MICE Capabilities
Development Department
“Driving an Exceptional MICE Future for Thailand”

Thailand CONNECT

TCEB
TCEB has formed numerous collaborations and networks linked to open up bright new chapters of business opportunities, and to enhance every business success with special care that will spur lasting advancement and achievements. Our goal is to equip the business events industry with continuous development, long-term growth and sustainable success on the national, regional, and global stage.

To further drive growth, TCEB has adopted a three-pronged strategy to turn Thailand into ASEAN’s most desirable MICE destination:

1. **Win**
   - To provide all necessary support and connections to bring more international MICE events to Thailand.

2. **Promote**
   - To position Thailand as a preferred destination for international MICE events based on the high quality and standards of operators and infrastructure.

3. **Develop**
   - To strengthen the operations and capabilities of human resources, venues and services involved in the MICE industry to the highest international standards under the direction of TCEB’s MICE Capabilities Department.

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Catalyst for Success, Forging Thailand’s MICE Future

The MICE Capabilities Development department is determined to significantly strengthen Thailand’s MICE industry through content and knowledge management, networking and astute market intelligence. The overall goal is to generate well-trained professionals who are capable of delivering international standards of service while exuding traditional Thai warmth and friendliness. This innovative programme will inspire a new generation of students to pursue a rewarding career in Thailand’s rapidly expanding MICE industry, while encouraging industry professionals to enhance their management skills.

Main Beneficiaries:

**Multipliers**
Professionals already involved in the meetings and events industry and related government agencies:
- PCOs/PEOs/Government
- Primary Support Industries
- Exhibitors/Visitors

**New Entrants**
Peripheral service providers and newcomers to the meetings and events industry:
- New Graduates
- Secondary Subcontractors
- Corporations

**Gen Y/ Students**
Attract new students to a career in the meetings and events industry.
- High School Seniors
- Thai & International University/College Students, especially from ASEAN countries

**Main Beneficiaries:**

- Thailand Pioneers
- University MICE Courses
- A MICE Course Board of industry experts is creating an international MICE curriculum to be taught in Thai universities, colleges and vocational schools. The curriculum will be based on insightful new MICE text books that will be taught at various levels, eventually up to bachelor degree programmes. To date, 48 institutions have signed an MOU to adopt the new course, which will also stipulate that course participants must organise a successful event to graduate.

**MICE Text Books:**

- **Top MICE Minds**
  In 2012, the MICE Course Board published Asia’s first MICE curriculum textbook, “Introduction to the MICE Industry”, in both Thai and English. The textbook’s 13 chapters highlight international best practices in the MICE industry and will be used by leading Thai educational institutions in a new MICE course.

- **A MICE Academic Exchange Programme**
  A MICE Academic Exchange Programme will give lecturers, students and researchers the chance to gain new insights into international MICE industry, by working with overseas partners to broaden Thailand's MICE Curriculum and raise standards of excellence in the industry.

**Academic Exchange for a Global Perspective**

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Rise to The Challenge

Developing the Competency of MICE Cities

TCEB has designated Bangkok, Chiang Mai, Pattaya and Phuket as MICE Cities capable of hosting important business events. The MICE Capabilities Development department organises regular workshops and training courses to boost the skill and service levels of city officials, hoteliers and MICE players in each city in order to win more event business.

Trade Alliances Pursue Skills Development, Wisdom is Applied and Multiplied

Thailand Incentive & Convention Association (TICA) and Thai Exhibition Association (TEA) are raising professional skills among their members with insightful training programmes, seminars and workshops, aided by strong support from TCEB’s MICE Capabilities Development department.

Maximising Success Routes for Newcomers

The MICE Capabilities Development department and the Department of Industrial Promotion have devised training programmes tailor-made to boost the operational skills of new entrepreneurs in order to maximise the success rates of their business activities.

Inspired Learning for Operational Excellence

The Inspired Learning Programme highlights how interactive activities, practical ideas and problem solving can strengthen the management skills of senior MICE executives for dealing with challenges and changes in the MICE industry.

Thailand as ASEAN MICE Education Hub

The world’s leading MICE organisations – UFI, IAPCO and MPI – have selected Thailand as the regional centre for their acclaimed advanced professional studies for the MICE industry, in partnership with TCEB. Each year, senior trainers conduct high profile training courses to strengthen the operational skills of industry professionals from the ASEAN region.

