



ISSUE 5, October-November, 2010

## THAILAND IN FOCUS



TCEB's new campaign helps exhibition

The Thailand Convention and Exhibition Bureau (TCEB) has launched a new campaign targeted a exhibition organisers called "Be My Guest"...

Bangkok's Suvarnabhumi Airport Rail Link opens
The Suvarnabhumi Airport Rail Link (SARL) has opened on August
23, 2010, shortening travel time between Bangkok's international..





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#### **Event Highlights**



#### **Event Calendar**

| View All |
|----------|
| 02 - 04  |
| NOV NOV  |
| 04 - 06  |
| NOV NOV  |
| 19 - 21  |
| NOV NOV  |
| 23 - 25  |
| NOV NOV  |
| 24 - 27  |
| NOV NOV  |
|          |

#### POST-EVENT REPORT



- ► Thailand's gems industry targets US\$10 billion

▶ Thai designers find inspiration with Swarovski Gems' trend forecast

### INTERNATIONAL UPDATE

# News in brief

- Macau pushes MICE in Singapore and Malaysia

- Singapore's Marina Bay Sands and Suntec to facilitate dual attendance



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#### YOUR TRIP TO THAILAND



# Festival of Lights

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- See it, believe it
- Thailand, the gateway to ASEAN
- ▶ Event preview: BIG+BIH 2010
- ▶ Event preview: Metalex 2010

## POST-EVENT REPORT



### EVENT CALENDAR

Thailand 🔏 Max/mize



## ONE FREE NIGHT WITH "BE MY GUEST"

## TCEB's new campaign helps exhibition organisers attract buyers

The Thailand Convention and Exhibition Bureau (TCEB) has launched a new campaign targeted at exhibition organisers called "Be My Guest", where organisers can offer one free night's stay to qualified buyers.

At its launch in Singapore on August 4, 2010, TCEB Exhibition Director Mrs Supawan Teerarat explained that the aim of this new incentive is to help exhibition organisers attract key buyers.

She said: "The campaign will help Thailand maintain its exhibition visitorship level for 2010. It is timed to coincide with the peak season for Thailand's exhibition business, which is September to November."

Exhibition organisers are entitled to up to 100 room nights for prospective buyers under this campaign, which will expire on December 31, 2010.

"Be My Guest" is an additional incentive on top of TCEB's ongoing Extra Night, Extra Smile campaign and Thailand Extra Value campaign.



TCEB's Supawan Teerarat: 'Be My Guest' will help exhibition orga









Writer: S.T. Lena Photos: Eugene Tang





















































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## POST-EVENT REPORT









## **AIRPORT TO DOWNTOWN IN 15 MINUTES** Bangkok's Suvarnabhumi Airport Rail Link opens

The Suvarnabhumi Airport Rail Link (SARL) has opened on August 23, 2010, shortening travel time between Bangkok's international airport and downtown.

There are two lines: the Express Line goes direct from the airport to Makkasan City Air Terminal, while the City Line stops at six stations between the airport and Phaya Thai terminal: Lat Kra Bang, Ban Thap Chang, Hua Mak, Ram Kham Haeng, Makkasan and Ratchaprarop. Both lines operate from 6am to midnight.

Frequency for both lines is 15 minutes. Journey time is 15 minutes on the Express Line and 30 minutes on the City Line.

Until the end of 2010, promotional fare of the Express Line is 100 Baht (US\$3.26) and City Line is 15 Baht (US\$0.50). Fares for 2011 will be announced soon.

When the Makassan City Air Terminal is fully operational next year, outbound international travellers can check in their luggage there.

The Express Line terminal at Makkasan is near the Phetchaburi station of the MRT (subway), while the City Line terminal at Phaya Thai is connected to BTS SkyTrain station.



Bangkok's Airport Link train service









Writer: S.T. Leng Photos: Eugene Tang

















































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## POST-EVENT REPORT













## "BELIEVE IN THAILAND" CAMPAIGN LAUNCHED IN SINGAPORE, MALAYSIA

New campaign aims to reassure MICE visitors that Thailand has returned to normalcy

The Thailand Convention and Exhibition Bureau (TCEB) unveiled the new campaign "Believe in Thailand" on August 4, 2010 in Singapore. President of the TCEB Mr Akapol Sorasuchart told members of Singapore's MICE trade that Thailand is ready to welcome MICE visitors with open hearts and open arms.

