



HOW THAILAND GIVES MICE THE ROYAL TREATMENT

When you choose Thailand to host your next business event, you aren't just choosing a Kingdom of stunning landscapes, rich heritage and world-famous smiles – you're choosing a place where doing business is pleasure. Continue reading to learn seven reasons why Thailand represents the future of MICE.



World Class Venues



Thailand's wide array of modern venues are the perfect companion to the Kingdom's timeless hospitality, from exhibition halls set amid the skyscrapers of Bangkok, to convention centers surrounded by the lush jungles of the north, to seaside meeting spaces that let you do business under swaying palm trees. Dedicated, experienced support staff reinforce the strength of our venues with personalized support from day one.



Strategic Location



The economic and geographic heart of Southeast Asia, Thailand will become the hub of the ASEAN Economic Community in 2015. The Kingdom is also a leader within the greater Asia-Pacific economic region, having signed agreements with China, Japan, India and Australia. World-class facilities and infrastructure buoy Thailand's superior location, and make it a natural first choice for MICE in Asia.

Accessibility



Success is nonstop in Thailand, with direct flights from all over the world to global aviation hub Bangkok Suvarnabhumi International Airport and hundreds of daily domestic flights to important MICE cities like Chiang Mai, Phuket and Khon Kaen. The gateway to ASEAN, Thailand is also tops when it comes to ground transport, from Bangkok's BTS SkyTrain, to the quickly modernizing national railway networks, to traditional Thai transportation like tuk-tuks and long tail boats.



Accommodation Options



You're sure to sleep easy when you do business in Thailand, whether you choose five-star luxury rooms, boutique beachside villas or charming resorts set amid lush jungles. Enjoy legendary Thai hospitality during your stay in the Kingdom, from rejuvenating spa treatments, to delectable on-site dining, to expert staff in dedicated business centers. Plus, many of Thailand's top-rated hotels are integrated with our world-class venues, providing priceless convenience for any event.



Regional Industry Leader



Buoyed by its strategic location, abundant natural resources and educated workforce, Thailand has emerged as a leader in all major industries, from energy, to agriculture, to manufacturing, to creative industries and everything in-between. The Kingdom is set to emerge as a global destination for doing business, with government funding, idiosyncratic branding and a population passionate about exporting its unique charm to the world.



Boundless Business Opportunities



Set to take off in 2015, the AEC will become a single market with a production base that is home to more than 600 million people and with the ASEAN +6, the region will represent 22% of the world's GDP and 50% of the world's population – and Thailand's de-facto status as the hub of ASEAN puts you within reach of all of them. Business transcends borders thanks to regional agreements such as the AEC Free Trade Block, while Thailand's air, land and sea connectivity to the entire Asia-Pacific region makes exporting products as effortless as a world-famous Thai smile.



Hub of Service and Hospitality



There's only one thing more amazing than Thailand's dramatic landscapes, cosmopolitan cities and impressive heritage – terrific Thai people! From friendly smiles, to expert event support, to hospitality that's straight from the heart, Thailand's commitment to service reinforces its world-class venues and strategic location. Whether you call on TCEB to coordinate your event, or hotel staff to help you sleep easy at night, people make the difference in Thailand.

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