

TICA

THAILAND INCENTIVE AND
CONVENTION ASSOCIATION



Annual
Report
2017

THAILAND, WHERE THE WORLD WANTS TO MEET

CONTENTS

President's Message	4
TICA Board of Directors (2017 - 2018)	6
TICA Executive Committee (2017 - 2018)	8
Convention Promotion Fund (CPF) Report	10
Executive Committee Report	12
Marketing Committee Report	16
Membership and Public Relations Committee Report	20
Services Development Committee Report	24
Treasurer's Report (2017 TICA Income – Expense Report)	30
Financial Outlook 2018	31
TICA Membership List	32
TICA Staff	44





PRESIDENT'S MESSAGE

During much of 2017 the atmosphere was subdued throughout Thailand, as our nation continued with its one-year mourning period for our beloved King Bhumibol Adulyadej, who had passed away in October 2016 after a reign that had begun in 1946.

October 2017 saw the Royal cremation ceremony, which ended the official mourning period, and the Thai people began to fasten their thoughts onto the coronation of King Maha Vajiralongkorn, who had ascended the throne upon the passing of his father.

The sombre mood began to lift from the country, and optimism returned to all walks of life.

Inbound tourism had continued to perform strongly throughout the year, even though many of the celebrations that international visitors so enjoy were during this period muted, and a powerful performance was also recorded for the MICE sector.

Given the very strong underlying fundamentals of both the Thai economy and the supporting MICE infrastructure, we believe the future for the industry continues to be very promising indeed.

We can also look forward to new themes arising in the MICE sector as a result of Thailand 4.0, the Thai government's vision to transform the economy from its present industrial base towards an innovation driven and technology driven economy.

For the nation as a whole, the opportunities are immense across all sectors, especially healthcare and medical, food, agriculture, biotechnology, and multimedia. Throughout the nation our entrepreneurs, large, medium and small, will be forming partnerships with overseas suppliers and markets, which in turn will provide an enormous impetus across the MICE spectrum.

This in turn means that planners and organisers will increasingly seek events venues across the country. Up to 45 percent of major MICE events are held in Bangkok, with others taking place at established venues such as Chiang Mai, Pattaya, Phuket and Khon Kaen. Also emerging as prominent venues are Chiang Rai, Nakhon Ratchasima, Udon Thani and Songkhla.

An impressive lineup of MICE events, several of them mega events, are scheduled for 2018.

The 2018 MDRT Experience and Global Conference, which brings together analysts, life insurance, and financial service professionals from around the world, is projected to attract

4,500 international delegates and 1,000 Thai delegates. The 11th Asia Pacific Poultry Conference (APPC 2018), a knowledge-sharing platform for the poultry industry, expects 600 international MICE travellers, together with 500 Thai guests.

Thailand will play host to the upcoming World Cyber Games 2018, the world's biggest international e-sport event, which will be staged in Bangkok and is expected to attract more than 10,000 participants.

In terms of international exhibitions, headline events include ProPak Asia 2018, the largest processing and packaging industry event of its kind in Asia. The organisers expect 50,000 international business visitors and 7,500 Thai businesspeople to attend.

Outside of Bangkok, the line-up of international MICE activities includes the 13th International Conference of the Asian Clinical Oncology Society 2018 (ACOS 2018) at Chiang Mai, which will welcome more than 500 oncologist professionals from around the region; and the 8th International Congress of Asian Society of Toxicology (ASIATOX 2018), at Pattaya, which 600 toxicologists from across Asia are expected to attend.

With the strength of the MICE industry in Thailand, TICA membership continues to grow at very healthy levels; and given the industry potential, we are engaging with all market segments to ensure that our membership continues to expand.

At the end of 2017 we had 422 members, compared to the 402 as at the end of the previous year. This was very satisfactory and in line with our projections at the end of 2016. We have set a target of 440 members by the end of 2018, and are confident that figure is achievable.

After what was in so many ways a downcast year for Thailand, we anticipate a strong performance throughout 2018. TICA can say with total confidence that as a centre for MICE activities Thailand has everything, including the facilities, experience and dedication of the world's most welcoming people.

Sumate Sudasna
President, Thailand Incentive and
Convention Association (TICA)



TICA BOARD OF DIRECTORS 2017-2018



President
Sumate Sudasna

Vice Presidents
Pornthip Hirunkate
Sukanya Janchoo
Sakchai Patarapreechakul
Pravit Sribanditmongkol

Secretary General
Prachoom Tantiprasertsuk

Treasurer
Kritsanee Srisatin

Marketing Committee
Chairperson
Boontawee Jantasawan

Co-Chairpersons
ChooLeng Goh
Kritsanee Srisatin

Membership and PR Committee

Chairperson
Kamolnuch Bhiromsawad

Co-Chairpersons

Angkana Tangkrachang
Namtip Maghashtira

Services Development Committee

Chairperson
Patom S'prayoon

Co-Chairpersons

Pipat Patthananusorn
Bert Chamrernnusit

Board Members

Naruemol Sukhum
Wacharee Pornchaiwisuthikul
La-iad Bungsritthong
Warunee Khammeru

Patima Onmorn Watson
Andrew Cornelio
Edwardo Iswandi
Arunee Sawekwang
Chatchaya Glaiprayong
Ravi Ganglani
M L Hathaijanok Kritakara
Perapan Angkhasuko
Benjawan Wisootsat

David Barrett
Ferry Tjahjono
Panga Vathanakul
Patrick Horatanacha
Raksak Kunanurak
Narongchai Chansate
Panitha Buri
Plernpis Kosolutasarn
Varandhorn Nantavisit
Kanlayapha Panich
Srisuda Wanapinyosak
Tanes Petsuwan
Chiruit Isarangkun Na
Ayutthaya

Experts

Thongchai Phithakstrakul
Suchada Yuvaboon
Vanida Tulalamba
Dr Prasarn Bhiraj Buri

Advisors

Opas Netraumpai
Talun Theng
Ittirith Kinglake



TICA EXECUTIVE COMMITTEE 2017-2018



President

1. Sumate Sudasna
*Managing Director
Conference &
Destination
Management - CDM*

4. Sakchai
Pattarapreechakul
*President
Queen Sirikit National
Convention Centre*

Treasurer

7. Kritsanee Srisatin
*Founder and Managing
Director
Stream Events Asia*

Membership and PR Committee

Marketing Committee
Chairperson
10. Kritsanee Srisatin
*Founder and Managing
Director
Stream Events Asia*

Co-Chairpersons

12. Angkana Tangkrachang
*Assistant Director of
Sales and Marketing
InterContinental Hotel
Bangkok*

Co-Chairpersons

15. Pipat Patthananusorn
*EAM
Anantara Siam Bangkok
(Presently at Dusit Thani
Hua Hin)*

18. Tanes Petsuwan
*Deputy Governor for
International Marketing
Europe, Africa, Middle
East and Americas
Tourism Authority of
Thailand (TAT)*

21. Nooth Homrossukhon
*Director - Meetings and
Incentives Department
Thailand Convention
& Exhibition Bureau
(TCEB)*

Vice Presidents

2. Pornthip Hirunkate
*Managing Director
Destination Asia
(Thailand) Limited*

5. Pravit Sribanditmongkol
*Managing Director
Kingsmen CMTI Plc*

Secretary General
8. Boontawee Jantasuwann
*Founding CEO
Events Travel Asia Co Ltd*

Co-Chairpersons

9. ChooLeng Goh
*Complex General
Manager
The Athénée Hotel,
A Luxury Collection
Hotel, Bangkok*

Co-Chairpersons

13. Namtip Maghashthira
*Director of Sales -
MICE and Events
Royal Orchid Sheraton
Hotel & Towers*

Co-Chairpersons

16. Bert Chamrernnusit
*Country Manager
Pacific World Meeting &
Events (Thailand) Limited*

19. Varandhorn Nantavist
*Senior Chief
Thai Airways
International (TG)*

3. Sukanya Janchoo
*General Manager
Dusit Thani Bangkok
(Presently The Regent
Cha Am Beach Resort
Hua Hin)*

6. Prachoom
Tantiprasertsuk
*Vice President - Sales
and Marketing
Dusit International*

Co-Chairpersons
11. Kamolnuch
Bhiromsawad
*Director of Sales
and Marketing
Rembrandt Hotel
Bangkok*

17. Srisuda Wanapinyosak
*Deputy Governor for
International Marketing
Asia and South Pacific
Tourism Authority of
Thailand (TAT)*

20. Kanlayapha Panich
*Manager MICE
Department
Thai Airways International
Public Company Limited*



CONVENTION PROMOTION FUND (CPF) REPORT



Chairperson
Suchada Yuvaboon

Co-Chairperson
Vimla Tritasavit

Secretary General
Walailak Noypayak, PhD

Treasurer
Kittikorn Nongsawat

Chairperson of the Project and Follow Up Sub-Committee
Opas Netraumpai

Trustees
Sumate Sudsana
Kanlayapha Panich
Boontawee Jantassuwan
Kamolnuch Bhiromsawad
Patom S'prayoon

About the CPF Founding Association

The Convention Promotion Fund is an initiative of members of TICA – Thailand Incentive and Convention Association – which was founded in 1984 as a joint venture between the government and the private sector of the MICE industry (meetings, incentives, conventions, exhibitions).

Rationale

International conventions form a high quality segment of the travel business with multifaceted benefits to the host destination. As Thailand has the potential to become the regional centre of international meeting-related events, there needs to be serious efforts to attract and accommodate such events. Financial assistance is first and foremost to enable Local Host Committees to bid and manage the events successfully.

