

# THAILAND MICE EDUCATION



A Pillar under :





THAILAND CONVENTION  
& EXHIBITION BUREAU

**T**hailand 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 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 customised 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. Our goal is to equip business events industry at national, regional and global stage for continuous development, long-term growth and sustainable success.

## WIN

To provide all necessary support and connections to bring more international MICE events to Thailand.

## PROMOTE

To position Thailand as a preferred destination for international MICE events based on the high quality and standards of operators and infrastructure.

## DEVELOP

To strengthen the operations and capabilities of human resources, venues and services involved in the MICE industry to the highest international standards under the direction of TCEB's MICE Capabilities Department.



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# MICE Capabilities

Development Department



**T**he MICE Capabilities Development Department is set up to significantly strengthen Thailand's MICE industry through content and knowledge management, networking and astute market intelligence. The overall goal is to generate well-trained professionals who are capable of delivering international standards of service while exuding traditional Thai warmth and friendliness. This innovative program will inspire a new generation of students to pursue a rewarding career in Thailand's rapidly expanding MICE industry, while encouraging industry professionals to enhance their management skills.

## THE KEY OBJECTIVES:

(the 'Four E's') of the MICE Capabilities Development Department are succinctly expressed as:

### ***Extend***

knowledge to new generations who can be future leaders.

### ***Expand***

support for domestic and international trade alliances.

### ***Elevate***

capabilities through knowledge, content sharing, networking, promotion and marketing activities.

### ***Enhance***

service and operational quality to international standards.





## MAIN BENEFICIARIES:

### Gen Y/ Students

Attract new students to a career in the meetings and events industry.

- High School Seniors
- Thai & International University/College Students, especially from ASEAN Countries

### New Entrants

Peripheral service providers and newcomers to the meetings and events industry.

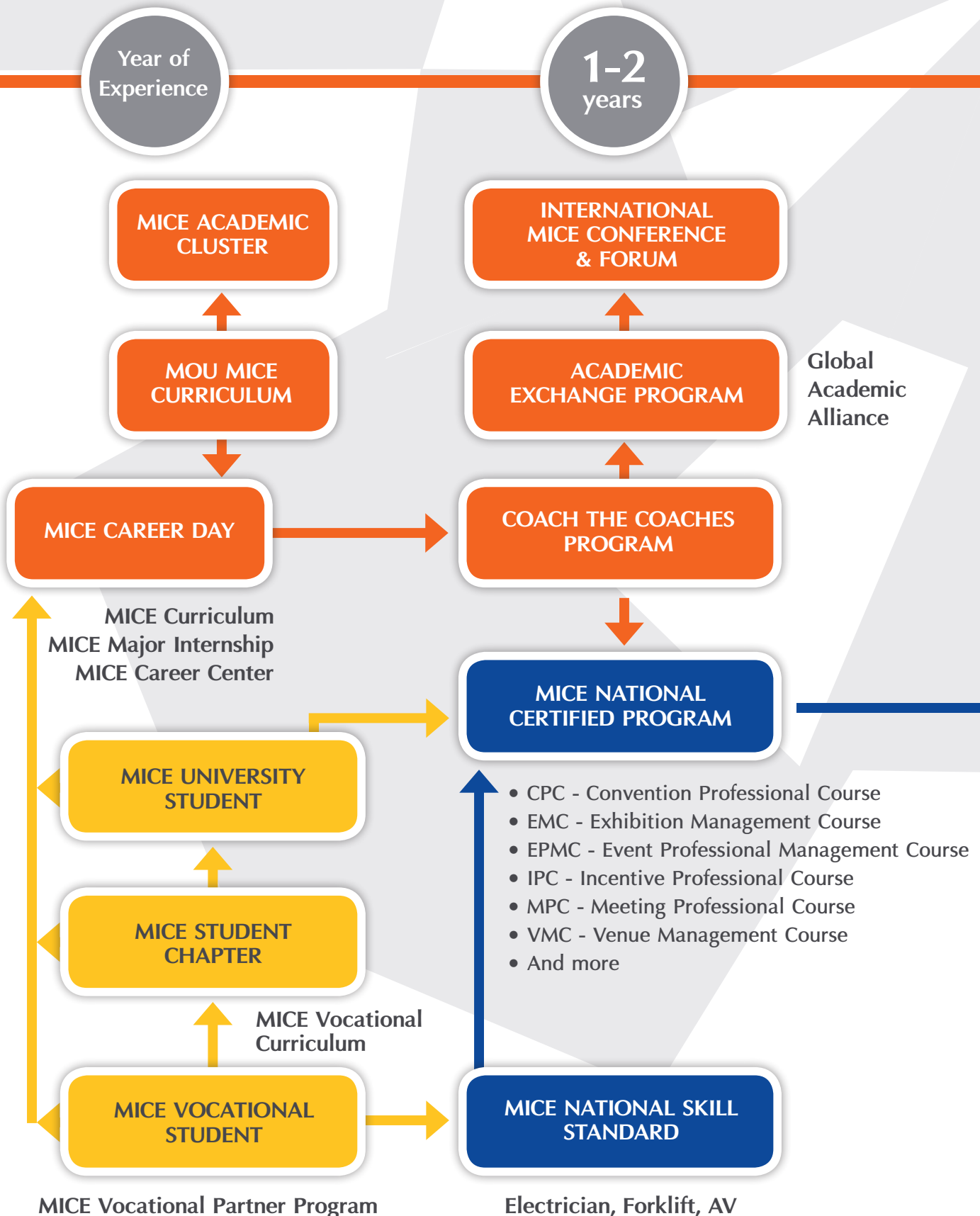
- New Graduates
- Secondary Subcontractors
- Corporations

### Multipliers

Professionals already involved in the meetings and events industry and related government agencies.

