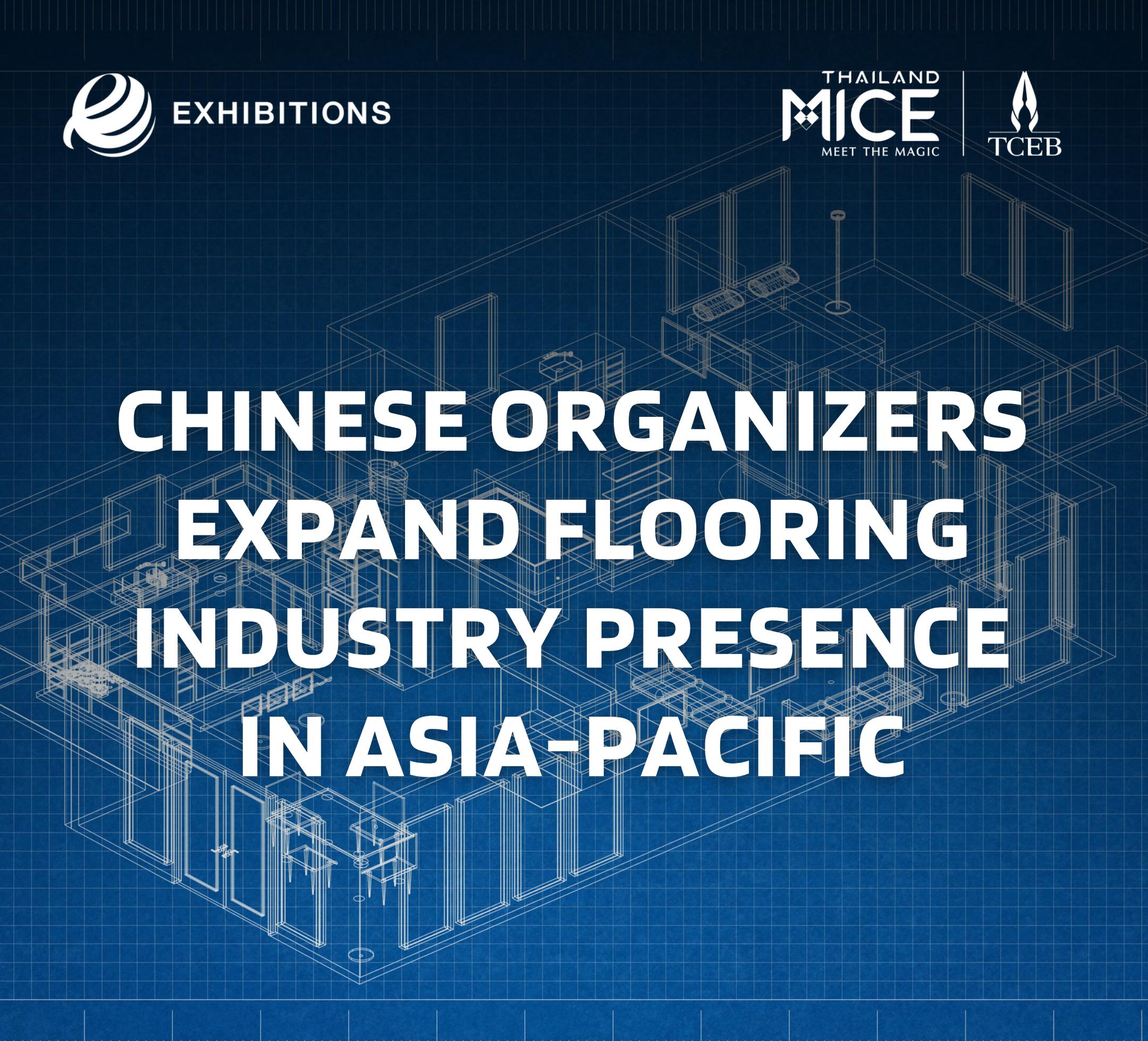




**MARKET INSIGHT UPDATE**  
*Exhibition Industry Insights in Bimonthly Update*

**ASIA & EUROPE  
MARKETS**  
JANUARY - FEBRUARY 2025



# CHINESE ORGANIZERS EXPAND FLOORING INDUSTRY PRESENCE IN ASIA-PACIFIC

**Chinese organizers are expanding their presence in the Asia-Pacific flooring industry** by forming a new joint venture to enhance exhibition opportunities. This initiative aims to strengthen industry collaboration, drive innovation, and support sustainable development. The upcoming flooring exhibition in China, a key industry event, is expected to showcase cutting-edge products from 1,600 exhibitors across a vast exhibition space.

Additionally, Thai stakeholders should prepare to explore new collaboration as Thailand is emerging as a potential market, presenting new business opportunities in the region.



