



U.S. Automotive Trade Mission to Southern China & Thailand

March 25- April 1, 2007

Mission Statement

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Description: A two-stop matchmaking mission that provides first-hand knowledge of the markets in Southern China and Thailand. The mission will make a first stop in Guangzhou, China and then Bangkok Thailand. For both stops, the mission program includes

- 1) A brief overview of the automotive market
- 2) Embassy briefing on "doing business in China / Thailand
- 3) 1 1/2 days of one-on-one meetings with potentially suitable local companies
- 4) In Guang Zhou: Visit to selected auto repair workshops of major market players such as Ford, Honda, Toyota, Land Rover or Jaguar.

In Bangkok: Visit to the International Motor Show (the second largest motor show in Asia after Japan) where mission participants will gain exposure to market trends and players in the Thai market.

Goals: The mission seeks to increase exports of U.S. automotive products and services for both the OEMs and the aftermarket into Southern China and Thailand, the two strategic markets in Asia. The mission will help potential U.S. exporters to explore business opportunities and establish relationships with local partners.

Markets Justification:

Overview of the Southern China Market: Guangzhou presents an advantageous market opportunity to U.S. automotive exporters. Second only to Shanghai, Guangzhou is a major automotive manufacturing base and importer of parts and accessories. Guangzhou hosts more than ten assemblers including Honda, Nissan and Toyota, and about 250 auto parts manufacturers. The industry manufactured 400,000 cars, buses and light vehicles in 2005, representing 34.2% annual growth. Moreover, Guangzhou's imports of parts and accessories in 2005 increased 15.8% and had a total value of over US\$ 860 million. Guangzhou's vehicle output is expected to surpass one million units by 2010.

With China's enormous potential for growth, U.S. exporters wishing to exploit this market cannot afford to ignore Guangzhou as a place to do business.

Overview of the Thailand Market: Thailand is of strategic importance to U.S. automotive exporters as the largest domestic market in the ASEAN region, and an assembling base for export of one-ton pickup trucks. Its domestic market promises potential demand for U.S. automotive exports, while development trends in its automotive industry have important implications to U.S. automotive exporters in the rest of their other markets around the world.

Thailand's open trade & investment policies have made it the largest vehicle manufacturer in Southeast Asia. More than 40 vehicle makes are sold domestically and the market is expected to reach 1 million units in 2010. As the 14th largest automotive industry in the world, Thailand hosts 14 world auto assemblers, including Ford, General Motors, DaimlerChrysler, BMW and all the Japanese automotive companies. These assemblers and their tier 1 and tier 2 parts suppliers manufacture more than one million vehicles per year both for domestic and export markets around the world. Consequently, Thailand is clearly a recommended destination for any U.S. automotive exporter.

Timing: Mission delegation is scheduled to arrive in Guangzhou on Sunday March 25 and be on their official schedule on Monday March 26 and Tuesday March 27. They will depart for Bangkok on Wednesday March 28 where they will participate in mission activities till Friday March 30. Mission members will be able to spend time at the International Motor Show during the mission days and/or during the following weekend.

Scenario: The general program for the mission members in both stops includes briefing on country and industry specific matters, one-on-one business appointments with potential local and site visits. Schedules will be sufficiently flexible to allow arrangements to be customized at both stops in order to be responsive to the individual needs and objectives of the companies on the mission.

Criteria for Participation: The mission is aimed at U.S. exporters of automotive products and services who are interested in exploring export opportunities in the China and Southeast Asia markets. They are companies with

- Relevant business to the mission goals
- Certification that the company meets Departmental guidelines for participation. A company's product or service should be either produced in the U.S., or, if not, marketed under the name of a U.S. firm and have at least 51% U.S. content of the value of the finished product or service.
- Signed application, participation agreement (Application Deadline is February 23, 2007)

Participation Fee: \$1400

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