



TCEB
THAILAND CONVENTION
& EXHIBITION BUREAU



MEET THE MAGIC
of MICE IN THAILAND



THAILAND
MICE
MEET THE MAGIC



SOFT & HARD POWER



Meet the Magic of Thailand

Thailand is never short of elements that are so magical, they are found nowhere else in the world. Enjoy the magic of our unique culture, beautiful nature, and innate sense of hospitality. The creative inspirations and the professional support from our MICE industry will make magic for your events and drive your business to success.



Master the Magic of Soft & Hard Power

Thailand offers both soft and hard power - a contrasting but complementary mix that promises high tech and high touch, traditional customs and contemporary culture, global appeal and local charm, and modern venues and pristine natural settings. This magical blend makes Thailand a great Bleisure destination. Simply mix and match the elements to give your MICE event of any size or any type a memorable magic.



Meet MICE Magic

Powered by an experienced and professional workforce, Thailand has successfully hosted many global MICE events. The Kingdom has made its mark as one of the world's top international MICE destinations.



Meet Hygiene & Safety Standards Magic

Thailand meets and exceeds many international MICE safety guidelines and MICE standards, such as Thailand MICE Venue Standards (TMVS), ASEAN MICE Venue Standards (AMVS), and Thailand Sustainable Event Management Standard (TSEMS). This ensures safety and security for both MICE event organisers as well as attendees.



Meet Technology Magic

Experience the latest technologies for the new normal: online services, virtual events, future metaverse, smart-tech solutions, e-MICE Marketplace, innovation catalogue, and many more. Plan a MICE event in Thailand and go digital and go global with confidence.



Meet the Hub of Magic

As the business hub of the region, Thailand's economic potential has been elevated with the plan to expand the logistics and transport network for the Eastern Economic Corridor (EEC) and beyond. With enhanced investments in 12 strategic industries that include smart agriculture, robotics, biotech, and aviation, Thailand is ready to power the region into the future.



Meet the Magic of Local Charm

Strong support for local communities has resulted in a flowering of crafts and cultures in Thailand - giving MICE planners more options to enrich visitor experiences and enhance their events with a local touch. The Kingdom's inimitable "7 MICE Magnificent Themes" and 10 MICE cities and their nearby attractions let planners design a more authentic and multifaceted itinerary that reveals the soul of Thailand.



Meet the Magic of Sustainability

With a strong commitment to sustainability, Thailand has adopted the BCG (Bio-Circular-Green) model for economic development. Thailand's MICE professionals have the ideas and resources to help planners organise more sustainable events, by using a carbon footprint calculator to track processes, reviewing the parameters for a carbon-neutral event, and devising strategies toward a net-zero carbon outcome.



