



AUG
2023

Organizers

N.C.C. Management and Development Co., Ltd. organizes the "ASEAN Tools Expo 2023" to promote technological innovation industrial tool technology.

Exhibition Venues

IMPACT Arena and IMPACT Exhibition and Convention Center reveals a record of bookings for the year 2023 with more than 1,100 events, an increase of over 41% and allocates a budget of over 200 million baht to enhance facilities.

Hotels

Asset World Corp Public Company Limited acquires shares of Plaza Athenee Hotel, New York, contributing to create new dimensions for the hotel and tourism industry.

MICE Cities

TCEB together with its partners launched the "ZERO CARBON" application to elevate the MICE businesses against global warming crisis to assess greenhouse gas emissions and carbon offsetting measures.

THAILAND

SPOTLIGHTS





Thailand

Prepares and Submits Bid to Host the UCCN Annual Conference 2025

Creative Economy Agency (Public Organization) or CEA in collaboration with the Thailand Convention and Exhibition Bureau (TCEB) and related agencies, is pushing for Chiang Mai to be the venue for the annual conference of the UNESCO Creative Cities Network. This opportunity allows Thailand to showcase its creative potential and foster cooperation with member countries, advancing the cultural value onto the global stage. It is anticipated that this plan will stimulate the country's economy by over 125.86 million baht.

Pattaya Claims Top Spot as Thailand's Most Sought-After Domestic Destination

According to Agoda's survey, it reveals that during the long Mother's Day weekend in 2023, Pattaya is ranked as the most sought-after destination for Thai travelers followed by Hua Hin & Cha-Am and Bangkok. Pattaya emerges as the beloved coastal getaway, offering diverse attractions and catering to all types of travel.

Thailand Spotlights August 2023 has gathered the market trends of MICE industry which is divided into five sections: Organizers, Exhibition Venues, Hotels, MICE cities, and Government for Thai MICE entrepreneurs to get the latest news and develop the strategies to operate their businesses.

UPDATES

on Thailand's MICE

Exhibition Venues

- The Impact Muang Thong Thani Exhibition and Convention Center announces over 1,100 bookings for the Year 2023, a surge of more than 41% compared to the previous year. The event categories encompass conferences, seminars, exhibitions, business negotiations, international-level meetings, and various other activities. With an investment of over 200 million baht, the development includes 3rd phase of the Link Bridge Project, enhancing facilities and constructing bridges to connect different buildings, ensuring safe and efficient travel for attendees to and from their accommodations.

Hotel

- Asset World Corp Public Company Limited, a Thai real estate developer catering to a holistic lifestyle, is moving forward by acquiring a stake in the Hotel Plaza Athenee New York. This strategic partnership bridges the power of two metropolises, Bangkok and New York, with the notion that it will contribute to reshaping the hospitality and tourism industry. The collaboration aims to support the transformation into a premium travel destination, aligning with the ultra-luxury segment.



PHOTO CREDIT : <https://www.thansettakij.com/business/tourism/571833>

- Leading in the hotel and resort management sector in Thailand, ESS Hotel and Resort, a subsidiary of Singha Estate Public Company Limited, is preparing to unveil the luxurious 5-star resort 'SO/ Maldives' as the third resort within the 'CROSSROADS Maldives' project. The resort will offer beachfront villas and overwater villas ranging from 120 to 330 square meters, featuring contemporary design. Each villa is also equipped with solar panels, showcasing the commitment to sustainable operations.

Technologies for Events

- Sertis Limited, a consultancy and development company specializing in data, technology, and digital innovation, organized a workshop showcasing the potential of providing services in AI technology and data through Google Cloud platform with its aim to help participants understand the capabilities of technology and apply them to their businesses. The workshop included presentations on various topics, such as the predictive capabilities of inventory forecasting solutions and product selection that aligns with market demands. Additionally, experts shared real-world experiences of implementing AI and data within organizations.

Organizers

- "N.C.C Management & Development Co., Ltd. hosts the annual industrial exhibition 'ASEAN Tools Expo 2023' from 31st August to 2nd September, 2023 at Hall 6, IMPACT Exhibition and Convention Center, Muang Thong Thani. The event aims to promote technological innovation in the industrial sector and emphasize the production of quality goods by offering various engaging activities such as business matchmaking, seminars, DIY group workshops, and showcases. Attendees will have the opportunity to explore new products and cutting-edge technology in the realm of tools and machinery from various brands across ASEAN.
- ARTEX Trade Decks and Department of International Trade Promotion presented TILOG-LOGISTIX 2023, showcasing logistics innovations under the theme 'Smart and Green Logistics for Sustainable Tomorrow: Driving Thai Businesses towards a Green Future with Sustainable Logistics.' The event featured over 415 brands from 25 countries, displaying technologies and services within the logistics industry. It also offered a platform for knowledge sharing and various academic activities. The event took place from August 17th to 19th, 2023, at BITEC (Bangkok International Trade & Exhibition Center).



