

Full Government Support for MICE Industry to Stimulate Investment & Tourism

The Thai government believes the MICE industry has the potential to help revive the country's overall economy.

Deputy Prime Minister Major-General Sanan Kachornprasart recently announced new government policies to promote the MICE industry in order to strengthen investor confidence. The government has also set the MICE industry a revenue target of 65,000 million baht for 2008, a 19% increase over the previous year.

The new policies relating to the MICE industry are:

1. **Restore confidence** in investment and promote tourism in Thailand by announcing 2008-2009 as the "Year of Investment" and "Year of Tourism in Thailand".

2. **Aim for more quality tourism** by targeting seniors groups, health-conscious groups, MICE travelers, and groups interested in the environment, local culture, historical and archeological sites.

3. **Develop and improve standards** in service industries with potential in order to create opportunities for expanding the market in the region.

Recently, TCEB led a team of 10 MICE business operators to take part in IMEX 2008 in Germany, one of the world's largest meeting and incentive trade fairs. TCEB President, Mr. Natwut Amornvivat, commented: "Our participation enabled us to directly promote meetings and incentives among major event organizers, especially those from Europe. As a result, I expect more events to come to Thailand, which will translate into revenue of 180 million baht."

IMEX 2008 is one of 18 trade and road shows that TCEB aims to attend this year. So far, it has participated in 10 trade and road shows in Australia, Scandinavia, Russia, Japan and India. ☺

TCEB asks Thais to welcome Lions delegates



At least 25,000 delegates from 200 countries will attend the 91st Lions Clubs International Convention 2008 at IMPACT Muang Thong Thani from 23-27 June 2008, the largest international convention ever held in Thailand with support from TCEB, which asks Thais to provide a warm welcome to delegates.

Deputy Prime Minister Major-General Sanan Kachornprasart emphasized that accommodation, transportation, security and meeting arrangements have been thoroughly prepared to ensure a successful convention for the visiting Lions. He also urged all Thais to show their world-renowned hospitality to create positive image of the country.

Lions Clubs International is the world's largest volunteer service organisation, with 1.3 million members from 45,000 clubs in 202 countries. Their massive convention is expected to generate more than 2 billion baht in foreign exchange earnings.

Highlight of the convention will be an international parade and flower procession, with 15,000 participants, from Chulalongkorn University to the National Stadium. ☺



Message from the Chairman



M.R. Disnadda Diskul
Chairman Of The Board

M.R. Disnadda Diskul

As this is the first issue of TCEB Newsletter, I would like to take this opportunity to greet and welcome readers to our new communication channel through which we can share and exchange information about developments in our MICE industry. TCEB's main mission - and for all of us in the MICE industry - places emphasis on expanding our country's economy, especially in terms of increasing our competitiveness in the regional MICE industry. Our intention at TCEB is to create new standards and raise our entire MICE platform.

At present, Thailand's MICE industry generates revenue of 55,000 million baht per year. TCEB is a public organisation assigned by the Government to develop our MICE industry in terms of defining policy, setting standards, training personnel at all levels, promoting the industry, being the center of information and advice for MICE operators and suppliers, as well as providing strong support for the public and private sectors. However, our mission can only be achieved through close cooperation from all related organisations.

I believe that continual communication and close cooperation are essential elements to the successful growth of our MICE industry. Our "Thai Team" campaign is one element of closer public and private coordination; this newsletter is designed as a communication channel for TCEB to provide all interested parties with information about developments, events and innovations in the MICE industry.

As the Chairman of the Board, I sincerely hope that this newsletter will be a good communication channel to provide the latest information about the MICE industry, to offer insightful market intelligence as well as to create good understanding among all MICE - related organisations. I believe that through closer cooperation among public and private sectors, Thailand's MICE industry will become stronger and thereby have a positive impact on the country's economy that will increase confidence on the nation's future growth.

Message from the President

On behalf of Thailand Convention and Exhibition Bureau, it is my great pleasure to officially greet readers in this first issue of TCEB's monthly newsletter.

Why do we need to publish a newsletter? We believe this monthly communication tool will help create awareness of the immense potential of MICE to drive the nation's economy. As the public organisation responsible for developing our MICE industry, TCEB needs its own media channel to publicise our operations and determination to succeed.

