

Thailand **CONNECT**
Your Global Business Events Connection

Thailand
CONNECT The World





Thailand

CONNECT The World

**Global Businesses and Local Experts
Join To Boost Business Events Success**

Business Events in Thailand

Diverse destinations right at the heart of the fast growing ASEAN Economic Community (AEC), unrivalled business opportunities, and high quality professionals and standards. These are just a few reasons why Thailand is a true world-leader in business events.

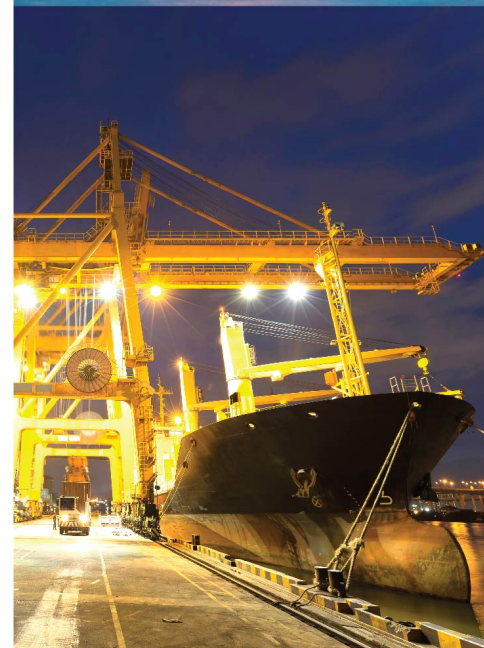
These are also the key drivers of how Thailand connects the world; forming permanent bonds through unrivalled destinations, business prospects, and people.

The perfect business event starts with a brilliant blend of local activities and dream destinations. These unique attributes enable Thailand to play host to any business event in every season, nationwide. Each of Thailand's myriad of business event destinations offers world-class venues and state-of-the-art facilities, while outside the event venue delegates enjoy the country's myriad of cultural and natural attractions.

Connecting these diverse destinations are modern and efficient transport links, thanks to Thailand's infrastructure investment programme. Reaching seamlessly into AEC markets and beyond, such connections facilitate regional links enjoyed by those who choose the Land of Smiles as host of their business event. And with more bilateral and multilateral agreements on the horizon, your next potential business partner is never far away.

Behind every destination and facilitating every business opportunity are proficient professionals who deliver business event programmes with effortless simplicity, gracious smile and signature Thai service. A highly adaptive, 'can do' attitude is backed up by nationally-consistent, innovative business event curriculum – so your business event staff are not only a pleasure to deal with, but valued partners in your success.

With all the quintessential elements for making your next business event not just uniquely successful, but an unforgettable experience, Thailand truly does Connect the World.





Destinations of Thailand

Thailand: Your Modern Metropolis, The World's Business Events Paradise

The World's Most Desired Happy Hour for Business Events

Every day is perfect for a business event in Thailand. Thailand never sleeps and business events in Thailand are never stuck in business hours. Business events in Thailand ramp up as the sun goes down, making your event a guaranteed all-time favourite. A brilliant blend of local activities and the world's dream destinations nationwide enables Thailand to play host to any business event in any season. Be it spring for culture, summer for beaches, rainy for adventure, winter for giving back, and everything in between, events are made even more perfect with unique experiences inspired by nature. Perfection: 24/7, 365!

The World's Most Advanced Connectivity Components

Connectivity Capital

Thailand has been bridge in building a seamlessly linked ASEAN, thanks to its modern infrastructure investment programme resulting in transportation links throughout the region. Already a regional connectivity and logistics capital, better connections with expanded airports and major ports will see Thailand emerge even more rapidly as an appealing destination for global business events.

Working Wirelessly

Business events in Thailand enjoy first-rate benefits with first-class wireless communication technology that offers you seamless connections from the moment you board your flight until your final destination in Thailand, however remote it may be.

- **3G/ 4G LTE:** Covers 98% of Thailand.
- **Wi-Fi on Board:** With TG's THAI Sky Connect, passengers can stay connected. And with approval for Wi-Fi on Nok Air, the sky is the limit!

