

# CONVENE IN PARADISE

## THAILAND CONVENTION GUIDE

— 2017 —







“  
*A convention  
in Thailand will be  
your best ever*”



Thailand has once again proven itself to be a preferred destination. The country has won 16 bids since October 2015 while Bangkok's ranking as a meeting destination in the ICCA Statistical Report has jumped 13 places from 29<sup>th</sup> in 2014 to the 16<sup>th</sup> spot in 2015, showing international confidence in Thailand. Bangkok's ongoing development and enhancement of its meeting capacities and the rising meeting profile of Chiang Mai city in the north testify to the country's strong support for the success of its meeting industry.

From October 2015 through September 2016, our financial year, the Conventions Department of Thailand Convention and Exhibition Bureau (TCEB) supported 116 international conferences attended by some 40,340 overseas delegates.

To further support your conference and to respond to the Thai government's 4.0 economic model, one aim of which is to turn Thailand into a center of international conferences, Thailand Convention and Exhibition Bureau (TCEB) would like to celebrate the success of your convention with our "Convene in Paradise" promotional campaign and make your event even more remarkable.

**Ms. Supawan Teerarat**

Vice President, Strategic and  
Business Development

**Thailand Convention & Exhibition Bureau (Public Organization)**

Siam Piwat Tower Building, 25<sup>th</sup> & 26<sup>th</sup> Fl.,  
989 Rama 1 Road, Pathumwan, Bangkok 10330, Thailand

[www.businesseventsthailand.com](http://www.businesseventsthailand.com)





# Why Thailand for Conferences?

Thailand offers endless possibilities for ultimate experiences, with a brilliant blend of destination charm, inspiring attractions, outstanding activities, and superb culture. Its strategic location in South-East Asia earns Thailand a competitive edge of easy accessibility and provides a dynamic platform for professional connections throughout Asia. Organising international conventions in Thailand is even more achievable thanks to the welcoming hospitality and excellence of Thai professionals, their can-do attitude to solve myriad problems and experience of hosting global conventions.

## VIBRANT CHOICE OF LOCATIONS



- Five key MICE cities located in all key regions of the country.
- Each city has its own charm, culture and identity, assuring exceptional experience.
  - Metropolitan **Bangkok** in the central region
  - Unique Lanna culture, plus modern art city and rich ecology of **Chiang Mai** in the North
  - Sino-Portuguese culture and UNESCO gastronomically creative city of **Phuket** island in the South,
  - Lively seaside city of **Pattaya** in the East
  - **Khon Kaen**, a modern city of Isan culture and gateway to Indochina in the Northeast.
- Convenience of access: only 1-1.15 hour flight from Bangkok to Chiang Mai, Phuket and Khon Kaen
- Convenience of access: Bangkok-Pattaya: 1.30 hour drive via motorway from Bangkok International Airport.

## VIBRANT CHOICE OF VENUES



- International convention centers of global standard in Bangkok, Chiang Mai and Pattaya. Each with capacity of over 1,000 delegates
- All five MICE cities are renowned travel destinations of global and regional status, assuring plenty of accommodation and world-class venue hotels of both local brands but with world-renowned recognition and international chains. Beach front venue, riverine venue, downtown venue, venue with scenic mountainous view.
- Unique culture and environment of each city assures themed, off-beat and special venues in each city. Event with setting of palace, ancient temple ruin, green ecology, scenic ocean, riverine, modern art venue, museum, iconic cultural site, roof-top restaurant, etc.

