TCEB
A LEADING AGENCY AT THE FOREFRONT OF THAILAND’S MICE INDUSTRY

www.tceb.or.th
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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