

THAILAND IN FOCUS



TCEB FORUM PREPARES THAILAND'S EXHIBITION INDUSTRY FOR AEC 2015

The Thailand Convention & Exhibition Bureau (TCEB) has initiated a new event called "TCEB Exhibition Forum" on January 20, 2011 to help Thailand's exhibition industry better understand the business implications...

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TCEB MOU to boost Phuket's MICE industry

A Memorandum of Understanding (MoU) signed on January 27, 2011 between Thailand Convention & Exhibition Bureau (TCEB)...

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All-round confidence at Phuket Boat Show

Confidence has returned to the regional marine industry as organisers of the recently concluded Phuket International Boat Show (PIMEX) reported strong visitor numbers and sales of US\$17 million at the four-day event...

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Meet the stars in Bangkok

How many famous people can you meet in a day? The answer is more than 70 - if you are talking about the latest Madame Tussauds wax museum. Opened on December 4, 2010, Madame Tussauds wax...

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Event Highlights



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BIG & BIH 2011	19 - 24	
BITEC	Apr	Apr
BIFF & BIL 2011	20 - 24	
IMPACT	Apr	Apr
BuildTech 2011	03 - 08	
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Subcon Thailand 2011	12 - 14	
BITEC	May	May

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The Thailand Convention & Exhibition Bureau (TCEB) has initiated a new event called "TCEB Exhibition Forum" on January 20, 2011 to help Thailand's exhibition industry better understand the business implications of the Asean Economic Community (AEC) when it materialises in 2015.

Thailand is the top exhibition market among the 10-member group of the Association of Southeast Asian Nations (ASEAN), according to UFI, the Global Association of the Exhibition Industry. Thailand's private sector players, which include many of the world's leading exhibition organisers, are well-positioned to reap the benefits of AEC's free-trade, single-market framework.

TCEB's Director of Exhibitions, Mrs Supawan Teerarat said that Thailand's private sector needs to be fully aware of the potential of the AEC. "This Exhibition Forum is designed to be a platform for business leaders, trade associations, private sector entrepreneurs and the public sector to exchange knowledge and ideas."

The Forum also raised awareness local stakeholders on how exhibitions can drive export, influence tourism and benefit Thailand. Approximately 350 industry representatives participated in the one-day event, which is organised under TCEB's "Bangkok – Exhibition City of ASEAN" project.



Writer: S.T. Leng
Photos: TCEB

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TCEB MOU TO BOOST PHUKET'S MICE INDUSTRY

A Memorandum of Understanding (MOU) signed on January 27, 2011 between Thailand Convention & Exhibition Bureau (TCEB) and Phuket Provincial Government is set to elevate Phuket's standing as a meetings, incentives, conventions and exhibitions (MICE) destination.

At the signing, Phuket Governor, Tri Augkaradacha and Chairman of the Board of TCEB, Anusak Intraphuvassak announced the beginning of the "Phuket MICE City" project, which will include the development of a new convention and exhibition centre in Mai Khao and promotion of Phuket events on the world stage.

An increasing number of direct flights from the region is also spurring the expansion of its airport. TCEB Director of Exhibitions, Mrs Supawan Teerarat said that the expansion of Phuket International Airport to handle more than 11 million passengers a year, along with development plans for hotels and healthcare, will position Phuket as one of Asia's top MICE city.

TCEB will be working with Phuket authorities to strengthen the city's infrastructure for MICE groups and enhance its image as a business destination to attract more business events to Phuket.



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Photos: TCEB

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TCEB PROMOTES THAILAND'S EXHIBITIONS IN INDONESIA

As part of its ongoing efforts to promote Thailand's exhibition industry, the Thailand Convention & Exhibition Bureau (TCEB) organised a roadshow to Jakarta on December 3, 2010 to highlight the wide range of incentives available to business visitors from Indonesia.

Indonesia is one of Thailand's top ten countries for exhibition visitors and Indonesia's business community has much to gain from participating in Thailand's exhibitions, which are shaping up to be a gateway to the wider ASEAN.

The roadshow was well supported by Indonesia's business organisations such as the Association of Indonesian Exhibition Companies (ASPERAPI), the Directorate General for National Export Development (DGNEDE), Association of Indonesia Tour and Travel Agencies (ASITA) and Indonesian Chamber of Commerce and Industry (KADIN).

