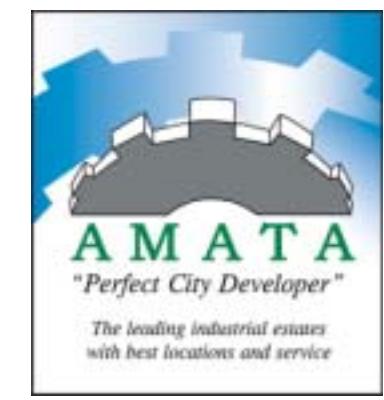


THE AMATA TIMES

News from the leading industrial estates in Thailand and Vietnam

SEPTEMBER-NOVEMBER 2008



AMATA environment concerns

Amata Nakorn, Chonburi is our largest estate with 16,000 rai or 6,400 acres. There are already more than 500 factories in operation at Amata Nakorn and our client list includes many of the world's top recognized brand names, such as Triumph motorcycles, Bridgestone tires and consumer brands like Colgate, Toyota and Mitsubishi. The total sales of Amata clients are estimated at 570 billion baht or approximately 7% of the nation's GDP.

Along with the large numbers comes a heavy corporate responsibility to protect our environment. Corporate Social Responsibility (CSR) is taken quite seriously at Amata Corporation. It is not only central to our business but reflects genuine care for the interests of society.

We have strived to create environmental awareness in the workplace by initiating the Green Office Project to ensure that all offices at Amata promote a reduction in paper use, and we promote the use of recycled paper products in the workplace. One of the major components is to create a digitalized filing system through the introduction of a soft-file system for system-wide storage of data. In addition the company has promoted the conservation of water and electricity at the industrial estates in all departments. We acted long before any government programs to conserve energy and promoted ideas to all departments to promote conservation efforts.

Amata also initiated a campaign to reduce accidents in the industrial estates and promoted a variety of athletic and sporting competitions among the staff of factories located in the estates. The competitions had an unexpected side benefit of deterring drug use among the communities surrounding the estate. The quality of life has improved noticeably in communities around Amata Nakorn after the introduction of the competitions. Many of these communities are also home to thousands of workers at Amata Nakorn.

Additionally, Amata provided a series of free training sessions and lectures open not only to Amata staff but to employees of the companies located in the estate. Importantly, these sessions often result in higher levels of corporate productivity and an increase in marketable skills of the employees.

Amata has also taken the environmental message to the educational institutions in the area with the Green Fence Project for the third year in a row. The project encourages the concept of environmental awareness and knowledge for school children in the area around the industrial estate. Many of the children are offspring of Amata factory workers. Four times last year the project provided school children the opportunity to visit plants in the estate and participate in the many learning activities that incorporated environmental management and increasing art skills for the children.

The Amata Foundation – founded in



View of the clubhouse and green from the tee of #17 at Amata Spring Country Club.



Our customers facilities.



Transportation for workers to and from the workplace.

1996 by Mr. Vikrom Kromadit, the company's chief executive officer and chairman of the foundation – has recently conducted activities to promote quality of life and peaceful collaborative living among populations of the Southeast Asian region. The foundation promotes educational projects for youths and those with disabilities in the area of sports, environmental management, forest and endangered animal conservation, and conservation and promotion of culture and the arts in the nation and all of Southeast Asia. In 2007, the foundation issued the Amata Art Award, Amata Writer Award and the Amata Special Art Award in honor of His Majesty the King.

Amata has recognized that any disruption of the supply of natural gas, power, telecommunications and water could produce a potential operational risk to our customers. As such, Amata has sought to provide utility redundancy for our clients to mitigate any utility disruption to their manufacturing operations. Amata Power and the Provincial Electric Authority have worked closely together to insure back-up power in case of power outages and created Amata Natural Gas Distribution to work with PTT to ensure a reliable supply of natural gas from either supplier.

