

タイと日本の往来時隔離措置はなくなりました。
本年7月開催の同展示会のご出展検討
まだ間に合います！

海外展示会 Future Mobility Asia (FMA)のご紹介

www.future-mobility.asia

[▶](#) [in](#) [f](#) [t](#) #FMA2022

EV市場の成長

世界のEV市場は2027年までに、年平均33.6%成長し、市場規模は2兆4590億ドルになる見込みです。2030年までに全ての自動車の30%がEVになると思われます。

また、タイでは2036年には、120万台のEVが路上を走っていると予想されています。ナショナルEVポリシー委員会（タイ）の会長はタイを低炭素社会に変えるために、2030年までに少なくともタイ国内の自動車の30%をEVにする目標（30 by 30 Policy）を掲げています。

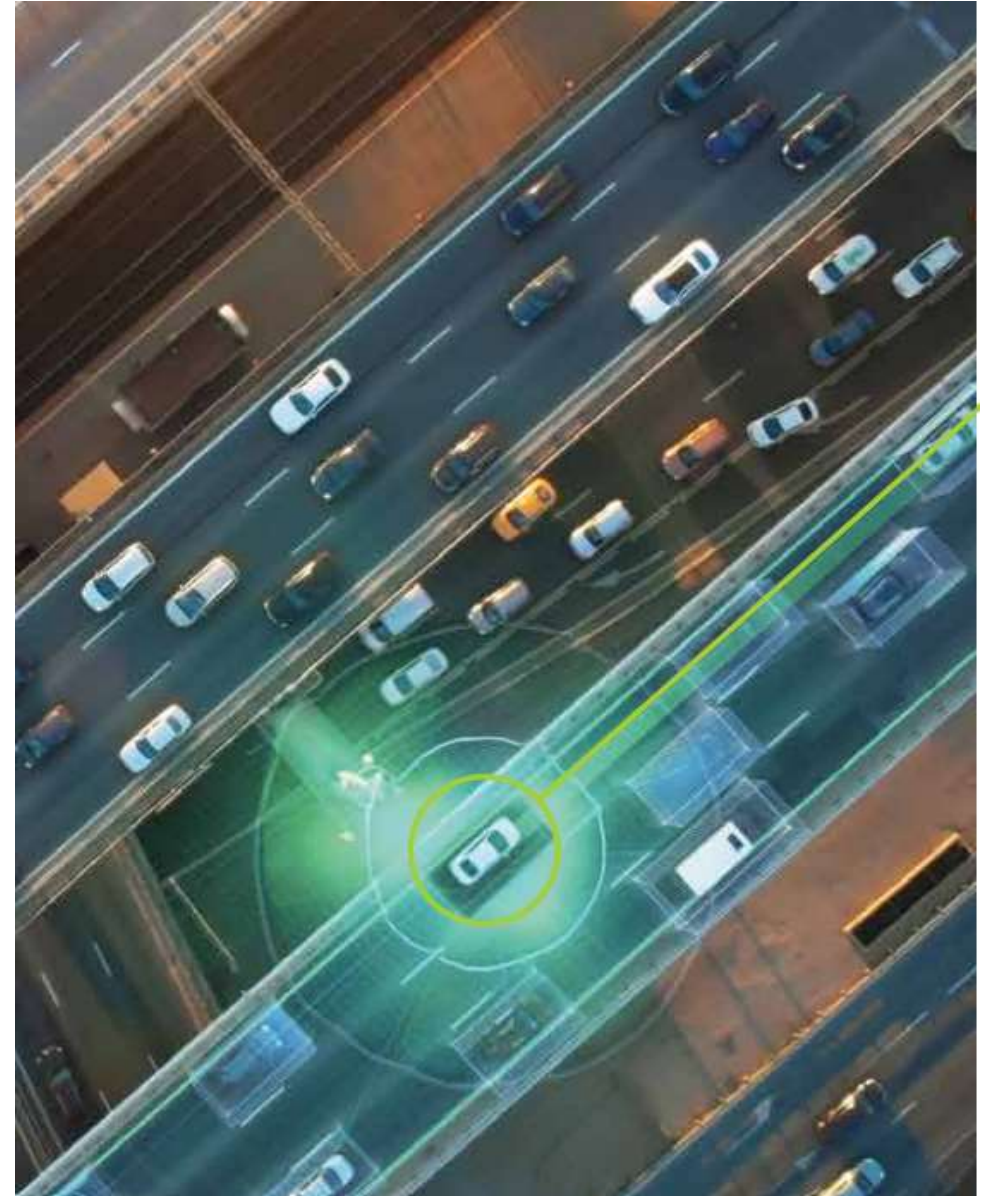


タイをEVのハブに！

32億人のアジア域内人口と中間層の拡大、積極的な持続可能な成長により、アジアはクリーンモビリティに関して世界で主要な役割を演じると予想されます。

