

THAILAND SPOTLIGHT

FEB

2025



Yaowarat, Bangkok

Organizers

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Exhibition Venues

IMPACT Muang Thong Thani has partnered with Grab Thailand to launch the exclusive campaign, "Enjoy the Ride, Savor the Deals: Grab to IMPACT."

Hotels

Centara Grand Mirage Beach Resort Pattaya has invested 1.4 billion baht to rebrand itself as Thailand's first "theme hotel," featuring a "Lost World"

MICE Cities

Khon Kaen, in collaboration with the Sports Authority of Thailand and public-private sector partners, organized the grandest running event of the year, the "Khon Kaen Marathon 2025."

Thailand Honored as Host of UFI Asia-Pacific Conference in March 2025, Reinforcing Its Readiness as a Regional Exhibition Hub

The Thailand Convention and Exhibition Bureau (TCEB) has announced its success in securing the rights to host the UFI Asia-Pacific Conference 2026, a major event of the Global Association of the Exhibition Industry (UFI). This marks Thailand's return as the host after 10 years, showcasing the country's potential as a regional MICE hub.

It presents a significant opportunity to elevate Thailand's exhibition industry to an international level, fostering business opportunities and attracting global investors.

TCEB Unveils Thailand's MICE Strategy for 2025, Targeting 34 Million MICE Travelers and Generating Over 200 Billion Baht in Revenue with the Strategy "Stay Longer, Spend More, See You Again"

- Senior Executives and Media Gathered to Hear Key Strategies Aligned with the Government's Policy to Position MICE as a Tool for Economic Growth and Enhance Thailand's Image in the Global Market. The Main Strategy Focuses on Future Industries, Expanding New Markets, and Targeting High-Potential Sectors such as Food Security and Medical Innovations. The Initiative Also Aims to Tap into New Markets like the Middle East and the BRICS Group, with the Goal of Positioning Thailand as Asia's Leading MICE Destination.

Bangkok Selected as Host of APIC 2025, Strengthening Its Role as Asia's Petrochemical Business Hub

- Bangkok has been selected to host APIC 2025, a major event for global petrochemical leaders and investors. The conference will promote knowledge exchange, best practices, and strategic collaborations, reinforcing Thailand's role as a regional petrochemical hub.



The February 2025 edition of Thailand Spotlights

compiled the latest developments in the MICE market in Thailand, categorized into five groups: Organizers, Exhibition Venues, Hotels, MICE Cities, and Government support. This was to ensure that Thai MICE entrepreneurs received timely information and enabling them to effectively plan their business strategies

UPDATES

on Thailand's MICE

Exhibition Venues

- IMPACT Muang Thong Thani has partnered with Grab Thailand to launch the exclusive campaign, "Enjoy the Ride, Savor the Deals: Grab to IMPACT." This initiative has provided up to 40% discounts on ride-hailing and food delivery services via the Grab application throughout 2025. Designed to cater to diverse lifestyle needs, the campaign has also enhanced visitor experiences while empowering local food businesses within the Muang Thong Thani community to thrive and generate increased income.



PHOTO CREDIT: https://www.thansettakj.com/business/tourism/619125#google_vignette

Hotels

- Centara Grand Mirage Beach Resort Pattaya has invested 1.4 billion baht to rebrand itself as Thailand's first "theme hotel," featuring a "Lost World" concept. Spanning approximately 17 acres, the resort has introduced thrilling experiences through its expansive water park, which includes four new zones and family activity areas. It has also become a unique and relaxing getaway, offering 555 luxurious rooms and a wide range of comprehensive services.



PHOTO CREDIT: <https://www.thansettakj.com/business/tourism/618936>

Event Technologies

- Soft De'but, a global software leader, hosted "Soft De'but: Breakthrough 2025" at the BDMS Connect Center. The event showcased cutting-edge solutions from global partners such as New Relic, Scalefusion, and SonicWall, and provided updates on the latest technology trends in AI and cybersecurity. Attendees had the opportunity to experience new innovations and exchange in-depth perspectives at exhibitions by top brands like Proofpoint, CloudsineAI, and Netka System.



PHOTO CREDIT: <https://www.techtalkthai.com>

Organizers

- The "Future Trends Ahead Summit 2025," held on February 18, 2025, at the True Digital Park Grand Hall (3rd Floor, West Wing), was a national seminar showcasing future trends for business and investment opportunities. It was organized through a collaboration of leading research institutions in Thailand and abroad, including SCBX, SCB EIC, InnovestX, the Thai Chamber of Commerce, SBDi, Ipsos, THINK NEXT ASIA, and Future Trends. The summit featured 15 sessions with 20 speakers, covering 13 key trends in economics, technology, marketing, and investment.