Objectives

- To assist and support Local Host Committees in bidding for, and organising international meeting-related events.
- To promote marketing activities that will lead to more international MICE events to Thailand.
- For MICE research and development, and human resource development.

Guidelines for Event Support for Local Associations

A local association in Thailand that wishes to bid for an international convention can now have the choice to contact either the Thailand Convention and Exhibition Bureau (TCEB) or the Convention Promotion Fund (CPF), through TICA, for support.

- The forms of support provided by both organisations differ in that TCEB's support is in form of a subsidy that is granted based on the size of the convention and the by-laws of the international association.

- The CPF support is in the form of a pre-funding loan that requires reimbursement upon completion of the convention.
- For conventions that are already confirmed, TCEB's support is subject to the number of international delegates that each convention will bring into the country and the length of stay in Thailand.
- The CPF pre-finance loan is limited to Baht 1 million - an upgrade from the previous Baht 500,000 limitation.
- A local association with a confirmed event is able to access both sources of funds. To allow sufficient time for proper arrangement and organisation, the local organising committee must contact either TCEB and/or CPF at least six months prior to the start of the event.
- For TCEB, a minimum of 50 international delegates and an academic content for at least a one-day meeting are required. For CPF, a minimum of 200 international delegates is required.
- Being a government agency, TCEB requires receipt or proof of spending from associations seeking subsidies upon reimbursement whereas CPF applies a proper loan contract with the association seeking pre-funding support.

Year End	Balance
2010	Baht 20,264,134.29
2011	Baht 20,771,513.72
2012	Baht 20,329,121.75
2013	Baht 20,240,919.63
2014	Baht 18,817,048.20
2015	Baht 18,779,855.01
2016	Baht 18,542,770.29
2017	Baht 18,579,514.34



The Convention Promotion Fund (CPF) donated an initial fund of Baht 300,000 to help establish the "ชุมบอดีตพนักงานการท่องเที่ยวแห่งประเทศไทย" (ชอว. นน) or Club of Retired TAT Employees. The club provides support to retired staff who possess extensive work experience to help out at various tourism industry activities.

CPF also donated Baht 300,000 to set up an education fund to the Bhavana Bodhigm Vocation College (อิรยาสัจยาซึ่งศึกษา กาวนาฟอร์คุณ).





EXECUTIVE COMMITTEE REPORT

President
Sumate Sudasna

Vice Presidents
Pornthip Hirunkate
Sukanya Janchoo
Pravit Sribanditmongkol
Sakchai Pattrapreechakul

Secretary General
Prachoom Tantraprasertsuk

Treasurer
Kritsanee Srisatin

Marketing Committee Chairperson
Boontawee Jantasawan

Marketing Committee
Co-Chairpersons
ChooLeng Goh
Kritsanee Srisatin

Membership and PR Committee
Chairperson
Kamolnuch Bhiromsawad

Membership and PR Committee Co-Chairpersons
Angkana Tangkrachang
Namtip Maghashtira

Services Development Committee Chairperson
Patom S'prayoon

Services Development Committee
Co-Chairpersons
Pipat Pathananusorn
Bert Chamrernnusit

Committee Members
Srisuda Wanapinyosak
Tanes Petsuwan
Varandhorn Nantavisit
Kanlayapha Panich
Nooch Homrossukhon

About the Executive Committee

The Executive Committee provides strong leadership and direction for TICA in the widest context. It ensures the setting, implementation and oversight of TICA's strategic plans and important policies, including budgetary management. The Committee also coordinates and supports work undertaken by various sub committees while fostering and building relationships with other important bodies within Thailand's MICE and tourism industry and abroad for the benefit of TICA.

Members of the Executive Committee have been officially appointed as the official TICA representative in TCEB's committees and other committees as follows:

Sumate Sudasna has been appointed as the official TICA representative in TCEB's committees and also meetings as follows:

- **Vice President, MICE Business Vocational Manpower Development Subcommittee**
ประรานคนะอุบุกรรมการร่วมภาคธุรกิจและเอกชน เพื่อพัฒนากำลังคน กลุ่มอาชีพใบซี (MICE) เพื่อสนับสนุนการทำงานของคนกรรรมการร่วมภาคธุรกิจและเอกชนเพื่อพัฒนากำลังคนอาชีวศึกษา (กรอ.อศ.)
- **Vice Chairman, National MICE Capabilities Development Committee**
รองประธานคนะกรรรมการพัฒนาศักยภาพ อุตสาหกรรมใบซี
- **Thailand MICE Venue Standard Certified Committee**
กรรมการรับรองมาตรฐานสถานที่จัดงาน ประเทศไทย
- **Advisory Venue Committee for New Venue Advisory Project**
คนะกรรรมการโครงการศึกษาแนวทางการสร้างศูนย์ประชุมและแสดงสินค้าในประเทศไทย
- **Joint Operating Committee**
คนะ: กำกับเพื่อยกระดับประเทศไทยเป็นศูนย์กลางอุตสาหกรรมใบซี
- **AFECA Board Committee**

Meetings

คณะกรรมการกำหนดมาตรฐานฝีมือแรงงาน แห่งชาติ สาขาอาชีพการค้าบริการ สาขาช่างไฟฟ้า สำหรับกลุ่มอุตสาหกรรมการจัดงานประชุม การท่องเที่ยว เพื่อเป็นฐานวัสดุและการแสดงสินค้า (MICE) ครั้งที่ 1/2560

(Monday, 23 January 2017: TCEB Office)

Proxy to Khun Montana

สืบภาคภูมิคิค่างของอุตสาหกรรมไมซ์ในประเทศไทย และโอกาสเจริญเติบโตในสายงานด้านอุตสาหกรรมใบซี โดยวิทยาลัยดุสิตธานี ศูนย์การศึกษาเบื้องพัทยา

(Tuesday, 24 January 2017: TICA Office)

Lunch Reception with the former President of Mexico and Presidential Counsellor of Laureate, Ernesto Zedillo "The Importance of Industry – Education Sector Synergy for Graduate Employability"

(Friday, 3 February 2017: Westin Grande Sukhumvit)

ประชุมคนะ: กำกับร่างหลักสูตรพัฒนาบุคลากร "ໂກງການພັນບານບຸກຄາກເພື່ອຮອງຮັບອຸດສາຫະກົບໃຈໜີ້ໃຫຍ່"

(Monday, 27 February 2017: Kantary Hill Chiang Mai)

งานແຂງຂອງສະບັບ.ກາຍໃນນາມ World Travel & Tourism Council The Global Summit (Wednesday, 26 April 2017: Centara Grand at CentralWorld)

ประชุมເພື່ອກຳເຫັນເກົ່າທີ່ແລະຄົດເລືອກສຳພານ ປະກອບການໂຮງແຮນລົງໃນສ່ວ່ນສິປິພົມພີ່ເລື່ອສົງເຊີນ ກາງຍາ

(Friday, 26 May 2017: TCEB Office)

Proxy to Khun Pornthip

ประชุมະດມຄວາມຄົດເຫັນໂກງການศึกษาແລະຈັດກ່າຍຖຽກຄາສຕ່ວງໃນເມືອງຕ້າແລະເມືອງນັ່ງ ຄັກຍາພ (กรุงເທັບທານຄ) ครັ້ງທີ 1

(Monday 29 May 2017: TCEB Office)

Thailand Incentive & Meeting Exchange (TIME)

(Friday, 30 June 2017: Bangkok Marriott Marquis Queen's Park) **Proxy to

Khun Pornthip**

ประชุมະດມຄວາມຄົດເຫັນໂກງການศึกษาແລະຈັດກ່າຍຖຽກຄາສຕ່ວງໃນເມືອງຕ້າແລະເມືອງນັ່ງ ຄັກຍາພ (กรุงເທັບທານຄ) ครັ້ງທີ 2

(Monday, 7 July 2017: TCEB Office)

Proxy to Khun Pravit

PRESIDENT'S REMARKS

SUMATE SUDASNA





- K MICE ครั้งที่ 2 by Kingsmen CMTI (Public) Co Ltd (Thursday, 21 July 2017: SF World Cinema)
- สถาบันบัญญัติแห่งชาติ ประชุมกับคณะอนุกรรมการการด้านการท่องเที่ยว (Thursday, 21 July 2017: อาคารรัฐสภา 2) **Proxy to Khun Pornthip**
- กิจกรรมเสริมสร้างความร่วมมือภาคธุรกิจ เพื่อส่งเสริมอุตสาหกรรมเบ็ดเตล็ด ครั้งที่ 2/2560 (2-4 August 2017: Khao Yai, Nakhonratchasima) **Proxy to Khun Prapaphan**
- ประชุมซึ่งปฏิบัติการ (Joint Operating Committees) เพื่อพิจารณาแนวทางการยกร่างกฎหมาย เพื่อการอำนวยความสะดวกทางการค้าและขับเคลื่อนอุตสาหกรรมไปสู่ ครั้งที่ 1/2560 (Tuesday, 8 August 2017: InterContinental Hotel Bangkok) **Proxy to Khun Sukanya**
- Launch of the Thailand Economic Monitor: Digital Transformation (Thursday, 24 August 2017: Anantara Siam Bangkok Hotel)
- Thailand MICE Forum 2017 (Monday, 4 September 2017: Plaza Athénée A Royal Méridien) **Proxy to Khun Boontawee**
- พรีเปิดแลงงานเลี้ยงต้อนรับผู้เข้าร่วมงาน Incentive Travel & Conventions, Meetings Asia and Corporate Travel World Asia Pacific 2017 (IT&CMA & CTW Asia Pacific 2017) (Tuesday, 26 September 2017: Dusit Thani Bangkok)
- ประชุมระดับความคิดเห็นโครงการศึกษาและจัดทำยุทธศาสตร์ของไปรษณีย์ไทย ศักยภาพ (กรุงเทพมหานคร) ครั้งที่ 3 (Tuesday, 26 September 2017: TCEB Office) **Proxy to Khun Pornthip**
- พรีลงนามบันทึกข้อตกลงความร่วมมือเพื่อสร้างความร่วมมือและแลกเปลี่ยนข้อมูลอุตสาหกรรม