Amata Water, an Amata subsidiary company, has sourced multiple supplies of water to ensure the supply was not affected by droughts such as the one that hit Thailand's Eastern Seaboard in 2005. Amata Water continues to develop water resources to become self sufficient and guard against any water shortages. The company is also developing a water recycling project that will recycle industrial waste water for reuse as industrial water. To further ensure a supply of both tap- and raw-water, the company entered into several long-term agreements with water suppliers that are set to expire in 2022-2026 or in 14-18 years.

One of the little-noticed efforts involving car or bus pooling has been going on for months at Amata locations in Thailand. Each factory provides employees transportation to and from the workplace with a number of buses that pick up employees from appointed spots near their homes and transport them to the factory. Late in the afternoon, these same buses arrive at the factories and wait to return the workers to their villages. These trips are conducted by the factories but the arrangements were provided by Amata Transport which made the link between the bus providers and the factories. It is a style of car pooling used in Thailand and usually taken for

granted. The use of the buses to provide transportation to the workers is seen as an employment perk and most factories must now provide it. The workers who use this service are almost always the ones with perfect attendance records and the system provides the factories with the knowledge that assembly-line workers will show up for work provided the company supplies the transportation. This also frees up pressure on the parking lots for factories because additional space is not required for motorcycle parking at the plant for the majority of the workers. The service also fits in with the company policy of the best land and the best brand in the industrial estate sector. Companies who seek to start up operations quickly and successfully count on Amata's nearly two decades of investment experience. It is also another example of how Amata implements its 'Perfect City' concept for both employers and employees of the factories in its industrial estates. At Amata, people work and live in a controlled environment with full access to educational, health and recreation facilities. With nearly 10,000 acres of space between three locations, Amata is set to provide services not only for the factories but for the workers who make those factories function.

Vietnam could be helped by US economy in year 2009



Walter Blocker, CEO GANNON Corporation Vietnam.

In an interview with the Amata Times, Walter Blocker, CEO of Gannon Group and former President of the American Chamber of Commerce in Vietnam, provided Tom Mintier an update of doing business in Vietnam now as compared to the last time we asked about the situation more than a year ago. The interview covers just about everything from foreign direct investment (FDI), more than US\$20 billion in 2007 and currently US\$30 billion in just the first six months of 2008, to being located at the Amata Vietnam Industrial Estate and how that has helped one of his companies, Gannon Beverages, do business. Blocker has seen the Vietnamese economy go from nearly frozen to its current red hot status.

by the United States. But in the years since it was lifted, trade between the once former enemies on the military battlefield has blossomed. In 2007, bilateral trade topped US\$10 billion.

"Vietnam is feeling the affect of the slowing US economy and, for the first time since 2001, we are seeing a slowdown in Export growth. Growth does continue however, and Vietnam is now exporting more than US\$12 billion annually to the US, so it remains a major, if not the most important, trade partner Vietnam has. We see the US economy strengthening in the first quarter of 2009 and Vietnam will benefit." If true, that could mean that Vietnam will continue to benefit from any recovery in the US economy.

In recent months, Vietnam has benefited greatly from China's political and economic problems. Being the host of the 2008 Olympics and being unable to keep pace with the power needs of a growing manufacturing base has caused severe problems for China.

"AMCHAM Shanghai commissioned Booz Allen to study this phenomenon and the results were reported late last March. We learned that 20% of all FDI in China had decided to either stop investing in China altogether or to expand out-

side of China for future capacity", says Blocker. The desire to still expand in the region has caused some factories to move from one communist country to another – from China to Vietnam.

"Of the 2,000 firms polled, 65% said they would expand directly in Vietnam. The reasons for this change were strengthening of the Yuan and rapid increase in labor costs", according to Blocker. But the Vietnamese dong has strengthened as well and labor demands in Vietnam have threatened to erase any advantage.

