

MICE

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WORLD OUTLOOK

'Urbanization is the driver of global productivity. Immigration and the growth of population in cities can be positive things in this perspective.'

Cities create productivity as they grow in number and interaction. As people increasingly interact with each other, they realize what they are good at, and improve on it. That's specialization and that's productivity.

The cities that are able to spread that interaction experience across their entire population are the ones growing fastest. The reason is that a city is not just a place to live, but also a place with opportunities for employment, for a new job, and for learning new skills. In contrast, if people are unable to act accordingly for various reasons such as lacking a home in the city, living

too far from their work, having a sick parent for whom there's no healthcare or children for whom there's no day care, those people will be a cost to the city as they are unable to contribute.

Cities should look at their population from another aspect. They have to be open to absorb immigrants and be willing to provide for their inflow, whether through public housing, transport, or access to whatever they need in order to become more productive.

Observing the population mix in at major cities such as New York, London, Los Angeles, Shanghai or Beijing, they're all immigrant

hubs. Internal migration is as important as cross-border migration. And that's the difference between looking at migrants as costs and as assets from an economic perspective.

If we look at immigrants as costs rather than assets, we treat them as costs. We will minimize any spending on them and surely there'll be 'no return'. However if they are considered as our assets, we will create an environment that can develop them to become more productive over time, and repay the investment through higher productivity.



RISING INDUSTRY

'Currently, green cement production accounts for 3.5% of global cement, and is forecast to grow to over 13% of the market by 2020.'

Given the rising 'Green practice' sustainability trend, green cement is considered as a valuable industry which can account for 13% (around 568 million metric tons) of the total cement market in 2020.

Cement is maybe one of the most necessary and widespread resources in the world. Whilst there is no substitute for it, the cement industry has a heavy impact on the environment. In terms of carbon dioxide (CO2) emissions alone, the cement industry produces some 5% of man-made CO2 emissions globally.

However, green cement has the potential to reduce the carbon footprint of construction sites by 40% by using byproducts from the industrial process,

recycled materials and geopolymers, which require less heat and cause fewer CO2 emissions.

There are currently 3 main players in the industry, namely HeidelbergCement, CEMEX and Anhui Conch.

We are forecasting that penetration will continue to grow over the years, because governments in many countries now support the idea of sustainable building materials (see the March issue), including cement.

MICE TRENDS



‘Technology trends to enhance your events’

Various forms of advanced technology play important roles in many industries nowadays, including the MICE business. Let’s take a look at some technological trends for 2016 events:



1. Bluetooth Low Energy and iBeacons

These technologies allow you to monitor attendees’ every move. It enables analysis of people’s behavior and reactions to see what is working and what doesn’t, so that changes can be made on the spot. In the past, we would have had to wait for a week to see the data, which is generally too late to be useful. Improvements may need to be made before the next meeting, for example.



2. Mobile Apps

This trend has been getting stronger over the years. An app designed exclusively for the event is another way to engage with attendees. Also, it can help gather data. The challenge for organizers is to create an app that’s really worth using and won’t just take up memory space on people’s smartphones.



3. Wearable technology

Wearable technology, like smart watches and Cirect Bracelets, gives event planners the opportunity to make guest and attendee lives a bit easier. Organizers can use them as admission tickets, an inbox to send important messages to, or as a GPS system.



4. Free Wi-fi

Wi-fi is a must at all events now. In fact, it has been available since around 2000, but not necessarily free. Free wi-fi is considered as an essential for any venue or event. You cannot raise satisfaction just by providing free wi-fi, but without it you will ruin your event at the outset.

In conclusion, technology is one feature which can help to ensure the success of your event. But don’t spend too much time playing with it. You should still focus on core elements, such as relevant content, valued speakers etc. to build long-term success.

ASIA'S MICE UPDATE

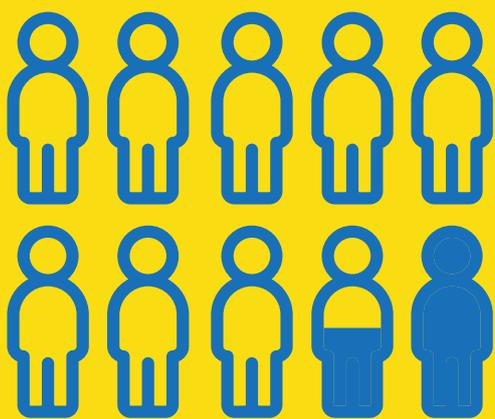
'Myanmar Gears Up Hotel Supply
To Support Growing Influx Of
Business Event Visitors'



**4.2 million
overseas visitors**



Myanmar



Meetings and Events

15%

Meetings and events attendees represented 15% of Myanmar's 4.2 million overseas visitors in 2015. Yangon recorded the largest number with one million arrivals, a 13% year-on-year increase.

