

Your Exclusive Experience

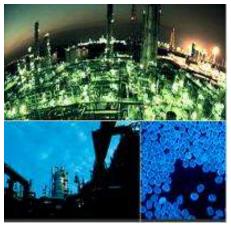
Company Overview





SCG Overview

- The Siam Cement (SCG) was established in 1913 under the Royal Decree of His Majesty King Rama VI as the country's first cement factory.
- SCG is one of the largest and most respected industrial conglomerate in Thailand with interest in 92 companies.
- Today, SCG comprises of 5 strategic business units – Chemical, Paper, Cement, Building Materials and Distribution. All units operate under the principles of good corporate governance.











SCT Overview

Your Exclusive Experience

 Wholly-owned and fully supported by SCG, the largest and most advanced industrial conglomerate in Thailand. Therefore, SCT has full access to the wealth of expertise and resources of this powerful industrial group of companies.

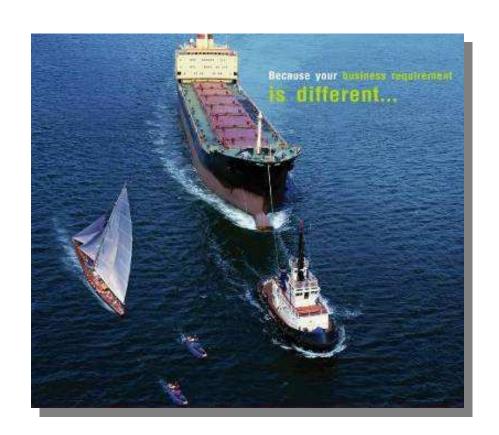






SCT Overview

- Set up in 1978 as the international trading arms of SCG.
- The company is the largest Thai trading company in the country.
- In 2006, the company was listed among top 100 companies in Thailand in terms of revenues (with sales turnover of USD 1.1 billion)
- SCT is recognized for its comprehensive range of quality products & services and earns trust and loyalty from local and overseas business partners.



Here at SCT, we have a variety of products and services catered to your business specific needs.



Products and Services

Your Exclusive Experience

Our products and services are known worldwide attributed to the high quality and reliability.

We have continuously modernized our products and services to be in line with the global best.



Our Product & Service Categories

Energy & Industrial Supply Products

Cement Products

Import & Export Services

Recycling Products

Building & Home Products

Freight & Logistic Arrangement



Our Products

Your Exclusive Experience

Energy and Industrial Supply Products

> Energy Products

Steam Coal, Petroleum Coke, Anthracite

> Agro-Industry Products

Tapioca Starch, Modified Starch

> Plastic and Chemical Products

Plastic Resins, Plastic Compounds, Alumina and other Chemicals

> Raw Materials and Machineries

Gypsum and other minerals, Agricultural/Industrial Machinery & Spare Parts, Mill Supplies

> Aluminum Products

Aluminum Packaging food and beverage, Aluminum Ingots/Sheets, Master Alloys, Non Ferrous metals, Copper/Zinc/Lead

> Paper Products

Pulp, Packaging Paper, Printing & Writing Paper





Our Products

Your Exclusive Experience

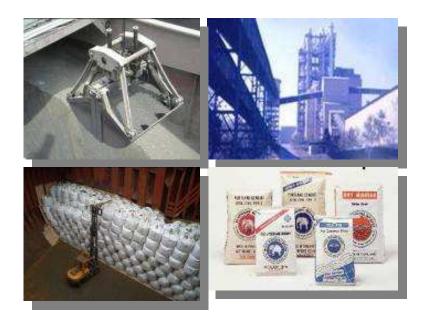
Recycling Products

Waste Paper Steel Scrap & Aluminum Scrap PET Regrind Other Non-Ferrous Scraps



Cement Products

Grey Cement Clinker
Grey Cement (Bulk and Bagged)
White Cement
Dry Mortar & Plaster
Tile Fix
Grouting





Our Products

Your Exclusive Experience



Building and Home Products

> Building Materials

Gypsum Board, Fiberglass, Fiber Cement Board & Roof Tile

> Home Improvement Products

Ceramic Tile, Sanitary ware, Glass Block

> Steel Products

PC Strand & Wire, Deformed Bar, Round Bar, Billet, Pig Iron

> Other Products

Food & Beverage i.e. Can Food, Wine, Rice, Fruit Juice



Our Services

- SCT handles the import and export of numerous quality products from major international and local producers. These services include sea and air freight arrangements, international sourcing and import & export trade document services.
- With our expertise and strong networks, we ensure the success of your venture and guarantee your satisfaction.



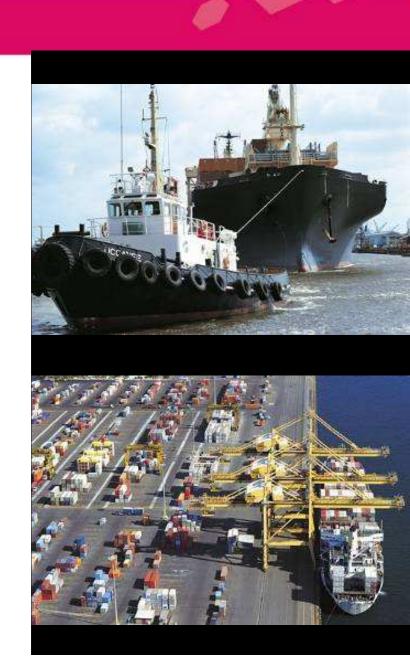


Freight & Logistic Services

Your Exclusive Experience

Freight & Logistics Services

- Sea/Air freight arrangement
- Bulk & charter shipping
- Customs operations (including special privileges, temporary import, transit operations)
- Industrial projects / Oversized and overweight cargo handling
- Full range of freight activities worldwide
- Nationwide distribution
- Installation
- Purchasing agents
- Cross border
- Warehousing
- Bonded warehouse facilities
- Express Daily Road Services (Door to door)



