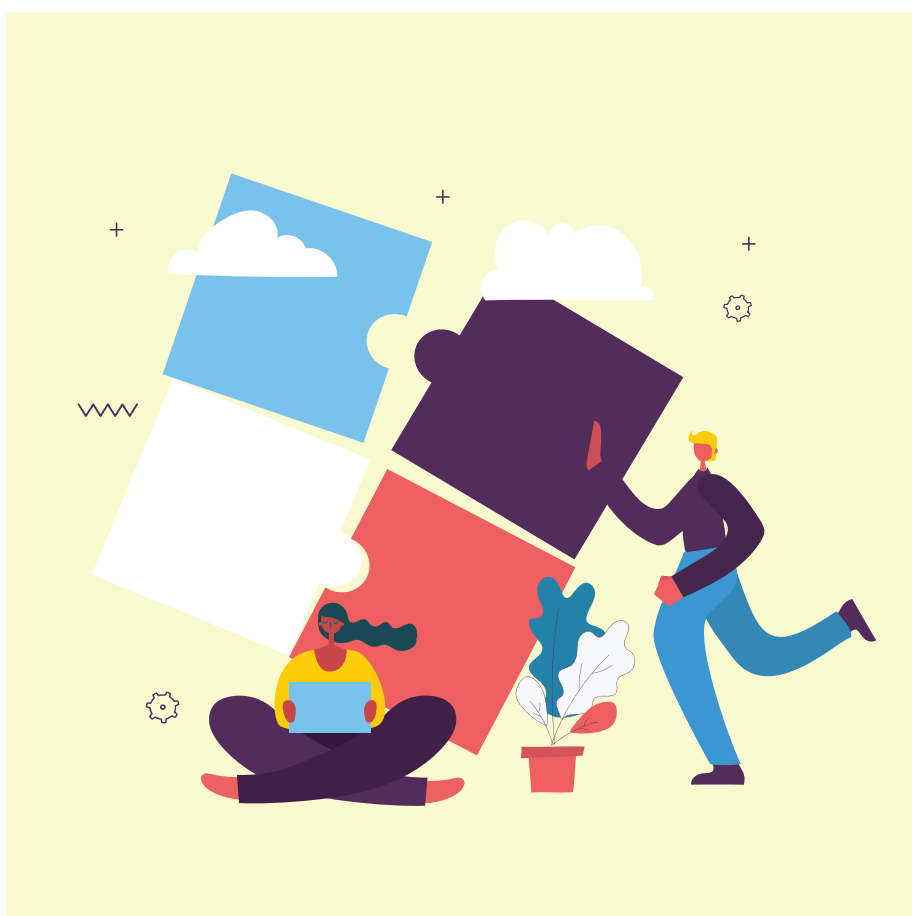


TICA Luncheon 2021 Convention Year

15 December 2020

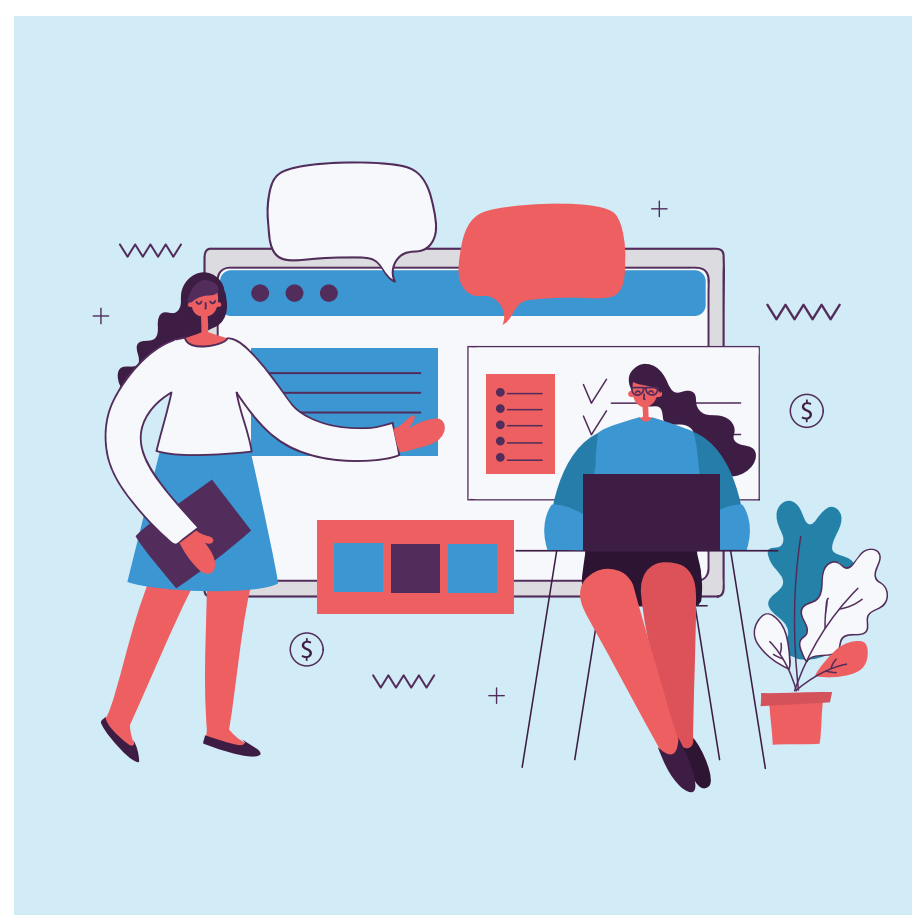
Mrs. Nichapa Yoswee
Senior Vice President - Business
Thailand Convention & Exhibition Bureau (TCEB)