ไปสัมมนา "Thailand MICE Intelligence Conference 2017" (Friday, 6 October 2017: The Okura Prestige)

- TCEB Luncheon Talk "Eastern Economic Corridor: Fast Track to Thailand 4.0" (Tuesday, 10 October 2017: Mandarin Oriental Bangkok Hotel) **Proxy to committee members**
- ประชุมสัมมนาเชิงปฏิบัติการ การทบทวนแผนแม่บทอุตสาหกรรมไปสู่ (Monday, 16 October 2017: TCEB Office) **Proxy to Khun Pravit**

AFECA

- AFECA Board & Advisory Council Meeting (Tuesday, 5 September 2017: H2O Hotel, Kaohsiung City)
- AFECA Asia MICE Youth Challenge (Wednesday, 6 September 2017: H2O Hotel, Kaohsiung City)
- MACEOS Forum Business Events 2017 (8-10 November 2017: Sunway Putra Hotel, KL, Malaysia)

ATPMC (ASEAN Tourism Professional Monitoring Committee)

- ASEAN Tourism Professional Monitoring Committee Meeting and MICE Competency Standard Workshop (2-5 October 2017: Yogyakarta, Indonesia)

Tourism Authority of Thailand

- ร่วมประชุมรับฟังความคิดเห็นเพื่อจัดทำแผนการส่งเสริมตลาดการท่องเที่ยวปี 2561 (Thursday, 22 June 2017: Sofitel Bangkok Sukhumvit) **Proxy to Khun Pornthip**
- ประชุมหารือ เพื่อเตรียมการเปิดงานท่องเที่ยวไทย เก้าอี้ร่องรอยยืนยัน (Monday, 28 August 2017: Ministry of



Tourism & Sports) **Proxy to Khun Sukanya**

- คณะกรรมการคัดเลือกผู้ซื้อ (Buyers) TTM+ 2017 Thailand Travel Mart Plus, Amazing Gateway to the Greater Mekong Subregion (TTM+) (Wednesday, 27 September 2016: Royal Paragon Hall) **Proxy to Khun Pornthip**

Speaking Engagements

- The 2nd International MICE Forum and Undergraduate Student Research Conference Joint Project by UNT and TCEB: Keynote Speaking "MICE Competitiveness of ASEAN Country" (Thursday, 9 March 2017: QSNCC)

Ministry of Tourism & Sports

- พิธีมอบรางวัล "สุดยอดสัมภาษณ์การท่องเที่ยว ของประเทศไทย" (Wednesday, 1 February 2017: Tawana Suriwongse Hotel) (Proxy to Khun Sukanya)

Tourism Council of Thailand

- Sukanya Janchoo has been appointed as the official TICA representative in TCT's committees and designated to Vice President – Promotion Conference and Logistics (รองประธานฝ่ายส่งเสริมการประชุมและโลจิสติกส์) in 2016 – 2018

Others

- โครงการกีฬามวยลพบุรีพระกา耶รัตน์ วันแม่แห่งชาติ ปี 2560 "12 สิงหา ฮาล์ฟ" มาราธอน กรุงเทพฯ 2017" (Saturday, 12 August 2017: QSNCC)

Pornthip Hirunkate has been appointed as the official TICA representative in TCEB's committees and also meetings as follows:

Thailand Convention and Exhibition Bureau

- TCEB Board Committee
- Strategic & Planning Sub-Committee (คณะอุปถัมภ์การกลยุทธ์และแผนงาน และการบริหารความเสี่ยง)
- คณะกรรมการโครงการบริหารจัดการคุณภาพธุรกิจไทย ประจำปีงบประมาณ 2560
- งานเปิดตัวโครงการ Thailand's MICE United ปีที่ 4: ขับเคลื่อนเศรษฐกิจไทย สร้างสรรค์ธุรกิจ ในชั้นเย็น และ Thailand CONNECT Welcome Package III (Wednesday, 22 March 2017: Pullman King Power Bangkok)
- สำนักงานท่องเที่ยวและกิจกรรมทางการค้า จัดการพัฒนาอุตสาหกรรมการท่องเที่ยวเพื่อเป็นแรงจูงใจ (Incentive) โดยสสปน.มอบให้บริษัท เอฟพีนิตี้ จำกัด เป็นผู้ดำเนินการ

Meetings

- ประชุมเพื่อกำหนดเกณฑ์และคัดเลือกสถานประกอบการโรงแรมในสื่อสิ่งพิมพ์เพื่อส่งเสริมการขาย (Friday, 26 May 2017: TCEB Office)
- Thailand Incentive & Meeting Exchange (TIME) (Friday, 30 June 2017: Bangkok Marriott Marquis Queen's Park)

Tourism Authority of Thailand

- สถาบันบัญญัติแห่งชาติ ประชุมกับคณะอนุกรรมการการด้านการท่องเที่ยว (Thursday, 21 July 2017: อาคารรัฐสภา 2)
- ร่วมประชุมรับฟังความคิดเห็นเพื่อจัดทำแผนการส่งเสริมตลาดการท่องเที่ยวปี 2561 (Thursday, 22 June 2017: Sofitel Bangkok Sukhumvit)



MARKETING COMMITTEE REPORT

Chairperson
Boontawee Jantasuan

Co-Chairpersons
ChooLeng Goh
Kritsanee Srisatin

Committee Members
Arnee Sawekwang
Benjawan Wisotsat
Edwardo Iswandi
Elton Kwang
Ferry Tjahjono
Kritsana Janyasakulwong
Nooch Homrossukhon
Ravi Ganglani

The Marketing Committee is responsible for developing various activities to develop and promote members in the association and destinations within the country to both local and overseas buyers through trade show and road show participation and co-ordination, as well as organising familiarisation trips.

The committee also organises table top sales activities, online marketing, social media campaigns and the association's website development and management.

The Marketing Committee is proud to announce that we have been especially active in 2017 with the delivery of more marketing related activities in the recent year, as reported in this section.

Familiarisation Trips

1. Thailand Incentive & Meeting Exchange - TIME (29 June–4 July 2017)

TCEB for the second year organised this event by inviting overseas corporate companies and travel agents to experience destinations in Thailand and present an opportunity for our members to meet them as the following details:
Destination: Bangkok and Chiang Mai

Buyers: 40 India MICE agents
Official DMC: BIC Events
Table Top: 40 TICA members

This event had three functions;

- Knowledge Exchange (forum)
- Business Exchange (table top sales)
- Experience Exchange (famtrip)

TICA also helped co-ordinate member's participation at the table top sales' session organised by TCEB for a total of two famtrips as follows:

2. TCEB MICE Famtrip for Singapore Buyers (7–9 March 2017)

Destination: Bangkok
Buyers: 6 MICE planners and 1 TG representative from Singapore
Official DMC: Events Travel Asia (ETA)
Table Top: 14 TICA members

3. TCEB MICE Famtrip for Australia Buyers (19–23 May 2017)

Destination: Bangkok
Buyers: 6 MICE planners and 1 TG representative from Australia
Official DMC: Destination Asia
Table Top: 16 TICA members

4. TICA Destination Update 2017 – TDU

With the good results from last year, TICA continued to organise this project as the following:

A. Hua Hin and Cha Am

Date: 31 March–2 April 2017
Participants: 18 TICA DMC/PCO/EMC members (29 persons)

B. Krabi

Date: 14–16 July 2017
Participants: 14 TICA DMC/PCO/EMC members (24 persons)

C. Kanchanaburi

Date: 23–25 August 2017
Participants: 15 TICA DMC/PCO/EMC members (26 persons)

Trade Show Participation

1. AIME 2017

Period: 21–22 February 2017
Venue: Melbourne Convention and Exhibition Centre
Table Top: 12 TICA members
TICA Appointment: 9 appointments

2. IT&CM China 2017

Period: 21–23 March 2017
Venue: Shanghai Convention & Exhibition Centre of International Sourcing
Table Top: 13 TICA members
TICA Appointment: 19 appointments

3. IMEX Frankfurt 2017

Period: 16–18 May 2017
Venue: Messe Frankfurt
Table Top: 14 TICA members
TICA Appointment: 22 appointments



4. TTM+ 2017

Period: 14–16 June 2017
Venue: International Exhibition and Convention Centre (CMECC) Chiang Mai

5. IT&CMA CTW 2017

Period: 26–28 September 2017
Venue: Bangkok Convention Centre at CentralWorld
Table Top: 55 TICA members
TICA Appointment: 26 appointments

6. IBTM World 2017 (EIBTM)

Period: 28–30 November 2017
Venue: Fira de Barcelona, Spain
Table Top: 19 TICA members
TICA Appointment: 25 appointments

Road Show Participation

1. India Road Show 2017 (Chennai & Mumbai)
Period: 24 & 26 July 2017
Buyers: 100 MICE agents
Table Top: 26 TICA members
TICA Appointment: 90 appointments

TICA also helped coordinate members' participation at the Thailand Pavilion organised by TCEB for a total of six international trade shows and two road shows as follows:

International Trade Show 2017

1. AIME 2017 (21–22 February 2017)
2. IT&CM China 2017 (21–23 March 2017)
3. IMEX Frankfurt 2017 (16–18 May 2017)

4. IT&CMA CTW 2017 (26–28 September 2017)
5. IMEX America 2017 (10–12 October 2017)
6. IBTM World 2017 (EIBTM) (28–30 November 2017)

TCEB MICE Road Show 2017

1. Japan Road Show (28 February & 2 March 2017)
2. China Road Show (28 & 30 March 2017)
3. India Road Show (24 & 26 July 2017)

Online Marketing and Social Media

Hype Global created and posted interesting, relevant, timely content across TICA's social media platforms (Facebook, LinkedIn, Instagram, Twitter, YouTube, Google+) since September 2016. The mission of this project is creating value for TICA, our members, and meeting planners. However, E-Media Asia, the new social media management agency will continue this project instead of Hype Global. Start from February 2018.

