

THAILAND
REDEFINE
YOUR BUSINESS EVENTS



TICA
THAILAND INCENTIVE AND
CONVENTION ASSOCIATION

New Initiatives & Collaboration



Bid Agent Roadmap

A graphic with a dark blue background and a blurred image of people in a meeting. The text 'BID AGENT' is in large white letters, with a yellow vertical bar to the left. Below it, 'THAILAND BIDDING TEAM' is written in smaller white letters. At the bottom, there are logos for TICA, REDEFINE, and TCEB.

Nov 2020	Verify and recruit Bid Agent
Dec 2020	TCEB-TICA Joint PR Bid Agent Program
Jan 2021	Kick start the Bid Agent work process
Feb 2021	Bid Agent Advance Training Program

Objective

- Expand bid agent network
- To have full-fledged Bid Agents
- Hunt conventions from academic
- Increase no. of bidders and bid submission across Thailand

Criteria

- University academia or TICA members (individual or juristic persons) who have completed Bid Agent Training (Intermediate Program) with TCEB-TICA-ICCA
- PCOs of Individual or juristic persons appointed by respective local host

Bidding Fund

No. of
International
delegates



50-500
pax

Subsidy

Up to
100,000
Baht



Services

- Training and mentoring program
- Bid Consultation
- Liaise with related government authorities and industry partners



Criteria

- 1 Full day
- Knowledge-based conventions
- Minimum 50 international delegates
- Right rotation for Thailand to bid
- Agreed by eligible local host who is willing to bid

Terms and conditions apply



500+
pax

Up to
180,000
Baht

Convention Plus 2021

- **Date:** 4 March 2021
- **Venue:** The Peninsula Bangkok
- **Host:** TICA & TCEB
- **Delegates:** Approximately 70-100 persons comprising Association, State Enterprise, and Government Agency Executives
- **Objective:** to enhance relationships and facilitate knowledge sharing with Government Agency, Association, and State Enterprise Executives who are potential to bid for international conventions to Thailand

Agenda (Tentative)

4 March 2021

12:00 Check-in / Exhibition

12:30-14:30 Lunch

15:00 Opening

15:10-16:30 Keynote/Panel Discussion (can be on-site or virtual)

Inspirational talk x 3 speakers

16:30-17:30 Cocktail Reception in the exhibition area (showcase 3x2 sqm./ exhibitor)

18:30 Transfer to TCEB Award & Appreciation Night at Four Seasons Hotel Bangkok at Chao Phraya River