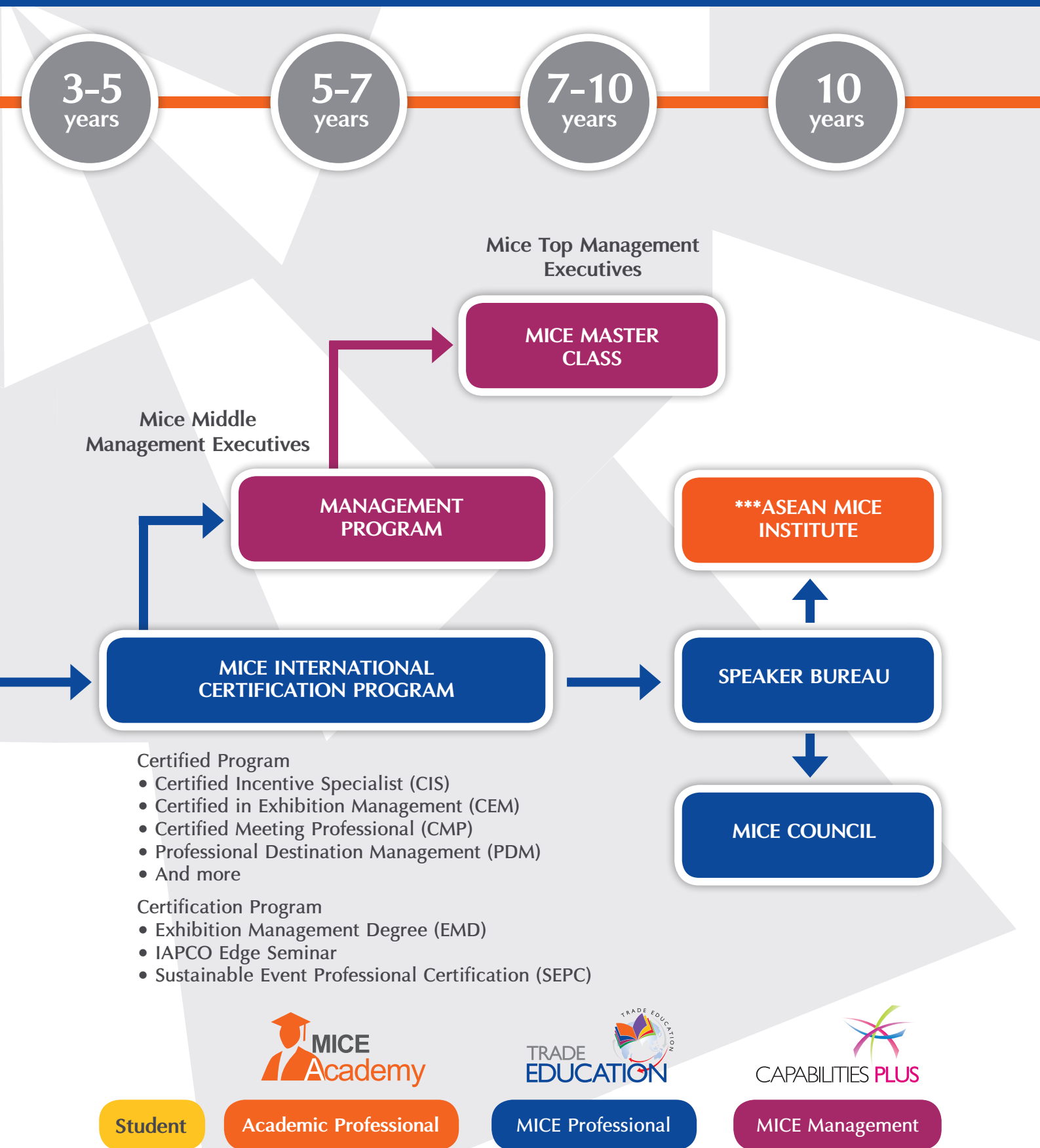
- PCOs/PEOs/Government
- Primary Support Industries
- Exhibitors/Visitors

# MICE EDUCATION THAILAND : ASEAN M



# ON ROADMAP

## MICE EDUCATION HUB











## ASEAN MICE EDUCATION HUB

To promote Thailand as the hub of MICE Academy in ASEAN by developing MICE Academy Curriculum, both in bachelor and master degrees, for university and vocational schools all over the country together with developing the MICE capabilities to academic professors and students.

When new generations of young people from universities and colleges are engaged in a focused MICE program, we are arming them with the necessary skills and work experience to push the Thai MICE industry further forward. Having strong and well-trained young professionals with high standards of performance through knowledge of MICE will ensure Thailand maintains its position as a preferred MICE destination in the region.