Since its founding in 2004, TCEB has worked consistently to promote corporate meetings, incentive events, conventions and exhibitions, referred to collectively as "MICE". One of our major roles is to increase Thailand's ability to host spectacular MICE events through three core strategies:

1. **Utilise TCEB's strength to support** the private sector in bidding for – and winning - more international events;
2. **Promote the image of Thailand as a world-class destination** for international and domestic MICE events;
3. **Develop Thailand's MICE industry** by strengthening our Thai Team collaboration and raising skills through quality training courses. These strategies will help TCEB build Thailand into the preferred MICE destination in Asia.

TCEB Newsletter will be an official forum to update all parties, public and private sectors, about movements in our MICE industry and, more importantly, TCEB's directions on a monthly basis. Hopefully, this will help unite everyone into a powerful team to successfully foster continued growth in Thailand's MICE industry.



Natwut Amornvivat
President
Thailand Convention
& Exhibition Bureau

Natwut Amornvivat

TCEB Management



The first issue of the monthly TCEB Newsletter provides an opportunity for readers and people in the MICE industry to meet the management team at Thailand Convention and Exhibition Bureau.

1. Mr. Natwut Amornvivat,

President

A graduate of engineering and business administration, Natwut has worked with such well-known organisations in Thailand as Booz Allen & Hamilton Management Consulting Inc, True Corporation PLC and Ericsson Thailand. As President of TCEB, he is the main driving force in moving Thailand towards becoming the preferred MICE destination in Asia.

2. Ms. Malinee Kitapanich,

Director, Meetings and Incentives Department

Malinee has extensive working experience with NCC Management & Development Co. Ltd. (the management company of Queen Sirikit National Convention Center), Grand Hyatt Erawan Bangkok and Cathay Pacific. Her years with Pacific Asia Travel Association (PATA) as Director – Southeast Asia, prior to joining TCEB, has prepared her well for the meetings and incentives environment she is currently working in.

3. Ms. Suprabha Maleeratanond,

Director, Conventions Department

Prior to joining TCEB, Suprabha worked for many years with Thai Airways International as Travel Industry Relations Department Manager and has been a board member of such leading organisations as Thailand Incentive and Convention Association (TICA), Pacific Asia Travel Association (PATA), and International Congress and Convention Association (ICCA).

4. Ms. Supawan Teerarat,

Director, Exhibitions Department

The newest member of the team to help strengthen Thailand's MICE industry, Supawan gained her working experience through leading companies like International Promotion and Exhibition Company, APRIME hotels group, Queen Sirikit National Convention Center and Wesco, with expertise in domestic and international trade promotions.

5. Mr. Chiruit Israngura Na Ayudhaya,

Director, Public & Private Coordination Department

Chiruit has been with TCEB since its first year of operations in 2004 and served as Senior Manager before being appointed Director, Public & Private Coordination in October 2007. He previously worked a number of years with the Tourism Authority of Thailand before joining TCEB.

MICE FOCUS

Thai Team to Push Country's MICE Credentials

TCEB, Agencies Join Forces to Strengthen Thailand's Competitiveness

TCEB and related agencies in the MICE and tourism business have joined forces as the "Thai Team" to help promote Thailand as the preferred MICE destination in Asia and to strengthen the country's global competitiveness.

TCEB Chairman, M.R. Disnadda Diskul, revealed: "TCEB's primary mission is to make Thailand the preferred MICE destination in Asia in order to generate more income for the country. We also have goals of developing our MICE personnel and building our organisational brand under the concept "Thai

Team, Thai Theme". TCEB will implement the Thai Team campaign in close cooperation with government and private organisations to ensure everyone's MICE business drives in the same direction."

The Thai Team initiative will be a major strategy for a sustainable development in accordance with the 10th National Economic and Social Development Plan, which suggested Thailand improve its service sector, especially tourism, to enhance its long-term potential as the country's major income generator.

The chairman added: "I'm totally confident that this development synergy will be the driving force for our MICE industry and make Thailand internationally accepted as the preferred MICE destination in Asia."

The main partners in the Thai Team and their responsibilities are:

Department of Export Promotion	to provide information regarding international events, cooperation in scheduling exhibition events in Thailand to avoid duplication.
Customs Department	responsible for customs clearance for MICE exhibitors.
Ministry of Foreign Affairs	overseeing the issue of visas for MICE delegates and cooperation in bidding for conference/exhibition events.
Tourism Authority of Thailand	cooperating in joint promotions (particularly in Meeting & Incentive destinations).
Airports Authority of Thailand PLC	assigned to welcome VIPs and facilitate participation of all delegates.
Immigration Department	in charge of visa examination and MICE lane designation at Bangkok's Suvarnabhumi International Airport.