## VIBRANT CHOICE OF ACTIVITIES



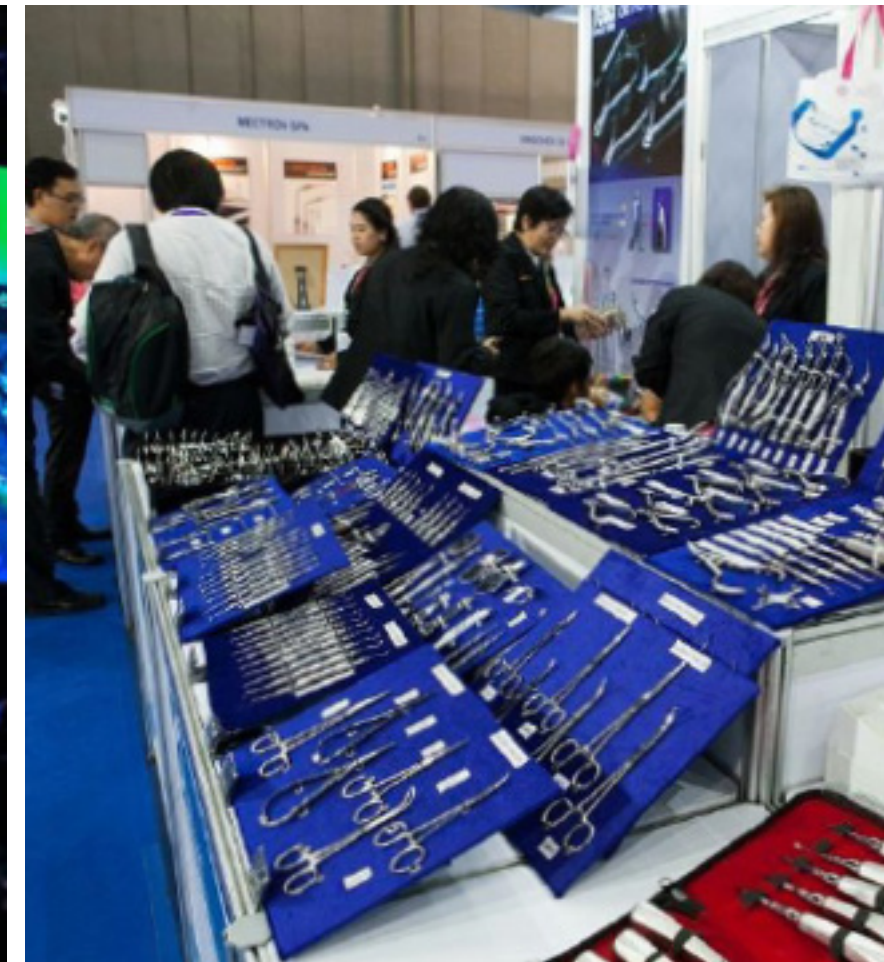
- Thai MICE cities are of global travel and regional travel destination status, assuring rich choices of activities to suit all tastes, preferences and individual time.
- Products range from peaceful religious practices to adrenaline-boosting adventures, from cuisine of palatable delight to spa treatment and health therapy for mind relaxation, from family-oriented activities to individual rejuvenation, from indulging in sports exercise to enjoying shopping sprees and taking pleasure in both local and contemporary art and culture, from learning the art of Thai cooking and trying the fighting mind of Thai boxing to boosting blood flow with traditional Thai massage.



# Success story

**Apart from FDI 2015,  
we will have highlight destination,  
instead of highlight convention**

- Chiang Mai or the Rose of The North: a rising destination of international conferences.
- The debut of Chiang Mai International Exhibition and Convention Center (CMECC) in 2013, plus a wide array of world-class venue hotels host more conferences of both regional and global scales.
- During October 2015 and September 2016, a total of 14 TCEB-supported conferences were hosted in Chiang Mai, 8 of which were medical conferences, such as 27<sup>th</sup> World Congress on Videourology & Advances in Clinical Urology, 3<sup>rd</sup> Asia-Pacific Glaucoma Congress, 4<sup>th</sup> ASEAN Perspective in Liver Diseases.
- Chiang Mai has an international airport only one-hour flight from Bangkok with some direct flights from Asian cities. Unique Lanna culture, a rising star of a modern and contemporary art city, attractions of rich and fertile ecology and unique culture, world-class hotels, and culturally-themed venues make Chiang Mai a very special meeting city.







