



POOM THAI

Pride of the Nation:
The History of MICE in Thailand

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Chairperson, Board of Trustees, Convention Promotion Fund (CPF)

The Convention Promotion Fund (CPF) was established in 1999 with the cooperation of the government and private sector. At the time, despite Thailand's prowess in servicing international conventions and exhibitions, opportunities were lost due to the lack of funds needed to contend with competing destinations when bidding for international events.

The founding of CPF certainly benefits the MICE industry tremendously. I would like to convey my thanks and commend the people and organizations that came together to establish the fund for public benefit. The founders comprised of government bodies and private sector stakeholders such as hotels, travel industry suppliers, banks, etc.

Winning bids for world class events is only one side of the MICE story. Conventions and exhibitions have an important role in raising Thailand onto the world stage and played a part in preserving the country's independence in the past.

On behalf of the Convention Promotion Fund (CPF), I have the pleasure to present the history of the MICE industry dating back over a century to the present. I hope the Thai people will join us in taking pride and jointly develop the MICE industry to yield even more benefit to the public in the future.

Suchada Yuvaboon



President, Thailand Convention and Exhibition Bureau (TCEB)

The establishment of the Thailand Convention and Exhibition Bureau (TCEB) introduced a new dimension to the industry, establishing a unified network between the government and private sector.

The coordinated effort enjoyed through the close cooperation of TCEB with other government agencies and the private sector is the factor of Thailand's success in gaining a leadership position within the world MICE market.

The MICE sector is not only a tool of the economy, but is an important means to develop the nation, bridge economic gaps and stimulate investments. These qualities are the values of MICE which has permeated throughout our long history, and we shall learn how the role of MICE has assisted the country with much significance.

TCEB is confident that reading this book, "Pride of a Nation: The History of MICE in Thailand", will fill the Thai people with pride and also give insight to the vision and foresight of the Thai monarchy which played an essential role in the development of MICE in Thailand.

Chiruit Isarangkun Na Ayuthaya

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Cover Picture: The 1st National Exhibition 1882

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01

The Origins of MICE

MICE as defined by the Asian Association
of Convention and Visitors Bureaus (AACVB)
comprises of four aspects namely,
M – Meetings, I – Incentives,
C – Conventions and E- Exhibitions.

With regards to MICE, the Joint Meetings Industry Council (JMIC) identifies it separately from generic tourism based on the objectives of the traveler. A MICE delegate is described as someone who travels to a destination to participate in a meeting, seminar, exhibition or a corporate incentives (reward) trip. A MICE traveler spends between 3–3.5 times more than the generic tourist and the MICE business must comprise comprehensive elements, from well-managed and complete professional services, planning and management procedure on venue management, meeting arrangements, food and beverage preparations, as well as other supporting services such as freight forwarding, customs clearance, etc.



The Congress of Vienna

MICE Beginnings

The beginning of MICE can be traced back over a thousand years with meetings or congregations amongst nations and communities or, groups of people, recorded within Greek and Roman history. Other significant events include Clergy Meetings during the times of the Lord Buddha. The first meeting in the form we recognize is, “**The Congress of Vienna**” which was held between September 1814 and June 1815. The event was an international diplomatic conference to reconstitute the European political order.

One of the biggest congregations of the time, the event was attended by prominent figures in history such as the Emperor of Russia, Tsar Alexander the First; Prince Edward Clark of Saxe-Coburg and Gotha; and Klemens Wenzel von Metternich; a statesman and diplomat of the Austrian Empire.

EUROPE IN VIENNA

The Congress of Vienna 1814/15





Klemens Wenzel von Metternich, Austrian Statesman & Congress Chairman

Although exhibitions were common throughout history, Exhibitions as we know it today fully came into its own in the late 19th century in Europe. Exhibitions in the past were usually public affairs where invitations were extended to various countries to display prominent products of their nations for public interest and curiosity. These activities were eventually commercialized as organizers realized the trade potential of such events. This also led to the formalization of Meetings and Conventions. All of which eventually led to the establishment of the tourism industry as we know it today.



Bangkok during the reign of Rama V

Thailand's MICE History: The Pride of a Kingdom

MICE in Thailand goes back much further than most of the public or current industry members realize. The history of MICE in Thailand is of great significance as it raised the recognition and awareness concerning the Kingdom to an international level and contributed greatly to our ability to avoid colonization. The revitalization of the economy is credited to MICE which also helped develop the Kingdom to be on par with foreign powers. The prominent rise of MICE in Thailand was during the Rattanakosin period (1782 AD–1932 AD) under the Chakri dynasty. It contributed to the development of the Kingdom in all aspects be it social, religion, public health, art, culture, economy as well as bridging the gap with foreign powers. MICE also helped steer the Kingdom towards peace, prosperity and national solidarity, the effects of which is still felt today and is on-going.



Tram on Chakrabongse Road (in front of Wat Chanasongkram)
during the reign of Rama V



Ratchadamnoen Road during the reign of Rama V



Ratchadamnoen Road during the reign of Rama V

MICE's contribution to the Kingdom was first made prominent during the reign of King Chulalongkorn or Rama V who used it to bring a little-known nation during the height of the colonization era to the forefront of international recognition. It was central to King Chulalongkorn's strategy to keep Thailand or Siam, as it was known during this era, out of the hands of foreign dominions. MICE was a means of international negotiations to resolve diplomatic issues and helped pull the nation out of crisis towards prosperity.

MICE is also credited for instilling creativity and economic development which led to exporting goods. It also spurred the production and sale of products within the country. This led to job creation, revolutionizing product development in local industries, formalization of the service sector and attracted investments, propelling the Kingdom forward in terms of business development and establishing new industries.

Most importantly, MICE instilled national pride from the days of King Chulalongkorn and continues to do so to this day.

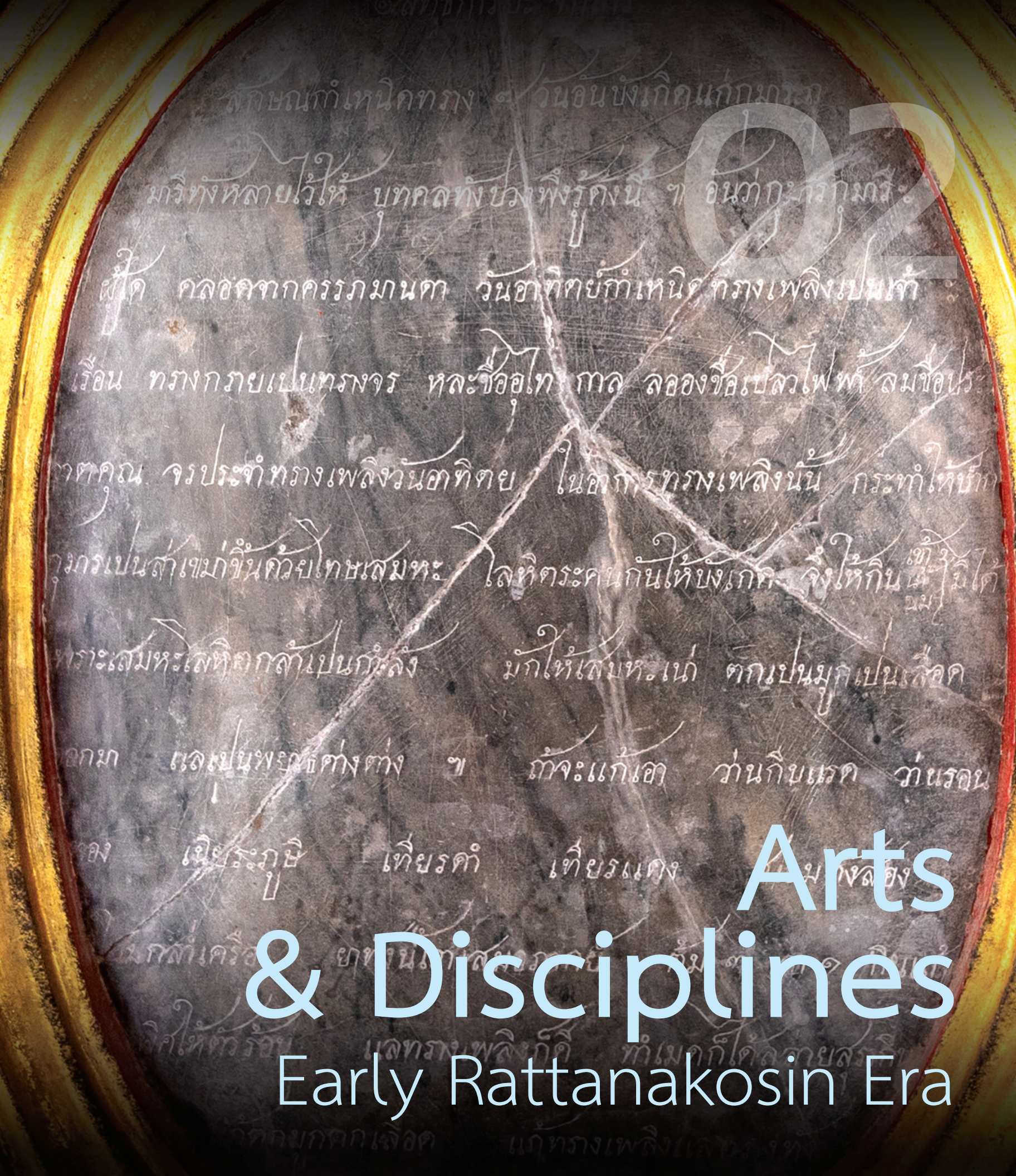
Through MICE, Thailand's forefathers established a firm knowledge base and a solid foundation for the nation which ensured that it was equipped and prepared to meet the challenges of moving forward as a confident nation. Not only was a firm civil service established, but also a competent private sector, which fueled Siam to move forward re-assuringly and proudly into the future which resonates to this day: The Pride of a Nation.

Today, the MICE industry significantly contributes to the Thai economy. According to a report by the Thailand Convention and Exhibition Bureau (TCEB) released in 2019 AD, the MICE industry has a significant economic impact where it generated revenue totaling Baht 550 billion, of which Baht 272 billion was from the domestic market and Baht 277 billion from international clientele. This equates to 3.27% of the GDP. Tax revenue collected from the MICE industry each year exceeds Baht 39 billion and the industry employs over 321,000 people.



Unlike in some markets where the MICE sector has plateaued, this sector still has room to grow and will continue to contribute to Thailand's reputation as well as build national pride. A 2018 AD report from the International Congress and Convention Association (ICCA) placed Thailand as one of the most popular destinations for international meetings; Thailand ranked first within ASEAN with 193 international events hosted by the country that year. Within Asia, Thailand is ranked the fourth most popular destination following Japan, China and South Korea respectively. Thailand managed to maintain this ranking for three consecutive years between 2016–2018.

Thailand's strength lies in its determined and ambitious industry members that strive to keep improving and raising its standards. The country's strong infrastructure and varied facilities makes it an attractive destination for MICE business which will, all-in-all, lead to Thailand attaining a leadership position in the international MICE sector with ease.



02

Arts & Disciplines

Early Rattanakosin Era



The Monarchs and Civil Servants of the early Rattanakosin era used meetings and conferences to manage the Kingdom. Philosophers and Royal Scholars were often called to assemble to discuss key issues. Some earlier well-known meetings recorded by Thai historians was in 1428 AD (or 2025 BE) during the Ayutthaya era (1350–1767 AD) where philosophers and Buddhist clergy were invited to revise the Vessantara Jataka, the story of one of the Lord Buddha's past lives, to ensure accuracy of the Pali translations.

Meetings or conferences were an important tool to ensure that royal decrees and missions were achieved with success. It was also an important tool to help develop a prosperous Kingdom.

A mere 15 years after Krung Thonburi or the Thonburi Kingdom was established, the Rattanakosin era was formalized in 1782 AD (or 2325 BE) by the Chakri Dynasty (the current reigning dynasty). The Chakri dynasty concentrated on revitalizing the arts and disciplines of the Ayutthaya kingdom, a precursor to modern Thailand, which had fallen due to invasion from the Burmese Kingdom.

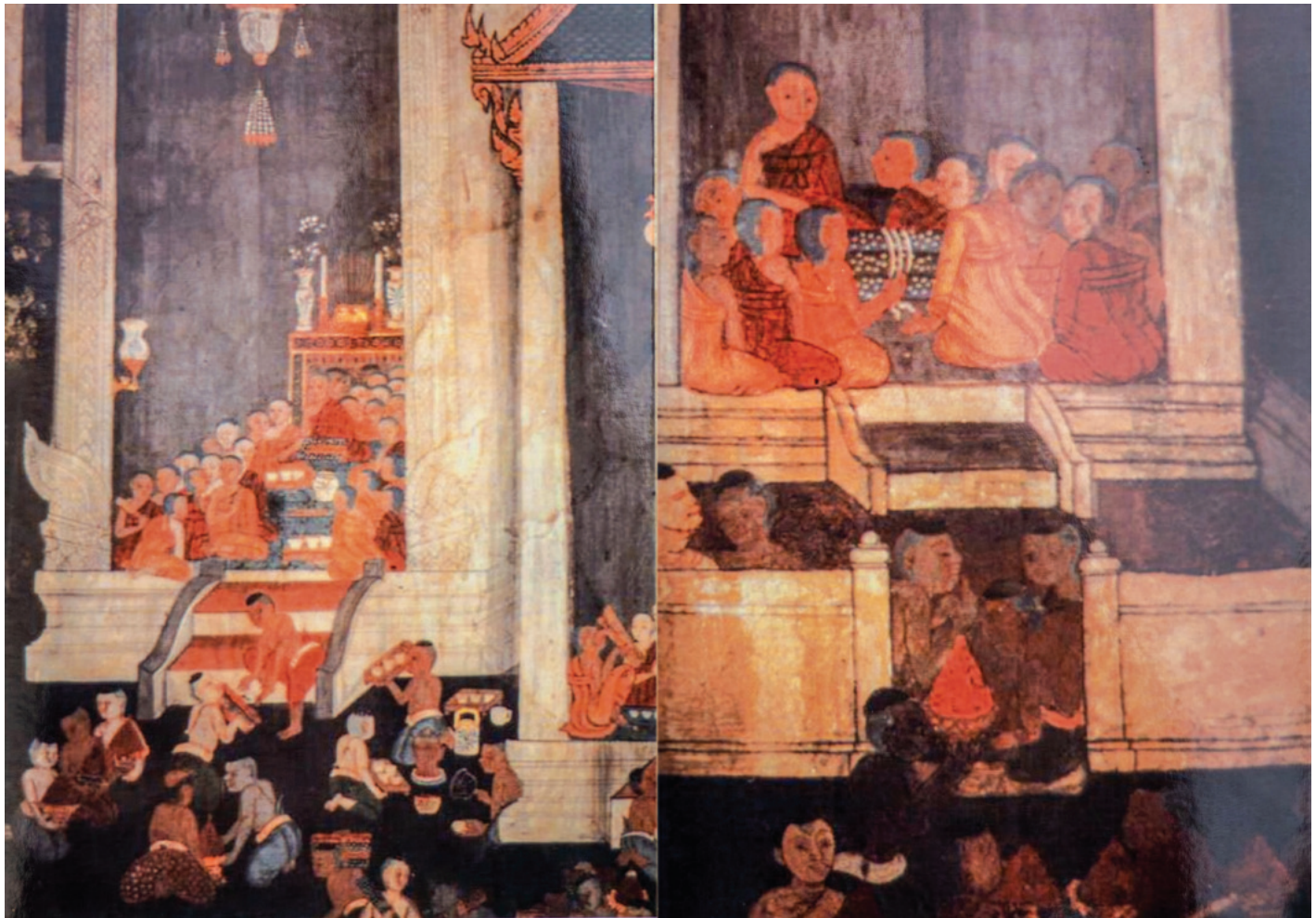
Following are notable conferences within Siam during the Rattanakosin era.



Conference to Revise the Tripitaka

In 1782 AD, King Chulaloek Maharaj, or Rama I, the first monarch of the Chakri Dynasty, dedicated himself to revive the arts and disciplines of the fallen Ayutthaya Kingdom placing the highest priority on reviving Buddhism.

The Burmese invasion in 1765 AD destroyed Ayutthaya and led to the destruction of the Kingdom's art treasures, literature libraries and historic archives. The Supreme Patriarch, the highest-ranking monk in Buddhist clergy, advised King Chulaloek that the surviving copies of the Tripitaka, scriptures in Theravada Buddhism, within the Kingdom contained numerous discrepancies and varied interpretations of the original Pali version, and requested that a consolidated and accurate Tripitaka be compiled. This led to the Clergy Conference in 1788 AD (or 2331 BE) held at the Nipphannaram Temple (today known as Wat Mahathat Yuwaratransarit) to revise the Tripitaka and ensure its accuracy. The conference was Chaired by the Supreme Patriarch and attended by 218 senior monks and 32 scholars from the Royal Academy. This also led to the revision of the Pali-Thai Dictionary and Grammar textbook all of which was completed within 5 months. On completion of the revision, the revised Tripitaka was inscribed in gold on palm leaves and distributed to the clergy and scholars throughout the Kingdom.



Conference to Revise the Tripitaka During the Reign of Rama I,
illustration from the “Rattanakosin Literature” book by the Department of Fine Arts



Ho Phra Monthiantham scripture hall and supplementary library at Wat Phra Si Rattana Satsadaram or Wat Phra Kaew (Temple of the Emerald Buddha)

The revised Tripitaka from King Rama I's era is referred to as the **"Tong Teub"** version or "Solid Gold Version". Subsequent revisions of the Tripitaka are referred to as **"Tong Yai"** version or **"Grand Golden"** versions. These are on display at the Monthiantham Hall in Wat Phra Si Rattana Satsadaram more famously known as the **"Temple of the Emerald Buddha"**.





Traditional medicinal recipes inscription
at Wat Ratcha Orasaram

Conference on Pharmacopeia

During the reign of King Rama II (King Phutthaloetla Naphalai), the royal grandchildren continued King Rama I's works and embarked on rejuvenating Thai pharmacopeia and other disciplines, as well as art forms lost due to the destruction of Ayutthaya. This led to the grand conference in pharmacopeia in 1813 AD to preserve knowledge on Thai pharmacology and treatments.

The conference was attended by the Royal Physician, Dr. Chaleisakdi - a specialist in curing diseases; pharmacists and traditional Thai medicine specialists from around the Kingdom. The conference was headed by Lord Phong Narin or Prince Thatsaphong, issue of the King of Thonburi or King Taksin, who was at the time the Royal Physician. His chief role was to research and select recipes of drugs and medicines to be included in the encyclopedia.

A selection of these traditional medicinal recipes is inscribed in marble tablets on the outer walls of the hall housing the reclining Buddha in Wat Ratcha Orasaram. This invaluable encyclopedia of pharmacopeia and traditional Thai healing methods are today an important reference for the study of medicine and pharmacology.

The original copy of the pharmacopeia encyclopedia is housed at the national library and was declared as the National Traditional Thai Medicine textbook in 2015 AD.





Public Health Conference

In 1820 AD (2363 BE), towards the end of King Rama II's reign, the Kingdom was plagued by a Cholera outbreak. The pandemic which lasted for one year killed approximately 30,000 people. A second outbreak occurred again two years later. The outbreaks prompted the next monarch, King Rama III, to revive the Thai Medicine textbook in 1824 AD (2367 BE).

The period between 1824 AD–1851 AD (2367 BE–2394 BE) during King Rama III's (King Nangklao) reign was prosperous and peaceful, and international trade flourished. During these serene times, the King decided to concentrate on establishing public education through temples with emphasis on compiling various local knowledge, code of ethics and Thai medicine.



Royal Pharmacopoeia Text Book during the Reign of Rama II





King Nangklao (Rama III)

In the process of restoring and renovating Wat Chetuphon Wimon Mangkhalaram, more commonly known as Wat Pho or Temple of the Reclining Buddha in 1831 AD (2374 BE), King Rama III called for a conference assembling the Kingdom's leading philosophers and royal scholars to compile all local knowledge and segregated them into 8 categories. These were then inscribed onto laterite and marble and placed onto the temple walls. This ambitious mission took a total of 16 years to complete and resulted in the establishment of the school of Thai medicine within Wat Pho. The inscriptions and illustrations here are considered the earliest center for public education in Thailand. Wat Pho is also known as the birthplace of traditional Thai massage which is still taught and practiced at the temple.



The inscriptions at Wat Pho are a prime example of a Kingdom-wide effort whose success is attributed to contributions from all walks of life; from monarchs, aristocrats and monks, to the general public. This accumulated knowledge consisted of religion, languages, literature, culture, traditions, art, sculpting and medicine. The temple ground also holds sculptures of hermits in various poses and an expansive herbal garden, all of which was intended to record and pass on knowledge from centuries past to the present day. This invaluable heritage is a true treasure trove preserved through time.

In the, **“10th Memory of the World Programme,”** conference in 2011, UNESCO placed the 1,440 inscriptions on Wat Pho’s walls into its international register, recognizing its contribution to world knowledge.

During the early Rattanakosin period, meetings and conferences were important implements to develop and unite the Kingdom which led to reforming religion, the establishment of public education, medicine and solidarity of the peoples of Siam.



03

Stepping Out onto the World Stage



King Mongkut Klao (Rama IV) ascended to the throne in 1851 AD (2394 BE), at the height of the colonization era of European powers. England and France in particular became a serious threat as they colonized neighboring nations within South Asia and Southeast Asia.

Siam was at a disadvantage during this era as it was pressured to trade with western powers and was only allowed to levy a 3% tax. The Kingdom also lost territories to these powers, threatening its sovereignty.

Being a scholar, King Rama IV, developed a strategy to keep the Kingdom out of foreign hands. Among them was the opening of Siam's borders for international trading and developing ties with western powers. He also incorporated western customs into local society such as adapting western style dress with traditional costumes. He studied western knowledge and kept up with their movement on the world stage, modernizing the Kingdom and culture to match.

International Exhibition 1862 AD: Siam's Debut to the Western World



International Exhibition 1862 Certificate

King Mongkut was determined to demonstrate that Siam was “civilized” and “modern”, comparable to any western nation. He hence made the decision that Siam needed to be more involved on world level platforms to exhibit Thai art and culture, thus the Kingdom’s debut to the western world via exhibitions.



International Exhibition 1862 in London, Great Britain

from forty-five to sixty per cent. of metal after a rude process of washing and smelting.

Vegetable substances are fully represented by a choice collection of woods from Malacca, Penang, &c., each contributing a variety of specimens.

There are also samples of fibres from Singapore, Malacca, Manilla, Penang, Siam, the Eastern Archipelago, &c.; rope from Penang, tanning substances from Singapore and Rhio, dyes from Cambodia, Penang, and Siam, vegetable tallow from Cochin China, Siac, and Borneo, gutta percha from the Malay Peninsula and the Eastern Archipelago, and tobacco from Bally and Penang.

