

Thailand EXTRA HIBITION

Expand your business opportunity in ASEAN



Thailand CONNECT





“
*An Exhibition
in Thailand will be
Your Best Ever*”



An exhibition in Thailand becomes a high-potential marketplace offering extra benefits and connections, all while producing productive outcomes. Thailand helps you build strong connections across the region and the world, giving you access to these extra benefits.

Seamlessly linking ASEAN through its upgraded infrastructure development plan, Thailand is taking its place as a regional connectivity capital, allowing all exhibitions to enjoy extra benefits. The infrastructure development and expansion projects will facilitate better distribution of resources, goods and information, both within Thailand, in the region, and to world markets.

The Kingdom's connections and collaboration with other countries have further improved and trade has expanded, while its network of free trade agreements have further opened up access to the market both within and outside the region. These have made the country a regional trade centre and a production and export powerhouse for various industries, the most notable of which include the automotive, energy, and agro-industries.

Through exhibitions, Thailand enhances your connections to create new milestones, and strong business links alongside integration with our local industry professionals and alliances will empower these connection. Exhibitions in Thailand enjoy the real power of connections - and even one connection can build bridges to unlimited opportunities. The power of our connections is sure to uplift your show and offer extra business benefits.

An Exhibition in Thailand will be Your Best Ever.

Ms. Supawan Teerarat

Vice President, Strategic and
Business Development

Thailand Convention and Exhibition Bureau (TCEB)

Siam Tower, 26th Floor, 989 Rama 1 Road,
Pathumwan, Bangkok 10330

www.businesseventsthailand.com



Why Thailand?

An exhibition in Thailand becomes a high-potential marketplace offering extra benefits and connections, all while producing productive outcomes. Thailand helps you build strong connections across the region and the world, giving you access to these extra benefits.

① ULTIMATE ASEAN MARKETPLACE



Right at the heart of the fast growing ASEAN Economic Community (AEC), Greater Mekong Sub-region (GMS) and the Cambodia-Laos-Myanmar-Vietnam (CLMV) area, a newly emerging market offering great business potential. Thailand today plays a major role in promoting regional cooperation and integration. The country is fast becoming the ASEAN Capital of Connectivity, thanks to its infrastructure development plan resulting in efficient transportation links throughout the region. Such seamless connectivity gives exhibitions in Thailand extra benefits and better connections. Thailand offers unrivalled business opportunities, and is a high potential destination for exhibitions to capitalise on this new wave of growth.

② A REGIONAL TRADE POWER HOUSE



Exhibitions in Thailand are the springboard to link businesses to the marketplaces of ASEAN, Asia, and the world. The Kingdom's connections and collaboration with other countries have further improved and trade has expanded, while its network of free trade agreements have further opened up access to the market both within and outside the region. These have made the country a regional trade centre and a production and export powerhouse for various industries, the most notable of which include the automotive, energy, food & agriculture, infrastructure and health & wellness. Exhibitions in Thailand will be your platform for business empowerment.

③ THE POWER OF CONNECTION



Thailand offers the power of connections for your business. Our exhibition industry professionals and local alliances will be your trusted partners to facilitate and maximise these smart connections. Thanks to its superlative services, Thailand has earned a reputation for its hospitality and charm throughout the world. Beyond recognition for its proficient, creative and adaptive services, our renowned exhibition industry professionals and local alliances offer extra services, thanks to being savvy networkers, empowering your exhibitions and trade shows to achieve ultimate success.

Thailand Performance



In 2014, Thailand has steadily widened its exhibition portfolio over the years, as an exhibitions industry platform for the ASEAN Economic Community.

Staging more than **88** leading international trade fairs annually.

13 are UFI-approved events

During the 2015, Welcomed more than International **157,996** visitors who attended trade exhibitions

According to UFI (the Global Association of the Exhibition Industry) in 2014 Thailand was **No.1 in ASEAN**, and **No.8** in Asia, with a total of **550,000** net square metres sold.

The average size per fair in Thailand was **6,250** square metres

Leading International Exhibitions Showcase



Intermach 2015

ASEAN's Largest International Machinery and Subcontracting Exhibition

Thailand's well-developed automotive industry (9th largest in the world) has made the country a prime consumer of industrial machinery. This has created a vibrant and sophisticated marketplace for parts manufacturers and support services. Increasingly, manufacturers from neighbouring countries too are looking to Thailand to source for the latest machineries and parts. Intermach has grown in tandem with Southeast Asia's industrial machinery sector and is today a must-attend event among the region's manufacturing professionals.