The Thai Team, Thai Theme pilot project is "MICE Fast Track", a special immigration counter to facilitate quick passage through the airport for international MICE delegates.

TCEB Leads the World with 2nd UFI EMD Program

The 2nd Exhibition Management Degree (EMD) program will be held in Bangkok in May 2008, fully supported by the Thailand Exhibition and Convention Bureau, UFI - the Global Association of the Exhibition Industry, and the Transfer Centre for Exhibition, Convention and Event Management (ECE) at the University of Cooperative Education, Ravensburg, Germany.

TCEB is the first MICE agency to host an EMD program, launching it in Thailand in 2007. The program will train Asian exhibition industry professionals to meet tomorrow's event management demands, providing valuable management skills to organize successful exhibitions.

Royal Initiative Discovery

Discover the Splendor of Thailand's Royal Projects

The Royal Initiative Discovery project was launched in 2007 to promote selected Royal Projects as exciting new tourist destinations, while at the same time paying tribute to Thailand's Royal Family for initiating and sponsoring these projects to assist rural villagers.

The year 2007 was of immense importance for all Thais to celebrate His Majesty the King's 80th Birthday. Thailand also hosted the 43rd Petanque World Championship in memory of the late Princess Mother. TCEB was inspired to create a tourism project - in partnership with the Tourism Authority of Thailand, Tourism Council of Thailand, and Thai Airways International - that linked the MICE business and tourism with a promotion of His Majesty work on behalf of his people.

According to Mr. Chiruit Israngkun Na Ayuthaya, Director, Public & Private Coordination, the Royal Initiative Discovery was so successful with more than 2 million visitors throughout 2007 to 19 selected Royal Projects that TCEB and its partners agreed to extend the initiative for until 2011. TCEB will run the project together with a working committee representing the MICE and tourism industry.

For this extended project, only Royal Projects capable of accommodating large groups of visitors and those located en route to major destinations have been selected for ease of incorporating in tour programs. The selected projects will help promote Thailand as a destination of varied tourist attractions, and give international visitors a better understanding of the Royal Family's role in Thai society.



19 Royal Projects by Region

North

1. Mae Fah Luang Art and Cultural Park & Hall of Opium, Chiang Rai
2. Doi Tung Development Project, Chiang Rai
3. Intanont Royal Project, Chiang Mai
4. Royal Agricultural Station Angkhang, Chiang Mai
5. Thai Elephant Conservation Center, Lampang

Central

1. Royally Initiated Kung Graben Development Studies Center, Chanthaburi
2. Bhumi Rak Thammachart Center and Royally Initiated Tha Dan Dam Project, Nakhon Nayok
3. Bangsai Arts and Crafts Center of H.M Queen Sirikit, Ayutthaya
4. College in the Court, Nakorn Pathom
5. Wat Yanasangwararam, Chonburi
6. Mrigadayavan Palace, Petchburi
7. The King's Royally Initiated Laem Pak Bia Environmental Research and Development Project, Petchburi

South

1. Pikul Thong Studies Center under His Majesty's Initiative, Narathiwat
2. Pak Panang Delta Development Center under His Majesty's Initiative, Nakhon Si Thammarat
3. National Resource Conservation Project in Pathui District, Chumphon, initiated by His Majesty the King

Northeast

1. Ban Kut Na Kham Arts and Crafts Center, Sakon Nakorn
2. Ban Yang Noi Handicraft Center, Ubon Ratchathani
3. Little Home in the Big Forest, Pa Nang, Pakerng, Loei
4. Royally initiated project to promote organic farming in Wang Nam Kieo, Nakhon Ratchasima



MICE ACTIVITIES



Connections Plus Pushes Thailand as Preferred MICE Destination

To achieve its goal of making Thailand the preferred MICE destination in Asia, TCEB will arrange more fam trips in 2008 as part of the Connections Plus project, inviting meeting organisers from around the world to discover what Thailand has to offer in the way of venues, accommodation, infrastructure, hospitality and variety of tourist destinations.