Joined by TCEB Exhibitions Director Mrs Supawan Teerarat, Conventions Director Mrs Suprabha Moleeratanond and Acting Meetings and Incentives Director Mr Puripan Bunnag, Mr Akapol said: "Thailand continues to prove its ability to deliver. The Thai government has granted US\$1.25 million towards the revitalisation of Thailand's MICE industry in the short term and this 'Believe in Thailand' campaign will help build confidence in Thailand's MICE industry."

The Thai Ambassador to Singapore Mr Nopadol Gunavibool also reassured the audience that Thailand is on the road to recovery. "What visitors to Thailand will experience now is the best value-formoney," he said.

TCEB has embarked on a roadshow to deliver this message to key MICE organisations and professionals. Mrs Supawan said: "Part of our role is to assure international visitors that Bangkok has returned to a state of normalcy and the exhibition industry has regained its vibrancy. TCEB is committed to helping visitors maximise their stay and expanding their business while in Thailand."

The "Believe in Thailand" campaign was launched in Kuala Lumpur two days later, attended by Malaysia's MICE agents and event planners.



TCEB's Mr Akapol Sorasuchart: Open arms, open hearts.









Writer: S.T. Leng Photos: Eugene Tang















































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## POST-EVENT REPORT



#### EVENT CALENDAR

Thailand 🔏







# IT'S OFFICIAL: THAILAND WILL BID R WORLD FXPO 202

TCEB begins feasibility study with candidate cities Ayuthaya, Chonburi and Chiang Mai

Thailand will be bidding to host the 2020 World Expo, President of the Thailand Convention & Exhibition Bureau (TCEB) Mr Akapol Sorasuchart told international media in Chiang Mai on September 10, 2010 during a TCEB media familiarisation trip.

This followed Thai Prime Minister Abhisit Vejjajiva's announcement five days earlier at the Shanghai World Expo 2010 that the Thai cabinet has approved TCEB's proposal to bring the mega event to Thailand.

TCEB has embarked on a feasibility study with other public and private organisations on three shortlisted provinces: Ayutthaya, Chonburi and Chiang Mai. The results will be revealed in four months' time.

"China proved that a developing nation can do it. In 10 years, we believe an ASEAN country can do it, Mr Akapol said. "It is the best way to convince people to "Believe in Thailand' and the best thing to happen to Thailand and ASEAN."

In its initial estimate, TCEB is targeting 30 million visitors from Southeast Asia alone, or 3.5 per cent of the region's total

The bidding to host World Expo 2020 will start in 2011 and the winner announced in



Thai Prime Minister Abhisit Vejjajiva announces Thailand's intention to bid at the Shanghai World Expo 2010 on September 5, 2010.







Writer: S.T. Leng Photos: TCEB

















































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## POST-EVENT REPORT













## IN JAPAN AND KOREA, TCEB SPOTLIGHTS THE ADVANTAGES OF THAILAND'S EXHIBITIONS

Gateway role will help businesses penetrate ASEAN economies

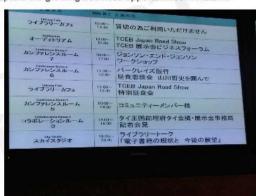
The Thailand Convention and Exhibition Bureau (TCEB) is encouraging businesses in Japan and Korea to come to Thailand to capture the growing business opportunities in ASEAN.

At the "Thailand-Japan Exhibition Industry Forum" on September 13, 2010 in Tokyo. TCEB Exhibition Director Mrs Supawan Teerarat said, "Thailand plays host to many international exhibitions every year, of which many are flagship events in their industries. According to UFI, Thailand is ranked number one in ASEAN in terms of space sold and number of international exhibitions organised."

Executive Director of Ota City Industrial Promotion Organization Mr Nobuaki Yamada said that Thailand's exhibitions offer strong return-on-investment. "We have always encouraged technology exchange in manufacturing between Thailand and Japan," he said.

Japan is Thailand's top trade partner and Japan's trade with ASEAN was US\$160 billion in 2009 and growing.

In Seoul, TCEB's "Thailand-Korea Exhibition Industry Forum" on September 16 also highlighted the gateway-to-ASEAN role Thailand exhibitions play. Mrs Supawan told Korean businesses that there is no better place to start than at Thailand's exhibitions if they are looking to capture the ASEAN market.











