

Welcome Speech
Mr. Kashem Yaemvathithong
President, Thai Packaging Association

PACK PRINT INTERNATIONAL 2011
TIPREX 2011

31 August 2011 at BITEC, Bangkok, Thailand

Good morning

- Dr. Wannarat Channukul, Minister of Industry
- Khun Payungsak Chartsutipol, Chairman of the Federation of Thai Industries
- Khun Pornchai Rattanachaikanont, President, Thai Printing Association
- Mr. Veerasak Kositpaisal, Chairman, Federation of Thai Industries – Plastic Industry Club
- Khun Krianglit Sukcharoensin, President of Thai Plastic Industries Association
- Mr. Pravit Sribanditmongkol, Board of Director, Thailand Convention and Exhibition Bureau
- Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia

Distinguished Guest
Member of the Press
Ladies and Gentlemen

I wish to thank the co-organisers of PACK PRINT INTERNATIONAL and TIPREX 2011 for inviting me to speak at the opening ceremony of these two prestigious events. They are “must-attend” exhibitions for owners, management and professionals in the packaging, printing, plastic and rubber industries, where they can view and evaluate technologies that they can purchase to assist them to fulfill their business or productions plans.

It is very exciting to see an encouraging number of overseas and local companies joining these exhibitions for the first time, which confirms the attraction of these exhibitions as the right exhibitions for technology providers.

It is equally exciting to see that exhibitors in 2009 not only rebooked their stands but even expanded them, and this action clearly shows confidence in PACK PRINT INTERNATIONAL and TIPREX. I say clearly because their decisions satisfy two crucial moments in the booking of exhibition space.

The first stage is believing in PACK PRINT INTERNATIONAL and TIPREX, and that occurred when they booked a space or booth for the first time. The second stage is confirming from their own experience that these two exhibitions in fact deliver an international business platform, and this occurred when they decided to rebook their place in the exhibitions. In short promises believed and promises delivered equals more business.

Truly, these two exhibitions have grown significantly. And coupled with the strong promotional campaigns, and the strong performance of industries in the respective sector, I am confident this year's edition of PACK PRINT INTERNATIONAL and TIPREX will break all past records, including the value of businesses transacted onsite.

Ladies and gentlemen, Thailand is known by various names and "Kitchen of the world" is one of them. Why not? Thailand is the world's number one food exporter of canned & processed tuna, canned & processed pineapple, rice, and processed chicken and shrimp. We are the sole net food exporter in Southeast Asia, and we are the world's 14th largest food exporter.

Everyone knows food is one of the drivers in the use of packaging. The Asian packaging market is growing by a compound annual growth rate of 6% and is forecast to reach \$174 billion by the end of 2011. The food processing and packaging sector is growing exponentially at around 20% and there are currently more than 10,000 companies in Thailand in this sector.

With all the records that Thailand has accumulated through the years "Kitchen of the world" is an appropriate name for Thailand. However, one thing that is not well known to many is that Thailand is a country where half of the population is practically cooking for the remaining half, we can say "Kitchen of the world" is just its extension.

If one goes around Bangkok you can always find a place or places to eat that can suit different budgets, and tastes. Thai people have become so familiar with it that it is already taken for granted. But foreigners who visit Thailand find it -- striking. These eateries come to full life at lunch time when you see so many people walking around carrying food packed in plastics, paper and other materials.

I went to some length to present a very common slice of daily life to highlight the fact that yes technology, know-how and natural resources have made Thailand into a powerhouse of food production and export. But the cooking of food and packing them, which has been going since time immemorial, is part of our culture. They are embedded in our DNA -- and that ladies and gentlemen makes us unique, the secret source of strength by our food and packaging industry.

I wish all of you who are part of both these exhibitions every success in your participation.

Thank you.