Objective:

## CREATING FUTURE MICE LEADERS

Target:

## ACADEMIC INSTITUTES, LECTURERS AND STUDENTS

Strategy:

**Content Development:**

MICE Curriculum, MICE Casebook/ MICE Major, Coach the Coaches Program

**Connection Development:**

Academy Exchange Program/ Academic MICE Cluster

**Career Development:**

MICE Academy and Career Day

## Thailand Pioneers University MICE Courses

A MICE Course Board of industry experts is creating an international MICE curriculum to be taught in Thai universities, colleges and vocational schools. The curriculum will be based on insightful new MICE textbooks that will be taught at various levels, eventually up to bachelor degree program. To date, 106 institutions have signed an MOU to adopt the new course, which will also stipulate that course participants must organise a successful event to graduate.





# MICE Curriculum

Develop National MICE Course Board since 2011, and develop International MICE Courses since 2012 such as Introduction to MICE Industry (MICE 101), MICE Case Books, Power Point Presentation/ CD and then distribute to Thai academic institutes, no charge.

## Conditions:

- Sign MOU with TCEB.
- Send instructors to attend Coach the Coaches Program and other projects.
- Entitle as MICE Academic Alliance with benefits.



## MICE Textbooks: Top MICE Minds

In 2012, the MICE Course Board published Asia's first MICE curriculum textbook, "Introduction to the MICE Industry," in both Thai and English. The textbook's 13 chapters highlight international best practices in the MICE industry, and will be used by leading Thai educational institutions in a new MICE course.

A second textbook currently being prepared will analyze Thai and international case studies from the MICE industry. The new publication, "MICE Case Book," will showcase how top professionals organise major events, pointing out the pros and cons of each event.



# 106 MICE Academic Alliance: 62 Universities/ 44 Vocational Schools.

## List of universities

- Assumption University
- Bangkok Suvarnabhumi University
- Bangkok University
- Bangkok University of International College
- Bansomdejchaopraya Rajabhat University
- Chandrakasem Rajabhat University
- Chiangmai University
- Chiangmai Rajabhat University
- Chiangrai Rajabhat University
- Dhurakij Pundit University
- Dusit Thani College
- Eastern Asia University
- Far Eastern University
- Hatyai University
- Huachiew Chalemprakiet University
- Kasembundit University
- Kasetsart University
- Khonkean University
- King Mongkut's Institute of Technology Ladkrabang
- Lampang Rajabhat University
- Mae Fah Luang University
- Maejo University
- Mahasarakham University
- Mahidol University International College
- Muban Chombueng Rajabhat University
- Nakhon Phanom University
- Nakhon Ratchasima Rajabhat University
- Naresuan University
- Nation University
- North Chiangmai University
- Panyapiwat Institute of Management
- Payap University
- Phetchabun Rajabhat University
- Phranakorn Si Ayutthaya Rajabhat University
- Phuket Rajabhat University
- Piboonsongkram Rajabhat University
- Prince of Songkla University
- Rajamangala University of Technology - Krungthep
- Rajamangala University of Technology - Lanna
- Rajamangala University of Technology - Ratanakosin
- Rajamangala University of Technology - Srivijaya
- Rajapruk university
- Rangsit University
- Ratchanakarin Rajabhat University
- Sakolnakorn Rajabhat University
- Siam University
- Silpakorn University
- Songkhla Rajabhat University
- Southeast Bangkok College
- Srinakarin Thara Viroj University
- Sripatum University
- Stamford University
- Suan Sunandha Rajabhat University
- Suandusit Rajabhat University
- Thammasat University, Innovation College,
- Thepsatri Rajabhat University
- Thonburi Rajabhat University
- University of Payao
- University of the Thai Chamber of Commerce
- Uttaradit Rajabhat University
- Valaya Alongkorn Rajabhat University
- Walailak University

## Vocational school list

- Ao Luek Industrial and Community Education College
- Ayutthaya Technological Commercial College
- Bangkok College of Business Administration and Tourism
- Ban Khai Technical College
- Bangna Commercial College
- Betong Industrial and Community Education College
- Chanthaburi Polytechnic College
- Chetupon Commercial College
- Chiang Mai Vocational Education College
- Chiang Rai Vocational Education College
- Chomthong Industrial and Community Education College
- Chon Buri Vocational Education College
- Eamla-or Vocational College
- Huaiyot Industrial and Community Education College
- Intrachai Commercial College
- Kachanaburi Vocational College
- Khon Kaen Vocational Education College
- Lampang Vocational Education College
- Maesod Industrial and Community Education College
- Maha Sarakhram Vocational College
- Nakhonratchasima Vocational College
- Nakhon Ratchasima College of Business Administration and Tourism
- Nakornpathom Vocational College
- Nan Technical College
- Nong Khai Vocational Education College
- Office of the Vocational Education Commission
- Pathumthani Vocational Education College
- Phang-nga Technical College
- Pongsawadi Technological College
- Phrae Vocational College
- Phrom Khiri Industrial and Community Education College
- Phuket Vocational College
- Pua Industrial and Community Education College
- Ratchaburi Technical College
- Sahavith of Business Administration
- Samutprakan Technical College
- Saowabha Vocational College
- Sukhothai Vocational College
- Surat Thani Vocational College
- Thonburi Commercial College
- Thon Buri Vocational Education College
- Ubonratchathani Vocational College
- Udonthani College of Business Administration and Tourism
- Wimol Business Administration and Technological College

As of 13 February 2018

# OUR INITIATIVES

## MICE CURRICULUM

- EVENT 101
- EXHIBITION 101
- CORPORATE MEETINGS
- INCENTIVE TRAVELS  
CONVENTIONS
- MICE EVENTS MANAGEMENT
- VENUE MANAGEMENT
- LOGISTIC FOR MICE INDUSTRY
- SERVICE PROVIDERS IN  
MICE INDUSTRY
- STANDARDS IN MICE  
INDUSTRY ETHICS FOR MICE

MICE Curriculum textbooks were designed to provide students in MICE studies with specialised knowledge to navigate the processes of MICE management.