Co-Chairman of ASEAN Business Advisory Council Mr Arin Jira said, "The benefits to Korea are substantial when considering ASEAN as a single market and production base with relatively low-cost labour, free flow of goods, services

Korea is among Thailand's top ten trade partners and trade between Korea and ASEAN has more than doubled from US\$32 billion in 2001 to US\$75 billion in 2009

Photos by TCEB















































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- ▶ Event preview: Metalex 2010

## POST-EVENT REPORT





Thailand





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#### TCEB shows international media why Thailand is an extraordinary MICE destination

 ${\sf T}$ o impress upon international media the true situation in Thailand and why Thailand is still a top meeting, incentive, convention and exhibition (MICE) destination, the Thailand Convention & Exhibition Bureau (TCEB) hosted a familiarisation trip from September 10-12, 2010 for 18 journalists from Germany, China, Taiwan, Japan, India, Korea, Vietnam and Singapore.

Titled "Thailand – Extraordinary MICE Destination", the trip covered Bangkok and Chiang Mai and is part of the "Believe in Thailand" campaign.

In his welcome speech, the President of TCEB Mr Akapol Sorasochart said that Thailand's appeal as a MICE destination remains despite the unrest in Bangkok earlier in the year. "When you look at the whole package – value for money, world-class hospitality, innovative technologies and the variety of travel, dining, shopping and entertainment options – Thailand is hard to beat. And the Thai people don't change, their smiles never go away," he

In a programme that included meetings with TCEB Chairman of the Board Mr Anusak Inthraphuvasak and TCEB Exhibition Director Mrs Supawan Teerarat, participants visited the new museum Nitas Rattanakosin, cruised on the Chao Phraya River, toured Khao San Road and visited the Bangkok Gems & Jewelry Fair.

In Chiang Mai, the group visited the Night Bazaar, Bo Sang Umbrella & San Kam Paeng Handicrafts Centre and toured the countryside on all-terrain vehicles (ATV).



TCEB staff and participants release traditional floating lante









Participant Cameron McLauchlan of The Daily Yomiuri, Japan said: "As this was my first trip to Thailand, I was hoping to see some more of the local, everyday life that Thai people live. It was fascinating watching the umbrella makers make such beautiful pieces, and it was fun to have a turn at painting them too."

Participant Ms Vu Ho Diep of Voice of Vietnam said: "I have heard of Thailand's professionalism in tourism services and events. But I really understood it after this visit."

For first-time visitor Preeti Mehra of The Hindu, India, the trip was eye-opening. "I learned a lot about the country, its economy and culture. The trip also gave me an insight into the problems the country is facing and how it is dealing with them. It's amazing to see the similarities between Thailand and India. I especially enjoyed the museum, the river cruise, the ATV tour and the floating lanterns that we let go into the night. Seeing the lanterns go up in the sky and all of us doing it together evoked some really warm feelings.

> Writer: S.T. Leng Photos by Eugene Tang and TCEB



















































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## POST-EVENT REPORT







Thailand 🗞 Max/mize





# THAILAND, THE GATEWAY TO ASEAN Indian businesses learn from TCEB the special role exhibitions in Thailand can play

Exhibitions in Thailand can be your springboard to the emerging ASEAN market. That is the message from the Thailand Convention and Exhibition Bureau (TCEB) during its recent roadshow to India.

India is Thailand's second largest source market for exhibition visitors after Malaysia.

Speaking to the Indian business community in New Delhi on August 17 and Mumbai on August 19, TCEB Exhibition Director Mrs Supawan Teerarat stressed that Thailand's exhibitions can be a gateway to ASEAN for Indian businesses

"As ASEAN gears up to become the ASEAN Economic Community in 2015, there will be plenty of business opportunities in various industries. Some of these industries, such as gems and jewellery, energy, chemical products, automobiles, food and agriculture, have their biggest trade exhibitions in Thalland," she said. "Thalland is a reputable exhibition destination, so visitors can always expect a high level of professionalism and warm hospitality."

The Thai Ambassador to India Mr Krit Kraichitti highlighted that India is an important emerging market for Thailand too and the free trade agreements (FTAs) between the two countries will spur bilateral trade. Indian businesses can use exhibitions in Thailand to grow their market share as well as source for raw material.

Ms Petcharat Eksangkul, Vice Chairman of Industrial Sector, the Federation of Thai Industries, revealed that bilateral Trade between India and Thailand will grow further on the back on the Thailand-India FTA, ASEAN-India FTA and Bay of Bengal Initiative for MultiSectoral Technical and Economic Cooperation. "Exhibitions in Thailand offer Indian businesses the opportunity to extend their reach in Southeast Asia," she said.

At the roadshow, TCEB also emphasised to Indian businesses the many privileges exhibition visitors are entitled to under its Extra Night, Extra Smile campaign.

