

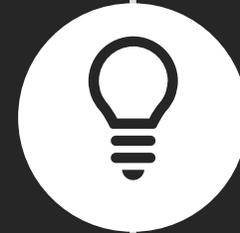
CONVENTIONS NEXT

FY2024-2025

TICA Annual General Meeting

Wednesday 10 April 2024

TODAY'S AGENDA



- 1 Global Agenda & Trends for the Global Meetings Industry
- 2 Thailand & TCEB Policy
- 3 Conventions Direction & Strategy
- 4 The Untapped Opportunities
- 5 Our Collaborative Efforts



GLOBAL AGENDA & TRENDS

TRENDS



WEF

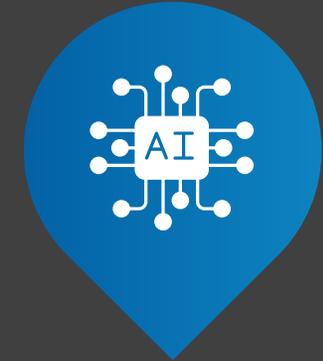
- Green
- Digital
- Revolution



BINANCE

ABCD

- AI
- Block Chain
- Cloud Computing
- Data



OVERALL

- AI
 - Generative AI
 - Responsible AI
 - Sovereign AI
 - LLM
 - AGI
- Green
- ESG
- UNSDGs
- Energy
- Wellbeing
- Talents



GLOBAL AGENDA & TRENDS

TRENDS

CVENT

- AI
- Engagement
- Experience
- Sustainability
- Accessibility

PCMA

- AI => SPARK
- DEI
- DEIA
- DEIB
- Unique Ability
- Diverse Ability
- Relevance

ICCA

- Innovation
- Legacy
- DEI
- Sustainability
- Young Professionals
- Incredible Impacts



CVENT

- AI
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ICCA

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ICCA 60 Years REPORT 2024

(1963-2022)

- Creativity
- Flexibility
- Innovation
- Sustainability
- ESG
- Impact on Communities

CVENT

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ICCA 60 Years REPORT 2024 (1963-2022)

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- Innovation
- Sustainability
- ESG
- Impact on Communities



TCEB MICE FORESIGHT

- Technology Enhancement for High Efficiency & High Effectiveness
- Direct-to-Big Customers
- MICE for Brand Building
- Value on Experience
- Regionalization
- Sustainability Practice
- Flexibility & Resilience Ability

GLOBAL MEETINGS INSIGHTS

- 1 A quarterly report by Conventions Department, TCEB
- 2 Key Highlights in this issue
 - Tourism 2024: 7 Challenges Destination Marketers to Navigate
 - Outbound Travel 2024: Asia's Big Year, Europe's Slowdown
 - 5 Sustainability Trends in the Convention Industry
 - Get Ready: 2024 Will Be the Year of Privacy
 - Most Associations Using AI in Event Planning
 - Measuring DEI at Events: Key Insights from Experts
- 3 **1st issue will be published tomorrow (11 April)**
- 4 Distributed by TCEB and TICA. Subscribe/follow us or send a request to c@tceb.or.th to get a copy.



THAILAND AND TCEB POLICY

01

**20-Year National Strategy*
(2017-2037)
Business Events Agenda**

- 1 To increase revenue from Business Events to the country

- 2 Thailand to become a preferred Conventions Destination

02

**TCEB 5-Year Strategic Plan
(2023-2027)**

- 1 Strategy 1: to position Thailand as a premier world-class Business Events destination for more income generation to boost the country's economy

- 2 Strategy 2: to uplift destination competitiveness through diverse local identity and memorable local experience

03

TCEB President Direction

- 1 MICE for Strategic Agenda

- 2 MICE for SDGs

- 3 MICE for Area Development

04

**MICE FORESIGHT
High Value-Added Destination**

- 1 Bidding Flagship Agenda

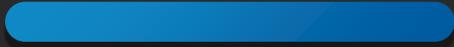
- 2 Develop Stakeholders in MICE Ecosystem

Master Plan under the 20-Year National Strategy (2017 - 2037) (related to TCEB)

Goal and Indicator in Business Tourism Sector

Goal	Indicator	Target			
		2018-2022	2023-2027	2028-2032	2033-2037
050201 Thailand becomes a developed country with stable and sustainable economic growth	Growth rate of income from business tourism (average percentage)	To increase by 5 %	To increase by 10 %	To increase by 12 %	To increase by 15 %
		CAGR Inter MICE 61-65 -33.56 CAGR D-MICE 61-65 -31.34 CAGR Total MICE 61-65 -32.32			
050202 Thailand's national competitiveness is increased	Thailand's ranking as a Convention destination according to ICCA index	Top 23	Top 20	Top 18	Top 15
		(2022 #32) (2019 #27) (2018 #21)			

VISION



“Thailand to Become a
High Value-added
Convention Destination”

VISION

STRATEGIC GOAL

To uplift international **ranking** of Thailand and key cities, through extended **partner network** while co-creating **legacies** and positive **impacts**

4Ds STRATEGY

DIGITALIZATION



DECARBONIZATION



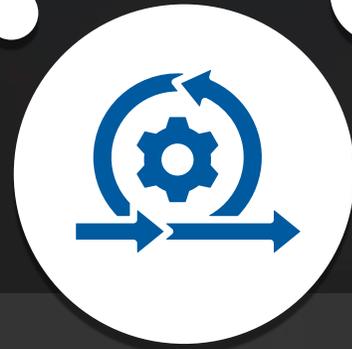
DEMOGRAPHIC SHIFT



DECENTRALIZATION



COLLABORATION



AGILE MODEL

through shared goals for
higher efficiency and
effectiveness

Internal



PARTNERSHIP

through shared
clientele for wider and
better reach

External

Thailand Vision 2030

Prime Minister Srettha Thavisin

has set a goal to transform Thailand into a global hub in eight important industries:

IGNITE
THAILAND



TOURISM HUB

ศูนย์กลาง
การท่องเที่ยว



WELLNESS & MEDICAL HUB

ศูนย์กลางการแพทย์
และสุขภาพ



AGRICULTURE & FOOD HUB

ศูนย์กลางเกษตรกรรม
และอาหาร



AVIATION HUB

ศูนย์กลาง
การบิน



LOGISTIC HUB

ศูนย์กลาง
การขนส่ง



FUTURE MOBILITY HUB

ศูนย์กลางผลิตยานยนต์
แห่งอนาคต



DIGITAL ECONOMY HUB

ศูนย์กลางเศรษฐกิจ
ดิจิทัล



FINANCIAL HUB

ศูนย์กลาง
การเงิน





Festival



Food



Tourism



Film



Sport



Thai Art



E-Sport



Design



Fashion



Music



Book

อำนาจ
ละมุน

Soft Power Thailand

11
Kick-Off
Industries

FLAGSHIP AGENDA



MICE Foresight

4+2 Focused Industries for
Future Conventions Agenda



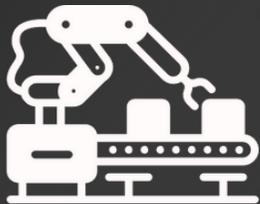
FOOD SECURITY

International Congress of
Nutrition (ICN)



