

# MICE Intelligence

VOLUME.01  
ISSUE.02  
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## THE INTELLIGENCE

AWAKEN  
NEW IDEAS  
FOR YOUR  
BUSINESS

## MICE SHOWCASE

SOMETHING  
BEHIND  
WONDERFRUIT

## PEOPLE

THE GOOD VIBES  
CAN CHANGE  
THE WORLD

## BUSINESS WATCH

MICE GO LOCAL!



SUSTAIN  
ABILITY  
MATTERS

WHY DOES  
BUSINESS NEED  
TO FOCUS ON  
SUSTAINABILITY?

“  
**WASTE  
OF  
RESOURCES  
IS A  
MORTAL  
SIN AT  
IKEA.**  
”

**INGVAR KAMPRAD**





# BEYOND GREEN

**Discover a  
New Value in  
Sustainability**

Recently, the UN issued the Sustainable Development Goals Report 2018 with the objective of driving sustainable development worldwide in the next 12 years. The report clearly stated that over 100 countries around the world are setting policies and measures for a more sustainable way of manufacturing and consumption.

It is clear that people worldwide are paying attention to sustainability considered a great challenge to modern development. Sustainability has become an important issue and we must carefully consider our own path to achieve it.

Looking at the overall industry, MICE has held an important role in supporting the path towards sustainability through a wide range of seminars, conferences and exhibitions related to sustainability in terms of society, environment, energy, all of which we are well aware of. Moreover, Thailand is the first country in Asia that promotes green event organization in the MICE industry and applies this idea as a marketing tool.

However, on a small scale, every MICE organization can integrate the concept of sustainability into their business operations by awakening the creativity

hidden within human beings.

I truly believe that it is time for us now to tap into the power of imagination to bring about innovation for sustainability in our businesses in order to present new products and services. We must learn to use new technology, differentiate our businesses, keep developing new events, as well as paying attention to event management methods friendly to the environment, community and society. Eventually, those creative ideas will be not only answers to the overall issue of sustainability, but also benefits for businesses in one way or another.

Today, sustainability not only conserves and cares for the earth, but also encompasses a creation of new values for businesses.

**Chiruit Isarangkun na Ayuthaya**  
President  
Thailand Convention and Exhibition  
Bureau (Public Organization)

# MICE Intelligence

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### MICE INTELLIGENCE

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analytical thoughts on  
the MICE industry

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# OBSERVATION

**Capture the movement of MICE  
Tech & Trends from all over the world**

## Top Sustainable MICE Destination

**Gothenburg Ranked No.1 Sustainable and Innovative City**



Each city boasts its own uniqueness and selling point as a popular MICE destination. No matter where it is, from a sustainable point of view, Gothenburg City in Sweden was ranked number one according to the Global Destination Sustainability 2017. The ranking was based on strategies and policies on social and environmental sustainability, including its implementation among 40 cities worldwide. Gothenburg has held numerous big events that caused the least impact on locals and environments, praised as the first city issued by Green Bonds to promote investment in environmental solutions. Several venues in the city also apply alternative energy whereas its landmarks are located next to each other, offering an ease of transportation and promoting the city's environmental sustainability. For more information on sustainability projects in Gothenburg, visit the website <https://www.gds-index.com/destinations/explore/view/gothenburg/sweden/2017/1>.



## BREATH FOR FRESH AIR

Does your MICE event call for floor carpeting? Throw out the traditional carpet! Desso Airmaster, a carpet manufacturer from the Netherlands has unveiled a creative carpet innovation that can finish a flooring job by purifying the air wherever the carpet is installed. The unique characteristic of this innovation is its ability to capture and retain dust to purify indoor air. Even better, this carpeting solution requires no electricity and saves energy. Try the “magic carpet” to purify the air in your next MICE event.



## Say No to Plastic!

To increase awareness of decreasing the plastic use in organizations, members of Phuket Hotels Association has vowed to stop applying plastic water bottles and straws in hotels by 2019 to promote sustainability for the “Pearl of the Andaman.” To create the least impact on services, many hotels offer creative solutions for plastic alternatives by finding new materials used as food containers, trash bags and utilities for hotel guests.



## Time for Zero Waste

As waste is gradually becoming a concern in many countries, their governments have launched new laws with similar goals to decrease trash and waste. In 2016, France was the first country in the world to prohibit supermarkets from throwing away or destroying unsold food, but donate it to charities and food banks instead. Recently, Australia has prohibited large retail chains from giving out single-use plastic bags and asked shops to sell reusable plastic bags and encourage shoppers to bring their own bags. Other countries such as the UK, France, China and the Netherlands also issue laws that prohibit the use of single-use plastic bags and even increase taxes on them. To increase awareness of banning single-use plastic bags and straws, it is time for business in all sectors, including MICE industry, to seek for new ideas and alternative materials to create satisfaction for event-goers and, in the meantime, lessen their impact on the environment.

## SINGAPORE ROARS

The Ultimate Destination for Meetings in Asia-Pacific



This tiny island is full of potentials and has often won bids to host events in numerous industries, including MICE. As a leading technology management provider in terms of hospitality, organization and MICE industry, Cvent, Inc. ranked Singapore the top MICE destination of Asia-Pacific region in 2018. The ranking took many factors into account such as accessibility within the destination, facilities for events, price and price flexibility, quality of facilities and services, including personal safety for visitors.

Singapore has positioned itself as "The Garden City" and has targeted its goal by 2030; that is, 80% of all buildings in the country will reach the Green Mark standard from Singapore Green Building Council that certifies the efficient use of energy and water. Moreover, the country has issued Sustainable Singapore Blueprint 2015 planned for a more livable and sustainable country by encouraging people to help in several ways such as keeping the city clean, using less electricity, promoting green economy, using personal cars less often or reusing and recycling personal items.

## TOP 10

Top 10 MICE Destinations in Asia-Pacific Region







## Goal for Good, TOKYO OLYMPIC 2020

### Tokyo Lowers Carbon Emission for Olympics 2020

Organizers of mega events usually focus on making a lasting impression on attendees and keep in mind what impact might have on locals, society, economy and environment in the venue. Tokyo, the city of Japan that will host both the Olympics and Paralympic Games 2020, has established its goal of sustainability

with the motto "Be better, together – for the planet and the people." Since then, many organizers have made plans through several aspects to achieve the same goal. The Games in 2020 will be an example of organizing events worldwide, which emphasizes sustainability and becomes a model for other events.