A sequel to MICE 101, the new coming curriculums are a part of the agenda by MICE Capabilities to uplift the professional standards of industry practitioners through education. On average, 5,000 new graduates join the booming MICE sector in Thailand each year.

MICE Capabilities develops the initiatives and program within the MICE Academy to identify and nurture these young talents, and provides them with the resources to blossom into the future young leaders of the industry.





# OUR INITIATIVES

## COACH THE COACHES PROGRAM



TCEB's MICE Capabilities Development Department has devised an intensive three-day coaching program to bring university lecturers up to speed with the very latest knowledge about the MICE industry. The program emphasises how the "Introduction to the MICE Industry" textbook can be used under the new MICE curriculum.



Open to all academic leaders, teachers and instructors from our allied universities and vocational schools. The program was launched in 2012, and has been conducted every year by gaining collaborations from MICE's association as speakers.





# OUR INITIATIVES

## MICE ACADEMY & CAREER DAY

We are moving ahead to drive the MICE industry forward with a strong intention to create opportunities for new generation MICE professionals. With wide range of knowledge and interesting career path, MICE Academy and Career Day come with an expectation to attract students, teachers, personnel and MICE businesses to offer opportunities to those target groups.

Providing MICE job opportunities from MICE association members to exhibit, and recruiting new graduates, and setting forum for MICE students to underst and more about job requirements, MICE Career Day project has plan to create new generations of high-quality MICE professionals with up to 5,000 university graduates and 1,000 college graduates by the 2020 academic year.

The event was launched in 2014, and has been conducted every year. We have a plan to expand it to 5 regions such as Northern, Southern, West, East and Northeast region.





# OUR INITIATIVES

## MICE CAREER CENTER



MICE Career Center is an online resource to help MICE generations to meet all stages of professionals such as PCOs, PEOs, organizers and DMCs. This is a platform to help MICE students and alumni to pursue their career goals with a wide variety of offers to access in order to create their own profiles, career tools and individual career consultations specific to their background and goals. Moreover, MICE Career Center inspires and contributes professionals to use this platform to be a dynamic space for providing opportunities to talented generations and transferring them to be young professionals by enriching their working experience and learning environment.







# OUR INITIATIVES

## ACADEMIC EXCHANGE PROGRAM

The MICE Academic Exchange Program will give lecturers, students and researchers a chance to gain new insights into the international MICE industry, by working with overseas partners to broaden Thailand's MICE curriculum and to raise standards of excellence in the industry.

TCEB bridges and builds international alliances among MICE institutions, with its inception in 2013, to bring Thai universities and to facilitate matching programs with international universities to form international alliances (8 Countries, 50 Organizations): Australia 2, China 1, Germany 8 (in the process), Japan 2, Korea 7, Taiwan 9, USA 1/ 22 (in the process).





# OUR INITIATIVES

## MICE ACADEMIC CLUSTER



TCEB's MICE Capabilities Development Department collaborates with academic partners and leading universities in Thailand to form MICE Academic Cluster and work as a key mechanic to develop MICE's strengths with TCEB. There are 4 universities and 1 college with assigned area in each region.



1. Chiang Mai University: North area
2. Khon Kaen University: Northeastern area
3. Prince of Songkla University: South area
4. Silpakorn University and Dusit Thani College: Center, East and West areas

The overall goals of MICE Academic Cluster is collaboration to pursue industry development and to shift to the new height of MICE education to standard levels including representation as TCEB spokesman.





# OUR INITIATIVES

## INTERNATIONAL MICE CONFERENCE & FORUM

This is a platform to share expertise and knowledge to turn MICE industry into very interesting presentations with creative atmosphere for discussion and networking. The first launch in 2018 opened opportunities for all target groups to use our platform, at the conference, including scholars in MICE studies and those who have worked in the area of MICE development, to present paper/ review articles related to MICE area. This will be beneficial to undergraduate and graduate students, lecturers and MICE professionals, both nationally and internationally.

MICE Capabilities Development Department focuses on ideas and participation in this important event to keep you up-to-date with the latest trends happening in the industry.





# OUR INITIATIVES

## MICE STUDENT CHAPTER

Step-by-step to establishment of MICE Student Chapter

- Form up a team of 8 students and 1 lecturer
- Complete your information in Form 1 (application form). Then, return the document to TCEB for an official registration, and TCEB will send MICE Student Chapter Handbook later.

Student Chapters are established from the universities nationwide consisting groups of students from educational institution members. It is formed to fulfill the TCEB MICE Capabilities' objectives from the youth level. Student Chapter members, also known as the Future MICE Leaders (TCEB/FML), are often studying in the MICE, business events or related industry in service areas e.g. travel, tourism and hospitality field, and are passionate to bring changes. They execute projects and develop management skills as a team.