URBAN QOL AND MOBILITY

World Urban Forum



ADVANCED MANUFACTURING

International Joint Conference on
Artificial Intelligence (IJCAI)



DECARBONIZATION OF ENERGY

International Renewable Energy
Conference (IREC)



CREATIVE SOFT POWER

UCCN Annual Conference 2025
The UNESCO Creative Cities
Network (UCCN)



HEALTH-TECH INNOVATION

The Annual International Conference
of the IEEE Engineering in Medicine
and Biology Society (IEEE EMBS)

THE UNTAPPED OPPORTUNITIES

Selection

- ✓ Thailand Country Report
- ✓ Year 2013-2022
- ✓ In person meetings only

Note: potential discrepancies in number of meetings due to various algorithm of ICCA; data shown served as reference points only

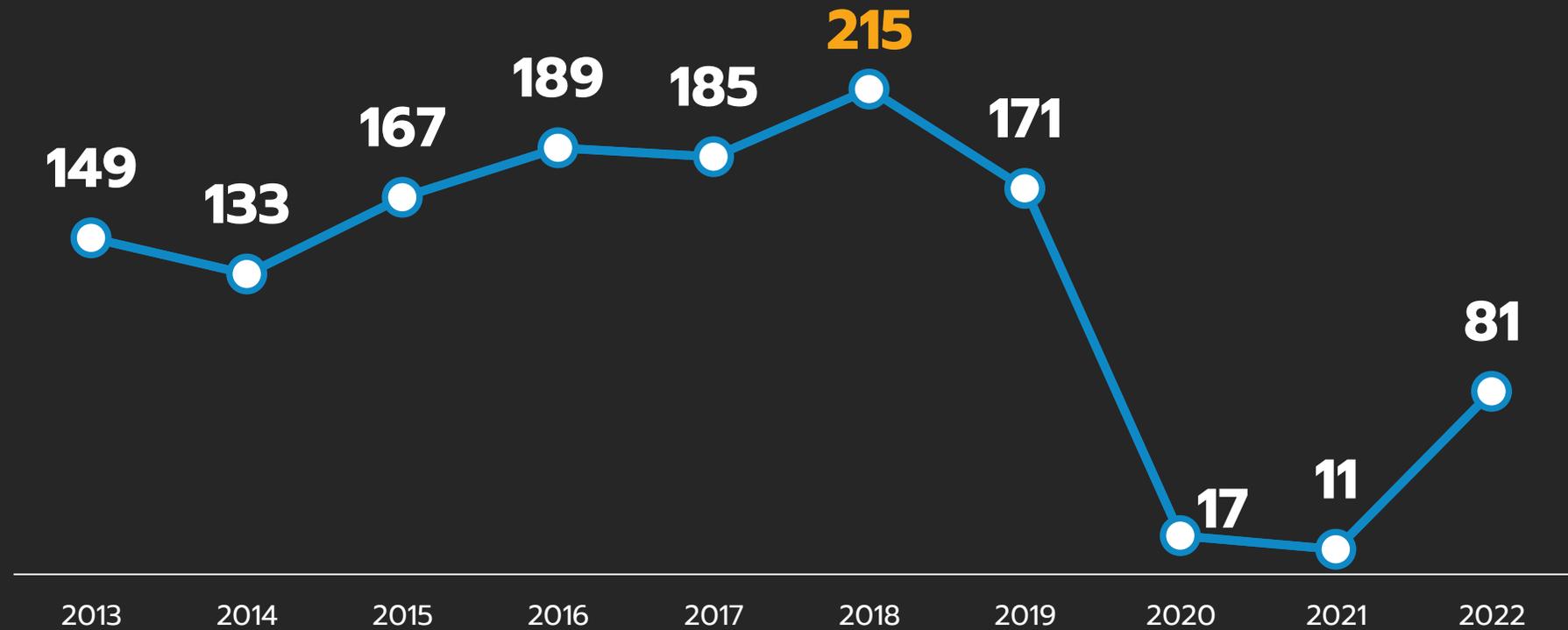
*for reference only

ICCA Business Analytics

2022



Number of Meetings in Thailand during 2013-2022

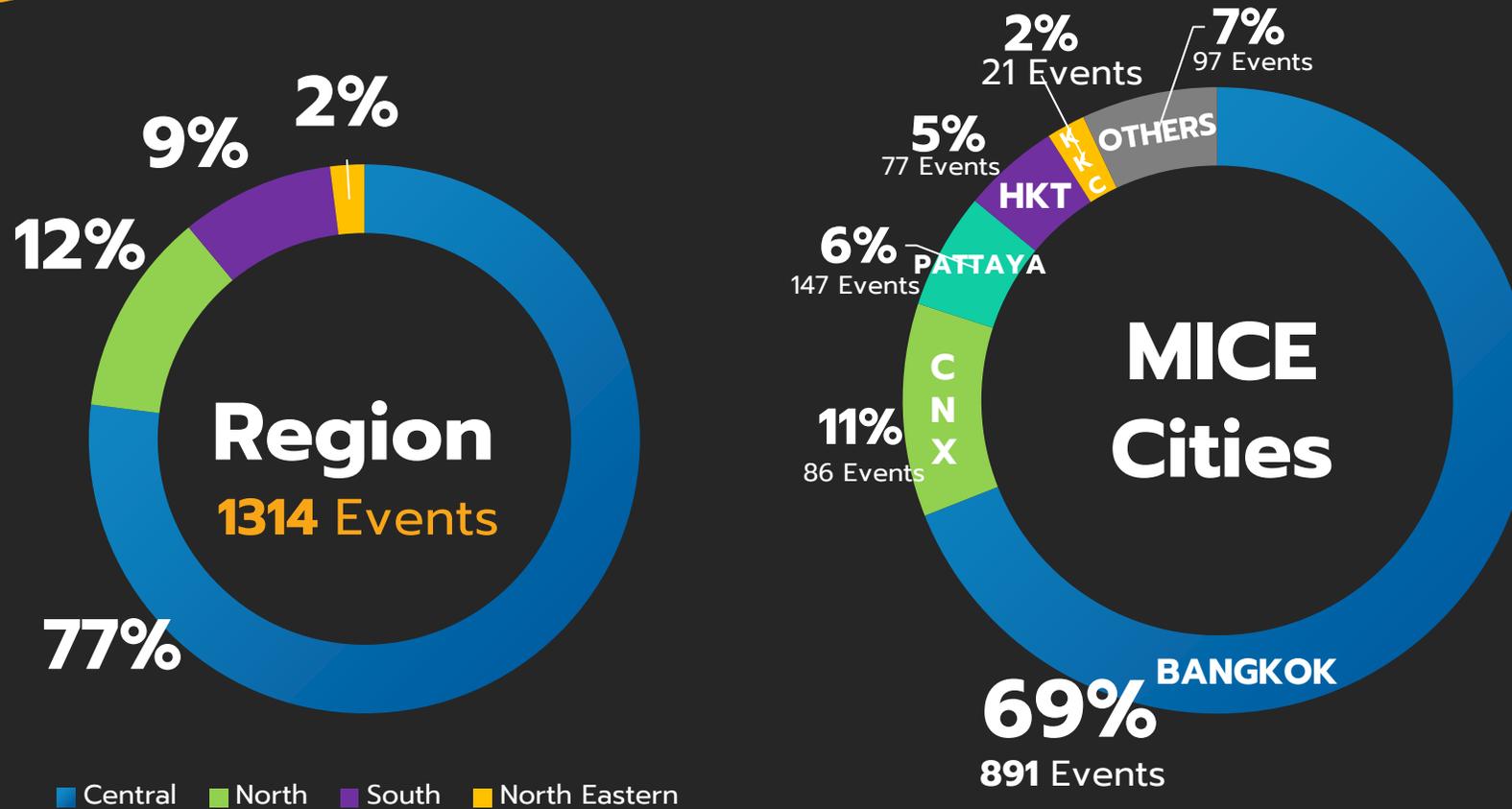


Source: ICCA Business Analytics



Number of Meetings

by Regions / Cities



MICE Cities

93%

VS

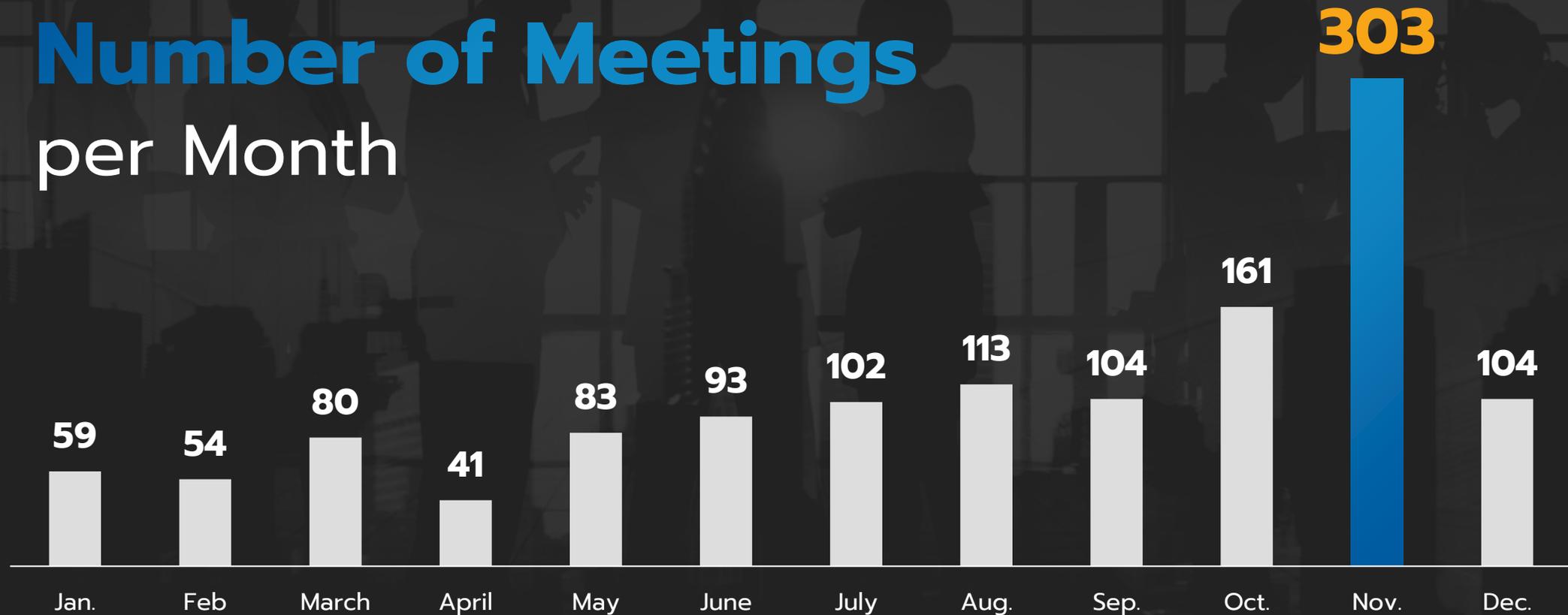
Others

7%

*for reference only

Source: ICCA Business Analytics

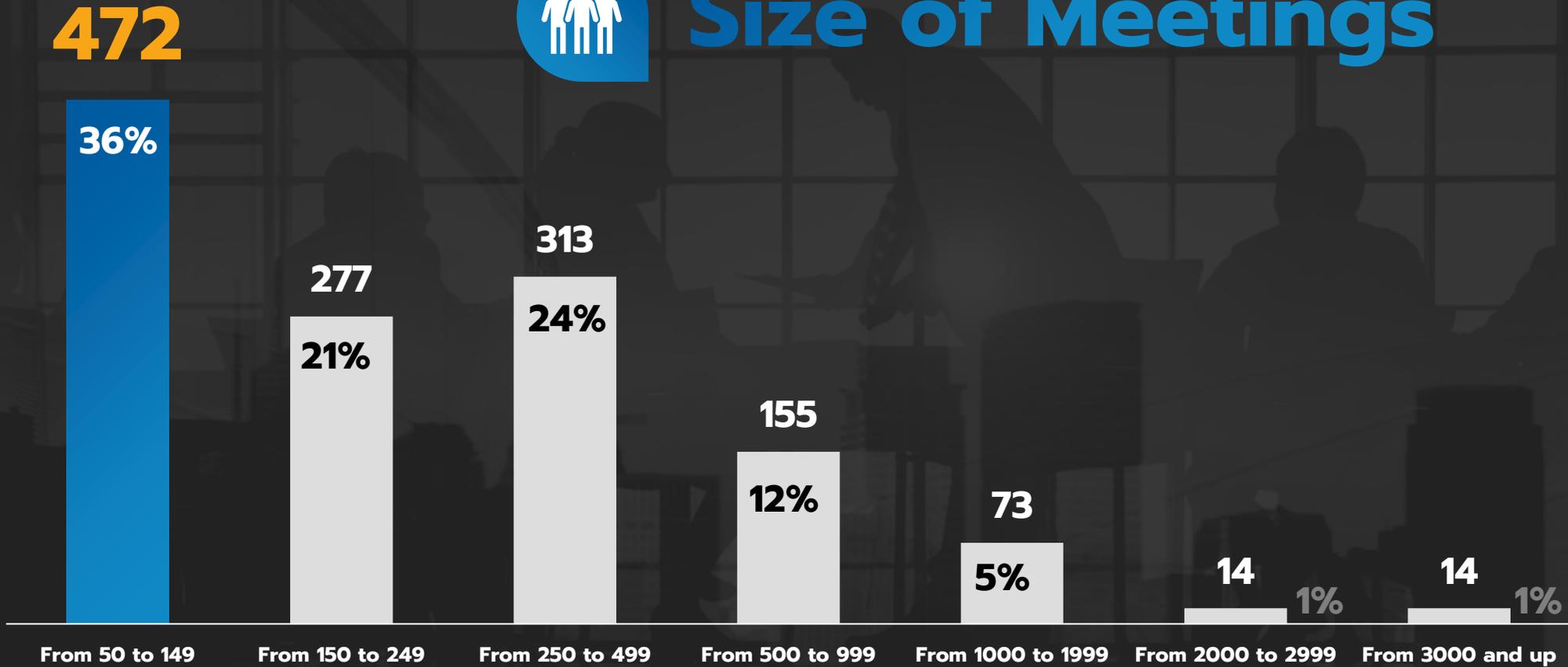
Number of Meetings per Month



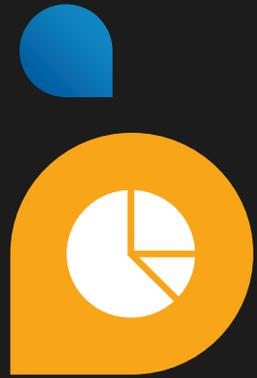
Source: ICCA Business Analytics



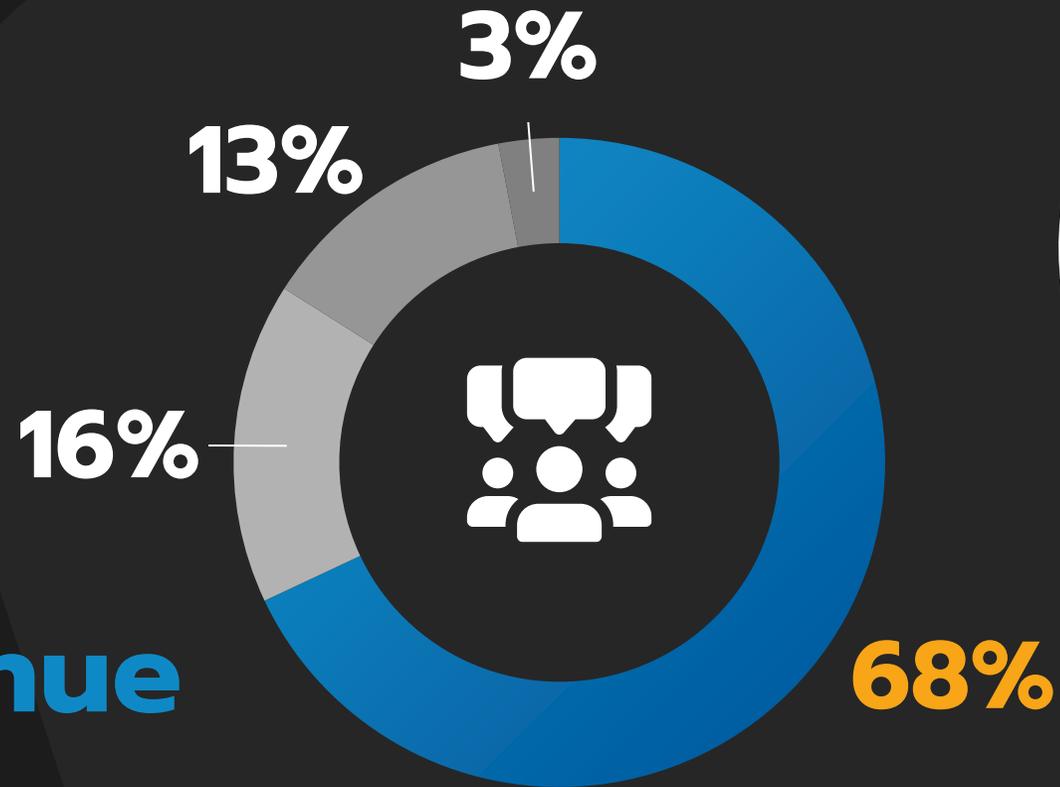
Size of Meetings



Source: ICCA Business Analytics



Type of Venue

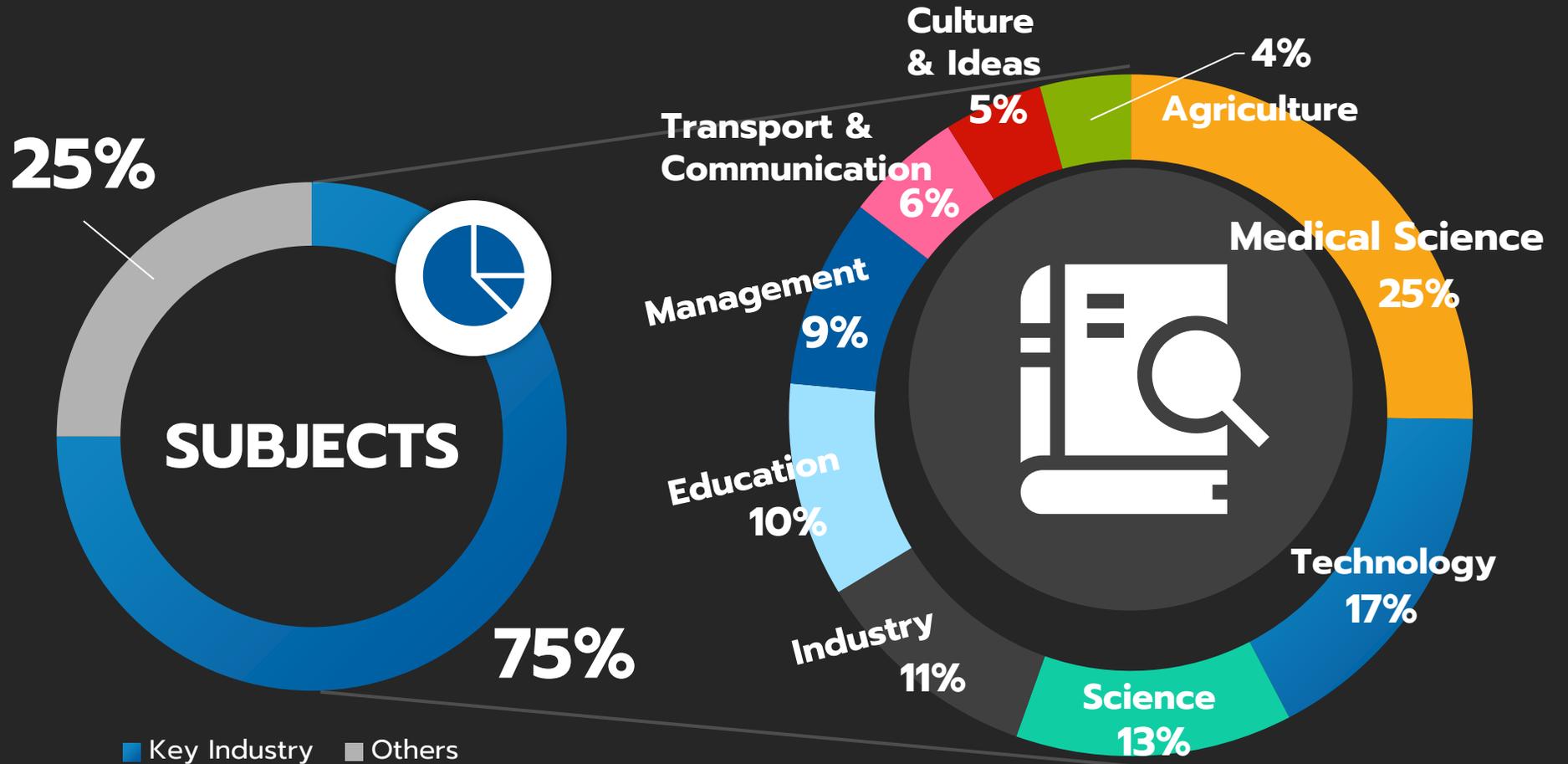