### THE GOAL



Use 100%  
electricity from  
alternative  
energy



Of the 43  
sporting  
venues, 25 are  
existing, 10 are  
temporary, and  
only 8 will be  
newly-built

99% of materials  
in the event must  
be reused or  
recycled



The estimated  
5,000 medals to  
be manufactured  
will be made from  
recycled precious  
metals

Promote public  
transportation



## Drinking for Sharing

### Sustainable Cocktails to Save the Earth

Another creative idea for events could be sustainable cocktails that not only taste good, but also decrease the use of natural resources, save energy and lower environmental pollution. These cocktails are made with ingredients that have been considered waste such as citrus skin, seed and skin of various fruits, or even organic or locally-sourced ingredients. From now on, bartenders and managers should reconsider throwing away edible or fresh products that can be further used for garnishing, mixing ingredients for drinks or even donating to others.



# MICE Go LOCAL!

**A New Appreciation for Localism MICE  
Business Sustainably Gives Back to Community**

**For event organizers, leaving a lasting impression and good experience for attendees after a seminar, tradeshow or an incentive trip is as important as the main event itself.**

According to a research study conducted by Thailand Convention and Exhibition Bureau (Public Organization) or TCEB for Custom Asia, Thailand has been a popular MICE destination where MICE visitors always want to return. According to their feedback, the factors that mostly attracted people to the country can be categorized as follows: (1) standard accommodation, convenient transportation and great facilities; (2) impressive services and good hospitality; and (3) unique experiences such as Thai culture and natural destinations.

This research reflects that 'experience' is still the heart of successful MICE events. However, a great experience does not always mean luxury. Here, a popular trend that MICE organizers can add to their events is localism that offer visitors an exclusive and heartwarming experience created by local communities.

Localism has already been recognized worldwide. According to Global Destina-



tion Sustainability or GDS, localism that offers a chance to experience local identity while attending MICE events is one of key sights that should be considered in the evaluation of MICE destinations.

As the meaning of localism is to experience the way of life and culture in each local area, MICE business should focus on providing visitors an opportunity to experience a variety of local culture and way of life. This could be done through activities which create a low environmental impact, benefit local people and support their communities. Injecting the creativity in this fashion can make MICE stand out and head to sustainability.

A way of bringing in localism is the use of local textiles such as batik, silk or woven fabric as a theme or an ongoing concept at events. The layout of events may be designed to encourage locals to participate in each activity, for example, local cuisine cooked by local chefs may be offered. Activities such as demonstrations of weaving, cooking and crafting local products can also create memorable

experiences.

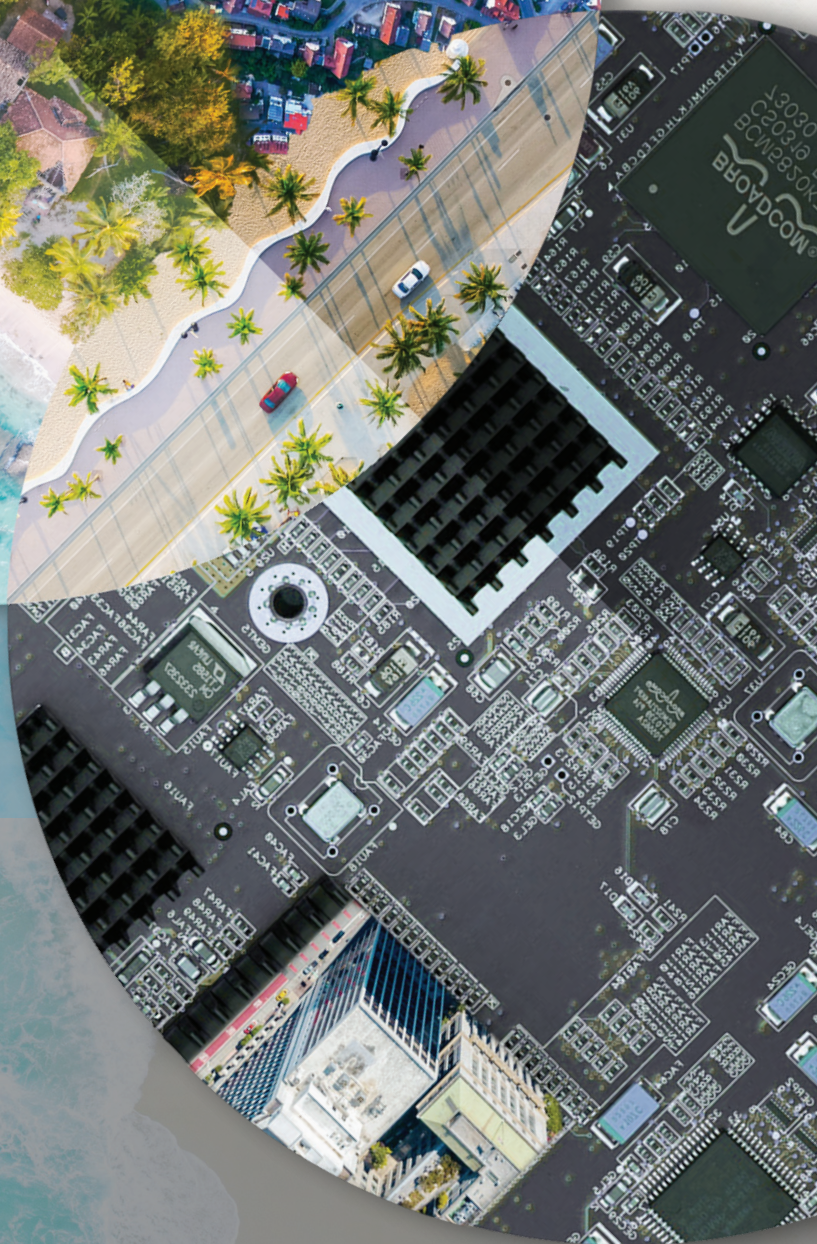
Organizing MICE events as such can generate substantial income for local communities as MICE visitors possess a higher purchasing power than other tourist groups. Thus, this is an opportunity for localism to play a part in spreading income generated by MICE industry to locals directly.

An application of localism to MICE business is an intriguing alternative, considering that Thailand has strong local identities in each region. MICE activities can be a vital tool to increase the sustainability of communities whereas creative ideas can add great values to MICE business.