タイ政府は、電気乗用車とピックアップトラック72万5000台と電動バイク67万5000台の増加を予想し、バンコクを先駆的なアジアのエネルギーハブにすることを目指しています。

タイ・エネルギー省全面協力のもと、またタイ王国発電公社、PTTの支援によりタイをEVのハブにするためのプラットフォームとしてFuture Mobility Asia(FMA)を開催いたします。



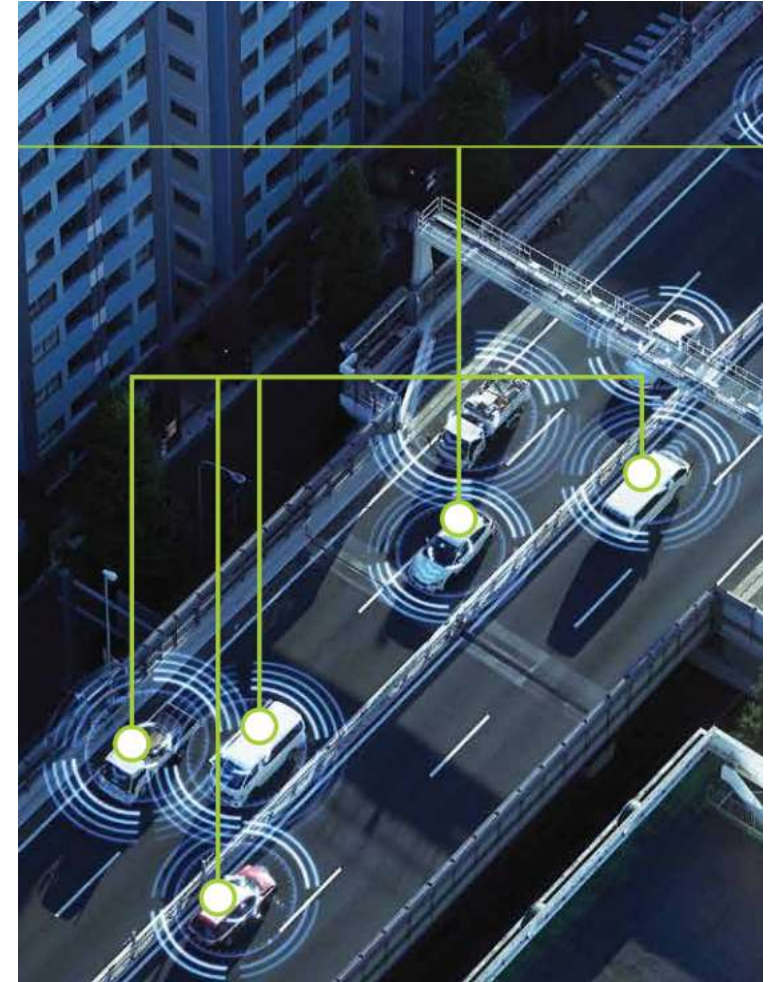
FMAの開催概要

タイ・エネルギー省の支援のもと、EVを始めとするロードモビリティのショー&カンファレンスとして開催！

- ・会期：2022年7月20日（水）～22日（金）
- ・会場：タイ・バンコクBITEC展示会場

- ・出展対象：EVを始めとするクリーンモビリティと関連最新技術
- ・出展者数：100社以上
- ・出展面積：15,000平米
- ・来場対象：業界関係者、ASEANの関係閣僚、輸送関連業界など
- ・来場者数：10,000名以上
- ・同時開催展示会: Future Energy Asia

