

# TCEB NEWSLETTER



Newsletter from Thailand Convention & Exhibition Bureau (public organisation)

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## Thai MICE industry rises prominently to number one spot in ASEAN record earnings Baht 65 billion brings Thailand closer to becoming Asia's MICE hub

The international meetings, incentives, convention and exhibition, in short - the "MICE Industry" in Thailand has shot prominently ahead to the number one position in the ASEAN region after receiving assurances from agencies and world organizations that Thailand's MICE industry looks bright and rosy. This is further attested from the impressive top rankings achieved by Thailand in various MICE categories, out-scoring the rest of the ASEAN countries, especially in the number of international delegates, the number of MICE events and the total exhibition floor space, bringing closer the country's vision of becoming Asia's MICE hub.

In the 2007 Statistics Report of the International Association Meetings Market by ICCA (International Congress & Convention Association), it indicated that **Thailand tops the ranking tables with the highest number of international MICE delegates** among the ASEAN countries, recording a growth from 3.81% in 2004 to 5.51% in 2007, when compared with other countries which recorded an average growth of 3%.

In terms of the number of international exhibitions held in Thailand, the country is second to none with IMPACT exhibition hall leading the pack, ahead of Singapore with its large total gross exhibition space. Furthermore, Thailand also secured **the number one position with the highest exhibition space sold**.

Therefore, the growth of the MICE industry is definitely on an upward trend and is projected to record a growth as high as 19%, with total expected income of Baht 65 billion. This projection is based on the rise in the number of international meetings, conventions and exhibitions held this year.

Thailand's rise to the number 1 position from its previous number 3 position is largely due to the country's well-equipped venues that are of international standards, its good value for money image, international-standard accommodations, conveniences and its strategic location which enables convenient travels from all over the world. When compared with the other Asian countries, Thailand's MICE industry shows a bright future with potentially high growth rates.

CEI Asia Pacific 2008 Annual Industry Survey also attested to Thailand's outstanding MICE industry with its improved ratings of the country placing Thailand as one of the top five preferred MICE destinations, after Hong Kong, China, Singapore and Malaysia. For the upcoming 12 months, it is expected that Thailand will move one rank above, to number 4 in terms of the most preferred destination.

Natwut Amornvivat stated that "There is a high possibility for Thailand to be Asia's meetings and exhibition hub based on the country's appealing factors compared with countries such as Japan and China. As countries all over the world are experiencing hardships with the rising fuel price which leads to a higher cost of living and travel expenses,



Thailand will be at an advantage with its good value for money, quality products and services factors, as well as its internationally-recognized tourism services".

Only recently, the US-based magazine Travel & Leisure also voted Bangkok as the most favourite city in Asia and number 3 in the world, coming behind Buenos Aires, Argentina and Cape Town, South Africa. The selection is based on the myriad of tourism services the city offers, its colourful way of life as well as its uniqueness, besides its cultural and historical values that it brings to international tourists. Besides Bangkok, Chiang Mai was also voted third,

coming behind Kyoto, Japan.

In the airlines category, Thai Airways International clinched the third spot, after coming in fifth last year. The top spot goes to Singapore Airlines, winning it for the second consecutive year, with Emirates Airlines coming in second.

After taking into consideration the various factors such as travel conveniences, value for money, a multitude of tourism attractions which include Thailand's unrivalled hospitality and professionalism the country definitely shows high potential in expanding its MICE market and is well on the way to becoming Asia's MICE hub

## ITU TELECOM ASIA 2008 reaffirms Thailand's best as MICE host the Asia Pacific region accounts



The most important event in the ICT calendar reaffirms Thailand's best as MICE host the Asia Pacific region accounts as the fastest-growing ICT market in the world, and for leading players focusing on the huge potential opportunities in this dynamic region.

