

## OPERATING OF THAILAND CONVENTION AND EXHIBITION BUREAU (TCEB) BASED ON SUSTAINABILITY

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**Key words:** *Thailand Convention & Exhibition Bureau (TCEB), Thailand Incentive and Convention Association or "TICA, Global Destination Sustainability (GDS), Thailand 7 MICE Magnificent Themes 2020, 'Thailand 4.0' policy-"4P" strategy-representing Public-Private-People-Partnerships.*

**Ключевые слова:** *Таиландское бюро конгрессов и выставок (TCEB), Таиландская ассоциация поощрения и конгрессов или «TICA, Таиланд 7 великопепных тем MICE 2020», «Таиланд 4.0» - стратегия развития «4P» представляющая государственно-частный-народный- партнерство.*

**Kalit so'zlar :** *Tailand Konvensiya va ko'rgazma byurosi (TCEB), Tailandni targ'ib qilish va konvensiya assotsiatsiyasi yoki "TICA, Tailand 7 Buyuk MICE mavzulari 2020", "Tailand 4.0" davlat-xususiy-xalq- hamkorlik ifodalovchi "4P" rivojlanish strategiyasidir.*

**Abstract.** *Thailand Convention & Exhibition Bureau (TCEB) - the government leading edge agency - has been the key to success for a wide range of global and regional business events since 2004. With its key strategic model, Growth Driver, TCEB works as customers' strategic business partner, delivers creative ideas, and provides solutions from its capable resources for every scale and various customized business events. TCEB has formed numerous collaborations and networks linked to open up grand new chapters of business opportunities, and to strategically enhance every business success with special care that will spur lasting advancement and achievements. Its goal is to equip business events industry at national, regional and global stage for continuous development, long-term growth and sustainable success.*

**Аннотация.** *Таиландское бюро конгрессов и выставок (TCEB) — ведущее государственное агентство — с 2004 года является ключом к успеху широкого круга глобальных и региональных деловых мероприятий. Благодаря своей ключевой стратегической модели «Драйвер роста» TCEB работает как стратегический партнер для бизнес клиентов, предлагает творческие идеи и предоставляет решения из своих компетентных ресурсов для любого масштаба и различных индивидуальных бизнес-мероприятий. TCEB сформировала многочисленные партнерские отношения и связи, связанные, чтобы открыть новые грандиозные возможности для бизнеса и стратегически повысить каждый успех в бизнесе с особой тщательностью, которая будет стимулировать устойчивый прогресс и достижения. Его цель — подготовить индустрию деловых мероприятий на национальном, региональном и глобальном уровнях для непрерывного развития, долгосрочного роста и устойчивого успеха.*

**Annotasiya.** *Tailand Kongres va Ko'rgazmalar byurosi (TCEB) yetakchi davlat organi bo'lib, 2004-yildan buyon keng ko'lamlı dunyo va mintaqaviy biznes tadbirlarining muvaffaqiyatli tashkillashtirish uchun mas'ul tashkilot sifatida faoliyat yuritib kelmoqda. TCEB o'zining asosiy strategik modeli "O'sish drayveri" orqali biznes mijozlari uchun strategik hamkor sifatida faoliyat yuritadi, ijodiy g'oyalar asosida dasturlarni ishlab chiqib hayotga tadbir qiladi va har qanday darajadagi va turli xil individual biznes tadbirlari uchun vakolatli resurslaridan foydalanish orqali o'z xizmatini taqdim etadi. TCEB yangi va samarador biznes imkoniyatlarini hayotga*

*tadbiq etish uchun va har bir biznes muvaffaqiyatini strategik jihatdan barqaror rivojlanish va biznes uchun ulkan muvaffaqiyat olib keladigan manfaatli aloqalar va hamkorlikni taklif etadi. TCEB ning maqsadi milliy, mintaqaviy va global darajadagi biznes tadbirlar sanoatini doimiy rivojlantirib borish , uzoq muddatli o'sish va barqaror muvaffaqiyatga erishishga tayyorlashdir.*