# World Class Venues

Bangkok has emerged as a global MICE hub, but it's only the beginning of doing business in Thailand. From the mountainous north to the tropical south, Thailand's world-class venues attract hundreds of thousands of visitors each year.





## QSNCC, QUEEN SIRIKIT NATIONAL CONVENTION CENTER

Location: **Bangkok**

Number of Meeting room: **7 Hall**

Meeting space: **65,000 Sqm**

[www.qsncc.com](http://www.qsncc.com)



## IMPACT ARENA, EXHIBITION AND CONVENTION CENTER

Location: **Bangkok**

Number of Meeting room: **58**

Meeting space: **152,450 Sqm**

[www.impact.co.th](http://www.impact.co.th)



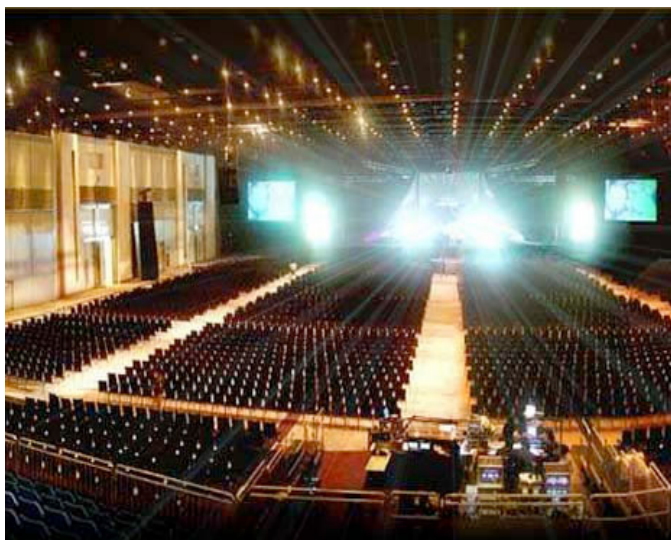
## BANGKOK INTERNATIONAL TRADE AND EXHIBITION CENTER (BITEC)

Location: **Bangkok**

Number of Meeting room: **25**

Meeting space: **50,400 Sqm**

[www.bitec.co.th](http://www.bitec.co.th)



## ROYAL PARAGON HALL, SIAM PARAGON

Location: **Bangkok**

Number of Meeting room: **10**

Meeting space: **12,000 Sqm**

[www.royalparagonhall.com](http://www.royalparagonhall.com)



## SHANGRI-LA HOTEL

Location: **Bangkok**

Number of Guest room: **802**

Number of Meeting room: **19**

Meeting space: **1,360 Sqm**

[www.shangri-la.com](http://www.shangri-la.com)



## ROYAL ORCHID SHERATON

Location: **Bangkok**

Number of Guest room: **726**

Number of Meeting room: **22**

Meeting space: **2,601 Sqm**

[www.royalorchidsheraton.com](http://www.royalorchidsheraton.com)



## SWISSOTEL LE CONCORDE

Location: **Bangkok**

Number of Guest room: **407**

Number of Meeting room: **19**

Meeting space: **3,411 Sqm**

[www.swissotel.com/hotels/bangkok-concorde](http://www.swissotel.com/hotels/bangkok-concorde)



## CENTRA GOVERNMENT COMPLEX HOTEL & CONVENTION CENTRE CHAENG WATTHANA

Location: **Bangkok**

Number of Guest room: **204**

Number of Meeting room: **41**

Meeting space: **1,710 Sqm**

[www.centarahotelsresorts.com/centra/cgc](http://www.centarahotelsresorts.com/centra/cgc)





## BANGKOK CONVENTION CENTER, CENTARA GRAND, CENTRALWORLD

Location: **Bangkok**

Number of Guest room: **505**

Number of Meeting room: **23**

Meeting space: **7,865 Sqm**

[www.centarahotelsresorts.com/centaragrand/cgcw](http://www.centarahotelsresorts.com/centaragrand/cgcw)