**ITU TELECOM ASIA 2008** is the key event in the telecom industry that must not-be-missed. Host of the event, the Ministry of Information and Communication Technology which has full endorsement from the Royal Thai Government, has pledged its maximum support in providing a seamless of conveniences to the exhibitors, such as fast immigration tracks, ease in customs clearances, as well as tax exemptions for exhibits. Other supports such as the security of the delegates, logistics and accommodation arrangements have also been prioritized.

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## Message from the President.



### Greetings,

After a brief introduction about TCEB in our previous maiden issue, I am certain many of you now have a better understanding of the roles and responsibilities of the bureau, and are aware of the essential importance of the MICE industry towards the country's overall economy. As we all know, the MICE industry in Thailand is evolving rapidly and rides on a momentum of continued growth. In light of this, TCEB and related MICE agencies, as well as the Tourism Authority of Thailand are working together in a collaborative and synergized manner in raising the country's ability to stage MICE events to a competitive level. This year, I am proud to say that our MICE partners were buoyed with some successful bidding of mega international events. The recently concluded 91st Lions Clubs International Convention, which was held from June 23-27, attracted more than 28,870 delegates from 150 countries, a total that was far higher than the initially projected 25,000 delegates, making it the country's largest event ever hosted. The roaring success of the 91<sup>st</sup> Lions Clubs International Convention in Thailand has come at an opportune time, and will only spur TCEB and our MICE partners with the necessary boost and confidence in hosting another equally large-scale event. The ITU Telecom Asia 2008 which will be held early next month from September 2-5 promises to showcase the latest range of innovations and advancement by the world's top ICT names in the technology and telecommunications industry. Furthermore, the event will also serve as a platform for a rewarding exchange of ideas, networking and discussions of core issues relating to ICT in Asia Pacific. Clearly, these international events are reaffirming Thailand's capabilities as a preferred MICE destination and this is also attested by the recent accolades received from ICCA or International Congress & Convention Association announcing **Thailand as the number one country in ASEAN region with the highest number of international delegates**. Further awards from UFI or The Global Association of the Exhibition Industry also ranked **Thailand as number one in 2 categories among the ASEAN countries; winning the coveted top title in terms of revenue gained from international exhibitions, the highest number of exhibition space sold**. I am confident that by forging stronger relationships and establishing effective communication between related government agencies and private MICE partners, as well as organizers of regional and international events, the country will not only be able to generate more earnings but will benefit with the stimulation to the country's economic base. Thailand will surely move ahead towards becoming the preferred destination country for MICE in Asia. It is my hope that all of us will cohesively cooperate in becoming good hosts together.

**Natwut Amornvivat**

**President**

**Thailand Convention and Exhibition Center (Public Organization)**



### MICE Think Tank - A brainstorming platform for the development of MICE industry in Thailand

The MICE industry is one of the major sectors that contribute substantially to the country's tourism receipts. MICE Think Tank, a high-level meeting which comprises of representatives from TCEB, related government agencies and MICE partners from the private sector, provides a suitable platform in brainstorming ideas to develop the MICE industry in Thailand.

The 7<sup>th</sup> MICE Think Tank meeting held in May was attended by 10 related government agencies and concerned parties from the private sector, as well as the Office of the National Economic and Social Development Board. The meeting saw the conferring on methods on how to drive the MICE industry

under the 10th Economic and Social Development Plan (2007 -2011). Under the plan, a strategy to stabilize and achieve sustainable economy will be implemented by raising the standards of meetings and seminars in Thailand. Consequently, in the long run we will see a strong foundation for the MICE industry.

Statistical data has also indicated that an increased of only one international visitor would result in an increase in revenue by Baht 76,000. So, for a MICE visitor with potentially high purchasing power of Baht 12,000 per person per day, which is thrice higher than the average amount spent by a regular visitor, the impact to the economy and generated revenue would be much greater.