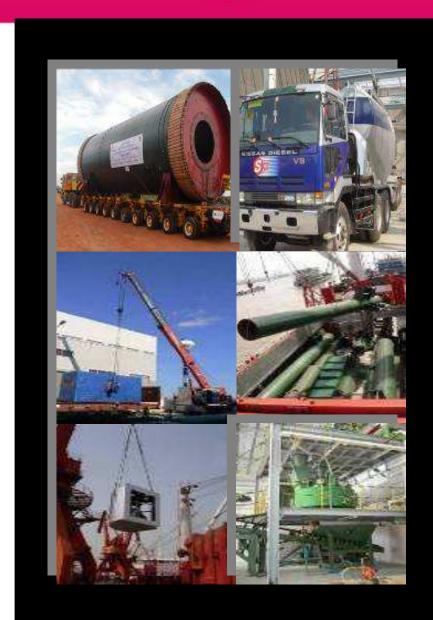
Scr Import & Export Services

Your Exclusive Experience

Import & Export Services

Import & Export Documentation

- Customs Clearance
- Overseas & Inland Transportation
- Stevedore & Labor Arrangement
- Insurance
- Bulk & Charter Shipping
- Overseas Purchasing





Global Networks

Your Exclusive Experience

- By October 2008, we have 30 offices in 19 countries.
- Aimed to expand more global footprint to serve you better.

ASEAN

Thailand Bangkok (Head Quarter)

Philippines Manila

Malaysia Kuala Lumpur Singapore Singapore

Indonesia Jakarta, Banjarmasin,

Surabaya, Samarinda

Vietnam Ho Chi Minh City, Hanoi,

Danang

Cambodia Phnom Penh

Myanmar Yangon
Laos Vientiane

South Asia and Middle East

India Chennai & Mumbai

Bangladesh Dhaka
U.A.E. Dubai
Jordan Amman

China

Hong Kong Shanghai Foshan Kunming Guangzhou Nanning

Other Strategic Locations

Taiwan Canada Australia South Africa U.S.A.

Vancouver Sydney Johannesburge L.A., Philadelphia,

Houston



SCT People

Your Exclusive Experience



SCT is not only conveniently accessible on a global scale but also easily reachable locally.

We ensures that each area is manned by knowledgeable staff who are happy to answer questions from customers and provide personalized service.

SCT's Philosophy

"Your Trusted Business Partner"

SCT aim to be your most trusted partner alignment Who offer value added solutions for your business and work along with you to create continual success together.



Brands and Markets

Your Exclusive Experience

With decades-long marketing and distribution experience in both local and international markets, we have been among leaders in branding products and developing consumer awareness.















Award-winning Achievements

Your Exclusive Experience

Selected lists of our Awards

1997 Prime Minister's Export Award

by the Institute of Export Promotion Department in recognition of excellence in exporting Thai products.

2000 Gold Card

by the Institute of Royal Thai Customs for our outstanding performance and reliability.

2000 Licensed Customs Broker

by the Institute of Royal Thai Customs.

2001 ISO 9001 Version 2000

by the Management System Certification Institute (Thailand).



Award-winning Achievements

Your Exclusive Experience

Selected lists of our Awards

2002 Prime Minister's Export Award

by the Ministry of Commerce for all previous Best Exporter Award winners who have successfully maintained their outstanding quality on export activities.

2006 Thai Chamber of Commerce Business Ethics Award

by Thai Chamber of Commerce as an organization which devotedly operates under the ethic codes

2007 Logistics Model Award

by Department of Export Promotion (DEP), Ministry of Commerce, and Royal Thai Government in recognition of the excellence company in the field of Industrial goods export

2008 Q-Mark Award

By Thai Chamber of Commerce, The Federation of Thai Industries and The Thai Bankers' Association to the guarantee of quality products and excellent services to customers based on ethical practice.



Agriculture Machinery Business (Cambodia)



Agenda

- 1) Marketing information
- 2) Dealer information
- 3) PPA for 2009
- 4) Action Q1,Q2



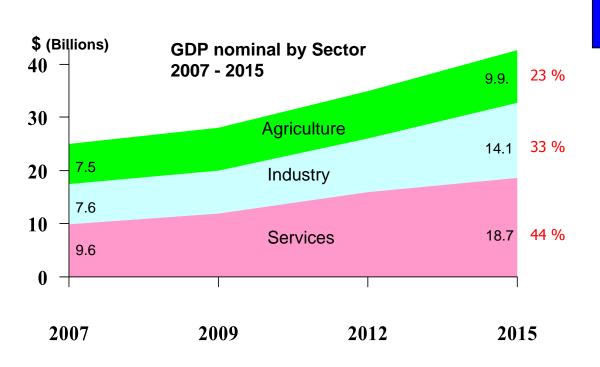
Your Exclusive Experience

Market information



Primary data: Cambodia

Your Exclusive Experience



Focus on : Agricultural sector

- -75% of country labor force
- -Less effect from world economic crisis than other sector

Source: CIA world fact book

Key Change in 2009

- •Kuwait & Qatar including others ME. Countries interest to invest in Cambodia agricultural sector
- •Qatar granted \$500 M. G-G loan to develop irrigation & infrastructure in Battambong & Kampong Thom
- •Gov. plan to increase rice export to 8 Mil.Ton by 2015
- •Rice production 7.2 Mil.Ton (+7%)
- World economic recession
- Agricultural price drop