*FMAは、アジア太平洋地域で最初の、未来のモビリティに関連するイノベーション、技術、ソリューションをテーマにしたショーケースです。



FMAの構成

FMA 2022 - Crafted By Leaders For Leaders

展示



カンファレンス



ネットワーキング



FMAの出展対象

【OEM】



Passenger and commercial vehicle OEMs

【アフターマーケット】



Aftermarket suppliers

【電池・充電・蓄電技術】



Battery, energy storage, and charging infrastructure providers

【自律運転】



Autonomous vehicles



Fuel-cell mobility solutions



Future mobility startups



Enabling technologies



ASEAN ministries for energy transport, urban development and smart nation missions

【FCV】

【モビリティ関係スタートアップ】

【エナブリング技術】

【ASEAN関連省庁や都市開発やスマート国家プロジェクト】

FMAのバイヤーとスピーカー

【政府関係者】



Government
Representatives
Ministers and Policy makers

【OEM】



OEMs
Leadership presence
from OEMs with research
and innovation teams

【アフターマーケット】

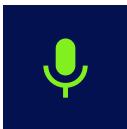


Aftermarket Segment
Leadership presence from
the aftermarket sector with
research and innovation teams

【商社・販売店など】



Channel Partners
Resellers, distributors
and network partners



Media
TV, Digital, Print
and Radio journalists

【メディア】



PR
Social Media influencers
and celebrity
brand ambassadors

【SNSインフルエンサーなど】



Transport Authorities
National, urban and regional
public and private
transportation authorities

