

# TCEB – Business strengthens Thailand National Pavilion 2019 for trade show

*Thai cultural performances attract overseas clients and showcase new MICE possibilities in Thailand*

BANGKOK, THAILAND, May 13, 2019 /EINPresswire.com/ -- Thailand Convention and Exhibition Bureau (TCEB) – Business is strengthening the position of its Thailand National Pavilion as a more effective marketing tool for showcasing Thai culture and tending creative possibilities for MICE events in the Kingdom.

This starts from the new Thailand National Pavilion 2019's design that strongly conveys a unique Thai identity under its "New Dawn" concept based on Thai temple architecture. The pavilion serves as a business hub at five major international trade shows (ITCM China 2019, IMEX Frankfurt 2019, IT&CMA and CTW 2019, IMEX America 2019 and IBTM World 2019), offering cultural performances and emerging trends for new MICE activities in Thailand.



Mrs. Nichapa Yoswee, TCEB's Senior Vice President - Business

Mrs. Nichapa Yoswee, TCEB's Senior Vice President - Business, said: "The new Thailand National Pavilion provides an icon brand identity for TCEB, Thai suppliers and TCEB's partners. Visually it immediately raises awareness, both with overseas buyers and show delegates, of Thailand's presence that is backed up by legendary Thai hospitality."

"Trade shows are highly competitive, and Thailand of course competes with other countries who also have their own national pavilions. These are the largest marketplaces in the MICE industry, and our national pavilion is a tool to attract buyers and clients," she added.

According to Mrs. Nichapa, the annual marketing events produce on average a minimum of 38 to 40 business leads. Business at the Thailand National Pavilion at the five most recent trade shows (IMEX Frankfurt 2018, IMEX America 2018, IBTM World 2018, AIME 2019 and ITCM China 2019) has been brisk, producing a minimum of 10 meeting and incentive groups comprising 2,348 delegates. These generated revenue of over THB 180 million (approximately USD 5.62 million) for the Thai economy, based on leads of TCEB only (excluding leads of Thai suppliers).

During ITCM China 2019 in Shanghai, a featured Muay Thai demonstration bout and interactive discussion after proved popular with Chinese delegates. It helped secure two confirmed groups from China's cosmetic and manufacturing sectors that produced 800 delegates and generated revenue of THB 60.90 million.

At the upcoming IMEX Frankfurt 2019, from 21-23 May, a planned demonstration of food waste

prevention will showcase Thailand's global standards for staging sustainable events which TCEB – Business hopes will result in a new perspective of Thailand among European delegates. This reflects the thought leadership role TCEB has assumed under its new 'Thailand Redefine Your Business Events' branding.

Recently TCEB and local Thai partners in each MICE city around Thailand - Bangkok, Chiang Mai, Phuket, Khon Kaen and Pattaya - also developed new themes to give local partners unique selling points that appeal to overseas buyers. This year is the debut of "Thailand 7 MICE Magnificent Themes" (Fascinating History and Culture, Exhilarating Adventures, Treasured Team Building, CSR and Green Meetings, Beach bliss, Lavish Luxury and Culinary Journeys) from all five MICE cities.

At the upcoming IMEX Frankfurt 2019, TCEB – Business' Thailand National Pavilion can be found at booth B150. There will be 19 Thai suppliers and two TCEB partners – Thai Airways International and Thailand Incentive and Convention Association – presenting for 285 scheduled appointments which expect to generate 38 potential leads.

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#### About TCEB

The Thailand Convention and Exhibition Bureau (TCEB) has been the country's official government agency supporting, promoting and developing global and regional business events (Meetings, Incentives, Conventions and Exhibitions - MICE) in Thailand since 2004. As a strategic partner and sanctioned liaison, TCEB co-creates successful solutions with companies and organisations to realise MICE events of every scale and type.

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