Automotive Engineers Forum

in Bangkok

2nd

From Core Production Base to R&D Base—How Development Function Should Be Expanded

Sep. 30, 2016

Centara Grand & Bangkok Convention Centre
at CentralWorld
Dear Sir & Madam

We are pleased to announce and invite you to the 2nd Automotive Engineers Forum in Bangkok that will be held at the Centara Grand & Bangkok Convention Centre at CentralWorld in September 30, 2016. Automotive Engineers Forum in Thailand is organized by Green Mobility Research Institute of Nagoya University, Japan, and Smart Mobility Research Center of Chulalongkorn University in order to promote personal and technological exchange, as well as incubate research projects between Thailand and other countries. At the forum (see attached timetable) you can participate in all presentations by engineers from Japan and other countries. And you can also enjoy talks and exchange views with participating engineers over lunch and dinner.

We cordially thank you for your interest in Automotive Engineers Forum in Bangkok. This forum will be hopefully the best and exclusive place for participants to obtain information and knowledge, as well as share the prospect of technological innovation among engineers from Thailand and other countries.

It is our great pleasure to receive your response to our invitation to the 2nd Automotive Engineers Forum.

Assoc. Prof. Angkee Sripakagorn
Director, Smart Mobility Research Center
Chulalongkorn University

Outline of Automotive Engineers Forum in Bangkok

Date: September 30, 2016
Venue: Lotus Suite 1-4, 22nd, Centara Grand & Bangkok Convention Centre at CentralWorld
http://www.centarahotelsresorts.com/centaragrand/cgew/
Content & Capacity: Opening remarks / Keynote speeches / Special sessions / Invited sessions / 150 persons
Admission: Free
Organizers: Smart Mobility Research Center, Chulalongkorn University, Thailand
Green Mobility Research Institute, Nagoya University, Japan
Co-organizer: Impress Corporation
Targeted Attendees: * Engineers involved in green energy and safety
* Engineers involved in testing and measurement
* Engineers involved in car electronics
* Administrators
Language: English

Note: All the attendees will be invited by organizers.
The 2nd Automotive Engineers Forum in Bangkok

From Core Production Base to R&D Base—How Development Function Should Be Expanded

Centara Grand & Bangkok Convention Centre at CentralWorld

Organizers:
Smart Mobility Research Center, Chulalongkorn University
Green Mobility Research Institute, Nagoya University

Co-organizer:
Impress Corporation

Background & Scope

Thailand is widely called Detroit in Asia. Japanese automobile manufacturers entered into the Thai automotive market in the early development stage and have since contributed to research and development of automotive technology in Thailand. Today, Thailand is one of the very important automotive markets in the world.

Thailand has been the core manufacturing base for the region in the midst of the development of the global automotive market, however, in recent years it is beginning to play a critical role as the core R&D base under the widespread use of concurrent engineering.

Under this situation Smart Mobility Research Center of Chulalongkorn University and Green Mobility Research Institute of Nagoya University will organize the 2nd Automotive Engineers Forum in Bangkok following the success of the 1st forum last February. We believe the forum is an exclusive place for participants to exchange innovative ideas and knowledge about automotive technology.

Purpose

• Exchange of contact information amongst engineers.
• Collaboration and exchange of information for innovative automotive technologies.
• Endorsing future action plans and projects.
• Endorsing cooperation between universities and businesses in R&D projects.
• To support Japanese and other countries’ companies that plan to invest in the Thai market.
### Timetable

**MC:** Asst. Prof. Nuksit Noomwongs, CU SMRC Secretary

<table>
<thead>
<tr>
<th>Time</th>
<th>Duration</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 – 9:45</td>
<td>15 min.</td>
<td>Welcome Speech (From Japan) Prof. Tetsunori Haraguchi, Vice Director, Green Mobility Research Institute, Institutes of Innovation for Future Society, Nagoya University</td>
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<tr>
<td>10:15 – 10:30</td>
<td>15 min.</td>
<td><strong>Break</strong></td>
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<tr>
<td>10:30 – 10:50</td>
<td>20 min.</td>
<td>Sponsored session/ Kobelco Research International (Thailand) Co., Ltd. (Session topic and speaker to be announced.)</td>
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<tr>
<td>10:50 – 11:10</td>
<td>20 min.</td>
<td>Invited Session/“Blue Core Engine for ASEAN Market,” Hiroyuki Kaminokado, General Manager, Engine Development Division, Yamaha Motor Co., Ltd.</td>
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<tr>
<td>11:10 – 11:30</td>
<td>20 min.</td>
<td>Sponsored session/“How to Make Better Sound and Vibration Quality,” Takeshi Nishikubo, Director Automotive Asia, Automotive Group, Brüel &amp; Kjær Sound &amp; Vibration Measurement A/S</td>
</tr>
<tr>
<td>11:30 – 13:00</td>
<td>90 min.</td>
<td><strong>Break &amp; Lunch</strong></td>
</tr>
<tr>
<td>13:00 – 13:20</td>
<td>20 min.</td>
<td>Sponsored session/“Keysight’s Approach to Japan and Southeast Asia Market,” Koichi Wada, Industry Marketing Manager, Asia Pacific Field Marketing, Asia Pacific Field Operations, Keysight Technologies Japan G.K.</td>
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<tr>
<td>13:40 – 14:00</td>
<td>20 min.</td>
<td>Sponsored session/“Basis—Need for Vibration Tests, Application—Recent Standard (ISO-16750),” Yoshio Ishita, Company Advisor, Engineering Department, EMIC Corporation</td>
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<tr>
<td>14:00 – 14:15</td>
<td>15 min.</td>
<td><strong>Break</strong></td>
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<tr>
<td>14:15 – 14:35</td>
<td>20 min.</td>
<td>Sponsored session/“Welding Applications for Automotive Industries,” Shigeki Kusaka, Sales Department, Welding product Division, Nippon Avionics Co., Ltd.</td>
</tr>
<tr>
<td>14:35 – 14:55</td>
<td>20 min.</td>
<td>Invited session/“Nissan’s Approach for Electric Vehicles,” Hidetoshi Kadota, CVE (Chief Vehicle Engineer), Project Management Group No.4, Nissan Product Development Department No.1, Nissan Product Development Division No.1, Nissan Motor Co., Ltd.</td>
</tr>
<tr>
<td>15:15 – 15:30</td>
<td>15 min.</td>
<td><strong>Break</strong></td>
</tr>
<tr>
<td>15:30 – 15:50</td>
<td>20 min.</td>
<td>Sponsored session/ NIHON-ONKYO Co, Ltd. (Session topic and speaker to be announced.)</td>
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<tr>
<td>15:50 – 16:20</td>
<td>30 min.</td>
<td>Keynote speech (Session topic and speaker to be announced.)</td>
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<tr>
<td>16:20 – 16:35</td>
<td>15 min.</td>
<td>Closing remarks/ Assistant prof. Sunhapos Chantranuwathana, Vice Director, SMRC, Chulalongkorn University</td>
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<tr>
<td>16:35 – 19:00</td>
<td></td>
<td><strong>Dinner</strong></td>
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REPLY SHEET

Reply sheet should be written in English.

☐ Attend  ☐ Not attend

Name:

Business Title:

Division/Department:

Organization/Company:

Telephone:

E-mail Address:

Address:

Note:

＊Reply should be made by August 31, 2016
＊Contact information should be shared among organizers, co-organizer, platinum and gold sponsors.
＊Please bring this sheet and 2 business cards to the entrance counter.