Of grain specimens are forwarded from Singapore, Malacca, and Province Wellesley, Penang, whence comes an excellent assortment of rice.

Siam, Java, Sambawa, and Malacca furnish seeds and pulses. Singapore, Malacca, Sarawak, and Penang send sago, arrowroot, and spices; and from Singapore and Penang fair samples of sugar and coffee.

Another important feature in this consignment is the collection of medicinal substances and processes from Singapore and Malacca; while the oils and gums from these places, and from Siam, Sumatra, Java, Cochin China, and Malacca are unusually interesting.

Exhibition Guide detailing products at the Siam Booth such as fabric, grains, oils and medicinal herbs

In 1862 AD (2405 BE), King Mongkut accepted an invitation extended from Queen Victoria delivered by John Bowring to participate at the “International Exhibition of 1862” or the “Great London Exposition” in England. John Bowring, Governor of Hong Kong at the time, travelled to Siam to negotiate a treaty with England which resulted in the Bowring Treaty.

The International Exhibition of 1862 AD was a world’s fair, a follow-up to the “Great Exhibition of 1851” or the “Crystal Palace Exhibition”, the first of a series of World’s Fair popular in the 19th century. The 1862 AD event was the first time Siam had participated in an international event.

Equivalent to today’s World Expo, the international exhibition was the largest of its kind at the time which attracted exhibitors from as many as 57 countries including 33 British colonies. Siam was only one of three Asian nations, in addition to China and Japan, that were invited to participate in the exhibition.



International Exhibition 1862 Venue



Siam at the Paris Expo of 1867

Siam's participation at the International Exhibition of 1862 was extremely successful, receiving recognition and admiration from the world. This led to invitations to join numerous other exhibitions from other parts of the world.

A noteworthy subsequent participation was the “**Paris Exposition Universelle of 1867**”, a world exhibition for free nations to demonstrate economic prowess and technological advancement.

Emperor Napoleon III extended an invitation to King Mongkut for Siam to participate at the exhibition. Siam accepted the invitation and brought a number of products to exhibit. Chao Phraya Surawongwaiwat (Worn Bunnag) was appointed to lead the Siamese delegation and departed for France on 20 January 1866 AD (2409 BE) aboard the “**Chao Phaya**” ship. King Mongkut took advantage of Siam's participation to enter negotiations with France on many issues, most notably negotiations concerning Cambodia which had been left unresolved for a decade.



Chao Phraya Surawongwaiwat (Worn Bunnag),
Siamese Ambassador to France



The Paris Exposition Universelle was held at the Champ de Mars on the Seine riverbank in the center of Paris between 1 April and 3 November 1867 AD. A total of 45 countries and 33 colonies which included African and Asian nations participated in the exhibition which attracted approximately 15 million visitors.





Siamese Gazebo on exhibit at the Paris Exposition Universelle 1889

The Astrology Convention at Wakor

King Mongkut demonstrated his prowess in astronomy and mathematics by accurately calculating the prediction of the solar eclipse of 18 August 1868 AD, two years in advance, which proved to the world that Siam was an advanced nation that was on par with the West.

King Monkut's prediction was stipulated in indigenous and western terms. He predicted the solar eclipse to occur on day 1 of the waxing moon of the 10th month in the year of the dragon 1230 of the Thai minor era (minus 1181 years of the Buddhist era; a disused measure of years). Or, in western terms, East Greenwich longitude 99 degrees 42' and latitude North 11 degrees 39' beginning at 10:04 am. The full eclipse was predicted to be visible at 11:36:20 am, duration 6 minutes and 45 seconds; leaving at 1:37:45 pm. He also determined where the eclipse could be best viewed which was at Wakor village in Prachuap Khiri Khan province.

King Mongkut invited high ranking European and Siamese officials to accompany him to Wakor to view the solar eclipse. Among his guests were Sir Henry Ord, the British Governor of Straits Settlements from Singapore, and his wife; Monsieur Auguste Pavie, French Consul to Siam; Henry Alabaster, Acting British Consul to Thailand (beginnings of the Svetsila line; his children to his Thai wife were accorded this Thai surname) and Dr. Dan Beach Bradley (an American Protestant missionary and an unofficial American consul to Siam). The eclipse occurred accurately as predicted by King Mongkut, to the wonder and amazement of the contingent.

The accuracy of the solar eclipse resulted in instant fame for Siam and King Mongkut. His achievement was acknowledged and touted by scientists the world over to the extent that they dubbed the occurrence **"King of Siam's Eclipse"**.





King Mongkut (Rama IV) and Invited Guests at Wakor to View the Solar Eclipse



Popularity of Siam

After Siam's participation at the exhibitions in Britain and France, the Kingdom was invited to exhibit at a host of other events around the world. During the reign of King Chulalongkorn or Rama V, the expansionist policy of western powers remained a threat to Siamese sovereignty. King Chulalongkorn continued his father's works to gain international recognition and acceptance by establishing relations with western nations through international trade. He also viewed continued and consistent participation at international exhibitions, which were very popular in the 19th century, as a means of gaining western recognition.



The Siamese Exhibits at The Centennial Exposition (World Expo 1876) in Philadelphia, USA

Siam participated in a total of 14 international events during the reign of King Chulalongkorn which included the Maritime International Exhibition of 1868 in Havre, France; The Centennial Exposition (World Expo 1876) in Philadelphia, USA; L'Exposition Universelle in Paris, France in 1878 AD, 1887 AD and 1900 AD; Health Exhibition of 1884 in London, Great Britain; World Industrial and Cotton Centennial Exposition of 1884 in New Orleans, USA; and the Louisiana Purchase Exposition of 1904 in St. Louis, USA.

The Siam Pavilion at the Louisiana Purchase Exposition 1904 in St. Louis, USA





The Centennial Exposition (World Expo 1876) in Philadelphia, USA

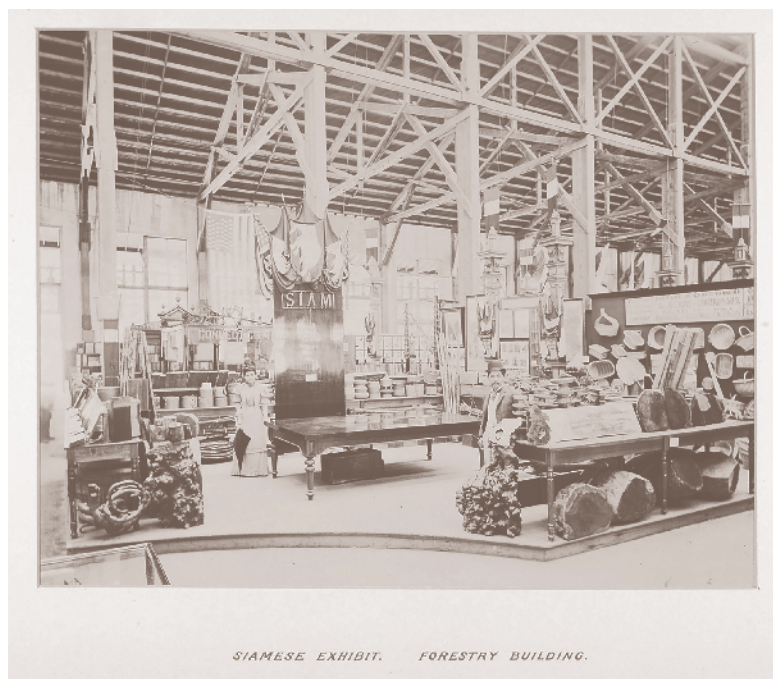


King Chulalongkorn's Queen Consort Sri Savarindira
(Queen Savang Vadhana)

Of particular significance is Siam's participation in the World Columbian Exposition of 1893 or the Chicago World's Fair in Chicago, USA. King Chulalongkorn entrusted his Queen Consort Sri Savarindira also known as Queen Savang Vadhana (later Somdet Phra Phan Watsa Ai-yika Chao or Queen Grandmother) to put together women's art and crafts to be displayed at the exhibition. This was the first time Siamese women's handicraft were featured on an international platform.

Queen Savang Vadhana pulled together ladies of the court, civil servants and ladies from elite families in the Kingdom to help create exquisite arts and crafts for the exhibition.

A total of 101 items, of which 22 were personally handcrafted by Queen Savang Vadhana, were curated for the exhibition in Chicago.



The World's Columbian Exposition of 1893 (or Chicago World's Fair), Chicago, USA





The National Exhibition 1882 as part of the Bangkok Centennial Celebrations



The National Exhibition Siam's First Grand Exhibition

After having participated in several international exhibitions around the world since the reign of King Mongkut and having studied how these events were put together, King Chulalongkorn decided to organize the “**National Exhibition**”. This was Siam's first grand exhibition which was organized at Sanam Luang (the Royal Lawn) between 16 April and 16 July 1882 AD as part of the Bangkok Centennial Celebrations.

The National Exhibition was styled after the international exhibitions that King Chulalongkorn had attended and featured natural resources, western technology, royal ceremonies, as well as grand performances. The event was an affair to demonstrate the Kingdom's development, wealth, and prosperity to local and foreign visitors. King Chulalongkorn also declared to the Kingdom that such events are regularly organized in countries around the world and would benefit Siam in the long run, opening opportunities for international trade. The National Exhibition was a world class event to show off Siamese civilization, culture and its bountiful resources.

According to the exhibition's journal, King Chulalongkorn's opening remarks stated that the exhibition would expand the people's knowledge and encourage the development and improvement of local industries which would benefit suppliers, buyers and sellers alike. He further added that such exhibitions would help bring greater prosperity to the Kingdom.

ประกาศเอกราชฉบับที่ ๑

"มีพระบรมราชโองการ มาพระบดินทร์สุรินทบาท ให้
ประกาศแก่พระบรมวงษานุวงศ์ ข้าราชการผู้ใหญ่ผู้น้อย บรรดาซึ่ง
จะได้รับคำประกาศฉบับนี้ให้ทราบทั่วกันว่า ตั้งแต่พระบาทสมเด็จพระ
พุทธยอดฟ้าจุฬาโลก ซึ่งเป็นปฐมพระบรมราชวงศ์ ทรง
ประดิษฐานกรุงรัตนโกสินทร์มา ๘ ฟากนาฬิกาวินออก
คืบลงบางกอกนี้มา ได้มีพลเมืองในหัวเมืองนี้ เคียนหูก ขึ้นสืบคำ
มีชาติ จักวาท จุลศักราช ๑๑๔๔ ก็จำนวนปีตามสุริยคติกาลถึง
วันศุกร์ เดือนหก ขึ้นสิบห้า มีมะเมีย จักวาท จุลศักราช ๑๒๔๔ นี้
บรรจบรอบ ๑๐๐ ปีถ้วนบริบูรณ์ จึงทรงพระราชนิพนธ์ว่า ตั้งแต่
พระบาทสมเด็จพระพุทธยอดฟ้าจุฬาโลก ได้ทรงประดิษฐานกรุง
รัตนโกสินทร์ ปราบปรามเสี้ยนศัตรูก่อในภายนอกภายใน แต่ให้
ตั้งพระบรมราชธานีปัจจุบันนี้ สืบสันตติวงศ์เรื่อยมาถึง ๕ พระองค์
ทั้งแผ่นดินบริบูรณ์แล้ว พระบาทสมเด็จพระเจ้าแผ่นดิน ซึ่งได้
เถลิงถวัลยราชสมบัติ แต่ปฐมแลสืบต่อมา ก็ให้ทรงพระนามว่า
สมเด็จพระบรมวงษานุวงศ์ ข้าราชการให้ดำรงยศบรรดาศักดิ์สืบ
ตระกูลสืบเนื่องๆ มา แลทรงปราบปรามศัตรูป้องกันพระนคร แล
พระบารมีราชฤทธิ์ไพศาลแผ่ปกคลุมทั่วทุกหัวเมืองทั่วทุก
ดิ้นกาลครบ ๑๐๐ ปีล่วงไปแล้วก็แล้ว กวักที่พระบรมวงษานุวงศ์
และข้าราชการผู้ใหญ่ผู้น้อยทั้งทวยราษฎร์ทั้งปวง จะเป็นที่ยกย่อง
ระลึกถึงพระเดชพระคุณพระบาทสมเด็จพระเจ้าอยู่หัว ซึ่งเป็นปฐม

บรมมหาราชธิราช ซึ่งควรน้อมนำคำผู้ให้เกียรติยศพระคุณศักดิ์
แลความสุจริตมาจนกาลทุกวันนี้ แลสมเด็จพระเจ้าอยู่หัว ซึ่งได้
ดำรงรักษาราชประเพณีแห่งพระองค์ แห่งสมเด็จพระปฐมบรม
มหาราชธิราช แลได้มีพระเดชพระคุณสืบๆ มาโดยลำดับ กับทั้ง
ควรจะขึ้นชมนัดแห่งความสุขของคนแลท่านผู้ขึ้นตระกูล ซึ่งได้พบ
เห็นบ้านเมืองสงบเรียบร้อยช้านานเกือบจะไม่มีกาลโศกนาฏหนึ่ง ซึ่ง
มีในพระราชพงศาวดารว่ามีความสุขอันนานมาได้ถึงเพียงเท่านี้
เพราะทรงพระราชดำริเห็นการทั้งปวงนี้ จึงได้กำหนดพระราชพิธี
ไว้ว่า เมื่อถึงกาลกำหนดครบ ๑๐๐ ปีแล้ว จะมีการสมโภชพระนคร
เป็นการใหญ่ ให้เป็นที่ยกย่องกัน และจะได้ทำการฉลอง
พระเดชพระคุณ พระบาทสมเด็จพระเจ้าอยู่หัว สมเด็จพระปฐมบรม
มหาราชธิราช แลสมเด็จพระเจ้าอยู่หัวซึ่งได้สืบสันตติวงศ์ให้
ปรากฏพระเกียรติยศต่อไป

แลการซึ่งทรงพระดำริจะจัดการสมโภชพระนคร แลการอื่น ๆ
นั้นก็มีมากหลายสิ่งหลายประการ แต่ซึ่งทรงพระกรุณาโปรดเกล้าฯ
ให้ประกาศมาบัดนี้ แต่เฉพาะการซึ่งเกี่ยวก่อน คือทรงพระราชดำริว่า
ทุกวันนี้บ้านเมืองมีความเจริญในการค้าขาย ราษฎรซึ่งทำเรื่องสวน
ไร่ในแดนการหากินทั้งปวง ชื้อขายได้ผลประโยชน์มาก การทำมา
หากินนั้นจึงได้มีความเจริญขึ้น ควรจะจัดหาสิ่งของต่าง ๆ ซึ่งเป็น
พิธีพิธีเพราะปลูกอันเกิดขึ้นแต่เป็นอยู่ในกรุงสยามเป็นที่เลื่องลือ
แลชื้อขายของราษฎรพลเมืองทั้งปวง แลเครื่องมีสิ่งจะประกอบ
การเหล่านั้นทุกอย่าง แลสิ่งของซึ่งได้ทำขึ้นด้วยฝีมือตนเอง ให้

๖๐๑

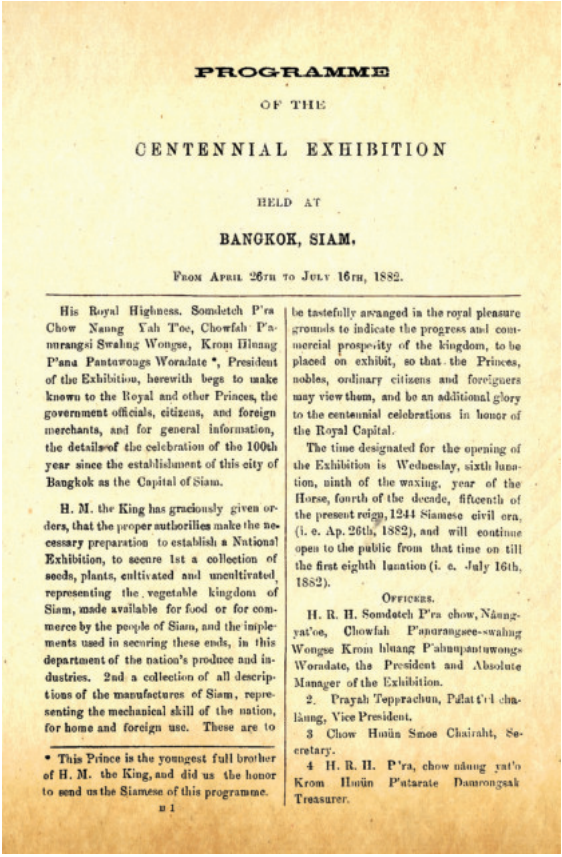
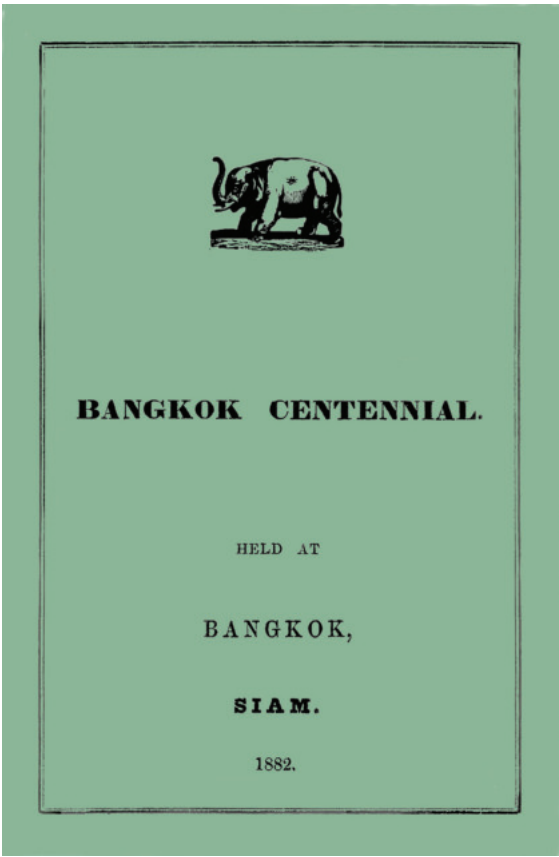
อยู่ในกรุงสยามแลขายไปต่างประเทศทั้งปวง รวบรวมมาตั้งขึ้นไว้
ในที่แห่งหนึ่ง ให้พระบรมวงษานุวงศ์แลราษฎรชาวสยาม แลชาว
ต่างประเทศได้มาเห็นสิ่งของทั้งปวง ซึ่งเราทั้งหลายได้เลี้ยงตัว
แลชื้อขายเป็นประโยชน์ เพื่อจะเป็นที่แนะนำให้เห็นสิ่งทั้งปวงว่า
อย่างไรดี อย่างไรไม่ดี อย่างไรควรจะใช้ได้อย่างไรดี มีอยู่อย่างใด
จะได้เป็นที่แนะนำแก่คนทำมาหากิน แลคนที่ชื้อขายสินค้า
ทั้งปวง การที่จะจัดตั้งขึ้นครั้งนี้ บางทีท่านทั้งปวงจะเห็นว่า คิดจะ
ไปเอาอย่างเอกราชขึ้นในประเทศทั้งปวง บ้านเมืองเหมือนกัน
เมื่อไร จะทำได้หรือ ขอแจ้งเสียให้ทราบก่อนว่า การที่เมืองทั้งปวง
ที่เราทำการใหญ่ขึ้น เป็นอันตอนเอาของขึ้น แยกขึ้นขึ้น คือ
บอกให้ประเทศทั้งปวงเอาสิ่งของขึ้นไว้ในเมืองควมทั้งนี้ ที่จะทำให้
ครั้งนี้เป็นต้นเอาของขึ้นขึ้นขึ้น คือเป็นของในเมืองเราทั้งสิ้น
ถึงโดยว่าจะไม่มีสิ่งใดมาตั้งมากน้อยเท่าใด หรือจะเป็นของไม่น่าชม
น่ายกเพราะเป็นเครื่องทำมาหากิน เป็นต้น ก็เป็นเครื่องระลึกถึงกาล
เก่าว่าเมื่อก่อนหน้าเราให้เห็น ของสิ่งขึ้นไป ๑๐๐ ปีล่วงแต่เป็น
ของหาขายขึ้นขึ้นขึ้นนี้ ล่วงมาได้ ๑๐๐ ปีเราบริบูรณ์ขึ้นได้เพียง
เท่าใดก็จะเห็นที่ขึ้นใจ ที่ได้เห็นความเจริญแห่งบ้านเมืองคึกคัก
แลการที่ทำการขึ้นขึ้นขึ้นนี้ ก็มีในประเทศเล็ก ๆ ในประเทศ
ทั้งปวงทั่วทุกแห่ง ซึ่งเห็นว่าเป็นการมีคุณแก่บ้านเมืองทั่วกัน แต่
การที่จะจัดตั้งขึ้นขึ้นนี้ จะต้องเกณฑ์ขอแรงพระบรมวงษานุวงศ์แล
ข้าราชการผู้ใหญ่ผู้น้อยทั้งปวง เป็นพนักงานรวบรวมสิ่งของต่าง ๆ
เป็นอย่าง ๆ ตามสมควรแก่ตำแหน่งราชการแลกำลังสติปัญญา แล

๖๐๒

จำนวนเกณฑ์แลบอกกำหนด สิ่งของแล้วที่จะจัดการนั้น ได้ทรง
พระกรุณาโปรดเกล้าโปรดกระหม่อม ให้สมเด็จพระเจ้าน้องยาเธอ
เจ้าฟ้าภาณุรังษีสว่างวงศ์ กรมหลวงภาณุพันธุ์วงศ์วรเดช เป็นผู้
บัญชาสั่งมาให้ทราบ ถ้าพระบรมวงษานุวงศ์ข้าราชการผู้ได้รับหมาย
เกณฑ์แล้ว ขอให้มีความยินดีช่วยจัดการให้สมดังพระราชประสงค์
แต่เป็นคุณประโยชน์แก่บ้านเมืองแลตัวท่านทั้งปวงผู้
ได้จัดขึ้นสืบไป ถ้าท่านทั้งปวงผู้ต้องเกณฑ์มีความสงสัยข้อหนึ่งข้อใด
ในคำสั่ง ก็มาทูลสมเด็จพระเจ้าน้องยาเธอ เจ้าฟ้าภาณุรังษีสว่างวงศ์
กรมหลวงภาณุพันธุ์วงศ์วรเดช ผู้รับพระบรมราชโองการนั้นเถิด

ประกาศมา ณ วันศุกร์ เดือนสิบ แรมค่ำหนึ่ง มีมะเส็ง
ตรีศก ศักราช ๑๒๔๓ เป็นปีที่ ๑๔ หรือวันที่ ๔๖๔๘ ในรัชกาล
ปัจจุบันนี้

The “**Bangkok Centennial**” publication chronicled the centenary events in English and was written by Prince Devawongse Varoprakarn and his foreign advisers. Prince Bhanubandhu Vongsevoradej (Bhanurangsi Savangwongse) chaired the committee to curate the exhibition featuring handicrafts and natural resources. Visitors comprised of the public, foreign traders, diplomats and consuls. The displays were exhibited in a total of 55 rooms and segregated to basket weaving, pottery, musical instruments, plants, woodwork, fragrances, flour, books, weapons, silk and metal works, etc.