Therefore, the direction to take in order to steadfastly propel the growth of the MICE industry in Thailand, consequently, to generate income for the country is to focus on the development efforts to promote the country's competitive level. This is achievable by enhancing investment opportunities in business sectors in preparation to support this niche market. The need to raise business standards must also be addressed to enhance confidence in the country's overall service quality, together with effective marketing. The meeting also saw the importance of maintaining the current markets as well as new penetration into high potential markets.

Furthermore, in the 7<sup>th</sup> MICE Think Tank meeting, the participants took the opportunity to brainstorm on cooperation efforts in preparation for large-scale events such as the

successfully concluded 91<sup>st</sup> Lions Clubs International Convention 2008, and the upcoming ITU Telecom Asia 2008 in September. Discussions centered on the roles and responsibilities as well as the level of readiness of all agencies concerned, both from the government and the private sector.

The above is one of the many strategies that TCEB has implemented in order to promote a more coordinated and harmonious working cooperation between concerned agencies. The Lions Clubs International Convention for example, received outstanding cooperation from Bangkok Metropolitan Administration, Royal Thai Police, The Immigration Bureau, The Public Relations Department, Thai Airways International, Airports Authority of Thailand, Chulalongkorn University and other educational institutions in the vicinity where the events were held.

Therefore, the discussions held at the MICE Think Tank meeting definitely proved crucial in ensuring all parties stand united in helping Thailand gain an enviable reputation as well as achieve its goal of being the preferred MICE destination in Asia.



## MICE security issues tops TCEB's agenda

In today's era where international travel features prominently in world tourism industry, issues of safety and security at destinations are some of the most important agenda that need addressed. Thailand shows great potential in becoming Asia's MICE hub, however, due to the prevailing negative situations experienced globally as well as domestically, international trade visitors and MICE organizers are shying away and showing signs of lack-of confidence. Thailand needs to urgently address this concern and restore confidence back to these international organizers and trade visitors, as well as to convince them that Thailand is still the preferred MICE destination. The country must be prepared for unforeseen catastrophes such as tsunami, earthquake or even terrorists' acts and sabotages, so as visitors to this country can rest assure that the country is ready to cope with any crisis promptly.

TCEB has come up with an action plan to counter the issues of safety and has so far received good support and cooperation from the Thai Industrial Standards Institute, a national standards body of Thailand under the auspices of the Ministry of Industry towards the formulation of "MICE security standard" measures for MICE events. Sharing similar concerns, a committee was set-up by the Ministry of Industry to oversee the necessary standard measures in safety and prevention to assure international organizers and trade visitors that Thailand's meeting and event venues are safe-free and protected in accordance with international standards.

This formulation of the "MICE security Standard" measures was made possible by the teamwork from various agency representatives such as the National Accreditation Council of Thailand, National Security Council, Royal Thai Police, Department of Disaster Prevention and Mitigation, and TCEB etc. So far, 3 MICE venues; BITEC (Bangkok International Trade Exhibition Centre), Impact and QSNCC (Queen Sirikit National Convention Centre) have participated in this program. The adopted measures cover all aspects of safety and security for MICE events such as incidences handling, response as well as rehabilitation.

The proposed measures have already been approved by the Minister of Industry, Suwit Khunkitti on June 17, 2008 and upon its promulgation, will be a yardstick for industrial standards measurement under ISO 22300-2551. This accreditation will surely bring Thailand to the forefront as the first country in the world with an internationally accepted safety standards for the MICE industry.



Connection Plus 2007

### TCEB join forces with Customs Department to set-up working team to ensure MICE convenience



TCEB recently partnered with the Customs Department in removing obstacles that would discourage trade exhibitors from participating in MICE events in Thailand. This initiative is part of TCEB's mission to raise the country's competitive level in the MICE industry by offering user-friendly customs procedures in welcoming international trade exhibitors.

The Customs Department is one member of the "Thai Team" initiative which comprises a list of other related government agencies and companies from the private sector. Led by TCEB, the "Thai Team" objective is to enhance and support, as well as to integrate the overall MICE related operations, which include removing barriers and problem solving, in order to achieve efficient development and growth in the MICE industry.