TCEB Director of Exhibitions, Mrs Supawan Teerarat pointed out that Indonesian exhibition visitors and exhibition organisers are entitled to a range of special privileges when they come to Thailand under the Extra Night Extra Smile, 100-A-Head or Max Bonus programme. "For Indonesian companies planning to organise an exhibition in Thailand, TCEB's team in Thailand is ready to help," she said.

The Indonesian economy is the largest in ASEAN and has much to showcase and share. Thailand's exhibitions provide a platform for Indonesia to reach out to other markets in ASEAN and beyond.



Writer: S.T. Leng

Photos: TCEB

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BELIEVE IN THAILAND, AND FIND BUSINESS SUCCESS

"Believe in Thailand", the global campaign by the Thailand Convention & Exhibition Bureau (TCEB) is now in full swing following its roll-out across key markets worldwide in the last quarter. It aims to persuade planners worldwide that Thailand has all the right ingredients for an exceptional MICE experience.

For the exhibition trade, the message is simple but very clear: Thailand will inspire countless business opportunities.

Exhibitions in Thailand no longer serve just the domestic market of 67 million, although that has attracted steady foreign investment through the years. Many businesses today are using Thailand's exhibitions as a springboard to ASEAN, the 10-member grouping the Association of Southeast Asian Nations whose combined population is a very attractive 580-million-strong consumer market.

The business potential of the emerging region is tremendous, and is already evident at many international exhibitions in Thailand, where half of the top 10 visitor countries are ASEAN.

Thailand's exhibitions are now a vibrant marketplace with a distinct ASEAN character, where countless business opportunities are created and captured.

Other than the business effectiveness of Thailand's exhibitions, the "Believe in Thailand" campaign also spotlights Thailand's excellent infrastructure for business visitors and the Kingdom's diverse range of destinations for business and leisure.



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Photos: TCEB

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ALL-ROUND CONFIDENCE AT PHUKET BOAT SHOW

Confidence has returned to the regional marine industry as organisers of the recently concluded Phuket International Boat Show (PIMEX) reported strong visitor numbers and sales of US\$17 million at the four-day event.

Held from January 6-9, 2011 at the Royal Phuket Marina Exhibition and Conference Centre, PIMEX attracted 5,500 visitors, with strong turnout from Southeast Asia, Hong Kong and Russia. 86 companies exhibited, showcasing 47 boats in-the-water, from 30-footers to 87-foot superyachts, as well as luxury villas and cars.

Show director Andy Dowden said seven boats and numerous luxury cars were sold, with the high visitor numbers and good sales volume indicating strong growth for the industry. "PIMEX reinforces Phuket's position as the marine hub in Asia," he added.

PIMEX is organised by the Informa Yacht Group. The annual marine lifestyle exhibition is dedicated to boating and marine leisure and is the largest of its kind in Southeast Asia. www.phuketboatshow.com



47 boats were on display in-the-water at PIMEX 2011.



Feedback
Visitors share their views of PIMEX 2011.

"We have made many good leads that we will follow-up. Most of the interest in our boats came from Russian, Malaysian, Indonesia and French buyers."

Robert Hawkins:
Princess dealership, Boat Lagoon Yachting

"The show has been good for us. We have had a lot of interest from new people. For sure we will come back next year and will hopefully have a Riva on display."

Paola Procopio:
Riva Brand Manager

"It's our first time at PIMEX. We've had a lot of interest and have some keen potential customers."

Matthew Steinert:
Managing Director, Prout International

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MEET THE STARS IN BANGKOK

How many famous people can you meet in a day? The answer is more than 70 – if you are talking about the latest Madame Tussauds wax museum. Opened on December 4, 2010, Madame Tussauds Bangkok is the third in Asia after Shanghai and Hong Kong, and the 10th in the world.

The 500 million baht (US\$17 million) attraction is located on the sixth floor of Siam Discovery Center right in the heart of Bangkok.

Celebrities ready for a photo opportunity with you include Barack Obama, the Dalai Lama, Aung San Suu Kyi, Mahatma Gandhi, Princess Diana, Queen Elizabeth II, Michael Jackson, David Beckham, Brad Pitt, Angelina Jolie, Will Smith, Bruce Lee and Tom Cruise. And not forgetting home favourites, singer Tata Young and actor Tony Jaa.