Now in its third year, Connections Plus 2008 will be held from 27-30 June 2008, with corporate fam trips from Bangkok to Sukhothai/Chiang Mai, Koh Chang and Koh Samui. TCEB has invited 100 leading business organisations from 15 countries to join the project, giving them first-hand experience to inspect the products as well as providing a forum for sellers and buyers to meet and discuss business opportunities.

TCEB is fully supported by its nine partners in the Connections Plus project: Tourism Authority of Thailand, Thailand Incentive & Convention Association, Thai Airways International, Bangkok Airways, Queen Sirikit National Convention Center, CDM Co. Ltd, Destination Asia Co. Ltd, Diethelm Travel Co. Ltd and I122 Co. Ltd. To finance Connections Plus 2008, TCEB and each partner will invest in a matching fund worth 20 million baht.

During this five-year project, TCEB expects about 10,000 quality meeting and incentive visitors will travel to Thailand within 2010, generating 650 million baht in foreign exchange earnings. In 2008, TCEB forecasts there will be 380,000 meeting and incentive travelers visiting Thailand, spending a total of 24 billion baht.

Quotes from our partners

Mrs. Vanida Tulalamba,
Executive Committee, Thailand Incentive
& Convention Association (TICA)



"TICA will encourage its members to join the event as well as invite MICE operators to take part in the Table Top Sales session, when they will have a chance to negotiate directly with corporate representatives from around the world. This will enable them to present a variety of meeting and incentive related products and services, which will help enhance the potential of Thailand as an attractive destination."

Ms. Piernpis Kosolyutasarn,
Assistant Sales Director-
Sales Promotion, Bangkok Airways Co. Ltd.



"With flights to Trat, one of the two routes for Connections Plus 2008, Bangkok Airways is delighted to join hands with both the private and government sectors in this coordination to push the nation's meeting & incentive industry to a strong position where it can compete internationally."

Mr. Chalongchai Hiranyalekha,
Director, Corporate Sales Management,
Thai Airways International PLC



"THAI is pleased to support the project in the form of special air fares for potential customers, who are capable of expanding our MICE business in the future. The airline is also committed to its role of supporting the MICE industry and pushing Thailand to become the preferred tourist destination among travelers around the world."

Mr. Thawatchai Arunyik,
Executive Director Europe, Africa and Middle East Region,
Tourism Authority of Thailand

"This is one of many projects on which TCEB and the TAT are working closely, together with the private sector's tourism operators, to stimulate tourism from quality markets. It is in line with the new government policy following the announcement of 2008-2009 as Thailand Investment Year, with a focus on increasing revenue rather than the number of visitors. Strong support from concerned agencies will ensure Connections Plus 2008 achieves its goal of attracting quality incentive travelers."

THAILAND **การท่องเที่ยวแห่งประเทศไทย...เพื่อความสะดวกสบาย**
www.tourismthailand.org Call center 1672

"Thanks A Million" Campaign to Attract International Delegates

TCEB has launched an exciting promotional campaign, "Thanks A Million", offering outstanding incentives to international conventions with the aim of attracting more delegates to attend conventions coming to Thailand. For any association convention with 1,000 international delegates, lasting a minimum of 3 days, and taking place before 30 September 2009, TCEB will reimburse the association with one million baht with more or fewer than 1,000 delegates, but no pro rata basis. Applications can be made via TCEB's contacting conventions@tceb.or.th before 31 December stated: "This promotional package represents a international convention organisers to benefit their to develop new and innovative promotional programs will help to stimulate further growth in international



and taking place before 30 September 2009, TCEB will (US\$32,000) to cover local expenses. Conventions less than 100 delegates, will be rewarded on a website www.tceb.or.th/thanksamillion or by 2008. TCEB President Mr. Natwut Amornvivat great opportunity for trade associations and members and their events. TCEB will continue to serve the MICE market, which we believe conventions held in Thailand."

TCEB wins new conventions, trade shows with revenue of 1,400 MB

In response to government policy, TCEB has this year won a number of international conventions and trade shows to be organised in Thailand. This success has come from TCEB's strong support for the private sector in bidding for conventions, creating new trade shows and enlarging existing exhibitions to be more international. These new events are expected to attract 20,000 participants, realizing revenue of 1,400 million baht.