Wisudhi Srisuphan, Director-General of the Customs Department in response to the Thai team objective, initiated the set-up of a working committee between TCEB and the Customs Department in compliance with the Customs Act B.E. 2469 Clause 3. The committee which was established in November last year, is chaired by Deputy Director-General of the Customs Department, with the Vice President of Trade Relations heading the committee which also comprised representatives from TCEB.

The committee has the task to gather information on past obstacles faced by exhibitors, from both legal aspects and customs procedures, especially in cases of shipment of tools and equipment that were necessary to the international trade exhibitions. Other materials that were also affected

included pamphlets, books, trophies, plaques and banners. Therefore, in order to facilitate convenience to international exhibitors, actions need to be undertaken in streamlining shipping and clearing procedures as well as to consider a reduction in the tax imposed on equipment used for exhibitions.

It is hoped that the committee's findings would lead to better improvements in the overall customs procedures, which would alternately help promote Thailand as the preferred destination in this region for international meetings, incentives, convention and exhibitions.

TCEB was established with the sole intention to promote and support the private sectors in the MICE industry, especially in communicating with related government agencies, and for logistical conveniences.

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At present, the Ministry of Information and Communication Technology and Thailand Convention and Exhibition Bureau (TCEB) are already collaborating closely and rigorously in all aspects of the organizing, in order to extend a warm welcome to more than 25,000 delegates from September 2-5 at Impact Challenger Hall 1-2. Around 200-250 exhibitor booths have already been taken-up, with around 750 participating companies from 40 countries around the world attending.

For the past decade, the Asia Pacific region has recorded one of the highest growth rates in various industries across the board. The ICT industry alone has witnessed the highest levels of market penetration which has attracted phenomenal investments opportunities. Besides that, full spectrums of endless new technologies with the latest innovations await to be unveiled.

Information and Communication Technology Minister Man Pattanothai believes that the event will be an international platform that showcases Thailand's competitiveness and readiness in telecommunications and information technologies. He further reasserts that this meeting will also serve as a major networking platform for both local and international players to meet, plan and discuss the core issues and trends central to the shaping of ICT and its future.

The ITU TELECOM ASIA 2008 is an exhibition that will surely see the unveiling of new and evolving technologies in the telecommunications industry in Asia. Cutting-edge technologies such as wireless, broadband and mobile, plus a host of exciting new technologies will make their appearances. High level forums will also be held concurrently with discussions centering on the key issues related to the development in telecommunications. In addition

to this, the exhibition will also act as a springboard for new generation businesspeople from the telecommunications industry across Asia to network and exchange ideas.

For this coming September 2, 2008, all related agencies are confident that Thailand will once again produce excellent results as an enviable MICE host to the international delegates attending the ITU TELECOM ASIA 2008.



**TCEB showcases 6 Outstanding Projects under the "Royal Initiatives Discovery Project " - the country's most treasured tourism attractions in "Thailand Tourism Festival 2008"**

On June 5-8 this year, TCEB in joint cooperation with its alliances organized an exhibition entitled "Royal Initiatives Discovery" - showcasing a tourism trail of His Majesty the King's Royal Projects, in "Thailand Tourism Festival 2008" held at Challenger 1-2, Impact Muang Thong Thani. The exhibition's objective was to allow Thais to appreciate the remarkable talent and vision of His Majesty the King through the Royal Projects, besides gaining knowledge from tourism. The exhibition also gave the organizers opportunity to publicize to the public on His Majesty and the Royal family's ways of thinking which has helped development these projects successfully for the overall benefit of Thai people. The projects gave invaluable insights and learning opportunities to the visitors to implement them in their respective communities or lives.