Facebook: This activity provides an opportunity for members to promote their products and services through TICA social media by sharing facilities' and services' promotions according to the content calendar.

Facebook Event Calendar schedule of 2017:

- 9 January: Great Dining Experience in Thailand
- 23 January: New Meeting Room and Facilities

- 6 February: Chinese New Year Promotion
- 20 February: Green meeting hotel
- 6 March: Impressive conference and meeting room in Bangkok
- 20 March: Beautiful resort in Thailand
- 3 April: The beautiful rooftop bar and restaurant in Thailand
- 17 April: A new exhibition and convention in Thailand
- 1 May: Best boutique accommodation
- 15 May: A perfect ballroom for your event
- 5 June: The luxury hotel in Thailand
- 19 June: Special package for your meeting
- 3 July: The beautiful scenery pool villa
- 17 July: Green meeting hotel
- 7 August: Mother's Day promotion
- 21 August: A new meeting and convention room
- 4 September: Awesome cocktail style reception
- 18 September: Perfect ballroom for your event
- 2 October: New auditorium in Thailand
- 16 October: The stunning panoramic sea view
- 6 November: Loy Krathong promotion

- 20 November: Themed break for MICE
- 4 December: Christmas promotion
- 18 December: New Year promotion

TICA Website

The new website has been uploaded, however some sections are still being updated. TICA members can log-in to update the profiles on TICA website by asking username and password from TICA office.



TICA Social Nite

The overseas famtrip for the Singapore Buyers' budget has been shifted to "TICA Social Nite" with the purpose of networking and creating a platform for business collaboration opportunities amongst members, and increasing knowledge opportunities. As the result was very good, TICA might continue to organise this event annually. However, we may organise along with any MICE Forum.

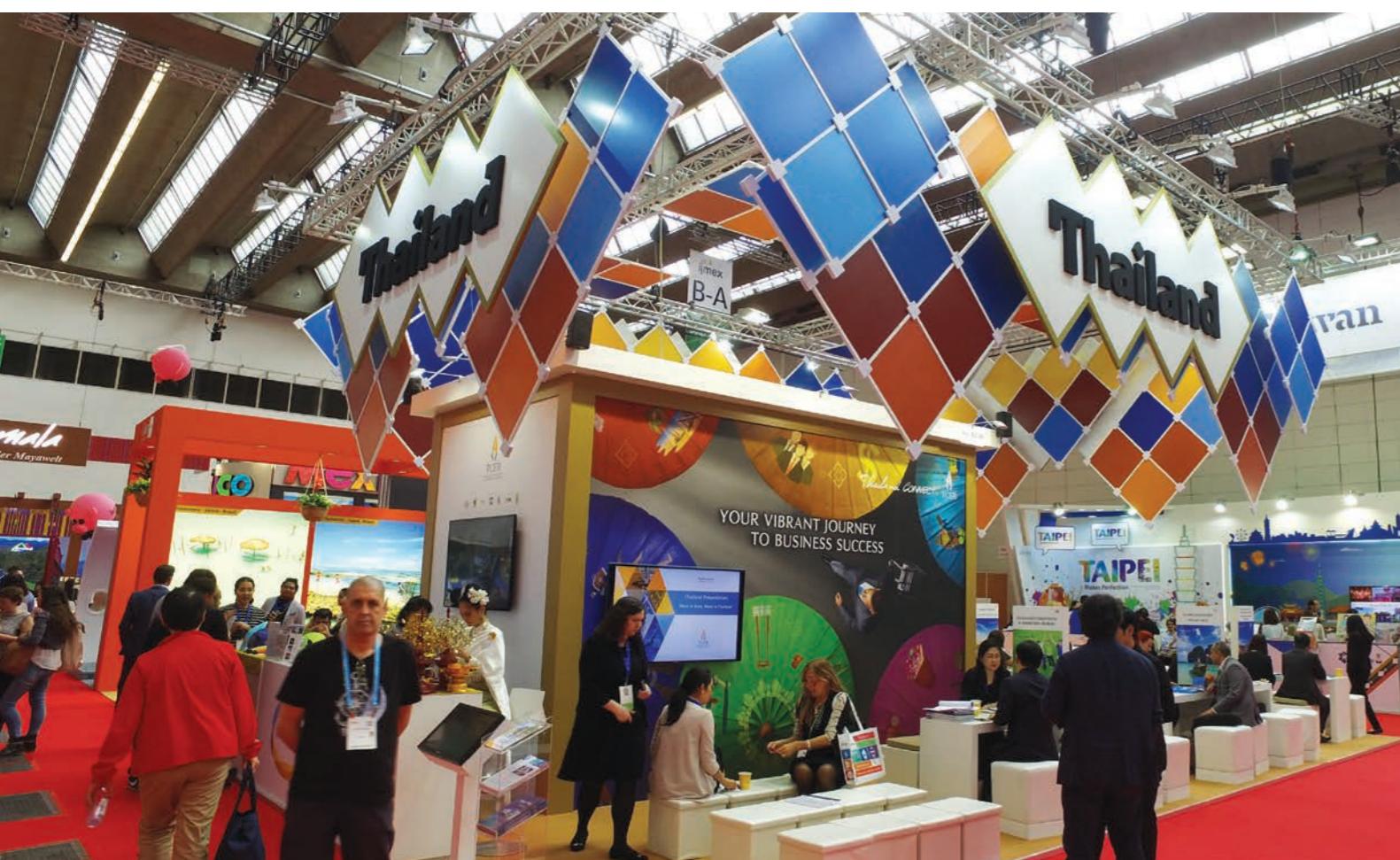


Period: 1 September 2017

Venue: SO Sofitel Bangkok

Participants: 182 TICA members

Organiser: Events Travel Asia (ETA)



Outlook 2018 - Marketing

1. Trade Show and Road Show Participation

TICA will continue to co-ordinate members' participation at the Thailand Pavilion at various international trade shows and road shows organised by TCEB as follows:

Trade Show	Date	Location
Incentive Travel and Conventions, Meetings China (IT&CM China)	21-22 Mar 2018	Shanghai, China
The Essential Worldwide Exhibition for Meetings, Incentives Travel & Events (IMEX Frankfurt)	15-17 May 2018	Frankfurt, Germany
Incentive Travel and Conventions, Meetings Asia & Corporate Travel World Asia-Pacific (IT&CMA / CTW)	18-20 Sep 2018	Bangkok, Thailand
America's Worldwide Exhibition for Meetings, Incentives Travel & Events (IMEX America)	16-18 Oct 2018	Las Vegas, USA
The Global Meetings & Incentives Exhibition (IBTM World)	27-29 Nov 2018	Barcelona, Spain

Road Show	Date	Location
Australia Roadshow	30 January and 1 February 2018	Melbourne and Sydney, Australia
Malaysia Roadshow	5 March 2018	Kuala Lumpur, Malaysia
Singapore Roadshow	7 March 2018	Singapore
China Roadshow	14 and 16 March 2018	Shanghai and Shenzhen, China
Europe Roadshow	18 May 2018	Paris, France
India Roadshow	July 2018	Bangalore and Mumbai, India

2. TICA Destination Update - TDU

The committee proposed to organise a three-day famtrip for TICA DMC/PCO/EMC members in order to update them on the meeting facilities and readiness in Thailand instead of organising TICA Away Day activities during the year.

There is a tentative schedule as follows:

- Bangkok Riverside (26-28 April 2018)
- Khao Yai (11-13 July 2018)
- Chiang Mai / Chiang Rai (26-29 September 2018)

3. Online Marketing and Social Media

- E-Newsletter / Website
- Facebook / LinkedIn / Instagram / Twitter / YouTube / Google+

4. MICE Awards

TICA plans to do MICE Awards by cooperation with TEA and EMA. As TICA used to have several awards and presented in the CPS, the committee agreed to look into the possibility to renew the scheme.

5. TICA Knowledge Forum

TICA plans to organise the TICA Knowledge Forum along with TCEB's annual event with the objective of engaging potential new TICA audiences through education and mentorship. This educational event will be open to TICA members and non-TICA members who have worked in any position with under three years of experience in the business event industry. The attendees can vote for topics they wish to learn, such as sales and marketing, marketing communications, and digital and content marketing.



MEMBERSHIP AND PUBLIC RELATIONS COMMITTEE REPORT

Chairperson
Kamolnuch Bhiromsawad

Co-Chairpersons
Angkana Tangkrachang
Namtip Maghashtira

Committee Members
Nuntinee Chuachoowongse
Wacharee Pornchaiwisuthikul
Montana Yodjug
Arunee Sawekwang
Prapha Treamsasithorn
Patrick Horatanacha

About the Membership and Public Relations Committee

The Membership and Public Relations Committee drives membership growth to ensure TICA is supported by a strong cross-section of members from the different segments of the MICE industry. The committee also provides on-going publicity through new and traditional media activities and events to communicate timely information relating to TICA activities.