## THE 60<sup>th</sup> ANNIVERSARY OF HIS MAJESTY'S ACCESSION TO THE THRONE CONVENTION CENTER

Location: **Hatyai**

Number of Meeting room: **10**

Meeting space: **4,660 Sqm**

[www.icchatyai.com](http://www.icchatyai.com)



## CHIANG MAI INTERNATIONAL CONVENTION AND EXHIBITION CENTER (CMECC)

Location: **Chiang Mai**

Number of Meeting room: **33**

Meeting space: **9,700 Sqm**

[www.cmecc-mice.com](http://www.cmecc-mice.com)



## PATTAYA EXHIBITION AND CONVENTION HALL (PEACH)

Location: **Pattaya**

Number of Guest room: **1,020**

Number of Meeting room: **19**

Meeting space: **9,092 Sqm**

[www.peachthailand.com](http://www.peachthailand.com)



## CENTARA HOTEL & CONVENTION CENTRE KHON KAEN

Location: **Khon Kaen**

Number of Guest room: **196**

Number of Meeting room: **8**

Meeting space: **1,690 Sqm**

[www.centarahotelsresorts.com](http://www.centarahotelsresorts.com)



## CENTARA HOTEL & CONVENTION CENTRE UDON THANI

Location: **Samut Prakan**

Number of Guest room: **259**

Number of Meeting room: **9**

Meeting space: **2,900 Sqm**

[www.centarahotelsresorts.com/centara/cud](http://www.centarahotelsresorts.com/centara/cud)



## KHAO YAI CONVENTION CENTER

Location: **Nakhon Ratchasima**

Number of Meeting room: **5**

Meeting space: **3,720 Sqm**

[www.ky-cc.com](http://www.ky-cc.com)



# Attractions & Sightseeing

Thailand is a totally unique country rife with opportunity for once-in-a-lifetime travel experiences. Its attractions are diverse and each provides a rewarding and memorable experience in its own way. If you're planning to organize a business event in Thailand, make sure to allocate enough time for your clients to explore the destination after their business trip.



## Grand Palace & Temples

If nothing else, these are the sites you need to visit in Bangkok, and you can enjoy them all together: The Grand Palace, with Wat Phra Kaew, home to the Emerald Buddha; Wat Pho with its 46 meter Reclining Buddha; and on the river, the iconic Wat Arun, or Temple of Dawn.



## Riverside Community Malls

This idea has caught on big-time and gorgeous riverside malls are springing up around almost every bend of the river. Check out Yodpiman River Walk, the Maharaj, and Asiatique the Riverfront for starters; more, and bigger, malls are coming soon.



## River Cruise & Rice Barge Canal Tours

River and canal cruises are an excellent opportunity to get onto water, cool off, kick back, and enjoy the fascinating, traditional lifestyle of the riverine Thais. Temples are often included, and the meals and entertainment are typically exceptional.



## Floating Markets

Among the most iconic images of Thailand are its distinctive floating markets. There are a number of these a day tour away from your hotel and you'll certainly enjoy floating among the colorful vendors plying their trade upon the water.



## Weekend Market

Mention "weekend market" in Bangkok and most people think of Chatuchak, the huge, sprawling, amazing, bizarre conglomeration of stalls, products, clothes, animals, and almost anything you can think of that draws thousands of serious shoppers every weekend.



## Theme Parks

Theme parks have come to the realization that they have great big, fun, diverse spaces, and that these spaces can easily be multi-purposed. Thus they've been developing their facilities with meetings and corporate groups in mind. Such as Siam Park City, Black Mountain, Dream World, Life Park, Vana Nava, Cartoon Network Amazone, and many more.



## Historical parks

Thailand is well-known for its ancient, beautiful, historical parks, located throughout the Kingdom. Ayuttaya is one of the most popular, as it is close to Bangkok, followed by Sukhothai Historical Park. These are awesome and educational, not to be missed.



