

# SHOW PREVIEW

# TMX

## THAILAND MICE X-CHANGE

INNOVATION & SUSTAINABILITY:  
POWERING EXCELLENCE & GROWTH  
IN THAILAND'S MICE INDUSTRY

**29-30 April 2026**  
**QSNCC, Bangkok, Thailand**

ORGANISED BY



STRATEGIC PARTNER



VENUE HOST





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## THE COUNTDOWN BEGINS — TMX 2026

The countdown has begun! Thailand MICE X-Change 2026 will unite Thailand's and the Global Meeting, Incentive, Convention, and Exhibition (MICE) ecosystem under one roof.

From event organizers and corporate marketers to HR leaders, venue managers, planners, and solution providers — **TMX 2026 is the industry's must-attend platform for networking, business growth, and innovation.**

### 80+ Trusted MICE Partners Ready to Collaborate

Engage with leading exhibition organizers, venue operators, technology providers, suppliers, convention bureaus, and destination partners from Thailand and beyond.

Be among the first to experience new MICE solutions, advanced event technologies, and forward-thinking concepts that can transform your event strategy and strengthen your competitive edge.



### X-Change Square Conference

Gain fresh insights from industry experts and thought leaders. Topics will range from Sales, Marketing & Revenue Growth, Strategic Planning & Show Management, Venue & Floorplan Strategy, Operations, Logistics & Execution Excellence, Sustainability & Future-Ready MICE and many more..

### Why These Topics Matter to You

These sessions cover the full spectrum of practical, operational, and strategic knowledge for MICE professionals — from marketing and technology to logistics, sustainability, and on-site execution — making them highly relevant if you're planning, organizing, or innovating within events and exhibitions.

## 25 SPEAKERS | 16 SESSIONS



Get the latest trends and practical insights  
from X-Change Square, delivered by industry leaders and experts.

## OUR SPEAKERS



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### Powerful Connections. Real Business Outcomes.

TMX 2026 is where decision-makers connect. Engage with industry leaders, solution providers, venue operators, and corporate planners through structured networking and curated one-to-one meetings.

Turn conversations into collaborations – and collaborations into measurable results.

### Truly Regional MICE Platform

This year, TMX 2026 goes beyond Thailand.

Confirmed delegations from South Korea, Singapore, China, Myanmar, Indonesia, Philippines and Malaysia will be joining the show – creating powerful opportunities for regional partnerships, knowledge exchange, and business expansion across ASEAN and beyond.

If you are looking to grow internationally, this is where your next connection begins.

**80+ EXHIBITORS | 4,000+ VISITORS**

**360 SUCCESSFUL  
BUSINESS MEETINGS**



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### SNAPSHOT OF ACTIVITIES AT TMX 2026

- Co-located with TCEB MICE Day
- TMX X-Change Square Conference
- TMX Conference Session @ TCEB MICE Day Main Stage
- Business Matching Program between exhibitor and buyers
- Trade Delegation and networking sessions by the Association of Korean Exhibition Industry (AKEI)
- Trade Delegation by Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)
- Trade Delegation by Indonesia Exhibition Companies Association (ASPERAPI)
- Trade Delegation by Myanmar Exhibition and Conference Association (MECA)
- Trade Delegation by Philippine Association of Convention Exhibition Organisers and Suppliers (PACEOS)
- China Trade Delegation by Liang Zhi Long Organiser
- TEA Best Booth Design Award 2026 by Thai Exhibition Association
- And many more ..

### PLAN YOUR VISIT !

29–30 April 2026

Ballroom 1–3, Level 1

Queen Sirikit National Convention Center (QSNCC), Bangkok, Thailand.