PHOTO CREDIT: <https://images.app.goo.gl/mDRv72Dtp1p5E0h1>

- Together with their partners, the Gem and Jewelry Institute of Thailand organized the 71st Bangkok Gems & Jewelry Fair, a grand showcase of gems and jewelry. The event served as a platform for retailers, exporters, designers, and jewelry enthusiasts from around the world. Attendees had the opportunity to connect with leading manufacturers, suppliers, and top brands presenting a comprehensive range of jewelry, gemstones, and related products, fostering new international business networking opportunities. The fair took place from February 22-26, 2025, at the Queen Sirikit National Convention Center.
- Digiview Advertising Group Co., Ltd organized the "Thailand Industrial Fair 2025" under the theme "Empower Your Future with AI Transformation for Sustainable Growth." The event aimed to revolutionize the industrial sector towards Smart Manufacturing through digital technologies such as AI, IoT, Robotics, and Big Data. A key highlight was the 360° Go Green Zone, which was dedicated to promoting eco-friendly and sustainable industrial practices. The fair was held from February 12-15, 2025, at BITEC BURI, Halls 103-104.
- The Future Food Leader Summit 2025, co-hosted by TASTEBUD LAB and Bio Buddy, was held on February 10-11 at EmQuartier, Bangkok. The summit focused on driving sustainable food innovation and centered around three key themes: Symbiotic Growth, Regenerative Food Systems, and AI for the Future of Food. This year, the summit advanced the concept of "Regenerative Food for the Future" and brought together leading experts, investors, researchers, and startups, all aiming to drive the food industry towards sustainability.
- The Museum of Contemporary Art Bangkok has invited viewers to experience "Mammals," a solo exhibition by Visanuphong Nunan, a contemporary artist who has conveyed stories of love, bonds, and the power of motherhood through mixed media art that reflects the deep relationship between humans and nature. The exhibition features 12 powerful artworks that use mammals as symbols, representing emotional and social dimensions. The exhibition has been held from February 8th to March 2nd, 2025, in Temporary Exhibitions 1 and 2 on the G Floor at MOCA BANGKOK.

Updates on Thailand's MICE Cities

Khon Kaen, in collaboration with the Sports Authority of Thailand and public-private sector partners, organized the grandest running event of the year, the "Khon Kaen Marathon 2025." Runners had the opportunity to experience a challenging route with professional support and enjoy the warm atmosphere of Khon Kaen's residents. The event was held on February 16, 2025, at the Khon Kaen City Gate, with free participation.



PHOTO CREDIT : <https://ace.thai.run/khonkaen21-2025>

Phuket celebrated its rich Chinese heritage with the "Phuket Chinese New Year 2025" from February 3-5 in Phuket Old Town. This event continued the long-standing Chinese-Phuket traditions while stimulating the economy and tourism through numerous special activities. Tourists experienced the Phuket Festival 2025 parade, cultural performances, street food, and local products, with stunning highlights including a dragon lantern tunnel and various citywide landmarks for photo opportunities.



PHOTO CREDIT : <http://phuketlocal.go.th/networknews/detail/108292/data.html>

Updates on Thailand's Government Sector

The Tourism Authority of Thailand has launched "Capture the Moment @Central Thailand" as part of the "Amazing Thailand Grand Tourism & Sports Year 2025" campaign, offering exclusive Outdoor Fashion Photography Trips across Bangkok, Ratchaburi, Ayutthaya, and Prachuap Khiri Khan. Highlights of the activities have included a makeup workshop with the "Nong Chat" team and a photography workshop with professional photographers, along with special privileges from GoTHER and Traveloka. Participants also had the chance to win prizes worth over 500,000 baht, reinforcing the charm of the Central Region from a new perspective.



PHOTO CREDIT : <https://www.thansettakij.com/business/tourism/619747>

The Tourism Authority of Thailand has positioned Thailand as a regional tourism hub by launching the "ASEAN + INDIA SHOPPERS IN THAILAND 2025" campaign, aiming to boost tourism spending among high-potential tourists from ASEAN and India. TAT has expected to generate over 180 million baht in revenue and has further solidified Thailand's position as an ASEAN Weekend Destination in 2025, with an anticipated arrival of over 11 million ASEAN tourists and 2.3 million from India. The campaign has focused on attracting repeat visitors from nearby regions by offering seamless travel convenience and world-class shopping experiences, reinforcing Thailand's role as Asia's tourism center.

Aeronautical Radio of Thailand Ltd. hosted the Next Wave APAC: Aviation Technologies through Synergy conference from February 17-21, 2025, at the Banyan Tree Hotel in Bangkok. Representatives from 23 countries participated to exchange knowledge on the future of aviation technologies, enhancing the aviation industry's potential in the region. The event also featured an aviation innovation exhibition, fostering international cooperation and promoting Thailand as a future aviation hub.



PHOTO CREDIT : <https://www.thansettakij.com/business/tourism/619950>

The Thailand Convention and Exhibition Bureau (TCEB), in collaboration with Chiang Rai and key partners, organized the "AIPH Spring Meeting & Green City Conference 2025" from February 9-14 at Le Méridien Chiang Rai Resort. The event focused on sustainable green city development alongside economic growth and quality of life. Attendees had the opportunity to participate in international meetings and site visits to green area development projects in Chiang Rai. Additionally, the event served as a preparatory platform for the upcoming Udonthani International Horticultural Expo 2026 and the Nakhon Ratchasima International Horticultural Expo 2029.



PHOTO CREDIT : Facebook สำนักงานประมงและประมงสัตว์น้ำจังหวัดเชียงใหม่