Writer: S.T. Leng Photos by TCEB

















































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## POST-EVENT REPORT











# EVENT PREVIEW: BIG+BIH 2010 The region's largest design showcase to return to Bangkok

 $\mathsf{T}$ he 30th edition of the Bangkok International Gift Fair and Bangkok International Houseware Fair (BIG+BIH) will return to the Bangkok International Trade and Exhibition Centre from October 19-24, 2010. This twice-annual design exhibition is a showcase for Thailand's diverse crafts and gifts industry and is an important stop for international buyers.

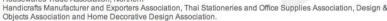
It features not only products made in Thailand but also from the region, giving buyers a wide pool of suppliers and range of products.

BIG+BIH has been known to be particularly strong in artificial flowers and plants, Christmas decorative items, candles, scents and potpourris, handicrafts, textile and home furnishing, household products, toys and stationery.

600 exhibitors are expected to take up 1,620 booths in an area of 40,000 sqm. Thai exhibitors will dominate but exhibitors from Korea, Switzerland, Indonesia, Ghana, Pakistan, Hong Kong, Cambodia, Laos and Myanmar will also be present, 10,000 trade visitors are also expected, including buyers from ASEAN, Japan, the US, UK, Hong Kong, Taiwan, Australia, Germany and France.

BIG+BIH is organised by the Department of Export Promotion of the Ministry of Commerce of the Royal Thai Government and is supported by the Lifestyle Products Federation. The Federation is made up of Thai Gifts & Premiums Association, Thai Toy Industry Association, Thai

Housewares Trade Association, Northern



Overseas visitors to BIG+BIH are entitled to a range of privileges under the Thailand Extra Value campaign from the Thailand Convention & Exhibition Bureau

www.bigandbih.com



The latest gift ideas are unveiled at BIG+BIH.









Writer: S.T. Leng Photos: Eugene Tang



















































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## POST-EVENT REPORT





Thailand %





## **EVENT PREVIEW: METALEX 20**

ASEAN's largest metalworking community to meet and exhibit in Bangkok

The 24th edition of the region's largest international exhibition on machine tools and metalworking technology, Metalex will return to Bangkok from November 24-27, 2010. To be staged at BITEC, this year's event will present some 2,700 exhibitors and 11 international pavilions.

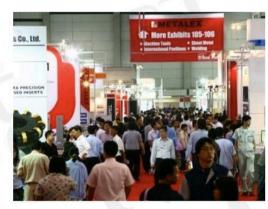
55,000 Thai and ASEAN buyers are expected. Exhibitors and visitors can look forward to a wide array of metalworking innovations as well as new business

Metalex serves the region's manufacturing industries such as electrical, metal components, aerospace, automotive, marine, building, petrochemical, rubber and plastics, material testing, mold and die, and oil and gas.

It is the show for manufacturing and plant managers, production and design engineers, purchasing managers and industrial designers and consultants. This year, it will take up 45,000 sqm of space.

Metalex is open to the trade only and overseas visitors are entitled to special privileges under the Extra Night, Extra Smile campaign by Thailand Convention & Exhibition Bureau.

www.metalex.co.th











Writer: S.T. Leng Photos: TCFR















































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ISSUE 5, October-November, 2010

## THAILAND IN FOCUS

## POST-EVENT REPORT

- ► Thailand's gems industry targets US\$10 billion
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- ▶ Thai designers find inspiration with Swarovski Gems' trend forecast
- Gallery of photos

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Thailand %



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# IAILAND'S GEMS INDU RGETS US\$10

 $\mathsf{T}$  hailand's gems industry has grown 11.45 per cent year-on-year according to data for the first seven months of 2010 to more than US\$6 billion. At the opening ceremony of the 46th Bangkok Gems & Jewelry Fair (BGJF), Thailand's Minister of Commerce HE Mrs Porntiva Nakasai revealed that Thailand is targetting a total export value of US\$10 billion for its gems industry this year.

One of Thailand's most high-profile exhibitions, the BGJF kicked off with a glittering opening ceremony at Impact Challenger on September 7, 2010. It featured a fashion show with Miss Universe 2005 Natalie Glebova and some of Thailand's most dazzling jewellery

The 46th BGJF took up some 80,000 sqm of space with 3,500 booths in a singlefloor format. 35 countries were represented. The BGJF is now one of the world's top five jewellery shows and is a major event for gems traders worldwide

The BGJF covered all aspects of jewellery production: gold, silver, diamond, gemstones, pearls, equipment and tools, costume and synthetic jewellery and packaging. It is also a showcase for Thailand's superb craftsmanship and Ploi Thai, Thailand's country brand for coloured stones.