**Admission is FREE!**

**Secure your spot today and be part of the event shaping the future of Thailand's MICE industry.**

Pre-register now: [www.tmxexpo.com](http://www.tmxexpo.com)



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# EXHIBITOR LIST

COMPANY NAME	BUSINESS ZONE	BOOTH NO.	COUNTRY
DSV CONTRACT LOGISTICS LTD. (EXCLUSIVE LANYARD SPONSOR)	Service Providers	S03	Thailand
RX BITEC (THAILAND) CO., LTD. (X-CHANGE SQUARE STAGE SPONSOR)	Organizers	X-Change Square	Thailand
Shanghai New International Expo Centre Co., Ltd. (BUSINESS LOUNGE SPONSOR)	Venues & Hotels	Business Lounge Sponsor	China
Resort World Sentosa - RWS (GOODIE BAG SPONSOR)	Venues & Hotels	V17	Singapore
APT Showfreight (Thailand) Limited (EVENT SPONSOR)	Service Providers	Sponsor	Thailand
Sun Expo Services Co., Ltd. (EVENT SPONSOR)	Service Providers	Sponsor	Thailand
121 CREATION COMPANY LIMITED	Organizers	O14	Thailand
Ad-Bot (Thailand) Co., Ltd.	Sustainability	SU04	Thailand
ALBALY GROUP CO., LTD.	Service Providers	TK7	Thailand
Aloft Bangkok Sukhumvit 11	Venues & Hotels	V14	Thailand
Ambience Space	Venues & Hotels	V34	Thailand
AME Imaginative Company Limited. (Amarin Corp)	Organizers	O02	Thailand
AsiaWorld-Expo Management Limited - AWE	Venues & Hotels	V24	Hongkong



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COMPANY NAME	BUSINESS ZONE	BOOTH NO.	COUNTRY
Bangkok Marriott Marquis Queen's Park	Venues & Hotels	V18	Thailand
BEST-EXPO BUSINESS (HK) LIMITED	Service Providers	S04	Hongkong
BETASK CONSULTING CO. LTD.	Technology & Innovation	TK6	Thailand
BIOAXEL CO., LTD	Sustainability	SU05	Thailand
BITEC	Venues & Hotels	V15	Thailand
CHARMINGPANDA CO., LTD.	Service Providers	S08	Thailand
Chiang Mai Marriott Hotel	Venues & Hotels	V14	Thailand
CITYNEON EVENTS PTE. LTD.	Service Providers	S26	Singapore
Curated Partner Company Limited	Technology & Innovation	TK1	Thailand
CyberPrint Group Co., Ltd.	Sustainability	SU06	Thailand
DEZIGN FORMAT PTE. LTD.	Organizers	O03	Singapore
DLG MARKETS ASIA PACIFIC Co., Ltd.	Organizers	O18	Thailand
DOCUSYS (THAILAND) COMPANY LIMITED	Service Providers	S17	Thailand



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COMPANY NAME	BUSINESS ZONE	BOOTH NO.	COUNTRY
ES EXHIBITION SERVICES SDN. BHD	Organizers	O20	Malaysia
Event Management Association (EMA)	Asso./Media/ Trade		Thailand
EventTech.ai	Technology & Innovation	TK2	Thailand
EVENTTHAI COMPANY LIMITED	Technology & Innovation	T24	Thailand
EventX Limited	Technology & Innovation	T22	Hongkong
Exhibition Design & Lighting Co Ltd - EDL	Service Providers	S01	Thailand
EXPOSITION TECHNOLOGY CO., LTD.	Service Providers	S18	Thailand
Futuremart Creation Co., Ltd.	Asso./Media/ Trade	M02	Thailand
Gevme	Technology & Innovation	T23	Singapore
GIFTWISE ASIA COMPANY LIMITED	Service Providers	S06	Thailand
GIFTWISE ASIA COMPANY LIMITED	Service Providers	S05	Thailand
Global Tie Network	Service Providers	O11	Singapore
GORILLA EVENT COMPANY LIMITED	Organizers	O08	Thailand