Effect

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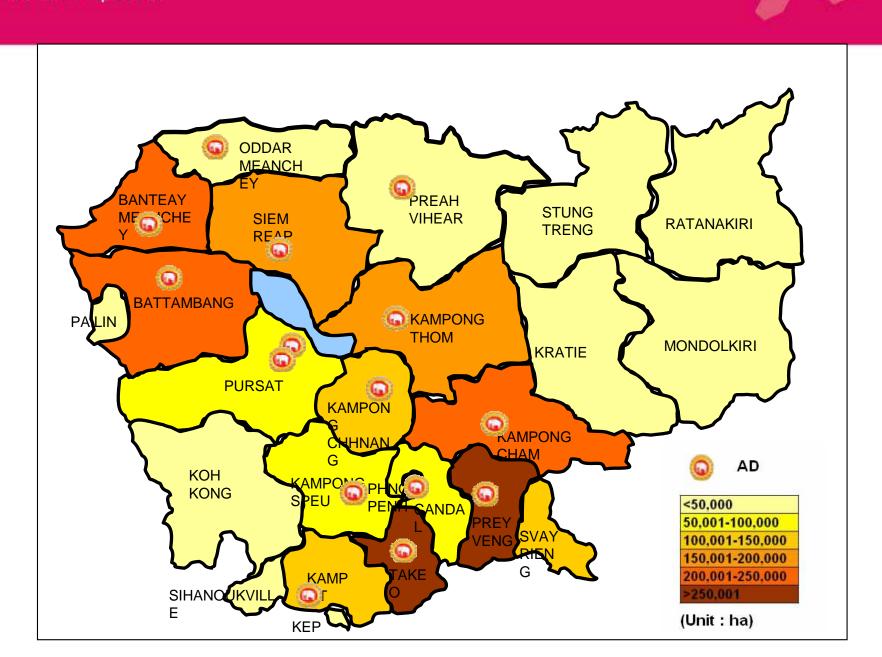
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Rice Harvested Area





Area Comparison

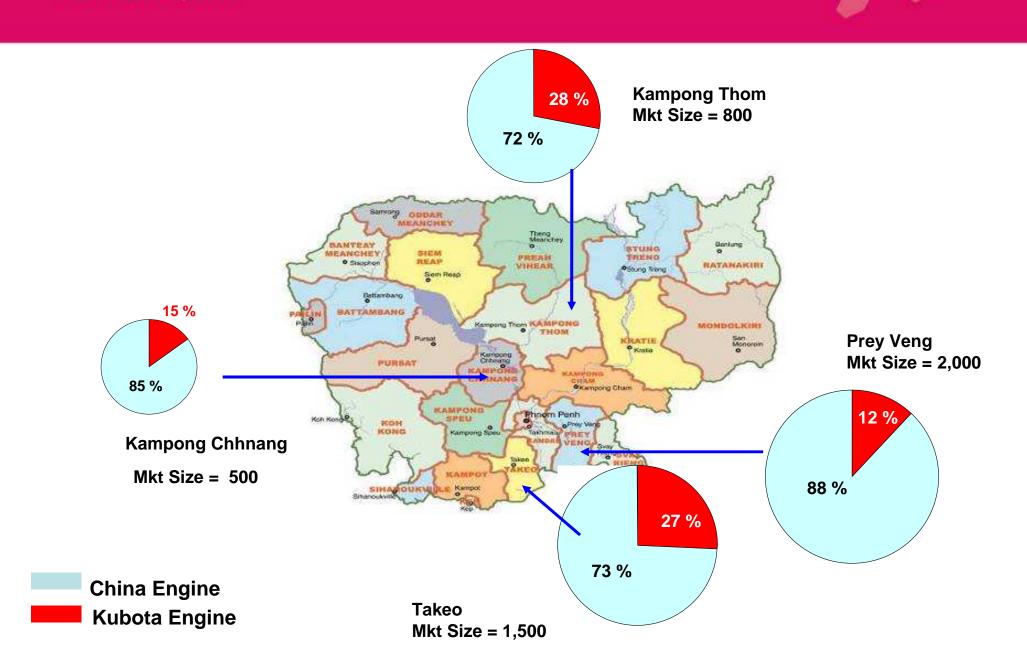
Your Exclusive Experience

Province	Population	Area	Harvest Area	% Harvest Area	Production	Yield
Prey Veng	1,053,642	488,300	299,337	61%	897,854	3.00
Takeo	912,543	356,300	250,788	70%	781,895	3.12
Kampong Cham	1,885,335	979,900	215,548	22%	633,720	2.94
Kampong Thom	694,857	1,381,400	153,185	11%	321,534	2.10
Svay Rieng	544,174	296,600	148,719	50%	264,213	1.78
Kampot	610,642	487,300	121,621	25%	292,831	2.41
Kampong Ch.	525,411	552,100	119,721	22%	257,188	2.15
Kandal	1,261,297	356,800	96,955	27%	348,234	3.59
Pursat	435,313	1,269,200	91,717	7%	197,797	2.16
Kampong Speu	745,730	701,700	85,013	12%	188,770	2.22
Kratie	342,582	1,109,400	36,501	3%	98,887	2.71
Rattanakiri	124,509	1,078,200	22,750	2%	40,197	1.77
Stueng Treng	106,790	1,109,200	21,430	2%	56,331	2.63
Mondolkiri	43,648	1,428,800	14,914	1%	26,796	1.80
Sriihanu V.	216,219	86,800	12,000	14%	33,600	2.80
Koh Kong	199,413	1,116,000	8,995	1%	21,044	2.34
Phnom Penh	1,355,934	29,000	6,059	21%	22,088	3.65
Kep	39,011	33,600	2,921	9%	6,958	2.38

