



# The Marketplace and Heart of ASEAN



Thailand's strategic location makes the country a hub for ASEAN, connecting businesses with the ASEAN Economic Community (AEC). Located at the heart of Southeast Asia with easy access to many of the world's most important markets, Thailand is a prime location for business events in ASEAN. The kingdom is ASEAN's meeting point.

Thailand's strategic location, along with attractive facilities and modern infrastructure, has made the country a premier destination. Annually business travelers from more than 150 locations in 64 countries arrive to utilize Thailand's enormous selection of venues and activities. Thailand's six international airports across the country connect Thailand with 190 destinations worldwide and receive over 500 flights per day. With nine purpose-built international conference and exhibition venues, Thailand has a combined exhibition

space totaling 222,984 square meters—the highest in the region. Thailand offers unbeatable diversity in venues for MICE events of any type and scale with five officially designated "MICE Cities": Bangkok, Pattaya, Phuket, Chiang Mai and Khon Kaen.

As the focal point for regional business, Thailand attracts multinational companies and global corporate events by providing the ingredients for success. With the forthcoming integration of Southeast Asia countries into a new economic community, business travelers and MICE operators will reach a wide network of experts and trade associations throughout the region. Thailand's central geographic location provides easy access to the region, while its advanced facilities for business events make perfect settings for businesses from all over ASEAN and the world to take advantage of.