

TCEB

A LEADING AGENCY
AT THE FOREFRONT
OF THAILAND'S
MICE INDUSTRY

TCEB

Established in 2004, Thailand Convention & Exhibition Bureau (Public Organization) or TCEB – the government agency under the supervision of the Prime Minister – has been assigned a role to promote, support and develop business events industry – corporate meetings, incentive trips, conventions, exhibitions, mega events and world festivals. Serving as a strategic partner, TCEB helps deliver creative ideas and solutions to bring success and fulfill the requirements of business events.

The overarching goal is to drive Thailand to become a global MICE and mega events destination that can drive the country's strategic industries and national economy.

OUR VISION

Being the dynamic partner for Business Success that drives destinations forward through collaborative innovation and sustainability

OUR GOALS

The 3 goals that will enable Thailand to become a preferred International business events hub are:

Income Generation and Economic Development

Collaborate with alliances from all sectors in promoting Thailand as a preferred destination for international MICE events.

Distribution of Income and Growth

Collaborate with local communities and networks in enhancing the capacity of regional areas and build their image as a MICE destination.

Develop MICE Through Innovation and Sustainability

Promote innovation-driven and high-performance organisations, together with sustainability practices to enhance the competitiveness of the Thai MICE industry.

STRATEGIES

1

THAILAND AS A GLOBAL MICE LEADER:

Form alliances to create business opportunities, enabling to increase the country's revenue through attracting international events to be hosted in Thailand.

2

BOOST DESTINATION COMPETITIVENESS THROUGH DIVERSE LOCAL IDENTITY:

Collaborate with local communities to enhance their capabilities in delivering memorable localised experiences for MICE groups.

3

EXECUTE INNOVATIVE MICE SOLUTIONS:

Enhance the global competitiveness of Thailand's MICE industry by developing MICE intelligence centre, digital skills and innovation in MICE service.

4

LEAD TO AGILE AND HIGH-PERFORMANCE ORGANISATION:

Develop systems to become an agile organisation and develop personnel to be performance-focused and capable of providing excellent services.

5

GO FOR MICE SUSTAINABILITY:

Transform Thailand's MICE industry through sustainability and earn international recognition for sustainable practices.

OUR SERVICES

We deliver quality
and professional services
in the followings:



BIDDING SUPPORT



**BUSINESS INTELLIGENCE
& INNOVATION**



**FAST TRACK &
MICE LANE SERVICE**



**MICE EDUCATION
AND TRAINING**



**INTERNATIONAL
MICE STANDARDS**



**GOVERNMENT
CO-ORDINATION AND
FACILITATION SERVICES**



**MARKETING AND
PROMOTIONAL
SUPPORT FOR
MICE EVENTS**

OUR FOCUS

Promote, support and develop MICE,
mega events and world
festivals both domestically
and internationally



MEETINGS INDUSTRY

- Corporate Meetings
& Incentive Trips
- Association Meetings
- Government Meetings



EXHIBITIONS INDUSTRY



**MEGA EVENTS AND
WORLD FESTIVALS**

**Thailand Convention and
Exhibition Bureau
(Public Organization) or TCEB**

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