## // **As the meaning of localism is to experience the way of life and culture in each local area, MICE business should focus on providing visitors an opportunity to experience a variety of local culture and way of life.**









# SUSTAINABILITY MATTERS

AWAKEN NEW IDEAS TO  
CREATE NEW VALUES  
FOR SUSTAINABILITY  
IN MICE BUSINESS

WHY DOES BUSINESS  
NEED TO FOCUS ON  
SUSTAINABILITY  
WHEN GENERATING  
REVENUES AND  
PROFITS SHOULD  
HAVE ALREADY  
ENOUGH?



Today, sustainability does not mean only an organization of activities to promote a company's good image, but also an important mission that many businesses are trying to complete. This is not limited to only environmental sustainability, but also social and economic sustainability, as the ultimate goal for all businesses is to create a sustainable industry that will last.



## WORKING TOWARDS SUSTAINABILITY

Regarding businesses in MICE industry, sustainability has rapidly become one of the most important missions in organizations worldwide. The main aim is to incorporate sustainability to every dimension of business operations by persuading communities and stakeholders to take part in MICE activities and promote sustainability in a long run.

On a global scale, cities that hold MICE events have strategies to ensure that their events will be part of sustainable city development. This includes both homegrown and overseas events.

According to Global Destination Sustainability Index 2016, many cities has been focusing on specific industries, especially those related to sustainability, clean energy, smart city and socially responsible businesses. Some events' destinations even create specific themes each week or hold small-scale festivals to enliven certain trends.

For example, the city Glasgow in Scotland will host 20 events in 2018

under themes ranged from low-carbon emission, sustainability and energy that will gather almost 60,000 attendees and generate over 23 million pounds. Likewise, Barcelona and Spain will host Smart City World Congress with expected 14,000 attendees whereas Business Events Sydney in Sydney, Australia has a marketing strategy to promote its expertise and experience as a leader in sustainability.

To get involved with communities that do MICE activities is important. Recently, Kyoto Convention and Visitors Bureau has worked with Kyoto Museum of Traditional Crafts to transform exquisite kimono textiles into souvenir bags for events' attendees in Kyoto. The aim was to promote traditional handicrafts, boost up the local economy and leave a lasting impression on visitors towards the city.







## NEW VALUES IN NEW IDEAS

### On a small scale, how is sustainability related to businesses?

Since the past several decades, business organizations have proven that sustainability is not just a passing trend. At this competitive age, numerous studies have shown that organizations with good governance, as well as social and environmental responsibility, can increase their earnings and add more values to their business when compared to other competitors.

According to CSRHub, a database that ranks sustainability and social responsibility of over 18,000 organizations among 133 countries, it is revealed that strong sustainability strategies can enhance the strength of brands by 31%.

Organizations that have a capacity to incorporate sustainability in their business operations would be able to understand the true needs of customers and stakeholders, including their feeling towards products and brands. Thus,

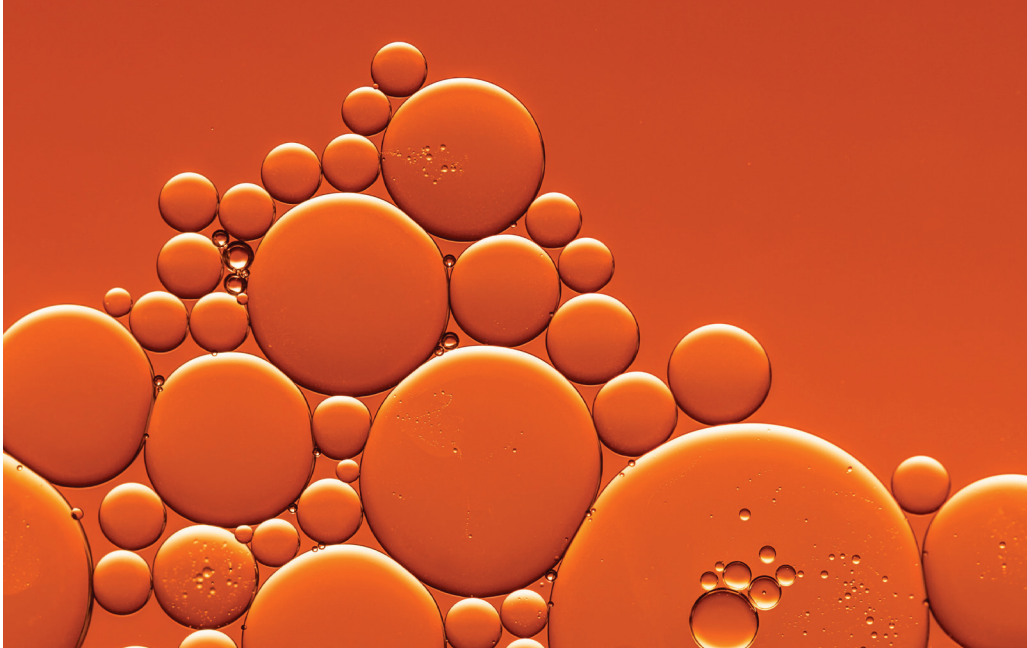
they often invite those people to participate in product and service development or CSR activities.

With a closer look, these organizations usually have a different point of view, think of new creative solutions and find new values that will address the issue of sustainability. For example, when a research study showed that people around the world used up to 100 billion plastic bottles per year and only 30% of them were recycled, a giant company like IKEA has designed tables made of those bottles. The concept was to treat them as resources that can be recycled into beautiful and durable products for home decoration. This idea reflects IKEA's attention to sustainability in decreasing an environmental impact of waste. By doing so, IKEA has created value from an existing problem and found new creative solutions.

MICE industry is sometimes considered detrimental to the environment due to its heavy use of resources that generate waste. Event organizers therefore find creative ways to decrease unnecessary waste and recycle it by applying new technology and innovation. In this digital age, online meetings through webcams can significantly lower costs and lessen environmental impact caused by the carbon footprint of attendees.







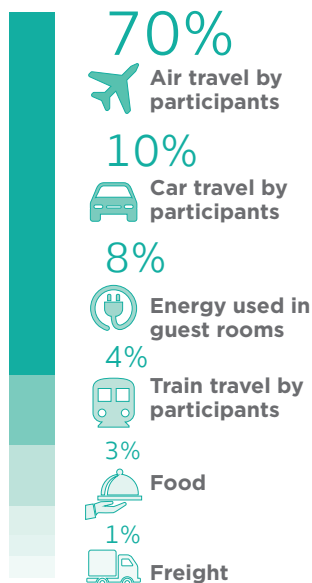
## IS RESEARCH THE FINAL ANSWER?