## National Parks

National parks abound in Thailand, a country known for both its big cities and its gorgeous national parks. It's hard to believe that the amazing Khao Yai is only a few hours away from Bangkok, where elephants, bears, gibbons, and more are living their blissful, natural lives.



## Night Safari

This is one of the world's great, modern, natural tourist attractions. From the comfort - and proximity - of your tram seat, you can explore the dark jungle at night, viewing predatory animals - and friendly ones - in a truly up close and personal manner.



## Beaches

Thailand is known the world over for its wonderful, white-sand, turquoise-water, exotic fish-filled beaches. Whether island paradises in the south or a short drive from Bangkok, your main "problem" will be choosing the one that you want from among so many of them.



# Dining Experience

When it comes to dining in Bangkok, MICE guests are absolutely spoilt for choice. Of course, the city has always been synonymous with street food, but the culinary scene in modern-day Bangkok now presents more opportunities than ever. To make planning your next 'MICE meet and eat' a whole lot easier, we've rounded up 8 of the best dining experiences Bangkok has to offer



**Cruise Dinner**



**Thai Cultural Dining**



**Seafood Mania**



**Sky Dining**



**Street Food**



**Afternoon Tea Break**



**A Night Delight**



**Chinese in Town**



# Shopping

There's no better place to feed a shopping addiction than Thailand. With its huge, glitzy shopping malls, department stores, small shops and bustling street night markets, Thailand is a shopaholic's paradise for MICE travelers.



## Luxury shopping malls

Shoppers come from around the world to Bangkok when they need to scratch their shopping itch: we're talking Siam Paragon, CentralWorld, EmQuartier, Central Embassy, and the Emporium just to warm up. Take a break and then head out to the next five malls if you dare.



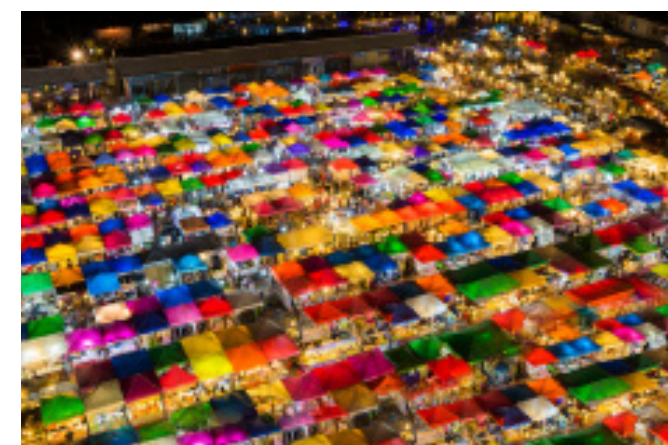
## Weekend shopping

Weekends only mean that more people are enjoying Bangkok's thrilling, thriving, exuberant shopping scene. Everything's open that's normally open with one very big plus: Chatuchak Weekend Market - a world unto itself, and one that you'll never completely explore.



## Wholesale & Retail Malls

If you're looking for bargains and love shopping wholesale, Bangkok doesn't disappoint. There are dozens of great places, but you may not make it past - or have to go beyond - the top four: Chatuchak, Sampeng, Saphan Phut, and the famous Pratunam Market.



## Night Markets

They're cooler, shadier, and lots of fun. Talad Rod Fay, now with two locations, is the coolest for vintage gear; Khao San Road is worth a visit, as well as Silom for curiosity's sake; a few others worth seeking out include Siam Square night market, Ratchayothin, and Pak Khlong Talad.



# Entertainment & Nightlife

Thailand is one of the most exciting places on earth for entertainment and nightlife, with many extraordinary nightlife venues on offer to the MICE traveler during their dynamic business meetings in the Thai capital.



## Cocktails at a Rooftop Bar

Bangkok is the perfect city for rooftop bars, and more are opening every month it seems. From About Eleven to Octave, Red Sky to Scarlett, and Vertigo to Three Sixty, you can pick and choose the atmosphere, type food, and music you want to enjoy way up high.