New Scenario



Down-sizing
conventions

Homegrown
conventions



Hybrid and
virtual

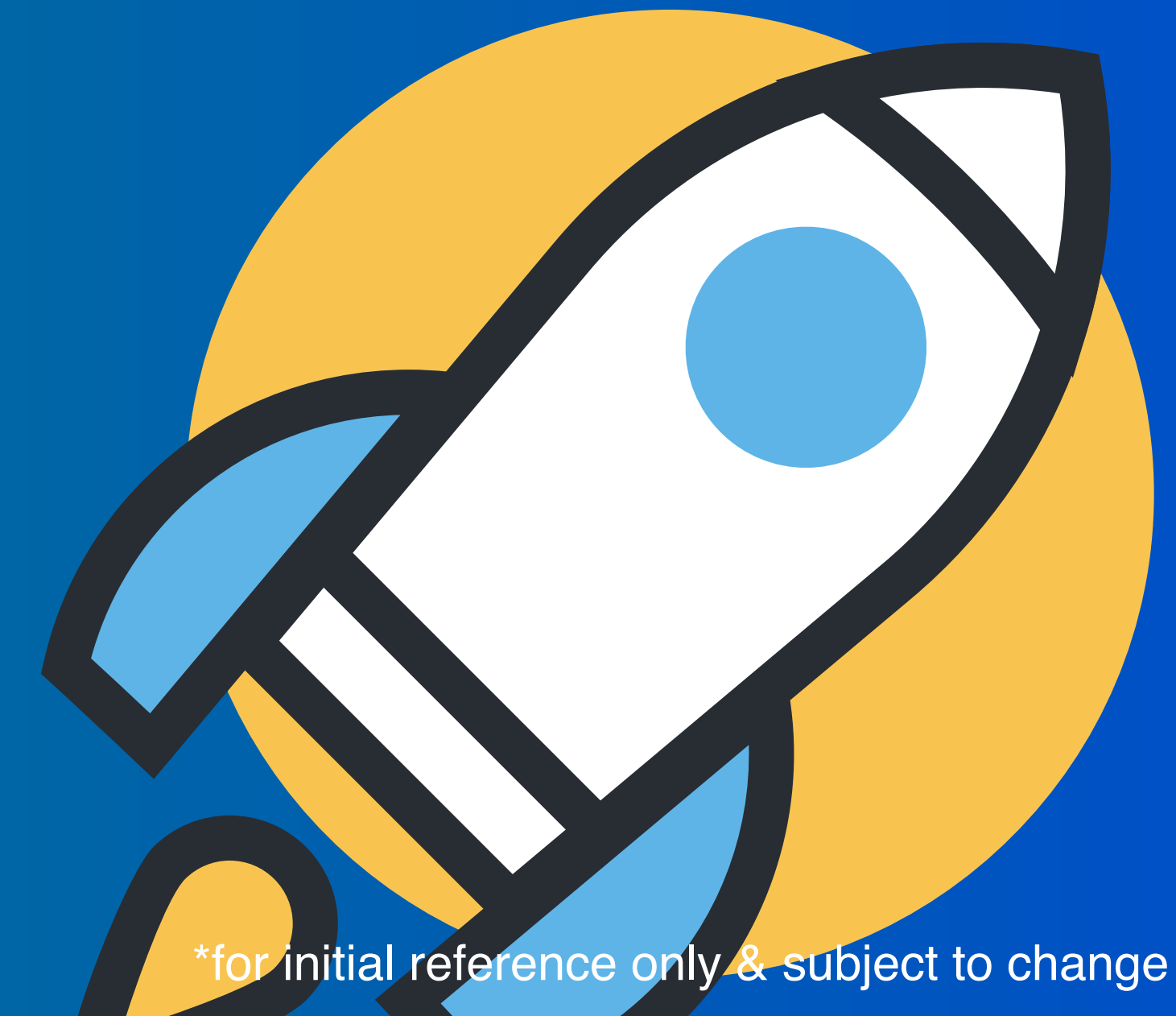
Regional
conventions



Strategic Mapping

Key Industries		Growth Potential
Objectives		
Boosting international ranking	Thailand becoming a regional hub	Sustain growth locally and upgrade local event to regional
Targeted industries		
Medical Food	Digital Agriculture and Biotechnology	Education Legal Robotics
		Specific interest groups
Targeted Markets		
North America and Europe	Asia Pacific	Domestic (to start with)
Strategies		
Continue to bid/support events in matured industries	Hunt for regional events in the targeted Industries	<ul style="list-style-type: none">Identify and grow new conventionsUp-profile national conventions to regional/international ones
Event types		
<ul style="list-style-type: none">Well-established world congressICCA/UIA listed conventions	<ul style="list-style-type: none">Regional conventionsShort-haul conventionsJoint meetingOffshore conferenceCloning	<ul style="list-style-type: none">Homegrown/domestic conventionsNew event

