MICE STANDARDS Surpassing Global Expectation









MICE Standard Index to the Global Excellence

If Thailand's MICE industry promotion is to cope with competition in the long-run, especially at a time when many countries are seriously discussing MICE 2020 and preparing to adapt to confront changes, the capabilities of Thai operators must be enhanced so that their standards are on par with international competitors. These standards will be used as a bargaining tool in business negotiations and form a barrier that will protect Thai MICE operators in the future.

Acceleration in the development of various MICE standards is therefore essential, as it will ensure that Thai MICE operators are well armed and thus prepared to fight in the global marketplace. TCEB, which is an important player in this development, is thus moving forward with aggressive plans that will elevate Thailand's MICE industry and cover all dimensions in the sphere of global interest including the environment, energy, safety and management