【官・民の輸送機関】

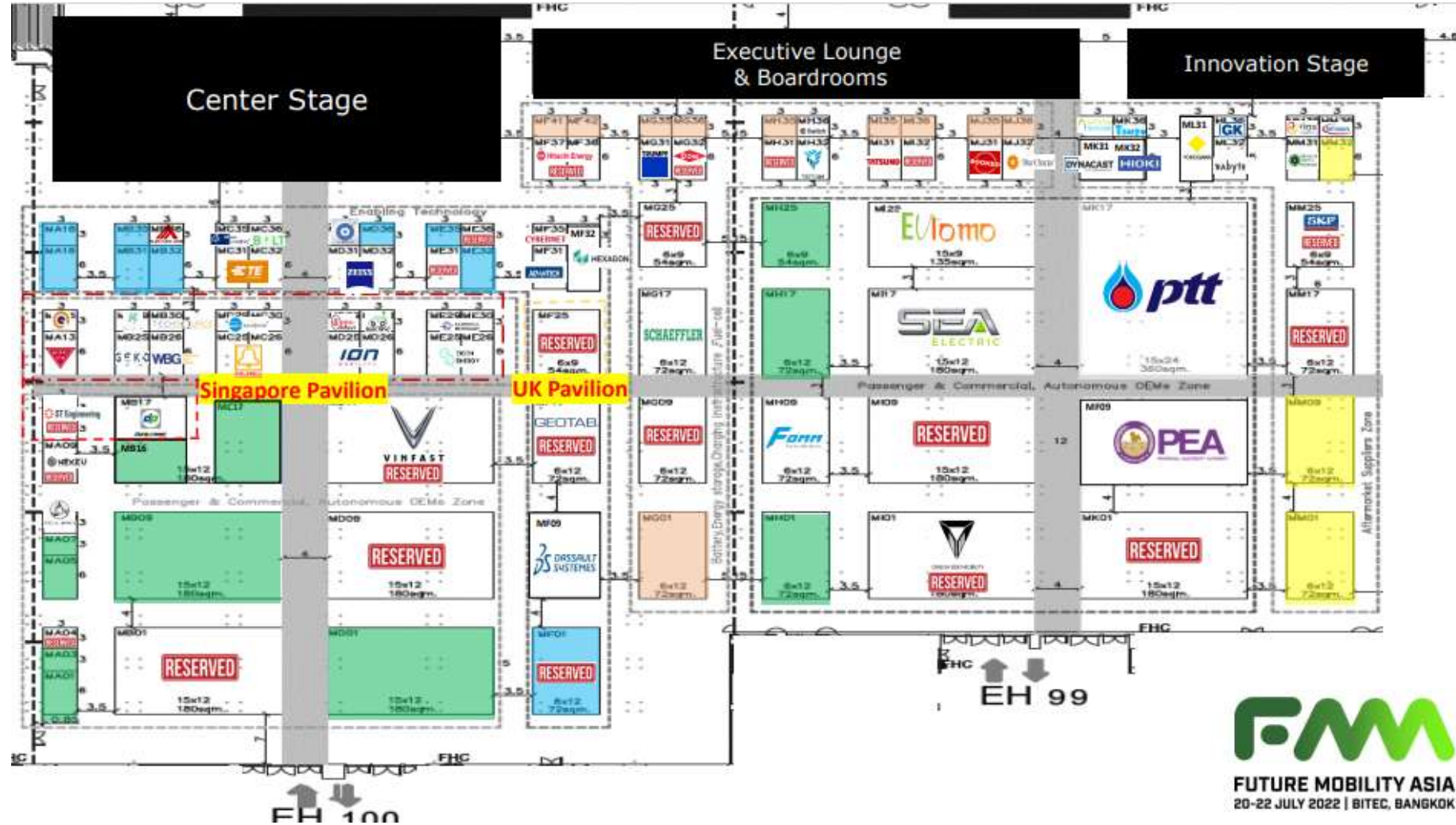


Public
& Shared Transport
Vehicle fleet owners,
ride sharing apps,
and logistics

【ライドシェアアプリや物流関連】

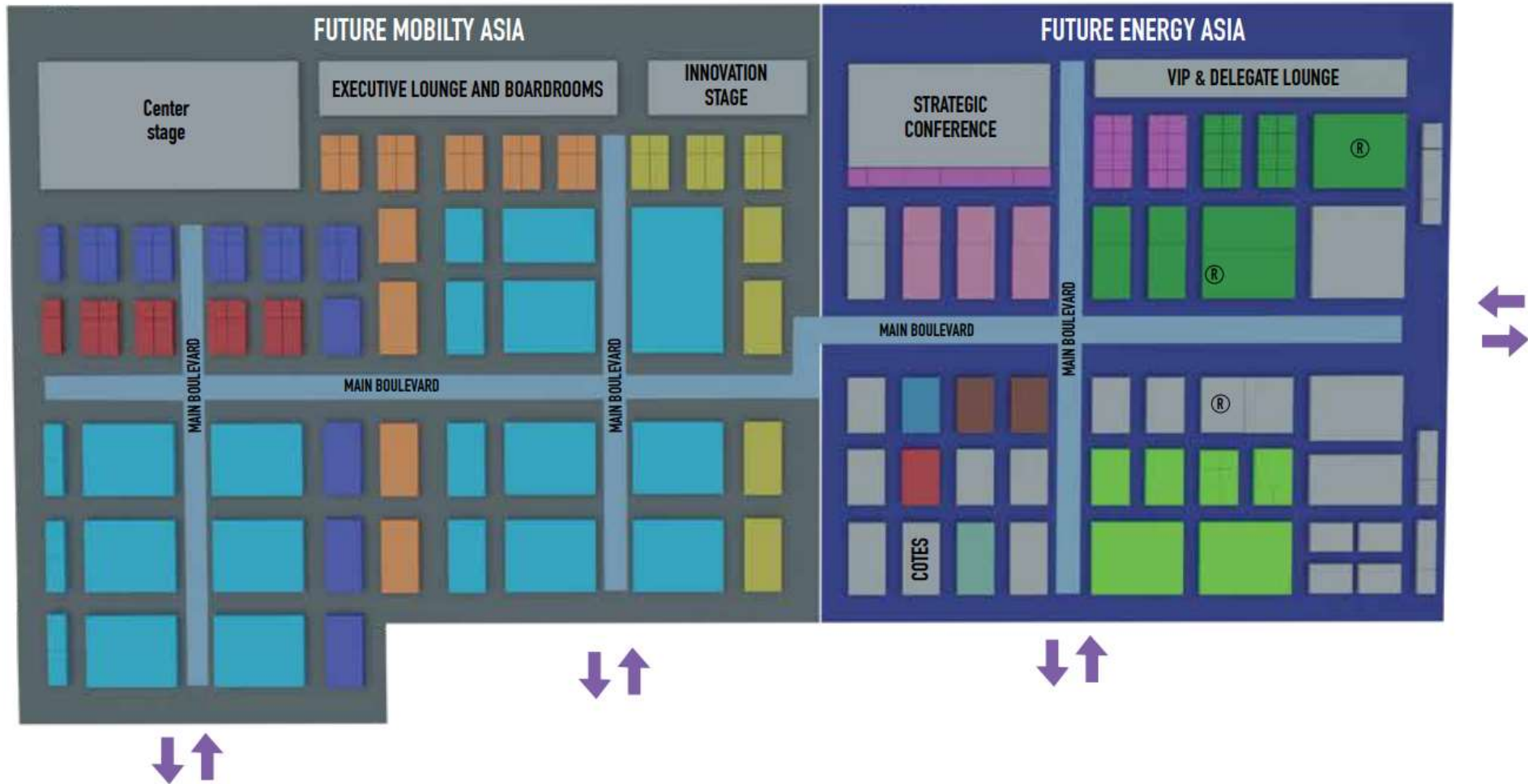
FMAのフロアプラン①

* 2022年4月1日現在



FMAのフロアプラン②

FMAは、FUTURE ENERGY ASIAと同時開催。相乗効果が見込めます！



FMAの運営委員会

 <p>Krzysztof Tokarz Member of the Automotive and Manufacturing unit Abeam Consulting</p>	 <p>Eileen Ang Executive Director Association of Electronic Industries in Singapore</p>	 <p>Espen Hauge President AVERE - The European Association for E-Mobility</p>	 <p>Makoto (Dave) Yoshida Secretary General CHADEMO - EV Fast Charging Organisation</p>	 <p>Goh Chee Klong CEO Charge+</p>	 <p>Jacques Borremans Managing Director Asia CharIN - Charging Interface Initiative</p>
 <p>Edmund Araga President Electric Vehicles Association of the Philippines</p>	 <p>Kelvin Tay Managing Director, Future Mobility and Advisor to CEO Goldbell Group</p>	 <p>Terrence Lim General Manager, Manufacturing Intelligence, AEC (ASEAN Economic Community) Hexagon</p>	 <p>Dushyant Sinha Head of ASEAN EGA (External Government Affairs) Nissan</p>	 <p>Dannif Danusaputro CEO Pertamina Power</p>	 <p>Martin Knoss Regional President Powertrain Solutions ASEAN Robert Bosch</p>
 <p>Arjun Raju Regional Sales and Business Development Manager (ASEAN & ANZ) Siemens</p>	 <p>Nuksit Noomwongs Assistant Professor & Secretary Smart Mobility Research Center</p>	 <p>Megat Jalaluddin Megat Hassan Chief Retail Officer of Retail Division Ternaga Nasional Berhad</p>	 <p>Chanin Khaochan Deputy Secretary General Thailand Board of Investment</p>	 <p>Twarath Sutabutr Chief of Inspector General Thailand Ministry of Energy</p>	 <p>Guillaume Gerondeau Vice President Transportation & Mobility Industry Asia</p>
 <p>Jack Ulrich Global Head of Marketing Trumpf</p>	 <p>Markus Lindemann Regional Director Sales & Technology Trumpf</p>				