The World's Most Amendable & Delightful Destinations

Thailand is the world's business events paradise, with world-class venues and state-of-the-art facilities. Bangkok, Phuket, Chiang Mai, Pattaya and Khon Kaen are leading the way as prime locations for business events, while Chiang Mai, Phuket and Pattaya shine as meetings and events destinations.

Thailand's numerous cultural and natural attractions offer delegates a vast array of extracurricular activities to enjoy in their downtime. With so much to do outside the convention hall, travellers routinely choose to extend their stays, happily mixing business with pleasure.

Business in Thailand

Thailand: Your Borderless Business Potential, the World's Biggest Market of Opportunities

The World's Biggest Marketplace, For Boundless Business Benefits

Looking beyond the ASEAN Economic Community (AEC), Thailand will become the centre of the world's biggest market of opportunities with a regional population around 3,358 million, thanks to being within easy reach of more than 16 countries (RCEP), and an upcoming collaboration and partnership programme. All business events in Thailand will thus enjoy ultimate effective outcomes, thanks to effortless business operations.

The World's Trade Negotiations, For Advancement of Your Achievements

Negotiations on a number of landmark trade deals are currently being led by Thailand's Department of Trade Negotiations (DTN), marking unprecedented potential business opportunities. Landmark negotiations on the EU-Thailand and Thailand-EFTA Free Trade Agreements build on positive developments with the Partnership and Cooperation Agreement. Complementing these are negotiations between Thailand - BIMSTEC, and Thailand - Chile. Taken together, these negotiations have the potential to create the ideal platform for your success.

The World's Most Interconnected Hub, For Your Unparalleled Success

New opportunities for links and synergy abound, with Thailand home to world-leading international government and non-profit organisations, and host of many intergovernmental conferences, ministerial summits and conferences, and regional sporting competitions.

The success of business events is a core agenda and priority for Thailand, and in 2015, the government is stepping up once again. The business events industry is set to be a new national agenda and the highest priority for all governmental agencies and bureaus.

Regional Integration for Global Opportunities

1. RCEP – Regional Comprehensive Economic Partnership
2. RCI – Regional Cooperation and Integration
3. BIMSTEC – Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation
4. APEC – Asia-Pacific Economic Cooperation

A World Leader

Thailand is an international commercial hub and leading producer in a range of global industries:

1. Automotive Industry
2. Electric & Electronics Industry
3. Food & Agriculture Industry
4. Gems & Jewellery Industry
5. Gift & Decorative Items Industry
6. Healthcare, Beauty & Spa Industry



People of Thailand

Thailand: Your Success with Proficient Professionals

The World's Best Service, With a Siamese Smile

Thailand's skilled business events workforce not only boasts world-leading expertise, but local smiles that will make your hectic business schedule feel like a vacation. Delivering an effective business events program with effortless simplicity, our gracious smiles and signature Thai service will make the perfect partner for your business event. Beyond these smiles, Thai professionals are proficient and highly adaptive, with a 'can do' attitude. Everything is possible with a business event in Thailand - allow our local practice to serve your global business, and see how seamless success will follow.

The World's Most Preferred Business Alliances

Business events in Thailand mean partnering with an enthusiastic team of imaginative industry experts, comprised of all-round stakeholders from both public and private bodies. The collaborative team will always stand by ready to support you to ensure the best success of your business event. What's more, local businesses have proactively joined forces to boost business events growth, such as the Bangkok Riverside Marketing Partnership (BRMP) and the Ratchaprasong Square Trade Association (RSTA).



The World's Clearest Certified Curriculum

Human Capital For Business Events

Thailand invests in building human capital by improving both the quality of and access to its educational institutions through a strengthened business events curriculum and teacher training initiatives

International Curriculum

Thailand's first complete curriculum, MICE 101 was developed in collaboration with local and international associations and has already been rolled-out to 52 Universities and 33 Vocational Schools nationwide

Global Arcade of International Business Events Academy

Thailand develops its sustainable business events industry growth by expanding collaboration with international associations to license and open international training and business events in Thailand

Meetings in Thailand

Corporate Meetings

Meetings

Dynamic Destinations and Seamless Professional Services

Thailand offers abundant opportunities for fun, creative, and enriching meetings, thanks to its vibrant atmosphere and superior infrastructure and facilities.