Intermach will also play host to the 9th edition of Subcon Thailand, Southeast Asia's largest international subcontracting event. Visitors will be able to discover new business opportunities with some of the world's largest industrial parts producers and subcontractors.

40,284 pax
Number of visitors

25,725 sq.m
Total Gross space



ProPak Asia 2015

Asia's No.1 Processing and Packaging Event for Food, Drink and Pharmaceutical Industry The biggest edition ever with more than 1,600 exhibitors from 44 countries!

ProPak Asia keeps growing as the food, drinks and pharmaceutical sectors in Southeast Asia continue to expand. Manufacturers throughout the region are actively seeking better ways to deal with issues such as cost, productivity, safety, energy and health mandates – all of which will be covered at ProPak Asia, where the world's top suppliers and thought leaders will give visitors a wide variety of ideas and solutions to remain competitive and profitable.

39,298 pax
Number of visitors

32,750 sq.m
Total Gross space



METALEX 2015

ASEAN's Largest International Machine Tools and Metalworking Technologies Trade Exhibition & Conference - 29th Edition

The biggest:

Metalex 2015 is the largest show of its kind in ASEAN. 4,000 new machinery and technologies, 2,700 brands, 50 countries

The free-trade ASEAN Economic Community will come into effect by end 2015 and METALEX 2015 will help generate ideas for you to take advantage of this development. Survey the market, assess the technologies and strike new deals!

76,054 pax
Number of visitors

44,269 sq.m
Total Gross space



THAIFEX 2015 (Thaifex-World of food Asia 2015)

World of Food ASIA is a world-class food-industry showcase in Asia to meet, establish your new business networks and to heighten your success. This one-stop food exhibition will feature latest food producing technologies, food safety standards, related businesses and services, as well as, a most fascinating culinary experience from the world of food. THAIFEX - World of Food ASIA 2015 proves its mettle as one of Asia's top food and hospitality exhibition by welcoming 1,675 exhibitors from 33 countries and 35,205 quality buyers to source and purchase.

35,205 pax
Number of visitors

70,000 sq.m
Total Gross space



VIV ASIA 2015

The World's Most Promising Meeting Point to Boost Your Future Business from "Feed – to- Meat" Set to become a "World Expo" for the animal husbandry and processing trade, VIV Asia is one of Asia's largest, most international exhibitions serving the entire "Feed-to-meat" supply chain including eggs, poultry, fish, meat and dairy products.

Strong population growth and rising purchasing power in Southeast Asia have raised the demand for meal and protein products. VIV Asia 2015 will see the debut of two new themes: pork production and biogas in animal agriculture. More than 850 companies and 35,000 professionals are expected.

38,425 pax
Number of visitors

37,806 sq.m
Total Gross space

List of Exhibition Venue



Queen Sirikit National Convention Center

Location: Bangkok
Number of halls: 3 Halls
2016 Gross indoor: 13,971 sq.m.

www.qsncc.com



IMPACT Exhibition and Convention Center

Location: Bangkok
Number of halls: 13 Halls
2016 Gross indoor: 137,000 sq.m.

www.impact.co.th



Bangkok International Trade & Exhibition Centre (BITEC)

Location: Bangkok
Number of halls: 6 Halls
2016 Gross indoor: 7,000 sq.m.

www.bitec.co.th



Royal Paragon Hall

Location: Bangkok
Number of halls: 3 Halls
2016 Gross indoor: 7,800 sq.m.

www.royalparagonhall.com



Pattaya Exhibition and Convention Hall (PEACH)

Location: Chonburi
Number of halls: 1 Hall
2016 Gross indoor: 6,925 sq.m.

www.peachthailand.com



Centara Grand & Bangkok Convention Centre at CentralWorld

Location: Bangkok
Number of halls: 1 Hall
2016 Gross indoor: 5,403 sq.m.

www.centarahotelsresorts.com



Royal Phuket Marina International Exhibition & Convention Center

Location: Phuket
Number of halls: N/A
2016 Gross indoor: 2,500 sq.m.

www.navyhall.com



The International Convention and Exhibition Centre Commemorating His Majesty's 7th Cycle Birthday Anniversary

Location: Chiang Mai
Number of halls: N/A
2016 Gross indoor: 8,505 sq.m.

www.pinkanakorn.or.th



The 60th anniversary of His Majesty the King's accession to the throne (PSUICC)

Location: Songkhla
Number of halls: 2 Halls
2016 Gross indoor: 4,880 sq.m.

www.icchatyai.com

EXtra advantage Programmes

Thailand Convention and Exhibitions Bureau (TCEB) offers a range of services and support for international exhibitions and trade shows staged in Thailand, offering businesses a variety of extra benefits.