3-year Conventions Roadmap (2021-2023)



Vision

To position Thailand
as a preferred
Conventions destination
in Asia



Strategic Goals

1. to boost international ranking (country & cities)
2. to drive more conventions to Thailand





Upgrade



Uplift

4UPs Strategy



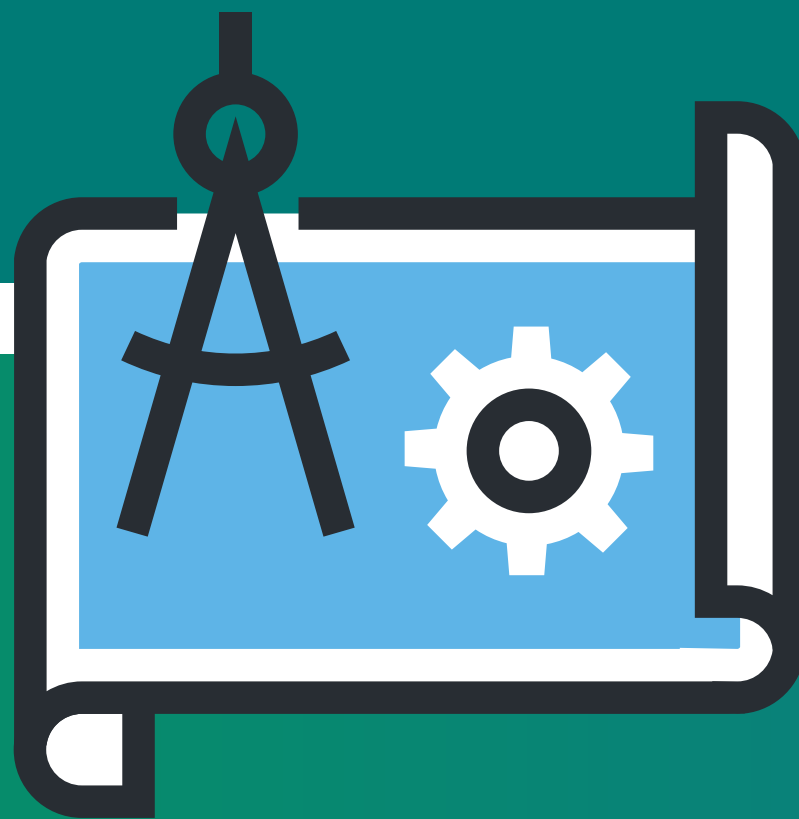
Upskill



Upstage

2021

- Industry relations: C Task Force Committee
- Client relations: local associations focused
- Closer working relationship with TICA
- Homegrown conventions



2022

- Industry relations: Asia Conventions Alliance
- Asia for Asia Conventions: bilateral
- Client relations: int'l associations focused
- Empowering TICA
- C Ambassador program: local
- Homegrown to regional

2023

- Enhanced working relationship with all partners
- Asia for Asia Conventions: multilateral
- C Ambassador program: regional
- Homegrown to regional: increased no of int'l delegates (Thailand's Flagship Convention)

Upgrade

2021

- Bid agent development program (advanced)
- Bid agent training (beginner & intermediate): season 2



2022

- Bid agent training to the regions
- DMC development to PCO

2023

- Continued program for bid agents
- PCO Alliance program

Upskill

2021

- Partnership with int'l industry associations
- ICCA Congress 2022 - shortlisted host destination
- Global agenda convention preps

2022

- Enhanced partnership with int'l industry associations
- Partnership program with key client's associations
- ICCA Congress 2022 (if selected)
- Voice on ICCA APAC
- Global agenda convention feasibility

2023

- Seat on int'l industry association, e.g., ICCA APAC
- Confirmation of 1 Global agenda convention



Upstage



Thailand
Ranking

Conventions in
MICE cities apart
from Bangkok

2021

Asia's Top 6

15%

2022

Asia's Top 5

20%

2023

Asia's Top 4

25%



Uplift



New Initiatives Convention Taskforce



Thailand's collaborative partnership for Convention industry development, comprised of industry guru, key strategic partners, and stakeholders representing PCOs, DMCs Venues and academic sector

