyo, Chairman Automotive Industry Club of the Federation of Thai Industries and also a former President of Toyota Thailand briefed the dinner crowd arranged by Amata Corporation on the status of the Eco car project in

Thailand. Both Mr. Tiasiri and Mr. Chaitirapinyo told the audience that unlike most projects that used Eco... this was about ecology rather than economy.

The green car project has been on and off the front burner many times over the past four or five years and Thailand's Board of Investment has already approved major tax incentives for auto manufacturers who already announced millions of dollars earmarked for the project but recent news out of the auto industry worldwide may impact the exact start date for the Eco Car Project.



## CEO Comment

Mr. Vikrom Kromadit, CEO of Amata Corporation, has kindly agreed to supply a quarterly update for The Amata Times. It should give us a better understanding of the business model used by Amata during these current difficult economic times with a global economic slowdown. Most Thai people refer to the current economic problems of the United States and the global economic downturn as the Hamburger Crisis in much the same way that the rest of the world referred to 1997's problems in Thailand and elsewhere as the Tom Yam Goong crisis.

How will you survive the Hamburger Crisis in 2009 and is there any effect on your industrial parks, investments or exports?

This crisis affects the countries that have high GDP such as the US, the EU and Japan. Those countries' total GDP equals 70% of world GDP. So the world is going to be affected intensely. It will reduce the purchasing power of the main trading partner countries of Thailand who account for more than half of the portion of Thailand's GDP that comes from exports. In 2009, Thailand's exports will therefore fall considerably and this will affect our economy. The industrial sector, which accounts for over half of Thailand's GDP, will be affected by the reduced exports.

How have Amata industrial estates been affected by the crisis? How do you plan to deal with the issue?

The first division of Amata to be affected is the estate business where the level of customers buying into our estates is falling by nearly 50%. At the same time, existing customers are slowing their expansion plans. We plan to deal with this by reducing and eliminating expenses. It is a strict way to economise but necessary.

What can Thailand as a whole do to counter the crisis?

Thailand's industrial sectors should adjust their vision in line with market realities and develop new strategies. They need to be more active in marketing and research and development and adapt their strategies to the needs of international customers as they are today.

## Amata Mini Marathon

On 21 December 2008 Amata will host its first mini marathon, starting at 0500 hours and lasting until 0830.

The actual walk or run will begin promptly at 0700 and all proceeds from the activity will be donated to the Panthong Hospital in Chonburi Province to build a new six-floor facility that will begin construction in 2009.

First prize in the mini marathon for both male and female entrants is a trophy and a five thousand baht cash award.

There will be two courses. The mini marathon is approximately 11.55 kilometers while the VIP course will be much shorter with a distance of only 4.4 kilometers.

The entire course for the marathon is inside the boundary of Amata Nakorn Industrial Estate. This is the first year for the mini marathon and next year the event is expected to be repeated with a different charity to be sponsored in 2010.



The Royal Trophy Golf Tournament will be played at the pristine Amata Spring Country Club on 9-11 January 2009. The tournament was postponed last year due to the passing away of The King of Thailand's elder sister, Her Royal Highness Princess Galyani Vadhana.

The Royal Trophy originates from a great concept of bringing eight of the very best European professional golfers to compete in a continental team event against an Asian side.

Golf may not have a long history in Asia, but in recent years many Asian players have made their mark in the golfing world. The Asian team comes from a region of three billion people including golf conscious Japan, China, India and Thailand. Three of the eight team members in 2007 were local heroes from Thailand.

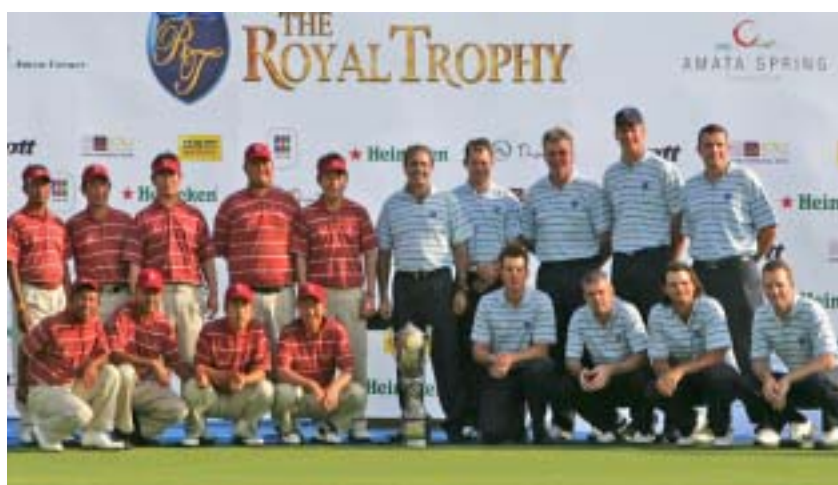
Prayad Marksang from Thailand and Liang Wen-Chong of China were the first two golfers named to the 2008 Asian squad. The third is Korean Charlie Wi, after he delivered three level par rounds of 70 to be just two shots off the lead going into the final day. On that final day Wi managed to maintain his composure and

finished with a share of ninth with a four over round of 74. Wi called the Oakland Hills layout in Detroit the toughest course he had ever encountered.

Japan's Hideto Tanihara was announced as the fourth player to be selected for the 2008 Asian team and that was quickly followed by the naming of Toru Taniguchi as the fifth out of eight. Taniguchi represents a team which features great youth and energy but is well balanced with deep experience and match-play proficiency. A fantastic putter, Taniguchi averaged a PGA tour best 27.19 putts per round this year and currently ranks fifth in the Japan Tour's all-time money list.

By holding the Royal Trophy in January 2009, the event organizers hope the Thai winter season will keep the contestants both cool and dry.

This third edition of the Royal Trophy promises some exciting new elements, including the inclusion of Australian, New Zealand and Pacific Island players. The Spaniard Ballesteros and Japanese golfing great Joe Ozaki have already confirmed their captaincy of the European and Asian Teams respectively.



The Royal Trophy is the result of the legendary Spanish golfer Seve Ballesteros' dream of bringing the three billion people of Asia together to compete against the masters of team golf, Europe, in a Ryder Cup format. The first two editions of the event were staged with great success as the matches attracted record galleries and featured the highest standard of professional golf.

Prior to the first ever staging of the Championship five-time major winner Ballesteros requested the blessing from His Majesty King Bhumibol Adulyadej of Thailand, the world's longest reigning Monarch, for the holding of the historic matches in Thailand.

In a most gracious act, His Majesty the King not only extended a warm wel-

come to the kingdom but also elected to donate a perpetual 16-kilogram solid-silver trophy - stewardship of which would become the principal award for the competition.

"We have had two fantastic inaugural editions of the Royal Trophy. I am very much looking forward to captaining the European team in January 2009 in our defense of the trophy," said Ballesteros, the first ever European golfer to win at Augusta National's Masters.

"I believe the Royal Trophy will play a similar role for Asian golf to that which the Ryder Cup played for our sport in Europe. The Royal Trophy will become one of the world's great sporting competitions," added the three-time Open Championship winner.

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