

## **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 2<sup>nd</sup> - Thursday 3<sup>rd</sup> April 2025 (2 days)

**Time:** 10.00-19.00 hrs.

**Venue Host:** Paragon Hall

**No. of Visitors:** 3,000 Visitors

**Organiser:** Thai Exhibition Association (TEA)

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

**Supported by:** Thailand Incentive and Convention Association (TICA)

Thai Hotel Association (THA)

The Business of Creative and Event Management Association (EMA)

Society for Incentive Travel Excellence (SITE Thailand)

**Conference Format:** Keynotes, Panel Discussions and Workshops

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

**Exhibitor Profiles:**

1. Organiser (PEO, Event Organiser, Festival Organiser)
2. Meeting planners (PCO, Meeting Planners, DMC)
3. Venue (Exhibition & Convention Center, 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 Company, Ticketing Services, Solutions Companies, VDO Production Services)
6. Sustainable Suppliers
7. Catering Services Companies

**Visitor Profiles:**

1. Corporate Companies
2. Organiser (PEO, Event Organiser, Festival Organiser)
3. Meeting planners (PCO, Meeting Planners, DMC)
4. Venue (Exhibition & Convention Center, 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