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COMPANY NAME	BUSINESS ZONE	BOOTH NO.	COUNTRY
Hyatt Regency Bangkok Sukhumvit	Venues & Hotels	V14	Thailand
ICONSIAM HALL	Venues & Hotels	V23	Thailand
IE Exhibition Services, Singapore	Service Providers	S28	Singapore
IMPACT EXHIBITION MANAGEMENT COMPANY LIMITED	Organizers	O01	Thailand
INDEX CREATIVE VILLAGE PUBLIC COMPANY LIMITED	Organizers	O10	Thailand
Indonesia Exhibition Companies Association (ASPERAPI)	Asso./Media/Trade	A04	Indonesia
Informa Markets (Bangkok)	Organizers	O06	Thailand
INTER-MEDIA CONSULTANT CO., LTD.	Organizers	O15	Thailand
JUBLIA PTE. LTD.	Technology & Innovation	TK5	Singapore
JW Marriott Hotel Bangkok	Venues & Hotels	V14	Thailand
KAVIN INTERTRADE COMPANY LIMITED	Organizers	O04	Thailand
KICE International Convention and Exhibition Center	Venues & Hotels	V31	Thailand
KINGSMEN C.M.T.I. PUBLIC COMPANY LIMITED	Service Providers	S10	Thailand



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COMPANY NAME	BUSINESS ZONE	BOOTH NO.	COUNTRY
KO EXPERIENCE CO., LTD.	Technology & Innovation	TK4	Thailand
Klobbi (Thailand) Co., Ltd.	Service Providers	O09	Thailand
Koelnmesse Thailand / Expolink Global Network Ltd	Organizers	O13	Thailand
KUEHNE + NAGEL CO., LTD.	Service Providers	S12	Thailand
LingTong Exhibition System Co., Ltd.	Service Providers	S02	China
Malaysia International Trade and Exhibition Centre - MITEC	Venues & Hotels	V19	Malaysia
Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)	Asso./Media/Trade	A03	Malaysia
Messe Düsseldorf Asia Pte Ltd	Organizers	O12	Singapore
Montatip Hall	Venues & Hotels	V32	Thailand
Myanmar Exhibition and Conference Association (MECA)	Asso./Media/Trade	A05	Myanmar
Mövenpick Bangkok Sukhumvit 15	Venues & Hotels	V14	Thailand
Novotel Bangkok Future Park Rangsit	Venues & Hotels	V20	Thailand
Novotel Bangkok Sukhumvit 20	Venues & Hotels	V14	Thailand



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COMPANY NAME	BUSINESS ZONE	BOOTH NO.	COUNTRY
PHRONG INTERTRADE Co.,Ltd	Service Providers	S07	Thailand
Phuket Marriott Resort & Spa, Merlin Beach	Venues & Hotels	V25	Thailand
PT INDUSTRI PAMERAN NUSANTARA / Nusantara International Convention Exhibition - NICE	Venues & Hotels	V21	Indonesia
Pullman Bangkok Hotel G.	Venues & Hotels	V22	Thailand
Queen Sirikit National Convention Center - QSNCC	Venues & Hotels	V08	Thailand
REAL FOODS CO., LTD.	Sustainability	SU03	Thailand
Rogers Bangkok Co., Ltd.	Service Providers	S11	Thailand
ROYAL CLIFF BEACH HOTEL CO., LTD.	Venues & Hotels	V16	Thailand
Royal Paragon Enterprise Co., Ltd.	Venues & Hotels	V23	Thailand
Royal Phuket City Hotel	Venues & Hotels	V14	Thailand
Sheraton Grande Sukhumvit	Venues & Hotels	V14	Thailand
SMART BOOM CO., LTD.	Service Providers	S35	Thailand
Sofitel Bangkok Sukhumvit	Venues & Hotels	V14	Thailand
SWAGON Company Limited	Service Providers	S33	Thailand