"Vietnam is a competitive alternative. Besides labor-intensive light industry, we are also seeing a uptick in higher quality investment requiring higher quality labor. Gannon is working to leverage private/public sector partnerships in education to prepare the next generation of productive workers to step up and meet these challenges", says Blocker.

One recent development that has helped companies like Gannon is the Asian Free Trade Agreement (AFTA), where goods that are produced in a member nation are treated favorably as imports by another member nation. With its lower production costs, Vietnam has become a regional production facility for groups like Gannon.

Tom Mintier to AMATA

Veteran newscaster Tom Mintier, formerly of CNN, has joined Amata Corporation PCL as a public relations consultant. Mintier previously served as Bangkok Bureau Chief and Correspondent, first in 1992 and again in 2001, before his retirement from CNN in 2004.

He has remained in Thailand since 2004 and helped Thammasat University establish a journalism program in English at its Rangsit Campus. After Thammasat, Mintier joined True Corporation to set up what has become Thai News Network (TNN) as a 24-hour all news network based in Bangkok and Truevisions (formerly UBC) headquarters at the Tipco Tower Building on Rama 6 Road. During the second year at Truevisions, Mintier hosted the 'Tonight with Tom Mintier' program each night (Monday through Friday) with an hour of English language discussion on popular topics.

In his new role at Amata, Mintier hopes to build on the strong brand with a more popular reach to potential customers for industrial estates in Europe and America.

Mintier has secured two international Emmy awards for his work in television. His first came after the Tiananmen Square episode that occurred in 1989 in China. The second came following the bombing at the Olympic Games in Atlanta, Georgia in 1996. Mintier while working on a program filmed in Laos, stepped in to help provide coverage of this breaking news story in CNN's own backyard.

Mintier's CV reads like a history of the world, from the early days at CNN where Mintier traveled to Vietnam in 1982 to report on the plight of Amerasian children to the fall of the Berlin Wall in 1989, and then on to Prague for the uprising there. Mintier was broadcasting live when on a chilly January morning the space shuttle "Challenger" was scheduled to liftoff from Central Florida. Unlike previous missions that went from liftoff to landing without any difficulty, this mission was different. The liftoff became a tragedy that will forever mark the history of the space shuttle program.

The resulting investigation that revealed faulty o-rings in the solid rocket boosters failed due to near freezing temperatures at liftoff. Mintier covered the story not only on the day of the tragedy but provided constant follow-ups on this story in the months that followed the accident.

Mintier's work as a war correspondent spanned two conflicts in Iraq and he provided coverage of the first from Amman Jordan followed by stints in Baghdad and then Kuwait City. During the second Gulf War, he was in Doha, Qatar at the scene of U.S. Central Command where he reported on the daily briefings on the conflict by U.S. officials.

Prior to travel to Qatar, Mintier was in Pakistan for the hunt for Osama Bin Laden that occurred both in Afghanistan and Pakistan. On the night of September 11th, 2001 Mintier and his team from Bangkok traveled to Islamabad, Pakistan. At the time few had any idea who Osama Bin Laden was and his involvement in the attack on the United States was only whispered about in security circles. Due to restrictions on flights from the United States, Mintier and his team was able to travel to Pakistan on short notice because many flights that provided transfer passengers were not allowed to depart the United States and many flights were cancelled.

The Afghan Taliban only had diplomatic relations with two countries in September 2001. One was Saudi Arabia, and the other was Pakistan. Daily briefings provided the outside world an insight into the thinking and actions of the Taliban by interviews with its ambassador to Pakistan who was interviewed several times by Mintier and CNN.

Mintier provided coverage of the second Gulf War from the headquarters of the U.S. Central Command in Doha, Qatar. This was the location selected by U.S. General Tommy Franks for his operations center during the early days of the war. Daily news briefings to assembled reporters and news organizations provided the American military an opportunity to tell their side of the story each day. Mintier reported live from this location for 55 straight days as the war unfolded and took shape over the first few months of the conflict.