- Meeting facilities in Hotels
- University
- Convention Centre
- Others

Source: ICCA Business Analytics
*for reference only



Meeting Subjects

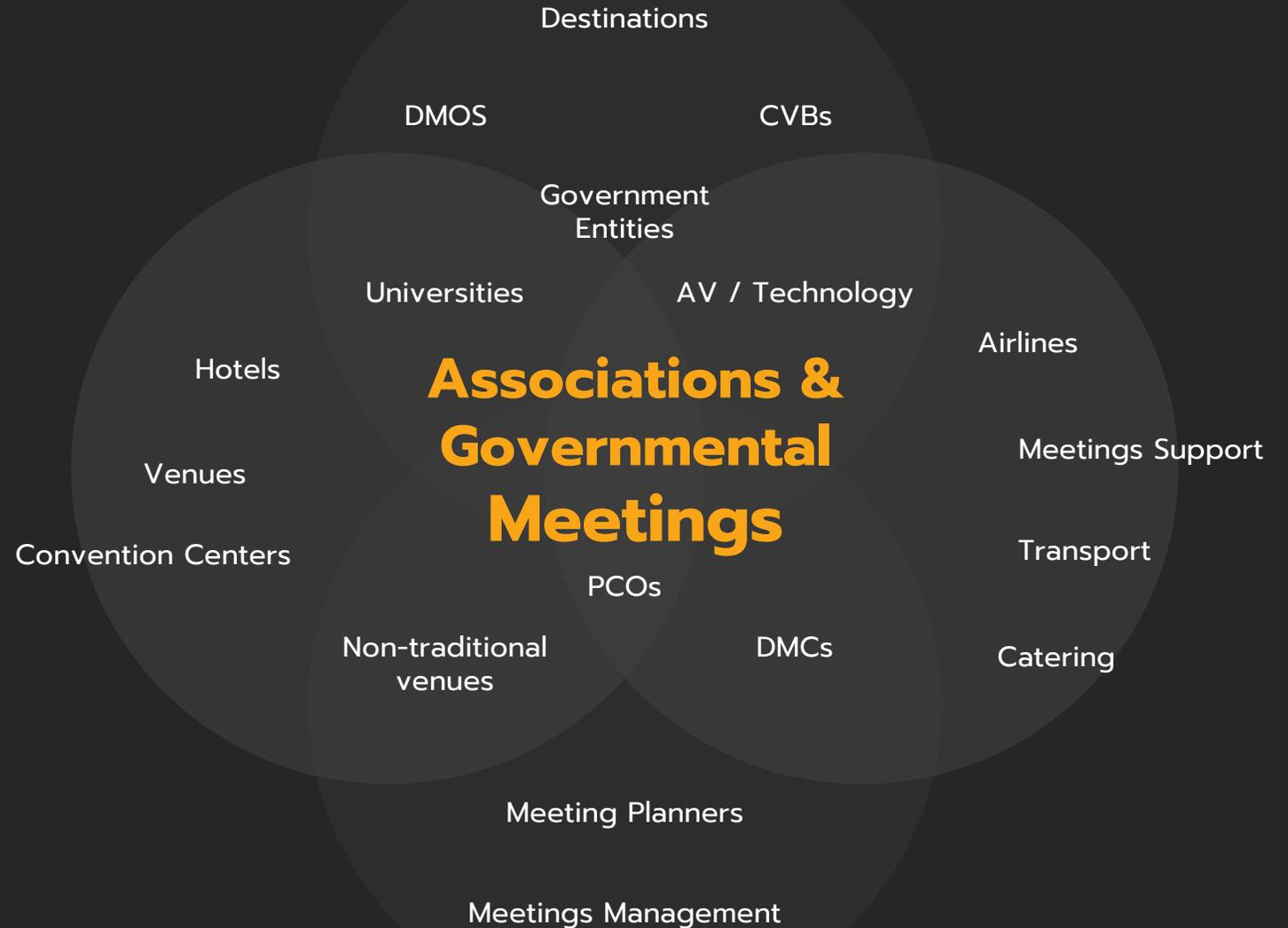


Source: ICCA Business Analytics



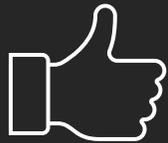
Global Meetings Industry Ecosystem

We are one of the key the drivers to accelerate destination/ community development





2018



Ranked 21st
Worldwide Meeting per Country

Rank	Country	#Meeting
1	U.S.A.	947
2	Germany	642
3	Spain	595
4	France	579
5	United Kingdom	574
21	Thailand	193



Ranked 5th
Convention Destination in **APAC**

Rank	Country	#Meeting
1	Japan	492
2	China-P.R.	449
3	Republic of Korea	273
4	Australia	265
5	Thailand	193



Ranked 1st
Convention Destination in **ASEAN**

Rank	Country	#Meeting
1	Thailand	193
2	Singapore	145
3	Malaysia	134
4	Indonesia	122
5	Philippines	64

2022



Ranked 32nd
Convention Destination in **Worldwide**

Rank	Country	#Meeting
1	U.S.A.	690
2	Spain	528
3	Italy	522
4	Germany	484
5	France	472
32	Thailand	81



Ranked 7th
Convention Destination in **APAC**

Rank	Country	#Meeting
1	Japan	228
2	Republic of Korea	162
3	Australia	118
4	China-P.R.	109
5	Singapore	101
6	Chinese Taipei	90
7	Thailand	81



Ranked 2nd
Convention Destination in **ASEAN**

Rank	Country	#Meeting
1	Singapore	101
2	Thailand	81
3	Malaysia	35
4	Indonesia	24
5	Philippines	11



