

Asset World Corporation (AWC), a real estate company that is part of the Thai Charoen Corporation (TCC) Group, a major Thai conglomerate, is implementing energy-saving measures as an energy service company (ESCO) business at The Okura Prestige Bangkok, which it operates in Bangkok, under its corporate philosophy of “Building Better Future for All.” Steady energy savings are being achieved through the introduction of inverter control for HVAC equipment and a building energy management system (BEMS). Sharing results internally fosters energy-saving awareness among staff.



The Okura Prestige Bangkok

Address: Park Ventures Ecoplex,
57 Wireless Road, Bangkok 10330,
Thailand
Started operation: May 14, 2012
Facility details: Hotels, restaurants,
conference/banquet halls, etc.



Sustainable hotel management under a corporate philosophy of environmental responsibility

AWC, owner and operator of The Okura Prestige Bangkok, is a member of the TCC Group, a major conglomerate in Thailand. Its main business is real estate, and it has developed more than 24 hotels in seven tourist destinations across the country, along with various commercial facilities.

“These buildings owned by AWC are operated under the corporate philosophy of ‘Building Better Future for All.’ Each staff member has a sense of responsibility as a global citizen, and the entire company is working to create environmentally friendly buildings in line with the Sustainable Development Goals (SDGs)*1,” says Soammaphat Traisorat, Director, Corporate Governance and Sustainability Committee.

Based on this corporate philosophy, The Okura Prestige Bangkok opened in 2012 as one of AWC’s luxury hotels in Bangkok. The property occupies the lower floors (1st to 3rd floors) and upper floors (23rd to 34th floors) of Park Ventures Ecoplex, a 34-story complex located in the heart of Bangkok.

“The hotel boasts 240 rooms and offers a wide range of facilities, including restaurants, fitness center, spa, pool, meeting rooms, and banquet space. On average, about 650 people visit our hotel each day for dining and accommodation, and about 237,000 people visit annually from both within Thailand and overseas,” says Niek Hammer, General Manager.

Drawing on a wealth of experience in energy-saving measures, including successes from its own hotels

At The Okura Prestige Bangkok, air conditioning operates 24 hours a day, 365 days a year, and accounts for a large proportion of energy consumption. In operating the hotel, areas of excessive energy use were identified, and measures were taken by introducing an ESCO business*2 to work on energy conservation measures. A bidding process was held at the end of 2022 to select a partner. As a result, AWC selected Azbil Corporation as its ESCO operator.

“We thoroughly reviewed the profit and loss data, past performance, and case studies of each bidding company. Azbil is not only a stable company but also far superior to other companies in terms of its extensive track record in energy conservation. Above all, we highly valued the fact that Azbil has achieved great results with the energy-saving measures it has implemented in hotels owned by AWC in the past,” said Mr. Traisorat.

The Okura Prestige Bangkok signed an Energy Performance Agreement with Azbil in May 2023. Azbil completed construction of the related facilities in December of the same year and began providing ESCO services in January 2024.

The measures implemented at Azbil’s suggestion involved inverter

control of the primary and secondary pumps around the HVAC equipment, as well as the cooling water pump for the cooling tower. The flow rate of chilled water and cooling water is controlled according to demand, thereby saving energy. In addition, Azbil's building management system, savic-net™ G5, was also introduced as a BEMS*3 to manage the operating data of these types of equipment. This ESCO project is being developed under a shared-savings agreement, with the facilities owned and managed by Fuyo General Lease (Thailand) Co., Ltd., an overseas group company of Fuyo General Lease Co., Ltd.—a company with which AWC has a track record of collaboration—and leased to AWC.

Achieved about 120% of the target reduction in the first year

After ESCO service started, results have shown steady improvement. In the first year, 2024, the project achieved a power reduction of approximately 600,000 kWh, compared to the contractually guaranteed reduction of approximately 490,000 kWh. The annual target achievement rate was approximately 120%.

“Azbil has consistently delivered results that exceed the targets set out in the contract. It far exceeded my expectations. Azbil collects accurate and specific data and provides monthly reports, which we use to conduct performance reviews and identify new challenges. Furthermore, by disclosing specific figures within the company and sharing the effects of energy-saving measures with all employees, we are also fostering awareness of further energy conservation,” says Mr. Hammer.

“By bringing in experts with extensive knowledge and know-how like Azbil, we can ensure reduced energy consumption. Azbil's customer service through Azbil (Thailand) Co., Ltd. is very prompt, and when a problem occurs, we communicate immediately and take the necessary measures immediately. Through this, we believe our relationship of trust has been strengthened and that we are now in a position to promote new improvement measures with mutual trust,” says Mr. Traisorat.

“Even after the system was introduced, Azbil provided thorough follow-up and continuous support, which gave us a great sense of security on-site. We have a system in place where Azbil staff are available to provide support at any time for us, including for things like inverter adjustments,” says Kittichai Chumanrukka, Chief Engineer.

The energy saving guarantee period for this ESCO project is eight years, until the end of 2031. In the meantime, The Okura Prestige Bangkok will continue working closely with Azbil and Azbil (Thailand) to achieve further energy savings.

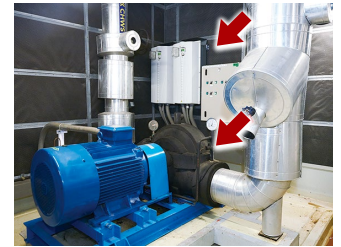
“There's still a lot of untapped territory. We hope to work with Azbil to achieve even greater energy savings, such as through temperature control, without compromising the guest experience,” says Mr. Hammer.

“We hope to maintain this long-term partnership with Azbil for many years to come. We have high hopes that they will continue to bring us creative ideas from their perspective as specialists in the energy conservation field,” says Mr. Traisorat.

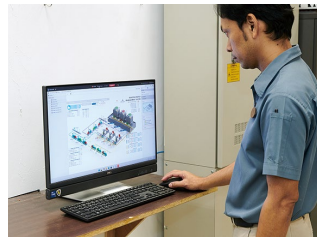
savic-net is a trademark of Azbil Corporation in Japan and/or other countries.



A primary chilled water pump for HVAC equipment (left) and an inverter that controls the pump's rotation speed according to demand (right)



A pump for sending chilled water to the cooling tower of the HVAC equipment (bottom) and an inverter that controls the pump's rotation speed according to demand (top)



savic-net G5 monitors the operating status of HVAC equipment. By collecting data, it is possible to specify areas where energy-saving measures are needed and to confirm the effectiveness of implemented measures.

Glossary

*1 SDGs

International goals were adopted at a United Nations summit in 2015 for the period 2016–2030. Seventeen goals and 169 targets were established to achieve a sustainable, diverse, and inclusive society where no one is left behind.

*2 ESCO project

An ESCO guarantees a certain level of energy savings by providing comprehensive energy conservation services for factories and buildings. There are two types of contracts:

Guaranteed-savings contract: The facility owner bears the project costs, and the ESCO guarantees the energy savings.

Shared-savings contract: The ESCO bears the project costs, and the customer pays a fee based on energy savings and other services.

*3 BEMS

A system that automates energy-efficiency monitoring and control of all energy-consuming equipment in buildings, factories, and district heating and cooling systems and minimizes the energy consumption of all associated buildings.



Soammaphat Traisorat
Director, Corporate Governance and Sustainability Committee
Asset World Corporation



Niek Hammer
General Manager
The Okura Prestige Bangkok



Kittichai Chumanrukka
Chief Engineer
The Okura Prestige Bangkok