The twice-annual event is supported by the Thailand Convention & Exhibition Bureau through its "Better the Best" programme.











Writer: S.T. Leng Photos: Eugene Tang























































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ISSUE 5, October-November, 2010

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Thailand %





## THAI GOVERNMENT SHARPENS THAILAND'S COMPETITIVE EDGE IN THE IEWELLERY BUSINESS

 ${f T}$  hailand's gems trade has much to celebrate this year thanks to the Thai Government's decision to abolish the seven per cent VAT on gems import and 15 per cent excise tax on fashion jewellery, announced President of the Thai Gem and Jewelry Traders Association (TGJTA) Mr Vichai Assarasakom when he met with international media at the 46th Bangkok Gems & Jewelry Fair.

Both decisions have been in force since July this year and are set to boost Thailand's competitiveness by reducing the tax burden on Thai jewellers.

TGJTA First Vice President Mrs Pranee Sorakraikitikul noted that Thailand's silver export grew 42 per cent for the first seven months of 2010 and attributed it to rising gold price and labour cost in China which led customers back to Thailand where the design and craftsmanship are consistently

"Thailand works hard to build a reputation for design. Many countries now turn to Thailand for design and styling," said Mr Somchai Phornchindarak, Vice-President and CEO of the organising committee of the Bangkok Gems & Jewelry Fair. He said Thailand's country brand for coloured stones, Ploi Thai, is also beginning to gain recognition.

TGJTA Vice President Mr Sutham Narula also shared the good news that Thailand's silver export to the US, its biggest market at half of its total silver export, has been granted an additional year of exemption under the Generalised System of Preferences (GSP) so that Thailand's silver export to US will continue to enjoy

as the world capital for silver iewellery.





Thailand overtook China and India as the world's top silver jewellery producer this year, effectively confirming Bangkok







Writer: S.T. Leng Photos: Eugene Tang

























































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# HEADLINE EVENT FOR THE WORLD'S

 ${\sf T}$ he Bangkok Gems & Jewelry Fair has a long history with international exhibitors and visitors. They come to Bangkok not only to explore what Thailand has to offer but also opportunities throughout Asia. ExhibitionNow speaks to a few of them:

#### Exhibitor

 Mr Vincent Fung, Golden Dynasty, Hong Kong: "We have been coming here for three years although the Hong Kong Jewellery Fair back home is bigger. We are here to meet local as well as international buvers."

2) Salil Shah, Diamrusa, Thailand: "We get more serious customers in the September BGJF because of the upcoming holiday season. But the turnout this time may be affected by a jewellery show in Italy, and the Muslim and Jewish new year holidays all taking place this week. The gems market has stabilised with definite signs that buyers are more confident. We also expect more buyers here towards the end of the show - the ones who have planned their trip to include this Bangkok show and the Hong Kong show next week."

3) Mr Rajendra, Beautiful Color Stone, Thailand: "We have been coming here regularly for eight years. The exhibition and facilities are good, just that business is a bit quiet this time. I hope business is going to be as good as the February show."



Mr Vincent Fung, Hong Kong: We still co









4) Mr Vivboon Sintaveevong, Leather Mine, Thailand: "We sell leather products and we used to attend only leather shows. This is our third time at BGJF and we are finding new markets. Our customers are our fellow exhibitors. We will be back."

1) Dr Piseth Sim, Khemserei SK Italian Silver, Cambodia: "This is our first time visiting BGJF and it's fantastic. We are looking for finished products in silver and semi-precious stones to sell back in Cambodia. We will be back for next February's show."

2) Mr Juan Arnes, Diamante y Color S.L., Spain: "I have been to BGJF seven times. I am here to see my suppliers and to assess the lewellery market.

3) Mr Aidan Smit, Kays Antiques, South Africa: "We have been here more than ten times. We are a retail buyer of items like earrings and diamonds. Over the years, the BGJF has become more sophisticated and there are now better facilities. And everything is under one roof. It's also very hospitable here, like the free internet and complimentary coffee - little things that counts

4) "This is our third time visiting and it seems things are slower. I can't find what I am looking for, which is packaging for my fashion jewellery. I have been buying from my secret location outside of Thailand where the price is one third of what I find here."

Ms Viviane Ribeiro, Ben Lucky, Thailand

5) Ms Tuyet Phung, Twocarat Diamond, Australia: "I am here to look for more contacts for diamond and gold. Today (second day) feels a bit quiet, although after walking four rows I have found suppliers for gold and diamond for my wholesale and retail business."