Membership Update - TICA's Membership Statistics

Year End	Organisations
2017	424
2016	402
2015	383
2014	371
2013	344
2012	319
2011	320



TICA Membership Quarterly Luncheon
Thursday, 6 July 2017, Grand Hyatt Erawan Bangkok

New TICA Members in 2017 (31 organisations)

Membership Category	Number	Company
Hotels		
Bangkok	7	1. Avana Bangkok Hotel 2. Best Western Plus Wanda Grand Hotel 3. Hilton Sukhumvit Bangkok 4. Grand Centre Point Hotel Ploenchit Bangkok 5. Grand Centre Point Terminal 21 6. Park Hyatt Bangkok 7. Solitaire Bangkok Sukhumvit 11
Central Thailand		
Central Thailand	3	1. Baanrimkwai Paerimnam Resort 2. Royal Riverkwai Resort & Spa 3. Sofitel Hua Hin
Eastern Thailand		
Eastern Thailand	3	1. Holiday Inn & Suites Rayong City Centre 2. Golden City Rayong Hotel 3. Renaissance Pattaya Resort & Spa
Southern Thailand		
Southern Thailand	3	1. The Nai Harn Phuket 2. The ShellSea 3. Twinpalms Phuket
Tour Operators/DMC		
Tour Operators/DMC	8	1. Asian Siam Travel House 2. Asian Smile Corporation Co Ltd 3. Chiang Mai Pacific World Ltd Part 4. Golden Phuket Co Ltd 5. Golden Star (International Group) Co Ltd 6. RSP Jumbo Travel & Events 7. Spectrum Events Co Ltd 8. Tree Top Flight
Advertising Agency/PR Company/Media		
Advertising Agency/PR Company/Media	1	1. Image Asia Events Co Ltd
Event Management Company		
Event Management Company	3	1. B-Concept Media Entertainment Group Co Ltd 2. Shloka Events Co Ltd 3. Sowl MICE Group Co Ltd
Local Attraction		
Local Attraction	1	1. Siam Park Bangkok Co Ltd
Venue		
Venue	2	1. C-asean 2. Khonkaen International Convention & Exhibition Centre

TICA Membership Quarterly Luncheon
In 2017, three TICA Membership Quarterly Luncheons were organised:

2.1 The 1st TICA Membership Quarterly Luncheon

- **Topic:** MICE Trends
- **Speaker:** El Kwang, CEO of Biz Events Asia

Panel discussion

- **Topic:** "Buyer Versus Sellers on Business Negotiations"
- **Speakers:**
 - Kritsanee Srisatin, Founder and Managing Director - Stream Events Asia
 - Bert Chamrernnusit, Country Manager - Pacific World Meeting & Events (Thailand) Limited
 - Marc Begassat, GM - Pullman Bangkok King Power
 - El Kwang (Moderator)
- **Date & Venue:** Thursday, 26 January 2017: Pullman King Power Bangkok
- **Attendee:** 99 persons
- **Overall satisfaction:** 86%

2.2 The 2nd TICA Membership Quarterly Luncheon

- **Topic:** Update on Thailand's Performance in 2016 by Noor Ahmad Hamid, Regional Director of ICCA Asia Pacific
- **Topic:** Right Quote to Win the Business by Bobby Ong, Vice President, Sales Distribution, Marketing and Loyalty – Great China of Accor Hotel
- **Date & Venue:** Thursday, 6 July 2017: Grand Hyatt Erawan Bangkok
- **Attendee:** 120 persons
- **Overall satisfaction:** 85%

2.3 The 3rd TICA Membership Quarterly Luncheon

- **Topic:** Business in the Digital Era
- **Speaker:** Dr Chalermruth Nakvichien, Group CEO of GMO-Z.Com
- **Date & Venue:** 16 November 2017 at Anantara Siam
- **Attendee:** 85 persons
- **Overall satisfaction:** 90%

New TICA Membership Orientation

The Membership & PR Committee had organised the new member orientation by

Kamolnuch Bhiromsawad, Membership and PR Chairperson and Prapahan Sungmuang, TICA General Manager, which precedes the TICA Membership Quarterly Luncheons, in order to optimise a new members' welcome experience into the TICA family. Also where possible, the committee shall endeavor to introduce new members at the luncheon and possibly offer them the opportunity to briefly introduce their company to members.



The 1st New TICA Membership Orientation

Date: Tuesday, 6 July 2017

Venue: Grand Hyatt Erawan Bangkok

New Members: 6 out of 28 New Member Organisations attended this function



TICA MICE Update (TICA E-Newsletter)

The TICA MICE Update was circulated to both local and international MICE buyers. Destination marketing, TICA activities, the introduction of five TICA members and MICE promotion of TICA members were amongst the subjects covered. A total of six issues of the TICA E-News were circulated in 2017.



MICE Guide to Thailand (2016–2017)

- Premier Print & Marketing was appointed to produce MICE Guide to Thailand 2016–2017.
- In total, 94 pages were sold.
- 2,000 hard copies, 2,500 USB and Application were produced for this issue.
- Additional benefit for this version is TICA members who advertised, have QR Code in the advertisement page that can be linked to member's preference such as their website, and promotional campaigns.



Outlook 2018 – Membership and PR

1. Membership Goal 2018

The Membership and Public Relations Committee plans to reach a membership base of 440 in 2018.

2. 2018 TICA Membership Quarterly Luncheon Schedule

The 1st TICA Membership Quarterly Luncheon

- **Topic:** Benefiting with Sustainability.



- **Date:** Tuesday, 27 March 2018
- **Venue:** The Athénée Hotel, A Luxury Collection Hotel, Bangkok

• **Speakers:**

- Khun Arrut Navaraj, Managing Director - Sampran Riverside
- Graham Harper, Regional Manager Educational Travel and Chair Responsible Travel Advisory - Buffalo Tours (Thailand) Limited
- Khun Tongjai Thanachanan, Managing Director - Pracharath Rak Samakhee Social Enterprise (Thailand) Co Ltd
- Khun Supawan Teerarat, Vice President Capability and Innovation - Thailand Convention and Exhibition Bureau (TCEB)
- **Moderator:** Khun Prachoom Tanitprasertsuk, Vice President - Sales and Marketing, Dusit International



The next luncheons are tentatively set as follows:

- June 2018
- November 2018

3. New Member Orientation

The committee expects to continue with holding the new member orientation that precedes the TICA Membership Quarterly Luncheons.



4. Members meet Members

- The objective of this project is to update on TICA activities as well as all the benefits in being a member. TICA may recruit new members.
- It was proposed to do a CSR activity along with "members meet members". Suggested destination is as follows:
 - Hua Hin / May
 - Pattaya / August
 - Phuket or Chiang Mai / November



5. TICA Bike Rally 2018

- TICA Bike Rally was organised successfully on Saturday, 24 February 2018 at Suan Rot Fai.
- 100 members and corporate buyers attended this activity.
- There were four prizes; the winner, 1st runner up, 2nd runner up and booby.
- TICA received sponsorship items as follows:
 - TCEB - Baht 100,000
 - Bangkok Airways - 140 sets of lunch box and drinking water

- Thai Bev - Tents, Tables, Chairs and Beverage
- QSNCC - 120 sets of Breakfast Box
- IMPACT - 120 T-Shirts
- BIC Event - Electric Booster and Loudspeaker
- Sampran Riverside - Organic Guava
- Apart from above items, TICA members also provided accommodation & meal vouchers for lucky draw and all prizes.

6. TICA Networking Dinner

- Apart from TICA Membership Quarterly Luncheon, the committee agreed to organise cocktail or dinner networking event for members.
- Dinner talk will be featured in this networking function.
- Speaker can be a person who has achieved success in working and life balance.

7. TICA E-Newsletter

In 2018, the committee will continue with TICA E-News with a new design and content that is circulated on a bi-monthly basis according to the following schedule:

- Vol 49: January – February
- Vol 50: March - April
- Vol 51: May - June
- Vol 52: July - August
- Vol 53: September - October
- Vol 54: November - December

8. TICA Fortnightly E-Newsletter: TICA MICE News Captures

The committee will continue with issuing the fortnightly e-newsletter, TICA MICE News Captures.

9. MICE Guide to Thailand 2018–2019

Premier Print & Products Co Ltd was appointed to produce the 2018–2019 MICE Guide to Thailand edition. The publication will be promptly completed and circulated to all members and overseas buyers within the second quarter of 2018. This includes 1,200 printed copies together with 2,000 USBs and e-version on website and smartphone.

10. TICA New Year Party 2018

A chance for TICA members to celebrate the achievements of 2018 together and welcome in the New Year. TICA will announce the venue and send out invitations to members in the last quarter of 2018.



SERVICES DEVELOPMENT COMMITTEE REPORT

Chairperson
Patom S'prayoon

Co-Chairpersons
Pipat Patthananusorn
Bert Chamrernnusit

Committee Members
Choo Leng Goh
Kritsanee Srisatin
Narumon Chiramongkol
Namtip Maghashtira
Panitha Buri
Perapan Angkhasuko
Premporn Saisaengchan
Phenthip Chomprang
Pairach Piboonrungroj, Ph.D

About the Services Development Committee

The Services Development Committee is responsible for developing training programmes to help elevate the knowledge base and professionalism of the Thai MICE industry. TICA's educational programme receives support from the Thailand Convention & Exhibition Bureau (TCEB) MICE Capabilities Development Department.