Thai MICE Cities Rankings



2016

2017

2018

2019

2022

Bangkok 12th WORLD 3rd APAC 2nd ASEAN	121	Bangkok 17th WORLD 4th APAC 2nd ASEAN	110	Bangkok 10th WORLD 2nd APAC 2nd ASEAN	135	Bangkok 13th WORLD 3rd APAC 2nd ASEAN	124	Bangkok 32 nd WORLD 4 th APAC 2 nd ASEAN	50
Chiang Mai 125th WORLD 28th APAC 8th ASEAN	20	Chiang Mai 130th WORLD 27th APAC 9th ASEAN	21	Chiang Mai 110th WORLD 25th APAC 7th ASEAN	25	Chiang Mai 267th WORLD 67 th APAC 9 th ASEAN	10	Chiang Mai 202 th WORLD 28 th APAC 7 th ASEAN	9
Phuket 203 rd WORLD 48th APAC	13	Phuket 299th WORLD 71st APAC	8	Pattaya 241st WORLD 60th APAC	11	Pattaya 289th WORLD 69 th APAC 11 ASEAN	9	Phuket 223 rd WORLD 35 th APAC 8 th ASEAN	8
Pattaya 392 nd WORLD 92nd APAC	5	Pattaya 358th WORLD 83rd APAC	6	Phuket	4	Phuket 332 nd WORLD 78 th APAC 14 ASEAN	7	Pattaya 256 th WORLD 46 th APAC 9 th ASEAN	7
Khon Kaen	1	Khon Kaen	4	Khon Kaen	3	Khon Kaen	3	Khon Kaen	3

Source: ICCA Business Analytics

*for reference only

Convention Development Committee - CDC



**Supachai
Punja-apisith**
Avani Riverside
Bangkok Hotel



**Chakkarin
Aungpratip**
Bangkok International
Trade & Exhibition Centre
(BITEC)



**Naruemon
Putchakarn**
Bangkok Marriott
Marquis Queen's park



**Patranuch
Sudasna**
CDM-Conference &
Destination Management



**Ferry
Tjahjono**
Centara Grand and
Bangkok Convention
Centre at CentralWorld



**Alvin
Wee**
IMPACT Arena Exhibition
and Convention Center



**Ruchika
Longani**
Pattaya Exhibition and
Convention Hall - PEACH



**Sutichai
Bunditvorapoom**
Queen Sirikit National
Convention Center (QSNCC)



**Perapan
Angkhasuko**
Queen Sirikit National
Convention Center (QSNCC)



**Chooleng
Goh**
The Athenee Hotel, a Luxury
Collection Hotel, Bangkok



**Kritsana
Janyasakulwong**
TRUE ICON HALL



**Sumate
Sudasna**
Thailand Incentive and
Convention Association (TICA)

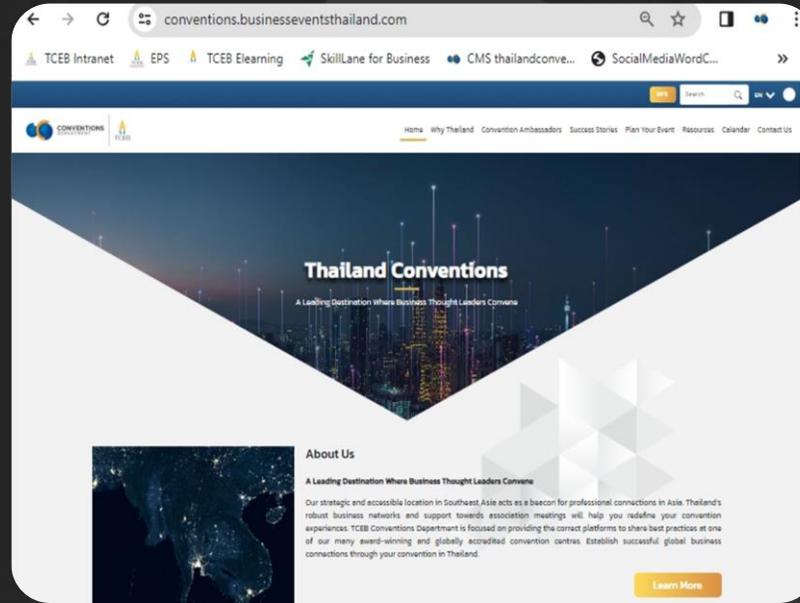


**Prapaphan
Sungmuang**
Thailand Incentive and
Convention Association (TICA)

THAILAND Conventions Knowledge Hub:

conventions.businesseventsthailand.com

Subscribe
Us!



24 – 29 Mar
International Sea Turtle Symposium 2024

15 – 18 May
Global Spine Congress (GSC) 2024

03 – 06 Jun
The International Association Suicide Prevention (IASP) APAC Conference 2024

22 – 26 Jun
The 2024 International Society on Thrombosis and Haemostasis (ISTH) Congress

02 – 05 Nov
Orient and Southeast Asia Lions Forum (OSEAL) 2024

CONVENTION AMBASSADOR

With proven achievements, status and connections in respective fields, Convention Ambassadors help to raise the profile and awareness of Thailand as a serious contender in hosting international conventions for a wide range of subject matters.

Meet our Ambassadors

<p>MEDICAL</p>  <p>Prof. Emeritus Dr. Somart Pausawadi President The Medical Council of Thailand</p>	<p>ROBOTICS</p>  <p>Assoc. Prof. Dr. Dytta Leowattana Special Advisor, Education/Human Capital, and Technology Development Sukhothai Rajavidyalaya (SRU)</p>	<p>AGRICULTURE Natural Resources and Environment</p>  <p>Asst. Prof. Dr. Kobsak Wanthonchai Dean of Faculty of Forestry Kasetsart University</p>
<p>AGRICULTURE Swine</p>  <p>Prof. Dr. Rongroj Thanavongnuach Honorary Advisor Thai Swine Veterinary Association</p>	<p>FOOD</p>  <p>Prof. Dr. Pavinee Chinsachot Advisor Food Science and Technology Association of Thailand (FSTAT)</p>	