Source : www.wikipedia.org www.moc.gov.kh



Market share Survey for Diesel Engine





Market situation

Your Exclusive Experience

1.Stage of farmer's preferences



& Switch to







1st stage

Traditional method

Using: Man power /

Animal power

Result

- -Low efficiency
- -Low productivity
- -Low income

2nd stage

Modern method

Using: China engine

Result

- -Med efficiency
- -Med productivity
- -Med income

3rd stage

Modern method

Using: Kubota engine

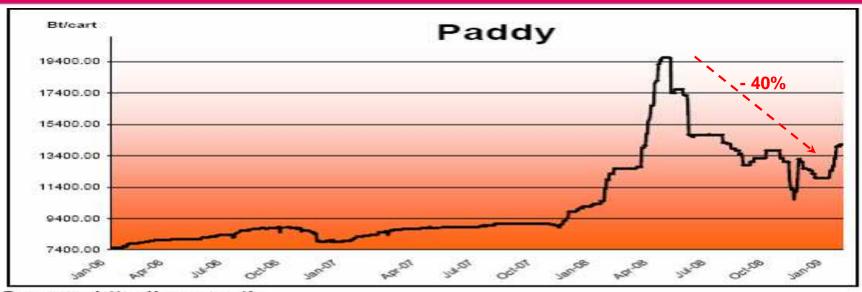
Result

- -High efficiency
- -High productivity
- -High income



Market Situation

Your Exclusive Experience



Source: http://oae.go.th

1.Cause

- The paddy rice price has been drop by 40% since Q208
- That let's farmer into 2 group.
 - Sell for low price
 - Keep in stock for wait for better price
 Which lead to the same situation
 "Limited cash flow"

2. Consequence effect

- 1.Farmer low cash flow in hand
- 2.Can not buy our products
- 3. Sub AD can not sell in cash ,have to leasing
- 4. Sub AD still can not collect money
- 5. Sub AD can not pay to AD in cash
- 6.AD leasing to Sub which still didn't get pay
- 7.AD can sell in cash but limited number
- 8.AD lack of cash flow too.



Your Exclusive Experience

Dealer information



Dealer information table

Province	Customer name	Sale person	Ware house	ADM	After sales service	Influencer	Leasing	Leasing Share
PNP / KD	Seng Leng	4	yes	on process	yes	10	yes	20%
Pursat	Eng Hok	2	yes	on process	no	5	yes	10%
Takeo	Hourt Pov	2	yes	on process	yes	15	yes	70%
Kampong Thom	Meng Sokha	2	yes	on process	no	3	yes	20%
Kampong Speu	Seng HUY	4	yes	no	yes	5	yes	30%
Prey Veng	Houn Kheang	1	yes	no	no	3	yes	30%
Kampong Chhang	Loch Vannara	1	yes	no	no	0	no	0%
Kampot	Chrun Sophal	1	yes	no	no	0	no	0%
Svey Rieng	Chhun Paou	1	yes	no	no	n/a	no	0%
Koh Kong	Seng Lee	2	no	no	yes	0	yes	20%
Kampong Cham	Hourt Sroeung	5	yes	yes	yes	20	yes	0%
Kratie	Meng Pisey	2	yes	no	no	n/a	yes	60%
Stung Treng	Chea India	2	yes	no	no	n/a	no	0%

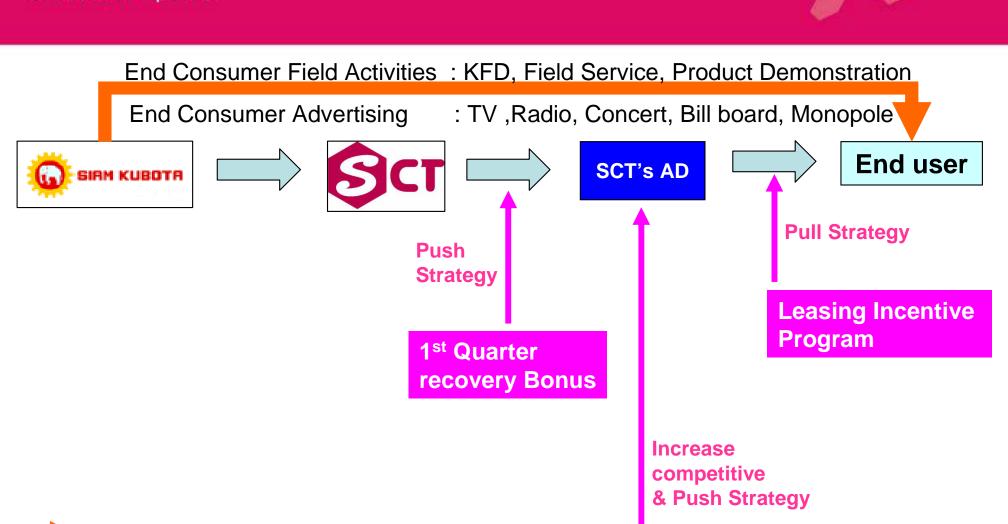


SKI Support

SCT Support

Marketing Activities In Q1

Your Exclusive Experience



ADM support



Event: Dealer meeting in order to officially announce all marketing program

Your Exclusive Experience



Juliana Hotel ,Phnom penh 4-5th MAR 2009

Agenda

- SCT Business overview
- SCT marketing situation sharing
- Kubota leasing success story
- •SCT-support marketing program
- •Top 3 dealers trophy ceremony