The world-famous scientist Albert Einstein once said, “Insanity is doing the same thing over and over again and expecting different result.” To initiate a change towards sustainability, large organizations, including those in the MICE industry, must develop new ideas and practices to bring about clear and different results. Research and Development (R&D) can address this issue. As can be seen, many organizations have dedicated their physical and mental resources to come up with innovations that serve demands of people in this modern age. The point is that these people are ready to pay more for products and services. Moreover,

such innovations make organizers and visitors feel as if they are supporting a business which is doing something good for society.

A crucial point to keep in mind is that R&D will enable businesses to offer products and services that solve problems in its operation. For instance, inventive materials can replace those found in nature that may become scarce in the future due to climate change. In addition, trash or waste can manufacture new products to increase revenues. All these ideas lead to long-term sustainability in businesses and can be passed on to next generations.

## What Makes Up the Carbon Footprint at Events?



Remarks: Approximate carbon footprint at a mid-sized tradeshow with 5,000 participants.

## ACTIONS AND RESULTS

Sustainability can develop organizations in many ways such as Brand Image Promotion and Increasing a Competitive Edge. In 2016, Natural Marketing Institute found that 53% of American consumers were more likely to purchase goods and services from an environmentally-friendly and sustainable company. A research carried out by Cause Marketing Forum, an organization that aims to support non-profit organizations, recently changed its name to Engage for Good as they found that consumers like organizations that support communities and give back to society.

Moreover, paying attention to sustainability can bring about Increased Productivity and Lower Costs. Once an organization plans for sustainable operations such as using less electricity and streamline operations, the

overall human productivity will gradually increase.

A great example of sustainable event management was presented at 2010 International AIDS Conference in Vienna, Austria when organizers were able to save 603,000 US dollars by decreasing the amount of printed materials and use public transports instead of providing shuttle buses.

The most apparent result from sustainable business operations is Trash and Waste Reduction. The above example shows that decreasing the amount of printed materials can save trees and forests, the most important sources in paper manufacturing.

Sustainability can also encourage organizations to come up with creative solutions or innovations to decrease the use of resources such as informing visitors to download event applications



## HOW MUCH WASTE IS GENERATED IN EVENT ORGANIZATIONS?



**1 participant generates**

**1.89** kilograms of waste per day

**1.16 kilogram or 61% become TRASH**

**At a 3-day event with 1,000 participants**



waste will be generated

**5,670 kilograms**



**5k**

equivalent to



**4 cars**

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



เพราะความยั่งยืนในวันนี้คือการสร้างคุณค่าใหม่ ต้องการมุมมองใหม่ที่จะเห็นความแตกต่าง สร้างรากฐานทางธุรกิจที่แข็งแกร่งให้ยืนหยัดอย่างยืนยาวต่อไปในอนาคต

onto each person's smartphone, promoting online registration through emails and asking for visitors' food preferences to decrease food waste.

Another benefit from focusing on sustainability is that Awareness for Sustainability Can Create Satisfaction for All. Everyone, from employees to investors, is keen to be part of an organization that radiates positive energy. When this happens, the community would appreciate their effort and get ready to offer a room to operate businesses with ease.

Therefore, businesses that understand the importance of sustainability will be able to boost the local economy as well as raise the quality of life in the community.

At the end, sustainability not only creates a better business for today, but also strengthens the foundation of organizations and moves them forward to the future.

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- <https://www.forbes.com/sites/sap/2018/05/29/how-ikea-builds-innovation-and-sustainability-into-its-business-model-to-improve-lives/#3c44d3fa577f>
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1



### Transparency & Ethics

Worldwide, the industry is calling for event organization that is more transparent, free from corruption and ethically correct.

2



### Sustainable food

This demand is growing for more locally grown and organic food.

3



### Digital & Collaborative Creation

In 2020, it is expected to see hybrid meetings where participants meet in physical spaces that allow more activities in different locations. Share economy will be more widespread.

4



### The Power of Procurement

Sustainability will be a critical factor for procurement.

5



### Sustainable Strategies

Customers will focus more on sustainability; thus, organizations must establish strategies to promote sustainability in event organization.

6



### Standard & Certification

Corporates must comply with ISO20121 sustainable event standard and ASTM-APEX while organizations can expect to see a rise in national and regional sustainable event standards.

7



### Waste

Organizers must plan to use materials that are easily recycled and may be re-used, as well as bio-materials, modular display systems and reducing food waste through donations.

8



### Community

Organizations must plan to donate money or spend time giving back to the community.

9



### Aligned Brand Commitments & Operations

Organizations will first put sustainability as a strategy to reduce costs and improve operations, including performances.

10



### Sustainable Destinations

Public and private sectors must cooperate to promote sustainable destinations, as MICE businesses can create an impact on initiating social and environmental changes.

## SUSTAINABLE EVENT ORGANIZATIONS IN 2020









# THE GOOD VIBES

We are sitting down with “Singh Intrachoto, Ph.D” to discuss how design can spark awareness of sustainability. In Thailand, Dr. Singh is the pioneer of green design movement who has created awareness of green design among architects and designers. He is also the founder of “OSISU” furniture brand that applies waste materials that receive numerous prizes awarded by Thai and international organizations. Among his work, he has done research studies on upcycling waste into creative products to establish sustainable and innovative design. On top of that, he is the Head of Scrap Lab at Kasetsart University, who leads a team of advisors at Research & Innovation For Sustainability Center (RISC), the first research center for happiness and sustainability in ASEAN regions.

## **Sustainable Marketing: A Platform for Brands in Business World**

“We need to work together to establish a sustainable society in Thailand. Today, business moguls are not putting enough thoughts to this concept. Thus, there are no tangible business models to promote sustainability,” says the pioneering architect of green ideas. “Looking forward, I think rules and regulations on sustainability will be stricter. If an organization does not have any program to address sustainability, they will be penalized. Many countries are now much more environmentally conscious. Therefore, every organization must have a department dedicated to sustainability and carry out green programs such as ‘Eco Value Brand.’ I am certain that all organizations will finally pay attention to sustainability.”

## **Good Design, Sustainability and Taste**

“Design is vital to sustainability, and it can change the way people think!” says Singh Intrachoto. “Adjusting your thoughts, changing your way of life and being creative are very important. We need to make the society more aware of sustainability. In the past, neither the old generation nor the young one were concerned about sustainability because they did not get how it could benefit them and the world.