1. Training Seminars

In 2017, TICA organised two training seminars, as follows:

1.1 The Fundamentals Of Public Relations: 4-5 August 2017 at dusit D2 chiang mai

- Speaker: Piyahatai Autchayawat
- 19 attendees
- Overall satisfaction rating: 89.4%
- Speaker rating: 91%

1.2 Heart of Sales: 21-22 September 2017 at Anantara Siam Bangkok Hotel

- Speaker: Khun Pipat Patthananusorn
- 37 attendees
- Overall satisfaction rating: 86.8%
- Speaker rating: 91.6%

2. Career Advisory

TICA Services Development Committee continues to move forward in visiting various universities around the country with the purpose to offer a presentation on the demands and requirements of the hospitality industry with the intention of not only encouraging university students to join the industry but also to give them an overview on the roles available within each sector. In addition, the session will also provide a brief introduction of MICE and the unique demands of this niche sector. Overall, this activity provided students with a clear idea on their possible career path should they join the tourism industry.

2.1 The 11th Career Advisory: Mahasarakham University on 25 February 2017

- New Record! 1,200 Students attended this event.
- Khun Pipat, Khun Kritsanee, Khun Patcharin and Khun Premporn spoke on Hotel, DMC, PCO and Venue.
- Khun Patom was the moderator.

3. AFECA Asia MICE Youth Challenge 2017: 6 September 2017 in Kaohsiung, Taiwan

- This challenge was organised again by AFECA and allows a maximum of four persons per team, two teams per country.
- TCEB's MICE Capabilities Department sponsored return air tickets, accommodations and registration fee for two teams from Thailand.
- TICA had recruited students majoring in MICE, hospitality and tourism related fields.
- Four universities nominated five teams for this challenge.
- Mae Fah Luang and Siam universities were selected by the committee as the Thailand representatives for this challenge.
- Two proposed events were submitted, namely the 1st Global Transgender Expo by Siam University, and the Board Game Arena by Mae Fah Luang University.
- The fourteen participating teams were from seven countries/areas, namely Hong Kong, Japan, Macao, Malaysia, Singapore, Taiwan and Thailand.
- According to the proposal from AFECA, all teams from participating countries presented their creativity and unique ideas in an attempt to promote their respective countries as the ideal MICE destination in Asia to the judges.
- Malaysia and Taiwan both took top prize.
- Thailand performed exceedingly well, and received three awards as follows:
 - Special Recognition – Siam University
 - Best Theme Attire Award – Siam University
 - Three Best Presenters – Mr Nutnariporn (Siam University).



- Khun Sumate, Khun Patom, Khun Pipat, Khun Bert, Khun Kritsanee and Khun Premporn sat in the ad-hoc committee for this challenge with Khun Orachorn and Khun Nuanrampa from TCEB as well as Khun Sarnit from TEA.

4. The 20th Convention Promotion Seminar and CONVEX (CPS2017) at Khon Kaen

Period: 14-16 September 2017.

Venue: Avani Khon Kaen Hotel & Convention Centre.

Accommodation: Avani Khon Kaen Hotel & Convention Centre / Pullman Khon Kaen Raja Orchid.

Number of participants: 57 Buyers from 38 organisations, 58 Sellers from 35 organisations.

TICA reduces using paper in the conference by downloading all relevant information in the mobile app.

- At the Convention Exhibition (CONVEX), sellers were requested to download the given mobile app, which allowed them to scan QR code on the Buyers' badge when they meet. Moreover, at each session, all participants were encouraged to engage with speakers with live questions and polls

through sli.do website. This was another tool that participants can use for their next events.

* This event received support from the following organisations:

- Khon Kaen City (hosted welcome dinner)
- TCEB (hosted farewell dinner)
- TAT (hosted opening ceremony at Baht 300,000)
- Thai Smile (hosted 20 return air tickets)
- Air Asia (hosted 10 return air tickets)
- Nok Air (hosted 10 return air tickets)
- Avani Khon Kaen Hotel & Convention Centre / Pullman Khon Kaen Raja Orchid (hosted Buyers and committee members accommodation).

5. IT & CMA 2017 – IMEX-MPI-IT&CMA Future Leaders Forum

TICA co-ordinated participation for the IMEX - MPI - IT&CMA Future Leaders Forum 2017 which was held concurrently with IT&CMA 2017 at the Bangkok Convention Centre at CentralWorld during 26-27 September 2017. The objective of the FLF Forum is to provide the industry's future leaders, the students, with a clear idea on possible career paths in the MICE industry. Industry members from



various sectors of the MICE industry are invited to speak to students to talk about their personal career experience.

- TICA supported this project by recruiting students from various universities in Thailand to attend the two-day forum.
- A total of 60 students from 23 universities participated FLF 2017.
- Three winners for two challenges will be sponsored to attend IMEX 2018 as below:

International University Challenge Winner

Ms Praeploy Petretti - Chiang Mai University

FLF Creative Challenge

Mr Passada Ali Muhammad Jafery - Dusit Thani College

Mr Chanapon Rungruang - Huachiew Chalermprakiet University

6. TICA Services Development Committee in cooperation with TCEB's MICE Capabilities Department

6.1 MICE Academy & Career Day : 8-10 March 2017 : QSNCC

There were three parts in this event

A. The 7th Coach The Coaches Programme For MICE Industry

- TICA committee members took turn to share their experience with the latest knowledge about the MICE industry in Coach the Coaches Programme for over 100 universities lecturers as below:
 - Khun Patom / Meeting
 - Khun Perapan / Convention
 - Khun Kritsanee / DMC
 - Khun Sumate / Panel Discussion
- "Ethics for MICE."

B. MICE Career Day

- The Exhibition Zone was allocated for TICA, TEA, EMA and THA members to recruit senior students who study in the tourism and MICE fields. Over 1,000 students attended this function. 10 TICA member organisations exhibited under this zone.

C. MICE IT REAL ..รู้จักจากคน MICE ตัวจริง

- Khun Pipat and Khun Paula were invited as panelists on behalf of TICA together with representatives from TEA, EMA and THA, to inspire students as to what MICE is and encourage them to work in the industry.

7. Speaking Engagements

- Thailand Domestic MICE Mart (TDMM2017) organised by TCEB: AVANI Khon Kaen Hotel & Convention Centre: 26 July 2017.
- Topic: Why..MICE? อุตสาหกรรมไมซ์คืออะไร
- Speaker: Kritsanee Srisatin.

8. MOU with TCEB MICE Capabilities

- TICA together with Event Management Association (EMA) and Thai Exhibition Association (TEA) have signed MOU with Thailand Convention and Exhibition Bureau (TCEB) on 12 June 2017 at Dusit Thani Bangkok to collaborate and work together in the area of education, which will strengthen the growth and development of the MICE industry in Thailand.

9. MOU Signing Ceremony between TICA & Sripatum University: 6 February 2018

- TICA signed MOU with the College of Tourism and Hospitality, Sripatum University with the objective to assist in developing academic potential for instructor and educational personnel as well as providing internship placement in the MICE industry

Outlook 2018

1. TICA Training Plan 2018

1.1 Presentation Skills for MICE: 22-23 February 2018 at Pullman Bangkok Hotel G

- Speaker: Khun Bannaros Sirivejabandhu, Cluster Director of Sales Training, Thailand, Vietnam, Cambodia from Marriott
- Overall satisfaction is 89%

1.2 The new way of B2B communications for the business events industry

1.3 Heart of Sales

1.4 Be Effective at Trade Shows

1.5 Onsite Management

1.6 Effective Proposal/Site inspection

2. Career Advisory

TICA Services Development Committee continues to move forward in visiting various universities around the country with the purpose to offer a presentation on the demands and requirements of the hospitality industry and the intention of not only encouraging university students to join the industry but also to give them an overview on the roles available within each sector.

In addition, the session will also provide a brief introduction of MICE and the unique demands of this niche sector. Overall, this activity provides students with a clear idea on their possible career path should they join the tourism industry.

3. Future Leaders Forum (FLF) 2018:

TICA will also continue providing support to TCEB in launching the nation-wide qualification examination to identify 60 undergraduate students to attend the two-day Future Leader Forum (FLF).

The FLF is a valuable contribution to university level students and gives Thai students the opportunity to obtain more in-depth insider knowledge of the international MICE circle.

4. AFECA Asia MICE Youth Challenge

TICA in collaboration with TCEB will recruit and select the Thailand representative students who study MICE or business events, business management, hospitality and tourism courses to join AFECA - Asia Federation of Exhibition and Convention Association MICE Youth Challenge 2018.

5. New Initiative "Thailand MICE Youth Challenge"

Concerning the AFECA MICE Youth Challenge, it was proposed to undertake a "Thailand MICE Youth Challenge" where all colleges and universities can join the competition and present their creativity, and fresh and unique ideas in organising a MICE event.

This is a national platform in grooming all students before going to the international arena.