## INTRODUCTION

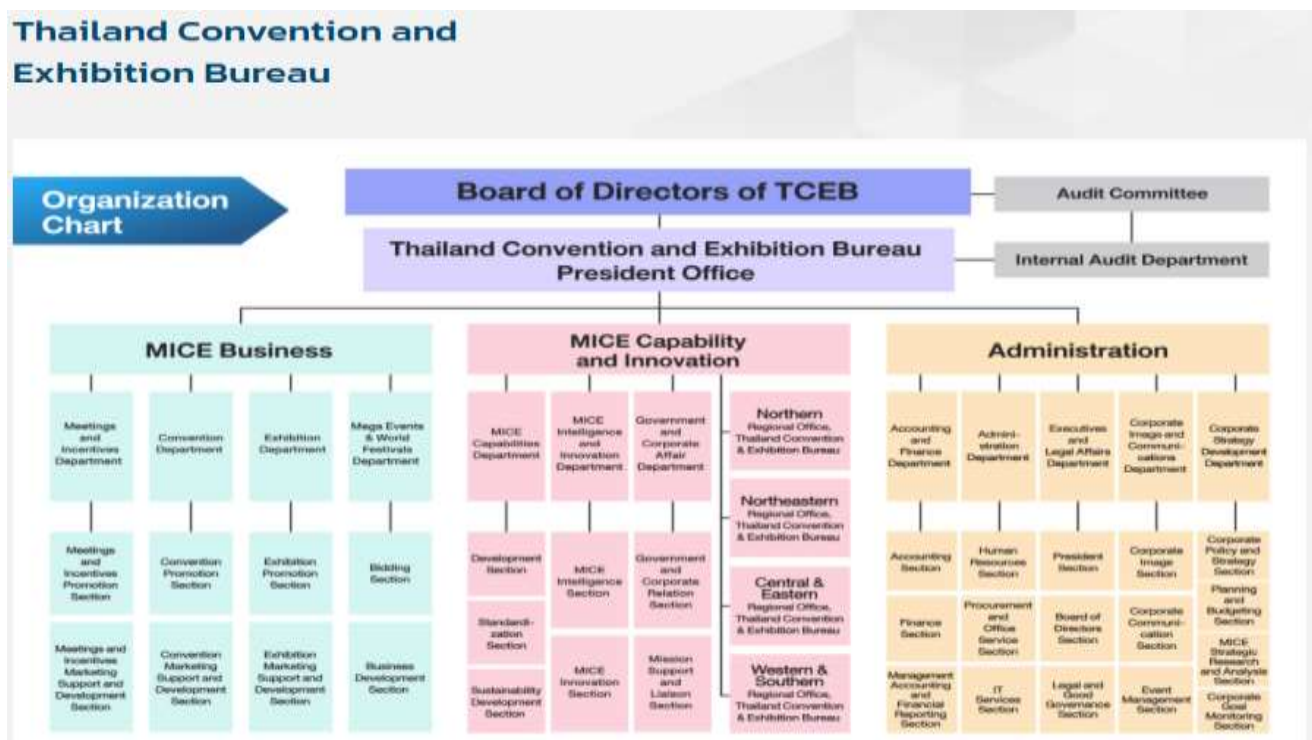
It is obvious that MICE activities significantly contributed to the nation-building since the formation of Bangkok. Even a century later, MICE activities, such as conferences and international exhibitions, continue to play an important role in enabling the country to overcome a period of crisis and hardships. During the reign of King Bhumibol Adulyadej, MICE industry began to exhibit stronger role in Thai society. Thailand became a member and a partner of various international organisations. As a result, international conventions and exhibitions were held in the country continuously. In 1966, after World War II, the United Nations, in collaboration with the Thai government, organised the 1st Asian International Trade Fair 1966, followed by the 5th Asian Games. These two major events made Bangkok the object of all eyes in Asia and around the world. Consequently, MICE activities in the country flourished and became a key stepping stone for Thailand to host international conventions and exhibitions.<sup>1</sup>

