



Re-adjusting Trade and Foreign Direct Investment Strategies for the GMS

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Key points

MICE is policy tools for destination of all sizes to drive its economy, promote trade and investment.

As MICE is business oriented, public and private sectors have equal roles to promote this alternative tie, challenging state power.

With the rise of cities, this is an opportunity of destination to grow its own trade and investment by creating its own MICE platform.

Part 1

MICE AS ECONOMIC DRIVER



Meetings



Incentives



Conventions



Exhibitions



Business Events and Tourism

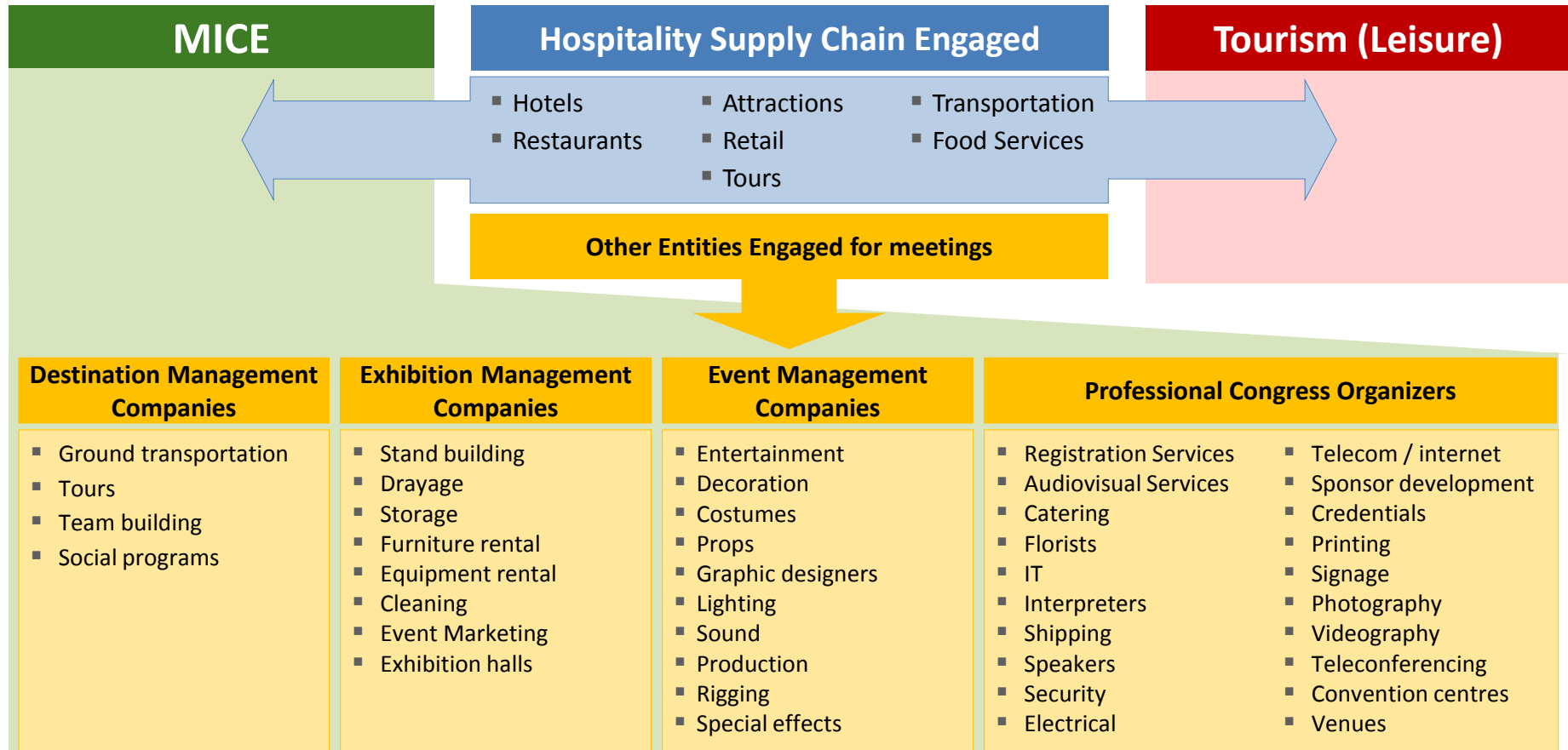
MICE Industry is considered to be a major component making up business travel and tourism.