Currently, there are 62 universities as partners in assisting the local areas to grow the MICE industry.



## MICE YOUTH CHALLENGE



MICE Youth Challenge is a session for knowledge exchanging that provides the students an opportunity to develop their creativity and to present outstanding ideas for the industry experience by bringing them to do business testing and to organize MICE events. Its does not only upgrade their skills, but also offers them with a great opportunity to meet professionals who will present case studies, working experience, training and recommendation. Each team needs to present project's conceptions, specialties, unique selling points, and convinces that Thailand is the best destination for hosting any terms of business events: MICE: M (meeting), I (incentive travel), C (conference) or E (exhibition).



# OUR INITIATIVES

## MICE SCHOLARSHIP

MICE Scholarship is another great path to give ranges of financial support which help MICE generations to gain more knowledge and finally bring it to develop industry. A financial support is awarded to students, lecturers and professionals based on MICE academic topics and achievements that may include financial needs, for the purpose of educational expansion.



## VOCATIONAL SCHOOL DEVELOPMENT PROJECT

A program offers opportunities for vocational students to study and work together by having great collaboration between schools and companies. As now, it is not only studying lessons from school, but also training programs in real a workplace with assigned companis. Then, students will learn from working experience and adjust their knowledge into a position in the way of specialized know-how for their professional future. This dual vocational training lasts a year in a school and a year in a contracted company. It suits high vocational students with final success, and that trainees who complete the programs are guaranteed a job.







The MICE Capabilities Development Department is determined to propel Thailand to be the MICE Hub for the ASEAN region and the preferred destination for international event organisers when the ASEAN Economic Community (AEC) has been fully implemented since 2015. This goal can be reached by creating the very best training programmes to instil exceptional standards of service and operational excellence in Thailand's MICE professionals.



# Thailand as ASEAN MICE Education Hub to Eminence

The world's leading MICE organisations – UFI, IAPCO, IAEE, SITE and MPI – have selected Thailand as the regional center for their acclaimed advanced professional studies for the MICE industry, in partnership with TCEB. Each year, senior trainers conduct high profile training courses to strengthen the operational skills of industry professionals from the ASEAN region.

Trade Alliances Pursue Skills Development, Wisdom Is Applied and Multiplied Thailand Incentive & Convention Association (TICA) and the Thai Exhibition Association (TEA) are raising professional skills among their members with insightful training programs, seminars and workshops, aided by strong support from TCEB's MICE Capabilities Development Department.

## Developing the Competency of MICE Cities

TCEB has designated Bangkok, Chiang Mai, Pattaya and Phuket as MICE Cities capable of hosting important business events. The MICE Capabilities Development Department organises regular workshops and training courses to boost the skills and service levels of city officials, hoteliers and MICE players in each city in order to win more event business.

### FOCUS:

**GLOBALIZE  
TO LOCALIZE  
& MAXIMIZE  
OUR  
STRENGTHS,  
POTENTIALS,  
UNIQUENESS**



TRADE  
EDUCATION



Be the Exclusive Host Co  
MICE perso

Certified Special Events Professional - CSEP (Soon)