Since then, MICE industry generated substantial income for the country. In 1977, Tourism Authority of Thailand (TAT) established the International Convention Division, which became a member of several international convention organisations. In 1984, hotel business group, travel companies, financial institutions, and other businesses formed Thailand Convention Promotion Association or “TCPA” to further drive Thailand’s convention and exhibition industry. The English name was later changed to Thailand Incentive and Convention Association or “TICA.” The MICE industry in Thailand became very vibrant at that time. The “Convention Promotion Fund” was established to increase flexibility in bidding to host various events. Such initiative had positive impacts on both the economy and the public relations of the country. The Queen Sirikit National Convention Centre (QSNCC) was also constructed to host the annual meeting of the World Bank and the International Monetary Fund in 1991. QSNCC became a model for the private sector to build more large convention centres at a later time. In 1996, Thailand’s exhibition industry experienced the peak of its growth, earning worldwide recognition. Related businesses, therefore, gathered to establish “Thailand Exhibition Association” or “TEA” to support and host large international trade fairs in the country. In 2002, the government pushed forward the establishment of “Thailand Convention and Exhibition Bureau” or “TCEB,” to be the core body in forging cooperation with partners in promoting and developing the MICE industry in all dimensions. The establishment of the TCEB represents a long- term commitment by the Thai government and private sector to promote and develop the country’s MICE industry. The TCEB plays an important role as a coordination and facilitation center for Thai business operators by offering an integrated one-stop service and supporting businesses involved in MICE in Thailand. Owing to cooperation from all sectors, Thailand is now regarded as the center of business and industry for conferences and trade shows in ASEAN.

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<sup>1</sup> Introduction to MICE industry Rosenborg, G. C. (2015).

Official web site of Thailand Convention & Exhibition Bureau



<https://www.businesseventsthailand.com/en/about-us/power-and-duty>

In 1984, hotel business group, travel companies, financial institutions, and other businesses formed <sup>2</sup>Thailand Convention Promotion Association or “TCPA” to further drive Thailand’s convention and exhibition industry. The English name was later changed to Thailand Incentive and Convention Association or “TICA.” The MICE industry in Thailand became very vibrant at that time. The “Convention Promotion Fund” was established to increase flexibility in bidding to host various events. Such initiative had positive impacts on both the economy and the public relations of the country. The Queen Sirikit National Convention Centre (QSNCC) was also constructed to host the annual meeting of the World Bank and the International Monetary Fund in 1991. QSNCC became a model for the private sector to build more large convention centres at a later time. In 1996, Thailand’s exhibition industry experienced the peak of its growth, earning worldwide recognition. Related businesses, therefore, gathered to establish “Thailand Exhibition Association” or “TEA” to support and host large international trade fairs in the country. In 2002, the government pushed forward the establishment of “Thailand Convention and Exhibition Bureau” or “TCEB,” to be the core body in forging cooperation with partners in promoting and developing the MICE industry in all dimensions. The establishment of the TCEB represents a long-term commitment by the Thai government and private sector to promote and develop the country’s MICE industry. The TCEB plays an important role as a coordination and facilitation center for Thai business operators by offering an integrated one-stop service and supporting businesses involved in MICE in Thailand. Owing to cooperation from all sectors, Thailand is now regarded as the centre of business and industry for conferences and trade shows in ASEAN.

<sup>2</sup> Thailand Convention & Exhibition Bureau (Public Organization) 2016



**Picture 2.1 Organization chart of Thailand Convention & Exhibition Bureau<sup>3</sup>**

In 2019, Thailand was selected as the top destination for having the Convention and Visitors Bureau or “CVB,” as a body responsible for promoting the MICE industry. The country was rated the highest Destination Management Performance in Asia by the Global Destination Sustainability (GDS) 2019. Additionally, Thailand was ranked No. 2 as the Most Demanded MICE Destination in 2019 by Pacific World.