Thailand is a country of fascinating contrasts where ancient temples abut modern skyscrapers, and sleepy traditional villages endure just minutes from teeming cities. For meetings of any kind, Thailand's abundant destinations are enriched by world-class facilities and state-of-the-art infrastructure. Thailand's top five MICE Cities – Bangkok, Pattaya, Phuket, Chiang Mai, and Khon Kaen – offer a superb diversity of choice for business events of any type and scale.

Leading meeting venues, exceptional hotels and resorts, state-of-the-art connectivity, and a culture deeply rooted in hospitality help to re-energise team spirit, spark inspiration, and nurture team work.

Incentives

Memorable Incentives to Reward & Inspire

Thailand rolls out the red carpet for incentives travel groups, joining hands with you to motivate and reward your most valuable asset: your people. Inspire them with exciting trips in a unique and beautiful country! A smorgasbord of experiences awaits: from a wondrous tapestry of historical and cultural heritage sites, to the world's best beach paradises, or even an adventurous team-building activity among breathtaking mountain tops and forests.

Whether you are planning an incentive trip for one hundred or ten thousand people, Thailand certainly has all it takes to turn your plan into a resounding success.



Association Meetings

Where networks are formed, standards are set, and expertise is shared.

Conventions in Thailand are your passport to international networking opportunities, connecting you with leaders in your field, and truly expanding your knowledge base.

Organisers and delegates alike can easily connect with professionals ranging from government officials to business leaders and industry associations, at both local and international levels.

TCEB provides flawless consultancy to organisers, so conventions are elevated to become platforms for knowledge exchange, inspiring delegates to initiate new ideas and form lasting connections.

The ideal environment for professional growth is created not only by venues and professionals that are certified to international standards, but also by Thailand's endless possibilities for relaxation and inspiring attractions; the perfect blend of business and leisure.



Meetings & Incentives Success Stories

- Herbalife Asia-Pacific Extravaganza 2013
- Jeunesse Expo Thailand 2013
- Infinitus China 2014
- Prudential Korea Convention 2014
- WorldVentures 2014
- And more

Conventions Success: 2014 & Beyond

- 74th FIP World Congress of Pharmacy and Pharmaceutical Sciences 2014
- One Young World Summit 2015
- 40th World Congress of the World Small Animal Veterinary Association
- 46th World Congress of International Society of Surgery (ISW)
- World Young Women's Christian Association Council 2015
- And more

Exhibitions in Thailand

Engage, Connect, and Delight in the World Capital of Connections

Exhibitions in Thailand are high-potential business events that create connections in a productive, inspiring atmosphere. Exhibitors and delegates alike delight in flexible functions, valuable networking opportunities, and enriching activities outside their exhibition venue.

Already at the beating heart of the AEC, Thailand is primed to take centre stage once again, with the introduction of the Regional Comprehensive Economic Partnership (RCEP) — touted as the world's largest free trade area comprising all 10 ASEAN nations and the 6 other countries with which the group has free-trade agreements (FTAs) — China, India, Japan, South Korea, Australia, and New Zealand. There has never been a better time to discover the unique opportunities presented by networking and making connections through Thai Exhibitions.

After all, boasting South-East Asia's second largest economy, Thailand is a major magnet for investments that deliver robust growth every year. And, according to the Global Association for the Exhibition Industry (UFI), Thailand is the largest and most profitable exhibition market in ASEAN.

Complementing this geographic location is Thailand's world-class exhibition infrastructure, comprehensive tourism and transportation amenities, outstanding government support and diverse economy. Now is the time to Engage, Connect and Delight in the opportunities that await!



Exhibitions Success: Trusted Leaders in World-Class Exhibitions

- Food & Hotel Thailand 2015
(Since 1993 – 2014)
- IT&CMA and CTW Asia-Pacific 2015
(Since 2004 – 2014)
- INTERMACH 2015
(Since 1984 – 2014)
- ProPak Asia 2015
(Since 1993 – 2014)
- Metalex 2015
(Since 1985 – 2014)
- VIV Asia 2015
(Since 1993 – 2013 Every Second year)
- And more

International Festivals and Mega Events in Thailand

World's Largest Events Reach the Pinnacle of Perfection

For more than 10 years, TCEB's passionate leadership has seen Thailand's business event landscape prosper and develop to become world-renowned.