The Bangkok Centennial publication stored at the Library of Northern Illinois University, USA

- 5 Ghos Hnum Wairanahit, Guardian of goods within and without.
- 6 Praya Ak'ni sarasai, in charge of Building Repairs.
- 7 Praya Banlakarawong, the Arranger of Articles on Exhibition, and the Receiver of Visitors.
- 8 Praya Nararatana Ruchannait, in charge of the illuminating and extinguishing of lights.
- 9 Praya Choduk Ralicha Sna'tee, Overseer of the Provisioning arrangements.
- 10 Prince Pra Warawong Poo Krom Hnum Boreak Nivirir, Superintendent of Amusements.
- 11 Praya Sombat Yatiboli, Superintendent of Plants and Trees.

DEPARTMENTS.

H. M. the King has graciously appointed Princes and officers, with specific duties to collect together articles in the capital and in the provinces, and tastefully arrange them in groups to be placed on exhibition. These have made up 54 groups as follows:—

- 1 Artistic and Scientific.
- 2 Paintings and Drawings.
- 3 Mosaic and Floral fresh flowers.
- 4 Horticultural and Floral fresh flowers.
- 5 Implements of War, knives and medicines.
- 6 Crockeryware (especially ordered for use in Siam).
- 7 Lapidary Articles.
- 8 Manufactures Articles for making, sewing and ornamenting Cloth.
- 9 Specimens of Wood.
- 10 Perfumery.
- 11 Specimens of Fruit Trees.
- 12 Telegraphic Implements.
- 13 Flowering Plants.
- 14 Su'a Chantai (Specimens of Carpets).
- 15 Scientific and Text Books.
- 16 Siamese Books—general literature.

- 17 Siamese Manuscript Books.
- 18 Commercial Articles, that are for sale.
- 19 Coins—gold, silver and crockery.
- 20 Specimens of Ore.
- 21 Artificial Flowers.
- 22 Specimens of Lacquer.
- 23 Kr'ung Somp'akasan (Vegetables and Fruits).
- 24 Fishermen's Implements.
- 25 Fish and other Water Animals.
- 26 Corals and Shellfish.
- 27 Specimens of Oils.
- 28 Specimens of Rice, Grain and Agricultural Implements.
- 29 Specimens of Tobacco.
- 30 Produce, Varieties of.
- 31 Coal-wood.
- 32 Basket-work.
- 33 Specimens of Fire-making Tools.
- 34 Specimens of Bread and Cakes.
- 35 Specimens of Earth.
- 36 Specimens of Land Animals.
- 37 Hunters' Weapons.
- 38 Specimens of Bees' Wax.
- 39 Photographic Instruments.
- 40 Perfumes—vegetable animal and resins.
- 41 Specimens of Dolls.
- 42 Instruments for delicate work.
- 43 Gold-leaf Manufacture.
- 44 Earthen Tea-pots ordered for use.
- 45 Precious Stones.
- 46 Iron, Brass and Tinware.
- 47 Mirrors.
- 48 Forest Trees.
- 49 Musical Instruments.
- 50 Specimens of Flour.
- 51 Goods imbed with Pearls.
- 52 Instruments for ornamenting and manufacturing Cloth.
- 53 Costumes of the present day.
- 54 Silks (as are ordered for use in Siam).

THE INauguration.

The time is now rapidly approaching, and it becomes necessary to make known by proclamation for the information of Royal and other Princes, officials, citizens, merchants and foreigners, who may take an interest in knowing, and visiting the

Exhibition, that they may know the wishes of the Managers and their regulations.

Art. 1. Wednesday, 6th lunation, 9th of the waxing, year of the Horse, 4th of the decade, 15th of the reign of the present Sovereign, 1911, (i.e. April 26th, 1882.) during the forenoon H. M. the King will, in a carriage, with the Royal and other Princes, and government officials, military and civil, in full uniform, accompanying him, visit and stop at the P'lap P'lah Chataru Mui facing the Exhibition buildings where H. R. Highness, the King's youngest full brother, the President, together with the Vice President and the Council of the Committee will have an audience with H. M. The President will read a congratulatory address, and pray H. M. to grant permission to open the Exhibition, and to invite H. M. to enter and view the exhibits. After the reading of the address and H. M. has granted the requested permission, the bands will play the Royal National Anthem, and H. M. will enter the Exhibition buildings, through the eastern gate and view the exhibits in the different halls, and be followed by the President and other officers of the Exhibition, who will explain the nature of the exhibits. Each manager of exhibits in given departments will be at his post to answer interrogatories and give necessary explanations. The proper officers will conjointly strike signal bells, for each band in the Exhibition halls, so that they will simultaneously play the National Royal Anthem. After H. M. has visited the Exhibition buildings and viewed the exhibits, H. M. will visit the P'lap P'lah hall in the Exhibition grounds, when the theatric and other sports will commence their performances in the presence of H. M., as the opening performances. H. M. will then return to his palace via the western

gate of the Exposition enclosure. The officers in charge will strike the signal bells all over the premises and the bands will play simultaneously National and Royal Anthems. This will complete the formal opening of the Exposition.

On the day of the opening of the Exposition, the ordinary citizens and common people will not be allowed to view the performances in the Exposition building. They can only be spectators at the P'lap P'lah Chataru Mui, outside of the enclosure. The Royal and other Princes, the government officials, and the foreign Consuls and Europeans who will be allowed to be present must all be in full dress.

PUBLIC ADMISSION.

Art. 2. Next morning, after H. M. has formally opened the Exposition, it will then be for the first time open to the public generally, that is to the Royal and other Princes, government officials, citizens, merchants and foreigners.

These can now visit the Exposition daily from 10 a.m. till 4 p.m. Tickets will be sold daily from 9 a.m. till 4 p.m. When the hour for opening has arrived the proper officers will strike signal bells in all parts of the Exposition buildings announcing that the Exposition is open to visitors. At 4 p.m. the officers will again strike signal bells in all parts of the buildings, announcing that the hour for closing has arrived when all visitors and spectators must retire and leave the Exposition premises.

On the Buddhist sacred days the Exposition will be closed, general visitors will not be admitted, because on those days H. M. will privately visit the Exposition. When H. M. has retired a holiday will be given to the officers of the Exposition.

On the day previous to the Buddhist sacred days the Exposition will be opened at 9 a.m. and closed at noon. Again it will be opened at 2 p.m. and closed at 5 p.m. During the afternoon of these days only the Royal and other Princes, the government officials, civil and military, respectable citizens, and foreigners will be allowed to take their families to see the exhibits. People of the lower classes will not at these times be admitted.

TICKETS.

Art. 3. There will be six grades of admission tickets, 4 kinds will be for sale, 2 kinds are not purchasable. Of the saleable tickets one kind gives admittance to all outside view of the exhibits. These will bear the date of the issue, and can be used only on that day. Price 60 cts. or 1 tical. Another kind of admission ticket will entitle the holder to view the exhibits from within, will bear the date of issue and can be used for that and for only one day. Price \$1.00 or 2 ticals. Another kind entitles the bearer to visit and view the exhibits throughout the season, from the day of opening to the closing day, that is 3 months. The purchaser's name must be written on his single ticket, which entitles him to visit the exhibits every day. Price 40 ticals. Another kind of season ticket will bear the date of the days, the name of the purchaser, on the one ticket usable every day. These can be purchased once in 7 days. For a seven-day ticket the charge will be \$3 or 5 ticals for 14 days \$6 or 10 ticals. Should there be any days in excess of the 7 days, for instance 10 days, these will be treated as 14 days and must be paid for accordingly, 10 ticals. These are the 4 kinds of admission tickets that will be offered for sale.

Of the two kinds of non-saleable tickets,

one is for those whose duty it is to follow His Majesty and must be obtained for each day. These can be used only when His Majesty is visiting the Exposition, and by those to whom H. M. may give them. The other kind is for those who are attached to the Exposition, as exhibitors or workmen, and can be used only by the person whose name is inscribed thereon, and for the purposes issued, at his particular place in the Exposition buildings. Children 10 years old or under will be admitted for half the price of the different tickets. If the tickets purchased are to admit the owner to view the exhibits from the outside or from the inside, the admission ticket will be cut into two halves and the child will receive one half as its admission ticket.

Art. 4. If Royal and other Princes, government officials, citizens, merchants, or prominent Europeans, have tickets giving an inner view, they may be admitted through the great gate, but the usual gates of entrance are four, two eastern and two western gates. There is another and separate entrance gate for those who have purchased the two kinds of season tickets, on the east, admitting them directly to the waiting hall for the holders of the season tickets. There is another gate where people in palanquins, chairs and swings may enter, that outer gate will not be open. Only the barrier will be removed, when there is cause, or to suit the convenience of the officers of the Exhibition only.

Art. 5. All persons holding tickets giving admission to view the exhibit from the outside, as they enter, must stand and let the gatekeeper, out and mark their tickets, then they may enter and move on following the outer portions designated for the holders of such tickets. The

holders of tickets allowing the bearers to view the exhibits from within, if they enter at the usual gates, must halt and let the gatekeeper cut and mark their tickets and then pass on into the outer portions, on reaching a door of one of the inner enclosures, if they wish to enter the inner apartments, they must present their tickets, that the gatekeeper may cut and mark the tickets again, after which they may pass on and view the exhibits, from without and from within, without hindrance. If on coming out from one room, the holder of the said ticket wishes to enter another room, it is not necessary that that ticket should again be marked. If the holder of an inner ticket enters the great gate, let him present his ticket for the gatekeeper to cut and mark as at the other entrances, after which he may enter and view the exhibits within and without.

If holders of the two kinds of season tickets, enter they must present their tickets to the doorkeepers who will look at them and identify the holders, after which they can proceed and view the exhibits from within and from without.

Children under 10 years of age, holding tickets which have been cut in two must likewise present their tickets to the inner and outer doorkeepers, after which they may pass on and view the exhibits as their elders in years.

All holders of tickets which allow them to follow H. M. can be admitted through the gates which H. M. has entered, these tickets need not be cut or marked. Wherever H. M. goes the bearer of those tickets can go, and no where else. When H. M. leaves the Exposition grounds these tickets are valueless, and cannot be used again.

Those who receive tickets as officers in the Exposition, on duty, hold tickets that need not be cut. These must walk only in the

outer porches to their respective places of work.

AGED AND INFIRM PERSONS.

Art. 6. Feeble and very old persons, who may not be able to walk about and view the exhibits, desirous of riding in palanquins or sedan chairs or hammocks of their own, must report themselves to the doorkeepers, and purchase outer porch tickets for the bearers of their palanquins or sedan chairs. The authorities will charge them the rates for ten year old children, and the doorkeepers will attend them to the designated gate, but on entering they must hand their tickets to that gatekeeper to cut and mark them, then they may proceed to the places that the owner of the vehicle wishes.

If the aged and infirm wish to employ the vehicles belonging to the Exhibition they may do so, but they must purchase two more outside porch tickets, then the proper persons will conduct them about in the outer porches to view the exhibits in all parts of the Exposition grounds. No person in a palanquin, sedan, hammock or other vehicle will be allowed to view the exhibits from within.

REFRESHMENTS.

Art. 7. Persons wishing to purchase food or refreshments at the stalls or places where the Exposition officers have consented such things shall be sold, may do so in all such places. Persons, who are bearers of the two kinds of season tickets, wishing to purchase articles, can have some one to conduct them to the saloons set apart for those holding season tickets where they can be supplied, or they may purchase particular kinds of food and refreshments at any of the eating saloons or stalls.

SMOKING.

Art. 8. Visitors in the Exposition buildings are positively forbidden striking matches, or lighting fuses or smoking cigars in the Exposition buildings. If they will strike matches, light fuses or smoke cigars, they must do so only in places assigned for smokers. Persons detected violating this regulation will be fined 4 ticals for the offence.



The exhibition pavilion was designed by a European architectural firm, J. Grassi & Brother, and constructed in bamboo in order to economize. The event was open for viewing every day between 10:00 hours–16:00 hours except on the Buddhist Sabbath, with tickets on sale from 9:00 hours onwards. A bell was struck to announce the opening and closing of the exhibition each day. King Chulalongkorn and the royal entourage was reported to have visited the exhibition repeatedly.

Four different types of tickets were made available:

1. One-day ticket to view the exterior of the exhibition pavilion priced at 60 satang
2. One-day all access ticket priced at Baht 1.20
3. Seven-day pass priced at Baht 6
4. All access pass for the entire exhibition period at Baht 24

Note: At the time, Baht 1 was equivalent to 60 satang. The Baht 1 to 100 satang was introduced in 1897 AD.

There were six entrances to the National Exhibition. Type 3 and 4 ticket holders had dedicated entrances and were given access to a lounge where they could sit and dine on food and beverage purchased at the fair. Smoking was not allowed within the exhibition pavilions and offenders were fined Baht 24. Spitting zones were allocated and those who breached this rule were fined Baht 1.20.

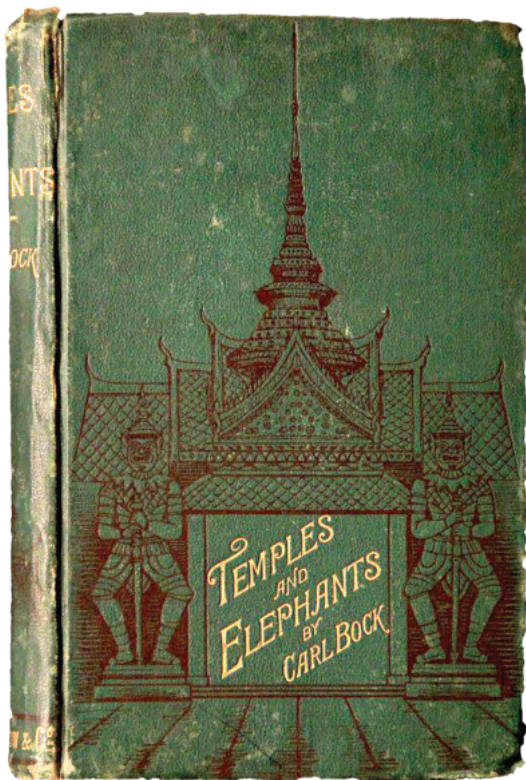
Exhibitors also had to declare to the exhibition committee in advance whether the products brought for exhibits were for sale or not. Once an item had been purchased, fair staff would mark the object indicating that it was already sold.

A catalog was printed to itemize products in all 55 exhibition rooms. These were sold at cost to the general public while buyers received the catalog at no charge.

King Chulalongkorn and the royal entourage officiated the National Exhibition on 26 April 1882.

The King was immensely pleased with the event and expressed his appreciation to exhibitors that had travelled from all around the Kingdom to participate in the event. He commented that the exhibition was not merely for entertainment but also demonstrated advances in technology. He quipped that there were so many items of interest, pointing out advances in science, art and literature. He advised foreign traders that the exhibition featured a large variety of products to be bought and that trade could be initiated. The exhibition benefited both buyers and sellers as it inspired producers to improve their products and craft. He further declared that such exhibitions would spark everlasting prosperity for the Kingdom for generations to come.

Carl Bock, a Norwegian explorer, who received support from King Chulalongkorn to explore the interior of Siam, mentioned the National Exhibition in his book, “**Temples and Elephants**” which was published in 1884 AD. In his





Carl Bock, Norwegian explorer and Author

book he stated, *“The attraction of the exhibition was undoubtedly section nine, which displayed an endless variety of beautiful and costly jewelry, most of it the property of His Majesty. There were some lovely gold boxes, enameled and inlaid with precious gems. It was said that there were no less than 10,000 rings on display.”*

“Section 52 was devoted to specimens of the beautiful inlaid mother-of-pearl and lacquer-work, containing a number of trays and fruit baskets, bookcases and panels of doors, most effectively inlaid with thousands of bits of mother-of-pearl. I think the Siamese should contribute their share of ornamentation to the drawing and dining rooms of the West. I am sure their inlaid mother-of-pearl ware would find a ready sale much like Japanese pottery or Chinese jade.”

“The section dedicated to minerals and precious stones in their natural state was very interesting, Siam being very rich in ores. Precious stones are collected in many parts, especially sapphires, rubies, zircons, garnets and cat’s eyes. The fishing industry was also represented with displays of dried mackerel, a host of other dried seafood, ray skins, shark fins and tortoise shells.”

At the end of this section, Carl Bock opined that, *“The exhibition was a decided success, and fittingly proved one of the features of the centennial festivities of Bangkok by bringing into one general view the resources of the country and suggesting future possibilities of the expansion of its trade. The natural resources of the country are very great, and with the awakening which the progressive policy of the present King has brought about, Siam has a prosperous future in store.”*



Koh Si Chang



Crown Prince Vajirunhis

National Exhibition on Si Chang Island (Koh Si Chang)

In 1900 AD, King Chulalongkorn travelled to Koh Si Chang for a holiday and to celebrate Crown Prince Vajirunhis' twelfth birthday. On arriving there he decided that a National Exhibition should be organized; the first time a national level event was held outside of Bangkok.

He charged his entourage to obtain resources indigenous to the island for the exhibition. The products were placed into three categories namely natural resources such as bird's nest; handicraft such as sand encrusted picture frames and walking stick rings; and forest products such as different species of plants, etc. Organized at a hotel located next to the eastern army barracks, the products were exhibited according to their economic value. A competition was also held for the most interesting products where over 130 prizes were awarded.

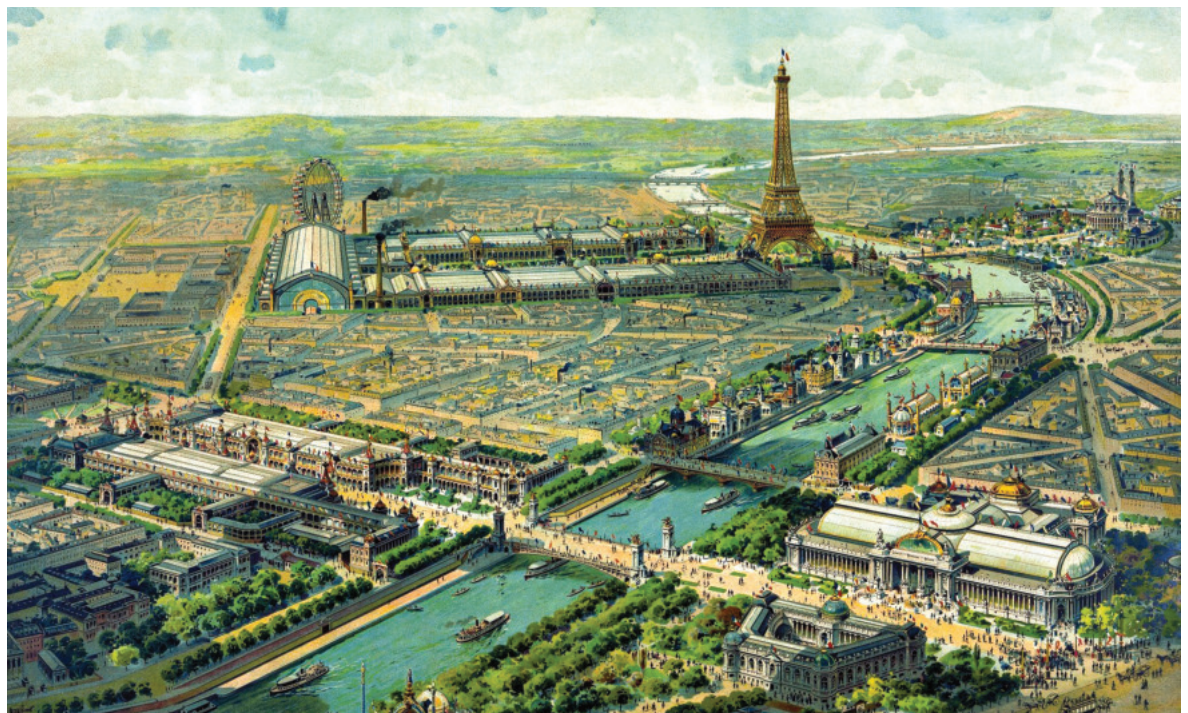
Improving the Siam Exhibits

King Chulalongkorn's travels abroad helped provide insight on how Siam's exhibits at international exhibitions could be improved.

In one of his European travels Khun Chulalongkorn visited the Museum in Stockholm, Sweden, and realized that the Siamese exhibits abroad were not meeting the right objectives. Previous participation concentrated on bringing as many products as possible for display and emulated museum exhibits. Although these exhibits attracted a lot of attention and received numerous awards, hardly any sale was made. This realization became the turning point for all future exhibits.

An invitation was extended from France on 12 January 1897 AD for Siam to participate at the 1900 Paris Expo. Prince Devawongse Varoprakarn was charged to confirm Siam's participation.

In preparing for the Paris Expo, King Chulalongkorn decided that exhibits must have commercial interest to fair visitors and thus declared that the exhibits must firstly be attractive, secondly unique technical products and thirdly include affordable unique curios for sale.



Paris Expo 1900

The work to curate the exhibits were distributed among the royal court and nobility. Among the listed products for the Paris Expo exhibits were replicas of Wat Arun (Temple of Dawn) that were 24 inches high costed at Baht 100 and sold at 200 francs, Wat Phra Kaew (Temple of the Emerald Buddha) 15 inches high costed at Baht 54 and sold for 110 Francs and the Khon Theatre Pavilion (Royal Theatre) 12 inches high costed at Baht 14 and sold for 28 Francs, etc.

On his return from his European tour, King Chulalongkorn, decided that more National Exhibitions should be organized within the capital with the objective of supporting commerce, agriculture and entertainment. Subsequent exhibitions were not as grandiose as the first National Exhibition in 1882 AD. Rather they reflected the changes in the Kingdom and provided a new experience for locals.





The new events were a culmination of European style exhibitions and local temple fair environ. The “**Winter Festival at Wat Benchamabophit**” is one such example of the new styled exhibition.

