



# Thai Diecasting Innovation Bridge

**Powered by:** Swiss Steel x Storemate x TDCA

**Date:** May 8, 2025

**Venue:** Storemate Learning Center, Samut Sakhon

**Organized by:** Storemate Co., Ltd.

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## Event Overview

The **Thai Diecasting Innovation Bridge** is a strategic seminar designed to accelerate knowledge-sharing, technical collaboration, and industrial advancement within Thailand's high-pressure die casting (HPDC) sector. Organized by **Storemate Co., Ltd.** in partnership with **Swiss Steel Group**, the **Thailand Diecasting Association (TDCA)**, and global leaders in materials and technology, the event aims to address real-world challenges and promote high-performance solutions across the die casting value chain.

As Thailand positions itself as a regional leader in smart manufacturing and sustainable industrial practices, this seminar brings together top-tier OEMs, Tier-1 suppliers, die makers, academic researchers, and technology providers. Participants will engage in discussions on die life optimization, material innovation, process simulation, surface engineering, and tooling sustainability—all of which are critical to improving productivity, reducing environmental impact, and increasing tool lifespan.

The event also marks the **official launch of the Storemate Learning Center**, which will serve as a hub for hands-on technical training, materials research, and industrial collaboration, supporting the upskilling of the Thai workforce and strengthening the competitiveness of local manufacturers in the global market.

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## Objectives

- **Build Innovation Networks** among leading steel manufacturers, academic researchers, and die casting companies.
  - **Present Real-World Failures & Solutions** in tooling for HPDC, focusing on performance, root cause analysis, and prevention.
  - **Introduce Advanced Materials** such as Thermodur® E40K Superclean and surface technologies that extend die life and productivity.
  - **Launch Storemate Learning Center** as Thailand's technical hub for training, collaboration, and industrial advancement.
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## Agenda

Time	Topic	Speaker/Host
09:00–09:10	<b>Welcome &amp; Opening Remarks</b>	Mr. Tanwa, Storemate Co., Ltd.
09:10–09:30	<b>Opening Keynote</b> – <i>Thailand Die Casting Industry Outlook &amp; Collaboration Opportunities</i>	Assoc. Prof. Dr. Chaowalit Limmaneevichitr (KMUTT) Mr. Mongkol Aksinikul (President, TDCA)
09:30–10:30	<b>Session: Tooling Failure &amp; Die Life Challenges in Thai Die Casting</b>	Technical Experts Panel
	- Real-world failure cases- Root cause analysis- Material and process improvement	
10:30–11:30	<b>Swiss Steel Presentation: Innovative Materials for Sustainable Manufacturing</b>	Swiss Steel Technical Team
	- Breakthrough tool steels- Sustainability & CBAM compliance	
11:30–12:00	<b>Panel Discussion: Co-Creating Future Die Casting Solutions</b>	Swiss Steel, TDCA, Storemate
	- Innovation-grade integration- Cost-performance balance- Case-specific strategy	
12:00–13:00	<b>Lunch</b>	Hosted by Storemate
13:00–13:30	<b>Surface Coating Innovation for HPDC</b>	Oerlikon Thailand
13:30–14:00	<b>Simulation for Sustainability in Die Casting</b>	Magma Thailand

14:00–14:30	<b>Integrating CNC Machining in Die Casting Value Chain</b>	Mazak (Thailand) Co., Ltd.
14:30–15:00	<b>Lubrication Solutions for Efficiency &amp; Cost Saving</b>	Quaker Houghton Thailand
15:00–15:30	<b>High Performance Metals for Die Casting</b>	Plansee Thailand
15:30–15:45	<b>Closing Remarks &amp; Acknowledgments</b>	Mr. Oat, Storemate Co., Ltd.

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### Online Meeting Access

Video Call Link: <https://meet.google.com/nry-smuu-bji>

### Participants

#### Host

- Storemate Co., Ltd.
- Swiss Steel Group (DEW)

#### Guest of Honor

- Dr. Supachai Prawanta (SLRI – Suranaree University of Technology)

#### Customers (Invited Guests)

- Thai Samsung Electronics Co., Ltd. [2]
- AISIN TAKAOKA ASIA Co., Ltd. [4]
- Lockte Co., Ltd. [1]
- Minebea Mitsumi
- TBKK (THAILAND) Co., Ltd. [2]
- Gifu Seiki (Thailand) Co., Ltd. [2]



- Thai Koito Co., Ltd. [2]
- Castool 180 Co., Ltd. [2]
- N.K.R. Engineering

#### **Universities**

- KMUTT – Assoc. Prof. Dr. Chaowalit Limmaneevichitr
- SLRI(Thai Synchrotron National LAB) – Dr. Supachai Prawanta

#### **Thailand Die Casting Association (TDCA)**

- Mr. Mongkol Aksinikul
- Mr. Phinyo Ek-uruchaithep
- Mr. Adisak Banpot

#### **Business Partners**

- Thai Induction Service Co., Ltd.
- Oerlikon (Thailand) Co., Ltd. [2]
- Magma Thailand [2]
- Mazak (Thailand) Co., Ltd. [1]
- Quaker Houghton (Thailand) [1]
- Plansee (Thailand) [1]
- Bühler (Thailand) [1]

#### **Special Guests (Invited by Master Phinyo E.)**

- Lee Soon Thai (Thailand)
  - P.S.V. Chemical
  - Rich Precision
  - Smooth International
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