CONVENTIONS DEPARTMENT | TCEB

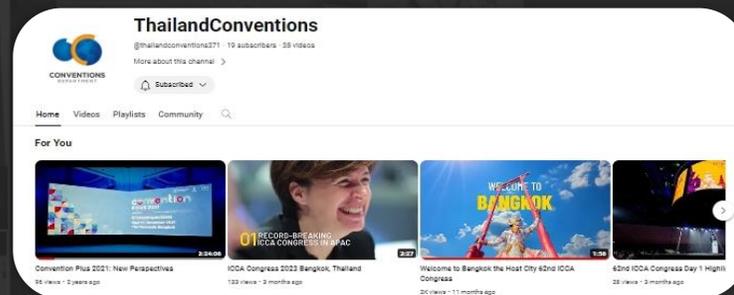
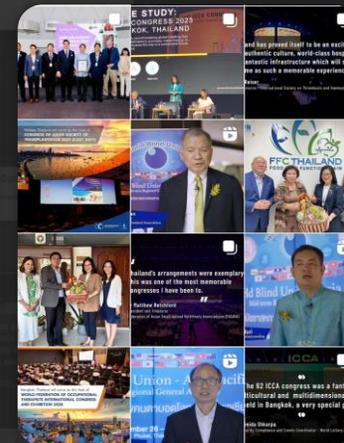
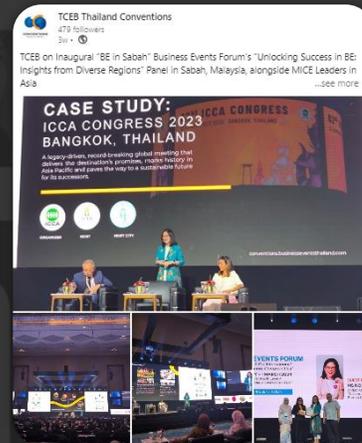
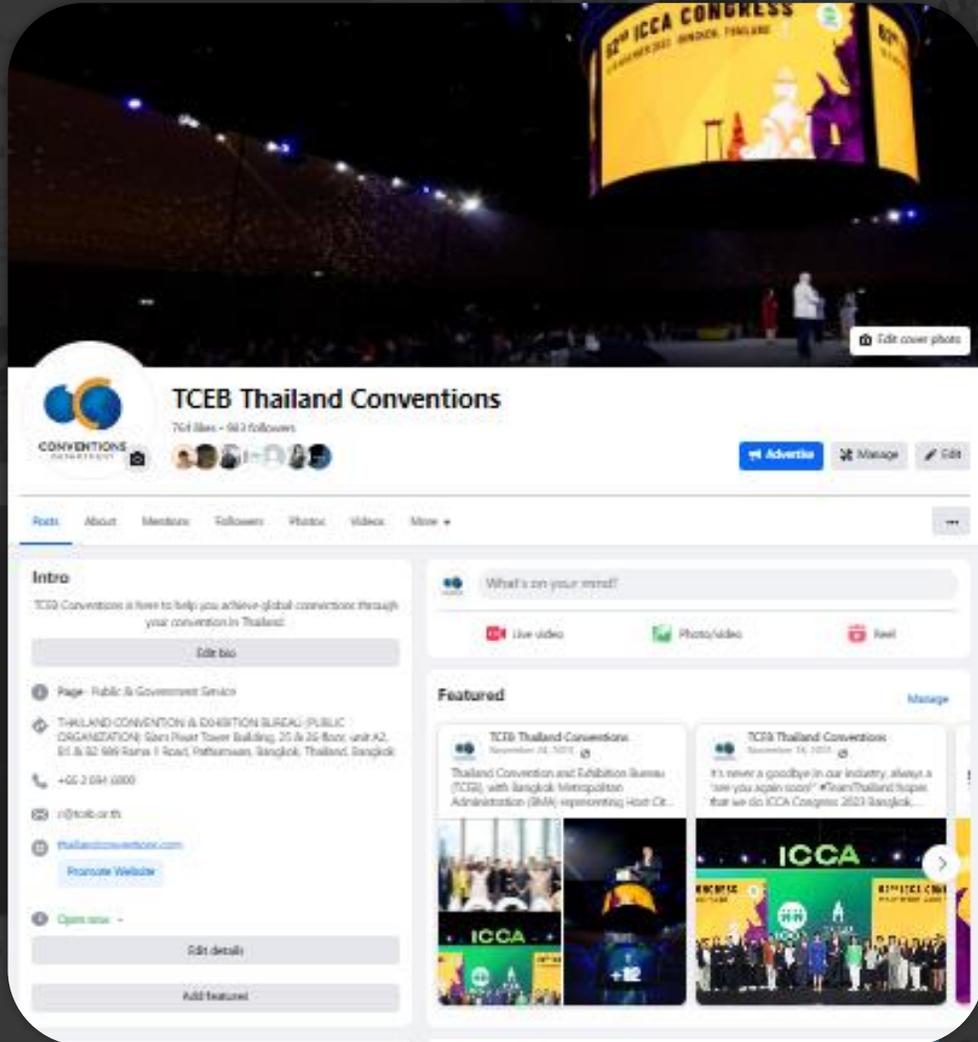
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Thailand Convention and Exhibition Bureau (Public Organization)
Siam Pariat Tower Building, 25 & 26 floor unit A2, B1 & B2 989 Rama 1 Road, Pathumwan, Bangkok 10330
+66 2 694 6000 | c@tceb.or.th

News from TCEB
Enter Your E-Mail

TCEB THAILAND CONVENTIONS:

Social Media Platforms



- ✓ Congress of the International Society for the Performing Arts 2028
- ✓ Meeting of the International Society of Women Airline Pilots 2030
- ✓ World Cancer Congress 2028
- ✓ International Cool Climate Wine Symposium 2030
- ✓ Congress of the International Union of Architects 2032
- ✓ International Conference on Social Robotics 2030

- ✓ World Conference on Doping in Sports 2031
- ✓ International Technical Conference on Enhanced Safety of Vehicles (ESV) 2031
- ✓ World Congress of Gastroenterology (WGOC) 2031
- ✓ International Conference on Medical Image Computing and Computer-Assisted Intervention 2031
- ✓ World Congress of the International Association for the Scientific Study of Intellectual Disabilities 2033

5-YEAR Bid Calendar

2025

2026

2027

2028

2029

- ✓ UNESCO Creative Cities Network Annual Conference 2027
- ✓ World Travel and Tourism Council Global Summit (WTTC) 2026
- ✓ Routes World 2028
- ✓ World Music Expo Conference 2027
- ✓ Information Security Forum's Annual World Congress 2029

- ✓ World Veterinary Poultry Association (WVPA) Asia Meeting 2030
- ✓ Asia Pacific Conference on Sustainable Energy & Environmental Technologies (APCSEET) 2029
- ✓ Congress of the International Society for the Performing Arts 2028
- ✓ IATA World Cargo Symposium 2029/2030 (WCS)
- ✓ UITP Global Public Transport Summit 2029/2031

- ✓ International Symposium on Food Packaging 2032
- ✓ IUSTI World Congress International Union Against Sexually Transmitted Infections 2034
- ✓ IATA Slot Conference 2032
- ✓ Slush 2035



HIGHLIGHT BID IN THE PIPELINE

InterPride 2025

(road to World Pride 2030)



Chiang Mai/
Phuket
600 pax

Soft Power
(Festival)

World Stroke Congress 2026

(WSC 2026)



Bangkok
3,500 pax

Medical
Ignite Thailand (Wellness &
Medical Hub)

The 10th Asia Pacific Region Conference

of the International Union Against
Tuberculosis and Lung Disease (APRC 2026)



Bangkok
1,000 pax

Medical
Ignite Thailand (Wellness &
Medical Hub)

The Asian-Australasian Association

of Animal Production Societies (AAAP)
Animal Science Congress 2028



Pattaya
1,000 pax

Ignite Thailand (Agriculture
& Food Hub)

The 25th World Orchid Conference 2029



Nakhon
Ratchasima
1,000 pax

Ignite Thailand (Agriculture
& Food Hub)

International Congress of Nutrition and Dietetics 2032



Bangkok/
Pattaya
2,000 pax

TCEB Flagship
Food Security

CONVENTION

EVENT HIGHLIGHTS

The 74th FIFA Congress



BANGKOK
17 May 2024
1,300 pax

The 2024

International Society on Thrombosis
and Haemostasis (ISTH) Congress



BANGKOK
22-26 Jun 2024
7,000 pax

Orient

and Southeast Asia Lions
Forum (OSEAL)



PATTAYA
14-17 November 2024
8,000 pax

DEVCON 2024

(DEVelopers
CONFerence)



BANGKOK
12-15 November 2024
7,000 pax

The 15th AWID

(Association for Women's Rights in
Development)