## Clubbing

Bangkok's got it all. Seek and you shall find. Not enough space here. Start with Levels, Ku De Ta, Demo, Grease, Route 66, Slim/Flix or perhaps DND. Enjoy EDN, house, techno, hip hop, rock n roll, or drum n bass. The world's your oyster when it comes to Bangkok clubbing.



## Night Markets

Don't forget there's more to do in Bangkok at night than partake of the amazing nightlife. There are many wonderful night markets to check out: from Khao San Road to Rod Fay (Train) Night Market, as well as Saphan Phut, Ratchada, and Khlong Thom, to name a few.



## Bangkok Tram City Night Tour

For something completely different in Bangkok, check out a tram tour to cover some of the sites. They're a great way to see the Ananta Samakhom Throne Hall, Wat Ratchanaddaram, and Wat Pho, all the while resting your legs and listening to informative guides.



## Thai Cultural Shows and Dinner

A fun, entertaining, educational, and fulfilling way to enjoy your dinner, pick from a number of excellent cultural dinner shows in Thailand. Among the most popular are Sala Rim Naam, Joe Louis Gourmet Thai Cuisine & Bar, Salathip, Le Grand Lanna, and Riverside Terrace.



## Muay Thai live show

When one thinks of Thailand, one thinks of Thai food, Thai massage, and of course, Thai boxing. What you may not know is that nowadays there are many different types of venues where you can enjoy live shows, from the grand stadiums to the grand hotels of Bangkok.



# Awards & Accolades



## THAILAND

- Outstanding Achievement Awards: Destination of the Year 2016 (TTG Travel Awards)

## BANGKOK

- World's Top City - most visited by international travelers (2015 Master Card's Destination Index)
- 4<sup>th</sup> rank of "Top 100 City Destinations" (Euromonitor International's Top 100 City Destinations Ranking 2014)
- One of the World's Top Ten Meeting Cities - UIA Statistical Report 2015

## CHIANG MAI

- World's Second Best City 2016 (Travel + Leisure Magazine)

## PHUKET

- City of Gastronomy in UNESCO Creative Cities Network



# Campaign Promotion 2016



**Thailand celebrates the success  
of your convention with you**

Convene in Thailand with our “Convene in Paradise” promotional campaign  
and make your event even more remarkable with up to 1,000,000 Baht support!

Thailand CONNECT TCEB

## THAILAND CELEBRATES THE SUCCESS OF YOUR CONVENTION WITH YOU

Convene in Thailand with our “Convene in Paradise” promotional campaign and make your event even more remarkable with up to one million Baht support!

**Support\*** in the “Convene in Paradise” promotional campaign will be provided to the following groups:

- **1 million Baht support** for conventions with a minimum attendance of 1,000 international delegates.
- **1 million Baht support** for conventions in the 5 ‘Focus Industries’ with a minimum attendance of 500 international delegates. The five industries comprise: Health & Wellness, Energy, Food & Agribusiness, Infrastructure & Logistics, and Automotive & Electronics.
- **300,000 Baht** support for offshore conventions with a minimum attendance of 200 international delegates, where 80% of the delegates originate from the same country.

*\*Terms & Conditions apply*

### **It’s a great deal. But does my convention qualify?**

Any convention can qualify if it meets the following simple criteria:

- Hosted by an association, government agency, education institution, non-profit organization, PCO or conference organizer.
- Hosting a convention lasting at least 2 full days.
- Confirmation is received by TCEB prior to 30 September 2017.

### **SIGN ME UP!**

Now that you’ve decided to host the convention of a lifetime in Thailand, the application process is easy as one, two, three.

- Contact TCEB at [conveneinparadise@tceb.or.th](mailto:conveneinparadise@tceb.or.th) and fill in the application form.
- Submit formal letter by authorised personnel requesting support from TCEB.
- TCEB will issue a letter to confirm the support and participation in the promotional campaign.