6) Mr Christopher Lim, Legenda Inspirasi Enterprise, Malaysia: "I am here to look at equipment and designs on behalf of my Malaysian manufacturers. This time I am here with two manufacturers to see if there is any equipment that we can buy."

> Writer: S.T. Leng Photos: Eugene Tang





















































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#### 



Thailand %





# TCEB OFFERS MULTI-PRONG SUPPORT

 $\mathsf{T}$ he Thailand Convention & Exhibition Bureau (TCEB), a government agency directly under the Prime Minister's Office, is playing an active role to enhance the reputation of the Bangkok Gems & Jewelry Fair (BGJF) internationally.

For the 46th edition of BGJF, TCEB participated in roadshows to India, Hong Kong and Shenzhen, China to publicise the BGJF and TCEB's incentive programme to attract exhibition organisers and visitors.

TCEB Senior Manager of Business Development, Exhibition Department Ms Kanokporn Damrongkul said the BGJF is supported by TCEB under its "Better the Best" programme.

"Our strategy is to elevate selected international exhibitions in Thailand to the world arena. For these 'champion trade shows' with global potential, such as the BGJF, TCEB will provide a range of financial and non-financial support, "she said. "We supported the BGJF's international marketing activities and networking events."

TCEB's campaigns for the exhibition trade include "100-a-head" which rewards travel agents and trade associations with cash and "Extra Night, Extra Smile" which offers visitors a wide range of privileges.











Photos: Eugene Tang



























































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## THAI DESIGNERS FIND INSPIRATION WITH SWAROVSKI GEMS' TREND FORECAST

Jewellery designers in Thailand have unveiled a set of forward-looking designs based on Swarovski's Gems Vision 2011, a trend-forecasting report used by major jewellery brands

On display at the "Design Pavilion - Trend 2011" at the 46th Bangkok Gems and Jewelry Fair (BGJF) are designs by local companies such as Marvel Jewelry. Thai Jewelry Manufacturing, Abbeycrest (Thailand) and Pandora Productions.

The pieces are interpretations of the five themes identified by Swarovski Gems as the most significant for 2011. They are: Pure Light, Reference, Memories Experience and Dream Storming.

Speaking to ExhibitionNow, Swarovski Gems' Head of Gem Creative, Genuine Gemstones & Created Stones Dr Birgit Rieder said her Gems Vision 2011 team members are keen observers of emerging trends worldwide.

"Our task is to filter all the information out there, and really identify if it's a one-off thing or a potential trend. We do that through our trendspotters, feedback from customers and by attending trade fairs. In Thailand, our team uncovered concepts that are suitable for local customers and their cultures," said the Austria-based expert.

The "Design Pavilion - Trend 2011" at the BGJF marked the beginning of a long-term collaboration between Thal Gem and Jewelry Traders Association and Swarovski Gems.



Dr Birgit Ried









Writer: S.T. Lena Photos: Eugene Tang























































ISSUE 5, October-November, 2010

## THAILAND IN FOCUS

## POST-EVENT REPORT

- Thailand's gems industry targets US\$10 billion
- ▶ Thai government sharpens Thailand's competitive edge in the jewellery business
- A headline event for the world's jewellery trade
- ▶ TCEB offers multi-prong support to boost attendance
- Thai designers find inspiration with Swarovski Gems' trend forecast
- Gallery of photos





















Photos: Eugene Tang

























































ISSUE 5, October-November, 2010







News in brief







#### Thailand, India aim to double trade with new FTA

Thailand and India are aiming to double bilateral trade to US\$12 billion by 2012. A limited free trade agreement (FTA) was implemented six years ago involving only 82 items, but both sides now hope to restart talks on a full-fledged FTA. This is on top of the ASEAN-India FTA and will give both countries more options in trading goods, services and

#### Audit subsidy for exhibitions in Shenzhen

To encourage event organisers to get their exhibitions audited, the Shenzhen Science & Technology, Industry, Trade and Information Committee is offering a 50 percent subsidy towards BPA's audit fee. Domestic and international events held in Shenzhen are eligible. The move will strengthen the fast-growing event industry in the Chinese city.

#### Messe Berlin to grow in Asia

Exhibitions organiser Messe Berlin Singapore announced that it plans to develop two to three new projects for the Asia-Pacific region. Executive Director Nino Gruettke also said its leisure travel trade show ITB Asia will be held at Suntec Singapore from October 20-22 this year but the venue for next year has not yet been determined.