by



Certified Incentive Specialist - CIS

by



Certified in Exhibition Management - CEM

by



Certified Facilities Executive - CFE

Certified Venue Professional - CVP

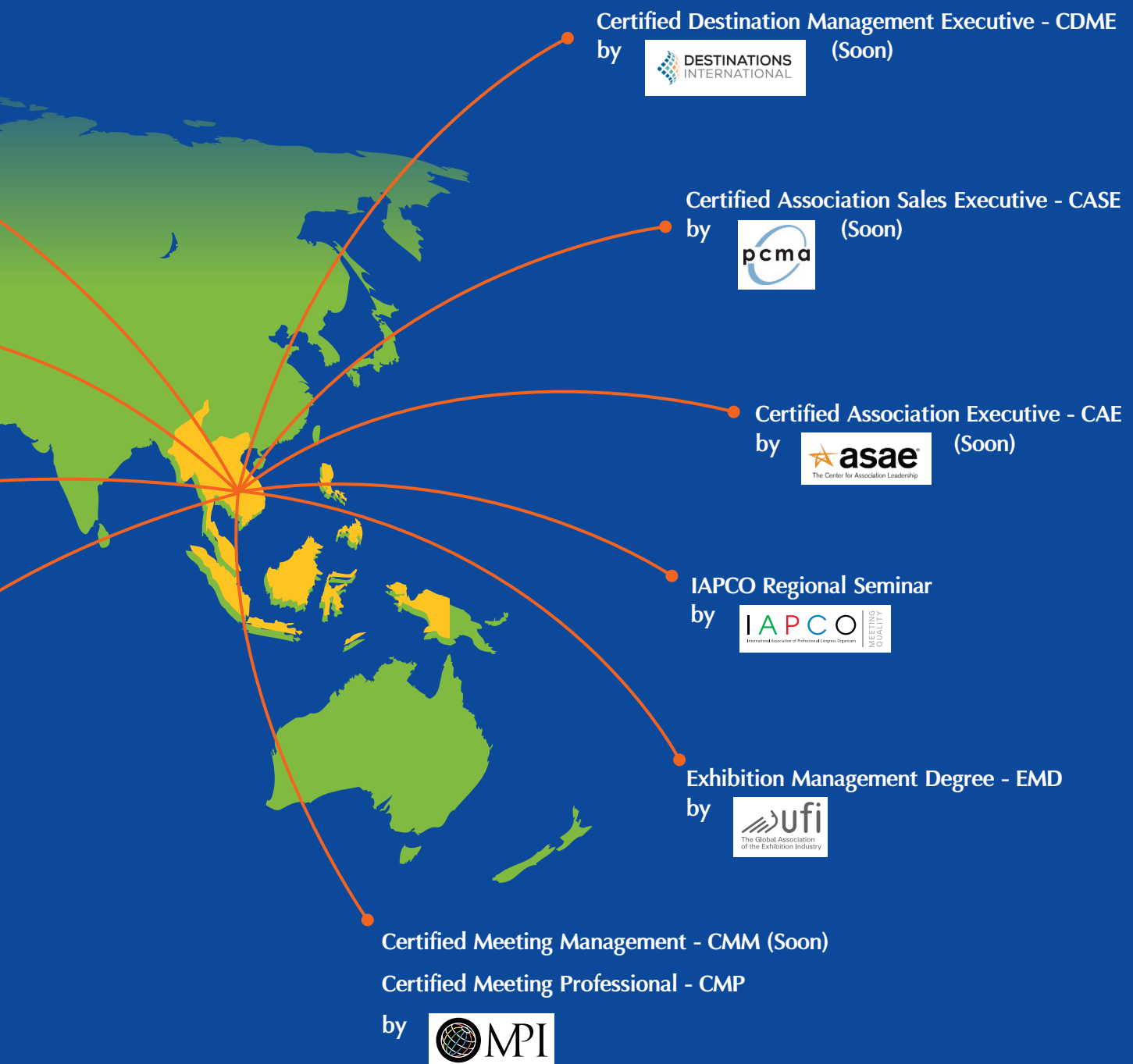
by





country to import international MICE curriculum in developing  
nnel operational skills, and aim to be ASEAN MICE Institute

# THAILAND: MICE EDUCATION HUB FOR SOUTHEAST ASIA



# INTERNATIONAL CERTIFICATION PROGRAM

## MEETINGS

### Certified Meeting Professional (CMP)



The foremost certification of the meetings, conventions and exhibitions industry, the CMP program recognizes individuals who have achieved the industry's highest standard of professionalism. (3 years of experience are required.)

### Certified Meeting Management (CMM)



This 3.5-day program mission is to select, educate, and certify management-level meeting and event professionals. The focus of the certificate is to provide continuing educational enhancements to the strategic decision-making ability of these leaders to manage and deliver exceptional meetings and events that drive organizational success. (7 years of experience are required.)

## INCENTIVES

### Certified Incentive Specialist (CIS)



In this 2-day entry level certification from SITE, individuals will learn the fundamentals of incentives, the origins of incentive programs and incentive travel, the value chain, the value proposition of motivational programs and non-cash awards, the composition of the market, the makings of a program and a program budget, industry tools and platforms and other valuable information.



## CONVENTIONS

### IAPCO Regional Seminar



In this 3-day program, participants will learn about the services and processes of professional conference management, and also learn more about the wider environment in which the clients, the PCOs, the convention bureau, venues and accommodation providers operate.

## EXHIBITIONS

### Certified in Exhibition Management (CEM)



This 9-day program provides a professional designation for individuals in the exhibitions and events industry. To earn the designation, participants must complete a nine-part program within three years. Recertification is required every three years after the initial program is completed to maintain the certification. (3 years of experience are required.)

### Exhibition Management Degree (EMD)



This 150-hour (25-day) program trains exhibition industry professionals to meet tomorrow's event management demands.

# INTERNATIONAL CERTIFICATION PROGRAM

## VENUE MANAGEMENT

### Certified Facilities Executive (CFE)



recognizes excellence in the professional development and competence of managers of public assembly facilities. The basic purpose is to provide additional incentive for professional improvement in public assembly facility management, and the primary purpose of this certification is to encourage professional development and to recognize achievement. (requires top 2 position level within venue.)

### Certified Venue Professional (CVP)



recognizes the competence of middle to senior level managers of public assembly venues, as well as assists in creating a professional development road map. (3 years of experience are required.)

## DESTINATION MANAGEMENT

### Certified Destination Management Executive (CDME)



A 10-day program offering DMO industry's highest educational achievement, the Certified Destination Management Executive (CDME) Program seeks to enhance business acumen through an integrated executive program specifically designed for the Destination Marketing industry.



## SPECIAL EVENT MANAGEMENT

### Certified Special Events Professional (CSEP)



recognizes event professionals who have successfully demonstrated the knowledge, skills and ability essential to plan and execute all components of a special event. (3 years of experience are required.)