The Fair at Wat Benchamabophit was a huge event where members of the royal family, nobles, civil servants as well as local and foreign shops set-up exhibits and stalls. The Royal Household even set-up stalls to sell food, desserts and photographs taken by King Chulalongkorn. The King’s photographs were also part of the exhibits and stall decorations. This new concept was a hit as the events were a joyous affair. This resulted in more fair-style events in future.



Winter Festival at Wat Benchamabophit and the Annual Fair at Dusit Garden



Photographs taken by King Chulalongkorn sold at the Royal Photography Stall during the Winter Festival at Wat Benchamabophit



King Chulalongkorn's Photography Display at the Royal Photography Stall during the Winter Festival at Wat Benchamabophit

King Chulalongkorn also came to the realization that exhibitions and competitions had greater intrinsic value. According to the King,

“Exhibitions are a congregation of sellers to sell large items, the production of which received subsidies by the government because it serves a sense of pride to the nation for its production. It is a stage where certain products are preserved and maintained by both the government and private sector and put on display for public viewing. This instigates spending as it attracts a large number of visitors and is an opportunity to conduct commerce.”

“On a social level, exhibitions educate, entertain and bring enjoyment to the visitor similar to the temple festivals held at Wat Phu Khao Tong (Golden Mount Temple) in Bangkok”. He further stated,

“There is food and drink as well as fun for the public to be had. Think of it as a fair at Wat Phu Khao Tong at an elevated scale.”



Sra Pathum Palace

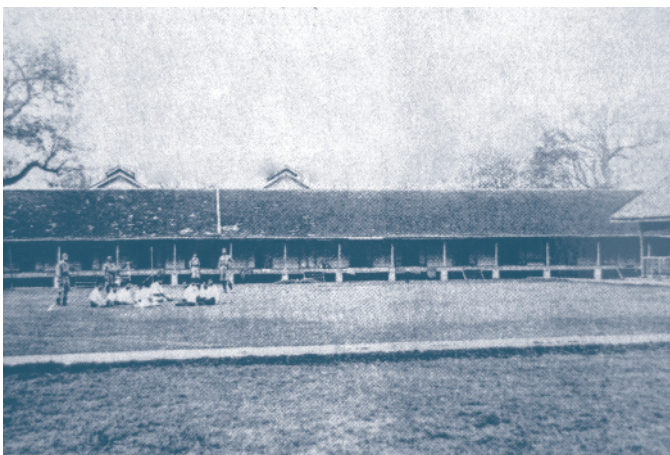
The First Agricultural Commerce Exhibition in Siam as Aid to Farmers

The “**Rice Exhibition**” organized on 1 March 1907 AD was the first event in the Kingdom dedicated to rice. The exhibition came about as the price of Siamese rice dropped and was replaced by Javanese rice which was more consistent in quality. The Siamese rice were a mix of good and bad quality in each shipment. With this in mind, King Chulalongkorn decided to launch a competition for the best rice strain. This encouraged the planting of rice and instigated competition to produce the best rice possible, elevating and improving the quality of rice which helped raise prices.

At the debut event, a total of 324 farmers submitted 165 different strains of rice. The strain that won first prize was the “**Pin Tong**” strain. The following year in 1907 AD, the rice breeding competition was launched nationwide and held at Wat Suthat Thepwararam in Bangkok. The winning strain that year was the paddy sown breed from Thanyaburi district, Pathum Thani province.

In 1910 AD, an “**Agriculture and Commerce Exhibition**” was organized for the first time (today called National Agriculture Day) held at Sra Prathum Palace. Once again, a Kingdom-wide competition was launched for the best rice strains. The consistent competition improved the quality of Siamese rice year-on-year and contributed to the development of the agriculture sector.

Medical Care for the Impoverished



Siriraj Hospital in the Early Years

On a trip to Singapore in 1886 AD, King Chulalongkorn visited a hospital and realized that the Kingdom was in need of a good hospital and decided that this would be fully funded by him.

While the hospital was being built, Prince Siriraj Kakudhabhand, King Chulalongkorn's son with Queen Saovabha Phongsri, contracted dysentery and succumbed on 31 May 1887 AD. The King was overcome with grief and stated,

“My child who was born with privilege, received the best care yet suffered so from the disease. I cannot imagine how much more suffering a child from an impoverished family would have to endure.” In commemoration for the loss of his 18-month son, he named the hospital, “Siriraj Hospital”.

In addition to the hospital, King Chulalongkorn set-up committees to undertake public health related responsibilities which included a conference to develop and improve medical textbooks.

In 1902 AD, western doctors were invited to attend a conference in Bangkok to help develop non-prescription household drugs as well as traditional Siamese medicine. A total of eight household drugs and ten traditional medicines were developed and made available to the public. The following year in 1903 AD, a further 25 types of drugs were produced and sold at retail.



Siam Steps-up and Out

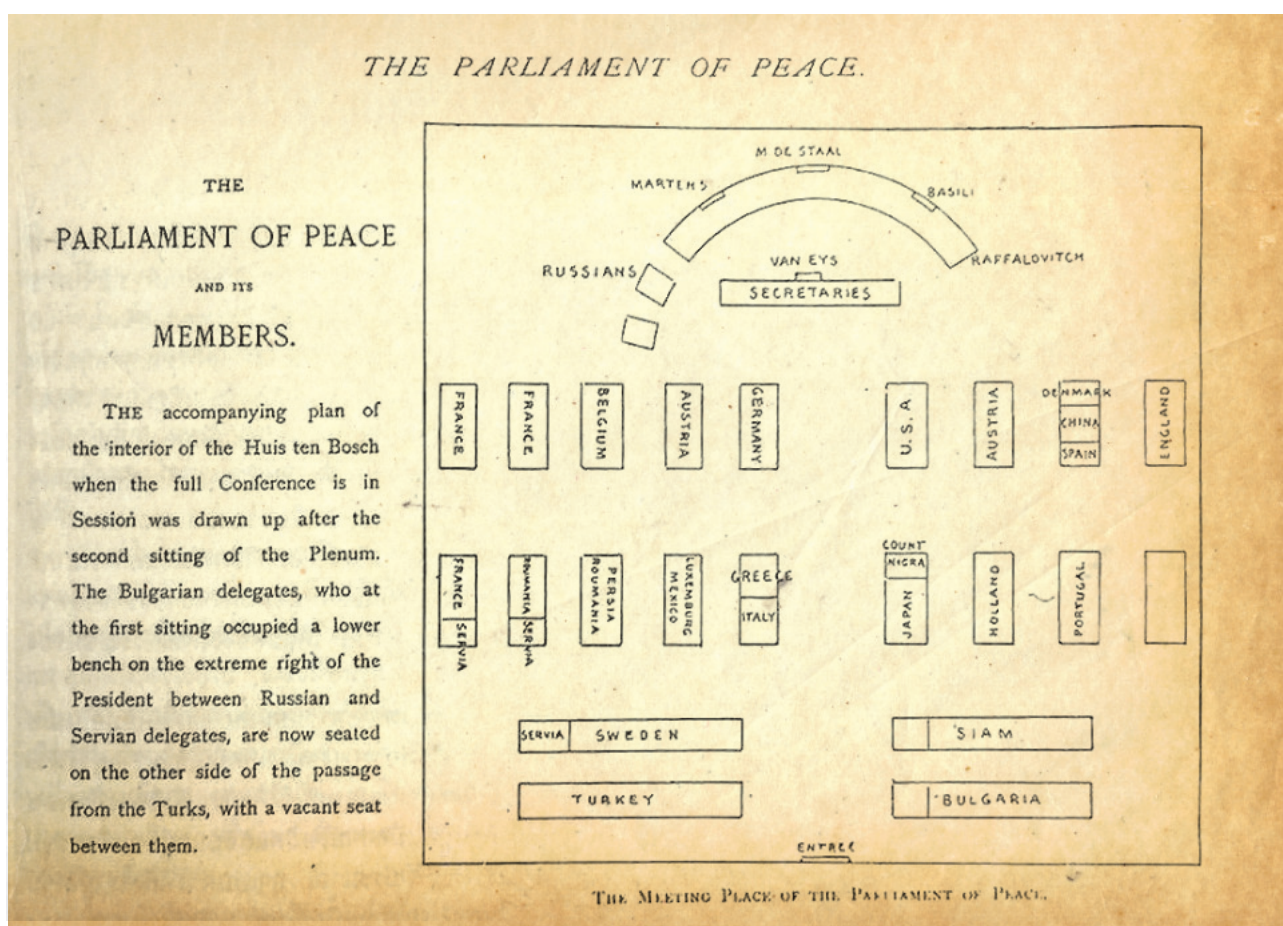
In 1914 AD, World War One broke out in Europe. Siam declared itself neutral however on 28 May 1917 AD, the King Vajiravudh (King Rama VI) met with key ministers at the Paisal Taksin Throne Hall to decide whether the Kingdom should join the war.

The King stated that Siam should declare war against the joint forces of Germany, Austria and Hungary, led by Germany. He surmised that Germany would most likely lose the war and this would mean that any treaty Siam had entered into with Germany would be rendered null and void. He viewed that this would be the prime opportunity to re-negotiate new treaties that would be more beneficial to the Kingdom as Siam was currently held beholden to treaties to its disadvantage since the mid-19th century.

Siam declared war against Germany on 22 July 1917 AD and sent troops to join allied forces the following year. When world war one ended in November 1918 AD, Siam emerged triumphant along with allied forces and became one of the founding Asian members of the “**League of Nations**” (today called the United Nations) along with Japan and China. Prince Devawongse Varoprakarn, Minister of Foreign Affairs, represented Siam at the first meeting in Paris in 1919 AD.



Prince Devawongse Varoprakarn,
Minister of Foreign Affairs



Seating arrangements for the Parliament of Peace



1919 League of Nations Meeting in Paris

Being a member of the League of Nations solidified Siam's sovereignty and ensured free trade with western nations such as Britain and France. It also led to the dissolution of unfair treaties with various nations, in particular the Bowring Treaty with Britain.

Siam managed to renegotiate fairer treaties for itself regaining legal independence and justice by 1938 AD.

King Vajiravudh had studied in Britain for nine years in his youth and became familiar with the different formats of exhibitions and conferences in the western world. As such Siam participated in more exhibitions abroad giving emphasis on commerce. Exhibitions became an important platform for commerce and gaining new trade partners. Siam participated at the **"International Exhibition of Industry and Labor"** in Turin, Italy in 1911 AD. In 1915 AD, the Kingdom participated in the World Fair in San Francisco, USA, one of the biggest trade exhibitions in its era which was held concurrently with the grand opening of the Panama Canal and the **"Panama-Pacific International Exposition"**.

In 1920 AD, Siam joined the “**Milan Trade Fair**” in Italy and the 1922 AD “**League of Nations Union**” in Stoke (Stoke-in-Trent), Great Britain. It was also part of the “**Aerial Exhibition Gothenburg of 1923**” in Gothenburg, Sweden.

King Vajiravudh established the Siam Boy Scouts on 1 July 1911 AD. The first troop was established at the Royal Officers’ School (today called Vajiravudh College) with troops subsequently set-up at schools all over the Kingdom. In 1920 AD, four Boy Scouts from Siam were selected to join the 1st World Scout Jamboree in London, Britain. Siam also joined the 2nd Jamboree in 1924 AD held in Denmark as well as the 3rd event in Britain in 1929 AD.

In 1922 AD, the Siam Boy Scouts was one of 31 nations named as founding member of the Boy Scouts.

The First National Scout Jamboree in Thailand was held in 1927 AD at the Saranrom Palace Park in Bangkok. Due to its success, the King decreed that the national jamboree would be held every three years.

During the reign of King Vajiravud, exhibitions were also used to raise funding and take donations. Popular fund-raising activities included auctioning art works. Funds were raised for the Wild Tiger Corp and setting up matching funds to purchase warships and guns. Exhibitions thus had the added function of being an effective tool for charity work in addition to displaying artwork and culture.



King Vajiravudh with the Wild Tiger Corps and students from the 1st Bangkok Scout Group at Luang Ban Pong camp (15 February 1914)

World Class Expo: “The Siamese Kingdom Exhibition”

The effects of World War I had long term effects to the Siamese economy (and the world) resulting in a budget deficit. It was surmised that in order to improve the economy, the government should encourage local production of products for internal use so that the nation would be less reliant on imported goods thus reducing the outflow of money. This would in turn rejuvenate the local economy as it would mean a greater circulation of money within the Kingdom. In addition, these products could then be exported, generating even more revenue for the Kingdom. During this time, services were also developed for foreign nations.

With this in mind, King Vajiravud decided to organize the **“Siamese Kingdom Exhibition”** on the same concept of the National Exhibition but on an even grander scale with the objective of promoting Siamese industry and businesses as well as raise national pride. 142 acres of the King’s personal property at Sala Daeng field was allocated for the exhibition venue and named, **“Lumpini Park”**.

An organizing committee was put together to account for the Kingdom’s resources which then brainstormed to determine how these resources could be utilized and the types of jobs or industries it could generate. This strategy was heavily reliant on the Siamese people to push the economy forward, ensuring self-reliance which would lead to long term prosperity and develop the nation. Clearly this was a mission to **“rebuild the nation”**.

Unfortunately, on 25 November 1925 AD, two months prior to the launch of the exhibition, King Vajiravud passed away. As a result, work on the **“Siamese Kingdom Exhibition”** project came to an abrupt halt and construction on Lumpini Park was abandoned. King Prajadhipok or Rama VII who succeeded his brother to the throne would later revise the plans for Lumpini Park and allocate the property for public use which included crematoriums and a public park. Lumpini Park would be the first venue in the capital dedicated to providing its residents a lush and peaceful backdrop to enjoy and be entertained in. Bangkok residents continue to enjoy usage of this public park to this day.



The First International Conference in Siam

The effects of World War I extended into the reign of King Prajadhipok. After the war, the number of large exhibitions and fairs within the Kingdom and overseas began to dwindle. Siam however continued to maintain its presence on the world platform at international conferences.

During this time, opium and the Golden Triangle became the focal point of international attention as the world declared the need to stamp out its recreational use.

In 1931 AD Siam proposed to host the international conference on opium to demonstrate its stand against opium to the world.



Sala Sahathai Samakhom, venue for the International Opium Conference 1931

Two years prior to the conference, the League of Nations sent the Opium Advisory Committee to Siam to review the Kingdom's opium manufacturing and management policy. During the visit, Siam declared its willingness to give-up the opium business despite it being one the Kingdom's main sources of income. It also proposed policies to gradually end opium production and usage habits which would later support the Kingdom's bid to host the opium conference.

The Committee's initial visit to Southeast Asia was to gather information on opium usage and determine the challenges of stamping it out. The trip proved that cohesive regional, in addition to worldwide cooperation was required to overcome this.

King Prajadhipok felt that hosting the conference in Siam would bring pride to the nation and thus instructed Prince Wanwaitayakorn Worwan to issue an official invitation to the League of Nations to hold the conference in the Kingdom. The letter dated 22 September 1930 AD was an official invitation from Siam and its people which admitted that although it had not previously hosted an international conference, and that there would be challenges to be addressed, it would be honored to host the event as having it in Southeast Asia would be most relevant and appropriate.

Phaya Thai Royal Palace Hotel which accommodated the League of Nations Commissioner





The International Opium Conference 1931 in Siam

Participants were responsible for the travel expenses to Siam however the entire stay in the Kingdom was fully hosted. Accommodations were arranged for the delegation at Phaya Thai Royal Palace Hotel, The Oriental Hotel and the Trocadero Hotel. The Conference was held at the Sahathai Samakom Pavilion within the Grand Palace. Cars were provided for participants' use and guests from neighbouring Penang, Malaya were driven to the Kingdom. Passes were also provided for participants to the Chitrladda Golf Course and the Bangkok Sports Club.

In his inauguration speech at the International Opium Conference on 9 November 1931 AD King Prajadhipok expressed his pleasure at hosting the event, stating that the conference would benefit mankind as a whole and plays an important role in improving the well-being of people of the world.

The delegation was invited to dinner with King Prajadhipok at the Grand Palace on 10 November as part of his birthday celebrations which was two days prior; all planning arrangements for the dinner were made personally by the King himself.



The Bangkok Agreement 1931

The conference was attended by representatives from Britain, Hong Kong, Malaya, India, Burma, France, Japan, Taiwan, Netherlands, Portugal, Macao, USA, Philippines, etc. and concluded on 24 November. The highly successful conference resulted in the Bangkok Agreement of 1931 AD.

On conclusion of the conference, Britain's representatives were given a tour to the Golden Triangle where they were diplomatically advised that the smuggling activity in the area included the British and French colonies territories of Myanmar and Laos.

The almost decade long participation in international exhibitions and conferences since King Chulalongkorn up to King Prajadhipok's reigns were instrumental in Siam gaining acceptance and recognition from the west as well as maintaining its independence, keeping it out of colonial hands. They were also key to economic recovery and contributed to rebuilding the nation after the ravages of World War I.

The experience and knowledge gained from international participation at events for over a century has been passed down to this day and continues to reap its benefits to the Kingdom.



Best Foot Forward



In 1939 AD, Siam was re-named Thailand.
King Bhumibol Adulyadej, Rama IX,
ascended to the throne on 9 June 1946 AD
but returned to Switzerland to complete his studies.
He was officially crowned King of Thailand in 1950 AD
at the age of 23 and officially conferred
the title King Bhumibol the Great by King Vajiralongkorn
in 2019 AD. On his ascension to the throne,
World War II had just ended,
and the country was in economic recession
and facing poverty with outbreaks in tuberculosis,
leprosy, polio and cholera.

On officially ascending the throne, King Bhumibol was determined to relieve the people's hardship who were suffering from food shortage and serious health issues.

Early in his reign, King Bhumibol Chaired several committees that would benefit the people. For instance, in 1954 AD (2497 BE) he launched special showings from his personal film collection at the Sala Chalermsak cinema in order to raise funding to construct a new wing for Siriraj Hospital, the Neurology Research Building for the Phayathai Neurology Hospital and to expand research in neurology. The shows managed to raise Baht 446,600.50 however this was insufficient, hence King Bhumibol added Baht 1,558,561 of his personal finances to ensure that the projects could take off.

King Bhumibol was also determined to bring Thailand to the forefront by embarking on a grand tour to visit monarchies around the world. In addition, monarchs and sovereigns

were also invited to visit the Kingdom. This helped establish ties with foreign nations and demonstrated Thailand as a modern country on par with developed nations.

In addition, Thailand joined several international organizations which helped put the country's name on the map and led to the Kingdom hosting a number of international conferences and exhibitions such as the 1992 World Bank Conference, the 11th OPEC Conference 2003, Young Presidents' Organization Conference 2014 AD & 2017 AD and the 35th ASEAN Forum in 2019 AD. This brought the country into prominence at an international level.

In the early years, the Thai government played a major part in attracting conferences to be hosted in the country. In addition, international organizations which set-up their Asia Pacific regional offices in Thailand was also a major factor in attracting international events. Non-government organizations such as the United Nations and



HM King Bhumibol Adulyadej (Rama IX) addressing the US Congress in Washington DC, USA



HM Queen Sirikit showing President Vladimir Putin an item from a folk arts exhibition of the Support Foundation in the Malachite Foyer of the Grand Kremlin Palace



Santhitham Hall, a popular venue for international conferences during the early 20th century

ASEAN frequently organized conferences, seminars and workshops in Bangkok due to its accessibility, solid infrastructure and the availability of venues for conferences and gala events. During this era, the Erawan Hotel, The Oriental, Dusit Thani Hotel, Santitham Hall, Suan Pakkard Palace and Saran Rom Palace were popular venues.

As more and more international conferences were hosted, it was only natural that international exhibitions followed suit.

The First International Exhibition



Developing countries were having a difficult time in rejuvenating their economies after World War II and were reliant on foreign aid for their recovery. With this in mind, the United Nations worked with the Thai government to organize the country's first international trade fair to assist in post war economic reconstruction.

The 1st Asian International Trade Fair in 1966 AD in Bangkok was organized by the United Nations Economic Commission for Asia and the Far East (ECAFE) in consultation with the Mekong Coordinating Committee and the Asian Institute for Economic Development and Planning. Hua Mark sub-district in Bangkok was determined as the official venue for the Fair. Scheduled between 17 November and 10 December 1966 AD, the fair was themed, **"Peace and Prosperity Through Trade Cooperation"**.

The event caused a big stir with visitors from all over the nation as well as international participation. Being a first for the country, the fair was packed with visitors throughout.



The 1st Asian International Trade Fair in 1966



Commemorative items from the 1st Asian International Trade Fair in 1966

The main highlight of the Fair were the pavilions organized by various nations which featured performances and their respective national products. The pavilions on display were creative and unique. For instance, the USA Pavilion had a unique fiber glass roof which was unavailable in Thailand at the time. The Indian Pavilion featured an iron tower which allowed visitors to climb to the top to the viewpoint. Other prominent pavilions were Taiwan, the Soviet Union, Singapore and Japan.

The United Nations reported the overwhelming success of the Fair with exhibitors from 30 countries and approximately 1.5 million visitors. This resulted in the decision to rotate the event among its member countries.

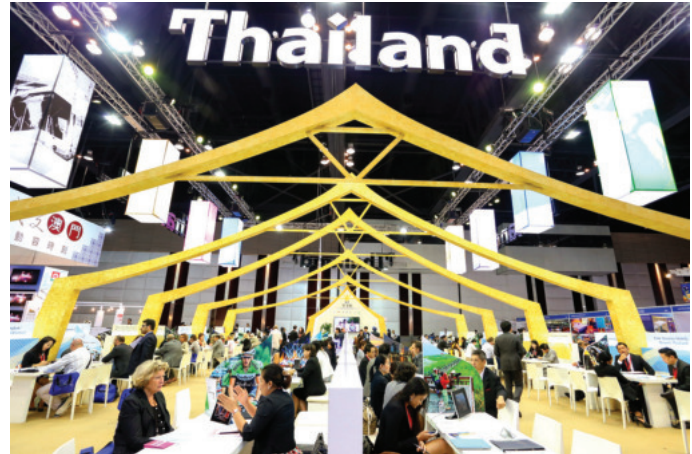
On conclusion of the event, the Fair location was modified to house Ramkhamhaeng University.

Industry Cooperation

As international conferences and exhibitions thrived in Thailand, the private sector and associations became more involved with attracting large scale meetings, incentives, conventions and exhibitions (or MICE) into the country while government bodies switched roles to providing financial support and helped facilitate hosting arrangements. This was the turning point for the industry which focused on further developing the Thai MICE sector.

With the burgeoning growth in MICE and increased competition, it became evident that the industry needed to come together to attract world class events. Thailand realized that industry solidarity was required to elevate the sector to greater heights and raise standards hence the Thailand Convention Promotion Association (TCPA) was established. The private sector also appreciated that the growth in MICE would in turn increase tourism numbers and began to invest in developing large convention venues and hotels.