We have to attract people. For instance, at RISC, there is an art center, a gallery, and well-designed modern

furniture functional for the new generation. We want to throw away the image of old-fashioned science centers because pure science on its own is not attractive nor commercially viable. However, once we add a design aspect into it, people will start to see the beauty in the space. Sometimes, decisions are based on taste rather than rationality. I therefore focus on combining sustainability with design as a goal to achieve. The majority of people don’t care whether the world is going in ruins if they don’t like the product. Yet, if you make a product that they like and it helps save the world, that will create awareness.”

## **A Creation of Brand and Value along with Research and Development**

To conduct business sustainably, the cost of doing business may not be limited to only money, but also new ideas in research and development. “I think the older a brand is, the easier it is to gain more sustainability because production processes may not be efficient enough to create a sustainable manner. For example, in a poultry factory, its main business is selling poultry but creating waste of feather and blood. To add value to the waste, you can try to do more research on blood to extract plasma and sell it as iron. Alternatively, you can try to use every part of the poultry to add value to all resources. New projects as such can create value in a long term.

A man with dark hair, wearing a light beige blazer over a white button-down shirt and matching trousers, is sitting on a white architectural ledge. He is smiling slightly and looking towards the camera. His hands are resting on his lap. The background is a bright, minimalist interior with large windows. The floor is a light grey speckled tile. A black office chair is partially visible behind him.

# CAN CHANGE THE WORLD



// I think MICE business can create a great impact. Many events forget to think about sustainability





However, people are reluctant to invest in research because they don't see the final goal. Previously, businesspeople always aimed for a fast profit, but hesitant to invest in knowledge; so, no innovation was created. With research and development, results will reveal how much energy and water are saved and used. When you save resources and have money left, you can start thinking what you want to do next."

### **MICE, Sustainability and Circular Economy**

"In other countries, numerous events and conferences are discussing on this issue, but this rarely occurs in Thailand where it is raised only among small groups of people. I think MICE business can create a great impact. Many events forget to think about sustainability or recycling when they build a stage or other structures. Even paper can be recycled as brochures next year. It would be also great if MICE business could consider the use of environmentally friendly materials that require less energy to produce. You need to think of Circular Economy, not just launching short-term campaigns to create a good image," says the green architect. "One standout upcycling event that I really like is Wonderfruit. The festival was great fun to attend. The team had considered the overall customer experience for three or four times before organizing it. If you look into it thoroughly, what they promoted is what everybody knows. At the end, the team also used the earnings to buy carbon credit. Though it's not apparent to festival-goers, they still focus on doing the right thing. Sustainable branding like this should be encouraged. However, the new generation might only pay attention to things like fashion. They might have an idea that wearing indigo shirts or local textiles are cool whereas they actually could do so much more. You can recycle waste or materials like plastic bottles, tires and transform them into new creative products. Thailand should start increasing this kind of technological abilities."

### **Latest Projects**

"I'm working on the Forestias Bangna Project under the concept 'Imagine Happiness.' It is a mega project on a land over 300 rai, regarded as a sustainability

development project to create happiness for every generation. A pain of modern living is that people are not happy when each family lives separately, and the elderly are often left alone. The project is a showcase of the RISC research

that designs a forest for animals to live for real. Residents can find hipster condominiums, a medical center, a town center, shopping areas, retail areas, office buildings, a health center, innovative buildings, including an activity zone and a learning center for the community. All houses and buildings will not be air-conditioned, so no hot air will be absorbed into the forest. The place will always stay cool, and its surrounding areas will have no hot air either. This dream community will create happiness for everyone to live harmoniously. It will be a 'Sustainnovation for Well-Being.'

Now, the company is working with world class allies such as Foster and Partners – a consultant of urban design

and architecture. EEC Engineering Network also joins to do research, develop building systems, lessen environmental impacts and create a balanced sustainable ecosystem whereas ITEC Entertainment will create experiences and activities within the project. The Faculty of Public Health from Harvard University will do research into impacts on health caused by the project's design. The task is currently underway. The first building's construction will be finished in the next two years, and the whole project should be completed in 2022."

When asked how to make people more concerned and involved with sustainability, Dr. Singh Intrachooto keeps his answer short, "You cannot change everyone to care about environment, but a change for sustainability can start within you...At least, you have already tried; and that is always better than doing nothing."







# SMART AND SUSTAIN- ABILITY

**The SmartMICE Model: S = Sustainability  
towards Economic Sustainability in Thailand**

Although the MICE industry has generated a huge income for the country and considered as a vital part of driving forces behind Thailand's economy and industry, it needs to be more stable and sustainable for the Thai economy. To achieve this goal, MICE must develop and uplift its events to be more intelligent with the SmartMICE model that aligns with the Thailand 4.0 measurement set by the government that puts an emphasis on driving the economy with technology and innovation to enable Thailand to escape the middle-income trap.



# Smart MICE Event

According to “A Study on the Use of Technology to Support MICE Events in Thailand” carried out by Lycon and presented to Thailand Convention and Exhibition Bureau (TCEB), it investigated strategies to uplift the quality and efficiency of MICE event organization to attract more visitors and create a positive effect on the country’s economy in the future. The study set up a framework for the SmartMICE model by combining creativity, technology and innovation to make MICE event management more up-to-date.

S

SUSTAINABILITY

M

MODERN

A

ARTISTIC

R

REVOLUTIONARY

T

TRANSFORMING

## MICE Traveler Experience Journey

Customer  
Emotion

Surprise

Happiness

Gratitude

Customer  
ExperiencePositive  
Customer  
ExperienceCustomer  
EngagementRevisit MICE  
Travelers

GOAL: Increase more Visitor



# WONDERFRUIT MAKES SUSTAINABLE LIVING EASY AND FUN



**“This year, 2018, is our fifth year of hosting Wonderfruit. From its original name Wonderfruit Festival, it’s now just Wonderfruit because I think we’re no longer a festival, but we are a platform that creates a living community,” says Wan Yindisiriwong, General Manager of Scratch First Co., Ltd., organizer of Wonderfruit before telling how the event was generated.**

Wonderfruit was created from the determination of Pete – Pranitan Phornprapha and Jay – Montonn Jira,

two new-generation founder CEOs who wanted everyone to understand and perceive that sustainability is not a difficult nor boring topic, but something that invite people to open their heart and enjoy a sustainable, creative and fun lifestyle.

“Through the festival, we introduced the topic of sustainability in a fun way that can be viewed as a lifestyle. Coming up with ideas of what people like, we found that people love to be entertained in various ways that became

the six pillars of Wonderfruit: Music, Arts, Farm to Feasts, Wellness & Adventure, Talk & Workshop, and Family. Our main goal is to start with the philosophy of sustainability which became the main content of all our activities.”