U Tin Win, chairman of the Myanmar Hotelier Association, said that 340 new hotels opened in 2015, following an increase of 290 in 2014, and that more new hotels are opening across the country to accommodate the increasing number of international visitors. It is expected that MICE visitors will constitute 20% of total arrivals in 2016.

A testimonial from Khin Zaw Nichols, managing director of Yangon-based Tour Mandalay, reflects his hopes to see more corporate meetings and incentive travel from India in 2016; there are several interesting destinations apart from Yangon, such as Mandalay, Inle and Bagan, which have large ethnic Indian communities.

In summary, by extending its convention center network, Myanmar is an appealing new destination for MICE activities, with its interesting tourist attractions and cultural heritage, along with its growing accommodation capacity.

THAILAND'S MICE UPDATE



‘Startup Thailand 2016 is the first grand event supporting Thailand’s startups to drive the Thai economy in the future.’

With cooperation between private and government sectors, this event was held from 28 April to 1 May, 2016 at the Queen Sirikit National Convention Center. Under the concept “Startup Unite”, the event’s main objectives are to:

1. Express Thailand’s standpoint and commitment in becoming a leading country in developing new international entrepreneurs (Startups).
2. Communicate and publicize to the nation and global startup communities to realize in Thailand’s potential, harmony, and strength, which is mechanism of expanding to the world market through Startup Ecosystem.
3. Build competitive capability and continuously create trade opportunities for new entrepreneurs in Thailand through various related activities.
4. Promote, support, and inspire new potential startups to expand their business and build new markets, making them scalable and able to deliver high growth.

During the event, various seminars on startup topics were held, together with exhibitions on “International Showcases” and “Disruptive startup sectors”, as well as booths run by strategic partners.

This event was very successful. Many people were interested as Thai people in general have an entrepreneurial mindset, though most of them lack the skills and knowhow to go through the national level. The next challenge is to maintain the momentum to generate successful Thai startups in the international tier.



USEFUL TIPS

‘Build continuous sales by offering better services’

The best strategy for building sales in a difficult economy isn't lower prices — it's loyal customers. Smart business owners make strong by focusing on great customer service. Providing good service boils down to one basic principle: "Treat customers the way you want to be treated". This philosophy starts with the way you treat and train your employees, and it can help keep customers coming back when times are rough.

Here are five ways to lift up your customer service level and keep your business strong.

1. Educate your employees

You should set some set of behavior that you want your staff to do such as be courteous, listen carefully, be aware that customers are always correct, and be prepared to say "yes" rather than "no." The best way to teach is by example. If you treat your employees well, they'll be more likely to treat your customers well, in turn.

2. Find out your customers' opinions

Open channels for customers to provide feedback, whether positive or negative. You need to know how they think about your business in order to find gaps to fulfill and improve your service performance. Communication may be via your own staff or some other channel such as a 'Contact us' button on your website or a feedback box.

3. Treat your best customers better

Although all customers should have the best service, your long-term and most loyal customers should get "even better" service than other ordinary customers. Special offers, loyalty programs and appreciation events can help give your best customers something extra.

4. Admit mistakes, then put them right

Customers feel more comfortable doing business with people who take problems seriously. Nobody's perfect, and your customers probably understand that. If you make a mistake, acknowledge it, apologize and then move quickly to correct it. You should use the opportunity to improve your business processes and do not forget to inform customers of the actions you took to prevent such a mistake from happening again.

5. Say "Thank you"

The key to customer loyalty can be embodied in two simple words: "Thank you". Nothing else sets the tone for your relationship with your customers better. Actually, every "thank you" says, "I appreciate your business and I won't take it for granted." And it can be just as powerful whether it's delivered in person or on a printed page. E-mails, invoices and advertisements are all opportunities to let your customers know how important they are to you.

In summary, providing good customer service is important to any successful business. Taking care of your customers helps encourage them to continue buying from your business in both good and bad times.



PAST EVENTS

'LED Expo Thailand 2016, one of the leading LED lighting events in Southeast Asia and ASEAN's largest international exhibition on LED lighting products & technology'

LED Expo & Thailand Energy Saving Week 2016 is international exhibitions covering LED Lighting, Energy Saving Products & Technology, as well as a collocated expo on Printed Circuit Boards, the PCB Expo Thailand 2016. The premiere events took place at Hall 4-8, IMPACT Exhibition & Convention Center, Bangkok, Thailand from 19th – 22nd April 2016. Over 400 exhibitors from 14 countries participated in the Expo. A wide range of LED lighting products & technology, energy saving technology and printed circuit boards were showcased in a 25,000 sqm. of exhibition area. There were well over 16,197 visitors from over 56 countries.