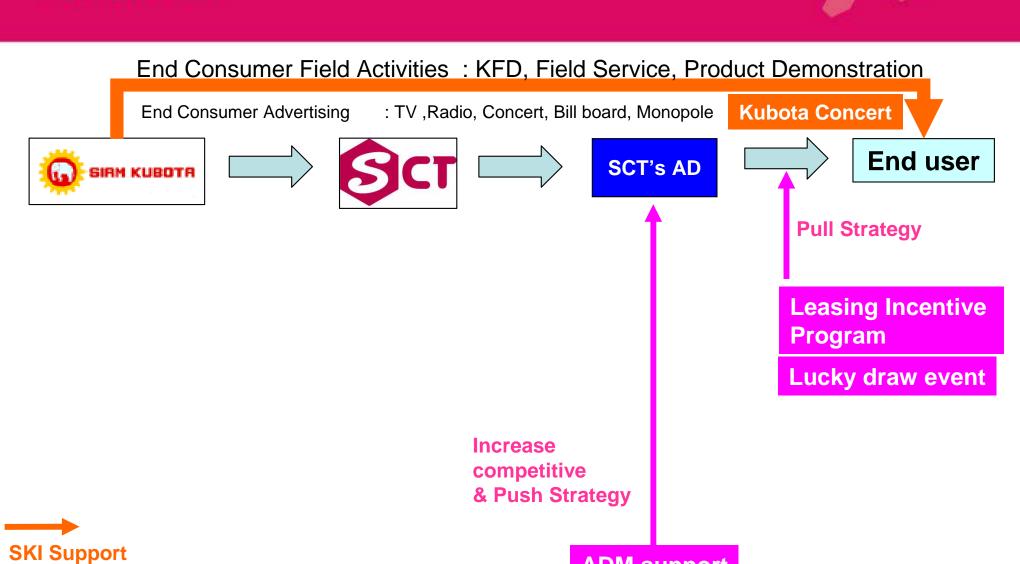




SCT Support

Marketing Activities In Q2

Your Exclusive Experience



ADM support



To do in Q2

Your Exclusive Experience

Short Term Plan

End Consumer Promotion

- Lucky draw event through out SCT territory
- Focus Q2 (May July)





Kubota power plus concert Cooperate SKI,SCT ,AD



-Kampong Thom : JUN 3th, -Takeo : JUN 5th ,



To do in Q3 & Q4

Your Exclusive Experience

Q3 (JULY-SEP)

- Continue Market survey for Mapping in other provinces
- Convince dealer to set up ADM
- Study SCT school & Service shop project

Q4 (OCT-DEC)

- Push strategy for next year sales season (Stocking program)
- Dealer evaluation
- Calculate credit line for next sale season from target next year and convince AD to increase Bank Guarantee to cover it.



Agricultural Productivity Academy Project in Cambodia











Dealer development plan







Agricultural Productivity Academy (APA)

This project is about setting up Academy to train fresh graduate technical student in Cambodia to become specialist in fixing Kubota product and work with Kubota dealer who has after sale service center (ADM: Authorized Dealer Mobile)

Objective

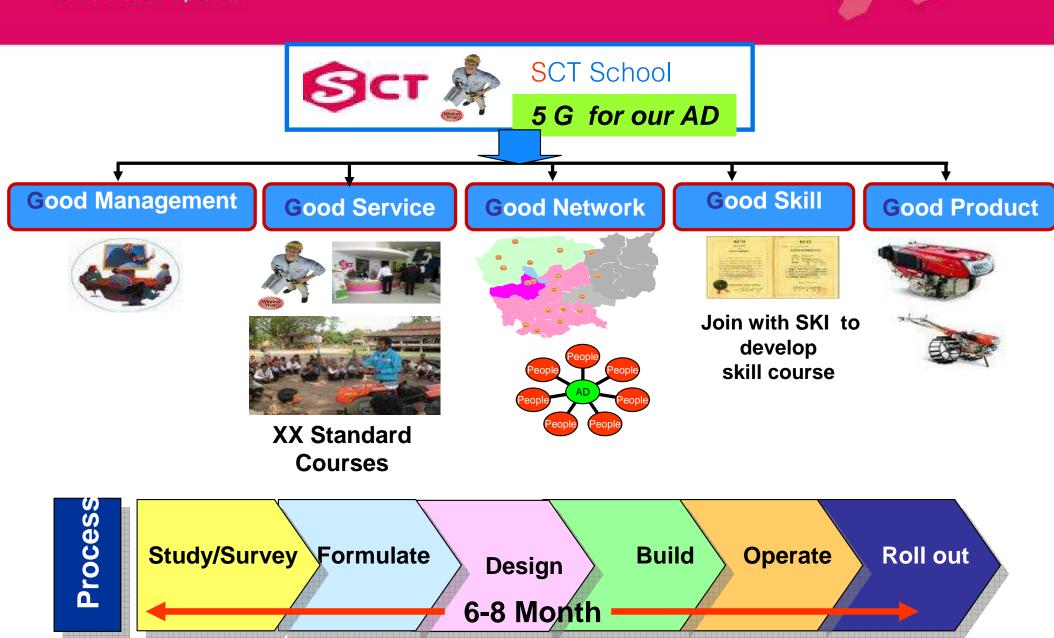
- SCT's CSR Project in Cambodia for deliver something back to the society
- To create job as Kubota technician specialists to support dealer after sale service