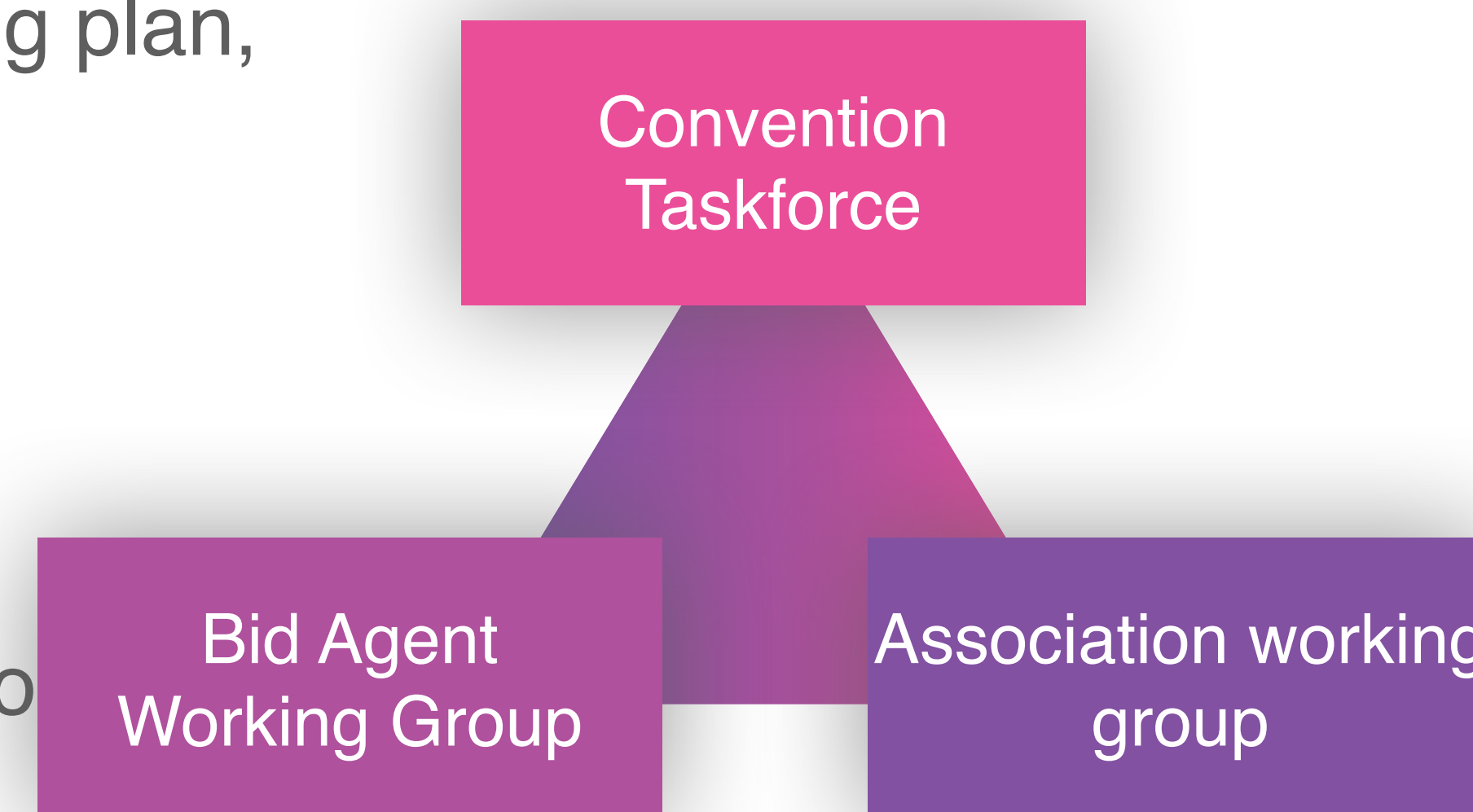




New Initiatives Convention Taskforce

Key Roles:

- Brainstorming on new collaborative initiatives
- Helping identify leads, and lobby where possible
- Sounding board on strategic direction, marketing plan, ideas, or initiatives
- Sharing best practices, case studies, market movements, key trends, hot issues, etc.
- Providing initiatives/suggestions/recommendation solutions





New Initiatives Convention Taskforce

- Past Meetings
 - 1st kick off C Task Force Meeting
17 April 2020 (zoom)
 - 2nd C Task Force Meeting
3 September 2020
 - 3rd C Task Force Meeting
scheduled 9 December 2020
- Upcoming Meeting
 - 2021-1st Meeting in Mar 2021
(date TBA)



7 Convention Industry Connectors



Medical

Choo Leng Goh

General Manager
The Athenee Hotel Bangkok



Digital

Ferry Tjahjono

Cluster Director of Sales,
Centara Grand & Bangkok
Convention Centre at CentralWorld



Education

Kritsanee Srisatin

Founder and Managing
Director
Stream Events Asia Ltd.



Food

Punnaporn Wongjunpen

Managing Director
Paula & Co DMC Thailand



Agriculture

Naruemon Putchakarn

Cluster Director of Sales
– Convention & Association,
Bangkok Marriott Marquis
Queen's Park



