

360° EXHIBITION SUCCESS

BIDDING FUND PROGRAMME

POWERING
BUSINESS WITH
NEW TRADE SHOWS
IN THAILAND



THAILAND
4.0

THAILAND
REDEFINE
YOUR BUSINESS EVENTS



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The **Bidding Fund Programme** is a three-part support campaign designed to help organisers launch international trade shows in Thailand, providing marketing support and unparalleled access to the industries with which they wish to connect.

1. Companies registered in Thailand seeking to bring new or cloned shows to Thailand can apply for marketing activity support as part of the **Show Pitching Programme**.

2. International organisers with an interest in Thailand can in-turn apply for the **Site Inspection Programme**.

(TCEB, as co-creator, will arrange meetings with government agencies and trade associations in Thailand, familiarising international organisers with the industries with which the organisers hope to connect.)

3. Offering **PR Activity Support Programme** to exhibition organisers for the first time launch of their show in Thailand.

Use the Bidding Fund Programme to partner with international organisers for exhibition sustainability, and let us enable the success of your business events in Thailand.

For more information, please contact

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THAILAND CONVENTION & EXHIBITION BUREAU (TCEB)

FOR MORE INFORMATION, PLEASE CONTACT

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