Mintier has been involved in journalism since he first worked in television as a news cameraman (film) at WBNS TV in Columbus, Ohio in 1972.

Mintier earned his college degree at the University of Louisville with a degree in journalism with high honors in communications in the spring of 1981, just prior to his employment by CNN as the first Bureau Chief in the yet-to-be-established bureau in Bangkok, Thailand. It took nearly 12 years for the bureau to open and Mintier covered two U.S. presidential campaigns, three dozen missions of the U.S. space shuttle program, and anchored the weekend news while he waited for assignment overseas.

Mintier joined Amata on July 1, 2008 to assist in the recruitment of Western factories for its industrial estates not only in Thailand but Vietnam as well. While new to the industrial estate business, his years of experience in foreign relations and Southeast Asian economic issues will work well as he produces quarterly issues of the Amata Times newsletter to be inserted with the Bangkok Post four times a year.

Not only do we benefit from sitting on National Highway 1, we are close to the new port developments for both air and sea which are currently being developed in southern Dong Nai. We also benefit from Amata's power plant which syncs with the national grid when power is in high demand in the region preventing work stoppages," says Blocker. The ability to cut through the red tape by working through an industrial estate instead of being located outside a facility has helped companies like the Gannon Group.

"Amata was very supportive when we first built our factory in 2002. They helped us choose contractors and other local tradesmen to ensure quality construction of our facility. This summer we are marking our fifth year of commercial production. Our actual volume will be three times greater than what we originally thought we would produce in 2008, so we are quite pleased with the success of the investment", says Blocker.

In advertising circles this would be called just another satisfied customer. At Amata, it is one of the main reasons we are in the business; happy satisfied customers are quickly becoming residents of our 'Perfect City'. Not just in Thailand, but Vietnam as well.

Green is more than just a color



The green color symbolizes nature it is said to be easy on the eye and this color can improve vision. It is a calm, refreshing color. Often used by hospitals because it is said to have a relaxing effect on patients. Dark green is a masculine color and is also seen as conservative and holds an implication of wealth.

Going green is a term used to indicate the environmental objective of a company or an organization. Being green is also used in the same manner for those who have attained their objectives.

These days green can even be a policy of a company or an individual. At Amata green has been not only in our vocabulary for years but a strong cornerstone of our environmental protection policy as a corporation. Many of our programs have a 'green' element to them and that includes the 'Amata Green Fence Program' where we invite school children to come to Amata's facility to witness first-hand how we walk the walk and not just talk the talk about being environmentally aware, upholding the corporate principals to back up the policy. They get to visit our wastewater treatment plant, learn about our environmental management, and make a visit to our power plant where we provide the necessary electricity to keep manufacturing lines in operation and generate paychecks to their parents.

We at Amata believe that good deeds start from within. We have established a policy of 'doing good with from yourself' for all of our employees and have encouraged them to be directly involved in a CSR program they feel comfortable supporting.

This year Amata will support a mini-marathon to raise funds for the building project of Panthong Hospital. This event will be held on December 21, 2008 at Amata Nakorn and all proceeds after expenses will go to the hospital.

Another event will be first annual Amata Green Award with special recognition to those with a 'green thumb' and the ability to create a beautiful green garden. The plot size will be limited to 12 to 30 square meters and separated into two garden types – beautiful and creative. Registration for the event opened on August 10th and will close on September 30, 2008.

The winning garden plot will be selected in December 2008 and the contest is open to all factories operating in Amata Nakorn and Amata City. The winners will receive trophies from the Minister of Industry and cash prizes. So going green can get you a little extra green in your pockets this year.



What differentiates Amata from other industrial estates?

One of the ways Amata adds value to its industrial estates is by improving the quality and availability of education in the communities that surround them. Amata recognizes that enhancing educational opportunities in the areas around the industrial estates benefits all stakeholders. Not only will local people have the opportunity to learn and become part of the knowledge-based economy, but also companies that operate facilities inside Amata industrial estates will have access to a better-educated pool of well-trained labor and corporate executives who will, in turn, be able to offer ongoing training and development to their staff.

