



**MICE
MONTHLY
REPORT**

ISSUE 2 : FEBRUARY 2016

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WORLD OUTLOOK

The Rise of the Millennials

This month, as opposed to taking a macro view of the world economy, we are focusing on a change in the world's workforce as a new generation starts to climb the corporate ladder. These are the Millennials, who are predicted to comprise more than 75% of the total workforce by 2025. Organizations throughout the world will have to prepare themselves to handle their Millennials.



Millennials (also known as Generation Y) are generally viewed as having birth years ranging from the early 1980s to the early 2000s. Many are now of an age to be junior to mid-level managers in corporations. Although they represent the demographic cohort immediately succeeding Generation X, their overall behavior is totally different given the rapidly changing environment.

Millennials are less likely than their predecessors to tolerate an unpleasant work environment. Workplace satisfaction matters more to Millennials than monetary compensation, and work-life balance is often considered essential. For example, they are much more habituated to mobile devices and social network usage. That is why the bring-your-own device (BYOD) policy of some organizations is important for this group. Surveys have indicated that businesses are unable to stop employees from bringing personal devices into the workplace and that up to 75% of employees in high growth markets are already to use their own technology at work.

According to new Ipsos MediaCT research, Millennials spend 30% of their media time (5 hours a day) engaged with user-generated content (UGC). They also trust and remember UGC more than they do traditional media.



As a consequence, whether buying products and services or considering employment, Millennials are more likely to listen to their friends and peer group than to be affected by marketing or public relations material. This characteristic also makes both conventional marketing and employee recruitment practices often ineffective for Millennials.

In summary, Millennials are emerging as a generation which looks inwards and takes care of itself, as opposed to previous generations which spent most of their lifetimes working for somebody else. This reflects their being less receptive to mass communications and more into customized messages with a realistic human touch. It presents a new challenge for those who work in the marketing and communication industry, but fortunately many are of the same generation and it is to be hoped they will find a way to connect with other Millennials in an effective manner.

Source: www.whatis.com, www.ipsosmx.com

RISING INDUSTRY

A Very Favorable Outlook for Organic Food



Food is a target industry for MICE. In line with growing health consciousness, organic food in particular has become more prevalent in recent years and strong future growth is predicted.

There are several types of organic food, spanning fruit & vegetables, pulses and grains, dairy products, beverages and some processed foods. Organic produce has the advantage of sustainability as well as improving health. Its reliance on natural products and ingredients results in negligible harm to the environment or to animals.

Over the last ten years or so, concerns have increased throughout the world regarding chemical preservatives and fertilizers used in food production. Hence the growing numbers of consumers looking for organic food.

A rapid compound annual growth rate (CAGR) of more than 16% is forecasted for the global organic food industry over the five-year period to 2020. This reflects increased disposable income and changes in lifestyle as well as health concerns.



In response to growing demand, major retailers, including Whole Foods Market, Tesco and Walmart, now provide organic alternatives. Hotels and restaurants also feature organic produce on their menus. It all adds up to greater choice and more convenience for health-conscious consumers.

The trend is also likely to benefit supporting industries. These comprise both upstream suppliers of natural fertilizers and seeds, greenhouse constructors etc., as well as downstream industries such as logistics, packaging manufacturers etc., right through to the retail channels that actually purvey organic food to the end-consumers.

A major organic food event well worth visiting is the Natural & Organic Products Europe 2016 trade show, which will be held in London on April 17-18. It will attract large numbers of interested parties from around the world looking for opportunities in this growth industry.

Locally, the ACT program (Organic Agriculture Certification Thailand) identifies and certifies qualified Thai operators in the organic industry. As well as assisting Thai players on the the global stage and promoting proper organic farming practice, the ACT aims to build consumers' confidence in organic produce, and to help them search for the right produce from the right producers. Certification will undoubtedly aid Thai exporters to penetrate strictly-controlled markets such as Japan or the EU, which require imported organic products to come from internationally-accredited sources. Interested operators should consult www.actorganic-cert.or.th.

Source: www.prnewswire.com,
www.actorganic-cert.or.th,
www.naturalproducts.co.uk

MICE TREND IN 2016

More Focus on the Delegates

Recognizing and understanding trends affecting meetings and events is a challenge which organizers need to accept to stay ahead of the game.

A number of delegate-oriented trends have been identified for 2016 and beyond:

1.