TREASURER'S REPORT (2017 TICA Income - Expense Report)

FINANCIAL OUTLOOK 2018

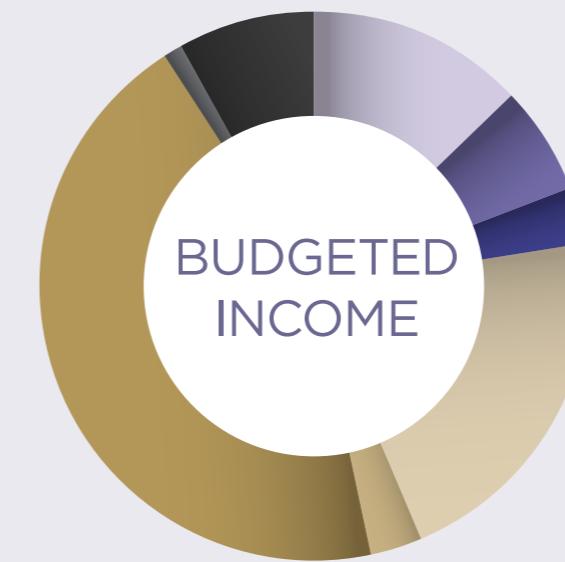
2017 TICA Income

The total income received in 2017 was Baht 7,313,086.27



Education Programme	19.00%
General Support	0.00%
Interest & Other Income	5.00%
Marketing Activities	20.00%
Membership Activities	0.50%
Membership Fee	54.00%
PG Barter	0.00%
TG Barter	1.50%

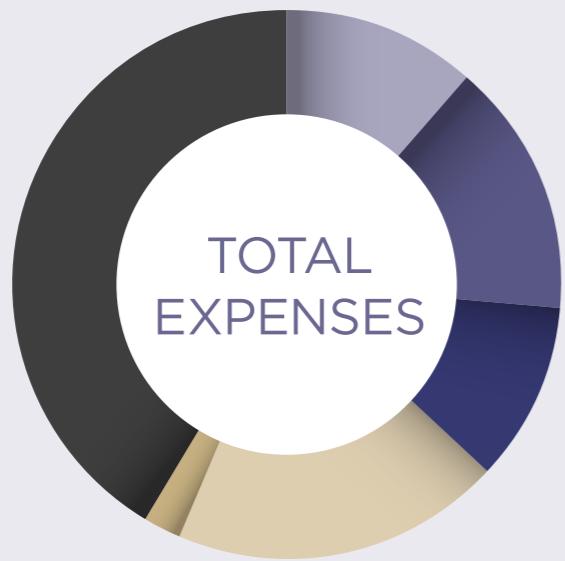
2018 Budgeted Income



Education Programme	13.00%	The 2018 budgeted income for TICA is Baht 8,180,400.00 with the main sources of income from membership fees, TCEB contribution, and the education programme
General Support	6.20%	
Interest & Other Income	3.50%	
Marketing Activities	21.00%	
Membership Activities	3.20%	
Membership Fee	44.00%	
PG Barter	1.10%	
TG Barter	8.00%	

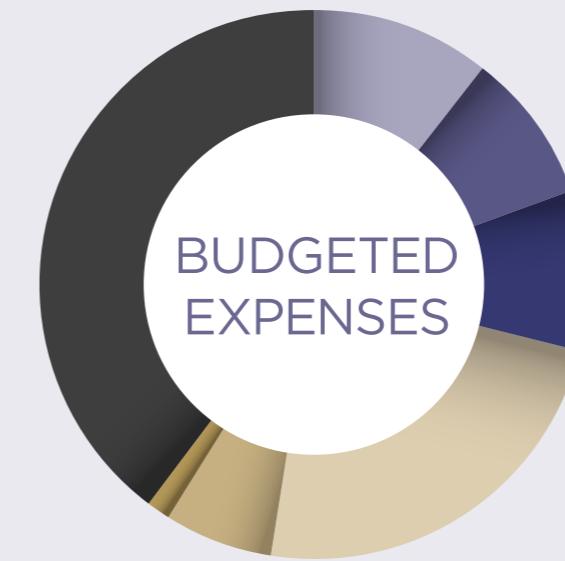
2017 Total Expenses

The total expenses incurred in 2017 was Baht 8,897,964



Administration	11.50%
Education Programme	15.00%
General Support	10.50%
Marketing Activities	19.40%
Membership Activities	2.40%
Other Expenses	0.00%
Personal Payroll & Benefits	41.20%

2018 Budgeted Expense



Administration	10.60%	Total expenses for 2018 are projected at Baht 8,841,368.00
Education Programme	9.00%	
General Support	9.40%	
Marketing Activities	23.70%	
Membership Activities	6.40%	
Other Expenses	1.20%	
Personal Payroll & Benefits	39.70%	

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Anantara Siam Bangkok Hotel 155 Rajadamri Rd, Pathumwan, Bangkok 10330, Thailand T. +66 (0) 2 126 8866 F. +66 (0) 2 253-9195 E. siam@anantara.com W. www.siam-bangkok.anantara.com	Buddy Oriental Riverside Pakkred 17/56 Moo 7, Sukhaprachasan 2, Bangpoo, Pakkred, Nonthaburi 11120, Thailand T. +66 (0) 2 584 2222 F. +66 (0) 2 584 3888 E. rsvn@buddyriverside.com W. www.buddyriverside.com	Centara Grand at Central Plaza Ladprao Bangkok 1695 Phaholyothin Rd, Chatuchak, Bangkok 10900, Thailand T. +66 (0) 2 690 1888 F. +66 (0) 2 690 1899 E. sirimarn.l@courtyard.com W. www.courtyardbangkok.com	Conrad Bangkok All Seasons Place 87 Wireless Rd, Lumpini, Pathumwan, Bangkok 10330, Thailand T. +66 (0) 2 690 9999 F. +66 (0) 2 690 9990 E. bkkci.info@conradhotels.com W. www.conradhotels.com/bangkok	JW Marriott Hotel Bangkok 4 Sukhumvit Road, Soi 2, Bangkok 10110, Thailand T. +66 (0) 2 656 7700 F. +66 (0) 2 656 9831 E. Sales.JWMarriotBKK@marriott hotels.com W. www.jwmariottbangkok.com	Movenpick Hotel Sukhumvit 15 Bangkok 47 Sukhumvit Road Soi 15, Klongtoey Nua, Wattana, Bangkok 10110, Thailand T. +66 (0) 2 119 3100 F. +66 (0) 2 119 3119 E. Hotel.sukhumvit15.reservations@ movenpick.com W. www.movenpick.com	Promenade Bangkok 444 MBK Centre, Phayathai Road, Wangmai, Pathumwan, Bangkok 10330, Thailand T. +66 (0) 2 216 3700 F. +66 (0) 2 611 7044 E. pattareeya@mbk-th.com W. www.promenadebangkok.com	Renaissance Bangkok Ratchaprasong Hotel 518/8 Ploenchit Rd, Lumpini, Pathumwan, Bangkok 10330, Thailand T. +66 (0) 2 558 7888 F. +66 (0) 2 558 7808 E. rama@ramagardenshotel.com W. www.ramagardenshotel.com
Avana Bangkok Hotel Bangna 900 Bangna Trad, Soi 12/1 Road, Bangna, Bangkok 10260, Thailand T. +66 (0) 2 763 2900 F. +66 (0) 2 744 4299 E. dos@avanahotel.com W. www.avanahotel.com	Courtyard by Marriott Bangkok 155/1 Soi mahadlekguang 1, Rajdamri Rd, Pathumwan, Bangkok 10330, Thailand T. +66 (0) 2 541 1234 F. +66 (0) 2 541 1087 E. cgll@chr.co.th W. www.centarahotelsresorts.com/cgll	Centara Grand Complex Hotel and Convention Centre Chaeng Watthana 120, Mu 3 Convention Centre Building, Chaeng Watthana Road, Laksi, Bangkok 10210, Thailand T. +66 (0) 2 143 1234 F. +66 (0) 2 143 1239 E. cgcl@chr.co.th W. www.centarahotelsresorts.com/cgcl	Crowne Plaza Bangkok Lumpini Park 952 Rama IV Road, Surawongse, Bangrak, Bangkok 10500, Thailand T. +66 (0) 2 632 9000 F. +66 (0) 2 632 9011 E. info-cpbkk@ihg.com W. www.crowneplaza.com	Grand Centre Point Hotel and Residence Ratchadamri 153/2 Soi Mahatlek Laung 1, Ratchadamri Rd, Pathumwan, Bangkok 10330, Thailand T. +66 (0) 2 670 5000 F. +66 (0) 2 670 5059 E. res_ratchadamri@centrepointhotel.com W. www.centrepoint.com/grande centrepointhotel	Le Meridien Bangkok 40/5 Surawong Road, Bangrak, Bangkok 10500, Thailand T. +66 (0) 2 232 8888 F. +66 (0) 2 232 8999 E. sales.lmbkk@lemeridien.com W. www.lemeridienbangkokpatpong.com	Novotel Bangkok IMPACT 94 Popular Rd, Bam Mai Subdistrict Pakkred District, Nonthaburi 11120, Thailand T. +66 (0) 2 833 4888 F. +66 (0) 2 833 4889 E. h8059-re@accor.com W. www.novotel.com	Royal Orchid Sheraton Hotel & Towers 2 Charoen Krung Rd, Soi 30 (Captain Bush Lane) Sipha Road, Bangrak, Bangkok 10500, Thailand T. +66 (0) 2 266 5583 F. +66 (0) 2 266 5583 E. gmcslb@chr.co.th W. www.renaissancebangkok.com
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W. www.berkeleyprutunam.com

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reservation.bangkok@lemeridien.com,
com
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Bangkok 10600, Thailand
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E. jarricvita@peninsula.com
W. www.peninsula.com/bangkok

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Klong Toei, Bangkok 10110, Thailand
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F. +66 (0) 2 261 7017
E. info@rembrandtthkk.com
W. www.rembrandtthkk.com

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HOTELS - CENTRAL

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Prachuab Kirikhan 77110, Thailand
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W. www.amari.com

Anantara Hua Hin Resort
43/1 Petchkasem Beach Rd, Hua Hin,
Prachuab Kirikhan 77110, Thailand
T. +66 (0) 32 478 301
F. +66 (0) 32 478 310
E. reservation.itara@gmail.com
W. www.anantara.com

InterContinental Hua Hin Resort
33/33 Petchkasem Road, Hua Hin,
Prachuab Kirikhan 77110, Thailand
T. +66 (0) 32 616 999
F. +66 (0) 32 616 555
E. [Weerasak.Boonfa@ihg.com](mailto>Weerasak.Boonfa@ihg.com)
W. www.intercontinental.com/huahin