FMAを支援する団体



FMAを支援するメディア

ACNNEWSWIRE

FBI
fineworks business information

KallanishPower
MATERIALS

electrive.com
industry service for electric mobility

E-VEHICLE INFO

OIL&GAS
TODAY

TECH WORLD

TRENDFORCE

FMAのカンファレンス

- 100名の著名なスピーカーと1000名以上の聴講者

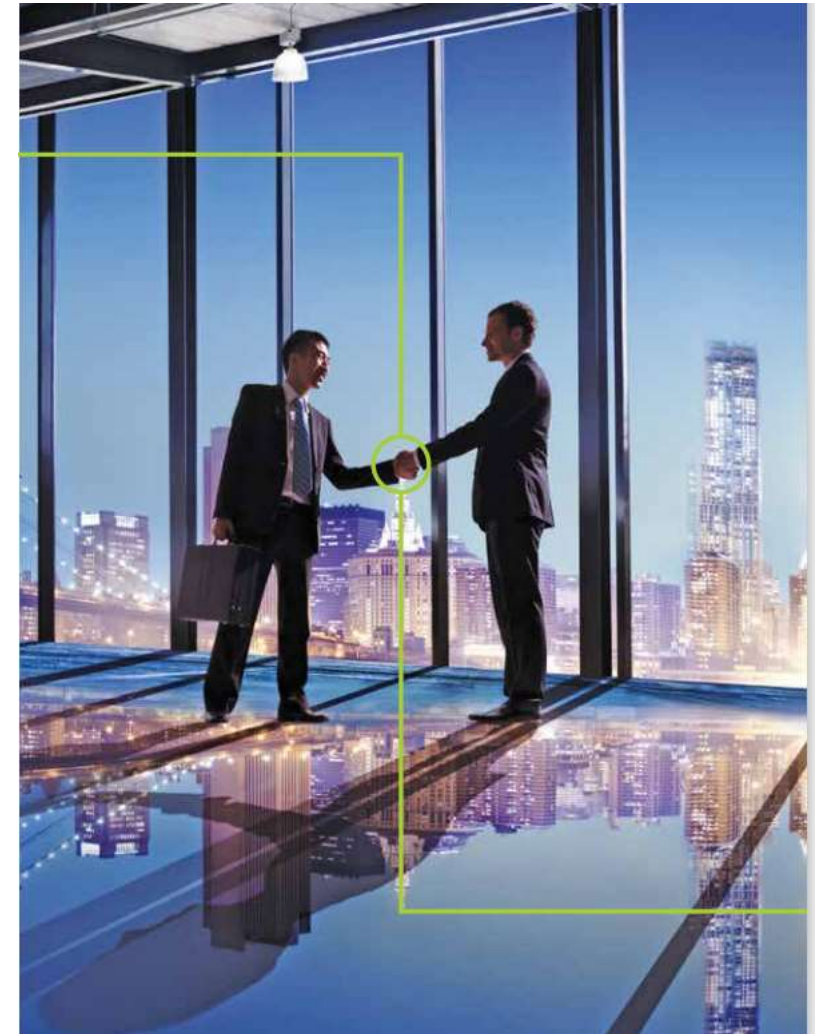
	Day One (20 July)		Day Two (21 July)		Day Three (22 July)	
AM	Joint Opening Ceremony (FEA and FMA) <ul style="list-style-type: none"> • Thailand Ministry of Energy • State Companies (EGAT, PTT, PTTEP, PEA) 		CENTRE STAGE Ensuring Sustainability of EV <ul style="list-style-type: none"> • Panel: Ensuring RE is powering EV • Panel: Ecological & Ethical impacts of Battery Life Cycle Impacts 	INNOVATION STAGE Autonomous Mobility <ul style="list-style-type: none"> • AV Aftermarket • Case Study: AV Pilots • Networks & AV 	CENTRE STAGE Connected Autonomous & Shared Mobility <ul style="list-style-type: none"> • Self-Driving Cars Moral Dilemmas • Smart Mobility Cybersecurity • Post COVID Shared Mobility 	INNOVATION STAGE Shared Mobility <ul style="list-style-type: none"> • Start-Up Case Study • Shared Mobility & 2 Wheelers • Transport Inclusivity & Shared Mobility
	Ministerial Clean Mobility Keynotes <ul style="list-style-type: none"> • ASEAN Governments • Key Partner Countries of ASEAN (Japan, Korea etc.) 					
PM	CENTRE STAGE Making EV the ASEAN Future <ul style="list-style-type: none"> • Debate: EV vs. ICE • Panel: Making EV Affordable 	INNOVATION STAGE Electric Mobility <ul style="list-style-type: none"> • Smart Charging Network • Heavy Duty EV • Preparing Grid for EV 	CENTRE STAGE ASEAN & EV Supply Chain <ul style="list-style-type: none"> • Panel: EV vs Chip Shortage • EV Recycling • EV Shift Job Impacts 	INNOVATION STAGE Connected Mobility <ul style="list-style-type: none"> • Sensor & Mapping • Blockchain Platform • Cloud Tech & Connected Cars 		

Networking opportunities across three days

FMAのネットワーキング

個別のビジネス関係を構築するために展示とカンファレンスを補完するイベントを企画

- ・プライベートなPitch Event
- ・CEOラウンドテーブル
- ・ネットワーキング（イブニング）



FMAの出展料

通常料金	出展料
・スペースのみ (18平米～)	350 USD / 平米
・シェルスキーム (9平米～)	400 USD / 平米

RAW SPACE (MIN. 18 M²)
USD 350 M² (PUBLISHED)

You may engage our official stand builder to customise your booth construction and design