Closer Engagement with Delegates

Revenue is by no means the sole indicator of an event's success. Building delegates' engagement with relevant brands, products or services is equally crucial, and something organizers need to keep in mind throughout the planning and event process. New technologies are available to assist, such as Eventinterface which opens its website with the declaration that it can "easily manage your meetings and conferences, create more revenue and engage your attendees in powerful communities."

2.

Heightened Security

As mentioned in the last issue, security is an increasing concern of delegates. Planners need to be aware of best practices in security to prevent and prepare for any eventuality. Forming a committee that includes experts such as hotel staff or police is recommended, along with contingency planning and ensuring all staff understand procedures. Organizers should be prepared for worst case scenarios ranging from epidemics to transport disasters.



3.

Business Matching Opportunities

Business matching is a major reason many delegates want to attend conventions and congresses, and is viewed as an opportunity to obtain additional ROI. Planners need to bear this in mind. Events may involve hundreds or thousands of people getting together and hoping to make relevant connections for buying, selling or simply learning from each other. Organizers need to arrange events and functions that enable delegates to maximize their networking opportunities.

4.

Exciting Alternative Venues

More adventurous organizers have already broken the mold of traditional ballrooms and event venues. New and different types of venue can be very attractive and exciting, and MICE can adapt ideas from other areas of commerce. For example, the past few years have seen many retail companies successfully open pop-up locations and create amazing experiences. Pop-up locations allow them to create a unique environment that engages their customers and generates a feeling of relevance and interactivity. Meetings planners can bring the creativity of the pop-up concept to their own events to create unique event experiences in empty lots, warehouses, train stations, museums or on rooftops. Of course, such an idea may face some limitations in meetings content, activities and delegate profiles, but if is properly designed it can be very exciting and memorable. In conclusion, knowing customers and their industries are crucial to the MICE industry, and becoming more and more important over time. Being a successful planner means having a deep understanding of delegates' motivations and demands in order to serve them well.



Source: www.eventinterface.com, www.helloendless.com



USEFUL TIPS

Help Save the Planet with Greener Events

As focus on the environment continues to gather impetus, so the MICE industry needs to focus on designing activities that overtly help sustainability in the world. Organizers can integrate several relevant environmentally-friendly and energy-saving tactics into their strategic platform for future events, and gain kudos for making this known.



Reduce Energy

Minimizing travel time reduces the carbon footprint of delegates. It involves booking hotels close to main venues, or at least providing a complementary shuttle bus service. Reduction in electricity usage can be achieved in numerous ways, some of which are not necessarily top-of-mind. For example, in hotter climates, planners should consider venues which do not directly face the sun and which have windows that open to provide natural ventilation. More obviously, dialing down the air-conditioning during lunch and coffee breaks is a good way to save energy. Certain hotels are certified environmentally-friendly and should be given priority consideration. Organizers can easily check if hotels are Green Hotels Association members, or if they have won any green awards. Energy reduction even extends to menu selection. For instance planners can select locally-produced food or ingredients to reduce haulage and in-season produce will minimize the use of pesticides.



Reduce Resources

Planners should encourage the paperless culture by arranging cloud-based services, mobile apps, USB flash drives etc. rather than provide paper for delegate notes. To avoid the wasteful practice of providing disposable bottles of water, planners should organize water stations with large containers and refillable cups.



Broadcast the Sustainability Message

Of course it's important for planners to communicate their commitment to greener events through all relevant PR media, not only for the benefit of customers and delegates, but also for the positive impact this will have on their own reputation. The message should be loud, clear and continuous, not just limited to a specific event. In summary, organizers and hosts can play an important role in contributing to the environment by reducing usage of energy and resources, and at the same time boost their own credibility and reputation by broadcasting the sustainability message.

Source: www.cei.asia

ASIA'S MICE UPDATE

Vietnam prepares for the Belt and Road Initiative

Vietnam is slated to become another important MICE hub in Asia. Its developing economy already implies great opportunity for meetings, exhibitions and conventions as well as for supporting industries. However, this is likely to receive another boost.

Significantly, Vietnam is expected to play a leading role in China's ambitious Belt and Road Initiative. In particular, Haiphong Port, in the north of the country, represents a key marine connection along two of the proposed trade corridors. The first connects Nam Ninh, Lang Son, Hanoi and Haiphong, while the second connects Kunming, Lao Cai, Hanoi and Haiphong. All major facilities are scheduled to be upgraded by the end of 2017.