Madame Tussauds was established 250 years ago by French sculptor Marie Tussauds, who dedicated her life to the creation of wax figures of important individuals. The museum that bears her name today is more popular than ever.

Tickets are available from the ticket booths at Siam Discovery Center, Siam Center, Siam Ocean World and all branches of ticketing agent, Thai Ticket Major.



Welcome to Madame Tussauds Bangkok.



Writer: Eugene Tang
Photos: Eugene Tang

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AN OASIS IN THE CITY

Superb service and superlative luxury, in a city centre location that feels a world away. That's the promise of The Sukhothai Bangkok, the 210-room multi-award winning five-star hotel that has come to represent one of the finest hospitality brands in Thailand.

Set amidst six acres of beautiful gardens and decorative Pools, the low-rise hotel is itself a work of art, thanks to the artistry of American architect Edward Tuttle. Guests will notice the low-key, high-luxe ambience instantly, set against a background of shimmering Jim Thompson silk, warm wood tones and sleek surfaces. In guestrooms and suites, it's the teakwood furnishings, elegant Thai decor and luxurious bathrooms that will impress most.

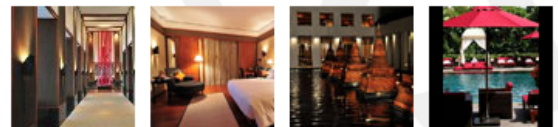
On the 20th anniversary of the hotel in 2011, all 105 Superior Rooms have been refurbished. There are now integrated bars, touch-screen IP phone and new flat-screen televisions that "disappear" behind grey mirrors when switched off.

Within the confines of The Sukhothai are Celadon, one of Bangkok's best Thai restaurants, and the elegant new Italian restaurant La Scala. Connoisseurs of the good life also know that the Salon's weekend chocolate buffets are divine, as is the Sunday brunch at The Colonnade.

The Sukhothai Bangkok also boasts a Spa Botanica with en-suite facilities, a 25-metre infinity-edge swimming pool and a business centre. There are also one ballroom and 18 function rooms to cater to functions of different sizes.



The Sukhothai Bangkok – elegant and luxurious.



Writer: Eugene Tang

Photos: Eugene Tang

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THE BEST OF CONTEMPORARY THAI ART

Every great city in the world has a landmark that captures the spirit of the times and gives visitors a snapshot of its contemporary art scene. In Bangkok, that honour belongs to the Bangkok Art and Culture Centre (BACC).

A project by the City of Bangkok, this great public museum is located across the street from MBK Shopping Centre, right in the heart of Bangkok's shopping district and the epicentre of its youth culture. The BACC's funky outdoor sculptures and pristine white exterior are unmistakable.

Designed by architect Robert G. Boughey, BACC's circular, soaring spaces feature a wide variety of exhibitions – from art, music, theatre, design, film, photography to architecture. Among the facilities are food and beverage outlets, gift shops and even a library.

The BACC also plays host to performance art and live music events. With its youthful vibe, it has become a magnet for the city's art students.

For visitors, it is a quick lesson in Thai contemporary art in all its colourful and, sometimes, intriguing manifestations.

The BACC is open daily, except on Mondays from 1000-2100 hrs. BTS SkyTrain station: National Stadium.



A colourful installation.



Writer: Eugene Tang
Photos: Eugene Tang

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THE ERAWAN SHRINE

Bangkok's Erawan Shrine at the Rajprasong intersection, popularly known as the "Four-Faced Buddha", attracts devout Buddhists daily from near and far and is a tourist attraction in itself.

The beautiful shrine, incidentally, holds not a statue of the Buddha but the four-headed Hindu god Brahma. The name Erawan comes from Brahma's thirty-three-headed elephant.

The shrine began as a spirit house – a customary addition to every house and building in Thailand, installed to protect the land and its inhabitants.

To ward off bad luck during the construction of the first Erawan Hotel, its gilded plaster statue was enshrined in 1956. In 2006, the statue was destroyed by a man of unsound mind but was quickly rebuilt.