STANDARD SHELL SCHEME (MIN. 9 M²)
USD 400 M² (PUBLISHED)

Company name and booth no. printed on fascia board
1 no. information counter
1 no. 5 amp. Power point socket
2 nos. folding chairs
2 nos. fluorescent lights
1 no. wastepaper basket
Carpet provided



FMAのスポンサーのご紹介

Benefits of SPONSORING



メディアへのアクセスとオピニオンリーダーとのネットワーク



政府関係者へのアクセス



ブランドポジショニング



独占的な情報発信の機会



カンファレンスにおけるソートリーダーとしてのプレゼンス



リードの獲得

FMAのスポンサーシップパッケージ

ENTITLEMENTS	DIAMOND USD 180,000	PLATINUM USD 125,000	GOLD USD 90,000
Conference			
Dedicated KEYNOTE Speaking Slot	2	1	1
Panel Speaking Session	2	2	1
VIP Networking			
Seat at Ministers CEOs Dialogue	1	1	1
Networking Cocktail Reception	Official Host	Logo Placement	Logo Placement
Access to VIP Lounge	5 pax	3 pax	1 pax
Complimentary Passes			
Complimentary Delegate Pass	25	15	10
Exhibition Showcase			
Exhibition Space	300 sqm Raw Space	180 sqm Raw Space	120 sqm Raw Space
Marketing Branding			
Press Conference Slot	☑ (Day 1 Slot)	☑ (Day 1 Slot)	☑ (Slot TBA)
Advertisement on event Show guide	1 Full Page	1 Full Page	1 Half Page
Extended marketing mileage	2	1	1
Dedicated e-newsletter feature			
Digital branding			
Sponsor's logo & profile on event web page			
Sponsor's rotating web banner on event website home page			
Sponsor's logo included on email campaigns	☑	☑	☑
Sponsor's logo featured on post show "Thank You" email			
Sponsor's logo featured on live FMA streaming			
Sponsor's logo featured on rotating slides during networking breaks			
Sponsor's logo on event brochure and post show report			
Physical branding			
Sponsor's logo to be included on onsite and outdoor branding	☑	☑	☑
Sponsor's logo to be included on Exhibition & Conference printed materials			
Onsite venue advertising			
VIP Club – sponsor logo positioned as headline sponsor on backdrop	☑	-	-
J flag – outdoor parking	8	4	2
Wall Banner outside wall at Debaratna Road	2	1	1
Cube seating with brand logo	10	-	-
Escalator wrap advertising – orange void	1 set (2 panels)	-	-
Escalator wrap advertising – yellow void	-	1 set (2 panels)	-
Sponsor's logo on flags displayed outside conference center	☑	☑	☑
A la-Carte Sponsorship selection			
Choose any a la carte sponsorship opportunity	2	1	-

FMAのスポンサーシップパッケージ

ENTITLEMENTS	SILVER USD 60,000	BRONZE USD 30,000	INDUSTRY SEGMENT USD 70,000	ASSOCIATE USD 15,000	TRACK USD 25,000
Conference					
Dedicated KEYNOTE Speaking Slot	-	-	-	-	1
Panel Speaking Session	1	-	1	-	-
VIP Networking					
Seat at Ministers CEOs Dialogue	-	-	-	-	-
Networking Cocktail Reception	Logo Placement	Logo Placement	Logo Placement	-	-
Access to VIP Lounge	1 pax	-	-	-	-
Complimentary Passes					
Complimentary Delegate Pass	6	4	6	2	-
Exhibition Showcase					
Exhibition Space	72 sqm Raw Space	36 sqm Raw Space	120 sqm Raw Space	9 sqm Raw Space	-
Marketing Branding					
Press Conference Slot	☑ (Slot TBA)	-	-	-	-
Advertisement on event Show guide	-	-	-	-	-
Extended marketing mileage	-	-	-	-	-
Dedicated e-newsletter feature	-	-	-	-	-
Digital branding					
Sponsor's logo & profile on event web page	-	-	-	-	-
Sponsor's rotating web banner on event website home page	-	-	-	-	-
Sponsor's logo included on email campaigns	-	-	-	-	-
Sponsor's logo featured on post show "Thank You" email	☑	☑	☑	-	-
Sponsor's logo featured on live FMA streaming	-	-	-	-	-
Sponsor's logo featured on rotating slides during networking breaks	-	-	-	-	-
Sponsor's logo on event brochure and post show report	-	-	-	-	-
Physical branding					
Sponsor's logo to be included on onsite and outdoor branding	☑	☑	☑	-	-
Sponsor's logo to be included on Exhibition & Conference printed materials	-	-	-	-	-
Onsite venue advertising					
VIP Club – sponsor logo positioned as headline sponsor on backdrop	-	-	-	-	-
J flag – outdoor parking	-	-	2	-	-
Wall Banner outside wall at Debaratna Road	-	-	1	-	-
Cube seating with brand logo	-	-	-	-	-
Escalator wrap advertising – orange void	-	-	-	-	-
Escalator wrap advertising – yellow void	-	-	-	-	-
Sponsor's logo on flags displayed outside conference center	☑	☑	☑	-	-