# GAME-CHANGING STADIUM TRENDS: DESIGNED FOR THE NEW GENERATION

## The Future of Stadiums:

Modern stadiums are no longer just business hubs—they are evolving into dynamic spaces that reflect the changing lifestyles of the new generation. With work and personal life merging, today's professionals seek environments that blend productivity with entertainment, networking with leisure.

A groundbreaking sports and entertainment hub in Hong Kong set to open in 2025 exemplifies this shift. Spanning 28 hectares, it features world-class sports arenas, concert venues, retail, and dining, redefining how people engage with events. More than just a venue, it's a lifestyle destination designed to attract the next generation with cutting-edge facilities that cater to both business and entertainment.

The future of stadiums isn't just about events—it's about enhancing everyday experiences in a world where work and life seamlessly intertwine.



# UPGRADED EXHIBITIONS AND BUSINESS CENTERS WITH NATURE & GREEN

**Future-Ready Event Spaces:** Venues and exhibition spaces in Malaysia are evolving to align with sustainability and modern living. Key enhancements include:

**Green In/Outdoor Areas** – Landscaped gardens designed for networking, conferences, and banquets in a natural setting.

**Versatile Indoor Spaces** – Multi-functional areas for receptions, exhibitions, and interactive experiences.

**Smart Business Hubs** – Upgraded meeting spaces with private rooms and advanced facilities for seamless collaboration.

By prioritizing resilience, innovation, and sustainability, future venues will foster dynamic industry connections, empower communities, and drive meaningful growth. Through strategic partnerships and collaborative initiatives, these spaces will set new standards, creating lasting impact and inspiring progress in global trade and business events.

# 20TH CEFCO 2025 IN TIANJIN: STRENGTHENING GLOBAL EXHIBITION INDUSTRY COLLABORATION

**The 20th China Expo Forum for International Cooperation (CEFCO) 2025** facilitated in-depth discussions on topics such as the review and outlook for major exhibition and conference markets, strategies for business growth, global presence of China's exhibition and conference industry, building an exhibition and conference destination city, latest practices in empowering exhibitions and conferences with digital technologies, and green and low-carbon exhibitions and conferences

**Mr. Chiruit Isarangkun Na Ayuthaya, TCEB President participated** in the "Building an Exhibition and Conference Destination City: Key Elements and Successful Experience" session, sharing Thailand's successful approach to becoming a world-class exhibition hub and outlining TCEB's strategy for continued industry growth through 2028.



# UK-EU YOUTH MOBILITY NEGOTIATIONS BOOST ATTENDANCE AT EXHIBITIONS

**UK negotiation with EU for new deal on cross border:** Primarily focused on educational exchanges and youth mobility, aimed to sidestep connotations of free movement while fostering cross-border collaboration. The exchanges could lead to increased participation in conferences and trade shows. These agreements might indirectly **boost attendance at exhibitions, particularly in education, innovation, and youth-focused sectors.**

**The UK's focus on rebuilding EU relations through mobility agreements indicates a strategic pivot to fostering collaboration:** While the direct benefits for the exhibition industry remain speculative, the ripple effects of enhanced mobility and trade facilitation are likely to create opportunities for future growth in this sector.

SAVE THE DATE!



# MICE DAY 20 25

งานรวมตัวครั้งยิ่งใหญ่แห่งปีของชาวไมซ์

ขยายเครือข่ายธุรกิจ เชื่อมโยงผู้นำในวงการไมซ์  
อัปเดตนวัตกรรมไมซ์ที่ยั่งยืน พับเทคโนโลยีและโซลูชันล่าสุด

MICE Talk | Workshop | Showcase | MICE Tech

วันศุกร์ที่ 25 เมษายน 2568

**MICE DAY 2025: The Ultimate Gathering of the Year for the MICE Community! Friday, April 25, 2025 | 1:00 PM - 8:00 PM**

Stay updated on the latest trends and directions in the MICE industry. Engage in networking activities designed to connect business networks, build relationships with industry leaders, and experience exclusive MICE events. Explore new technologies and solutions to enhance the sustainability and efficiency of event management!

MICE Talk | Workshop | Showcase | MICE Tech — Prepare for an inspiring journey into the future of MICE. Stay tuned for more details!

For more MICE information, visit [www.businesseventsthailand.com](http://www.businesseventsthailand.com)

MARKET INSIGHT UPDATE  
JANUARY - FEBRUARY 2025

## *MARKET INSIGHT UPDATE*

# **ASIA & EUROPE MARKETS**

**Exhibitions Department of Thailand Convention and Exhibition Bureau (TCEB) has gathered key insights on the exhibition industry in two major markets: the EU & the UK, and Asia.**

**These insights are designed to support Thai exhibition stakeholders make informed decisions, gain a competitive edge, and strategically track influential market movements impacting Thai industry.**

Prepared by  
Exhibitions Department  
Thailand Convention and Exhibition Bureau (TCEB)

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