Convention bids won:

1. 24th Pacific Insurance Conference
2. Energex 2010
3. ASEAN Energy Business Forum
4. Round Table World Council Meeting
5. Asia Pacific Federation of HRM Congress 2009
6. International Harm Reduction Association (IHRA) Annual Conference

New trade shows for 2008:

1. International Education Fair
2. WiMAX World Asia
3. Building Maintenance & Asset Management Expo Asia
4. Asia Spa & Wellness
5. Incosmetic
6. Mobility World Exhibition & Congress

Thailand to Host ITU Telecom Asia 2008

TCEB played a leading role in helping Thailand win the bid to host the region's largest exhibition of information technologies and telecommunications, ITU Telecom Asia 2008, from September 2 to 5 at IMPACT, Muang Thong Thani.

As Asia is the world's fastest growing ICT region, ITU TelecomAsia has become an increasingly important industry event, showcasing cutting-edge innovations and developments in ICT and bringing together top industry names to explore investment opportunities in the Asian ICT sector. This year's event will feature a Youth Forum and Telecommunication Development Symposium.

ITU Telecom is a part of the International Telecommunication Union, a United Nations agency dealing with information and communication technology issues.



**ITU TELECOM
ASIA 2008**
Bangkok
2-5 September

Overview of Thailand's MICE Market

Thailand's MICE business annually attracts more than 800,000 international visitors or 5.81% of the total number of international tourists. Spending 2-3 times more than regular tourists, MICE visitors account for 12.63% of the total revenue from international tourism. In 2006, a total of 803,493 international MICE visitors attended events in Thailand, generating 60,902 billion baht (quote in dollars) in MICE revenue for the country.

TCEB's Analysis

Demand Matching

According to the CEI Asia Pacific 2008 Annual Industry Survey and TCEB's e-survey on supply and demand in the Thai MICE industry, here are some findings from TCEB analyst.

Meetings, Incentives and Conventions:

Our clients seek for value for money (61%), excellent venues & accommodation (50%), business connections and opportunities (40%), facilities & infrastructure (39%) and Thai hospitality (39%). However, in these sectors we can match only value for money, venues & accommodation, and Thai hospitality. Corporate Social Responsibility and Green Meetings have yet to have an impact on the local industry. Nevertheless they cannot be ignored. The industry needs to address these social implications as well as the unmatched demands, with TCEB's support and closer cooperation between the public and private sectors, in order to achieve a top-three destination ranking by CEI within the next 12 months.

Exhibitions

PEOs and exhibitors look for excellent facilities (82%), easy accessibility & infrastructure (63%) and economic conditions & trade opportunities (53%) in Thailand, but there are only good matches in accessibility & infrastructure and market size & trade opportunities. Although, Greater Bangkok has many excellent venues and facilities to attract more international trade shows, the infrastructure and logistics connectivity to these venues needs to be better. Furthermore, Thailand needs to train more exhibition professionals, promote its extensive assets and instigate strong cooperation between the private and public sectors to achieve its goal of becoming a regional exhibition hub. (More analysis and statistics are available at www.tceb.or.th)

MICE Update

New Zealand Releases 2008 Event Planner's Guide

Conventions and Incentives New Zealand (CINZ) has released its 2008 Event Planner's Guide CD and has re-launched Easyfinder, an online list of venues and services in New Zealand. Contact admin@nzconventions.co.nz

Finland Congresses Generate 99.5 Million Euros in 2007

According to Finland Convention Bureau, international association meetings held in Finland in 2007 attracted a total of 60,790 delegates, generating 99.5 million euros.

Shanghai Welcomes New Event Location

1933 will open this Spring as the newest event venue in Shanghai, offering 32,500 sqm. of indoor and outdoor space across four factory buildings to host Shanghai's top parties and innovative activities.

Convention Calendar

11-14 June	16 th IAPRI World Conference on Packaging
23-27 June	Lions Clubs International Convention 2008
10-12 July	14 th Annual Conference APTA (Asia Pacific Tourism Association)
15-18 July	United Cities of Local Government (UCLG) ASPAC Congress

Exhibition Calendar

4-7 June	Entech Pollutec Asia 2008	Bitec
11-14 June	Propak Asia 2008	Bitec
19-22 June	InterPlas Thailand 2008	Bitec
3-6 July	GFT 2008	Bitec
24-27 July	Thailand Franchise & Business Opportunities 2008	Bitec
If you would like to have more information about events in Thailand, visit www.tceb.or.th		