A total of 6 Royal projects were selected for the exhibition, based on their prominence and achievements in 6 areas and in its ability to stimulate and disseminate knowledge to visitors during the brief visits. The theme was based on "An Exhibition for Life" bringing together all 6 royal projects and publicizing each project's activities, as well as to experience the samples or displayed exhibits through activities. The 6 projects comprised of exhibitions on water resource development by Laem Pak Bia Environmental Research and Development Project, Phetchaburi, an exhibition on agriculture development by Intanon Royal Project in Chiang Mai, the exhibition on community development by Ban Yang Noi Handicraft Center Ubon Ratchathani, an exhibition on environment development by Royal Initiated Kung Gaben Development Studies Center, Chantaburi, an exhibition on Culture and Arts by College in the Court, Nakhon Pathom and lastly, an exhibition on sustainable alternative development by Doi Tung Development Project., Chiang Rai.

The exhibition received an overwhelming response from all visitors; whether from leading companies, Thai public or the press, for the once-in-the lifetime chance to experience and understand first hand the various projects. Maps to the various Royal Projects were also distributed so as to encourage domestic travels, and to meeting organizers so that more visits to such projects can be incorporated and facilitated in their meetings' programs.







**Preecha Sananvatanont**

He also offered some insights to how he believes Thailand can gain a competitive edge in the exhibition industry. Some of the strategies include being selective on the exhibitions that we stage, capitalizing on the industries that are already enjoying competitive advantage and optimize and expand from there so as to create a clear and differentiated meeting point for buyers and sellers. A marketing strategy should also be initiated to provide the world with information on Thailand and its readiness to be in the number one position in the exhibition industry.

"I firmly believe that there are a myriad of industries in the country already with solid and proven track records in their specific fields, and these industries should be the focal point for staging exhibitions so as the country can achieve the number one position as the "Exhibition City in ASEAN" in those fields. The question is, have we done our part and have we fully maximized and developed ourselves nearer to that level, a level befitting that of a champion? If Thailand can entice and draw in a satisfactory number of reputable and top international exhibitions within this region, we can surely compete in the international arena, subsequently earning ourselves recognition as the Exhibition City of ASEAN", Preecha Sananvatanont concludes.

(Reference : Manager Monthly Magazine Issue July 2008)

## Bangkok, the Exhibition City of ASEAN : Thailand's Opportunity from an Expert's Perspective

"Thailand has definitely many outstanding advantages and therefore has high potential in being the Exhibition City of ASEAN", states Preecha Sananvatanont, an exhibition industry expert of more than 20 years. Hailing from one of the world's largest exhibition group - Reed Exhibition, the group has vast experience in the international exhibition industry, having organized more than 450 international events in 36 countries worldwide. Preecha Sananvatanont is concurrently the director of Reed Exhibition Asia Pacific and Reed Exhibition Thailand, besides heading Reed Exhibition Greater China as President, overseeing the international exhibition businesses in mainland China, Hong Kong, Macau and Taiwan.

With more than two decades of experience under his belt, Preecha Sananvatanont adds that, "many countries these days have come to realize the importance of the exhibition business and its role in stimulating and developing the economy. Besides providing attractive investment opportunities, a country's image also gets noted, subsequently, making it viably appealing as a potential exhibition market for further exhibitions."

He elaborates that, in China for instance, there are 250 exhibition venues of international standards, located in mainland China and its nearby provinces. These venues alone cover over 2.4 million square meters. And with the newest international exhibition venue nearing completion, boasting a total area of 350,000 square meters, it will be the world's third largest exhibition hall when inaugurated.

"China is an aggressive market; the government and the local administrators work in tandem, because they realize the vital contribution international exhibitions bring. The authorities are aware of the enormous gains that can be achieved from staging these exhibitions, besides that it will also spur China's potential to be the gateway for the world's



trade and commercial activities. The exhibition business in China has thus far enjoyed continuous expansion. This year alone, the industry posted revenue of 14 billion RMB, an otherwise impressive growth of 30%. However, this growth rate is still considered far below target by the Chinese government."