In term of the economy, the MICE industry, both the domestic and international markets, generated economic impacts throughout the value chain, totalling 544 billion baht in 2019, or 3 percent of the country’s GDP. Moreover, the government collected tax revenue of over 35,900 million baht per year from MICE businesses, while the industry created more than 340,000 jobs in various fields.

Even though the COVID19 crisis has dragged on for two years now, the Thai MICE industry remains committed to uniting all sectors to move forward through the crisis by adapting to changes and complying with and integrating guidelines. on public health and technology in organizing the new normal. . Despite the challenges, the goal is to make Thailand a leader in the MICE industry and a global destination, so that Thais can be proud of their country's dignity. It is the dignity that has brought the country's reputation and potential to the international spotlight since time immemorial and will continue into the future. The Thailand Convention and Exhibition Bureau (TCEB), the leading government agency, has been key to the success of a series of global and regional trade events since 2004 . With our key strategic model, Growth Driver, TCEB works as your strategic business partner, delivers creative ideas, and provides solutions from our capable resources for every scale and various customized business events<sup>4</sup>.TCEB has formed numerous collaborations and networks linked to open up grand new chapters of business opportunities, and to strategically enhance every business success with special care that will spur lasting advancement and achievements. Our goal is to equip business events industry at national, regional and global stage for continuous development, long-term growth and sustainable success.

Thailand 7 MICE Magnificent Themes 2020 is the third phase of the project in which Thailand Convention and Exhibition Bureau (Public Organization) or TCEB has realized that there is a demand for new MICE products among business operators and MICE travelers whose behaviors have shifted. Thus, TCEB has continued this project to seek and develop new MICE

<sup>3</sup> <https://> Official web site of Thailand Convention & Exhibition Bureau

<sup>4</sup> Thailand Convention & Exhibition Bureau (Public Organization) 2016



products in 7 categories with the highest demands to cater to the MICE market in Thailand and abroad. In the 2020 fiscal year, TCEB sought new MICE products and venues in MICE cities and other cities with potential, totaling 11 cities: Bangkok, Phra Nakhon Si Ayutthaya, Chiang Mai, Phitsanulok, Sukhothai, Khon Kaen, Nakhon Ratchasima, Pattaya, Chanthaburi, Phuket, and Surat Thani. We truly believe this project will contribute to strengthening the MICE ecosystem while providing new ideas for event organizers who are looking for creative activities along the MICE route to offer a learning experience and a memorable journey for MICE travelers.

Moreover, the project is expected to help drive growth for the local economy as well as reinforce that Thailand is a MICE destination with readiness equal to other MICE<sup>5</sup> cities around the world. These activities and venues from the 7 themes of Thailand 7 MICE Magnificent Themes 2020 will inspire event organizers to mix and match fun and joyful ideas for MICE travelers. Welcome to a world of creative ideas along the MICE route. The Thailand Convention & Exhibition Bureau (TCEB) continues to shape the business events industry of Thailand with exceptional acumen and effective solutions. With a robust service support system and innovative approaches to co-create distinctive programs for the organizers, TCEB is redefining the MICE landscape to maintain Thailand's impact as a top Asian business destination. Established by Royal Decree in 2002, the government agency is tasked with promoting and developing the business tourism sector in Thailand. Since 2004, TCEB has successfully established the country as Asia's largest business events hub, by providing amenable service support for MICE programs. Today, TCEB is heeding the government's economic 'Thailand 4.0' policy, and targeting 10 key industries to align with international interests and be future-ready.