Robotics

Boontawee Jantasuan

Founding CEO
Events Travel Asia Group



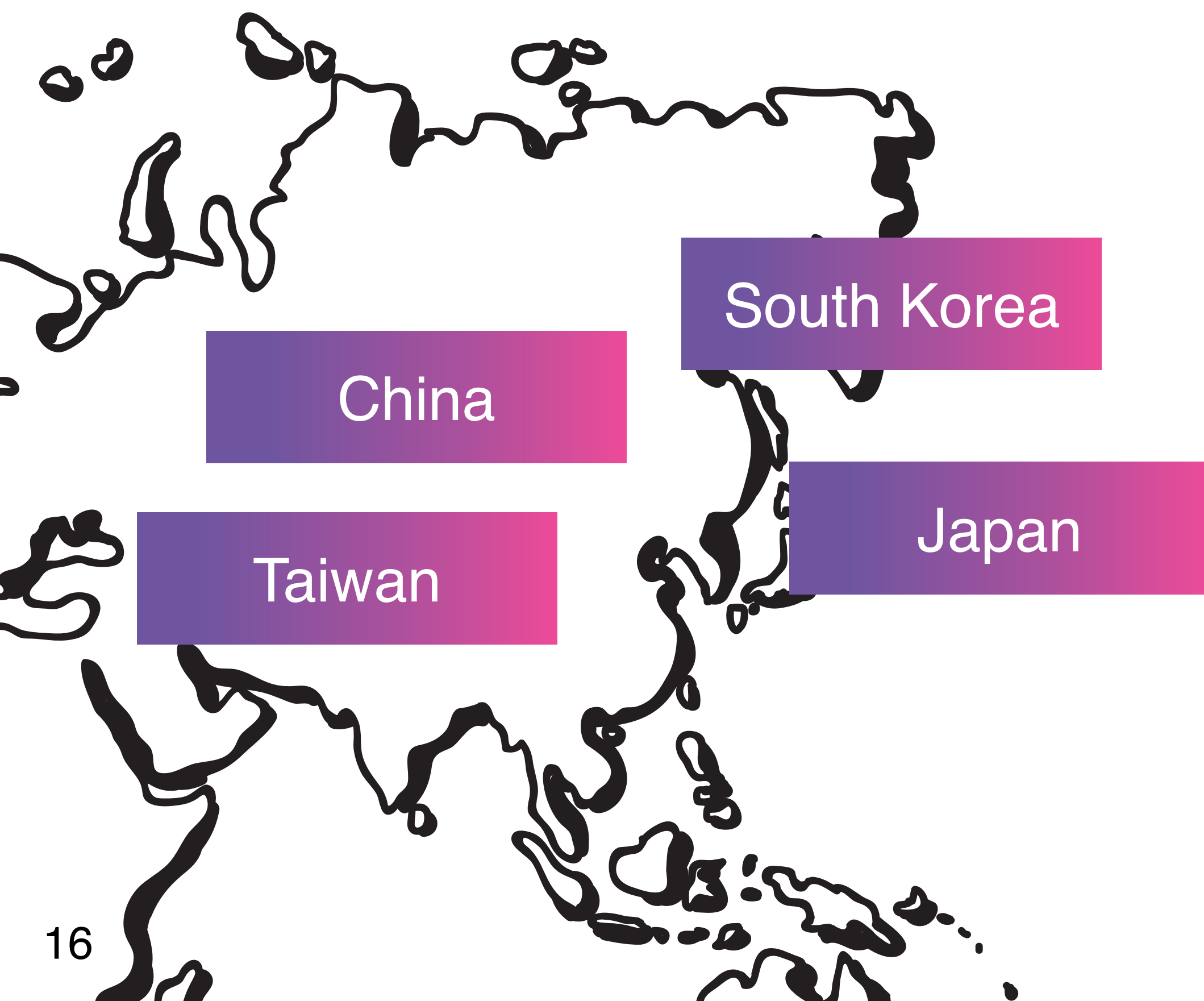
Legal

Sumate Sudasna

Managing Director
Conference & Destination Management (CDM)