BANGKOK
2-5 December 2024
2,500 pax

International Diabetes Federation (IDF) World Diabetes Congress



BANGKOK
7-10 April 2025
10,000 pax

The 7th International Conference on Public Policy 2025



CHIANG MAI
2-4 July 2025
1,300 pax

IEEE PES GTD

Grand International Conference
and Exposition Asia



BANGKOK
26-29 November 2025
10,000 pax

World Congress on Pain 2026



BANGKOK
August 2026
6,000 pax

Annual Meetings of the International Monetary Fund and the World Bank Group



BANGKOK
October 2026
10,000 pax

CONVENTION

Organized at Hotels



APSCVIR 2024



**Centara grand
at centralworld**
3-5 May 2024
1,000 pax

International Benefits Network Global Meeting



Grand Hyatt Erawan
12-14 May 2024
50 pax

The World Union of Wholesale Markets 2024



The Athenee Hotel
15-17 May 2024
600 pax

Global Spine Congress 2024



**Centara Grand
at CentralWorld**
15-18 May 2024
2,000 pax

The 11th International Association for Suicide Prevention (IASP) Asia Pacific Conference



Landmark Hotel
3-6 June 2024
350 pax

ChemCon Conference



AVANI+ Riverside
3-7 June 2024
200 pax

IMCAS Asia 2024



The Athenee Hotel
21-23 June 2024
2,500 pax

LINNC Asia 2024



Renaissance Ratchaprasong
25-26 October 2024
200 pax

FY2025 CONVENTION CAMPAIGN



CRITERIA

- ✓ 2 full day
- ✓ Knowledge-based conventions
- ✓ Minimum 50 international delegates (Onsite only)

NO. OF
INTERNATIONAL
DELEGATES

SUPPORT PROVIDED

NO. OF INTERNATIONAL DELEGATES	SUPPORT PROVIDED		
<p>50-99 PAX</p> 	<p>IN-KIND SUPPORT</p>	<p>Immigration Fast Track service</p>	<p>Facilitation on Visa issuance</p>
		<p>Local Suppliers Recommendation</p>	<p>Liaison with government agencies</p>
<p>100+ PAX</p> 	<p>IN-KIND SUPPORT</p>	<p>FINANCIAL SUBSIDY</p>	<p>BOOSTER (CHOOSE ONLY ONE)</p> <p>Booster 1: Hosting international convention in designated cities</p> <p>Booster 2: "Carbon Neutral Event" Booster</p>



"BE Inspired... Your Day with US"



Thursday 4 April 2024



Bangkok (along the BTS line)



12

Participants

8

associations



Supported by



EASTIN
GRAND HOTEL
PHAYATHAI



INTERCONTINENTAL.
BANGKOK SUKHUMVIT

MÖVENPICK
BDMS WELLNESS RESORT
BANGKOK



BDMS
CONNECT
CENTER

Co-Create

with TCEB Conventions

in partnership
with **TICA**
THAILAND INCENTIVE AND
CONVENTION ASSOCIATION



Expand your Market Reach

- ✓ **Overseas:** get your new products/services & property updates known to the world better and louder thru our reps' network (reach over 7,500)
- ✓ **Domestic:** showcase your products & services directly to TCEB association network



Explore Bidding Opportunities

- ✓ **Leads from Hotel:** send to TCEB and we will do our utmost to support
- ✓ **Leads from TCEB:** Quick response to RFP and Quote to Win directly from us, or thru TICA Sales Leads
- ✓ **Site Inspection:** creative way of showing your asset; the only chance to make an impression



Elevate Thailand's Positioning

- ✓ **Share Event Info:** send Convention events information organized at your property to TCEB to boost up Thailand's world ranking
- ✓ **Every Convention Counts!**

3 กลุ่มทักษะสำคัญ ต่อจรรยาบรรณการทำงานโลกยุค 4.0

1 Hard Skill ต่อจรรยาบรรณอุตสาหกรรมยุคใหม่

- Cloud Computing, AI, Analytical Reasoning, User Experience (UX Design) เป็นต้น

2 Soft Skill ปรับใช้ได้กับทุกสายงาน

- ความคิดริเริ่ม (Initiative)
- ความคิดวิเคราะห์ (Critical Thinking)
- ความคิดสร้างสรรค์ (Creativity)
- ทักษะการสื่อสาร (Communication)
- การบริหารคน (People Management)

3 ทักษะการทำงาน Cross-Functional

- การโน้มน้าว (Persuasion)
- การประสานความร่วมมือ (Collaboration)
- ความสามารถในการปรับตัว (Adaptability)
- การบริหารจัดการเวลา (Time Management)



THE OFFICE MENTORS

Beyond Training

10 Skills ของคนทำงานประจำ ใช้ใช้เวลา งานรุ่ง เงินเดือนพุ่ง

- Agile Mindset**
 เป็นพลักริเริ่มเร็ว ลดขั้นตอนการทำงานและเอกสาร
- Growth Mindset**
 อุปสรรคคือความท้าทาย เรียนรู้จากความผิดพลาด Life Long Learning
- Systematic Problem Solving**
 แก้ไขระยะยาวอย่างเป็นระบบและมีหลักการ
- Systematic Analytical Thinking**
 คิดวิเคราะห์เชิงลึก แก้ปัญหาอย่างมีประสิทธิภาพ
- Design Thinking**
 เข้าใจปัญหา ผลิต Innovation ให้ตอบโจทย์ความต้องการของลูกค้า
- Project Management**
 บริหารโครงการอย่างมีประสิทธิภาพจนประสบความสำเร็จ
- Empathy and Emotional Intelligence**
 เข้าใจเพื่อนร่วมงาน รู้เท่าทันอารมณ์ตัวเอง ลดความขัดแย้งในการทำงาน
- Leadership and Social influence**
 มนุษย์สัมพันธ์ดี สื่อสารเป็น รับฟังทั้งเคารพและให้เกียรติ
- High Impact Presenting**
 ประเด็นนำเสนอชัดเจน ผู้ฟังสนใจ สรุปจบภายใน 1 นาที
- Storytelling**
 ทำให้ผู้ฟังรู้จักและเข้าใจเรา เพิ่มมูลค่าผลิตภัณฑ์ด้วยเรื่องราว

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Nooch
Homrossukhon
Director of Conventions
Department

Business Development



NOK - Siriporn
Tarnvudhikul
Senior Manager



NAN - Nara
Romphothong
Manager



FERN - Kanchita
Khaoplak
Senior Executive

Bidding



PINK - Araya
Rungsang
Senior Manager



NEWNANG - Palita
Kunpholpitak
Manager



OAT - Pruttiporn
Pansuwan
Senior Executive



EUNG - Punthita
Laoharajanawongsa
Senior Executive

Marketing Development

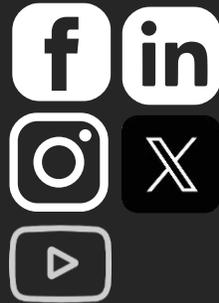


NATE - Suratwadee
Phetriang
Senior Manager



NOON - Suparat
Veeravattana
Manager

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