On the whole, the international exhibition industry faces stiff competition; the focus is not merely on China or Thailand, stressed Preecha Sananvatanont. There are whole list of other countries such as Hong Kong, Singapore, Vietnam and Malaysia which are already on full alert and have poured in massive investments in the international exhibitions industry. He also felt that the current situation in Thailand provided both opportunities and threats but how it would work out is dependent on how the government and the private sector react and respond. It would be interesting to see how these strategies will be exploited in driving Thailand's huge potential and readily available resources.

## The 91<sup>st</sup> Lions Clubs International Convention contributes Baht 3.2 billion to MICE industry

The 91<sup>st</sup> Lions Clubs International Convention that was held for the first time in Thailand at Impact Muang Thong Thani from June 23-27, 2008 ended successfully with a total of 28,870 delegates from 150 countries in attendance, exchanging ideas and sharing experiences on their public roles and services. The event also shed light to Thais on the Lions Clubs' activities and roles in society.



On the whole, the event generated average daily revenue of Baht 421.5 million or an equivalent of Baht 3.2 billion throughout the 5-day meeting. Besides that, the country also received good international exposure from the well-organized event, which ultimately would spearhead growth in the country's MICE industry.

The highlight of the meeting was the Lions Clubs' customary parade which was spectacular with delegates from 150 countries adorning their national costumes.



The parade kicked-off at Chulalongkorn University's field, passing Phayathai Road en route to the National Stadium. The following day, the meeting was officially declared open by Weerasak Kowsurat, Minister of Tourism and Sports, and Apirak Kosayodhin, Governor of Bangkok.

The Lions Clubs International event which was one of Thailand's mega events to be held this year definitely left a good impression with the international delegates, hence furthering Thailand's goal to be the MICE hub for the Asian region.

## TCEB supports Herbalife Asia Pacific Extravaganza 2008 in Bangkok



The upcoming Herbalife Asia Pacific Extravaganza 2008 which will be held in Bangkok from July 24-27 at Impact Muang Thong Thani reflects on TCEB's successful quest in making Thailand the choice destination for meetings and incentives travel.

The Herbalife event organized by Herbalife International (Thailand) Limited will attract more than 20,000 delegates from 13 countries, with delegates coming from countries such as Australia, China, Hong Kong, India, Indonesia, Japan, South Korea, Malaysia, New Zealand,



Philippines, Singapore and Taiwan, meeting and exchanging their success stories with their local and international counterparts.

The event is anticipated to generate approximately Baht 1.3 billion, which would be spent on hotel accommodation, food, shopping and souvenirs, various tourist attractions etc. TCEB estimates that delegate's spending will fall between Baht 65,000 per person which is 4-5 times more than an average tourist spending.

The Herbalife Asia Pacific Extravaganza 2008 will be organized under a new and significant concept of "LIVE GREEN", in support of the current global warming and climate change issues that are affecting our world today. The meeting's concept is in alignment with TCEB's policy of "Green Meeting" which the bureau is strongly advocating - a drive towards more environmentally - friendly meetings.

## TCEB organises "Public Organisations: a new perspective"



TCEB organizes "Public Organisations: a new perspective" for the Thai people, that sees synergized effort between TCEB, the Office of the Public Sector Development Commission and 21 other public organisations. From June 20-22 this year, TCEB, the Office of the Public Sector Development Commission and 21 other public organisations in Thailand for the first time in history got together for an event entitled "Public Organisations: a new perspective" at Central World. The exhibition was graciously presided by Her Royal Highness Princess Soamsawali and on hand to receive Her Highness were the Chairmen and Directors from the 21 public organisations. The exhibition's objective was to officially introduce the 21 public organisations and their services to the Thai people with brief definitions, but one that carried a message of "a caring public service provider with a professional working attitude". The exhibition also emphasized on the respective organisations' image, the government agencies' new alternative methods of tackling issues, quality and prompt services as well as efficient and transparent working procedures. Besides the exhibitions, seminars and other stage activities were also held in order to disseminate to the public, the organisations' works and services. At present, there are altogether 21 public organisations in Thailand and each of these organisations is experiencing increasing roles and responsibilities. Their management and working procedures are efficient and are able to respond to the public needs with high quality services equivalent to that of the private sectors.