Benefit

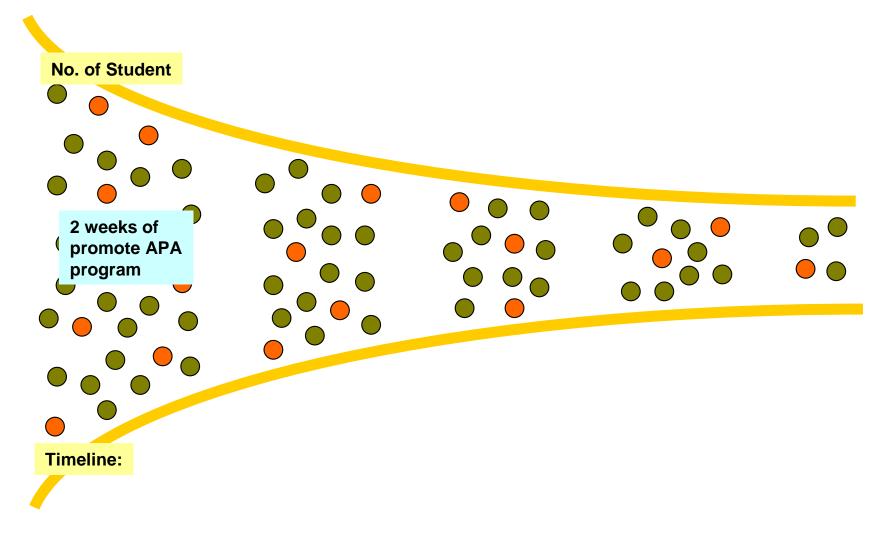
- Kubota's Dealer get well trained technician who approved by Kubota to work with
- Kubota's Dealer get better after sales service lead to increasing chance to selling fixing service and spare parts
- Create job and awareness of Cambodian younger generation for future career path in Agriculture business
- To create sustainable SCT's value in Agriculture business in Cambodia



SCT school concept

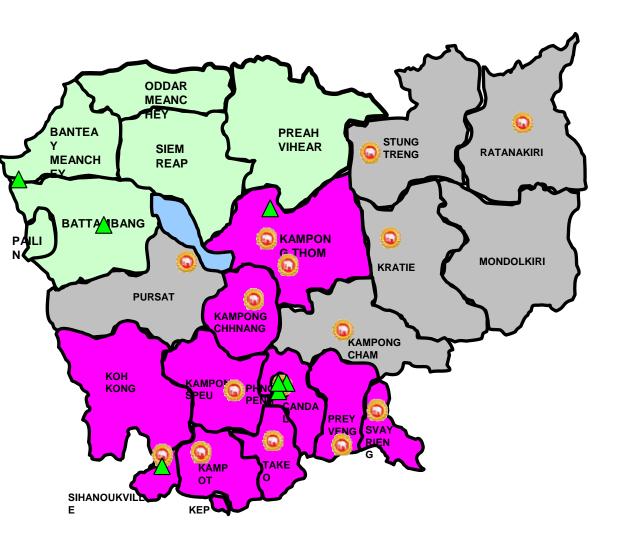








APA Communication Channel



Recruiting Channel

1.Dealer

Printed and Banner post at Our AD shop

2.Technical School

7 leading technical institutes of Cambodia

- Industrial technical Institute Phnom Penh
- JVC Technical School Phnom Penh
- Don Bosco School Phnom Penh
- Don Bosco School Poipet
- Don Bosco School Sihanouk ville
- Kampong Chheuteal Technical School in Kampong Thom
- Battambong Institute of Technology
 Battambong

3.Internet Job Posting

www.Bongthom.com

Technical School





Poster for promote APA program





www.bongthom.com

Agriculture Productivity Academy with Cementhai SCT (Cambodia) Co., Ltd

BongThom-ID

19165

Description

Contest Opportunity for first step camp for career path

We, The Cementhal SCT (Cambodia) Co., Ltd is one of the leading international trading company mainly in the business of Import and Export construction material would like to provide Training Opportunity to all Technical Student or whoever got equivalent certificate with Technical Skill.

Category

Training / Workshops

Location:

Phnom Penh

Schedule

Full-time

Application Information

Benefit For This Course:

- Great opportunity to get the job to be Kubota Technician
- Free of charge
- Partially support for whole course
- Get certificate that recognize from SCT and Siam Kubota Industry

Please Click here to download the Application Form

We are please to invite everybody to apply for this equal opportunity training. For more information that relate to this academy, please contact to the following number.

FREE APPLICATION FORM. Deadline: September 08th, 2009 at 17:00 P.M.

Closing Date

8-Sep-2009

Contact Details

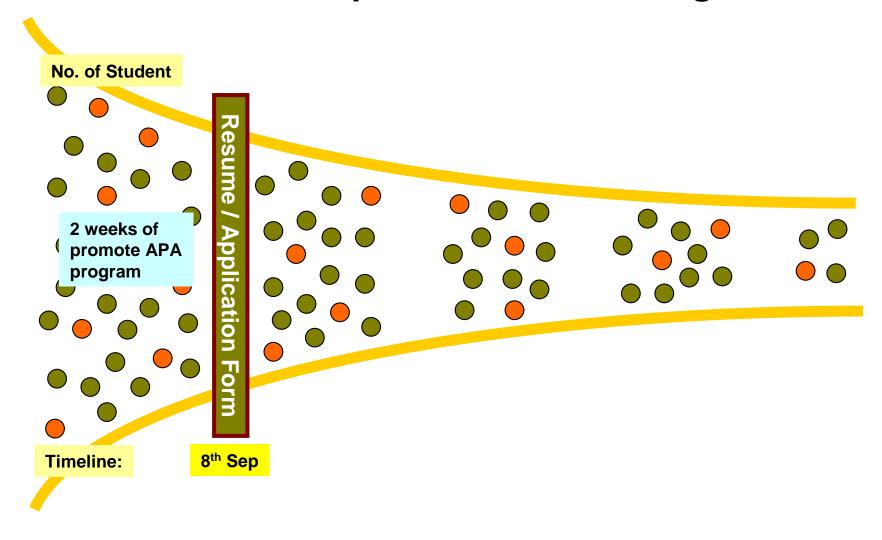
Address: #100, Road National No 2, Sangkat Chakangre, Khan Mean Chey, Phnom Penh