TCEB will be one's reliable partner in all aspects of anyone's business events in the Kingdom. Thailand is not only a unique destination at the HEART of ASEAN and an unparalleled business hub at the HEART of both the emerging Asian region and the global marketplace, but also a thriving hub, where passionate people offer seamless service from the HEART, and with an unforgettable smile. These 3 elements form the overarching objective of this campaign: to capture the essence of Thailand's unique position as a preferred global business events destination. The Thailand CONNECT...Our Heart Your World builds on the strong legacy of the three fundamental pillars of Thailand's MICE industry including (1) Destinations (2) Businesses and (3) People, by showcasing the best of all three elements.

TCEB will continue to focus on attracting quality MICE Travellers, and promoting Thailand as TOP OF MIND within Asia's MICE industry through implementation of the "4P" strategy, representing **Public-Private-People-Partnerships**.

This cooperation in promoting MICE industry partnerships aims to involve target markets in strategy development and implementation and enhance awareness about Thailand's MICE industry among key target groups covering both public and private sectors and also incorporating public participation. In addition, TCEB promises to provide a vibrant Bleisure (business + leisure) journey that you can select to best represent your business events. Whatever you require, be it stylish customized venues, or something off-site and off-beat, we can package it with colourful, breath-taking activities to take one's journey to the level of 'bleisure. This is certain to provide lasting and enjoyable memories for all your participants. Select Thailand for your bleisure journey towards a successful event. TCEB's main objectives are to promote meetings, incentive travel,

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<sup>5</sup> Thailand Convention & Exhibition Bureau (Public Organization) 2016

conventions and exhibitions (MICE), and to develop this collective industry in order to make Thailand a regional hub for MICE events.

### **CONCLUSION**

Moreover, the project is expected to help drive growth for the local economy as well as reinforce that Thailand is a MICE destination with readiness equal to other MICE cities around the world. These activities and venues from the 7 themes of Thailand 7 MICE Magnificent Themes 2020 will inspire event organizers to mix and match fun and joyful ideas for MICE travelers. Welcome to a world of creative ideas along the MICE route. The Thailand Convention & Exhibition Bureau (TCEB) continues to shape the business events industry of Thailand with exceptional acumen and effective solutions. With a robust service support system and innovative approaches to co-create distinctive programs for the organizers, TCEB is redefining the MICE landscape to maintain Thailand's impact as a top Asian business destination. Established by Royal Decree in 2002, the government agency is tasked with promoting and developing the business tourism sector in Thailand. Since 2004, TCEB has successfully established the country as Asia's largest business events hub, by providing amenable service support for MICE programs. Today, TCEB is heeding the government's economic 'Thailand 4.0' policy, and targeting 10 key industries to align with international interests and be future-ready.

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TCEB's main objectives are to promote meetings, incentive travel, conventions and exhibitions (MICE), and to develop this collective industry in order to make Thailand a regional hub for MICE events.

In my opinion to develop M.I.C.E industry in Uzbekistan it is required to establish Uzbekistan Convention & Exhibition Bureau (UzCEB) to promote destination for business tourism purpose and increase attractiveness of destination for tourists. This aim was targeted by President of Uzbekistan in his decree №135 dated 26.04.2023 "ON ADDITIONAL MEASURES TO RAPIDLY DEVELOP THE TOURISM OF THE REPUBLIC AND FURTHER INCREASE THE NUMBER OF LOCAL AND FOREIGN TOURISTS" in my article - on the comprehensive use of resources and opportunities in the field of tourism, as well as on the rapid resolution of existing problems in 2023, in chapter -"Developing new types of tourism and further increasing the attractiveness of Uzbekistan based on them" it was indicated importance of developing M.I.C.E tourism as one of new type of tourism in Uzbekistan and my article it is discussed experience of Thailand by establishing Thailand Convention & Exhibition Bureau (TCEB).

For the purpose of increase in efficiency of the undertaken reforms in the field of tourism and cardinal increase in the driving foreign citizens to the republic solution of the available problems of tourist infrastructure, improvement of quality of the provided services and active promotion of national tourist product in the world markets, strengthening of personnel potential of

tourist industry, and also according to the main directions of the Concept of development of the sphere of tourism in the Republic of

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