Centara Grand Beach Resort & Villas Hua Hin
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Prachuab Kirikhan 77110, Thailand
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F. +66 (0) 32 511 014
E. chbr@csr.co.th
W. www.centarahotelsresorts.com

Marrakesh Hua Hin Resort and Spa
63/411 Petchkasem Rd, Nong Kae,
Hua Hin, Prachuab Kirikhan
77110, Thailand
T. +66 (0) 32 616 777
F. +66 (0) 32 616 799
E. reservations@marrakeshresortandspa.com
W. www.marrakeshresortandspa.com

Dhevamantra Resort and Spa, Kanchanaburi
9/99 Moo 3 Tambol Tha Makham
Amphoe Muang, Kanchanaburi
71000, Thailand
T. +66 (0) 34 615 999
F. +66 (0) 34 615 959
E. info@dhevamantra.com
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Petchaburi 76120, Thailand
T. +66 (0) 32 520 009
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Evasion Hua Hin & Six Senses Spa
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Pranburi, Prachuab Kirikhan
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Felix River Kwai Resort
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Hilton Hua Hin Resort & Spa
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Pavilion Rim Kwai Resort, Kanchanaburi
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Rd, T. Wangdeng, A. Muang,
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Radisson Blu Resort Hua Hin
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73120, Thailand
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F. +66 (0) 53 908 899
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Imperial Mae Ping Hotel
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F. +66 (0) 53 206 697
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W. www.imperialhotels.com/ imperialmaeping.com

Khum Phaya Resort & Spa, Centara Boutique Collection
137 Moo 5 Chiangmai Business Park, Amphur Muang, Chiang Mai 50000, Thailand
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Le Meridien Chiang Mai
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Le Meridien Chiang Rai Resort
221/2 Moo 20 Kwaeawai Road, Tambon Robwieng, Amphur Muang, Chiang Rai 57000, Thailand
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Lotus Hotel Pang Suan Kaew
21 Huay Kaew Road, T.Suthep, A.Muang, Chiang Mai 50200, Thailand
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Pullman Khon Kaen Raja Orchid
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F. +66 (0) 43 322 150
E. pullman@pullmankhonkaen.com
W. www.pullmankhonkaen.com

Rachawadee Resort and Hotel
99 Moo 20, Khonkaen Airport Rd, Banped, Muang Khonkaen, Khonkaen 40000, Thailand
T. +66 (0) 43 468 222
F. +66 (0) 43 468 330
E. info@rachawadeehotel.com
W. www.rachawadeehotel.com

The Charm Boutique Resort & Hotel
222/8 Moo 14, Soi Adulyaram Mitraphab Road, Amphoe Muang, Khon Kaen 40000, Thailand
T. +66 (0) 43 347 111-2
F. +66 (0) 43 239 777
E. thecharmrresort@hotmail.com, rsvn_thecharmrresort@hotmail.com
W. www.amorahotels.com/phuket

The Greenery Resort Khao Yai
188/1 Thanarat Road, Moo See, Amphur Pakchong, Nakorn Ratchasima 30130, Thailand
T. +66 (0) 44 297 244-5
F. +66 (0) 44 320 9889
E. info@greeneryresort.com
W. www.greeneryresort.com

The Imperial Hotel and Convention Centre Korat
1137 Suranari Road, Naimuang District, Amphur Muang, Nakhon Ratchasima 30000, Thailand
T. +66 (0) 44 256 629-35
F. +66 (0) 44 256 601
E. dpko@dusit.com
W. www.dusit.com

Wishing Tree Resort - Khon Kaen
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F. +66 (0) 43 209 346
E. info@wishingtree resort.com
W. www.wishingtree resort.com

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E. phuketlayan@anantara.com
W. www.anantara.com

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F. +66 (0) 76 336 177
E. phuket@anantara.com
W. www.phuket.anantara.com

Le Meridien Suvarnabhumi, Bangkok Golf Resort & Spa
789 Moo 14, Bangna Trad-Road, (KM 10.5) Bangpleyai, Bangplee, Samutprakan 10540, Thailand
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W. www.Lemeridien.com/ suvarnabhumi

Anantara Si Kao Resort & Spa
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HOTELS - SOUTH

Alpina Phuket Nalina Resort & Spa
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W. www.amari.com/phuket

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+66 (0) 76 324 021-2
F. +66 (0) 76 314 239
E. reservationphuket@amoragroup. com
W. www.amorahotels.com/phuket

Anantara Bophut Koh Samui Resort
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W. www.samui.anantara.com

Angsana Laguna Phuket
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E. mice-lagunaphuket@angsana. com
W. www.angsana.com/en/ap-thailand-phuket

Anantara Lawana Koh Samui Resort
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E. sarintorn_ch@anantara.com
W. www.lawana-chaweng.anantara. com

Anantara Layan Phuket Resort
168 Moo 6, Cherngtalay Sub-District, Thalang District, Phuket 83000, Thailand
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Centara Grand Beach Resort Phuket
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E. cbpr@chr.co.th
W. www.centarahotelsresorts.com

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W. www.centarahotelsresorts.com

Avista Hideaway Resort and Spa, Patong Beach
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E. reservations@avistahotelsand resorts.com
W. www.hideaway.avistahotelsand resorts.com

Bandara Resort & Spa, Samui
178/2 Moo 1, Tambol Bophut, T. Vichit Samui, Surat Thani 84320, Thailand
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Beyond Resort Krabi
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W. www.katagroup.com/ beyond-krabi

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E. info@duangjittresort-spa.com, secretary@duangjittresort-spa. com
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W. www.fourseasons.com/kohsamui

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Grand West Sands Resort and Villas Phuket
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W. www.west-sands-resort.com

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E. rsvn@phuketpanwabeachresort. com
W. www.phuketpanwabeachresort.com

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W. www.krabiresort.net

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W. www.holidayinnresorts. com

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E. dos@deevanaplazaphuket.com
W. www.phuket.holidayinnresorts. com

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E. preecha.findlay@swissotel.com
W. www.swissotel.com/hotels/
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**Novotel Phuket Kata Avista
Resort & Spa**
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Muang, Phuket 83100, Thailand
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com
W. http://katabeach.avistahotelsand
resorts.com

Phuket Graceland Resort and Spa
Merlin Beach
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Beach, Patong, Kathu District, Phuket
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W. www.merlinphuket.com

**Renaissance Koh Samui
Resort & Spa**
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E. sales@phuketgraceland.com
W. www.phuketgraceland.com

Supalai Resort & Spa Phuket
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Paklok, Thalang, Phuket
83110, Thailand
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E. bookrenaissancesamui@
marriotthotels.com
W. www.renaissancekohsamui.com

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Phuket 83150, Thailand
T. +66 (0) 76 342 777
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E. sales@novotelpuket.com
W. www.novotelpuket.com

Novotel Phuket Vintage Park Resort
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Patong Beach, Kathu, Phuket
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W. www.accorhotel.com

**Outrigger Laguna Phuket
Beach Resort**
323 Moo 2, Srisoonthorn Road
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83110, Thailand
T. +66 (0) 76 360 600
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E. reservation.phuketbeach@
outrigger.co.th
W. www.lagunabeach-resort.com

Patong Paragon Resort & Spa
280 Prabamee Rd, Patong, Kathu,
Phuket 83150, Thailand
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E. sales.phuket@patongparagon.
com
W. www.patongparagon.com

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W. www.patongresorthotel.com

Pavilion Samui Villas and Resort
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E. info@pavilionsamui.com
W. www.pavilionsamui.com

Peach Blossom Resort
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Phuket 83100, Thailand
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E. info@phuket-peachblossom.com
W. www.phuket-peachblossom.com

Phuket Marriott Resort and Spa,
Nai Yang Beach
92 Moo 3, Baan Na Tai, Naiyang
Beach Tambol Sakao, Amphur
Thalang, Phuket 83110, Thailand
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E. melanie.schilling@marriott.com
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Robinson Club Khao Lak
9/9 Moo 1, T. Kukkak, A. Takuapa,
Pang Nga 82190, Thailand
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E. reservations@katiliyakhaolak.com
W. www.katiliyakhaolak.com/

Thavorn Palm Beach Resort
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Amphur Muang, Phuket
83100, Thailand
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E. info@thavornpalmbeach.com
W. www.thavornpalmbeach.com

Pimalai Resort And Spa
99 Moo 5, Bakantiang Beach, Tambol
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Samui Palm Beach Resort
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phuket

**Sofitel Krabi Phokeethra
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NTO

Tourism Authority of Thailand (TAT)
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PROFESSIONAL CONFERENCE ORGANISERS (PCOS)

Reed Tradex Co., Ltd.
100/68-69, 32nd Floor, Sathorn
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W. www.reedtradex.com

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and Restaurant, Bangkok**
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SHOPPING & PREMIUMS

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The Thai Silk Co., Ltd. 96 Soi
Peungmee 29, Sukhumvit 93 Road,
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STAND CONTRACTORS

C.G.S. (Thailand) Co., Ltd.
789/18 Rama 9 Rd, (Soi 19)
Bangkapi, Huaykwang, Bangkok
10310, Thailand
T. +66 (0) 2 369 2990-4
F. +66 (0) 2 369 2763-5
E. noppasri@cgsthai.co.th
W. www.cgsreboardthai.com

TOUR OPERATORS - BANGKOK

Abercrombie & Kent (Thailand) Ltd.
15th Floor, Suite 1514 Empire Tower
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Sathorn, Bangkok 10120, Thailand
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Buffalo Tours (Thailand) Ltd.
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