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Thai Exhibition Association Announces TMX 2026 in Bangkok

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The Thai Exhibition Association (TEA) has officially announced that the next edition of *Thailand MICE Exchange 2026 (TMX 2026)* will be held from **29–30 April 2026** at the Queen Sirikit National Convention Center (QSNCC), Bangkok.

Organized under the theme "*Innovation & Sustainability: Powering Excellence & Growth in Thailand's MICE Industry*", TMX 2026 will serve as Thailand's annual flagship platform for the MICE industry, fostering networking, business opportunities, and knowledge exchange between Thai and international stakeholders.

In strategic partnership with the Thailand Convention and Exhibition Bureau (TCEB), the event is expected to attract **100 local and global MICE exhibitors** and welcome over **4,000 trade delegates** from Thailand and across Southeast Asia. Exhibitors will showcase a comprehensive range of business events, travel products, services, and solutions, positioning TMX as a vital marketplace for the region.

The two-day program will also feature **two main conference tracks**:

- **The Main Stage**, a high-level forum for C-suite leaders, focusing on growth, profitability, risk, leadership, and future industry trends.
- **The X-Change Square**, a hands-on platform highlighting best practices and operational insights for MICE professionals.

Together, these sessions will deliver more than **30 discussions**, with over **61 speakers**, drawing approximately **1,400 participants**.

A key highlight of TMX 2026 will be its **Business Matching Program**, facilitating over **360 pre-scheduled one-to-one meetings** between buyers and sellers, enabling direct engagement and meaningful partnerships.

Thailand's MICE industry has rapidly evolved from being a global events destination to becoming a **comprehensive business ecosystem** and a **strategic gateway** connecting global enterprises with ASEAN and the Greater Mekong Subregion. With thousands of successful events hosted over the years, the country has firmly established itself as a **regional MICE powerhouse**.

TMX 2026 is expected to further strengthen this position by enabling participants to generate leads, expand market presence, enhance brand visibility, launch new offerings, and gain critical insights into the latest global trends driving the industry. The event reinforces Thailand's vision of transforming MICE into a driver of sustainable growth and positioning the nation not just as an event destination, but as a hub for **business acceleration and strategic collaboration**.