MICE Master Class, The Leap to Eminence

The MICE Capabilities Development department has introduced short, intensive Master Class programmes run by internationally renowned experts to boost management skills in MICE executives. Each programme will highlight different skills, intended to maximise innovation in decision making and planning. Events held in 2013 include MICE Digitally Yours and Bangkok Values Driven Marketing by international guru Philip Kotler.

MICE Cluster, Circle of Influence

TCEB aims to encourage Thai MICE executives to network with leading industry professionals from around the world at specially organised trade events. It is hoped this will lead to a better understanding of current market trends, while also helping to develop new partnerships and uplift the event business in Thailand.
Beyond Taste: Increasing Appetites for Global Food Standards
Thailand’s renowned cuisine, fresh ingredients and culinary prowess are a major attraction for international event participants. To assure visitors that the food they eat is of the highest quality, the MICE Capabilities Development department is pushing the industry to acquire the highest food safety certifications. Many already have GMP and HACCP certificates. However, our goal is to push for ISO 22000, the global standard and food management system for the whole food chain.

Sustainability in Action
TCEB developed and implemented the innovative Green Meetings Guidelines in 2008 in a determined effort to take Thailand’s MICE industry along the path of becoming green. In doing so, Thailand became the first country to create a dynamic roadmap for green meetings and use it to spread the green MICE message throughout Asia. The Thai MICE industry has adopted TCEB’s Green Meetings Guidelines so thoroughly that Thailand is now regarded as the most outstanding host of green meetings.

Managing Carbon Footprint in Business Events
Taking sustainability in business events to the next level, TCEB partners with Thailand Greenhouse Gas Management Organization (TGO) to prepare the direction on carbon footprint assessment for the business events, primarily supporting MICE operators to stage events with more consideration towards the environment and embarking on a journey for a low carbon society.
Knowledge Excellence Partnership Excellence

“Roadmap to Maximise AEC Benefits”

A working group under the MICE Capabilities Development department will create a roadmap to highlight the way forward for Thai MICE players to work within the AEC framework. Government agencies and domestic trade associations will help pinpoint how the Thai MICE industry can benefit from working under the AEC.

In addition, we will create the essential information, analysis and guidelines for Thai MICE operators to determine investment opportunities in AEC countries. By taking the lead in creating and hosting international training programmes, seminars, workshops and university courses, TCEB is ideally positioning Thailand as the academic hub for MICE within ASEAN.

The MICE Capabilities Development department is also creating an operations manual to assist SMEs, entrepreneurs and event planners as well as MICE training programmes in preparation for the economic realities of the AEC.

The MICE Intelligence plans to offer the following assistance:

- MICE Industry Report - analysis of statistics pertaining to the Thai and global MICE industries
- Operations Manual - operational guidelines for Exhibitions, Meeting, Convention, Bidding and etc.
- MICE Publications – the best and latest MICE publications from around the world
- e-Library – quick references about the business and MICE world.
- And More

The 10 member countries of the Association of Southeast Asian Nations (ASEAN) will form the ASEAN Economic Community (AEC) in 2015, a single market and production base with free movement of goods, services, investment, skilled labour and freer flow of capital. TCEB is keen for Thailand’s MICE industry to be prepared to grasp the business opportunities that will undoubtedly emerge in the new AEC.

The MICE Capabilities Development department will establish a fully functional MICE Intelligence as an analytical tool to help Thai MICE players compete strongly in international markets. When fully operational, the new centre will ensure that up-to-date facts, figures and analysis of MICE trends around the world are at your fingertips, while creating a database of essential MICE statistics.
MICE Academy
- MICE Curriculum
- "Coach the Coaches" Programme
- MICE Academic Exchange Programme

MICE Standards
- Thailand MICE Venue Standard
- Food Safety Management Systems
- Energy Management Systems
- National Skills Standard for MICE
- MICE Security Management Systems
- Event Sustainability Management Systems
- Business Continuity Management Systems

Trade Education
- EMD
- IAECO
- MPI
- IAEE

Inspired Learning
- Language for MICE

MICE Intelligence
- ASEAN Economic Community (AEC)
- MICE Competitiveness Research
- Operations Manual for MICE Skills

MICE Sustainability Thailand
- Thailand MICE Venue Standard
- Food Safety Management Systems
- Energy Management Systems
- National Skills Standard for MICE
- MICE Security Management Systems
- Event Sustainability Management Systems
- Business Continuity Management Systems

ASEAN Business Forum 2010
- Green Meetings Guidelines
- Carbon Footprint Assessment

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