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COMPANY NAME	BUSINESS ZONE	BOOTH NO.	COUNTRY
TECHNOLOGY MEDIA CO., LTD.	Asso./Media/ Trade	M01	Thailand
THAI EFFECT DOT COM LIMITED PARTNERSHIP	Service Providers	S15	Thailand
Thailand Incentive and Convention Association (TICA)	Asso./Media/ Trade		Thailand
Thavorn Beach Village Resort & Spa Phuket	Venues & Hotels	V33	Thailand
The Association of Korean Exhibition Industry (AKEI)	Asso./Media/ Trade	S16	Korea
The Landmark Bangkok	Venues & Hotels	V14	Thailand
The Mill International Pte Ltd	Sustainability	SU01	Singapore
The Westin Grande Sukhumvit Bangkok	Venues & Hotels	V14	Thailand
True Space Co., Ltd.	Venues & Hotels	TK3	Thailand
UPGroup Asia	Service Providers	S29	Singapore
VIEW WIDE CO.,LTD.	Service Providers	S31	Thailand
VNU EXHIBITIONS ASIA PACIFIC CO.,LTD.	Organizers	O07	Thailand
XMANIA 2019 CO., LTD.	Asso./Media/ Trade	M03	Thailand
ZIPEVENT COMPANY LIMITED	Technology & Innovation	T21	Thailand

# Thailand MICE X-Change 2026 FLOOR PLAN

**TCEB MICE DAY**

**TCEB MICE DAY**

**EXIT**      **ENTRANCE**

## TMX SESSION @ MAIN STAGE

### The Future of MICE: Global Trends & Leadership Insights

📅 30 April 2026  
 🕒 14:30 – 15:15 Hrs.  
 📍 Main Stage

As the global MICE industry continues to evolve in an era of digital transformation, sustainability demands, and shifting business models, strong leadership and strategic foresight have never been more critical.

This high-level panel brings together regional industry leaders from Informa Markets, Koelnmesse, AsiaWorld-Expo, and the Thailand Convention and Exhibition Bureau (TCEB) to share global perspectives on where the MICE industry is heading.

**Mark Your Calendar!**

**TMX**  
THAILAND MICE X-CHANGE

**Ian Roberts**  
Senior Vice President Asia  
Informa Markets

**Prakash Ramajillu**  
General Manager  
Koelnmesse Pte Ltd

**Enid Low**  
Chief Strategy Officer  
AsiaWorld-Expo

**Jarwan Suwannasat**  
Senior Vice President  
Thailand Convention and  
Exhibition Bureau (TCEB)

*Moderator*

**Panel Discussion**  
**The Future Of MICE :  
 "Global Trends & Leadership Insights"**

30 APRIL 2026 14.30 - 15.15 Hrs.  
 at Main Stage

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Conducted in  
English

## DAY 1 (29 April 2026)

<p>10.30 – 11.15 Hrs.</p>	<p><b>Beyond Tenancy: A Regional Insights On the Evolving Role of Venues</b></p> <p><b>Michael Kruppe</b>, CEO/GM, Shanghai New International Expo Center (SNIEC)  <b>Ryan Adrian</b>, Managing Director, Nusantara International Convention Exhibition (NICE)  <b>Pitiphatr Buri</b>, CEO, Bhiraj Buri Group  <b>Janz Ng</b>, Acting Senior Director, Partnership &amp; Sales, Resorts World Sentosa (RWS)  <b>Winnee Lim</b>, Deputy CEO, Malaysia International Trade and Exhibition Centre (MITEC)  <b>Moderator Khoo Yew Jin</b></p> 
<p>11.30 – 12.00 Hrs.</p>	<p><b>Understanding What Exhibition Marketing is All About?</b></p> <p><b>Ben Veechai</b>, Founder, BVM Consulting</p> 
<p>12.15 – 12.45 Hrs.</p>	<p><b>Effective Exhibition Project Planning &amp; Management – How to get it done right?</b></p> <p><b>Rungphech Chitanuwat</b>, Regional Portfolio Director – ASEAN, Informa Markets</p> 
<p>13.45 – 14.15 Hrs.</p>	<p><b>How AI can help your marketing promotions? – From generative contents to Real Time Analytics</b></p> <p><b>Daniel G Tjan</b>, Managing Director, Gevme</p> 
<p>14.30 – 15.00 Hrs.</p>	<p><b>Selling the Show: Strategies to Boost Exhibitor and Sponsorship Sales</b></p> <p><b>Katharina Staske</b>, Managing Director, DLG Markets Asia Pacific Co., Ltd.</p> 
<p>15.15 – 15.45 Hrs.</p>	<p><b>How to Run Effective “Business Matching Program” in your events?</b></p> <p><b>Maynatthapa Pothong</b>, Buyer/Database Manager, IMPACT Exhibition Management Co., Ltd.</p> 
<p>16.00 – 16.30 Hrs.</p>	<p><b>Appointing international sales agents? ...What to look out for?</b></p> <p><b>Panada Kongma</b>, Vice President of Business, VNU Asia Pacific</p> 
<p>16.45 – 17.30 Hrs.</p>	<p><b>Understanding Consumer Show Trends &amp; Challenges in Thailand</b></p> <p><b>Phanuphan Chitsakdanon</b>, Vice President, World Fair Co., Ltd.  <b>Vachira Jitsakdanont</b>, Vice President, Union Pan Exhibition Co., Ltd.  <b>Chamaiporn Paphatphong</b>, Executive Director, Inter-Media Consultant Co., Ltd.  <b>Jeremiah Pitakwong</b>, Chief Executive Officer, AME Imaginative Company Limited  <b>Moderator – Sarnit Karunyavanij, Country Manager, DMG Events</b></p> 