## **Can Fun Evolve into Environmental Sustainability?**

“A lot of people have asked me what Wonderfruit is. You can call it a celebration of sustainability presented





A lot of people have asked me what Wonderfruit is. You can call it a celebration of sustainability presented as a 4-day and 4-night festival.



วิถีสีเขียว  
ที่ตอบโจทย์  
ความยั่งยืน  
ภายในงาน



as a 4-day and 4-night festival. Festival-goers can indulge in a fun atmosphere, music and art, including seeing the way of life as they want to. Anyone can come alone, in pairs, or with the whole family. Many music festivals are not child-friendly, but at Wonderfruit you can bring children of any age. The Camp Wonder area holds numerous activities for children, and we also have our own farm in the Siam Country Club Pattaya, the venue of the event.”

“We realize that organizing events

can result in a huge amount of trash, so we set the ‘no plastics’ rule. At the event, we clearly sort our trash. When the event is over, recycled trash is transformed into other materials for further uses. We also have a free drinking water station built from the well we dug. Its water is put through the reverse osmosis system, so festivalgoers can bring their own bottles or purchase a refillable cup at the venue. The food and drinks stalls use only biodegradable food containers such as betel nut leaves,

bagasse, or cassava. The drink cartons you throw away are recycled as green roof whereas we make compost from food scraps. You are probably surprised to see used paper plates become works of art around you. If you think of it as fun, there are endless creative ways that sustainability can become part of your daily life without being too boring or difficult.”

“We try to offer organic food and support our local farmers by having food stalls selling products ordered



directly from farmers. In the future we want all our food to become zero waste by utilizing everything to produce no leftover scraps."

At Wonderfruit, music stages are beautiful and cause the lowest environmental impact. They are constructed from bamboo and compressed wood to be reused in consequent events. Every creative idea is borne out of sustainability: for each piece of art, organizers would discuss the shared concept with the artist right at the beginning, so that every artwork at Wonderfruit reflects the topic of sustainability.

### **Wonderfruit: Creating Sustainable Communities and Promoting Thainess**

"We support communities in Chonburi Province and small communities country-wide by inviting them to participate in our workshops at the event. In the past, we've worked with Jim Thompson Farm that has a community of farmers who grow rice, so we had a Farm Stage where they constructed the rice into a rice castle, supplying farmers with more

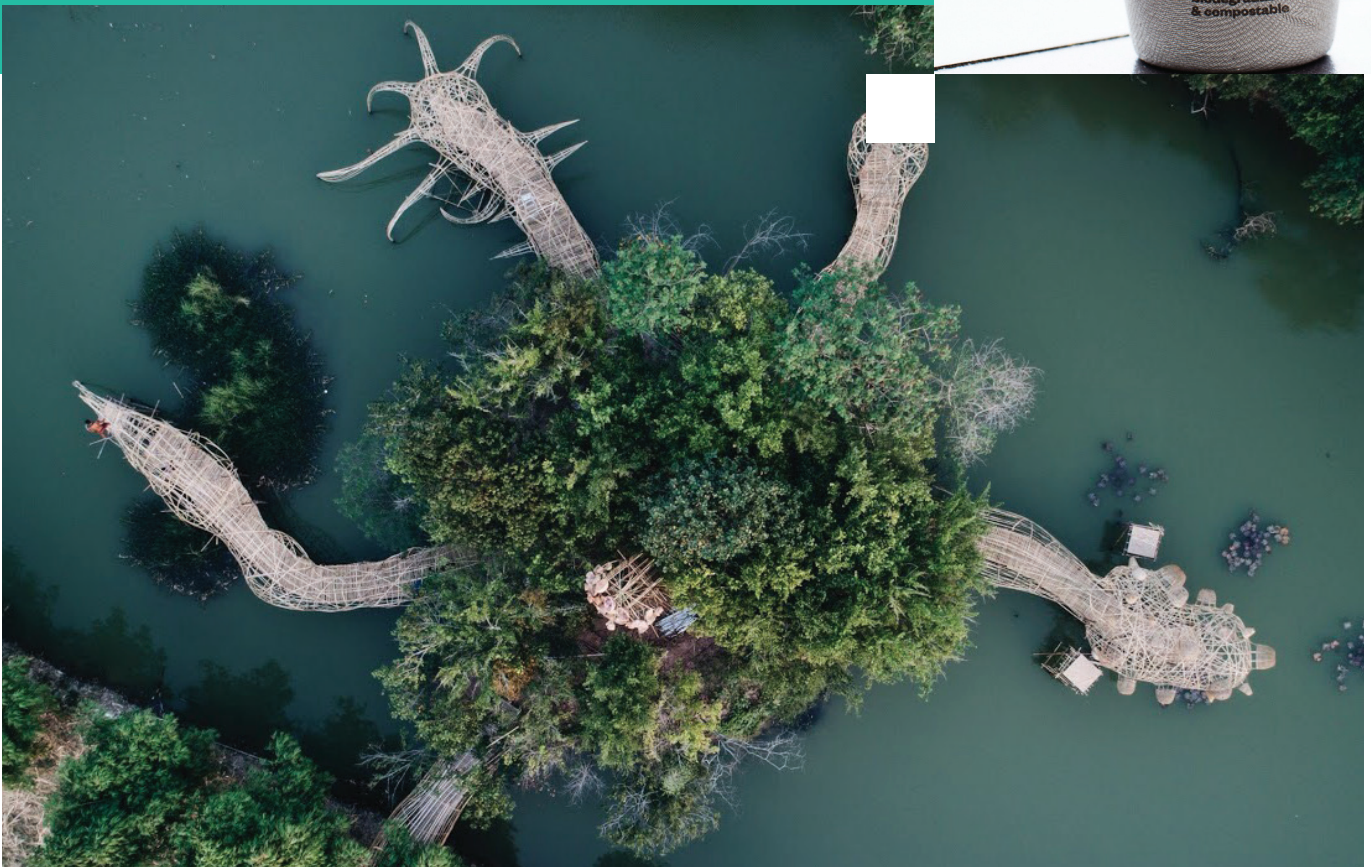
income. We've also selected bamboo from Prachinburi Province, where bamboo is grown in abundance and can be used for stage construction or other structures. This year we're working with Sampran community that runs an organic food network to use their products at the festival."

A large number of foreigners attend Wonderfruit each year. On a closer look, the Thai way of life is presented in creative and sustainable ways through food, music and art. The lasting impression for festivalgoers is deep-rooted in the art that conveys the concept of environment and expresses different ways of life under the theme of sustainability.