To accomplish this objective, Amata has developed a project master plan that provides space at each industrial estate to support educational institutions.

The perfect cities: industrial estates becoming communities

Amata's vision of the future is not just building more sites for factories. We plan for our industrial estates to become complete and balanced communities, where

business, people and nature can all thrive together. We call this concept "The Perfect City," a set of goals and ideals that is guiding us toward better results. For industry, it means world-class services and facilities in prime locations. For the people who work in our estates, it means restaurants, shopping, recreation, housing and schools. For nature, it means sound environmental practices – ISO 14001 certification and Zero-Discharge Waste Management principles, including water recycling. We reserve land for green spaces not just for human appreciation, but for the good of wild plants and animals.

The two industrial estates at Amata Nakorn and Amata City are nearly 24,000 rai or more than 9,500 acres. We currently have 162,000 workers of 27 different nationalities and more than 500 factories in operation as of September 1, 2008. Plus, more than 100 factories are currently under construction at both facilities.

	AMATA NAKORN	AMATA CITY
Company Name:	Amata Corporation Pcl.	Amata City Co., Ltd.
Establishment:	6th March 1989	5th June 1995
Transformation into public company:	26th December 1994	–
Listed on SET:	14th July 1997	–
Registered Capital:	1,067,000,000 ordinary shares at Baht 1 each	4,500,000 ordinary shares at Baht 100 each
Area:	15,500 Rai	8,456 Rai
Factories in operation:	424	90
Factories under construction:	74	33
Total Factories:	498	123
Nationalities:		27

The Amata Values

Positive:	We can do it! Success and happiness for our customers.
Team Work:	The Amata team: working together and working with our customers.
Commitment:	Always available: customer service 24 hours a day, 7 days a week, every day of the year.
Efficiency:	Working efficiently to give our clients services and value.
Learning & Growth:	Continuous learning and growth for all community members.

AMATA community club tee it up again in September



Pictured: Somhatai Panichewa, Senior Vice President of Business Development presents a bottle of wine to Mr. Yoon Nam Il, MD of Korean Electronics Power Source (Thailand) Co., Ltd., in Amata City with the assistance of Mr. Chackchai Panichapat, Executive Director of Amata Corp. PCL.

draw for those not so lucky on the course. You can always say you won a prize at Amata Spring Country Club even if it's just the experience of playing on a top rated course and the memory of that shot that landed on the 17th green and stayed near the cup and out of the water.

If you are located at Amata Nakorn or

Amata City and want to play, please contact any of the members of the Community Club. Remember that unlike previous matches two, customers per company at Amata Industrial Estate can play, as well as those invited by the board.

Mr. Chackchai Panichapat, Director and Executive Director, Amata Corporation PLC is the Chairman of the Community Club. Ms. Somhatai Panichewa, Senior Vice President Amata Corporation PLC is the Vice Chairperson of the Club, another Vice Chairman is Mr. James Gor, General Manager, Donaldson (Thailand), Ltd.

Directors of the club are: Mr. Bordee Trongtorsk, General Manager, SP Evolution (Thailand) Co., Ltd., Mr. Satoshi Hattori, Managing Director, Thai-Nakano Co., Ltd., Mr. Kyle Anderson, Controller Triumph Aviation Services, Mr. Yoshihiro Sumi, President, Vuteq Thai Co., Ltd. Mr. Chatree Wateetip, Managing Director, HR&M Solutions Excellent, and Mr. Nobuki Sakamaki Managing Director, Tsuchiya (Thailand).



