

TCEB Hosts MICE Day 2025 Highlighting 3 Core Concepts for Driving Thai MICE Industry, Heralding 2026 “MICE Celebration Year”



TCEB organises MICE Day 2025 at IMPACT Muang Thong Thani under the theme “Unfolding Journey: Authenticity, Technology, Sustainability”. These three concepts are highlighted as key pillars in differentiating and driving the Thai MICE industry towards sustainability. The event is also a showcase in addressing the requirements of modern society in the areas of decarbonisation, equality, innovation and value-added initiatives, while serving as a platform for TCEB to announce “MICE Celebration Year 2026” to attract MICE travellers from around the world.

Mr. Chiruit Isarangkun Na Ayuthaya, President of Thailand Convention and Exhibition Bureau (Public Organization) or TCEB stated: “As a government agency dedicated to driving the Thai MICE industry to achieve international competitiveness and become a tool for propelling the Thai economy, TCEB has confidence in the Thai MICE ecosystem where strong collaboration between the public and private sectors in adapting to and overcoming challenges is evident. Thus, the theme of MICE Day 2025 is crafted into “Unfolding Journey: Authenticity, Technology, Sustainability”. The aim is to present and provide an understanding of the journey of the Thai MICE industry in coping with difficulties along with the establishment of a clear direction in moving the industry ahead. As a result, we have identified the three concepts—Authenticity, Technology, and Sustainability—for all sectors to drive the Thai MICE industry towards unique selling points and sustainable competitiveness. These concepts address the demands of modern business events, including the pursuit of direct experiences with local communities and value addition in event destinations, the use of modern technology to create unique event outcomes, and the achievement of measurable sustainability in economic, social and environmental terms.”

To promote the three concepts, MICE Day 2025 features activities that demonstrate the readiness of the Thai MICE industry to adapt to the new landscape and provide valuable insights for industry advancement. The event begins with the presentation of certification in Thailand MICE Venue Standard and ASEAN MICE Venue Standard certifications, as well as Thailand Sustainable Event Management Standard certifications and 2 HYs (Hygiene & Hybrid) to 265 qualified MICE entrepreneurs.

This is followed by a panel discussion on “MICE: The Dynamic Growth Engine for Thai Economy,” featuring Mr. Nikorndej Balankura, Director-General of the Department of Information and Spokesperson of the Ministry of Foreign Affairs; Mr. Sorrabhol Virameteekul, Assistant Managing Director, Kasikorn Securities PCL; Mr. Sittipong Sirimasakasem, Founder and Executive Director of RGB72 Ltd., and organizer of Creative Talk Conference; Mr. Paul Kanjanapas, Chief Executive

Officer of IMPACT Exhibition Management Co., Ltd.; and Moderated by Mr. Nakarin Wanakijpaibul (Ken) CEO and Editor-in-Chief of The Standard, this discussion aims to spotlight MICE industry as a new dynamic growth engine that has the potential to attract trade, investment and business opportunities to Thailand. Next is a special panel discussion on “Innovating MICE Experience with Local Thai Wisdom” featuring Dr. Korakot Aromdee, Creative Director, Korakot International LTD., PART.; Chef Duangporn Songvisava (Bo), founder of Bo.lan restaurant; and Dr. Krisada Kritayakirana, CEO and CO-Founder of MuvMi. Moderated by Ms. Cholaphansa Narula (Hunny), the discussion explores strategies to upgrade MICE events through innovation and creativity so that the events can attract attendees interested in new business approaches.

Furthermore, there is a special lecture on Mental Model for MICE by Mr. Kasidis Satangmongkol (Toy), a data expert from DataRockie and Samsung, who presents data analysis techniques to transform data into information and knowledge that addresses business needs and drives business growth.

MICE Day 2025 also features breakout sessions on such topics as Creative Pulse: “Where MICE Power UCCN Networks,” Measuring Sustainable MICE Events with Carbon Footprint Calculator, M&I Decoded: Trends, Talks and Thailand’s Opportunities, and Next Gen MICE Clinic by Thailand Incentive and Convention Association (TICA).

The TCEB President added that to demonstrate the alignment of Thai MICE events with the needs of modern business and society, MICE Day 2025 implements event processes that achieve carbon neutrality, addressing the reduction of carbon emissions from events. To address equality, the venue provides accessibility for people with disabilities and gender-neutral restrooms. Innovation and digital tools are also applied throughout the event in order to boost participation.

In addition, TCEB employs MICE Day 2025 as a platform to spur the dynamics of the Thai MICE industry by announcing at the event that 2026 will be “MICE Celebration Year” and Thailand MICE Week 2026 will be organized to showcase Thailand’s potential as a true international MICE hub. This initiative is underscored by the fact that Thailand will be hosting several major international events in 2026 that can be used to promote Thailand to the international market and attract MICE travellers. The events include Udon Thani International Horticultural Expo 2026, the Annual Meetings of the World Bank Group and the International Monetary Fund (IMF), the World Congress on Pain 2026, the UFI Asia Pacific Conference 2026, and the Global Sustainable Tourism Conference 2026.

MICE DAY 2025

UNFOLDING JOURNEY
AUTHENTICITY | TECHNOLOGY | SUSTAINABILITY

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