

FACT SHEET

THAILAND MICE X-CHANGE 2025

2-3 April 2025 | Paragon Hall

Event Name: Thailand MICE X-Change 2025

Event Description: Thailand MICE X-Change Exhibition

Event Objectives:

1. Act as a catalyst to promote & adopt MICE - Exhibitions & Meetings as a key Marketing and Knowledge exchange
2. Raise standards of Thailand's MICE industry with innovations & sustainability
3. An annual face-to-face exchange platform to network & forge business opportunities amongst Thailand
4. Maximum learning by providing extensive conference tracks that covers research, best practices that's relevant, authentic & original

Event Theme: THE NEXHIBITION

Event Type: Exhibition led Conference

In Conjunction with: 1. Business-Matching X-Change Program
2. Business Networking Event

Date: Wednesday 2nd - Thursday 3rd April 2025 (2 days)

Time: 10.00-19.00 hrs.

Venue Host: Paragon Hall

No. of Visitors: 4,000 Visitors

Organised by: Thai Exhibition Association - TEA

Strategic Partner: Thailand Convention and Exhibition Bureau (Public Organization) - TCEB

Supported by: The Business of Creative and Event Management Association - EMA
Thai Hotel Association - THA
Thailand Incentive and Convention Association - TICA
Society for Incentive Travel Excellence - SITE Thailand

Conference Format: Keynotes, Panel Discussions

Exhibit Segments: M.I.C.E. + Business Events and Travels

Exhibitor Profiles:

1. Organisers (PEOs, Event Organisers, Festival Organisers)
2. Meeting planners (PCOs, Meeting Planners, DMCs)
3. Venues (Exhibition & Convention Centers, Convention Hotels, Special Event Venues)
4. Services Providers (Logistics, Stand Builders, Utilities Contractors, Security Services, Housekeeping Services, Furniture Rentals, Audio Visuals Suppliers)
5. Technology & Innovation Vendors (Registration Companies, Ticketing Services, Solutions Companies, VDO Production Services)
6. Sustainable Suppliers
7. Catering Services Companies

Visitor Profiles:

1. Corporate Companies
2. Organisers (PEOs, Event Organisers, Festival Organisers)
3. Meeting planners (PCOs, Meeting Planners, DMCs)
4. Venues (Exhibition & Convention Centers, Convention Hotels, Special Event Venues)
5. Agencies (Advertising Agencies, Marketing Agencies, Media Agencies, Event Marketing Agencies)
6. Academic Institutions (Universities, Vocational College)
7. Trade Associations
8. Government Bodies & Provincial City Governments