More ready-built factories

We have four new tenants in our Amata Ready-Built factories. Two Japanese firms – one making a prototype for the automotive industry and the other providing logistical services. A German company listed on the Swiss Stock Exchange manufactures rollers and an American company that produces packaging products and labels. Amata Summit Ready-Built plans a total of 30,000 square meters of space in 2008 and will deliver all units with finished office space. A total of 11 units were completed and rented out in June 2008 and the demand continues so more factory space will soon be added. The Ready-Built concept allows for rapid, turn-key startups from site selection to produc-



tion and avoids construction and red tape delays often common to new production facilities. Our new units range in size from 1,000 sq.m. to 5,000 sq.m. The Ready-Built concept allows manufacturers to concentrate on product instead of property and provides those with capital restrictions to start-up operations quickly and effortlessly.



New financial street project

Wherever you keep your money – in a sock or under the mattress – you soon will have seven more choices at Amata Nakorn.

There are already four financial institutions located in the Amata Service Building but soon all will relocate to a new financial center on what is being called Financial Street. As part of the 'Perfect City' concept, the provision of places to not only work but shop and enjoy a higher quality of life are being implemented here at Amata Nakorn Industrial Estate. Siam Commercial Bank has already broken ground and construction is well underway.

It will soon be followed by six other banking institutions that will make up Amata Nakorn's Financial Street – a one-stop shopping center for all things related to banking. Mr. Chulanond na Lam-poon, Amata's Vice President of Com-

mercial and Residential Property made the announcement during an interview with Tom Mintier at Amata's headquarters at Amata Nakorn Industrial Estate. While the Siam Commercial Bank facility will be first, six other banks housed in the facility will start construction early in 2009 and should be ready to move in within 12 months.

While the majority of the banking business will be with Amata Nakorn's more than 400 factories, the number of employees at all of those factories who send money home each month will make up the bulk of the customers of the new Financial Street. Khun Chulanond says that Amata has been growing so fast that a multi-outlet banking facility seemed like a good idea.

"The growth is so fast and we try to pro-

vide services to our customer here. That's why we are thinking of all the factories and everyone using the bank. One bank is not enough. But because we have seven banks, the customer can select the one which best suits them," says Khun Chulanond. It is quite common in Thailand for workers to send money home each month to provide for an elderly mother or father no longer working.

"We currently have four banks in our service center and most of the business is with the factories but most of the customers are workers who use the bank to send money out to the countryside." In addition to the seven banks, Financial Street will have coffee and convenience shops for customers who come to conduct banking business but also have other shopping to do.

"The growth is so fast and we try to pro-

Ebisu Japanese restaurant complex

Have you ever wondered where to take your Japanese boss or client for lunch or dinner at Amata Nakorn Industrial Estate. We are about to remove the guesswork and trial by error for you. A soon to be established complex will feature more than a dozen different Japanese restaurants within the boundary of Phase 2 at Amata Nakorn Industrial Estate. A single investor has come forward with a plan to open the complex within the estate and call it Ebisu Park. The developer has plenty of experience in the Japanese restaurant business and has operated previously outside the fences of Amata Nakorn but this is the first venture inside the fence. The complex will sit on three rai of land and cover some 4,500 sq.m. The concept of convenience and a "feels like home" dining experience is being promised. Khun Suthep Taerattanachai is the Managing Director of Emmy Development which will create the restaurant facility. So far there are 16 proposed restaurants with eight having already signed contracts to locate in the complex but not all of them are going to serve Japanese food.

"A German beerhouse will serve French and Italian food and sell German beer. We are also talking to a Thai

restaurant," says Khun Suthep. "We want to limit each type of food to just one restaurant, so, for example, fried noodles will only be found in one location at the facility."

So far more than half of the restaurants have been selected but a coffee house, juice bar and ice cream parlor are still in negotiations. There will also be an outside seating area for those not comfortable with air-conditioned spaces. The project should be completed and open before the end of 2008. With many different types of Japanese restaurants and a wide variety of Japanese food to choose from, diners will never be bored.



Ebisu Japanese restaurant complex

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