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## Victor emerges in smart village competition

14 Dec 2017 at 04:00 143 viewed 0 comments

NEWSPAPER SECTION: BUSINESS | WRITER: SUCHAT SRITAMA



Representatives from four communities were in the running for the Smart Village project.

A winner has been select among four communities battling it out in a Smart Village project initiated by Thailand Convention and Exhibition Bureau (TCEB), promoting the domestic meetings and events industry.

Teams from those communities participated in a competition last month to promote and create awareness of the Smart Village scheme through online channels. The winning team, which gained the most views and engagement during Nov 1-20, 2017, was Pak Phraek community in Kanchanaburi, with 337,667 views, likes, shares and comments via social media.

The three other participating communities were Suan Phung in Ratchaburi province, Doi Mae Salong Nok in Chiang Rai and Wang Nam Khieo in Nakhon Ratchasima.

Four corporations and 11 startups took part in the competition to develop digital platforms so that the communities could share their experiences and promote their local identities.

The corporations were Krungsri Finnovate Co, Tipco Foods Plc, TV Thunder Plc and Advanced Info Service Plc. Apart from big companies, each community also teamed up with startups.

Suan Phung was paired up with Tipco Foods and startups Happy Famers, Take me Tour and Ticket Tail project. Pak Phraek partnered with Krungsri Finnovate and startups Trip Packer, Zip Event and Local Pillow. Doi Mae Salong Nok worked with TV Thunder together with Local Alike, VT Thai and Penguin. Wang Nam Khiao joined forces with Advanced Info Service and Hivesters, Veget Daily and Zip Event.

The teams promoted awareness of the scheme through different online channels and received a total of 1,069,501 views. The top prize included electronic devices worth more than 100,000 baht. In total, the Smart Village's pilot project garnered 4,070,953 views during the three-week competition.

Sarita Chintakanond, a specialist at TCEB, said the project was intended to complement the bureau's efforts to bolster the country's meetings, incentives, conventions and exhibitions (Mice) industry, which aims to generate sustainable economic development for local economies.

The scheme is further intended to promote related activities in non-traditional Mice locations such as Bangkok, Chiang Mai, Phuket, Pattaya and Khon Kaen.

"The Smart Village project engages key stakeholders through a public-private-people strategy, which is part of the government's Pracha Rat policy to propel local economies," she said.