As part of the bureau's commitment to continuous innovation, 2014 saw an even sharper focus on attracting International Festivals and Mega Events to Thailand, with the establishment of a dedicated unit within the organisation. Tasked with initiating, coordinating and supporting bringing International Festivals and Mega Events to Thailand, the unit's mission is to drive large numbers of international visitors to Thailand, helping to boost the country's profile and image.

As a dynamic, high-growth market, Thailand's readiness to host International Festivals and Mega Events is unmatched. Geographically, its strategic location at the heart of ASEAN gives the country an enviable reputation as the launchpad for business connections in the region. With an abundant supply of proficient professionals and high international standards, Thailand has harnessed this potential through significant investment in infrastructure and nurturing the strong growth of high potential industries. For organisers and delegates, the unmistakable advantages of these unique attributes are clear.

Thailand's strong track record of hosting International Festivals and Mega Events has had a powerful impact on branding the country on an international stage, and showcased its capacity, hospitality, and unique culture to millions of visitors from around the world, while also acting as a catalyst for accelerating infrastructural transformation and boosting domestic and international tourism.

TCEB: A Collaborative Partner for Ultimate International Festivals and Mega Events

With the opportunity clear and the potential great, TCEB provides comprehensive support to all stakeholders. TCEB nurtures the seeds of the bid through industry research, competitive research, feasibility studies, bidding materials, and acting as a vital link with the government sector and a connector with key influencers. Once the bid has been won, TCEB complements this work by promoting Thailand through an integrated marketing communications (IMC) strategy and setting up working committees to execute the International Festivals and Mega Events flawlessly.

International Festivals and Mega Events Success:

- Bangkok Film Festival 2014
- Bangkok International Digital Content 2014
- Harmony World Puppet Carnival in Bangkok 2014
- International Balloon Festival 2015
- Sustainable Brand Event 2015
- And more



TCEB

Drives Thailand to The Forefront of Business Events

Connecting the World to Thailand is the driving passion of the Thailand Convention & Exhibition Bureau (TCEB), whose committed team spearheads the development and success of Thailand's business event sector. TCEB strives to create new business opportunities and lay the foundations for long-term, sustainable industry growth – in 2015, these include:

Destinations: As your dedicated business partner, TCEB provides creative ideas for your business events. Be it a fresh perspective on your 24/7 itinerary, destination inspiration for your success in any season, ensuring seamless connectivity, or empowering your D.I.Y selections, TCEB is your one-stop knowledge centre.

Business: TCEB connects you with the key business event alliances in the region, opening up grand new chapters of business opportunities. Such diverse roles contribute to one common goal – equipping Thailand's business event industry for continuous development, long-term growth and sustainable success.

People: Showcasing these compelling attributes requires the very best support from Thailand's talent pool of highly qualified, proficient professionals. TCEB is the key capability developer for Thailand's business event stakeholders, ensuring that the industry is on eye-level with the world's best.

TCEB has been the key to the success of a vast range of business events since 2004, and is driven to developing Thailand's business event industry to fulfil its ultimate potential, creating new economic value and generating both significant revenue and everlasting value for the country, region and world. Most importantly, of course, TCEB is passionate about partnering with you to deliver your world-class event with ease.

TCEB's Comprehensive Services:

- **Bidding Support**
- **Marketing Support**
 - = Business matching facilitation
 - = Supporting activities: cultural performances, team building activities, and more
 - = Meeting packages: green meeting packages, golf & spa, CSR package, and more
 - = Site inspection / Industry visit
- **Promotion Support**
 - = Visitor / Organiser Promotion Package
- **Business Intelligence & Research**
 - = Online Library
 - = Market Report & Trends, and more
- **International MICE Standards covering:**
 - = Green Meetings
 - = MICE Security
 - = Event Management
 - = Food Safety
 - = Energy Management
 - = Business Continuity Management
 - = And more
- **Fast Track for event delegates at Suvarnabhumi Airport**
- **Government and Corporate Cooperation**
- **TCEB Call Center 1105**