Conducted in  
English

# DAY 2 (30 April 2026)

<p>10.30 – 11.00 Hrs.</p>	<p><b>What's in a Floorplan? ... Maximize Your Returns</b></p> <p><b>Pravit Sribanditmongkol</b>, Advisor, Kingsmen C.M.T.I. Public Company Limited</p>	
<p>11.15 – 12.00 Hrs.</p>	<p><b>How To Meet Exhibition Logistics Challenges &amp; Pain Points?</b></p> <p><b>Ghazali Saad</b>, Vice President, Expo+Events (Asia Pacific), Kuehne+Nagel Expo+Events <b>Suthichai Techanarungroj</b>, Regional Director, APT Showfreight Group</p>	
<p>13.00 – 13.30 Hrs.</p>	<p><b>Optimizing Trade Show Freight Forwarding To Deliver Show Success</b></p> <p><b>Wanida Sirisuksa</b>, General Manager, DSV Contract Logistics</p>	
<p>13.45 – 14.15 Hrs.</p>	<p><b>Driving Sustainability: Paving the Way for a Green Future in MICE Industry – Discovering Eco-Friendly Strategies for Event Organisers</b></p> <p><b>Adam Piperdy</b>, CEO and Founder, UP Group Asia</p>	
<p>14.30 – 15.00 Hrs.</p>	<p><b>Big Show On-Site Operation Best Practices – Perspectives from an Operation Director</b></p> <p><b>Jasmine Hoo</b>, Operation Director, Koelnmesse Pte Ltd</p>	
<p>15.15 – 15.45 Hrs.</p>	<p><b>Special Booth Construction Designs – Visual Appeal, Brand Engagement, Colours and Layouts To Attract Visitors</b></p> <p><b>Kulthida Songkittipakdee</b>, Principal Architect HAS design &amp; research, Public Relations Director ASA, Visiting Professor Tongji University</p>	
<p>16.00 – 16.30 Hrs.</p>	<p><b>Video for Digital Economy: The Next Gen of Content Production</b></p> <p><b>Maew Sittigon</b>, Director &amp; AI Creative Director, View Wide Co., Ltd.</p>	
<p>16.45 – 18.00 Hrs.</p>	<p><b>TEA Best Booth Design Award 2026</b></p>	

Remark\* The program is subject to change without prior notice.  
หมายเหตุ\* กำหนดการอาจมีการเปลี่ยนแปลงโดยไม่แจ้งให้ทราบล่วงหน้า



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## FULL CONFERENCE PROGRAM



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