### **Inspiration at Wonderfruit**

"At the event, we invite experts to discuss various topics and hold talks on a small stage called Scratch Talk. The speakers are ranged from professors, CEOs, or even famous figures in the area of sustainability to exchange knowledge and inspire listeners to

create value for ourselves and for the earth in a sustainable way. I am not an expert myself, but we always invite experts to help us out: artists and professor have come here to talk about the earth, a well-rounded way of living, and our vision of the earth. It's a heavy topic hidden under fun activities at the event. Our speakers at Scratch Talk may be







experts on the six pillars who understand sustainability or social impact. Moreover, we have the Sustainability Pavilion that presents information about the environment in a creative and fun way, simple and easy to digest."

"We all are inhabitants of this earth. For the past few years, there have been numerous environmental issues: pollution, global warming or an abundance of plastic waste. We want the next generation to see a beautiful earth like the one we have experienced. However, humans have greatly changed the face of the earth. If we don't stop nor change our mindsets or behavior, the earth will be deteriorated even more. We need to start something, even if it is just a small movement but it represents hope. We truly hope that those attending Wonderfruit, whose aim was just to enjoy life, will see what we are doing and take the idea of sustainability back to their home. We would be ecstatic if you understand

our content and the work we create while getting to know our partners. For everything that we build here, we hope that when you leave, you can use it in your daily life."

Though still in its early days, Wonderfruit sees itself as an event that has undergone a clear development and a learning process. Luckily, event-goers have greatly helped them make an improvement. Thus, the festival's role in promoting sustainability is nowhere but nearly completed. An awareness of sustainability is increasing worldwide as a trend and creating an innovation through Wonderfruit as a platform with an ample room to grow.

Wonderfruit may be the only festival brave enough to offset its carbon footprint calculated on carbon emissions caused by attendees during the four days of the event. In 2017, it received the Carbon Neutral Certificate from Thailand Greenhouse Gas Management Organization.

With its activities and goals planted firmly with the concept of sustainability, Wonderfruit has left a distinctive memorable impression that has made itself a small but significant landmark where festivalgoers around the world cannot not miss.



# Upcoming Events 2018

SEPTEMBER

14-  
16

## **BRISBANE ECO EXPO**

Brisbane RNA Exhibition Hall,  
Brisbane, Australia

SEPTEMBER

17-  
20

## **THE 7<sup>TH</sup> WORLD SUSTAINABILITY FORUM**

Beijing Shi, China

SEPTEMBER

18-  
19

## **C-ASEAN SUSTAINABILITY FORUM 2018**

Bangkok, Thailand

OCTOBER

02-  
05

## **2018 AASHE CONFERENCE & EXPO**

Pittsburgh, Pennsylvania,  
United States of America

OCTOBER

03-  
04

## **AUSTRALIAN SUSTAINABILITY WEEK**

Melbourne Convention &  
Exhibition Centre, Melbourne,  
Australia

OCTOBER

25-  
28

## **ECO EXPO ASIA HONG KONG**

AsiaWorld-Expo,  
Hong Kong International  
Airport, Hong Kong

OCTOBER

29-  
31

## **SUSTAINABILITY IN PACKAGING EUROPE 2018**

H Collection Barcelona Tower,  
Barcelona, Spain

NOVEMBER

15

## **SUSTAINABILITY SUMMIT ASIA 2018**

Sunway Resort Hotel & Spa,  
Sunway City, Kuala Lumpur



# MICE

# REVIEW

## Overview of MICE Industry in Thailand

Quarter

3

(April to June 2018)  
FY2018

In Q3 of FY2018, the MICE industry saw steady growth due to increased exports in line with the recovering world economy. Domestic factors showed several positive signs such as income from non-agricultural sector, increased consumer confidence and higher levels of purchasing power. The number of Chinese tourists visiting Thailand is still growing at a fast rate, partly due to flight route expansions from Thailand to second-tier cities in China, including the implementation of the government's policy to promote economic development in 2018 that focuses on investing in infrastructures and increasing the number of special economic zones since 2017.



No. of MICE travelers in Thailand:

363,289

Increase

+33.03%



Generating an income of






26,045 Millions baht

Increase

+17.14%

## Top Five MICE travelers in Thailand (April to June 2018)

10.41

<b>1</b>  <b>China</b> <b>70,751</b> an increase of <b>19.48</b>	<b>2</b>  <b>Malaysia</b> <b>62,972</b> an increase of <b>17.33</b>	<b>3</b>  <b>Vietnam</b> <b>37,809</b> an increase of <b>10.41</b>	<b>4</b>  <b>India</b> <b>26,139</b> an increase of <b>7.20</b>	<b>5</b>  <b>Indonesia</b> <b>21,995</b> an increase of <b>6.05</b>
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### Foreign MICE travelers during the first nine months

(categorized according to MICE participation in the country)

#### MEETING

229,960

+23.21%



#### INCENTIVE

265,384

+24.04%



#### CONVENTION

235,795

+16.32%



#### EXHIBITION

179,773

+16.89%



# M INTERNATIONAL CORPORATE MEETINGS

## Overview of International Corporate Meetings

The number of incoming foreign travelers to attend international corporate meetings showed a steady upward trend. This can be seen from 488 meetings held in Q3 2018, compared to 433 meetings in Q3 2017 (an increase of 12.70%); 79,111 travelers (an increase of 52.94%) generating an estimated 6,099 million baht (an increase of 30.00%); and the overall income during the first nine months of the fiscal year amounted to 20,673 million baht (an increase of 11.28%).

**The number of incoming foreign travelers to attend international corporate meetings showed a steady upward trend.**



an increase of 12.70

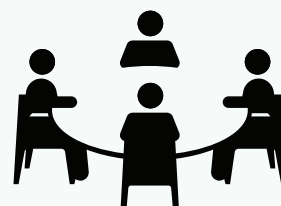
meetings held in Q3 2018

**488**

travelers  
**79,111**



an increase of  
**52.94**



**The region responsible for the highest number of attendees in international corporate meetings in Thailand**



# INCENTIVE TRAVELS

## Overview of Incentive Travels

In Thailand, 675 incentive travels were organized (an increase of 22.73%) with 89,379 travelers (an increase of 29.09%). Estimated income generated from foreign travelers on incentive trips were 4,950 million baht (an increase of 16.18%) and the overall income during the first nine months of the fiscal year amounted to 15,232 million baht (an increase of 15.84%).