Through the lead of the host organization – the Electricity Generating Authority of Thailand (EGAT) - and the show organizers - IMPACT Exhibition Management Co., Ltd. and MEX Exhibitions Pvt. Ltd., LED Expo Thailand also provided motivation for energy

management and fostered a green environment mindset.

The expo commenced on a positive note with H.E. General Anantaporn Kanjanarat, Minister of Energy of the Kingdom of Thailand, inaugurating the great LED Expo & Thailand Energy Saving Week 2016. Other dignitaries from various government bodies, lighting bureaus and industrial associations made a stop at the show.

There are various highlights on the show floor such as VIP Hosted Buyer Program, Country Pavilions (For LED industry professional countries looking to promote and expand business), Thailand LED & Energy Saving Summit, LED Bulb Exchange (A marketing campaign encourage the users of LED bulbs by bringing used or broken bulbs & tubes into the show and exchange with the new label no. 5 LED bulb.), Modern Lamp Design Contest and Product Presentation.



UPCOMING EVENTS

Segment	Event	Destination	Date
Meeting	Videocon Industries Limited	Long Beach, Pattaya	2 – 5 June
	FCM Group Meeting	Le Meridien Movenpick Resort ,Phuket	6 – 13 June
	Greenply Ace Jade Club	Amari Boulevard, Pattaya	9 – 12 June
Incentive	Hitachi Bangkok Tour	Amari Boulevard, Bangkok	2 – 5 June
	TTK Presitage Limited	Centara Grand Mirage Beach, Pattaya	7 – 9 June
Convention	International Conference on Beneficial Microbes 2016	Duangjitt Resort & Spa, Phuket	31 May– 2 June
	27TH World Congress on Videourology	The Empress Hotel and Convention Center, Chiang Mai	9 – 11 June
	Global Proclamation Congress for Pastrol Trainers 2016	IMPACT, Bangkok	15 – 22 June
	The Oie Global Conference on Veterinary Education and the Roles of the Veterinary Statutory Bodies	Centara Grand Central World, Bangkok	22 – 24 June
	Optimizing Healthcare Quality Teamwork in Education, Research, and Practice	The Empress Hotel and Convention Center, Chiang Mai	22 – 24 June
	International Conference of Language and Social Psychology (ICLASP) 2016	University of the Thai Chamber of Commerce, Bangkok	22 – 25 June
	The World Scholar's Cup Global Round 2016	Centara Grand Central World, Bangkok	26 – 30 June
	PRSCO 2016	Dusit Thani, Bangkok	27 – 29 June
	ECTI-CON 2016	The Empress Hotel and Convention Center, Chiang Mai	28 June-1 July
	Exhibition	ASEAN Sustainable Energy week 2016	BITEC, Bangkok
Renewable Energy Asia 2016		BITEC, Bangkok	1 – 4 June
Energy Efficiency Expo 2016		BITEC, Bangkok	1 – 4 June
Entech Pollutec Asia 2016		BITEC, Bangkok	1 – 4 June
Pumps and Valves Asia 2016		BITEC, Bangkok	1 – 4 June
Boilex Asia 2016		BITEC, Bangkok	1 – 4 June
Asian Paper 2016		BITEC, Bangkok	1 – 4 June
Wedding Fair 2016 by NEO		QSNCC, Bangkok	2 - 5 June
E-BIZ Expo 2016		QSNCC, Bangkok	9 – 11 June
Amazing Thailand Grand Sale Fair 2016		QSNCC, Bangkok	9 – 12 June
Furniture Fashion & Jewelry Show 2016		IMPACT, Bangkok	11 – 19 June
ProPakAsia 2016		BITEC, Bangkok	15 – 18 June
DrinkTech Asia 2016		BITEC, Bangkok	15 – 18 June
FoodTech Asia 2016		BITEC, Bangkok	15 – 18 June
Lab & Test Asia 2016		BITEC, Bangkok	15 – 18 June
Packaging Materials Asia 2016		BITEC, Bangkok	15 – 18 June
PharmaTechAsia 2016		BITEC, Bangkok	15 – 18 June
PrintTechAsia 2016		BITEC, Bangkok	15 – 18 June
Bangkok International Auto Salon 2016		IMPACT, Bangkok	22 – 26 June
InterMold Thailand 2016		BITEC, Bangkok	22 – 25 June
Automotive Manufacturing 2016		BITEC, Bangkok	22 – 25 June
Assembly & Automation Technology 2016		BITEC, Bangkok	22 – 25 June
Surface & Coatings 2016		BITEC, Bangkok	22 – 25 June
Mfair 2016		BITEC, Bangkok	22 – 24 June
NEPCON Thailand 2016		BITEC, Bangkok	22 – 25 June
Manufacturing Expo 2016		BITEC, Bangkok	22 – 25 June
Thailand International Dog Show 2016		IMPACT, Bangkok	30 June – 3 July