### **Terms and Conditions**

- This promotional campaign is valid until 30 September 2017.
- This promotional campaign is a limited offer and subject to the availability of funds.
- TCEB reserves the right to change terms and conditions, or decline the application prior to the issuance of the formal confirmation letter.



# Travel to Thailand

It's possible to enter Thailand by air, land, or sea from countries throughout the region and across the globe. Read about Thailand's many transportation options.



Thailand has a number of airports that service both domestic and international air traffic, as well as many more that only serve domestic flights. Domestic carriers, such as Thai Airways, and international carriers, including AirAsia, fly numerous domestic and international routes into and out of various Thai airports. Bangkok's Suvarnabhumi (BKK) is the premier Thailand airport and serves as a hub for international transit passengers as well as a gateway to various Thai destinations. Phuket (HKT), Chiang Mai (CNX), Hat Yai (HDY), and Koh Samui (USM) are the other primary airports for international air travel into and out of Thailand. For domestic flights to travel to smaller provincial capitals one must generally fly out of Bangkok or one of the other international airports listed above.



# Getting Around

Thailand is a developed country with a modern public transport network. The country has an extensive network of airports and its domestic air routes make all corners of the Kingdom easily accessible to the visitor. Thailand also has an excellent road and rail system that has been developed and maintained over the past decades. There also exist very cost-efficient urban bus systems and coaches linking the entire country via numerous routes.



## IN BANGKOK

### BTS

The BTS “Skytrain” as it’s commonly called is a cheap and convenient way to get around Bangkok above the fray. Since its inception in 1999 it has transformed the way people move around the city. There are two lines currently in operation with a central hub in Siam Station, home to an endless variety of shopping, hotels, and restaurants. The train runs from 06:00 to 24:00 every day.

### MRT

The Metropolitan Rapid Transit, or MRT, is Bangkok’s underground train system and another inexpensive and comfortable way to elude the masses when commuting in Bangkok. As with the BTS, MRT is easy to access and equally easy to navigate, and the two rail systems synch up at three main transfer stations: Silom (MRT)/Sala Daeng (BTS), Sukhumvit (MRT)/Asoke (BTS), Chatuchak Park (MRT)/Mo Chit (BTS). The MRT also operates from 06:00 to 24:00 every day.

### Airport Rail Link

Rounding out Bangkok’s trio of commuter rail systems is the Airport Rail Link, a straight shot running east for 30 km from just north of downtown to Suvarnabhumi International Airport and back. The ARL is comprised of two lines terminating at the airport: a non-stop Express service that begins at Makkasan (with easy transfer to MRT Petchaburi), and a City Train service with six stops starting at Phaya Thai Station (connecting to Phaya Thai BTS). Airport link runs from 06:00 to 24:00 every day as well.

### Taxi

In Bangkok, one word comes to mind with respect to taxi cabs, and that’s “everywhere.” A litany of pink, yellow, blue and other colorful “taxi-meters” ferry locals and tourists around the city, at rates so low you may not believe it. Fares start at a meager 35 Baht (just over \$1 US), and it’s not uncommon to ride an hour or more across the city for just a few bucks.

## DOMESTIC

Thailand’s excellent infrastructure makes getting around the country far easier than elsewhere in Southeast Asia. Buses are fast, cheap and frequent, and can also be quite luxurious; trains are somewhat slower but offer greater ease of sleeping during overnight trips; moreover, if travelling by day you’re likely to follow a more scenic route by rail than by road. Ferries provide easy access to all the major islands. Local transport comes in all sorts of permutations, both public and chartered.

Domestic air travel has really taken off in recent years as well, with national carrier Thai Airways International operating an extensive daily schedule to all parts of Thailand. Several budget and boutique carriers such as Bangkok Airways ([bangkokair.com](http://bangkokair.com)) supplement the internal flight network, which extends to all parts of the country and some two-dozen airports. Other low-cost carriers include Air Asia ([airasia.com](http://airasia.com)), Nok Air ([nokair.com](http://nokair.com), which is part-owned by Thai Airways), Orient Thai (formerly One-Two-Go; [flyorientthai.com](http://flyorientthai.com)) and Thai Smile.

