

# TCEB

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

# TCEB

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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.

## OUR VISION

A leading agency that promotes MICE as a tool in driving the country's economic development through innovation so as to generate growth and distribute income to all sectors on a sustainable basis.

## OUR GOALS

The 3 goals that will enable Thailand to become a preferred International business events hub are:

### Income Generation and Economic Development

Drive the country's economy by upgrading events to foster their sustainable growth, whilst promoting Thailand as a preferred destination for international MICE and mega events.

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### Distribution of Income and Growth

Develop and upgrade event organisation to distribute income and decrease the social inequality in provincial areas.

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### Develop MICE Through Innovation

Enhance the competitiveness by incorporating into a national agenda and increasing the efficiency of TCEB's operation.

# OUR PHILOSOPHY

Establish collaboration across all sectors and promote sustainable growth for Thailand's MICE industry.

## FIVE STRATEGIES OF TCEB

TCEB is committed to implementing its strategic plan by collaborating with stakeholders and alliances across all sectors to enhance stability, prosperity and sustainability of the MICE industry.



### 1. USE THE MICE INDUSTRY TO DRIVE THE COUNTRY'S ECONOMY

Upgrade the existing MICE events and increase the number of events to drive the country's strategic industries.

### 2. USE THE MICE INDUSTRY TO DISTRIBUTE INCOME AND STIMULATE THAILAND'S REGIONAL ECONOMY

Increase MICE events to distribute income to Thailand's regional economy.

### 3. PROMOTE THE IMAGE OF THAILAND'S MICE INDUSTRY AND TCEB

Promote Thai MICE's image as a preferred international MICE destination and raise the awareness of TCEB's roles.

### 4. INCREASE THE COMPETITIVENESS AND ELEVATE MICE TO BECOME A NATIONAL AGENDA

Upgrade MICE standards, promote MICE innovation and foster collaboration with MICE stakeholder network.

### 5. ENHANCE THE EFFICIENCY OF TCEB'S INTERNAL OPERATION

Enhance the capacity of service providers and employ innovation to elevate the operation efficiency under good governance.

# OUR SERVICES

We deliver quality and professional services in the followings:



**BIDDING SUPPORT**



**BUSINESS INTELLIGENCE & RESEARCH**



**FAST TRACK & MICE LANE SERVICE**



**MARKETING SUPPORT**



**INTERNATIONAL MICE STANDARDS**



**PROMOTIONAL SUPPORT**



**GOVERNMENT CO-ORDINATION AND FACILITATION SERVICES**

# OUR FOCUS

Promote, support and develop MICE, mega events and world festivals both domestically and internationally



**MEETINGS INDUSTRY**

- Corporate Meetings & Incentive Trips
- Association Meetings
- Government Meetings



**EXHIBITIONS INDUSTRY**



**MEGA EVENTS AND WORLD FESTIVALS**

**Thailand Convention and Exhibition Bureau  
(Public Organization) or TCEB**

Siam Piwat Tower Building 25<sup>th</sup> & 26<sup>th</sup> Floor  
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