This also saw the arrival of executives from international hotel chains and venue management companies with experience in organizing large events and destination marketing. They shared their knowledge and provided support to locals, a new occurrence for the country, which spurred even further growth.



Industry Solidarity

The increased number of international events raised the service industry's standards and made Thailand the preferred destination for conventions which led to a considerable influx of foreign currency into the country. In recognition of this, the Tourism Authority of Thailand (TAT) established the Convention Promotion Division in 1977 AD to promote hosting international conventions and intelligence gathering. The Division also supported skills development and industry know-how, and joined recognized bodies such as the International Congress and Convention Association (ICCA) and the Union of International Associations (UIA).

1982 AD was another turning point as leaders of the MICE industry namely Colonel Somchai Hiranyakit, TAT Governor; Thanpuying Chanut Piya-oui, President of the Thai Hotel Association (THA); and Pol. Lt. Chatrachai Boonya-Ananta, President of Thai Airways; realized that this niche sector of tourism would double in coming years and that there was a need to formalize a specialized body dedicated to its advancement.

At a meeting held in Phuket, it was decided that a joint venture between government agencies and the private sector needed to be set-up. This body should function like the **“Convention and Visitors Bureaus” (CVB)** abroad but in the form of an association. The association would facilitate any request for hosting a MICE event and avoid the red tape that would usually bog down a government agency.



Suprabha Moleeratanond

“

Preparing the “people”
was at the heart of the matter.

The first MICE students studied marketing,
convention bureau management, bidding,
convention management techniques, protocols, etc.;
all of which was the core of MICE management.

We came back and transferred
this knowledge back to the industry.
This knowledge encouraged and instilled confidence
to local associations to successfully bid
for international events into the country.

”

To prepare for the set-up of this new body, and due to the lack of knowledge concerning this fledging industry, the founding committee decided to send representatives to attend the “**Convention Management Program (CMP)**” organized by the International Congress and Convention Association (ICCA) in Salzburg, Austria during March 1983 AD. A total of seven participants from relevant organizations attended the course namely, Mr. Staporn Sirisinha and Mr. Somprasong Waramis, from TAT; Mrs. Suprabha Moleeratanond from Thai Airways; Mr. Danai Wansom from Hyatt Central Plaza Hotel, Mrs. Worawani Jongcharoen from Royal Orchid Sheraton Hotel; Mrs. Suchada Yuvaboon from the Rose Garden Resort and Mr. Thongchai Phithakstrakul from Word Travel Service.

The First Generation of MICE Students learned about marketing, convention bureau management, bidding, convention management techniques, protocols, etc. The objective of the participation was to bring back the knowledge gained from the course and train the local sector with the hope of instilling industry confidence and encouraging associations to bid for international events.





TOURISM
TOP
\$
EARNER FOR THAILAND

1st
FIRST GENERATION
DECEMBER
ORIENTA



The Formal Birth of the MICE Industry in Thailand

With all preparations in place and, hearts and minds primed with specialized knowledge, the group was ready to move forward. The joint venture between the private sector and government was formalized and resulted in the birth of the Thailand Convention Promotion Association (TCPA) on 5 July 1983 AD.

The alliance met on 27 September 1983 AD and concluded that a working committee needed to be set-up to study the different bodies in more established markets, as well as conduct legal research on how the association should be put together. The Thailand Convention Promotion Association (TCPA) opened its doors in 1984 AD and became the driving force that propelled the MICE industry forward. At the outset, the association had 32 registered members from the hospitality industry such as hotels, travel agencies, banks, etc.

The association was funded by memberships fees and a matching fund provided by the TAT. Thai Airways also provided one million Baht worth of barter tickets to support overseas travel to bid for events.

The First Board of Directors for the TCPA

Colonel Somchai Hiranyakit	President (TAT Governor)
Mr. Chatrachai Boonya-Ananta	First Vice President
Thanpuying Chanut Piya-oui	Second Vice President
Mrs. Suchada Yuvaboon	Chairperson, Convention Services Committee
Mr. Bob Westcott	Chairperson, Marketing Committee
Mrs. Joan Sarasin	Secretary General



Staporn Sirisinha
Former Executive Director of the Thailand
Incentive and Convention Association (TICA)



The Best Convention Bureau of the Year 1986
Award from CEI (Conferences & Exhibitions International) magazine

The Board of Directors appointed Mr. Staporn Sirisinha as the TICA's first Executive Director.

Office facilities were provided on the third floor of the THA's office located on Wireless Road. The association's office was later moved to the Bangkok Bank's Head Office, then to the Bangkok Convention Center at Central Ladprao and finally at its current location on Ladprao Soi 8.

International Recognition

The industry solidarity to build a formidable MICE sector in Thailand proved fruitful and received international recognition and commendation.

In 1985 AD, only three years since it was founded, TCPA was awarded **“The Best Convention Bureau of the Year”** by CEI (Conferences & Exhibitions International) magazine, a London based publication. This was the first international award received by the association and demonstrated its effectiveness and capabilities, putting TCPA and Thailand on the world MICE map.

Meanwhile, the growth of the incentive travel industry began to gain significance which necessitated its recognition and inclusion into the association’s mission. On 6 May 1988 AD, the association was renamed the Thailand Incentive and Convention Association (TICA) to reflect this.

Establishing TICA was another turning point for Thailand as the country approached the MICE market more aggressively. During this time the TAT, the national tourism body, was being reorganized and its responsibilities were expanded to a more generic role. The TAT did not conduct any destination marketing to attract MICE business and was only facilitating collateral materials of the destination for conference participants. With TICA now formalized, the private sector banded together to support conference bidding and management.



Opas Netra-umpai
Adviser, Thailand Incentive
and Convention Association (TICA)

The Thailand Exhibition Association (TEA)

As Thailand's economy began to expand, the country attracted trading interest from around the world which led to more international exhibitions. The exhibition industry expanded rapidly and 1996 AD was dubbed the Golden Era for trade fairs as venues began to mushroom around the country all of which culminated in the establishment of the Thai Exhibition Association (TEA). The association was formed to resolve barriers specific to the exhibition industry and helped propel the sector to greater heights.

To date there are a total of 80 members in the TEA comprising of PEOs (professional exhibition organizers), exhibition venues, contractors, freight forwarding agencies, etc.

“

Before the Covid-19 outbreak, there were insufficient venues for large exhibitions within Bangkok and its vicinity. Exhibition space at the Queen Sirikit National Convention Centre (QSNCC), Impact at Muang Thong Thani and BITEC in Bangna were almost completely sold out all the time. There was insufficient supply to meet demand and more money was being put into developing new facilities.

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Charnchai Sawangsopakun
Former President,
Thai Exhibition Association (TEA)

Convention Promotion Fund



“Raise Funding For the Nation to Bring Events to the Country”;
fund raising activity to establish the Convention Promotion Fund (CPF)

While the Thai MICE industry continued to grow rapidly, it became evident that bid financing was a big impediment. Despite the country’s strong infrastructure, when it came to bidding for large international events, Thailand lacked sufficient funding to compete against other countries. As a result, TICA decided that a “Fund” should be established to help local associations and bodies to bid for international events. The fund would provide more opportunities for the country to attract conferences and exhibitions. TICA proposed the funding concept to the government which agreed that it would match the quantity of funds the association could raise.

This resulted in the formalization of the Convention Promotion Fund (CPF). The fund-raising campaign slogan was, **“Raise Funding for the Nation to Bring Events to the Country”**. A total of Baht 3,419,8000 was raised through the sale of music written by renowned composer, Mrs. Payom Walaipatchara. This, along with contributions from leading companies such as Fuji-Xerox (Thailand), Boonrawd Brewery, American Express (Thailand), etc., and a host of industry members raised a total of Baht 12 million. When combined with the government’s matching amount, the Fund was initiated with Baht 24 million.



The Convention Promotion Fund (CPF) was formally established on 2 December 1999 AD, officiated by Prime Minister Chuan Leekpai. The Fund made Thailand more competitive and enabled the country to bid for more international events into the country. The hosting of international events contributed to the Thai economy and raised the image of the country onto the world stage which also resulted in higher tourism numbers.

The Convention Promotion Fund provided funding to local organizations and associations to help prepare bidding packages as well as cover travel expenses to present the official bid abroad. Organizers were only required to return the provided funds should they win the bid at the conclusion of the event held in Thailand. This ensured that the fund remained more or less intact and would be able to continue to provide support to future organizers. Additionally, the fund also provided seed money to organizers to start preparations within the country to host the event. The CPF has since supported over 30 events with a funding totaling Baht 8.7 million which resulted in generating Baht 3.3 billion to the Thai economy.

The CPF subsequently expanded its role to develop the MICE industry by funding professional training and development programs.



The Convention Promotion Fund (CPF)
officiated by Prime Minister Chuan Leekpai



The Thailand Convention and Exhibition Bureau (TCEB)

With the rapid growth of the MICE industry and its contribution to the Thai economy, the Tourism Authority of Thailand (TAT) Governor, Mrs. Juthamas Siriwan, proposed the establishment of a convention and visitors bureau (CVB) dedicated to serving this niche industry. The Thailand Convention and Exhibition Bureau (TCEB) was established in 2002 AD to provide centralized support and further develop the MICE industry with the aim of making Thailand an industry leader.

TCEB, with its network of relevant government organizations and the private sector, has to date brought Thailand to the forefront of the MICE industry. As testament to the success of its efforts, TCEB was named the top convention and visitors bureau (CVB) in Asia gaining the highest points for Destination Management Performance by the 2019 Global Destination Sustainability Index (GDS Index); an ICCA (International Congress and Convention Association) initiative.

According to ICCA and UFI (the Global Association of the Exhibition Industry), Thailand ranked 5th in Asia for international conventions and 7th in Asia for international exhibitions. Both indices spotlighted Thailand as the number one destination for conventions and exhibitions among ASEAN countries (UFI – The Trade Fair Industry in Asia, 15th edition, 2019). Thailand ranks 27th in the world index (ICCA Statistics Report: Country and City Ranking 2020).

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M.R. Disnadda Diskul
First Chairman, Thailand Convention
and Exhibition Bureau (TCEB)

When I was approached to lead TCEB, I took time consider all aspects before accepting the position. As the first Chairman, I established clear policies where TCEB’s chief role was to attract even more international events into the country and to establish a strong foundation for the private sector in order to make it more competitive. TCEB’s role was not to compete with the private sector. TCEB also provided training to the private sector and sent a contingent to Barcelona for professional training. It was our role to ensure that Thailand would be able to compete with other destinations. The measure of succes for TCEB was the increase of international events hosted by Thailand which led to continual establishments of new convention and exhibition facilities.

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TCEB’s initial primary objective was to support the MICE industry as much possible in order to attract as many international events as possible into the country. The Bureau also established policies to help facilitate MICE business and provided professional training to industry members at world level to ensure that the local industry was competitive. This led to more and more international events hosted in Thailand and the continual establishment of new convention and exhibition venues.

TCEB is the official government-side of the MICE sector to promote Thailand as the preferred destination for international events. MICE is also a tool to implement progress in destinations outside of Bangkok with the intent of offering new and varied destinations for events. This involved developing appropriate human resource skills which in turn stimulated conventions and exhibitions around the country to meet the national agenda. The success of these strategies is evident through the recent, **“Meeting in Thailand is Safer in Order to Prevent Covid-19”** project in 2021 which resulted in over 1,000 local meetings within a two-month period.

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Chiruit Isarangkun Na Ayuthaya
TCEB President

Apart from being the official government representative within the MICE sector with the primary objective of attracting more international events into the country, MICE is an implement to help develop the country as a whole. The government sector alliance along with the private sector work together to develop new destinations and provide practical training. This helps stimulate the organization of conventions and exhibitions around the country to serve the national agenda.

The recent “Meeting in Thailand is Safer in Order to Prevent Covid-19” project in 2021 AD received overwhelming support which resulted in over 1,000 local meetings within a two-month period.

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TCEB's Progression

First Era: 2003 AD – 2007 AD

This was a difficult period due to the outbreak of SARS and war within the Middle East. Marketing was at the core of TCEB's strategy during this time in order to attract more conventions and exhibitions into the country.

Second Era: 2007 AD – 2017 AD

This was a network and alliance building era between the government sector and the private sector to help facilitate and ease hosting arrangements by establishing lateral communications among relevant agencies.

This was also the era of Domestic MICE to encourage hosting of events within the country and saw the birth of the MICE Cities, Pid Tong Lang Phra (Placing Gold Leaves Behind the Buddha or Do Good Without Ostentation; introduction of visits to Royal Projects into MICE Itineraries), Prachoom Muang Thai Poom Jai Chuai Chart (Meet in Thailand, Proudly Support the Country) and MICE Phuea Choom Chon (MICE for Communities). This involved working with the Department of Industrial Promotion and local community networks to identify destinations and cities with the potential of servicing the MICE sector.

Third Era: 2017 AD – present

In this era, TCEB began expanding its marketing and development activities by focusing on establishing industry standards which was recognized and adopted by ASEAN (Association of South East Asian Nations). These included establishing hygiene standards and meetings technology (hybrid events) standards to meet the challenges of a new era.

This era also sees TCEB working at the international level, cooperating with the United Nations on promoting Green Meetings which involves raising standards of the government and private sectors to meet these objectives.



05



Four Decades of Pride

Thailand's MICE Industry



Before the Thailand Incentive and Convention Association (TICA) was formed, Thailand was host to an international event which received high praise from its participants. This event became the benchmark for future events which should be noted into the country's MICE history.





World Orchid Conference

The first commercial exhibition hosted in Thailand

In 1978 AD, Thailand was host to the “**World Orchid Conference 1978**” with participation of over 40,000 international delegates. The conference was held at the Dusit Thani Hotel while the orchid exhibition was held at the Rose Garden Resort in Nakhon Pathom province, a mere 40 minutes’ drive from Bangkok. Hosting this conference brought fame and recognition to Thailand day as a pre-eminent conference and exhibition destination.

The official opening ceremony was held on Friday, 20 January 1978 AD and officiated by HRH Crown Prince Vajiralongkorn, currently King Vajiralongkorn or King Rama X.





The outdoor exhibition was the first commercial event held in Thailand with the Gala Welcome Dinner organized in the local tradition of a banquet to celebrate an elder's 60th birthday. The dinner was an infusion of traditional Thai culture featuring aspects of the Thai New Year (Songkran) and Loy Kratong (Thai Festival of Lights).

The success of the World Orchid Conference 1978 was such that it continued to be mentioned and referenced for a long time. Professor Rapee Sagarik, Chairperson of the Thai Host Committee stated 20 years later that, **“The host organization stated that no other country has been able to organize such a beautiful and impressive event as Thailand did in 1978.”**



An International Win

Despite the lack of experience in bidding for international events, the formation of the Thailand Incentive and Convention Association (TICA) gave the country confidence to submit bids for leading world events.

With its success in the Asia Pacific region, the country ventured to attract world class events further afield. TICA led a contingent to submit an official Thailand proposal to host the World Congress of Gastroenterology. This international medical event would attract as many as 15,000 participants to the host destination. The Host Selection Committee was invited to a site visit to Thailand with air travel hosted by Thai Airways International. In 1999 AD, at the event in Austria where the vote for the host country would be cast, Thailand competed against Singapore who was also vying to host this medical event. Singapore's bid received full financial support from its government where a luxurious banquet was hosted at a castle. Thailand, which had a much smaller budget, hosted its "Thai Night" event at a hotel featuring traditional Thai performances from the Rose Garden Resort with Thai handicraft given out as gifts to attendees. Although the Thai venue was not as

lavish or grand as the Singapore event, the Thai Night made a deep impression to the voting committee who cast their vote for Thailand as the host for the World Congress of Gastroenterology. The committee stated the Thailand bid invitation expressed, **“Thai Hospitality with Sincerity”**.

The 1999 AD bid was the first international win of a world class event for Thailand which demonstrated the country’s capability as a host for international events.

This exercise also brought the realization that the Thai MICE industry lacked sufficient funding to compete against international competitors hence the establishment of the Convention Promotion Fund (CPF) later that year.







The Largest Conference Held in Thailand

Another hallmark for the Thai MICE industry was the hosting of the Rotary International Convention between 6-9 May 2012 AD attendants of whom were mainly businessmen; the largest convention ever to be held in Thailand with 28,273 delegates and 27,164 accompanying persons totaling 55,437 participants. This event alone generated over Baht 3.87 billion of revenue for the Thai economy.





Government Hosted Conference

The private sector has always been at the core of hosting international events. However, the Thai government co-hosted the 24th International Congress and Convention Association (ICCA) Congress in 1985 AD which was a big nod to Thailand as a respected convention destination.

The 24th ICCA Congress 1985 took place in Bangkok and attended by 300 leaders within the world conventions industry. This was Thailand's opportunity to demonstrate its readiness and professionalism as a world class convention venue. The fact that the government fully supported the industry helped elevate Thai conventions and exhibitions to new heights.



The 46th Annual Meeting of the World Bank and the International Monetary Fund (IMF)



Financiers Meeting

The 46th Annual Meeting of the World Bank and the International Monetary Fund (IMF) took place in Bangkok between 1-15 October 1991 AD and attended by over 10,000 delegates from 154 countries.

Mr. Suthee Singhasaneh, the Minister of Finance at the time, spoke of the success of this international event which again proved Thailand's capacity as an efficient and professional host. He also stated that the country benefited greatly from hosting the meeting in three ways. Firstly, the meeting was a wonderful public relations exercise as the one-week meeting was telecast live to the world daily on an hourly basis. Secondly, the meeting allowed Thailand to establish firm ties with foreign banks. Thirdly, it highlighted the country as desirable destination to visit which in turn generated income for the tourism sector.

Thailand prepared to host this event two years in advance. On 27 October 1989 AD, the Thai cabinet agreed that a venue should be constructed specially to accommodate the meeting. The Ministry of Finance was therefore charged to design and construct a world class conference center.

The new conference center was designed to reflect Thai culture atop an approximately one-acre plot next to the Tobacco Monopoly on Ratchadapisek Road. The new conference center took 16 months to construct and was completed in August 1991 AD under budget and ahead of schedule.

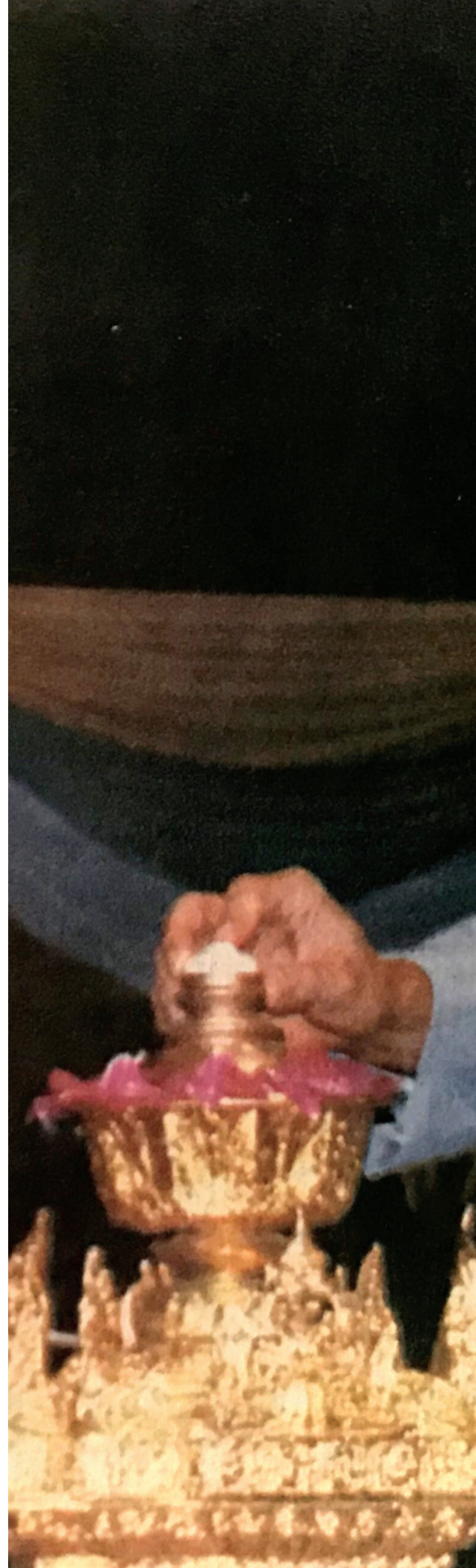


HRH Princess Sirindhorn graced the construction of the new conference center by laying the commemorative headstone on 27 July 1990 AD.

On 29 August 1991 AD, HM King Bhumibol Adulyadej and HM Queen Sirikit officiated the opening of the conference center which was formally named the Queen Sirikit National Convention Center (QSNCC) to celebrate Her Majesty's Fifth Cycle (60th birthday; 12 years per cycle) which occurred in August of the same year.

The founding of the Queen Sirikit National Convention Center prompted the construction of numerous other world class conference and exhibition venues in Thailand such as BITEC and IMPACT.

HM King Bhumibol Adulyadej and HM Queen Sirikit officiated the opening of the Queen Sirikit National Convention Center (QSNCC)





APEC Leaders Summit

The Asia Pacific Economic Cooperation (APEC) was founded in 1989 AD comprising of 21 economies. As co-founder, Thailand hosted the APEC Meetings in 1992 AD and 2003 AD.

The 1992 AD Bangkok event was an APEC Ministerial Meeting while the 2003 AD event was called, “**APEC Thailand 2003**”, and themed, “**A World of Differences: Partnership for the Future**”, attended by leaders from 20 countries such as the Chinese President, US President, Russian President, Japanese Prime Minister, Canadian President, Australian Prime Minister and President of Korea (ROK), etc. The meeting was attended by over 3,000 delegates comprising of APEC nation members as well as the international press.

HM King Bhumibol Adulyadej and HM Queen Sirikit hosted the welcome banquet for the APEC leaders at the Chakri Maha Prasat Throne Hall. The Retreat I Meeting was hosted at the Government House while the Retreat II Meeting was held at the Ananta Samakhom Throne Hall. The Farewell Dinner was hosted at the Royal Navy Hall where HM King Bhumibol Adulyadej graciously commissioned a re-enactment of the royal barge procession; a grand and rare performance representing Royal Thai tradition in all its splendor.

The APEC meetings were not only centered in Bangkok. The Thai government took this opportunity to introduce new destinations by organizing meetings in Chiang Rai, Khon Kaen and Chiang Mai.

With the APEC meetings, Thailand again proved its prowess as a leading world class meeting destination showing off its infrastructure and readiness to handle any event.