21.00 Back to The Peninsula Bangkok

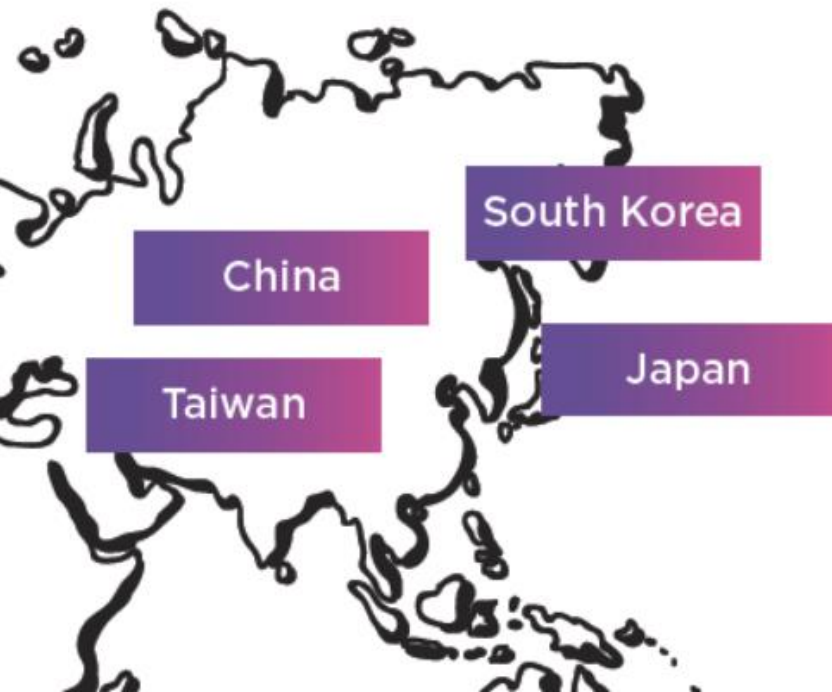
5 March 2021

08.00 Breakfast and venue hotel presentation

10.00 End

Asia PCO Alliance Roundtable

Establish PCO Network in Asia
to open up business
opportunity for Thailand



PRESS RELEASE

Thailand moots Asia Convention Alliance with China, Japan, Korea and Taiwan

December 2, 2020 - Thailand Convention and Exhibition Bureau (TCEB) and Thailand Incentive and Convention Association (TICA) are raising the idea of an Asia Convention Alliance to revive international conventions in Asia. The idea was put forward following an industry mapping exercise undertaken jointly by TCEB and TICA. The proposed founding members of the alliance are China, Japan, Korea, Thailand and Taiwan and the proposed theme is 'Asia Convention for Asia'.

The alliance' objectives will be to restore the region's convention industry, to strengthen relations between member countries, and to facilitate knowledge exchange. To achieve these objectives, TCEB and TICA are envisioning a range of potential projects, such as collaboration among Asian convention bureaus to drive the alliance, creating an alliance for Asia's Professional Conference Organisers (PCO), introducing the concept of joint conventions where member countries take turn hosting a convention, and create an Asian or regional edition of a global event. These projects could take the form of an Asian PCO Alliance Roundtable, client-supplier business forums, reciprocal assistance in areas such as marketing and visa facilitation when a convention is rotated between member countries, or travel bubble promotional campaigns.

Mrs. Nichapa Yoswee, Senior Vice President – Business, TCEB, said: "The idea for the Asia Convention Alliance is based on our forecast that Asian market will recover before long-haul markets do. We predict that next year, as convention attendees feel confident enough to venture beyond borders again, they will start with regional destinations. Countries that are deemed safe and well prepared will make the cut. Hence, the time is right to form Asian alliance that can capitalise on our collective knowledge and capabilities. We must also bear in mind that, post-COVID-19, there will be fresh demand for new knowledge, new experiences, and new channels for professional growth. Convention is one way to meet this demand. We must be ready to make a convincing case for conventions in Asia."

Convention bureaus and PCOs in Asia should make a start in forming the alliance and collaborate in producing a list of potential conventions for Asia and set the



PRESS RELEASE

target, for example five conventions should be rotated among the five countries within 3 years, stated Mrs. Nichapa.

Mr. Sumate Sudasna, President of TICA, said: "TICA's membership spans the full chain of incentive and convention suppliers. We are the most experienced and reliable partners overseas convention planners can work with. TICA is a long-standing collaborator of TCEB and other stakeholders in Thailand's meetings, incentives, conventions, and exhibitions (MICE) industry. We want to help our members overcome the challenges of 2020 and build themselves up again for the new opportunities that will appear on the horizon. We are ready to share our resources and market expertise with every member of the proposed Asian Convention Alliance. Together, we can give Asia's convention industry a deserving reboot in 2021."

For more information, contact Conventions team at c@tceb.or.th

Thailand: Redefine Your Business Events

Experience the Extraordinary with Our Extra Care

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About TCEB

A LEADING AGENCY AT THE FOREFRONT OF THAILAND'S MICE INDUSTRY

Established in 2004, Thailand Convention & Exhibition Bureau (Public Organization) or TCEB – the government agency under the supervision of the Prime Minister – has been assigned a role to promote, support and develop business events industry – corporate meetings, incentive trips, conventions, exhibitions, mega events and world festivals. Serving as a strategic partner, TCEB helps deliver creative ideas and solutions to bring success and fulfill the requirements of business events. The overarching goal is to drive Thailand to become a global MICE and mega events destination that can drive the country's strategic industries and national economy.

For further information, please contact:

Corporate Image and Communication Department
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