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MICE Supply Chain

Mapping the Supply Chain Engagement for MICE and Leisure Tourism



All in Services and Creative Economy

MICE as Economic Driver



MICE Expenditure (2015) : Beyond economic benefits:
฿ 222.7 billion



MICE GDP Contribution (2015) :
฿ 113.5 billion



Government Tax :
฿ 10.4 billion



Job Creation :
164,427 jobs



**Networking
Opportunities**



**Branding of
Thailand**



**Industry Skill
Sharing**

**MICE INDUSTRY IN
THAILAND
CONTRIBUTES
0.84 %**

**EXHIBITION
0.19 %**

**CONVENTION
0.26 %**

**INCENTIVE
0.16 %**

**MEETING
0.23 %**

Knowledge Exchange

Global Showcase

Business Networks

MICE

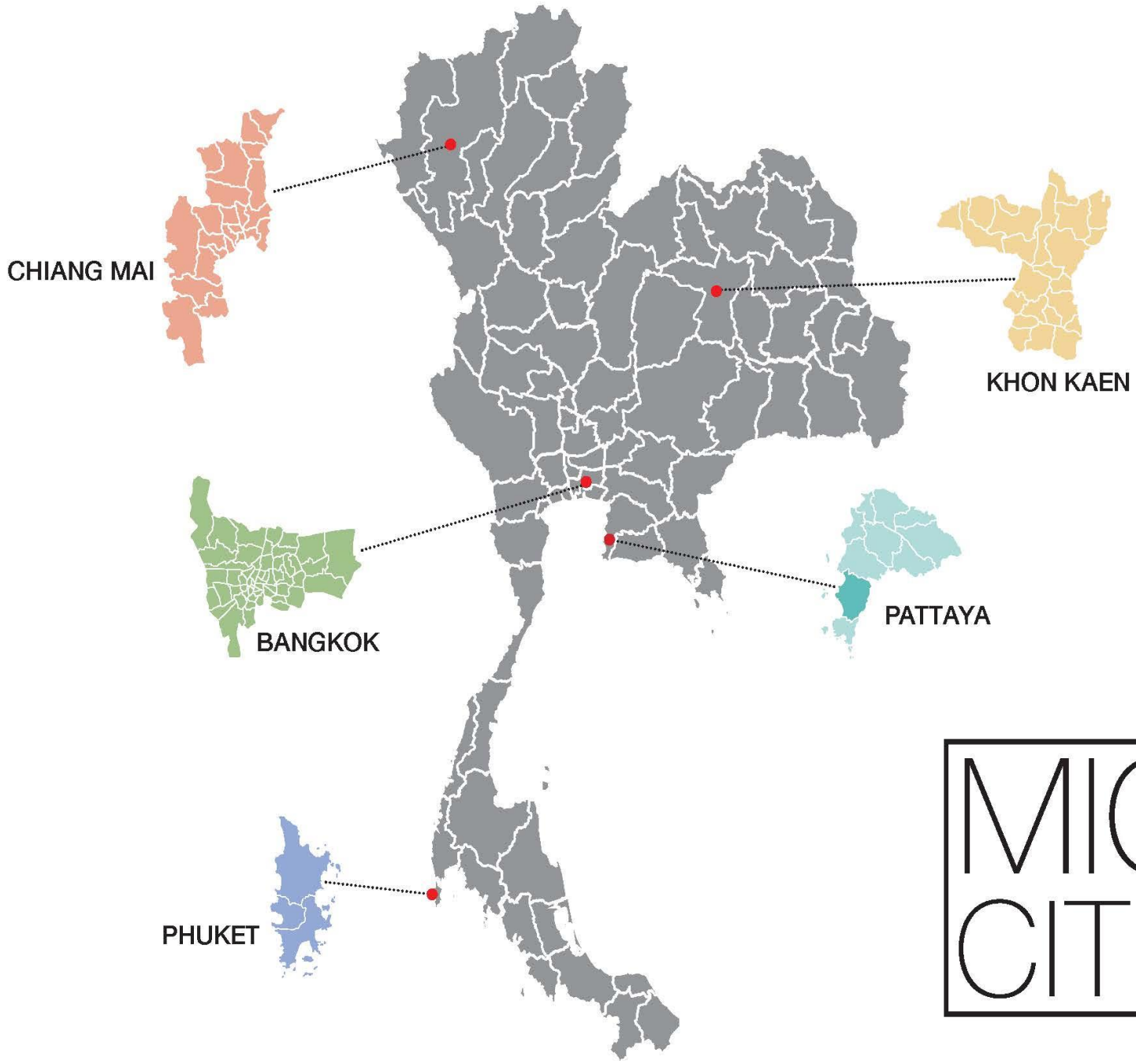
Investment Opportunities

Professional Development

Export Promotion

Part 2

CITY IS RISING



MICE
CITIES

MICE Visitors and revenues

Bangkok

ChiangMai
ChiangRai

Pattaya
Rayong

Khonkaen
Udonrthani
Ubon Ratchathani
Lakorn Ratchasima

Phuket
Songkla



Visitors

24,672,000

2,104,000

492,000

1,444,000

142,000

Revenue (Million Baht)

62,396

M฿

5,304

M฿

1,180

M฿

4,084

M฿

356

M฿

Opportunities

GMS Connectivity

- One Belt One Road
- CLMVT

City empowering

- Rise of PPP
- KKTT initiatives

More complex
and multi-tier
network

Part 3

CASE OF CITY INITIATIVE NETWORK

Chiang Mai Roadshow to Shanghai



LIMEC

Luangprabang-Indochina-Mawlamyine Economic Corridor
(LIMEC) International Conference



CLMV Roadshow



Udon GMS Fabric Expo 2017



Economic Impact of Udon Fabric Expo 2017

Total Economic Contributions to Destination	
Buyers/ Visitors	717,024,900
Sellers/ Exhibitors	15,849,886
Total (1)	732,874,786
Sales revenue(BHT)	5,252,000
Total Economic Impact (BHT)	738,126,786

TCEB Support Scheme

Group Size	Support
30-100 pax	<u>Souvenirs</u> , meet & greet, fast track immigration service for VIPs
101-300 pax	Souvenirs, meet & greet, fast track immigration service for VIPs and <u>cultural performance</u>
Over 300 pax	Souvenirs, meet & greet, fast track immigration for VIPs, cultural performance, and <u>financial subsidy</u>

*TERMS & CONDITIONS MAY APPLY





THANK YOU