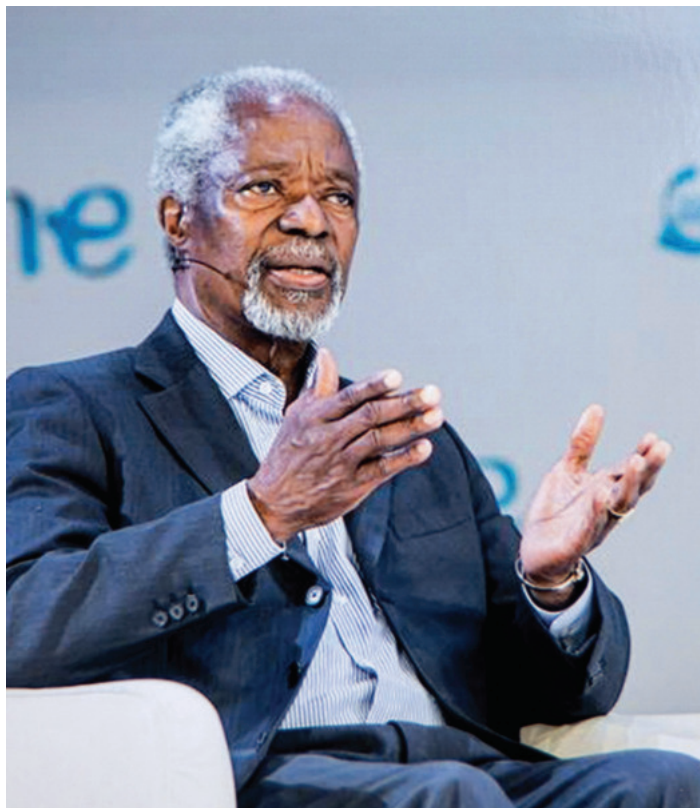
HM King Bhumibol Adulyadej's 60th year reign celebration in 2006 attended by 29 monarchs from around the world, the largest number of world monarchs attending a celebration in one time.



APEC Thailand 2003 where leaders from 20 countries attended this meeting



One Young World Summit 2015



Kofi Annan
UN Secretary General

The One Young World Summit

Another landmark event was the One Young World Summit 2015 in Thailand; the first time the event was held in Asia. The event was attended by 1,300 young leaders from 196 countries during 19-21 November 2015 AD in Bangkok.

The objective of the summit was to help young leaders instigate change in society and provide them the opportunity to network and share ideas to drive change that will lead to a better tomorrow.

Mr. Kofi Annan, United Nations Secretary General; Professor Muhammad Yunus, 2006 Nobel Peace Prize Awardee and Sir Bob Geldof, Musician and Activist; were among guest speakers at the event.





Incentive Travel

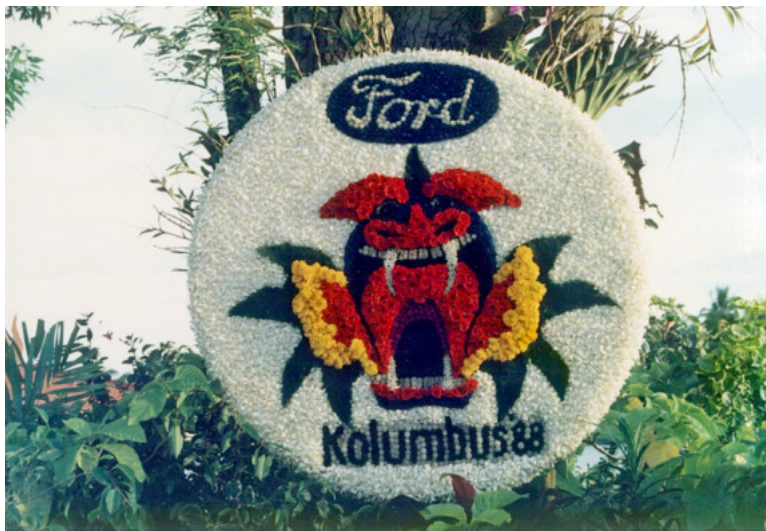
The “I” in MICE, Incentive travel generates a significant amount of revenue for the MICE sector. Although incentives generally involve a smaller group of people compared to generic tour groups, it generates a larger amount of income as it requires special arrangements and the unique experience that needs to be delivered.

Incentive travel contributes greatly to the Thai tourism sector. Thailand is a preferred destination for incentives due to the many cultural, historical and natural attractions that makes for an impressive experience. The abundance of services demanded by incentives are a challenge for Destination Management Companies (DMC) who are required to design unique itineraries, propose accommodations and activities that cannot be bought off the shelf. These trips are organized for a privileged group of corporate personnel that have met or exceeded targets (usually sales target) and are essential in the success of a company. Incentive programs must be memorable and trigger emotions that make long lasting memories. The key objective of the corporate incentive program is to instill loyalty and participants must be made to feel that they are special as they are being rewarded and recognized for their outstanding performance. Incentive trips are planned at least a year in advance to incentivize corporate personnel to meet targets in order to qualify for the trip.

Thailand, especially Bangkok, has been a leading destination for incentive travel since the late 20th century due to its solid infrastructure. Early incentive travel groups were from petroleum, automotive, insurance, pharmaceuticals and electrical appliance companies. Rewards are usually bestowed to the corporate employee and their significant other. Group size can range between a hundred to thousands of participants. Itineraries are usually very grand and



in the early years the Rose Garden Resort was one of the most popular venues due to its ability to present Thai culture and tradition in an elaborate manner along with impressive banqueting services. Due to the expanse of the property, other activities such as scavenger hunts could also be offered. Early incentive groups were mainly from Europe, North America and Australia but has since expanded beyond these markets. It is a well-known fact that incentive trips are the most effective form of motivation that help improve productivity hence its popularity as a reward for corporate employees. Of late incentive travel has also become popular in Asia where Thailand remains the preferred destination within the region.



Various corporate logos made from fresh flowers

The tourism sector in Thailand continues to develop year on year especially on accessibility, and the abundance of accommodations and meeting space options outside of Bangkok. Locations such as Pattaya, Chiang Mai, Phuket and Samui are now popular destinations for incentive travel due to ease of travel and professional services. As more and more new destinations are now on offer, continual human resource development needs to be kept up by the hospitality sector.

It is important for the Incentives sector to receive continual support from the government as it is a key component in attracting more quality travelers rather than high numbers of tourists to the country. The government has come to realize that MICE travelers have a higher average spending per person than the generic traveler and has established policies to attract more visitors from this niche sector. With this in mind, Thailand needs to continually develop new products and services to maintain its position as one of the leading destinations for MICE.

The TCPA (Thailand Convention Promotion Association) was renamed TICA (Thailand Incentive and Convention Association) in 1988 AD to reflect its new added mission to attract incentive travel into the country. Incentive programs require a great deal of creativity to create impressive and memorable experiences. Gala receptions





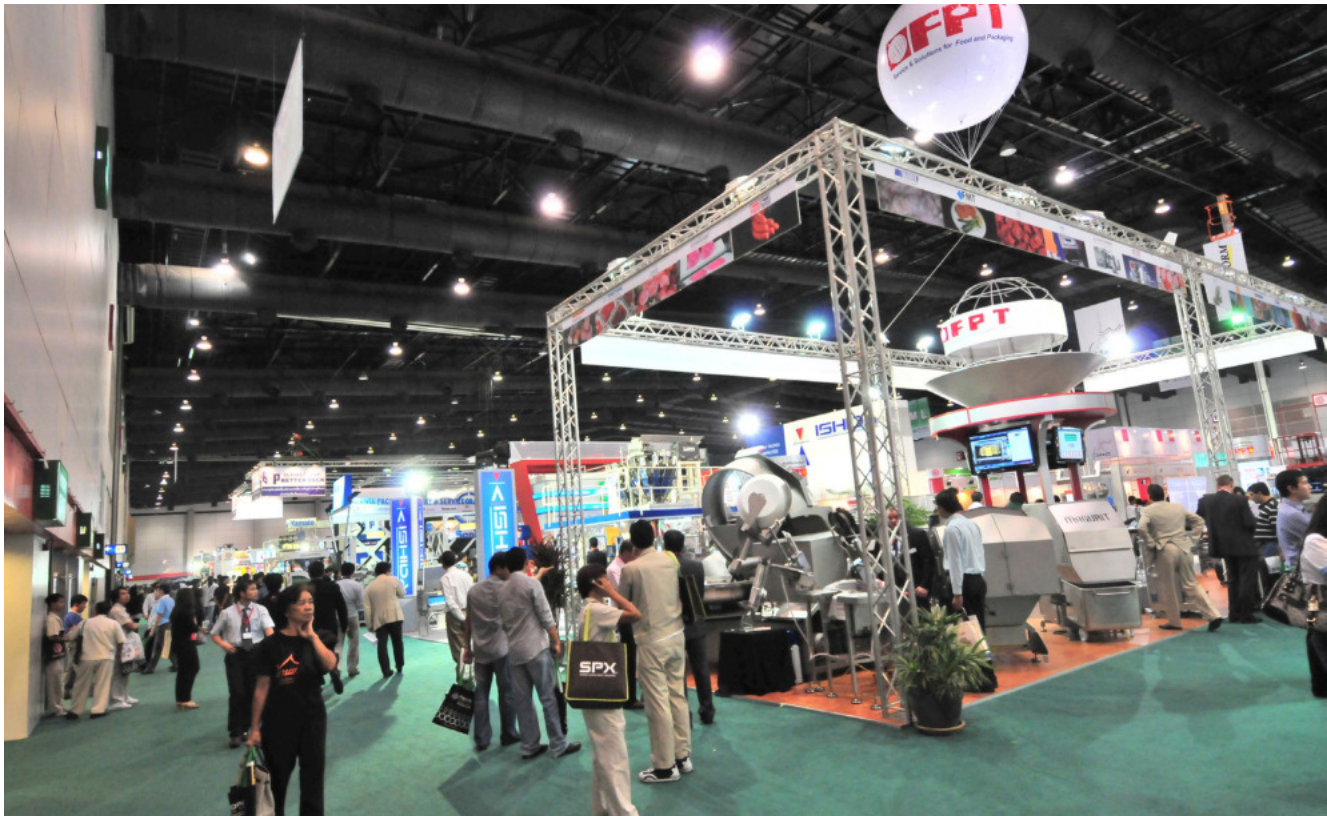
Various corporate logos made from fresh flowers

and dinners usually include “surprises” to generate excitement, also called the “Wow Factor”. For example, Esso, whose corporate logo is a tiger, placed a live tiger at the registration desk and the gala dinner featured tiger theme décor.

For one insurance company’s incentive program, the DMC that picked-up the group from the airport to transfer them to their hotel located in the Rajdamri area pretended to have the coach break down on the way. Guests were completely displeased with this as they were tired and jet lagged from their travel. To their surprise, elephants suddenly turned up to pull the coach to the hotel. The group was thoroughly impressed and applauded and cheered.

Another example was the inclusion of rubies into welcome drinks where guests were told not to swallow the ice. The rubies were frozen into the ice cubes and the group was told that they could keep the jewel once the ice melted. The rubies which would then be collected and made into jewelry at the preference of participants ie; necklace with pendant, rings, etc. Guests were caught off guard and this continued to be the talk of the town within the company and the industry for some time. All these are only a few examples of why Thailand is one of the leading incentive travel destinations in the world.

Apart from impressive itineraries, creative themed gala dinners and receptions are among the deciding factors for destination selection. This generates return business to Thailand not only for meetings but also tourism.



Exhibitions

Apart from generating income for venues and organizers, Exhibitions are a means for economic development as it instigates trade negotiations, stimulates the economy and distributes income. For instance, the highly popular OTOP (One Tambon One Product) show fills exhibitions halls in Bangkok and its vicinity. The OTOP show features cottage industry products from all over the country with exhibitors coming from all regions of the country.

These days, the nature of exhibitions have changed as organizers include workshops and seminars into the program as a value add for show visitors and exhibitors.

The TEA (Thai Exhibition Association) mission has been to encourage exhibitions that contribute to economic development and expansion. The Food & Hospitality show and exhibitions featuring large manufacturing equipment are examples of shows that meet this objective. These mega events are a demonstration of Thailand's industrial capabilities and reinforces the country's reputation in manufacturing.

Following are some noteworthy exhibitions.



REGISTRATION

Pre-registration & Walk-in Registration





HM King Bhumibol Adulyadej and HM Queen Sirikit officiating the 1995 BOI Fair at Laem Chabang Port

BOI Fair

The BOI Fair was one of the country's biggest exhibitions organized by the Board of Investment with the objective of highlighting Thailand's industries, technological advancement and innovation that increases productivity as well as improve its competitiveness.

The BOI Fair was first organized between 17-28 February 1995 AD themed, **"Thailand Moves Ahead"** on an approximately 200 acres plot at Laem Chabang Port, Chonburi province with the intention of featuring Thailand as an attractive investment destination. The show also emphasized the country as a production base and product development center for many of the world's well-known products. The grandeur of the show was also intended to instill investment confidence to foreign investors and coincided with HM King Bhumibol Adulyadej's 50th anniversary reign.

The **"BOI Fair 2000"** was organized between 3-13 February at IMPACT Exhibition Hall as part of the activities to celebrate HM King Bhumibol Adulyadej's 72nd birthday. The next event was the BOI Fair 2011 organized between 5-20 January within the vicinity of the IMPACT Muang Thong Thani Lake as part of HM King Bhumibol's 7th cycle celebrations (82nd birthday; 12 years per cycle) themed, **"Going Green for the Future"**.



The BOI Fair 2011

Heart of the People

In 1996 AD, the country celebrated HM King Bhumibol Adulyadej's Golden Jubilee marking his majesty's 50-year reign and as the longest reigning monarch on the Thai throne; a highly auspicious and important commemoration respected not only within the country but worldwide.

Government bodies and members of the public joined in this celebration by organizing various activities around the country to honor the longest reigning monarch of the Kingdom.

2006 AD saw the celebrations to commemorate His Majesty's 60th year reign and as the longest reigning monarch in the world at that time. This historical event was celebrated between 8-13 June 2006 AD where monarchs from around the world, 29 in all, congregated to the Kingdom to honor this great and auspicious occasion. The affair was remarkable in that it was the event with the largest number of world monarchs attending a celebration at one time. The event was telecast worldwide and yet again brought Thailand into prominence. The Kingdom's art, culture, traditions and centuries old civilization were at the center of the celebrations for the world to admire.



HM King Bhumibol Adulyadej's Golden Jubilee Celebration
as the Longest Reigning Monarch on the Thai Throne



HM King Bhumibol Adulyadej's 60th year Reign
and as the Longest Reigning Monarch in the World at the Time









Exhibition Celebrating the Life and Achievements
of HM King Bhumibol Adulyadej during HM's 60th year Reign Celebrations



Exhibition Celebrating the Life and Achievements of HM King Bhumibol Adulyadej during HM's 60th year Reign Celebrations

On this occasion, the government and the private sector collaborated in organizing a grand exhibition at IMPACT Muang Thong Thani Exhibition and Convention Center to feature the life and achievements of HM King Bhumibol Adulyadej. The show took-up over 100,000 square meters of exhibition space and was held between 26 May and 11 June 2006 AD. The 17-day exhibition attracted visitors from all over the country who were keen to join in the celebrations of His Majesty's accomplishments.

On display were a large number of exhibits and information concerning His Majesty's work through-out his 60-year reign including the various royal projects that were initiated.





Love and Warmth at Winter's End

Under the current reign of King Rama X, HM King Vajiralongkorn, His Majesty initiated the “Love and Warmth at Winter's End Fair” held on 8 February 2018 AD along the style of the Winter Fair held during the reign of King Rama V celebrating the charm of traditional Thai culture and traditions.

The Fair was held at the Dusit Palace Plaza and featured the history of the Rattanakosin era as well as waterways that used to crisscross through the historical capital. Among the exhibits were also a number of flora and fauna and replicas of prominent architecture such as the Aisawan Thipha-Asana Royal Pavilion. Different styles of architecture of homes dating from the Rattanakosin era to the present were also on display. The themed festival also had visitors don costumes from the featured era resulting in a fun historical atmosphere that attracted millions of people.



HM King Vajiralongkorn (Rama X)
and HM Princess Maha Chakri Sirindhorn
at the Opening Ceremony of the “Love and Warmth at Winter's End Fair”



Moving Forward & Meeting Challenges

Thailand is today the center of the MICE industry in ASEAN and is prominent within the international conventions and exhibitions market where it ranks number 1 in ASEAN and is the 4th most popular destination in Asia.

Thailand's MICE success is a result of aggressive marketing strategies where the industry directly approached major events organizers to propose the Kingdom as a possible venue instead of waiting for inquiries or invitations to come in. Conventions come in different formats and are usually annual meetings that may include an exhibition component alongside it. Such events usually involve exchange of knowledge and skill within the same organization or association (association meetings) and include pre and post meeting activities such as tours and excursions; all of which generate significant revenue for the country.



Suprabha Moleeratanond,
International Congress
and Convention Association (ICCA)
Honorary Member

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The MICE industry in Thailand continues to grow. We are incredibly competitive as long as we are able to maintain our solidarity. Together we are unbeatable, and this is evident through past bid successes where we were able to secure the Rotary and Lions meetings; the combined participation of which was about 70,000 people in a week. We are a strong industry however we need to develop new platforms and continue with industry training, human resource development and building intelligence. This will help propel Thailand even further ahead to become a world leader in MICE.

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Looking back, Thailand has enjoyed continual growth within the MICE sector. Apart from expertise in organizing conferences, the country has the distinct advantage of having an abundance of natural attractions, art and culture that can be featured within itineraries for international visitors to experience. The assortment of venues and activities in Thailand appeals to incentive groups where the chief mission is to develop impressive itineraries no matter the size of the group. For MICE clients, destinations must offer much more than just a hotel banquet space. Long lasting impressive memories of the country leads to return visitors not just as a group but also for personal trips. The latest trend in MICE activities is the opportunity to immerse with local communities to experience their tradition and culture. Meanwhile demonstrations of Thai culture and handicraft remain popular for MICE itineraries. The amalgamation of these factors makes for a powerful and stirring experience, especially community involvement, adding to the charm of a Thai program.

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Staporn Sirisinha,
First Executive Director,
Thailand Convention Promotion
Association (TCPA)

Thailand is highly capable of attracting international events to the country. To expand on this we should develop more aggressive marketing strategies to attract new business necessitating the need for the private sector to work closely with the Thailand Convention and Exhibition Bureau (TCEB). Marketing must be consistent. More efforts should be made to attract more incentive business into the country as it brings in three times the revenue of generic travelers.

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

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Incentive travel should receive continuous support as it will help generate significant revenue for the country which would be in line with the government’s policy to attract quality tourism with high disposable income. This also resonates with the mission to focus on quality rather than quantity and it only takes creation of new and unique experiences for those who visit Thailand as a reward trip.

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Communities must be prepared and ready to welcome MICE visitors. A network between MICE operators and communities needs to be developed to offer more new experiences in line with a creative economy and sustainability. This would not only offer striking experiences but would be a form of income distribution as communities partake in and earn revenue through their involvement.

The path to higher growth is aggressive marketing hence the need for higher private sector involvement with TCEB to develop policies and strategies. New platforms, human resource development and market intelligence will push Thailand to be at the forefront of the MICE sector with ease.

The Thai MICE sector must also keep up with new innovations be it hygiene standards or technological advancement. There also needs to be more support to develop the domestic MICE market to ensure continuous growth. These are all important factors that need to be instigated despite the challenges, requiring staunch industry wide cooperation.

MICE has an important role in powering the Thai economy and has the potential to grow exponentially due to the Kingdom’s reputation and popularity. Increased support from the government and private sector will no doubt place Thailand as a leader in the world MICE business.

There is constant change within all aspects of the MICE sector hence the need for knowledge sharing to ensure the private sector and professional associations continue to develop and meet clients' demands. This is the mark of true success for a MICE destination. Professionals in the field need to put together their experience, develop guidelines and textbooks to ensure that the younger generation is able to conceptualize the profession and learn from them. This would hopefully mean the next generation will have a head start in preventing possible problems and put the right foot forward. Anyone who has a passion for hospitality will find the MICE sector a worthwhile challenge that leads to a rewarding career.

The Thai MICE sector has come a long way with a long history of lessons learned that have been passed forward. Knowledge and skills that stem from abroad have been modified to develop the local industry so that it is in line with the Thai culture, tradition and intellect. This has all contributed to the development of the Thai MICE sector however this is a non-stop process that needs to be upheld to ensure that Thailand maintains its standing and gain a place as a leader in the world MICE sector. It is a matter of national pride and reputation that is at stake.



Opas Netra-umpai,
Adviser,
Thailand Incentive and Convention Association (TICA)

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We need to think more on what we can do to create good impressions.

Thailand already has the advantage in these types of activities, be it a variety of natural attractions, art, culture or venues.

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The Thai MICE sector needs to be able to adapt quickly to changes especially in the post COVID-19 world. Hygiene and technology standards must be incorporated. Stimulating the domestic MICE market so that it is sustainable and continues to grow is important. All these are difficult challenges that must be overcome, and they can be overcome through industry solidarity.

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Chiruit Isarangkun Na Ayuthaya,
President,
Thailand Convention and Exhibition Bureau (TCEB)

National Convention and Exhibition Day

Due to the research conducted by the Thailand Convention and Exhibition Bureau (TCEB), the Bureau discovered that King Chulalongkorn (Rama V) formed and officiated the “**National Exhibition**” event; the country’s first exhibition on 26 April 1882 AD.

To publicize and acknowledge the value and importance of the MICE sector as well as its long history, the Thai Cabinet passed the motion proposed by TCEB to have a “**National Convention and Exhibition Day**” celebrated annually on 26 April.

The Thai MICE Journey



1788 AD (2331 BE)

King Chulaloek Maharaj (Rama I) organizes a Clergy Conference to consolidate and revise an accurate Tripitaka, scriptures in Theravada Buddhism

1813 AD (2356 BE)



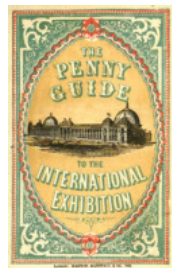
King Phutthaloetla Naphalai (Rama II) organizes a Conference on Pharmacopeia to preserve knowledge on Thai pharmacology and treatments. A selection of these traditional medicinal recipes are inscribed on the outer walls of Wat Ratcha Orasaram

1831 AD (2374 BE)



King Nangklao (Rama III) organizes a Public Health Conference assembling the Kingdom's leading philosophers and royal scholars to compile all local knowledge and segregated them into 8 categories. These were then inscribed onto the temple walls of Wat Pho or Temple of the Reclining Buddha. In 2011, UNESCO placed the inscriptions into its international register, recognizing its contribution to world knowledge.