Name : Mr. Chay Phearom (012 897 222)

Mr. Keo Phannara (012 483 222)

Mr. Muy Delux (017 222 799) Mr. Chan Pagnarith (012 333 093) http://www.bongthom.com/Jobs/ipgeJobDetails.asp?SID=%7b 87900BD1-975E-4881-A7A1-0B07B6126EA6%7d&IDJob=19165



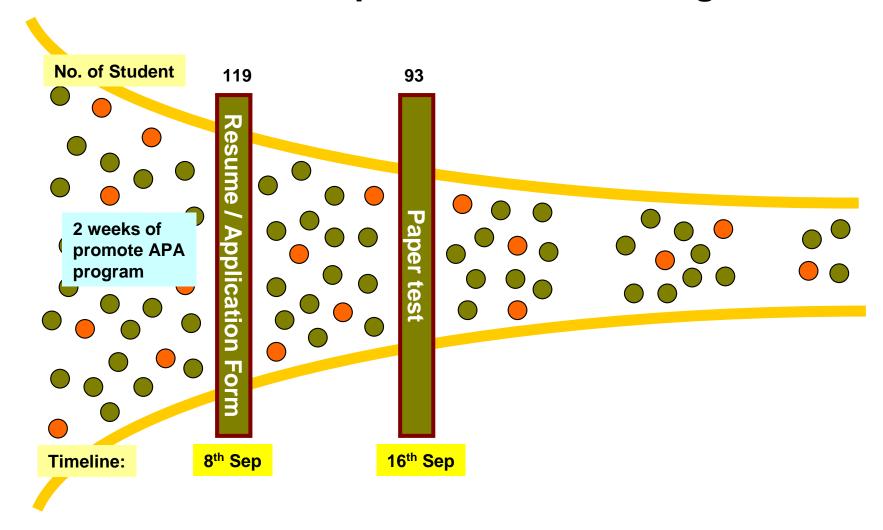


Candidate apply for program by school

Rank	Participate school	Total
1	Kampong Chheu Teal school	37
2	Donbosco Technical Sihanouk ville	29
3	JVC Technical school	16
4	Donbosco Technical School Phnom Penh	13
5	Industrail technical institute	9
6	Donbosco Technical School Poipet	2
7	Vocational Training Center Battambang.	1
8	Rer Lang Pursat	1
9	Preah Kosomas Institute	1
10	Norton University	1
11	National Unversity of Management	1
12	Mith Somlagn Organization	1
13	Kampongcham National School	1
14	Battambong Institute of Technology	1
15	High school	5

Total number of student who apply for our project are 119 students from 15 schools through out the Kingdom of Cambodia





Paper test take 2 hours consist of 2 parts

- 1.Technical knowledge
- 2. Attitute test the same as SCG group use for recruiting new people

"Special thanks to SCG-HR Recruitment Center"

Pictures from paper testing date



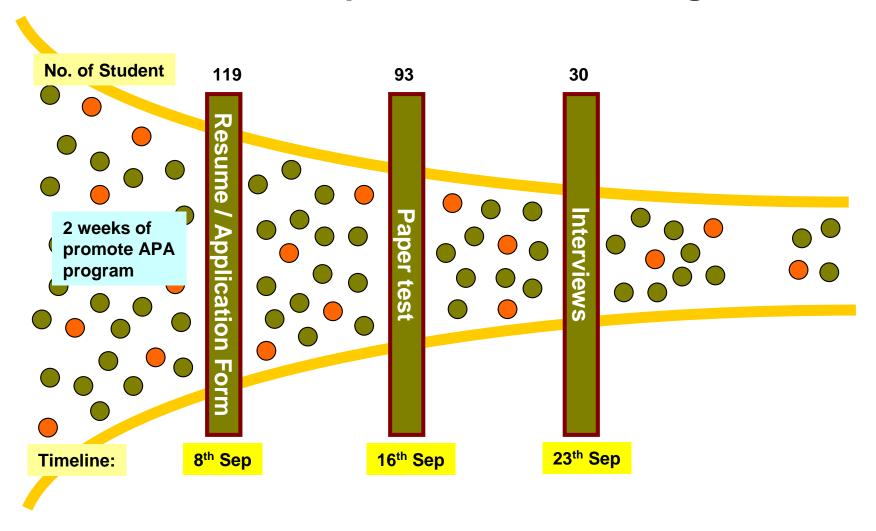


Pictures from paper testing date









Interview, we looking for people who has good service mind and ready to take care of our customer and also the right attitude of working as technician



Interview date

Interviews 30 candidates

We divide into 2 interviews room with representative in each room as following

- SCT BKK staff
- SCCT Kubota sales representative
- SCCT Kubota Technician
- SKI Cambodia

Topic Question of evaluate

- 1. Experience and related background on Small diesel engine fixing.
- 2. Future plan, Dream job and career path.
- 3. Open end question according to attitude as Technicians.

Rank candidate into A, B and C class and intergraded result from both room.