#### Double digit growth for June edition of Hong Kong Jewellery show

Organiser of the June edition of Hong Kong Jewellery & Gems Fair UBM Asia announced that the fair attracted 1,283 exhibitors and 19,094 visitors, up 16.6 per cent and 14.4 per cent respectively. 52 percent of the visitors were from outside Hong Kong, a rise of 30 percent from last year.

#### Macau pushes MICE in Singapore and Malaysia

The Macau Government Tourist Office (MGTO) organised a "Meet in Macau" corporate networking lunch and mini mart in Malaysia and Singapore on July 20 and 22, 2010 to present Macau's latest MICE products. This is MGTO's fourth annual roadshow to the two countries

#### Singapore's Marina Bay Sands and Suntec to facilitate dual attendance

Next year, the region's two top media events will be held concurrently at two neighbouring venues: CommunicAsia at Marina Bay Sands and BroadcastAsia at Suntec Convention & Exhibition Centre. The venues are 15 minutes' walk from each other. Organiser Singapore Exhibition Services said shuttle bus services will be available to encourage trade visitors from one show to visit the other.

#### Hong Kong's art fair grows 60 per cent

The Hong Kong International Art Fair (ArtHK), only three years old, has become a key fixture of the international art calendar, according to its organiser Asian Art Fairs. The May event at the Hong Kong Convention & Exhibition Centre attracted 46,00 local and overseas visitors, up 60 per cent from last year.

#### Thailand launches health food exhibition

Food Industry Network and Thailand's Ministry of Commerce has launched a new exhibition focusing on health food. Called "Health Food & Ingredient Thailand 2011", it will be held from March 10-13 next year at Impact Muang Thong Thani. The exhibition will position Thailand as the hub for health food and food ingredients in ASEAN. It will be accompanied by a parallel event called "Thailand Food Conference 2011".

## Thailand's top venue launches campaign to attract MICE events

Impact, Bangkok's largest exhibition venue, has launched a global campaign titled "Choose & Chill" for the MICE industry in July. The two-year campaign offers a total solutions package combining facilities and services. For exhibition organisers, the package is called i-Exhibit.

#### Japan launches first international MICE exhibition

Meeting Professionals International (MPI) Japan will launch the country's first international MICE event called World MICE Connections from December 2-3, 2010 at Roppongi Academyhills in Tokyo. It will connect corporate buyers, PCOs, MICE travel agents and MICE-related media with Japan's MICE industry.

Writer: S.T. Leng















































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ISSUE 5, October-November, 2010

#### THAILAND IN FOCUS

## POST-EVENT REPORT

- Loy Krathong Festival of
- Dining by the Chao Phraya
- The Siam Kempinski an opulent sanctuary in the city
- Pak Khlong Talaat -Fragrant Oasis in Bangkok

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## LOY KRATHONG - FESTIVAL OF LIGHTS

One the Thailand's oldest and best-preserved traditions, the Loy Krathong festival originated from the era of the Sukothai kingdom about 700 years ago.

This is a festival where ornately-decorated krathong or traditional banana leaf floats are set adrift on rivers and waterways throughout Thailand. This festival, celebrated in November as a gesture of gratitude to the water god, marks the end of the rainy season and the main rice

Literally meaning "floating raft", Loy Krathong refers to the vessel traditionally made from a section of banana tree trunk. This raft is usually decorated with folded banana leaves, flowers, candles and incense sticks, and can be floated on rivers, canals, lakes, seas or even in a

The Lov Krathong festival is often accompanied by a beauty contest – the "Noppamas Queen Contests". According to legend, Noppamas, a consort of the Sukothai King Loethai in the14th century, was the first to float a krathong.

In the north, a "Khom Lov" or floating lantern, is also used to celebrate the festival. Made of a thin fabric with a flame inside, it is released into the sky much like a balloon. This tradition, called "Yi Peng", is widely celebrated in Chiang Mai and is quite a sight to behold.











In Sukothai, the Loy Krathong festival attract many visitors. Its highlight is the float procession of large krathongs from 17 northern provinces representing government agencies, state and private enterprises and the general public. The festivities also include a krathong design contest, the Miss Noppamas Beauty Contest and Sukothai arts and cultural

In 2010, Loy Krathong Day will fall on November 21.