## ASSOCIATION MANAGEMENT

### Certified Association Sales Executive (CASE)



is a 70-hour online teaches you how to become an association mastermind. Discover how to anticipate the needs of your clients and be perceived as a partner, not just a vendor

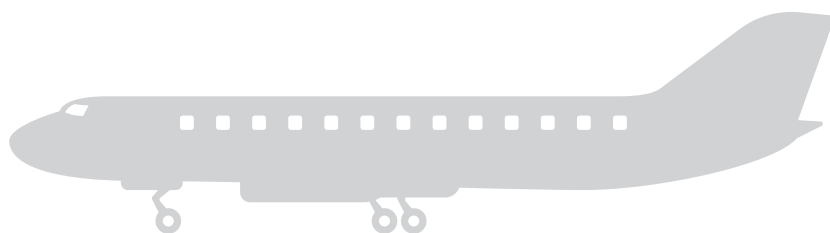
### Certified Association Executive (CAE)

is designed to elevate professional standards, enhance individual performance, and designate association professionals who demonstrate the knowledge essential to manage an association in today's challenging environment. (5 years of experience are required)



# THAILAND: MICE EDUCATION HUB

## HAS PRODUCED 634 MICE PROFESSIONALS



Cambodia, China, India,  
Indonesia, Korea, Kuwait,  
Macau, Malaysia, Myanmar,  
Oman, Philippines, Poland,  
Romania, Russia, Singapore,  
Taiwan, United Arab Emirates,  
United Kingdom, Vietnam



**122**  
International  
Professionals

**512**  
Thai  
Professionals









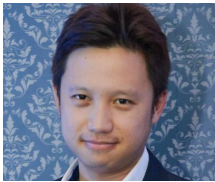


## 2017 of CEM for Southeast Asia 54 CEMs





## 9 CMPs of Thailand



## NATIONAL CERTIFICATION PROGRAM

- EVENT MANAGEMENT WILL BE LAUNCHED IN 2018
- MEETING MANAGEMENT (SOON)
- INCENTIVE MANAGEMENT (SOON)
- CONVENTION MANAGEMENT (SOON)
- EXHIBITION MANAGEMENT (SOON)

## OUR INITIATIVES

The National Certification Program is an initiative by MICE Capabilities, TCEB in strategic partnership with the Event Management Association (EMA), Thai Exhibition Association (TEA) and Thailand Incentive and Convention Association (TICA).

It is designed to allow those who desire to acquire a comprehensive overview and various components and entities involved in MICE industry. It also provides the practical knowledge in planning and managing MICE events, gaining heavily from the insights of industry experts on trending issues while firmly supported by academic frameworks that will engender the confidence needed to develop and manage successful MICE events within a condensed timeframe.

The National Certification Program will be focused on MICE related events including:



# OUR INITIATIVES

## SPEAKER BUREAU

The Speaker Bureau is an innovative digital network that connects MICE organizers with the most relevant thought leaders to easily find, screen and secure the experts including professors, business leaders, government officials and other professionals for their meetings and events.

The platform will provide MICE organizers with the ability to tap into the thought leaders, industry professionals such as CMP, CEM, CIS and researchers with a diverse portfolio of subject areas.



## NATIONAL SKILL STANDARD

A collaboration from 5 parties, comprising Ministry of Labor, Thailand Convention and Exhibition Bureau, Event Management Association (EMA), Thai Exhibition Association (TEA) and Thailand Incentive and Convention Association (TICA), have made efforts to develop the world's first skill standard for individuals, targeting service providers and electricians for the MICE industry (Meetings, Incentives, Conventions and Exhibitions), which will be introduced in 2018 to enhance competitiveness and skills development to reach national skills standards of people in MICE industry in Thailand.

The two national skills standard committees are established with the aim to enhance the ability of the MICE electricians and MICE AV technicians to compete effectively in the global economy. It is hoped that this will be a major drive to enhance competitiveness of Thai workers to meet the growth of MICE industry.







IGNITING THE  
POWER TO LEAD

# CAPABILITIES PLUS



# GENERATE BANKABLE IDEAS





# CAPABILITIES PLUS

## IGNITING THE POWER TO LEAD

To strengthen the leadership skills of senior MICE executives, the MICE Capabilities Development Department is creating specialist training programs, workshops and seminars that will help enhance their capacity for innovation.

**2011** From Social Media to Social Commerce



**2012** How to Generate Bankable IDEAs workshop



**2014** "The Secrets of Superior Service" is a High-Energy Service Workshop that keeps your customers happy, loyal and coming back for more!



**2013** PHILIP KOTLER'S Certified Training in Bangkok Values Driven Marketing



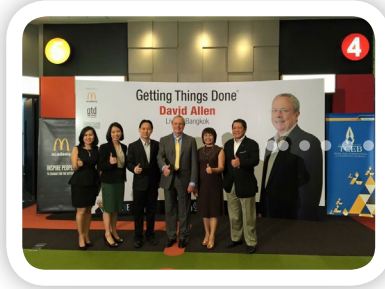
**2014** IT for Money



**2014** Crowd Funding Asia™ Thailand



**2015** Getting Things Done



**2015** Digital Economy from Good to Great





## Mission:

Boost the leadership and innovation skills of senior MICE executives all over the country, especially in MICE cities to strengthen management capability of the country's MICE industry.

## Objective:

Source content that best serves needs to enhance vision of target audiences.

## Target:

Multipliers,  
C Level Executives

## Speaking ASEAN's MICE Languages

The MICE Capabilities Development Department seeks to encourage Thai MICE players to expand their communication skills by introducing language courses in English and other ASEAN languages, preparing them to be used in the ASEAN Economic Community (AEC).