Interviews Questions

- We create scenario that reflect the real situation and frequent difficulty that our experienced technical team has faced before
 - Example
 - What would you do if farmer call you at 3am during you sleeping and said he need your help?
 - How about they call ask for your help on the national holiday while you having a good time with your family?
 - If you were fixing one broken part of the machine and you found out that another part is seem likely to be broken in the future may be not necessary to change but if it broken, engine can't run .what would you do?
 - What you will respond to the farmer? if they complain to you about the price or said that they get better price from another shop
 - Something like this is a difficult situation in a daily life of working, beside technical knowledge, we looking for someone who will be able to respond on these questions well. So they can gain trust and relationship from the customer.

SCT

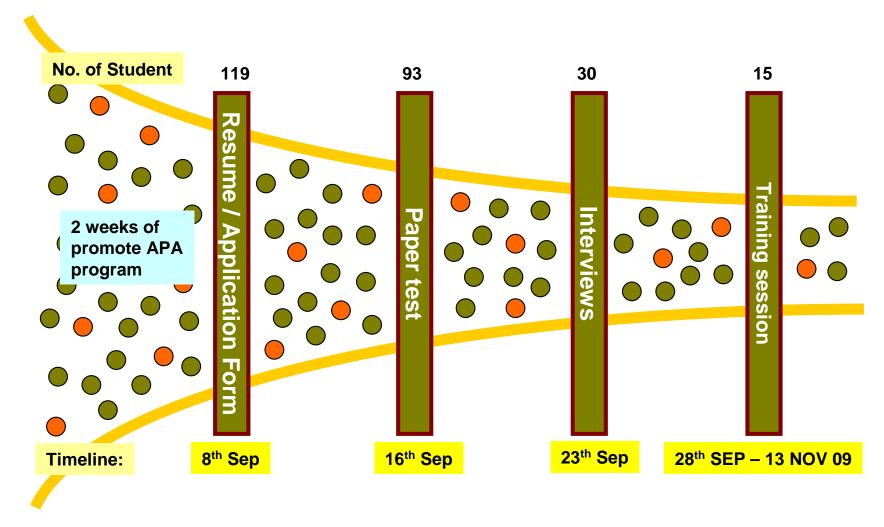
Picture from interviews date













Opening day

Schedule

- Opening speech from SCT Cambodia MD
- SCT group presentation
- SCT kubota business in Cambodia
- APA project presentation
- SKI presentation

Participant 50 person

- Student
- SCT
- SKI
- Professor in the project
- TV5 and newspaper













APA Course Curriculums

- 1 day of Ice Breaking & team building from SCT Cambodia
- 1 day of Agricultural Outlook by CEDAC
- 1 day of Agricultural machinery knowledge by Russey keo technical institute
- 4 days of Management skills by National University of Management (NUM)
 - Sales management
 - CRM
 - Inventory management
 - Pricing strategy
- Kubota technical knowledge by Kubota Technical service team
 - Theory knowledge 1 week
 - Field training with Kubota technical service team 1 month

APA Training schedule (OCT)

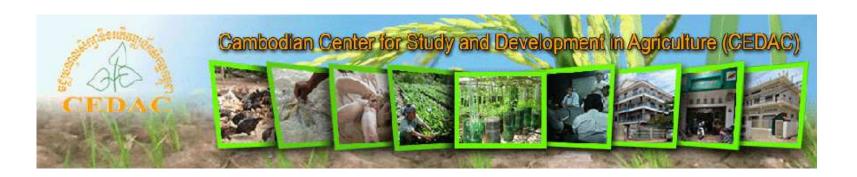


จันทร์	อังคาร	WE	พฤหัสบดี	ศุกร์	ส./อา.
21 กันยายน	22	23	24	25	APA Opening day
28	29	30	1 ตุลาคม	2	3
Ice Breaking & Team Building	Agricultural Outlook	Agricultural Machine	Kubota T Traii		4
5	6	7	8	9	10
K	Kubota Technical Training		Sale management	CRM	11
12	13	14	15	16	17
Inventory Management	Pricing Strategy	Travel To OJT in province	Kubota Trair		18
19	20	21	22	23	24
		Kubota Field Training			25
		_			



Our guest Speakers

- 1.CEDAC
- 2. Russey Keo Technical Institute
- 3. National Universities of Management of Cambodia





- Establish since AUG 1997 as originality from French NGOs right now has grew up into considered as the biggest Cambodia agricultural and rural development NGO with more than 400 workers
- Objective: to develop sustainable agriculture and rural development in Cambodia
- Support more than 100,000 family in 20 provinces in Cambodia
- Area of work
 - Create village farmer association
 - Infrastructure and irrigation development
 - Saving program for farmer self alliance
 - Human resources development
 - Farmer magazine

CEDAC, Street 257, #119, Sangkat Teuk La-ak I, Khan Toul Kok Phnom Penh, P.O Box 1118

Tel: 855-23 880 916; Fax: 855-23 885 146

Email: cedac@online.com.kh





- Leading business school in Cambodia with more than 10,000 undergraduate students enrollment, Also offer master degree
- Area of expertise
 - Accounting
 - Finance
 - Banking
 - Management
 - Marketing
 - Economics development



Student benefits

- Free training course
- Per diem 5\$ / day everyday including SAT & SUN
- Free accommodation during all training period
- Transportation to field training in province
- Uniform
- Certificate



Chance of job opportunities

- Work with SCT's dealer for Kubota product through out Cambodia
- Work with SCT as technical service team
- Work with SKI



After Graduation



- Set a team to go field mobile service in the SCT distributor area
- Free service charge and get spare part from AD to sell in the province.
- During fixing, Create a form for the team leader to collect data and mapping including fast moving spare part list
- Before that we have to suggest optimum stock level for our AD
- Salary 120\$ x 15 = 1,800\$/ Month