In theory, this will enhance Vietnam's role in transporting goods from the Chinese mainland and will open up the local consumer market to external suppliers, thereby helping develop Vietnam's own industries. However, a potential barrier remains the disagreement between China and Vietnam over territories in the South China Sea.

This dispute needs resolution, as many parties in both countries appreciate the opportunity for an improving long-term relationship and closer economic and logistical ties. The Belt and Road initiative promises savings in the lead-time of transportation, and it should benefit the employment rate in Vietnam, as more overseas investors will be interested in coming.

Overall, this mega-project is designed to support economic cooperation and growth in almost all parts of the world. It should encourage the inflow of overseas products to each affected country, resulting in much greater competition in local markets. So local producers will need to prepare themselves and also find new overseas opportunities.

This development should benefit the ASEAN MICE industry as a whole, including Thailand where our experienced MICE planners can provide services and lend a helping hand so that Vietnam can organize successful events of its own.

Source: www.hkmb.hktdc.com

THAILAND'S MICE UPDATE

Thailand Continues To Be One of the Most Popular Destinations for Medical Tourists

As we noted in our January issue, there has been an upturn in the world healthcare industry, and many countries are trying to develop their resources to take advantage of this trend. Thailand is one of the most popular destinations for this and its popularity has been increasing every year. The trend also has a positive impact on Thailand's MICE industry, with an increasing number of health care conferences held in the Kingdom last year.

Medical tourism is a hot topic, and the advantages of selecting Thailand are becoming increasingly well-known. Healthcare in Thailand is largely driven by the private sector, with Thailand having the largest private hospital in Southeast Asia and also the first to obtain JCI accreditation and ISO 9001 certification. Healthcare travelers to Thailand note the following advantages...

- 1. Affordability**
The cost of private medical treatment in Thailand is among the lowest in the world. For example, a heart bypass may cost up to \$144,000 in the US, but the same operation will cost around \$26,000 in Thailand.
- 2. World Class Medical Facilities**
Many private hospitals in Thailand are Joint Commission International (JCI) accredited. There were 46 such establishments as of September 2015.
- 3. Excellent Medical Staff**
Thailand has a pool of highly-trained doctors, many of whom have studied or practiced abroad. Nurses and paramedical staff are also first-class.

- 4. Excellent Service**
Thailand is famous for its hospitable treatment of visitors. Medical tourists often compliment Thai nurses and doctors on their evident care for their patients.
- 5. Holistic and Alternative Treatments**
There are many medical spas and wellness centers in Thailand which offer alternative treatments from chiropractic to colonic cleansing, as well as Chinese medicine and local therapies including Thai massage and aromatherapy.
- 6. Treatment Bundles**
While other Asian countries mostly focus on specialized treatments, the major Thailand hospitals offer one-stop shopping, with full medical services under a single roof.
- 7. Fewer entry procedures**
Entry procedures are generally less complicated than in many other countries in Asia.
- 8. Tourist destinations**
Thailand provides every opportunity for medical tourists to relax and recuperate, with its golden beaches, diverse attractions, delicious Thai food and friendly people, supported by an excellent tourism infrastructure.

Source: www.mymedholiday.com

PAST EVENTS

One Young World 2015, Bangkok

In the latter part of November last year, Thailand became the first Asian country to host One Young World, following successful summits in Europe, the USA and Africa. This is an annual international event where around 1,300 younger generation leaders from around the globe converge to share and discuss their thoughts on the pressing problems the world is facing and their visions for the future. The event in Thailand was a success story, in that it gave young people from all over the world the opportunity to express opinions that may well be shaping the world soon.



Thailand International Exhibitions & Events forum (TIEEF), Bangkok

The Thailand Convention & Exhibition Bureau (TCEB) organized the Thailand International Exhibitions & Events Forum (TIEEF) on January 28, 2016 at Centara Grand Convention Center at Central World, Bangkok. The theme was 'Thailand Extra Exhibition', aimed at promoting Thailand as an international stage for exhibitions in ASEAN. There were some 400 delegates from local and international trade fair industries. TCEB sees trade events organized in Thailand as instrumental in strengthening the country's economy, targeting 2.3 billion Baht in revenue from tourism and the service sector in 2016. The event proved successful in announcing another big step for the Thai MICE industry to ASEAN and to the world.