## MICE MASTER CLASS, THE LEAP TO EMINENCE

The MICE Capabilities Development Department has introduced short, intensive Master Class programs run by internationally renowned experts to boost management skills in MICE executives. Each program will highlight different skills, intended to maximise innovation in decision making and planning. Events held in 2013 included MICE Digitally Yours and Bangkok Values Driven Marketing by international guru Philip Kotler.

## INSPIRED LEARNING FOR OPERATIONAL EXCELLENCE

The Inspired Learning Program highlights how interactive activities, practical ideas and problem solving can strengthen the management skills of senior MICE executives for dealing with challenges and changes in the MICE industry.



## MAXIMISING SUCCESS ROUTES FOR NEWCOMERS

The MICE Capabilities Development Department and the Department of Industrial Promotion have devised training programs tailor-made to boost the operational skills of new entrepreneurs in order to maximise the success rates of their business activities.





# THAILAND MICE EDUCATION

CREATOR

CONSULTANT

SUPPORTER

STRATEGIC  
LEADER

FACILITATOR

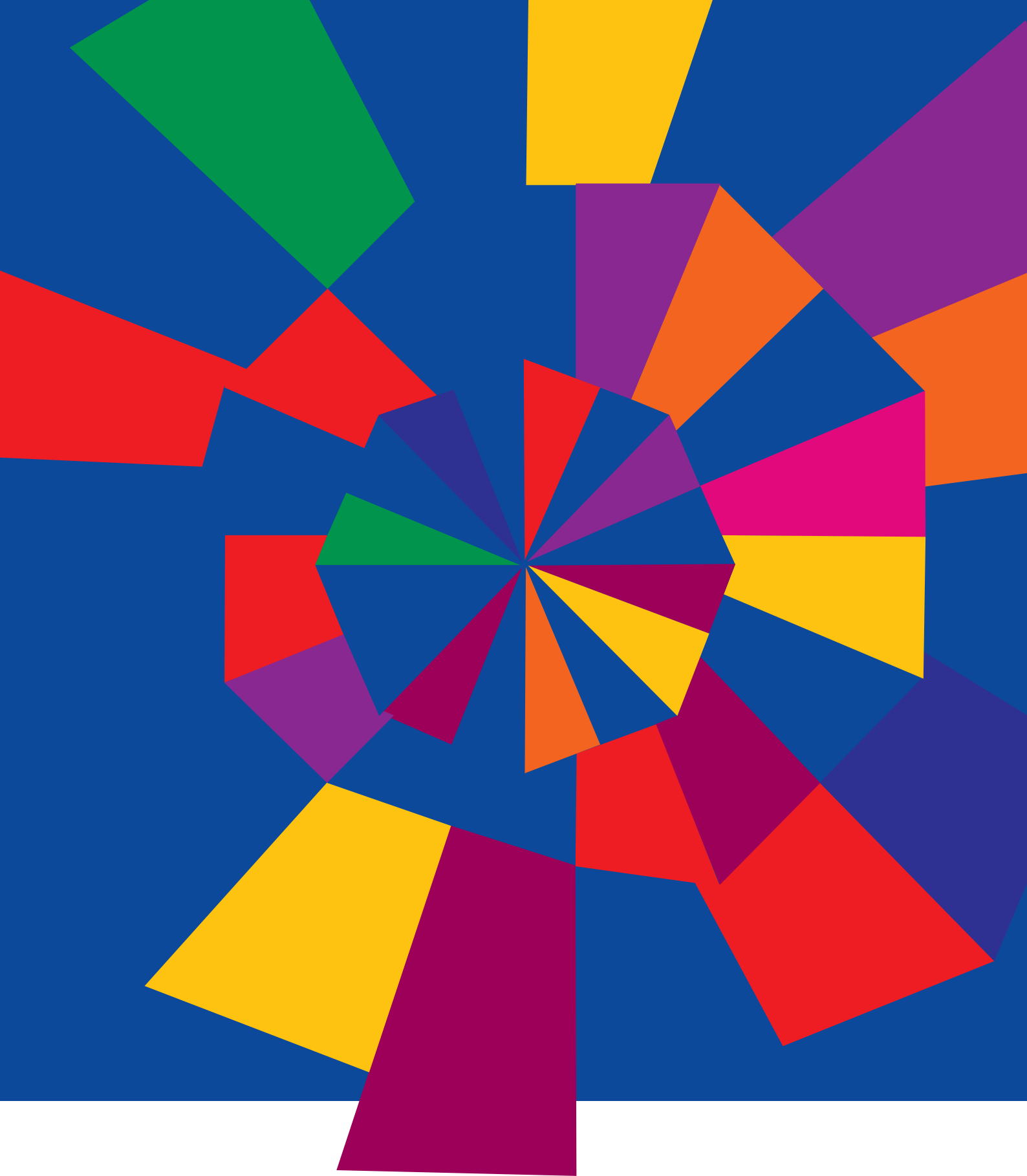
CERTIFYING  
BODY

**MICE**  
**Capabilities**

Development Department



Driving an Exceptional  
MICE Future for Thailand



## MICE CAPABILITIES DEVELOPMENT DEPARTMENT

### Thailand Convention & Exhibition Bureau (Public Organization)

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