FMAの様々なスポンサーシップ

KNOWLEDGE PARTNER SPONSORSHIP PACKAGE

USD 20,000



PRE-EVENT ACTIVITY INSIGHT SERIES EPISODE PARTNER

USD 25,000

In the lead up to the summit and exhibition, a monthly series focusing on Future of Mobility in Asia will be produced in partnership with global mobility and energy leaders. This insight series will connect over 100,000 participants with a shared mission of mobility decarbonization to achieve carbon neutrality.












PARTNER INNOVATION STAGE SPONSORSHIP PACKAGE

USD 30,000

- Acknowledge as "Partner Innovation Stage Sponsor"
- 15 minutes product launch opportunity to 150-200 invited industry leaders & exhibitors
- Sponsor logo visible around the reception venue
- Sponsor logo prominently displayed on the invitation
- Reserved seats for the Sponsoring Company
- Logo prominently displayed on the stage backdrop
- Promotional material placed on each table/chair
- Product launch/display for demonstration purpose at the reception venue if applicable



FMAの様々な広告プラン

<p>VISITOR & DELEGATE REGISTRATION USD 30,000</p> <ul style="list-style-type: none"> - Sponsor logo visible on all registration and information desks located at strategic locations across the venue - Sponsor logo visible on 50 staff T-shirt's location at the registration and information desks (T-shirt to be supplied by the sponsor) - Logo on the delegate & visitor registration page of the event's official website 	<p>CONFERENCE LUNCHES USD 30,000</p> <ul style="list-style-type: none"> - Logo on tent cards placed on the lunch tables - Logo highlighted around in the delegate lunch area - Sponsor logo on the Strategic Conference program (next to Delegate lunch area) 	<p>CONFERENCE TEA BREAKS USD 30,000</p> <ul style="list-style-type: none"> - Sponsor logo on tent cards placed on the Strategic Conference coffee break tables - Sponsor logo on the main screens during Strategic Conference coffee breaks - Sponsor logo on the Strategic Conference program (next to Coffee breaks) 	<p>VISITOR BAG USD 30,000</p> <ul style="list-style-type: none"> - Logo on the onsite visitor bags used by attendees across all 3 days of the event - Logo printed on either side of the bag and placed on the distribution points located at strategic locations through the venue 	<p>CONFERENCE BAG USD 30,000</p> <ul style="list-style-type: none"> - Sponsor logo on delegate bags distributed to 1,000+ delegates - Sponsor logo visible on all delegate bags distribution counters placed in strategic locations at the venue - Sponsor logo visible on the staff T-shirts distributing the delegate bags (T-shirts to be supplied by the sponsor) 	<p>LANYARD TREE USD 30,000</p> <ul style="list-style-type: none"> - Lanyard trees are positioned next to every registration point - Sponsor logo is placed on the lanyard trees 
<p>CONFERENCE THEATRE FLAG USD 15,000</p> <ul style="list-style-type: none"> - Sponsor logo on flags displayed outside the exhibition halls - Sponsor logo visible on 20 flags placed across strategic location 	<p>MOBILE CHARGING STATIONS USD 15,000</p> <ul style="list-style-type: none"> - Mobile Charging Stations positioned at high traffic locations in the exhibition halls and conference center 	<p>WI-FI SPONSOR USD 15,000</p> <ul style="list-style-type: none"> - Over 10,000 attendees will access WiFi at the venue. Promote your brand onsite by having your company logo on the WiFi login page across 3 days of the event 			

ご連絡先

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