Connect Businesses

TCEB's exclusive promotion for group of qualified trade visitors to match-making at exhibitions in Thailand. Earn USD 100 for each trade visitor achieving three business matching meetings.

Be My Guest

Buyer appreciation program to host key international buyers around the globe to your trade show in Thailand. Two nights will be granted to a single qualified buyer selected by the organiser.

Premier Exhibition Access Program

Ensure your success with our customised site-inspection programme. An offering from feasibility study & research of market opportunity to the network linkage with industry contact and government relation. On top of that, we are hosting professional hospitality of ground management from landing with immigration fast track, logistic arrangement, the real business experiences of market condition, and industry orientation by government agency.

“*Bundle these offers and services
and profit from our diversity!*”

Thailand TRA
EXHIBITION
Expand your business opportunity in ASEAN

Key Industry

A high potential market for global MICE businesses with our vibrant free-enterprise economy and pro-investment policies, Thailand's 5 highlight industries.

Automotive

Practically all of the world's major automakers and auto parts manufacturers have a presence in Thailand, and it's no wonder: the high service standards, strategic location, and ease with which one can do business make it a prime location in the auto industry.

So too does the fact that the ASEAN region's second biggest economy has the largest vehicle-assembling capacity as well as low tariffs that have prompted a surge in exports. Thailand ships vehicles to 130 countries worldwide.

Not only are manufacturing and assembly key components of Thailand's automotive space, foreign car companies are investing in technical and R&D facilities as well. It's an innovative industry, too: in 2009, Toyota started production of hybrid vehicles in Thailand in a natural gas-fuelled factory, the first of its kind in ASEAN.



Energy

As Thailand continues to implement a new energy framework that's stable, sustainable, and affordable, opportunities for private-sector involvement are abundant.

Southeast Asia's second largest economy is experiencing rapid growth and increased demands for energy, and with the country producing just 20% of the crude oil it consumes, new measures are in place to reduce foreign oil dependency.

There is a focus on efficient energy use, renewable energy development, and systematic energy management with the goal of extending domestic reserves in crude oil, natural gas, and coal. A secondary aim of this new initiative is for Thailand to become a "Hub for Energy Trade" in the ASEAN region, and with such change comes opportunity.

Domestic and foreign investment has spiked recently in areas like ethanol production, solar cell manufacture and import, solar energy development, biodiesel fuels engineered from Thailand's bounty of cash crops, and public-private partnerships to develop natural-gas powered vehicles.



Food & Agriculture

Every year, scores of international Food & Agribusiness trade shows come to Thailand due to the business opportunities the events present, and because of the wealth of destinations providing fun and authentic experiences.

Food, and the business surrounding it, is ingrained in Thai culture. The country is the only net food exporter in Asia, the result of an abundance of local natural resources from which 80% of ingredients used in the food industry are sourced. This allows for production at highly competitive prices and global competitiveness.

There are nearly 10,000 food processing firms in Thailand today, which employ roughly 600,000 people and generate annual earnings of \$25 billion (USD). International consumer markets are open to Thai-made products because production methods and machinery meet the highest international standards, and also because the products are top-quality and authentically Thai.



Infrastructure

Robust automotive, airline, and shipping industries; the ASEAN region's most extensive national highway system; investor-friendly policies towards telecommunications expansion - these are just a few of the advantages that have made Thailand one of Asia's leading logistics hubs.

Thanks to its strategic location in Southeast Asia - and a thorough understanding of the importance of infrastructure - accessibility and availability no longer present challenges as Thailand relies on its vast network of roads, railways, airports, seaports and telecommunications networks to support its export-oriented industrial sectors.

Recently, awareness has shifted to a much more innovative approach to development and an emphasis on high-quality service, management, and regulation of facilities and freight-handling capacity that will ensure continued efficient cargo movement in and around the Kingdom.



Health & Wellness

Thailand is quickly becoming a regional hub for the medical industry, and international firms are taking advantage of its facilities, outstanding service, research and manufacturing capabilities.

Southeast Asia's largest hospital can be found in Bangkok; the country was the first in all of Asia to receive prestigious Joint Commission International (JCI) accreditation; and there are over 1,000 public and 400 private facilities in a nation often regarded as one of the world's leading medical tourism destinations.