1862 AD (2405 BE)



Participation at the International Exhibition 1862 in London, Great Britain. Siam's Debut to the Western World.

1867 AD (2410 BE)

Participation at the Paris Exposition Universelle of 1867 in Paris, France

1868 AD (2411 BE)

Participation at the Maritime International Exhibition of 1868 in Havre, France

1884 AD (2417 BE)

Participation at the Health Exhibition 1884 in London, Great Britain

1876 AD (2419 BE)



Participation at the Centennial Exposition (World Expo 1876) in Philadelphia, USA

1878 AD (2421 BE)

Participation at L'Exposition Universelle in Paris, France in 1878 AD, 1887 AD and 1900 AD

1882 AD (2425 BE)



King Chulalongkorn (Rama V) decides to organize the "National Exhibition"; Siam's first national exhibition as part of the Bangkok Centennial Celebrations.

1890 AD (2443 BE)

Winter Festival at Wat Benchamabophit by King Chulalongkorn (Rama V); the new styled exhibition were a culmination of European style exhibitions and local temple fair environ.

1893 AD (2436 BE)



Participation at the World Industrial and Cotton Centennial Exposition of 1884 in New Orleans, USA

Participation at the Chicago World's Fair in Chicago, USA where Queen Savang Vadhana curated women's art and crafts to be displayed at the exhibition; this was the first-time Siamese women's handicraft were featured at an international platform.

1900 AD (2443 BE)

Participation at the Paris Expo 1900, King Chulalongkorn decides that exhibits must meet the following three criteria:

1. Exhibits must firstly be attractive
2. Exhibits must be technical products that attract the public's interest
3. Exhibits must be affordable unique curios for sale

1902 AD (2445 BE)

King Chulalongkorn commissions Western Doctors Conference to develop 8 non-prescription household drugs and 10 traditional Siamese medicine.

1907 AD (2450 BE)

The "Rice Exhibition" was the first event in the Kingdom dedicated to rice

1910 AD (2543 BE)

The Agriculture and Commerce Exhibition was organized for the first time (today called National Agriculture Day) held at Sra Prathum Palace.

1911 AD (2454 BE)

Participation at the International Exhibition of Industry and Labor in Turin, Italy

1915 AD (2458 BE)

Participation at the World's Fair 1915 in San Francisco, USA; one of the biggest trade exhibitions in its era

1920 AD (2463 BE)



Siam becomes one of the founding members of the League of Nation (today called the United Nations)

Participation at the Milan Trade Fair in Italy

1922 AD (2465 BE)

Participation at the League of Nations Union in Stoke (Stoke-in-Trent), Great Britain

1923 AD (2466 BE)



Participation at the "Aerial Exhibition Gothenburg of 1923" in Gothenburg, Sweden

1931 AD (2474 BE)

Siam hosts the League of Nation's International Opium Conference

1960 AD (2503 BE)

Tourist Organization of Thailand (TOT) is established, precursor to the TAT
The Tourism Promotion Office under the Public Relations Department of Thailand is elevated to an independent organization called the TOT

Thai Airways Co., Ltd., is established on 29 March 1960 with its maiden flight made on 1 May of the same year

1965 AD (2508 BE)

The Thai Mental Health Association was the first private sector organization to organize an international conference in Thailand.
The World Federation for Mental Health in Thailand was themed, “Family Life and Value System” and attended by 200 delegates from 60 countries.

1966 AD (2509 BE)



1st Asian International Trade Fair in 1966
The first international exhibition held in Thailand attended by exhibitors from 30 countries and visited by 1.5 million people

1967 AD (2510 BE)

The 18th Congress of the International Union of Local Authorities: IULA
This congress was attended by 400 people comprising of delegates and their spouses from 37 countries. HM King Bhumibol Adulyadej and HM Queen Sirikit hosted tea for the delegation at Sivalai Gardens at the Grand Palace.

1969 AD (2512 BE)

PATA Annual Conference by the Pacific Asia Travel Association was attended by 1,123 delegates and marks the first time Thailand worked with an international tourism promotion organization; a decades old relationship which is still active today.

1978 AD (2521 BE)



World Orchid Conference
Attended by over 40,000 international participants; the conference was held at the Dusit Thani Hotel while the orchid exhibition was held at the Rose Garden Resort in Nakhon Pathom province.
Hosting this conference brought fame and recognition to Thailand day as a pre-eminent conference and exhibition destination.

1979 AD (2522 BE)

Tourism Authority of Thailand (TAT)
The Tourism Authority of Thailand is formed to replace the Tourist Organization of Thailand (TOT)

1982 AD (2525 BE)

Business leaders within the hotel industry meet with the Tourism Authority of Thailand (TAT) to discuss the formation of a combined government and private sector specialized body

1983 AD (2526 BE)

A formal meeting to establish the Thailand Convention Promotion Association (TCPA) and the decision to send representatives from 7 organizations to attend the “Convention Management Program” in Austria with the intent of bringing knowledge gained back to the country to train the local convention and exhibition industry

1984 AD (2527 BE)



The Thailand Convention Promotion Association (TCPA) is established with 32 founding members comprising of hotels, travel companies, financial organizations, etc with the intent of building on the work carried out by the Convention Promotion Department, Tourism Authority of Thailand

1985 AD (2528 BE)



The Young Presidents' Organization's conference was the first MICE related event hosted in Thailand by a non-profit organization

1987 AD (2530 BE)

The 1st Princess Chulabhorn International Scientific Congress was a landmark event for Thailand where members of the international scientific community came together to discuss and review topics in science and technology.

1988 AD (2531 BE)



The Thailand Convention Promotion Association (TCPA) is renamed the Thailand Incentive and Convention Association (TICA)

1989 AD (2532 BE)

The 3rd World Congress of Pediatric Cardiology is the first successful international congress bid for the Thailand Incentive and Convention Association (TICA)

1990 AD (2534 BE)



The 46th Annual Meeting of the World Bank and the International Monetary Fund (IMF) was hosted in Bangkok between 1-15 October 1991 and attended by over 10,000 delegates from 154 countries.



The Queen Sirikit National Convention Center (QSNCC) was constructed to host this event and became the model for future large-scale convention and exhibition centers constructed by the private sector

1991 AD (2535 BE)



Thailand hosts the Miss Universe competition for the first time at the Queen Sirikit National Convention Center (QSNCC)

1995 AD (2538 BE)



The **BOI Fair** was one of the country's biggest exhibitions organized by the Board of Investment held at Laem Chabang Port, Chonburi, with the objective of highlighting Thailand's industries, technological advancement and innovation that increases productivity as well as its competitiveness.

1996 AD (2539 BE)



The country celebrates HM King Bhumibol Adulyadej's Golden Jubilee marking his majesty's 50-year reign and as the longest reigning monarch on the Thai throne.

The **Thai Exhibition Association (TEA)** is established

1999 AD (2542 BE)



The Convention Promotion Fund (CPF) is established

Thailand bids for the 19th World Congress of Gastroenterology 2002 which attracts 15,000 delegates requiring industry wide support and cooperation

2002 AD (2545 BE)



The Thailand Convention and Exhibition Bureau (TCEB) is established to promote Thailand as the preferred destination for conventions and exhibitions

2003 AD (2546 BE)

Thailand hosts the 11th Asia Pacific Economic Cooperation Meeting (APEC Thailand 2003) themed, “A World of Differences: Partnership for the Future”.

The OTOP (One Tambon One Product) exhibition is held for the first time; the show exhibits local industry products featuring each province’s unique products ranging from food, handicraft, basket weaving, fabric weaving, etc and continues to be organized today

2006 AD (2549 BE)



Celebrations to commemorate His Majesty’s 60th year reign and as the longest reigning monarch in the world at that time. Monarchs from around the world, 29 in all, attended the event; the largest congregation of world monarchs. The event was telecast worldwide and yet again brought Thailand into prominence.

2007 AD (2550 BE)

The Prince Mahidol Award Conference is attended by over 1,000 public health leaders and specialists focusing on policy-related health issues. The Prince Mahidol Award is part of the conference and is conferred to institutions or individuals that have made exemplary contributions to the advancement of medical, public health and human services.

2014 AD (2557 BE)

The Young Presidents’ Organization (YPO) Meeting is attended by 300 global chief executives from 67 industries; a MICE related meeting organized by a non-profit organization



Harmony World Puppet Carnival in Bangkok, Thailand 2014; a total of 166 puppet performance troupes from 80 countries participated at this event

2015 AD (2558 BE)

The FDI World Dental Congress 2015 was held in Thailand for the first time; it is the world leading dentistry congress to advance the science and practice of dentistry. Over 10,000 delegates attended this event.

2016 AD (2559 BE)



The ASEAN Sustainable Energy Week 2016 is one of ASEAN's largest exhibitions on renewable energy, energy efficiency and environmental technology; green energy technology companies from 35 countries exhibited at this event.

2017 AD (2560 BE)

The Young Presidents' Organization (YPO) Meeting choose to meet in Thailand again and was attended by over 10,000 delegates who are chief executives from 130 countries. The YPO has a total of 24,000 members around the globe. This meeting helped enhance Thailand's country image as a burgeoning economy.



Digital Thailand Big Bang 2017 (DTBB 2017); Thailand hosts ASEAN's largest digital technology expo

2018 AD (2561 BE)



The 67th Miss Universe competition held in Thailand generated substantial economic revenue and was a wonderful public relations activity to promote the country to the world.

2019 AD (2562 BE)



The 35th ASEAN Summit was attended by the 10 Prime Ministers and Presidents of ASEAN as well as the secretariat offices

IEEE PES GTD Grand International Conference and Exposition Asia 2019 (IEEE PES GTD ASIA 2019) in Thailand was the first such event organized in Asia. The event is an exposition of scientific and engineering information on power and energy which attracted 400 exhibitors and were visited by 10,000 visitors from around the world.

2020 AD (2563 BE)

The 4th International Conference on Nation-Building (ICNBC); the first and largest hybrid event held during the Covid-19 pandemic era, attended by 400 international delegates and 1,000 on-line attendees.

2021 AD (2564 BE)

The Thai Cabinet that met on 1 June 2021 approved the proposal to annually celebrate 26 April as the "National Conventions and Exhibition Day"

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Appendix

Co-Founders & Contributors of the Convention Promotion Fund

Tourism Authority of Thailand (TAT)	Jim Thompson Thai Silk
Thai Airway Co., Ltd.	Hilton Phuket Arcadia Resort & Spa
Advance Info Service Public Co., Ltd.	Rose Garden Resort
American Express (Thai) Co., Ltd.	Royal Cliff Beach Resort
Boonrawd Brewery Co., Ltd.	Siam Express Co., Ltd.
Thailand Convention Promotion Association	Turismo Asia Co., Ltd.
Fuji Xerox (Thailand) Co., Ltd.	World Travel Service Co., Ltd.
Bank of Thailand	Club Andaman Beach Resort
Gems Gallery International Manufacturer Co., Ltd.	East West Siam
Shangri-La Bangkok Hotel	Grand Mercure Fortune Hotel
Holiday Inn Resort Regent Beach Cha-am	Grand Hyatt Erawan Hotel
Pacific World (Thailand) Co., Ltd.	James Fashion Co., Ltd.
Amari Hotels & Resorts	InterContinental Bangkok Hotel
Bangkok Bank Public Co., Ltd.	Majestic Shop
Central Gems International Co., Ltd.	Master Tour Co., Ltd.
BITEC	Hilton Hua Hin Resort & Spa
Centara Grand at Central Ladprao Bangkok	Novotel on Siam Square Bangkok
Challenge Hotels & Resorts	Indigo Pearl Hotel
Creative Destination Management (CDM)	Royal Garden Resort Group
Destination Asia (Thailand)	Royal Phuket City Hotel
Diethelm Travel	Four Seasons Hotel
Westin Grande Sukhumvit Hotel	Tour East (T.E.T.)
Imperial Hotels Group	

MICE Activities in Thailand

1986

- 5th Interhash '86 in Pattaya, total delegates 3,000 persons
- Annual Conference of NCR 1986 in Bangkok, total delegates 1,400 persons

1987

- All Japan Young Buddhist Association Annual Conference 1987 in Bangkok, total delegates 700 persons
- Annual World Congress of American Field Services 1987 in Bangkok, total delegates 250 persons
- 11th World Conference of International Amateur Boxing Association in Bangkok, total delegates 350 persons
- Society of Incentive Travel Executives (SITE) Board Meeting 1987 in Bangkok, total delegates 50 persons
- 78th Inter-Parliamentary Conference in Bangkok, total delegates 1,000 persons

1988

- 2nd Asia/Pacific Regional Conference of Disabled People International in Bangkok, total delegates 100 persons
- 12th Congress of the Federation of Asian Master Tailors, total delegates 200 persons
- 6th Asian Confederation of Employers (ACE), total delegates 50 persons
- XVII Asian Skal Assembly, total delegates 200 persons

1989

- 8th Joint Congress of the Asian Pacific Federations of the International College of Surgeons, total delegates 500 persons
- 4th World Assembly of the International Council of Adult Education, total delegates 500 persons
- 3rd World Congress of Pediatric Cardiologists in Bangkok, total delegates 4,000 persons
- Regional Meeting of the International Council of Psychologists 1989, total delegates 200 persons
- 11th Asia Pacific Congress on Disease of the Chest, total delegates 800 persons
- 4th Scientific Meeting/AGM of the International Association for Dental Research, total delegates 150 persons

1990

- 6th World Congress of Menopause, total delegates 600 persons
- 12th International Scientific Meeting of the International Epidemiological Association, total delegates 1,000 persons
- 7th Congress of the Federation of Asian Veterinary Association, total delegates 500 persons
- Asian Regional Conference of Jaycees' International 1990, total delegates 3,000 persons
- 5th Scientific Meeting of the Pacific Rim College of Psychiatrists, total delegates 600 persons

1991

- 3rd ASEAN Congress of Rheumatology, total delegates 800 persons
- Annual Meeting of the International Bank for Reconstruction & Development/International Monetary Fund (The World Bank) 1991, total delegates 10,000 persons
- 8th Afro-Asian Regional Conference of the International Commission of Irrigation and Drainage (ICID), total delegates 300 persons
- International Council of Women Plenary Conference 1991, total delegates 300 persons
- 13th Asian Conference on Occupational Health, total delegates 500 persons
- 4th ASEAN Conference in Medical Laboratory Technology, total delegates 400 persons
- 5th Asian Retailers Convention and Exhibition, total delegates 1,500 persons

1992

- 13th Congress of the Foundation of Asian Photography Art, total delegates 150 persons
- XIII International Congress for Tropical Medicine & Malaria, total delegates 2,000 persons
- 6th Asian Pacific Congress of Digestive Endoscopy, total delegates 2,000 persons
- 9th Asian Pacific Congress of Gastroenterology, total delegates 2,000 persons
- 21st International Society of Sugar Cane Technologists, total delegates 1,500 persons
- 4th Indo-Pacific Congress on Legal Medicine & Forensic Sciences, total delegates 500 persons
- Congress of International Hotels Association 1992, total delegates 1,500 persons

1993

- 11th International Symposium World Association of Veterinary Food Hygienists (WAVFH), total delegates 300 persons
- International Union Against Venereal Diseases 1993, total delegates 500 persons
- 2nd Asian Urological Congress, total delegates 500 persons
- 10th Congress of International Society for Laser Surgery and Medicine, total delegates 2,000 persons
- 3rd Asian Congress of Organ Transplantation, total delegates 300 persons

1994

- SITE Asian Symposium 1994, total delegates 350 persons
- ASEAN Federation Congress of Pediatrics 1994 (26-30 November), total delegates 800 persons
- 8th Asian/Australian Congress of Anesthesiologists, total delegates 2,000 persons

1995

- Asia Pacific Marketing Conference (19-21 April), organized by Marketing Association of Thailand, total delegates 500 persons
- Medical Conference on HIV (19-21 June), organized by Gardiner-Caldwell Communications Ltd. (UK), total delegates 800 persons
- 3rd International Congress on AIDS in Asia and the Pacific 1995 (17-21 September), organized by National Epidemiology Board, total delegates 3,000 persons
- Congress of Clinical Biochemistry 1995 (September), total delegates 500 persons

1996

- Annual Meeting of the World Aquaculture Society 1996 (January), total delegates 1,000 persons
- PATA Travel Mart & Conference 1996 (April), total delegates 2,500 persons
- 18th International Federation for Home Economics (22-27 July),
organized by Office of Vocational Education
- Commission, Ministry of Education, total delegates 2,000 persons
- Federation of International Motorcyclist Congress (13-19 October),
organized by Federation of Motor Sports Club of Thailand, total delegates 400 persons
- ASTA Conference 1996 (October), total delegates 6,000 persons
- 57th Skal International World Congress (3-8 November), organized by Pacific Leisure (Thailand) Co., Ltd.,
total delegates 2,000 persons

1997

- 3rd Asian Congress for Microcirculation (20-22 October) at the Siam InterContinental Hotel, Bangkok;
organized by Faculty of Medicine, Chulalongkorn University, total delegates 400 persons
- AIA Incentive 1997 (20-24 November) at the Sheraton Grande Sukhumvit Hotel (Bangkok), Dusit Polo Resort (Hua Hin), Regent Cha-Am Resort (Cha-am), total delegates 200 persons

1998

- 20th Asian Pacific Dental Congress (19-21 January) at the Central Plaza Hotel (Bangkok),
organized by the Dental Association of Thailand, total delegates 4,000 persons
- 1st Asia / Pacific Advertising Festival (4-5 March) at the Westin Chiang Mai Hotel and Empress Chiang Mai Hotel,
organized by Siam TV and Communications, total delegates 400 persons
- 12th Conference on Electricity Power Supply Industry (12 CEPSI) (2-6 November) at the Dusit Resort Pattaya,
organized by Electricity Generating Authority of Thailand, total delegates 2,000 persons
- 29th World Conference of IUATLD/UICTMR (23-26 November) at the Shangri-La Bangkok Hotel,
organized by the Thai Chest Association, total delegates 2,000 persons
- 3rd International Conference on Environmental Mutagen in Human Population (29 November – 4 December)
at the Central Plaza Hotel and Golden Valley Hotel, organized by the Thai Society of Toxicology,
total delegates 400 persons

1999

- 33rd World Congress of the International Vegetarian Union (12-17 January) at Lotus Pang Suan Kaew Hotel (Chiang Mai), organized by VEG Bangkok, total delegates 1,200 persons
- 6th Asia-Pacific Congress of Cardiac Rehabilitation (19-25 February) at the Shangri-La Bangkok Hotel, organized by the Thai Heart Association, total delegates 500 persons
- 2nd Asia Pacific Advertising Festival (3-5 March) at the Royal Cliff Beach Resort (Pattaya), organized by the Asia Pacific Advertising Association, total delegates 400 persons
- 9th Annual Meeting and Conference IPBA (30 April – 4 May) at the Shangri-La Bangkok Hotel, total delegates 700 persons
- 7th International Conference on Thalassemia and Hemoglobinopathies & 9th Annual Thalassemia Parent and Thalassemics International Conference (31 May – 4 June) at the Imperial Queen's Park Hotel, total delegates 800 persons
- 65th IFLA Conference 1999 (19-28 August) at BITEC, organized by the Thai Library Association, total delegates 3,000 persons
- Toastmaster Convention (21-25 November) at the Shangri-La Bangkok Hotel, organized by the Toastmaster Club, total delegates 500 persons
- 10th World Congress of Food Science and Technology organized by the Food Science and Technology Association of Thailand (FoSTAT), total delegates 2,000 persons
- 12th ACRT – Asian Conference of Radiographers & Radiological Technologists, organized by the Thai Society of Radiological Technologists and Siriraj Hospital
- AVIS Conference 1999 in Bangkok, organized by Avis Rent A Car, total delegates 600 persons

2000

- 3rd Asia Pacific Advertising Festival – Adfest (15-17 March) at the Royal Cliff Beach Resort (Pattaya), organized by Siam Landmark Co., Ltd., total delegates 1,000 persons
- 33rd Annual Meeting of the Board of Governors of the Asian Development Bank Meeting 2000 (6-8 May) at the Lotus Pang Suan Kaew Hotel (Chiang Mai), organized by The Fiscal Policy Office, Ministry of Finance, total delegates 3,000 persons

2001

- 6th Asia Pacific Life Insurance Congress (APLIC) 2001 (5-7 May) at BITEC, organized by the Underwriters Association, total delegates 10,000 persons
- 19th World Congress of Endourology (WCE) (14-17 November) at the Sofitel Central Plaza Hotel, organized by the Thai Urological Association, total delegates 1,000 persons
- 28th Asian Racing Conference (4-9 December), organized by the Royal Bangkok Sports Club, total delegates 1,000 persons

2002

- 12th World Congress of Gastroenterology (24 February – 1 March) at BITEC, organized by the Gastroenterological Association of Thailand (GAT), total delegates 15,000 persons

2003

- 20th World Scout Jamboree (28 December – 8 January) in Sattahip, organized by the Ministry of Education, 24,000 persons
- XI International Symposium of Veterinary Laboratory Diagnosticians and OIE Seminar on Biotechnology (22-26 June) at the Bangkok Convention Center, organized the Thai Association of Veterinary Laboratory Diagnosticians (TAVLD), total delegates 500 persons
- 13th IUSTI Asia Pacific Conference (6-9 July), organized by the Thai Medical Society for the Study of Sexually Transmitted Diseases (TMSSTD), total delegates 2,000 persons
- 3rd Congress of Asian Society of Toxicology (ASIATOX III) (5-7 August) at the Bangkok Convention Center, organized by the Thai Society of Toxicology, total delegates 500 persons
- 40th World Congress of the International Society of Surgery (24-28 August) at BITEC, organized by the International Society of Surgery (ISS) Thailand Chapter, total delegates 4,000 persons
- 28th Congress of World Small Animal Veterinary Association (WSAVA) (19-21 October) at the Queen Sirikit National Convention Center (QSNCC), organized by the Veterinary Practitioner Association of Thailand (VPAT), total delegates 2,500 persons
- Asian Waterqual 2003 (20-22 October) in Bangkok, organized by the Thai Environmental Engineers Association, total delegates 500 persons
- 11th International Ostomy Association World Congress (26-30 October) at the Amari Watergate Hotel, organized by the Thailand Ostomy Foundation, total delegates 500 persons
- 11th Asian Congress of Pediatrics (1-7 November) at the Bangkok Convention Center, organized by the Pediatric Society of Thailand, total delegates 1,000 persons
- 8th Pacific Polymer Conference (25-27 November) at the Queen Sirikit National Convention Center, organized by the Polymer Society of Thailand, total delegates 800 persons
- 19th Congress of the Asia Pacific Academy of Ophthalmology at the Queen Sirikit National Convention Center, organized by the Society of Ophthalmologists of Thailand, total delegates 1,000 persons
- 14th Biennial Congress of the Asian Surgical Association, organized by the Consortium of Medical Specialties Training Institutes of Thailand and Siriraj Hospital, total delegates 2,000 persons
- Asian Conference of Radiographers & Radiological Technologists 2003, organized by the Thai Society of Radiological Technologists, total delegates 500 persons

