

Post-show Report 2023



AST
ASEAN TOOLS EXPO

SHOW OVERVIEW



1,910 Trade visitors



12 Leading industry supporters



184 Key Buyers



552 Business matchings



Space 1,300 sq.m.

SUPPORTED BY

- Ministry of Industry
- Department of Skill Development, Ministry of Industry
- Department of Employment, Ministry of Labor
- The Board of Investment of Thailand (BOI)
- The Engineering Institute of Thailand (E.I.T.)
- Thailand Automotive Institute
- Thai-German Institute (TGI)
- The Federation Thai SME (SME Thai)
- Illuminating Engineering Association of Thailand (TIEA)
- Thai Subcontracting Promotion Association (Thai SUBCON)
- Thai Tool and Die Industry Association (TDIA)

ASEAN Tools Expo 2023 - the center platform of hardware & hand tools Innovations, well-recognized as **ASEAN's Trade Fair for Hardware and Hand Tools**, with slogan is **"The Only Expo for All Mechanic Communities!"** that gathers all entrepreneurs and buyers from both local and overseas to meet new partners through the business matching program, seminars, showcases and other activities onsite. Up to 1,910 trade visitors were welcomed to explore new solutions and technologies this year.

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SHOW HIGHLIGHTS



EXCLUSIVE SEMINAR BY THE PROFESSIONAL SPEAKERS

- ✓ SME Thai
- ✓ Facebook Page: Kon Konn Bann
- ✓ Facebook Page: Yarkmeebaanwoii

- Exclusive seminars
- Consultant Clinic
- AI + Interactive Directory Kiosk
- Business Matching
- China Pavilion Zone
- Product & Technology Highlights



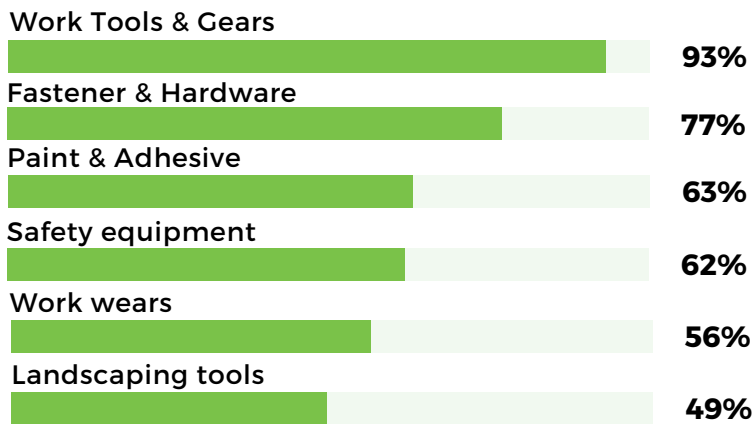
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VISITOR ANALYSIS

MAIN OBJECTIVES



PRODUCTS OF INTEREST (multiple selections)



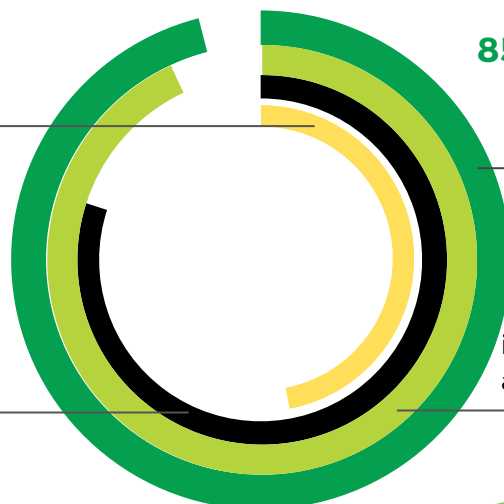
TOP 20 KEY BUYERS

1. Hardman Thailand
2. Homepro Thailand
3. Ofisu Office Furniture
4. Minibea Mitsumi Co., Ltd.
5. Suree Interfood Co., Ltd.
6. Charoen Pokphand Foods PCL. (CPF)
7. Fujikura Electric (Thailand) Co., Ltd.
8. Satien Stainless Steel Co., Ltd.
9. Dessen Catering Equipment Co., Ltd.
10. Chomphol Lohakit (8888) Co., Ltd.
11. Robot System Co., Ltd.
12. Siam Tools Engineering Co., Ltd.
13. Naileang Tools
14. Mass Rapid Transit Authority of Thailand
15. Toyota Lanna Co., Ltd.
16. K.S. Auto Service co., Ltd.
17. Thaimerry Co., Ltd.
18. A.G. Cars and Marine
19. MS Power Tools Co., Ltd.
20. CB Diamond (Thailand) Co., Ltd.

VISITOR SURVEYS

53%
collects information for future purchases.

80%
confirms to visit the next edition in 2024.



85%
is happy with varieties of exhibits.

82%
is satisfied with varieties of activities and seminars onsite.

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COMPREHENSIVE MEDIA EXPOSURE

Press release, Photo release, Online articles on several domestic online news platforms.



NATIONWIDE PUBLICATION

ASEAN Tools Expo 2023 radio advertising was broadcasted through leading radio stations.



HIGH VISIBILITY IN HEAVY TRAFFIC AREAS

This show's digital ad was displayed over 13 digital screens throughout Bangkok's educational areas.



Organized by:

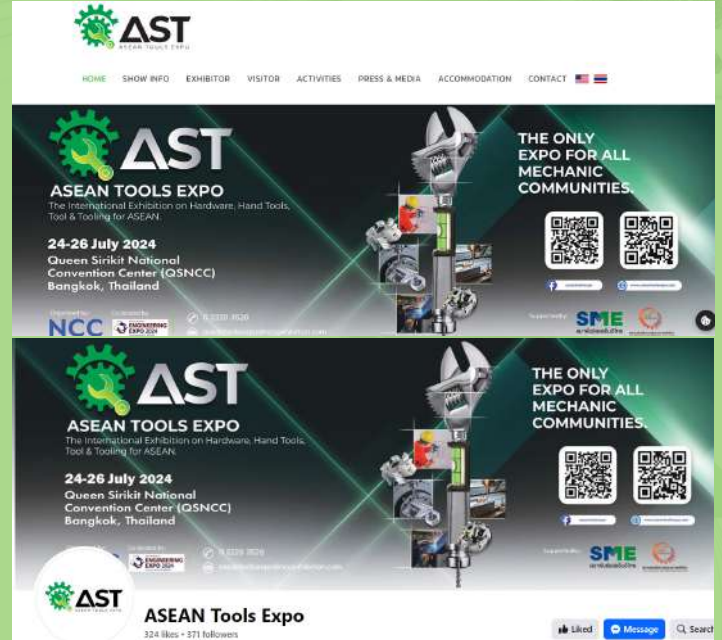


Supported by:



24/7 TARGETS REACH

We helped our exhibitors and participants to reach out through our social media and online platforms.



325 Page likes **371** Followers

ASEAN'S PROFESSIONAL BUYERS MATCHING SERVICES

Exclusive 1:1 visit to invite all leading mechanic companies to participate onsite and gather more relevant information for matching.