As in Western countries, Thailand's medical industry is serviced by fine hospitals and physicians, long-term care facilities, health spas, diagnostic laboratories, pharmacies, and the manufacture of drugs and medical equipment. It's also earning respect as a prime location for R&D and clinical trials in advanced medicine such as stem cell therapy.



Upcoming Exhibition in 2016

Automotive

DATE	EXHIBITION NAME	WEBSITE
3-6 March	Thailand Industrial Fair 2016	www.thailandindustrialfair.com
21 March - 3 April	37 th Bangkok International Motor Show 2016	www.bangkok-motorshow.com
7-10 April	Thailand Auto Parts & Accessories 2016 (TAPA 2016)	www.thailandautopartsfair.com
28 April-1May	International Bangkok Bike 2016	www.bangkokbikeexpo.net
7-15 May	The Biggest Fair 2016 & Super Car & Imported Car Show 2016	www.unionpan.com
11-14 May	INTERMACH 2016	www.intermachshow.com
	SUBCON Thailand 2016	www.subconthailand.com
22-25 June	NEPCON Thailand 2016	www.nepconthailand.com
	Assembly & Automation Technology 2016	www.assemblytechexpo.com
	Automotive Manufacturing 2016	www.automanexpo.com
	InterMold Thailand 2016	www.intermoldthailand.com
22-26 June	Surface & Coatings 2016	www.surfaceandcoatings.com
	Bangkok International Auto Salon 2016	www.bangkokinternationalautosalon.com
7-10 July	InterPlas Thailand 2016	www.interplasthailand.com
20-28 August	BIG Motor Sales 2016	www.facebook.com/bigmotorsale.yanyont
September	Thailand Intenational Truck Show 2016	www.tit-show.com
19-23 October	TOP AUTO SHOW 2016	
October	International Bangkok Bike 2016	www.bangkokbikeexpo.net
3-5 November	BUS & TRUCK 2016	www.ttfintl.com
23-26 November	The Grand METALEX 2016	www.metalex.co.th
1-2 December	The 33 rd Thailand International Motor Expo 2016	www.motorexpo.co.th
7-9 December	AAITF Bangkok	www.aaitfbangkok.com
December	International Bike @ Hat-Yai 2016	www.bangkokbikeexpo.net

Energy

DATE	EXHIBITION NAME	WEBSITE
23-25 March	Sustainable Energy & Technology Asia 2016 (SETA 2016)	www.seta.asia
19-22 April	Thailand Energy Saving Week 2016	
1-4 June	ASEAN Sustainable Energy week 2016	www.asew-expo.com
	Renewable Energy Asia 2016	www.renewableenergy-asia.com
	Energy Effeiciency Expo 2016	www.energyefficiency-asia.com
	Entech Pollutec Asia 2016	www.entechpollutec-asia.com
	Pumps and Valves Asia 2016	www.pumpsandvalves-asia.com
1-3 September	Boilex Asia 2016	www.boilex-asia.com
	Thailand Lighting Fair Powered by Messe FrankFurt	www.thailandlightingfair.com
14-16 September	3W & CPPE Expo 2016	www.3W-Expo.com
	Cogen & Small Power Plant Expo 2016	www.powerplant-expo.com
23-26 November	PEA presents EcoLightTech Asia 2016	www.ecolight-tech.com
	SolarTech Asia 2016	www.solartech-asia.com
	CTECH 2016	www.chillertech-asia.com
24-26 November	The International Alternative Fuel Transport Trade Exhibition for Asia-Pacific	www.aftasia.com
November	Solar Energy SE Asia 2016	seasia.solarenergyevents.com

Infrastructure

DATE	EXHIBITION NAME	WEBSITE
21-23 September	BMAM Expo Asia 2016	www.maintenance-asia.com
	GBR Expo Asia 2016	www.greenbuilding-asia.com
	Concrete Asia 2016	www.concrete-asia.com
24-26 November	SMART RAIL CONGRESS & EXPO 2016	www.smartrailasia.com