Devotees pay respect by offering marigold flowers, coconuts, candles and incense sticks. Those whose wishes have been granted by the "Four-Face Buddha" often give thanks by offering teak elephant figures or commissioning classical Thai dancers to perform onsite.

Visiting hours: 0600-2300 hrs. BTS SkyTrain station: Siam Square or Chit Lom.



The Erawan Shrine in downtown Bangkok.



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Photos: Eugene Tang

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NEWS IN BRIEF

Global exhibition industry recovers

The latest "Global Barometer Survey" conducted in December 2010 by UFI, the Global Association of the Exhibition Industry, revealed that the global exhibition industry has largely moved beyond the recessionary business environment of the past few years. 62 percent of companies in Americas, 52 percent in Asia-Pacific and 64 percent in Middle East registered an increase in profit of more than 10 percent in 2010 over 2009.

150 MICE events in Hong Kong in October alone

Around 150 trade fairs, meeting and conventions were held in Hong Kong in the traditionally busy month of October last year, according to estimates by Hong Kong Tourism Board, up from 100 in 2009. The Hong Kong Convention & Exhibition Centre hosted 5 major trade fairs that month, which took up 1,706,817 sqm over 22 days.

Grants for Indian exporters participating in overseas exhibitions

The Indian Ministry of Commerce and Industry supports efforts by Indian companies to expand overseas. Its Market Development Assistance and Market Access Initiative schemes offer financial support for Indian companies participating in overseas exhibition.

Malaysian exhibition venue to expand

The Malaysian MICE industry is welcoming plans to expand the Maltrade Exhibition and Convention Centre. The new exhibition space will have 100,000 sqm over three floors and 12 halls. It is expected to be completed by 2014.

UBM Asia takes on consulting role at Thailand Board of Investment Fair

UBM Asia (Thailand) has been appointed special consultant to the Thailand Board of Investment (BOI) for its BOI Fair 2011 to be held at IMPACT Exhibition & Convention Centre from November 10-25. The BOI Fair highlights the achievements of Thai industries and aims to build confidence in Thailand. It will take up more than 135,000 sqm.

"The India Show" comes to Singapore

The Confederation of Indian Industry and High Commission of India, Singapore organised the "The India Show 2011" from January 4-6, 2011 at Suntec Singapore International Convention & Exhibition Centre to promote Brand India and provide a platform for Indian small and medium-sized enterprises to showcase their capabilities. The show was formerly known as "Made in India" and has been organised in 17 countries since 1995.

TAITRA to hold six fairs in China

The Taiwan External Trade and Development Council (TAITRA) will hold six editions of Taiwan Fine Products Fairs in China this year following the success last year. They will be held in Liaoning, Tianjin, Guangzhou, Nanjing, Wuhan and Chongqing, with joint organisation by the municipal governments of the host cities.

Record visitors at construction show, bauma China

The November 2010 edition of Messe München International's bauma China (International Trade Fair for Construction Machinery, Building Material Machines, Construction Vehicles and Equipment) set a new record for attendance with more than 150,000 visitors, a 33 per cent increase over the last show in 2008. 1,608 exhibitors took up 230,000 sqm of floor space, an increase of 10 per cent, at the Shanghai New International Expo Centre.

Global Sources to launch digital trade shows

Global Resources plans to extend the reach of its successful China Sourcing Fairs by introducing a digital version at its Hong Kong series of China Sourcing Fairs in April 2011. Digital shows are expected to be rolled out across the company's line-up of more than 60 face-to-face sourcing shows in six cities.

Reed Exhibitions buys China's number one golf show

Reed Exhibitions Greater China has announced its acquisition of the China Golf Show, the current number one golf exhibition in China. To be organised by its joint-venture subsidiary Reed Guanghe Exhibitions, the show will focus on education, business networking and sourcing.

Shanghai plans Asia's largest exhibition venue

China Foreign Trade Centre Group and Shanghai Expo Group have announced plans to build a US\$3.5 billion, 500,000 sqm exhibition centre in Shanghai's Hongqiao business district in a joint venture. This will overtake the 338,000 sqm Chinese Import & Export Commodities Fair Ground - Panzhou Complex, also owned by China Foreign Trade Centre Group, in Guangzhou as the largest in Asia.

Writer: S.T. Leng

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