PHOTO CREDIT : <https://www.greennetworkthailand.com/tilog-logistix-2023-opening-ceremony/>

- The Color Blue Dream Exhibition: A collection of landscape artworks reflecting the sky's blue hues using oil color on canvas and linen, created by the artist Ajim Jirajintara. The blue is defined as representing 'endless change.' The exhibition transforms the landscape and water surfaces into abstract art pieces, where viewers can experience a blend of brightness and darkness. The event is held from August 5th to 27th, 2023, at Ware House 30 (Room 5), Charoen Krung 30 Project.



PHOTO CREDIT : <http://exhibition.contestwar.com/node/3291>

Updates on Thailand's MICE Cities

- ▶ Chiang Mai Tourism Association organizes activities to stimulate tourism in August with "Mother's Month, August, Take Mom to Travel in Chiang Mai" from August 1-31, 2023. In addition, there is a contest to produce short video media in the Tiktok application to win prizes by presenting Chiang Mai's tourist attractions in terms of geography, art and culture, traditions religion and ethnicity accommodation and food, etc. The clips can be submitted from today until 20 September 2023.
- ▶ Chonburi Province, in collaboration with TCEB and RUNRIO (Thailand) Limited, hosted the internationally acclaimed Spartan Race Thailand 2023, a global-level obstacle course race. The first event, 'Pattaya Spartan Trifecta Weekend and Trail 2023,' was set to take place on August 5-6, 2023, at Vistamar Resort Khao Mai Kaeo. The competition included various categories such as SpartanRace, Spartan Kids, and Trail Running, encompassing a non-stop race format. It is estimated that the event would generate a revenue of around 300 million baht from participants, who were athletes from around the world.



PHOTO CREDIT : <https://www.komchadluek.net/news/sport/555296>

- ▶ Phitsanulok Province introduced 'Phitsanulok Virtual Exhibition,' an online community marketplace platform, utilizing virtual reality technology and innovations to serve as a marketing tool for entrepreneurs to promote their products. The event offered both online and onsite formats, ensuring convenience for all participants. The online event took place from August 9th to 18th, 2023, on www.phitsanulokvirtualexpo.com, while the onsite portion coincided with the LIMEC Expo at IMPACT Muang Thong Thani, Hall 8, from August 9th to 13th, 2023.



PHOTO CREDIT : <https://www.komchadluek.net/news/economic/556136>

Updates on Thailand's Government Sector

- ▶ Thailand's Tourism Sector invited to join the '41st Thai Travel Festival 2023, 41st Edition, 2023' under the theme 'Inno-Cultural for Sustainable Tourism,' combining innovation and culture. The event elevates its organization by integrating cutting-edge technological innovations to showcase the distinct identities of the 5 regions. There were sales of local products and unique photo spots. Additionally, performances by artists such as Bird Thongchai McIntyre, Peck Palitchoke, Paper Planes, and others were added to the festive atmosphere. The event took place from August 2nd to 6th, 2023, at the Queen Sirikit National Convention Center.
- ▶ TCEB collaborated with industry networks to launch the 'ZERO CARBON' application, elevating the MICE industry to combat the global warming crisis. This application empowered MICE entrepreneurs to assess greenhouse gas emissions and carbon compensation. The goal was to achieve net zero carbon emissions, with usability expected in September 2023. The initiative further drove the MICE industry to become a Carbon Neutral Tourism Destination, Carbon Neutral Event, and to plan for Net Zero Emission Routes and Events in the future.
- ▶ TCEB, in collaboration with its partners, proudly announces the successful bid to host the 'IDF World Diabetes Congress 2025,' a globally significant international conference on diabetes. This event, will be the first of its kind in Southeast Asia, to elevate Thailand as a Medical Hub and enhance the nation's healthcare sector. Anticipating over 10,000 participants from around the world, the congress is expected to generate revenue of more than 420 million baht for the country.
- ▶ TCEB organized the 'Thailand MICE Roadshow in China 2023' in Beijing, People's Republic of China, from August 7th to 9th, 2023. This event brought together Thai entrepreneurs to engage in business negotiations with Chinese counterparts, aiming to drive the growth of the business tourism industry and MICE travelers between Thailand and China. Additionally, the event introduced the 'Thailand MICE to Meet You Year 2023' campaign to the Chinese market, creating new selling points and motivations for Thailand.



PHOTO CREDIT : <https://www.busesseventsthailand.com/en/press-media/news-press-release/detail/1540->



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