Upcoming Exhibition in 2016

Food & Agriculture

DATE	EXHIBITION NAME	WEBSITE
10-13 March	Thailand Coffee, Tea & Drinks 2016 / Thailand Bakery & Ice Cream 2016	www.thailandcoffee.net
29-31 March	Victam Asia 2016	www.victam.com
25-29 May	THAIFEX-World of Food Asia 2016	www.thailandfoodfair.com
15-18 June	DrinkTechAsia 2016	www.propakasia.com
	FoodTechAsia 2016	www.propakasia.com
July	Organic & Natural Expo 2016	www.organicnaturalexpo.com
4-7 August	Thailand Franchise & Business Opportunities (TFBO) 2016	www.thailandfranchising.com
	Thailand Retail, Food & Hospitality Services (TRAFS) 2016	www.thailandhoreca.com
7-10 September	Food & Hotel Thailand (FHT) 2016	www.foodhotelthailand.com
	Coffee & Tea Culture 2016	www.foodhotelthailand.com
	Hospitality & Retail Technology Asia 2016	www.foodhotelthailand.com
	Wine & Spirits Thailand 2016	www.foodhotelthailand.com
8-10 September	SIMA ASEAN Thailand 2016	www.sima-asean.com
27-30 October	Makro HoReCa 2016	www.siammakro.com

Healthcare & Wellness

DATE	EXHIBITION NAME	WEBSITE
25-26 April	Medical Plastics Expo 2016	www.medicalplastics-expo.com
28-30 April	ASEANbeauty 2016	www.aseanbeautyshow.com
28 April -1 May	Asia Beauty & Cosmetic Expo 2016	www.asia-beautycosmetic.com
15-18 June	Lab & TestAsia 2016	www.propakasia.com
	PharmaTechAsia 2016	www.propakasia.com
25-27 July	InterCare Asia 2016	www.intercareasia.com
July	Amarin Health Cuisine & Beauty Festival	www.healthcuisineandbeauty.com
21-23 September	Thailand LAB International 2016	www.thailandlab.com
22-24 September	World Spa & Well-being Convention 2016	www.worldspawellbeing.com
	Beyond Beauty ASEAN Bangkok 2016	www.beyondbeautyasean.com
7-9 October	Asia Fitness Conference & Expo 2016	www.asiafitnessbkk.com
23-27 October	Thailand International Sport Expo 2016	www.thailandinternationalsportexpo.com
8-10 November	in-cosmetics Asia 2016	www.in-cosmeticsasia.com
10-12 November	PHARMEX ASIA 2016	www.pharmexasia.com
November	COSMEX 2016	www.cosmexshow.com



How TCEB can help

Here at the Exhibitions & Events Department, we know how stressful and time-consuming it can be to see a successful exhibition through to the end, particularly if you're doing it from the other side of the world. That's why we're happy to help you coordinate all aspects of your event, from locating and evaluating, to planning and contracting and, ultimately, delivering the ultimate exhibition in Thailand.

With our seamless service approach, we act as a liaison between you and the associations, corporations and agencies who will make your next exhibition the best one yet, orchestrating the behind-the-scenes details that make the difference between good events and excellent ones. Our knowledgeable professionals quickly provide you with the information, advice and counseling you need, and our status as Thailand's national events agency allows us to leverage a huge network of potential partners in the blink of an eye.

Comprehensive Support

To help local and international organizers deliver the best possible trade shows, the Exhibitions and Events Department works in close collaboration with various strategic partners to assist organizers and event planner in a wide-range of areas.

- Financial incentive schemes for new and existing exhibitions
- Bidding support schemes for exhibitions and events
- Facilitating and orchestrating site inspections, government involvement, and other related activities
- International Road Shows to boost delegate and visitor attendance
- Marketing campaigns and promotions
- Auditing schemes for "TCEB Approved Events"
- Industry intelligence and research

MICE Lane: TCEB's Fast Track Service

After a long flight from overseas, we realize the importance of your getting where you need to enter to the Kingdom of Thailand smoothly. With this reason, TCEB would like to provide an exclusive service to facilitate and expedite immigration process for VIP MICE travelers.

MICE Lane Process

- 1 Organizers complete reservation and special-request forms on behalf of their delegates.
- 2 Organizers submit both forms plus any supplementary documents to TCEB at least 15 working days prior to the arrival of their delegates. (if the forms are not completed correctly or are missing any information, TCEB will contact the organizer within 3 working days of receiving the paperwork)
- 3 TCEB will issue a letter to the Immigration Bureau requesting an expedited immigration process for delegates at least 7 days prior to their arrival.
- 4 TCEB notifies the organizer of the acceptance of their request. With assistance from the MICE Lane Team, VIP delegates pass through Immigration in the Premium Zone.
 - MICE Lane Service is available for arrivals only.
 - The number of VIPs per group must not exceed 15 persons when using the Premium Zone.
 - VIP groups of more than 15 persons will receive TCEB's escort to the EAST and WEST Zones.

For more information,
please visit www.businesseventsthailand.com or contact exhibitions@tceb.or.th

“An exhibition in Thailand will be Your Best Ever”

