**Speech**

**Mr. Peeraphong Eamlumnow**

**Chief Growth Officer**

**Grand Prix International Public Company Limited**

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Good morning, Honorable Chairman Dr. Prachin, Members of the Press, and Distinguished Guests

I am honored for your presence joining us today. As you are well aware that “Bangkok International Motor Show” is Thailand’s automotive show, which is listed in the world motor show calendar, and is recognized and being trusted by leading car and motorcycle manufacturers, as well as other entrepreneurs in the automotive industry just like every year in the past.

Throughout 45 years of the show, we have been continuously improving our organizing management in all aspects, ranging from space allocation, improvement in booth design regulations to the construction time frame. All these developments are for the purpose of enhancing the opportunities and enable Exhibitors to be more creative in presenting their products in a more efficient way. Consequently, this allows visitors to experience new booth designs and enjoy new product presentations that are finely prepared by each Exhibitor every year.

In addition to the development of the show format and space management, we also prioritize in our visitor experience. We have been continuously developing various systems to support and facilitate both our visitors and exhibitors.

We have developed LINE Official Account or Line OA under the name “GrandPrix.Group”, which has been enhanced from last year. The system will facilitate visitor’s experience through various features such as Ticket Purchase, Visitor Registration, and it also works as a communication channel between the Organizer and visitors for publishing automotive news as well as to promote company’s growth with new products and services that have been developed for both auto and nonauto customers.

Moreover, we have also set up our database system called “Grand Prix Data Center”,and have applied FullLoop Ai to help us analyze customer behavior and need, so that we can focus our development on a right direction to better serve our Exhibitors and visitors.

Customer Experience (CX) has always been our priority because creating a customer’s impression is the key for repetitive customers.

This year, we have collaborated with TikTok Thailand for the second year in a row to make TikTok Motor Show Official. We have a fun activity that everyone can join in, which is called TikTok Hashtag Challenge. The hashtags to be used for this year are #MotorShow2024, #GrandPrixMotorShow, #TikTokรักรถ, and the lucky winner can win a prize from participating in this activity.

Lastly, I would like to express my sincere appreciation for the continued support you have always given to “Bangkok International Motor Show”.

Thank You