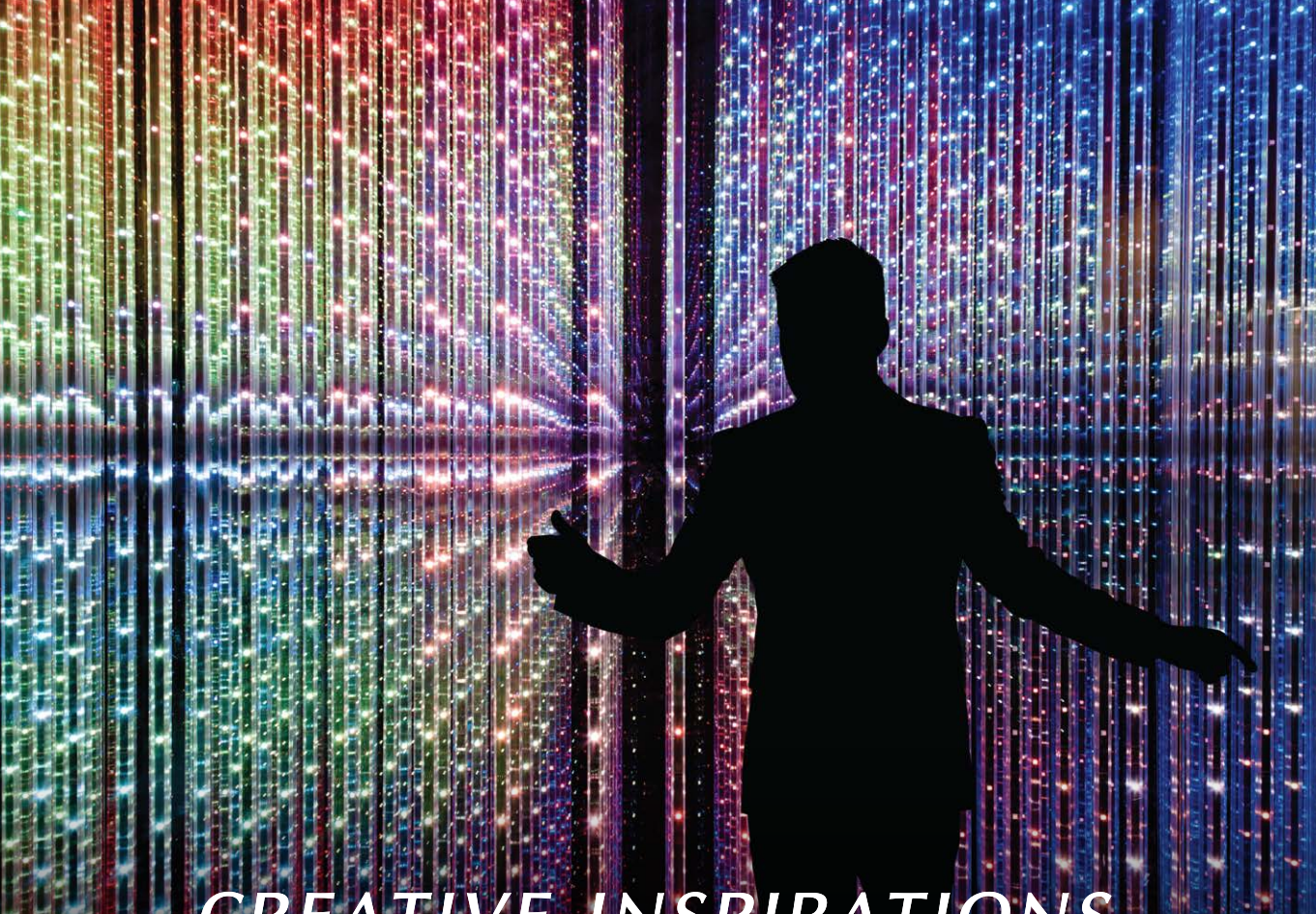
Meet the Bleisure Magic

One of the world's most attractive MICE destinations, Thailand offers one-of-a-kind Bleisure journeys in various scenic locations throughout the country. Engaging activities and enchanting culture will fulfil both business and leisure components of your MICE events.



Meet the Heartfelt Magic

Thainess - it's that warm, heartfelt impression that visitors feel at every touch point whenever they are in Thailand. Our online one-stop service, MICE Lane service at airports, flexibility, and world-renowned hospitality are just some of the best-in-class service standards our MICE workforce strives for in delivering that heartfelt magic.



CREATIVE INSPIRATIONS





Experience the Magic of Global MICE Events in Thailand

- Asia-Pacific Economic Cooperation (APEC) Summit 2022, Bangkok
- Cosmoprof CBE ASEAN 2022, Bangkok
- First National Real Estate Convention 2022, Bangkok
- Global Summit of Women 2022, Bangkok
- International Conference on Family Planning (ICFP) 2022, Pattaya
- K7 Computing Private Limited Partners Incentive Tour Program 2022, Pattaya
- LogiMAT | Intelligent Warehouse 2022, Bangkok
- TBEX Asia 2022, Phuket
- Unicity: Global Leadership & Innovation Conference 2022, Bangkok
- Dinner en Blanc 2023, Hua Hin
- The International Congress and Convention Association (ICCA) Congress 2023, Bangkok
- Udon Thani International Horticultural Expo 2026, Udon Thani
- Thailand International Air Show 2027, Chonburi



Thailand Convention and Exhibition Bureau (Public Organization)

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