Business travelers also have the option for domestic travel of exclusive private jet aircraft and air charter services which cover destinations throughout the country. The real advantages of chartering executive jet aircraft become clearly apparent when business travelers consider the convenience and comfort over commercial airlines.

With Bangkok as your hub, no place in Thailand is more than a 1- to 2-hour flight away.



# Thailand Map





# How TCEB can help

## Expert Consulting and Facilitation

TCEB isn't just Thailand's national convention and exhibition bureau, we're your partner throughout the whole process of holding your convention in Thailand. We offer balanced, neutral consulting services, connecting you to the venues, hotels, adaptable local suppliers and other services you need to put on your best convention yet!



## Getting You Going

TCEB is an impartial government agency providing you with marketing, bidding, and consulting services, plus an array of VIP benefits.

## Supporting Your Events

We take pride in helping you stay connected: with certified venues, accommodations that meet your needs, host destinations of your choice and local suppliers ready to offer customized services.





# What's on in 2017

2017 is shaping up to be another banner year for Thailand's MICE industry. Below are just a few of the major conferences being held in Thailand in 2017. We hope to see you at one or more of them!



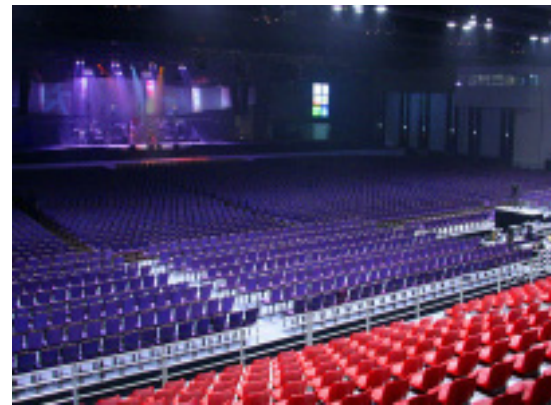
18-20 January

## **The 3<sup>rd</sup> Asian Conference on Defence Technology**

### **Location:**

Le Meridien Phuket Beach Resort

*Phuket*



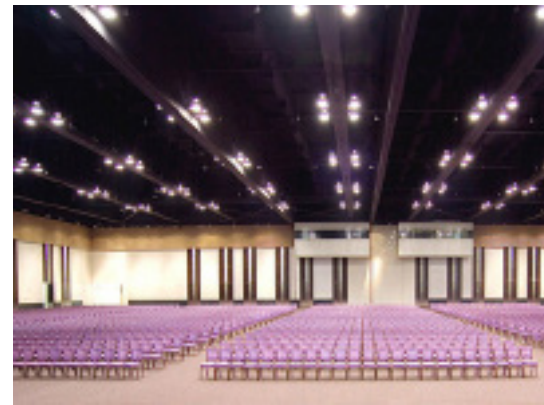
12-15 February

## **The 8<sup>th</sup> International Congress of Asia Pacific Society of Infection Control 2017 (APSIC 2017)**

### **Location:**

Centara Grand and Bangkok Convention Centre @Central World

*Bangkok*



21-24 May

## **The 30th IATA Ground Handling Conference**

### **Location:**

Centara Grand and Bangkok Convention Centre @Central World

*Bangkok*



28-30 June

## **The 7<sup>th</sup> World Confederation for Physical Therapy - Asia Western Pacific Region & Physical Therapy Association of Thailand (WCPT-AWP & PTAT) Congress 2017**

### **Location:**

Bangkok International Trade and Exhibition Centre (BITEC)

*Bangkok*



20-23 July

## **10<sup>th</sup> International Convention of Asia Scholars (ICAS)**

### **Location:**

Chiang Mai International Exhibition and Convention Center (CMECC)

*Chiang Mai*