Text and photos by Eugene Tang.





















































ISSUE 5, October-November, 2010

## THAILAND IN FOCUS

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#### ♦ YOUR TRIP TO THAILAND

- ▶ Loy Krathong Festival of Lights
- Dining by the Chao Phraya
- ▶ The Siam Kempinski opulent sanctuary in the city
- ▶ Pak Khlong Talaat A Fragrant Oasis in Bangkok

### ♦ EVENT CALENDAR







## **DINING BY THE CHAO PHRAYA RIVER**

Riverside dining is one of the pleasures of visiting Bangkok. For international visitors, Supatra River House offers a fine combination of traditional Thai cuisine and a lush, relaxed atmosphere.

The two-storey traditional Thal house was formerly the home of Khunying Supatra Singholaga, a respected and successful businesswoman.

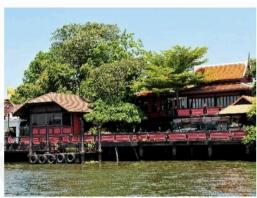
In 1998, her eldest daughter Supapan decided to develop the Supatra River House into a first-class restaurant. Today, it is one of Bangkok's most popular restaurants and attracts a steady stream of visitors and dignitaries.

Within its compound are three dining areas. The outdoor Terrace is perfect for dining under the stars, the two-storey Baan Thai is a great air-conditioned, finedining option for groups while the more intimate Baan Khun Ying offers a homelike setting.

The extensive à la carte menu includes Thai crab salads, the famous Tom Yum Goong and Fried River Prawns with Tamarind sauce. Prices range from 120-750 Baht (US\$4-24).

Supatra River House is easily accessible from both sides of the river. You can catch the free ferry service from Maha Raj ferry pier or, if you are on the Thonburi side, reach the restaurant via the small lane named Trok Wat Rakhang.

Supatra River House www.supatrariverhouse.net



Elegant dining by the river.









Text and photos by Eugene Tang.























































ISSUE 5, October-November, 2010







- Loy Krathong Festival of Lights
- Dining by the Chao Phraya
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- ▶ Pak Khlong Talaat A Fragrant Oasis in Bangkok







Europe's oldest luxury hotel brand has opened its first hotel in Bangkok on September 27, 2010. Located just behind the Siam Paragon shopping mall, Siam Kempinski Hotel Bangkok features 303 luxurious guestrooms and suites and a central garden with three saltwater swimming pools. Four suites, including the Royal Suite, have their own private rooftop

The dramatic 14-metre-tall marble lobby features two spiral staircases and a multi-tiered fountain, welcoming guests with opulent hospitality the moment they arrive. In true Kempinski tradition, a "lady in red", a guest service officer in a flowing red dress, is always available to assist guests.

Among the hotel's facilities are the executive lounge on the 17th floor, a 900square-metre pillar-free ballroom, a rooftop European-Thai spa, a kids' club and a business centre.

Elegant dining and entertainment is possible at Brasserie Europa, the Sra Bua ("Lotus") Thai restaurant, the T Lounge or the 1897 bar, the year Kempinski was founded in Berlin.

A five-minute walk from the BTS Skytrain station, the Siam Kempinski includes the Kempinski Residences Siam, the 98-unit serviced apartments with its own











Text and photos by Eugene Tang.

### **OUR PARTNERS**















































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ISSUE 5, October-November, 2010



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#### ♦ YOUR TRIP TO THAILAND

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While it may not be on many visitors' must-see list, Bangkok's largest flower market — Pak Khlong Talaat - is a colourful, lively place where you can get a real taste of Thai life.

Located on Chak Phet Road and spread along adjacent side-streets, "Pak Khlong Talaat" means "Market at the Mouth of the

Pak Khlong Talaat was a floating market during the Rama I era (1782–1809) but evolved into a fish market during the reign of Rama V (1868–1910). Today, it is a major flower distribution point, where visitors delight in the sweet scents of jasmine, rose, lily and marigold and the colourful merchandise.

Most of the flowers sold here are delivered early in the morning from other provinces. Temperate flowers are either imported or come from social development projects initiated by His Majesty King Bhumibol Adulyadej in the north.

Flowers are traded at wholesale prices here. A bundle of 50 roses may cost only 30 Baht (US\$1); armfuls of orchids even less. Traditional Thai floral garlands — Phuang Malai — range from 20 Baht to a few hundred. If you like flowers, Pak Klong Talaat is simply unforgettable.

Located just next to the Memorial Bridge, Pak Klong Talaat is open 24 hours, but it is most active in the wee hours of the morning. The market even has its own pier — Pak Khlong Talaat Pier — where the Chao Phraya Express Boat stops at.



Lotus buds for sale at Bangkok's flower market









Text and photos by Eugene Tang.

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