2004

- 4th Triennial World Asthma Meeting (16-19 February), organized by the Asthma Foundation of Thailand, total delegates 4,000 persons
- 13th IUSTI Asia-Pacific Congress (6-9 July) at Chiang Mai Phucome Hotel, organized by the Thai Medical Society for the Study of Sexually Transmitted Diseases (TMSSTD), total delegates 2,000 persons
- 15th International Conference on AIDS (11-16 July) at IMPACT Muang Thong Thani, organized by the Ministry of Public Health, total delegates 20,000 persons
- XXVI International Congress of the World Federation of Hemophilia (WFH) (17-21 October) at BITEC, organized by the Thai Society of Hematology and the Thai Hemophilia Patient Club, total delegates 5,000 persons
- 71st UFI Congress (24-26 November) at BITEC, total delegates 350 persons
- 20th Federation of Asian Pharmaceutical Associations (FAPA) Conference, organized by the Pharmaceutical Association of Thailand, total delegates 500 persons
- IEE TENCON 2004, organized by the IEE (International Education Exchange) Thailand Section, total delegates 600 persons

2005

- TESOL 2005 (20-22 January) at the Imperial Queen's Park Hotel, total delegates 200 persons
- Asia Fruit Expo & Congress 2005 (16-18 March) at the Shangri-La Hotel (Bangkok)
- 10th IHF - Symposium for Chief Referees (21-26 June) in Bangkok, total delegates 300 persons
- 6th General Assembly of World Triple Point Federation (12-14 November) in Bangkok, total delegates 150 persons
- 4th International Leptospirosis Society – 4th Scientific Meeting (14-16 November) at the Imperial Mae Ping Hotel (Chiang Mai), total delegates 700 persons
- International Road Federation World (IRF) 2005, organized by the Road Association Thailand (RATH), total delegates 3,000 persons
- 9th IUSTI World STDs/AIDS Conference and 41st General Assembly, organized by the Thai Medical Society for the Study of Sexually Transmitted Diseases (TMSSTD), total delegates 5,000 persons

- 5th International Conference on Biological Mechanisms of Tooth Movement, organized by the Department of Orthodontics, Chulalongkorn University, total delegates 500 persons
- 6th International Diabetes Federation Western Pacific Region Congress at the Queen Sirikit National Convention Center, organized by the Diabetes Association of Thailand, total delegates 2,000 persons

2006

- IT&CMA and CTW Asia-Pacific 2006, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 1,000 persons from 30 countries; total revenue generated Baht 80 million
- 1st World Congress on the Power of Language Theory, Practice, and Performance, organized by TCEB and the Faculty of Arts, Chulalongkorn University; total delegates 800 persons, total revenue generated Baht 32 million
- 4th World Buddhist Summit, total delegates 2,200 persons, total revenue generated Baht 88 million
- Glasstech Asia; trade show for the production of glass and mirrors, at IMPACT Muang Tong Thani, total delegates 5,950 persons, total revenue generated Baht 446 million
- Propak Asia 2006, the leading processing and packaging trade event in the Asia Pacific region, total delegates 3,500 persons, total revenue generated Baht 315 million
- PALA 2006 (Pro Audio & Light Asia), the Asia Pacific region's most established exhibition in professional sound, light, broadcast, audio visual, installation and music, total delegates 2,500 persons, total revenue generated Baht 187 million
- New Route Asia 2006 (9-11 April) at the Royal Cliff Beach Resort (Pattaya)
- ISPA Asia Pacific Congress 2006 (5-7 May) at the Queen Sirikit National Convention Center
- World Congress of the International College of Surgeons 2006, organized by the Royal College of Surgeons of Thailand, total delegates 4,000 persons
- WONCA Asia-Pacific Regional Meeting and Conference 2006, organized by the General Practitioners / Family Physicians Association, total delegates 1,000 persons
- 10th International Symposium on the Properties of Water (ISOPOW) in Bangkok, total delegates 200 persons
- International Association for the Study of Traditional Environment (INSTE) 2006 in Bangkok, total delegates 250 persons

2007

- IT&CMA and CTW Asia-Pacific 2007, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 1,000 persons from 30 countries; total revenue generated Baht 80 million
- 46th ICCA Congress (International Congress and Convention Association) at PEACH (Pattaya Exhibition and Convention Hall), platform for meetings industry professionals and association executives to meet with the objective of improving congress and convention services, exchange of knowledge among members and to support the organization of international congresses and conventions. Total delegates 800 persons from 80 countries, total revenue generated Baht 70 million
- 2nd International Islamic Economic, Cultural & Tourism Conference and World of Muslim Trade & Exhibition 2007, organized by the Organization of Islamic Cooperation (OIC); held for the first time in Thailand, the two concurrent events are an international conference and trade exhibition attended by members from 57 countries. The conference focuses on economics, culture and tourism while the exhibition provides a forum to expand in trade and investment and trading. Total delegates 15,000 persons, total revenue generated Baht 400 million.
- VIV Asia 2007, the largest complete trade exhibition and conference program for the livestock, animal protein production supply chain, from Feed to Food, in the Asia Pacific region. Total delegates 10,233 persons, total revenue generated Baht 613 million.
- Metalex, the biggest trade show on machine tools and metalworking solution in the ASEAN region, total delegates 4,840 persons, total revenue generated Baht 348 million
- Gourmet Asia Bangkok 2007, organized in Thailand for the first time, this event features the world's cuisines and a line up of the world's award-winning Master Chefs under one roof and reinforces Thailand's images as the Kitchen of the World. Total delegates 4,800 persons, total revenue generated Baht 960 million.
- International Convention of Allergy and Clinical Immunology (ICACI) 2007, organized by the Allergy, Asthma, and Immunology Association of Thailand, total delegates 4,000 persons
- 8th Congress of the Asian Federation of Societies for Ultrasound in Medicine and Biology (AFUMB), organized by the Medical Ultrasonic Society of Thailand, 1,500 persons

2008

- IT&CMA and CTW Asia-Pacific 2008, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 2,000 persons from 40 countries; total revenue generated Baht 1 billion
- Herbalife Asia Pacific Extravaganza 2008, incentive travel group from Herbalife International, attended by independent distributors from 13 countries in the Asia Pacific region. The event allowed the Herbalife businessmen to exchange their sales experience with their international partners via various workshops and seminars. Themed “Green Meeting”, attendees were encouraged to be more environmentally conscious. Total delegates 18,000 persons, total revenue generated Baht 1.3 billion.
- 91st Lions Club International Convention, an annual conference where club members discuss fundraisers and service projects, total delegates 28,870 persons from 200 countries. Total revenue generated Baht 3.12 billion. The convention with the highest number of participants hosted in Thailand so far.
- World Allergy Congress 2008, total delegates 3,596 persons, total income generated Baht 360 million
- ITU Telecom Asia 2008, a key networking platform for Asia’s top names in information and communication technologies (ICT), as well as international players, to come together and focus on core issues affecting the industry and society as a whole. Total delegates: 11,585 persons, total revenue generated Baht 1.32 billion
- Wire & Tube Southeast Asia, the International wire, cable, tube and pipe trade fairs for Southeast Asia. Total delegates 2,654 persons, total revenue generated Baht 160 million

2009

- IT & CMA and CTW Asia-Pacific 2009, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 2,062 persons from 56 countries; total revenue generated Baht 1 billion
- Amway National Expo & Convention 2009, a national event organized by Amway to celebrate its 50th anniversary, total local participants 60,000 persons
- 12th Biennial International Gynecologic Cancer Society (IGCS), organized by the Thai Gynecologic Cancer Society, this meeting is devoted to finding ways to improve cancer care for women throughout the world. Total delegates 2,235 persons (highest attendance in its history of meetings), total income generated Baht 212 million
- 13th Congress of the Asia Pacific Society of Respiriology, the congress's objective are the advancement and promotion of knowledge of the respiratory system in health and disease. The Society strives to encourage research, improve clinical practice through training, increase awareness of health problems and promote the exchange of knowledge among respirologists in the Asia-Pacific region and beyond. Total delegates 1,580 persons, total revenue generated Baht 112 million
- Bangkok Gems & Jewelry Fair 2009, the premier exhibition that showcases exquisite gems and jewelry from all around the world. Total delegates 8,353 persons, total revenue generated Baht 517 million.
- Power Gen Asia 2009, the premier conference and exhibition for the power generation, transmission and distribution industries, total delegates 2,900 persons, total revenue generated Baht 179 million

2010

- IT & CMA and CTW Asia-Pacific 2010, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 2,340 persons from 54 countries; total revenue generated Baht 1 billion
- Unicity Global Convention 2010, incentive trip for Unicity's sales representatives that met the company's sales target. Total participants 5,000 persons from 20 countries, total revenue generated Baht 300 million
- 19th International Congress of Nutrition, organized by the Nutrition Association of Thailand, a comprehensive platform to converse about the newest research and novelties in the arena of Nutrition & Health, the congress had the great honor of HM Princess Maha Chakri Sirindhorn chair and attend the meetings throughout. Total delegates 3,086 persons (the highest number of participants in the history of the congress), total revenue generated Baht 281

- 19th World Congress of Neurology, the congress brings together the worlds scientific experts to catalyze and advance scientific knowledge about Neurology, present the most recent research findings, and promote and enhance scientific collaborations around the world. Total delegates 4,057 persons, total revenue generated Baht 430 billion
- Bangkok Gems & Jewelry Fair 2010, the premier exhibition that showcases exquisite gems and jewelry from all around the world, total delegates 7,652 persons, total revenue generated Baht 670 million
- In-cosmetics Asia 2010, the leading exhibition and conference in Asia for personal care ingredients and cosmetics, total delegates 3,758 persons, total revenue generated Baht 328 million

2011

- IT & CMA and CTW Asia-Pacific 2011, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 2,340 persons from 58 countries; total revenue generated Baht 1.25 billion
- Herbalife Asia-Pacific Extravaganza 2011, corporate meeting and incentive trip for Herbalife International's distributors that met the company's sales target, total delegates 19,295 persons from 13 countries, total revenue generated Baht 1.2 billion
- 21st Conference of the Asian Pacific Association for the Study of the Liver (APASL), themed, "Enlightening the Future", main objectives of the conference are to promote the latest scientific advancement and education of hepatology science, exchange of information and the development of consensus, encourage the practice of medicine in liver diseases and coordinate scientific studies between various scientists and clinicians throughout the region. Total delegates 3,389 persons from 88 countries, total revenue generated Baht 320 million
- 14th Asia-Pacific Advertising Festival (ADFEST), Asia's most celebrated regional creative festival where the creative industry gathers, network and exchange ideas. The event raises the standard of creative excellence in the region by showcasing the best creative works and inspiring content from experts in various disciplines. Total delegates 1,104 persons
- VIV ASIA 2011, the largest complete trade exhibition and conference program for the livestock, animal protein production supply chain, from Feed to Food, in the Asia Pacific region. Total delegates 16,261 persons, total revenue generated Baht 1.52 billion.
- Thaifex World of Food, the exhibition focuses on food technology, catering, hospitality service as well as retailing and franchising, total delegates 5,242 persons, total revenue generated Baht 490 million

2012

- IT & CMA and CTW Asia Pacific 2012, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 2,457 persons from 60 countries; total revenue generated Baht 1.92 billion
- Amway China, corporate meeting and incentive trip for executives and distributors of Amway China, total delegates 16,000 persons, total revenue generated Baht 1.39 billion
- Rotary International Convention 2012, themed “The Land of a Thousand Smiles”, the convention is the convention with the highest numbers of participants to date, total delegates 55,473 persons, total revenue generated Baht 5.36 billion
- Fastener Fair Thailand, held for the first time in Thailand, the event is a trade show that covers a comprehensive range of products and services for the fastener and fixing industry, such as Industrial Fasteners and Fixings; Construction Fixings; Assembly and Installation Systems; Fastener Manufacturing Technology; Storage, Distribution and Factory Equipment; Information, Communication and Services. Total delegates 784 persons, total revenue generated Baht 86 million
- Rubber Technology Expo 2012, held for the first time in Thailand, this is a trade exhibition focusing on rubber and latex technology and tire manufacturing technology. Total delegates 673 persons, total revenue generated Baht 74 million.

2013

- IT & CMA and CTW Asia Pacific 2013, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 2,579 persons from 57 countries; total revenue generated Baht 2 billion
- Herbalife Asia-Pacific Extravaganza 2013, corporate meeting and incentive trip for Herbalife International’s distributors that met the company’s sales target, total delegates 18,371 persons from 13 countries, total revenue generated Baht 1.91 billion
- Asia Pacific Digestive Week 2012, the conference’s objective is to advance science and education in gastroenterology and hepatology for the benefit of public health, total delegates 2,261 persons, total revenue generated Baht 224 million

- 16th Meeting of the Conference of Parties to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES CoP 16), total delegates 2,500 persons, total revenue generated Baht 247 million
- Renewable Energy Asia 2013, one of Asia's largest fairs for renewable energy technologies, total exhibitors from 300 companies from 30 countries
- Horti ASIA 2013, an international trade exhibition focusing on bringing the latest technologies and innovations of both pre-harvesting and post-harvesting for horticultural produce, total exhibitors 140 companies, total show visitors 8,000 persons
- XXVIII International Society of Sugar Cane Technologists (ISSCT) 2013, a conference that scientists, technologists, managers, institutions and companies/corporations concerned with the technical advancement of the cane sugar industry and its co-products, total delegates 1,200 persons

2014

- IT & CMA and CTW Asia Pacific 2014, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 2,524 persons from 57 countries; total revenue generated Baht 2 billion
- Herbalife Asia-Pacific Active World Team University, incentive travel program for Herbalife International, total participants 12,916 persons, total revenue generated Baht 1 billion
- International Congress of Pharmaceutical Sciences 2014, an annual congress where pharmacists meet, learn, share and exchange views, total delegates 2,002 persons, total revenue generated Baht 198 million
- Asia Fitness Convention 2014, the event promotes excellence in fitness training and education, and brings together a community of professionals dedicated to improving people's health, fitness and performance, total delegates 830 persons, total revenue generated Baht 82 million
- Bangkok World Puppet Carnival 2014, held in Bangkok, the event featured performances by 166 groups of puppeteers from 80 countries, total show visitors 30,000 persons
- Beyond Beauty ASEAN 2014, a newly created event that brings the full spectrum of the beauty industry in one prime key growing business hub featuring products such as cosmetics, herbal treatments, nail care products, hair treatment, spa products and a host of other wellness products. Total exhibitors 400 companies

2015

- IT & CMA and CTW Asia Pacific 2015, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 2,700 persons from 64 countries; total revenue generated Baht 2.5 billion
- Infinitus China Overseas Training 2015, corporate meeting and incentive travel trip for distributors of Infinitus China products. Total delegates 13,472 persons, total revenue generated Baht 1.18 billion
- FDI 2015 Bangkok Annual World Dental Congress, this event represents the voice of dentists worldwide, displays new technologies and innovative dentistry science for dental care and treatment. Total delegates 16,664 persons from 130 countries, total revenue generated Baht 546 million
- 40th World Congress of the World Small Animal Veterinary Association, the congress brings together vets and veterinary nurses/technicians with the aim of advancing the quality and availability of small animal medicine and surgery. Total delegates 2,588 persons from 65 countries, total revenue generated Baht 158 million
- Bangkok Entertainment Week 2015, this mega event featured 4 events namely Bangkok Comic 2015 x Anime Festival Asia Thailand 2015, Bangkok International Digital Content Festival, Thailand Comic Con 2015 and Thailand Toy Expo 2015 with the objective of promoting the Thai capital as a hub of the digital content and entertainment business. Total revenue generated Baht 700 million.
- Food Ingredients Asia 2015, features trends, development and manufacturing activities in food science and technology of functional food ingredients. Total exhibitors 650 companies, total show visitors 3,786 persons. Total revenue generated Baht 410 million

2016

- IT & CMA and CTW Asia Pacific 2016, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 2,600 persons from 60 countries; total revenue generated Baht 2 billion
- 14th APacCHRIE Conference, the conference provides a forum for practical and academic knowledge for industry practitioners and researchers alike in the fields of hospitality and tourism, total delegates 280 persons from 30 countries
- 21st Congress of the Asian Pacific Society of Respiriology, to present advances in basic science, epidemiology, research & clinical practice in the field of respiratory medicine. Total delegates 1,500 persons from 40 countries.

- UFI Open Seminar in Asia 2016, themed, “Digital Disruption”, the seminar discussed the impact of technology on face-to-face events; the objective of the event is to provide insight into topics of strategic interest, on the current industry trends and challenges that the exhibition industry is currently facing. Total delegates 250 persons from 30 countries
- SIMA ASEAN Thailand 2016, the all-in-one platform for agribusiness which aims to showcase the latest technology and innovation in the agriculture machinery and equipment sector. Total exhibitors 300 companies, total show visitors 20,000 persons from 50 countries. Total revenue generated Baht 1 billion.
- Thailand Lab International 2016, the largest international trade exhibition and conference on Analytical Laboratory, Equipment and Technology in Southeast Asia. Total exhibitors 73 companies, total show visitors 10,000 persons. Total revenue generated Baht 3 billion.

2017

- IT & CMA and CTW Asia Pacific 2017, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 2,646 persons from 52 countries; total revenue generated Baht 2 billion
- Herbalife Southeast Asia Extravaganza 2017, corporate meeting and incentive travel program for Herbalife International distributors in Southeast Asia, total delegates 10,000 persons.
- PCMA Global Professional Conference Asia Pacific 2017, held for the first time in Asia and Thailand, the conference is organized by the US-based Professional Convention Management Association (PCMA), the event brought together global planners from top associations and corporations, along with suppliers from the region, representing convention bureaus and centers to explore business opportunities in the Asia-Pacific. Participation from 25 global organizations.
- UIA Round Table Asia Pacific 2017, organized by the Union of International Association (UIA). Total delegates 85 associations from 22 countries
- ASEAN Sustainable Energy Week 2017, ASEAN’s largest International Exhibition and Conference on Renewable Energy, Energy Efficiency and Environmental Technology focuses on the latest Renewable Energy programs, trends and developments, including green energy opportunities for entrepreneurs. Exhibitors from 35 countries, total show visitors 25,000 persons
- HoReca Asia 2017, the international trade show for hotel, restaurants, cafes, and catering services. Total exhibitors 150 companies, total show visitors 8,000 persons

2018

- IT & CMA and CTW Asia Pacific 2018, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 2,840 persons from 61 countries; total revenue generated Baht 2.5 billion
- Herbalife China Extravaganza, corporate meeting and incentive travel group from Herbalife China, total delegates 20,000 persons
- Infinitus China Overseas Training 2018, corporate meeting and incentive travel group from Infinitus, total delegates 10,000 persons
- MDRT Experience and Global Conference 2018, this meeting brings together the best financial services professionals, analysts and insurance professionals, total delegates 6,270 persons from 60 countries, total revenue generated Baht 500 million.
- SportAccord Convention 2018, the meeting explores main topics in the development of global sports & network with industry leaders, total delegates 2,000 persons
- Taiwan Expo 2018, this is a new event held in Thailand for the first time and themed “Let’s Tie Together”, the trade show featured Taiwanese products, technology and innovation; and was an opportunity for show visitors to experience digital lifestyle innovations. Total show visitors 30,000 persons.

2019

- IT & CMA and CTW Asia Pacific 2019, the largest MICE trade show in the Asia Pacific with exhibitors from the Thai and international MICE suppliers and invited MICE buyer. Total delegates 2,800 persons from 61 countries; total revenue generated Baht 2.5 billion
- Crador Global Family Training Conference, corporate meeting celebrating the 40th anniversary of Crador (China). Total delegates 20,000 persons
- 2019 International Dragon Award (IDA) Annual Congress, conference and grand gathering and ceremony for worldwide Chinese insurance and financial professionals and top management. Total delegates 7,398 persons, total revenue generated Baht 560 million
- 34th Congress of Asia-Pacific Academy of Ophthalmology (APAO 2019), a key event for ophthalmologists, total delegates 5,500 persons.
- Thailand Toy Expo 2019, the biggest toy event in ASEAN with 150 brands worldwide from 14 countries, total show visitors 550,000 persons, total revenue generated Baht 4.37 billion.
- VIV Asia 2019, the largest complete trade exhibition and conference program for the livestock, animal protein production supply chain, from Feed to Food, in the Asia Pacific region. Total delegates 23,742 persons.

2020

- MAGIC QSP Bangkok, corporate meeting and incentive travel group from MAGIC QSP (Indonesia), total delegates 11,000 persons.
- Freedom, corporate meeting and incentive travel group from Freedom (United Arab Emirates), total delegates 8,000 persons
- Affiliate World Asia 2019, the trade show for the world's top affiliate marketers and ecommerce entrepreneurs, total show visitors 3,322 persons
- 12th Asia Pacific Heart Rhythm Society Scientific Session (APHRS 2019), conference presenting cutting-edge topics in the fields of cardiac electrophysiology and arrhythmia management, total delegates 2,500 persons
- in-cosmetics Asia 2019, the largest gathering of cosmetic and personal care professionals at in-cosmetics Asia. Total exhibitors 530 companies, total show visitors 6,242 persons.
- ASEANbike powered by EUROBIKE, a new trade show, the event is a leading bike show and an important meeting point for the global bicycle industry. Total show visitors 50,000 persons, total revenue generated Baht 4 billion.
- Thailand Toy Expo 2020, the biggest world class toy expo in Thailand, the 2020 event was converted to an on-line event and featured a Virtual Reality component. A total of 50 leading brands and toy designers exhibited at the on-line show. 72,000 visitors accessed the on-line expo through the Thailand Toy Expo Facebook page. The Thailand Toy Expo 2020 Auction page was visited by 12,900 persons.

2021

- Thailand MICE Virtual Expo, this virtual event was themed, “The River of New Era” and gave the Thai MICE sector the opportunity to meet with international buyers during the Covid-19 outbreak; the event also instilled confidence in Thailand as a viable destination for MICE and helped keep up the country's competitiveness. A total of 7,755 people from 33 countries visited the on-line show.
- 55th Lions Club International MD 310 Thailand Convention in Nakhon Ratchasima, the first hybrid event for the Lions Club under new normal circumstance where disease prevention and control measures were strictly followed. Total delegates: 2,318 persons (on-line participation) and 474 persons (in person participation)

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Mrs. Prapaphan Sungmuang