## An analysis on the future of MICE in Thailand

### Overall MICE Market

Thailand is still one of the world's most popular destinations for the MICE industry as indicated from the international awards that it received from the industry associations. Thailand is ranked 5th as the most popular MICE destinations in Asia, after Hong Kong, China, Singapore and Malaysia. In the latest CEI Asia Pacific 2008 Annual Industry Survey, it showed that in the upcoming 12 months Thailand will move to 4th position, with Phuket scoring the 2nd highest vote for the best incentive/reward travel destination and Bangkok, receiving 2nd placing for the best city for meetings and conventions.



### Meetings, Incentives and Conventions

In 2007, International Congress & Convention Association (ICCA) ranked Thailand no 1 in the ASEAN region with the highest number of delegates. ICCA findings also indicated that the Asia Pacific region is now being considered by various leading sectors of the industries especially from the medical sciences, advanced technology and social fields, as one of the most exciting regions to organized meetings, incentives and conventions. Furthermore, since Thailand has not played host to many of these industries, there is high potential for Thailand to market successfully its MICE viability to these sectors.

The recent online survey carried out by TCEB also indicated that factors that would encourage more participants to attend meetings, seminars or conventions are the overall topics of the event's program and the list of invited speakers. So far, participants and delegates attending meetings, seminars or conventions in Thailand have been impressed by the overall service quality, accommodation, event venue, efficiency of the organizer and reasonable pricings. However, the country has witnessed a drop in the length of stay per delegate from 4.48 days in 1997 to 4 days in 2006.



### International Tradeshow

In 2006, Thailand ranked 1<sup>st</sup> in the ASEAN region and 8<sup>th</sup> in Asia for the highest number of events held in the country - a total of 69 events. The results from TCEB's on-line survey indicated that the crucial factors that made visitors attend these exhibitions were due to the availability of myriad technologically-advanced products, a large number of exhibitors as well as the presence of reputed exhibitors. Moreover, the survey also indicated that good logistics and Thailand's capability as a host played vital roles in the selection of Thailand.

Crucial Factors Supporting Success of Thailand's MICE Industry CEI Asia Pacific 2008 Annual Industry Survey stated that there are altogether 5 determining factors that encouraged international exhibitors to participate in exhibitions in Thailand. These factors are as follows:

**1. Strategic location** - Thailand is strategically located at the crossroads of Indo-China, coupled with a tourism industry that is continuously developing, and the local carrier - Thai Airways International multi-connected routes as well as convenience at immigration services, have all impressed international trade visitors.

**2. Event Venue and Accommodation** - First class venues

and good past experiences at the venues. IMPACT and BITEC have received accolades and are listed among the top 10 exhibition venues in Asia

**3. Good Value for Money** - Thailand ranked 1<sup>st</sup> in terms of giving 'good value for money' as concluded in the FutureBrand Survey in 2006 and 2007, while Travel and Leisure magazine in the same year also ranked Bangkok as 4<sup>th</sup> in similar category.

**4. Professional Support and Services** - Thailand provides a large pool of professional event organizers besides other factors of conveniences. TCEB has also received recognition for being an excellent service provider in areas of tourism as well as in MICE events, and has been ranked 4<sup>th</sup> in this category.

**5. Quality Tourism** - Thailand has a variety of products and tourist attractions to choose from, besides numerous activities for delegates.

The above are some of the factors that have made Thailand recognized as one of the region's best destinations in MICE industry.