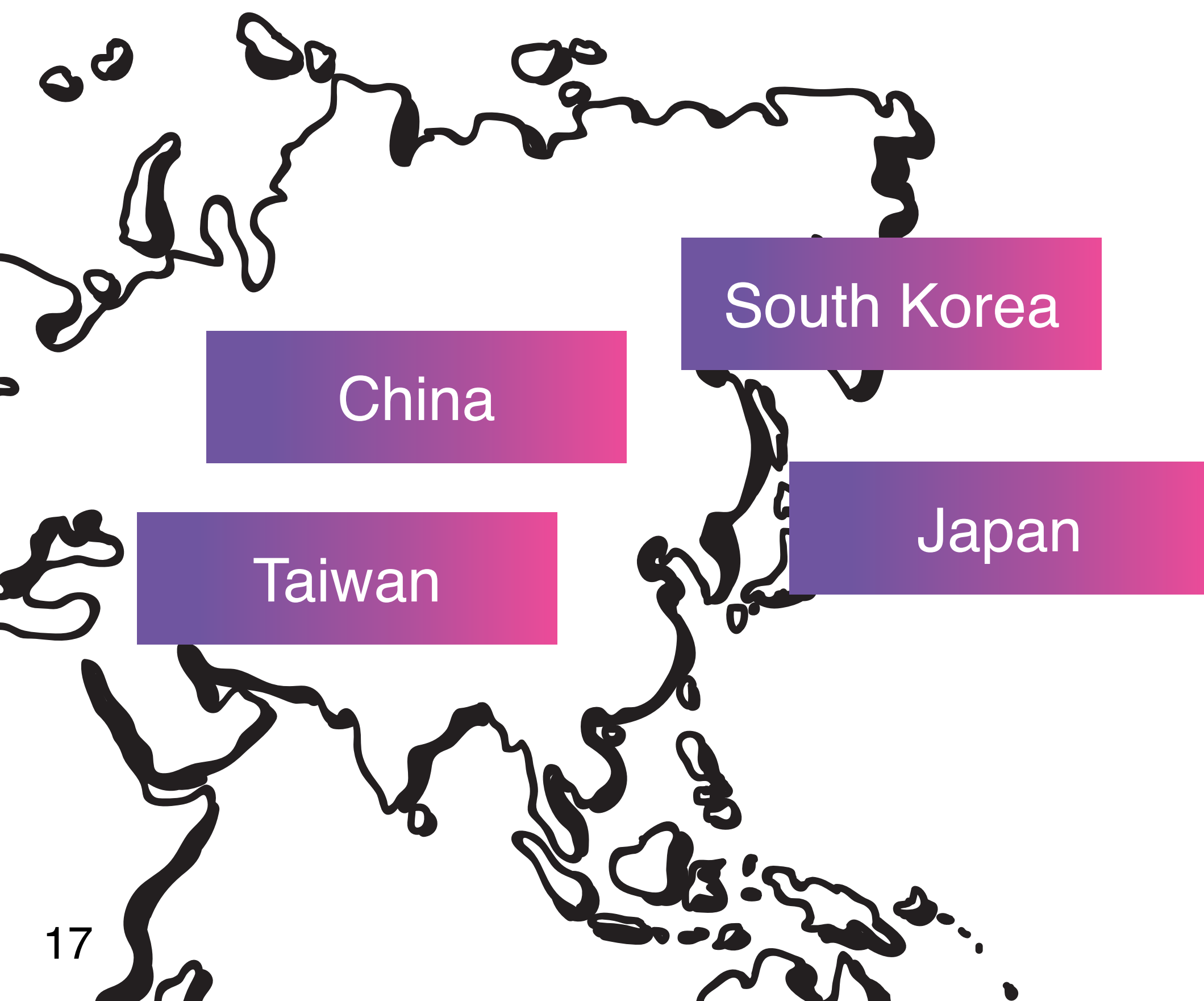
Asia Convention Alliance

- Covid-19 resulting in business events postponement and cancellations in Thailand.
- Long haul market will take some times to pick up, short haul market is likely to recover quicker with more possibility to pick up/develop a number of regional conventions as opposed to international ones.
- The notion of “Asia Convention Alliance” arises from the fact that convention market in Asia is most promising and expected to be on the real verge of recovery soon.
- Bilateral agreement between Thailand with its counterparts, initially China, Japan, Korea and Taiwan, will be discussed



Asia Convention Alliance

- Expected Outcome
 - Producing a list of potential conventions for Asia and set the target (5 conventions should be rotated among the 5 countries within 3 years)
 - Sharing of international conference leads among alliance to bid and support those in their territory



Asia Convention Alliance

Establish PCO Network in Asia to open up business opportunity for Thailand

Asia PCO Alliance

Asia PCO Alliance Roundtable

PCO Partnership Program

Existing Key Industry Asia Convention

Project: Maintain Asia- Pacific rotation conventions in key targeted industries

Client/Supplier Business Exchange

Visitor promotion campaign

Asia Convention Alliance

Project: Bring in offshore conventions/focus on joint conventions

Offshore & Joint Conventions

Bilateral cooperation

Co-Promote Offshore/Joint Conventions support campaign

Cloning Asia Conventions

Project: Build up new Asia events/ International cloning events

Client/Supplier Business Exchange

Visitor promotion campaign

Global Agenda Conventions



Asian Development Bank



WORLD TRADE
ORGANIZATION



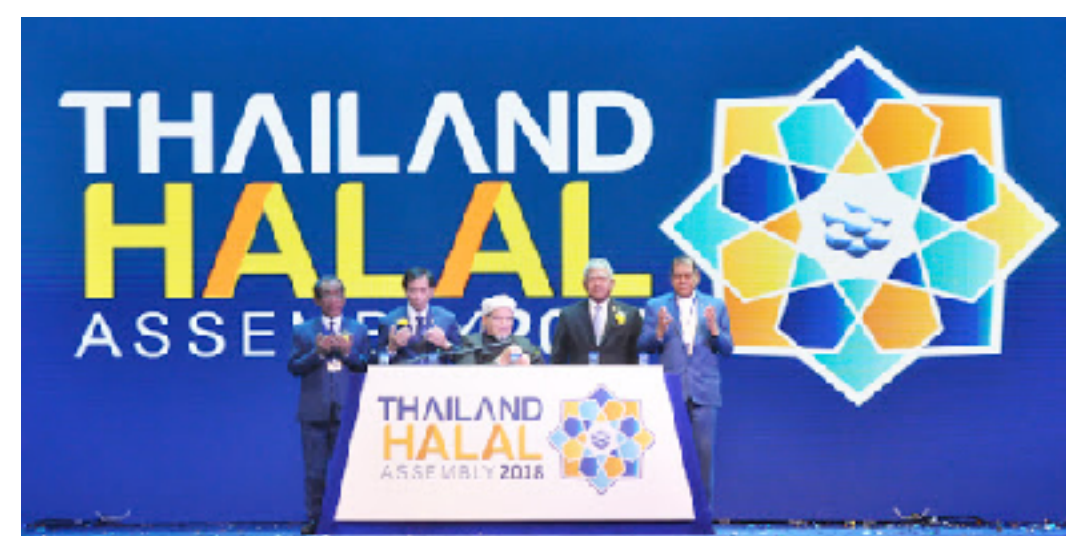
INTERNATIONAL
OLYMPIC
COMMITTEE



Policy driven

- Annual Meetings of the Boards of Governors of the World Bank Group and the International Monetary Fund
- Asian Development Bank Annual Meeting
- World Trade Organization WTO Ministerial meeting
- International Olympic Committee Session (IOC)
- World Cup Executive Committee Meeting

