

# 2016

## Wed 9<sup>th</sup> Mar

# ISID Digital Engineering Forum 2016

## ~ Utilization of digital for ASEAN/Thailand manufacturing industry to become stronger ~

Thailand, the core country of ASEAN manufacturing industry, has been required the further utilization of digital engineering because of the jump of labor cost, examination of the optimal production also including force of AEC (ASEAN Economic Community) to collaborate with neighbor countries and the advancement of progressively Monozukuri. Therefore ISID invite head of digital promotion department from Toyota Motor, Mazda, and Isuzu Motors who are leader in the manufacturing industry not only in Japan but also worldwide. In addition, we also invite Elysium who has experience with all CAD system in every industry. This forum is to plan the considering of digital utilization for ASEAN/Thailand manufacturing industry to become more stronger. The forum's agenda is below;

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|------------------|---|
| Location         | Novotel Suvarnabhumi Airport, Thailand  |
| Date, Time       | Wed 9 <sup>th</sup> March 2016 13:00~20:00 (Reception 12:30)  |
| Target           | People who have been a management in design development, manufacturing technology, and IT section (Japanese and Thai)   |
| Registration Fee | Free (Pre-registration requires)  |
| Language         | <Presentation> Japanese (Real time translation in Thai)<br><Document> English   |
| 12:30            | Registration  |
| 13:00 – 13:10    | Greetings   |
| 13:10 – 13:50    | <p><b>Keynote speaker &lt;1&gt; 「New challenge of digital usage in engineering business」</b></p> <p style="text-align: right;"><b>Toyota Motor Corporation</b><br/><b>Engineering IT Div. General Manager</b><br/><b>Mr.Masahiro Hosokawa</b></p> <p>Mr. Hosokawa would introduce what is the Digital Engineering includes his thoughts about utilization Digital Engineering in global expansion and what Toyota Motor Corporation would challenge in the future.</p>  |
| 13:50 – 14:30    | <p><b>Keynote speaker &lt;2&gt; 「The essence of digital innovation and future direction」</b></p> <p style="text-align: right;"><b>Mazda Motor Corporation</b><br/><b>Engineering Systems Dept. General Manager</b><br/><b>Mr.Kazunori Okamura</b></p> <p>Mazda accomplished revival with SKYACTIV technology which digital innovation is the one of key support. This session will introduce the essence of digital innovation, digital global expansion and future direction.</p>  |
| 14:30 – 14:50    | Break (20 Minutes )   |
| 14:50 – 15:30    | <p><b>Keynote speaker &lt;3&gt; 「Digital engineering to support the global development」</b></p> <p style="text-align: right;"><b>Isuzu Motors Limited</b><br/><b>CAE Digital Development Dept. General Manager</b><br/><b>Mr.Makoto Nakano</b></p> <p>Isuzu, the leader of commercial vehicle industry in Japan and worldwide, is the pioneer to establish and develop company and brand in Thailand. One of driving forces is digital utilization. This session will explain the innovative approach that center in Japan and the difficulties that found in Thailand.</p> |
| 15:30 – 16:10    | <p><b>The newest trend 「The pioneer of 3D data utilization」</b></p> <p style="text-align: right;"><b>Elysium Co. Ltd.</b><br/><b>President &amp; Chief Operating Officer</b><br/><b>Mr.Hiroshi Yano</b></p> <p>Mr.Yano, EX-Toyota Motor Corporation's General Manager of Production Engineering Division, will share his experience from the user's point of view who faces with all CAD system in every industry and 3D data utilization. In addition, he will report newest trend of 3D data utilization.</p>   |
| 16:10 – 16:30    | Break (20 Minutes )   |
| 16:30 – 18:00    | <p><b>Panel Discussion:</b><br/><b>「What is the digital utilization that strengthen Japanese manufacturing?」</b></p> <p>ISID Global Promotion Director, Nishimura, will confirm the transition of Japanese digital utilization. Also, as a CAE・Human Resources・Communication perspectives, Mr.Hosokawa, Mr.Okamura, Mr.Nakano and Mr.Yano would discuss about how the utilization of digital has strengthened Japanese manufacturing. Hopefully, this discussion would send a message to the ASEAN / Thai manufacturing industry.</p>                                       |
| 18:00 – 20:00    | Connection Party  |