UPCOMING EVENTS

MICE Academy & Career Day
For The Next MICE Generation

โครงการเพื่อไขว่นักปศุสาขายอาชีพใหม่

11 มีนาคม 2559
เวลา 09.00-18.00 น.
ณ ห้องบอลรูม และฮอลล์ 10 ศูนย์การประชุมแห่งชาติสิริกิติ์

ตำแหน่งงานนี้ สำหรับคุณเท่านั้น

Logos: MICE Academy, TEA, EMA, MICE Capabilities, TCEB

MICE Academy & Career Day, Bangkok

The coming month will see an interesting event in the shape of the MICE Academy & Career Day. It takes place at the Queen Sirikit National Convention Center (QSNCC). The event is for potential applicants who would like to hone their personalities and boost their self-confidence so they can enter the MICE industry with due professionalism. There will be experts from John Robert Powers, Makeup Technique International (MTI), and Manpower who will run workshops for attendees.

The event will run during from 8:30am to 6:00pm on March 11 in the QSNCC Ballroom and Hall A. For details, please contact Khun Vilasinee (098-268-9513 or 094-691-8266), or email micecareerday2016@gmail.com Alternatively, the TCEB call center can be contacted on 1105.

UPCOMING EVENTS

March 2016

Segment	Events	Destination	Date
Meeting	Tesa Tape APAC Regional Meeting Autodesk One Team Conference Extension 2016	Le Meridien Suvarnabhumi Shangri-La	March 7-11 March 30-April 1
Incentive	Lexus Incentive Trip 2016 Konica Minolta Sun & Surf Gala Dinner Star Holiday Mart Incentive Group MAC Annual Bonanza Group AIA Berhad Incentive TGQ Annual Travel Seminar – Thailand Star Holiday Mart Incentive Group Tupperware Brands Malaysia Incentive Trip Star Holiday Mart Incentive Group EASECOX Thailand Miracle Night Star Holiday Mart Incentive Group	- Duangjitt Resort & Spa Phuket Pullman Bangkok Hotel G Nong Nuch Village JW Marriott Imperial Hua Hin Beach Resort Pullman Bangkok Hotel G Grand Mercure Hotel Pullman Bangkok Hotel G Plaza Athenee, A Royal Meridien Hotel Pullman Bangkok Hotel G	March 3-9 March 4-6 March 6-9 March 7-11 March 8-11 March 9-13 March 9-12 March 12-18 March 13-16 March 24-28 March 27-30
Convention	The Global Conference on Social Science ADFEST 2016 2016 Thailand-Singapore-Taiwan-Triangle Plastic Surgical Conference Combined with Annual Meeting of THSAPS (TST2016) Pig, Poultry, Dairy Focus Asia 2016	Pullman Bangkok Hotel G PEACH Sheraton Hua Hin Resort and Spa Golden Tulip Sovereign Hotel	March 8-10 March 16-17 March 16-18 March 21-23
Exhibition	Rakluke Family Festival 2016 Thailand Industrial Fair 2016 Thai Tiew Thai 2016 49th Diplomatic Red Cross Bazaar Thailand International Furniture Fair 2016 (TIFF 2016) Bangkok International Fashion Fair & Bangkok International Leather Fair 2016 (BIFF&BIL 2016) Global Rubber, Latex & Tire Expo 2016 (GRTE) IICF 2016 Thailand Coffee, Tea & Drinks 2016/Thailand Bakery & Ice Cream 2016 Franchise Coffee Bakery Travel & Bike Show 2016 Home Builder Focus 2016 House & Condo Show MICE Academy & Career Day Homepro Expo Sport World Expo 2016 8th Shohuay (Market Grocery) Commart Thailand 2016 37th Bangkok International Motor Show 2016 Sustainable Energy & Technology Asia 2016 (SETA 2016) Print Tech Expo 2016 Victam Asia 2016 43rd National Book Fair & 13th Bangkok International Book Fair 2016	BITEC BITEC Queen Sirikit National Convention Center Royal Paragon Hall IMPACT IMPACT BITEC BITEC IMPACT IMPACT Queen Sirikit National Convention Center Queen Sirikit National Convention Center Queen Sirikit National Convention Center IMPACT IMPACT IMPACT Queen Sirikit National Convention Center IMPACT BITEC IMPACT BITEC Queen Sirikit National Convention Center	March 3-6 March 3-6 March 3-6 March 5-6 March 9-13 March 9-13 March 9-11 March 10-13 March 10-13 March 10-13 March 10-13 March 10-13 March 11 March 11-20 March 11-20 March 17-20 March 17-20 March 21-April 3 March 23-25 March 25-27 March 29-31 March 29-April 10



MICE Intelligence Center

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