Homegrown Conventions



Event

ADFEST

THAILAND HALAL

VPAT REGIONAL
VETERINARY CONGRESS

PURE AND APPLIED CHEMISTRY
INTERNATIONAL CONFERENCE
(PACCON)

Host

ASIA PACIFIC
ADVERTISING
ASSOCIATION

THE HALAL SCIENCE CENTER,
CHULALONGKORN UNIVERSITY, THE
CENTRAL ISLAMIC COUNCIL OF
THAILAND, AND THE HALAL STANDARD
INSTITUTE OF THAILAND

THE VETERINARY
PRACTITIONER
ASSOCIATION OF
THAILAND

THE CHEMICAL SOCIETY
OF THAILAND

Delegates

1,000 INTERNATIONAL
AND 250 THAIS

1,000 INTERNATIONAL
AND 3,000 THAIS
(CONFERENCE ONLY)

100 INTERNATIONAL AND
1,800 THAIS

250 INTERNATIONAL AND
750 THAIS

*for initial reference only & subject to change

Convention Representatives

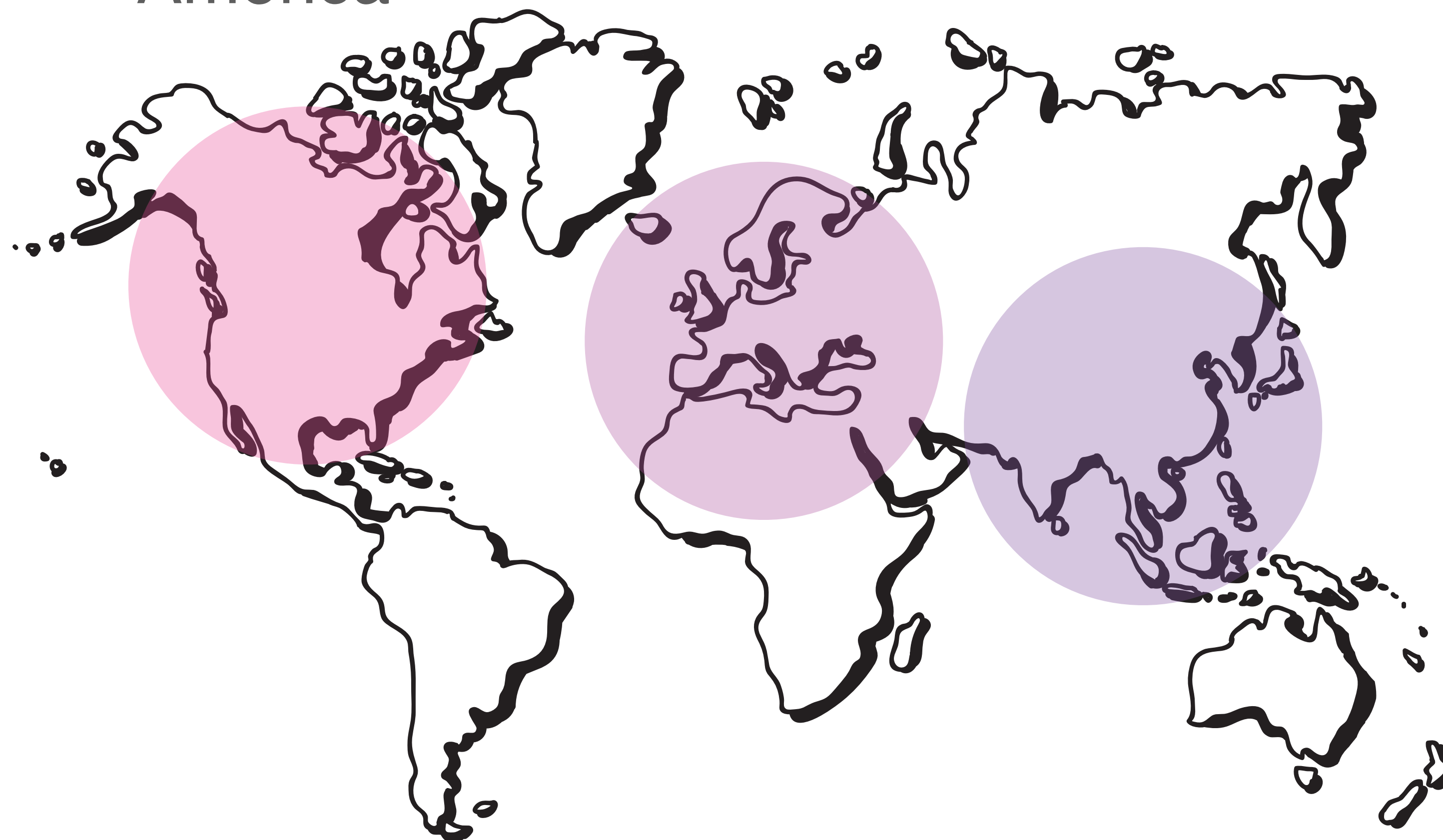


North
America

Europe

Asia

NEW





ICCA Congress 2022 Bidding

Bangkok shortlisted for ICCA Congress 2022



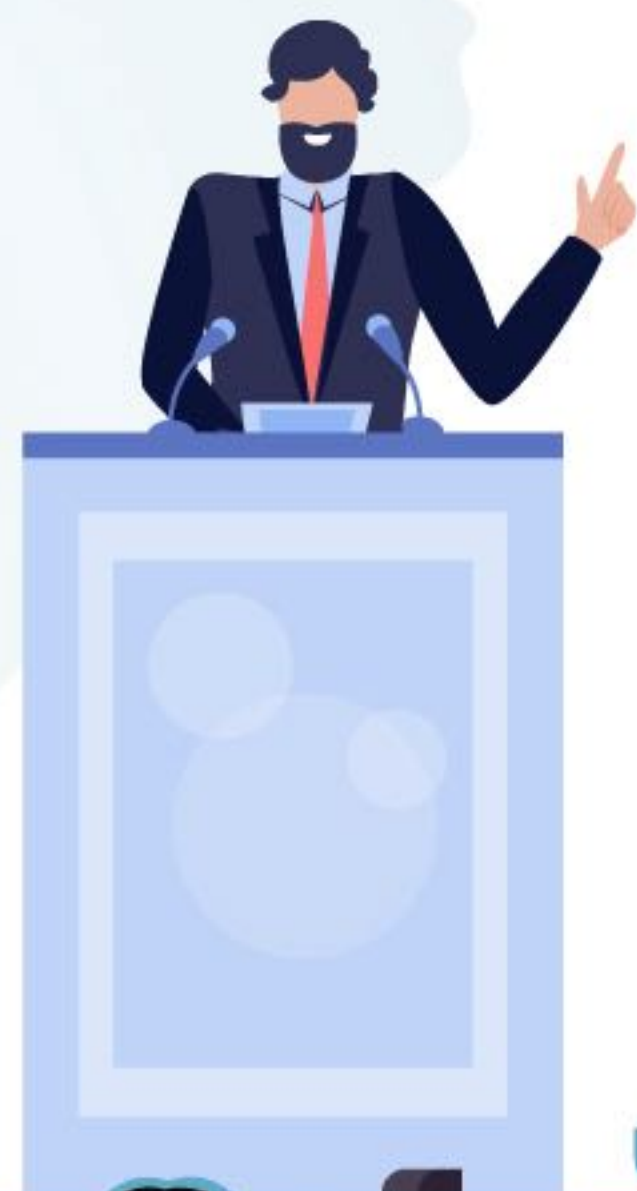
The next stages of the bidding process are as follows:

January-March 2021	Site inspections of the shortlisted bids
March 2021	Finalized written bids to be submitted
May 2021	Bid presentation to ICCA Board of Directors at IMEX Frankfurt
July 2021	Public announcement of winning bids.

*for initial reference only & subject to change

CONVENE PLUS

Conventions New Support Criteria



NEW SCENARIO



Downsizing Conventions



Homegrown Conventions



Hybrid and Virtual Conventions



Regional Conventions



Bidding Event

CONVENTIONS

New Support Scheme

Confirmed Event

- Bid Support (TCEB)
- Bidding Fund (TICA)