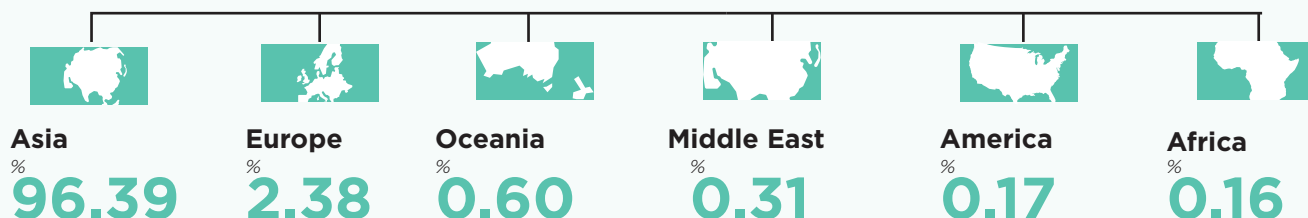
Travelers

**89,379**

incentive travels

**675**

### Incentive Travelers Categorized by Region



The countries with the highest numbers of incoming incentive travelers to Thailand were China and Vietnam with 22,944 and 22,703 travelers, respectively (accounting for 25.67% and 25.40% of all incentive travelers).





# CONVENTIONS

## Overview of Conventions in Thailand

In Thailand, 485 conventions were held with 87,918 foreign participants (an increase of 41.68%) generating an income of 6,455 million baht (an increase of 20.43%).

conventions were held

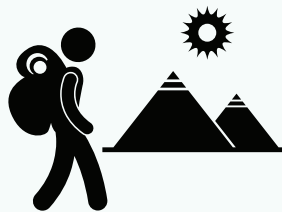
485

income

6,455 THB

foreign participants

87,918



an increase of 20.43



### Conventions Categorized by Region

#### 1 Bangkok and surrounding areas

254 conventions

attendees

69,454 AU

#### 2 Central Region

32 conventions

attendees

2,919

#### 3 North Region

49 conventions

attendees

5,027

#### 4 South Region

100 conventions

attendees

6,743

#### 5 East Region

41 conventions

attendees

3,283

#### 6 Northeastern Region

9 conventions

attendees

492

### Convention Travelers Categorized by Region

Asia

%

96.78

America

%

0.54

Europe

%

1.16

Africa

%

0.43

Oceania

%

0.89

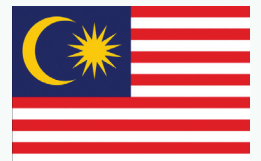
Middle East

%

0.19

### The countries with the higher number of convention attendees

1



Malaysia

22,650

%


25.67

China and Singapore, accounted for 18.05% and 10.96% of all convention attendees, respectively.

# E EXHIBITIONS

In Thailand, 49 exhibitions were held with 106,881 foreign participants categorized into 86,734 visitors and 20,147 exhibitors (excluding mega events). The number of travelers was increased by 18.67%, and the total number of travelers in the first nine months in the fiscal year was amounted to 179,773 travelers (an increase of 16.89%).




 **foreign participants**  
**106,881**

 **visitors**  
**86,734**

**The number of travelers was increased by**  
**%**  
**18.67**

 **an increase of 7.55%**

The income generated from this group of travelers was amounted to 8,541 million baht (an increase of 7.82%), and the overall income during the first nine months in the fiscal year was amounted to 14,446 million baht (an increase of 7.55%).

**1**  **2**  **3** 

The top three countries with the higher number of exhibition travelers were China (18.34%), Malaysia (14.42%) and Japan (7.96%).

## Income from MICE Industry Q3

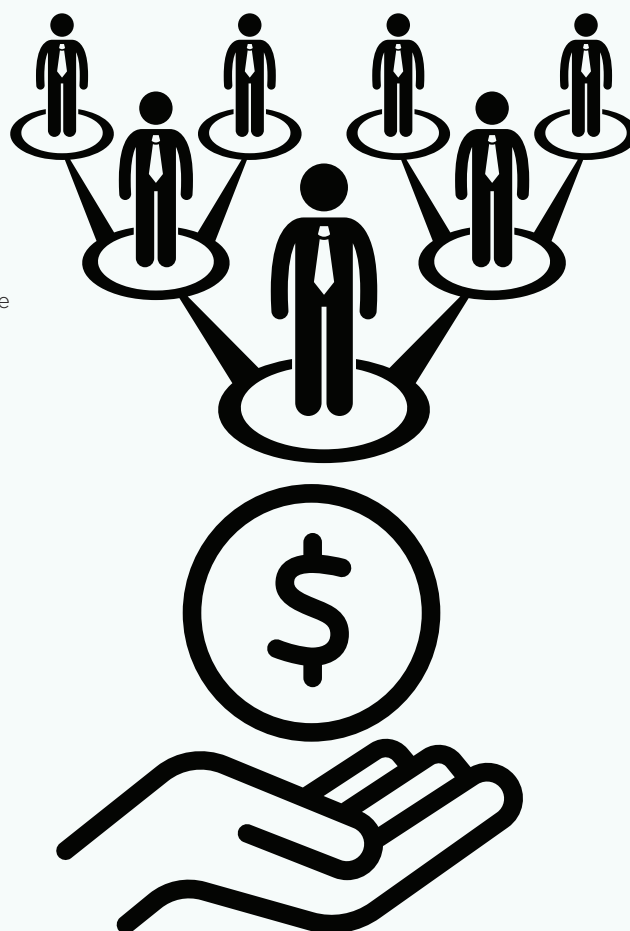
Incoming MICE travelers in this period generated an income of 26,045 million baht, an increase of 17.14% compared to the same period in the previous year.

million baht  
**6,099** **International Corporate Meetings**

million baht  
**4,950** **Incentive Travels**

million baht  
**6,455** **Conventions**

million baht  
**8,541** **Exhibitions**



Resource : THAILAND CONVENTION & EXHIBITION BUREAU (TCEB)





**BizConnect**  
INNOVATE YOUR MICE SOLUTIONS

Innovate Your MICE Solutions



BizConnect แอปพลิเคชันที่รวบรวม  
ทุกงานอีเวนต์ ที่คุณไม่ควรพลาด  
ตอบโจทย์ทุกไลฟ์สไตล์ธุรกิจอีเวนต์ในแบบของคุณ  
ระบบจัดการอีเวนต์และลงทะเบียนเข้างาน  
ที่ง่าย ครบ จบ ในแอปพลิเคชันเดียว