- Key Industries Conventions
- New Conventions



Terms and conditions apply

Key Industries Conventions



Criteria



full-day

Minimum
50
international
delegates
(both onsite
and online)



Physical/
Hybrid/
Virtual event



Knowledge-based
conventions



Utilize physical venue in Thailand
or utilize Thai service providers
(registered in Thailand)



Incorporate
legacy
plan for
Thailand

Application Period

Now - 31
August 2021







Event Period

Now - 30
September 2021

Terms and conditions apply





Key Industries Conventions

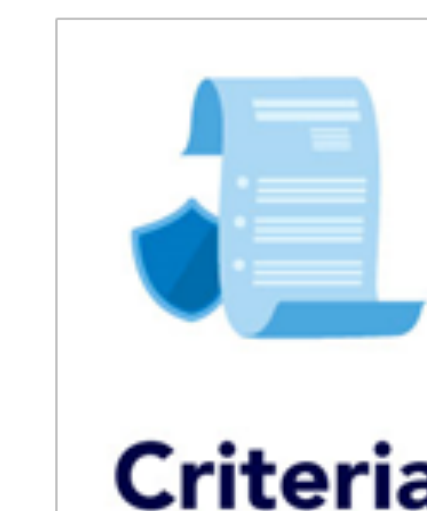
CONVENE PLUS BENEFITS ++

No. of international delegates	Subsidy	 Additional Top Up	 Economic Impact	 Social Impact	 Environmental Impact
 50 – 200 pax	500 Baht / pax	-	50,000 Baht	50,000 Baht	50,000 Baht
 200+ pax		20% of total subsidy	When meeting 2/6 of Economic Impact Index	When meeting 2/6 of Social Impact Index	When meeting 7/25 of Environmental Impact Index

Terms and conditions apply

Bid Support

No. of international delegates	Subsidy	 Additional support for winning bid	 Services
 50 - 1,000 pax	Up to 150,000 Baht	100,000 Baht	<ul style="list-style-type: none"> • Bid strategy consultation • Bid materials • Bid-related activities • Support from related government authorities
 1,000+ pax		200,000 Baht	



- ~~2~~ → 1 full day
- Knowledge-based conventions
- Minimum 50 international delegates

Terms and conditions apply

THAILAND
REDEFINE
YOUR BUSINESS EVENTS



Thank You

Contact Us: c@tceb.or.th